

Summary Focus Group Report – comments only

Use of Internet
Book holidays
Shopping – Ebay, Tesco, Sainsbury's, Amazon
Banking
Email
Face book – communicate to people
Research – I'm a Professor of archaeology and maps
Council minutes – I'm a Councillor
Order a lot of books from the library and use Amazon
I use it for communication/email
I also buy tickets online and do a bit of shopping
I don't do any shopping on the internet, I use the library everyday, visit BBC website and email as have family abroad
Job search, gum tree, eBay, assos.com (fashion)
Shopping
General information – research, studying, shopping, email
Social networking
Job search, shopping, general research
Sport, weather news
Price comparison sites

What is important to you when using the internet? And why (post it exercise)
Security (x 5 St, Sh, P, M, Pe) - "concern about identity fraud"
Email, I use it for my job (x1 K)
Speed (x 3 R, H, M) - it is frustrating if searching for a long time, speed matters, - "my computer (at home) has a virus so I couldn't access it as quickly as I wanted to, I had to wait till the next day when I was at work." - "If you can't do it quickly you can't do it at all."
Comments on speed: "I want the information fast" (Mr B), "time is money" (Mrs B)
Comments on Reliability: need to be able to get on line and receive information regularly. Problem if system breaks down, maybe a function of internet provider.
East of use: "I want a website that is laid out that I can understand easily... some are good and some are awful." (Mr B)
"Foresight the library website is reasonably good, but it can be slow and chugs along at times."
When designing a website you should pass it (the website) to someone else who hasn't used it at all to test
The fact that you have options in terms of what you are looking for
(Use) Job search, shopping, emails, general information; it is easy and quick
use) email, research, job search, studies, shopping, group, blogging
Integrity of information, simplicity, ease of use, security
(use) shopping, general knowledge search, facilitator, selling, social networking, email, job search
It is important because I contact the world
Easy to use, ease of navigation, quick
Security when shopping, exchanging bank details. You need to feel you are secure. You know when it comes with an https, general integrity and reputation. J
Email to contact the people, blog site and group sites, interact, write articles, people who I have never met in my life are there. Social interaction is important.
Catch up with news, sport, weather etc But in detail
Things can be done from home = time saving
Shopping – often cheaper
Up to date info/ costings, convenience
Speed, instant answers, people there at all times, easy to use, flexibility
It is so easy
Easy, speed
Ease of use, convenience, value
Availability, instant access, free!
Fear of fraud/ ID theft
You don't have to leave the house
It is available when you want
It's time related, I can use it when I'm not busy at work and also late at night

Information 24 hours
You don't have to bother with crowds, busy shops
Since I've retired I spend time going through email etc
Speed – buying can be done in 5 minutes, you order and its done
Price checking – you're not having to run around all the shops, you can do it quickly on line
A lot more detail than newspapers (searching for information e.g. football)
Flexibility – you can do what you want, when you want – it can be a short amount of time or a long amount of time e.g. browsing for holidays

What is your favourite purchasing website? Why?
Portland Direct– books holidays; Likes it because you don't have to specify which country "I'm only bothered as long as it is warm and sunny"
Any holiday website
TESCO – it's for ease, saves going shopping on a Saturday, you can pick and choose on line, you can choose when you want it delivered. You can revisit your old shopping list.
Amazon– It is so easy, they are there the next day. It is almost too easy to buy once your account is up there!
Ebay – I can set the price; I'm not wasting money if it goes over that price.
Pictures
Easy to navigate
"As long as it is easy to use it doesn't matter what it looks like"
Play.com
Ebay, Amazon
gumtree.com, asos.com, msn.com, bbc.co.uk
yahoo.com
Library and TFL (transport for London)
Ebay, library
library website
Somerset library website, Amazon
Libraries West (borrow), Amazon (buy)
M&S, Sainsburys, Tesco, Amazon
The Book People, Amazon
Ease of navigation
It is comprehensive – huge amount of books on it
Other items – buying CDs, sat navs
They deliver for free and you can get it the next day
Rather than spending lots of time looking at different websites, you can just go to Amazon – its like a supermarket
You have second hand as well as new – it means I can get books much cheaper
You can get books that are out of print
Amazon tends to come up in Google if you search on a specific book
Views on website's that make suggestions, like Amazon (e.g. other books to read/buy). In general the group didn't like these suggestions. "I don't like the suggestions! I don't want them telling me what to look for." (Mr B)
Yahoo - is easy to use
Asos is very simple
Ebay for buying – because of ease and reputation you are kind of secure. Asos for shopping
Yahoo - is easy to use
Asos is very simple
Ebay for buying – because of ease and reputation you are kind of secure. Asos for shopping
Yahoo - is easy to use
Asos is very simple
"If a site isn't easy to navigate you get put off. I use play.com. I buy kids stuff, it is all laid out, you can refine your search, check out is pretty painless" (G)
I use internet banking. I don't think it is safe though. Purchasing is different; you can use pay pal and get covered by insurance. Credit cards also covered by insurance.

Why don't you buy regularly on-line? (for those that don't)
There is no specific website I like
I don't mind going round Sainsbury's; I can choose to go when it is quiet. I quite enjoy going
I don't buy regularly online because I like to see it (what I buy) for myself

What is the relationship between the way you use the internet now and the way you used it last year?
I use it in my job more; I work in insurance, risk assessment doing research on specific companies. But on a

personal level I use it the same way
I use it to window shop more often; I look to see what a shop has got before visiting
There is much more advertising about using the internet. I've heard more about security issues.
"5 years ago I would have never have thought about shopping on line - but things are changing, society is changing"
The speed is much quicker now, we have higher expectations about speed of service
Very much the same
Broadband has come in - I can do anything now
It has become a more familiar part of our life, especially now we have broadband
Broadband brings more speed
I listen to the radio on line
It is a lot faster now; there wasn't broad band 5 years ago.
There used to be domineering sites. Now there are a lot coming into the market, driving the prices down. You can get internet at home for nothing or for £5.
Many things are different now to 5 years ago.
In terms of my own use - I have more confidence now in the security. I've never experienced somebody abusing. For most people experiencing insecurity it is their fault because they don't log out. I always log out. There used to be a lack of knowledge, we now have better knowledge about how to use the internet. This gives me the confidence.
I can now turn a computer on! I don't use technology in my job. I'm catching onto it slowly. I used to be frightened of it. It is just recently I've been trawling. My wife uses it.
It is about building confidence in using it (A) Even if you can use computers, you progress; I've been using internet banking in last year, buying from ebay
A couple of years ago I wasn't interested. Now there are internet cafes everywhere, and at home. Before I could only access at school.
I only used it for email. Now I spend half my life on the internet! You can find anything you want on the internet!
A couple of years ago I wasn't interested. Now there are internet cafes everywhere, and at home. Before I could only access at school.

Where do you prefer to get your books
Online book shop - simple, easy, next day delivery (like Tesco shopping)
Probably book shop - walk round streets of Manchester
Supermarket - I get cheap books e.g. Asda, Tesco - two for £7 or half price x2
Online - some things you can't get in normal shop e.g. things for grandchildren
Book shop - if there is an author I like; I check online to see when coming out
Family and friends - "books are expensive, if you like the same author you take it in turns to read - I'll buy, read, and pass on"
Family and friends - I go for family recommendation
Book shop - enjoy true stories about Jordan or Beckham
Book shop
Friends Family
Book shop - goes to Borders, wander around for an hour and a half
Online book shop - Amazon has a huge variety
Friends family - recommendation
Other - a present; as I don't read much
Book shop - I enjoy going round book shop "quick flick and see" before buying
Online for something I particularly like
visit the library (collect what I have requested)
online - because that is where I have requested them
mobile library - important to use to retain service
visit library - great browser, come away with different one or several
enjoy buying books and browsing
order on line and pick up from library
order books online and pick them up - the library in Somerton is very accessible, I can combine with doing others things such as going to the doctors
Online from library website and then library
Visit library and online ordering
Usually buy online
Mentioned order on line, Mobile library (if not there puts them through the door) and charity shops during discussion
Online and then library
I buy second hand books from Oxfam
I buy from the airport when going on holiday
Charity shops

Free books with magazines
book shop – I do buy a lot of books, I don't care what the price is. It belongs to me and I don't have to return it. It is books that you can't get at the library; most of the library books [in the library] are out of date. Stock market, investment, property are the books I like – I can get up-to-date ones from WH Smith.
Don't use online because it has never occurred to me to do it!
Charity shop they are very cheap and more accessible than the library; my local library is being refurbishment so I have to get a bus here.
Book shop – it was to do with the course I was studying. The library didn't have the most update books I needed. Library – I don't like [the library], because it is too time consuming and not enough items.
Online – I like it but I can't get it straight away, you have to wait at least 2 days

If I say Library Loans online, what expectations would you have about what is on offer?
Availability – I want a wide variety
Delivery – order on line and go to the library is good, as long as it is easy and work
Security – important with ID fraud
Ease of online navigation
Availability of books
Navigation
Door to door delivery – "I'd be more than happy!"
Good communication about the service
Ease of online navigation – "you'd loose interest if it wasn't easy.
Secure site
Ease of online navigation
Good value for money
Discussion about Getting it right the first time: "There is nothing worse (than) if it doesn't turn up or doesn't turn up when it is meant to or the wrong book turns up." (P) Thought he also said he'd probably give them a second chance. There was some agreement with this statement and other comments such as "you would treat it like any service industry... You wouldn't have time to be chasing."
availability, secure site/payment, door to door delivery
availability, door to door, ease of navigation
Comment – "it would be nice if the catalogue is clear."
return books, available, secure site.
Concern about returning books as don't have a post office and she would still therefore have to visit the local library. If disabled it would have to be collected from home.
availability, ease of navigation, secure site
availability, ease of navigation, secure payment
ease of navigation, availability, and how you get
Comment – "if it gives access to national register would it be possible to pick up books from local library?"
availability, ease of navigation, delivery
ease of navigation, good communications so you understand how to order
availability, ease of navigation, ease of delivery
availability, secure site/payment, door to door delivery
Every book you want to be available! J and M mentioned availability before seeing the cards.
Good communication about the service – if I'm not able to get through to people on the line there is no point in me getting in contact.
Availability of the books that I want to read. Have they got them?
Secure for payment, I don't want to give credit card or banking details
Easy on line navigation is not that important – however it should be a good search engine. Put the book you want in and it comes up
Ease to navigate it the most important thing. If it isn't easy it alienates you and you'll go somewhere else.
Good communication about the service. "If something goes wrong after you have paid your money it puts you in a state of agitation! You need a number to ring!"
Availability
Secure site/ payment process
Ease of delivery "I get too many fines with library!"
Good communication about the service. I want someone to tell me good things about it.
I would like it to be good value for money. And the service I expect from them.
Every book you want to be available! J and M mentioned availability before seeing the cards.
Good communication about the service – if I'm not able to get through to people on the line there is no point in me getting in contact.
Availability
Ease of return mechanism. I work for Royal Mail.. It needs to be the right size so go in a post box. Speed is important too. You would use it if it was a reasonable price.

It is hard to rank them, probably Good value for money

On a post-it write a price you would find reasonable for having a library book sent to you from any library in the country and returned via postal / courier?

Price £	View on £3.49
3.00	Just right
3.00	Just right
2.50	Too much
2.00	Too much
7.00	Just right
3.99	Just right
1.00	Too much
1.00	Too much
Price given on post it	And then view on £3.49
£6.00	Too little
£2.00/£2.50. For a particular book say £5.00	Just right
If I was house bound and this was almost my only means of access to books up to £4.00	About right if I was housebound
£2.50	Just right
£2.00	Depending on desirability or need of book
£3.00	Too much
£5.00	Just right
£2.00	Too much
£2.00	Too Much
Price £	View on £3.49
A fair cost £2	Too much
1.80 (what is the cost of travelling on the bus)	Just right
Under £3	Just right
Price £	View on £3.49
3.00	Too much
3.00	Just right
2.00	Too much
2.00	Just right
2.00	Too much
1.00	Too much
1.00 (delivery and return)	Too much
5.00?	Just right

Payment method and number of books	Delivery time
Monthly subscription – 2 books per time	2 days
3 books / month	2 days
Pay as you go If subscription 12 books a year	2-3 days
Monthly £10 for 4 books Credit card account and money taken off account	2 days to work
No answer on post its	No answer on post its
Each book	2-3 days
Annually / 10 books	24 hours where I say to deliver
Pay as you go	Next day
	Not discussed
Annual – it is just easier if I can get what I want (I've 5 at the moment from Street library) – I'd get lots!	4 weeks
Pay per loan (I'd use for books I can't get easily in Somerset – I'd see it as a back up system; present system is very lengthy for outside Somerset (2-3 months) so it would be useful if access to a really big academic collection.	1 month
Pay per loan (4-5 per month)	3 weeks
Pay per loan (varies how many)	3 weeks

Pay per loan		3-4 weeks
Pay per loan		2 weeks
Pay per loan		Depends on subject
Other – it is already part of our council tax, it is like paying twice. I keep mobile delivery in service.		Up to 1 month
Pay per loan		3 weeks
Annually	For the year	
£5.00 / month several books	3 weeks with option to extend for extra cost	
Pay per loan	The usual 3 weeks loan	
Annual 12 (1 a month)	4 weeks	
Annual subscription 20 books	1 month but with an option to extend	
Pay as you go - 1 book	1 month	
	2 weeks	
Annual 50 (1)	3 weeks	
Pay 2 loan per 1 book	Up to 1 month	
Monthly – 5 2/3 per order	4 weeks	
Single use 1 book	10 days	

Strong view expressed that it should not replace existing interlibrary system, but would be in addition e.g. for specific books that were hard to get hold of otherwise

Group wanted to continue to do our 55p booking fee; all other services would need to remain in place. Considerable concern it might replace existing inter library loan system “my worry is my 55p booking fee will become 3.95!” (Mr J). Real concern this would replace interlibrary loan system already in place which was not seen as a good thing.

Discussion on subscriptions

I would like a top up system, like oyster – but not a monthly subscription. Get what you want when you want it. (H)

I'd rather buy a book for £5 and pass it on (comparing buying with £3.95 price) (P)

Discussion about possibility of damaging books and related issues

“I read mainly on holiday, but a book will be ruined. So therefore I need to buy it.” - H and Sh

Paper back books aren't going to work (M). If it doesn't belong to you, you aren't going to take so much care of it. Therefore hard back is necessary.

Sh – I would rather buy my own book; otherwise I'm worried about what I'd do with it.

Therefore we'd need a protective jacket.

Some people worried what it would look like when it was returned; Sh, Pe, K all a bit concerned about it being a mess.

Sh – I don't like hard back! I'm waiting to buy a new book but it isn't available in soft back yet. I'm more comfortable reading a paperback than a hard back.

Comment on monthly payment

I put monthly; I'm registered with block buster, it's a cracking thing! £... per month, 2 DVDs at house at any one time. It is all free post. I get 10-15 DVDs per month. I get more than £12-13 worth. Takes 2-3 days to come, but I like the way it works. It is good value for money. Returns are easy; open package in certain way, it's also a pre paid enveloped, seal the same envelope in a different way and shove it in the post box. It is a great system. Tesco and Blockbuster do it – The same system would work well with this.

Delivery preference (hands up):

Books straight to the door (x 2 R, K) “I'm away a lot therefore home is best.”

Delivery to the nearest library for you to collect (x 1 St) “I'd be happy to go on a Saturday; however the convenient location would be just as good.”

Delivery to a convenient location to you (x 5 - m, h and rest). Delivery needs to work. Many preferred delivery to work. “There is nothing worse than having to go to the post office at the weekend to get your book” There were comments about long queues

One person comment that it relates to whether you are into reading books or not

Door to door delivery x 1 S,

Local library x 6

B x 1 mobile library

Straight to my door – all.

If I'm not in give it to my next door neighbour

On the form [internet site] have a Q asking where you'd like it delivered e.g. office, home etc.

I want it delivered to my house, or through the letter box (G)
Delivery to library is defeating the object! (A)
Delivery to door is utterly convenient
I like the idea of a supermarket, they open late, and it isn't out of your way.
I've been in today waiting for a courier, said they'd come between 9 and 5 and they turned up at 4.30! (C)
A village store would be convenient (B)
Delivering to work is best for me as there is a security guy who takes parcels (W)
What happens if the book is damaged? (by post) Who pays? If you take a book to a library they check and look to see it is OK. (C)
I'm normally buying rather than loaning. It is more of an issues with loaning things [potential damage and who would be responsible] (W)

Write on a post-it how long you would expect to keep each book before it had to be returned.

Comments...
It is difficult to know
Depends how big the book is!
usual 3 week loan
if I have an annual subscription I'd like to keep them for one year. There should be a limit [how many you keep] you should be able to keep up to a certain number.
3 week loan with an option to extend at a cost.
A week is too short
Reading is supposed to be a pleasurable thing; you don't want to feel pressured
I've had library book recently that haven't returned (O)
You would need to be able to renew it (G)
I'd be worried I wouldn't remember to return it, therefore shorter period is better (W)

How would you like to be reminded?

I would like an email (x 2)
Text 3 (but be careful of security issue with giving out mobile number - St)
Card in the post (x 2)
Have something you can stick on the wall to remind you (x 1)
Text
Email
Letter / phone
All wanted to be reminded
5 preferred text
C and G said email

How would you prefer to return the book (write on post it)

Collection - (x 2 H, R)
Post office - (x 3 M, Pe, K)
Post Box - (x 1 P)
Return to local library (x 2 St, Sh)
Post office - it works putting it in the post box, but it may not work with a book - you don't know what size it will be so post office will have to do. Though don't want to (go to the post office) do as it can take ages.
Collection - have it picked up from home, they would give you a time range to be in (R).
If it goes through a post box fine, but otherwise I wouldn't use it. (H)
A prepaid package is good, a large enough box, and an area (return place) where you don't have to queue.
Local library - if it is open at lunch time or evening it would be OK.
Concern how do you know that they have definitely received it. With post office you don't have proof it is being sent. They might say you haven't sent it. (K commented the same system hasn't failed yet with DVD system)
It doesn't seem practical (return mechanism)
Ease and being practical are important
Return in post - G and B
Local library - nobody. O commented it depends where they are, C commented they aren't open much.
Rest - other location. W - Supermarket/ local store, J - local store, small shop or post office - often post office is linked to a shop.
X 2 prefer to return in post (G, B)
Nobody wanted to return to the local library. O commented that it depends where they are. C commented that they aren't open that much.

X 6 wanted another location. Suggestions included supermarket, local store, small shop, post office as often linked to a shop. How about the pub! I'd read a lot more!

Would you be more or less likely to use LLO if you heard about it from... (ranking cards):

Friends	Advertising	A leaflet through your door	An email	A community facility	The post office	Local Library	Other
1	2	3	4	5	6	7	8
1	2	3	5	6	4	7	8
5	2	1	6	7	3	4	8
1	2	3	4	5	6	7	8
1	3	2	6	7	5	8	4
2	1	4	3	5	6	7	8
1	3	4	5	2	6	7	8
1	3	2	4	5	7	6	8
Friends	Advertising	A leaflet through your door	An email	A community facility	The post office	Local Library	Other
1	2	3	6	5	7	4	8
1	3	2	7	5	4	6	8
4	1	2	3	6	7	5	8
1	6	2	7	3	4	8	5
1	5	4	7	2	3	6	8
3	2	4	1	6	5	8	7
1	3	2	5	7	4	6	8
1	6	2	7	4	5	3	8
Friends	Advertising	A leaflet through your door	An email	A community facility	The post office	Local Library	Other
4	5	1	2	7	6	3	8
2	3	4	5	7	6	1	8
2	6	5	1	4	7	3	8
Friends	Advertising	A leaflet through your door	An email	A community facility	The post office	Local Library	Other
2	1	6	5	7	4	3	8
2	4	3	8	6	5	1	7
4	5	1	2	6	7	3	8
3	4	7	1	5	6	2	8
4	3	2	7	6	5	1	8
7	2	3	6	4	5	1	8
4	1	7	3	5	6	2	8
7	4	3	1	5	6	2	8
7	3	4	1	6	5	2	8

How likely is it that you would use the service?

Card	Comment
Likely	"I use blockbuster therefore a reason for looking into it. Practicality needs looking into for it to work for me."
Fairly likely	"only if easy to use; I don't read much but it would encourage me to read more if fast and easy"
Fairly likely	sees benefits of the service "I enjoy reading books"
Fairly unlikely	"if reading a novel I want to be able to mess it up, if it is a factual book I want to keep it"

	in the house"
Very likely	"I think it is good idea, I'd probably read more"
Fairly likely	would use it "if after a book I couldn't get anywhere else"
Very likely	"there is a library across the way from where I work, I could go and pick up (book) without all the queuing; I'd use it"
Very unlikely	"it hasn't got the xfactor. I'm too busy, I've got kids, there is nothing there for me..." and I don't want to pay that much if I can't keep it
Card	Comment
Very likely	
Very likely	
Very unlikely	If I spoke to myself now very unlikely, but if in future I would say very likely (i.e. if house bound)
Likely	
Fairly likely	
Likely	Depends on retaining existing service, assuming it does
Faily unlikely	
Very likely	
Very likely	
Card	Comment
Very likely	I'm a keen user of the internet, there is no fear for me using it, to me borrowing books online makes life easier for me, so for that reason it makes it likely for me to use it
Fairly likely	I am sure that I would just to um... I don't know if I would need to. If I needed to I would... I lot of things I find on the internet anyway, so don't need a book.
Likely	The reason being it sounds a bit convenient, easy, straightforward. All I need now is convenience
Card	Comment
Likely	It has to be good value; it has to be quick and easy. If it doesn't come for 10 days you aren't going to use it. If you order it one day you would want it to come in 48 hours
Very likely	
Very unlikely	Delivery is the biggest problem
Likely	It has to be usable
Very likely	
Likely	
Likely	
Very likely	