

BUDGET USABILITY without a USABILITY BUDGET

University of Michigan | MLibrary

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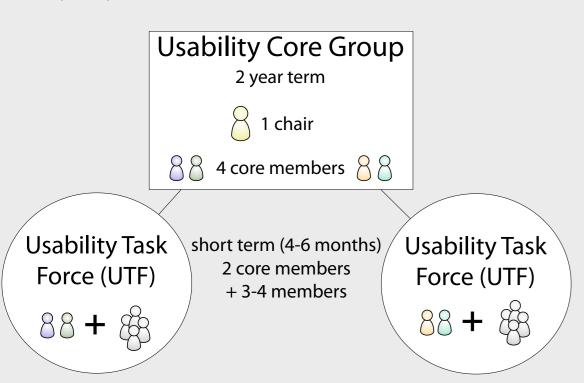
www.lib.umich.edu/usability

Committee Structure

The MLibrary Core Usability group is charged with supporting the organization's usability needs. The group consists of 5 members: a chair who specializes in User Experience and 4 members from public services and information technology, whose primary job responsibilities lie elsewhere.

The core group regularly convenes project-based task forces. Task forces are made up of staff volunteers with an interest in usability and/ or the project. Task force members design and conduct tests using a variety of methods.

- 28 staff members participated on 4 project task forces over 2 years
- 6 different systems evaluated
- 10 reports produced



Standard Methods

- comparative evaluation
- card sorting

- formal user tests
- surveys
- individual interviews

Usability doesn't have to be complicated and time-consuming. We favor more straightforward, "budget" techniques as a means to

the most interesting and useful results.





2010 Library Website Task Force

FINDING: Marked as *useful* by all user

groups but many included suggestions for

RECOMMENDATION: Evaluate current

usage statistics to validate findings and fine

FINDING: Outages not understood or

considered to be useful. More than

half of users requested addition of

Webmail link. Quick Links label works

After:

RECOMMENDATION:

Before:

M Librar

tune functionality.

FINDING: Mostly useful to all user groups.

FINDING: Mostly *useful* to undergrads.

make focus on undergraduate topics.

useful by all user groups.

minimize to one link.

RECOMMENDATION: Expand scope and

FINDING: Overwhelmingly marked as not

RECOMMENDATION: Move to footer and

FINDING: Majority marked as *useful*, but a

few individual links marked not useful & a

few notes added for missing links. Many

added notes requesting more prominent

RECOMMENDATION: Fine-tune links listed

and move to more prominent location.

section and keep content current.

RECOMMENDATION: Continue to use



FINDING: Most participants preferred

RECOMMENDATION: Reorder 1st

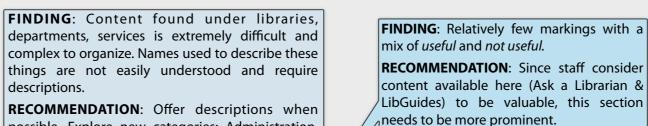
column: databases, catalog, online

journals (renamed) & 2nd column:

website, research guides (renamed).

a different order.

- November 2009 April 2010
- 3 methods used for 4 different evaluations
- Approximately 200 total testing participants
- Open staff session held at the beginning of the project to solicit feedback



possible. Explore new categories: Administration, Libraries/Locations, Publishing, Getting Help Getting Things. **FINDING**: Varied drastically by user group: undergrads didn't mark it much either way, grad students & faculty mostly marked as

> **RECOMMENDATION**: Re-evaluate scope of content to include more content that is considered to be useful (News, Events, & Did You Know?). Consider minimizing.

not useful. Many staff noted that it takes up

too much space.



FINDING: Section labels found to be confusing (and inconsistent with browse results page). Not enough metadata is displayed for catalog results.

RECOMMENDATION: Rename section labels and add more metadata to catalog results (author, publication information, format).



Card Sorting *Organization of Services/Departments/Libraries*

The goal for these tests was to recategorize content on the web site currently grouped under Services, Departments and Libraries.

Group Paper Card Sort for Students



- Organized 84 cards representing half of this
- This method allowed us to see interaction among students, hear thought processes, and better understand confusing labels

Individual Online Card Sort \$\$ for Library Staff

- 140 staff completed exercise
- Provided more data, but didn't expose the thought process





Guerrilla Testing Quick Links and Search & Browse Results

The goals were to determine a) the order of the headings on the search results and the browse results pages, and b) to fine-tune the contents & labels for the Quick Links section.

We call this "guerrilla testing" because we hope to get quick and short answers to quick and short questions. Five minutes is our goal!

Ouick Links



Search & Browse Results (\$)



- Asked to search or browse on a
- topic of interest to them • Then asked to view results, reorder the headings, and

suggest alternative headings

Participatory Design Library Gateway

• 20 participants: undergrads, grad students

without its title-- asked to name the section

• Then asked what links they would most like

to see in a grouping of links like this one

Shown the current Quick Links section

and describe where each link went

The goal for this exercise was to gain a better understanding of which tools and sections of the Library website's home page the participants found most and least useful.

- 37 participants: undergrads, grad students, faculty and Library staff
- Asked to circle the things they find useful, make an X through the things they don't find useful, and add a note for anything they think is missing









- heuristic evaluation

- querrilla testing

- paper prototyping participatory design

- focus groups

Budget