



## Engaging Library Websites Users Through Usability Testing and Inquiries Using Morae

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## Research background:

- 1) What is usability testing in the library?
- 2) Why is it important for libraries to conduct usability testing on products & services?
- 3) How can usability be conducted effectively in a library setting?



## Research overview

### What is usability testing in the library?

- invitation of users to participate meaningfully in the acquisition and labeling of library resources and services on the website
- means of gathering and sharing user input
- process enabling the assessment of user information seeking behavior
- search of data/information at the core of the development and provision of user-centered products and services
- Read more at: <http://www.tnla.org/displaycommon.cfm?an=1&subarticlenbr=302>



## Research overview (cont.)

### Why is it important for libraries to conduct usability testing on products & services?

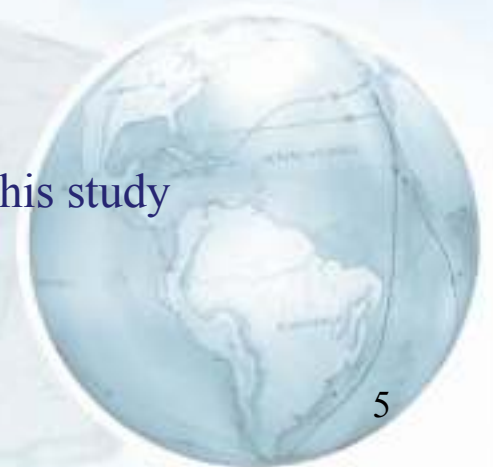
- libraries must make every efforts to know their users/patrons
- avoid assumptions that the products/services we offer are what patrons need
- help reduce the use of library jargon in the labeling of products and services
- reduce opinion based design and labeling
- use facts in user-centered design and labeling of products & services
- collect tangible data to show value and impact of library services/products
- use the data to prove the return on investment (ROI)
- ensure a more effective use of library services & products



## Research overview/methodology

### How can usability be conducted effectively in library setting?

- Early advertisement of new products and services
- Provide trial time for new services and products
- Collect feedbacks
- Research data collection:
  - ✓ IRB for human subjects
  - ✓ Research design
  - ✓ Recruitment of participants from target population
  - ✓ Data collection using Morae software in the case of this study



## Research Approach & Methodology

### Quick Overview of Morae Usability Software

#### Recorder



#### Observer



#### Manager



<http://www.techsmith.com/morae.asp>

## Research Approach & Methodology

### Quick Overview of Morae Usability Software



<http://www.techsmith.com/morae.asp>



## Research Approach & Methodology

### Quick Overview of Morae Usability Software

3. Discover patterns and key in on highlights.



Search  
for trends



Analyze  
captured data



Work with  
survey results

<http://www.techsmith.com/morae.asp>





## Research Approach & Methodology

### Quick Overview of Morae Usability Software

#### 4. Show stakeholders how to improve designs and marketing.

-  Create reports with Morae Add-In for Word
-  Create video highlights
-  Export visuals to PowerPoint
-  Share securely with Screencast.com



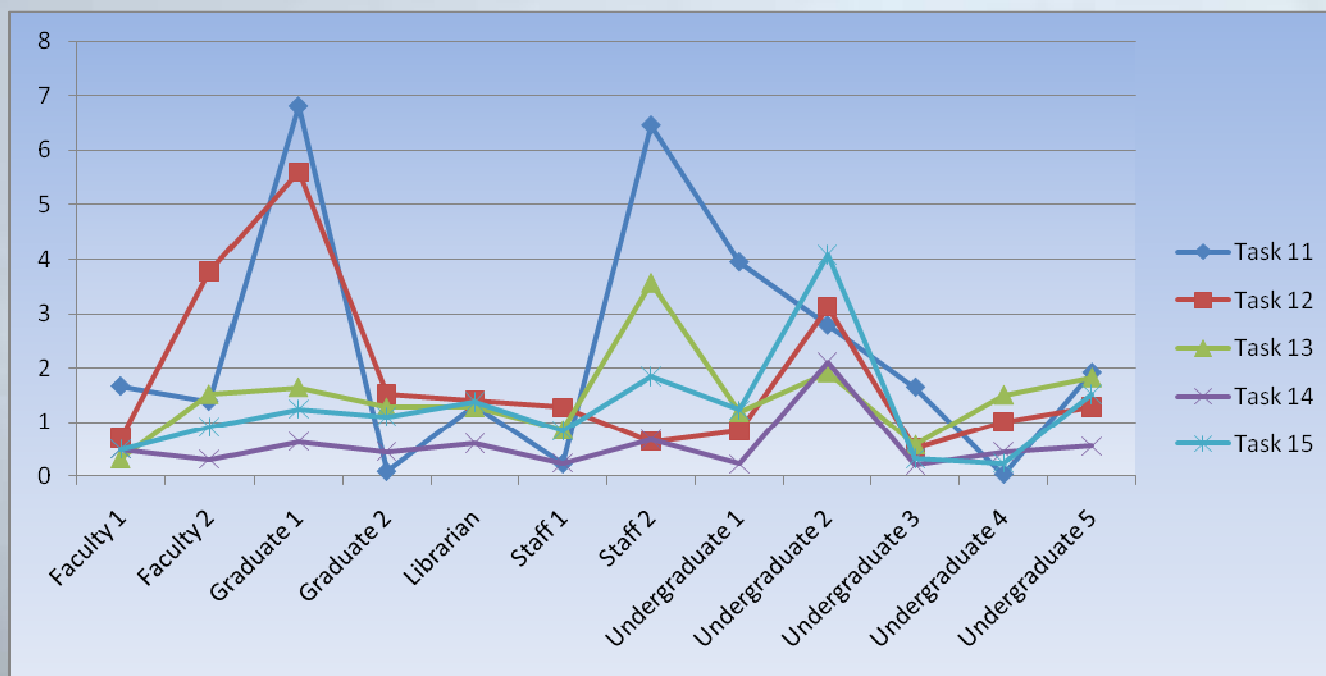
<http://www.techsmith.com/morae.asp>



## Data Collection

**Time On Task (TOT) in minutes by each participant: tasks 11-15**

11. Find a journal article on Piedmont Blues music
12. Find a full-text recent article on “straw bale construction”
13. Locate databases where you can find company or industry information
14. Locate the place where you would pick up Interlibrary Loan material(s)
15. Locate the Course Reserves page and read about the services offered



## Data Collection

Sample observation on task 12: “Find a full-text recent article on straw bale construction.”

- Graduate students: over 4 minutes to complete this task,
  - Undergraduate students: about 3 minutes,
  - All other users: between 1 and 2 minutes.
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- ❖ Undergraduates made 37 web page changes,
  - ❖ Graduate students 29 web page changes in 4 minutes.
  - ❖ Faculty: 14 changes
  - ❖ Staff: 12 changes
  - ❖ Librarians: only 6 web page changes to complete the task



## Data Collection (cont.)

Question	Disagree or Strongly Disagree	Neutral	Agree or Strongly Agree
1. It was easy to locate the website.	1	0	11
2. It was simple to use this website.	2	5	5
3. I can successfully complete the tasks using this website.	0	5	7
4. I am able to quickly complete the tasks using this website.	2	5	5
5. I feel comfortable using this website.	0	4	8
6. It was easy to learn to use this website.	2	5	5
7. It was easy to find information I needed for my research.	3	3	6
8. The information provided on the help page was easy to understand.	1	5	6
9. The information on the website was effective in helping me complete the search.	2	0	10
10. The organization of the information on the web pages is clear.	4	5	3
11. The interface of the Walker Library Website is pleasant.	3	2	7
12. Overall, I am satisfied with this website.	1	2	9

## Summary of research findings

Overall rate of agreement on debriefing and survey questions: 57%

Question which had the most disagreement was:

**“The organization of the information on the web pages is clear”**

4 respondents disagreeing or strongly disagreeing

5 respondents neutral

3 respondents agreeing.

**Other questions having 50% or less agreement were:**

“ease of learning to use the website”

“ease of finding needed research information”

“simplicity of using the website”

“ability to complete tasks quickly”

“ease of understanding information provided on web page”.



## Discussion and conclusion

Key findings from this research include:

Labeling issues

No place to call home,

No place saying: “Find....”

Navigation issues

Frustrations

Site navigation not intuitive

Some links are misleading

Patron’s information seeking behavior

Patrons resort to random clicking

Library instruction must be linked to research needs



## Conclusion & Suggestions

Research findings can be generalized and suggestions include:

- Design of more user-centered library services and products
- Inclusion of target users in early stages of products design and acquisition
- Collection of hard data to inform website design
- Usage of hard data to prove the value of library services and products
- Usage of hard data to prove return on investment (ROI)
- Use usability testing both as:
  - 1) Marketing tool
  - 2) Data collection tool



## Contact information:

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