

# The Edge, first month

This is a review of the data collection methods in place in the first month of the Edge. The goal was to make sure everything was working properly and uncover areas for improvement in data collection, as well as to get some data for decision-making.

## Suggestions/items of note

- Develop Edge events listserv. More than 50% of event survey respondents have requested to be added to such a list.
- Train desk students to remember to record technology and informational question types and technology request types in LibAnalytics.
- Do we want to modify any workflows based on the % of each question types for desk transactions (see data)?
- Only 50% of desk transactions have a response recorded. Brittany was going to use responses to analyze what areas students needed more training in... is this a problem? Should they be encouraged to fill this out more?
- 2% of all queries were about how to find Bostock 023. Could the library do a better job of labeling that room, wherever it is?
- 4% of all queries were for a stapler. When combined, requests to use office items equaled 9% of all queries, including a stapler, staples, tape, pen/pencil, hole punch, tissues, Clorox wipes for tables, and erasers. Could a set of these items potentially be laid out visibly without students having to request them?
- 27% (6 full days) of Paul Wilshire's January work time was spent on Edge-related projects this month. Let desktop support know (update: done), so they can figure out if this is on track with what they need.
- Of 295 desk transactions, only two referrals were tracked. Brittany should consider whether that is probably right or not, if not, remind students to input referrals (update: Brittany thinks it's fine, will remind them).
- 8% of all transactions were requests to borrow technology. This may highlight interest in a more robust technology lending program (in particular, a number of different phone and computer charging cables were requested)
- 13% of all queries in January were "where are the printers?" with an additional 9% of all queries from folks trying to find the DVS, DS, workshop room, or the project rooms. Does this highlight a need for bigger/better signage near the entrance to the Edge?
- 11% of queries were people who needed help making room reservations. This is probably a higher percentage than we would like... does anything need to be done? We can see how the trend continues. Brittany suspects this may decrease over time as people become familiar.
- Were there really only 4 events in the Edge in January? If not, where are the other events being tracked? Did some events really only have 1-2 attendees (only one person was in the database registered for Fusion Tables). (update: no, many of the events are actually tracked in a separate

database that we have no control over, Duke Events. We have no data on registration from that).

- Data GIS staff only recorded one Edge-related question in their LibAnalytics form. We thought they would have had more. Are they recording many other transactions related to the DVS lab, etc., in their form? Is it possible that this is due to a low reporting rate, or folks forgetting to use this Edge-related question checkbox, or was there actually only one question? Talk to Joel.
- Brittany will speak to Project room #3 about whether they are also using it after hours or on the weekend. We have decided not to use the sampling sheet this semester because they are so visibly there all the time. (Update: they are only using the room 9-5/M-F).
- Show Liz DS survey results (included in this report).
- Implement a generic feedback system for the Edge (update: we are piloting a suggestion box at the front desk as of Feb 16)
- Definitively figure out whether there is any way to get stats from the Book2Net scanner
- There are three Macs in the DVS lab. I thought Paul told me those were going in LibStats labeled something like "Edge-Mac." I don't see them. What are they (possibly the Bloomburgs)? Do they need to be added to LabStats?

## Data

### Time spent by non-Edge staff on Edge projects

In total 64 hours of time were spent by non-Edge staff on Edge projects.

- Desktop support, 50 hours (almost entirely Paul, 2 hours for Alton). This was 27% of Paul's total work time for January.
- AUX, 12 hours (almost entirely Joyce, 1.5 hours for Ian)

### Workshop feedback

I didn't know this until February -- events are tracked in several different places, including the Library Event database as the Duke Calendar. We do not currently have any access to data about registrants for Duke Events (many of which do not require registration). We therefore have no information on attendance/registration numbers for the majority of events in the Edge. The Duke Events calendar might have Edge events listed under "Bostock 023" "Bostock" or "Bostock Library – The Edge Workshop Room."

- 4 events were entered in the Library Events Database; 9 more were listed on the Duke Events Calendar for a total of 13.
- 4 events turned in evaluation data in January (44% of events)
- There were 32 feedback forms submitted
- 33 total people attended the 4 events listed in the library's Events database
- 20 of 32 (62.5%) respondents said they wanted to be added to a listserv to inform them of events in the edge. This listserv doesn't yet exist

### Kiosk usage data

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*Michael Dahl and Joyce are working together to change how the Google Analytics is tracking kiosk interactions to try and make the data more meaningful for future analysis. Right now the most interesting info is probably the number of hits for the five subpages. For January there was no way to track where the users tap the map.*

*The intro loop video is housed on the homepage of the kiosk and when you click it, it gets set to display:none so that the page content will then load 'instantly' underneath. There is a custom event tracker with that link [EdgeKiosk/Interactions/Attract] - but when you try to use it with the Behavior Flow diagram everything is in sessions instead of pageviews, so perhaps that's not the best way to have tried to track this. Michael will instead try adding a URL param to the video loop link (something like ?=attract). We will also change the session time - by default it's set to 30 minutes, but we could knock that down to 3 and see if it helps.*

The map feature is the most popular subpage from the homepage (clicks within map not tracked during January), followed by room reservations. The help form isn't being used very much.

- 1,606 sessions
- 9,571 pageviews
  - 29% (2,794) iPads (this represents all usage on the ipads by the project room doors)
- If we don't consider iPad data with other data, we had 6,777 pageviews at the front kiosk (81%)
  - 87% (5,912) homepage
  - 3.9% (266) map
  - 3.6% (241) reserve a room
  - 1.5% (101) events
  - 1.1% (74) staff
  - 0.7% (49) help
- 6 pages per session
- Bounce rate: 61%

### **Digital Studio survey results**

We received 3 requests for software or technology that folks would like to see in the digital Studio via this Qualtrics form linked to the desktop of their computers. One was a request for technology in the Edge, not the Digital Studio. This prompted us to consider the need for a generic place to provide Edge feedback. We are piloting a Feedback box at the front Edge desk starting February 16<sup>th</sup>.

- Exercise (yoga) balls to help stimulate thinking & energy.
- Would be interested to see Mplus included as a statistical software in the lab. Thanks!
- I love the flexibility that having multiple screens offers me when I work with teams in the edge's project rooms, but currently only 1 or 2 of the project rooms have cords in them that allow me to extend my screen onto the TV's. If we could get cords set up in more of the study rooms it would be greatly appreciated! Thanks so much, have a great day!

### **Desk transactions**

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295 desk transactions occurred in January at the Edge desk. The Edge desk is staffed 47 hours a week, so there were roughly 1.6 transactions per hour staffed. 79% of all transactions occurred between noon and 4:59pm. According to the information entered in LibAnalytics, transactions were:

- 50% informational
  - 66% room reservations
  - 34% office supplies
  - 0% lockers
  - 0% writeable spaces
- 32% directional
- 16% technology
  - 63% were about eprint
  - 16% scanners
  - 11% a/v assistance
  - 8% computers
  - 3% copiers
- 1% research
- 1% ADS

I also went through all the questions and coded them into more granular categories or added tags to those that didn't have them. By doing so I found that:

- 13% of all transactions were "where are the printers?" with an additional 9% of all transactions from folks trying to locate the DVS, DS, workshop room, or the project rooms.
- 11% of queries were people who needed help making room reservations.
- 8% of all transactions were requests to borrow technology (in particular, a number of different phone and computer charging cables were requested)
- 2% of all transactions were about how to find Bostock 023
- 4% of all transactions were for a stapler. When combined, requests to use office items equaled 9% of all queries, including a stapler, staples, tape, pen/pencil, hole punch, tissues, Clorox wipes for tables, and erasers.

Researcher status

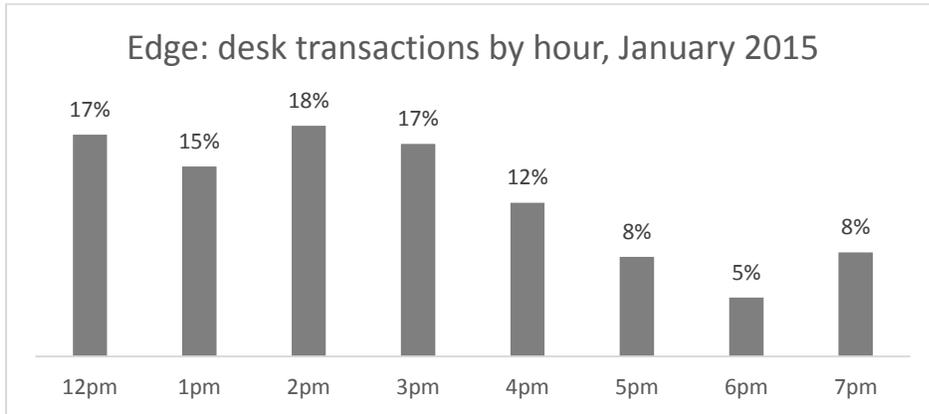
- 68% undergrad
- 17% grad
- 8% faculty

There were 27 Edge-related questions reported at the Perkins desks (23 at the help desk and 4 at the circ desk). There was only 1 Edge related question recorded in LibAnalytics from Data GIS. No one else recorded Edge-related questions in LibAnalytics.

A huge percentage of desk transactions are not having the following information recorded, making it difficult to analyze why types of questions are being asked. I had to code these by hand for January and it took a long time: *Technology question type, informational question type, technology request*

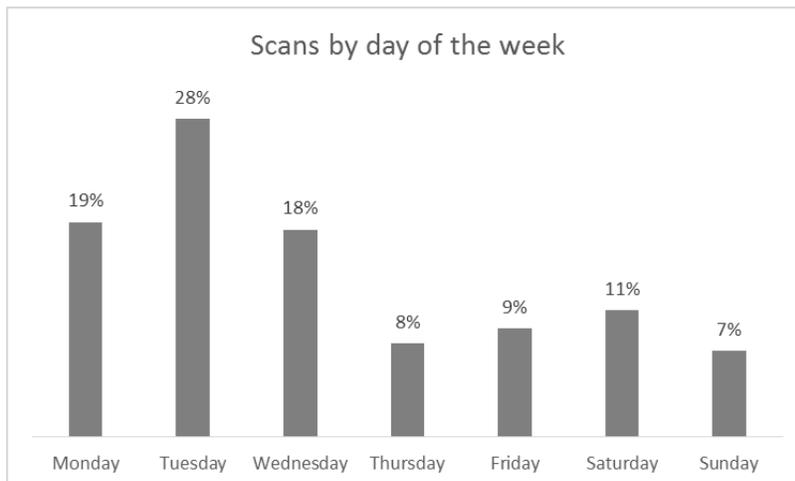
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Also, 6% of transactions had weird timestamps ranging from midnight to 3am, and 11am. I didn't count those in calculations by hour of the day.



### Scanners

- There were 4,185 total scans on the ScannX machine, and 346 jobs. This is an average of 12 pages per job.
  - 9-10am is the busiest hour for scanning
  - Tuesday is by far the most popular day for scanning. ~65% of all scanning happened Mon-Wed. Saturday had higher scanning rates than either Thurs or Fri (see below)
- *We have no data on scans for the Book2Net scanner, Paul was investigating how to get stats, haven't heard update from him recently.*

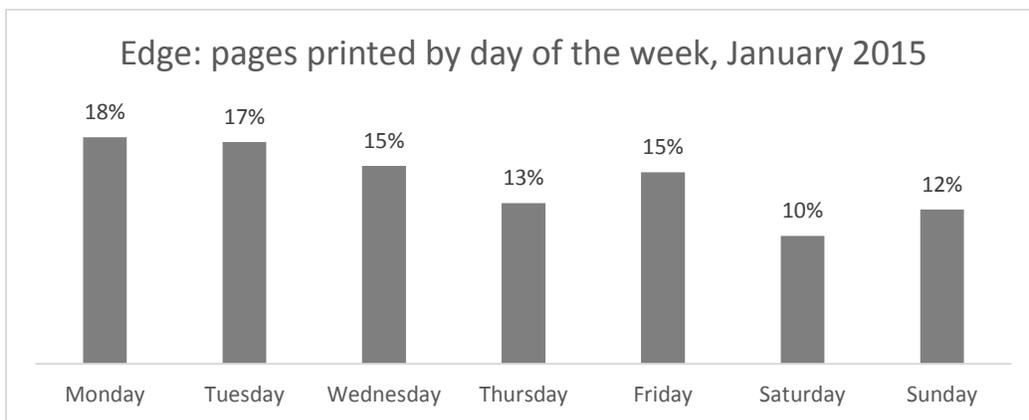
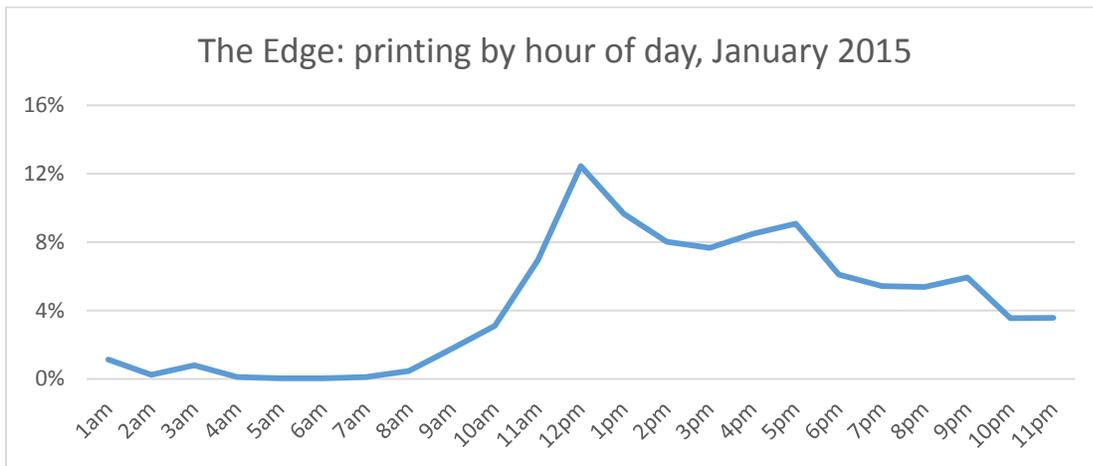


### Printers

The two printers in the Edge had a total of 66,647 pages printed on them and 6,970 print jobs performed. This is an average of 9.5 pages per job.

- The busiest time of day is the hour of noon. In general, noon to 5:59pm is the busiest time.

- Monday and Tuesday are the busiest days of the week for printing (35% of all printing).



### Computers

This is including 11 computers in Lib-GIS (1 of 12 was not correctly hooked up to LabStats during January) and the group called Lib-Bloom. *I don't know where the Lib-Bloom group is, just that Paul told me it was in the Edge. Dorothy said Bloomburg computers weren't hooked in to LabStats, but there is a group called that in LabStats so I don't know what's going on. There are 3 in DS and 3 Macs in DVS; one of these groups may be Lib-Bloom, the other I am not tracking stats for because either I don't know what its called or it's not in LabStats.*

- 710 logins
- I'm not reporting anything more complicated than logins since we aren't even sure LabStats works...

### Project Room reservations

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Booking slots for the Project Rooms are available in half hour increments. A booking in January averaged 4.2 time slots, or 2 hours. All grabbable/sharable project rooms receive generally the same amount of use as a percentage of all use.

#### Grabbable/sharable

- 889 confirmed bookings
- 3,761 confirmed time slots (of half hour each)
- There were a total of 10,544 slots available in January, meaning 35.7% of the slots available for the month were booked.
- 651 confirmed unique users
- 1,879 total hours the rooms were occupied

#### Reserved

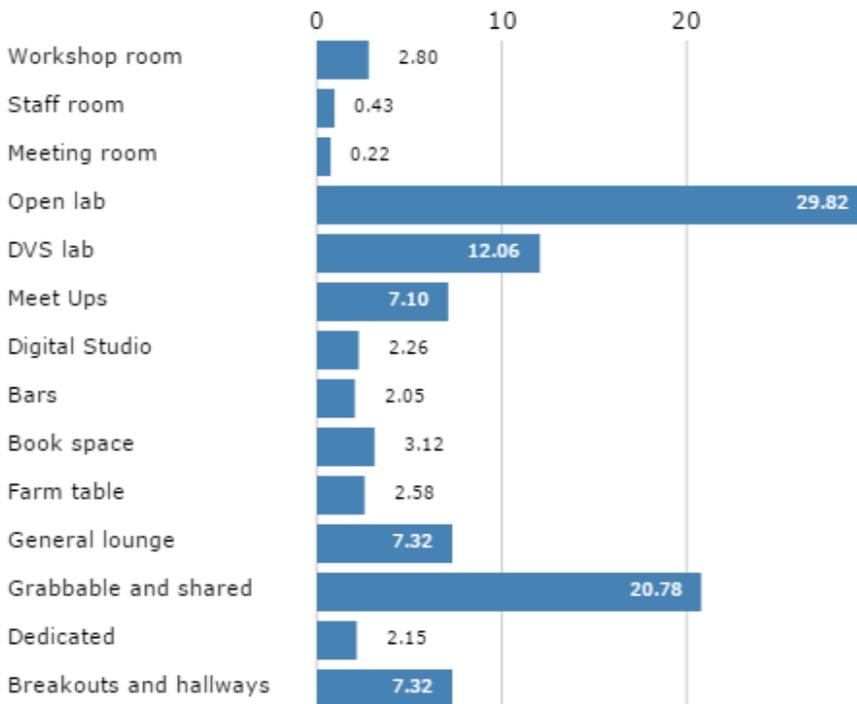
- Project room #3, One Person One Vote, is in use almost constantly from 9am-5pm.
- *Brittany will speak with them about whether they are also using it after hours or on the weekend. We have decided not to use the sampling sheet this semester because they are so visibly there all the time.*

#### Suma headcounts

Jan 19-23 (Mon-Fri), counts should have occurred at 10am, 12-1pm, 3pm-4pm, and 7pm. Since students were still new to conducting headcounts, however, 25% of headcounts are missing for January's sample week.

- The average number of people counted in each counting session was 69.5.
- The average number of people counted by hour of the day is showing more use in the afternoon than morning or evening. We have no evening data later than 7pm though.
  - 10am: 27 people
  - 1pm: 68 people
  - 4pm: 96.5 people
  - 7pm: 54 people
- The number of people in the Edge seems to be highest between 1pm and 5pm and lowest in the morning. There is no data later than 7pm.
- Note that the Lounge in general had 15% of use (its split into its 4 component sections in the chart below).

**Figure 1. Edge space usage by percent**



### Swipe cards

During the month of January, swipe access was required for all hours until 1/30, when swipe access was only required between the hours of 7pm-8am. However, the DVS door was propped open most of the time, and the staff room was swipe access all the time.

- Digital studio: 440 (80% student, 17% staff, 2% affiliate, 0.45% faculty)
- DVS lab: 1,526 (93% student, 6% staff, 1% affiliate, 0.07% faculty)
- Workshop room: 287
- Staff and consultation room: 454

### Event registration system

- According to the data captured in the Event Registration Database, there were only 4 events in the Edge in January: “Fusion Tables: Simple Mapping and Charting,” “Reproducible Research Practices,” “S-1 Lab / Manifest Data Project,” and “Reading an Ancient Text Holistically[...].”
- There were 33 people registered for these four events. 66% were faculty and staff, a quarter were graduate students.

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