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#### Rethinking our LibGuides to Engage our Students: Easy DIY LibGuides Usability Testing and Redesign that Works

Terese DeSimio Wright State University – Main Campus, terese.desimio@wright.edu

Ximena Chrisagis Wright State University - Main Campus, ximena.chrisagis@wright.edu

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# Rethinking Our LibGuides to Engage Our Students

#### Easy DIY LibGuides Usability Testing And Redesign that Works

ALAO 40<sup>th</sup> Annual Conference November 14, 2014 Kalahari Resort and Convention Center **Terese DeSimio & Ximena Chrisagis** 

All materials available at <u>http://guides.libraries.wright.edu/LGUX</u>



# **Brief History**

2009:

- Subscribed to LibGuides (LGs)
- Librarians responsible content & layout
- Colors were not locked



# **Brief History**

2011:

- Practicum Student Riley Stoermer investigated Best Practices for LGs
- Small usability study (UX) was done
  - indicated a lack of awareness
  - Confusion about order/arrangement of content



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# Poll: Which of the following describes the LibGuides at your institution?

1. Have color scheme and fonts locked down.

2. Are formatted according to guidelines or a template--but with room for some flexibility.

3. Both 1 and 2.

4. Are designed and formatted completely by the authors. No attempt is made at a uniform layout or appearance.

5. None of the above.



# Brief History, continued

2013:

- Number of LGs and authors proliferated
- Wide variety of layouts and colors
- Admin wanted more uniformity plus UX
- Admin appointed a LG administrator
- LG admin formed a UX team



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# Poll: Has usability (UX) testing been done on your institution's LibGuides?

- 1. Yes.
- 2. No.
- 3. I don't know.



## Why uniformity and usability testing?

- Inconsistency likely reduced LGs effectiveness
- LGs didn't look like part of library website
- Maintenance was difficult because of no reusable LG contents



# Preparation

- Examined LGs as they currently existed
  - too much variety
  - best to use a template
  - here are a few examples
    - disclaimer



## Examples: LG 1 - Original

	WRIGHT STATE UNIVERSITY LIBRARIES HOME RESEARCH QUICK START		MY ACCOUNT WI
	university libraries wright state university		ASK A LIBRARIAN
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	<ul> <li>Mental Measurements Yearbook         The most comprehensive resource for published tests and measurements. Provides unbiased exper         HaPI (Health and Psychosocial Instruments).         A primary resource for locating many different types of published and unpublished tests.         PsycINFO         Searches may be limited to "Tests &amp; Measures".         ERIC (Educational Resources Information Center).         Searches may be limited to "Tests or Evaluation Instruments"         CINAHL (Cumulative Index to Nursing and Allied Health Literature).         Searches may be limited to the publication types: "Research Instrument" or "Questionnaire/Scale".     </li> </ul>	rt reviews.	Contact Info: 228 Paul Laurence Dunbar Library 937.775.3521 Send Email Links: Profile & Guides Subjects: Psychology, Health Sciences
	Key Reference Books		
	<ul> <li>Mental Measurements Yearbook (MMY)/Originally edited by Oscar K. Buros. Dunbar Ref Z5814 P8E The most comprehensive reference work for published tests &amp; measurements.</li> <li>Directory of Unpublished Experimental Mental Measures. Dunbar Ref BF431 G624 v.1(1974)-v.8(20)</li> </ul>		

😌 Internet

## Examples: LG 2 - Original

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# Examples: LG 3 - Original

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- Read about website usability and good design principles
- Read LG usability studies and best practices
- Team members made 3 templates



#### Template 1

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#### Template 2



#### Template 3





#### Your poll will show here



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Still not working? Get help at <u>pollev.com/app/help</u> or <u>Open poll in your web browser</u>

# Poll: Which template do you think tested better?

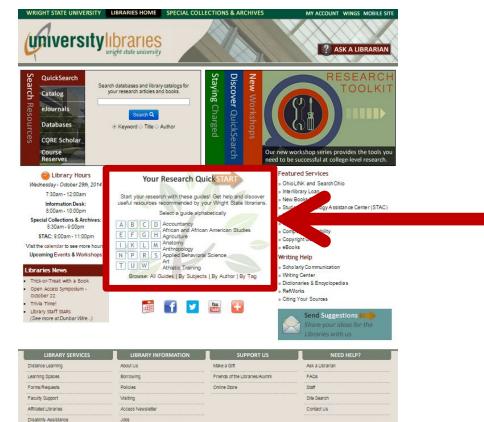
- 1. 2 columns
- 2. 3 columns



• Team members agreed on new LG homepage

	G homepage	-	URIGHT STATE UNIVERSITY LIBRARIES HOME RESEARCH QUICK STATE MY ACCOUNT WIN			
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- Team members made a questionnaire. Examples:
  - What do you think is the purpose of this area?





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- More questionnaire examples:
  - What do you think is the purpose of this guide?
  - What would you do if you needed to find...?
  - Anything missing from the guide that you think should be there?
  - What would you do if you needed help with another subject?



- Decided to test 5 users on each template
- Decided to do testing in various buildings' lobbies
- Checked to see if we needed IRB approval
- Adapted NIH's "Informed Consent/Video Release Form" for WSU Libraries



- Asked for an easel and a poster to use in testing
- Asked for incentives
- Invited interested colleagues to help with usability testing



## **More Preparation**

• Gathered equipment available to us:



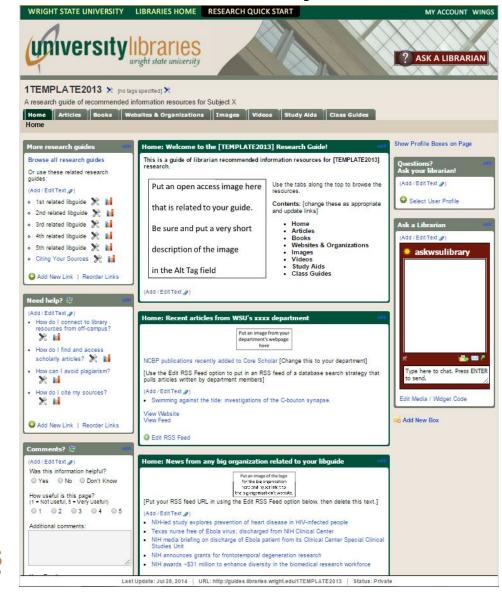


# The Testing

- Total number of users: 15
- Mostly undergraduates
- Multiple days, various locations (Student Union, classroom buildings)
- 5 librarians administered the tests
- Transcribed all results into a spreadsheet
- Met and chose template that seemed to test best



#### The Template





#### **Reusable Content**

WRIGHT STATE UNIVERSITY	LIBRARIES HOME RESEARCH QUICK START	MY ACCOUNT WINGS
university	Ibraries uright state university	2 ASK A LIBRARIAN
Carol's chat widget Kathryn's	JbGuides Comments & DIY Feedback 🕺 database search boxes 🚽 Bette's chat widget 🗍 Mandy's chat widget 🗍 Mary Lou's chat widget 🏹 Phil's c tt widget 🗍 Ximena's chat widget 🗍 Class Guides 🗍 RSS Feeds 🗍 LibAn	chat widget Brian's chat widget hat widget Piper's chat widget alytics FAQs
Library Hours Call (Add / Edit Test (#) Wednesday - October 29th, 2014 Information Desk: Special Collections & Archives: STAC:	Books: Catalog Search 😚 Search for books, journals, media, eBooks, and more from the University Libr Search the catalog: Advanced Catalog Search (Add / EditText @)	Construction         Construction<
Visit the calendar to see more hours! Add/Edit the Remote Script URL Add New Box	ebook collections     (Add / Edit Text )     Access Medicine      Current online medical textbooks published by McGrawHill     CLINICAL KEY     ClinicalKey      Current online medical textbooks published by Elsevier	Ask a Librarian (*) edi (Add/EditText.@) <b>* askwsulibrary</b>
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Last Update: Oct 21, 2014 URL: http://guides.libraries.wright.edu/2ReusableBoxes Status: Private

# Things that went wrong

- Cart height made people stoop
- Laptop with Camtasia on it had tiny screen
- Couldn't move Camtasia to laptop with bigger screen
- Laptop had Deep Freeze on it
- Transferring Camtasia from laptop to desktop made recordings inaccessible



# Things that went right

- We think we got good results
- Students eagerly participated
- Students enjoyed the process
- Good variety of students tested
- Most librarians were on board for revisions
- Admin was happy



## Implementation

- Presented findings to staff all design elements were researched-based
- Departmental goals were that all LGs published would be:
  - revised in accordance with the template,
  - unpublished if no longer used, or
  - converted to a web page
- Provided workshops and written instructions for adopting template



#### LG 1 - New

WRIGHT STATE UNIVERSITY	LIBRARIES HOME RESEARCH QUICK START	MY ACCOUNT WINGS
university	Ibraries wright state university	2 ASK A LIBRARIAN
Find Tests & Measurements in Psyc Home Online Sources Books Home Print Page More research guides Browse all research guides	chology and Related areas           Recommended Websites         Obtaining Copies of Tests           Home: Welcome to the Tests & Measurements Research Guide!           This Guide lists information resources that may be used to locate and ev & Measurements in Psychology, Education, the Health Sciences, and other the second se	Ask your librarian!
Or use these related research guides: <ul> <li>Psychology</li> <li>Education</li> <li>Counseling</li> <li>Nursing</li> <li>Citing Your Sources</li> </ul> Need help? <ul> <li>How do I connect to library resources from off-campus?</li> <li>How do I find and access scholarly articles?</li> </ul>	For tips on using many of the reference sources listed here, see Frequen Questions (FAQ) on Psychological Tests, by the American Psychologica or ask a librarian. Use the tabs along the top to resources. Contents: • Home • Online Sources • Books • Recommended We • Obtaining Copies of	b browse the Contact Info 228 Paul Laurence Dunbar Library 937.775.3521 Send Email
<ul> <li>How can I avoid plagiarism?</li> <li>How do I cite my sources?</li> </ul> Comments? Was this information helpful? <ul> <li>Yes</li> <li>No</li> <li>Don't Know</li> <li>How useful is this page?</li> <li>(1 = Not Useful, 5 = Very Useful)</li> <li>1</li> <li>2</li> <li>3</li> <li>4</li> <li>5</li> </ul>		Subjects: Psychology, Sociology, Anthropology, Health Sciences  Ask A Librarian

university libraries wright state university

#### LG 2 - New





Last Updated: Oct 15, 2014 | URL: http://guides.libraries.wright.edu/chem | 📇 Print Guide

#### LG 3 - New

University	libraries wright state university	ASK A LIBRARIAN
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More research guides Browse all research guides Or use these related research guides: • Counseling • Psychology • Medicine • Education • Social Work • Tests & Measurements • Statistical Data • Government Resources • Citing Your Sources	Home: Welcome to the REHABILITATION Research Guide! This is a guide of librarian recommended information resources for Rehabilitation research. Use the tabs along the top to brow the resources. Contents: • Home • Articles • Books • Websites & Organizatio • Reference • Wuttimedia • Academic Writing • Class Guides	Se
<ul> <li>Need help?</li> <li>How do I connect to library resources from off-campus?</li> <li>How do I find and access scholarly articles?</li> <li>How can I avoid plagiarism?</li> <li>How do I cite my sources?</li> </ul>	Home: National Clearinghouse of Rehabilitation Training Materials (NCRTM) National Clearinghouse of Rehabilitation Training Materials	Wright State University Dayton, Ohio 45435 937.775.3516 Send Email Links: Profile & Guides
Comments? Was this information helpful? Yes No Don't Know	Utah State University, It serves the profession of Vocational Rehabilitation as a centra resource for the development, collection, dissemination, & utilization of training materi a forum for advancing knowledge through applied research & open dialog; and as a marketplace for career & staff development. NCRTMs mission is to advocate for the advancement of best practice in rehabilitation counseling through the development, collection, dissemination, & utilization of professional information, knowledge and skil initiatives developed under this rubric include: (a) training material publication & archi- technical assistance in training development, (c) distance-based continuing education	lized als; as i. ve; (b) v; (d)
niversity wright state university	.ast Updated: Sep 8, 2014   URL: http://guides.libraries.wright.edu/rehabilitation   💾 Prin	t Guide

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# Poll: How do you collect user feedback on your LGs?

1. I don't.

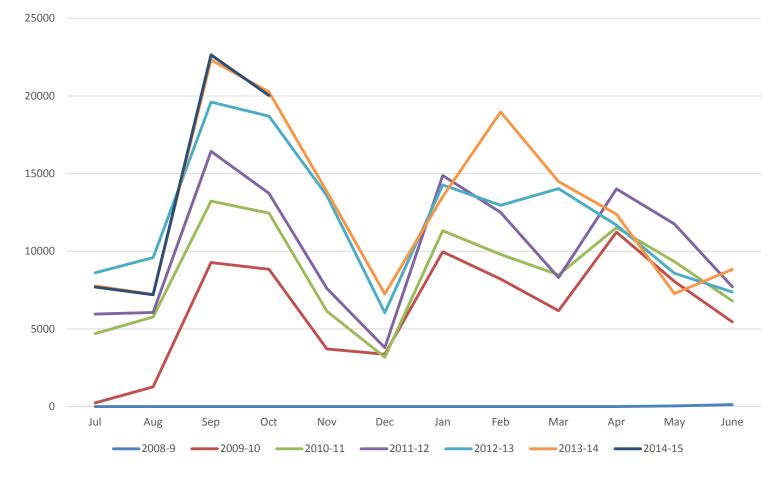
2. I use the default "User Feedback" box already available in LibGuides.

3. I have created my own feedback box or form for my guides.

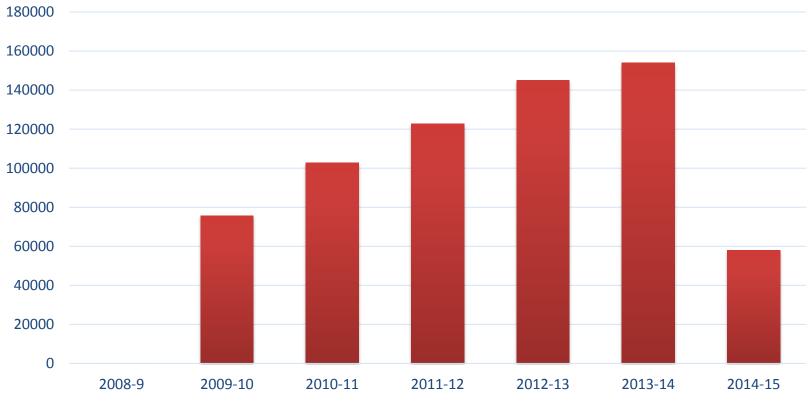
4. My institution has created a user feedback form for LibGuides that I use.



Total LibGuide Hits Jul 2008-Oct 2014



#### Total LibGuide Hits by year



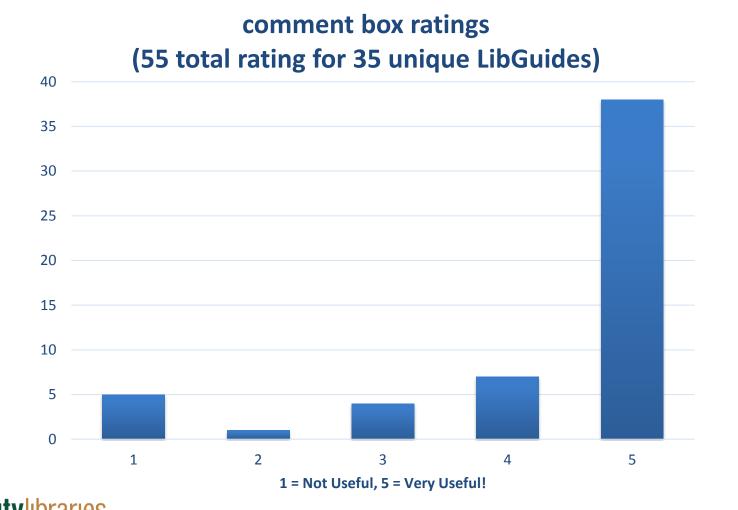
total hits per year



#### **Google Analytics**

		0	LGs bounce	
school year	sessions	duration	rate	Comments
20110701-20120630	8844	0:02:47	58.42%	year we started using Google Analytics for LGs
20120701-20130630	90074	0:02:53	59.17%	first year with semesters
20130701-20141105	29640	0:04:24	36.87%	first four months of this year





# Looking Ahead

• Obtained a mobile usability station





# Looking Ahead

- Asked assessment Team make a better feedback form
- Would like brief "how to" videos at point of need
- Library widget in university's CMS to be in class default template
- LGs in catalog
- WSU Library website redesign
- LG 2.0



#### Your poll will show here



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# Poll: Has your institution gone to LibGuides 2.0?

- 1. Yes. Love it!
- 2. Yes. Hate it!
- 3. Yes. The jury is still out.
- 4. No.
- 5. I don't know.



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# **Thank You!**

# **Questions?**

terese.desimio@wright.edu

ximena.chrisagis@wright.edu



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