

Usability Testing Plan Version 1.0

Objectives for the study

This study will uncover, acknowledge and recommend solutions to the problems and frustrations our online users are experiencing during their interaction with the current library website.

Deliverables:

- A research study consisting of usability testing and focus groups that will determine how usable the library website is for its current and potential users.
- An analysis of the current usability level of the library website based on the data collected.
- Research-based recommendations to improve the usability level of the law library site.
- Create a repeatable usability study protocol

Research questions for further inquiry

- How easily do users find the library catalog?
 - How easily can the users find the electronic database that they are seeking?
 - How easily and successful are the users in finding the information that they need? (Library hours, contact information)
 - How easily and successful are the users in finding the library blog?
 - How easily can users return to the homepage?
 - Where do the users go to find contact information?
 - What obstacles prevent users from completing their tasks?
 - Can users perform common tasks efficiently?
 - What are the major usability flaws that prevent users from completing common tasks, such as finding library hours or locating the library catalog?
 - How does ease-of-use compare between the current library site and the proposed redesigned site?
 - How does ease-of-use compare between our site and other library websites?
 - Is there an appropriate balance of ease-of-use and ease-of-learning?
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Summarizing Participant Characteristics

| Characteristic | Desired Number of Participants | Actual Number of Participants |
|-------------------------------------|---------------------------------------|--------------------------------------|
| Participant Type | | |
| Student | 4 | |
| Faculty Member | 2 | |
| Staff Member | 2 | |
| Library Member/Public Patron | 2 | |
| Total Number of Participants | 10 | |
| Student Status | | |
| 1L | 2 | |
| 2L | 1-2 | |
| 3L | 1 | |
| Age | | |
| 21-30 | 3 | |
| 31-40 | 3 | |
| 41-50 | 3 | |
| 51+ | 1 | |
| Gender | | |
| Female | 5 | |
| Male | 5 | |
| Internet Experience | | |
| 1-3 Years | 2 | |
| 3-5 Years | 4 | |
| 5+ Years | 4 | |
| Internet/Online Frequency | | |
| Never or rarely | 1 | |
| Occasional Use (weekly) | 3 | |
| Frequent Use (Once a day or more) | 6 | |

Methodology

We will use a within-subjects design. By using this model, each participant will perform all the same tasks. Each participant will perform each task on both website versions in counterbalancing order. Website A will be the current library website and Website B will be the proposed new library website. See below for further explanation:

| Participant | Website Testing Order |
|-------------|-----------------------|
| 1 | A, B |
| 2 | B, A |
| 3 | A, B |
| 4 | B, A |
| 5 | A, B |
| 6 | B, A |
| 7 | A, B |
| 8 | B, A |
| 9 | A, B |
| 10 | B, A |

We will conduct up to 10 individual 40 minute usability study sessions. Each participant will perform the tasks on both websites. We will use 5 minutes of the session to explain the session to the participant, review basic background information with the participant, and collect all the necessary forms. An additional 5 minutes will also be used to conduct a post-test debriefing interview at the end of the session.

Session Outline and Timing

The test session will be 40 minutes long. We will use 5 minutes of each session for pre-test introductions. An additional 5 minutes will be used for a de-briefing interview once the testing session is complete.

Pre-Test Arrangements (1-2 minutes)

Have the participant:

- Review and Sign the recording consent agreement
- Fill out the background questionnaire

Introduction to the session: (2-3 minutes)

Discuss:

- Importance of this study
- Moderator's role
- Room configuration, Recording systems, observers, etc
- The protocol for the rest of the session
- Thinking aloud

Tasks (30 minutes)

Participants will start with either Website A or Website B. After the tasks have been completed on Website A, the participant will conduct the tasks on Website B, and vice versa.

Post-Test Debriefing (5 minutes)

- Ask broad questions to collect preference and other qualitative data on the two websites
- Follow up on any particular problems the participants encountered during the session

Task List

Task selection is based on a representative sample of the product's functions while addressing test objectives. Task prioritization was completed based on the most frequently performed tasks of our end user population.

Each task should have every part completed.

1. A brief description of the task
2. The materials required to perform the task
3. A description of successful completion of the task – Successful Completion Criteria (SCC)
4. Timing or other Benchmarks (use when appropriate – not advisable with think alouds)

| Task Component | Description |
|--------------------------------------|---|
| Task #1 | To find the library catalog online |
| State | Website A (and Website B) |
| Successful Completion Criteria (SCC) | Participant finds the library catalog search screen |
| Benchmark | Participant click no more than 2 times |

| Task Component | Description |
|--------------------------------------|--|
| Task #2 | To find an electronic database |
| State | Website A (and Website B) |
| Successful Completion Criteria (SCC) | Participant finds the particular database search screen |
| Benchmark | Participant takes no longer than 15 seconds to complete the task |

| Task Component | Description |
|--------------------------------------|--|
| Task #3 | To find the library hours of operation |
| State | Website A (and Website B) |
| Successful Completion Criteria (SCC) | Participant finds the current library hours |
| Benchmark | Participant takes no longer than 10 seconds to complete the task |

| Task Component | Description |
|--------------------------------------|---|
| Task #4 | To find contact information for the circulation desk/reference desk |
| State | Website A (and Website B) |
| Successful Completion Criteria (SCC) | Participant finds the phone number and address |
| Benchmark | Participant takes no longer than 10 seconds to complete the task |

| Task Component | Description |
|--------------------------------------|--|
| Task #5 | To find contact information for a library staff member |
| State | Website A (and Website B) |
| Successful Completion Criteria (SCC) | Participant finds the phone number and email address of the specified staff member |
| Benchmark | Participant takes no longer than 10 seconds to complete the task |

| Task Component | Description |
|--------------------------------------|--|
| Task #6 | To find the library blog |
| State | Website A (and Website B) |
| Successful Completion Criteria (SCC) | Participant finds the library blog |
| Benchmark | Participant takes no longer than 10 seconds to complete the task |

| Task Component | Description |
|--------------------------------------|--|
| Task #7 | Return to the library homepage |
| State | Website A (and Website B) |
| Successful Completion Criteria (SCC) | Returns to the library homepage NOT the CharlotteLaw School homepage |
| Benchmark | The student finds the homepage within 1 click |

| Charlotte School of Law Library Website Usability Testing – Website A | | | |
|---|--|---|--|
| | <i>Research Question to be Studied</i> | <i>Task to be Completed</i> | <i>Hypothesized Problems to be Identified</i> |
| 1 | Finding the library homepage | Find the Charlotte School of Law Library homepage. | The CSL Library homepage is not readily identifiable. |
| 2 | About the Library | What is the mission of the CSL Library? | There is a lot of miscellaneous text on the About the Library page. |
| 3 | Access & Hours | When is the CSL Library open to the public? | Library Hours are not readily apparent. |
| 4 | Policies & Services | What is the CSL Library policy on accepting charitable gifts? | The policies of the library are hard to find. |
| 5 | Book Suggestions | Make a book suggestion to the library. | The quick links are overlooked. |
| 6 | Staff Directory | What is Dean Studwell's office phone number? | Contact information is hidden within the site. |
| 7 | Faculty Contacts | Who is the library contact for Dean Spriggs? | Contact information is hidden. |
| 8 | Library Membership | What are the membership dues for a 4-10 attorney firm? | Have to scroll down to find out this information. |
| 9 | Library Catalog | What is call number for CSL's copy of William Shakespeare's <i>The Merchant of Venice</i> ? | Student unfamiliarity with using the catalog. Catalog not visible. |
| 10 | Electronic Databases | List 2 CSL electronic databases that would provide journal articles and other periodicals. (Do not include Westlaw or Lexis). | Too much text on the electronic databases screen. Needs better organization. |

| | | | |
|----|-----------------|--|--|
| 11 | Research Guides | Does CSL Library have a research guide on Predatory Lending? | Needs better organization to make finding the guides easier. |
| 12 | Reference Links | Where would you go on the CSL Library webpage to find additional tools for legal research? | Users don't understand the use of the reference links. |
| 13 | Library Blog | Write a comment about a posting on the library blog. | Unawareness of the blog |

Describe the Test Environment, Equipment, and Logistics

The test environment will include a participant and an observer/moderator. The environment will also include the necessary testing materials, such as a computer that has access to the internet and to Website B, all testing materials, consent forms, and audio recording machine/equipment.

Since the majority of the end users will be using the internet in an office or academic setting, we will conduct the testing in the available empty office space in order to simulate the environment of our stakeholders.

Explain what the Moderator/Observer will do

The moderator/observer will sit beside the participant at the desk while the session is conducted. They will introduce the session and introduce the tasks as appropriate. Because this study is explorative in nature, the moderator/observer may ask follow up unscripted questions to clarify the participant's behavior and expectations. The moderator/observer will also take detailed notes and record the participant's behavior and comments.

Measures

To answer these questions:

- How easily do users find the library catalog?
- How easily can the users find the electronic database that they are seeking?
- How easily and successful are the users in finding the information that they need? (Library hours, contact information)
- How easily and successful are the users in finding the library blog?
- How easily can users return to the homepage?
- Can users perform common tasks efficiently?

I will collect both performance and preference data during the test sessions

Performance:

Number and percentage of tasks completed correctly with and without prompts or assistance

None Participate completed a task without prompting

Try Again Participant completed a task when asked, "Can you think of any other place to look?"

Number and type of prompts given

Number and percentage of task completed incorrectly

Count of all incorrect selections (errors)

Count of incorrect menu choices

Count of incorrect hyperlinks or icons selected

Preference:

Usefulness of the websites (Website A & Website B)

How well the websites met your expectations

Appropriateness of website's functions to the user's tasks
Overall ease of use
Overall ease of learning
Usefulness of the graphics
Ease of reading text on the screen
Usefulness of text on the screen
Website A vs. Website B

Qualitative Data:

Think aloud verbal protocol
Quotable Quotes on feelings both positive and negative

To answer the following questions during a de-briefing interview & through written observations by moderator/observer:

- What obstacles prevent users from completing their tasks?
- Where do the users go to find contact information?
- What are the major usability flaws that prevent users from completing common tasks, such as finding library hours or locating the library catalog?
- How does ease-of-use compare between the current library site and the proposed redesigned site?
- How does ease-of-use compare between our site and other library websites?
- Is there an appropriate balance of ease-of-use and ease-of-learning?

Report Contents

I will deliver a draft of the final report that:

- briefly summarizes the background of the study, including goals, methodology, logistics, and participant characteristics
- presents finding for the original questions of investigation
- gives quantitative results and discusses specifics as appropriate to the question and the data
- provides visuals of the pages the CharlotteLaw library websites that are relevant to specific question where they will help reviewers understand what we are talking about
- discusses the implications of the results
- provides recommendations
- suggest follow-on research