

Usability Testing Report: Lilly Library's Homepage

Summary

On April 20, 2015, Emily Daly and Jaci Wilkinson conducted usability testing in the lobby of Lilly Library. Seven participants were interviewed between 2 p.m. and 3:30 p.m. A pilot was conducted the week prior with an ADS student worker. The test consisted of four pre-test questions, five tasks, and four post-test questions. Each test took approximately twelve minutes. See Appendix A for full usability test script.

Task One asked participants to use a Tier 2 public computer (logged in prior to the start of the test) in Lilly Library to conduct a search on a current topic of interest and to reflect on the DUL homepage as the default starting page in Lilly Library. Of interest were respondents' interactions with a public computer and participants' starting points for their research (e.g. Lilly Library homepage, DUL homepage, Google). Every participant launched Internet Explorer (the only browser readily available on Tier 2 computers) and then used the DUL homepage ('home' on all Tier 2 computers) to begin their research. [Note: Our pilot participant used a Tier One computer in Perkins and so had easy access to both Firefox and Internet Explorer browsers; she opted to use Firefox and was directed to the Mozilla homepage rather than the DUL homepage. She searched for resources on her topic directly from the URL bar on the Mozilla page and noted that she would then go to the DUL homepage to conduct more "serious" research.]

Task Two required participants to start from the DUL homepage and go to the Lilly homepage to conduct a search. To complete this task, three participants (43%) navigated to the Lilly Library homepage from the DUL "Libraries" menu, while four (57%) searched for some form of "lilly duke library" in Google or directly in their browser's URL bar.

For Task Three, we asked each participant to look at the Lilly homepage for just five seconds. We then switched to a blank browser tab and ask participants to write down what they remembered seeing. This task was followed with questions related to the purpose and functionality of Lilly's homepage. See Appendix B for transcriptions of participants' written responses.

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Task Four required each participant to conduct a search from the Lilly homepage. We asked each participant to reflect on the portion of DUL collections they were searching from the Lilly homepage and to tell us if they were satisfied with the search results. Four of the seven participants (57%) identified that they could change their search options to include the full Duke libraries catalog instead of just Lilly materials.

Task Five asked participants to use the Lilly homepage to find a new DVD available for them to check out. This task evaluated whether or not participants noticed the New Additions feature on the Lilly homepage. Four of the seven participants (57%) found and used this feature.

As part of this evaluation, we also considered traffic to the Lilly homepage relative to the DUL homepage, total clicks to numerous links on the Lilly homepage, and the most common sources of Lilly homepage traffic. See Appendix C for web metrics.

Participants

Seven participants (excluding the pilot participant) completed the test. Three were first-year students, one was a senior, one was a former faculty member, and two were graduate students. The following departments were represented: religion; art, art history and visual studies; political science; and romance studies. The three first-year students had not yet declared their major.

Six out of seven participants (86%) had used a Lilly public computer before. The reasons varied widely. One participant cited the bigger screen as beneficial. Another participant, a MacBook owner, uses public computers to access Microsoft Office. Two participants (29%) use Lilly computers for scanning and printing. Two other participants (29%) said they use public computers for quick things such as e-mail checking or call number checking. Six out of seven participants (86%) had used the Lilly homepage before this test. All participants had used the DUL homepage before, and four participants (57%) use it three or more times a week.

Key Findings

1. Every participant used the DUL homepage to start their search, and five (71%) used the default search ('ALL') on the DUL homepage.
 - a. Five of the participants (71%) mentioned that they start at the DUL homepage, as opposed to the Lilly homepage, because it is "expected," "better," "easy," and a "full search."

- b. One participant (14%) noted that if the browser homepage had defaulted to the Lilly homepage, he would have gone to Google to start his search because he only knows what to do from the DUL homepage.
 - c. Of the two participants who didn't use the main search bar, one clicked 'Advanced Search,' and one went to the Search & Find tab, clicked 'Articles,' and did a keyword article search.
2. When asked to describe the primary purpose of the Lilly homepage, four participants (57%) named "search" or "searching Lilly materials" as the primary purpose.
3. Two participants (29%) identified searching/discovering new and current materials as the primary reason for using the Lilly homepage.
4. Five participants (71%) stated that the DUL homepage should remain the default for Lilly public computer browsers. One participant (14%) recommended that the browser default to two tabs, displaying both the Lilly homepage and the DUL homepage.
5. Four participants (57%) noted that the Lilly homepage reminded them of and/or worked similarly to the DUL homepage and other Duke Libraries web pages.
6. Two participants (29%) vocalized that they did not know what "DevilDVDs" were.
7. Two participants (29%) clicked on 'Film & Video' under 'Lilly Collections' on homepage to find new DVDs available for them to check out.

Key Recommendations

1. Endeavor to display all New Additions content on the Lilly Library homepage above the fold.
2. Design "Lilly Collections" and "Latest at Lilly" to occupy less space on the homepage.
3. Reduce white space on Lilly homepage so as to display more content above the fold.
4. Ensure that "Latest at Lilly" carousel is current and primarily displays news items related to Lilly.
5. Include a search field on the "Film & Video" collection page.
6. Add a section in the "Film & Video" page that directs users to the New Additions features for DVDs.
7. Set the DUL homepage as "Home" for the Firefox browser on the Tier One work stations, just as it is for Internet Explorer on the Tier Two machines. Consider adding a shortcut to Firefox to the desktop or taskbar, just as it is on the Tier One stations.

Appendix A: DUL usability test script, Lilly homepage

Thank you for agreeing to take part in this study.

We are interested in learning more about how researchers use the Lilly Library homepage, and we're hoping what we learn will help us improve current functionality.

I'll be asking you to complete a couple of short tasks that involve using library websites. Keep in mind that there are no right or wrong answers and that we're testing our website — not you.

Okay, first some general questions:

1. Are you an undergrad, grad student, faculty member, staff member?

a. If you are an undergrad, what year are you?

b. If you are an undergrad, what is your major?

c. If you are a grad student or faculty or staff member, what department are you in?

2. Have you ever used a public computer in Lilly Library?

a. If yes, would you say you use the public computers here in Lilly every day, every week, every month, once a semester, or less often?

b. What is your primary reason for using a public computer?

3. Have you ever used the Lilly Library website (point to Lilly homepage)?

a. If yes, would you say you use the Lilly homepage every day, every week, every month, once a semester, or less often?

b. What is your primary reason for using the Lilly homepage?

4. Have you ever used the Duke University Libraries website (point to DUL homepage)?

a. If yes, would you say you use the Duke Libraries website every day, every week, every month, once a semester, or less often?

b. What is your primary reason for using the Duke University Libraries homepage?

Now I'd like you to complete a couple of tasks. It would be really helpful if you would share your thoughts and observations as you are completing the tasks, so try to think aloud as much as you can. Like I said, there are no right or wrong answers.

TASK ONE: First, consider a topic you're currently thinking about or researching for a class, project or personal interest

- a. Let's walk over to this computer [Lilly public computer] to search for books, articles or other resources that would help you research this topic. [Note: Participants will be stopped after they open a browser, go to a website and enter their search terms.]
- b. Describe your experience using this public computer to begin your search.
- c. [If appropriate...] You opened a browser and were directed to the Duke University Libraries homepage. What are your thoughts about that? Did you expect to see this homepage or a different one?

TASK TWO: Okay, now you'd like to use the Lilly Library homepage to search for sources on your topic. Show us how you'd get to that page from the Duke University Libraries homepage.

[Flip to another tab once participant finds Lilly homepage, and describe task three.]

TASK THREE: We're now going to show you the Lilly Library homepage for just 5 seconds. Try to remember everything you see in these 5 seconds, and then we'll ask you to write down what you see. [Move to another tab once 5 seconds are up, and give participants a moment to write down everything they remember about the page.]

- a. What is the primary purpose of the Lilly Library homepage?
- b. What can you search for using the Lilly Library homepage?
- c. Would you use the Lilly Library homepage to search for sources on your topic?
- d. [If participant answers yes, go to TASK THREE. If participant answers no, go to item d.]
- e. Why not? What site would you use instead?

TASK FOUR: Let's now return to library.duke.edu/lilly, and conduct a search for resources on your topic

[After participant views results, return to Lilly homepage, and point to search box] What are you

searching when entering terms into this box?

- a. Is there a way to change what you're searching?
- b. What worked well as you were searching?
- c. What would you recommend changing about this search interface?

TASK FIVE: You're interested in seeing the new DVDs available to check out at Lilly. Show me how you would find a new DVD that's available for you to check out.,

- a. What worked well as you located a new DVD available for you to check out?
- b. What would you recommend changing about this interface?

POST-TEST INTERVIEW

[Skip to d. if participant has already fully answered questions a and b]

- a. What are your thoughts about the Lilly homepage?
- b. What would you change or improve about the Lilly homepage
- c. These computers default to the Duke University Libraries homepage rather than the Lilly Library homepage. What are your thoughts about?
- d. Is there anything else you'd like to tell us about your experience today?

Appendix B: Transcribed participant notes after 5-second test

Pilot: Contained links for art, film, history – probably not as relevant to my research

Participant 1: the “news” underneath the search bar looks slightly outdated in aesthetics

Participant 2: looks easy to navigate looks like all duke

Participant 3: well organized with different tabs easy to choose between just lilly library and a full catalogue

Participant 4: The catalogue search is defaulted to Lilly library catalog the opening hours are clear the novelties are colorful and they catch the attention it might be easy not to realize in the very beginning it is Lilly library homepage

Participant 5: Current Collections Art, Philosophy

Participant 6: books/media art keywords search bar new literature

Participant 7: the search ftn is not very relevant to me (I can look for Lilly only books from main page) I like that the current literature books are listed. I enjoy Lilly's selection

Appendix C: Web analytics

Lilly Library homepage

August 25, 2014 through April 22, 2015

Page	Pageviews	Percent
DUL homepage	906,919	98
Lilly homepage	18,618	2
Total	925,537	100

Event	Clicks
Catalog Search Submit	3,296
Catalog Film Video	278
Catalog Advanced	211
New Addition / devilDVDs	157
Articles Search Submit	94
New Addition / Current Literature	35
All Search Submit	31
New Addition / Art Books	16
Summon Advanced	3
New Addition Header	1
Total Events	4,122

Source	Pageviews
google	6,914
search.library.duke.edu (direct)	2,838
duke.edu	1,538
search.duke.edu	211
bing	121
blogs.library.duke.edu	116
	111

guides.library.duke.edu	74
duke.summon.serialssolutions.com	63
db.library.duke.edu	53
qduke.com	53
catalog.library.duke.edu	47
exhibits.library.duke.edu	47
shib.oit.duke.edu	42
calendar.duke.edu	21
proxy.lib.duke.edu	21
reservations.library.duke.edu	21
library.duke.edu	16
yahoo	16
borrowdirect.org	11
databases.library.duke.edu	11
flavorwire.com	11
joblist.ala.org	11
library.divinity.duke.edu	11
people.duke.edu	11
search.trln.org	11
semmla.musiclibraryassoc.org	11
baidu	5
en.wikipedia.org	5
lib.potsdam.edu	5
libraries.mit.edu	5
link.duke.edu	5
maps.duke.edu	5
sakai.duke.edu	5
salalm.org	5
sww.sas.com	5
today.duke.edu	5

