



Date: Tue, 6 May 2008 11:32:40 -0500
Reply-To: Jay Lambrecht <jaylamb@UIC.EDU>
Sender: Library Steering <LIB-STEERING@LISTSERV.UIC.EDU>
From: Jay Lambrecht <jaylamb@UIC.EDU>
Subject: Steering Committee meets tomorrow
Comments: To: lib-steering@uic.edu
Content-Type: text/plain; charset="iso-8859-1" ; format="flowed"

A reminder that Steering meets at 9:00 tomorrow in 1-210 Daley or at 312/413-2004. Agenda items will include:

1) A WOC proposal to change the names of services and resources such as ERes@UIC, InfoqUIC, MyILL@UIC, qUICsearch, UICCAT, and Indigo. See the e-mail exchange below.

2) Updates on:
-- FY2009 budget
-- student hours and GAS
-- Development, Acquisitions, LHS-U, and Info Services searches
-- Google/CIC
-- WorldCat Local

If you would like to propose other agenda items please let me know or bring them to the meeting.

-- Jay

>Delivered-To: jaylamb@tigger.cc.uic.edu
>Date: Fri, 02 May 2008 16:21:11 -0500
>From: Krystal Lewis <kmlewis1@uic.edu>
>To: Jay Lambrecht <jaylamb@uic.edu>
>CC: Mary Case <marycase@uic.edu>, Linda Naru <lnaru@uic.edu>,
> Kate Carpenter <khc@uic.edu>, Robert Sandusky <sandusky@uic.edu>
>Subject: Re: WOC recommendation to Steering
>X-UIC-Note: Local Origin
>

>Hi Jay,

>
>Please refer to John Kupersmith's Library Terms that Users Understand
>(http://www.jkup.net/terms.html), which collates
>research in this area. Though some of the
>research is contradictory and some terms are
>just plain difficult for users (e.g. catalog),
>these tenets should be kept in mind:
>

>• *Avoid - or use with caution - terms that users often misunderstand.* If you must use terms frequently cited as problematic in usability studies, such as acronyms, brand names, /Catalog/, or /Database/, expect that significant number of users will not interpret them correctly.
>

>• *Use natural language equivalents on top-level pages*, such as /Borrowing from Other Libraries/ instead of /Interlibrary Loan/, or a /Find Books/ option in addition to the library catalog name. Whenever possible, include "target words", such as /Book/ or /Article/, that correspond to the end product the user is seeking. When needed, introduce more precise technical terms on lower-level pages.
>

>• *Enhance or explain potentially confusing terms.* Use additional words and/or graphics to provide a meaningful context. Where appropriate, use mouseovers or ALT and TITLE attributes -- but don't count on users pausing to read them. Provide glossaries of library terms, or "What's this?" explanations of individual terms.
>

>Some alternatives (Caution: these are just ideas and are not necessarily endorsed. I would expect

>that whatever committee/council is in charge of
>the service/resource would look more closely at
>the relevant research on Kupersmith's site and
>usability-tested library Web sites):
>
>ERes@UIC: Electronic course reserves, online
>course reserves, or simply Course Reserves (most
>students don't seek reserve material based on
>format)
>
>InfoQUC: document delivery, purchase a copy
>service, purchase a copy, buy copies, buy
>articles
>
>MyILL@UIC: check your interlibrary loan
>requests, interlibrary loan account, borrow from
>other libraries
>
>QUICsearch: search multiple databases, search
>across databases, cross-database search,
>multi-search
>
>UICCAT - UIC Library Catalog
>
>Indigo - UIC Scholarly Digital Repository, UIC
>Research, UIC Research Repository (possibly
>relate this somehow to free access or the nih
>mandate?)
>
>I think that some of the confusion these names
>cause can be remedied by explanation, e.g.
>always refer to "finding books" when UICCAT is
>mentioned. It seems like for ERes and MyILL,
>there doesn't need to be a name involved at all,
>but just a description of the service.
>
>Thanks for taking this up. Let me know if you need any more info from me.
>
>Krystal
>
>Krystal M. Lewis
>Assistant Reference Librarian Richard J. Daley Library
>University of Illinois at Chicago 312.996.4661
>kmlewis1@uic.edu
>
>
>
>
>Jay Lambrecht wrote:
>>Krystal --
>>
>>Thanks for your note. I have run it by the
>>Senior Staff, and we agree that the issue
>>should go to Steering on May 7. We believe that
>>Steering's discussion will be aided by a
>>presentation of alternatives for each name. For
>>each of the five "UIC" names on your list, and
>>also for Indigo, can you please supply me with
>>a self-explanatory alternative to the name we
>>now use? From WOC output it would seem that
>>these might be used:
>>
>>UICCAT = UIC Library Catalog
>>
>>Indigo = UIC Scholarly Digital Repository
>>
>>Are these correct? What alternatives would you
>>suggest for ERes@UIC, InfoQUC, MyILL@UIC, and
>>QUICsearch?
>>
>>Please let me know by Tuesday.
>>
>>-- Jay
>>
>>>Hi Jay,
>>>
>>>The leads of the WOC subgroups suggested that
>>>WOC bring this recommendation to Steering.
>>>I'll leave it with you to decide what to do
>>>with it. Thanks, Krystal
>>>
>>>

>>>Date: April 29, 2008
>>>
>>>To: Steering Committee
>>>
>>>From: Web Oversight Committee (WOC)
>>>
>>>Re: Recommendation for renaming services and resources
>>>
>>>In April 2006, as part of its research for a
>>>new Web site, the Web Oversight Committee
>>>conducted a card sorting usability study.
>>>Results of that study indicated that library
>>>services and resources branded with "UIC" were
>>>frequently not understood and/or not
>>>recognized by users. (See Hepburn, P. and K.
>>>Lewis, "What's in a name? Using card sorting
>>>to evaluate branding in an academic library's
>>>Web site." /College and Research Libraries/
>>>May 2008)
>>>
>>>These services and resources include:
>>>
>>>ERes@UIC
>>>
>>>InfoqUIC
>>>
>>>MyILL@UIC
>>>
>>>qUICsearch
>>>
>>>UICCAT
>>>
>>>WOC recommends reexamining the names of these
>>>services and resources and implementing any
>>>changes to them to correspond with the launch
>>>of the new web site in August 2008.
>>>
>>>WOC also recommends reexamining the names of
>>>any other "UIC" branded resources and services
>>>offered.
>>>
>>>Thanks.
>>>
>>>
>>>--
>>>
>>>Krystal M. Lewis
>>>Assistant Reference Librarian Richard J. Daley Library
>>>University of Illinois at Chicago 312.996.4661
>>>kmlewis1@uic.edu

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