Getting Your Library Users Involved in Your Web site Redesign Process

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Where Do You Start the Web Site Redesign

- Decide on a Purpose or a Mission Statement
  - Who, What, Why and How
- Set Up a Timeline and Launch Date
- Think about Usability Testing
  - Card Sorting, Heuristic Testing, Assessment Tests

Big Question: How do you get the users involved?
Create a User List

- Sit down at a staff and generate a list of Users and Needs

- Who does this include at your library?
Know the Steps and Your Resources

- Make a Detailed List of the Redesign Process
- Know Your Users and THEIR Resources
- What does this mean? Time and Talents Evaluation
Activities for your Users

- Surveys (Online and In Person)
- Focus Groups
- Design Process
- Mock-Up Testing
- Jargon Eliminators
- Cart Sorting
- Assessment Tests
Card Sorting

- Gauges usage, perception, and demand
- Need: Post-its or index cards
  - Write out headings
  - Participants sort cards
  - Participants create own headings
  - Practitioner conducts post-interview
- Results lead to navigation redesign
- Testing and analyzing is time consuming

[Video demonstration]
Assessment Testing

- Asks users to complete tasks or scenarios
- Question development should include goals and objectives
  - Example: “80% of test participants should successfully find a listing of research databases”
  - Be reviewed for duplication
  - Arranged from easiest to hardest
- Best method for feedback on functionality and navigations
  - Can be done formally or informally
  - At the end remember to debrief the participant
Choosing the Right Testing Method

- Examine your user population
  - Demographics, types
- Determine the exact purpose for conducting testing
  - Better navigation, jargon elimination, reduce content
- Select participants from a variety of user groups
- Recruitment of participants
  - Incentives, timing, location
## Tasks and Questions for Web Site Usability Test

<table>
<thead>
<tr>
<th>Typical Tasks</th>
<th>Example Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find a book in the library collection</td>
<td>Does the library own a copy of <em>Gone With the Wind</em> by Margaret Mitchell?</td>
</tr>
<tr>
<td>Find if the library has access to a database</td>
<td>Does the library have access to EBSCOhost <em>Academic Search Complete</em>?</td>
</tr>
<tr>
<td>Find library hours.</td>
<td>What time does the library close on Fridays during summer break?</td>
</tr>
</tbody>
</table>
What we did at Wartburg College

- Teamed up with the computer science student
  - Researched designs, recruited testers, card sorting activities
- Worked with the IT Department and Communication Marketing for design help
- Did focus groups with our users (Provided an incentive)
Questions