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	northern Pakistan (1979) Palaeogeogr. Palaeoclimatol. Palaeoecol. 27 pp. 1-34 <u>Cited 35 times</u>	
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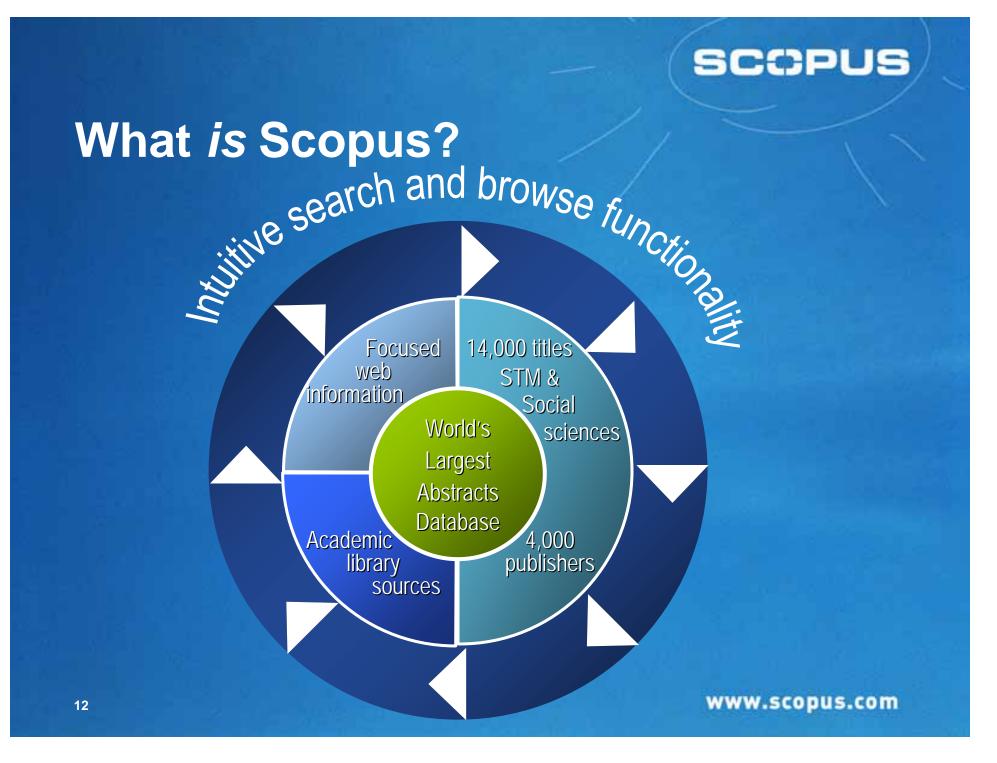
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# How did we develop Scopus

# Why Develop Scopus?

### Navigation is the Next Big Thing:

- There is simply too much information available
- And too little time to search it all
- On the web, in databases, in libraries

### Users and librarians told us they want

- A simple, single entry-point to the world's scientific information
- Easy to use
- Combining official publications and everything on the web
- Integrated with other library resources
- And with the full text only one click away

Elsevier wants to supply scientists with workflow tools
 that increase their productivity

# Why Develop Scopus?

"Will Google find all the scholarly literature I need?" "I want to skip, not miss articles"

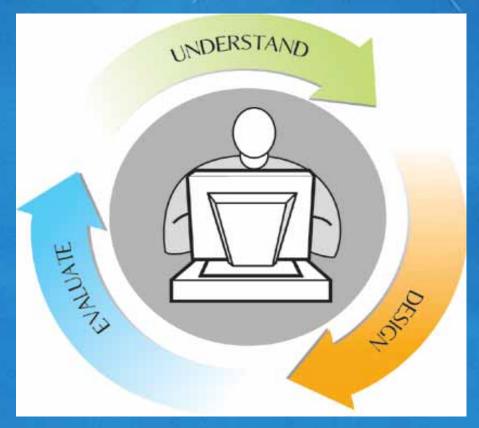
"How do I know what is relevant to my work?" "I want to help my users do their research more effectively, but they don't come to the library anymore"

SCOPUS

"There's always more information"

# Starting from the users' needs

- If we understand the researcher workflow we can design better products
- So we significantly invest in user-based design



# The scientist

Over last 2 years, Elsevier conducted focus groups and onsite observation with scientists

- To document the way in which scientists:
  - Search for
  - Find and
  - Evaluate scientific literature and information



SCOPUS

# How we conduct usability testing

- Sit together at user's site
- Use combination of functional prototype and static pages
- One hour structured interview
  - Discuss professional background, current research, level of computer expertise, information sources they use
- Let user explore the prototype, doing searches, minimal prompting
- Go through specific parts of the product and let user do specific tasks, stimulate 'thinking aloud'
- User carries out work and explains

# SCOPUS Learned to facilitate the major tasks

Finding new articles in a familiar subject field
Finding author-related information

articles by a specific author
information that would help in evaluating a specific author

Staying up-to-date
Getting an overview or understanding of a new subject field

# **Scopus for Scientists**

- Designed and developed with users to meet their needs:
  - better navigation through the research literature
  - easy evaluation of scientific information
- Scientists want to find the information they need not become expert searchers
- They want a tool that's as easy to use as web search but delivers precise results
- That takes them to the full-text article they're subscribed to in just one click

# **Frequent User comments**

"I found articles I couldn't find in other databases"

"This is searching for dummies..."

"You always get useful results, always relevant"

"I did my grant application in half the time"

"I can follow a path and never hit a dead end"

# **Remember just 4 things:**

- 1. Users who've tested it say they find more, faster and Librarians like you helped develop it
- 2. Scopus increases the visibility and usage of your full text investments
- 3. It's the biggest but it doesn't feel like it quality content plus smooth navigation
- Scopus is easy to implement and comes as a complete service package

