



## Web Analytics for Study Rooms at UT Libraries

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Presenting Information  
Information Dashboard

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## Introduction: Study Rooms at UT Libraries

University of Texas Libraries (UT Libraries) is the library system that encompasses the 15 libraries, five centers, four museums of the University of Texas at Austin.

UT Libraries provides access to study rooms as meeting places for students to work on group projects, practice presentations and prepare for interviews in two libraries on campus - UT Fine Arts Library and Perry-Castaneda Library. There are five types of study rooms and 43 total study rooms available for reservation on campus between these two locations. (see **Table 1**).

### Web Analytics for Study Rooms at UT Libraries

The process for reserving study rooms is currently an online system on UT Libraries' website enabled by Springshare's [LibCal](#) tool. Students are able to browse study rooms by type and availability, and complete a room booking through the online system. The current primary landing page for UT Libraries study rooms is accessed at [libcal.lib.utexas.edu](http://libcal.lib.utexas.edu). This LibCal system was adopted at the beginning of September 2015 upon the start of the Fall 2015 academic semester. The previous system used until the end of August 2015 was an internally created tool that was accessed through [lib.utexas.edu/studyrooms](http://lib.utexas.edu/studyrooms).

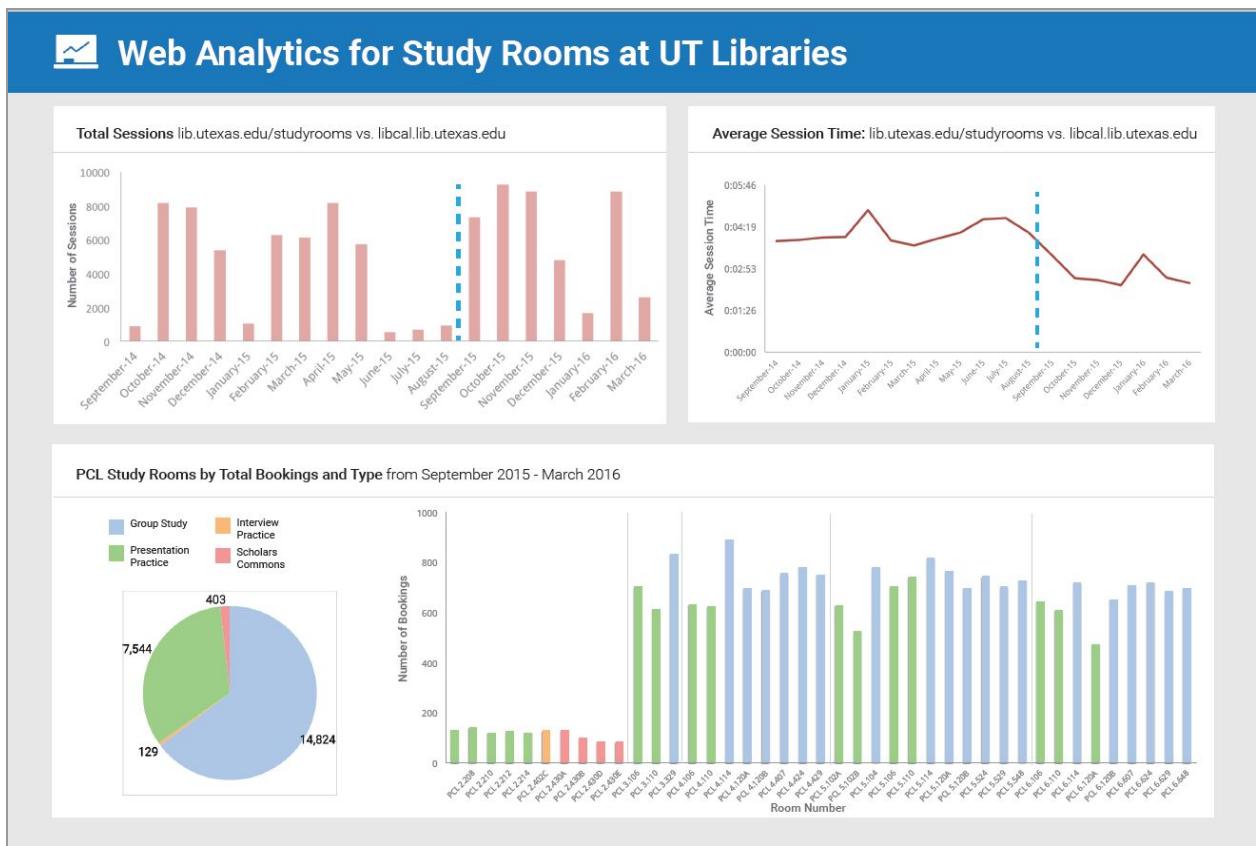
Statistics for study rooms are tracked through two platforms - LibCal Stats and Google Analytics. LibCal Stats records data on bookings per room and the total times for a room's usage. These stats started being tracked on September 1st, 2015 upon the launch of the LibCal booking system. Google Analytics provides site usage statistics for the landing pages of both the older study rooms site ([lib.utexas.edu/studyrooms](http://lib.utexas.edu/studyrooms)) and the current LibCal site ([libcal.lib.utexas.edu](http://libcal.lib.utexas.edu)). UT Libraries began tracking web usage statistics for its entire website through Google Analytics on September 20th, 2014.

**Table 1.** Study Rooms available at UT Libraries

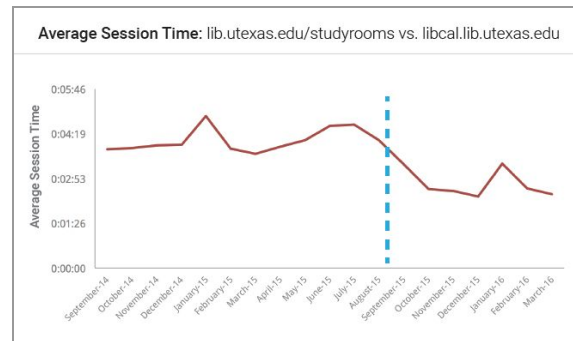
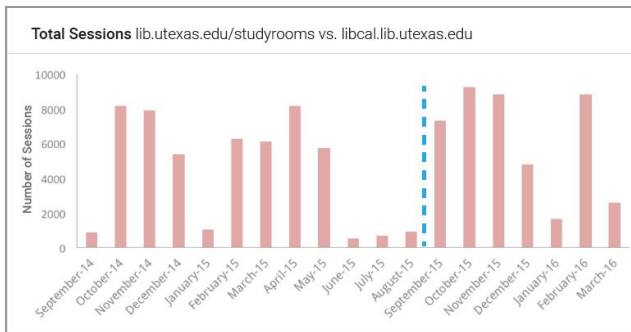
Library	Room Type	Number of Rooms
Fine Arts Library	Group Study and AV Viewing Rooms	2
Perry-Castañeda Library	Group Study Rooms	20
Perry-Castañeda Library	Presentation Practice Rooms	16
Perry-Castañeda Library	Interview Practice Rooms	1
Perry-Castañeda Library	Scholars Commons (available to graduate students only)	4

# Information Dashboard: Web Analytics for Study Rooms at UT Libraries

The dashboard displays a summary view of UT Libraries study rooms usage for both the online landing page and actual room bookings. The top graphs illustrate usage data for the online landing page through total sessions and average session time from September 2014 - March 2016. The bottom graphs show room reservations for study rooms by their type at the Perry Castaneda Library from September 2015 - March 2016. This data comes from the LibCal Stats and Google Analytics web analytics tracking platforms.



## Total Sessions and Average Session Time: lib.utexas.edu/studyrooms vs. libcal.lib.utexas.edu



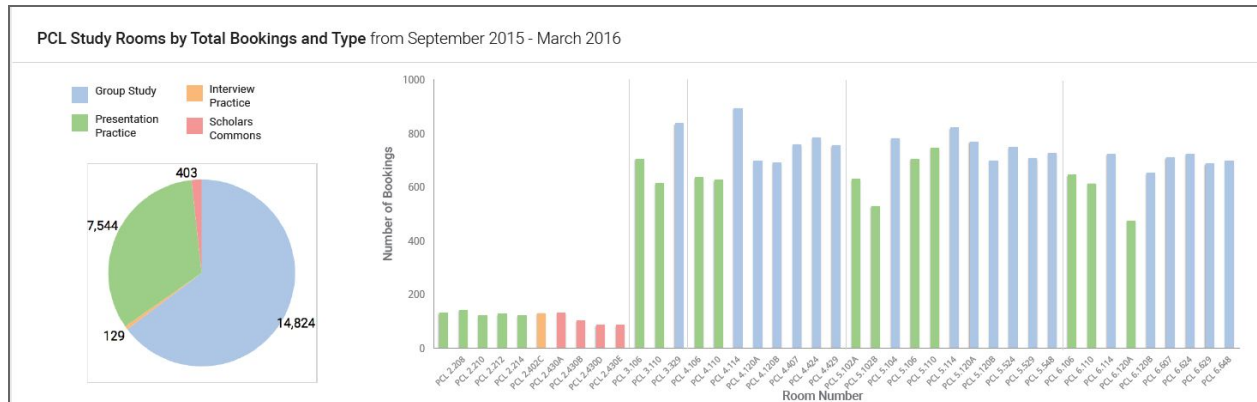
These graphs provide an overview of online sessions and average session time on the UT Libraries study rooms landing page from September 20th 2014 to March 7th 2016. These graphs were created in MS Excel using data exported from Google Analytics. Since the study rooms website was transitioned from an older site to a new domain in September 2015, these graphs display sessions and average session time belonging to both [lib.utexas.edu/studyrooms](http://lib.utexas.edu/studyrooms) and [libcal.lib.utexas.edu](http://libcal.lib.utexas.edu). The blue dashed line in the graphs signifies the change from this older site for study rooms to the new LibCal version.

### Relevance to UT Libraries

Displaying data from both of these domains in one graph allows for the viewer to see total site sessions and average session time for UT Libraries study rooms over a continuous period of time. The combination of this data into one graph allows for some comparison in total sessions and average session time between the old and new site. The viewer is able to see the trends in site usage, which indicate an increase total sessions between years and a decrease in average session time with the adoption of the new LibCal version. The decrease in average session time may indicate that users are finding the information they need more easily and completing the online study room reservation process faster.

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## PCL Study Rooms by Total Bookings and Type



These graphs provide an overview of total bookings for the different types of study rooms available at the Perry Castaneda Library. These graphs were created in Tableau using data exported from the LibCal Stats tool. The pie chart (to the left) displays the amount of bookings for each type of study room. The viewer is able to see that Group Study Rooms are the most popular type of study room with 14,824 bookings. The column chart (to the right) displays number of bookings for each study room with color indicating the room type.

Tableau dashboard:

<https://public.tableau.com/profile/kristin1567#!/vizhome/totalbookingsbytype/Dashboard1>

### Relevance to UT Libraries

These graphs provide the viewer with a visualization of each room's usage and popularity. This data is in a table view through the LibCal stats tool. However, through this visualization, it is easier to see which rooms are booked the most. Faint gray lines have also been added on the vertical y-axis to group the rooms by the floor they are located on. The addition of these lines allow the viewer to more easily see that group study rooms on the 3rd and 4th floor of the PCL are the most popular.

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## **Information considered, but not included on the dashboard**

I considered including **Table 1** in the dashboard in order to give the viewer clear information on the number of rooms available for each type of room. However, this information did not fit nicely within the size constraints of the poster. I decided not to include it as the PCL web staff can easily look up this information or may already know it offhand. The column chart in **PCL Study Rooms by Total Bookings and Type** also provides the room count with type of room coded by color.

I also would have liked to display data on room bookings from the system that came before LibCal for comparison. However, to my knowledge, information on room bookings is unique to the LibCal Stats tool, which was implemented in September 2015. I do not know how this information was recorded previously and did not have access to data belonging to the older system.