



User Experience Testing in the Library

Some notes on ways to make library services better by involving our patrons

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- ❑ From: Seattle, WA
- ❑ Qualifications:
 - UX/IA work experience
 - Teach in area
 - Written about “cross channel IA” in the library
 - Years of retail experience
 - IA Slam Medalist
 - Advise a start up



User Tests

I WANT OUR NEW WEBSITE TO LIST ALL OUR EVENTS AND ACTIVITIES, WITH LIBRARIAN BLOGS, SOCIAL NETWORKING, AND MESSAGE BOARDS, CRAFTED IN CONCERT WITH OUR COMMUNITY'S NEEDS AND STANDARDS.



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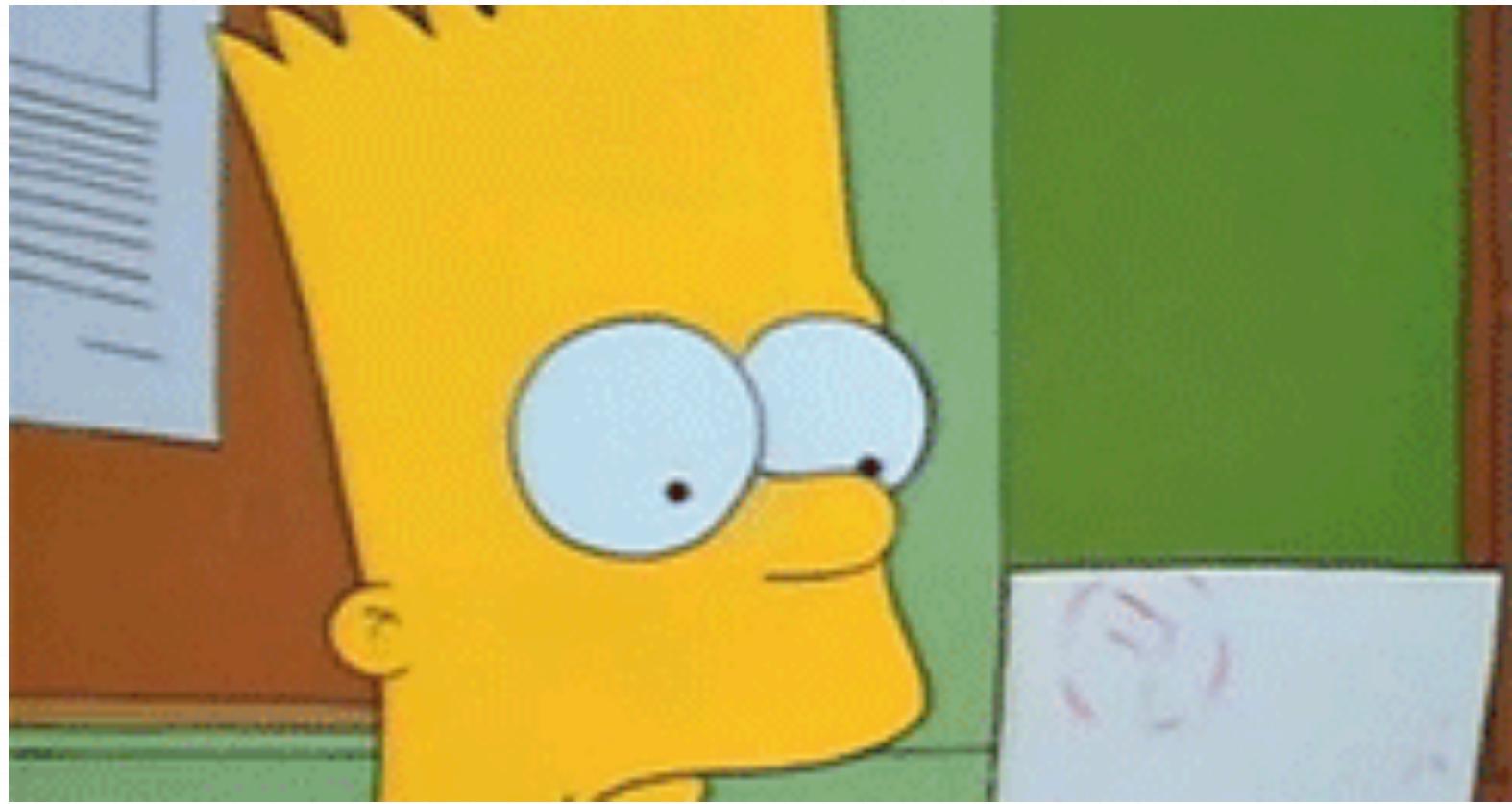
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User Tests

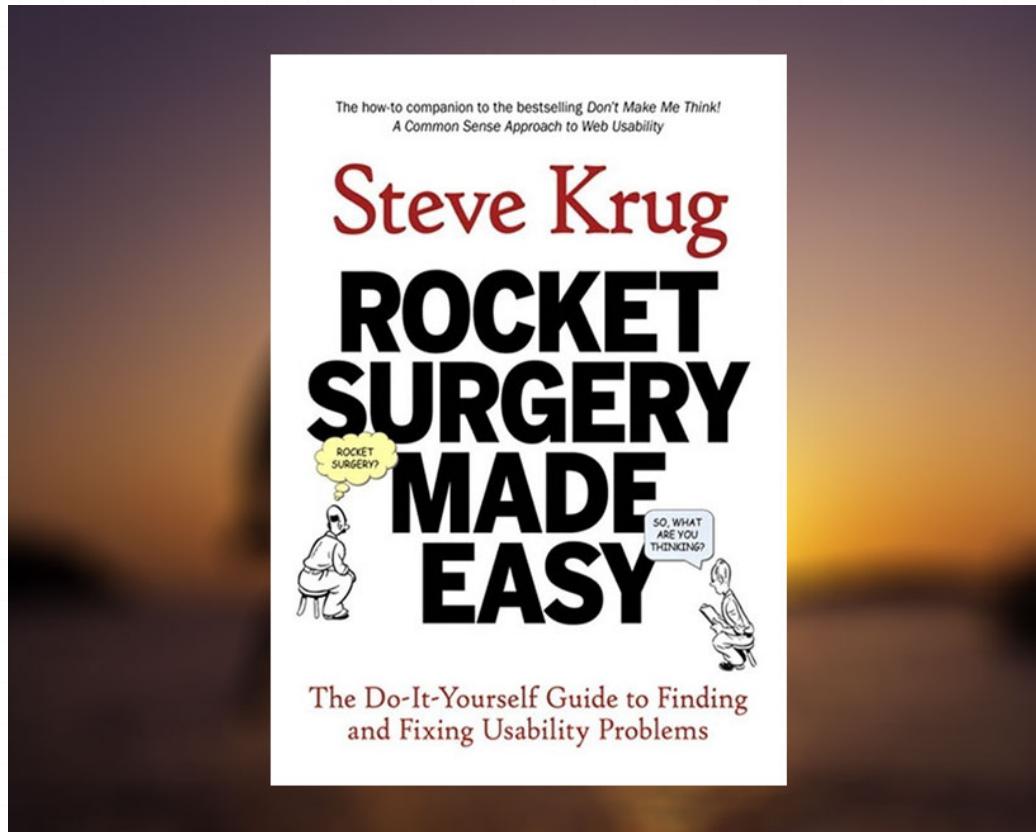


Look a Quote!

“If you neglect ongoing minor upgrades, the change backs up so much that the eventual big upgrades reaches traumatic proportions. I now see upgrading as a type of hygiene: You do it regularly to keep your tech healthy.”

- Kevin Kelly, *The Inevitable*

Look a Book!



Types of Tests

A/B Testing

This tie or this tie? Which one brings out the blue in my eyes?

A/B Testing

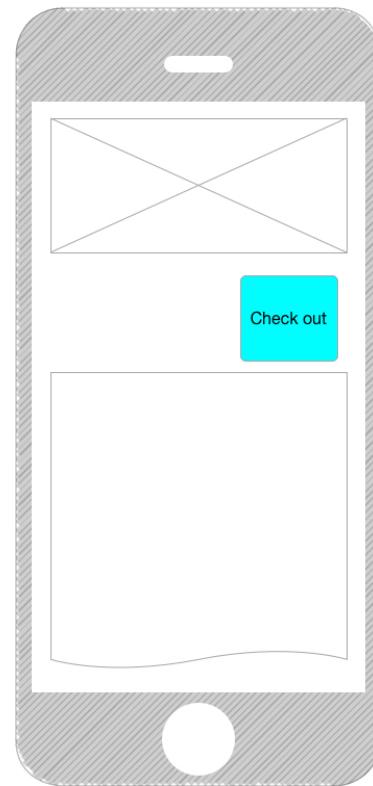
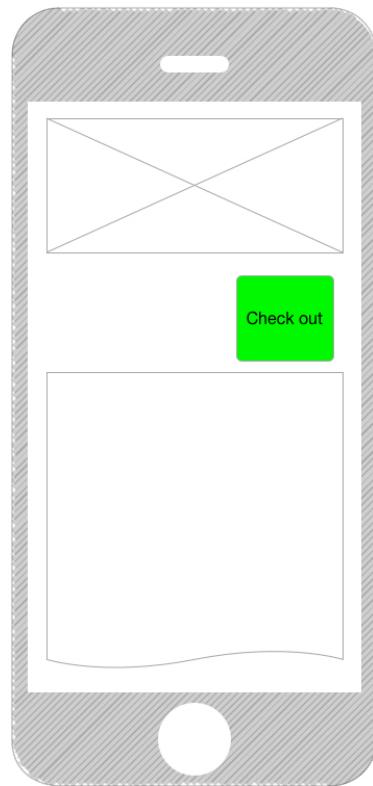


- Bow ties are cool.

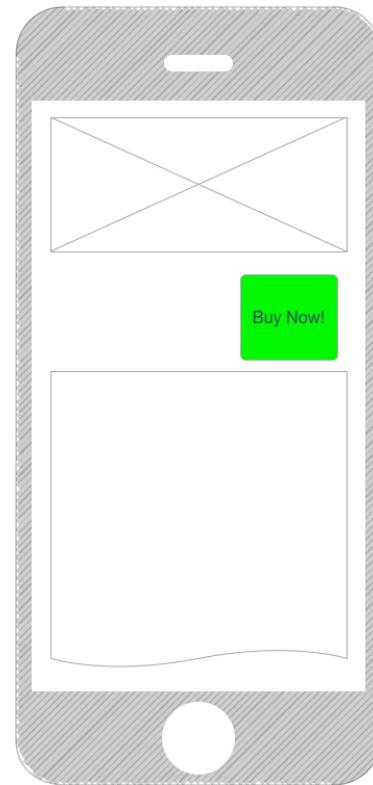
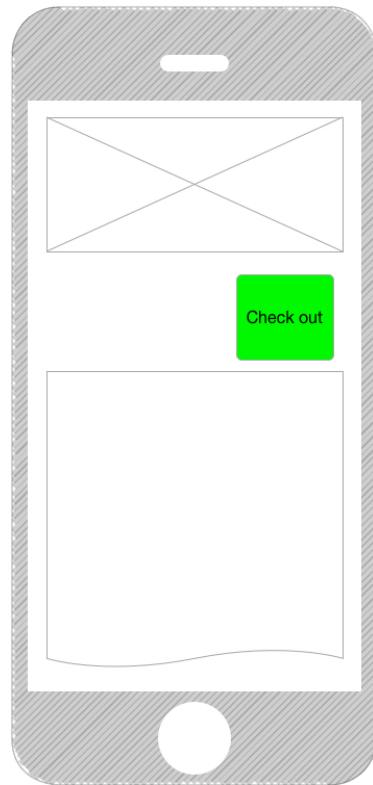
A/B Testing



A/B Testing



A/B Testing



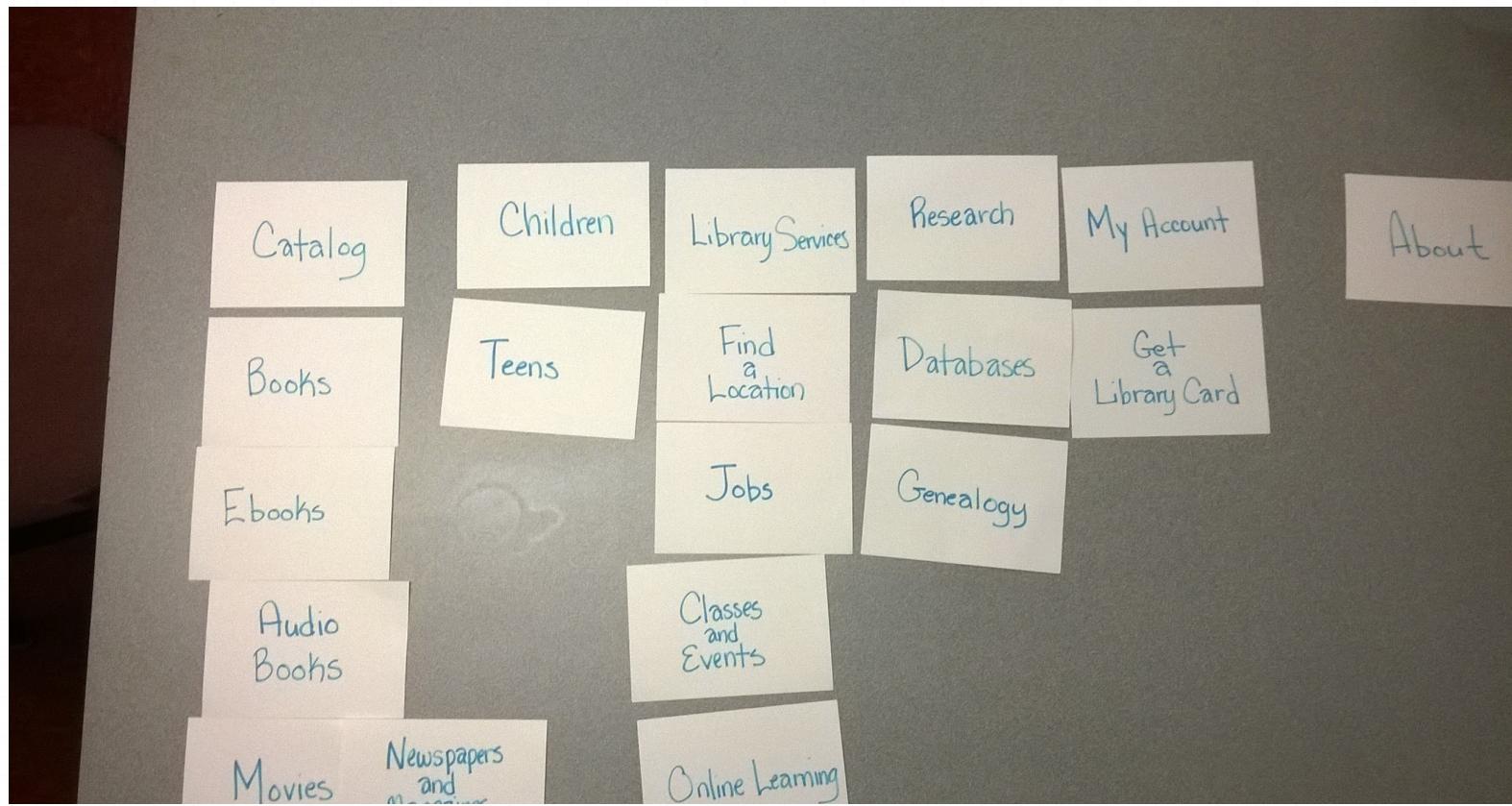
A/B Testing Summary

Summary	Notes	Supplies
<ul style="list-style-type: none">• Testing thing A, against thing B• Measures if A<=>B• Best done with well tuned design	<ul style="list-style-type: none">• Best to test with individual subjects• Able to do online for digital objects, or with prototypes including hi-fi paper	<ul style="list-style-type: none">• Control and test objects• Users• Data

Card Sort

The librarians favorite test

Card Sort



Card Sort Summary

Summary	Notes	Supplies
<ul style="list-style-type: none">• Subject(s) arrange cards to form relationships• Can be done in groups	<ul style="list-style-type: none">• Difficult to analyze• Cards can be blank if you really want to discover how your patrons think• Bring blank cards	<ul style="list-style-type: none">• 3x5 note cards or sticky notes• Camera/Camera Phone• Pen/Sharpie

Think Aloud Protocol

“Talking, talking. Spinning a web of words, pale walls of dreams,
between myself and all I see.”

— John Gardner, Grendel



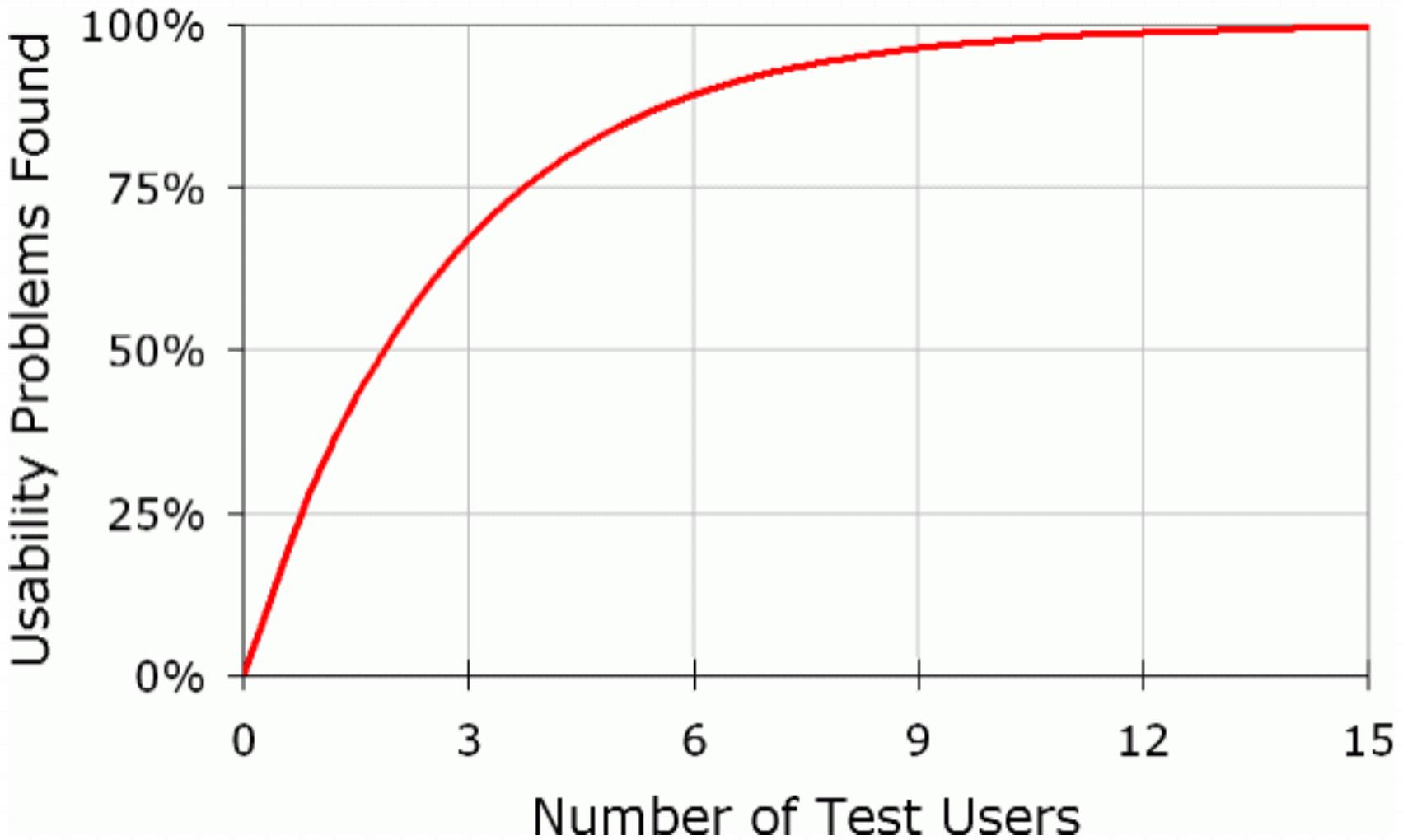
So, what would
you do next?

I think I'd
click here...

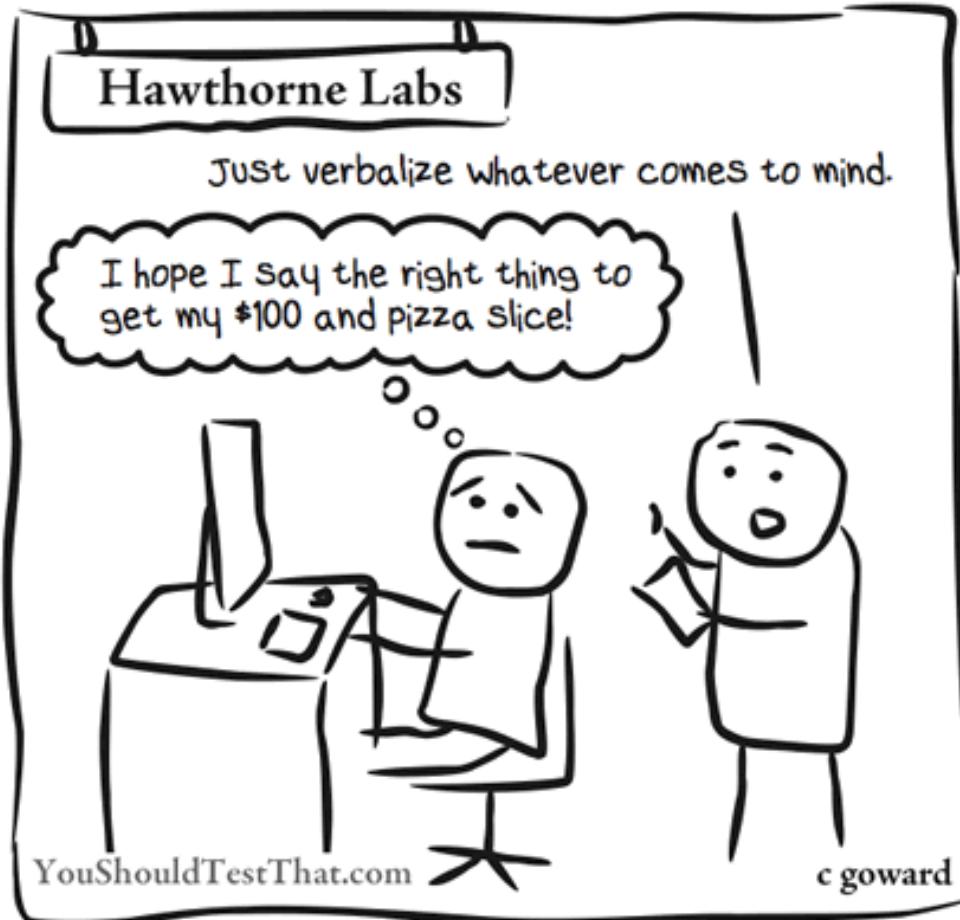
Super Powerful



No Really!



Avoid the Noid



T.A.P.

Summary	Notes	Supplies
<ul style="list-style-type: none">• Users tell you what they are thinking• Super effective at finding problems• There are no wrong answers, only what your user experiences	<ul style="list-style-type: none">• Can be integrated with a card sort• Test early test often• Get beyond the subjects comfort	<ul style="list-style-type: none">• Prototypes/website• Users• Note taker• Optional<ul style="list-style-type: none">• Computer• Screen capture software• Screen Sharing software• Eye tracking gear

Let's Test

Find a class

The screenshot shows the homepage of the University of South Carolina's College of Information and Communications. At the top, the university's logo and name are visible, along with navigation links for CALENDAR, MAP, DIRECTORY, GIVE, and a search bar. A banner at the top features a red and black background with a wooden panel texture. Below the banner, the college's name is displayed in red. A large photo of a man with glasses and a beard, wearing a white shirt and blue patterned tie, is the central focus. To the left of the photo, the text "Davis College" is written in large, dark letters. A sidebar on the left contains a yellow box with the text "Thinking Big" and a bio about David Lankes, followed by a "Read more »" link. At the bottom of the page, there is a footer with links for "College of Information and Communications" and "About the College". A navigation menu at the very bottom includes items like SC.edu, Study, Colleges and Schools, and the College of Information and Communications.

10/10 would bookmark again
http://www.reddit.com/r/internetsBeautiful/

UNIVERSITY OF
SOUTH CAROLINA

CALENDAR MAP DIRECTORY GIVE Search sc.edu GATEWAYS

College of **Information and Communications**

Davis College

Thinking Big

David Lankes wants to make sure that as the ways in which information is accessed evolves, people's needs are always at the forefront.

[Read more »](#)

SC.edu » Study » Colleges and Schools » College of Information and Communications

College of Information and Communications

[About the College](#)

We prepare you for careers in the use of information for all audiences and across all media and formats. At undergraduate and graduate degree levels, we are all about information collection, dissemination and preservation in the 21st century digital world.

1 2 3 4 5

Test Your
Website

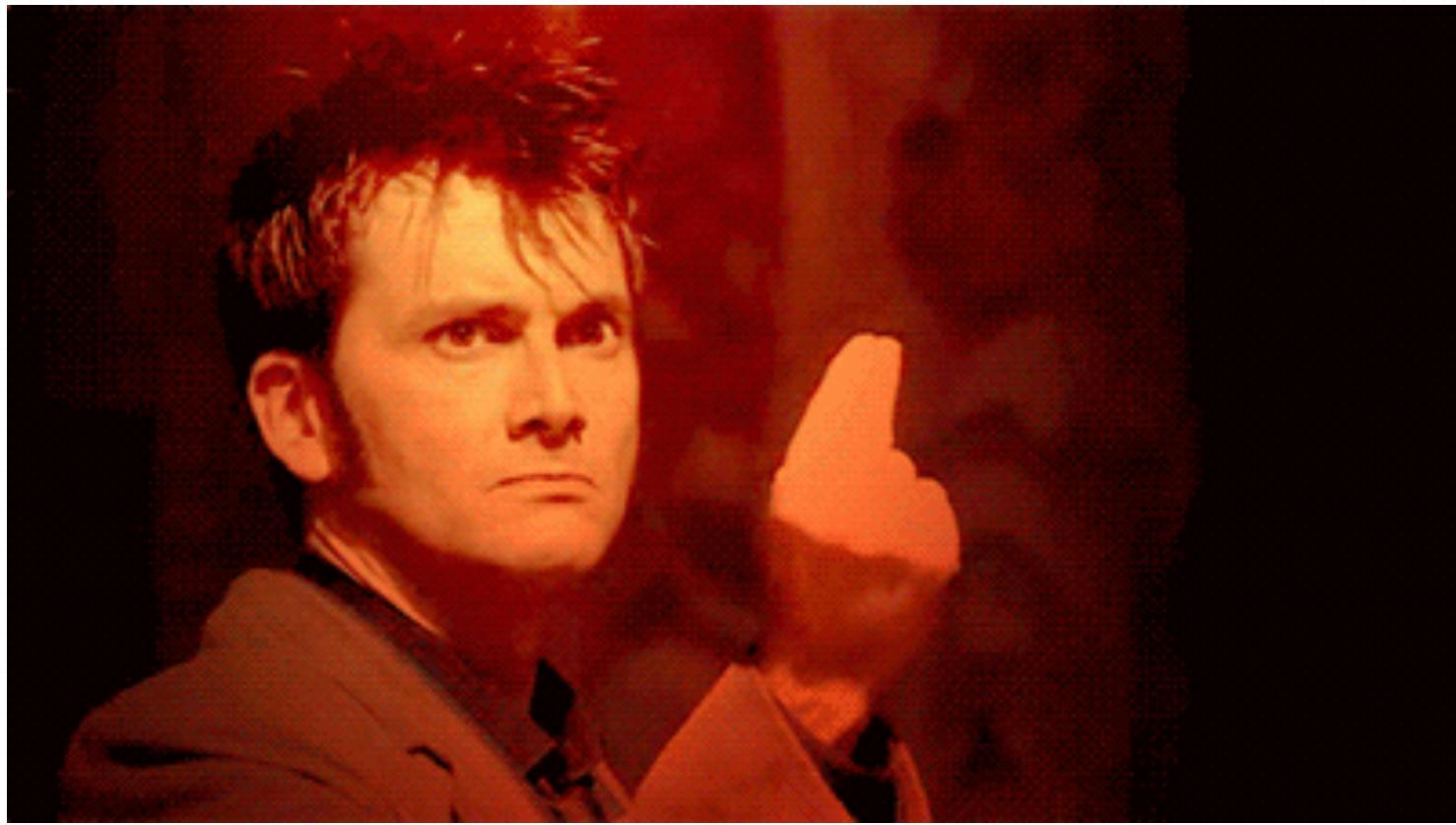
How Much Does
This Cost?

Cheap Regime

Item	Cost
HP Steam	\$199.99
Camstudio/Jing	Free
Google Hangouts	Free
Swag/gift cards	\$720 (\$20*3*12)
Lunch for observers	\$1200 (\$100 * 12)
<u>Total</u>	<u>\$2119.99</u>

Testing Your Space

How Can Using the Library be as Easy as Snapping Your Fingers?



Ideas?

- 0 Use think aloud protocols to test your library's self service systems
- 0 A/B test displays
- 0 Card sort your BISAC/DEWEY/UDC/LOC
- 0 Test your signage
- 0 Observe your people!

Building Your Team

List of Resources

Websites

0 NNG Blog

0 Usability.gov

0 Smashing Magazine

0 Boxes and Arrows

0 Card Sort Analysis

0 <http://www.uxbooth.com/articles/open-card-sort-analysis-101/>

0 <http://www.uxbooth.com/articles/open-card-sort-analysis-101/>

Meetups

- 0 If you live in the Midlands consider UXy Hour – A happy hour for UX professionals held on the first Tuesday of every month

Books

Garrett, J. J. (2010). *The elements of user experience: User-centered design for the web and Beyond* (2 edition). Berkeley, CA: New Riders.

Gothelf, J. (2013). *Lean UX: Applying lean principles to improve user experience*. (J. Seiden, Ed.) (1 edition). Beijing ; Sebastopol, CA: O'Reilly Media.

Greenberg, S., Carpendale, S., Marquardt, N., & Buxton, B. (2011). *Sketching user experiences: The workbook* (1 edition). Amsterdam ; Boston: Morgan Kaufmann.

Johnson, J. (2014). *Designing with the mind in mind, second edition: Simple guide to understanding user interface design guidelines* (2 edition). Amsterdam ; Boston: Morgan Kaufmann.

Krug, S. (2009). *Rocket surgery made easy: The do-it-yourself guide to finding and fixing Usability Problems* (1 edition). Berkeley, CA: New Riders.

Krug, S. (2014). *Don't make me think, revisited: A common sense approach to web Usability* (3 edition). Berkeley, CA.: New Riders.

Unger, R., & Chandler, C. (2012). *A project guide to UX design: For user experience designers in the field or in the making* (2 edition). Berkeley, CA: New Riders

Images from Other People

- Advanced Common Sense - Downloads for Rocket Surgery Made Easy. (n.d.). Retrieved May 5, 2016, from <https://www.sensible.com/downloads-rsme.html>
- CamStudio - Free Screen Recording Software. (n.d.). Retrieved May 5, 2016, from <http://camstudio.org/>
- Card sorting | Information & Design. (n.d.). Retrieved from <http://infodesign.com.au/usabilityresources/cardsorting/>
- GIPHY. (n.d.). *Bowties GIF - Find & Share on GIPHY*. Retrieved from <https://media.giphy.com/media/aAzxzhHxbNheg/giphy.gif>
- Hahn, D. (n.d.). Bow Tie Revolution | BU Today | Boston University. Retrieved May 5, 2016, from <http://www.bu.edu/today/2012/bow-tie-revolution/>
- Super junior Moments. (n.d.). Retrieved May 5, 2016, from <http://suju-forever-love.tumblr.com/>
- Threlfall, R. (n.d.). Rocket Surgery Made Easy | UX Book Club. Retrieved from <http://uxbook.club/rocket-surgery-made-easy/>
- Why You Only Need to Test with 5 Users. (n.d.). Retrieved May 5, 2016, from <https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/>