# Raritan Valley Community College: Evelyn S. Field Library Homepage Usability Study

Alyssa M. Valenti, MS, MLIS

#### **HISTORY & IMPORTANCE**

- Why redo the website?
- Why usability testing?
  - If you want to do it right, you don't design first and then let users set the parameters of their experience. (Pestridge, 2016)
  - UX asks questions. Design answers them. (Pestridge, 2016)
  - Design is important
  - UX is important
  - Let's not mix them up
  - Let's not compare them unfairly
  - · A good user interface is created by skilled design work that is in turn informed and educated by thorough user experience testing
- Why make the changes we made? (Dempsey & Valenti, 2017)
  - Our changes were guided by a desire to be:
    - User friendly
    - Jargon-free
    - Simple and clean
    - Mobile friendly
    - Sustainable



# Problem statements:

Ease of use: Is the website easy to use?

Visual appeal: Is the website visually appealing?

Navigation: Do the navigational elements make sense?

# **User Profiles:**

Students Staff & Administrators

Fulltime Faculty Public Users

**Adjunct Faculty** 

- Part A Basic Information (5 tasks)
- Part B Finding & In-depth Information (8) tasks
  - i. Books (3 sub-tasks)
  - ii. Articles (2 sub-tasks)
  - iii. Research (3 sub-tasks)

		T .
	Task	Success measure (time and/or # of clicks)
1.	What are the regular Friday hours for the library?	User is able to answer 8:00am – 5:00pm.
2.	How would you find out whether or not the library is closed on a snow day? What would you do?	User is able to find a phone number or chat box to connect with a person at the library.
3.	You need help from a librarian when you're off campus. What do you do?	User is able to find the help page, phone number, email a librarian form, chat box, or some other way of connecting with a librarian.
4.	You want to borrow a DVD. For how long can you have it?	User is able to locate the borrowing privileges information in their respective section of the website (For Students, For Faculty & Staff, For Community Members (Public users)).
5.	If you have an overdue fine, where would you look to find out how much you owe?	User is able to locate the My Library Account link and use that feature to find their fine.

	Table	0
	Task	Success measure (time and/or # of clicks)
	i. Books	
1.	You need a book about birds. How would you find out if the library has any?	User is able to locate the Books/Media tab and do a keyword search for birds. User can say that there are more than 500 relevant titles.
2.	Where would you check to see if the library has a certain textbook?	User is able to answer the Textbooks tab/page/search box.
3.	You need a book that the library doesn't have. What do you do?	User is able to locate the interlibrary loan link, or find a way to get help.

4.	You've been assigned a research paper about the Battle of Gettysburg and your professor wants you to start with the library's website.	User is able to complete one of the following:  Locate books about the Battle of Gettysburg:  Locate articles (or resources from RVOneSearch) about the Battle of Gettysburg:  Access databases that would be appropriate for obtaining information about the Battle of Gettysburg (American History Online, Academic Search Premier, etc.)
5.	Next, you need the article, "Self-repair techniques point to robots that design themselves". How would you find this full article?	User is able to type the title of the article into RVOneSearch and locate the PDF full-text version of the article.

	iii. Research	
7.	How can you find the correct way to cite journal articles in MLA 8 <sup>th</sup> edition?	User is able to locate the MLA section of the 'Works Cited Help' page or use the Cite feature in any library database.
8.	How would you find the database 'SocIndex'?	User is able to click on the databases tab and locate SocIndex in any way (alphabetically, by subject, database type, vendor, or by search).
9.	Name 3 databases for Literary Criticism Research.	User is able to click on the databases tab and limit by 'Subject' to 'Literary Criticism'. User can list 3 databases from this list.

# Questionnaire:

**Visual appeal** – 8 Likert scale questions

Navigational elements – 10 Likert scale questions

Ease of use – 12 Likert scale questions

Conclusion – 8 open-ended questions

Visual Appeal					
	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
The Library website is visually appealing.	0	0	0	0	0
The color scheme is non-invasive.	0	0	•	0	0
The color scheme is pleasing to look at.	0			0	0
The website does not appear to be cluttered.	•	•		0	0
The logo is placed appropriately and indicative of the site in general.	•	0	•	0	0
The site has a good balance of graphics versus text.	0		0	0	0
The font size and style enhanced my experience	0		•	0	0
The contrast is sufficient.	0	0	•	0	0

# Questionnaire: Navigational elements

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
The navigational elements (or menu items) make sense.	0	0	0	0	0
I can easily tell which navigational element (or					
menu item) to select based on the task at	0		0		
hand. It is clear how screen elements (menus, lists, tabs, buttons) work.	•	0	•	0	0
It is easy to find my way around the site.	0		0		
It is easy to remember where to find things.	0	0	0		0
There is a breadcrumb.	0	0	0		0
I can use the back button.	0	0	0		0
I know my location in the site due to 'you are here' indicators.	0	0	•	0	0
I can get back to the home page easily.	•	0	0		0

# Questionnaire: Ease of use

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
The site was easy to use.	0		0	0	0
The site has a clear purpose.	0		0	0	
The site is well-suited to first time visitors.	0			0	0
The site is well-suited to repeat visitors.	0	0		0	0
The tasks I completed were straightforward and self- explanatory.	0		0	0	0
My mistakes (if any) were easy to correct.	0		•	0	0
Pages have the right amount of information on them.	0	0		0	0
Pages have too much information on them.	0		0	0	0
The site did not use jargon or unclear language that I was not able to understand.	0		0	0	
The overall organization of the website content was appropriate for the purpose of the site.	0	0	0	0	0
The site is designed with me in mind.	0	0			0
The site is relevant to my professional and/or academic needs.	0	0	0	0	

What did you like	e about this website?
What didn't you	like about this website?
Do you have sug	ggestions to make this site easier to use?
What changes w	ould you make to this website?

Nould you recommend this site to a colleague?	
What features could you NOT live without?	
What features could you live without?	
s there anything else you'd like to add?	

### IMPLEMENTING THE STUDY

# Testers:

8 testers: 3 students, 2 FT faculty, 2 public users, 1 administrator

# Task measurement:

Success: Y or N

# of clicks

Time to complete task (in seconds)

\*Testers were encouraged to speak aloud their thought processes and address items with which they struggled or didn't make sense.

# Tasks: Some highlights and insights

### Task – Snow Closure:

"I would just check my email."

Task – Textbooks:

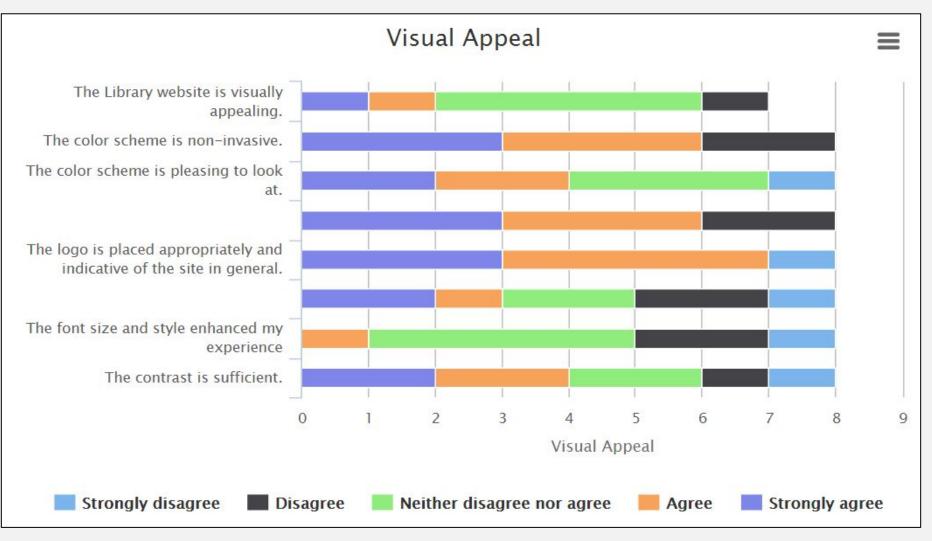
## Task – Overdue fine:

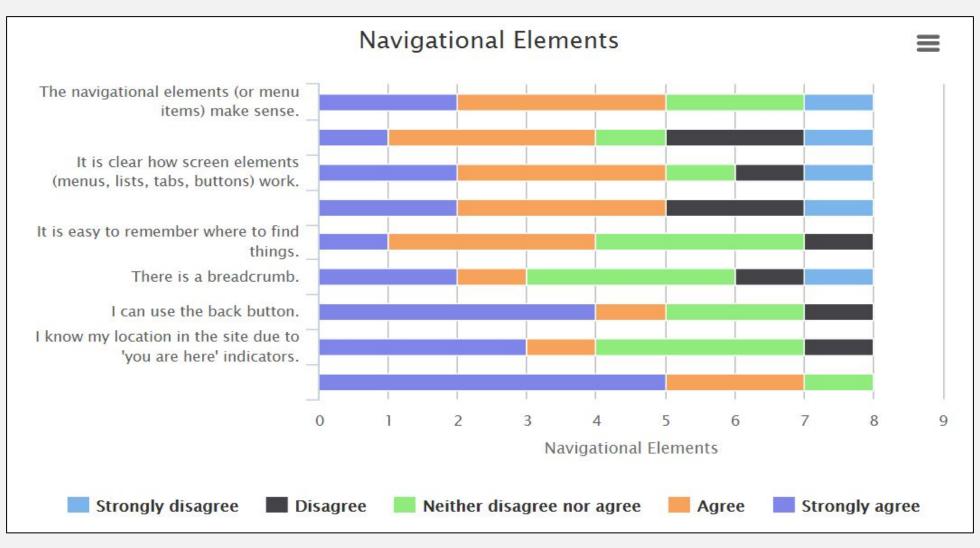
Clicked on 'Students' under Services, said, "Oh! I see borrowing now! [Referring to the correct answer to the previous task], here is 'My Library Account'. I would log in here."

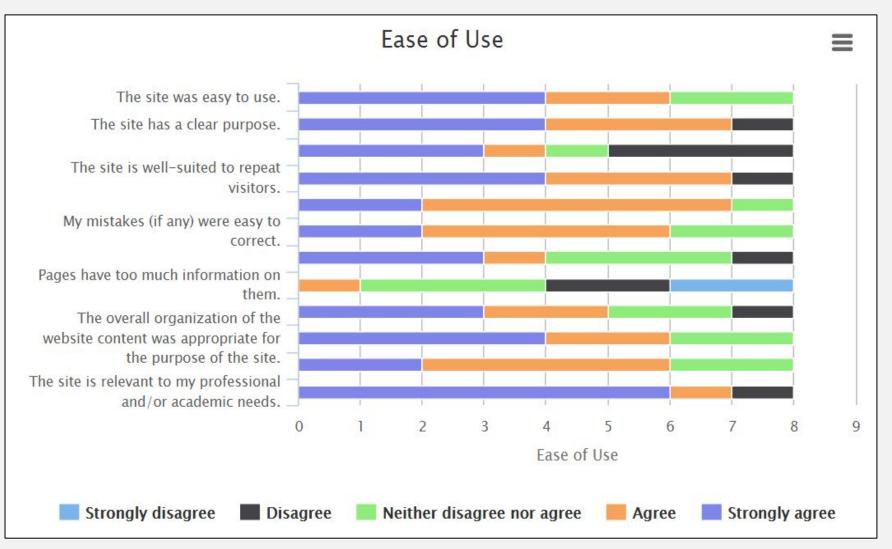
Task – ILL Book

Initially clicked on the Books/Media tab and right away exclaimed, "Sorry! NO! The Textbooks tab!" Tester did not perform a search on the Textbooks tab, but said, "You can just ask at the desk as long as you have your ID."

"I would ask the Live Chat to see where I could get the book from. Oh! Or I would click on this 'Other Libraries' link under Find. You can text the library? I didn't know that!"







# Questionnaire: Some highlights and insights (Open-ended questions):

What did you like?

It is fairly clean. A lot of logical landing points from home page, logically grouped

Was not "jargony", Uncluttered, and easy to use.

What didn't you like?

It could be very confusing for first time users, the home page isn't very clear on all of the tabs or links. Could be set up easier.

visually boring

its a little too white

# Do you have suggestions for easier use?

If a browser window is too narrow, Services and About float beneath the Find section. This makes them invisible and sets up a very lopsided home page There seems to be a very large difference (disproportionate) in font between the text in the body and the headings; it might be easier to read if the smaller fonts were increased a few pts. Also, make link for "My Library Account" more prominent.

Yes

# Questionnaire: Some highlights and insights (Open-ended questions): What changes would you make to the website?

Maybe have certain sections with soft color backgrounds to differentiate where my eye goes.

more animated gifs. Totally needs more animation. ;-)

I would make it visually appealing with colors and fonts and more organized.

maybe changing the background color to make the search bars stand out

# Is there anything else you'd like to add?

I think it was pretty cool to see and do this survay to see if the site works. Me on the other hand know where some stuff was but because i am always using the libuary fopr help, so i love using the libuary and full support of it.

Overall okay site but could be improved. Make the 'My Library' link more visible.

Working great for our students!

### RECOMMENDATIONS FOR CHANGE

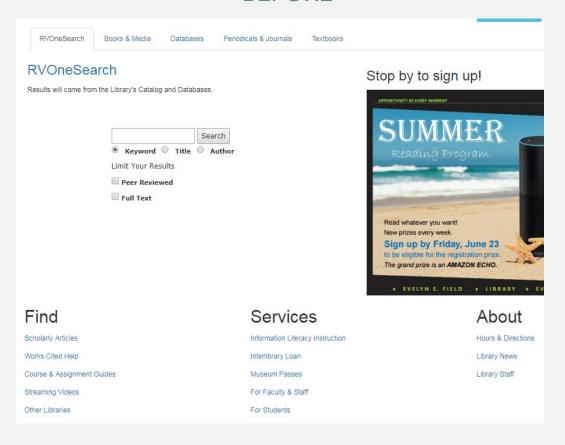
This section identifies the changes which should be made in order for the library website to be more usable and effective. In order to improve the usability of the website, the designers and developers should follow the recommendations in order of priority from catastrophic to cosmetic.

Increase font size for menu items, links, tabs, and contact information
Include the live chat feature on every page

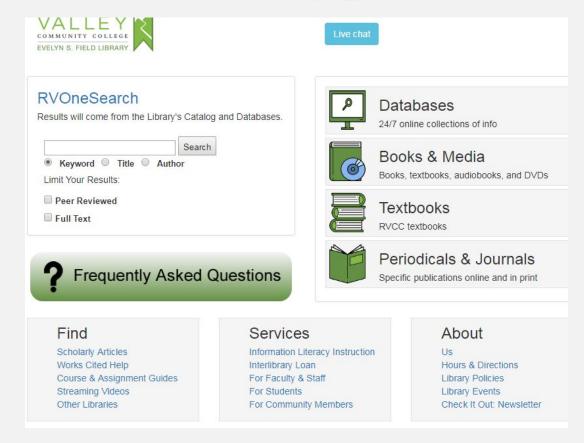
nclude the homepage footer on each page Make 'My Library Account' more prominent

Increase font size for menu items, links, tabs, and contact information

#### **BEFORE**



#### **AFTER**



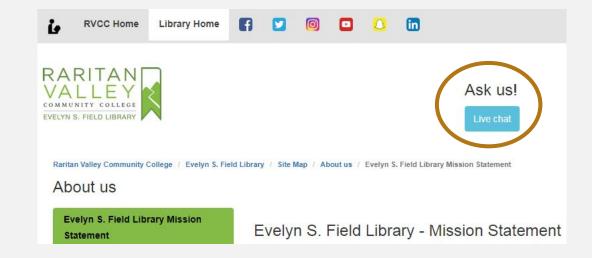
Include the live chat feature on every

page

#### **BEFORE**



#### **AFTER**





Include the homepage footer on each

page

#### BEFORE

Contact Us: 908.218.8865 | Text message: 908.409.3111 118 Lamington Rd. Somerville, NJ 08876

Email: Library Webmaster | Site Map | Last revised: 12/07/2016



2016 homepage footer

AFTER

Contact Us: 908.218.8865 | Text message: 908.838.0766

118 Lamington Rd. Somerville, NJ 08876 Email: Webmaster | Staff Bulletin Board

2017 homepage footer

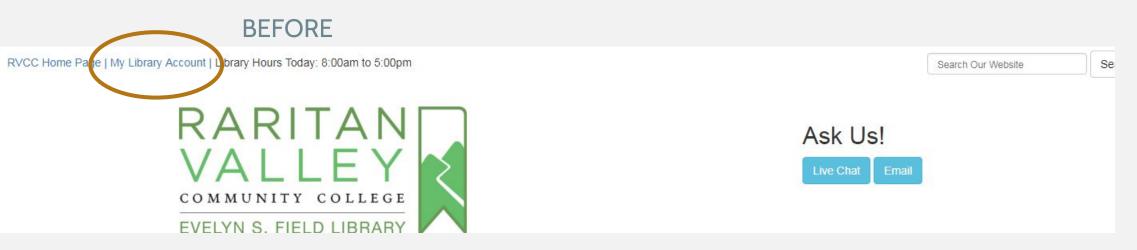
Last Updated: Nov 7, 2017 11:05 AM URL: http://library.raritanval.edu/hours 🖨 Print Page

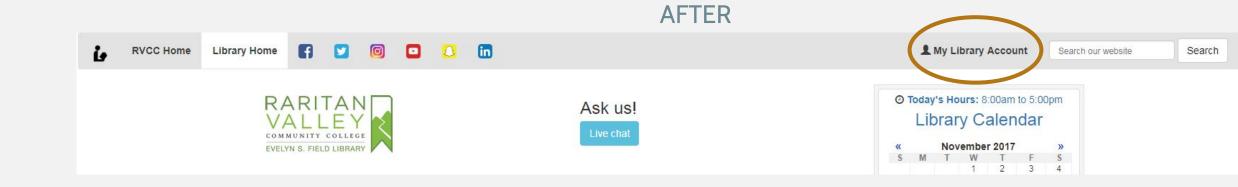
Login to LibApps Report a problem

Systemwide footer – due to relocation of other content, this was kept consistent

#### Make 'My Library Account' more

prominent



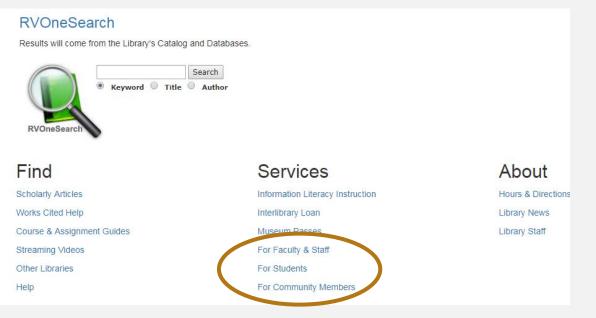


- Relocate and include the borrowing privileges in different sections of the site
  - Differentiate between sections (tabbed sections vs. menu tems) to make more visually interesting i.e. add color
- Decrease white space by adding more visual elements including announcements and events
- Create a 'landing' page for the periodicals & journals tab which explains the purpose of this section of the website i.e. you must search for specific journal title and your search results will be the names of publications, not search results in the traditional sense
  - Ensure metadata and keywords of resources are filled out and appropriate
  - Create a robust and searchable FAQ

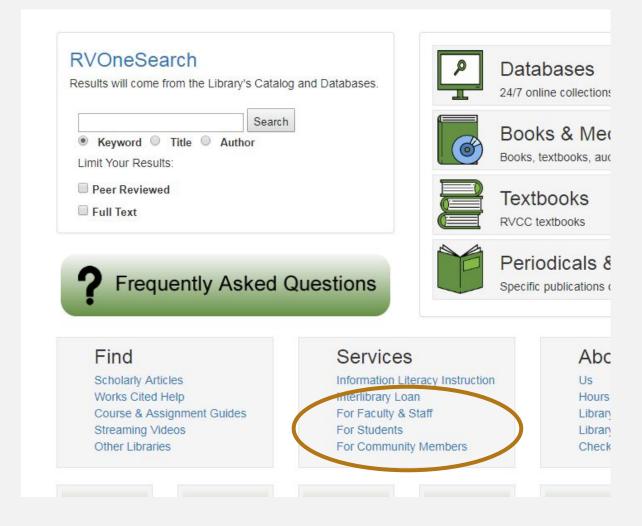
#### Relocate and include the borrowing privileges in different sections of the

site

#### **BEFORE**

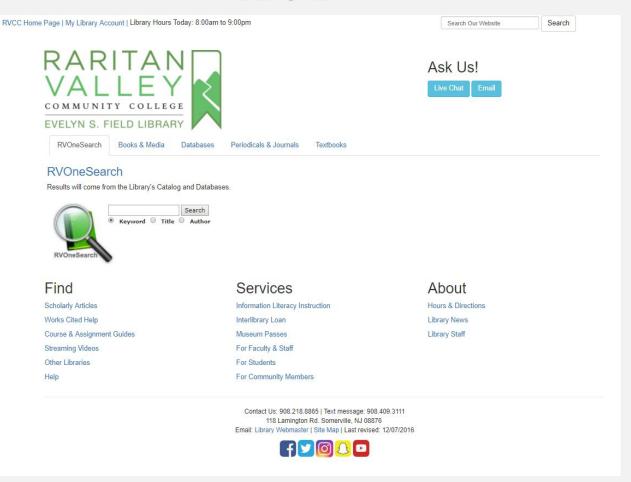


#### AFTER

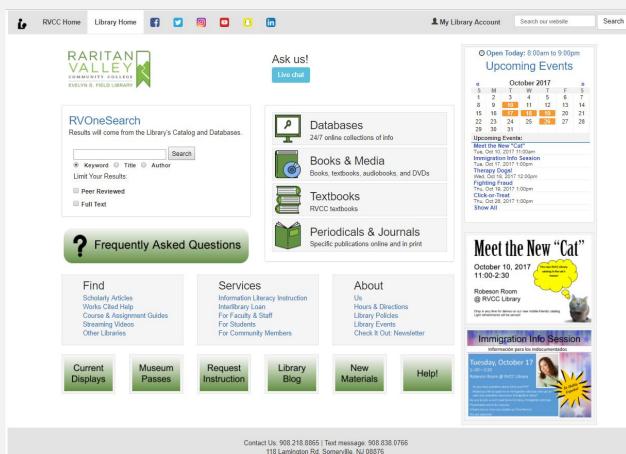


# Decrease white space by adding more visual elements including announcements and events

#### **BEFORE**



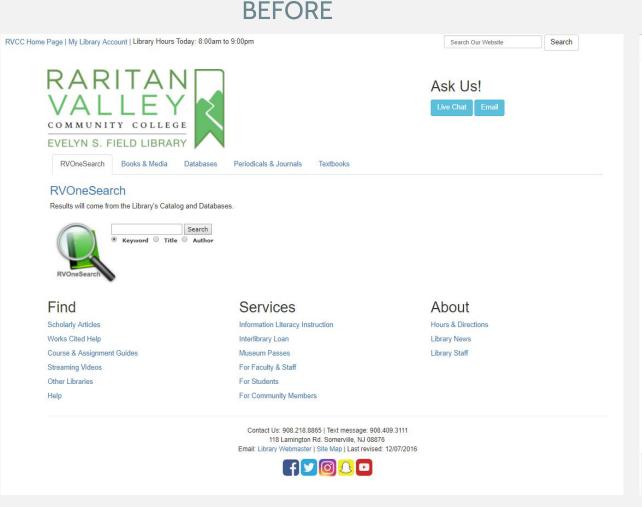
#### AFTER



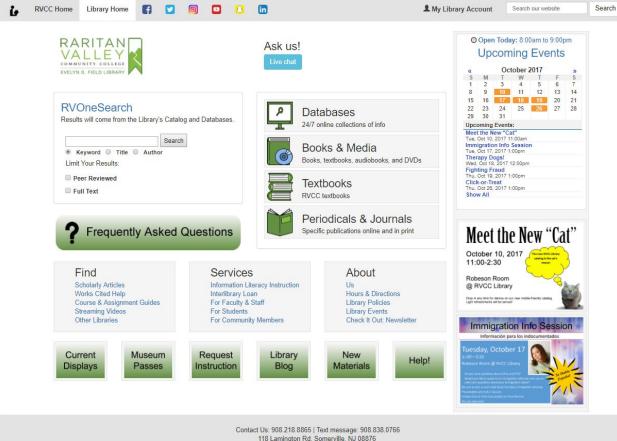
Email: Webmaster | Staff Bulletin Board

Differentiate between sections (tabbed sections vs. menu items)to make more visually interesting i.e. add

color



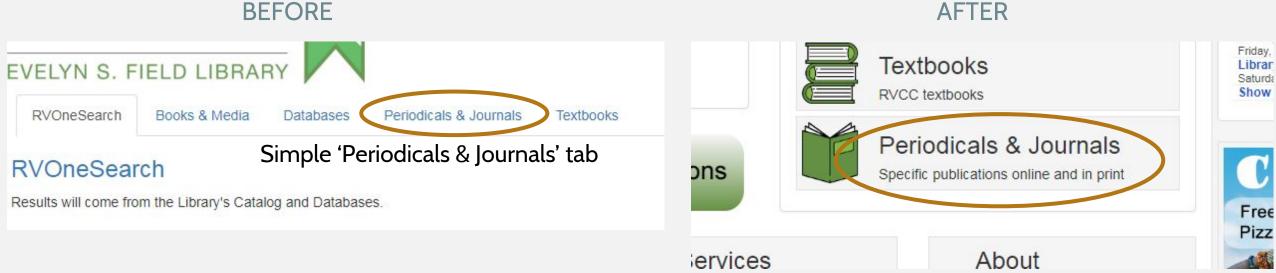
#### AFTER



Used Bootstrap columns, wells, and rows to highlight backgrounds, menus, removed tabs, made boxes.

#### Create a 'landing' page for the periodicals & journals

tab

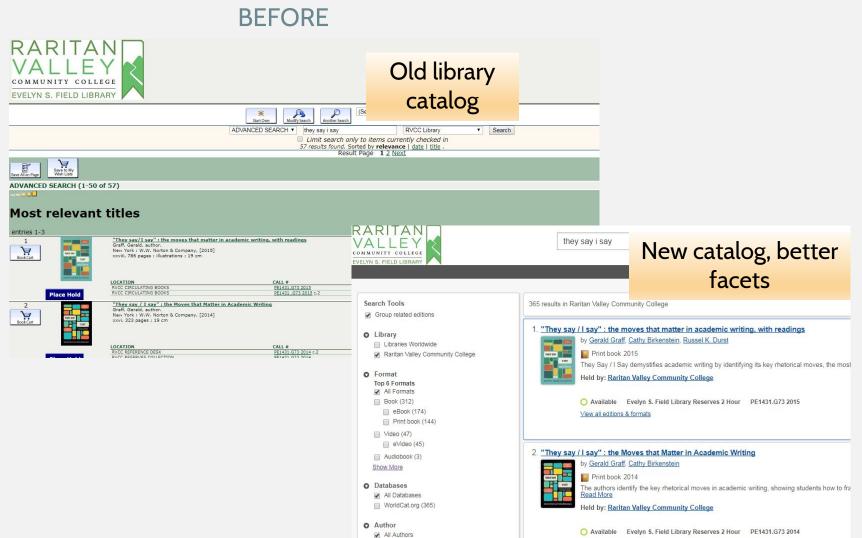


New box display offers brief explanation

View all editions & formats

#### Ensure metadata and keywords of resources are filled out and

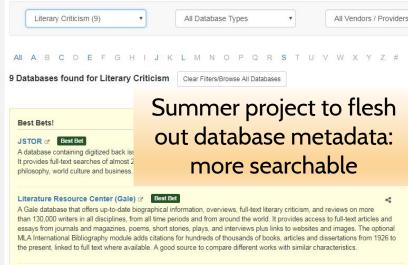
appropriate



Libra Television (4)

Rotkin Reniamin Albert (2)

#### **AFTER**



#### Arts & Humanities Database &

A ProQuest database covering subjects within the arts including topics such as contemporary art, design, crafts, photography, archaeology, anthropology and classical studies, architecture, interior design, urban planning, history, philosophy, geography, religion, modern languages and literature, music, theater, film studies, ethnic studies, women's studies, sociology, and cultural studies. This database is supportive of studio art and design courses and students can access images and other information about contemporary art practice as well as resources on art from history, sociology, philosophy and cultural studies journals. The database includes over 500 titles, with mostly full-text access from the 1970s to present from both scholarly peer-reviewed journals and selected trade and consumer titles relevant to applied arts and cultural studies.

C

#### Critical Insights &

This database provides online access to Salem Press' Critical Insights series which distills the best of both classic and current literary criticism of the world's most-studied literature focusing on an individual author's entire body of work, a single work of literature, or a literary theme. It also includes writings on history, science, health and career choices.

#### Create a robust and searchable

#### FAQ

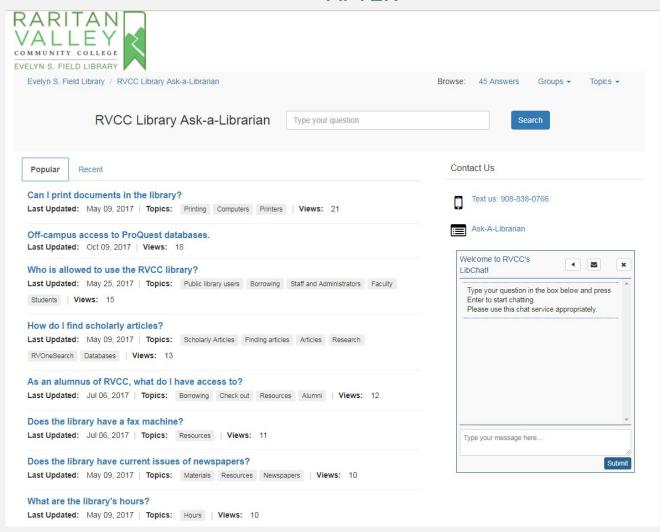
#### BEFORE

Did not exist!

? Frequently Asked Questions

http://raritanval.libanswers.com

#### AFTER



#### **MINOR**

Include snow closing information in the Library News section

Add a link to the Help page to the 'Ask Us' section at the top of the homepage

#### **MINOR**

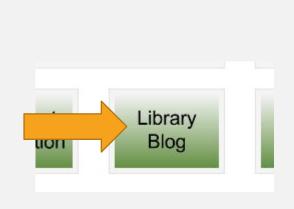
#### Include snow closing information in the 'Library News'

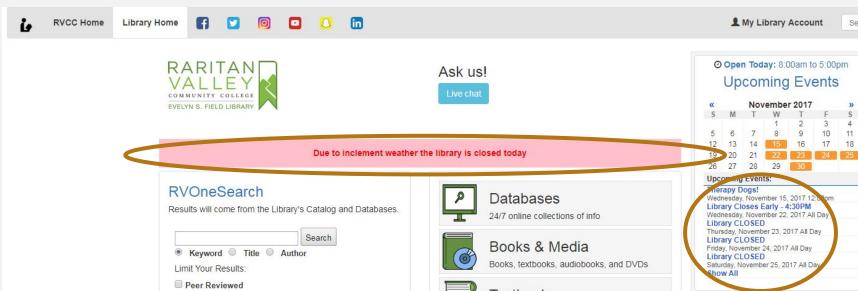
#### section

#### BEFORE



#### **AFTER**

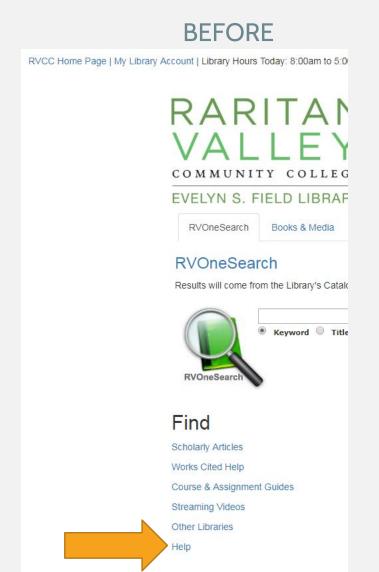


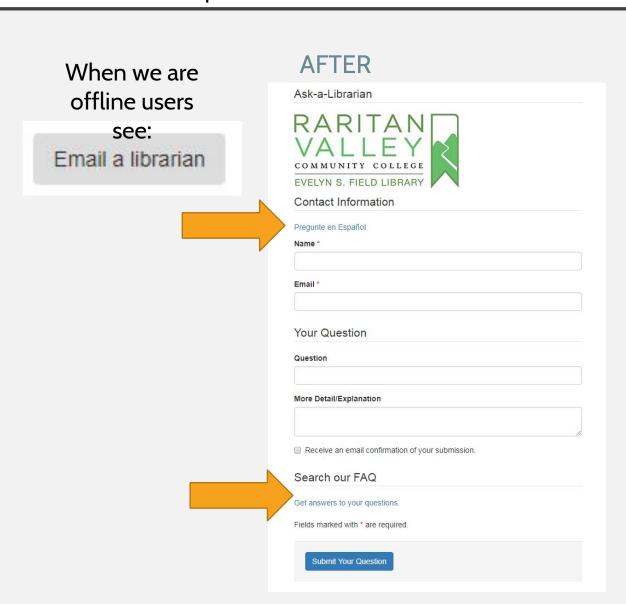


#### **MINOR**

Add a link to the Help page to the 'Ask Us' section at the top of the

homepage





# COSMETIC

# Add more and different color to menu items and background

# COSMETIC

#### Add more and different color to menu items and

# background

#### **BEFORE AFTER**

RVCC Home Page | My Library Account | Library Hours Today: 8:00am to 5:00pm

Search Our Website Search

Hours & Directions

Library News

Library Staff

Library Home

**RVCC Home** 

**⚠** My Library Account

Search Search our website

Top nav ^

Top nav ^

#### Bottom services menu

# Find

Scholarly Articles

Works Cited Help

Course & Assignment Guides

Streaming Videos

Other Libraries

Help

#### About

Information Literacy Instruction

Interlibrary Loan

Services

Museum Passes

For Faculty & Staff

For Students

For Community Members

#### Bottom services menu

#### Find

Scholarly Articles

Works Cited Help

Course & Assignment Guides

Streaming Videos

Other Libraries

#### Services

Information Literacy Instruction

Interlibrary Loan

For Faculty & Staff

For Students

For Community Members

#### About

Us

Hours & Directions

Library Policies

Library Events

Check It Out: Newsletter

# LIBRARY HOMEPAGE EVOLUTION 2000

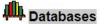
# 2000 RELEASE

Tuesday, 29 February 2000

**RVCC Home** Raritan Valley Community College

# Evelyn S. Field Library

http://library.raritanval.edu



**RVCC Library Catalog** 

Other Library Catalogs (Rutgers, Princeton and

Proquest Periodicals Abstracts - General information from magazines, journals and newspapers;

many full-text articles

CINAHL (Nursing)

ABI/Inform (Business)

Social Science (login required for off-campus users)

Humanities (login required for off-campus users)

General Science (login required for off-campus users)

Britannica Online

Stat-USA - business, trade and economic information (password required)

**Books in Print** 

ERIC - education abstracts from professional publications

PubMed - medical abstracts from professional publications

America's Job Bank UnCover Journals Database Antique radio

**Antique Radio** Exhibit

(main floor of the library thru February)

Monday, 28 Feb at 7:15 pm: "A History of Radio as a Medium of Communication"

The library celebrates Black History Month... Visit our site!



## Library Services

Online Book and Article Requests (ILL)

Check on the status of your ILL request Ask a Librarian - Online Reference

Webliography - Web sites arranged by subject

Information Literacy - a step by step guide to doing a research paper

Library Hours

E-Reserves NEW

RVCC's Copyright Clearance Center

Select a RESEARCH GUIDE ▼



RVCC Periodical Collection - a list of all magazines, journals and newspapers RVCC has access to NEW

Distance Learners

Internet Search Engines - Yahoo, Altavista and others

**RVCC Map Collection** 

New Jersey Union List of Serials (Login: njuls)

Institute for Holocaust and Genocide Studies Resource Center

Library Staff



These titles are made available through the VALE Consortium.

P.O. Box 3300, Somerville, New Jersey 08876 (908) 526-1200 x8423 The RVCC library pages are maintained by Birte Nebeker. Last modified 2/2000

Thursday, 5 April 2001

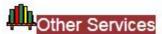
Evelyn S. Field Library Raritan Valley Community Colle

> http://library.raritanval.edu Search the library Web site

# Library Catalogs and Databases

RVCC Library Catalog - New Book List Other Library Catalogs (Rutgers, Princeton, Library

of Congress and others) Online Research Databases (Periodical Abstracts (Proquest), WilsonWeb, CINAHL, ScienceDirect and many others) NEW



Webliography - Web sites arranged by subject Information Literacy - a step by step guide to doing a research paper

Electronic Reserves

RVCC's Copyright Clearance Center

RVCC Periodical Collection - a list of all magazines, journals and newspapers RVCC has access to

Internet Search Engines- Yahoo, Altavista and others

**RVCC Map Collection** 

New Jersey Union List of Serials (Login: njuls)

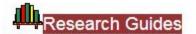
Institute for Holocaust and Genocide

Studies Resource Center

Paul Robeson Information



**RVCC Home** 



Select a RESEARCH GUIDE



Online Book and Article Requests (ILL)

Check on the status of your ILL request Ask a Librarian - Online Reference Online Library Instruction Request



Library Hours Library Staff Frequently Asked Questions

# RELEASE 2003

# Raritan Valley Community College



**RVCC Home** 

Just Arrived...

Check out the New Book List

Fall Semester 2003 Mon-Thu 8am-9pm

**QUICK LINKS** 

**Library Hours** 

Friday 8am-5pm

Sat 9am-5pm

Sunday 1-5pm

Library Catalog - E-Books

Database Descriptions

Internet Search Engines

Periodical Locator

Interlibrary Loan

Library Directory

Library Exhibits

2003

Directions to RVCC

Result of User Survey Spring

Library Hours

**Books Periodicals** 

All Databases





Finding Reference Finding Books

(Facts, Biographies, Dictionaries and Encyclopedias ...)

(Books at RVCC and other libraries, E-Books)

**Finding Articles** 





Help

Webliography

(Recommended Web Subject Guides Sites)

(Incl. MLA and APA styles)

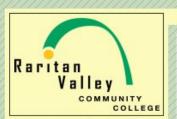
#### FOR STUDENTS ...

- Ask a Librarian (Online Reference)
- Step-by-Step Guide to Research
- · Journal or Magazine?

- Help)
- · Course Reserves
- · Paper Topics

#### FOR FACULTY ...

- Request a Library Instruction Class
- Innovative Assignments
- Copyright Clearance Information
- Coursepacks
- New Jersey Union List of Serials Bibliographic access to over 43,000 serials held in over 600 libraries in NJ
- Borrowing Policy
- Plagiarism



QUICK LINKS: CATALOG | PERIODICAL LOCATOR | DATABASES | HOURS | SAK-A-LIBRARIAN | HOME

# Evelyn S. Field Library



Research Help

General Services

Faculty Services

Information

SEARCH OUR CATALOG ...

Quick search by:

KEYWORD



#### LIBRARY INFORMATION...

Library Hours:

Mon - Thur: 8 AM - 9

Fri: 8 AM - 5:00 PM Sat: 9 AM - 5:00 PM

Sun: Closed

Location:

Evelyn S. Field Library 118 Lamington Rd Branchburg, NJ 08876 Directions

Phone 908-218-8865

SEARCH OUR SITE...

Lost? Search Our Site:

Go!

#### WELCOME . . .

#### LIBRARY NEWS: FALL 2009

- . 10-05-2009 Check it Out! Library Newsletter
- 09-24-2009 Watch documentaries online for free
- 09-23-2009 Find The Library on Facebook!
- 09-15-2009 Get tech-savvy! Safari Books Online can help
- 09-04-2009 New Database Nursing & Allied Health Source
- 09-03-2009 \*NEW\* MLA and APA Citation Help Pages
- 09-02-2009 The Library is waiting for you!
- 09-01-2009 New Database Credo Reference

National Library News

#### **NEW MATERIALS!**

- Shaun of the dead [DVD]
- Identifying consumption :subjects and objects in consumer...
- . Do the right thing [DVD]
- · Sweeping up glass :a novel
- · Europe :the faltering project
- · From here to infinity :a beginner's guide to astronomy
- · A is for alibi
- Anathem
- The sexualization of childhood
- · Rivers of sand [DVD]

#### NOW PLAYING IN THE DISPLAY CASES

Books Made into Movies / English 1 Made Easy Popular Fiction Titles / Manhattan Turns 400

Need help getting started? Visit our Introduction Page, for a brief explanation of our services.

#### LIBRARY SERVICES ....

#### RESEARCH TOOLS

- Databases
- Periodical Locator
- · Research Guides
- · Citation Help
- · Search Multiple Databases

#### POPULAR SERVICES

- Inter-library Loan
- Textbook Collection
- Popular Books
- Films On Demand
- My Library Account

#### POLICIES & PROCEDURES

- Borrowing Privileges
- · Group Study Rooms
- Laptop Borrowing
- Frequently Asked Questions
- Library Instruction Policy

Evelyn S. Field Library | Raritan Valley Community College Report a Problem / Feedback





#### WELCOME!

Research Help

Services & Info.

Popular Tools

#### REFERENCE CHAT

I'm sorry, Reference Chat is currently unavailable. Please try the form on our Ask-a-Librarian Page.

#### LIBRARY INFORMATION...

#### Regular Library Hours

Mon - Thur: 8 AM - 9

PM

Fri: 8 AM - 5 PM Sat: 9 AM - 5 PM

Sun: Closed \*

\* Sunday Hours

#### Location:

Evelyn S. Field Library 118 Lamington Rd Branchburg, NJ 08876 Directions

Phone 908-218-8865

QUICK LINKS: CATALOG | JOURNALS | DATABASES | ASK-A-LIBRARIAN | HOME

# Evelyn S. Field Library



Catalog Databases Textbooks Research Guides Special Collections & New Materials Journals

Find books, E-Books, Audiobooks and DVDs in the Library.

Quick search by: KEYWORD

Search

A listing of Reserve Textbooks is available both By Course and By Title.

Reserve and Reference books are located on the first floor of the Library. The Circulating collection can be found on the second floor.

#### Looking for NCTM Journals? Click here!

#### DID YOU KNOW ...

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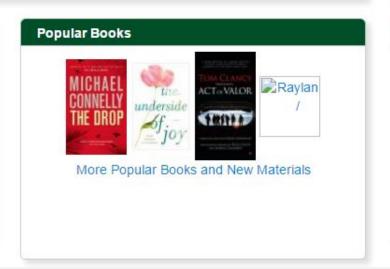
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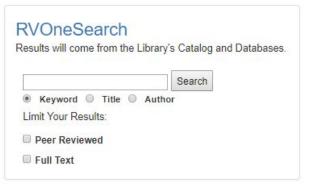








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# THANK YOU!

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