

2010-07-29

## Website Usability Debrief

Chapman, Suzanne; Hagedorn, Kat; Varnum, Kenneth J.; Desai, Shevon; Piacentine, Julie

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*Downloaded from Deep Blue, University of Michigan's institutional repository*

# Website Usability Debrief

## **Usability Group**

Suzanne Chapman (chair)

Kat Hagedorn

Ken Varnum


Shevon Desai

Julie Piacentine

July 29, 2010




# Usability Core Group

2 year term

 1 chair

  4 core members  

## Usability Task Force (UTF)




  + 

short term (4-6 months)

2 core members  
+ 3-4 members

+ 1 stakeholder

## Usability Task Force (UTF)

  + 

# Usability

- History of the group
- Past projects
- Usability is more an art than a science
- Goal is to collect more data to use alongside usage/log data and testimonials from staff who work directly with users
- It's about learning what users like, how they think, what they want
- Methods & types of results
- It's iterative

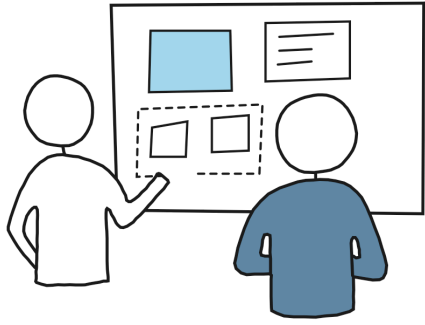
# Library Website Usability Task Force

- Project Managers: Kat Hagedorn & Ken Varnum
- Stakeholder(s): Mike Creech, Karen Reiman-Sendi
- Members: Gillian Mayman, Devon Persing, Val Waldron, Sue Wortman
- Winter 2009 - Spring 2010
- 4 evaluations completed using 3 different methods
- BIG thanks to this group for all their hard work!

# Library Website Usability Task Force

## Project priorities:

- Gain a better understanding of user's perception and use of the "new" library website (it's now 1 year old!)
- Pinpoint problem areas
- Evaluate problem areas



# Gateway

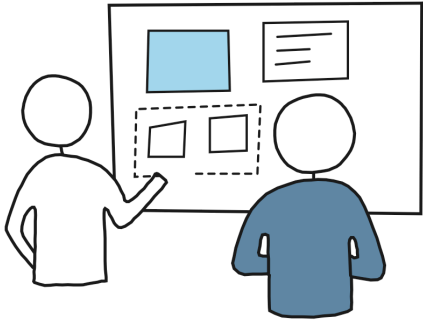
## *Participatory Design*

All members of the Core group, UTF, plus ULA Ellen Wilson participated in this evaluation.

Goal: to gain a better understanding of which parts of the gateway users find most and least useful... and to help inform our follow-up evaluations.

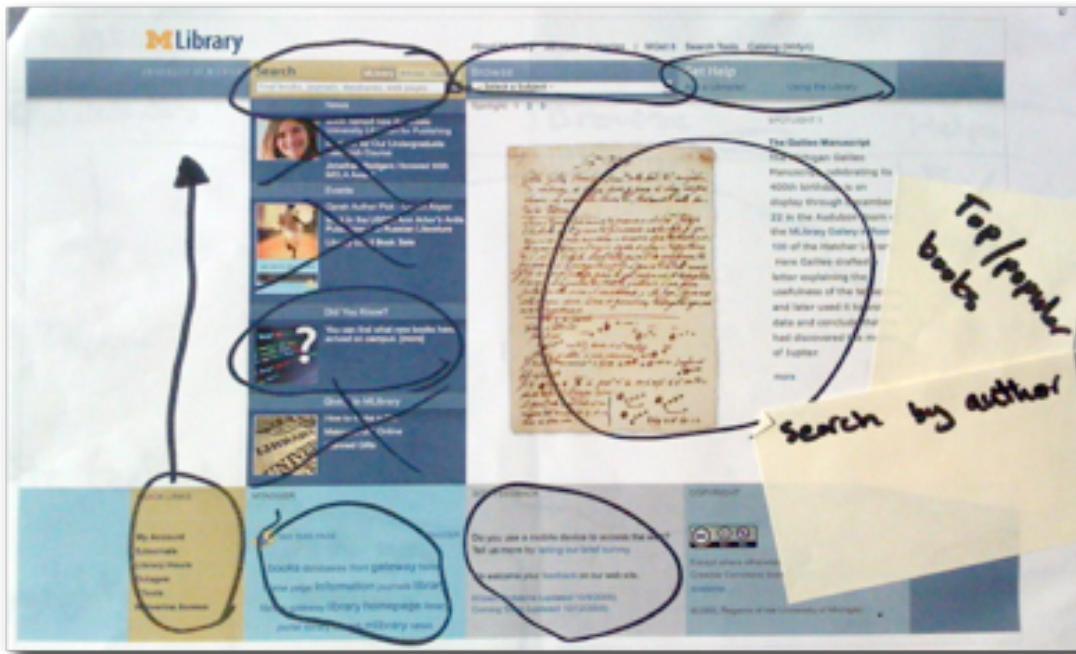
36 Participants:

- 15 Undergrads
- 5 Grad Students
- 2 Faculty
- 15 Library Staff



# Gateway

## *Participatory Design*

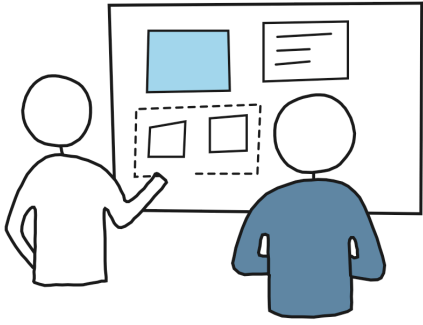


X/O Instructions:

1. Circle the things you find useful
2. Put an X through the things you don't find useful
3. Add a note for anything that's missing







# Gateway (left column)

## *Participatory Design-Findings*

### Undergraduate Students

(15 participants)

News  
 Bonn named new Associate University Librarian for Publishing  
 Register for Our Undergraduate Research Course  
 Jonathan Rodgers Honored With MELA Award **4**

Events  
 Oprah Author Pick - Uweim Akpan  
 Back in the USSR: Ann Arbor's Ardis Publishing and Russian Literature Library Used Book Sale **2**

Did You Know?  
 You can find what new books have arrived on campus. [more] **8**

Giving to MLibrary  
 How to Make a Gift  
 Making a Gift Online  
 Planning a Gift **9**

**3**

**6**

**1**

### Graduate Students

(5 participants)

News  
 Bonn named new Associate University Librarian for Publishing  
 Register for Our Undergraduate Research Course  
 Jonathan Rodgers Honored With MELA Award

Events  
 Oprah Author Pick - Uweim Akpan  
 Back in the USSR: Ann Arbor's Ardis Publishing and Russian Literature Library Used Book Sale

Did You Know?  
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Giving to MLibrary  
 How to Make a Gift  
 Making a Gift Online  
 Planning a Gift

**1**

**2**

### Faculty

(2 participants)

News  
 Bonn named new Associate University Librarian for Publishing  
 Register for Our Undergraduate Research Course  
 Jonathan Rodgers Honored With MELA Award

Events  
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**1**

**1**

### Library Staff

(15 participants)

News  
 Bonn named new Associate University Librarian for Publishing  
 Register for Our Undergraduate Research Course  
 Jonathan Rodgers Honored With MELA Award **5**

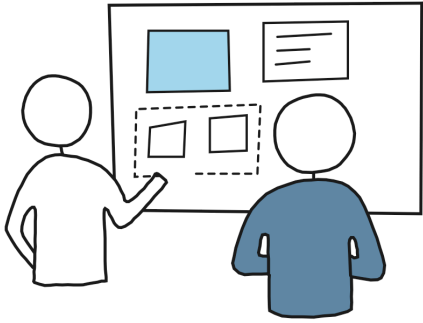
Events  
 Oprah Author Pick - Uweim Akpan  
 Back in the USSR: Ann Arbor's Ardis Publishing and Russian Literature Library Used Book Sale **5**

Did You Know?  
 You can find what new books have arrived on campus. [more] **1**

Giving to MLibrary  
 How to Make a Gift  
 Making a Gift Online  
 Planning a Gift **3**

**1**

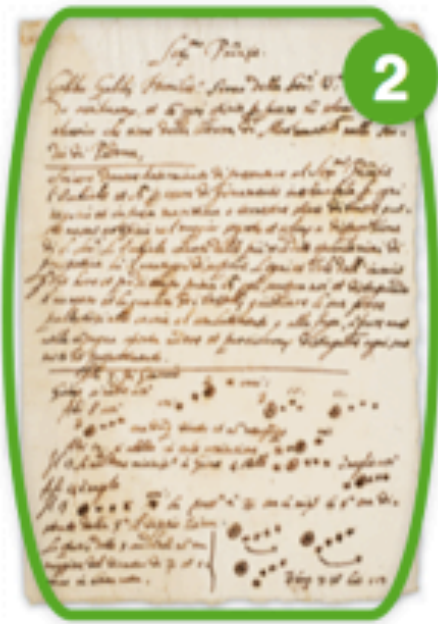
**2**



# Gateway (spotlight) *Participatory Design-Findings*

**Undergraduate  
Students**

(15 participants)



**Graduate  
Students**

(5 participants)



**Faculty**

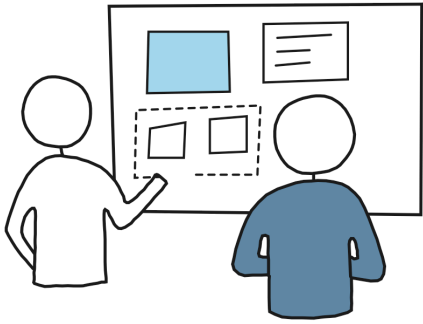
(2 participants)



**Library Staff**

(15 participants)





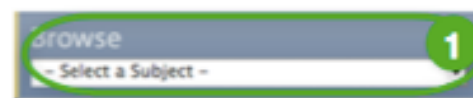
# Gateway (search/browse) *Participatory Design-Findings*

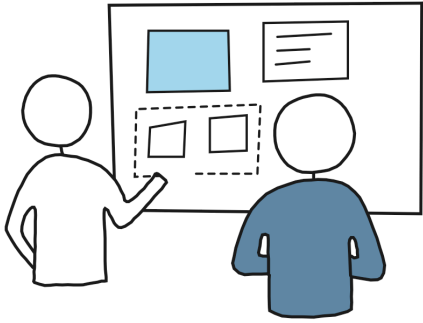
**Undergraduate Students**  
(15 participants)

**Graduate Students**  
(5 participants)

**Faculty**  
(2 participants)

**Library Staff**  
(15 participants)





# Gateway (top nav)

## *Participatory Design-Findings*

### Undergraduate Students

(15 participants)



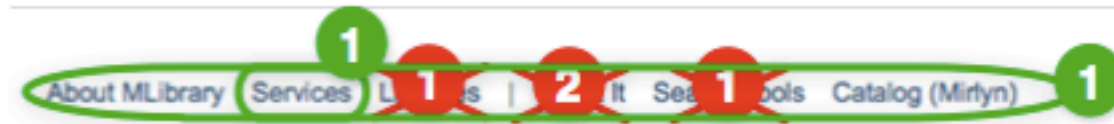
### Graduate Students

(5 participants)



### Faculty

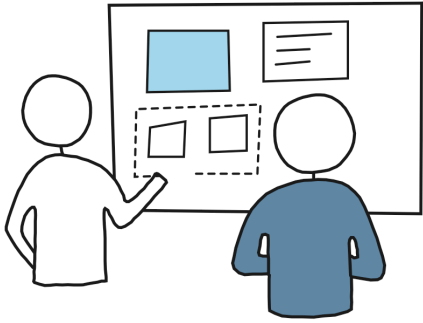
(2 participants)



### Library Staff

(15 participants)



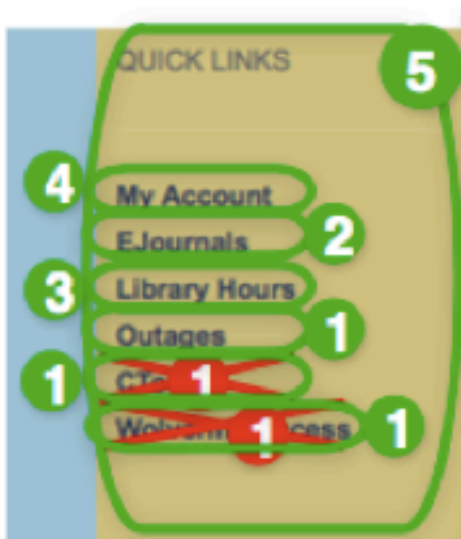


# Gateway (quick links)

## *Participatory Design-Findings*

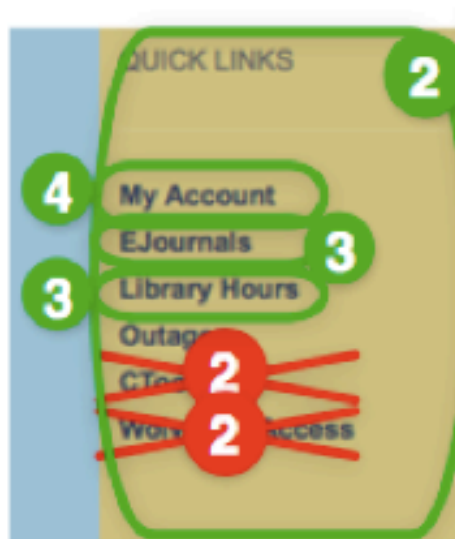
### Undergraduate Students

(15 participants)



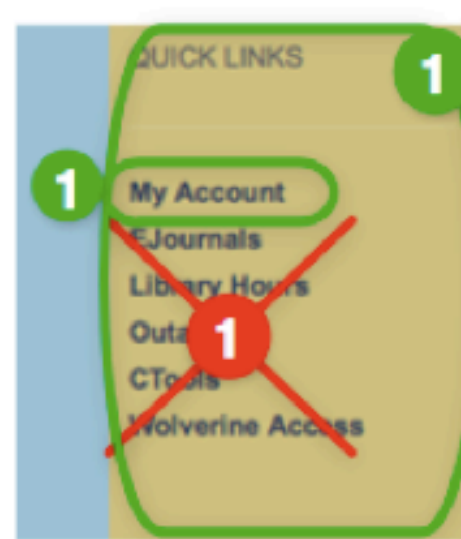
### Graduate Students

(5 participants)



### Faculty

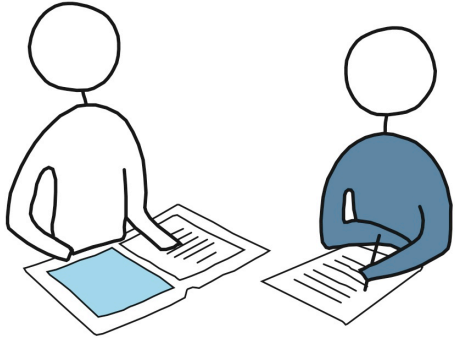
(2 participants)



### Library Staff

(15 participants)

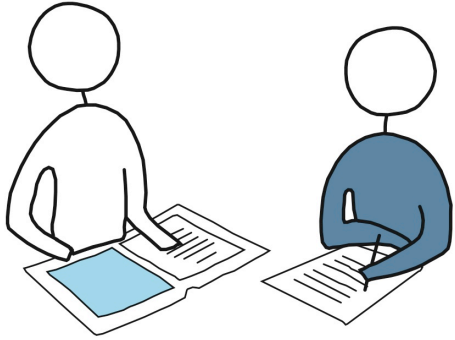




# About Guerrilla Testing

We have used this method for many years. We call this "guerrilla testing" because we hope to get quick and short answers to quick and short questions. Five minutes is our goal!

Participants are often found "in the wild" in reference areas, the fish bowl, Diag, etc.



# Quick Links

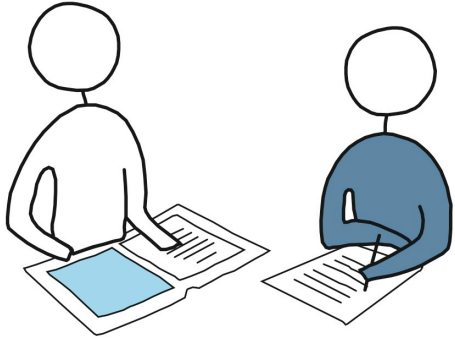
## *Guerrilla Testing*

Goal: Fine-tune the contents & labels for Quick Links.

### The Test:

- 20 participants: undergrads, grad students
- Participants were shown the current Quick Links section without its title-- asked to name the section and describe where each link went
- Then asked what links they would most like to see in a grouping of links like this one

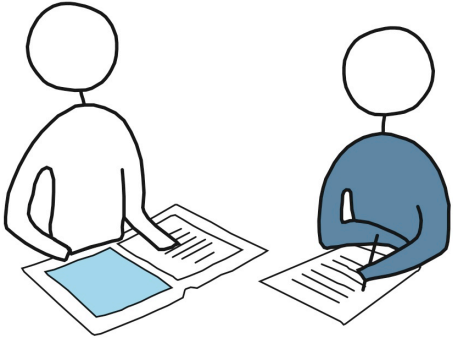




# Quick Links

## *Guerrilla Testing-Findings*

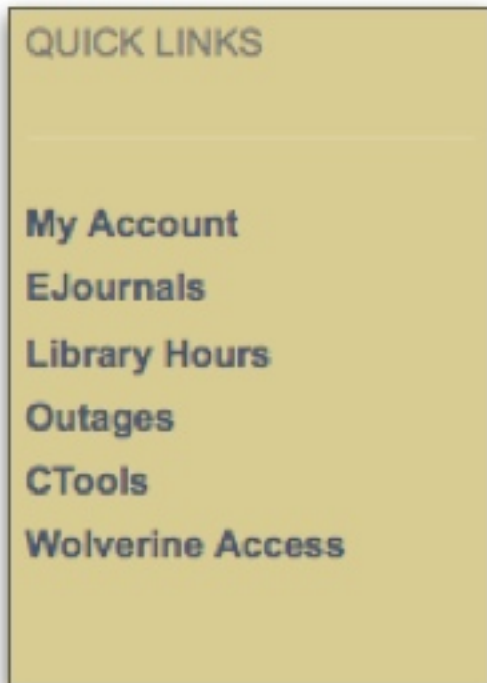
- "Outages" not understood or considered to be useful.
- More than half of users requested addition of Webmail link.
- Quick Links label works well.



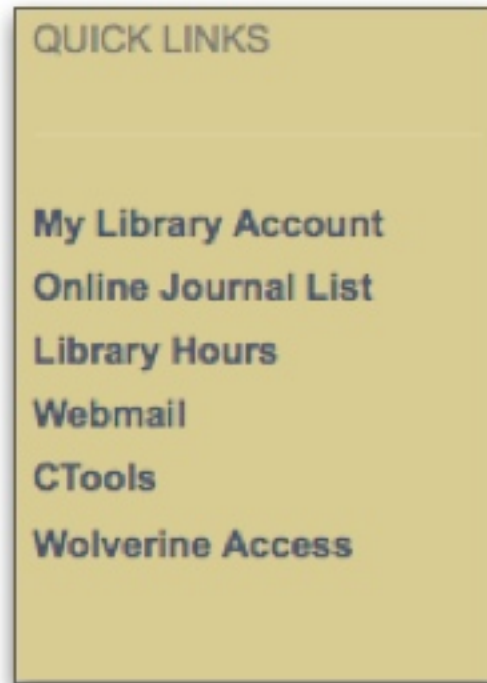
# Quick Links

## *Guerrilla Testing-Outcomes*

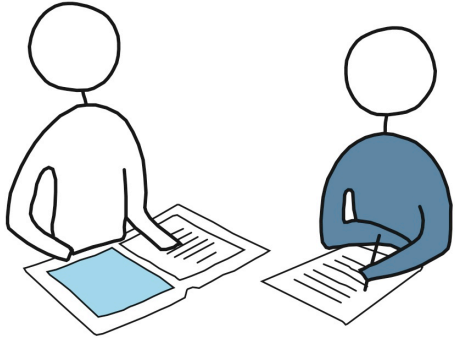
### Before:



### After:



- Removed/added several links
- Rearranged links
- Retitled 'Ejournals' -> 'Online Journals' (throughout site)



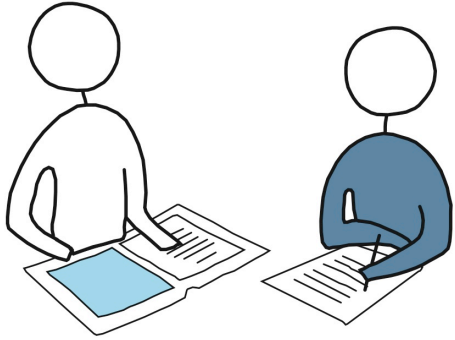
# Search & Browse

## *Guerrilla Testing*

Goal: Determine the order of sections on search & browse results pages. Impetus for testing was feedback from library staff.

### The Test:

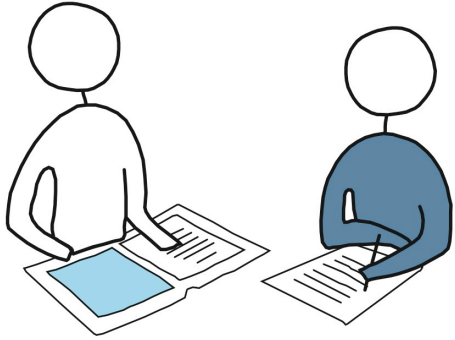
- 12 participants (undergrad/grad)
- Asked to search or browse on a topic of interest to them
- Then asked to view results, reorder the headings, and
- Suggest alternative headings



# Search & Browse

## *Guerrilla Testing-Findings*

- Most participants preferred a different order.
- Section labels found to be confusing (and inconsistent with browse results page).
- Not enough metadata is displayed for catalog results.

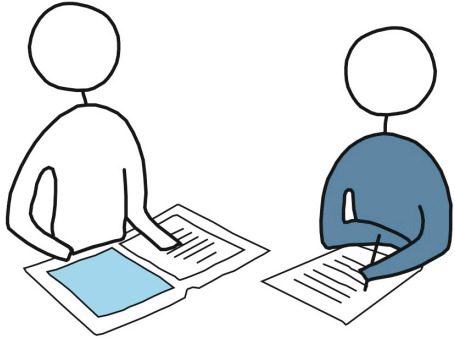


# Search & Browse

## *Guerrilla Testing-Before*

| <b>Search Results Column 1</b>                       | <b>Search Results Column 2</b>   |
|--|--|
| Catalog (Mirlyn)<br>Electronic Journals<br>Databases | Website: Research Guides<br>Website<br>Website: Collections<br>Website: Government Documents<br>Deep Blue (Institutional Repository) |

| <b>Browse Results Column 1</b>   | <b>Browse Results Column 2</b>                   |
|----------------------------------|--|
| Electronic Journals<br>Databases | Research Guides<br>MLibrary Website<br>New Books |

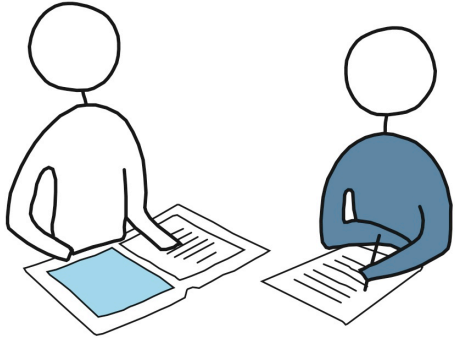


# Search & Browse

## *Guerrilla Testing-After*

| <b>Search Results Column 1</b>                   | <b>Search Results Column 2</b>  |
|--|---|
| Databases<br>Catalog (Mirlyn)<br>Online Journals | Research Guides<br>Website<br>Collections<br>Government Documents<br>Deep Blue (Institutional Repository) |

| <b>Browse Results Column 1</b> | <b>Browse Results Column 2</b>                   |
|--------------------------------|--|
| Online Journals<br>Databases   | Research Guides<br>MLibrary Website<br>New Books |



# Search & Browse

## *Guerrilla Testing-After*

Added more information  
about catalog results

### Catalog (Mirlyn)

1-10 of 1802 ([See All](#))

#### Whaling

By: Hawes, Charles Boardman, 1889-1923.

Published: 1924

Format: Book, Electronic Resource

#### Annual report of the International Whaling Commission

By: International Whaling Commission.

Published: 1998

Format: Journal, Electronic Resource

#### Report of the Commission - International Whaling Commission

By: International Whaling Commission.

Published: 1950

Format: Journal, Electronic Resource

#### Report of the International Whaling Commission

By: International Whaling Commission.

Published: 1977

Format: Journal, Electronic Resource



# About Card Sorting

Card sorting is a method that helps increase a system's findability. The process involves sorting a series of cards, each labeled with a piece of content or functionality, into groups that make sense to participants.

As with guerrilla testing, participants are often found "in the wild" in reference areas, the fish bowl, Diag, etc.





# Services/Departments/Libraries

## *Card Sorting*

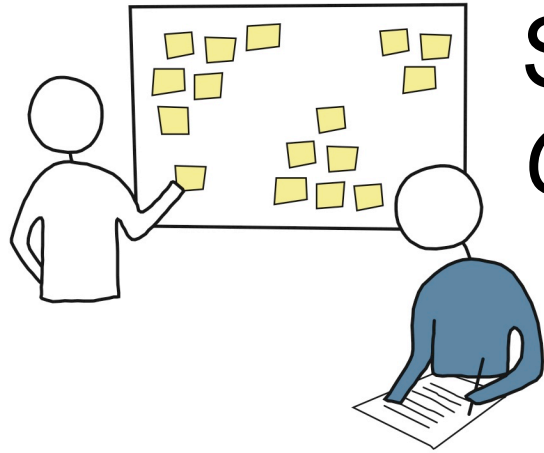
Goal: recategorize content on the web site currently grouped under Services, Departments and Libraries.

### Group Paper Card Sort w. Students

- 18 participants: undergrads, grad students (divided into 4 groups)
- Organized 84 cards representing half of this content
- Allowed us to see interaction among students, hear thought processes, and better understand confusing labels

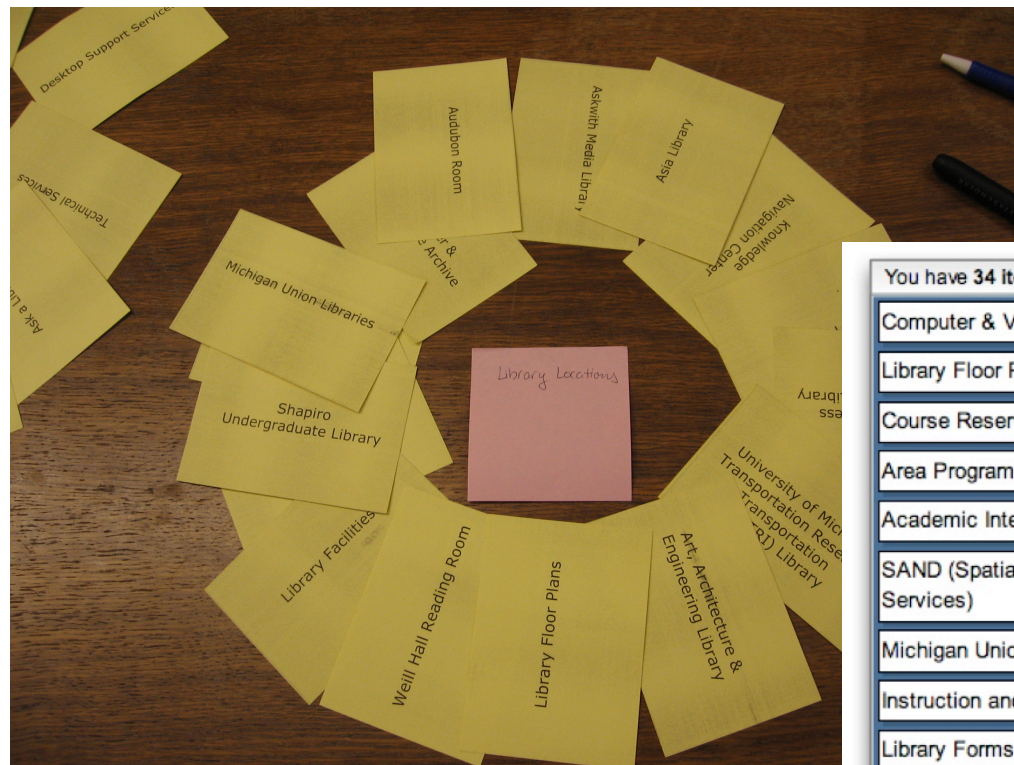
### Individual Online Card Sort w. Staff

- Purchased license to OptimalSort allowing us to place in front of many individuals
- 140 staff completed exercise
- Provided more data, but didn't expose the thought process



# Services/Departments/Libraries *Card Sorting*

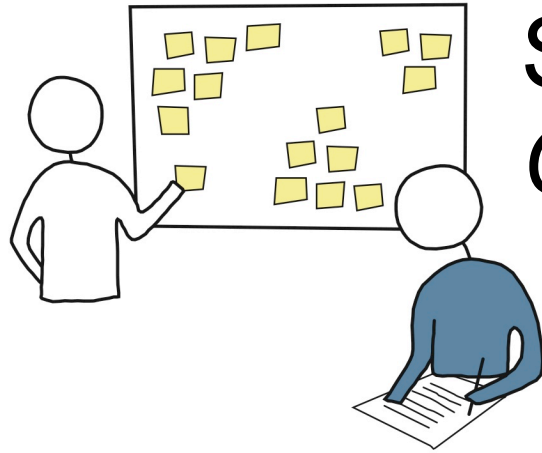
## OptimalSort online card sort



Group paper card sort

You have 34 items left Drag & drop the cards listed on the left into the categories on the right. [View](#)

|  |                                   |                              |
|--|-----------------------------------|------------------------------|
| Computer & Video Game Archive            | <b>Publishing</b>                 | <b>Administration</b>        |
| Library Floor Plans                      | MPublishing                       | Library Administration       |
| Course Reserves                          | Scholarly Publishing Office (SPO) | Giving to MLibrary           |
| Area Programs                            | Copyright                         | Library Finance              |
| Academic Integrity                       | University of Michigan Press      | Marketing and Communications |
| SAND (Spatial and Numeric Data Services) |                                   | Library Facilities           |
| Michigan Union Libraries                 |                                   |                              |
| Instruction and Workshops                |                                   |                              |
| Library Forms                            |                                   |                              |
| Government Documents Center              |                                   |                              |
| Weill Hall Reading Room                  |                                   |                              |
| Ask a Librarian                          |                                   |                              |
| Art, Architecture & Engineering Library  |                                   |                              |



# Services/Departments/Libraries

## *Card Sorting-Findings*

Several similarities between categories surfaced across the various participant groups performing the card sort, whether performing a paper sort or using the online tool.

- *Physical Locations*: libraries and/or services with a physical location and hours of operation.
- *Publishing*: MPublishing, SPO and University of Michigan Press.
- *Services*: a broad category used by all groups which ranged from getting help with library resources to internal services for library staff.
- *Administration*: background support for library staff or as one student said, “Stuff that students wouldn’t necessarily need.”



# Services/Departments/Libraries

## *Card Sorting-Findings*

Task Force also came up with "unified" categories, based on the categories the participants created, as well as the comments they made during the card sort.

- *Administration*. Card examples: Library Finance, Desktop Support Services, Library Information Technology
- *Libraries/Locations*. Card examples: Taubman Health Sciences Library, SAND, Weill Hall Reading Room
- *Publishing*. Card examples: MPublishing, Copyright, Deep Blue, SPO
- *Getting help*. Card examples: Ask a Librarian, Instruction and Workshops, Knowledge Navigation Center
- *Getting things*. Card examples: ILL, Circulation, Serials, Course Reserves



# Services/Departments/Libraries *Card Sorting-Outcomes*

- Both the similar groupings across participant groups and the "unified" categories the Task Force came up with were suggested as bases for further tests.
- Results shared with Library Web Team, who will work with the User Experience Dept.
- Implementing changes will be a large-scale change that would add significant complexities for users and staff.
- Has both technical and design implications.
- Will need further conversations and evaluations.

# Questions?

All past reports: [www.lib.umich.edu/usability](http://www.lib.umich.edu/usability)

Next week:

Mirlyn Feedback Session for Staff

Wednesday, August 4th, from 3:00-4:00 pm in 806