Assessing Your Library Website
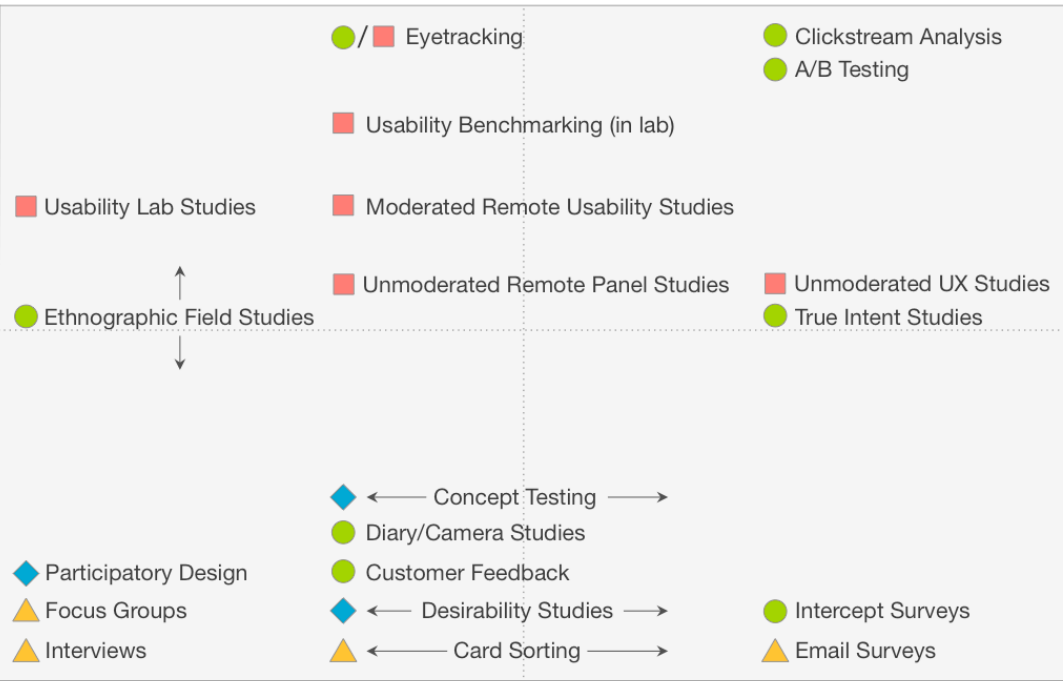
Using User Research Methods and Other Tools

Rachel Vacek, Head of Web Services, University of Houston Libraries

OK-ACRL Conference | 11.6.2015 | slideshare.net/vacekrae

A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL

- 🟢/🟥 Eyetracking
- 🟢 Clickstream Analysis
- 🟢 A/B Testing

🟥 Usability Benchmarking (in lab)

🟥 Usability Lab Studies

🟥 Moderated Remote Usability Studies

🟥 Unmoderated Remote Panel Studies

🟥 Unmoderated UX Studies

🟢 Ethnographic Field Studies

🟢 True Intent Studies

🔷 ←— Concept Testing —→

🟢 Diary/Camera Studies

🔷 Participatory Design

🟢 Customer Feedback

🔺 Focus Groups

🔷 ←— Desirability Studies —→

🟢 Intercept Surveys

ATTITUDINAL

🔺 Interviews

🔺 ←— Card Sorting —→

🔺 Email Surveys

QUALITATIVE (DIRECT)

QUANTITATIVE (INDIRECT)

KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

- 🟢 Natural use of product
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Overview

Content Audit

Heat Map & Click Analytics

Literature Review

Focus Groups

Competitive Review

Contextual Inquiry

Usability Benchmark

Content Audit

Quantitative metrics

Top browsers FY14

1. Chrome – 36%
2. Internet Explorer – 30%
3. Firefox – 19%
4. Safari – 13%
5. Android Browser – .48%
6. Safari (in-app) – .12%
7. Opera – .09%

Top mobile devices FY14

1. Apple iPhone
2. Apple iPad
3. Not set
4. Microsoft Windows RT Tablet
5. Samsung Galaxy S5
6. Samsung Galaxy S4
7. Google Nexus 5

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Desktop, tablet, mobile usage

FY13

Desktop – 93%

Mobile – 7%

FY14

Desktop – 90%

Mobile – 10%

Mobile Usage

Most heavily used pages in FY14

1. Homepage (60%)
2. Hours
3. Music Library
4. More search options
5. ILL homepage
6. Databases page for P
7. A&A Library
8. Services
9. View & Renew
10. Staff Directory
11. Database search
12. Databases page for A
13. Campus libraries & collections
14. Employment
15. Databases page for W
16. Call # location guide
17. Databases by subject
18. Special Collections homepage
19. Databases page for S
20. Print & Scan (.45%)

Qualitative metrics

Formats used

Primary purpose

Primary audience

Knowledge level

Usability

Findability

Actionability

Accuracy

Strategic Assessment of UH Libraries Website Content

Page	Errors	Date Created	Last Editied	Last edited by whom	What Dept Should be Owner	Formats Used (Text, Video, Audio, Image, PDF, Word)	Primary Purpose	Primary Audience	Knowledge Level	Usability	Findability	Actionability	Accuracy
		Quantitative Metrics				**Qualitative Metrics**							
William R. Jenkins Architectu		5/25/2010	1/20/2012	S. Watkins	A&A Library	text, images	Inform	Undergrad	Beginner	2 - Poor	3 - Satisfac	2 - Poor	4 - Good
Strategic Directions		3/16/2011	4/12/2012	R. Vacek	Communica	text, images	Inform	Faculty	Average	4 - Good	4 - Good	3 - Satisfac	5 - Excellent
News & Events		5/26/2010	10/24/2011	S. Watkins	Communica	text, images,	Promote	Undergrad	Average	4 - Good	2 - Poor	3 - Satisfac	5 - Excellent
About the UH Libraries		7/27/2010	10/6/2011	R. Vacek	Communica	text, images	Inform	Other Libra	Average	2 - Poor	4 - Good	2 - Poor	3 - Satisfac

Scorecard for content maintenance

- Capture quantitative metrics
- Capture qualitative metrics on a scale
  - Usability, Findability, Actionability, Accuracy, Overall Quality
- Look at overall need for page and how it contextually fits in with rest of site
- Determine how to prioritize content for future maintenance
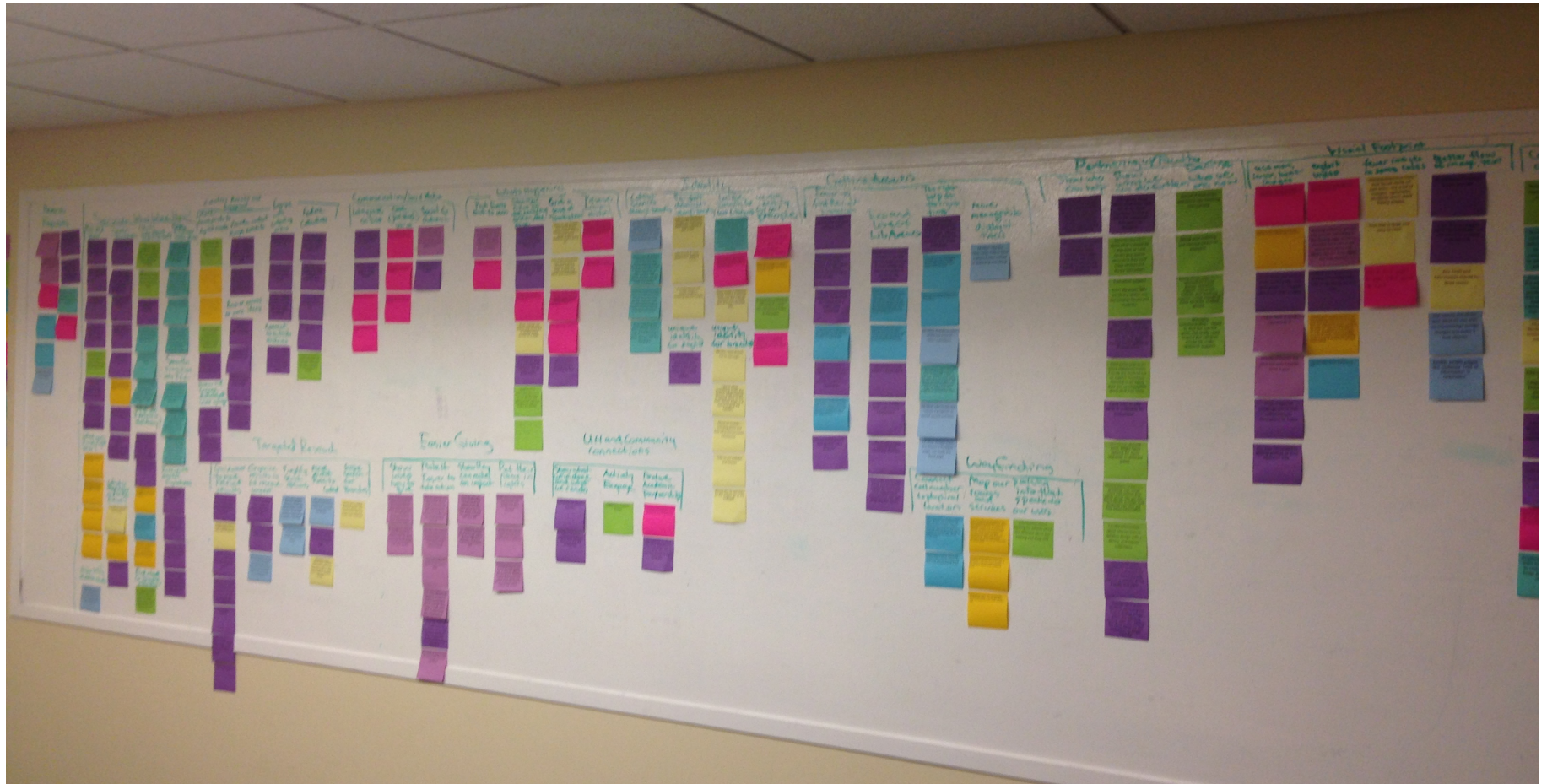
# Heat Map & Click Analytics

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Literature Review

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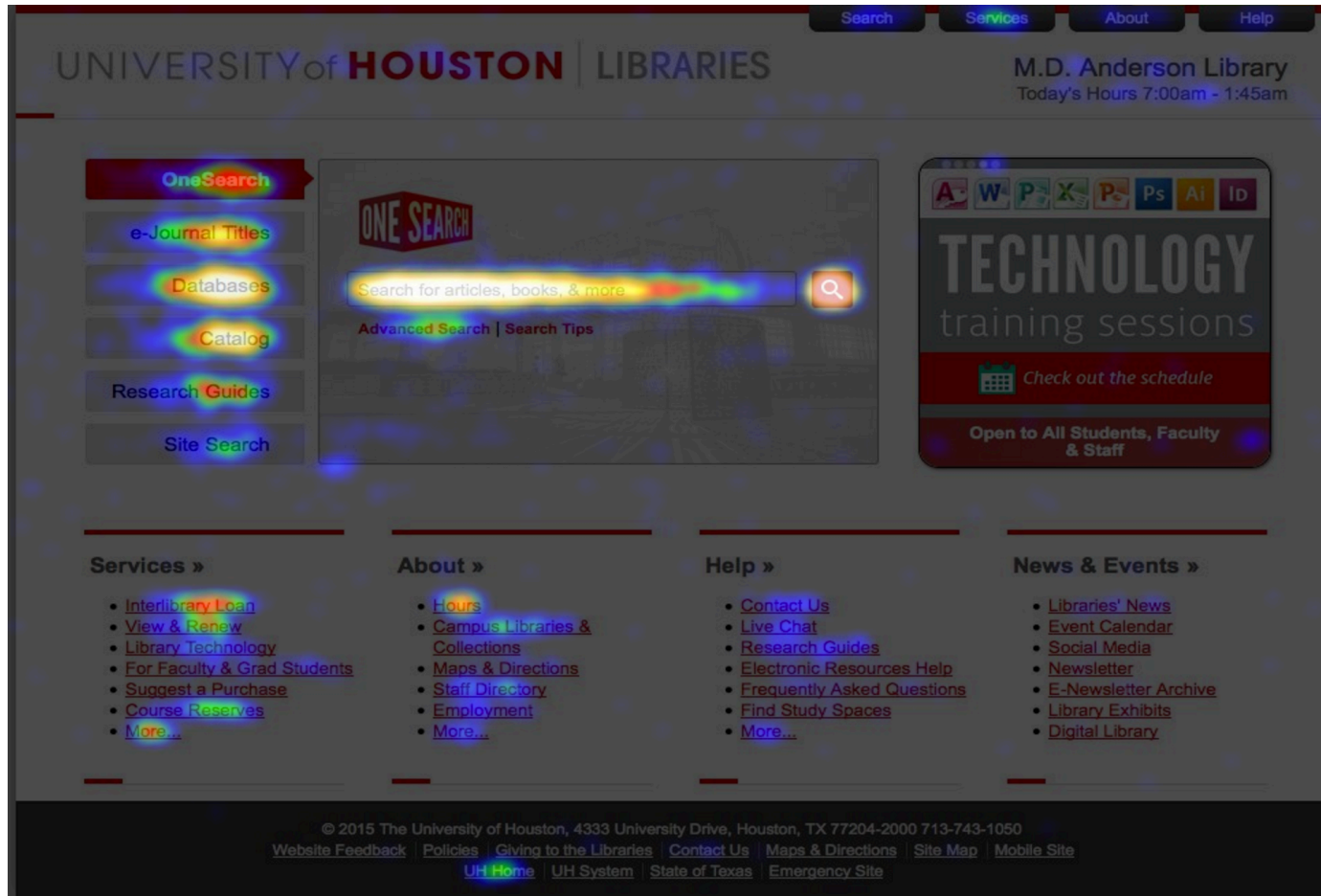
Focus Groups

…relying strictly on what students tell us in focus groups is potentially incomplete … focus group participants may share only what they think we want to hear or they may fail to accurately describe their library use. Listening is important, but observation can yield unexpected revelations.

- Stephen Bell, *From the Bell Tower* column, *Library Journal*

Competitive Review

Choose library sites
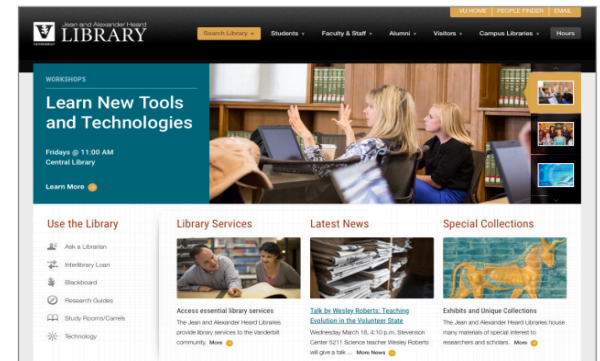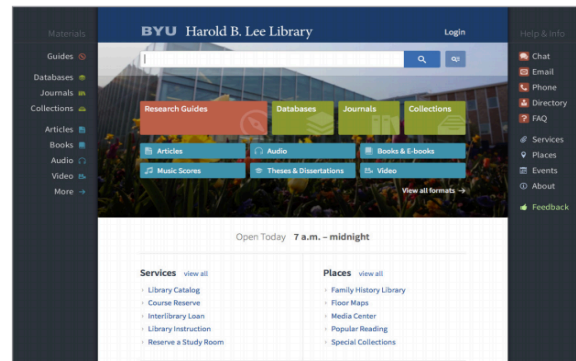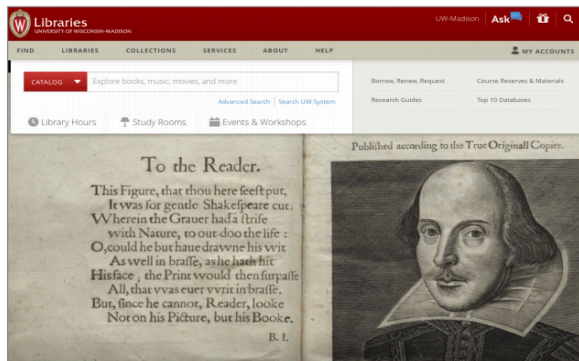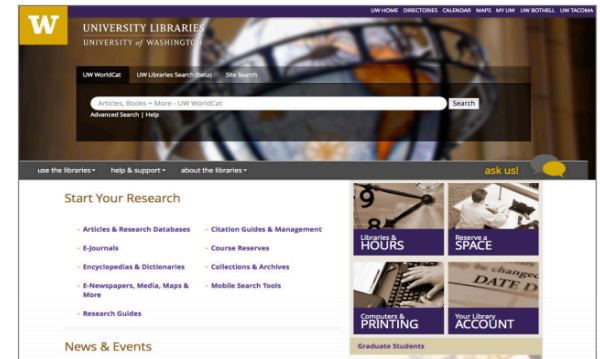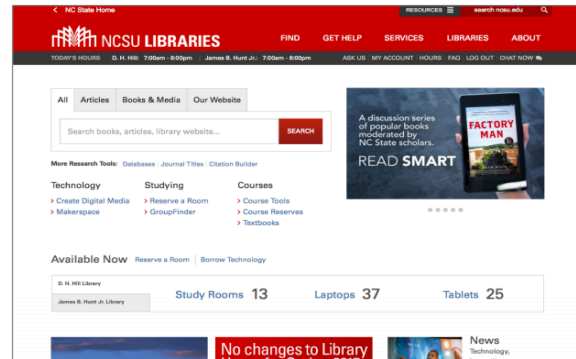
Determine review criteria

- Look and feel
- Experience across devices
- Discovery of resources
- Findability of most frequently needed info and services
- Support
- User groups
- Special Collections
- Branches

- Giving to the Libraries
- Primary/secondary navigation
- Navigation within microsites
- My account
- Staff profile pages
- Maps and directions
- News and events
- Electronic resources

| Library Website Competitive Analysis Data Sheet				University of Wisconsin	Virginia Commonwealth University
Website				**University of Wisconsin**	**Virginia Commonwealth University**
Evaluation Criteria				J Fisher	Sean Watkins
				https://www.library.wisc.edu/	http://www.library.vcu.edu/
Experience Across Devices	balance of text, image, white-space			good balance on secondary pages to help keep site easy to read	Good use of whitespace. Fonts make text easy to read. Use of images were nice and sharp and filled up the page content area, with the exception of the news articles. Bullets were spaced out and didn't feel cramped or hard to find. All the News pages didn't seem to use spacing as much as other areas of the site.
	responsive			newer pages are (no-go on equipment checkout), hamburger button nav; slides viewport over. homepage images become worthless, poorly executed. main section landing pages only accessible through mobile view. right section slides to bottom of page in mobile	Pages within the site were responsive. Many page images were not responsive and caused issues with padding. Many of the image carousels became useless under smaller viewports, however, the homepage carousel was removed when scaled down. Main nav had a slide-out nav. Secondary nav was either non-existent for phones or seem to take up to much space for tablets.
	optimized for touch	big touch targets		nothing out of the ordinary to focus on mobile	Link target areas were big to accommodate for touch. However in tablet viewports the main nav used CSS pull-down menus depending on portrait or landscape view.
		limited hover behavior, tooltips		hover effects on most links. nav is click and expand. tool tip hovers are limited	Top nav had a hover menu which shows up on tablets. No other hover behavior or tooltips were seen.
Discovery of resources	Discovery interface	Location and presentation of search tools	architecture	search box on homepage. magnifying glass in upper right hand corner of all pages. Find in sticky nav on a ll pages to select different catalogs/databases/journals	One search box with buttons below it for Databases, Research Guides, Journal Finder and More. In addition to Advanced search and Help. More button takes you to 'Research' page. Same as the 'Research' menu option in top nav.
			interaction design (tabs, buttons, etc)	links take user to catalog page -- old layout. click through links under "Find" in nav. dropdown menu on the homepage search box	Simple design. Databases tab expands to a A-Z list, popular databases, and links to main database page.
			which tool(s) is/are featured	discovery system results page	Search box takes you into Primo. Along with Journal Finder and Advanced links in search box. Help takes you to a libGuide with outdated video for both website and Primo instances.
	Presentation of search results	Aggregated and faceted display of search results	usability	discovery system results page	Search takes you into Primo and uses the Primo options. Facets are available along with a Publication Date scroller to adjust from/to year.

Recommendation *Discovery of Resources*

## Provide research guidance and resources info in search results and on item level pages

Most peer sites not only separate results by resource type, but also provide links to related library resources and services, such as research guides and a subject librarian.
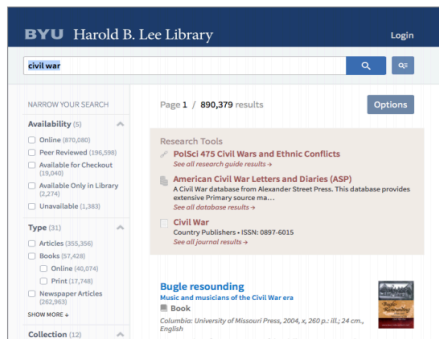
BYU offers a top research guide, database, and journal result grouped as "Research Tools" above the catalog results.
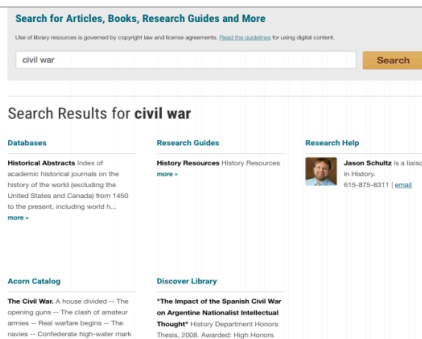
Vanderbilt displays the top result from databases and research guides above their catalog results. They also provide information on the appropriate subject librarian.
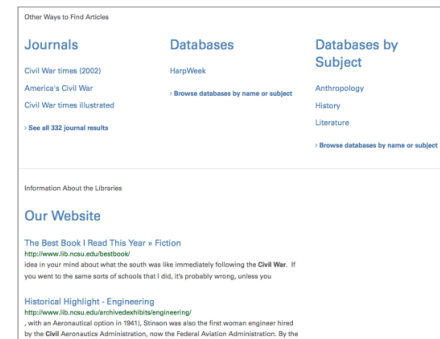
NCSU provides not only database suggestions by subject, but also content such as reviews and exhibits at the bottom of the page.

TAKE AWAYS

- Display related items based on subject headings
- In search results, display tools such as databases and research guides that would help with search subject

CONSIDERATIONS

- Present appropriate Subject Liaison Librarian
- Present relevant FAQ from LibAnswers
- Include "Report a Problem with this record" and have it utilize the Feedback box (BYU)
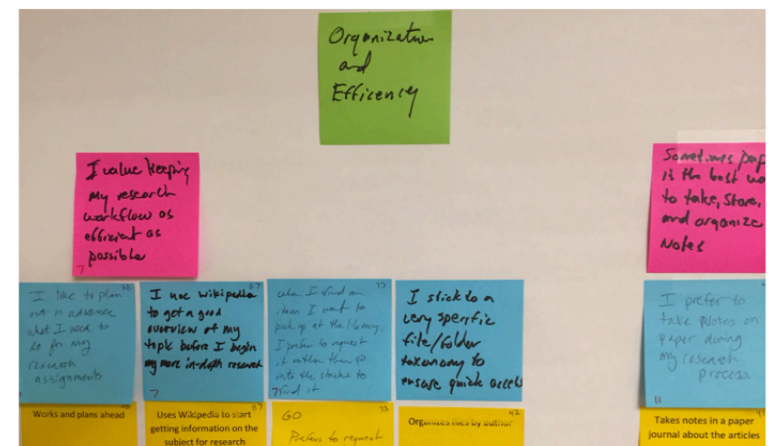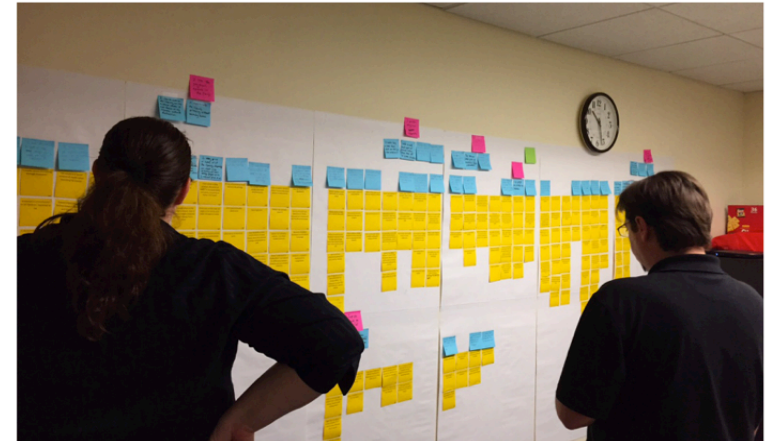
Contextual Inquiry

Top Level: Theme

Second Level: Consolidated user needs, often articulated in the voice of the user

Third level: Individual user needs, always in the voice of the user

Fourth Level: Ideas, insights, and observations from the user interview interpretation sessions

Usability Benchmark

Setting it up

- Have users perform set of tasks

- Use counterbalancing

- Ensure tasks cover a broad range of core tasks on the website

- Repeat the test after the website improvements are implemented

Executive Summary | Success Rates

Participants had a success rate of 70% or greater on 7 of 12 tasks and sub-tasks. However, two tasks stumped almost all the participants: Finding a special collection and finding the location of a physical book in the stacks.
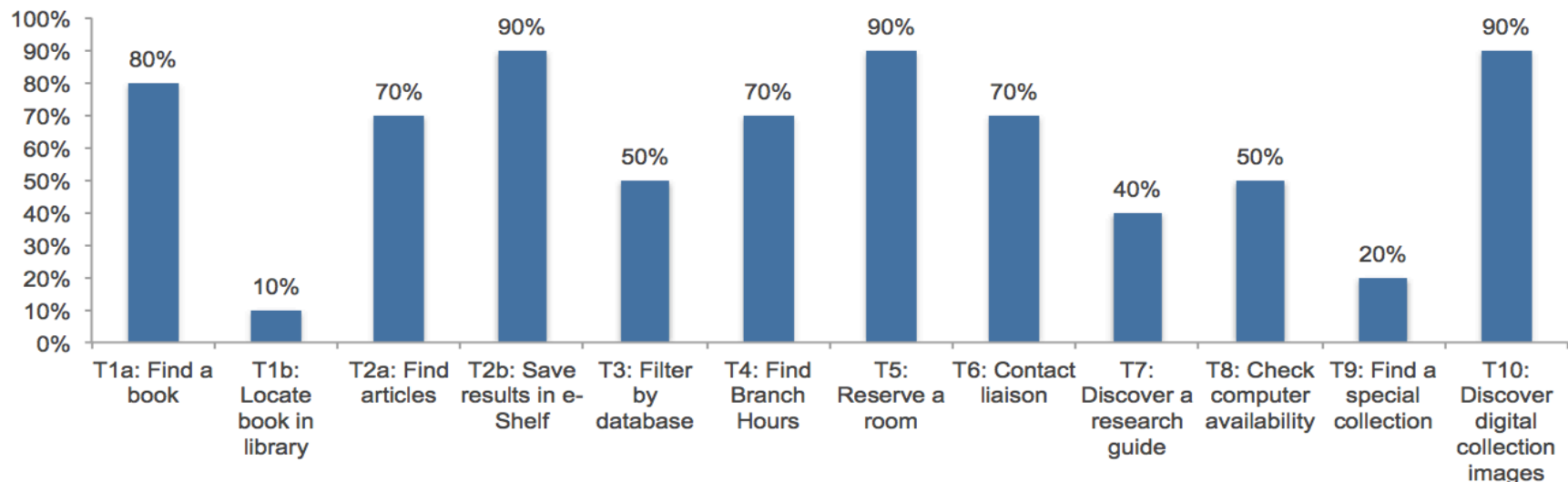
Executive Summary | Task Accuracy

While success rates were relatively high, task accuracy was much lower. Rates for completing a task without an error fell to 30% or below on 9 of 12 tasks (and sub-tasks).
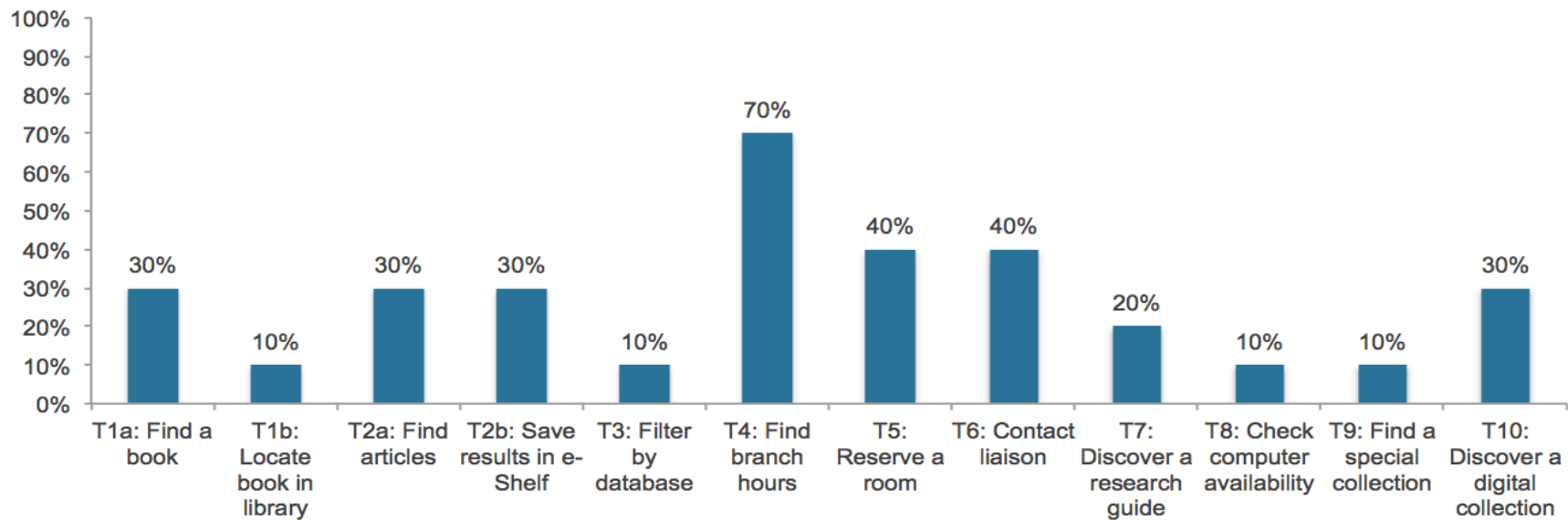
Recap

Content Audit

Heat Map & Click Analytics

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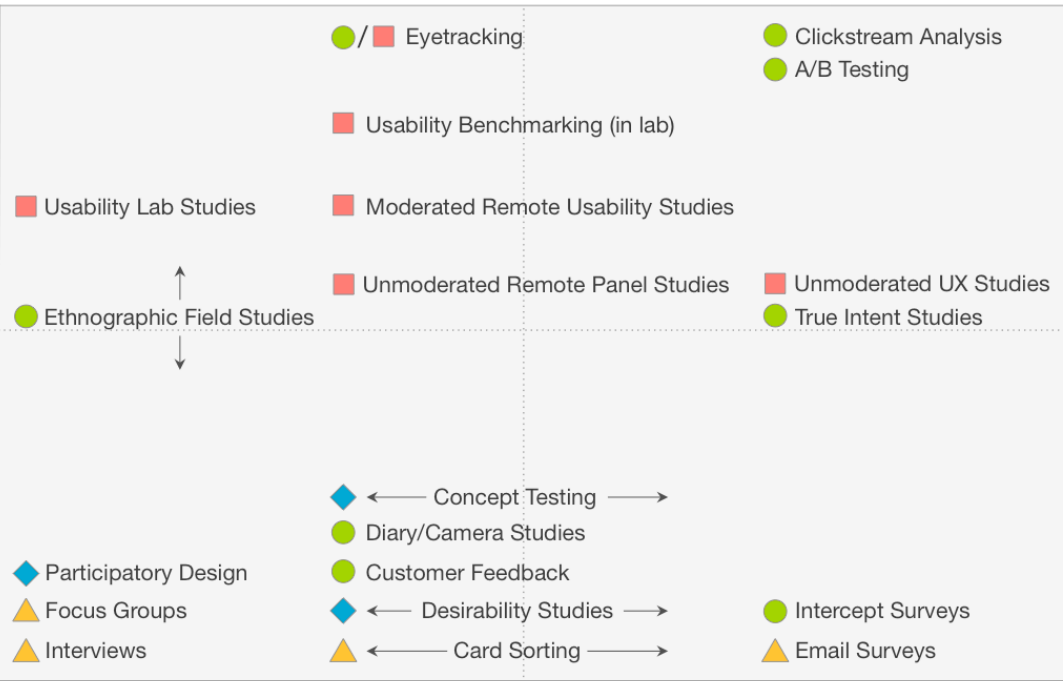
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Most of these tools can be used in any environment, not just the web world!

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Discussion

- Have you used any of these research methods before?
- How do you see yourself or your library using some of these tools?
- What services in the library might benefit most from using these tools?
- What other assessment tools do you use regularly?
- How do you share with colleagues the results of your assessment?

Audit

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Benchmark

Thanks!

Rachel Vacek, Head of Web Services

University of Houston Libraries

http://rachelvacek.com

vacekrae@gmail.com

@vacekrae

Follow my department's work:

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