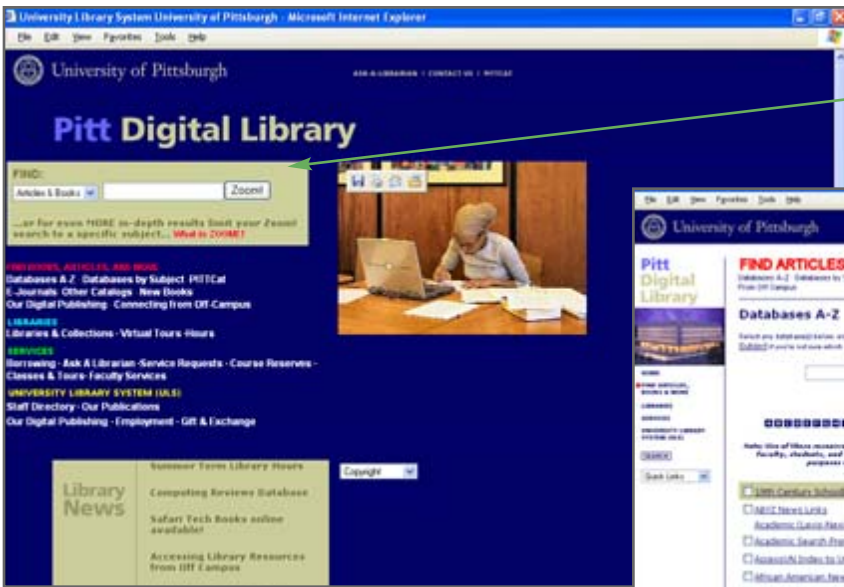




# WebFeat Case Study: University of Pittsburgh

wanted to name the system in a way that captured the essence of what federated searching can do for users. The library gave the University Marketing and Relations department a free hand in designing a logo, indicating only that they wanted the designers to highlight both the speed and ease of use of the system. The library immediately liked the *Zoom!* name and logo but, the librarians added a memorable tag line that summed up what they were after. The slogan "*Zoom!...any easier and it wouldn't be research,*" said it all. WebFeat's custom user interface for the University Library System's search tool includes the *Zoom!* branding and is seamlessly embedded within the library's web pages.

The University Library System provides various types of search interfaces to accommodate the needs of its diverse researchers. *Zoom!* interfaces provide different options for both simple and advanced searches. Knapp remarked, "Not only is WebFeat a tremendous help to novice users, but it enables experienced users to easily identify those databases best suited for their scholarly needs. WebFeat enables all of our researchers to know at a glance where to focus their time and efforts." The search tool and *Zoom!* branding are also seamlessly embedded within the library's Pitt Digital Library pages. Adding federated searching capabilities for these resources has increased their usage ten fold. "*Zoom!* not only improved access to our more popular databases, but it helped the library promote underutilized University resources that were previously hard to find or hard to get to," said Knapp. The University of Pittsburgh recently upgraded its *Zoom!* system to take full advantage of all of WebFeat's latest features and (continued)



*Zoom!* allows users to perform a search from Pitt Digital Library's homepage without having to pre-select any databases. *Zoom!* performs a default search of the library's four largest and broadest databases. Users can also choose to include the PITTCat catalog in their search.

Experienced researchers who know what sources they want to use can select from a traditional A-Z menu of databases. WebFeat will simultaneously search all of databases that the user selects from the A-Z list.

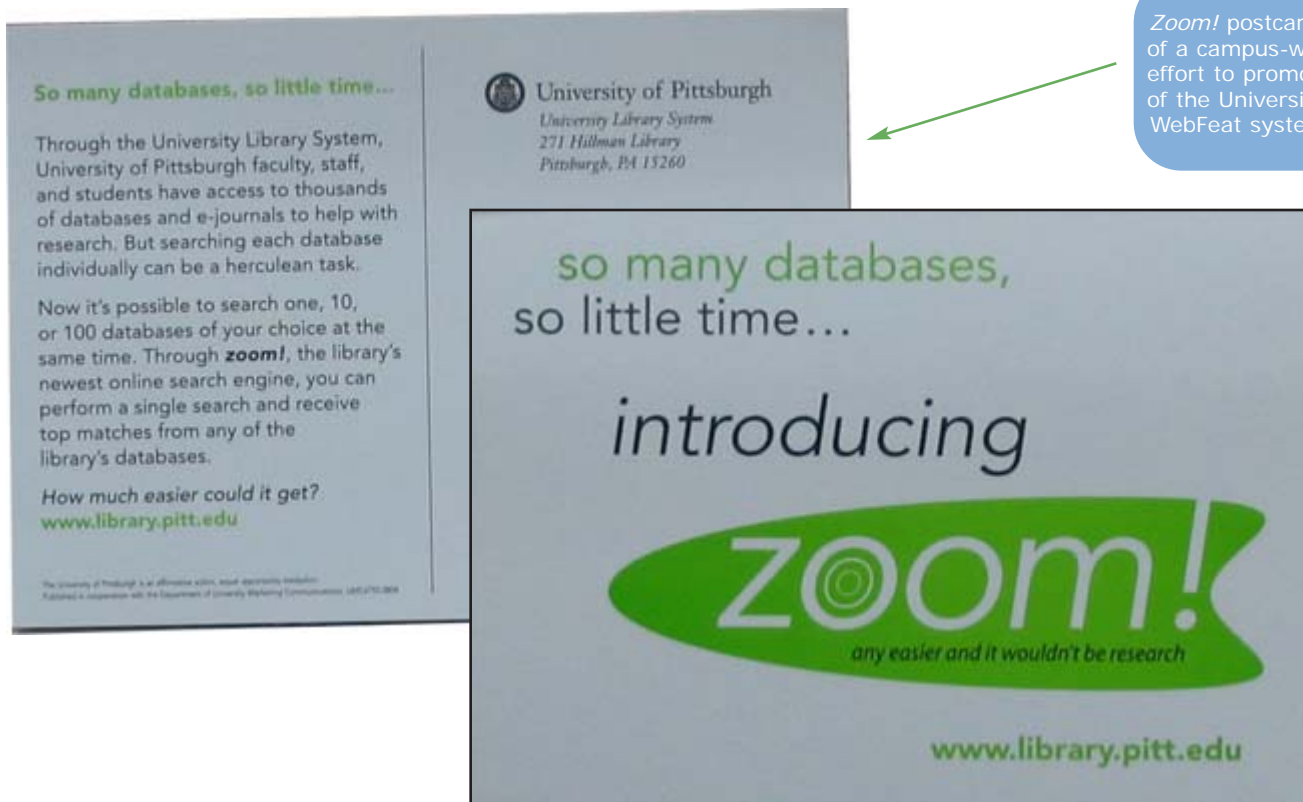


*Zoom!* allows users to simultaneously search databases grouped by subject. These pages contain those databases that the library has identified as the most relevant for that topic.

Advanced searches enable the user to search by keyword, title, author, abstract and/or subject. And, it allows for limiting results to a specific date range.



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benefits. "Our first generation WebFeat system gave our users unprecedented ease of access to the myriad electronic resources we offer," commented Wisniewski. "But, WebFeat 3 takes that one step further by giving our users powerful tools to manage their results, including the ability to merge and de-dupe results, and easier ways to mark, print, and export citations." With its latest system upgrades, the University has continued to invest in its *Zoom!* marketing campaign, which includes fun promotional giveaways like *Zoom!* branded mousepads. The primary objective of the *Zoom!* marketing campaign is simply to raise awareness among potential users that the system exists.

The comprehensiveness of the library's marketing efforts, almost unheard of in academia, confirm the University Library's belief in the value of its federated search system. *Zoom!* marketing materials include postcards, clingform stickers, table-top signs for campus locations and mousepads. Before *Zoom!*'s initial launch the postcards were used for an all-campus mailing about one month into the fall term. Now all incoming freshman receive a packet of information about campus life and services that includes *Zoom!* promotional materials. All libraries on campus use *Zoom!* mousepads with all of the public computers in the libraries. The mousepads are also handed out when the library conducts HelpHub sessions, an outreach program that puts a library staff person with a wireless laptop in popular locations on campus in the evening hours. Ask a question, get an answer AND a *Zoom!* mousepad.

Once users have logged on to *Zoom!* for the first time, the WebFeat search system really markets itself. It is intuitive, easy to use and returns remarkable results. The library spends little to no time training users. "WebFeat changed my life." noted Knapp. "WebFeat frees up library staff, like myself, to spend more time doing what they should be doing--which is helping users focus their attention on critical thinking, analysis and research results. Previously the library staff spent all their time just teaching people how to use and navigate the wealth of resources that the library provides for them--most of which were vastly underutilized."

"Working with WebFeat has been great," commented Wisniewski. "The University Library System of the University of Pittsburgh has been partnered with WebFeat for over two years and that partnership has been highly creative and productive from the start. WebFeat's willingness to work with us to incorporate new features and ideas into our WebFeat *Zoom!* system has allowed us to think big, knowing that WebFeat's response to virtually all of our requests and suggestions is always an enthusiastic yes."

"Ultimately, ease of use is as important to the user experience as the results themselves," added Wisniewski. "Our strength in acquiring and providing access to quality resources combined with WebFeat's strength in providing easy-to-use-search tools and custom user-interfaces has enabled us give our users the best possible research experience."