

# Recruiting a Diverse Participant Pool for an Academic Library Web Testing

## Key Project Details

- Sprint 2 usability testing phase of core library webpages
- Sprint 1 test results > Redesign > Sprint 2 testing
- Focus on campus representativeness, especially with commonly underrepresented populations (e.g., those with disabilities, people of color, non-native English speakers)

## Complications

- The study team has to rely on other entities to recruit from their populations
- Recruitment materials must be designed for each different population
- Structured testing windows fail to provide enough opportunities to accommodate potential participants
- Tentative existing relationships

## Central Issue/Problem/Challenge

- Website user experience testing has not represented the diversity of student and faculty stakeholders, esp those who are physically challenged and neurodiverse.
- Additionally, recruiting vulnerable populations such as these undergoes great scrutiny from Human Subjects' committees and also require solicitations unique to each population.
- ZERO representation of disabled and Black students

## Lessons/Ideas/Questions

- Develop long term, reciprocal relationships with organizations on campus who represent or serve vulnerable populations
- Develop ways to do testing at the spaces in which these populations feel safe
- Focus group with populations rather than test, so that there is a greater safety and comfort with the test administrators