Using Omniture® to Evaluate a Digital Collection Redesign

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ComPADRE Digital Library

• NSF-DUE Grant Awards:
  – 0226129 (2002)
  – 0532798 (2005)
• Professional Societies:
  – American Association of Physics Teachers
  – American Astronomical Society
  – American Institute of Physics/Society of Physics Students
  – American Physical Society
• Investigators:
  – Bruce Mason (PI);
  – Susana Deustua (Co-PI) - AAS;
  – Jack Hehn (Co-PI) - AIP;
  – Warren Hein (Co-PI) - AAPT;
  – Toufic Hakim (Co-PI) - AAPT;
  – Theodore Hodapp (Co-PI) – APS
• Digital Collections:
Page Summary (Aug-Nov 2006)

Bounce Rate*: 39.3%

* (Single page-Visits * 100)/Entry Page Visits
Page Summary (Aug-Nov 2007)

Bounce Rate*: 33.5%

* (Single page-Visits * 100)/Entry Page Visits
Clickmap of the Physics Front

Welcome to the Physics Front!

The Physics Front provides high quality resources for the teaching of physics and related courses.

- topics and units
- new teacher welcome
- home
- login
- register
- search
- about
- people
- sitemap
- contact us

The Physics Front is a free service provided by the American Association of Physics Teachers in partnership with the NSF/NSDL.

Featured Resources

Check out the PTRA Workshops that are administered locally by Master Physics Teachers.

Recent Additions

- Oct 4: Conceptual Physics Textbook
- Oct 2: Atomic Structure Webquest
- Sep 29: Active Physics: An Inquiry Approach to Physics
- Sep 29: The First Days of School: How to be an Effective Teacher
Traffic from Past Year

[Graph showing page views from November 2006 to October 2007, with a peak in August 2007]

Site Sections Views

- Selected Period


The Physics Front

Custom Insight 1 Views

- Selected Period


The Physics Front Detail Pages

Graph Generated by SiteCatalyst using Report Accelerator at 09:17 PM EST, 7 Nov 2007
Omniture® Data (Traffic Patterns)

- **Page Views**
  - Upward trend

- **Most Popular Sections**
  - Detail pages
  - Topics and unit pages

- **Spike in July**
  - PTRA workshop at the AAPT summer meeting
Omniture® Comparison Report of Most Used Physics Front Pages
Conclusions

Omniture® can be used to evaluate digital collection redesigns.

• Initial data from Omniture® on homepage use suggested a redesign of The Physics Front might facilitate our intended usage of Topics & Units.

• The analysis of the data following the redesign shows the redesign fulfilled its goals of:
  – Increased Topics & Units usage
  – Lower Bounce Rate
  – Greater number of people reaching the material detail pages
What’s Next

• We are using Omniture® in preparing a redesign of the Physical Science Resource Center, another ComPADRE collection.

• We are planning to use Omniture® in an upcoming redesign of our detail pages.

Also, we’d both like to graduate someday.