

10-2017

# Useful and Usable: Usability Testing for Library Website Redesign

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SOUTHERN  
MISSISSIPPI.

# **Useful and Usable: Usability Testing for Library Website Redesign**

Elena Azadbakht, Health and Nursing Librarian

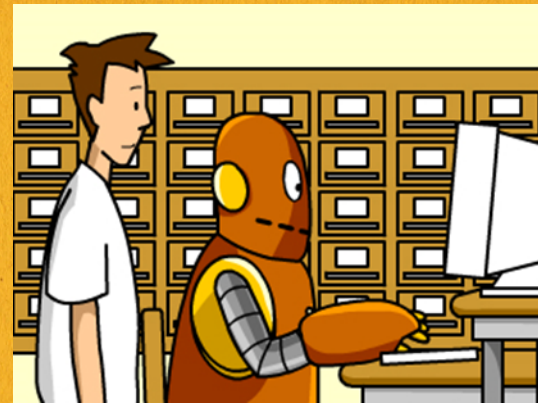
John Blair, Web Services Coordinator

October 19, 2017



# Session Outline

- Usability defined
- Participants
- Study Design/Script
- Space
- Technology
- Our website usability study
- Future projects
- References



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# What is Usability?

“Usability is a quality attribute that assesses how easy user interfaces are to use. The word ‘usability’ also refers to methods for improving ease-of-use during the design process.”

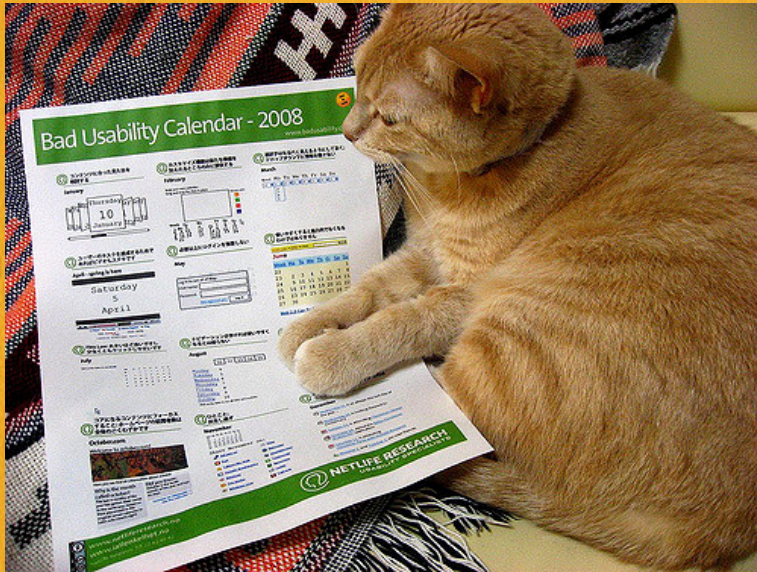
– Jakob Nielsen



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# What is Usability Testing?

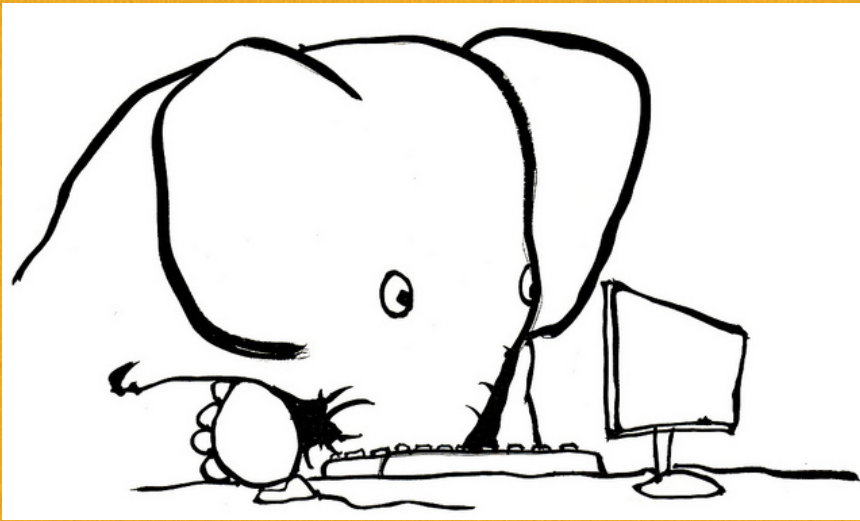


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- Task-based
- Involves real users of the website or product
- Iterative process



# Participants



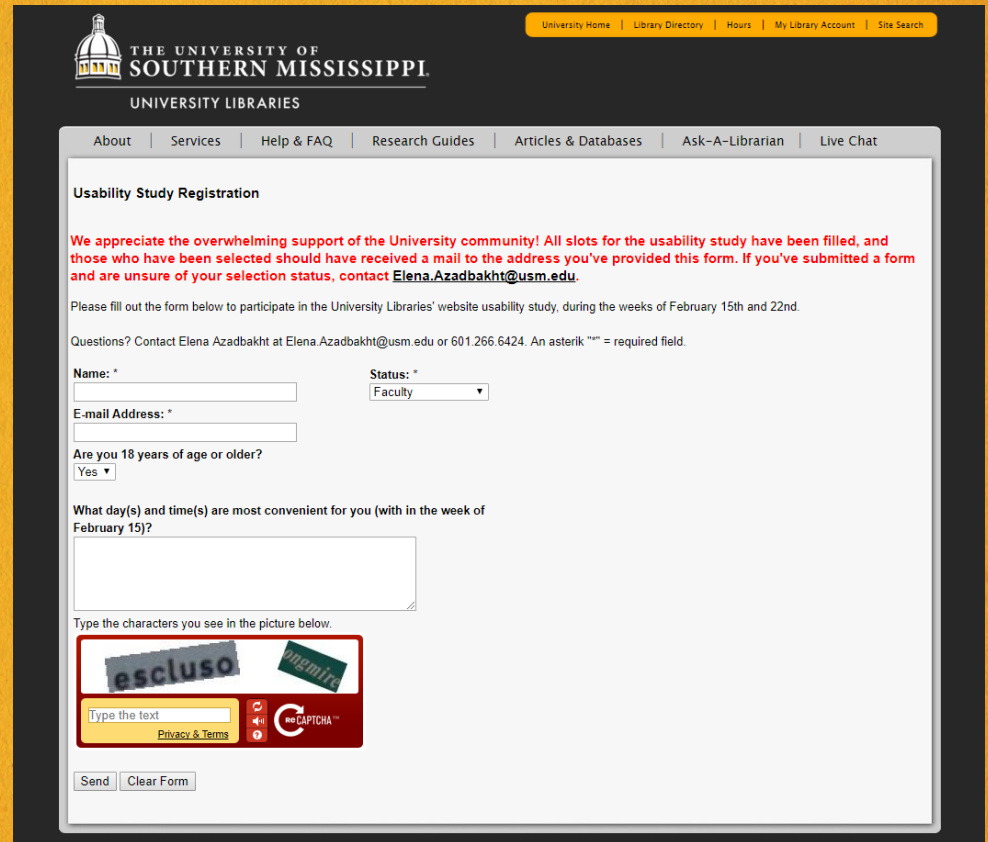
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- 5-6 users is usually enough to identify the majority of a website's usability issues (Virzi, 1990; Nielsen & Landauer, 1993)
- Identity "representative" users/user groups (Nielsen, 2012)
- Compensate them, if possible



# Participants

- 24 participants:
  - six undergraduate students
  - six graduate students
  - six faculty members
  - six library employees
- Gift cards
- PR and web form



The screenshot shows the 'Usability Study Registration' form on the University of Southern Mississippi's website. The page header includes the university logo and navigation links. The form title is 'Usability Study Registration'. A red notice states: 'We appreciate the overwhelming support of the University community! All slots for the usability study have been filled, and those who have been selected should have received a mail to the address you've provided this form. If you've submitted a form and are unsure of your selection status, contact Elena.Azadbakht@usm.edu.' Below this, instructions ask users to fill out the form during the weeks of February 15th and 22nd. The form fields include: 'Name: \*' (text input), 'Status: \*' (dropdown menu with 'Faculty' selected), 'E-mail Address: \*' (text input), 'Are you 18 years of age or older?' (radio buttons for 'Yes'), and 'What day(s) and time(s) are most convenient for you (with in the week of February 15)?' (text area). A CAPTCHA challenge is present with the text 'escluso' and 'memira'. At the bottom are 'Send' and 'Clear Form' buttons.



# Tasks/Questions/Script

- Focus on “representative” tasks (Nielsen, 2012)
- Encourage narration/commentary (Nielsen, 2012)
- Observe – resist the urge to step in and help (Nielsen, 2012)!
- Let participants know you are evaluating the site, not them (Krug, 2000; Schmidt & Etches, 2012)



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# Tasks/Questions/Script

1. How late Cook Library is open on a typical Monday night?
2. How could you contact a librarian for help?
3. Where would you find more information about services offered by the library?
4. Find a book about rabbits.
5. Find an article about rabbits.
6. Check to see if we have access to the journal *Nature*.



# Space

- Private space with computer.
- A computer lab, empty classroom, or an unused office could suffice.



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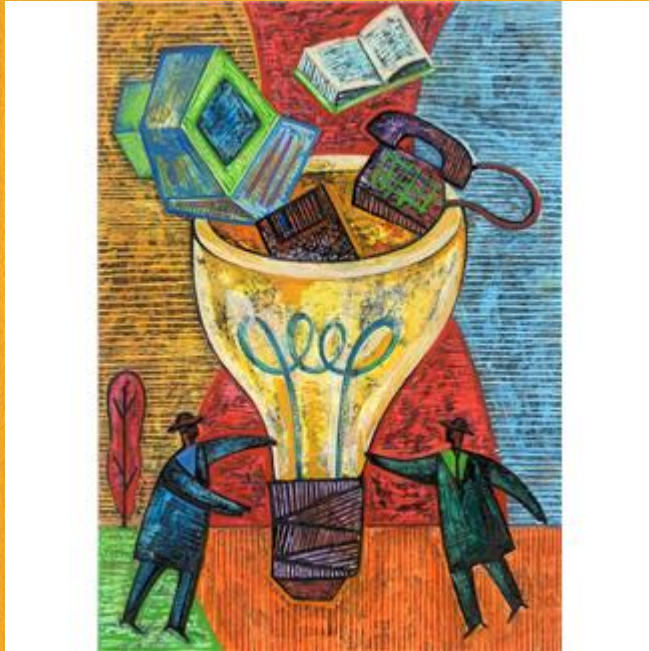


# Our Space





# Technology




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- Video capture of the participant's computer screen
- Video and audio capture of the participant



# Screencast-O-Matic

Secure | <https://screencast-o-matic.com/account#prorecorder>

SCREENCAST  MATIC

Your Account [Solutions](#) [API](#) [Tutorials](#) [Support](#) [Blog](#) [eIenaazad@gmail.com](#)

[Start Recorder](#) [Browse Recordings](#) [Download Install](#)

[Uploads](#)  [Pro Recorder](#) [Pro Hosting](#) [Free Pro Renewal](#)

[Single User](#)

[Site License](#)

## Single User

### Subscription Summary

<b>Pro Recorder:</b> \$15 / year	<b>Auto-Renew:</b> Jun 30 2018	<a href="#">Modify</a>
----------------------------------	--------------------------------	------------------------

**Free Features:**

- 15-minute recordings
- Screen & webcam recording
- YouTube HD publishing

**Pro Features:**

- No watermark
- Make longer recordings\*
- Record Computer Audio (Windows Only)\*



# IRB and Data Management



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- Research with human subjects requires approval from your Institutional Review Board (IRB)
- How to store notes and recordings



# Findings

- UL employees and grad students were our “power” users.
- UL employees took the most time to complete tasks, as they would demonstrate multiple paths to an answer.
- Faculty varied widely – some were more or less comfortable with technology.
- Undergrads had the most trouble with finding books and the journal by title.



# Findings, Cont.

- Answer to each task is within a minimum of 1-2 pages/clicks from the home page.
- Average distance to a solution remained at about 2 page loads, despite some higher than average “website safaris.”
- A lot of participants relied on the Primo discovery tool, particularly undergrads.



# Findings, Cont.

- Hardly anyone had trouble locating info on services and Ask-A-Librarian.
- Most participants were able to find our hours relatively quickly but expressed an overwhelming interest in having them on the front page.
- The book and journal questions proved most difficult for participants...



# Major Pitfalls

- All groups tried using the "Find Databases by Title" search box to find items.
- Many participants had trouble finding books because there was no equivalent to "Articles and Databases."
- Those that tried "Help & FAQ" were sucked into a **black hole** from which only one in three returned (to complete the task).



# Find Databases by Title

[University Libraries](#) / [LibGuides](#) / [A-Z Databases](#)

## A-Z Databases

Find the best library databases for your research.

[All](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>

202 Databases found

### A

#### [AAPG Datapages/Archives](#)

Publications from the American Association of Petroleum Geologists (AAPG).

#### [Academic Search Premier](#)

Citations and selected full-text for popular newspapers/magazines and scholarly journals in nearly every academic discipline, some dating back as far as 1965.

#### [Academic Video Online: Premium](#)



# FAQ – Before



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UNIVERSITY LIBRARIES

[University Home](#) | [Library Directory](#) | [Hours](#) | [My Library Account](#) | [Site Search](#)

[About](#) | [Services](#) | [Help & FAQ](#) | [Research Guides](#) | [Articles & Databases](#) | [Ask-A-Librarian](#) | [Live Chat](#)

## Help

[Style Guides](#)  
[How Do I ? \(FAQ\)](#)  
[Help Guides](#)  
[Research Guides](#)  
[Call Numbers by Floor](#)  
[Ask-A-Librarian](#)  
[Site Map](#)

## How Do I ? (FAQ)

Welcome to the University Libraries FAQ. Browse the categories below to find information covering all aspects of University Libraries.

Ask the question, "How do I . . . ?" and then fill in the blank.

- **Find Items** Get searching tips to help you find resources in University Libraries
  - [How do I find a reserve item?](#)
  - [How do I find resources by subject?](#)
  - [How do I find a reserve item?](#)
  - [How do I find articles?](#)
  - [How do I find books?](#)
  - [How do I find media \(audiovisuals\)?](#)
  - [How do I find dissertations or theses?](#)
  - [How do I find genealogy and census resources?](#)
  - [How do I find U.S. government documents?](#)
  - [How do I find maps and atlases?](#)
  - [How do I find textbooks?](#)
  - [How do I find an item in Special Collections?](#)
  - [More...>](#)
- **Get Services** Learn more about services offered by University Libraries
  - [What services are available to retired faculty?](#)
  - [How do I access electronic resources from off-campus \(remote access\)?](#)
  - [How do I make photocopies and print at University Libraries?](#)
  - [How do I send a fax?](#)
  - [How do I rent a laptop/notebook computer?](#)
  - [How do I borrow headphones?](#)
  - [How do I find a typewriter to use?](#)
  - [How do I learn more about circulation \(checkouts and renewals\)?](#)
  - [How do I login to my account in the library's online catalog?](#)
  - [How do I get borrowing privileges at other university libraries in Mississippi?](#)
  - [How do I learn more about Interlibrary Loan?](#)
  - [How do I learn more about reserves?](#)
  - [How do I book media materials?](#)
  - [How do I reserve a room?](#)
  - [How do I find study space?](#)
  - [More...>](#)
- **About** Learn about the libraries and their collections



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# FAQ – Before, Cont.

- **About** Learn about the libraries and their collections
  - [How do I find the hours of University Libraries?](#)
  - [How do I contact an employee of University Libraries?](#)
  - [How do I find the results of the Library Summit held in fall 2005?](#)
  - [How do I get a campus map showing the University Libraries in Hattiesburg?](#)
  - [How do I get floor maps for the University Libraries?](#)
  - [How do I find information about one of the USM libraries or collections?](#)
  - [How do I find information about University Libraries departments?](#)
  - [How do I make a donation to University Libraries?](#)
  - [How do I find information about the history of libraries at Southern Miss?](#)
  - [Who is the Anna library catalog named for?](#)
  - [How do I apply for a student job at University Libraries?](#)
  - [How do I find the hours of University Libraries?](#)
  - [How do I contact an employee of University Libraries?](#)
  - [What are the mission, goals, and philosophy of University Libraries?](#)
  - [More...>](#)
- **Help** Get help in the form of research guides, tutorials, etc.
  - [How do I learn more about plagiarism?](#)
  - [How do I learn more about style guides or citation formats?](#)
  - [How do I get help trouble-shooting problems with electronic resources and services?](#)
  - [How do I learn more about the call numbers used by University Libraries?](#)
  - [How do I learn to use the Anna library catalog?](#)
  - [How do I get help using one of the article databases?](#)
  - [How do I ask a librarian for help?](#)
  - [How do I use the microform equipment?](#)
  - [What is media?](#)
  - [What is a periodical?](#)
  - [What is stacks?](#)
  - [How do I find the online form I've been asked to submit?](#)
  - [How do I find the online form I've been asked to submit?](#)
  - [What is a QR Code?](#)
  - [More...>](#)
- **Related Services** Get answers to some frequently asked questions about related services
  - [How do I login to the computers in University Libraries?](#)
  - [How do I access the Internet using my own computer?](#)
  - [Where can I find test preparation materials?](#)
  - [How do I arrange for a proctored exam?](#)
  - [How do I get information about the Speaking Center?](#)
  - [How do I get information about the Writing Center?](#)
  - [How do I get help with online courses and Blackboard?](#)
  - [How do I match campus building codes with buildings?](#)
  - [How do I find information about the Children's Book Festival?](#)
  - [How do I find a notary public?](#)
  - [How do I get help using SOAR and other web-based services provided by the university?](#)
  - [How do I get help using WebMail?](#)
  - [How do I get information about the computer lab Cook Library?](#)
  - [More...>](#)





# FAQ – After

## Frequently Requested Links

- Plagiarism Tutorial
- Other Tutorials
- Style Guides
- Call Numbers
- Purchase Request
- Comment/Suggestion

## Resources

- Subject Guides
- Articles & Databases
- Books
- E-Journals
- My Library Account



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UNIVERSITY LIBRARIES

## Welcome to our FAQ!

Click on the questions below to reveal the answer.

Don't see your question, or need additional help? [Chat Live](#) with one of our librarians, or send your in-depth question to [Ask-A-Librarian](#). Both links can be found in the "Contact Us" section of this page's navigation.

### How Do I Find Books?

### How Do I Find Electronic Books?

### How Do I Find A Reserve Item?

Use the library catalog to find the reserve call number of a print or media reserve and to find the link(s) to an electronic reserve. You may search for reserves using the instructor's name or the course name.

Begin on the [reserves lookup screen](#) in the catalog. To search by instructor, click on instructor search under the course reserves heading and type all or part of the instructor's last name. Then click Submit.

To search by course name, click on the course search under the course reserves heading, type all or part of the course name, such as Introduction to Computing, and then click Submit.

### How Do I Find Articles?

### How Do I Find Non-USM Dissertations and Theses?

### How Much Does It Cost To Print?

### How Do I Print?

### How Do I Send A Fax?

### How Do I Reserve a Group Study Room?

### Where Can I Find Test Preparation Materials?

[Comments](#) | [Policies](#) | [Giving](#) | [Friends of University Libraries](#) | [University Home](#)



## Information

- About Us
- Services
- FAQ
- News & Events

## Contact Us

- Live Chat
- Ask-A-Librarian
- Employee Directory



# Stray Observations

- Ask-A-Librarian...“That’s a phrase that’s very easy to understand.”
- “I don’t know what E-Reference means.”
- “E-reference is confusing...I don’t think that there’s anything intuitive about that.”
- “Your colors are great.”
- Research Guides vs. Subject Guides. “I don’t think students think of what they are doing as research.”



# Before



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[About](#) | [Services](#) | [Help & FAQ](#) | [Research Guides](#) | [Articles & Databases](#) | [Ask-A-Librarian](#) | [Live Chat](#)

**Primo Search** | [E-journals](#) | [E-reference](#) | [Course Reserves](#) | [Classic Catalog](#)

Search the Libraries' collections with Primo

[Articles, Books & More](#)

[Advanced Search](#) | [Browse Search](#)

- |  |                                   |
|--|-----------------------------------|
| <a href="#">Aquila Digital Community</a> | <a href="#">New Titles Lists</a>  |
| <a href="#">Course Reserves</a>          | <a href="#">Policies</a>          |
| <a href="#">Forms</a>                    | <a href="#">Room Reservations</a> |
| <a href="#">Interlibrary Loan</a>        | <a href="#">Style Guide Help</a>  |
| <a href="#">Library Instruction</a>      | <a href="#">Tutorials</a>         |

## News and Announcements



[Item of the Month - The Edgar Allan Poe Awards](#)  
Online



[Summer Bicentennial Lecture Series](#)  
June 7 and July 12

### Gulf Coast Libraries

The Gulf Coast Library in Long Beach and Gunter Library in Ocean Springs serve The University of Southern Mississippi Gulf Coast campus.

[Gulf Coast Libraries home page](#)

### Special Collections

McCain Library and Archives is home to the University Libraries Special Collections Department. This includes one of the leading children's literature collections in the United States, the de Grummond Collection.

[Special Collections home page](#)

### Featured Resource

Mendeley is a free citation management tool that captures reference information for items found in databases, Google Scholar, and elsewhere online. Items are saved in a personal library and can be used to create bibliographies and in-text citations in a variety of styles.

[Mendeley](#)

[Contact](#) | [Comments](#) | [Policies](#) | [Giving](#) | [Friends of University Libraries](#) | [Mobile Site](#)



The University of Southern Mississippi | University Libraries | 118 College Drive #5053 | Hattiesburg, MS 39406-0001



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# After

## Resources

- Subject Guides
- Articles & Databases
- Books
- E-Journals
- My Library Account

## Libraries

- Special Collections
- Gulf Coast Library
- Gunter Library



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UNIVERSITY LIBRARIES

Search: Books, Articles, and More...

Search

**Places in the Land**  
October 12 - December 12  
Reception & Book Signing: October 12, 4 - 5:30 p.m.  
Cook Library Art Gallery

**Citation Management Workshops**  
October 10 / 2:30 - 3:30 p.m.  
November 15 / 12 - 1 p.m.  
Cook Library Room 110

**APA STYLE WORKSHOPS**  
September 19, 3:30 to 4:30 p.m.  
October 11, 12 - 1 p.m.  
November 6, 3:30 - 4:30 p.m.  
COOK LIBRARY ROOM 110

[Aquila Digital Community](#)

[Interlibrary Loan](#)

[Room Reservations](#)

[Course Reserves](#)

[Library Instruction](#)

[Style Guide Help](#)

[Forms](#)

[Library Policies](#)

[Tutorials](#)

Cook Library is Open: [7 a.m. - 2 a.m.](#)

[Comments](#) | [Policies](#) | [Giving](#) | [Friends of University Libraries](#) | [University Home](#)



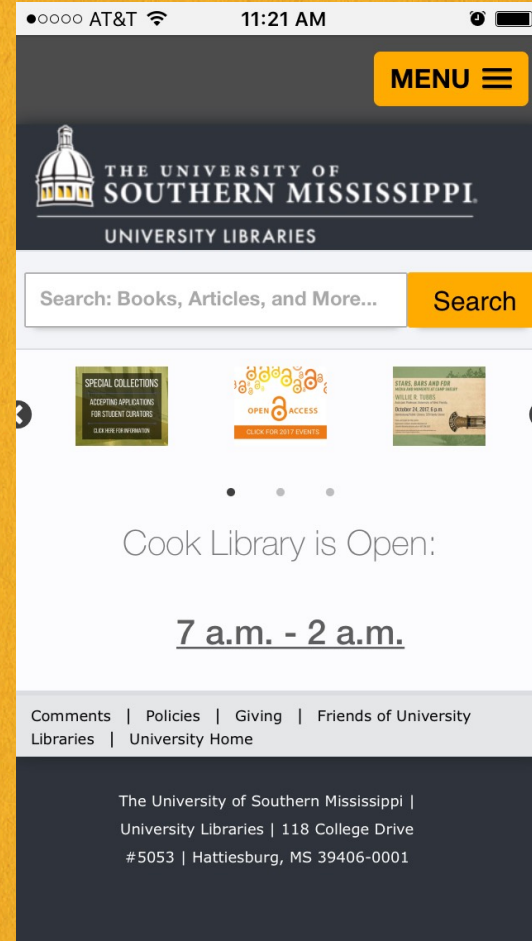
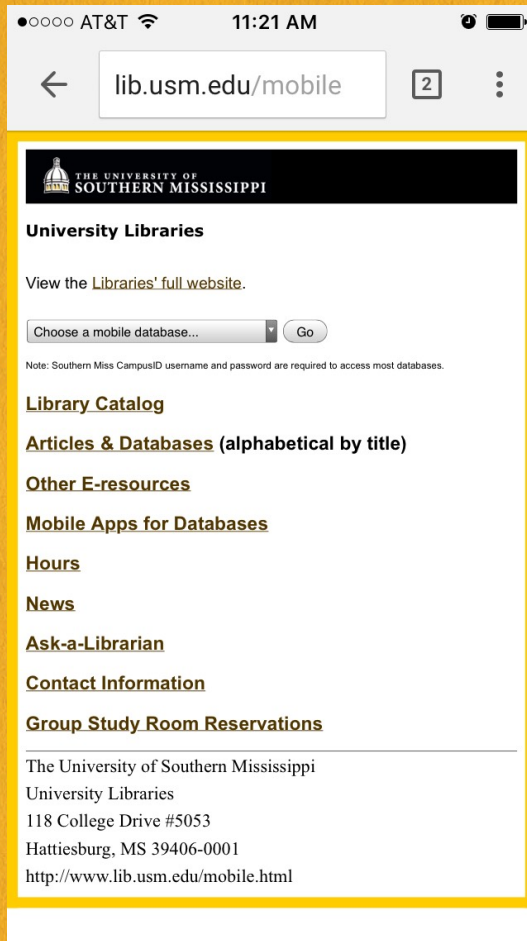
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# Mobile Before and After





# Future Projects

Special Collections will be closing at noon, on October 17th, to prepare for an evening event.

**Special Collections**

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UNIVERSITY LIBRARIES

About Special Collections | de Grummond Children's Literature | Archives | Manuscripts | Digital Collections

### Research & Instruction

#### Finding Aids & Guides

- Historical Manuscripts
- de Grummond Collection
- Mississippiana
- Special Collections Tutorials and Videos
- Research Guides
- New Manuscript Accessions

#### Digital Collections

- USM Digital Collections Home
- Mississippi Digital Library
- Digital Public Library of America

#### Using Special Collections

- Live Chat
- Ask-A-Librarian
- Reference Consultation
- Class Instruction
- Buy Special Collections Merchandise and Copies

### Exhibits & Events

#### Events and News

- Fall Bicentennial Lecture Series

#### Exhibitions

- Gems from de Grummond
- Mississippi Bicentennial: Celebrating the State's 200th Anniversary
- Student Curated Exhibits

#### Item of the Month

HELP YOURSELF  
FRANK LANE  
1931

Item of the Month - Help Yourself, a 1931 Book of Magic

More Items of the Month...>

### Search & Find

Search all Finding Aids, Pathfinders, and Vertical File indexes.

Google Custom | Search

Search our Digital Collections  
Search the Library Catalog

#### Web Links

Select a Link...

Faculty & Staff Directory

Join us on Facebook | Follow us on Twitter | Follow us on Tumblr

### Special Collections

Welcome to the McCain Library & Archives, home to University Libraries' Special Collections Department. The McCain Library offers patrons an exciting variety of historical resources ranging from fifteenth-century illuminated manuscripts to current Mississippiana, primary source materials from the Civil War to civil rights, and one of the leading children's literature collections in the United States, the de Grummond Collection. Archival collections include papers from such significant Mississippians as Theodore C. Bilbo, William M. Colmer, and Paul B. Johnson.

Learn more about our collections.

Contact | Webmaster | Library Home | University Home | Services | About the Libraries | Help



Resources

Information

THE UNIVERSITY OF SOUTHERN MISSISSIPPI  
UNIVERSITY LIBRARIES

### Special Collections

Search: Books, Articles, and More... Search

Hector Bolde Exhibit  
Cook Library Art Gallery

MISSISSIPPI BICENTENNIAL

MEASURING RESEARCH IMPACT USING LIBRARY TOOLS  
Workshop for faculty  
August 31  
3 - 4 p.m.  
Cook Library Room 110

Research Help | Merchandise | Schedule A Consultation

Library Instruction | Visit Us | Using Images

Special Collections is Open: 9 a.m. - 4 p.m.

Comments | Policies | Civing | Friends of University Libraries | University Home

McCain Library & Archives | The University of Southern Mississippi | 118 College Dr. #5148 | Hattiesburg, MS 39406-0001

Contact Us | About Us | Services | FAQ | News & Events | Live Chat | Ask-A-Librarian | Employee Directory



# References

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# Questions?



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