

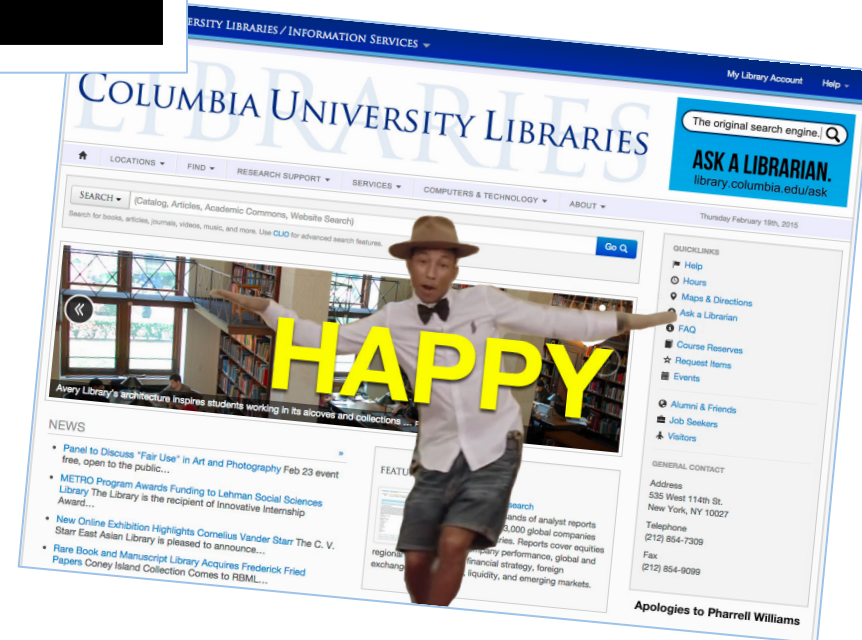
UX & USABILITY STRATEGIES AND WEBSITE ASSESSMENTS



UX



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Candice Kail, Web Services Librarian

Usage Data

We have been collecting Google Analytics Data since we migrated our content to our current Web CMS, AEM/CQ, in Spring 2011.

We are now tracking the ways our users use the homepage, how users find our Suggestions & Feedback form, and how users are using the E-Resources page (one of our top performing pages).

Since the redesign, usage has increased.

Usage Data: Changes Over Time

June 1, 2012 to May 31, 2013 (Pre-Redesign)

3,837,098 Sessions

2,556,960 Users

June 1, 2014 to May 31, 2015 (Post-Redesign)

5,575,665 Sessions

4,522,371 Users

Usage Data: Changes Over Time

May 17, 2015 to June 16, 2015 (intersession & early summer)
420,186 Sessions; 368,405 Users; 526,579 Pageviews

May 17, 2014 to June 16, 2014 (intersession & early summer)
376,031 Sessions; 321,987 Users; 488,123 Pageviews

Fall 2014 Compared to Fall 2013 (September 1 to December 31)
2014: 2,020,238 Sessions; 1,635,250 Users; 2,644,871 Pageviews
2013: 1,514,860 Sessions; 1,030,437 Users; 2,264,010 Pageviews

Usage Data: Event Tracking

We are expanding our event tracking to menu links.

Homepage carousel “read more” links Spring 2015:

#1 : Study Spaces

#2 : The Thomas Merton Exhibit

#3 : The 1968 Online Exhibition

#4 : The Sydney Howard Gay Online Exhibition

Sidebar links (see Analytics image)

“Spotlight” links in the upper right corner

#1 : Ask a Librarian (more than 18,000 clicks in three months!)

#2 : DLC Website beta announcement (Up for a week, 1,500 clicks!)

Usage Data: Event Tracking

We know the E-Resources page is one of our most heavily used pages. Rather than change it significantly in a way we guessed might help, we are analyzing what users do on that page. This is helping us identify what changes, if any, we should make based on that usage, be they to that page or in highlighting resources differently elsewhere in the site.

Personas

What is a persona? Personas are composites based on observations of and understanding the needs of various user groups and represent the specific audience who will actually use the site. They help us to be more mindful of the range of users we have.

Personas allow us to imagine scenarios and goals from other perspectives much the way that story allows us to experience something we haven't and to imagine places we've never been.

They give us a way to empathize, focus, communicate, reach consensus, make difficult decisions, and measure effectiveness.

Personas help designers and content creators to think about what will be necessary in defined situations, rather than designing or building applications for a generic audience or creating generic content.

Personas

With the help of our intern, we have **thirteen personas** based on our faculty, graduate students, and undergraduate students. We are developing more, including a SEAS undergraduate student and scholars who use RBML, our Archives, and our Oral History collections.

A wide range of people use the libraries website. To properly serve such a varied audience it is essential to consider how people access, view, and use the resources available to them. Personas can provide a fundamental understanding of our user groups and include scenarios that illustrate a range of user goals.

Our personas include the user's background, examples of library transactions, key interactions or issues with the systems used, and necessities or comforts the user wants or expects.

Cognitive Walkthrough

Usability assessment method “in which one or more evaluators works through a series of tasks and asks a set of questions from the perspective of the user”^{*} to uncover discrepancies between the designers’ and users’ mental models of the system.

This method has been used since the early 1990’s as an established way to ensure that tasks can be accomplished.

^{*} Usability Body of Knowledge Website

Cognitive Walkthroughs 2015

Digital Library Collections Website

Two Cognitive Walkthroughs were done by students at Pratt Institute in Spring 2015. Those findings, along with other assessment results, will be shared with stakeholders over the summer.

Libraries Website

A Cognitive Walkthrough of the Access Services pages was completed by our UX and Web Services Intern in Spring 2015. Those findings will also be shared with stakeholders over the summer.

Content as UX

In 2014, I held two “Content as UX: Creating Content and Writing for the Web” workshop series. The series is comprised of three 90 minute sessions focusing on the “meat” of our online presence: **THE CONTENT!**

Design and Information Architecture and Navigation provide the structural bones of a site, but users keep coming back for **our content**.

This series focuses on eye tracking studies, online reading patterns, and what we know about online behaviors, and then explores methods for creating and laying out content effectively. (To be offered again, Summer 2015)

Content Review Processes

An essential part of site maintenance, content reviews entail taking a meaningful look at our content and how it is used. A robust content review combines a systematic look at every page within a section of the site with data on page usage over time.

[Libraries Website Content Reviews 2014-2015:](#)

Government Documents

Research Guides

FAQs

Course Guides

Thinking Holistically About UX

- What contributes to your user's experiences?
- What kinds of users are you trying to engage?
- How can you use personas to relate to different users?
- What kinds of content do your users need, want, and expect? How can you evaluate the effectiveness of your content? What can analytics and systematic content reviews reveal?
- Reading Studies & Reading as UX
- Reading in Print versus Reading Online
- How do we experience reading in different contexts and formats?
- Using Eyetracking Studies and F Patterns

Suggestions & Feedback

We continue to receive suggestions and feedback via our Suggestions & Feedback form and have been collecting data about how users locate that form. We track which link our users click to get to the form: 60% use the Help drop-down menu and 40% find it in the footer.

We respond and forward those appropriately, and we have implemented changes based on recommendations from users (e.g., changing Contact Us and About Us links on the Blogs homepage).

Applying Findings

We are using data to make decisions about where to focus our efforts in site development and content development.

We are using content reviews and data to identify content needs in collaboration with various divisions and cross-divisional groups.

We are applying what our usability studies' findings, all that we've learned about content, and what we know about our users to continue to improve all of our websites and online services.

We are using our personas in conjunction with the Cognitive Walkthrough methodology to better understand our sites and the impact of our choices in content, navigation, and design.

To Be Continued

We will continue to use UX and User-Centered Design Strategies as we continue to develop new applications, create new content, revisit existing content, implement new services, and iterate on our current website navigation and designs.

AND...

We will continue to combine UX and user-centered design with meaningful assessments to enhance the libraries website and online services.