

EasyBib: Search Page Optimization

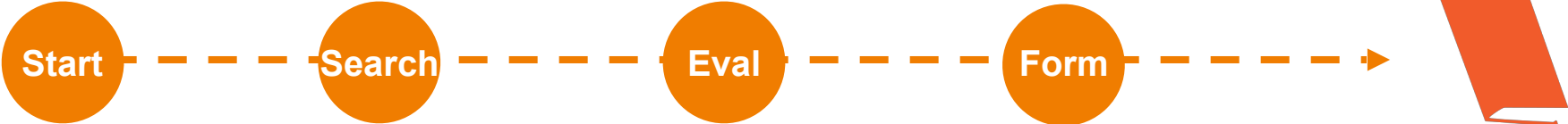
OCTOBER 2018

Background

What problem are we solving?

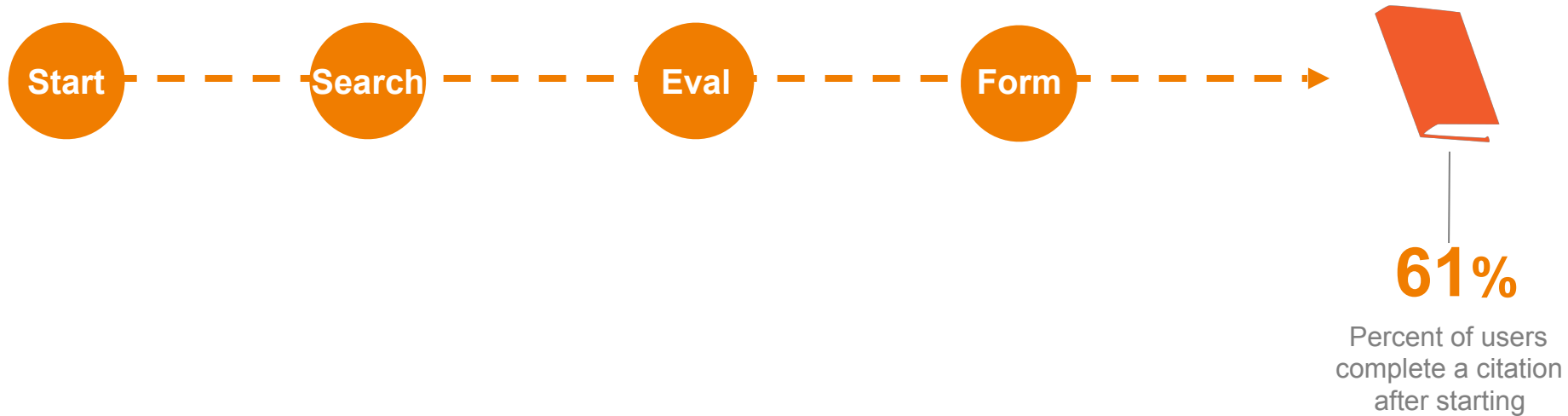
8,000,000
Citations Created

Citation Flow



The Problem

39% don't finish creating their citation

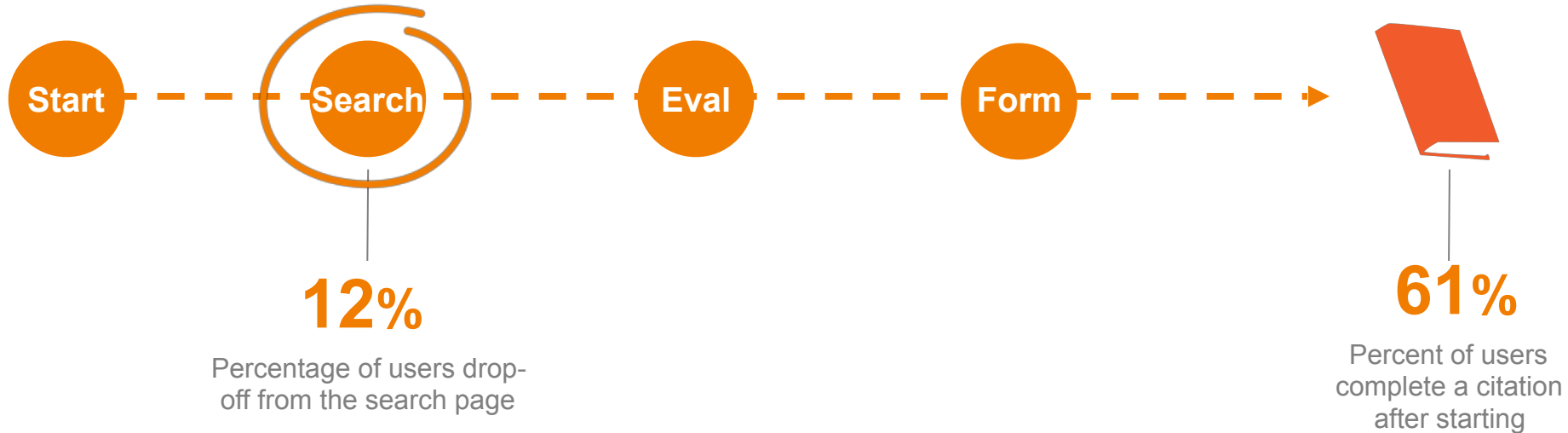


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The Problem

The search results page has the largest drop-off rate on EB



The Problem

What does Google Analytics say?

- Drop-off rate is higher when users receive multiple search results
- Google analytics reveals unique search behaviors amongst users:
 - Attempting to search for PDF files
 - Searching for top-level domain sites (exxonmobil.com, cnn.com)
 - Searching for keywords (climate change, behavioral economics)

The Problem

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Drop-off was higher than average in each scenario!



Report ad or Upgrade.




Report ad or Upgrade.

Select your Source Review info Add missing info Get Citation

Home > Results for book titled twilight

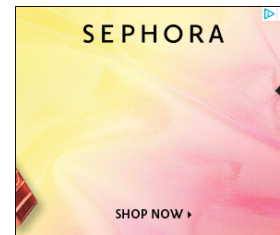
Twilight
Hunter - Harper, an imprint of HarperCollins Publishers - 2015
[Find at my library](#) [Cite](#)



Report ad or Upgrade.

Twilight
Woods - Harlequin MIRA - 2013
[Find at my library](#) [Cite](#)

Twilight
DuBois - St. Martin's Minotaur - 2007
[Find at my library](#) [Cite](#)



Report ad or Upgrade.



Is it big enough to matter?

Small improvement = Huge impact

Benefits of reducing search page drop-off by 2%



Improve overall user experience



Estimated 1.07M more citations created



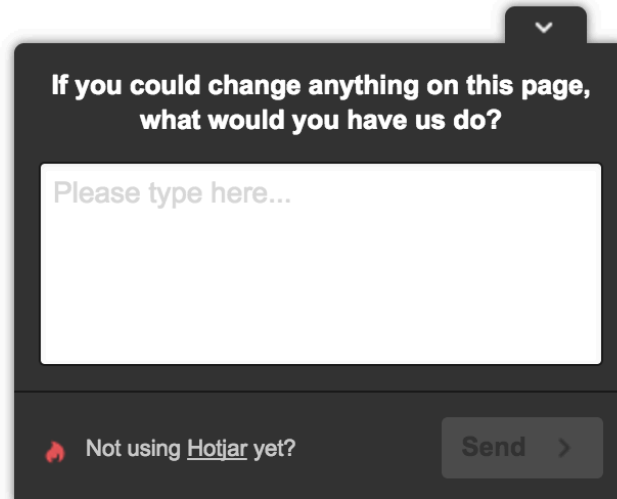
Estimated \$60k increase in revenue

Research Methods

Research Methods

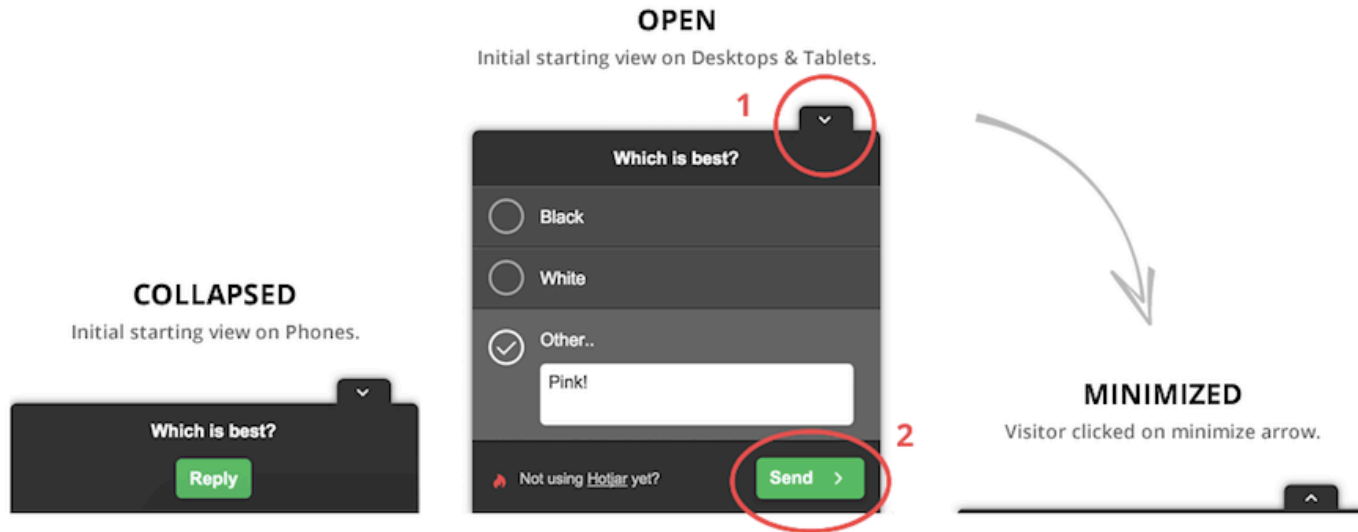
Hotjar Polls

Hotjar Polls



A dark-themed Hotjar poll widget. At the top center is a small downward-pointing chevron icon. Below it, the poll question is displayed in white text: "If you could change anything on this page, what would you have us do?". Underneath the question is a large white text input field with the placeholder text "Please type here...". At the bottom left of the widget, there is a small red flame icon followed by the text "Not using [Hotjar](#) yet?". At the bottom right, there is a dark grey button with the text "Send" and a right-pointing chevron icon.

Hotjar Polls



Research Methods

Hotjar Polls

- 687 responses
- Launched on the search results page
- Measured user satisfaction

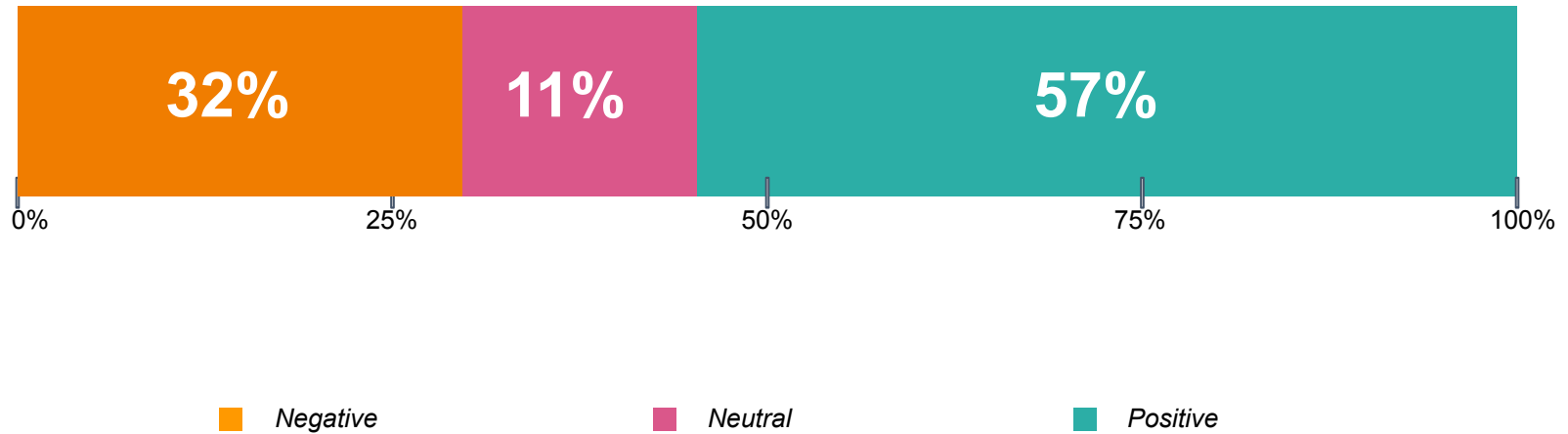
Research Methods

Hotjar Polls

- 687 responses
- Launched on the search results page
- Measured user satisfaction

- Quantify user satisfaction on the search results page
- Understand the relationship between search satisfaction and source type

How satisfied are you with your search results?



Research Methods

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User Interviews

- 8 remote interviews
- Walked through different scenarios for creating citations
- Asked about search behaviors

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User Interviews

- 8 remote interviews
- Walked through different scenarios for creating citations
- Asked about search behaviors
- Understand users process when searching for their source using EasyBib
- Identify usability issues preventing users from finding their source
- Understand user process when they cannot find their source on EasyBib

Findings

Findings

Research indicates users leave the search results page because...

- Search Behaviors
- Usability Issues

Findings - Search Behaviors

Research indicates users leave the search results page because...

- Students who search for a book or journal by title expect to find exact matching results, but are presented with many irrelevant search results.

Select your Source

Review info

Add missing info

Get Citation

[Home](#) > Results for **book** titled **twilight**

Twilight

Hunter - Harper, an imprint of HarperCollins Publishers - 2015

Cite

[Find at my library](#)



Report ad or Upgrade.

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- Students assume adding additional qualifying information to their search (author, publisher) will refine their results.

Findings - Search Behaviors

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- Students who search for a book or journal by title expect to find exact matching, but are presented with many irrelevant search results.
- Students assume adding additional qualifying information to their search (author, publisher) will refine their results.
- Students are unsure how to classify their source type when they search.

Source Type

Source type	Source
<input checked="" type="checkbox"/> Website	Cite a w
<input type="checkbox"/> Book	
<input type="checkbox"/> Journal	
<input type="checkbox"/> Newspaper	
<input type="checkbox"/> Film/Online Video	
<input type="checkbox"/> Online Database	
<input type="checkbox"/> Advertisement	

Findings - Usability

Research indicates users leave the search results page because...

- Students fail to notice all results on the search results page

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Findings - Usability

Research indicates users leave the search results page because...

- Students fail to notice all results on the search results page
- Students who cannot find their result on the search results page do not have an option to easily re-search
- Students who cannot find their result cannot easily continue to create a citation manually

Key Takeaways

Recommendations for reducing drop-off on the search results page

- Providing relevant messaging to change search behavior
- Limit the number of results shown when students search specific attributes (ISBN, DOI, URLs)
- Improving page layout to increase visibility of multiple results
- Improving discoverability of manual cite and citation guides
- Including a search widget on the search results page



Questions?