Focus group members: 2 librarians
Time: hour-long session. Site viewing and questioning mixed together
Date: June 26ᵗʰ, 2014

Pre Site Review (questions sent out by email in advance)
Are you aware of the DIY media site?
- No
- Yes

If you were planning a do-it-yourself media project, what might you be looking for?
- How to build a website
- A maker space
- Collaboration tools
- Grant-writing assistance (how to)
- Copyright info
- Archiving capacity: cIRcle?
- Presentation posters

Site Review
Thinking back to your sample searches: describe one specific thing that you were looking for.
- Looking for information on recording (video, audio)
- Looking for information on *free* recording spaces
- Looking for information on recording spaces *available to everyone*: no departmental restrictions

Did you find what you were looking for?
- Yes, but it took a lot of clicking.
  - The site feels designed for consumption in large chucks: more like reading a book than answering quick questions.
- No. I'm still unsure what spaces are available, and which ones are free.
  - Where can I do post-production on video? Good sound recording? Can I do this stuff? (As in, do I have access to the resources?) Am I the right client for this?
    - The accordions bury key content: too many clicks.

Were there any barriers that you encountered in your exploration? If so, what were they?
- Too much design: distracts from answering the question (although it's really nice to look at).
- Difficult to use search function: the vocabulary we use isn't obvious.
  - A tag cloud would help.
  - What does DIY mean? Am I the only one doing it, are professionals involved, etc.
  - 'What do you want to make' (front page) is too broad: it implies that our help is limitless.
  - Impression is that we only support video, audio, and screencasting.

Site Specifics
Where would you go for help? Can you find this easily on the site?
- FAQ is okay, but it isn't labelled as help.
- What does inspiration mean? Re-label as UBC examples?
  - Would prefer a contact person or chat.
- A lot of steps to get to the specific information needed.

What we your general impression of the site and the resources there?
- Trying to do too much: cut the research piece.

- Search box is great but a tag cloud would be better: searching 'screencasting' brings up too many results.
- Don't like navigation on right-hand side (toolkits).
- Videos are too big in toolkits: take up too much real estate.
  - Too much below the fold: didn't scroll down or notice that you could.
  - Need to be more up-front about support we are offering, specifically.

Post Site Review

What made it easy to navigate?
- No responses

What made it hard to navigate?
- Having restricted sections listed alongside free, open resources without differentiation.
- Research section: difficult to maintain. Links are current now but who's going to take care of this ongoing?
- If it (the list of research links on the landing page of each toolkit) is a bibliography, why not call it a bibliography?

Any other thoughts?
- More info about hard $ require: how much are the paid resources on campus? (i.e. UBC studios, RA for a term, equipment, etc.)
- Planning sections aren't 'hard-nosed' enough.
  - Need more specifics about planning.
  - Need more information about enough funding.
  - Case studies: could have lessons-learned component, what the grant did and didn't fund, and cost overruns.

Quotes and notes
- 'Five W' approach was requested: a list of immediate answers to who, what, when, where, and why re: production.
- Accordions are opaque: it's unclear what's on the page and where it is.
  - Menus at the top don't hover. Participants wanted to know what was in sub-menus before they navigated away from the page.
- Feels like a book: a lot of introduction and exposition, not linking to meat-and-potatoes content fast enough.
- No explanation of the scope/purpose of the website, re: what you will find on there (specifically)
- Can we use animated .gifs instead of multiple screenshots? Less space, likelier it'll be seen (moving, always running)
- "I don't think professors are going to want to sit through someone's 14-minute philosophical video. I don't."