

# Low-Budget User Research for an Intranet Redesign

User Focus 2007

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## The NLM Intranet Now

- The standard page template design and information architecture are almost 10 years old
- The information architecture is very "Reference"-oriented
- There is no money set aside and no dedicated staff for an intranet redesign



## What Do We Do Next?

- Staff-Wide Survey
- Face-to-Face Interviews
- Content Card Sort
- Home Page Card Sort

## Staff-Wide Survey

- Eleven Questions
- Available on Survey Monkey for three weeks
- 436 responses (40% response rate)
- Survey closing solicited volunteers for the interviews and card sorts

## Survey Response Incentive

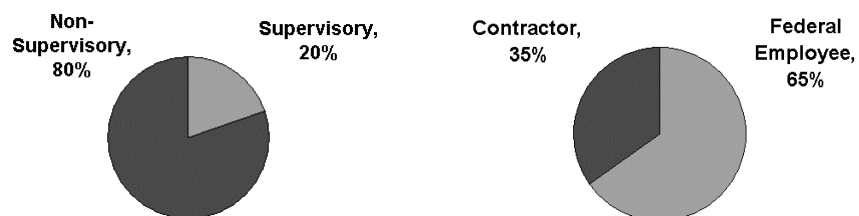
We raffled five gift baskets, paid for by the Web & Information Management Unit



## Staff-Wide Survey Questions

- I get most of the information I need for my job from:  
e.g., NIH Portal, My Supervisor, My Computer Support Person, etc.
- How easy is it for you to find these topics online?  
e.g., Official Forms, Reports, Training, Technical Support, etc.
- How likely would you be to use these Intranet items?  
e.g., Event Calendar, Shuttle Bus Schedules, Acronym Dictionary, etc.

## Staff-Wide Survey Results



It doesn't matter who they are; this is how they get the information they need:

1. Google
2. My Supervisor
3. My fellow employee who knows the answer

## Face-to-Face Interviews

- 11 Representative Employees:
  - 3 Administrative
  - 3 Supervisory
  - 5 Non-Supervisory
- 15 Questions
- 574 Observations Gathered

## Interview Questions

1. What do you have to do when a new employee shows up?
2. What do you have to do when an employee leaves?
3. What do you have to do to get new equipment, or maintain equipment?
4. How do you find answers to the questions you have about your leave or benefits?
5. What questions are you tired of answering?
6. What questions are you tired of asking?
7. What do you want other NLM employees to know about what you do, or what your section does?
8. Are there areas/units/sections of the library that you need information from that you don't know much about?



United States  
**National Library of Medicine**  
National Institutes of Health

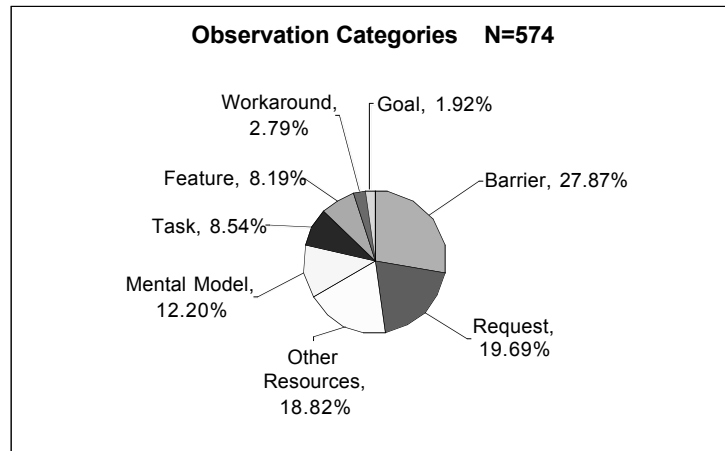
## Interview Questions

9. Can we ask what your home page is?
10. What NIH or HHS pages do you use a lot? How often?
11. What federal agencies' web pages do you use a lot? How often? (examples: OPM, www.usa.gov)
12. Are there any NLM pages on the Intranet or main site that you use a lot? How often? How do you get to them? Do you have them bookmarked?
13. What do you like about our intranet?
14. What do you not like about our intranet?
15. Have you ever thought, "Everyone should know this", or "Everyone should be able to find this"? What was it?



United States  
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National Institutes of Health

# Interview Findings



## Some Interview Findings

- The current content labels are confusing:  
"File Cabinet", "Resources", "People"
- Finding the current version of a form is difficult
- Staff phone numbers and email addresses are easy to find. Staff titles and areas of responsibility and expertise are not
- Contractors are not served by the current intranet
- The NLM Staff Library needs to be publicized

## Content Card Sort

- 11 participants
- Open categories
- Analysis resulted in top-level groups:
  - Computer Support
  - Forms Directory
  - Info for Employees
  - Organizational Pages
  - NIH Campus Info
  - Reports and Statistics
  - NLM Buildings
  - Services to the Public
  - NLM Publications

## More Content Categories

### Role-Based Pages needed for

- New Employees
- Administrators
- Contractors
- Supervisors
- Web Contributors
- Teleworkers

### Activity-Based Pages needed: What do I do if...

- I'm Traveling
- I'm Publishing
- I'm Presenting
- I'm Expecting Visitors
- I'm Retiring
- I'm Leaving NLM

## Home Page Card Sort

### A closed-category card sort:

- 11 participants
- Each given ledger paper with 5 blank areas:
  - “Header”
  - “Not on the home page”
  - “Left Column”
  - “Center Column”
  - “Right Column”
- Each given 24 post-it notes with Intranet home page content
- Asked “Where would you put them?”

## Home Page Card Sort

### Strongest Results:

- NLM News content – center column
- “Resource of the week” content – center column
- Library-wide Alerts – center or right column

Links to these resources should be on the home page:

- “NLM Organizational Pages” page
- The NIH Portal
- An NLM Calendar
- The NLM internet home page
- “For New Employees” page



Questions?

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