Wright State University
CORE Scholar

University Libraries' Staff Publications | University Libraries

10-28-2016

User-Focused Redesign: Using Survey and Usability Data to Redesign a Library Website

Leigh Ann Duncan
Wright State University - Main Campus, leigh.duncan@wright.edu

Mary Lou Baker Jones
marylou.jones@wright.edu

Jane S. Wildermuth
Wright State University - Main Campus, jane.wildermuth@wright.edu

Follow this and additional works at: https://corescholar.libraries.wright.edu/ul_pub

Part of the Information Literacy Commons

Repository Citation

Duncan, L. A., Jones, M. B., & Wildermuth, J. S. (2016). User-Focused Redesign: Using Survey and Usability Data to Redesign a Library Website. .
https://corescholar.libraries.wright.edu/ul_pub/190

This Presentation is brought to you for free and open access by the University Libraries at CORE Scholar. It has been accepted for inclusion in University Libraries' Staff Publications by an authorized administrator of CORE Scholar. For more information, please contact library-corescholar@wright.edu.

User-Focused Redesign

USING SURVEY AND USABILITY DATA TO REDESIGN A LIBRARY WEBSITE

Leigh Duncan
Mary Lou Baker Jones
Jane Wildermuth

Outline

- Developing and administering the survey
- Developing and conducting usability testing
- Technology used
- Questions?

Who Are You?

I’m interested in user-focused redesign as a:

1. Library administrator
2. Web developer
3. Reference librarian
4. Other

Who We Are

Survey: Purpose

1. Announce the updated website to all stakeholders
2. Obtain feedback about the new website from a variety of users
3. Serve as a user-education tool to call attention to services on the website
4. Augment the data from our targeted usability tests
5. Gain ideas for future usability testing

Survey: Development

What we wanted to learn:

- Can users find what they need?
- Did users encounter any problems or barriers?
- Is the design attractive?
- Does the website support the mission of our Libraries?

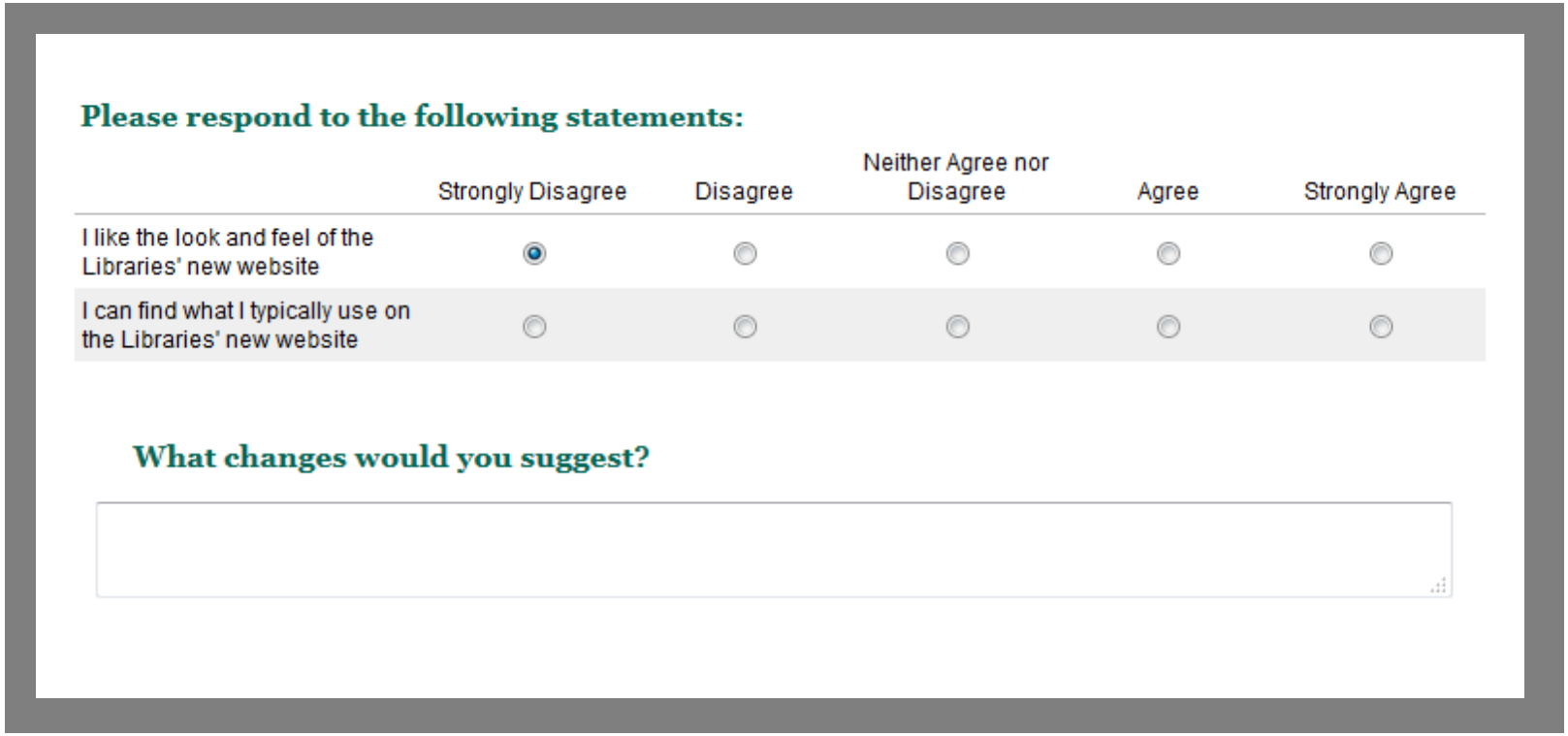
Survey: Development

Subgroup formed consisting of two web-team members

Suggestions from our Institutional Research department:

1. Use Qualtrics software
2. Ask open-ended questions
3. Incorporate if-then logic

Example Question

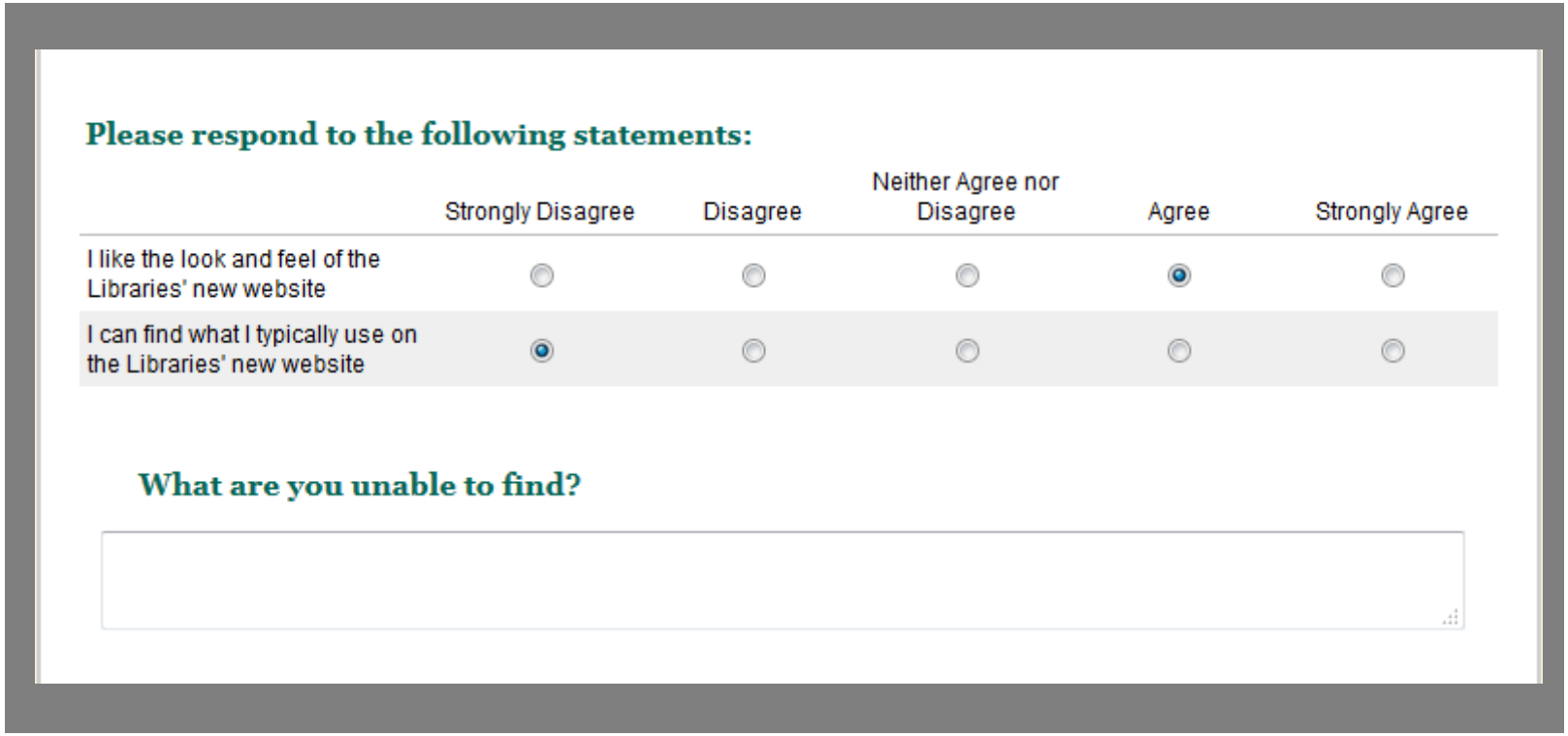


Please respond to the following statements:

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I like the look and feel of the Libraries' new website	◉	○	○	○	○
I can find what I typically use on the Libraries' new website	○	○	○	○	○

What changes would you suggest?

Example Question



Please respond to the following statements:

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I like the look and feel of the Libraries' new website	○	○	○	◉	○
I can find what I typically use on the Libraries' new website	◉	○	○	○	○

What are you unable to find?

Survey: Results

Weekly review of results

53 responses

- 50% undergraduate and graduate students
- 50% faculty/staff/community users

Can You Guess?

Which statement below is an actual response on our website survey:

1. Beautiful, clean, clear design.
2. SO MUCH BETTER THAN THE OLD SITE.
3. I do not like this new website!!
4. All of the above

Survey: Outcomes

- 83% agreed they could easily find the books, articles, journals, and databases they needed
- Changes made from survey feedback
- A prompt for our next usability project . . .

Usability Testing

- Literature review
- Working group
- Project steps
- What's next?

UX Literature Review

User Experience (UX) and Design for Libraries

by Aaron Schmidt and Amanda Etches

Chapter 5: Implementation

Usability Testing Sub-Group

Web Team subgroup with specific skill sets

- Mary Lou (Social)
- Jason (Technical)
- Lisa (Organizational)

Essential Steps

What to test for: Walk-around survey

Recruiting testers: Who to test

Scripts & roles

Debrief meeting

Summary document

Walk-around survey

- 31 folks sitting in the library
- What do you do on the library's web site?
- Used top ten responses

Recruiting Testers

Bribery!

Coffee bar

Librarian liaisons

Observer's Script for Undergrad Student Tester

Different scripts for 3 user groups:

- New undergraduates
- Graduate students
- Faculty

Fall 2015 Usability Testing Undergraduate Student Observer's Notes MBJ 8.2015
Facilitator _____
Observer _____
Undergraduate Student Name: _____
Date _____

Introduction

Thank you for helping the library with this usability study. We are trying to determine if our new web site works for patrons like you, so, when I use the word test, I am talking about testing the web site, not about testing you. We want to record what you do so that we can see if we are making our site as useful to students and faculty as possible.

Are you ready?

Tell me a little about yourself, such as your major, your year and how long you have been at Wright State.

Scenarios

1. Now, let's imagine that your instructor has given you the assignment of finding one book and one scholarly article on the topic of the politics of global warming. If you are not certain what any of the words in this assignment mean you should feel free to look them up in any way that you usually look up meanings, including Wikipedia. If you are comfortable with voicing out loud what you are doing, please feel free to do that. It will help us understand your thought process as you try to use our web site.
    a) Show me how you would find a book.

    b) On a scale from 1-5 with 5 being the most difficult, how hard was it for you to find a book?

Web Team Member Roles During Testing

- Facilitator
- Observer

After the testing: Debrief session

Web Team members' prep for the debrief

- View all of the videos
- Take notes for self on specific, named tasks
- Set aside two hours for the debrief

Prepping for the Debrief Session

Assignment: Watch videos with these tasks in mind, based on our June pre-usability survey.

a. Finding articles

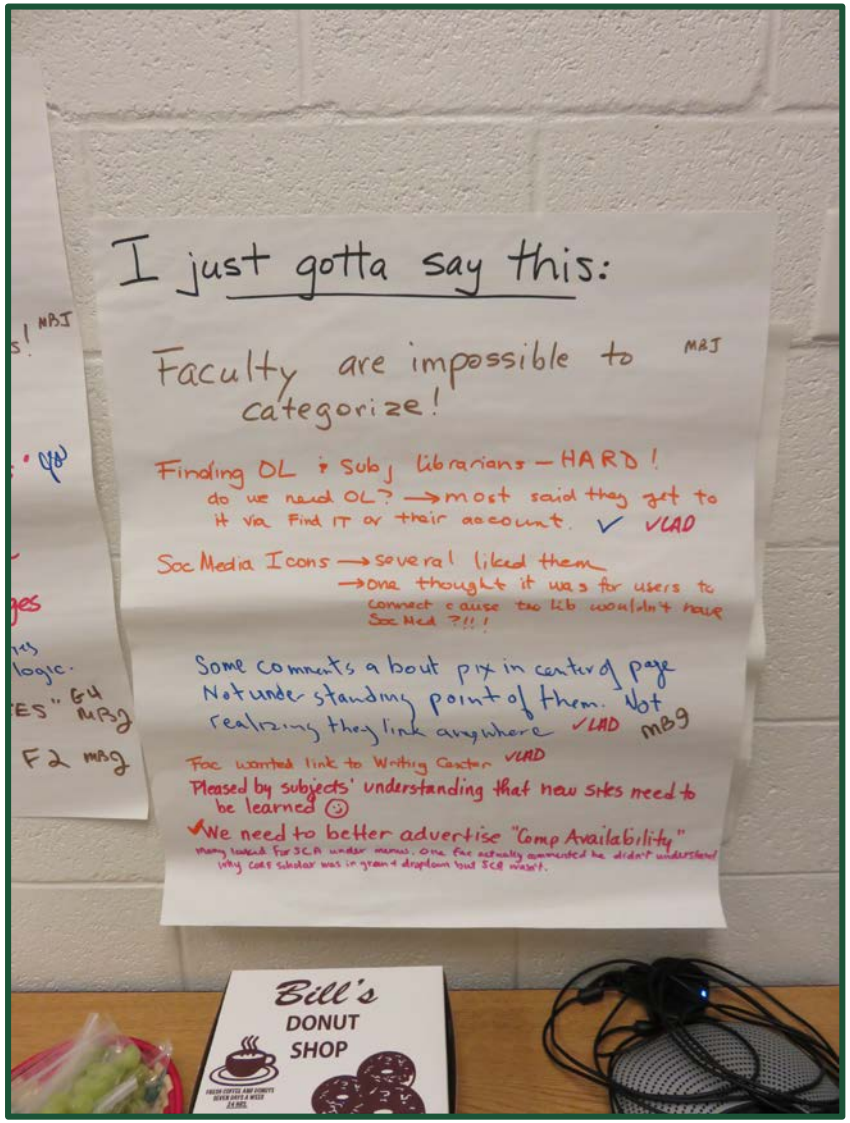
b. Finding books

c. Finding Ask a Librarian

d. Finding Research Guides

Adding Comments to Post-Its during Debrief

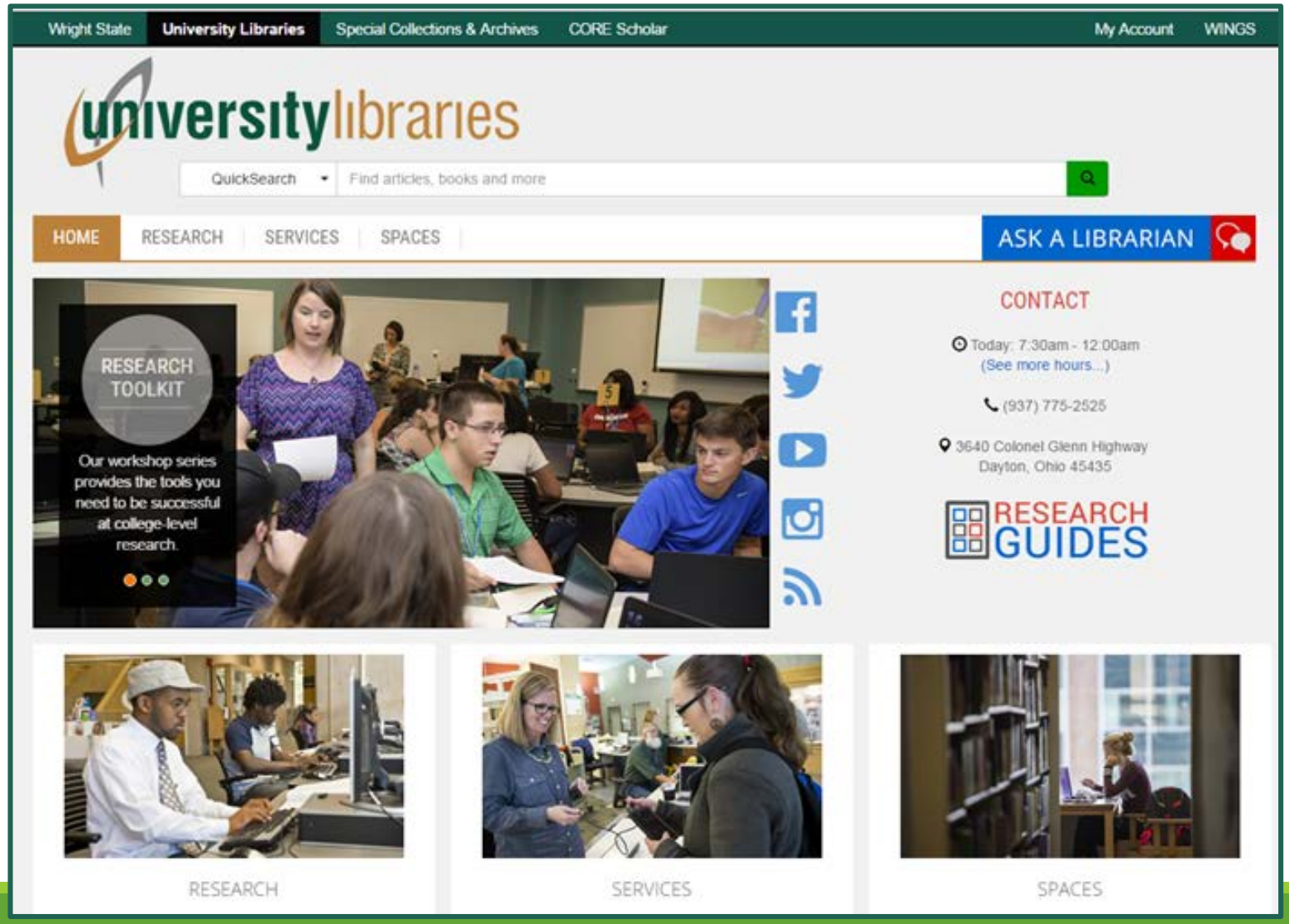
An extra post-it for “I just gotta say this”



Then what?

- Summary document to stakeholders
  - One-page, not detailed
- Working with Reference & Instruction on implementation

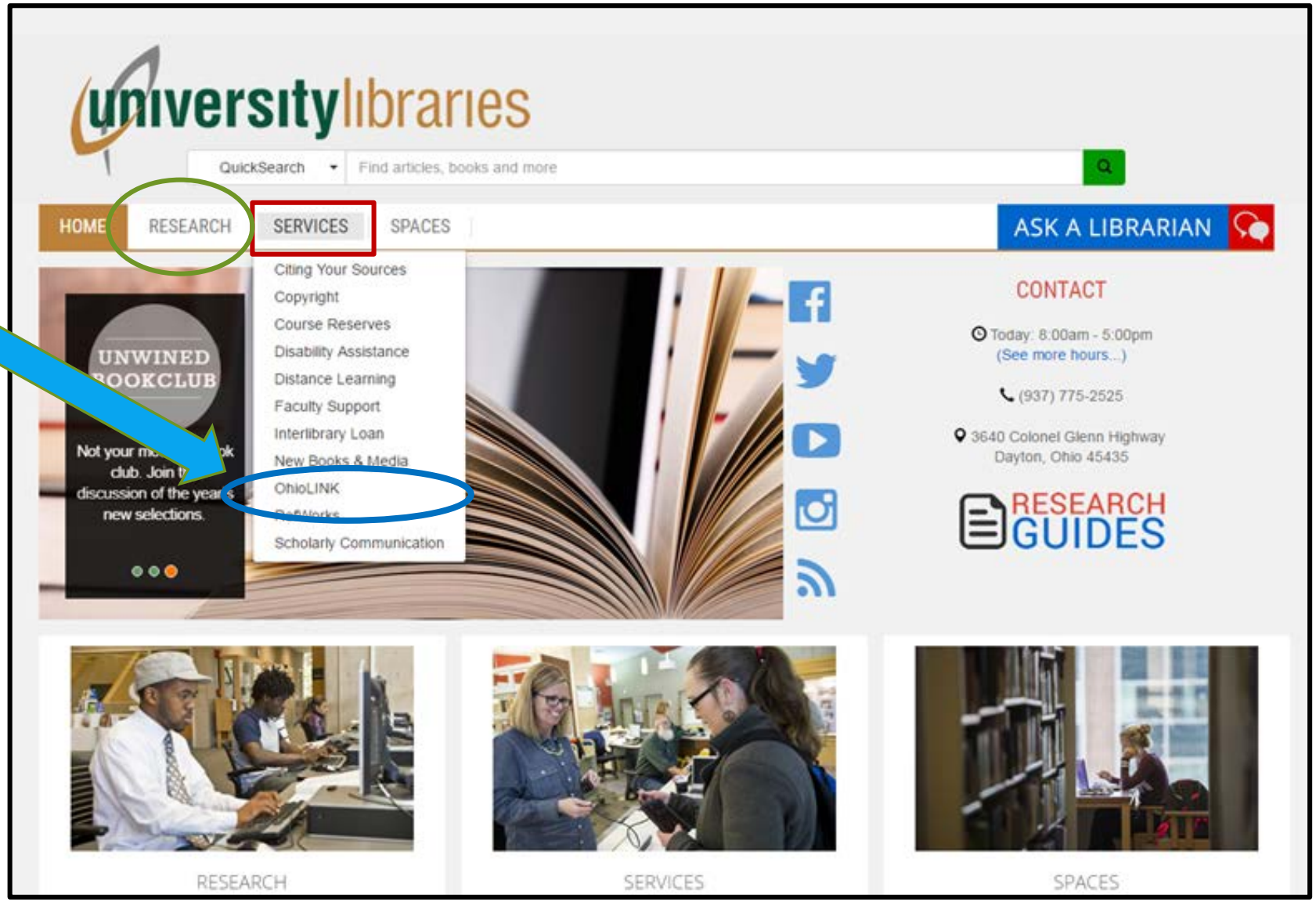
You be the testers

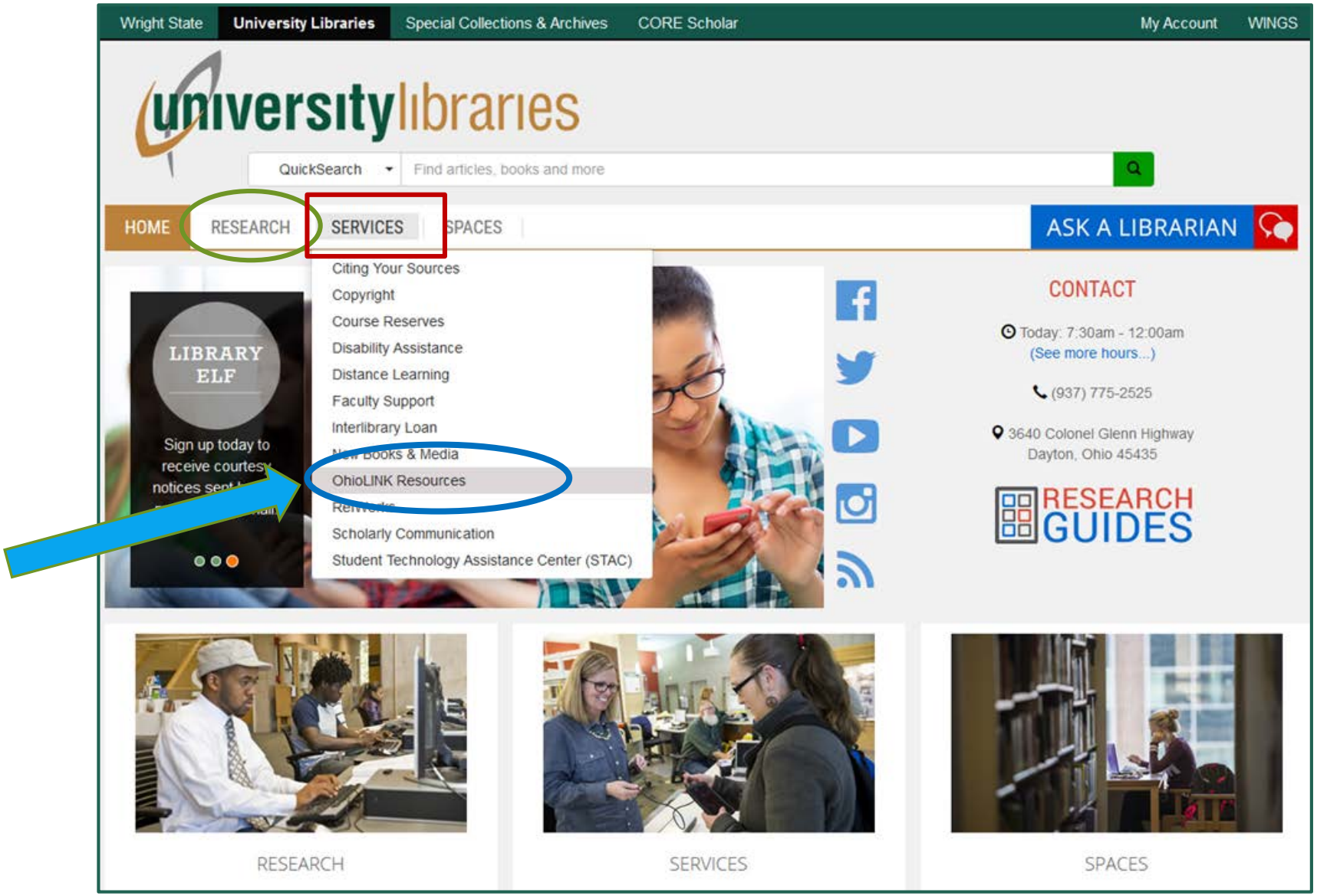


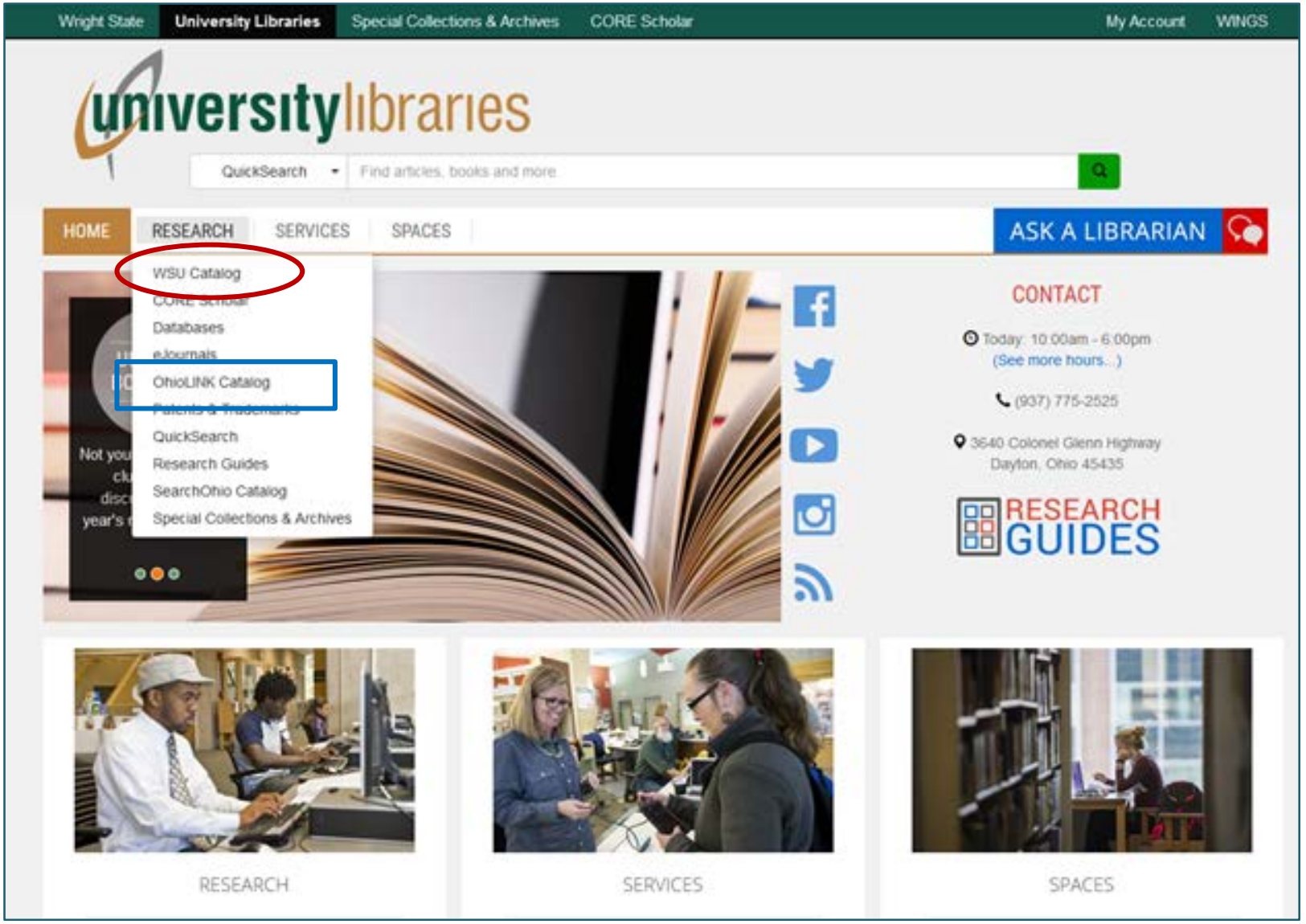
You be the testers

Example: the OhioLINK challenge

- Testers had trouble finding “OhioLINK” on our web site
- Web Team consulted with Reference & Instruction on the meaning of “OhioLINK”
- Changes were made to
  - WSU catalog name
  - OhioLINK naming and placement


universitylibraries
QuickSearch
Find articles, books and more
HOME
RESEARCH
SERVICES
SPACES
ASK A LIBRARIAN
Citing Your Sources
Copyright
Course Reserves
Disability Assistance
Distance Learning
Faculty Support
Interlibrary Loan
New Books & Media
OhioLINK
Scholarly Communication
CONTACT
Today: 8:00am - 5:00pm
(See more hours...)
(937) 775-2525
3640 Colonel Glenn Highway
Dayton, Ohio 45435
RESEARCH GUIDES
RESEARCH
SERVICES
SPACES


Wright State
University Libraries
Special Collections & Archives
CORE Scholar
My Account
WINGS
universitylibraries
QuickSearch
Find articles, books and more
HOME
RESEARCH
SERVICES
SPACES
ASK A LIBRARIAN
Citing Your Sources
Copyright
Course Reserves
Disability Assistance
Distance Learning
Faculty Support
Interlibrary Loan
New Books & Media
OhioLINK Resources
Scholarly Communication
Student Technology Assistance Center (STAC)
LIBRARY ELF
Sign up today to receive courtesy
CONTACT
Today: 7:30am - 12:00am
(See more hours...)
(937) 775-2525
3640 Colonel Glenn Highway
Dayton, Ohio 45435
RESEARCH GUIDES
RESEARCH
SERVICES
SPACES


Wright State
University Libraries
Special Collections & Archives
CORE Scholar
My Account
WINGS
universitylibraries
QuickSearch
Find articles, books and more
HOME
RESEARCH
SERVICES
SPACES
ASK A LIBRARIAN
WSU Catalog
Databases
eJournals
OhioLINK Catalog
QuickSearch
Research Guides
SearchOhio Catalog
Special Collections & Archives
CONTACT
Today: 10:00am - 6:00pm
(See more hours...)
(937) 775-2525
3640 Colonel Glenn Highway
Dayton, Ohio 45435
RESEARCH GUIDES
RESEARCH
SERVICES
SPACES

Next:

- Iterative process
- Databases list usability testing

Technology

Keeping on Task

Scheduling method

Documentation

Hardware & Software

Sample recording

Timeline/Gantt Chart

Web Team

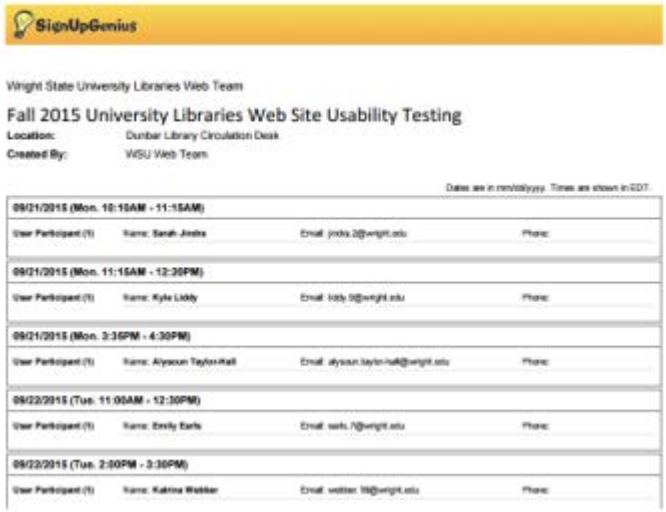
Fall 2015 Usability Timeline

	A	B	C	D	E	F	G	H	I	J	K
1	**Tasks/ Sub-Tasks**	**Assignee**	**Target Start Date**	**Target Completion Date**	**Date Completed**	**Aug 10-14**	**Aug 17-21**	**Aug 24-28**	**Aug 31-Sep 4 (Week 1 Fall)**	**Sept 7-11 (Labor Day)**	**Sept 14-18**
2											
3	**Finalize testing scripts prior to actual testing**	**UT**	ASAP	**Sept 11**	**Sept 11**						
4	Finalize draft script	MBJ	ASAP	Aug 14	Aug 14						
5	Beta test the scripts on student workers & faculty	UT	ASAP	Aug 28	Aug 20						
6	Adjust scripts as needed based on feedback from beta tests	UT	Aug 28	Sept 11	Sept 11						
7											
8	**Create schedule for in-person testing based on team timeline and availability**	**UT**	**ASAP**	**Sept 11**	**Sept 11**						
9	Establish time frame for actual testing	WT	ASAP	Aug 14	Aug 14						
10	Get availability from Wtuse members	LR	Aug 25	Aug 28	Sept 11						
11	Get availability from WT members	LR	Aug 17	Sept 4	Sept 11						
12	Create schedule with time slots on signupgenius.com (1 UT facilitator, 1 WT note-taker, and 1 user)	LR	Aug 31	Sept 11	Sept 11						
13											
14	**Secure resources for in-person testing**	**UT**		**Aug 28**	**Aug 28**						
15	Establish & reserve space for testing (Reserved 120 for 3 weeks with Linda D.)	LR	Aug 24	Aug 28	Aug 25						
16	Reserve equipment for testing (Reserved the laptop until Oct 30, will be in Jason's office)	MBJ	Aug 24	Aug 28	Aug 25						
17	Create waiver form for participants to sign, approved by Assessment Team	MBJ		Aug 28	Aug 28						
18											
19	**Recruit in-person test users: Faculty (5)**	**MBJ**		**Sept 18**	**Sept 30**						
20	Identify potential participants & contact	MBJ		Sept 11	Sept 11						
21	Email link to sign up for a testing time slot w/ due date Sept 17	MBJ		Sept 14	Done						
22	Users have signed up for time slots	Users		Sept 18	Done						
23											
24	**Recruit in-person test users: Grad Stu's (5)**	**MBJ**		**Sept 18**	**Sept 30**						
25	Identify potential participants & contact	MBJ		Sept 11	Sept 11						
	Email link to sign up for a testing time slot w/	MBJ		Sept 14	Done						

Scheduling

SignUp Genius

A FREE online software tool for volunteer management and event planning.



SignUpGenius

Wright State University Libraries Web Team

Fall 2015 University Libraries Web Site Usability Testing

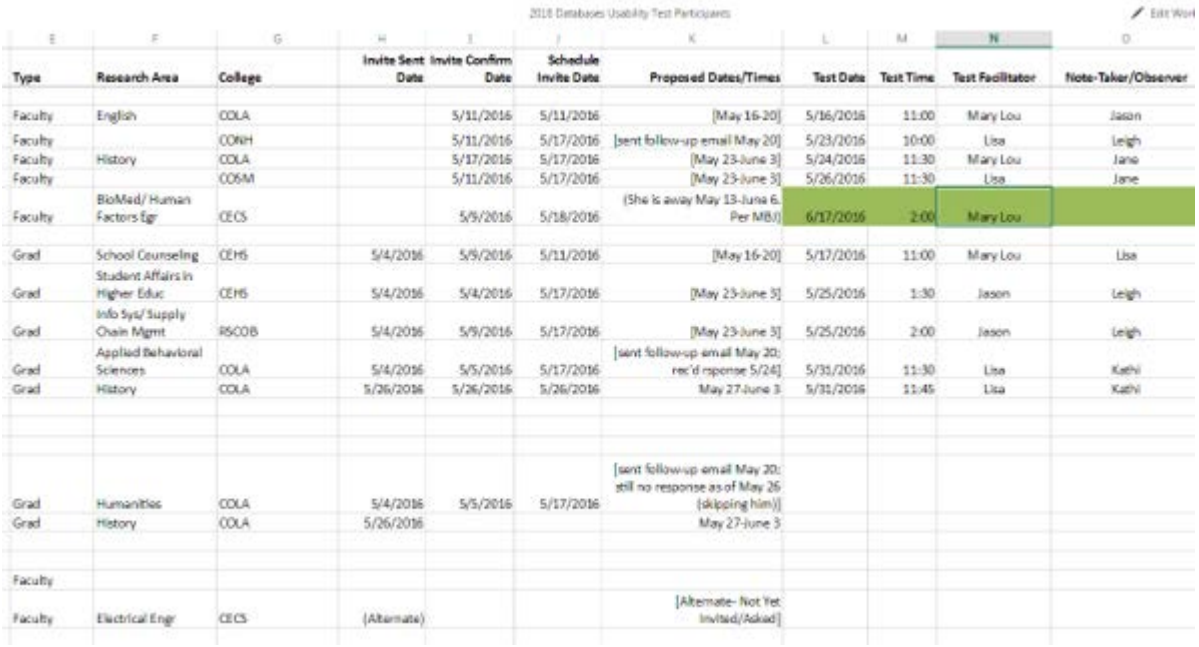
Location: Dunbar Library Circulation Desk

Created By: WSU Web Team

Dates are in mm/dd/yyyy. Times are shown in EDT.

09/21/2015 (Mon. 10:15AM - 11:15AM)			
User Participant (1)	Name: Sarah Jindra	Email: jindra.2@wright.edu	Phone:
09/21/2015 (Mon. 11:15AM - 12:30PM)			
User Participant (1)	Name: Kyle Liddy	Email: liddy.9@wright.edu	Phone:
09/21/2015 (Mon. 3:30PM - 4:30PM)			
User Participant (1)	Name: Alyssun Taylor-Hall	Email: alyssun.taylor-hall@wright.edu	Phone:
09/22/2015 (Tue. 11:00AM - 12:30PM)			
User Participant (1)	Name: Emily Earls	Email: earls.7@wright.edu	Phone:
09/22/2015 (Tue. 2:00PM - 3:30PM)			
User Participant (1)	Name: Katrina Webber	Email: webber.99@wright.edu	Phone:

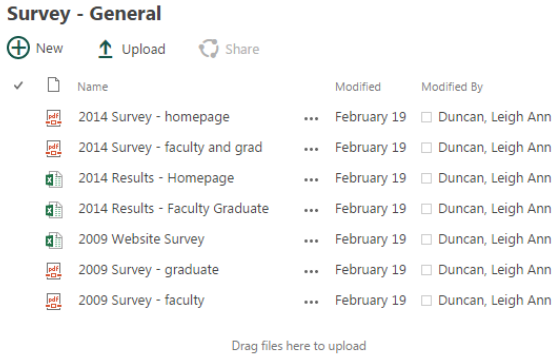
Excel

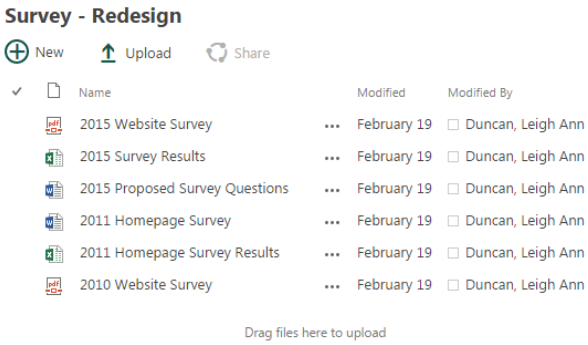


2018 Databases Usability Test Participants

E	F	G	H	I	J	K	L	M	N	O
Type	**Research Area**	**College**	**Invite Sent Date**	**Invite Confirm Date**	**Schedule Invite Date**	**Proposed Dates/Times**	**Test Date**	**Test Time**	**Test Facilitator**	**Note-Taker/Observer**
Faculty	English	COLA		5/11/2016	5/11/2016	[May 16-20]	5/16/2016	11:00	Mary Lou	Jason
Faculty		CONH		5/11/2016	5/17/2016	[sent follow-up email May 20]	5/23/2016	10:00	Lisa	Leigh
Faculty	History	COLA		5/17/2016	5/17/2016	[May 23-June 3]	5/24/2016	11:30	Mary Lou	Jane
Faculty		COSM		5/11/2016	5/17/2016	[May 23-June 3]	5/26/2016	11:30	Lisa	Jane
Faculty	BioMed/ Human Factors Egr	CECS		5/9/2016	5/18/2016	(She is away May 13-June 6. Per MB/)	6/17/2016	2:00	Mary Lou	
Grad	School Counseling	CEHS	5/4/2016	5/9/2016	5/11/2016	[May 16-20]	5/17/2016	11:00	Mary Lou	Lisa
Grad	Student Affairs in Higher Educ	CEHS	5/4/2016	5/4/2016	5/17/2016	[May 23-June 3]	5/25/2016	1:30	Jason	Leigh
Grad	Info Sys/ Supply Chain Mgmt	RSCOB	5/4/2016	5/9/2016	5/17/2016	[May 23-June 3]	5/25/2016	2:00	Jason	Leigh
Grad	Applied Behavioral Sciences	COLA	5/4/2016	5/5/2016	5/17/2016	[sent follow-up email May 20; rec'd rsponse 5/24]	5/31/2016	11:30	Lisa	Kathi
Grad	History	COLA	5/26/2016	5/26/2016	5/26/2016	May 27-June 3	5/31/2016	11:45	Lisa	Kathi
Grad	Humanities	COLA	5/4/2016	5/5/2016	5/17/2016	[sent follow-up email May 20; still no response as of May 26 (skipping him)]				
Grad	History	COLA	5/26/2016			May 27-June 3				
Faculty										
Faculty	Electrical Engr	CECS	(Alternate)			[Alternate- Not Yet Invited/Asked]				

SharePoint Page





Technology Used

Microphone

Camera

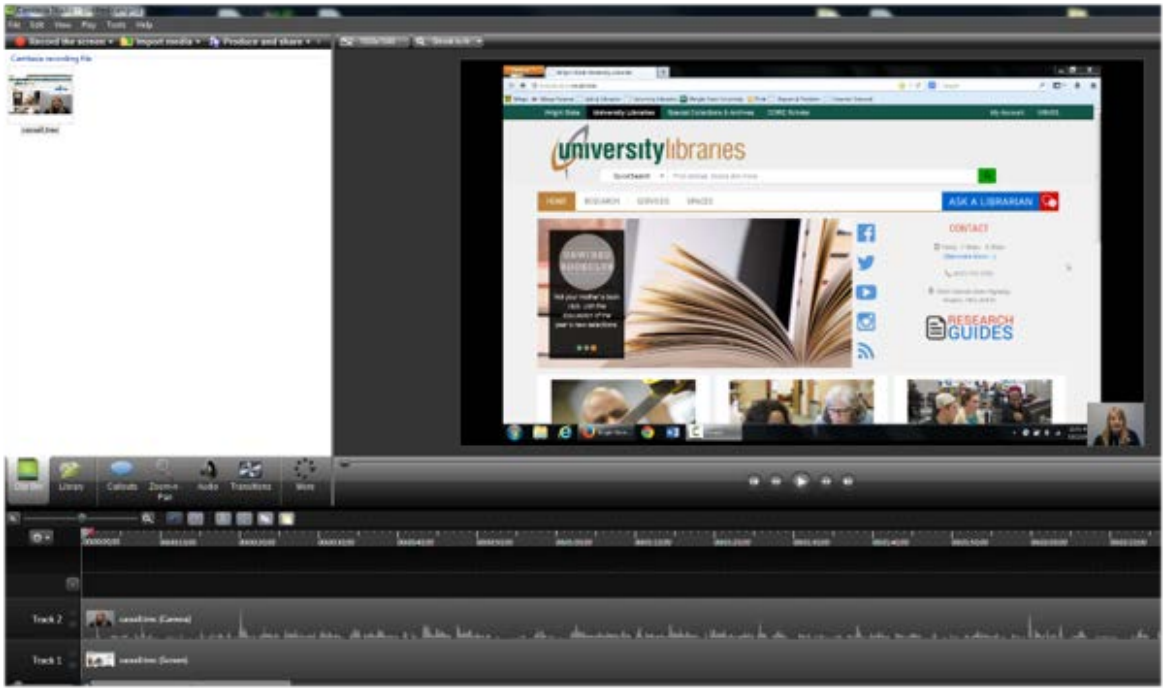
Laptop

Screen Recording Software

External TV or monitor (optional)

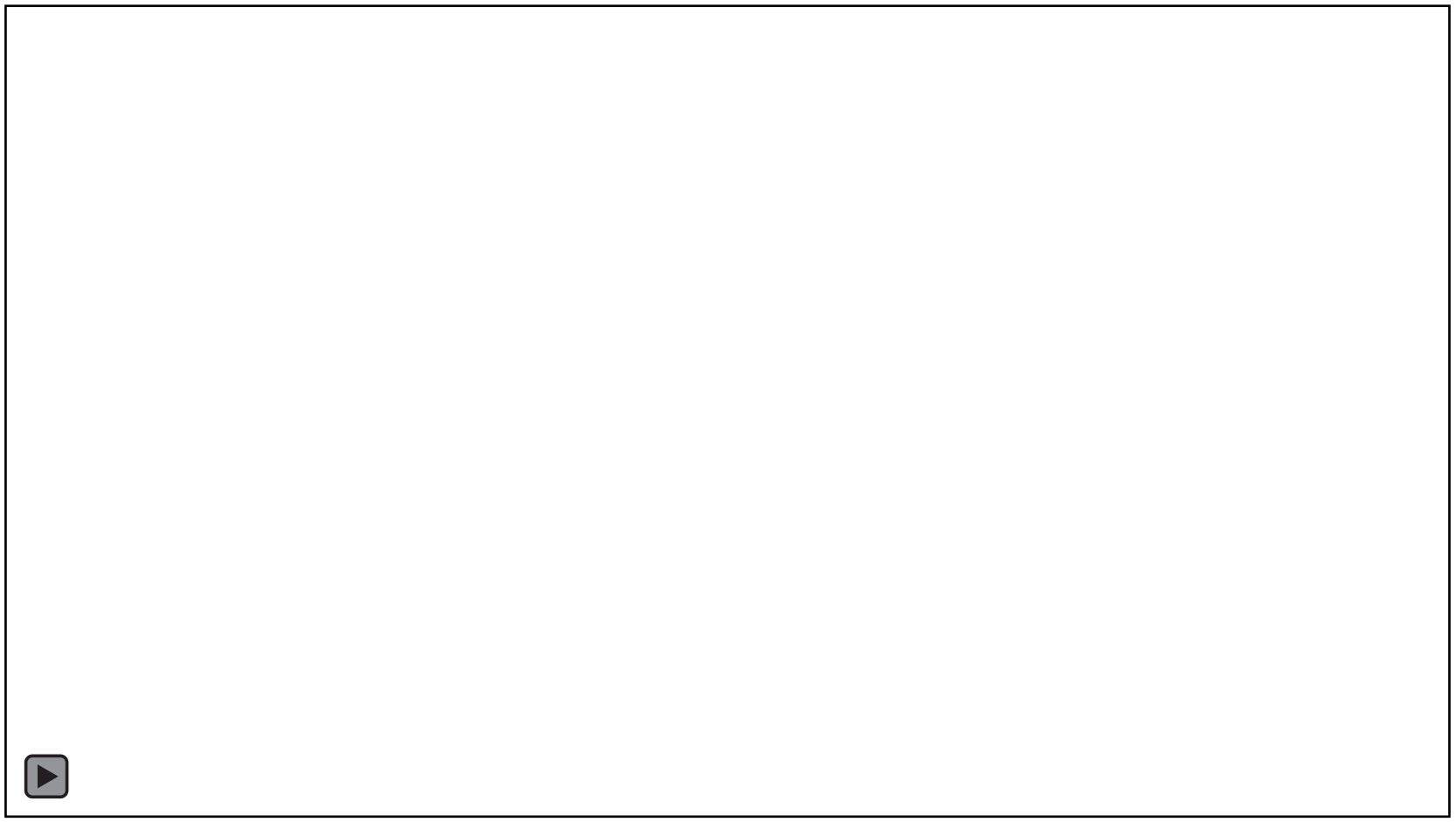
Technology Used

Camtasia®



Technology Used

Testing Clip



Questions?

Leigh Duncan
Systems Librarian
leigh.duncan@wright.edu

Mary Lou Baker Jones
Science & Math Librarian
marylou.jones@wright.edu

Jane Wildermuth
Head of Digital Services
jane.wildermuth@wright.edu