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

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Rethinking Our LibGuides to Engage Our Students

Easy DIY LibGuides Usability Testing And Redesign that Works

ALAO 40th 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



Your poll will show here



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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
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😌 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



Install the app from pollev.com/app 2

Make sure you are in Slide Show mode

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?

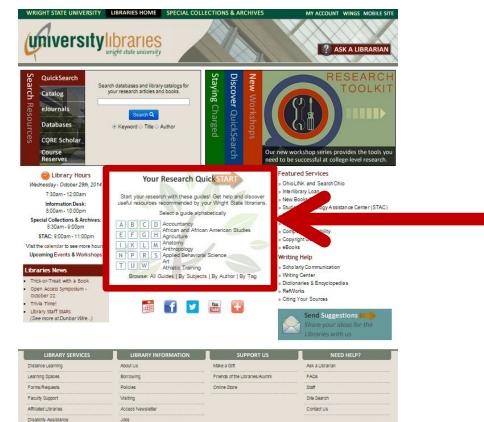
- 1. 2 columns
- 2. 3 columns



• 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:



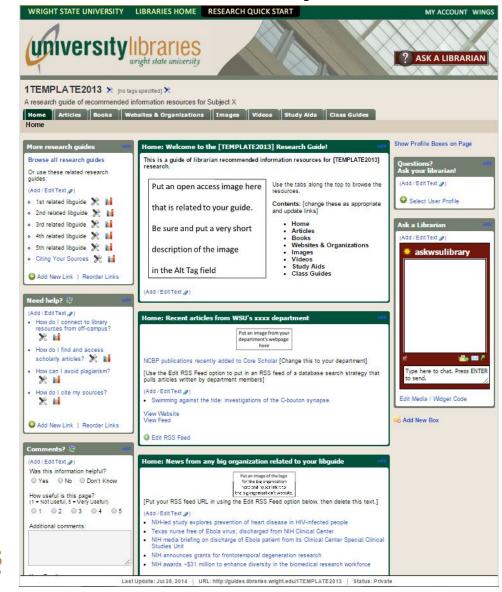


The Testing

- 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.@) * askwsulibrary
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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
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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: Psychology Education Counseling Nursing Citing Your Sources Need help? How do I connect to library resources from off-campus? How do I find and access scholarly articles? 	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
 How can I avoid plagiarism? How do I cite my sources? Comments? Was this information helpful? Yes No Don't Know How useful is this page? (1 = Not Useful, 5 = Very Useful) 1 2 3 4 5 		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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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)
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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: How do you collect user feedback on your LGs?

1. I don't.

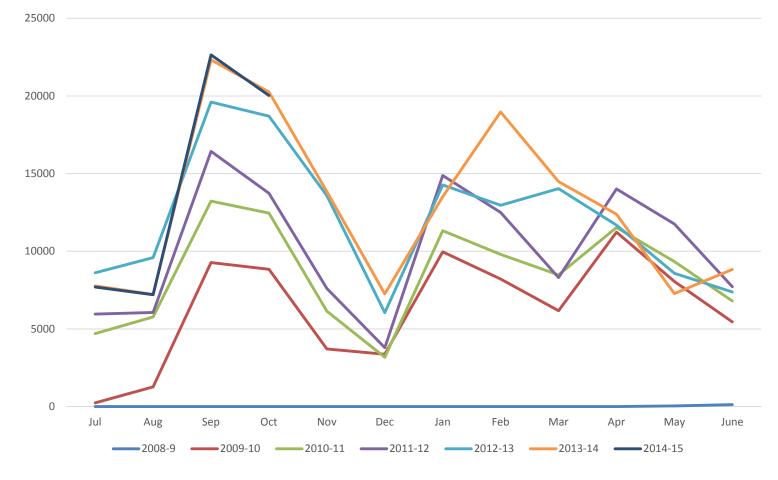
2. I use the default "User Feedback" box already available in LibGuides.

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

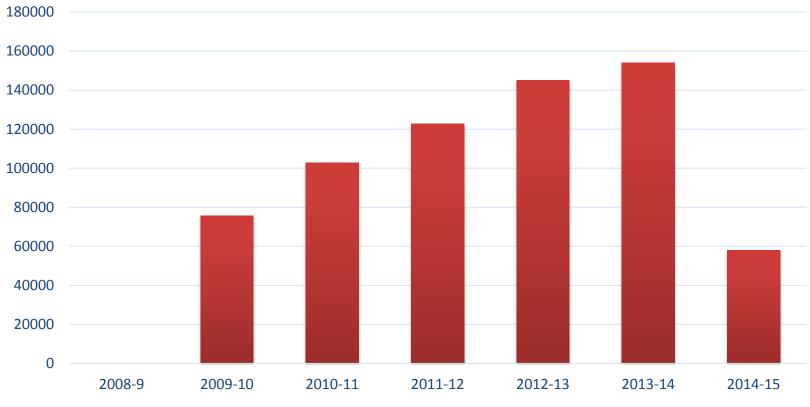
4. My institution has created a user feedback form for LibGuides that I use.



Total LibGuide Hits Jul 2008-Oct 2014



Total LibGuide Hits by year



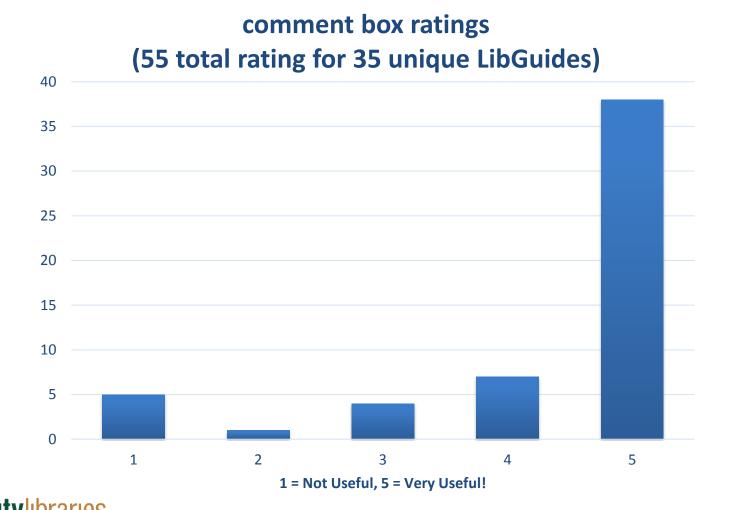
total hits per year



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



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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: 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?

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