



Working Paper

Analysis of Information Desk Enquiries

Editor/Author:	Laura Johnson
Project Document Number:	HL-1998-09
Publication Date:	5th January 1999
Task:	2.6
Status:	Adopted - new draft (SCE section)
Version:	1.1
Keywords:	HeadLine analysis information desk enquiries
Abstract:	- An analysis of information desk enquiries at the three partner sites, in order to assess user needs and identify any that could be answered by the HeadLine service. Also a summary of the Staff Consultation Event, which discussed these findings.
Confidentiality:	Public
Copyright:	LSE, LBS, UH
Edit source file:	H:\infodesk\InfoDeskwith staff cons.doc
Reference URL/URI:	
Last saved:	19 February 1999

London School of Economics • London Business School • University of Hertfordshire

The HeadLine project is partly funded by the Joint Information Systems Committee (JISC) of the Higher Education Funding Councils, as part of its Electronic Libraries Programme (eLib)

Contents

Contents.....	2
Introduction	3
Aims.....	4
Methodology.....	5
Partner Sites	6
Results	7
Analysis.....	8
Enquiries that HeadLine may be able to assist with	8
Help with navigating resources or services:	8
Locating and using resources	8
Locating shelfmarks.....	9
Locating facilities and services	9
Journals.....	9
Use of Library.....	10
Grey Literature	10
Reading lists and exam papers.....	10
Subject enquiries.....	10
Training	11
Summary of Enquiries relevant to HeadLine	11
Resources that are currently used to answer these queries	12
Questions that are not applicable to HeadLine	12
Headline Staff Consultation Event.....	13
Background.....	13
Methodology	13
Commonly Received Enquiries.....	13
Prioritised Enquiries.....	14
What do Users Really Want?.....	14
HeadLine's Solutions	14
Access Management	14
Results - Implications for Information Desk Enquiries report	15
Items confirmed	15
Items Added.....	16
Other points to note	17
Analysis of Access Management Section	17
Appendix 1 - Test Session.....	18
Appendix 2 - analysis of LSE enquiries.....	19
Appendix 3 - analysis of LBS enquiries.....	21
Appendix 4 - analysis of UH enquiries	22

Introduction

Collect information (via existing partner library staff) on the nature of enquiries made by end users of library information desks or equivalent services. Produce a quantitative analysis (differentiated by site), including estimates of staff time spent on dealing with enquiries that could be answered by a HeadLine system/service

This paper outlines the aims of this exercise and details methods used to ensure that the information was collected consistently from all three sites. The results of observations include an analysis of enquiries at each site, with number and average length of time taken to deal with each type of query. Next follows a breakdown of the kinds of enquiry that HeadLine could deal with together with a quantitative analysis of these, as received at each site.

This observation was followed up with a staff consultation event, to discuss findings of the report and to establish what staff consider to be important enquiries and ones which HeadLine could usefully answer.

Related Documents

This document is related to the **Evaluation Plan** (HL-1998-05) as it contributes to the process of analysing user needs as described in that document

Key to some of the terms used in this document

Some of the proposed features of HeadLine are mentioned in the 'Results' section of this paper. These are ideas for components of the system, which are in discussion at the time of writing this paper (December 1998), although these may change as a result of further user studies or technical developments.

HeadLine Resource Finder: (working name, this may be changed in the future) system currently being tested and developed comprising a searchable database of resources offered at partner sites. This is based on the ROADS database and does not have any user information at present, but allows resources to be searched by title, subject and keyword.

Work is also being done to consolidate electronic journal holdings, in order to identify which journals are available from which resources and for how long. This information will also be incorporated into the HeadLine Resource Finder.

Shelfmark Locator Tool: this feature of the system would show where shelfmarks are located around the library, for instance it would show in general terms where a particular shelfmark range is found, a map of the library would appear on screen with the relevant block or blocks highlighted.

This tool could also be extended to show other locations in the library, for instance photocopiers, toilets, workstations, terminals with access to particular services. This would help answer many enquiries about how to find facilities or services.

Aims

The aims of this workpackage are:

- To get a thorough understanding of the types of enquiries received at all partner sites;
- To identify enquires which could be answered by the Headline system (eg location of books etc);
- To get a qualitative analysis - ie the kinds of enquiries and other details;
- To quantify the number of enquiries in particular categories or subject areas;
- To obtain an estimate of staff time spent on enquiries that could be answered by a HeadLine system/service;
- To assist resource prioritisation - analysis of resource specific enquiries will provide an insight into which are the most popular resources - assisting resource prioritisation.

However it is important to note that people often ask for things that they expect to be able to get, so their expectations are based on experience. So if they were offered different services their expectations may change, so the questions recorded in this document will not cover all the things that HeadLine may be able to help with. User expectation studies will follow on from this, and try to identify any areas where headline could be beneficial, which are not necessarily asked for at information desks.

Methodology

To collect this data enquiries at each of the partner sites were monitored during the autumn term of 1998. For consistency and convenience to the sites themselves, a single observer filled in the sheet for analysing enquiries:

- To avoid overburdening staff at partner sites
- To ensure consistency of results
- To give time for the observer to record full details of the enquiry and how it was answered. If someone attempted to fill in, whilst answering an enquiry, this would cause delays on the desk.

Examination of other information available to answer enquiries at each site complemented this activity by identifying methods already employed to help users find information - for instance handouts, library guides and webpages.

Observing enquiries

In order to record enquiries consistently a spreadsheet was used with a line to complete for each enquiry. A sample sheet is appended to this document, showing the sorts of enquiries received and how they were recorded. This sheet recorded the following information about each query:

- Details - ie the question asked
- Time taken - length of time taken for each type of enquiry
- Category the enquiry falls into (see below)
- Sources used by the information desk staff to answer this (eg pamphlet, library catalogue, map etc)
- Any other notes - this included details such as whether the enquiry came via a phone call or whether the enquirer was an external user.

Enquiries were logged at each site for the same (or similar) lengths of time.

Categories of Enquiry

The categories that queries fall into were predetermined by observing enquiries at LSE during a test session and by discussion with staff at each site. These were subject to some change during the observation process, as and when extra categories were needed.

These categories are:

Resources/collection: Subject - eg I want to know about economics; Special collections - eg official publications, how to identify an official publication; Have you got this title?

Other Libraries: can I use XXX library? (eg their admissions policy); I can't find the item I want here - where else can I look?; How do I search another library's catalogue?

Use of the library: Can I come and use the library? Do I have to pay to use it (often includes phone enquiries); Borrowing rights; Use of library - ie giving pin numbers; Showing users how to look at their library account;

Locating material: Looking for a shelfmark; Looking for a collection;

Locating Facilities: Toilets; Other services; library office, photocopiers;

Services: Photocopying; Microfilm readers; Fetching; inter-library loans;

Electronic services: Registering for services eg IDEAL or BIDS; Logging onto CD-ROMs; help with use of electronic services;

Training: Perhaps note down areas of training that are asked for or recommended.

Partner Sites

Special circumstances at partner sites could affect observations, and need to be taken into account when planning and carrying out observation activities. Meetings were held with librarians at each to check the categories of enquiry, to arrange how and to collect data and to advise on suitable time to visit. The following staff were consulted:

LSE - Nerys Webster, Assistant Librarian, Information Services and Collection Development;

LBS - Rachel Sylvester, Assistant Librarian;

UH - Diane Coxon, Faculty Information Consultant, Learning Resource Centre, Hertford LRC.

LSE

- Data must be collected consistently - ie by the same observer at each site if possible, using the same type of spreadsheet. Ideally data should be collected after the very beginning of term, after the first rush of new students, but when the desk is sufficiently busy to receive a range of 'typical' enquiries.
- Staff at partner sites must be consulted and shadowing must be requested as it will inevitably entail some explanation of what is going on/what's being used
- Also seems useful for the observer (LJ) to wear a badge or some other way of showing that they're not answering queries, otherwise users get confused.

LBS

- LBS are currently working on a FAQ project, to identify common enquiries and put them on the Website. Use output from this - liaise with SG (got a copy of this).
- Phone enquiries - there are a lot of these and it may be difficult to track them, but if staff are warned that the observation is going ahead they may be prepared to tell what they were, also it is often apparent from the conversation (could also use parallel phone?).
- Users are given floor guides for the new library, to point out location of stock. Many calls are about access rights as the LBS has different types of user, all postgraduates but also Alumni students and corporate members.
- There hasn't been an analysis of the types of enquiry received at the information desk so the output from this exercise may be interesting to staff at the LBS.

UH

- They have 3 sorts of staff at the LRC: **Information consultants** (old 'subject librarians') eg Diane Coxon is one of these - students book appointments with the consultants for in-depth enquiries, although because Hertford is a small LRC, usually when the students come to the desk the staff call information consultants out there and then. **Information officers** - usually deal with technical problems. Information officers are multi-skilled, and deal with hardware, as well as library problems. **Resource assistants** - one of these and an information officer on the downstairs desk
- Diane suggested I watch one of each - to get an idea of the type of enquiry at each point - at Hertford LRC there are a lot of IT queries as the information desk deals with both types of enquiry (unlike the LSE which has a separate IT counter).
- Self help guides are also useful as students are encouraged to help themselves as much as possible.
- There was a book of common problems and how they're dealt with, but this has lapsed somewhat; it may be useful to look at this though during my visit.
- They do have some external users, eg ex students, alumni members who pay £50 a year for borrowing rights and use of CD-ROMs at off peak times (eg evening and weekends).

Results

Observation sessions were completed at the three sites, as follows:

Test Session

24th September at the LSE - to try out categories and spreadsheet.

LSE

Desk 1	10 th October 11-12	1 hour	
Desk 1	29 th October 1.30 -4	2.5 hours	
Desk 2	4 th November 2-4	2 hours	
Desk 2	2 nd December 4-5	1 hour	- TOTAL 6.5 hours

LBS

14th October 9.30 - 1pm 3.5 hours
16th October 1.30 - 5pm 3.5 hours - TOTAL 7 hours

UH

Hertford 27 October - all day - 6.5 hours
St Albans 6 November 2-4 pm 2 hours - TOTAL 8.5 hours

The slight discrepancy in length of time of observations does not alter the results as the LSE had the most enquiries over a short period of time. Also desks at the LBS and UH deal with book issue and return, so a little longer would be needed to get more 'information' type questions.

General results

Most enquiries fitted into the predetermined categories, although some enquiries fell outside these.

Different institutions tended to have different types of enquiry, for instance there was more emphasis on electronic material at the LBS, and more about locating hard copy material at the LSE. Since UH has a culture of 'self service' the enquiries there tended to be problems, or specific requests, rather than asking for help finding material. Information desks at UH and the LBS also provide book issue and return, (unlike the LSE). Although loan details are not really of interest to this study - these were counted, to give a representative sample of enquiries and also as this data may be of interest to the partner sites themselves.

A full listing of enquiries is available as a separate document.

Analysis

The material was analysed in two ways:

Type of Enquiry

Enquiries were divided into broad categories as outlined earlier in this document, eg use of library, locating material etc. All enquiries were counted and with an average of the time taken for each type of question. An analysis of all enquiries for each site is appended to this document.

Although this method provided some useful information about enquiries received it seemed a little too general, so the questions that HeadLine may be able to help with were collected and analysed separately as detailed below.

Enquiries that HeadLine may be able to assist with

The enquiries were analysed to see if any would be able to be answered by the HeadLine system or service, for instance:

Help with navigating resources or services:

Many enquiries received are requesting help finding resources or deciding which resources to use to find relevant material. This is usually confined to electronic material, which is not 'catalogued' like books. Typical questions are:

- I want to use some electronic services and don't know which I can use and what they provide
- I want to find an electronic version of Hansards prior to 1996 but don't know where to find it - I'm an alumni student

The answer to these queries are to explain what material is available and where, and also to tell the user whether or not they are entitled to use this material, depending on their status. The librarian will then advise the user where resources can be accessed.

The HeadLine Resource Finder will be able to help users find resources; offering a search facility (so that users can search for 'Hansards', or 'legal information') and a subject browsing option which will help users identify resources to suit their needs.

The system should be able to indicate to users which resources they are authorised to use (depending on how it is designed it will either only offer the ones users can have access to, or show all results but 'grey out' those that the user cannot get from their terminal. It should be able to take their physical location into account in order to show them which resources they can access from their desktop, and which could be obtained by a visit to the library, or by some form of document delivery. In addition to this the system could provide an introduction to each resource, explaining how and where it can be accessed, and in some cases could log the user on (as they would have been authenticated by logging into the HeadLine system).

Locating and using resources

Again these questions usually relate to electronic services, users often want to know where to access resources and how to log on, for instance:

- Which computers can I use to look at the CD-ROMs?
- Which computers have access to Amadeus?
- Can you log me into FT Profile?

In some cases, the librarian has to authenticate the user, by checking ID cards (at the LSE) and then logs into a service for them. As explained above the HeadLine resource finder could provide an introduction to each service, together with help FAQs and then either offer seamless access to a service, or information about where a service can be found, for instance that 'this resource is only available on computers A-E of the library'.

The 'shelfmark locator tool' could also be of use here, as it could show a plan of the library showing the terminals offering access to that resource. However one of the objectives of the project is to eliminate much of the 'location dependency' of access to resources wherever possible, where this is technically feasible and consistent with library policy. The aim is to provide access to as many resources as possible from as many terminals as possible, even from outside the institutions' networks. So, by simplifying access to material HeadLine should be able to help users find resources.

Locating shelfmarks

Many questions are received relating to physical locations of books and journals within the library, or sometimes a question which begins, 'I'm looking for this book' which is answered by searching the catalogue, will be followed by, 'and where can I find it?', for instance:

- Where is the shelfmark H1?
- Where is the Offprint collection?
- Where are the newspapers?

As explained above, the shelfmark locator tool could point users in the right direction, with a map highlighting key areas.

Locating facilities and services

Similarly many users come to information desks to ask where the toilets are, or where they can find terminals with access to the Internet, or the library catalogue. External users also wish to know which terminals they can use for accessing resources (although they may not be able to use the HeadLine service - unless there was a 'log-in' for external users, which would show them where they could find material?).

- Where are the photocopiers?
- Where are computers with access to the Internet?
- Where are the toilets?

The shelfmark locator tool could be extended to incorporate information about services and facilities, such as the location of photocopiers, workstations, and also workstations with particular services.

Journals

Users often need help finding appropriate journals, either they've got a reading list with a journal article cited, or have done a bibliographic search, and want to find holdings for these. Some users also want to do a citation index search and don't know where to start, and many seem confused between bibliographic and full text journal databases. With the large number of journals available electronically, from disparate services, users find it difficult to find the journal they need, and to determine whether it's available electronically. Typical questions are:

- Do you have this particular journal?
- I am looking for electronic journals in media studies
- I am looking for these journal articles
- I want to find journal articles about a particular topic

The HeadLine Resource Finder could help answer these questions as users would be able to search for a particular title, or subject area. Resources in the database will be listed with all their contents, i.e. if Datastream has access to 'Advertising Age' then a search for this journal would bring Datastream as one of the 'hits'. The HRF would ideally contain date ranges for all resources so that users would be able to limit searches by date, and therefore find items that were relevant.

Use of Library

Several enquiries were received relating to individuals' use of the library; questions relating to library accounts, opening hours, library rules, borrowing periods were received. For instance:

- Can I have a PIN?
- Can I borrow books?
- How many books can I borrow at once?

This is an area where HeadLine could potentially help users; being based on MIS data the system would 'know' a user's status and rights and could therefore provide information about how many books they were entitled to borrow. HeadLine could possibly be used to provide library PINs (used to access library accounts), as users need to authenticate themselves before logging on.

Grey Literature

Grey literature, such as annual reports, working papers and theses are popular among users and often difficult to find as they don't always appear on library catalogues. Typical enquiries are:

- I want to find an LSE dissertation
- Have you got an annual report for Argos?
- I am looking for LBS working papers

HeadLine aims to assist access to these resources, and to incorporate them into the HeadLine Resource Finder, to make searching for and locating these resources easier. HeadLine could also offer links to Internet services offering annual reports, such as CAROL, or Hemmington Scott, as well as to company data, to give users an electronic option.

Reading lists and exam papers

Many students come to information desks with requests for help finding and locating items from reading lists.

The incorporation of user details into the system may facilitate the inclusion of relevant 'non traditional' items such as reading lists etc, into the user profile. HeadLine may also be able to offer seamless access to items available electronically from reading lists.

This observation session could not identify all the enquiries which came from reading lists, because when students ask for help finding books they don't always say where their reference has come from, but the fact that some were received shows that reading lists are often a starting point for choosing material.

Subject enquiries

Several enquiries were recorded which were more in-depth in nature, for instance students wanting to find out about a particular industry or topic:

- I want to find out about the cement industry in the UK
- I want market research on the ice-cream industry
- I want to find a particular act of parliament

HeadLine could be of use here as the answer to these queries does not always come from the library catalogue. Often users asking these questions will need a piece of market research, or company information which is likely to be found in an electronic resource. The HRF would be a starting point for answering these subject enquiries, with keyword searching and subject browsing.

Training

Requests for training only came at the LSE information desk, although it may still be an area of relevance to users at all three sites.

HeadLine could help answer these by delivering information about appropriate training sessions to users as part of their user profile; alternatively if they accessed particular services through HeadLine the system could automatically alert them to new training services on those.

Summary of Enquiries relevant to HeadLine

The figures denote the number of times this enquiry was received; the number in brackets is the average length of time (in minutes) taken answering this type of enquiry.

Subject	Details	LSE	LBS	UH
Navigating electronic services	Requests for help finding electronic material, Which is the best resource for my subject?	7(5.1)	3(8.3)	-
Locating and using electronic services	Getting logged into products, I want to use RBB, do you have a particular database, which computers have AMADEUS, how do I use AMADEUS?	9(2.8)	14(2.1)	2 (1)
Locating Shelfmarks	Where is H1?	16(2.4)	2(2.3)	1 (2)
Locating facilities and services	Where are the photocopiers, toilets, etc	7(1.1)	5(1.4)	2 (1)
Location - where are collections?	Where can I find newspapers, pamphlets, working papers?	10(1.5)	8(1.1)	1(1)
Journals	How can I look for journal articles, I want to find this journal, I want to do citation index search	13(2.4)	3(3.7)	1(2)
Use of library - i.e. user rights etc	Borrowing rights for different types of user, borrowing reference books etc	10(1.3)	5(2)	10(1.3)
Use of library - PIN	Getting a PIN	4(1.5)	-	3(1)
Grey lit - theses	Searching for and borrowing these	5(1.6)	1(10)	-
Grey literature - exam papers	Asking to borrow, also advised that in some cases they are available electronically	1(1)	-	1(2)
Grey lit - annual reports	Where are they and how can I find particular ones? This could also be incorporated into e services as some Ann. Reps are available from these services	1(5)	2(2)	-
Grey lit - working papers	Something produced internally, or a working paper	-	3(2.7)	-
Grey lit - reading lists	Looking for items from reading lists	4(2.3)	1(1)	1(2)

Subject enquiries	In-depth enquiries that may not always be answered by the catalogue alone, eg 'I'm looking for a legal case'.	6(3.2)	8(4.1)	3(3)
Training courses	I want to get training on Unicorn, or a particular product	2(3)	-	-

Resources that are currently used to answer these queries

Each site has different ways of answering enquiries

LSE: the information desk staff use handouts to help users with enquiries. Maps of the library are distributed to help users find shelfmarks, and guides are available on topics such as 'online and CD-ROM services', and on many subject areas.

LBS: the London Business School library does not give many handouts to users who come to the information desk, but information about the library and available services is provided on the Website. This has lists of electronic resources, with lists of who can use them etc.

UH: at the University of Hertfordshire the self help guides offer help on just about everything that a library user may need to know. Users are often directed to these for help with their library account, choosing and accessing electronic resources and general library procedures.

Questions that are not applicable to HeadLine

Some enquiries fall outside the scope of HeadLine and would not be usefully addressed in the system design. These include book issue and return and other catalogue enquiries which are managed by the library catalogue.

Headline Staff Consultation Event

16th February 99 2-4pm

This section describes the staff consultation event, held at the LSE on the 16th February 1999 to supplement the information desk enquiries research completed in January of the same year.

Background

The 'information enquiries' document went some way to establish user expectations, by analysing what they currently ask for at information desks. However this research would not establish what users want but don't ask for, or the requirements of those who don't come to information desks.

The information desk study was also based on team members' views of which enquiries HeadLine could usefully answer so it would be useful to test these views out on a more impartial audience, of library staff who would have experience of information desk enquiries and also user needs.

It would be useful therefore to try to get more information on user requirements and a way to complement this study would be to consult librarians at partner sites. The purpose of this activity is to continue the research done into information desk enquiries but to extend this a little to try to establish what librarians think that users currently ask (to fill any gaps, things that weren't asked when I was observing), and also to try to get an idea for the kinds of things that users don't ask for but would like (or the preferences of users who don't come to the desk).

Methodology

Attendees were selected in consultation with HeadLine Team members at partner sites, and in most cases they were approached by members at their own institution, asking them to attend. A formal email invitation was then sent to all nominees, describing the day and offering a small reward for attending. Most of the people approached accepted the invitation; only 2 people were unable to attend due to being on annual leave. Shortly before the event a reminder was sent out, giving location details for the event and a summary of the information enquiries document, to give participants some background to the activity and an idea of the issues under discussion at the event. This summary did not rank enquiries received (in order not to bias attendees) but provided listings of all enquiries received and details for 'relevant' enquiries.

Participants

Representatives from the three partner sites attended the event. 10 people attended in total, five from the LSE, 3 from the LBS and 2 from UH.

Laura Johnson, Nerys Webster and John Paschoud planned and facilitated the event (John Paschoud also led the section on access management).

The event centred around 5 main topics for discussion:

Commonly Received Enquiries

Attendees were divided into 3 groups of about 3 (based on partner sites) and each group asked to consider a set of cards with the enquiries that had been observed on them, and some blank cards. They were asked to add any that weren't on the cards but which they experienced and to discard those that they did not receive at their site. The enquiries listed on the cards were taken from the information desk enquiries report and were the ones that the report stated that HeadLine may be able to help with. By being given the opportunity to discard or add cards, attendees were confirming or otherwise the validity of the information desk observation. Results and views were then discussed by the whole group and extra enquiries listed on the flipchart.

Prioritised Enquiries

ie enquiries that it would be useful for HeadLine to address. Again the cards were used for this exercise, and the same groups prioritised the cards in order of what would be most useful for HeadLine to address. The order was discussed by the whole group and the 3 priority lists recorded. This exercise would test the results of the information desk enquiries by showing which enquiries staff considered worth tackling, and give them the chance of raising other issues that may need addressing by the HeadLine service.

What do Users Really Want?

This comprised an open discussion - topics were prompted by a list on a flip chart and attendees discussed these and suggested other areas of user requirements. Topics listed were electronic or hard copy material, using reading lists or conducting independent research, off campus access to resources and the need for an electronic helpdesk. This activity would identify user preferences, and patterns of study and research; results from this discussion would be able to be fed into the design of the HeadLine system. So that features of the system of overall design would be based on user needs (as perceived by staff), rather than the HeadLine Team's assumptions of what users need or what can be done. Participants were also encouraged to input areas of user needs that weren't on the list of topics, to avoid limiting the discussion. It is anticipated that this research will be followed up later in Phase 2 by user consultation, (when there is something for them to look at) on requirements and working habits.

HeadLine's Solutions

The proposed features of HeadLine which could answer some of these enquiries were discussed, these fell into the areas of help navigating resources, journals information, user data, and locating material. Again, participants were asked to respond to these and make their own suggestions for what HeadLine could do. These were recorded on a flip chart and discussed. This exercise would provide some measure of the solutions proposed in the information desk enquiries document, and again provide the chance of introducing more desired features into the design of the system.

Access Management

John Paschoud led this session and circulated a short document introducing this section and listing the 9 questions he wished to discuss. These questions covered areas like 'who has access to your library? What materials and services can they access? How is your access policy policed?' This activity would consolidate the access policies and experiences of the three partner sites, and raise problematic areas, which HeadLine could seek to simplify.

The event lasted around 2 hours and tea and cakes were provided in the middle of the event. A full report of the event is available as a separate document (SCE-offical.doc), but the results, and implications for the design of the HeadLine system are summarised below.

Results - Implications for Information Desk Enquiries work and what the system should do for users.

The SCE confirmed many of the findings of the Information Desk Enquiries activity and also raised some new issues and priorities:

Items confirmed

Questions which were observed frequently during observation were also cited by staff as being common to them too. None of the enquiries listed were discarded by any of the participants (the only change was that one group queried the wording of an enquiry about journals, they still receive it but not in the terminology I'd given it).

Following the prioritisation of enquiries (from the most to the least useful for HL to answer) the enquiries were scored and ranked as follows:

	LSE staff	LBS staff	UH staff	Total	No. times observed
Locating electronic services	5	5	5	15	25
Locating shelfmarks	5	5	5	15	19
Locating facilities	5	5	5	15	13
Subject enquiries	4	4	4	12	17
Grey lit - ann reps, working papers	4	3	1	8	6
Grey lit - reading lists	4	3	1	8	6
Navigating electronic services	3	2	2	7	10
Use of lib - what can I do?	2	-	5	7	25
Journals	3	-	3	6	17
Training	1	2	2	5	2
Other libraries	2			2	5
Missing items	1			1	

The figures in the last column show the total number of enquiries observed in this category during the information desk observation. All the enquiries that were identified as priorities by the focus group attendees were ones which occurred frequently during desk observation. So the assumption made in the information desk document that enquiries that are asked a lot are worth trying to do something about was borne out by the Consultation Event as these enquiries are also considered important by library staff.

The conclusions of the Information Desk Enquiries document were based on analysis of results observed; ideas for possible HeadLine solutions were based on things that were asked frequently, and which HeadLine could feasibly and usefully answer. This exercise identified the same enquiries as priorities for HeadLine to answer as the information desk document did, making it a complimentary research study.

The HeadLine solutions that were considered useful are:

- Map - for shelfmarks, services and facilities
- Resource Finder tool - ie a top level services which would integrate all the disparate and often confusing resources available. This should aim to simplify access and use of these resources and provide value-added features provided by partner sites (eg FAQs, expert help etc).

- Journals - it would be particularly useful to help users find out where journals can be accessed (this is being solved to a degree with journals metalists) but it would be ideal if HeadLine could integrate journal holdings information with other services that provide references to journal articles.
- User information - the concept of the system 'knowing' what the user was entitled to use (and only presenting the user with these resources) and also knowing where he or she was, in order to tailor results to location (but with the option of showing what they could use if they came into the school/library). The idea of profiling also seemed beneficial.
- External users - the idea of having a special login for external users, providing access only to what they are entitled to use, but the login available on any computer, was also popular.

Items Added

Some extra enquiries and suggestions were raised at the event which did not appear in the Information desk document. The list above includes some modifications to existing ideas for HL's features (made by the attendees), but four more features were suggested, which weren't already detailed by the information desk document. NB - it is not known at this point whether these are features that HeadLine will be able (or want) to provide, but these are listed, as suggested.

- Improved reading lists - the idea of giving support for reading lists, by helping explain abbreviations (online abbreviation look-up?). Also to include journal articles on Unicorn reading lists, and some help locating these, and to make journal articles better all-round, with the inclusion of links to full text material.
- Other libraries - access information and holdings. It was suggested that HeadLine provide a link to other libraries, so that if users didn't find what they wanted from their own institution they had the option of finding it elsewhere. The union list of serials is often consulted to tell users where they can find journals not held on site, and it was suggested that it would be advantageous if HeadLine could search the union list of serials simultaneously. It would also be good if HeadLine could provide information about other libraries that the user was entitled to visit (as part of his or her profile) and links to their catalogues.
- Admissions information was also an area where staff received many enquiries - so that it may be useful if HeadLine could provide some information about use of the library (although this may be covered in the pages for external users).
- Link to a bookshop's database - Students are often interested in buying items not available in the Library, so if Headline could link to an online ordering facility this may be of use. (this was only felt to be useful by a couple of LSE participants). There were some reservations expressed about this, eg if they've paid to come on the course and then have to buy textbooks. The library has a duty to provide core material, although it can't provide one of each set text per student.

Items that aren't relevant

However some questions which are received frequently will not be appropriate for HeadLine to answer - and some of the points raised during the consultation event fall into this category. Some would require too much resources (which the project has not got), for instance providing references to items on the card catalogue and others are really outside the scope of HeadLine's brief. Also some would only duplicate work done by other library departments (for instance there are many enquiries asking for help understanding readings lists but as these are created by individual tutors, besides encouraging them to make them fuller there is little that a project could do. Also some technical enquiries (for instance wanting more paper put in the printer, or printer jams clearing) will never be able to be anticipated and solved by a HeadLine system.

Other points to note

Some issues discussed at the event did not raise new features to include in HeadLine but gave some insight into user requirements and provided some important ideas to bear in mind when designing the system.

Users want:

- One stop shopping and electronic full-text where possible - ie, to have to plough through as few different services as possible, preferably to get the full text of their article, electronically from the first source they use.
- Value added resources, ie FAQs to go with electronic services, access to an electronic helpdesk, links to the LSE expert, and also the option of personal help (so HeadLine should show where they can have access to face to face help, either link to a webpage about the information desk at each site, or an email service - in addition to providing guides to resources and services - accessible wherever the resource is listed on the system).
- To do their own research in many cases - although on the whole postgraduates do most of their own research and undergraduates have tended to follow reading lists as their main source of information, participants agreed that even undergraduates are increasingly reading around their subject (either if the set text isn't available or to get extra marks). Concern was also expressed about the idea of spoon feeding users and limiting them to set texts and course materials; HeadLine should aim to support independent research as well as facilitating access to popular and recommended material.
- Off-campus access - Users increasingly want to be able to work from home and to access electronic resources there. This is particularly true of LBS students, who all have their own computers, and who have some services available from any geographical location via the Forum, this service is very popular and there is great demand for providing access to other services in this way.

Analysis of Access Management Section

All participants agreed that simplified access management would be beneficial to partner sites. However some concern was expressed about protecting online resources with only a password, so HeadLine would have to use secure and reliable authentication.

The suggestion of making the system 'know' what the user could have access to seemed worthwhile, as many participants agreed that the current process of deciding who can access what is time consuming. Besides that one expression of concern most people saw a single point of authentication as a good thing. These measures could assist enforcing access policy and simplify access to library services which, everyone agreed, is currently complex and problematic.

Appendix 1 - Test Session

First Draft of Input sheet for observations - with sample enquiries collected at test session

Details	Time taken	Category	Source used	Notes
Where is the reference collection?	30 seconds	Locating material (collection)	Pointed	-
Book title - do you have it?	2 minutes	Resources - collection	Unicorn	Phone call
Lost property - I left my file on this desk 10 mins ago	30 seconds	General	Referred to service counter	-
I want to find a list of articles in 3 journal titles	2 minutes	Electronic services - help	Showed to the computer (BIDS)	Not a student here, so had to use visitors PC
Shelf mark - what does this shelf mark say and where can I find the book	1 minute	Locating material - shelfmark	Map	-
Can you renew my books	2 minutes	use of library - renewals	Unicorn	Phone call
Problem with ft profile	5 minutes	Electronic services - help	shown at the computer	-
Where to obtain a floppy disc	1 minute	Services	shown to photocopying room	-
I want to use ft profile - had to show library card and ID	2 minutes	Electronic services - logging on	shown	-
I want to use the Panorama of EU industries CD-ROM	2 minutes	Electronic services - logging on	Shown	This CD-ROM is standalone and so locked away
I want to use Sociofile CD-ROM	2 minutes	Electronic services - logging on	Shown - also used CD and online services leaflet to show the user where they can access this	Sociofile is networked around the school
I want to look at Congressional section	10 minutes	Resources - special collection	Given a pass for stack	-
I want to photocopy material I'm looking at	1 minute	Services	Shown photocopying machines and office	-
CD-ROM isn't launching	30 seconds	Electronic services - help	Put on a different computer	-
Where is this shelfmark?	2 minutes	Locating material - shelfmark	Card catalogue to check the mark then map	-

Appendix 2 - analysis of LSE enquiries

Type of Enquiry	Details	Counter	Average time taken (mins)	Action
Use of library	Other libraries	3	2.3	Handout about other libraries
-	Can I do this? (<i>eg can I go in the course collection, other 'rules' things</i>)	4	1.5	-
-	Opening hours	2	1.5	Bookmark with opening hours on
-	Locker request	2	1.0	-
Self service	Getting a pin	4	1.5	-
-	How to check account, reserve etc	8	1.5	Usually given guide to self service in unicorn
Locating	Collection, 'where are pamphlets?'	11	1.5	map
-	I want a map	2	1.0	map
-	Shelfmark, 'where is H1?'	10	1.9	map
Locating areas of library	Where are toilets, working areas, computers, etc	6	1.2	Point out or give a map
-	Exam papers	1	1.0	-
Catalogue enquiries	Looking for an item from reading list	5	2.6	Unicorn
	Have you got? Looking for a book, particular journal etc	32	2.3	Unicorn
Subject enquiries	More detailed (ie involving looking at a CD-ROM or some extra research) - or how do I find journal articles on a subject..?	19	3.4	Usually logged onto CD-ROM or given a sheet how to do it
-	Special cat enquiries - eg what if the item is at processing etc	2	2.5	-
-	Also asking about fetching	3	2.7	-
Facilities	Photocopying, how to buy cards etc, buying course packs, printing, copying, getting change	10	1.0	Usually directed to copy shop or service counter
General	Borrowing a pen etc (<i>also lost card, is there a fax machine etc</i>)	6	1.0	-
Grey lit	Theses list	5	1.6	-
Training	Registering for courses	2	3.0	Usually given a guide to courses available
External users	Can I come and use the library	1	1.0	Usually by phone

Type of Enquiry	Details	Counter	Average time taken (mins)	Action
Electronic services	Either getting logged into a service	7	2.7	Online and CD-ROM handout
-	or a query that results in needing to use one	3	4.0	Online and CD-ROM handout
-	or query about one	3	1.3	-

Appendix 3 - analysis of LBS enquiries

Type of enquiry	Details	Counter	Average time taken (mins)	Action
Use of library	External users - eg wanting services or to use machines etc	3	2.0	Different rules for different types of student
-	Can I do this? - eg borrowing rights for different types of user, borrowing reference books etc	4	1.5	-
-	Application for a library card	4	6.8	New library & card system so some problems
Self service	Getting a pin	-	-	-
-	How to check account, reserve etc - eg commercial member wanting to know status of membership	3	3.0	Use Unicorn as well
Locating	Collection, - eg where are the newspapers, where are the working papers	8	1.3	Pointed out and explained
-	Shelfmark, 'where is H1?'	3	2.3	-
Locating areas of library	Where are toilets, working areas, computers, dataports, printers etc	4	1.3	-
	Annual reports query - want a particular report or want to know where they are	2	2.0	Do have an annual report database but for staff only
Catalogue enquiries	How can I look for journal articles	2	2.5	Usually referred to some electronic source
	Have you got? Looking for a book, particular journal etc	10	1.9	-
Subject enquiries	More detailed - I want to know about the ice cream industry - I want a book about..., I want an OECD database, I want market research on consumer behaviour	13	5.1	Market research? Directory of associations, electronic services
-	LBS publications - eg list of MBA projects (grey lit)	3	5.7	-
Facilities	Photocopying, how to buy cards etc, buying course packs, printing, copying, getting change	5	2.4	-
E services	Problems with library cards	3	3.3	-
-	Either getting logged into a service (particular product)	10	2.3	-
-	Or a general IT one	3	1.3	-
Loans/renewals	Including short loan requests	20	1.3	-
Returns	-	8	1.0	-
Services	Can I have a receipt etc	3	1.7	-

Appendix 4 - analysis of UH enquiries

Type of enquiry	Details	Counter	Average time taken (mins)	Action
Use of library	Other libraries eg Hatfield - eg wanting to get a book from there to Hertford	2	6.0	
-	Can I do this? - eg borrowing rights for different types of user, borrowing reference books etc	7	1.3	
-	Opening hours	1	1.0	
-	Application for a library card	11	3.7	
Self service	Getting a pin	3	1.0	
-	How to check account, reserve etc - eg commercial member wanting to know status of membership	3	1.3	
-	Renewals - students have to use renewals phonenumber	11	1.8	Referred to renewals phonenumber at Hatfield
Locating	Shelfmark, 'where is H1?'	1	2.0	
Locating areas of library	Where are toilets, working areas, computers, dataports, printers etc	1	1.0	
Catalogue enquiries	Have you got? Looking for a book, particular journal etc	10	3.1	
Subject enquiries	More detailed - I am looking for a particular legal case, looking for a book about how companies create their own environments.	5	2.0	
Grey literature-	Exam papers (grey lit)	1	2.0	
Facilities	Photocopying, how to buy cards etc, buying course packs, printing, copying, getting change	4	3.8	All bought from the service counter
Services	Disc paper, comb binder, print credits	33	1.3	All bought from the service counter
Training	Room booking (study rooms)	7	1.1	Very popular at UH for group work
E services	Either getting logged into a service (particular product)	2	1.0	
-	Or a general IT one (email, printer etc)	8	2.3	
Loans/renewals	Including short loan requests	44	1.3	
Returns		23	1.0	