

---

# USABILITY STUDY OF LIBRARY.CONCORDIA.CA

Presented by Vivienne Layne & Pamela Carson

CONCORDIA UNIVERSITY LIBRARIES'  
12<sup>TH</sup> ANNUAL RESEARCH FORUM  
APRIL 14, 2014

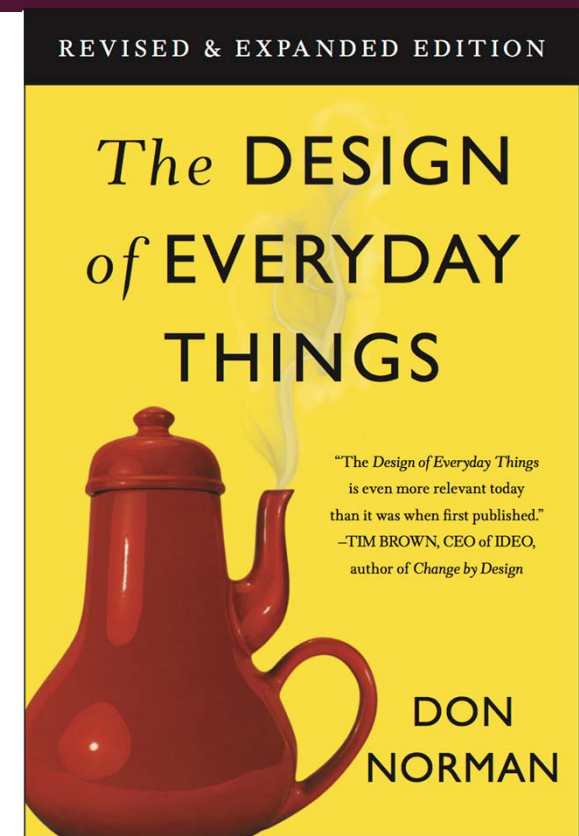
## PROJECT BACKGROUND

- **Summer 2011:** First proposed project plan for website redesign created by the Web Team (Danielle Dennie (chair), Tomasz Neugebauer, Susie Breier, Luigina Vileno, Jared Wiercinski, Jean-Marc Edwards)
- **2011-2013:** Revisions to the project plan
- **Fall 2013:** Applications approved for:
  - Ethical acceptability for research involving human subjects
  - Funding from the Library Research Fund
  - Practicum student from McGill's SIS
- **Winter 2013-2014:** Internal data gathering
- **January-March 2014:** Study conducted

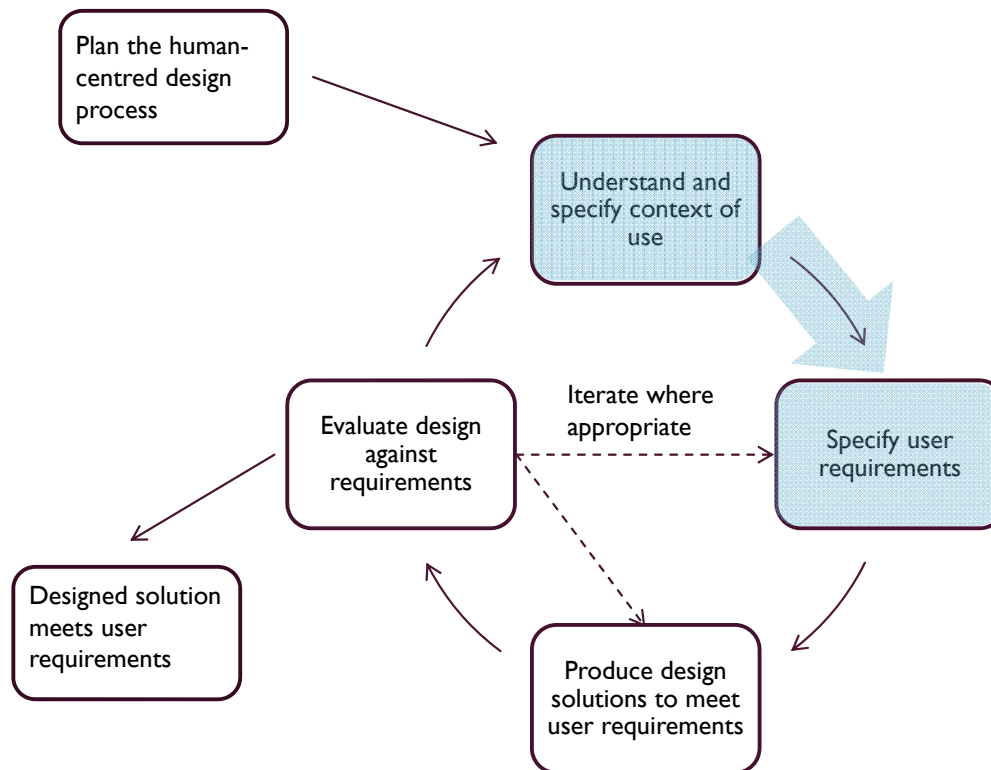
## THE PHILOSOPHY: USER-CENTRED DESIGN

Norman (2002) describes **user-centred design** as:

*A philosophy based on the needs and interests of the user, with an emphasis on making products usable and understandable (p.188).*

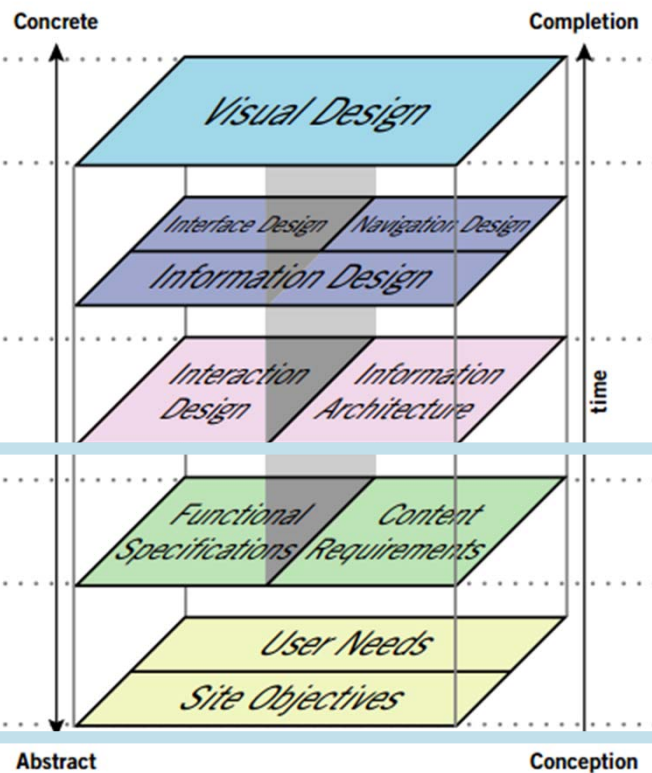


# THE STANDARD: HUMAN-CENTRED DESIGN PROCESS



ISO 9241-210:2010

# THE ELEMENTS OF USER EXPERIENCE (UX)



Evidence-based and user-centred design

Our research questions:

1. What do our users need?
2. What are our/their goals and objectives for the site?
3. What are the specifications for tasks/functions?
4. What content is required?

(Garrett, 2011)

# CONCORDIA UNIVERSITY LIBRARY WEBSITE



Concordia University Libraries

CLUES Library Web Site All Concordia

Keyword  Search

Login to MyCLUES

Need help? **ASK** a Librarian

Find books, articles... Research Guides by Subject Help & Instruction Using the Library About the Libraries

Hours A-Z Index Quick Links >>

Mobile site


## What's New

- Hounded by exam stress? Meet one of our pet therapy dogs during your next study break
- Let us know more about how you use the library's website
- Share your opinions on the vision for the Webster Library Transformation

## Find books, articles ...

- [CLUES Library Catalogue](#) (Books & more)
- [Course Reserves](#)
- [Databases](#) (Articles & more)
- [E-Journals](#)
- [Interlibrary Loans \(COLOMBO\) & Article Delivery](#)
- [MetaFind](#)
- [Online Reference](#) (Dictionaries, Encyclopedias, & more)
- [Other Collections](#) (Government information, Maps, & more)
- [Spectrum Research Repository](#) (Open Access)

Suggestion box 

Print 

## Library tips

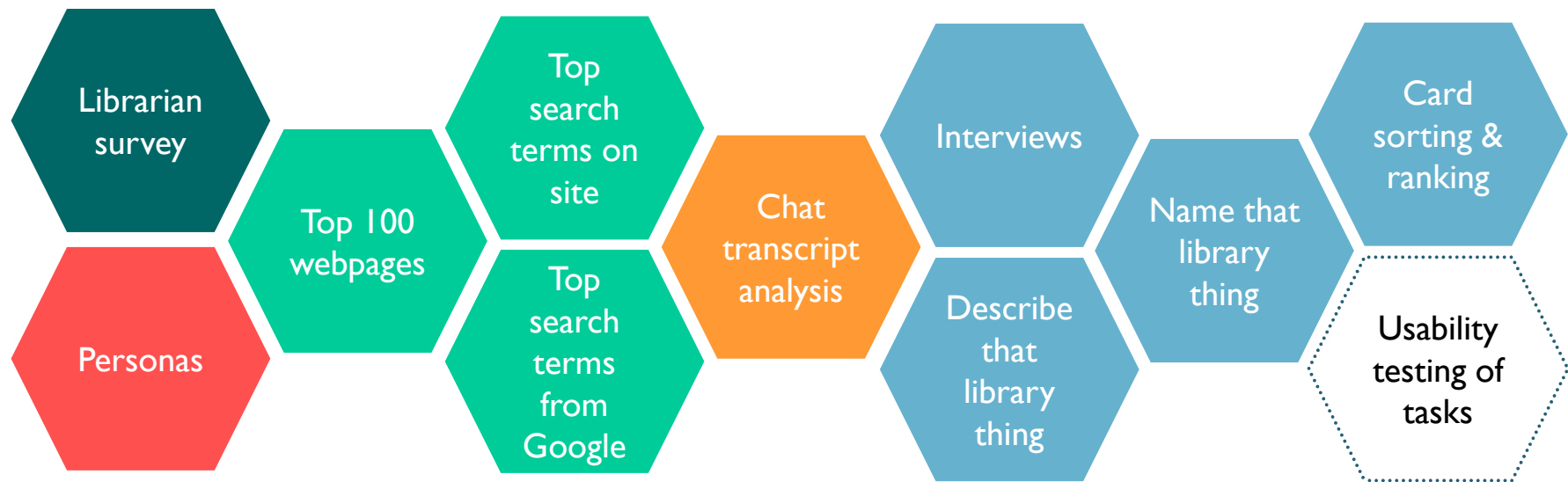
 [Top 5 Things to Know About the Library](#)

## How do I...

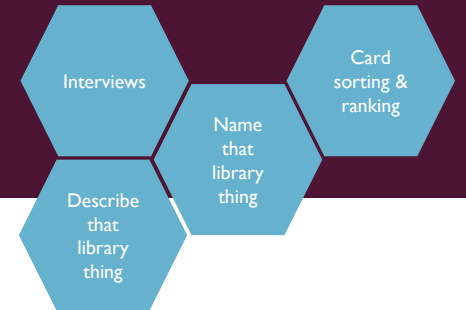
- [Renew books, etc.](#)
- [Print, Photocopy and Scan](#)
- [Use my laptop in the library](#)
- [Connect to library resources from off-campus](#)
- [Suggest a purchase](#)

[Laptop/Tablet Availability \(info\)](#)

# METHODS



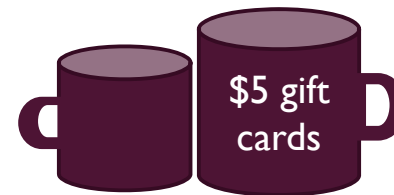
# ABOUT THE STUDY



- Interview
- Describe that thing
- Name that thing
- Card sorting/ranking



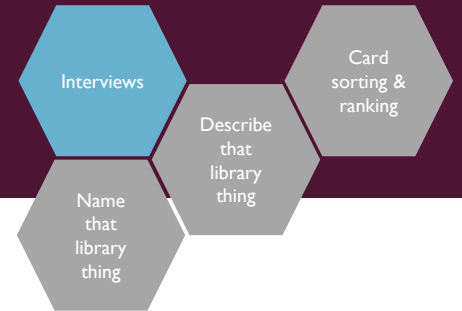
## 74 participants



S	M	T	W	T	F	S
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



# INTERVIEWS



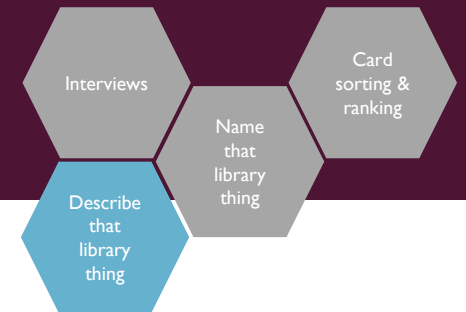
- Pam, Tomasz, Danielle, and Luigina
- **Goal:** Learn about how participants use the library and uncover any knowledge gaps we might be able to fill with the library's website.
- **Method:** Semi-structured interview with 7-12 questions.

## FINDINGS



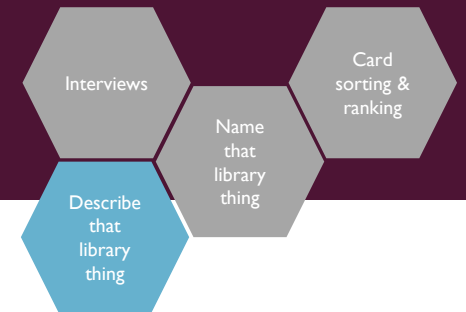
- Majority of students were searching for articles (more than books)
- Some students commented on their difficulty in finding the right database
- Every student (except engineers) were using citation guides
- Students were generally unaware of research guides and chat

# DESCRIBE THAT LIBRARY THING



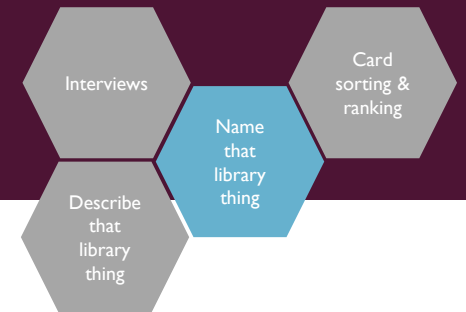
- Susie and Tomasz
- **Goal:** To gauge the user's level of understanding for items on our website.
- **Method:** Reviewing screenshots of the home page and “information for undergrads/grads” pages and telling us what they thought each link was for.

## FINDINGS

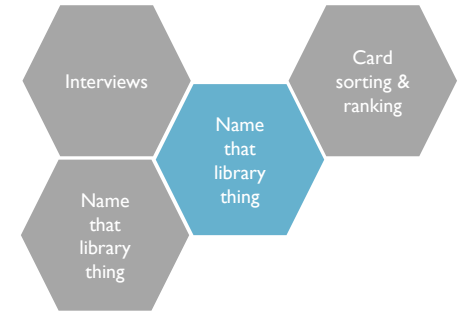


- Users are experiencing cognitive overload – because we’re presenting them with too much information
  - we have a tendency as librarians to make exhaustive lists
- Conceptual understanding of search
- Users don’t understand library jargon and vague category labels

# NAME THAT LIBRARY THING



- Kathleen
- **Goal:** Discover the natural language used by participants to describe library-related items.
- **Method:** Participants looked at eighteen different scenarios and got the opportunity to choose a name for a library service, place or thing from a multiple choice list or come up with their own name.

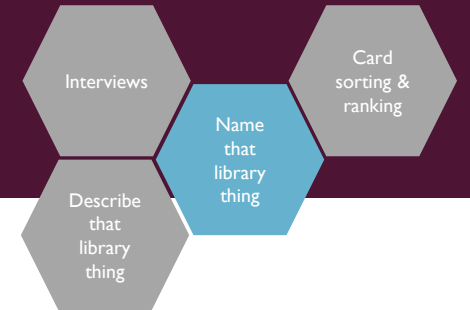


**SITUATION:** YOU'RE LOOKING FOR A PLACE TO STUDY THAT'S SEMI-PRIVATE, QUIET, AND FREE OF DISTRACTIONS.

**Thing:** There is an area with this furniture.

**What do you call this furniture?**

# POSSIBLE ANSWERS



a) Cubicle desk

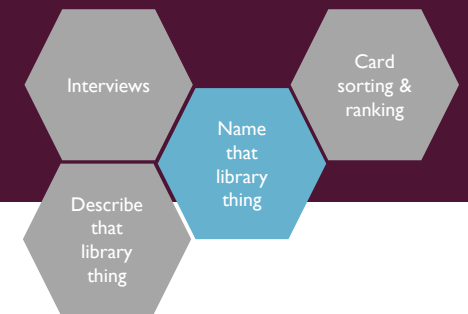
b) Study cubicle

c) Study carrel

d) Study desk

e) Other: \_\_\_\_\_

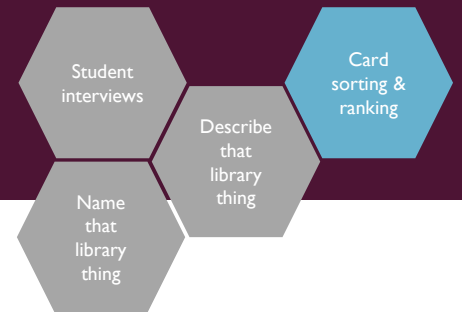
# FINDINGS



- Article delivery = Request PDF Delivery
- Information for undergraduates = Undergraduate Services
- Circulation desk = Checkout desk
- Workshops = Research training sessions
- Passarelle = Passageway
- Study carrel = Study cubicle
- Interlibrary loan = Interlibrary borrowing service
- Suggestion box = Feedback
- CLUES library catalogue = Library catalogue
- MyCLUES = My library account
- Discovery layer = Library search engine
- Research guides by subject = Library guides for your department
- Spectrum Research Repository = Concordia scholarship research repository
- CREPUQ/BCI card = Borrow from Quebec libraries

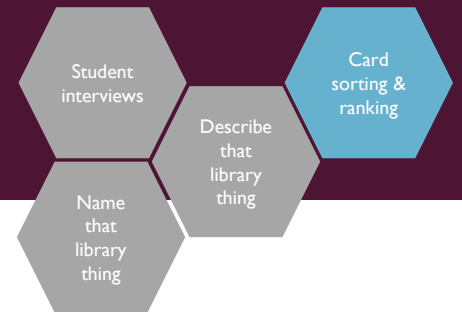


# CARD SORTING AND RANKING



- Kathleen, Jared and Luigina
- Participants looked at index cards that were all labeled with a piece of web content (e.g. library fines) and asked to sort them twice.
  1. Sort them from most important to least important
  2. Sort them into the groups you would like to see on the library website homepage and then name these groups.

# CARD SORTING TERMS - EXAMPLES



Search for articles in databases

Search for books in the library catalogue

My library account (log in)

Renew books

Login to RefWorks

Citation guides

How to print at the library

Look up library hours

Get card for borrowing books at other Quebec university libraries

Library laptops + iPads

Search JSTOR, EBSCO and other databases

Book a study room

Request books and articles from libraries around the world

Find a study space in the library

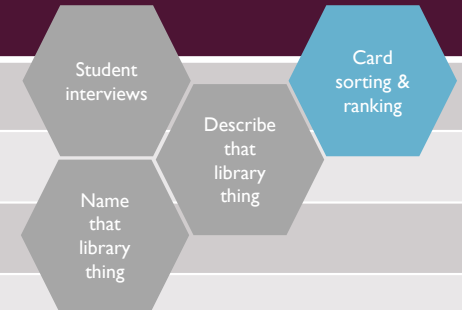
1. Search for journal articles in databases	2. Search for your course textbooks on reserve	
3. My library account (log in)	4. Citation guides	
5. Search JSTOR, ProQuest, EBSCO and other databases	6. Search for books in the library catalogue	
7. Research guides by subject	8. Log in to RefWorks	
9. Request books and articles from libraries worldwide	10. Book a study room	
11. Renew books	12. Get card for borrowing books at other QC libraries	
13. Library laptops + iPads	14. Find a quiet study space in the library	
15. Look up library hours	16. Get help with writing	
17. Live chat with a librarian	18. Who's your librarian?	
19. How to print at the library	20. Library fines	

**WHAT IS THE MOST IMPORTANT TO USERS?**

Calculated by adding the sum of all 24 participants' ranking of each term.

## Frequent Item Sets

1. Citation guides → Get help with writing
2. Library fines → Look up library hours
3. Research guides by subject → Search JSTOR, EBSCO and other databases
4. How to print at the library → Look up library hours
5. How to print at the library → Book a study room
6. How to print at the library → Find a study space
7. Search for articles in databases → Search JSTOR, EBSCO and other databases
8. Library laptops + iPads → Book a study room
9. Library laptops + iPads → Find a study space in the library
10. Book a study room → Find a study space in the library

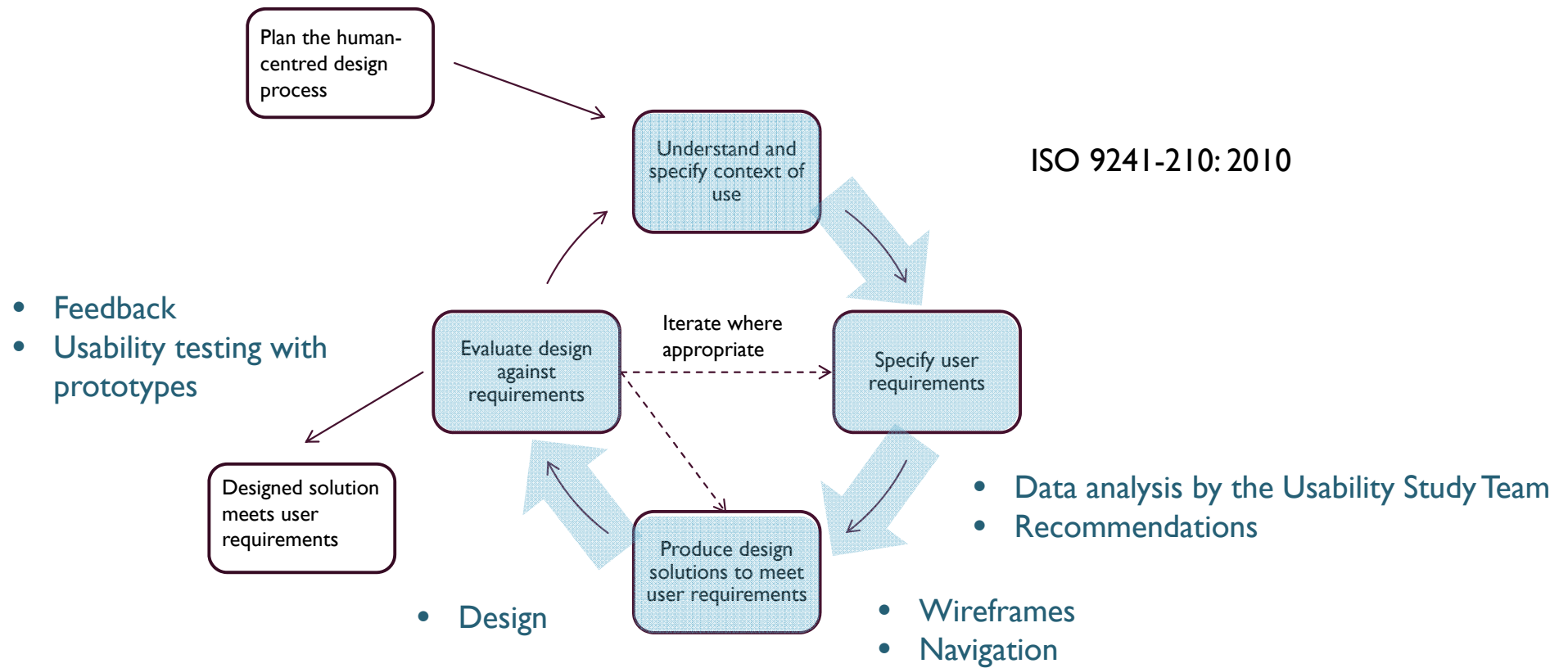


## HOW USERS GROUPED CONTENT

Calculated using frequent pattern mining with software R and an Excel spreadsheet.

# NEXT STEPS

ISO 9241-210: 2010



## GENERAL OBSERVATIONS

- We only had 1 part-time faculty member participate and we didn't have anyone from fine arts
- Also a teaching experience, and an opportunity for marketing and outreach
- Students want contextual help
- Team work!
- Now we can make evidence-based decisions



## ACKNOWLEDGEMENTS

- **Usability Study Team:** Kathleen Botter, Susie Breier, Danielle Dennie, Tomasz Neugebauer, Luigina Vilen, Jared Wiercinski, (Vivienne Layne and Pam Carson)
- **Others who helped:** Guylaine Beaudry, Stefan Bunea, Rosarie Coughlan, Emily Crist, Jean-Marc Edwards, Laurent Evrin, Jen Grandbois, Sandy Hervieux, Christopher James, Dubravka Kapa, Wendy Knechtel, Alex Konyari, Stephen Krujelskis, Karen Mullett, Line Robidoux, Aline Sorel, David Thirlwall, and Kumiko Vezina.

## WORKS CITED

Garrett, J.J. (2011). *The elements of user experience* (2<sup>nd</sup> ed.). Berkeley, CA: New Riders.

ISO. (2010). *ISO 9241-210:2010: Ergonomics of human-system interaction – Part 210: Human-centred design for interactive systems*. Geneva: International Standards Organization.



---

## QUESTIONS AND COMMENTS?

Thank you

