CAPM Evaluation Methodology

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Background

• Research Libraries in the United States are building off-site facilities to address space constraints or shortages within the main library

• Existing service includes physical delivery from these facilities at the patron’s request
CAPM Project

• The goal of the CAPM project is to develop efficient (i.e., cost-effective), real-time, enhanced browsing and search capabilities, through the Web, to off-site materials by using a combination of robotics, automated systems, and software
Conjoint Analysis

- Use of multi-attribute, stated preference techniques
- In choice experiments, often expressed as surveys, subjects state which alternatives (services or features) they most prefer; the alternatives are distinguished by their multi-attributes
- Choices between existing and future options
## Table 2
### Sample Choice Question

Of the three following systems, which do you prefer?

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Current System</th>
<th>System A</th>
<th>System B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Wait Time</td>
<td>6 hours</td>
<td>2 hours</td>
<td>20 minutes</td>
</tr>
<tr>
<td>Graphic Imaging</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Full Text Search</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>User Cost (per semester)</td>
<td>$0</td>
<td>$70</td>
<td>$110</td>
</tr>
</tbody>
</table>

Choose one:
Decision Support System

- Integration LibQUAL+™, ProSeBiCA and CAPM methodologies
- LibQUAL+™ identifies “gaps” in current services
- ProSeBiCA provides framework for priorities and future services
- CAPM provide assessment of specific choices for implementing new service
Future Plans

• Proposal to Institute for Museum and Library Services

• Application of techniques at Bielefeld, Johns Hopkins and University of Texas at Austin

• Long-term service, perhaps offered through ARL