Relevancy Activity

**YOUR NAME:**

# Instructions

In this activity, you will use your persona to conduct searches in Enterprise and Aspen and compare the relevancy of your results. As you work through the searches, internalize your persona and think about how they would search, what their interests are, and what they might like or dislike about the results they are seeing.

For the purposes of this activity, all searches will be **keyword searches** and they will fall into two categories: known item searches or author/topic searches. In a known item search, your persona is looking for a specific item and format. In an author/topic search, your persona is looking for something slightly broader and a few different items could meet their needs.

You will have prompts for the first few searches, and then you will choose your own adventure! Pick known items, topics, or authors of interest to your persona.

For each search:

1. Based on the item and the persona, select your keywords
2. Search in both Aspen and Enterprise using your keywords – having one in one tab and one in another is helpful
3. If this is a **known item search**
   1. Record the **position** of the record on the search results screen (results are numbered).
   2. For Aspen, record the grouped record position and for Enterprise record the item record position.
4. If this is an **author/topic search**:
   1. Record the **number of relevant results** on the first page of search results.
   2. For Aspen, count grouped records, for Enterprise count item records.
5. Finally, as your persona make any notes on what you liked, didn’t like, found frustrating, etc.

# Searches & Notes

## Search 1 - Known Item, Movie

I'm looking for: Harry Potter and the Order of the Phoenix on BLU-RAY

Keywords:

Position in Results:

|  |  |
| --- | --- |
| Aspen | Enterprise |
|  |  |

Notes:

## Search 2 – Author

I'm looking for: Books by Stephen King (Author/Topic)

Keywords:

Number of Relevant Results:

|  |  |
| --- | --- |
| Aspen | Enterprise |
|  |  |

Notes:

## Search 3 – Known Item, Series

I'm looking for: Ladies Detective Agency- 2nd book in the series

Keywords:

Position in Results:

|  |  |
| --- | --- |
| Aspen | Enterprise |
|  |  |

Notes:

## Search 4 – Known Item, Graphic Novel

I'm looking for: Pride and Prejudice graphic novel version

Keywords:

Position in Results:

|  |  |
| --- | --- |
| Aspen | Enterprise |
|  |  |

Notes:

## Search 5, Known Item, Popular and Missing Details

I'm looking for: A biography of Alexander Hamilton – that one that’s really popular (you know it is by Ron Chernow but your persona doesn’t).

Keywords:

Position in Results:

|  |  |
| --- | --- |
| Aspen | Enterprise |
|  |  |

Notes:

## Search 6 – Known Item, Serial

I'm looking for: Newsweek most recent editions

Keywords:

Position in Results:

|  |  |
| --- | --- |
| Aspen | Enterprise |
|  |  |

Notes:

## Search 7 - Author

I'm looking for: Find movies directed by Steven Spielberg using a keyword search (Author/Topic)

Keywords:

Number of Relevant Results

|  |  |
| --- | --- |
| Aspen | Enterprise |
|  |  |

Notes:

Now, do 4-5 more searches based on your persona. Be creative! Embrace your persona and think about what they are looking for and how they would search for it.

## Search 8

I'm looking for:

Keywords:

Position in Results OR Number of Relevant Results

|  |  |
| --- | --- |
| Aspen | Enterprise |
|  |  |

Notes:

## Search 9

I'm looking for:

Keywords:

Position in Results OR Number of Relevant Results

|  |  |
| --- | --- |
| Aspen | Enterprise |
|  |  |

Notes:

## Search 10

I'm looking for:

Keywords:

Position in Results OR Number of Relevant Results

|  |  |
| --- | --- |
| Aspen | Enterprise |
|  |  |

Notes:

## Search 11

I'm looking for:

Keywords:

Position in Results OR Number of Relevant Results

|  |  |
| --- | --- |
| Aspen | Enterprise |
|  |  |

Notes:

## Search 12

I'm looking for:

Keywords:

Position in Results OR Number of Relevant Results

|  |  |
| --- | --- |
| Aspen | Enterprise |
|  |  |

Notes:

# Additional Comments