

User Outcomes

This project's qualitative outcome is best described by one of our most vocal customers: "I love having a home page dashboard. I've customized it to see what's going in my district and I can click on everything!" This reaction is overwhelmingly indicative of the positive responses we have received since this feature's launch. Only 12% of our users have switched this feature off as their home page – yet of these users, 61% access the dashboard separately.

Business Outcomes

Quantitative outcomes are best seen in the increased usage between the Enterprise products due to the instant access and interoperability features of the new dashboard. Much like in-app purchases, dashboard click-throughs have generated a 14% increase in sales via the new library titles recommendation engine. General usage rates of the new dashboard features are steadily increasing as well. Also, our Sales team is reporting a strong interest in this Dashboard feature from their customer visits/calls.

Project Conclusions

Based on the user and business outcomes listed above, this project ranks as an unqualified success. In its initial release we have proven these new features to be immediately valuable to our customers while meeting business requirement metrics at the same time. The next release will have tighter integration with the Enterprise Product Suite, and to that end will expose more back-end functionalities from the new APIs being developed for Library Manager, Resource Manager and Titlewave products. Based on early feedback, we also recognize the need for including more robust charting options as well.

Speaking of feedback, UX will continue to improve the product experience with the continual gathering of data from our product users, and regularly deliver point-release updates addressing these learnings.