Don’t Stop Believing:  
Mapping Distance Learners’ Research Journeys

Maria Brahme  
Lizette Gabriel  
Paul Stenis  
Pepperdine University
Inspiration for project

- Customer Journey Mapping for Libraries by Robin Milford of UC Merced (*part of ALA’s FEAST 13 presentations = future & emerging access services trends*)

- Need for data about library virtual users (not only our distance students, but, really all our patrons interact with us virtually to some degree)

- Wanted to translate CJM into a virtual tool
Definitions

• Prior Used by Robin Milford ALA 2013:
  • Documents that visually illustrate customers’ processes, needs and perceptions throughout their relationships with a company
    • Andrew McInnes, Forrester Research

• Present – modified
  • Scripts that illustrate patrons’ processes, needs and perceptions during their interaction with (attempts to utilize) library services
Literature Review

• JM originated at the Köln International School of Design as a discipline called “service design” in the early 90s

• JM Literature primarily focused in marketing/retail, customer service environments,

• JM Studies in library setting all F2F

• “…allows us to step into the customer shoes…shows us the customer’s perceptions and the larger context in which we play a part. It lets us be emerged in their world, their reality….what are they experiencing, feeling, while trying to reach the desired outcome?” (Dysart 2013)

• Provides rich, emotional data to complement objective information-seeking choices, strategy

• Information seeking behavior literature suggests that students consult the Internet (not the library webpages) first when beginning research, and will accept materials of lower quality if it will save them time
Pepperdine U. Student Population

1. General Population
   - Undergraduates: 3,451
   - Graduates: 3,966

2. Graduate Schools
   - GSBM: 1,757
   - GSEP: 1,562

Target Participants

- Executive MBA (EMBA)
- Online MBA
- Master’s and Doctoral Programs in Education
Research Questions

1. Was the patron successful in accessing articles?
2. Was the patron’s experience emotionally positive?
3. Did the patron follow librarians’ recommended path in accessing journal articles?
4. What relationships appear between the above questions?
Student + Survey =

“I came crack to the survey”
Instrument in LibGuides

Hello Paul, Welcome to InfoGuides!
This is your main administrative console, i.e. the "Dashboard".

Surveys / Forms
This tool allows you to create surveys that can be embedded in content boxes or loaded directly via persistent URL.

LibGuides CMS Status: ON

Click here to create a new survey/form
Find an article on a topic

Find an article on a topic

Find the full text of ONE of the three articles listed below

A. Find a peer-reviewed article on a topic of your choice using the Pepperdine online library. You do not need to locate the full text.

B. Annotate each of your steps and thoughts in the boxes below as you proceed with your research.

C. Please include one or two words to capture your experience emotionally at each step. *(for example: confident, happy, frustrated, confused, successful, lost, indifferent, bored, etc.)*

D. The exercise is over when you have
   1. located the article of your choice
   or
   2. Searched for ten minutes, become frustrated, lost or otherwise decided to stop

(Add / Edit Text 📔)

Comments (0) | Disable Box Comments
A. Choose one of the three articles below. Navigate to the full text of the article in the Pepperdine online library. Describe your steps in the boxes below.

B. Please include one or two words to capture your experience emotionally at each step. *(for example: easy, happy, frustrated, confused, successful, lost, indifferent, bored, etc.)*

C. The exercise is over when you have
   1. located the article of your choice
   or
   2. Searched for 10 minutes, become frustrated, lost or otherwise decided to stop

Article 1:

Article 2:

Article 3:
Two Surveys

Journey Mapping Survey - find the full article
For each step you took in locating the article, briefly describe the step in one box (a) and note how you felt/what the experience was like in box b.

Name

Email

1. Step 1a: Describe the first step you took, or link you clicked on.

2. Step 1b: In one or two words, describe how you felt at this stage in the search? (For example: confident, happy, frustrated, confused, successful, lost, indifferent, bored, etc.)

3. Step 2a: Describe the next step you took or link you clicked on.

4. Step 2b: In one or two words, describe how you felt at this stage in the search (like in 1b)?

5. Step 3a: Describe the next step you took or link you clicked on.

6. Step 3b: In one or two words, describe how you felt at this stage in the search (like in 1b)?
Research Questions

1. Was the patron successful in accessing articles?
2. Was the patron’s experience emotionally positive?
3. Did the patron follow librarians’ recommended path in accessing journal articles?
4. What relationships appear between the above questions?
Survey Participants

• Spring 2015
  • Initial Survey sent out to target population
  • IRB issues
  • Number of participants: 266

• Summer 2015
  • Follow-up survey email
  • Total number: 25
Findings

Was the subject's search successful?

- Yes: 17
- No: 5
- Unknown: 3
Findings

Did the subject end with a positive, negative, or neutral feeling?

- Positive: 14
- Negative: 6
- Positive and negative: 1
- Neutral: 3
- Unknown: 1
Findings

Did the subject follow a recommended path, a less recommended path, or a path not recommended?

- Recommended: 10
- Less recommended: 8
- Not recommended: 4
- Unknown: 3
Findings

How subjects felt who used “recommended” paths

- Positive
- Negative
- Positive and negative
- Neutral
Findings

How subjects felt who used “not recommended” or “less recommended” paths

- Positive: 6
- Negative: 5
- Neutral: 1
Findings

Success of subjects who used a recommended path

- Successful: 90%
- Unsuccessful: 10%
Questions for the Audience

1. What does this say about us?
2. Interpretation
Comments? Suggestions? Questions?

Maria Brahme  
Maria.Brahme@pepperdine.edu

Lizette Gabriel  
Lizette.Gabriel@pepperdine.edu

Paul Stenis  
Paul.Stenis@pepperdine.edu