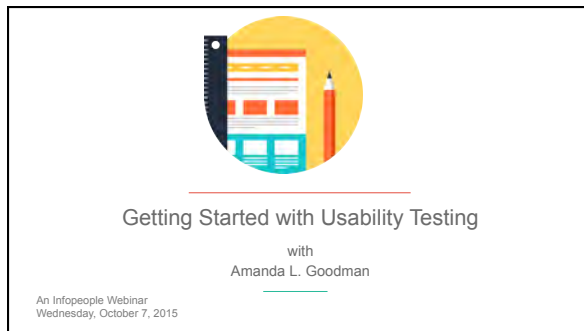


# Getting Started with Usability Testing



---

---

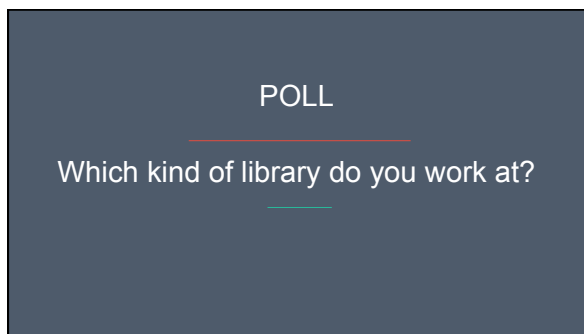
---

---

---

---

---



---

---

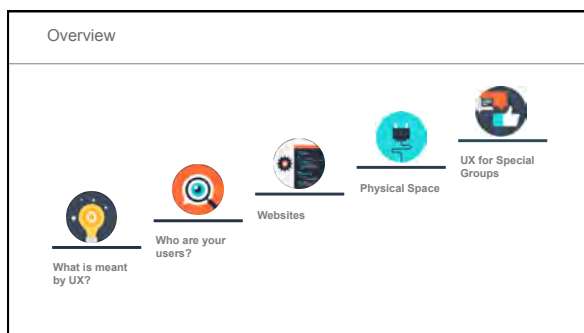
---

---

---

---

---



---

---

---

---

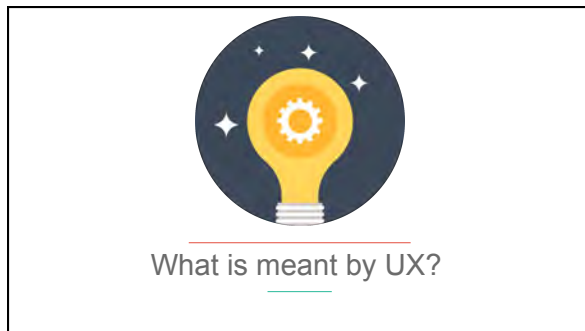
---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been 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.

# Getting Started with Usability Testing



---

---

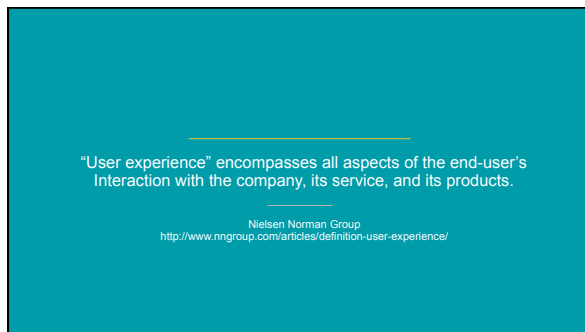
---

---

---

---

---



---

---

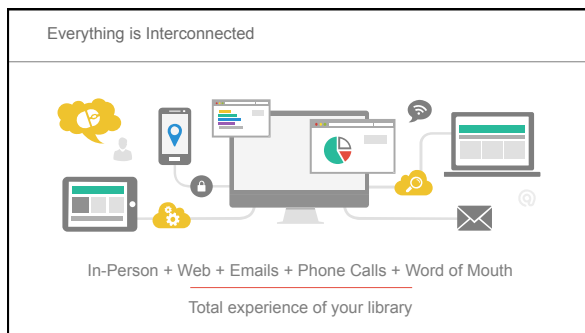
---

---

---

---

---



---

---

---

---


---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been 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.

# Getting Started with Usability Testing

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	

---

---

---

---

---

---

---

<p>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.</p> <p>Aaron Schmidt and Amanda Etches Useful, Usable, Desirable: Applying User Experience Design to Your Library</p>
--

---

---

---

---


---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been 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.

# Getting Started with Usability Testing



Who are your users?

---

---

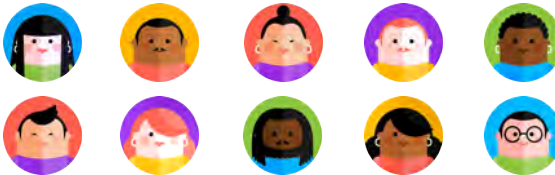
---

---

---

---

---



Who are your users?

---

---


---

---

---

---

---

<p>Targeting Your Audience</p> <hr/> <p>Define your user groups.</p> <p>Stick to broad categories.</p> <p>Look for common traits.</p>	
---	---

---

---

---

---

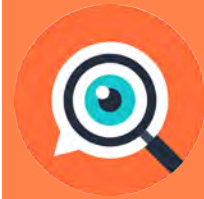
---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been 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.

# Getting Started with Usability Testing

Interviewing your users	
Recruit target users.	
Ask:	
What are their needs? What do they want to do? What is stopping them?	

---

---

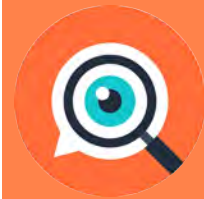
---

---

---

---

---

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?		
 <p>Maria is a former executive who wants to return to the workforce after raising her children.</p>		
<b>Wants:</b> <ul style="list-style-type: none"> <li>To freshen up her skills.</li> <li>To learn the newest things in her field.</li> <li>To update her resume.</li> </ul>	<b>Traits:</b> <ul style="list-style-type: none"> <li>Tech savvy.</li> <li>Well-educated.</li> <li>Has own transportation.</li> </ul>	<b>How to get in contact:</b> <p>She checks her email on her phone while waiting at storytime, the grocery store, the doctor's office.</p>
<b>Limitations:</b> <ul style="list-style-type: none"> <li>Busy with the kids.</li> <li>Limited hours she can study.</li> </ul>	<b>Expectations of the library:</b> <ul style="list-style-type: none"> <li>Wide range of materials in her field.</li> <li>Easy access to resources.</li> <li>Use those resources on her own time.</li> <li>Quick response time to queries.</li> </ul>	

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been 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.

# Getting Started with Usability Testing

POLL

---

How well do you know your users?

---

---

---


---

---

---

---

---



Websites

---

---

---


---

---

---

---

---

Google Analytics	
<p>analytics.google.com</p> <p>Ask:</p> <p>How are people finding your site?</p> <p>What paths do they take through it?</p> <p>Where are the weak points?</p>	

---

---

---

---


---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been 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.

# Getting Started with Usability Testing

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?	

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been 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.

# Getting Started with Usability Testing

## General Web Design Tips

---

---

---

---

---

---

---

STYLE GUIDES ARE KING



---

---

---

---

---

---

---



Physical Space

---

---

---

---

---


---

---

This material has been created for the Infopeople Project [infopeople.org], and has been 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.



# Getting Started with Usability Testing

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	

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been 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.

# Getting Started with Usability Testing




---

---

---

---

---

---

---




---

---

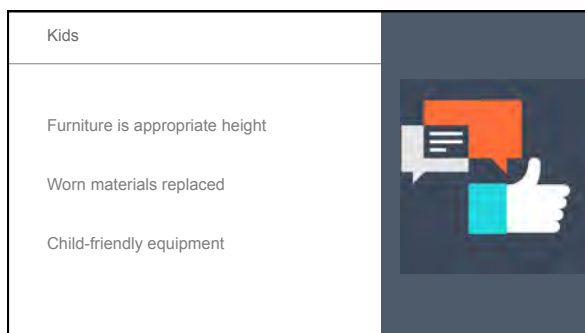
---

---

---

---

---




---

---

---

---


---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been 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.

# Getting Started with Usability Testing

Seniors and Those with Disabilities	
Compassion	
Check for obstacles	
Large text + high contrast	
Technology	

---

---

---

---

---

---

---

## Be Mindful

---

---


---

---

---

---

---



## Resources

---

---

---

---


---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been 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.

# Getting Started with Usability Testing

Books	
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	
A List Apart → alistapart.com	

---

---


---

---

---

---

---

UXers in Libraries	
LibUX.co ← me + Michael Schofield	
WeaveUX.org	
Design & UX in Libraries Facebook group	
#litaUX Twitter chats	

---

---

---

---

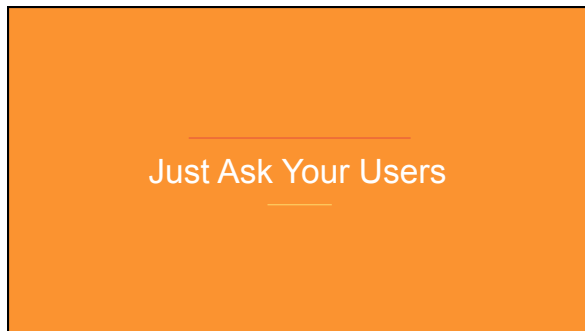
---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been 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.

# Getting Started with Usability Testing



---

---

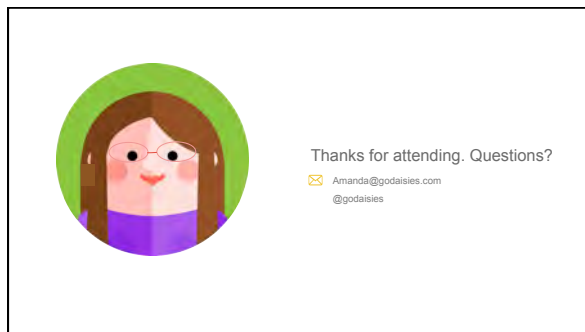
---

---

---

---

---



---

---

---

---

---

---

---



---

---

---

---

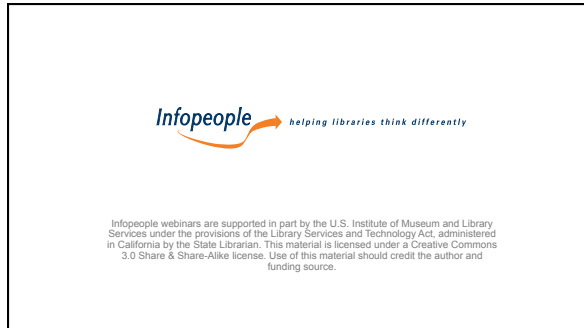
---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been 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.

# Getting Started with Usability Testing



---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been 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.