THE DUCT TAPE LIBRARY WEBSITE

RESEARCH SERVICES

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“Capture” your patron audience - taking the various components of your system and building a better mouse trap!

Move away from a “staff-driven” interface – instead, challenge your staff to develop a true UX for patrons.

Build a Patron Driven UX based on qualitative and quantitative metrics.

Use ingenuity and improvisation to mimic more costly tools. Duct-tape it all together with better organization –primer, paint, and we’re good to go!
Building a patron-driven library increasingly depends on the integration of new functionalities in library websites and portals.

Many times these updates require tools, expertise, and technology that are simply not available to libraries.

Remember, the goal here is to provide a FUNCTION or SERVICE, not to deliver a platform or product.
Our Website

RESEARCH SERVICES

CLICK HERE TO SEE ALL OF OUR RESOURCES

NEED HELP FINDING INFORMATION? ASK OUR STAFF

WHAT'S NEW

MIT's self-healing cloud security
Feature Article - Feb. 29, 2012

"While the market for cloud computing continues to swell, doubts remain over the security of highly sensitive data. Governments in the UK and US may have already launched cloud services for use by their state departments..."
(Read More)
• Goal is to make the library site feel and function more like a "one stop shop" for the user’s research needs.

• The context of this movement is driven largely by Google, and so the focus is too often centered on the "omnipotent search box".

• Google will not be replaced, it is part of the innovative and collaborative process of research.

• Federated and E-Discovery tools can be expensive, logistically difficult, and may not be scalable to the needs of your users.
Even the most ubiquitous “one stop shops” go beyond a keyword search.

Services and products are searchable within simple mega-menus.

Users search differently, which decreases the value of keyword searching, but increases the value of redundant organization.
Making Menus Better

• Downloaded basic jQuery and CSS files for Megamenus from javascriptkit.com

• Stylized menus make searching through resources feel like searching through a consumer site like Home Depot.

• Resources are simplified at the most highest level.
Interacting with Media

- Monitoring and filtering agency-specific news is key to our research support efforts.

- The Internal Network is a completely secure web environment.

- RSS Widgets and other fun and easy add-ons will not cooperate inside the firewall.

The social media takeover of the web has created an inseparable connection between information gathering and information sharing.

THIS IS A GOOD THING...

...but there is not a developed marketplace for dynamically bridging public information into a secure environment.
OUR GOALS:

• Build an appealing and dynamic news interface

• Control the flow and content of news on our sites.

• Get user statistics on views and referrals from these links.

WHAT WE DID:

• Built an AJAX application and .NET interface that grabs photos off news story URLs for a weekly newsletter and daily article updates.

• Using bit.ly analytics for all in-agency links.
Making Resources More Effective

• We wanted to provide more relevant information and online resources to our patrons, without just buying everything.

• Desire for “More Content” must be balanced with the context of the User Community and their expressed needs.

We took the principles of design that transformed how the user found our resources, and applied those ideas to the resources themselves.
• Started out with several years of metrics to establish trends
  - Quantitative user stats
  - Qualitative user survey analysis

• **We developed this concept of “Guided Serendipity”:**
  Resources would be built around existing request data, and we actually *unbundled* standard journals and e-resource packages to slim down the budget and get specifically what our users would likely want.

This system is *not just proactive*, it’s *predictive*, and it’s entirely improvised.
THANK YOU!