

COMPREHENSIVE CONTENT, USABILITY, AND ACCESSIBILITY STUDY OF LIBRARY WEBSITES OF INDIAN INSTITUTE OF MANAGEMENT

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Abstract :

Considering the increase in remote access and digital learning, library websites are vital links in the chain connecting an academic institution and its users. This research examines the websites of over 20 Indian Institutes of Management (IIM) libraries for currency, usability, interactive features, accessibility, and content comprehensiveness. Each website is analysed for 110 criteria across 7 domains as per a streamlined checklist. While a number of websites exhibit adequate coverage of essential elements such as contact information, collections, and lists of e-resources, the research suggests that user support, interactive multimedia components, mobile accessibility, and compliance with accessibility standards are still gaps in the websites. In response to these observations, we recommend evidence-based improvements to the technical information systems, site governance, and user-centred design for the IIM library websites.

Keywords : IIM library websites, website evaluation, academic libraries, accessibility, usability, content analysis, e-resources.

Introduction :

The current world is full of information, and it must communicate with information applicants properly where information communication technology plays an important role in interaction with people. The effect of ICT can be seen on each sphere of life. The World Wide Web has become a popular communication tool for accessing and sharing information on the Internet. The easiest way to broadcast and communicate information is done by publishing on websites. Websites help reach the knowledge universe around the world. Websites can be classified according to the content; Like the website, speaker choices, professional page, news page and informative pages, where the website of the library and the information centre belongs to the latest-out-of-manic type.

University, organization and colleges maintain their website for communication with their latest users. The development of library sites was launched in the 1990s. The library's website plays an important role for an institution. Library website/website is the most important source of information where they provide information for their users. There are

very few institutions that do not have library sites. With the development of library sites, there is a need to evaluate from time to time.

Material analysis has been used in many areas to check the effect of websites and design elements and establish the best practice for material construction and design. The important part of any site is that it must be up to date; The information should be easily accessible and should be maintained properly. The library website is known as an institution's gateway where they can communicate information with their users. The analysis of the library's website is an important practice and must be done from time to time.

Leading business schools in India, the Indian Institute of Management (IIMS) are of great importance for management training, students, international participation and research. Educational and research assignments for institutions help greatly from their libraries. Each IIM's library website acts as a catalogue of ownership interests due to the increasing expectations of digital access, external learning and user -friendly services, in addition to user commitment, support and resource distribution, as well as being an primary interface.

Review of Literature :

While the IIM library's websites usually provided good information on e-resources, library collections and basic contact information, Wani (2021) found that many of them lacked features such as multimedia training programs, virtual reference services and mobile responsibilities. About us, Database List, OPAC Link, Information Literacy Support, RSS / Social Media Links and Site Map "were on the checklist for the study.

Using a comprehensive checklist covering multimedia, content and user interface functions, Madhusudhan and Nushad (2013) considered six IIM library sites and found that many of them had "average" or "above average" content, they fell into multimedia, web 2.0 facilities and interactive services. In order to create a ranking comparison, this mixed method study integrates qualitative comments with quantitative scoring.

IIM library sites have been specifically investigated in several analyses. A material analysis of several IIM sites was organized by Sampat Kumar et al. (Caliber 2009), which noted any interval in services such as online documentation and archives registered information and services (such as libraries, collection and e-resources). With the help of the checklist approach, he mapped the presence or absence of many material objects in IIMs and discovered significant site-specific differences.

Objective :

- a. Assessing the IIM libraries sites regarding their currency, technical and access compliance, interactive facilities, purposes and materials.
- b. To determine which IIM sites lead and hang and generate comparative scores.
- c. To provide practical suggestions to increase the online visibility of your libraries for IIMS.
- d. To find recurring themes in the IIMs' strengths and shortcomings.

Methodology :

1. Sample :

Indian Management Institutes together with operational library sites are included in the study. There are over 20 IIM campus (both old and new) that 2025. Each campus had links to libraries. If the library's website was not available to anyone IIM, it was noted, not involved in scoring, but was involved in the comments.

2. Evaluation criteria :

- General Information
- Collections & E-resources
- Services
- Usability & Navigation
- Interactive Features & User Support
- Accessibility & Technical Features
- Currency & Maintenance

3. Data Analysis :

- The percentage point for each site is calculated by the domain.
- Average total for each institution.
- Statistical summary: range, means and meaning for each domain across IIMs.
- Determination of the best and worst artists.

Result :

1. Domain wise performance :

Domain	Mean (%)	Median (%)	Highest (%)	Lowest (%)
General Information	88	90	100	60
Collection & E-resources	80	82	98	50
Services	68	70	90	40
Usability & Navigation	65	66	92	38
Interactive features & User Support	50	52	80	20
Accessibility & Technical features	58	60	88	25
Currency & Maintenances	75	78	98	40
Overall Average	69.1	70.5	92.3	45.3

2. Comparison of Library Websites :

No.	Institution	Strongest Domain	Weakest Domain	Key observation (quick scan)
1	IIM Ahmedabad	Collections & E-resources	Accessibility & Interactive features	Strong A-Z databases, OPAC, remote access instructions; chat present.
2	IIM Bangalore	Collections & E-resources	Usability & Navigation	Single search / discovery; remote access guide; good collections.
3	IIM Calcutta	Currency & Maintenance	Interactive Features	“Ask Librarian” present; clean layout; subject links available.
4	IIM Lucknow	General Information	Accessibility & Technical	Basic info present on institute page; library pages simpler.
5	IIM Indore	Collections & E-resources	Interactive Features	E-resource list and remote access text present; tutorials limited.
6	IIM Kozhikode	Collections & E-resources	Accessibility & Technical	OPAC/subject guides visible; off-campus info present.
7	IIM Shillong	General Information	Interactive Features	E-library portal exists; remote access indicated.
8	IIM Rohtak	Collections & E-resources	Interactive / Usability	Database list (PDF) and e-resources listed; needs UX polish.
9	IIM Ranchi	General Information	Collections depth	Library page present; some service details sparse.
10	IIM Raipur	Currency & Maintenance	Accessibility & Technical	Detailed e-journals / access instructions; email reference present.
11	IIM Tiruchirappalli (Trichy)	Collections & E-resources	Interactive Features	E-journals and resource lists good; chat absent.
12	IIM Udaipur	Collections & E-	Interactive Features	Koha OPAC present;

		resources		tutorials limited.
13	IIM Kashipur	Collections & E-resources	Usability & Navigation	Resource lists and guides present; site layout basic.
14	IIM Nagpur	Collections & E-resources	Accessibility & Technical	E-books / e-resources listed; needs accessibility checks.
15	IIM Visakhapatnam	Collections & E-resources	Interactive Features	Koha library OPAC available; off-campus info present.
16	IIM Amritsar	Collections & E-resources	Interactive Features	Remote access mentioned; resource listings partial.
17	IIM Bodh Gaya	Collections & E-resources	Interactive Usability /	OPAC / catalogue present; site navigation basic.
18	IIM Sambalpur	General Information	Interactive Features	Library page present; tutorials and chat limited.
19	IIM Sirmaur	Collections & E-resources	Accessibility & Technical	e-resources and OPAC present; off-campus access noted.
20	IIM Jammu	General Information	Collections & Interactive features	Library page present; subject guides partial.

3. Observed Strengths :

- Basic information such as "About Us", Contact Information, Library Hours and staff directories are almost always available and correct.
- Links of OPAC or Discovery Tools and E-Resources Listing are common; Many websites mainly identify the main database.
- Currency and maintenance: The main pages are updated (e.g., e-resource tests, new membership), and most websites have newer news and announcements.

4. Common Weakness :

- Interactive user support
- Progress and navigation
- Technical and access facilities
- Remote access guidance

Discussion :

1. Synthesis of finding :

The IIM library's websites perform quite well in the core content domains, but they

perform very poorly in user-centric and technical domains, according to this total score (~69%). Providing interactive support and guaranteeing strong access and purposes are the largest interval areas.

2. Implications for users :

- While users can get basic information, they can withstand difficulties when requiring databases, external access instructions or help with virtual channels.
- All-lesson deficiency, low contrast or non-response layout can offer obstacles to disabled users or mobile devices using.
- Educational settings can lead to a lack of professional guidance or training resources as a result of the collection of along the way.

3. Implications for Institution :

- IIMs Web Team and Library Administration should first retain the user experience, not only the content should take into account, but also how easy it is navigable and accessible.
- It is necessary to install the usual revision of the site.
- In order to produce multimedia material, to establish virtual references and comply with access regulations, financial and personnel may require financial and personnel resources.

Recommendations :

The following recommendations are placed in light of conclusions:

1. Compliance with access: Each IIM should revise WCAG 2.1/2.2, fix problems (keyboard navigation, contrast, Aria, all less) and guarantee mobile accountability.
2. Interactive user support: Use live chat, FAQ page, video training, professional guides and virtual reference hours, to increase the interaction and reduce the user's irritation.
3. Better interface and navigation: Make sure the search box is visible, simplify the menu structures, use frequent labelling, bring bread crumbs and make sure the side load quickly.
4. Clarity in remote access: Provide detailed, easy to do instructions for logging in the fight us, screenshot and VPN/SSO error search.
5. Multimedia content: Built-in auxiliary technique, library orientation video and short screencast to use e-discourse.

Conclusion :

Although the main content and regular maintenance of IIM library sites are somewhat encouraging, there is still plenty of room to improve interactive services, purposes and access areas. These components are essential at a time when fair access, digital literacy and distance education are more important than ever. IIM libraries must deliberately invest to increase their online appearance for user satisfaction, inclusion and functionality. User studies (e.g.,

examination and purpose test) should be part of future research to estimate success and satisfaction and confirm the results of the checklist.

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