“WHERE’S THE ANY KEY?”
Customizing CONTENTdm with a User-Centered Approach

Rachel Trent
State Library of North Carolina
CONTENTdm User Group Meeting 2015
Press any key to continue...
<table>
<thead>
<tr>
<th>Image</th>
<th>Title</th>
<th>Subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ 3.</td>
<td>P-y curves for laterally loaded drilled shafts embedded in soft weathered rock</td>
<td>Shafts (Excavations); Lateral loads.</td>
</tr>
<tr>
<td>Image</td>
<td>Title</td>
<td>Description</td>
</tr>
<tr>
<td>-------</td>
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<td>-------------</td>
</tr>
<tr>
<td>[Image]</td>
<td>Public health reports</td>
<td>Excerpts from the Federal Health Reports with information specific to the influenza epidemic of 1918-1919.</td>
</tr>
<tr>
<td>[Image]</td>
<td>Cameron Park: its purpose, its attainments and its future outlook, 1910-1914</td>
<td>This promotional brochure is designed to attract potential property owners and to sell houses and streets within the park.</td>
</tr>
<tr>
<td>[Image]</td>
<td>Century of Stories: New Hanover County Public Library 1906-2006</td>
<td>A Century of Stories is a special publication created in 2006 as part of the 100th anniversary celebration of the New Hanover County Public Library. The histories date back to the early 20th century and were created digitally.</td>
</tr>
<tr>
<td>[Image]</td>
<td>Pioneer days of Johnston County Public Library</td>
<td>Personal reminiscences of the library, bookmobile, and interactions with the community.</td>
</tr>
<tr>
<td>Image</td>
<td>Title</td>
<td>Description</td>
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</tr>
<tr>
<td>1.</td>
<td>North Carolina Attorney General reports</td>
<td>Opinions of the Attorney General</td>
</tr>
<tr>
<td>2.</td>
<td>Dental directory of North Carolina: dentists and dental hygienists</td>
<td>Dentists; Dental hygienists</td>
</tr>
<tr>
<td>3.</td>
<td>Activity review</td>
<td>Monthly; Title from caption; Issue numbering begins each year with 1; Electronic holdings begin 2000.</td>
</tr>
<tr>
<td>4.</td>
<td>Appraisal report</td>
<td>Quarterly; Vol. 1, no. 1 (1990); Title from caption; Published by N.C. Real Estate Commission, 1990-1993; N.C. Appraisal Board, 1994-; Electronic holdings begin in summer 1999.</td>
</tr>
<tr>
<td>5.</td>
<td>Annual report of Central Piedmont Community College</td>
<td>Annual; Central Piedmont Community College Foundation, Inc. dropped from cover page with 2003/2004; Report covers fiscal year; Some issues may have their own title.</td>
</tr>
<tr>
<td>6.</td>
<td>Annual report of the Adjutant General of the state of North Carolina for the year...</td>
<td>Description based on 1877.</td>
</tr>
</tbody>
</table>
Dental directory of North Carolina: dentists and dental hygienists

1977
1973
1971
1964

Looking For:
abernethy in the current document

Results:
1 documents with 10 instances

Dental directory of North Carolina: dentists and dental hygienists

Abernethy, Andrew D. 343 2nd St. NW Hinton, NC
Abernethy, Clifford E. 502 Professional Bldg. Hickory, NC
Abernethy, G. S. 407 2nd St. NW Hickory, NC
Abernethy, Andrew D. Abernethy, G. S.
Abernethy, G. S. Adair, John T. Andrews, G. S.
Abernethy, Clifford EAdcock, Jr. George
Abernethy, Adrienne J. P.O. Box 156 Diedrick, NC
Abernethy, Swendy C. 5519-H Abernethy
Abernethy, Adrienne J. Canipe, Claudia Demetrius

Click to view this PDF in Acrobat
Popular Collections

- Archives' Treasures
- Black Mountain College
- NC Family Records
- Civil War 150
- Raleigh History
- State Government Publications

Search All Collections

Featured

1812-2012

Help celebrate the State Library of North Carolina's 200th anniversary, with historic photographs and documents.

The North Carolina Digital Collections contain over 40,000 historic and recent photographs, state government publications, manuscripts, and other resources on topics related to North Carolina. The Collections are free and full-text searchable, and bring together content from the Archives and Library of the North Carolina Department of Cultural Resources.
and for the future . . .
Great resources for everybody

• Steve Krug, Don’t Make Me Think: A Common Sense Approach to Web Usability
• Steve Krug’s 2008 talk “The least you can do about usability”
• Usability.gov
• Jakob Nielsen’s 1995 “10 Usability Heuristics for User Interface Design”
Usability vs. User Experience (UX)
Usability
Learnability
Efficiency
Memorability
Errors
Satisfaction
User Experience (UX)

- Useful
- Usable
- Desirable
- Findable

- Accessible
- Credible
- Valuable
Analytics

Heuristic reviews

Contextual interviews with “power users”

Usability tests (task-based, think alouds)

Online survey for demo redesign
Heuristic review

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Help users recognize, diagnose, and recover from errors
- Help and documentation
Analytics

Heuristic reviews

Contextual interviews with “power users”

Usability tests (task-based, think alouds)

Online survey for demo redesign
1. What is this site? Who made it?
The North Carolina Digital Collections contain over 40,000 historic and recent photographs, state government publications, manuscripts, and other resources on topics related to North Carolina. The Collections are free and full-text searchable, and bring together content from the Archives and Library of the North Carolina Department of Cultural Resources.

View a list of all of our online collections, exhibits, research guides, and more.
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<td></td>
<td>&quot;Hand and hand through the fields [Craggy Mtns., NC].&quot; - Black Mountain College</td>
<td></td>
<td>&quot;Hand and hand through the fields [Craggy Mtns., NC].&quot; Publicity photo for Black Mountain College featuring two BMC college students. Left to right: Betty Kelley, Leonard Billing.</td>
<td>Black Mountain College (Black Mountain, N.C.)</td>
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<td></td>
<td>&quot;The Ruse of Medusa: a lyric comedy in one act&quot; by Erik Satie</td>
<td></td>
<td>Original program for performance on August 14, 1948 of &quot;The Ruse of Medusa: a lyric comedy in one act&quot; by Erik Satie. Cast included: Buckminster Fuller, Isaac Rosenfeld, William Shrauger, Elaine de Kooning, Merce Cunningham, and Alvin Charles...</td>
<td>Black Mountain College (Black Mountain, N.C.)</td>
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<td></td>
<td>$35,070 check presentation for Indian pageant.</td>
<td></td>
<td>Presenting $35,070 Check for Indian Pageant Cherokee, NC Swain, June 1949 Taken by Hemmer</td>
<td>Hemmer, John H., 1892-1981</td>
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2. Inconsistent navigation
Browsing items in: All Collections

Sort by: Title ▼

Display: 20 ▼

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<td><img src="image1.jpg" alt="Thumb1" /></td>
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<td>“Hand and hand through the fields [Craggy Mtns., NC].” - Black Mountain College</td>
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<tr>
<td><img src="image2.jpg" alt="Thumb2" /></td>
<td>“The Ruse of Medusa: a lyric comedy in one act” by Erik Satie</td>
<td></td>
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<td><img src="image3.jpg" alt="Thumb3" /></td>
<td>$35,070 check presentation for Indian pageant.</td>
<td></td>
<td>$35,070 check presentation for Indian pageant.</td>
</tr>
<tr>
<td><img src="image4.jpg" alt="Thumb4" /></td>
<td>Presenting $35,070 check presentation for Indian pageant.</td>
<td></td>
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<td><img src="image-url" alt="Image" /></td>
<td>“Hand and hand through the fields [Craggy Mtns., NC].” - Black Mountain College</td>
<td></td>
<td>“Hand and hand through the fields [Craggy Mtns., NC].” - Black Mountain College Publicity photo for BMC college student performance, right: Betty Kellogg, left: Charles Billings.</td>
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Chinese Times

Chinese Times, June 29, 1973

About this collection
This is the Chinese Times newspaper collection.
3. Too much professional lingo
The North Carolina Digital Collections contain over 40,000 historic and recent photographs, state government publications, manuscripts, and other resources on topics related to North Carolina. The Collections are free and full-text searchable, and bring together content from the Archives and Library of the North Carolina Department of Cultural Resources.
4. Search options were not clear.
The North Carolina Digital Collections contain over 40,000 historic and recent photographs, state government publications, manuscripts, and other resources on topics related to North Carolina. The Collections are free and full-text searchable, and bring together content from the Archives and Library of the North Carolina Department of Cultural Resources.
5. Search results ranking was unclear and frustrating.
Search for John Smith

http://digital.ncdcr.gov/cdm/search/searchterm/John%20Smith/field/all/mode/all/conn/and/order/date/ad/asc
6. Full text searching of PDFs was frustrating.
7. Search results volume/pagination was overlooked.
8. Some users loved the site.
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<tr>
<td><img src="image1.png" alt="Letter" /></td>
<td>Letter: Robert G. Twitty to Zebulon B. Vance, January 16, 1861 [1861]</td>
<td>01/16/1860</td>
<td>A letter written to Zebulon Baird Vance following S.C. secession and Twitty's view of the situation for N.C.</td>
<td>Twitty, Robert G.</td>
</tr>
<tr>
<td><img src="image3.png" alt="Sneads of Fluvanna" /></td>
<td>Sneads of Fluvanna</td>
<td>1000; 1001; 1002; 1003; 1004; 1005; 1006; 1007; 1008; 1009; 1010; 1011; 1012; 1013; 1014; 1015; 1016; 1017; 1018; 1019; 1020; 1021; 1022; 1023; 1024; 1025; 1026; 1027; 1028; 1029; 1030; 1031; 1032; 1033; 1034; 1035; 1036; 1037; 1038; 1039; 1040;...</td>
<td>&quot;Historical and biographical, illustrated.&quot;</td>
<td>Hatcher, Oranie Virginia Snead, 1843-</td>
</tr>
<tr>
<td><img src="image4.png" alt="History of Mecklenburg" /></td>
<td>History of Mecklenburg</td>
<td>1000; 1001; 1002; 1003; 1004; 1005; 1006; 1007; 1008; 1009; 1010; 1011; 1012; 1013; 1014; 1015; 1016; 1017; 1018; 1019; 1020; 1021; 1022; 1023; 1024; 1025; 1026; 1027; 1028; 1029; 1030; 1031; 1032; 1033; 1034; 1035; 1036; 1037; 1038; 1039; 1040;...</td>
<td>A fairly detailed history of the</td>
<td></td>
</tr>
</tbody>
</table>
Explore by...
Search across the entire Digital Collections for items in a particular time, place, or format.

...Place
Place = (1) where material was published/created, or (2) the location described by the material

North Carolina Places
- A - B
- C - E
- F - I
- J - L
- M - N
- O - R
- S
- T - Z

US places (outside North Carolina)
- A - B
- C - E
- F - J
- K - O

...Time Period
TimePeriod = (1) when material was published/created, or (2) the time period described by the material
- (pre-1600) Precolonial period
- (1600-1763) Colonial period
- (1763-1789) American Revolution
- (1789-1820) North Carolina's early statehood
- (1820-1860) Antebellum
- (1860-1876) Civil War and Reconstruction
- (1876-1900) Gilded Age
- (1900-1929) NC's industrial revolution and WWI
- (1929-1945) Depression and WWII
- (1945-1989) Post War/Cold War period
- (1954-1971) Civil Rights era
- (1990-current) Contemporary

...Format
Format = type of thing, material, or original medium
- Advertisements
- Agendas, calendars, schedules
- Annual reports
- Articles
- Artifacts
- Atlases
- Audits
- Awards
- Baptismal certificates
- Bible records
- Bibliographies
- Manuscripts (instructional materials)
- Maps, plans
- Marriage certificates
- Marriage invitations
- Marriage records
- Medals
- Meetings
- Membership lists
- Memorabilia
- Memos
- Menus
- Microfiche
Contact

Questions? Comments? Need Help? We'd love to hear from you.

Note: all fields are required

Contact Form

Name: Name

Email: Email

This is about: --Please choose one--

Comment/Question: Question or Comment

Submit

Note: Representatives of North Carolina state government communicate via this contact form. Consequently any communication via this site (whether by a state employee or the general public) is subject to the North Carolina Public Records Law G.S. 132 and may be disclosed to third parties by an authorized state official, as required by law.
African American Education

About this collection

This collection contains documents and photographs related to African American education in North Carolina before 1950.

Currently it includes:

- Photographs and other materials from the Charlotte Hawkins Brown Museum, a Historic Site within the North Carolina Department of Cultural Resources. These materials were provided for research and educational purposes; prior permission from the Charlotte Hawkins Brown Museum is required for any commercial use. Yearbooks from the Charlotte Hawkins Brown Museum are available online from the North Carolina Digital Heritage Center. All materials can be searched together via the North Carolina ECHO site.
- Division of Negro Education. Correspondence of the Superintendent, Rosenwald Fund. These materials are presented as folders rather than as items due to the amount of information in the Rosenwald Fund files. For more information about the Rosenwald Fund, see the related NCpedia entry and North Carolina State Historic Preservation Office page on the Rosenwald schools.

You may also want to view:

- End of progress and promise (1865-1910): the religious, moral, and educational development of the American Negro since his emancipation.
- The Civil Rights collection, which includes materials from the 1950s through the 1970s.

For more information about African American education in North Carolina, consult the online catalog of the State Archives of North Carolina and the online encyclopedia NCpedia.

Recently added to this collection:
1. What is this site? Who made it?

Shows Improvement 😊
### North Carolina Digital Collections

#### Collections...

Add or remove other collections to your search:
- 1901 Confederate Pension Applications
- African American Education
- Alien Registration and Naturalization
- Black Mountain College
- Carolina Christmas
- Show 32 more collections

#### Narrow your search by:
- Creator
- Coverage-Spatial
- Coverage-Temporal
- Format-Medium
- Subject

#### Browsing items in: All Collections

Sort by: Date ▼

Display Options

Display: 20 ▼

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Explore across all collections
About

The North Carolina Digital Collections contain over 90,000 historic and recent photographs, state government publications, manuscripts, and other resources on topics related to North Carolina. The Collections are free and full-text searchable, and bring together content from the State Archives of North Carolina and the State Library of North Carolina.

Copyright and Use Restrictions

The materials included in the North Carolina Digital Collections are made available for use in research, teaching, and private study, pursuant to U.S. Copyright law. Each item in the collections has a rights statement included in its description, which identifies any restrictions on use. The user assumes full responsibility for any use of the materials, including but not limited to, infringement of copyright and publication rights of reproduced materials.

Unless otherwise stipulated in the rights statement, we request that reuse of any item carry a credit line stating "Courtesy of the North Carolina Department of Cultural Resources."

We try to properly assess the copyright status of items in our collections. However, if you are a copyright holder who is not properly identified or who would prefer not to have your materials included in our collections, please contact us at digital.info@ncdcr.gov.

Related Links & Guidelines

- Brochure (North Carolina Digital Collections)
- Digital Preservation Information
- Library's Digital Collection Copyright Decisions
- Library's Digital Collection Development Guidelines
- Library's Digitization Priorities
- Library's Preservation and File Format Guidelines

Metadata Guidelines

- Library's General Metadata Guidelines
- Library's Metadata Guidelines for Serials
- Library's Preservation Metadata Guidelines
2. Inconsistent navigation

Good Job 👍
<table>
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<td>Hatcher, Oranie Virginia Snead, 1943-</td>
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3. Too much professional lingo

Shows Improvement 😊
Collections

Collection = digital items grouped together by topic, format, or original source. Each digital item belongs to one collection.

Sampling = collection that includes a sampling of items on a broader topic.

1901 Confederate Pension Applications
This collection contains 1901 Confederate pension applications from the holdings of the State Archives of North Carolina. For more.

African American Education
This collection contains documents and photographs related to African American education in North Carolina before 1950. For more.

Alien Registration and Naturalization
This collection contains Alien Registration and Naturalization materials from the holdings of the State Archives of North Carolina. For more.

Black Mountain College
The Black Mountain College digital collection includes a selection of school publications and photographs primarily from The Asheville Art Museum. For more.

About this collection
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Time Period = (1) when material was published/created, or (2) the time period described by the material.

- (pre-1600) Precolonial period
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- (1929-1945) Depression and WWII
- (1945-1989) Post War/Cold War period
- (1954-1971) Civil Rights era
- (1990-current) Contemporary

... Format

Format = type of thing, material, or original medium.

- Advertisements
- Agendas, calendars, schedules
- Annual reports
- Manuals (instructional materials)
- Maps, plans
- Marriage certificates
4. Search options were not clear.

Shows Improvement 😊
1. Example Searches

Simple Search Box

Christmas cards

Searches in all fields (title, description, creator, subjects, full text, etc.) in all collections for christmas and cards.
Explore by...

Search across the entire Digital Collections for items in a particular time, place, or format.

...Place

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A - B
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<td><img src="image" alt="Trademark Application" /></td>
<td>Trademark Application: Pepsi Cola Bottling Company</td>
<td>1924</td>
<td>Trademark application for the state of North Carolina filed by the Pepsi Cola Bottling Company for White Rose Ginger Ale.</td>
<td>Soda; Carbonated beverages; Non-alcoholic beverages; Pepsi-Cola Company; Pepsi-Cola Bottlers Association; Advertising; Trademarks; North Carolina. Secretary of State; Food--North Carolina--History;</td>
</tr>
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5. Search results ranking was unclear and frustrating.
Freeman, John T. (Buncombe County) :: 1901 Confederate ... digital.ncdcr.gov/.../50... ▼ North Carolina Department of Cultural Resources ▼ Freeman, John T. (Buncombe County).
SR_State_Auditor_1901_Pensions_5_22_147_41_Freeman_John_T_Buncombe_County_001. Previous, 1 of 2, Next ...

Historical Research Report For The Palmer-Marsh House ...
digital.ncdcr.gov/.../12... ▼ North Carolina Department of Cultural Resources ▼ 71 In 1739 Michael Coutanch purchased lots 24 and 25 with "houses thereon built **** " These structures were constructed by John Freeman of Bath between ...

Marks House of Albemarle, Stanly County :: Office of ...
digital.ncdcr.gov/.../12... ▼ North Carolina Department of Cultural Resources ▼ en this deei Has proven in open court bf ~he oat h of John F :: ener & orierie to ..... Signed & delivered in presence of John J. Freeman) S. H. Christian (Seal) A.

Richard Franklin Freeman Andrews Family Bible Records ...
6. Search results volume/pagination was overlooked.
North Carolina Digital Collections

Browsing items in: All Collections

Sort by: Date ▼
Display Options

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<td>01/03-09-11</td>
<td>A newspaper article discussing the issues behind the destruction of The Standard and the State Journal.</td>
<td>Daily Progress (Newspaper: New Bern, N.C.)</td>
</tr>
<tr>
<td><img src="image3.png" alt="Thumbnail" /></td>
<td>Sneads of Fluvanna</td>
<td>1000; 1001; 1002; 1003; 1004; 1005; 1006; 1007; 1008; 1009; 1010; 1011; 1012; 1013; 1014; 1015; 1016; 1017; 1018; 1019; 1020; 1021; 1022; 1023; 1024; 1025; 1026; 1027; 1028; 1029; 1030; 1031; 1032; 1033; 1034; 1035; 1036; 1037; 1038; 1039; 1040;...</td>
<td>&quot;Historical and biographical, illustrated.&quot;</td>
<td>Hatcher, Oranie Virginia Snead, 1843-</td>
</tr>
</tbody>
</table>
| ![Thumbnail](image4.png) | History of Mecklenburg County, 1855-1927 | 01/00; 1001; 1002; 1003; 1004; 1005; 1006; 1007; 1008; 1009; 1010; 1011; 1012; 1013; 1014; 1015; 1016; 1017; 1018; 1019; 1020; 1021; 1022; 1023; 1024; 1025; 1026; 1027; 1028; 1029; 1030; 1031; 1032; 1033; 1034; 1035; 1036; 1037; 1038; 1039; 1040;... | A fairly detailed history of the county | Crowder, F. C. (Francis Clay), 1845-

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African American Education

About this collection

This collection contains documents and photographs related to African American education in North Carolina before 1950.

Currently it includes:

- Photographs and other materials from the Charlotte Hawkins Brown Museum, a Historic Site within the North Carolina Department of Cultural Resources. These materials were provided for research and educational purposes; prior permission from the Charlotte Hawkins Brown Museum is required for any commercial use. Yearbooks from the Charlotte Hawkins Brown Museum are available online from the North Carolina Digital Heritage Center. All materials can be searched together via the North Carolina ECHO site.
- Division of Negro Education. Correspondence of the Superintendent, Rosenwald Fund. These materials are presented as folders rather than as items due to the amount of information in the Rosenwald Fund files. For more information about the Rosenwald Fund, see the related NCpedia entry and North Carolina State Historic Preservation Office page on the Rosenwald Schools.

You may also want to view:

- Era of progress and promise (1865-1910): the religious, moral, and educational development of the American Negro since his emancipation.
- The Civil Rights collection, which includes materials from the 1950s through the 1970s.

For more information about African American education in North Carolina, consult the online catalog of the State Archives of North Carolina and the online encyclopedia NCpedia.

Recently added to this collection:

- Photographs from Sesquicentennial International Exposition 1926
- Photographs from Rosenwald Fund Schoolhouse, Located in Morrison Grove
- W.F. Crider Reports, 1921-1929
- Photographs from Sesquicentennial International Exposition 1926
- Photographs from Sesquicentennial International Exposition 1926
Collection curators wanted control over subjects.

Field unique ID = format, formata, formatb
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dmGetRecent + GetThumbnail + php
```
What’s next?

Plan for responsive 7.x

A better Help page

Quick help videos

Simplify home page

More usability testing
Lessons learned?

Usability testing is great.

Expect an overhaul every 2 - 3 years. Invest accordingly.

Wouldn’t recommend Twitter Bootstrap

Internal outreach is half the battle.
Thanks!
Ask any question to continue...

Rachel Trent
rachel.trent@ncdcr.gov