Library Website Usability Test Project (2012)
Presented by Rindra Ramli and Duaa Bukhari, KAUST
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Goals

Understand how our users are using our library website to search for library collections namely: print and electronic.
Methodology

Tools:
• Techsmith Camtasia
• Usability Questionnaires: Sample Template can be downloaded from usability.gov
• MacBook

2 Interviewers:
• 1 Observer
• 1 Note-taker

Venue: Library
## Benchmarked Library Websites

<table>
<thead>
<tr>
<th>Academic Website</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>California State University, Fresno</td>
<td><a href="http://www.fresnostate.edu/library/">http://www.fresnostate.edu/library/</a></td>
</tr>
<tr>
<td>Henry Madden Library</td>
<td></td>
</tr>
<tr>
<td>Harvard Business School</td>
<td><a href="http://www.library.hbs.edu/">http://www.library.hbs.edu/</a></td>
</tr>
<tr>
<td>Baker Library</td>
<td></td>
</tr>
<tr>
<td>MIT Libraries</td>
<td><a href="http://libraries.mit.edu/">http://libraries.mit.edu/</a></td>
</tr>
<tr>
<td>Uni of Texas Libraries</td>
<td><a href="http://www.lib.utexas.edu/">http://www.lib.utexas.edu/</a></td>
</tr>
<tr>
<td>Uni of Washington Libraries</td>
<td><a href="http://www.lib.washington.edu/">http://www.lib.washington.edu/</a></td>
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</tbody>
</table>
Test Objectives

• Determine issues when searching for library collections
• Identify any website design flaw
• Identify user interface issues
• Identify content areas inconsistencies / deficiencies
Participants

Worked with Subject Specialists to ask for participants. Emailed, Phone or informal chat invitations were deployed. Managed to get 6 participants: Mixture of Masters/PhD students, faculty members as well as Post Doc Researchers.
Questionnaires

- Scenario 1: Searching for print book title
- Scenario 2: Locate online renewal information
- Scenario 3: Locate Subject Specialist Information: Contact information
- Scenario 4: Log onto library personal account
- Scenario 5: Locate LibGuide – Search Skills
- Scenario 6: Find articles on “Water desalination”
- Scenario 7: Locate library opening hours information
- Scenario 8: Search for an electronic journal title “Genomics Proteomics and Bioinformatics”
- Scenario 9: Download specific electronic journal article
- Scenario 10: Locate a database title
- Scenario 11: Locate an ebook title: Catalysis
- Scenario 12: Locate link: Endnote
## Findings: Raw Data

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Task Description</th>
<th>Not Completed</th>
<th>Completed with difficulty/help</th>
<th>Easily Completed</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Scenario 1: Search for book title</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Scenario 2: Find renewal information</td>
<td>4 (red)</td>
<td>2</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>Scenario 3: Find subject specialist info</td>
<td>1 (red)</td>
<td>3 (red)</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>4</td>
<td>Scenario 4: Log into personal account (PIN)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Scenario 5: Find Libguide - Search skills</td>
<td>2 (yellow)</td>
<td>1</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>Scenario 6: Find articles on “water desalination”</td>
<td>3 (yellow)</td>
<td></td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Scenario 7: Library Opening Hours</td>
<td>2 (red)</td>
<td></td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>8</td>
<td>Scenario 8: Find EJ title: Genomics Proteomics and Bioinformatics</td>
<td>4 (red)</td>
<td>2</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>9</td>
<td>Scenario 9: Download specific electronic journal article</td>
<td>3 (red)</td>
<td>2</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>10</td>
<td>Scenario 10: Locate database</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Scenario 11: Find ebook - Catalysis</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Scenario 12: Locate Ink - endnote</td>
<td></td>
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</tbody>
</table>
Findings: Primary Issues

Uncompleted tasks:

• Find renewal information
• Download specific electronic journal article
• Find LibGuide – Search skills
Findings: Secondary Issues

Completed BUT with some difficulty:

- Locating for an electronic journal publication title
- Find Subject Specialist Information
- Find articles on specific topic: Example: “water desalination”
Findings: Feedback / Comments

- Clean cutter on the library website
- Find library contact information easily
- Organization of information, need more option for search, right column not useful; tabs drop down menu
- Too many distractions: right and left column should be removed
- Lots of resources available but not clear
- Not made aware of these resources
Fixing the “little things”

Short Term
• Deploy small tweaks to the library website
• Take something away – Rocket Surgery made easy, Krug

Long Term
• Conduct an information architecture study
• Study on library website’s layout / arrangement
Take-aways

• Form ad-hoc teams to promote / market the library’s website
• Conduct focus study on library users
• Conduct card sorting testing to get an overview of how our users ‘organize’ information
• Review the library website every 6 months
• Create a content inventory of the library website