

## Instrument 6

### Subject LibGuides usability design

This instrument contains four articles with practical applications of methodologies and techniques to evaluate LibGuides usability. Usability testing are customized to a library needs and resources.

Additional Information: see LibGuides Usability Testing, Customizing a Product to Work for Your Users. Rachel Hungerford, Lauren Ray, Christine Tawatao, Jennifer Ward, University of Washington Libraries, Seattle, Washington USA.

<https://digital.lib.washington.edu/researchworks/bitstream/handle/1773/17101/UWLibGuidesUsability-2010LAC-tawatao.pdf?sequence=2>

Exploratory Usability Testing of User Interface Options in LibGuides 2, Sarah Thorngate and Allison Hoden. College & Research Libraries, Vol 78, No 6 (2017).

<https://crl.acrl.org/index.php/crl/article/view/16739/18254>

Griffin, M., & Taylor, T. I. (2018). Employing Analytics to Guide a Data-Driven Review of LibGuides. Journal of Web Librarianship, 12(3), 147–159. <https://doi.org>

This article presents a methodology for conducting an evidence-based review of LibGuides content based on native and non-native analytics data. This methodology uses built-in analytics data from Springshare's platform and data from Google Analytics to investigate LibGuides functionality, use, and design criteria. These criteria, in turn, enable a strategic consideration of how and why we as librarians create LibGuides. Are our guides intended to facilitate reference and research consultations, or do they primarily serve to enable independent research by students? More specifically, who benefits the most from the LibGuides we generate—librarians or researchers? We conclude with a consideration of how analytics data can be leveraged to generate librarian buy-in for reevaluating design criteria of library subject guides and consider implications for practice and further research in this area. [

Farney, T. (2016). Optimizing Google Analytics for LibGuides. Library Technology Reports, 52(7), 26–30. Retrieved from <http://search.ebscohost.com>

The article discusses several options for libraries to install the Google Analytics software on the LibGuides content management system and how it affects data assessment at the individual guide level. Topics include the benefits of installing Google Analytics, installation of Google Tag Manager software to LibGuides, and events to track for a LibGuides website.