

QQML 2018



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UX Librarian

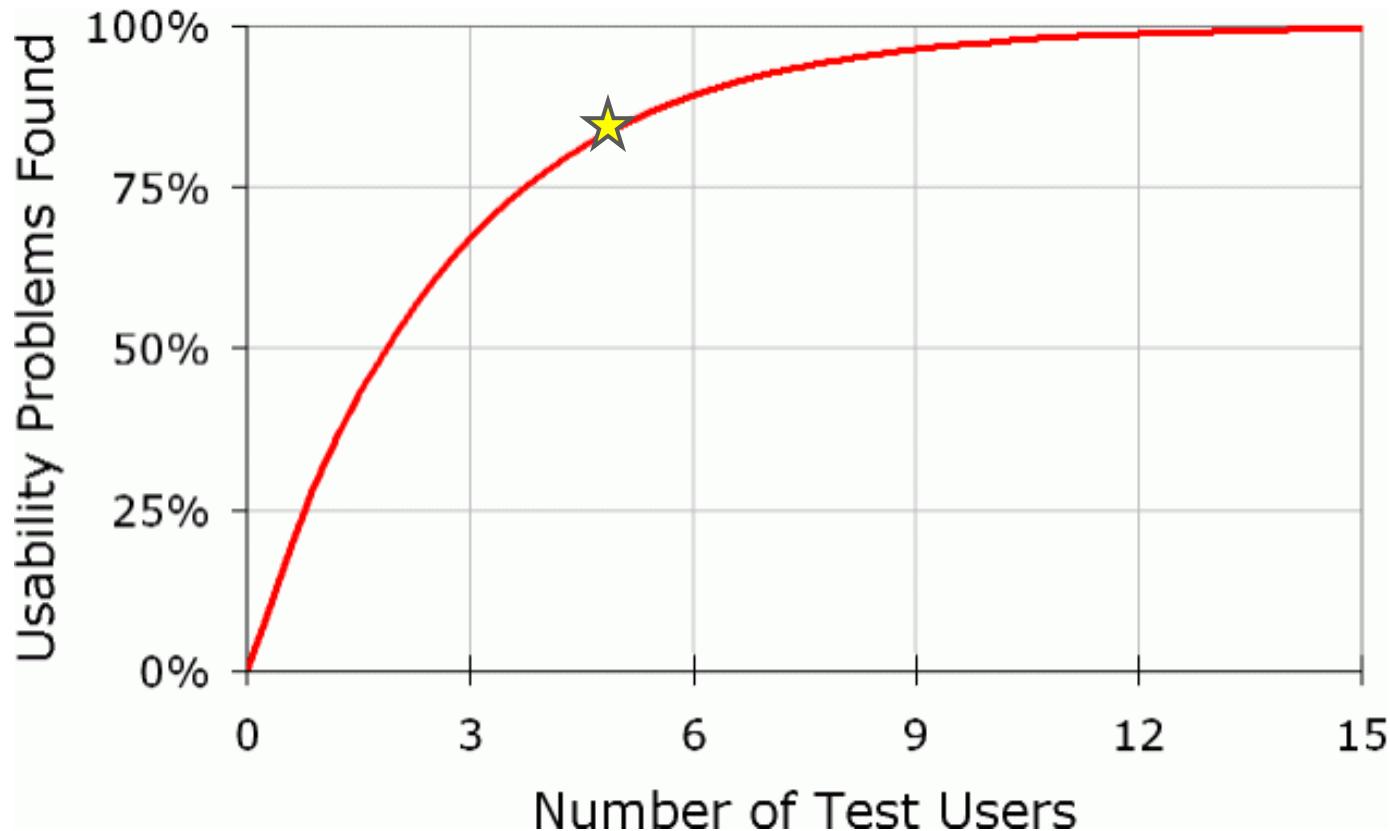
Steve Borrelli  
Head of Library Assessment



# 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

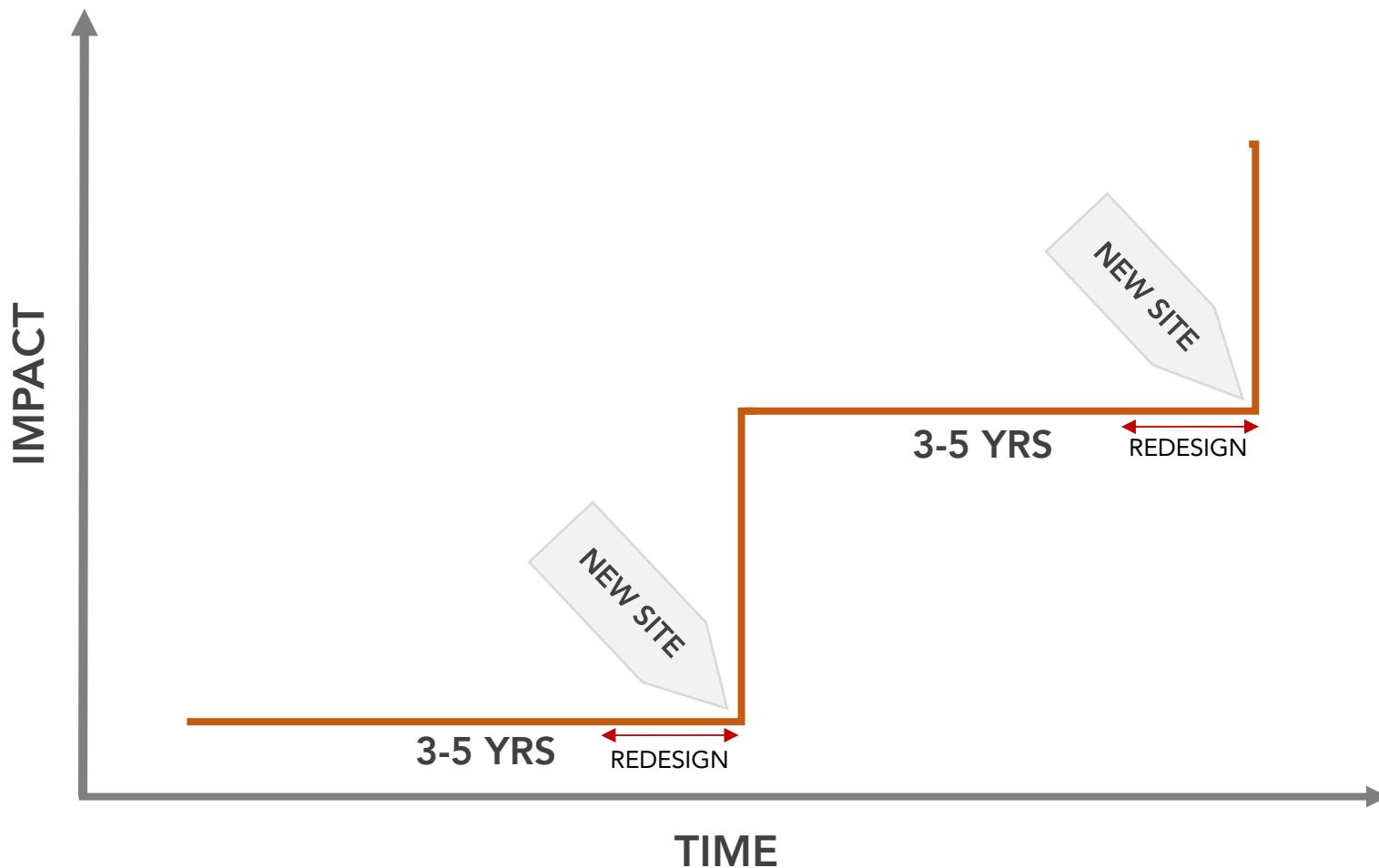
Did your institution conduct any UX study when launching the most recent website?

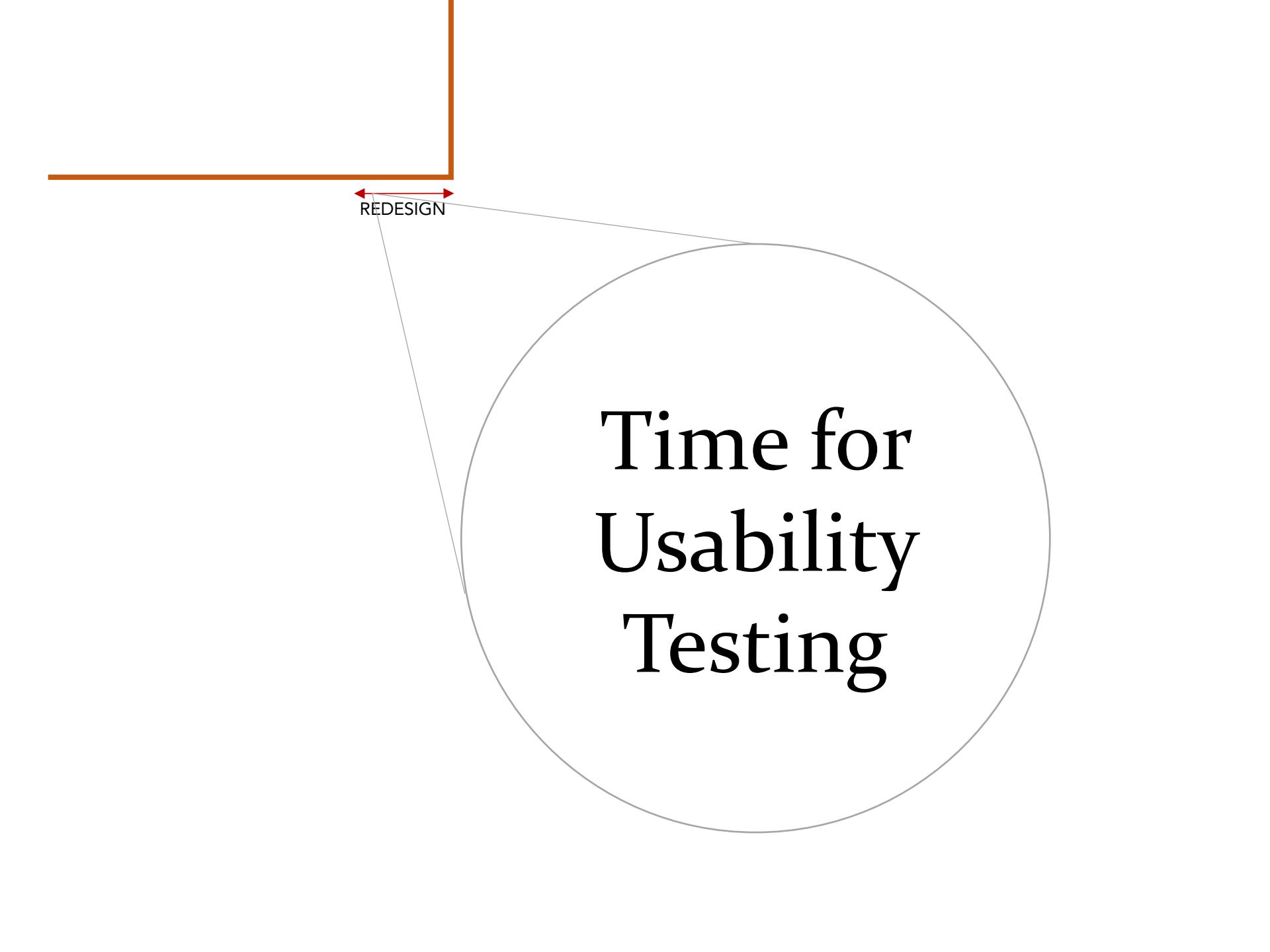
## Planning for Usability Testing

- 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



A large, swirling whirlpool in dark blue water, representing a cycle or feedback loop.

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  
user experience librarian



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PennState  
University Libraries

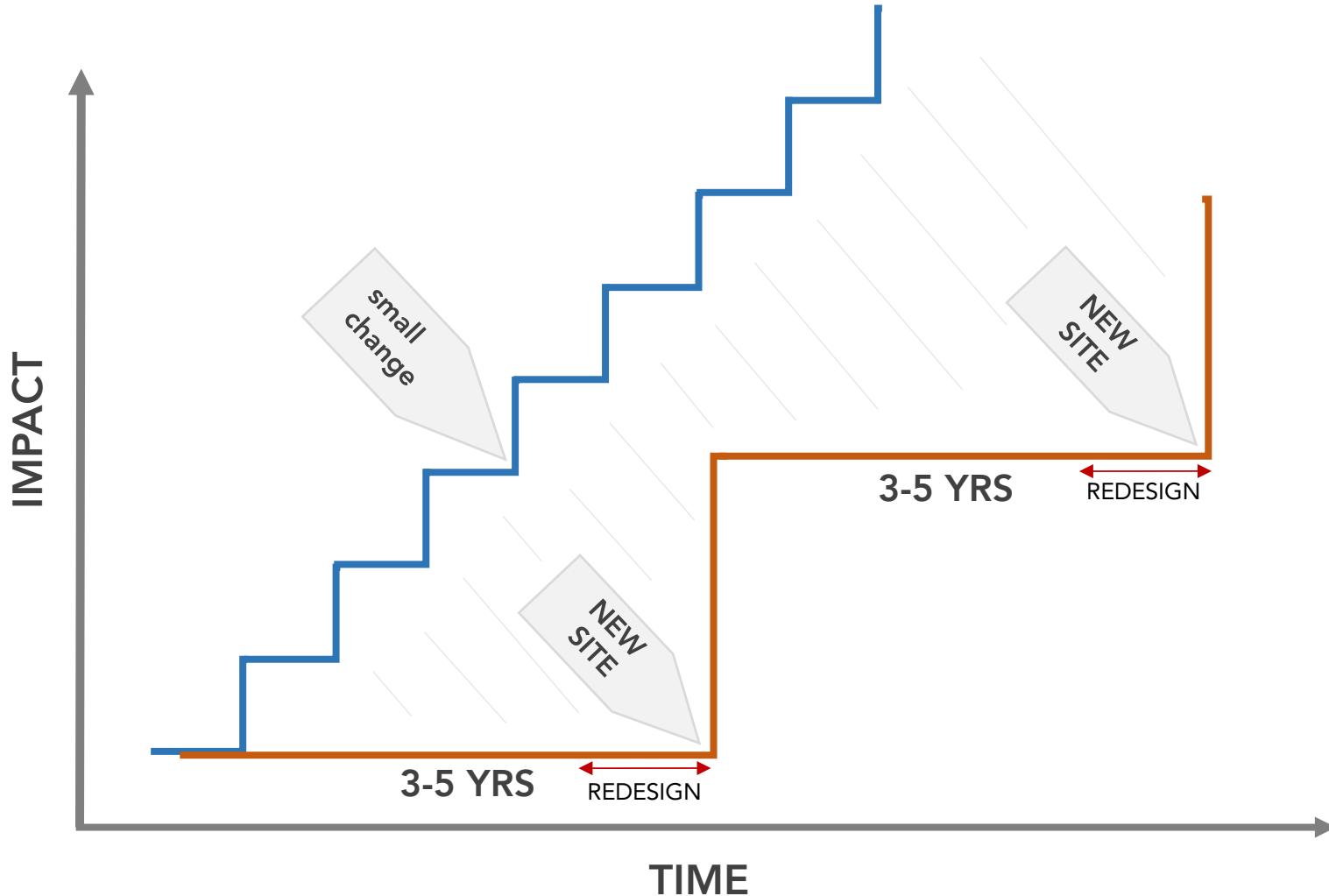


## Setup for UX Café

- 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



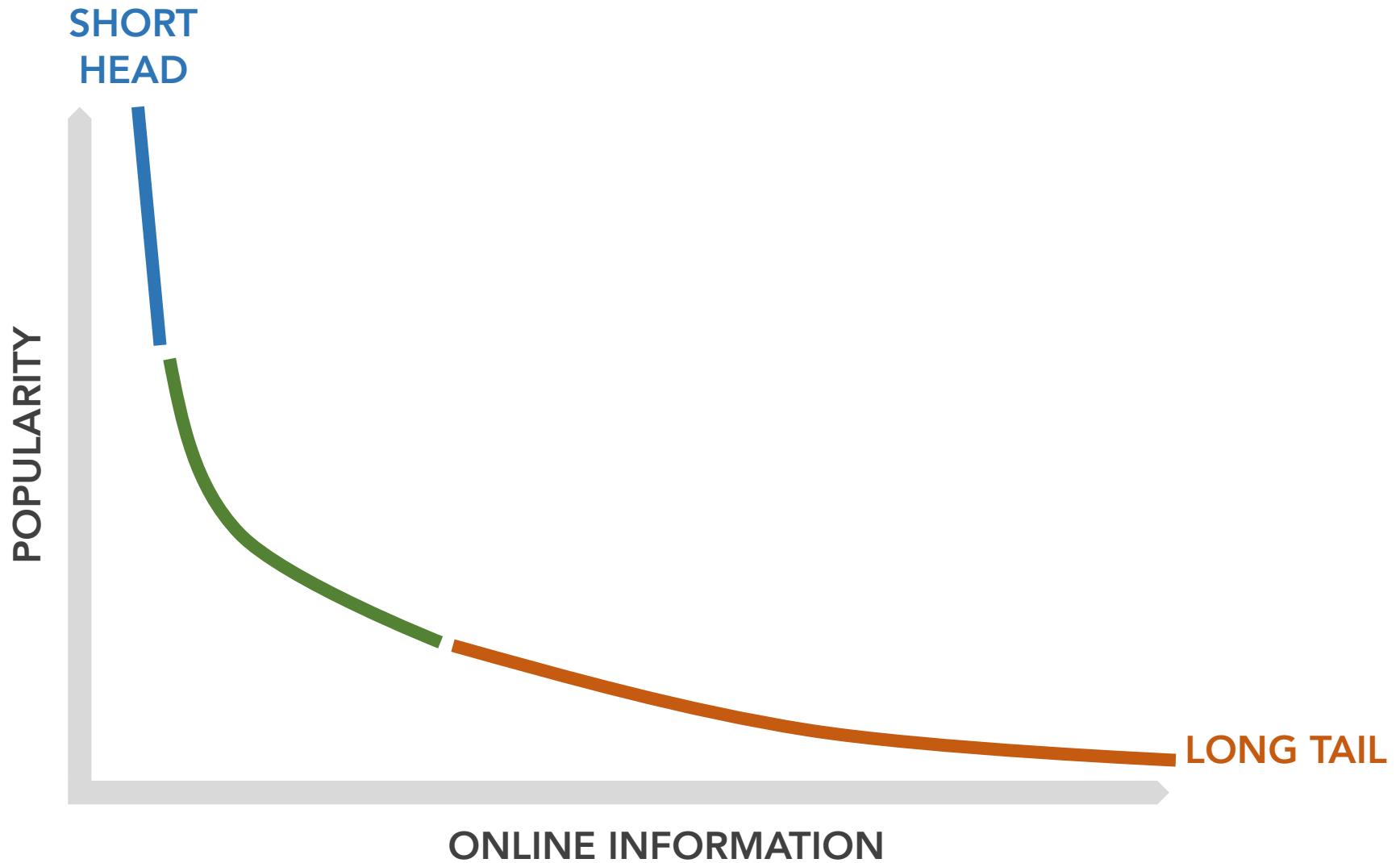
LOW-COST  
& PREFAB

## Planning for UX Café

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

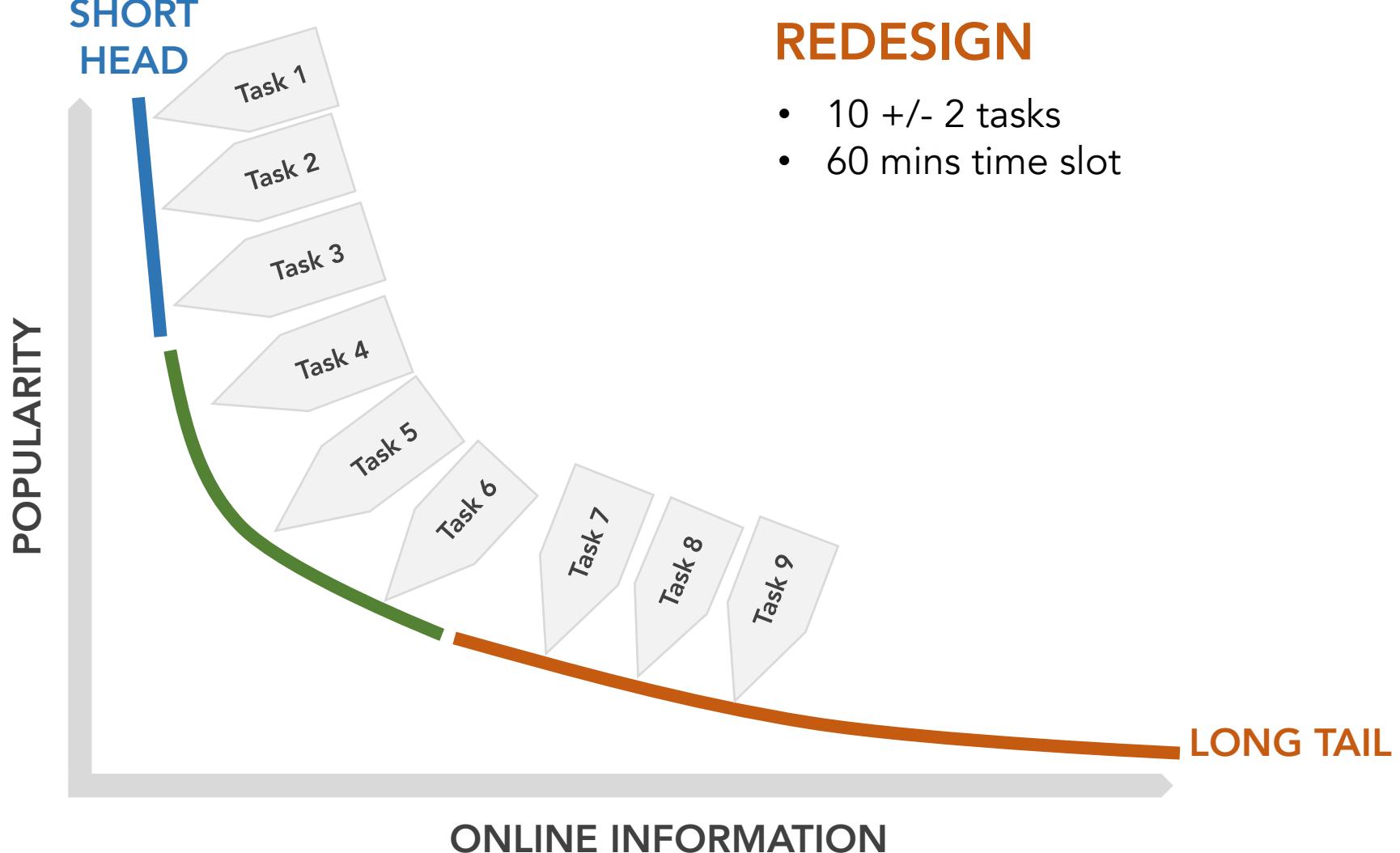
↗ Bonus point!

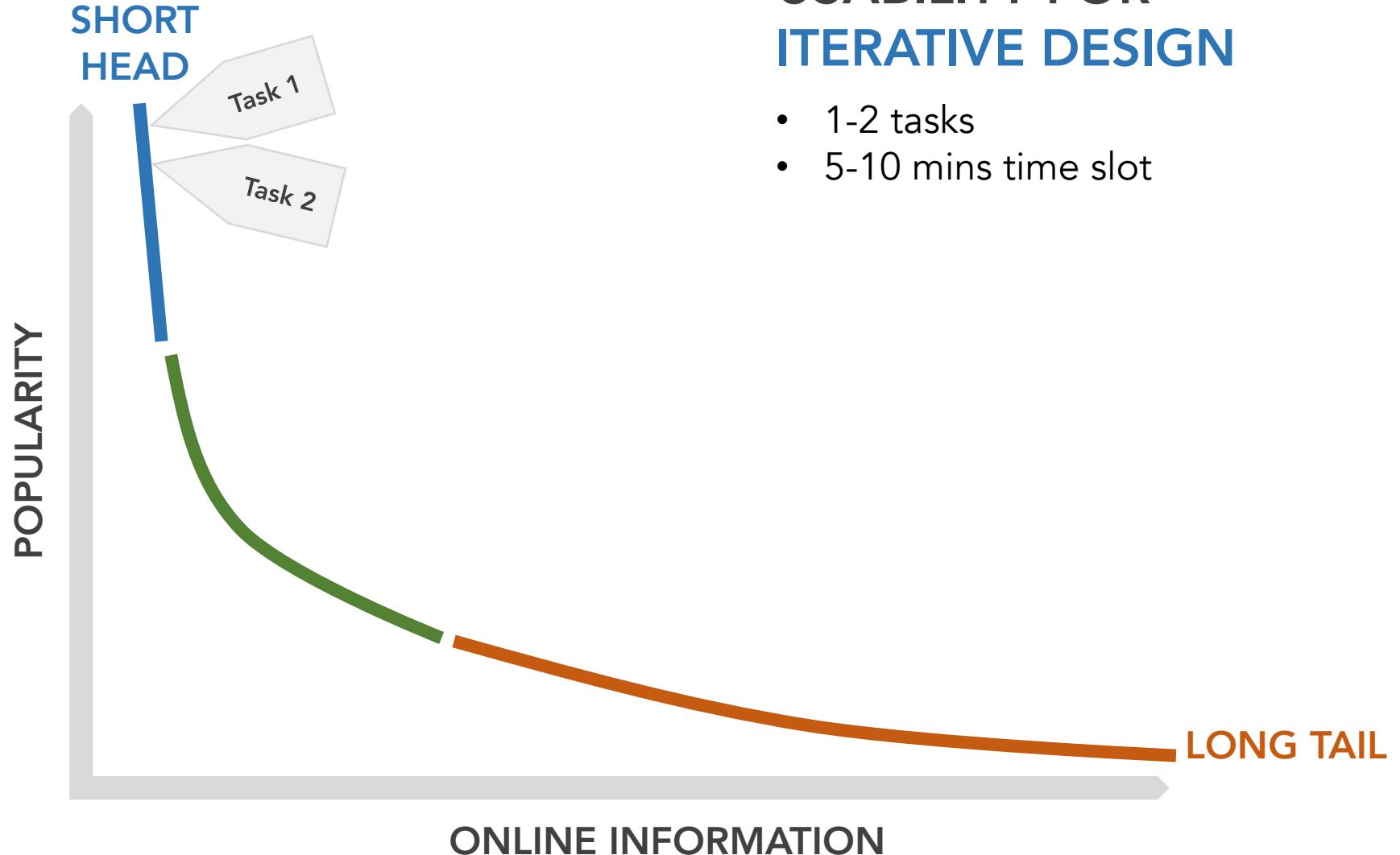
FOCUS ON  
PRIORITIES



## USABILITY FOR REDESIGN

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





 Libraries?

Apply to be part of our team!  
[libraries.psu.edu/jobs](http://libraries.psu.edu/jobs)



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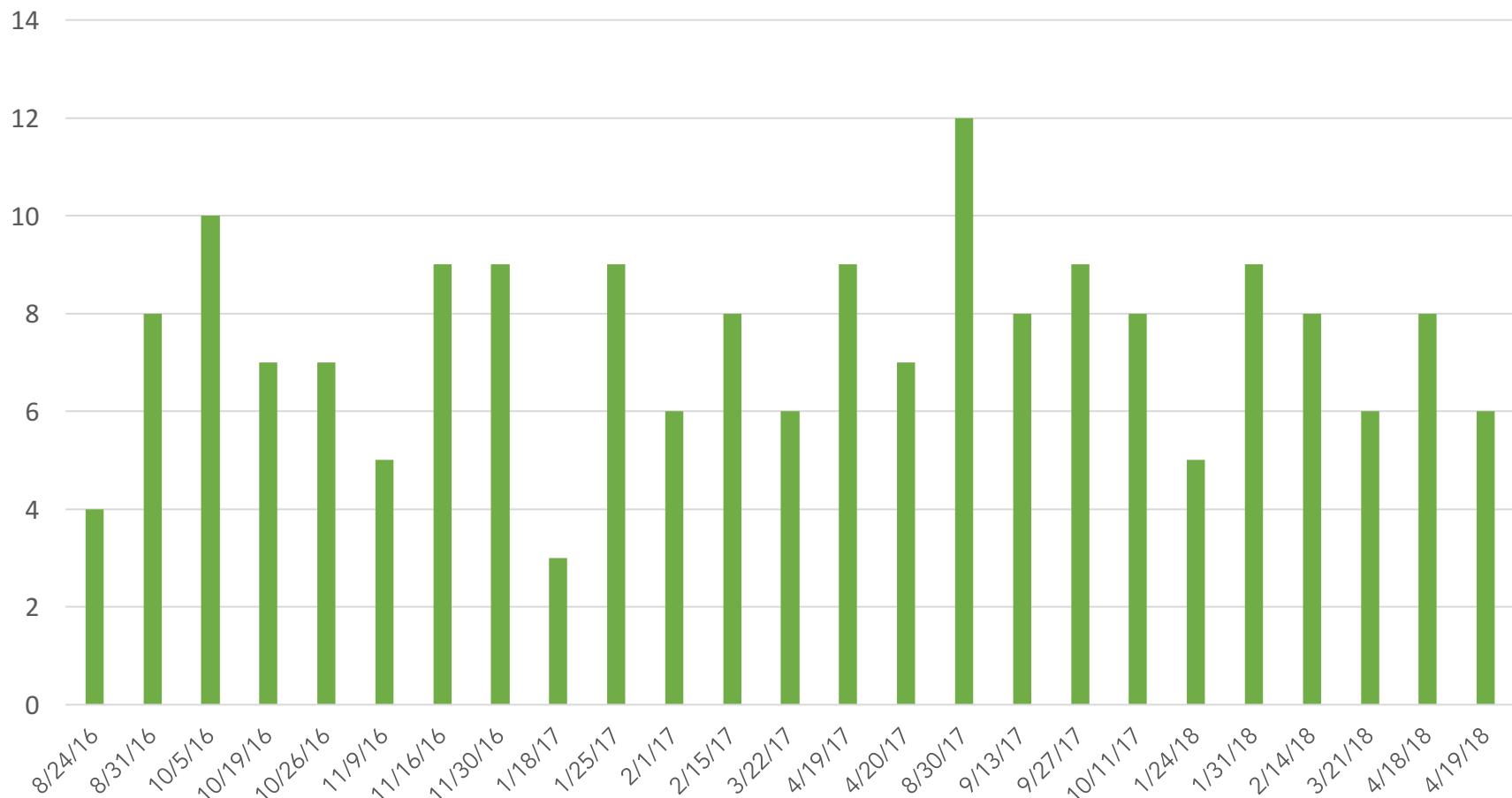
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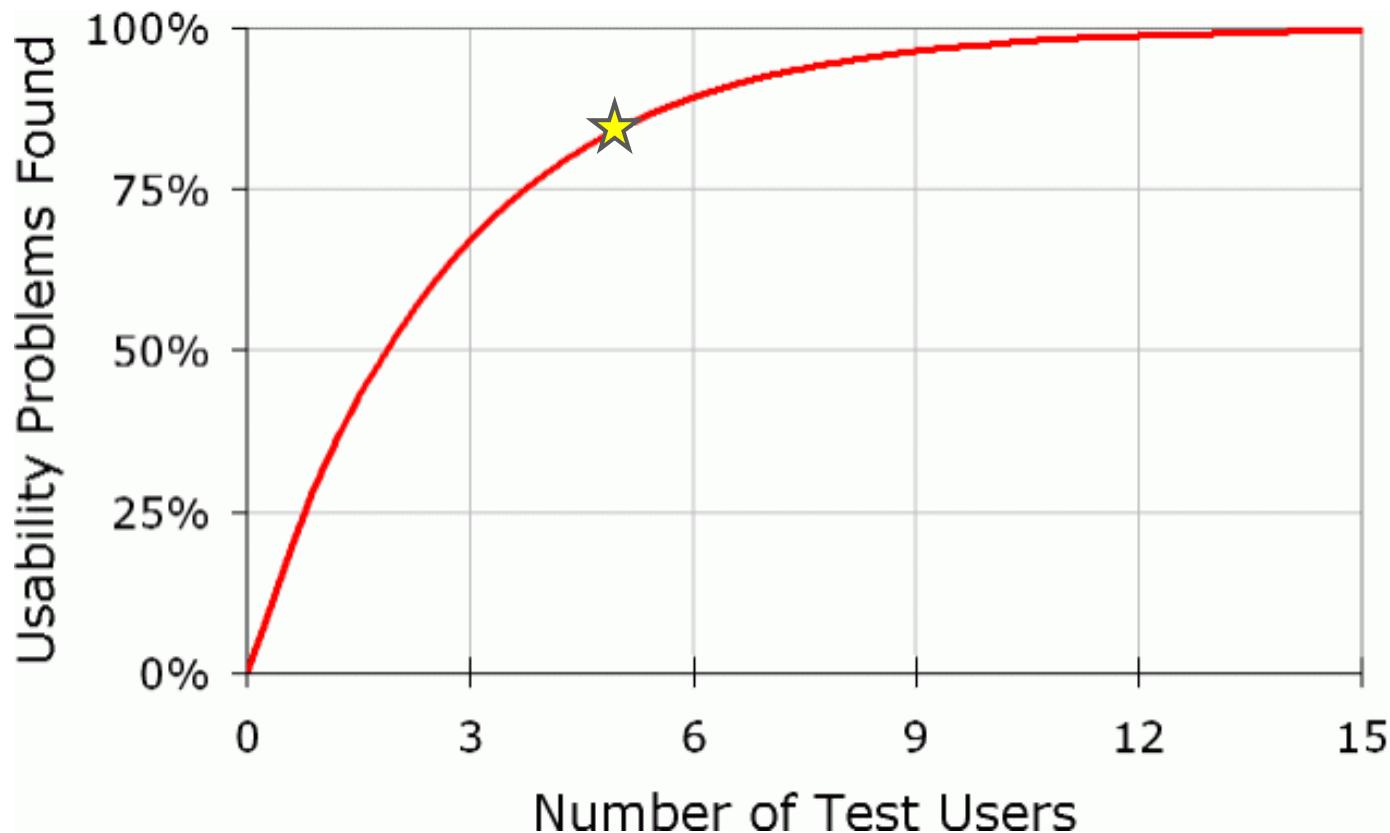
# UX Café

## Fall 2016 -- Spring 2018

- 25 sessions
- 186 participants
- 7.44 participants / session



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# METHODS USED

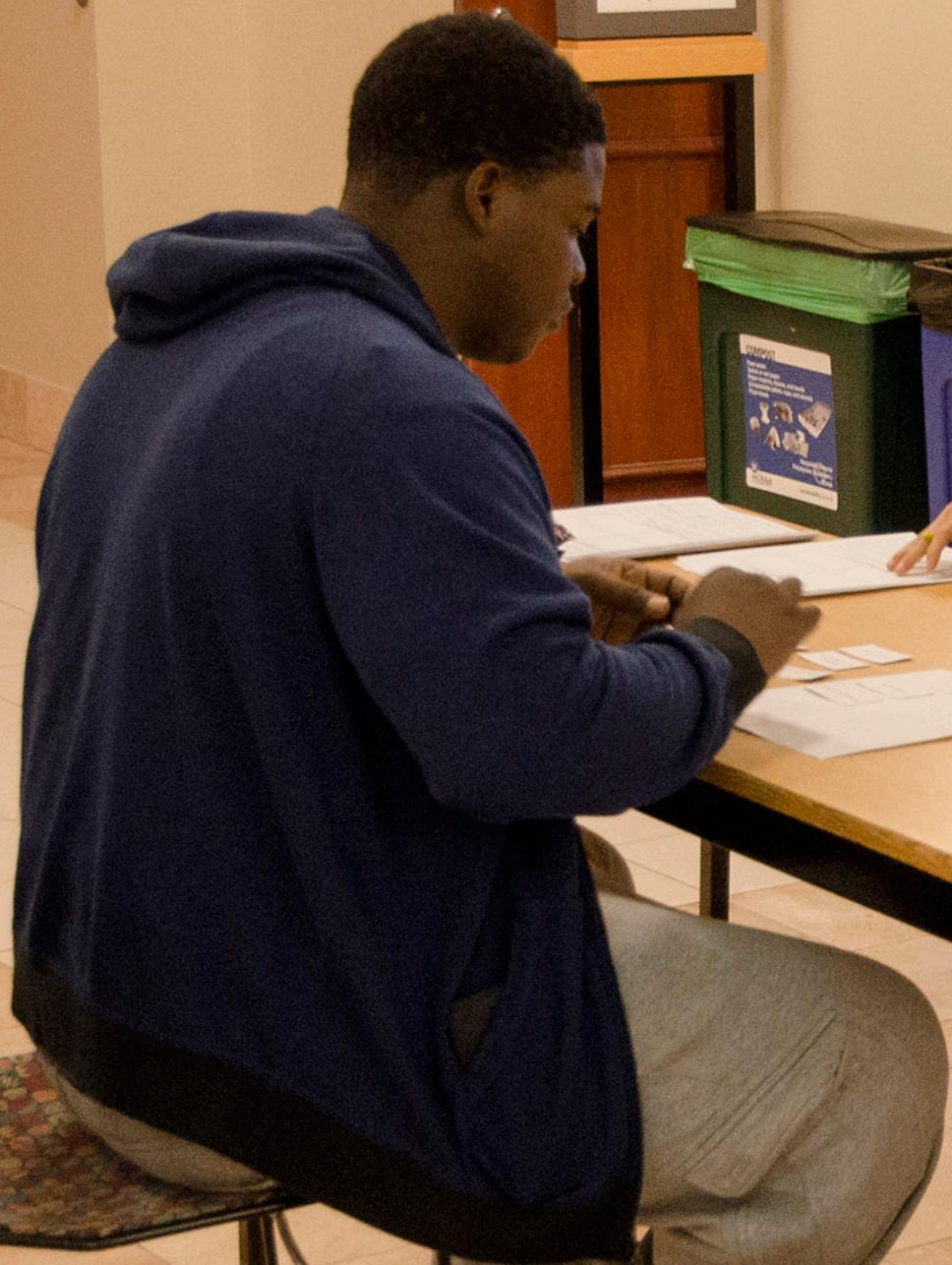
## Quantitative

- Complete a task
- Time on task
- Ranking (comparing with peer institutions)
- Ranking (our own content)
- Links used

## Qualitative

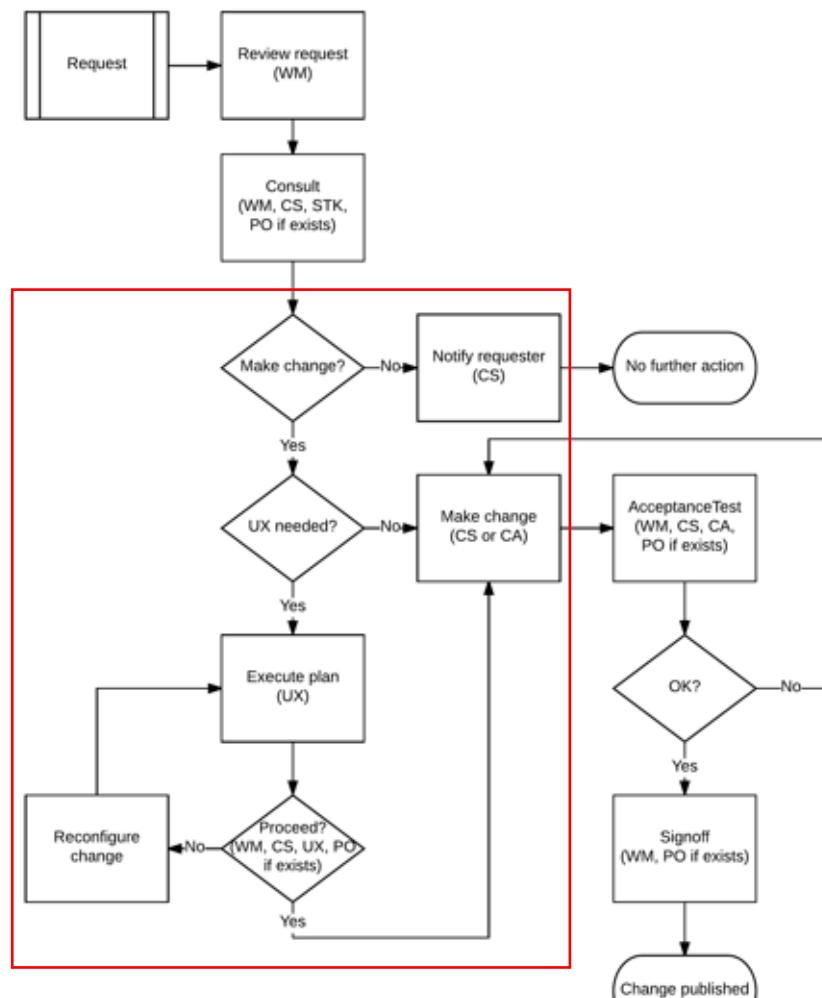
- Brief interview (after every task)
- Preference for layout
- Card sorting
- Design ideas
- Reaction cards

ENTER  
HERE



# WORKFLOWS & IMPACT

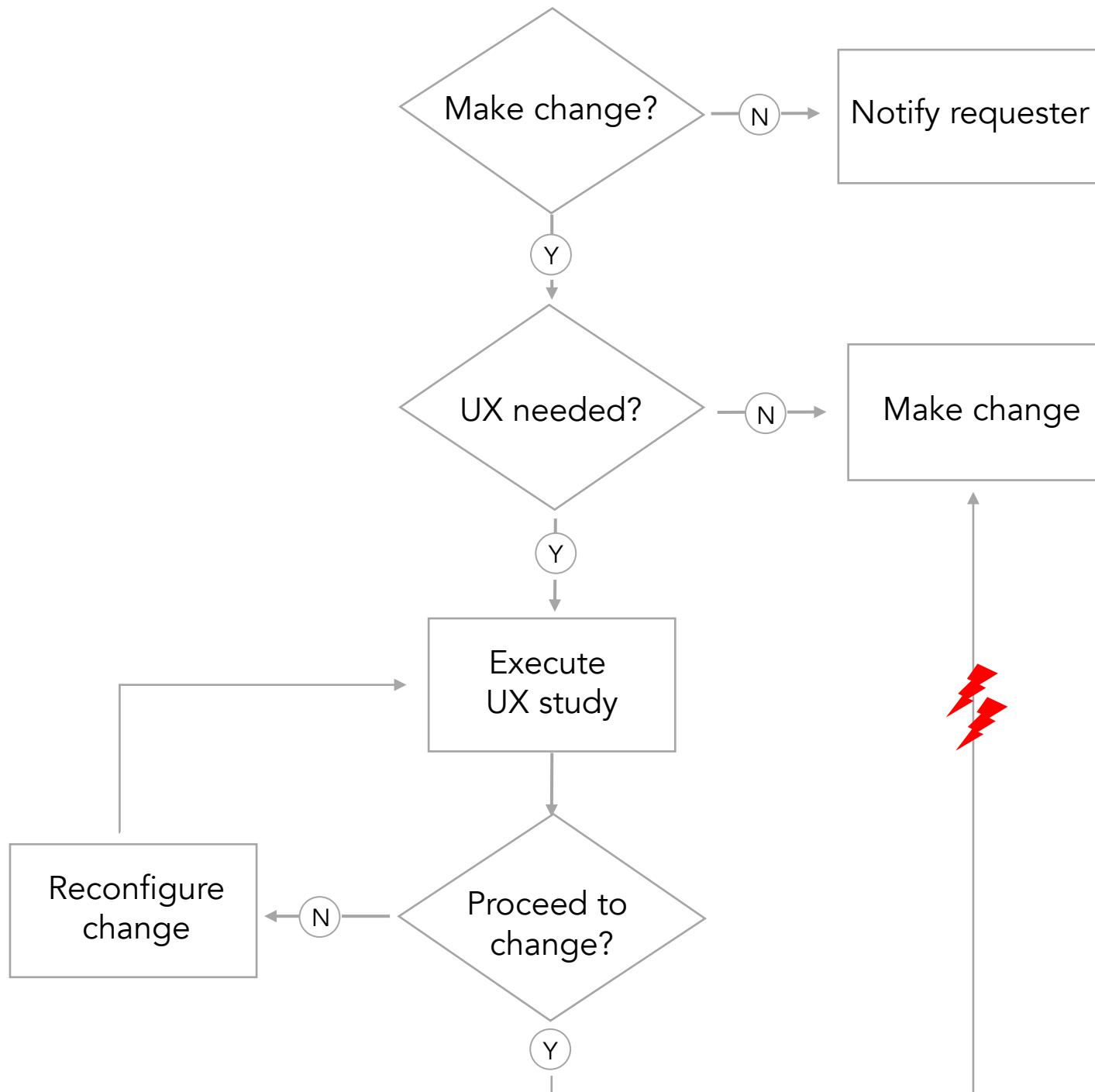
## Change in Content on High Impact Page Request



### 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?