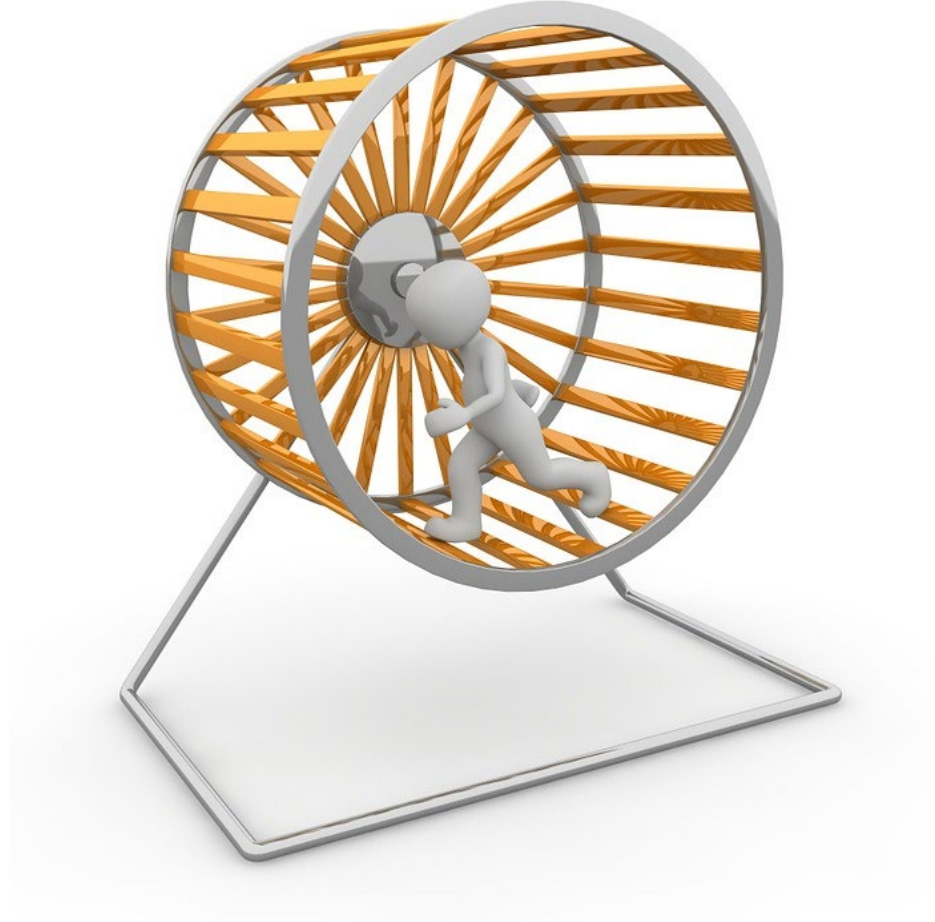# Usability Studies Made Simple

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
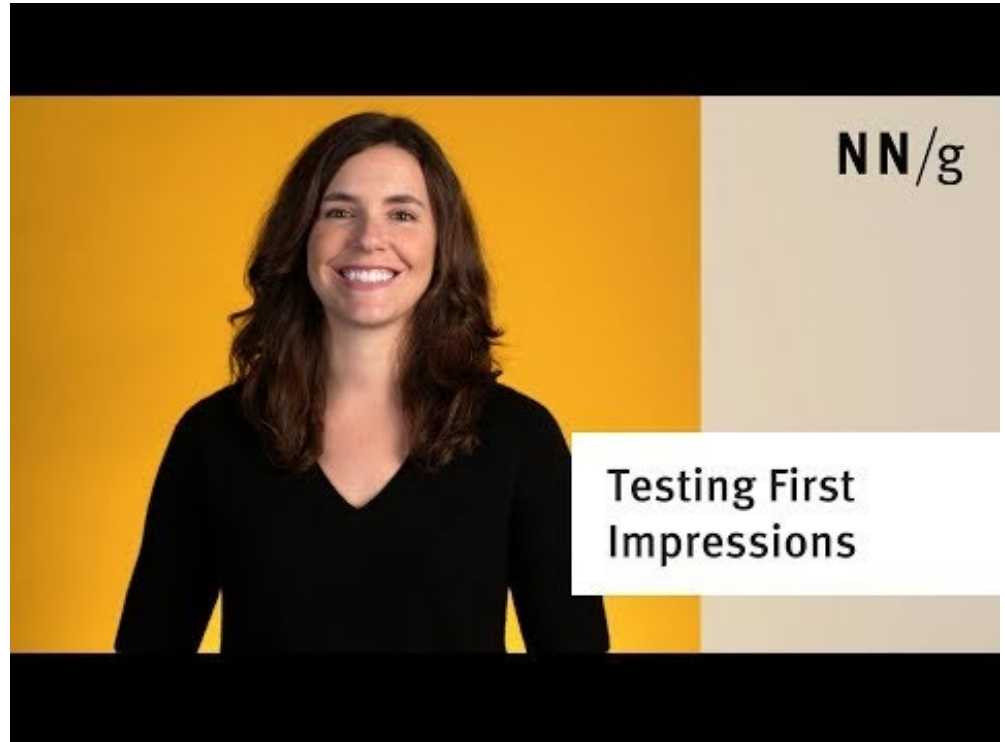- Customer service
- Signage

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

Favorite vs. Usage

2nd Floor Favorites
7 — 7 — 13 — 14 — 23

- Study Carrels (10.94%)
- Collaborative Spaces (20.31%)
- Group Study Rooms (21.88%)
- Quaid Lounge (35.94%)
- General Tables (10.94%)

2nd Floor Usage
33 — 27 — 35 — 72 — 28

- Study Carrels (13.85%)
- Collaborative Spaces (17.95%)
- Group Study Rooms (36.92%)
- Quaid Lounge (14.36%)
- General Tables (16.92%)
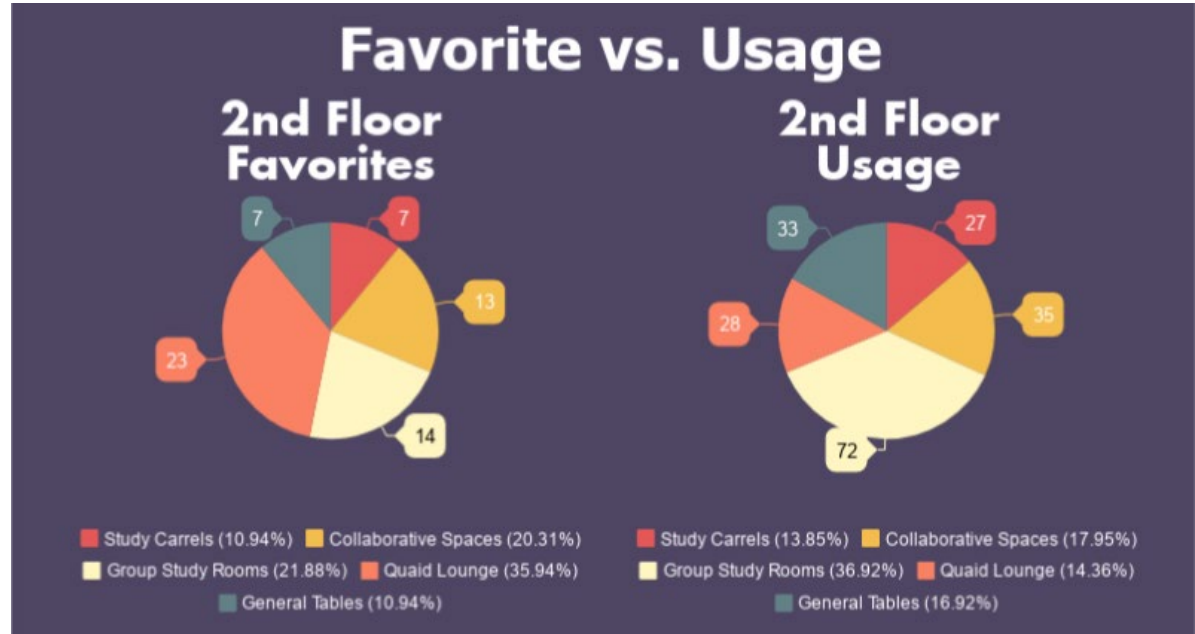
Surveys

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

Heuristics

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

Consistent Frequency

Listing data by department (if the data is available, then it needs to be listed by department)	June	July	Summer	August	September	October	November	December	Fall	January	February
College of Education & Psychology	4	4	8	8	8	8	8	8	40	12	12
Education	1	1	2	2	2	2	2	2	10	3	3
Family & Consumer Sciences	1	1	2	2	2	2	2	2	10	3	3
Kinesiology	1	1	2	2	2	2	2	2	10	3	3
Psychology	1	1	2	2	2	2	2	2	10	3	3
College of Health & Sciences	32	32	64	40	40	40	40	40	200	32	32
Biology	4	4	8	5	5	5	5	5	25	4	4
Chemistry	4	4	8	5	5	5	5	5	25	4	4
Computer Science	4	4	8	5	5	5	5	5	25	4	4
Environmental Sciences	4	4	8	5	5	5	5	5	25	4	4
Geography & Geotechniques	4	4	8	5	5	5	5	5	25	4	4
Mathematics	4	4	8	5	5	5	5	5	25	4	4
Nursing	4	4	8	5	5	5	5	5	25	4	4
Physics	4	4	8	5	5	5	5	5	25	4	4
College of Liberal Arts & Social Sciences	27	27	54	18	18	18	18	18	90	9	9
Art	3	3	6	2	2	2	2	2	10	1	1
Communication	3	3	6	2	2	2	2	2	10	1	1
English & Languages	3	3	6	2	2	2	2	2	10	1	1
General Studies	3	3		2	2	2	2	2		1	1
History & Native American Studies	3	3	6	2	2	2	2	2	10	1	1
Human Resources	3	3	6	2	2	2	2	2	10	1	1
Music	3	3	6	2	2	2	2	2	10	1	1
Political Science & Legal Studies	3	3	6	2	2	2	2	2	10	1	1
Sociology	3	3	6	2	2	2	2	2	10	1	1
School of Business	4	4	8	6	6	6	6	6	30	8	8
Accounting	2	2	4	3	3	3	3	3	15	4	4
Business Administration	2	2	4	3	3	3	3	3	15	4	4

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

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Questions?

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