

CREATING A CULTURE OF USABILITY

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Usability



<http://bit.ly/12cmVea>

Sunday, 3 February, 13

- usability is can they accomplish their goal; ux is did they have a good experience accomplishing goal
- Nielsen - 5 components: learnability, efficiency, memorability, errors, satisfaction
- Frank Guo- ux- value (is it useful), adoptability (is it easy to start using), desirability (is it fun and engaging), usability (is it easy to use)
- usability is a process as well as tools & practice (cervone); should be an iterative process
- not a 1 time exercise but on-going (cervone)
- talk about diff bw usability and ux
- people won't user your site if they can't find their way around it (Krug)

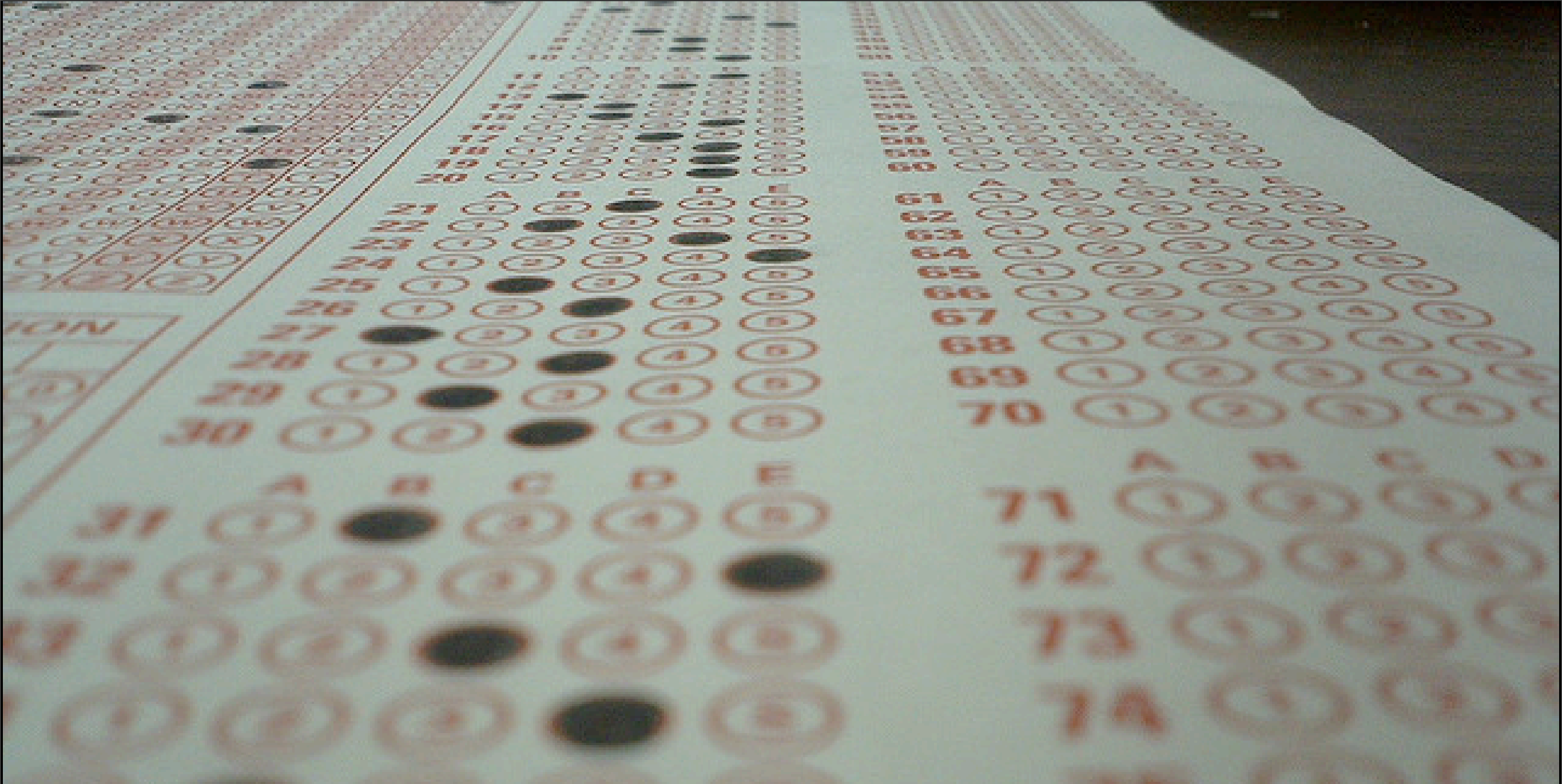


Web Usability

<http://bit.ly/I2cmZuq>

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- remember: we're not objective test administrators but practioners/advocates in field (Graves & Ruppel)
- not tacked on but designed into it (cervone)
- Turner
 - librarians do not search like our students
 - library staff have existing knowledge of library and library system/field and rely on this info,
 - use specialized syntax (we love our jargon),
 - students just keep adding words til they find something,
 - student expectations with google, internet, colour their actions,
 - librarians are persistent/try multiple sources

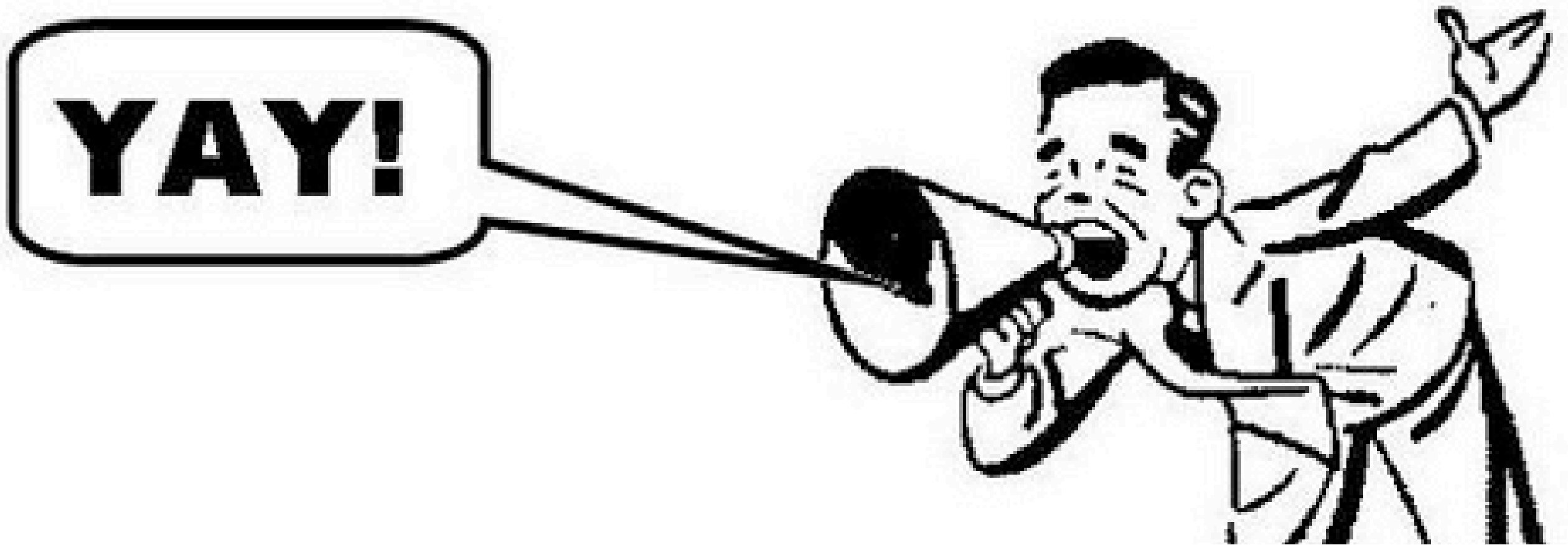


Usability Testing Tools

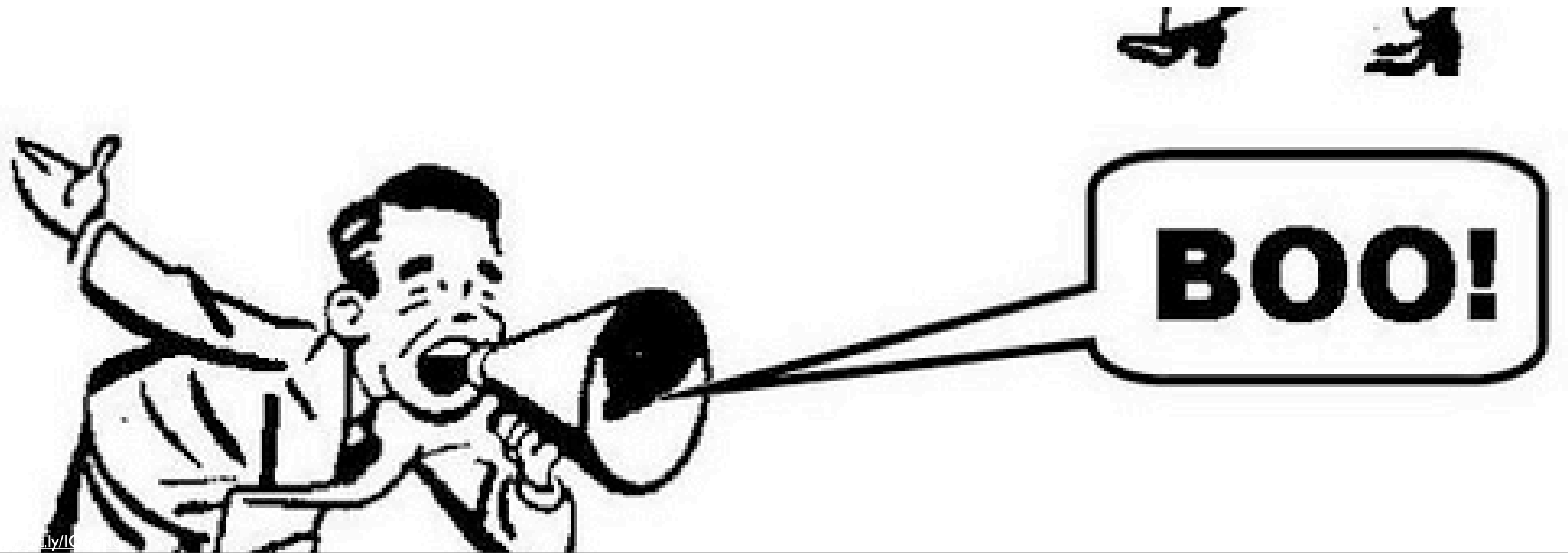
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- usability testing is part of process
- testing is to inform judgement, not prove or disprove (Krug)
- Jakob Nielsen - 5 people
- important to have clear idea what you want to test, use the right test, phrase it well
- consider who will you be testing, how compensate, space to do it, how to capture and analyze
- quantitative testing - prove something (it's better than it was), measure success rate, time on task
- qualitative - insights to improve, not trying to prove anything, more informal, less scientific



Surveys



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- art to creating, good terminology (not jargon)
- test before
- good for quantitative results
- survey monkey; google forms

Focus Groups

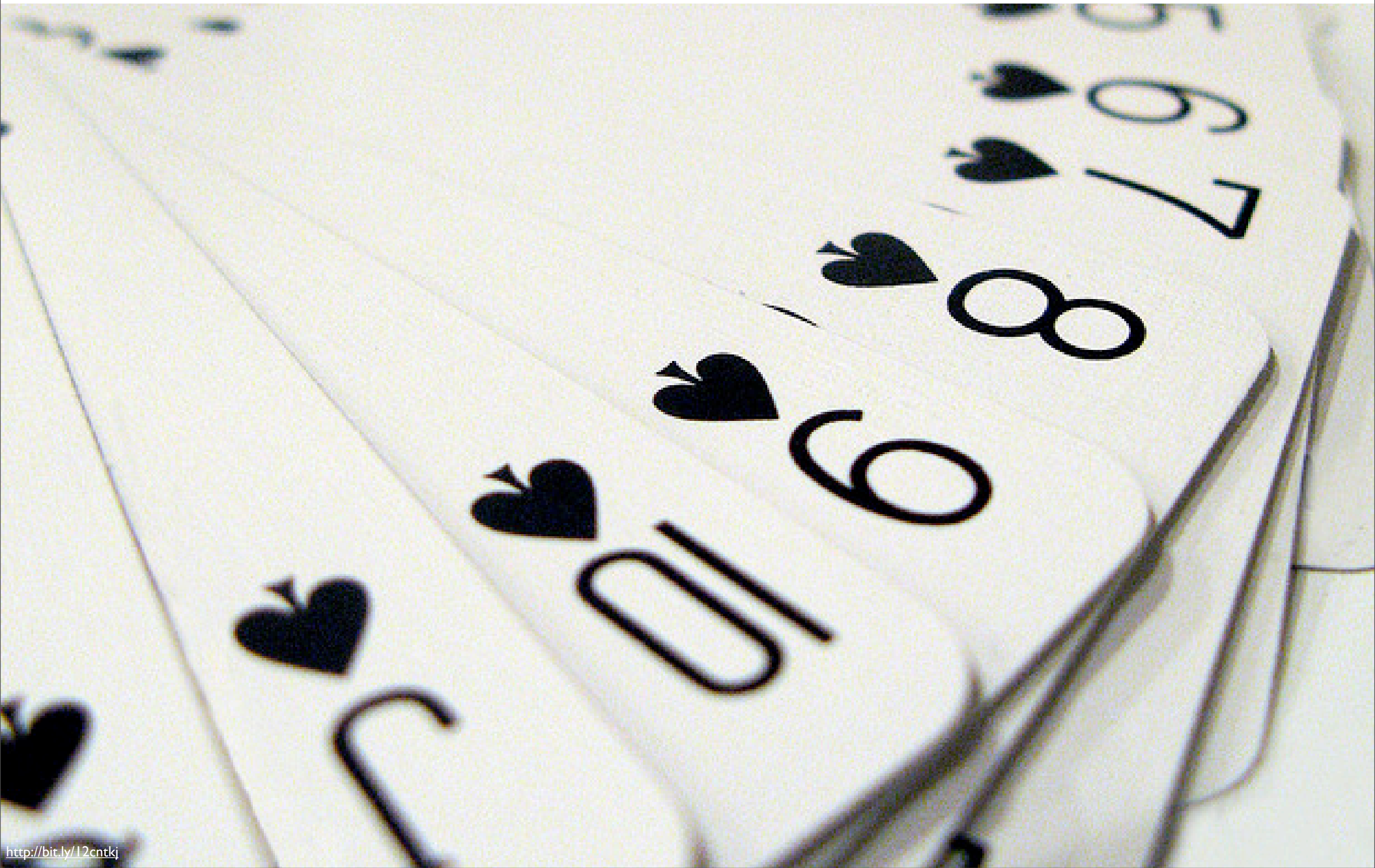


<http://bit.ly/12cnnsH>

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- good for determining what audience wants, needs, likes in abstract
- tests ideas behind site make sense
- best early, before designing site (krug), later as reality check
- won't tell you if they can use the site or how to improve
- hard to do well, target questions to get right info out

Card Sorting



<http://bit.ly/I2cntkj>

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- users sort in way that makes sense to them
- choose terminology
- closer (categories given), open (create own categories)
- good for effective structure, terminology
- in person or online (web sort)



Task Observation

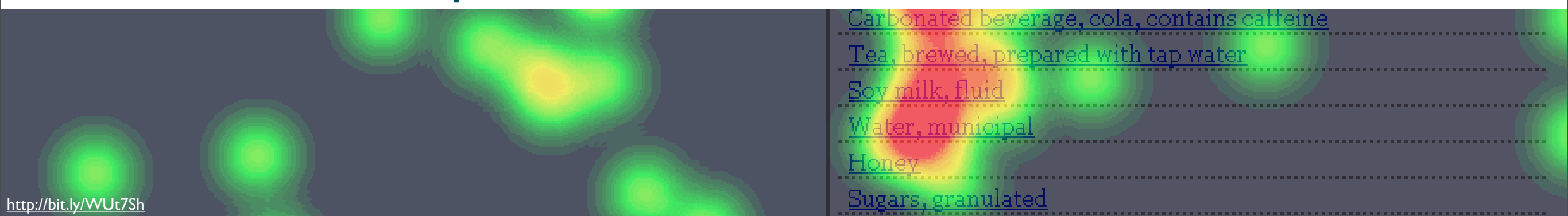
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- usability lab
- video camera, screen capture, note taker, questioner
- get it testing (see if they get it, how it works, organized)
- Key task testing (asks user to do something and watch how well they do it)
- Open Hallway (remote or local)
- silverback
- morae



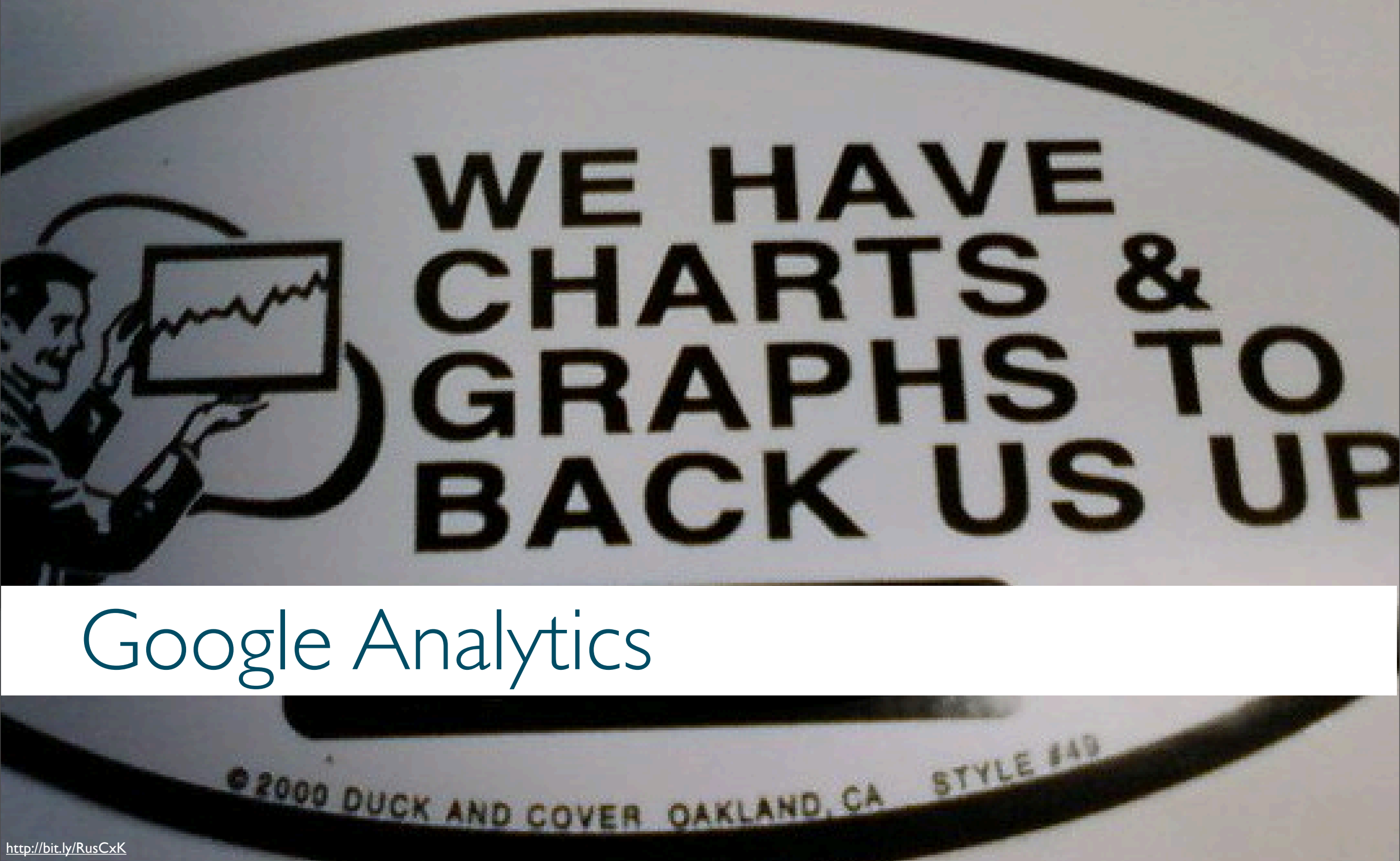
Heat Maps



<http://bit.ly/WUt7Sh>

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- help identify what users look at/use/click
- eye tracking software
- crazy egg (not free); click heat
- ga click map



Google Analytics

<http://bit.ly/RusCxK>

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- like surveys in that they show what people are doing, not why they are doing it

Beyond the Web

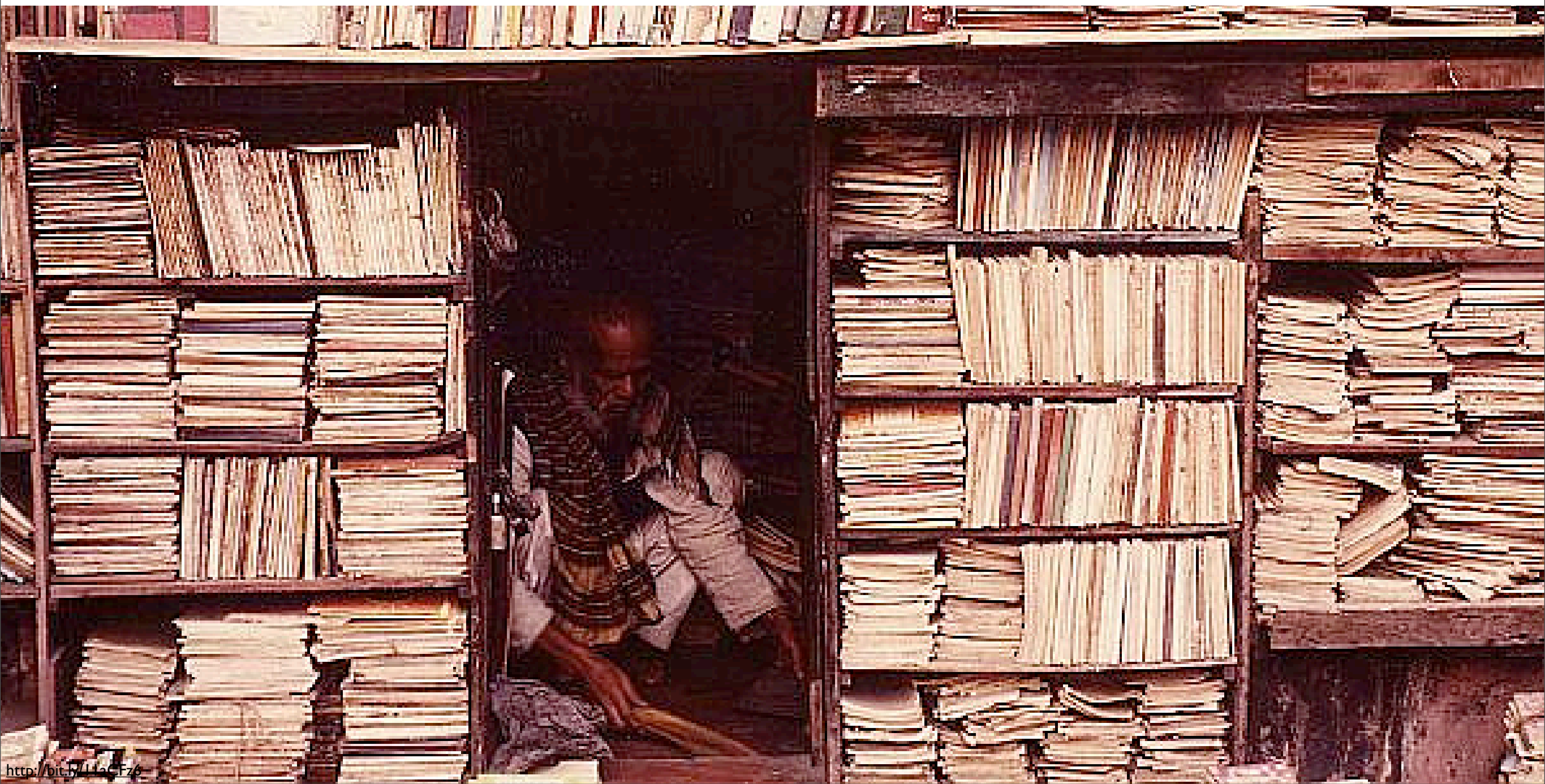


<http://bit.ly/WUtBrt>

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Space



<http://bit.ly/44a5Fz6>

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- climate, style, lifestyle
- moving beyond the traditional library (coffee shops, tech study rooms, collaborative spaces, learning commons)
- tied to way finding - stack arrangement, service points, furniture, study rooms, lighting
- need to understand touch points in library, interactions with library service

Signage



<http://bit.ly/VvAaPe>

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- our signage got me thinking about expanding usability beyond
- not unlike your website
- reduce decision points
- determine way finding, decision points (bump points); where they stop, slow down and decide
- less is sometimes better (reduce text overload)
- unified look is sometimes easier
- avoid negative
- consider font size, colours, negative space around it, crooked, cheap,


Where are We?



<http://bit.ly/VRW05x>

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Web Usability Team



SORRY NICE
PEOPLE ONLY

<http://bit.ly/11aCCmU>

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- start with explanation of old web team, new web team, highlighting usability; branches
- staffing changes, need a team, rotating
- usually web team that does. pulled out in order to start changing culture, increase focus on user experience
- want people from all depts to be involved, esp public services. talk about cataloguers on ref desk
- talk about structure, terms, etc
- Stephanie Graves and Margie Ruppel in Southern Indiana/Illinois study on usability testing & instruction librarians and benefits. changed instruction, changed training
- team - move faster to perform test. with team, easier to accommodate workloads.
- regular usability testing - Matthew Reidsma GSVU
- not only ones to do - Oregon State University
 - team leader rotates, not necessarily involve full team, can invite ad hoc members, student worker to recruit, schedule, assemble packs
- if have a lab, invite others to watch or help perform testing (note taker, question asker)

Training



<http://bit.ly/VRW05x>

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- 2 types - knowledge and skills based training (cervone)
- knowledge - do in a 1/2 day, day, or lunch bag talks; the theory behind usability testing: concepts of information architecture, principles of site nab, colour and design, standards for web devel
- Schaffer - why is usability an imperative, info arch, site & page nab, writing for web, using colour effectively, standards and consistency
- skills based - how to design info architecture; more intensive, always improving, evolving
- could include web design (html, editing web graphics, search engine optimization), user-centered analysis (info arch, writing for the web, effective style guide) and conceptual design, usability testing (designing tests, methodologies, best practices for usability labs, etc)

<http://bit.ly/12coOYf>

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Creating Culture



<http://bit.ly/12coSY5>

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- hard to define culture
- includes practices, values, beliefs, assumptions, behaviour leadership/management styles,
- don't forget subcultures can also exist
- very difficult to do and be avoided if possible (Mott Linn); choose new goals rather than transform culture



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- Experience economy (pine and gilmore)
- move from information goods focus and control to patron as customer with focus on service and connecting, library as assistant and measure outputs
- next move is from customer to guest with focus on experience - goal becomes collaboration, partner, start measuring impact or outcomes (learning success, supporting faculty productivity)
- "transactions are useful, service is helpful, experiences are memorable and potentially transformative"
- library success not in what has but what does, activities it supports. resources and services used to set stage for customer experience. when customer is guest, expand to include all factors and how they contribute to total user experience
- also seeing rise of participatory library - can't participate if we don't provide usable resources.
- (charles forrest white paper on academic libraries as learning spaces: library effectiveness and the user experience)

A red rectangular sign with white 3D block letters. The text is arranged in four lines: 'THE' (small, centered), 'REVOLUTION' (large, spanning the width), 'ISN'T OVER,' (medium, spanning the width), and 'IT'S JUST BEGUN.' (large, spanning the width). The sign is slightly tilted and has a textured surface.

THE
REVOLUTION
ISN'T OVER,
IT'S JUST
BEGUN.

<http://bit.ly/I2cmGzG>

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- considerations - enough staff for standing team, how does it fit in org. framework, admin support,
- benefits; faster testing, usability permeates org, new skills/staff devel, user-centered design, evidence based decision making, team participation allows for it to become reg. work rather than extra responsibility, help inform how approach other responsibilities (instruction)
- buy in is important, but creating a team allows for join in, which i think is more effective for change

Considerations & Benefits



<http://bit.ly/wYxh9n>


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Questions?

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<http://bit.ly/wBRLuK>

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