



Getting Started with Usability Testing

with
Amanda L. Goodman

An Infopeople Webinar
Wednesday, October 7, 2015

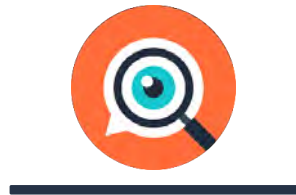
POLL

Which kind of library do you work at?

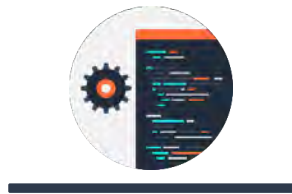
Overview



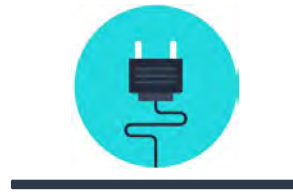
What is meant
by UX?



Who are your
users?



Websites



Physical Space



UX for Special
Groups

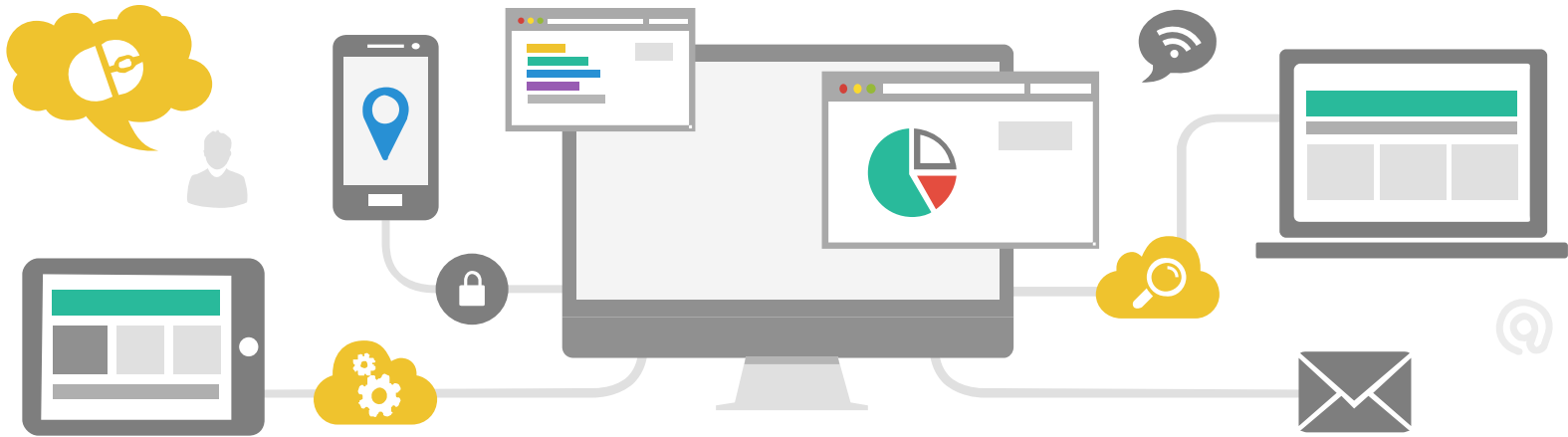


What is meant by UX?

“User experience” encompasses all aspects of the end-user’s
Interaction with the company, its service, and its products.

Nielsen Norman Group
<http://www.nngroup.com/articles/definition-user-experience/>

Everything is Interconnected



In-Person + Web + Emails + Phone Calls + Word of Mouth

Total experience of your library

How users feel

Users that are happy will support the library.

What does that support look like?

- Financial contributions
- Voting in the library's favor
- Advocating for the library in local politics



Measuring usage and interaction

What do people need?

Define success

Track and analyze data

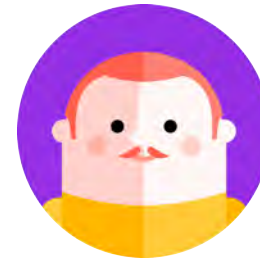
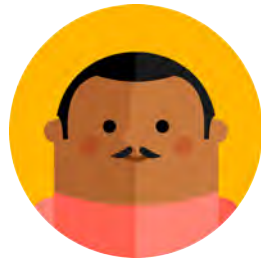


Useful, useable, desirable: like three legs of a stool,
if your library is missing the mark
on any one of these it's bound to wobble.
Every decision you make affects how
people experience your library.

Aaron Schmidt and Amanda Etches
Useful, Usable, Desirable: Applying User Experience Design to Your Library



Who are your users?



Who are your users?

Targeting Your Audience

Define your user groups.

Stick to broad categories.

Look for common traits.



Interviewing your users

Recruit target users.

Ask:

What are their needs?

What do they want to do?

What is stopping them?



Building personas for focus

A persona is a fictional person whose traits are gathered from talking about the needs of real users.

This persona gives you a user to keep in mind when you are evaluating your projects and ideas.



Who am I?



Maria is a former executive who wants to return to the workforce after raising her children.

Wants:

- To freshen up her skills.
- To learn the newest things in her field.
- To update her resume.

Limitations:

- Busy with the kids.
- Limited hours she can study.

Traits:

- Tech savvy.
- Well-educated.
- Has own transportation.

Expectations of the library:

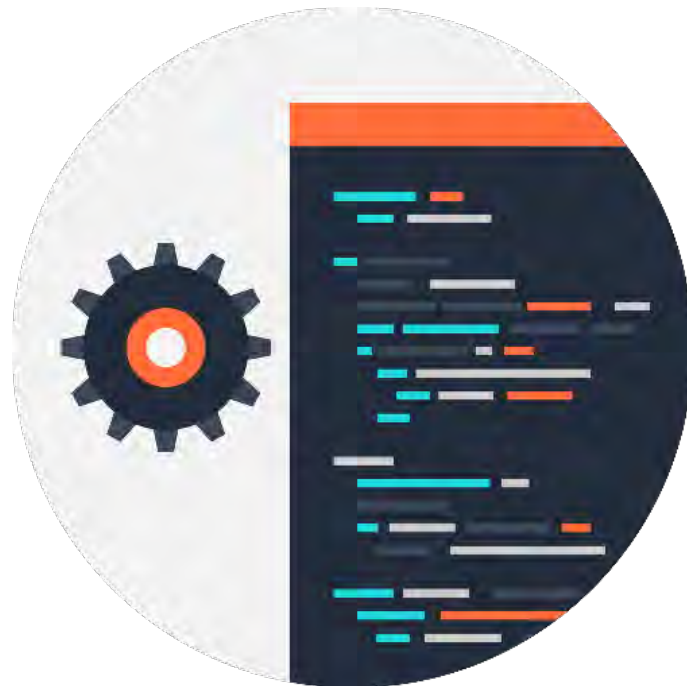
- Wide range of materials in her field.
- Easy access to resources.
- Use those resources on her own time.
- Quick response time to queries.

How to get in contact:

She checks her email on her phone while waiting at storytime, the grocery store, the doctor's office.

POLL

How well do you know your users?



Websites

Google Analytics

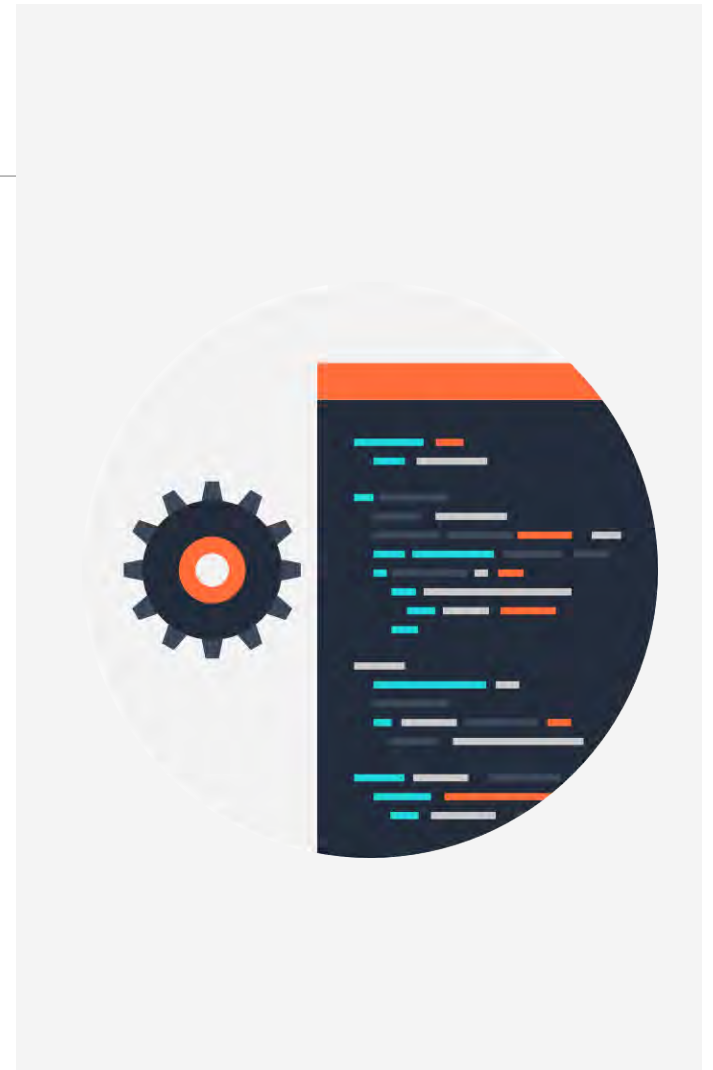
analytics.google.com

Ask:

How are people finding your site?

What paths do they take through it?

Where are the weak points?



Heatmaps

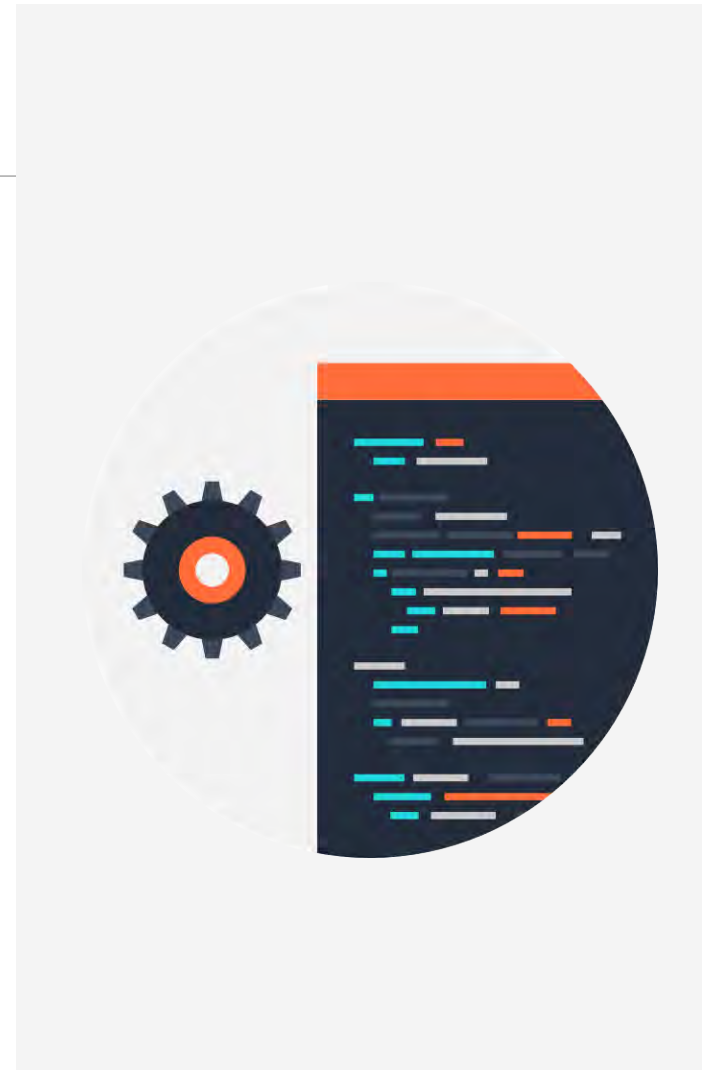
crazyegg.com

Ask:

What are people looking at?

How far are people scrolling down?

Where are people clicking?



Card Sorting

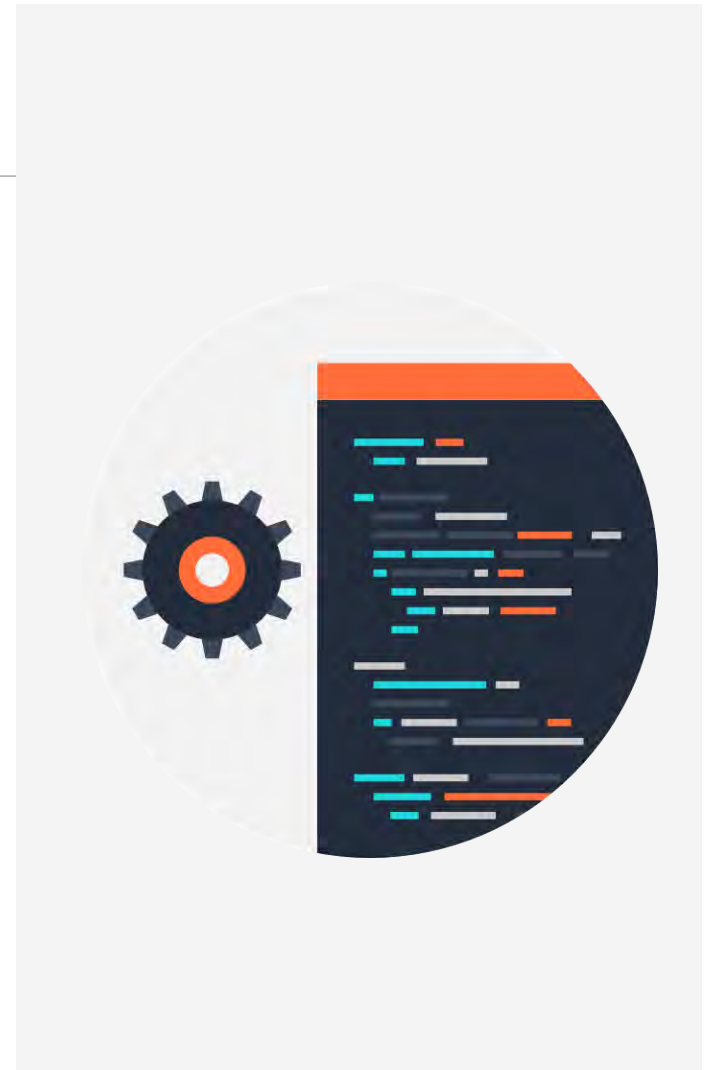
measuringux.com/CardSorting

Ask:

What pages go together?

What would you call this page?

Does any page go in two+ locations?



A/B Testing

vwo.com/ab-testing/

Ask:

Which terms do people click on?

Which layout do people prefer?

Where is this content more successful?



General Web Design Tips

STYLE GUIDES ARE KING





Physical Space

Observations

What are your pre-conceptions?

Take notes of what you see.

Analyze and try small changes. Observe reactions to that alteration.



Signage

Do a sign inventory.

Make it consistent with templates.

Enforce the template system.



Appearance

Cleanliness

Building maintenance

People's attitudes



THE LAST POLL



UX for Special Groups

Kids

Furniture is appropriate height

Worn materials replaced

Child-friendly equipment



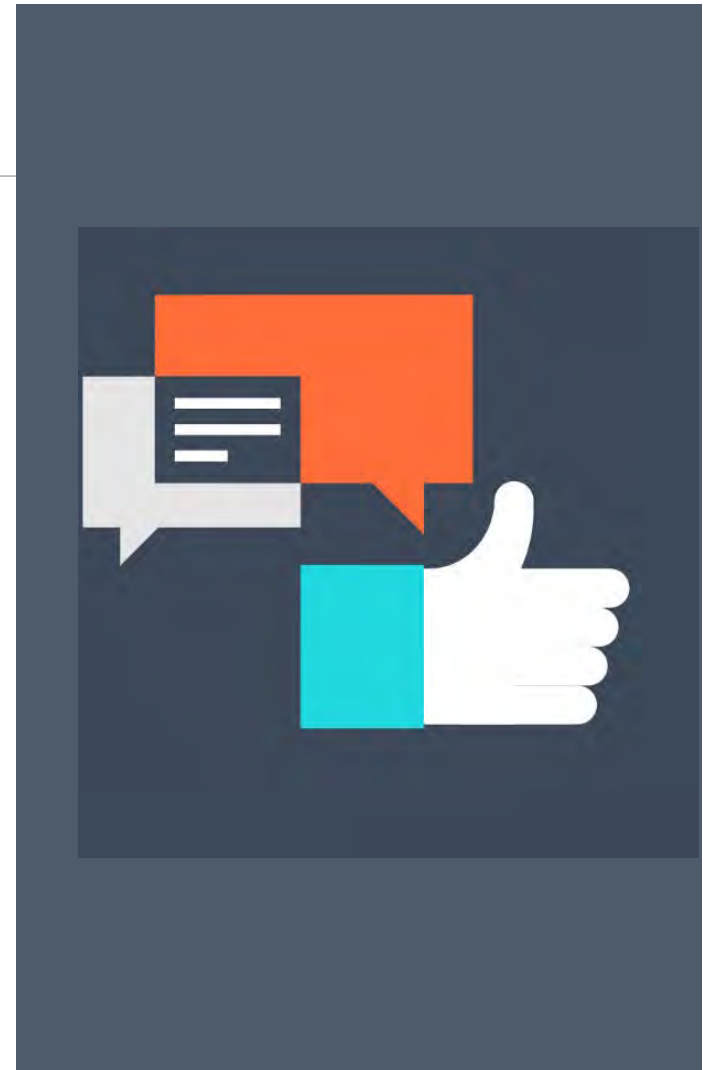
Seniors and Those with Disabilities

Compassion

Check for obstacles

Large text + high contrast

Technology



Be Mindful



Resources

Books

[Rosenfeldmedia.com/books](https://rosenfeldmedia.com/books)

The UX Book

Don't Make Me Think, Revisited

Smashing UX Design



Web

User Experience Design at sliderule.com

UIE Podcasts

[Uxmag.com](https://uxmag.com)

A List Apart → alistapart.com



UXers in Libraries

LibUX.co ← me + Michael Schofield

WeaveUX.org

Design & UX in Libraries Facebook group

#litaUX Twitter chats



Just Ask Your Users



Thanks for attending. Questions?

✉ Amanda@godaisies.com

@godaisies



User Experience Design for Libraries

with

Amanda L. Goodman

An Infopeople Online Learning Course
Tuesday, November 10 – Monday, December 7, 2015



Infopeople webinars are supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.