Usability Studies Made Simple

Marla Lobley
The Problem

Photo by Oote Boe
The Cost
The Plan

Simple Usability Studies

- Test with 3-5 users
- Test early & often
- Tweak, don’t redesign
- Share results

“Why you only need to test with 5 users”, Nielsen Norman Group
Do-It-Yourself Usability Testing with Steve Krug (his 6 Maxims start around 42:00 min.)
Possibilities

What can be studied

- Website
- Catalog/Discovery service
- Instruction sessions
- Library space
- Services
- Customer service
- Signage
Possibilities

Methods of study

- Scenario testing
- Observation
- Surveys
- Heuristics
- Existing data
- Accessibility
Scenario Testing

- First click testing
- Think-aloud
- Secret shoppers
Observation

- Behavioral
- Data based
Surveys

- Traditional
  - Users
  - Staff
- Non-traditional
  - Whiteboards
  - Campus events
  - Social media
Heuristics

- Homemade
- Already created

Library Service Design Mindset, Library of the Future, ALA
### Existing Data

- Google Analytics
- Commonly asked reference questions
- COUNTER reports
- Compare data across departments

#### Consistent Categories

<table>
<thead>
<tr>
<th>Listing data by department (if the data is available, then it needs to be listed by department)</th>
<th>June</th>
<th>July</th>
<th>Summer</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>Fall</th>
<th>January</th>
<th>February</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Education &amp; Psychology</td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>40</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family &amp; Consumer Sciences</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kiniesiology</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Psychology</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>College of Health &amp; Sciences</td>
<td>32</td>
<td>32</td>
<td>40</td>
<td>40</td>
<td>40</td>
<td>40</td>
<td>40</td>
<td>40</td>
<td>200</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>Biology</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>25</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Chemistry</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>25</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Computer Science</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>25</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Environmental Sciences</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>25</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Geography &amp; Geotechniques</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>25</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Mathematics</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>25</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Nursing</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>25</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Physics</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>25</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>College of Liberal Arts &amp; Social Sciences</td>
<td>27</td>
<td>27</td>
<td>64</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>90</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Art</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>10</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Communication</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>10</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>English &amp; Languages</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>10</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>General Studies</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>10</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>History &amp; Native American Studies</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>10</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Human Resources</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>10</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Music</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>10</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Political Science &amp; Legal Studies</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>10</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Sociology</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>10</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>School of Business</td>
<td>4</td>
<td>4</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>30</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Accounting</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>15</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Business Administration</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>15</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

#### Consistent Frequency
Accessibility

- WebAIM WAVE tool
- Tab through a website
Discussion

- What makes user studies a priority for you?
- What makes something a priority to study?
- What makes one method of study “better” than another?
- When is striving for perfection the best course of action?
Lessons Learned

- Resist the temptation to redesign
- Not all studies will go as planned
- Pilot test
A Special Thank You

CJ Taylor

- cjtaylor.myportfolio.com
- c.taylor1996@outlook.com
Questions?

mlahlen@ecok.edu