FROM USER-TESTING TO USER RESEARCH: COLLABORATING TO IMPROVE LIBRARY WEBSITES

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Inspired by UX Libs

Web Librarians
  Familiar with user research, mostly usability testing
  Particularly interested in improving web interfaces

Believed our students would show more similarities than differences
OUR 2-STAGE PLAN

- Stage 1: Ethnographic methods to explore student’s research process
  - Find a problem, make an interface change

- Stage 2: Usability testing to see if the change was successful
STAGE 1: METHODOLOGY

- Cognitive mapping
- Love letter/break-up letter
- 5 participants x 3 researchers
MAP THE RESEARCH PROCESS
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What topic → google scholar → check peer review
→ presentation / handout paper
MAP THE RESEARCH PROCESS

What Topic → google scholar → check peer review → presentation/hand paper

Narrow it down once I find a question I can’t answer

Try and answer the question?

General research

Lots of Hein King

Write my paper

More? I’ve written
the answer

More Lib. Help
more Lib.
Helping
more Lib. Help

Bibliography mapping

more sources

4

5

6

7

1

2

3

research 1

research 2

research 3

research 4

research 5

research 6

research 7

more research

write my paper
MAP THE RESEARCH PROCESS

- What Topic
  - Google Scholar
  - Check peer review
  - Presentation/handout paper

Assignment
- 4D Brainstorm
  - Research questions
  - Watch documentaries
- Carleton database for communication
- Google Scholar
  - Find 5 articles
  - Keep 3
  - Research question
- Intro

Research Process
- Narrow it down once I find a question I can't answer
- Try and answer the
- General research
  - Lots of Hein King
  - More research
  - More sources
  - More Lib.
  - More Lib.

Write my paper
- More data
- More data
  - More data
  - My final paper
  - Revised

Bibliography
- More research
- Library
- Library

Map the Research Process
To my dearest MacDoranium Library Search engine;

how I cherish thee. You sort my information in such convenient ways; topic, subtopic, date - you name it. You have streamlined me with the organization. You help me distinguish relevant information, to outdated sources my professors would surely fail me for. You often even provide me with citations, saving me time, and allowing me to enjoy my university years even more.

Without you, I surely do not know what I would do. THANK YOU have saved me from the scary rows of high stacked ancient books, and instead allowed me the comfort to read and learn anywhere and everywhere I go. I look forward to our future adventures.

XOXO login search
Firstyear undergrad.
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Ptoto login search
First year undergrad.
STAGE 1 RESULTS

- Little overlap in resources mentioned in letters
- Persistence to the point of frustration
- Letters & maps showed no help-seeking
STAGE 2

- Constraints on what was possible to change/test

- Tried “Can’t find what you’re looking for?” as label for Help

- Final methodology
  - Difficult search task
  - Finding interface elements, including help
Search

Search for content by keyword or filter results by Groups / Subjects / Tags.

Current Filters
Viewing all

Sort By
- Relevancy
- Date

In Group
None within current search terms.

Assigned Subjects

Showing 1 - 10 (of 22) for: lab value troponin

Family Medicine PGM
- Diagnostic Support: Amirsys, VisualDX, Lab Values & Clinical Checklists
- Evidence Based Summaries
by Andrea McLellan | Updated 9/2/2015, 9:27:48 PM | Subjects Postgraduate Medicine

White Coat Ceremony
The white lab coat, the identifiable symbol of your new identity as a physician.
- History of Ceremony
by Anne McKeage | Updated 9/2/2015, 9:27:48 PM | Subjects History of Health and Medicine

Occupational Therapy Resources

Can't find what you're looking for?
MEMORIAL USABILITY TEST

1,431,770 results sorted by relevance

1. Monkeys
   by Schreiber, Anne
   National Geographic readers. National Geographic readers. Level 2, 2013
   Permalink
   Learn about monkeys including details regarding their behavior, families, and environment.
   Book: Check Availability, QL737.P8S33 2013

2. Monkey
   by Wu, Cheng'en; Waley, Arthur; Williams, Kenneth
   2009
   Permalink
   Presents excerpts from the sixteenth-century Chinese novel. Tells about the stone monkey who leads the other monkeys into heaven and thus becomes their king...
   Web Resource: Available Online

3. Monkey
   by Wu, Cheng'en; Waley, Arthur

Can't find what you're looking for? Feedback Help

Monkey
From Encyclopaedia Britannica

In general, any of nearly 200 species of monkey is a primate, with the exception of lemurs and lorises. The presence of a tail (even a tiny stub), along with their narrow-chested bodies and other features of the skeleton, distinguishes monkeys from apes. Most monkeys have a short, relatively flat face without great prominence of the muzzle, although baboons and mandrills are rare exceptions. The vast majority of species are tropical forest dwellers, where they move on all fours in the forest canopy and use their limbs. All but the durukuli of tropical Central Africa and South America are active during the day, moving frequently in bands...

Read more

Related Topics
Ape
Spider monkey
Gibbon
STAGE 2 RESULTS

- All participants struggled with the question
- No one used the help links; many couldn’t find them at all
- Some recognized help was a good option but preferred:
  - Using Google
  - Changing their topic
WHAT DID WE CHANGE?
WHAT DID WE LEARN?
MULTI-INSTITUTIONAL USER RESEARCH

BENEFITS

▸ Larger pool of participants with small individual effort
▸ Definite similarities, particularly from ethnographic methods
▸ Fresh perspectives from colleagues at other libraries
MULTI-INSTITUTIONAL USER RESEARCH

CHALLENGES

- Different resources, different capacity to make changes
- Time
- Timing
- Timezones
ADDING ETHNOGRAPHIC METHODS

BENEFITS

▸ You can base usability tests on actual user experience

▸ You get an extra layer of context

▸ Users are primed differently
  ▸ Might be able to capture more natural language
CONCLUSIONS

▸ No change for our users, but impacts on us as researchers

▸ Ethnographic methods great for insight
  ▸ Likely most valuable for multi-institutional collaboration

▸ Collaboration is great for people doing UX work on their own
  ▸ Even with a team, useful to get outside perspectives
Having a community of like-minded professionals can be one of the most important things for your career. It will give you people you can learn from... people you can share experiences and best practices with, people to commiserate with... In short, it will keep you sane.