Website usability without the website

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Background- Time for Usability Testing

- Previous usability tests at UNCG classic, formal hour session at computer

- UT only done during major redesigns

- Analytics showed one section of library website underutilized

- E-Resources Librarian had previous experience at other institutions with short usability test

- Plan- find out what users thought the underutilized section was for, and also where students thought that information would be found.

UNIVERSITY LIBRARIES

| All | Catalog | Articles | DVDs | Our Web Sites

Articles, books, and databases   Search   **Advanced Search**

Databases   Journal A-Z List   Research Guides By Subject   Course Reserves

Chat with a Librarian
Research Help
How Do I...

Help

Libraries & Collections ▾   Services ▾   Spaces ▾   About Us ▾

Jackson Library is currently **OPEN** (Hours)

Available in Jackson Library

Reserve a Room

133 of 220 desktops for use

28 of 66 laptops available

8 of 16 iPads available

Other available technology »

Use the New Reserve a Room System

Go!

SPOTLIGHT	BLOGS & SOCIAL MEDIA	NEWS & EVENTS
HAROLD SCHIFFMAN	**Spartan Stories**	

Research Help

Citing Sources

- Citation Guides
- Zotero
- EndNote Desktop

Research Help for . . .

- Students
- Faculty
- Visitors

Finding Books and Media

- Library Catalog
- Finding Books tutorial (from PATH)
- Electronic Books (e-Books)
- Interlibrary Loan
- Streaming Media (Films & Music)

Finding Articles

- Databases
- Research Guides by Subject
- Journal A-Z List
- Finding Articles tutorial (from PATH)
- Newspaper Guide
- Interlibrary Loan

Finding Statistics and Government Information

- Data Services
- Census and American Community Survey
- Government Information

Other Resources

- Creative Commons
- Open Educational Resources

How Do I …

- Get help from the library
- Books: Find a book | Renew my books | Get a book the library doesn't own | Get mailed a book
- Articles: Find an article | Find full text of an article from a citation | Get an article the library doesn't have
- Find only scholarly/peer reviewed articles
- Find resources by subject
- Cite my sources
- Find a course reserve
- Find study space in the library
- Borrow technology equipment
- Suggest materials
- Find out about other library services

Get help from the library

- For assistance from any librarian via phone, email, or chat … Ask Us!
- For subject specific assistance …check out our Research Guides by Subject.
- Find a tutorial to help answer you questions.
- For technical help accessing online resources…email erhelp@uncg.edu or call 336.334.5419. Check out some troubleshooting tips first!
- For technical help with email, ID, PIN, or Canvas …contact the UNCG "6-TECH" Helpdesk or call 336.256.TECH.

Find a book?

Search the library's Online Catalog. You can search by author, title, subject or keyword and other parameters. (*this guide has lots of helpful info and tutorials on using the new catalog!) The location of materials chart will help you locate the part of the building that holds your book. Here are some tutorials on searching the catalog.

Design and Implementation- no website!

- Why no website? Portable, uncomplicated.

- Handouts of main library website front page

- Table near reference desk with recruitment sign- offered ten $5 coffee gift cards

- Step One: Ask students to select where to click to find information found under "Research Help" and "How Do I"

- Step Two: Ask students what would be found under the links , "Chat with a Librarian", "Research Help" and "How Do I" .

- Sessions recorded and notes were taken.

HELP WANTED

Earn

$5.00

in

10 minutes!

Help the Library help you!

Findings

- Nobody correctly identified what was under "Research Help". Assumed e-resources, rather than services.

- 6 out of 10 assumed "How Do I?" was an FAQ. The others again assumed e-resources.

- 5 out of 10 had used "Chat with a Librarian".
  - All 5 learned of this through library instruction.
  - The other 5 had not had any library instruction.

Overall, students identified web links on main site as resource-based and didn't identify those that were service-based.

Impressions of method

- Recruitment method went well! Long line of potential participants.

- Surprisingly good intersection of people (undergrads, grads, faculty, staff, different majors)

- Not having computer=greater portability

- Method works very well when:
  - Working on small area of website
  - Using an iterative approach
  - One or two tasks
  - Testing understanding of terminology

- Method not useful for large scale redesign or testing clicking behavior

Next Steps

- Hoping to do similar 5 Minute UT once a month, featuring one small piece at a time

- Need to tweak a few questions to sound less repetitive.

Questions? Want to see the original data?

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