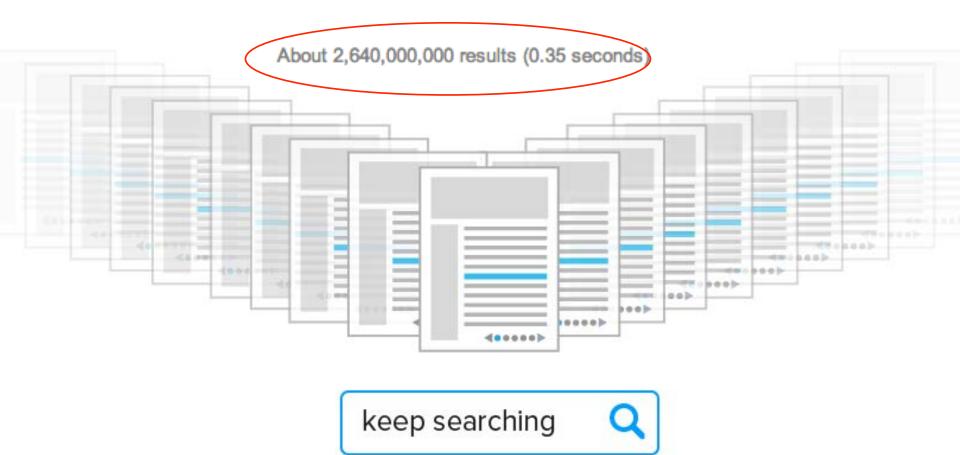
Creating Engaging Web Scale Library Discovery for a Google Generation

Dr. Hilary Kenna, SeeSearch & IADT

LIR Annual Seminar, March 30th 2015. What Next for Webscale Discovery?

Search & Discovery problem

- Information overload
- Access
- Understanding
- -Ease

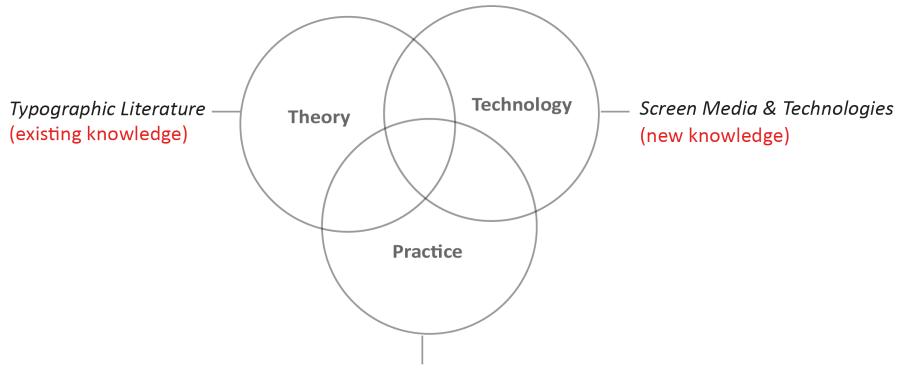




PhD Research

A Practice-led Study of Design Principles for Screen Typography — with reference to the teachings of Emil Ruder

My Problem PhD Research



Contemporary Practice in Screen Typography (new knowledge)

Design Thinking (D-School Stanford)









understand—explore—prototype—evaluate

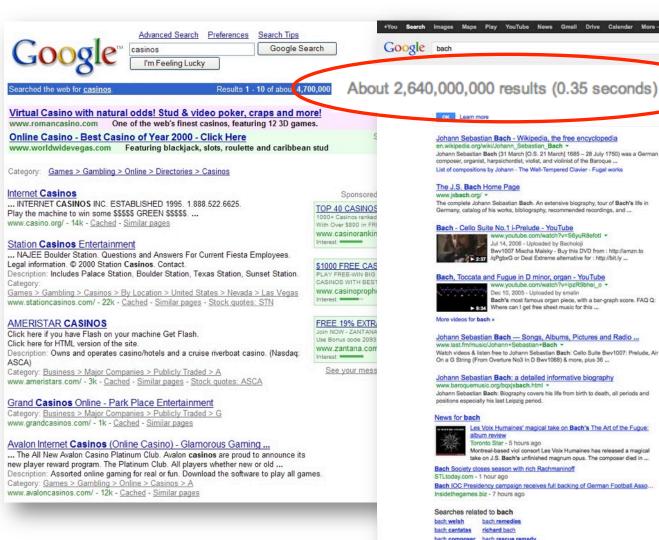
UX/UCD design approach

- —Need or problem
- —Existing solutions
- User research
- —Sketches & prototypes
- —Testing & iteration





2001 2013



About 2,640,000,000 results (0.35 seconds)



Johann Sebastian Bach - Wikipedia, the free encyclopedia

Johann Sebastian Bach (31 March [O.S. 21 March] 1685 - 28 July 1750) was a German composer, organist, harpsichordist, violist, and violinist of the Baroque ... List of compositions by Johann - The Well-Tempered Clavier - Fugal works

The J.S. Bach Home Page

www.isbach.org/ *

The complete Johann Sebastian Bach. An extensive biography, tour of Bach's life in Germany, catalog of his works, bibliography, recommended recordings, and ...

Bach - Cello Suite No.1 i-Prelude - YouTube



www.youtube.com/watch?v=S6yuR8efotl * Jul 14, 2006 - Uploaded by Bacholoji

Bwv1007 Mischa Maisky - Buy this DVD from : http://amzn.to /qPgbxG or Deal Extreme alternative for : http://bit.ly ...

Bach, Toccata and Fugue in D minor, organ - YouTube



Dec 10, 2005 - Uploaded by smalin Bach's most famous organ piece, with a bar-graph score. FAQ Q:

Where can I get free sheet music for this ...

More videos for bach »

Johann Sebastian Bach — Songs, Albums, Pictures and Radio ...

Watch videos & listen free to Johann Sebastian Bach: Cello Suite Bwv1007; Prelude, Air On a G String (From Overture No3 In D Bwv1068) & more, plus 36 ...

Johann Sebastian Bach: a detailed informative biography

www.baroquemusic.org/bqxjsbach.html -

Johann Sebastian Bach: Biography covers his life from birth to death, all periods and positions especially his last Leipzig period.

News for bach



Les Voix Humaines' magical take on Bach's The Art of the Fugue;

Toronto Star - 5 hours ago

Montreal-based viol consort Les Voix Humaines has released a magical take on J.S. Bach's unfinished magnum opus. The composer died in ...

Bach Society closes season with rich Rachmaninoff

STLtoday.com - 1 hour ago

Bach IOC Presidency campaign receives full backing of German Football Asso...

Insidethegames.biz - 7 hours ago

Searches related to bach bach welsh bach remedies bach cantatas richard bach

bach composer bach rescue remedy sebastian bach bach choir

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Û

Johann Sebastian Bach

Johann Sebastian Bach was a German composer, organist, harpsichordist, violist, and violinist of the Baroque period, Wikipe

Born: March 31, 1685, Eisenach

Died: July 28, 1750, Leipzig

Compositions: Cello Suites, Well-Tempered Clavier,

Children: Carl Philipp Emanuel Bach, Johann Christian

Spouse: Anna Magdalena Bach (m. 1721–1750), Maria Barbara Bach (m. 1707–1720)

Siblings: Johann Christoph Bach, Johann Jacob Bach, Johann Balthasar Bach

People also search for

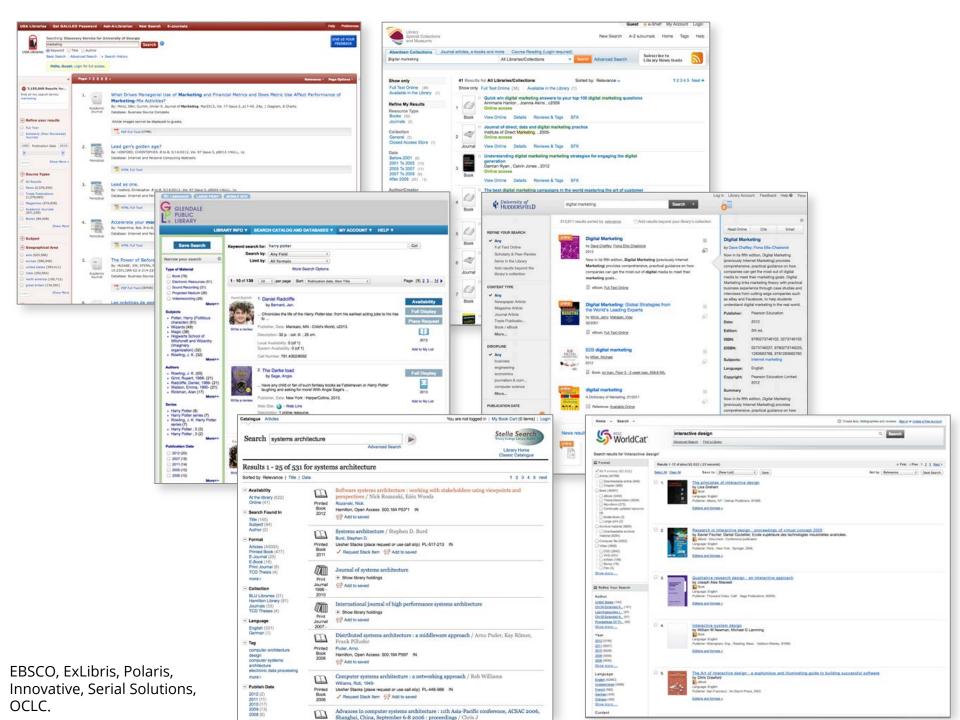








Feedback/More info



User research

- —Focus groups
- —Interviews
- Personas
- —Empathy maps
- —Testing & iteration

Public Library General Fiction



Name: Jane Profession: Housewife Age: 35

Description: Jane is a 35 year old housewife living in South County Dublin. She is married and has two children. They are boys named Andrew (8) and Karl (6).

Skills: Average domestic computer skills.

Sources:

General Non-Fiction Query – Local Interest



Name: Michael Profession: Retired Civil Servant Age: Early 60's

Description: Michael is a recently retired civil servant living in Templeogue in South County Dublin.

Skills: He has some computer skills mainly word processing and data inputting.

Sources

Connecting to the Past: Mapping South Dublin County in Time Ask About Ireland

Irish Newspaper Archives Ordnance Survey Ireland Historic Maps Library Viewer Irish Times Digital Archive

JSTOR Ireland Collection Borrowbooks

Search: Find publications dealing with local history and family genealogy.

Higher Education/ Academics



Name: Fintan
Profession: Photography Lecturer
Age: 40

Description: John works at the Institute of Art Design and Technology in Dun Laoghaire, Dublin. He is senior lecturer in Historical and Theoretical Studies in Photography and holds a Phd. He is writing a book on ethnography.

Higher Education/ Academics



Name: Kevin Profession: Photography Student Age: 20's

Description: Kevin is an photography student working under the supervision of John. He is preparing his undergraduate thesis.

Kevin's chosen thesis topic is as follows; how the theory of the everyday influences photographic practice.

Skills: He has good computer skills. His specialist research skills are an area of weakness

Search Terms:

- 1. "Everyday + Capitalism"
- "Everyday + Escape"
- "Everyday + female photographers"
- "Everyday + domesticity"
- 5. "Everyday + 19th Century Social History"

Key Authors

Henri Lefebryne Michel deCerteau

Specialist/ Higher Education - Medical



Name: Andrew Profession: Medical Student Age: 20's

Description: He has been given and assignment:

Your mother is aged 75 and will be flying to Australia to visit grandchildren for the first time. She has seen a TV programme promoting flight stockings as a means of reducing the risk of blood clots induced by prolonged inactivity. The use of aspirin as a preventative measure was also mentioned.

Specialist Library (Economics/Policy)



Name: Mary Profession: Economics Researcher Age: Late 40's

Economics Query

Description: Mary is a senior economics researcher at a government department. The demands of her job require her to write position papers and reports on the economics of vast range of topics. She needs to access the most upto-date authoritative sources including peer reviewed and cited articles from reputable authors, publishers and organisations.

Skills: Sharon has medium to strong computer skills and has very strong research and analytical skills.

Sources:

EBSCO A-Z Index Intranet Factiva News Catalogue Archival Ware Google Scholar

Search: What are the criticisms of shallow geo-thermal systems?



Student
Laura Murphy
21 years old
Year 3 BA Visual Communications

Thinks

Good IT skills

The library doesn't really have what I need

I don't know how to use it properly, its outdated

Says

I can't find what I need

Why is it so hard to use?

Does

Gives up using the library

Mostly uses Google & web sources

Feels

Frustrated

Confused

Anxious



Librarian

David Ryan 20 years experience Good IT skills

Thinks

E-resources should be used more

Information literacy is a big problem

Says

We need to engage the students

How can I show them what we have?

Does

Creates & delivers more support materials & classes

Buys new types of content

Feels

A bit frustrated with IT & lib tech in general

Passionate about information literacy



Student
Laura Murphy
21 years old
Year 3 BA Visual Comm
Good IT skills



Librarian
David Byrne
20 years experience
History & English Lit.
Good IT skills

Objectives

easy to use understand search find discover save

share

Objectives

user-friendly
explain
engage
promote
showcase
track
improve



re**search** Q









Internal



Subscription



FORRESTER

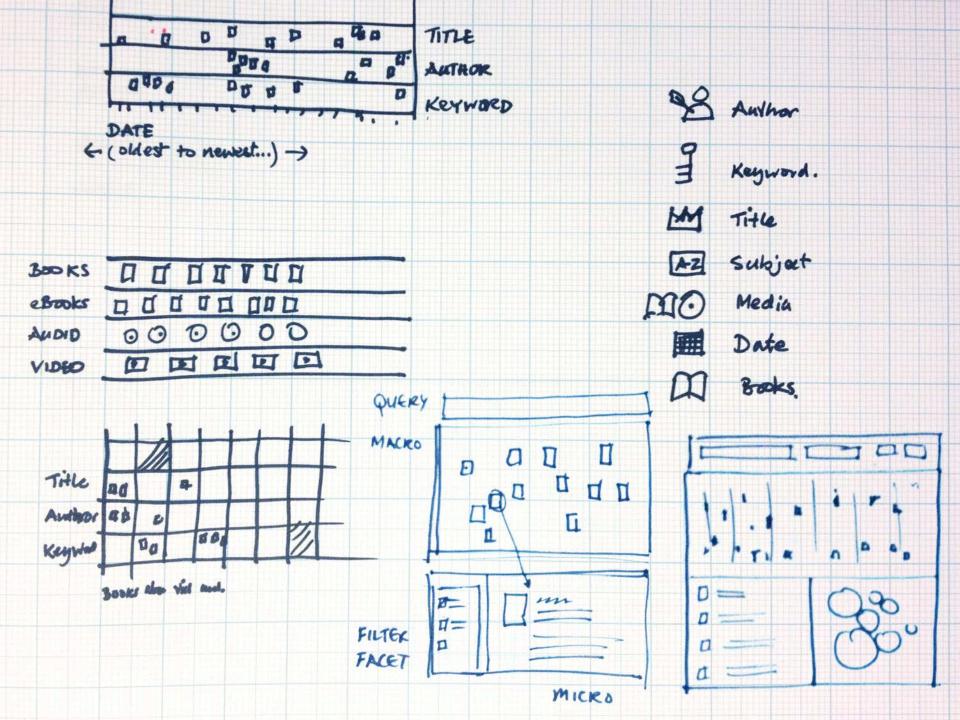


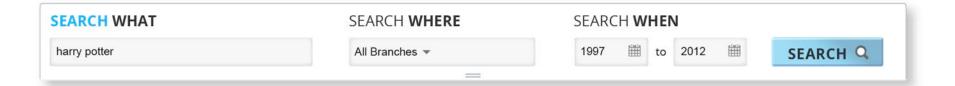


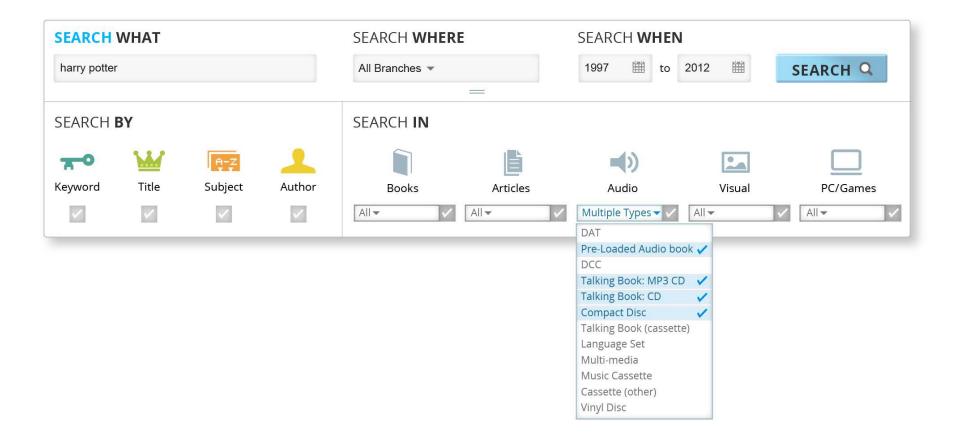


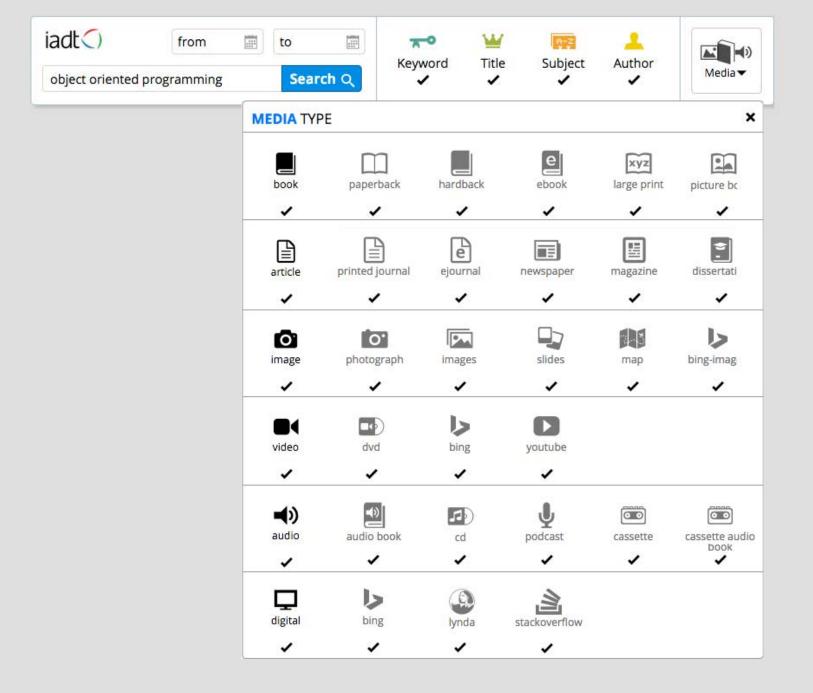
Sketching & prototypes

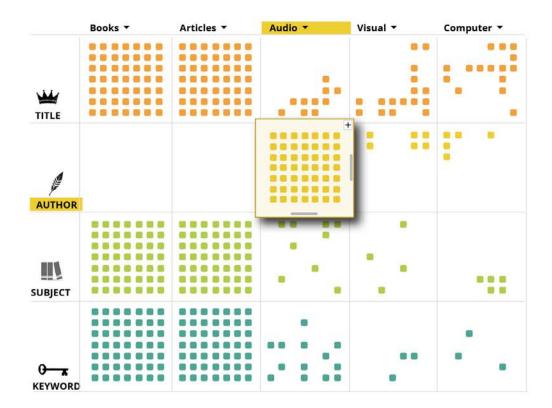
- -What
- -Where
- -How
- -Get
- -Save



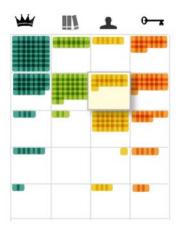


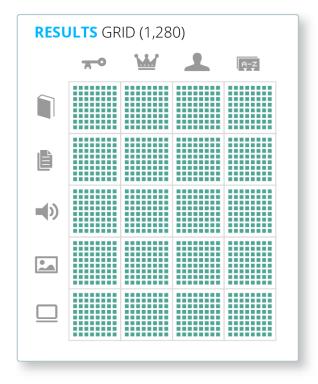


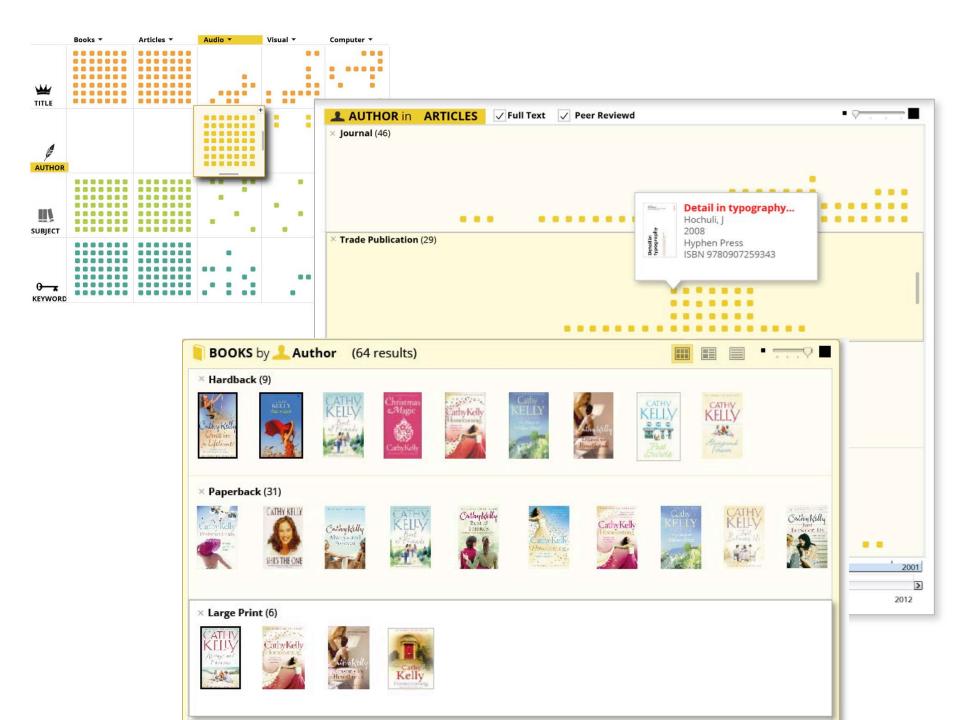


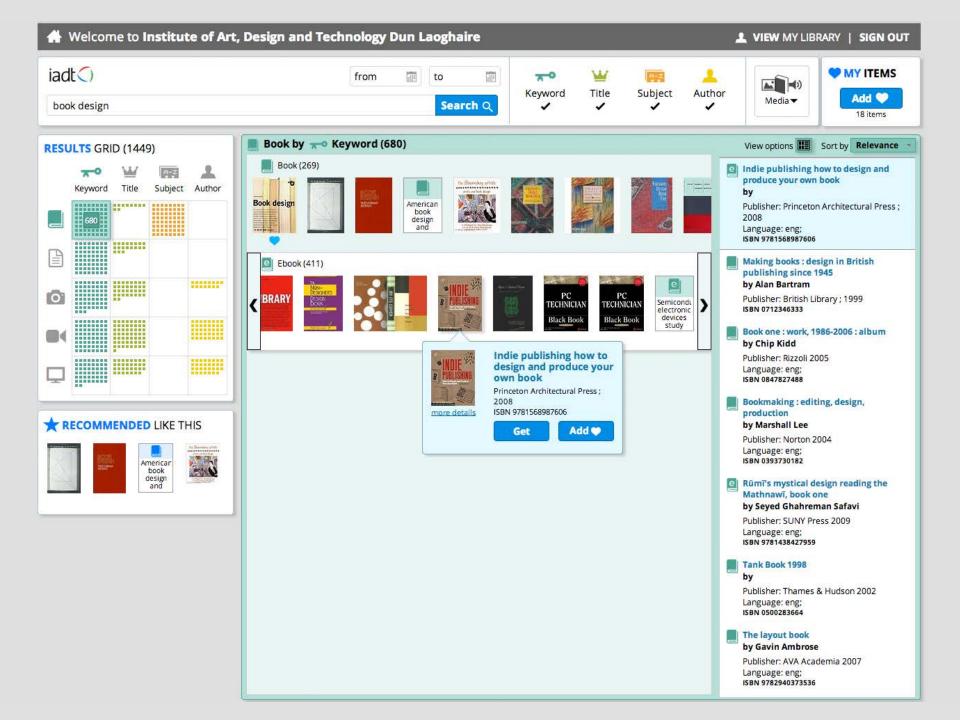


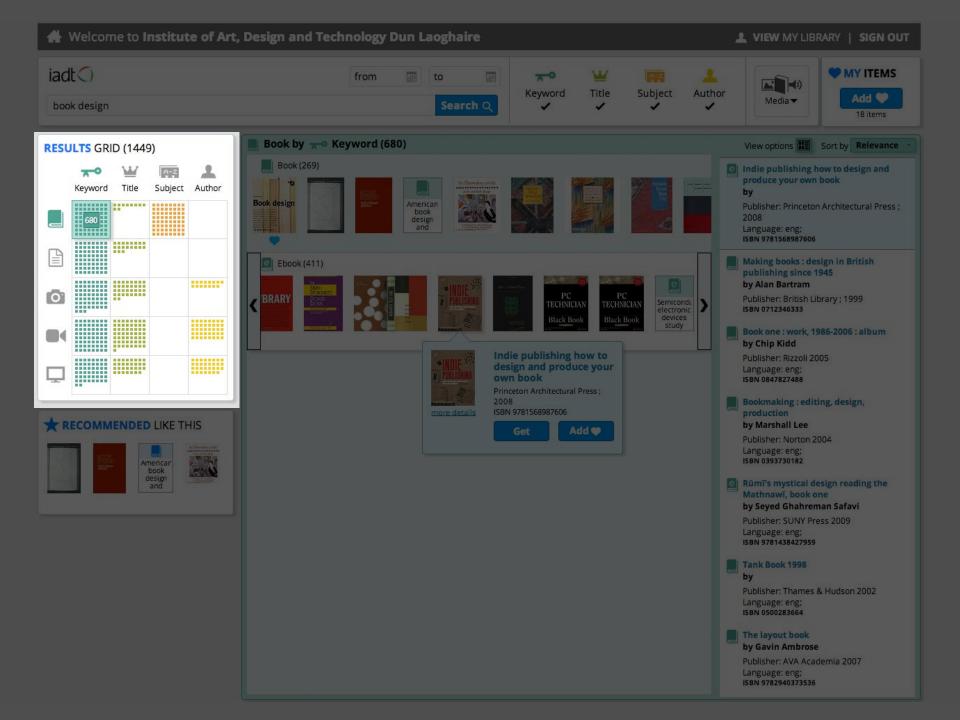
RESULTS Viewer

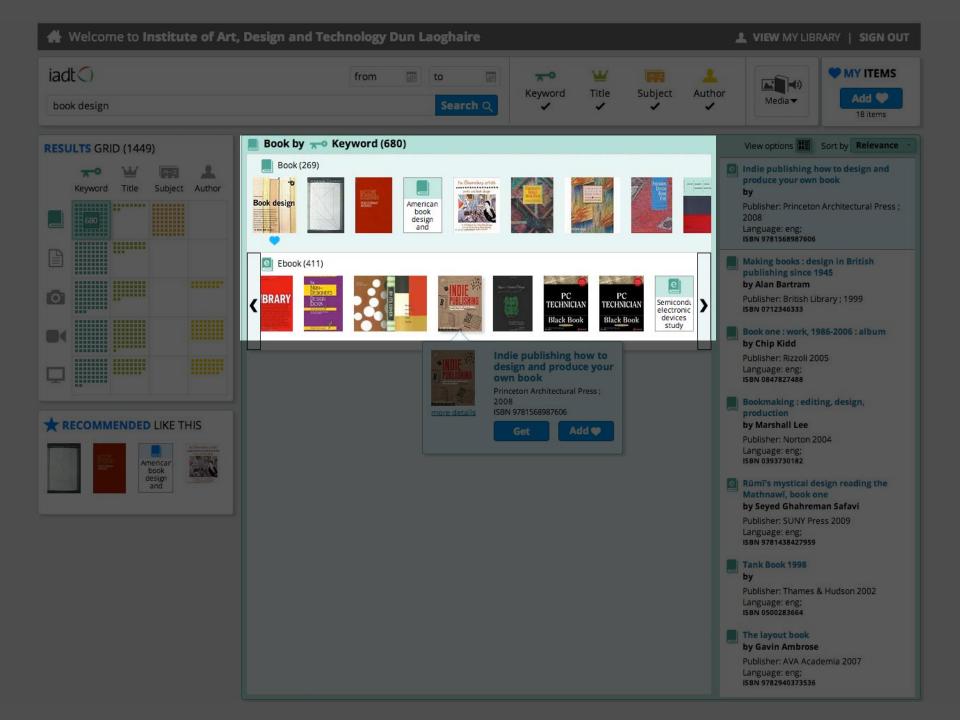


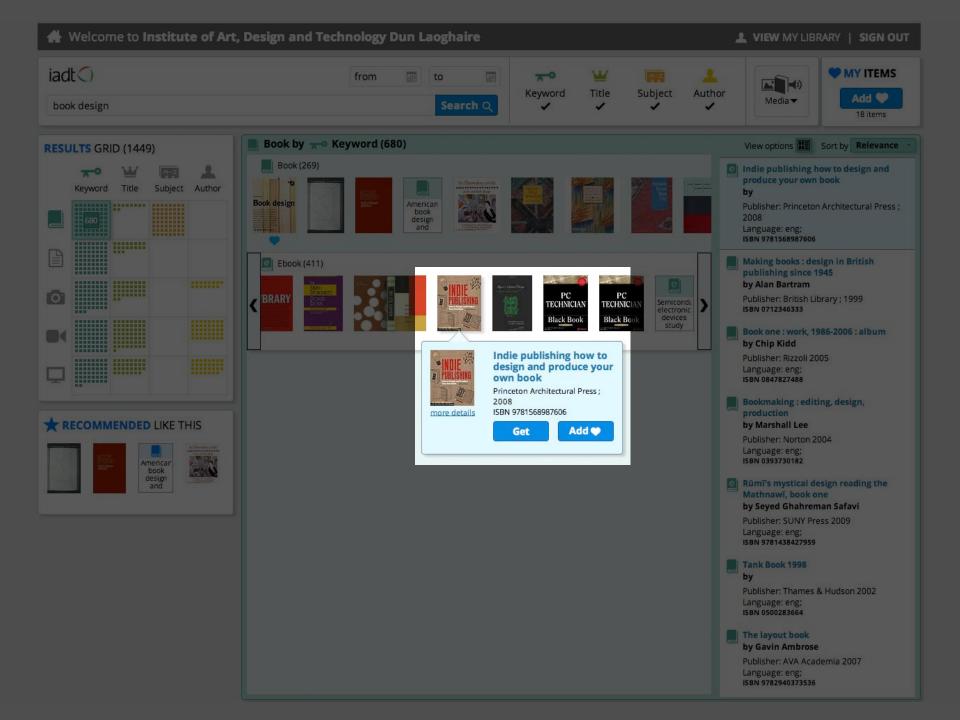














Testing & iteration

- —User tests
- —Survey feedback
- -- Roadmap
- —Analytics









One query, one screen, all the answers

Thank you.

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- **W** www.seesearch.io/iadt
- @hilaryt4s @seesearch