

QQML 2018



Zoe Chao
UX Librarian

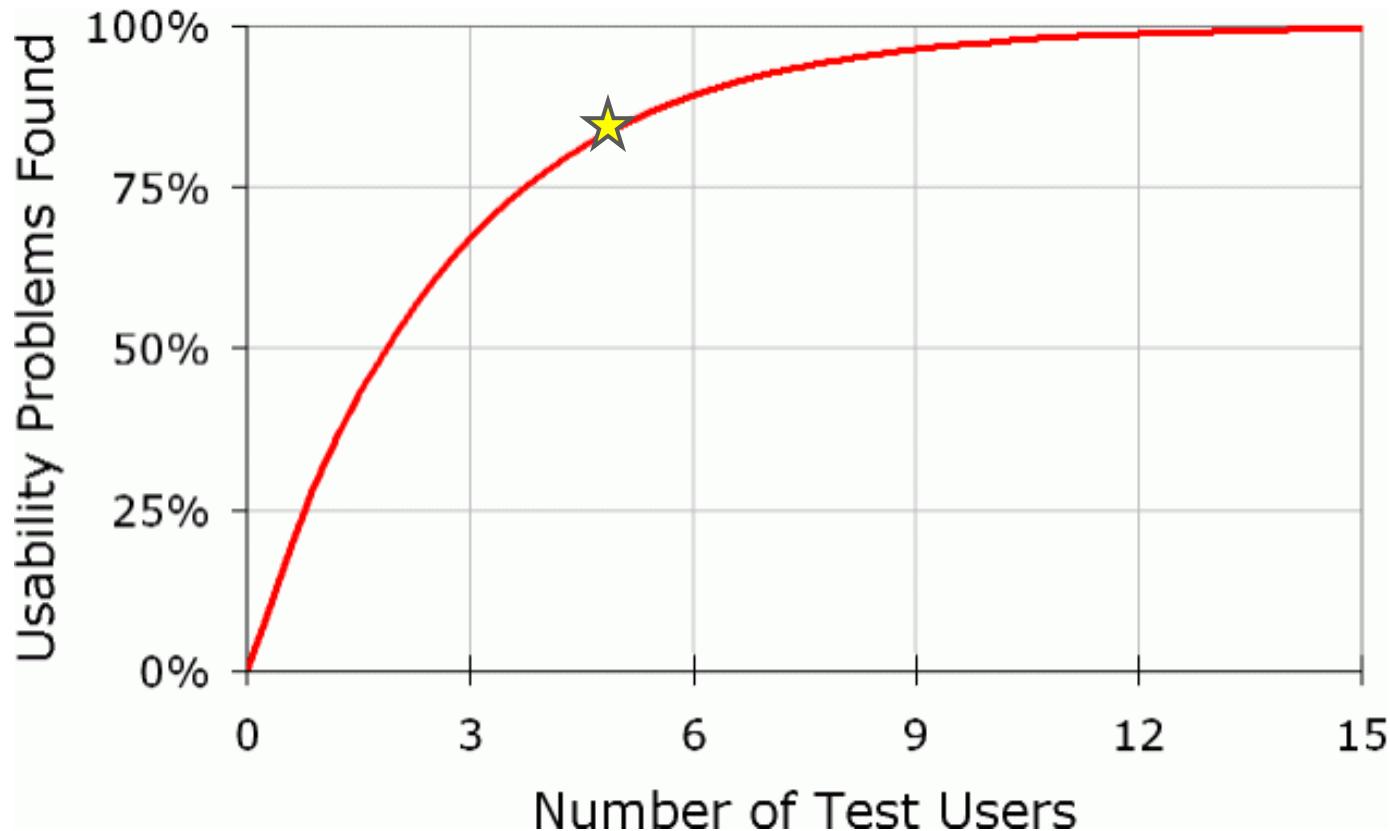
Steve Borrelli
Head of Library Assessment



Measuring User Experience at Your Library

A Lightweight Low-cost Framework
for Conducting UX Studies

5 users → 85% of usability problems



Nielsen, J. (2000). Why You Only Need to Test with 5 Users. Retrieved from <https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/>

“

72%

1469 responding
libraries

reported that they
did not conduct
usability testing
when designing their
current website.

Chow, A. S., Bridges, M., & Commander, P. (2014). The website design and usability of US academic and public libraries. *Reference & User Services Quarterly*, 53(3), 253-265.

Quick Poll

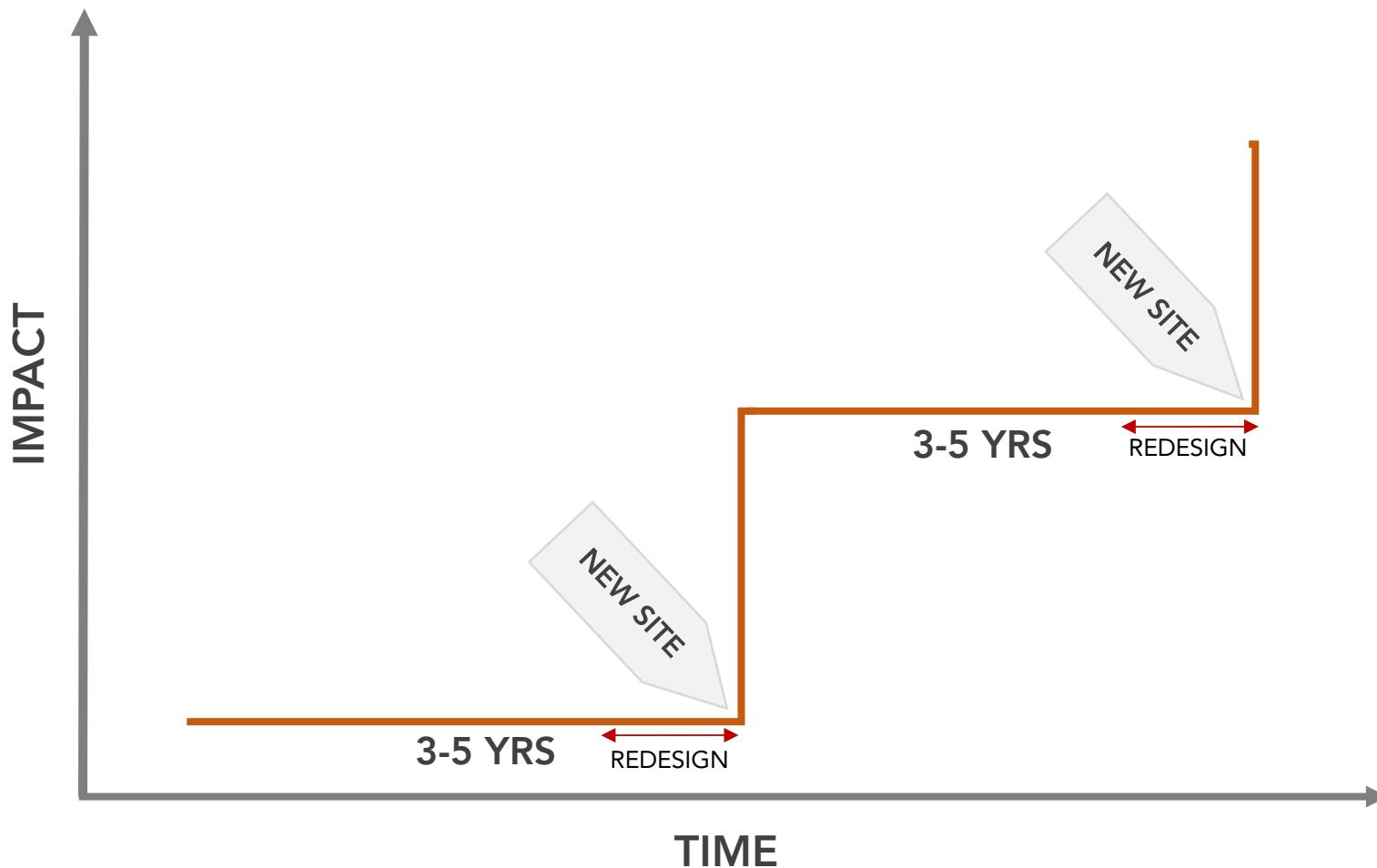
Did your institution conduct any UX study when launching the most recent website?

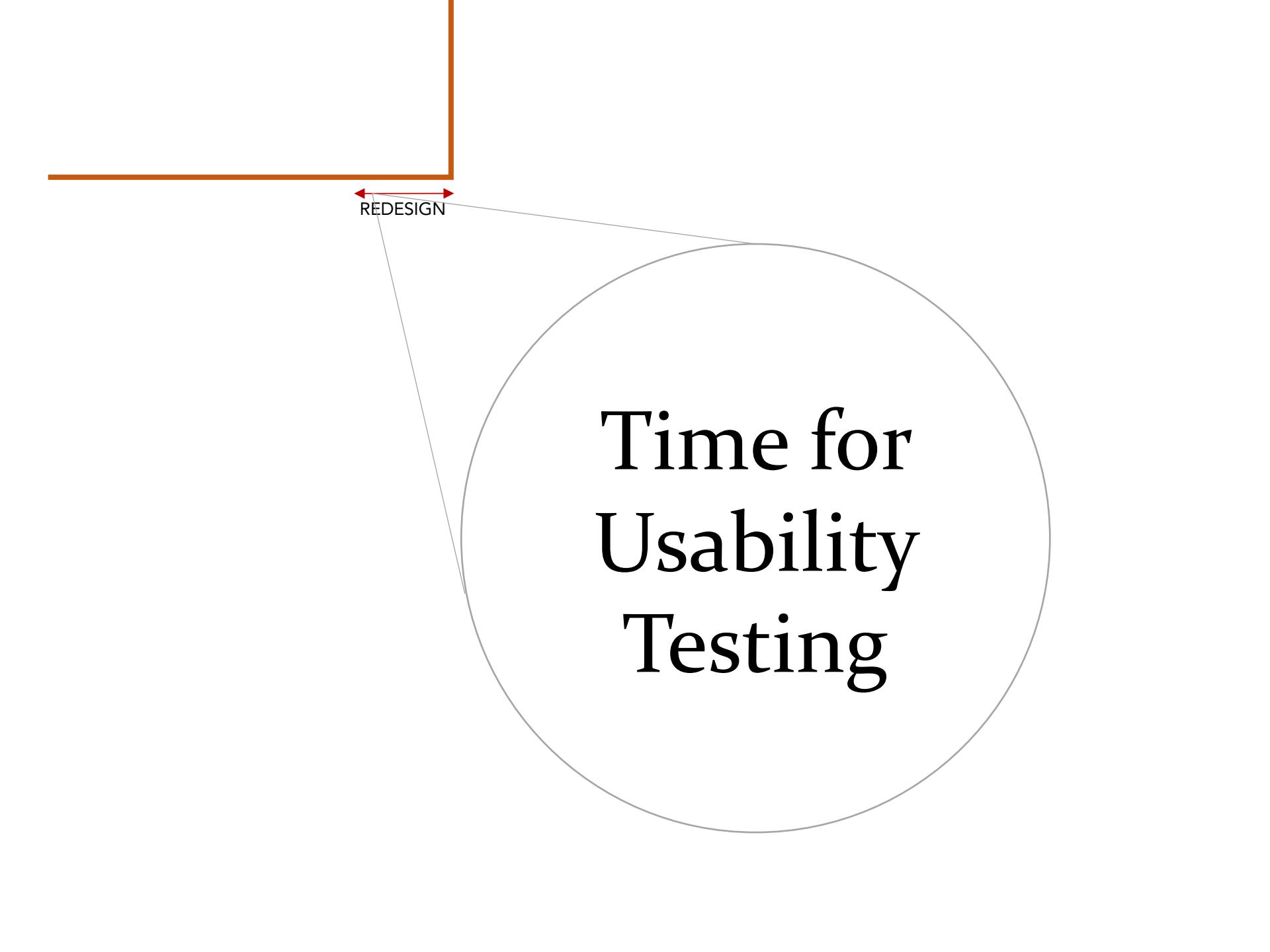
Planning for Usability Testing

- IRB approval
- Hardware/software
- Spaces
- Recruitment
- Scheduling
- Incentives
- Tasks for UX testing

and more to do after the testing...

TRADITIONAL WEB DESIGN





**Time for
Usability
Testing**



WE DO IT
RARELY.

WE DO IT
BIG.

*Not a good cycle for
our users!*



UX Café

free coffee
and snacks

for 10 minutes with our
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PennState
University Libraries

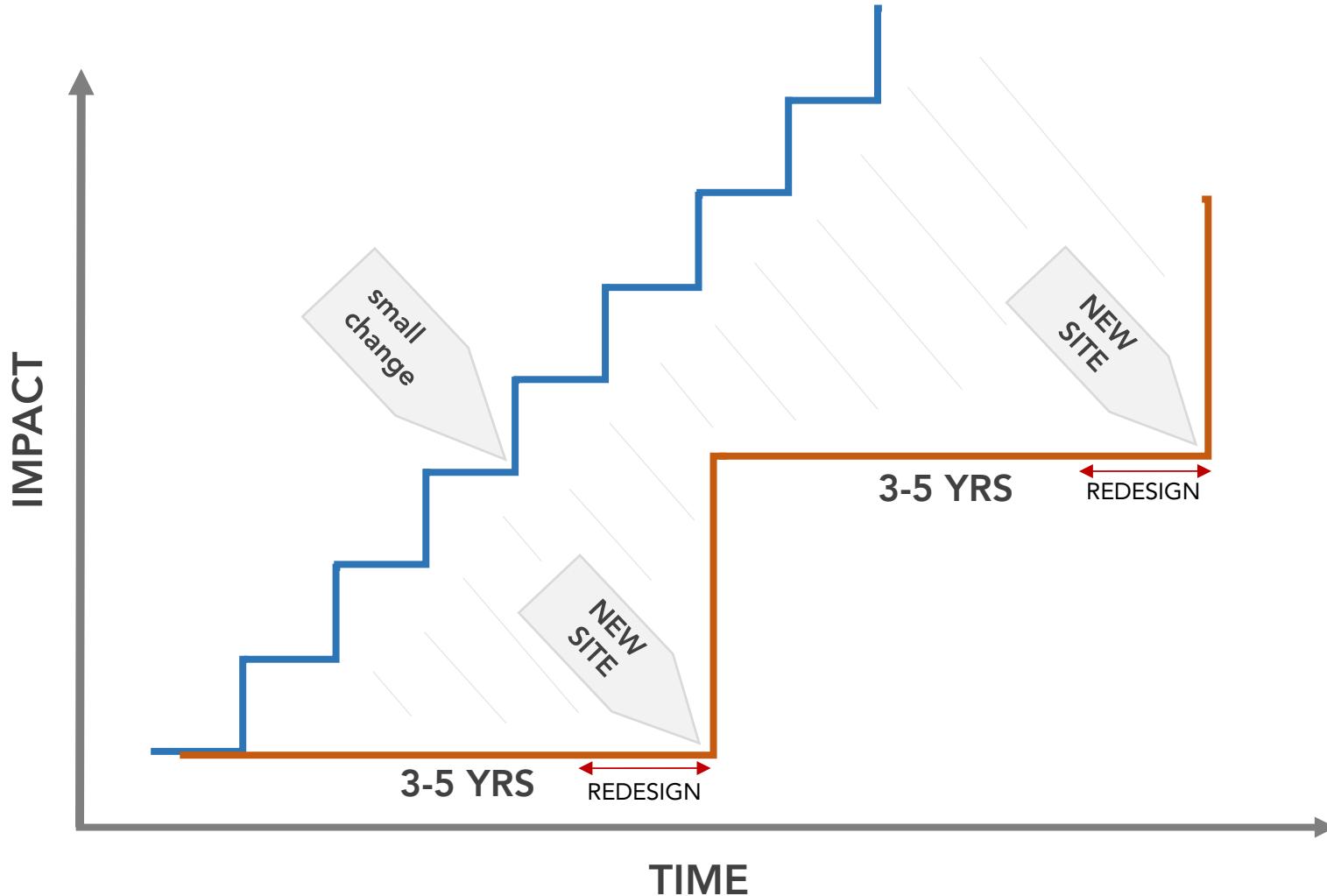


Setup for UX Café

- Somewhere open, high traffic in the library
- Whoever interested can participate
- 5-10 mins of UX study
- A cup of coffee & a snack
- Biweekly or monthly

USER
CENTERED

USER-CENTERED VS TRADITIONAL



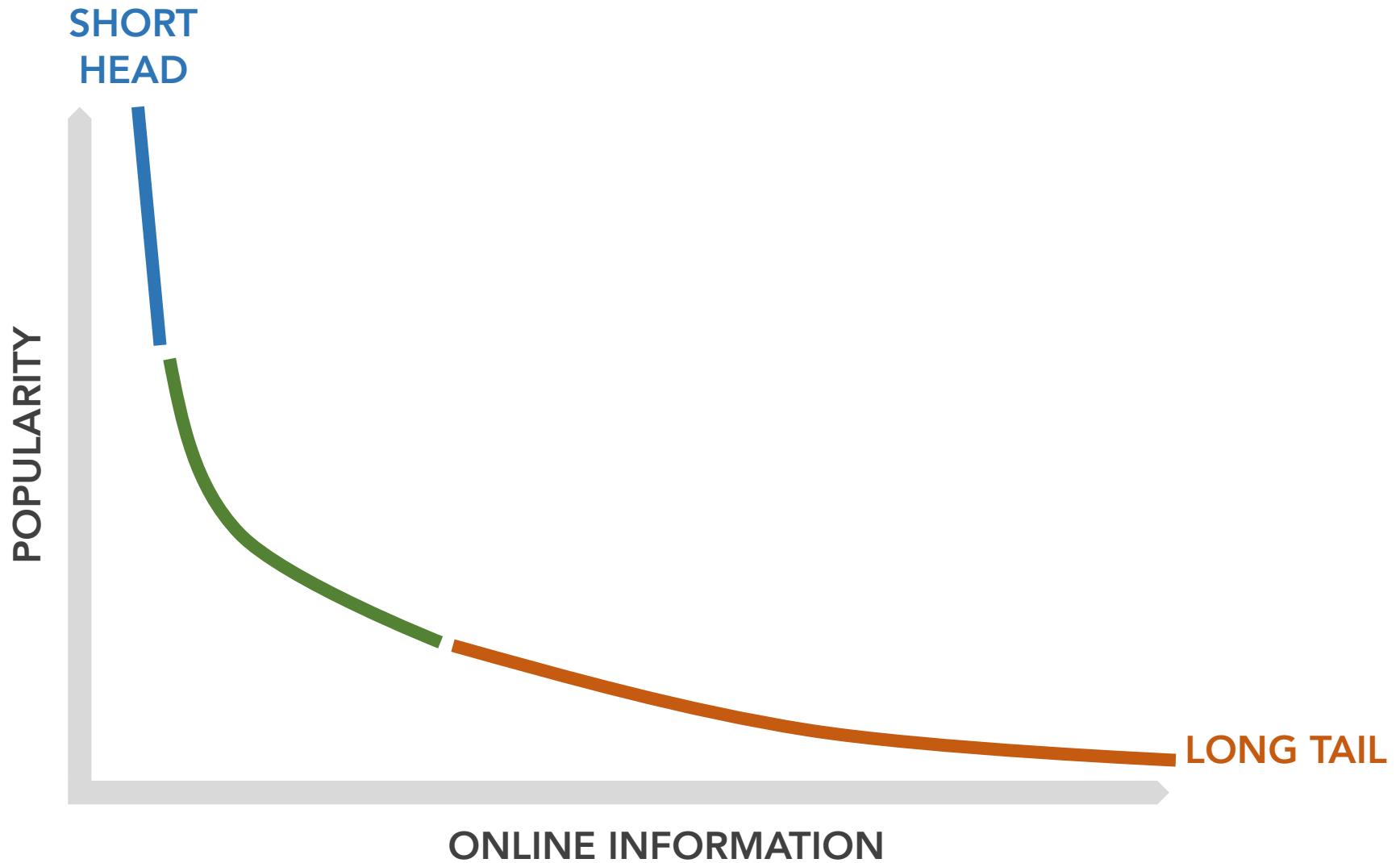
LOW-COST
& PREFAB

Planning for UX Café

- ✓ IRB approval
- ✓ Hardware/software
- ✓ Spaces
- ✓ Recruitment
- ✓ Scheduling
- Incentives
- Tasks for UX testing
- ✓ Interesting signs to raise UX awareness

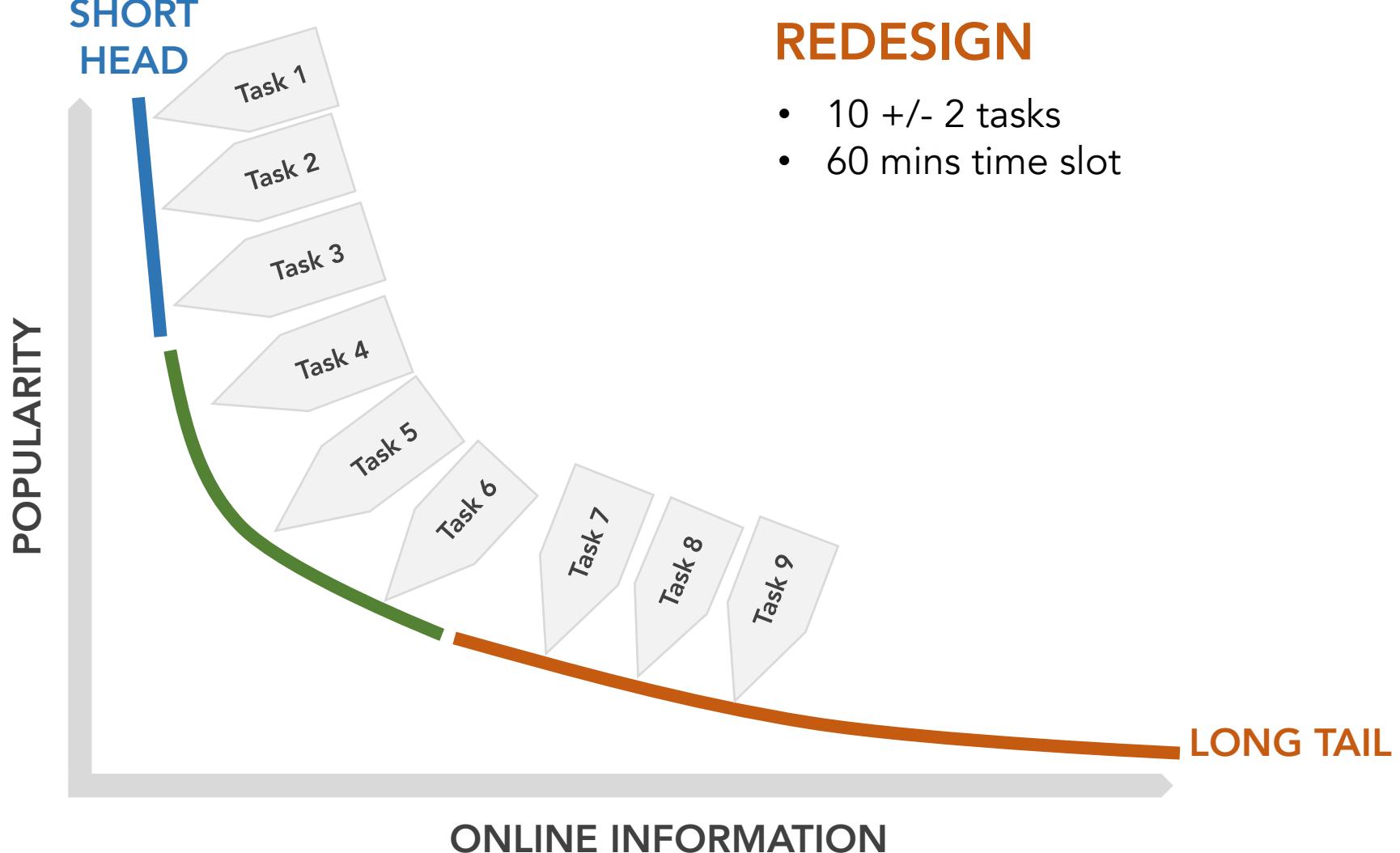
↗ Bonus point!

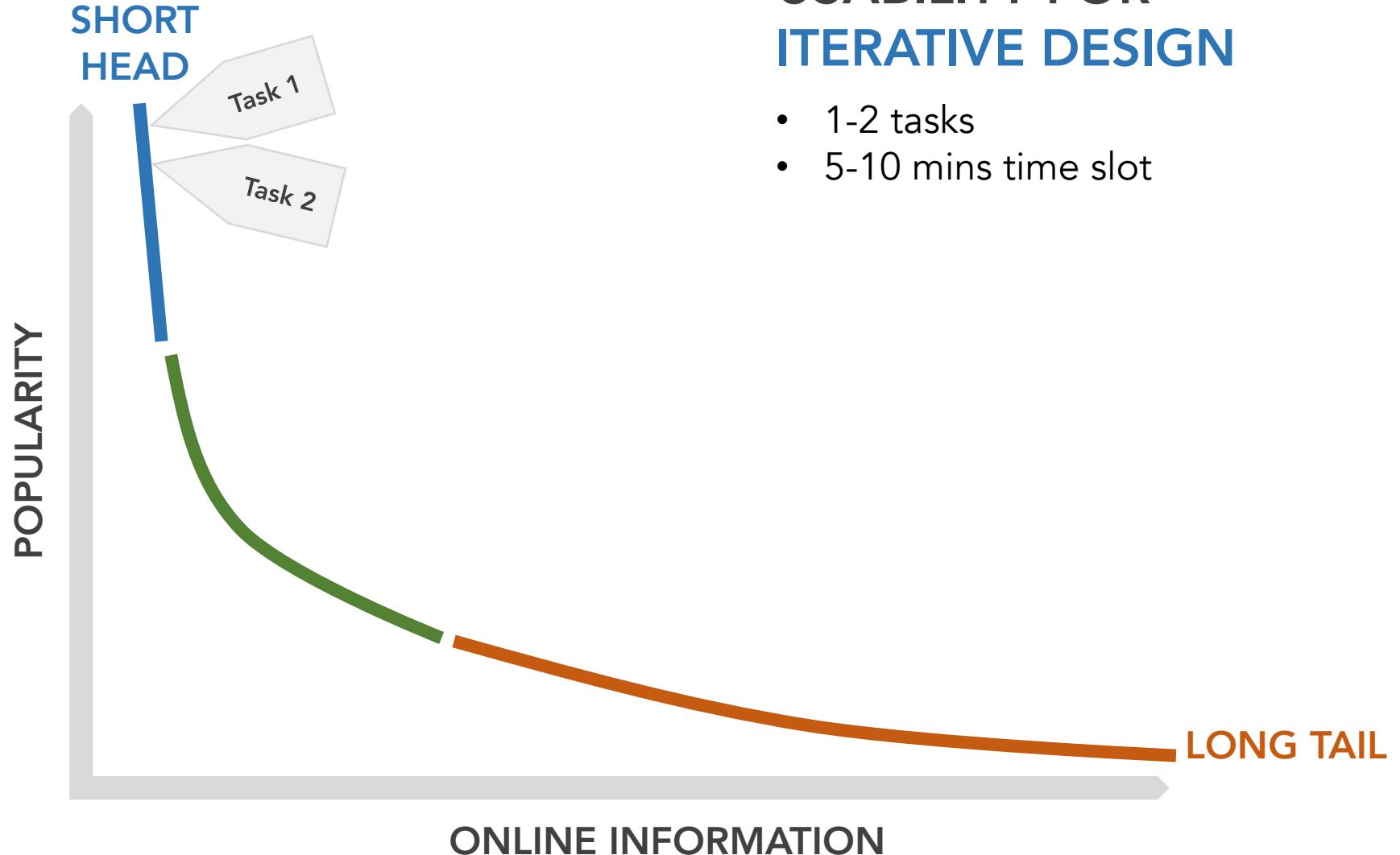
FOCUS ON
PRIORITIES

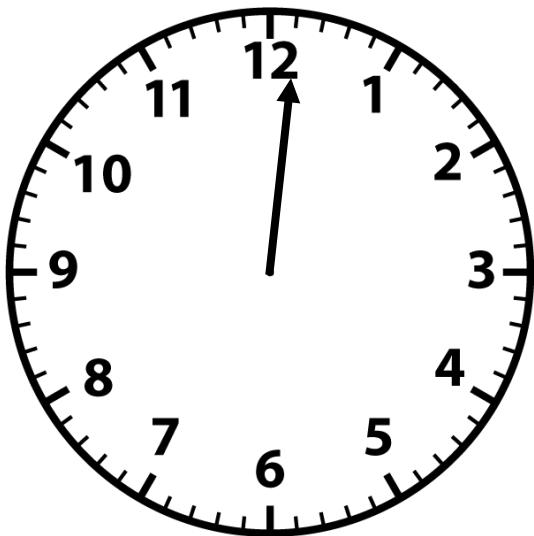


USABILITY FOR REDESIGN

- 10 +/- 2 tasks
- 60 mins time slot

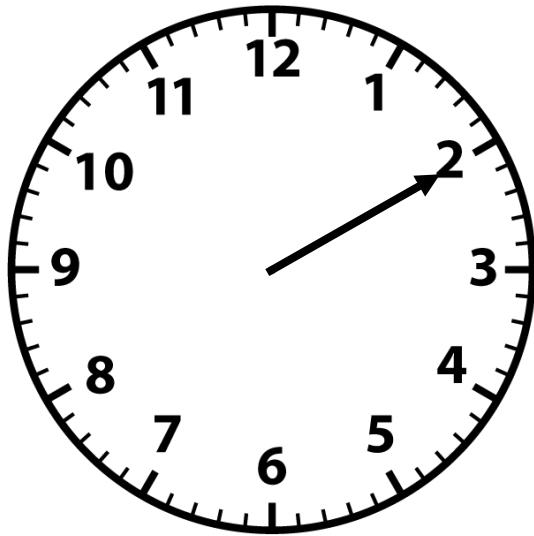






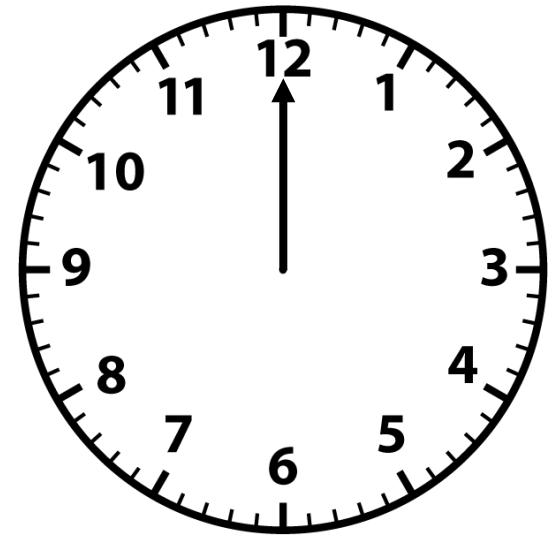
1 second

Users expect computers to respond.



10 seconds

Users move on if nothing happens.



1 minute

Users expect simple tasks to be done.

 Libraries?

Apply to be part of our team!
libraries.psu.edu/jobs



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and snacks

for 10 minutes with our
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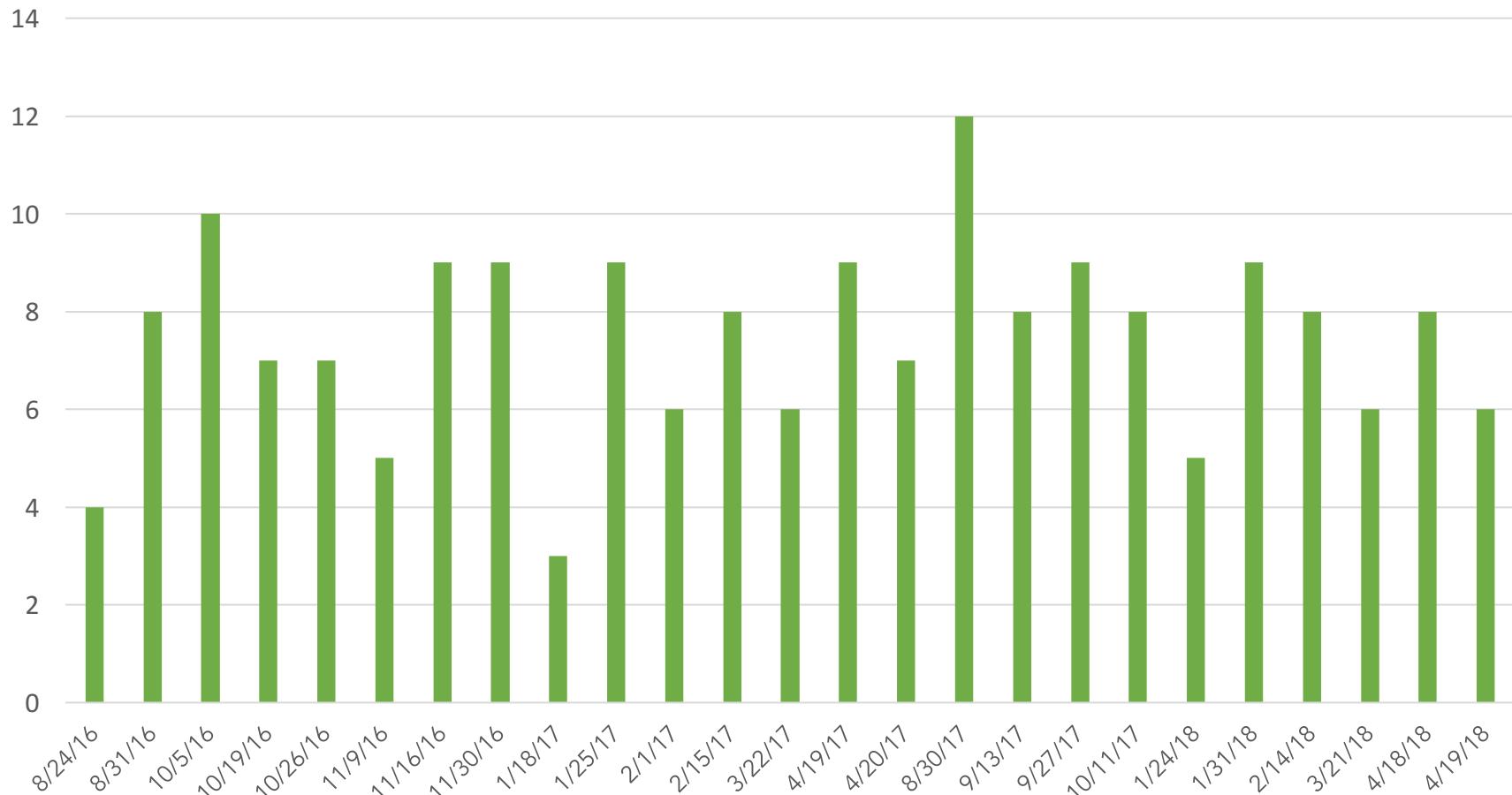
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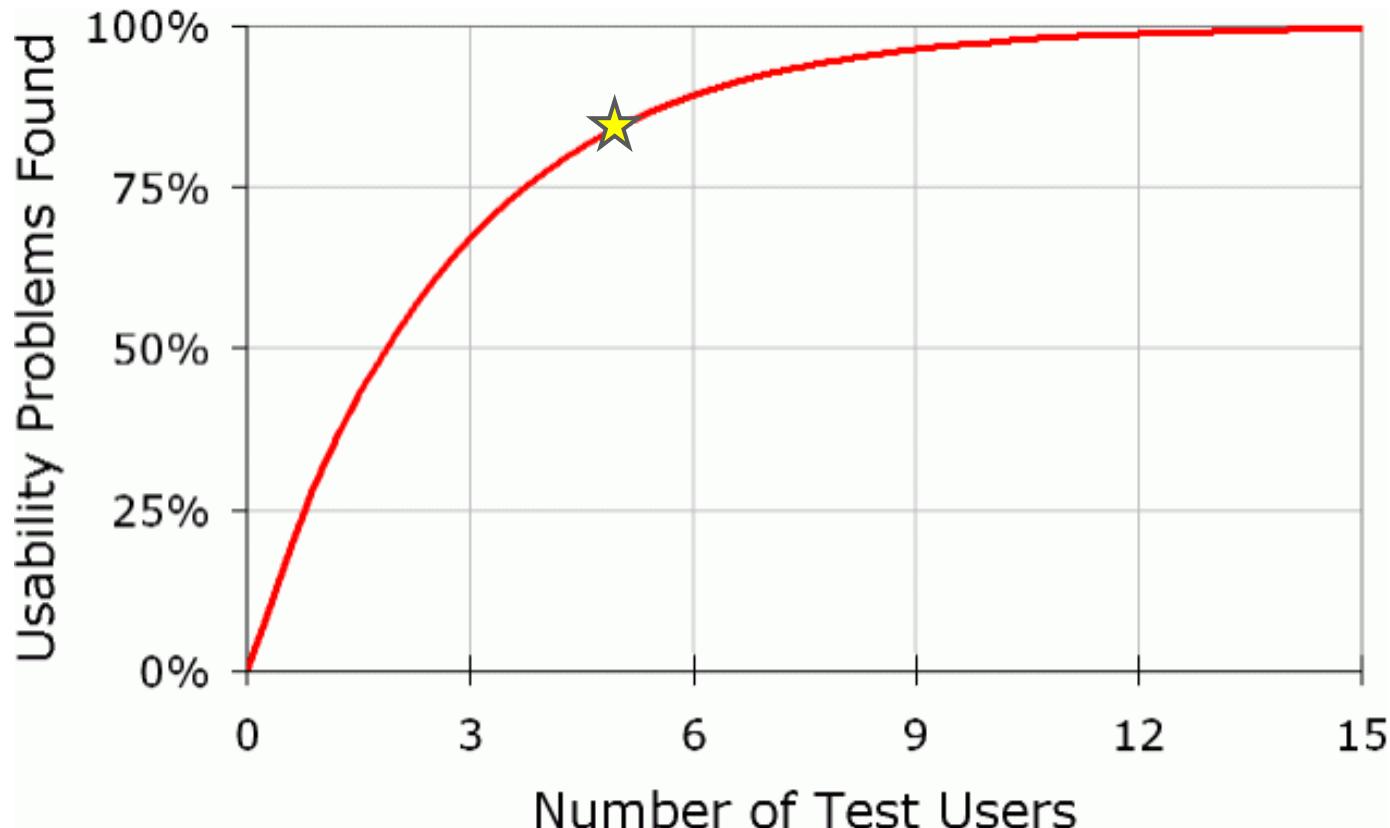
UX Café

Fall 2016 -- Spring 2018

- 25 sessions
- 186 participants
- 7.44 participants / session



5 users → 85% of usability problems



Nielsen, J. (2000). Why You Only Need to Test with 5 Users. Retrieved from <https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/>

METHODS USED

Measuring UX

Business
Oriented

- ✓ Completing a transaction
- ✓ Comparing products
- ✓ Evaluating frequent use of the same product
- ✓ Evaluating navigation and/or information architecture
- ✓ Increasing awareness
- ✓ Problem discovery
- ✓ Maximizing usability for a critical product
- ✓ Comparing alternative designs
- Creating an overall positive user experience
- Evaluating the impact of subtle changes

Tullis, T., & Albert, W. (2013). *Measuring the user experience: collecting, analyzing, and presenting usability metrics.*

Study Type	Study at UX Café	Methods / Measurements
Completing a transaction	Find a library resource or services, e.g., request a book	<ul style="list-style-type: none"> • Usability Tasks (task success, completion time) • Brief interview
Comparing products	Benching marking w/ peer institutions	<ul style="list-style-type: none"> • Usability tasks (task success, completion time) • Questionnaire (ranking) • Brief interview
Evaluating frequent use of the same product	Hours & Locations page	<ul style="list-style-type: none"> • Usability Tasks (task success, completion time) • Brief interview
Evaluating navigation and/or information architecture	Top navigation menu	<ul style="list-style-type: none"> • Card sorting • Brief interview

Study Type	Study at UX Café	Methods / Measurements
Maximizing usability for a critical product	Discovery tool	<ul style="list-style-type: none"> • Usability tasks (task success, completion time) • Brief interview
Comparing alternative designs	Comparing design mockups	<ul style="list-style-type: none"> • Usability tasks (task success, completion time) • Questionnaire (ranking) • Brief interview
Increasing awareness	News and Events page	<ul style="list-style-type: none"> • Usability tasks (task success, completion time) • Brief interview
Problem discovery	Reserve a study room	<ul style="list-style-type: none"> • Usability tasks (task success, completion time) • Brief interview

Quantitative

- Task success (binary)
- Task completion time
- Ranking (with peer institutions)
 - Layout
 - Content
- Ranking (within our own website)
 - Layout
 - Content
- Questionnaire

Qualitative

- Brief interview (after every task)
- Preference for layout
- Card sorting
- Questionnaire
- Design ideas
- Reaction cards

Boring

Appealing

Inviting

Engaging

Friendly

Annoying

Confusing

Frustrating

Hard to Use

Valuable

Intuitive

Complicated

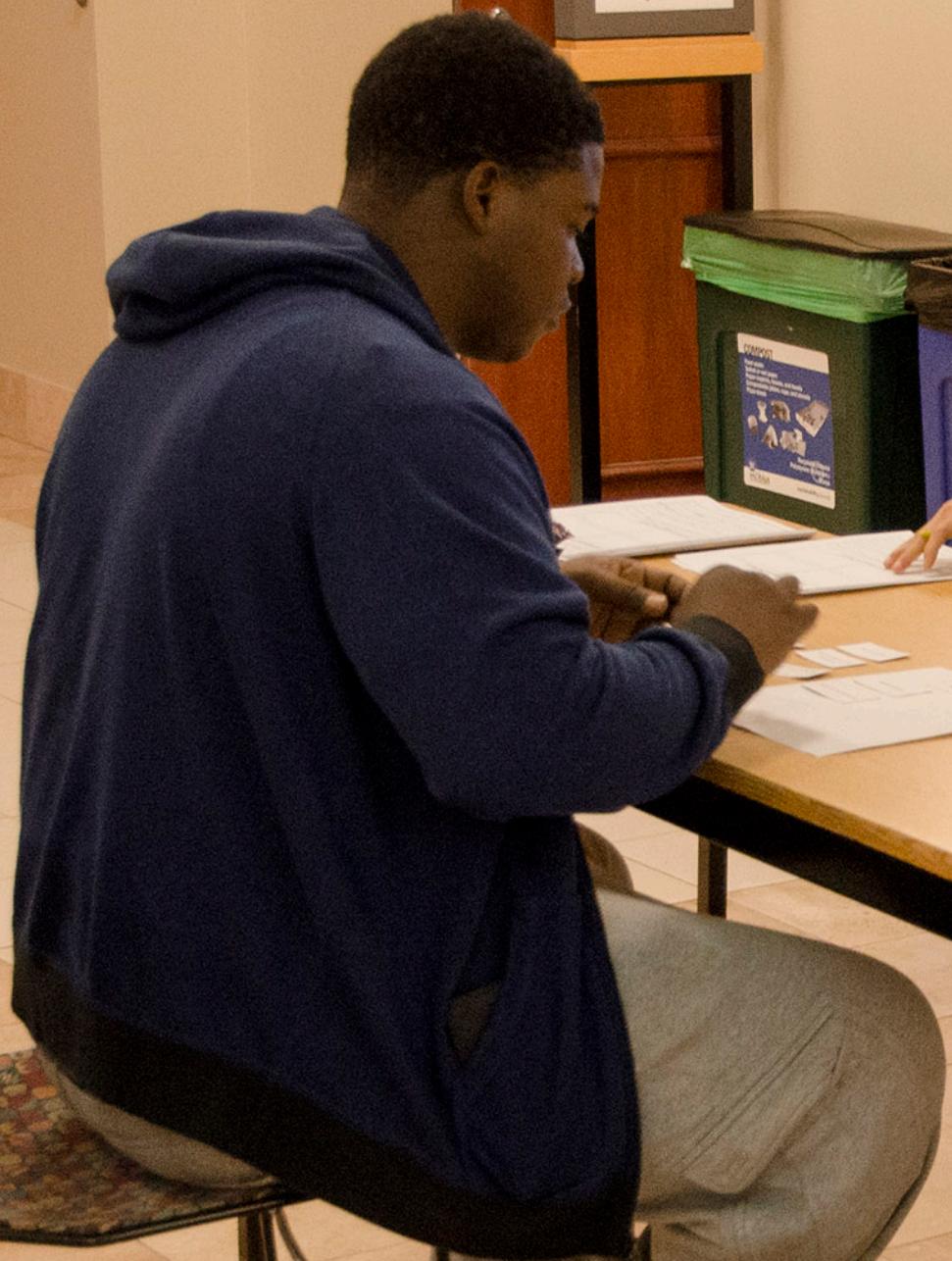
Dated

Overloaded

Comprehensive

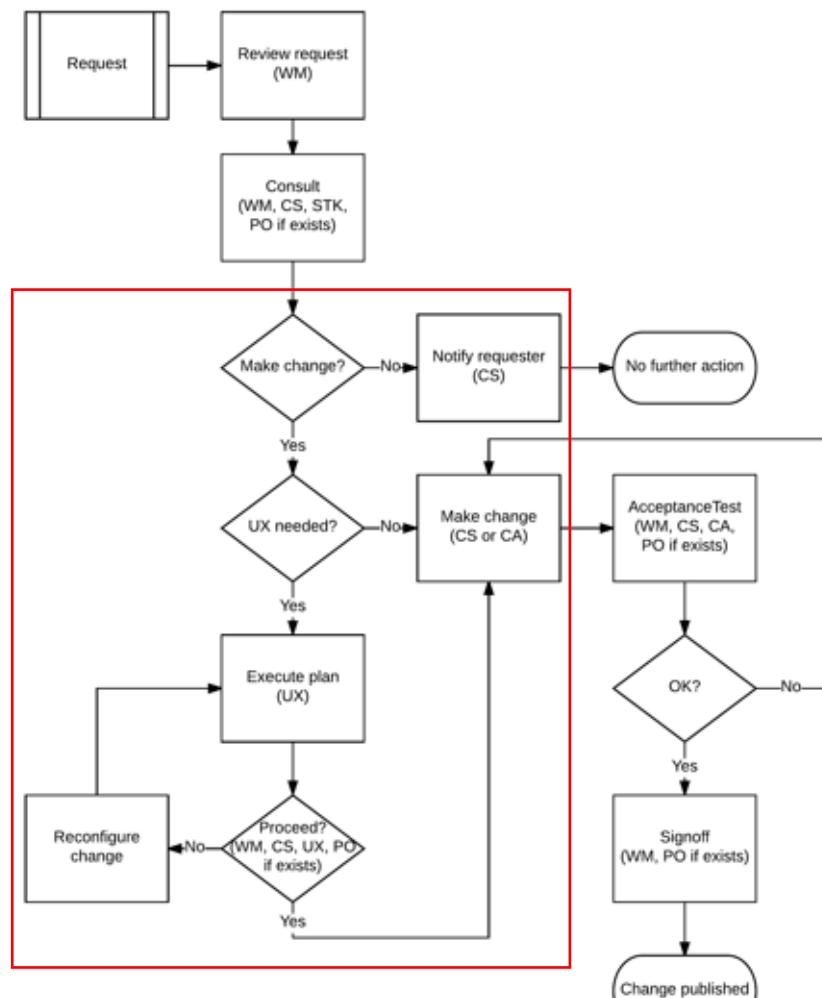
Easy to Use

ENTER
HERE



WORKFLOWS & IMPACT

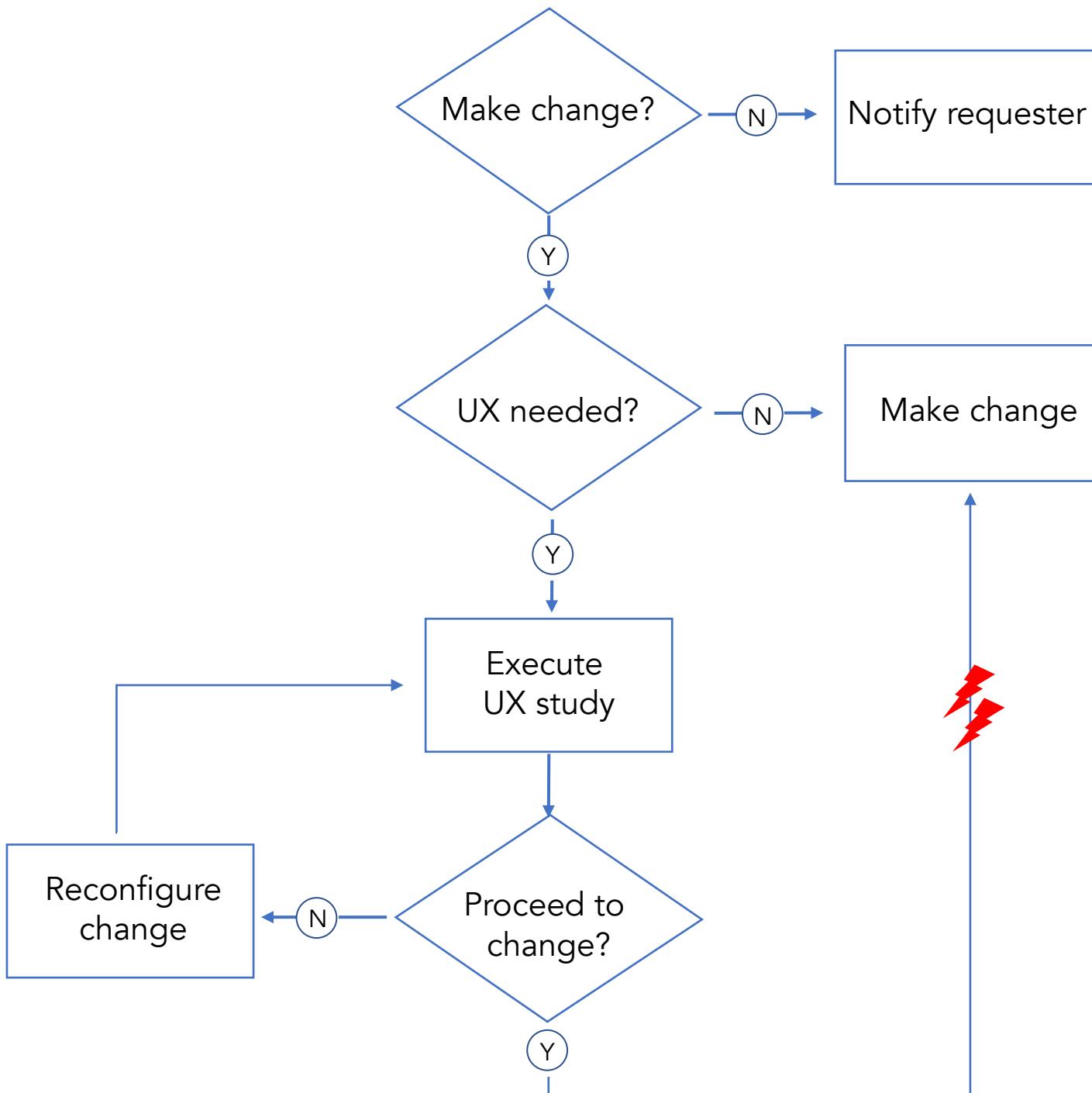
Change in Content on High Impact Page Request



Key:

AET = Author Expert Team
CA = Content/Accessibility Specialist
CS = Content Strategist
DEV = Developer(s)
DSG = Designer
PO = Product Owner
STK = Stakeholder(s)
SYS = Systems Staff
UX = User Experience Librarian
WM = Website Manager

Communication



Thank you.
😊

Questions?