Quality

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What is meant by „Quality“?

Definitions

- Fitness for purpose
- Conformance to requirements

The totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs (ISO 8402)

Quality is meaningful only in relation to the purpose and end use of the product.

Meeting or exceeding customer expectations at a cost that represents value to them.
Quality is not absolute, but depends on the requirements on the specific product or service.

“Fitness for purpose”

“A product of a simple grade may be a very high quality product.”

(Brophy)
Example: Bicycles

For the normal cyclist:
- solidly built,
- durable,
- easy to use,
- cheap

For the racing cyclist:
- extremely strong,
- highest durability,
- light weight,
- may be expensive

“...quality for one person is not necessarily quality for another” (Brophy)
# Quality Criteria or Attributes

<table>
<thead>
<tr>
<th>Quality Criteria</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Performance</strong></td>
<td>A library service meets its most basic purpose</td>
</tr>
<tr>
<td><strong>Features</strong></td>
<td>Secondary characteristics which add to the service but are beyond the essential core</td>
</tr>
<tr>
<td><strong>Reliability</strong></td>
<td>Consistency of the service’s performance in use</td>
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<tr>
<td><strong>Conformance</strong></td>
<td>The service meets the agreed standard</td>
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<tr>
<td><strong>Durability</strong></td>
<td>Sustainability of the service over a period of time</td>
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<tr>
<td><strong>Currency</strong></td>
<td>Up-to-dateness of information</td>
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</table>

Example:
- Making key information resources available on demand
- Alerting services
- No broken Web links
- Dublin Core
- Document delivery within 2 days
- OPAC
<table>
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<th>Quality Criteria or Attributes</th>
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<tbody>
<tr>
<td>Serviceability</td>
<td>Level of help available to users</td>
</tr>
<tr>
<td>Aesthetics</td>
<td>Visual attractiveness</td>
</tr>
<tr>
<td>Usability/Accessability</td>
<td>Ease of access and use</td>
</tr>
<tr>
<td>Assurance/Competence/Credibility</td>
<td>Good experience with staff's knowledgability</td>
</tr>
<tr>
<td>Courtesy/Responsiveness/Empathy</td>
<td>Accessibility, flexibility and friendliness of staff</td>
</tr>
<tr>
<td>Communication</td>
<td>Clear explanation of services and options in language free of jargon</td>
</tr>
<tr>
<td>Perceived quality</td>
<td>The user’s view of the service</td>
</tr>
</tbody>
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Example:

- **Complaint service**
- **Physical library, Website**
- **Opening hours, Website structure**
- **Correct reference answers**
- **Reference service**
- **Website**
- **Satisfaction surveys**
### Quality Criteria or Attributes

#### We might add:

<table>
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<tr>
<th>Speed</th>
<th>Quick delivery of services</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variety of services offered</td>
<td>May clash with quality, if resources are not sufficient for maintaining quality in all services offered</td>
<td>Broad collection, Reference service in walk-in, mail and chat form</td>
</tr>
</tbody>
</table>
Quality: Stakeholder views

- Access to information worldwide.
- Delivery of information to the desktop
- Speed of delivery
- Good in-library working conditions
- Responsiveness of staff
- Reliability of services
Quality: Stakeholder views

- Cost-effectiveness
- Clear planning, effective organization
- Positive outcome on users.
- Effective cooperation with other institutions
- High reputation of the library
Quality: Stakeholder views

• Good working conditions

• Clear planning, straight processes

• High reputation of the library

• Systematic staff development
Quality: Stakeholder views

Access to information worldwide
Delivery of information to the desktop
Speed of delivery
Good in library working conditions
Clear planning, straight processes
High reputation of the library
Systematic staff development
Cost-effectiveness
Clear planning, effective organization
Positive outcome on users
Effective cooperation with other institutions
High reputation of the library
Responsiveness of staff
Reliability of services
Fast delivery
Clear planning and organization
Responsive outcome on users
Effective cooperation with other institutions
High reputation of the library
Responsiveness of staff
Reliability of services
Good working conditions
Clear planning, straight processes
High reputation of the library
Systematic staff development

Not all of these issues may be aspects of quality, but they are important for maintaining quality.