Preparing for Usability Testing

Lindsey Skaggs & Chad Kahl

Milner Library

Illinois State University

MILNER LIBRARY
Illinois State University

Our Experience

- Primo VE usability testing at ISU: two rounds
  - Summer 2021
  - Spring 2022

- Met with students, faculty, and staff via Zoom

- Provided an incentive ($10 Amazon gift cards)

Questions to Consider

What is the purpose of the testing?

- Are you testing specific functions and/or features?

- Do you want to observe general behaviors?

At ISU:

- Round 1 focused on labels

- Round 2 focused on the library's search box

Our Research Questions

- Could we improve the "Available Online," "No Online Access," and "Expand My Results" labels?

- Do patrons know the "Expand My Results" feature exists and/or what it does?

- *Do our patrons know what is included in Primo VE?*

- *Do our patrons understand the difference between the Milner Catalog, Databases, Articles, and Combined Search options?*

- **Where do our patrons struggle when locating materials?**

- **Where do our patrons struggle when accessing materials?**

Green: Round 1
Blue: Round 2
Black: Both

What do you plan to do with what you learn?

- Will you share your results via conferences, presentations, published works? Or solely use the data internally?

- Do you have support to make changes, based on your results?

At ISU:

- Round 1: internal; Round 2: IRB

- Administration gave us the "green light" to make changes we saw fit

What is your timeline?

- How much time can you devote to the project?

- Can you collect data over multiple days/weeks?

- Are your colleagues willing or able to assist?

At ISU:

- Multiple rounds; many volunteers to help conduct testing

How will you collect information?

- Will you meet participants on campus, face-to-face or online?
- How long do you want the interaction to last?
- Do you have software to facilitate data collection?

At ISU:

- Participants joined recorded Zoom meetings
- Used written notes, Qualtrics surveys to collect data

What do you need to create for your testing?

- Testing script

- Consent forms

- Shared, secure repository for storing data

- Do you need to create test views for A/B testing? What about other visual aids?

- Do you need to create surveys or online tools collect data?

Materials We Created

- Round 1:
  - [Testing script](#)
  - Qualtrics survey for data collection
  - Test view in Primo VE
  - Shared OneDrive folders
- Round 2:
  - [Testing script](#)
  - Search box mockups
  - [Adobe portfolio site](#)
  - Qualtrics survey for participant consent
  - Qualtrics survey for data collection
  - Shared OneDrive folders

Q1
In place of "Available Online," what do you prefer?

Available Online	1
Check if Available	2
Check for Full Text	3
Check for Online Access	4
Other	5

How will you recruit participants?

- Who do you want to participate?

- Do you have online modes for recruitment?

- Can you provide an incentive?

At ISU:

- Used social media, liaisons to promote

- Library administration awarded us funds for gift cards

Reflections

- Our testing gave us great data! But...
  - Most participants were regular library users – we'd like to use other methods in the future to reach students who aren't currently engaged with the library
  - We had no-shows for our Zoom sessions – would "on the spot" testing be better in the future?
  - Our participants skewed towards the College of Arts and Sciences: how do we get others involved?
  - Round 2 sessions often lasted 30 minutes. How can we do more frequent, shorter (2-5 minute) tests?

Questions?

lsskagg@ilstu.edu

cmkahl@ilstu.edu