

Web Usability Before And After Resource Discovery

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Outline

- Background
- Method
- Results
- Findings & Discussion
- Tips & Tricks
- Q&A

Background



- UWEC: 11,000 students
- McIntyre Library: part of consortium
- Search catalog and databases separately
- Scheduled to launch new “discovery tool,” PRIMO in fall 2013
→ opportunity to test usability before and after

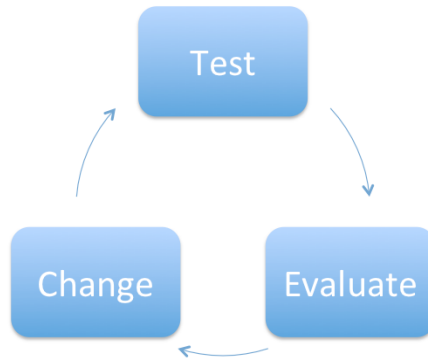
UWEC & McIntyre Library basic info

Had to search library catalog and each database separately

Library scheduled to get new “discovery tool,” PRIMO in fall, 2013.

Website Usability Testing

- Goal:
Intuitive user
experience of library's
web resources
- Iterative process



Website design and evaluation is an iterative process.

To improve, must: test → evaluate → change → re-test → evaluate ...

Overall goal: improve user experience so using site is as intuitive as possible for patrons (students, faculty & staff, community members, general public)

Method

- Select focus & tasks
 - Site navigation
 - User perceptions
- Recruit participants
 - Incentives
- Materials
 - Equipment
- Location

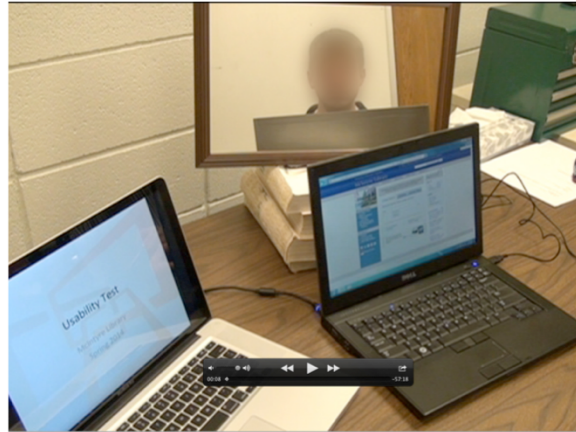
Method

Usability testing: what is it, how it works

Research & professional literature supporting it

Materials, recruiting participants, incentives

Tasks selected, areas of focus (library website navigation, conducting research, user perceptions and feedback)



Our equipment

A video camera, two laptops, wired ethernet connection, a mirror and some books that were on their way to be recycled.

Cost

- Camera \$800
- Had laptops in house
- Mirror was in our office
- Old books were everywhere 😊
- Incentives for participants ten dollars per participant
- Total under \$1,000

Results:

Priceless

How would you expect the search results to change if you checked the “Expand My results” option?



Expand My Results

☐ Expand My Results

Show only

[Peer-reviewed Journals](#) (103,931)

[Full Text Online](#) (452,061)

[Available in the Library](#) (17,415)

Refine My Results

Discuss strange nature of this box that is not a box at all, but a clickable area.

Expand My results

- "maybe more, if it doesn't come up in title but does in abstract it will come up" clicks "It's just different articles, don't know why"
- "like, I feel like it would give you, maybe not just, I don't know everything"
- "expand each one to show a little bit more information, or in the more are going to show up. Quantity or quality"
- "Don't really know what would happen"

Expand My results

- "I would expect it to give a preview of text of some sort, maybe an abstract"
- "it would broaden the field of search terms, it would include things, maybe items outside of WI or maybe " clicks "looks like it just brought in more results"

Result - Removed Expand My results.

Changes

- Reworded & removed questions due to:
 - Wording issues
 - Interface changes
- Updates proposed:
 - Drop-down menu on home page

Reworded & removed questions due to:

Wording issues: students could not find “magazine”

Interface changes

Fixes implemented:

Added-back navigation bar

Updates proposed:

Drop-down menu on home page

Current – Home page

University of Wisconsin-Eau Claire

A-Z index | MyBlugold CampS | D2L | Directories | Search | Webmail

McIntyre Library

Library Web Site [Go](#)

[A-Z Library Index](#) | [About Us](#) | [Departments](#) | [Quick Links](#) | [Getting Started](#) | [Services For](#)



About the Library

- A-Z Library Index
- About Us
- Student Equipment Checkout
- Library Hours
- My Library Accounts
- Special Collections & Archives

Services for ...

- Students
- Faculty and Staff
- Community Users
- Users with Disabilities

[Library Events](#)

The library will be closed March 22, 2014.

[Library Search](#) | [Reserve](#) | [Journal Titles](#)

Search for articles, books, media, and more.

Find

[Search](#)

- Find a Database
- WorldCat
- Interlibrary Loan (ILL)
- Library Catalog

New Online:

Jane Austen the Reader : The Artist as Critic.



Research Help

Ask Us

- Txt
- Email
- Chat
- Phone

Guides

- By Subject
- By Course
- How To ...
- Getting Started

Library News

Robert Frost Poetry Celebration, March 26, 4 pm

Spring Break 2014 Library Hours

Special Collections and Archives Exhibit on 5th floor of Library

New Digital Collections Website Celebrates Campus History

Excellence. Our measure, our motto, our goal.

McIntyre Library • University of Wisconsin-Eau Claire • Eau Claire WI 54702-4004
Directions to McIntyre Library

Reference Phone: 715-836-3858 • Circulation Phone: 715-836-3856 • FAX: 715-836-2949
Questions/Comments: library.reference@uwec.edu
Updated: February 27, 2014

2014

Second test home page

University of Wisconsin-Eau Claire A-Z index | MyBlugold CampS | D2L | Directories | Search | Webmail

McIntyre Library

A-Z Library Index About Us Departments Quick Links Getting Started Services For

The library will be closed Saturday, March 22, 2014.

Library Search Reserve Journal Titles

Search for articles, books, media, and more.

Find

In

- Everything
- Articles
- Books, Media & More UW-Eau Claire
- Books, Media & More UW-System
- Digital Collections
- Find a Database
- WorldCat
- Interlibrary Loan (ILL)
- Library Catalog

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New Digital Collections Website Celebrates Campus History

New Book:

Shakespeare's Pub: a barstool history of London as seen through the windows of its oldest pub - the George Inn by Pete Brown.

Test with scopes drop down.

Scope Names

- What does Books, Media and More mean to users?
- UWM - Madison or Milwaukee?
- Digital Collections – just not sure.
- Articles scope contains ebooks.

Everything The answer is ...

- "... books, autobiographies, articles, journals, videos, CDs or anything that relates to the topic, whether it's media, material or text."
- "Everything that we **could** get. I guess I would have to search something and see if something came up that we don't have **but we can get access to.**"

Everything The answer is ...

- “Literally everything, the different things it's asking -- articles, UW Eau Claire, UW System, digital collections. That's just an incorporation of everything into one. (Access to all it searches?) Yeah, because I don't think you should advertise things if you don't have it.”

How they looked for help

mediated vs. real-time/electronic help	2013 test	2014 test
real-time (chat, IM, phone, in-person)	4	5
mediated (email)	2	1
mixed	2	1
other ("contact director")	1	0
first item named only		
chat	2	2
email	3	1
reference	1	4
text	1	0
consult	0	1

Mark Twain

Questions

- #5: Your English Literature class is studying humor in the U.S. in the 18th and 19th centuries.
How would you search for books by Mark Twain?
- #20: Your American History class is studying early American authors.
How would you search for books about Mark Twain?

Note "by" versus "about" above.

Debriefing

- 2014 Participant 5
- Facilitator: "How did you know if something was about Mark Twain or by Mark Twain?"
- Participant: "I didn't, I just kind of typed it in and assumed something would pop up."

What is a magazine?

- Where on the library website can you find the print version of *Esquire* for March 2000?
- Does the library have access to *Consumer Reports* to help you find a top rated TV?

Behavior of putting in the march 2000 in the search box.

The word magazine being included in the search and updating the questions to remove magazine to see if that was causing confusion.

Users and the search box

- Users were entering the volume and issue number for a journal in the Primo search box.
- Seemed to expect a lot from the default behavior.

Find article on topic

articles on violence in music videos	2013 test	2014 test
found article	6	8
percent successful	67%	100%

2014 home page tested included article scope.

Where do they click first?



Ethnic Identity and Personal Well-Being of People of Color: A Meta-Analysis
Smith, TB ; Silva, L
Journal Of Counseling Psychology, 2011, Vol.58(1), pp.42-60 [Peer Reviewed Journal]
● **Full text available**

Article

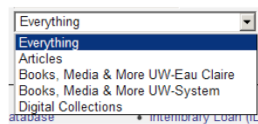
[View Online](#) [Details](#) [Recommendations](#) [Find It](#) [Times Cited](#)

1st click on search results	2013 test	2014 test
View online	1	3
Full text available	2	0
Title	6	3
Other	0	2

First click for article searching

	2013 test	2014 test
articles on violence in music videos		
Articles tab (Xerxes)	4	
Databases by topic	2	
Books, Media & More (Voyager)	2	
Beta link to Primo	1	
Primo search (Library Search)		7
Journals tab (SFX)		1
Reserve tab		0

What does
Everything
mean when you
are searching?



- “I am searching through anything that is entered in the databases. **Would be confused by finding articles we don't have access to.**”

More clicks - better?

Users were asked to find a full citation for a partial citation.

find citation	2013 test	2014 test
average number of clicks	3.8	6.8
max	6	16
mode	4	4

Findings & Discussion

- Site usability & feedback
 - Ignored or overlooked content
 - Areas of improvement
 - Independent changes
→ decreased usability



Website usability & feedback

Findings & Discussion

- Conducting research pre-/post-PRIMO
 - Ease in topic searches
 - Known item searches
 - First click for title
 - Added drop-down menu
 - Facets

Conducting research pre-/post-PRIMO

Ease in finding information: violence in music videos clips

Known-item finding (pre/post)

Added drop-down menu: how it changed usability

Wrap Up



- Tips & Tricks
- Q & A

Technical issues/glitches

Laptop sleeping, shaky table, search results changed, etc.

Participant selection (LMED students) experience with libraries?

Defining success – URLs or information What exactly do you expect them to get to?

Defining clicks – do selections on drop downs count as clicks, clicking on the search button is that a click? Some people hit return how does that count?

Leave the camera running for any follow up questions/discussions.

Show the user how to complete any task they missed at the end of the session. Good for user and observer.

What is a click?

- Define what a click is if you are going to count them.
- Issues
 - Activating a drop down menu
 - Selecting an option in a drop down menu
 - Clicking on the go button

THANK YOU!

Suggested Resources

- Books:
 - Krug, Steve. (2006). *Don't make me think! : a common sense approach to Web usability* (2nd ed.). Berkeley, Calif: New Riders Pub.
 - Norlin, Elaina, & Winters, CM! (2002). *Usability testing for library websites*. Chicago: American Library Association.