

Project Name Charlotte Law Library Website Usability Testing

Project Owner: Bobbie Studwell

Updated / Created: 02/03/2009

Date: February 3, 2009

Version: 1.6

Objectives:

This study will provide the necessary research-based data on the problems, frustrations, and impediments online users experience with the library website in order to recommend strategic changes in web design as to increase student success and satisfaction with the library website.

Deliverables:

- A written research testing plan and survey.
- A report of the current usability level of the library website based on the survey and testing data collected.
- Written research-based recommendations on how to improve the usability level of the law library site prioritized based on cost and staffing.

Project completion goal: July 2009

Background:

The 2008 student satisfaction survey indicated that users found the library website difficult to search; there were particular problems finding specific library-related information online, such as library hours. Additionally, library visibility on the web is extremely low. On average the library homepage is only viewed 1.96% out of all the CharlotteLaw web pages. Of the 43 library related websites, 24 of them have a bounce rate of over 50%, which is considered poor by industry standards. This project will pinpoint usability issues to be addressed in order to increase user satisfaction and to improve webpage analytical measurements.

Scope:

This project will provide a thorough analysis of the current library website, including its usability level and design layout. This project will be conducted through the use of usability testing, surveys, and indirectly through focus groups with students, faculty, staff, and library members. Though the project will only be conducted on the law library website, it will create the research methodology and general foundation for a potential usability study on the Charlotte Law website as a whole. .

This project is limited to testing and analysis. It does not cover implementing any redesigns or enhancements to the website.

Expected Benefits and Costs:

Benefits:

- This study will collect research-based data on the usability of the current library website.
- This data will offer valuable insight on the design defects of the library website, and will be highly creditable resource to consult for web design changes made on the library site.
- The findings and analysis of this project potentially provide for the foundation of usability testing on our sister-school's websites, as well as providing valuable information in the creation of future law library sites.

Costs

- Administrative materials & Testing Space Allocation
- Participant Compensation for 8 participants– Proposed movie tickets or gift cards.
- Use of Reference Research Assistant in testing and preparation tasks
- Expert consultation before testing to ensure data collection goals

Costs of the library webpage redesign are considered in a separate Project Charter.

Describe How You Plan to Accomplish the Objective - outline key steps: (See Action Plan)

- o Testing - A usability test will be conducted on the library website using students, faculty, staff, and library members. Focus groups will also be used to gather initial opinions on the library site as well as potential recommendations for improvement.
- o Analyzing - An analysis on the current website will be drafted to include the findings from the usability test and the focus groups in order to assess the current state of the library website.
- o Recommending - Recommendations will be made on how to improve the website in order to resolve the issues and problems uncovered during the analysis.

Risks and Dependencies:

Risks – The key stakeholders (students, faculty, staff and library members) may find this study uninteresting and irrelevant. The lack of buy-in from these key groups is a big risk. We risk low student participation due to scheduling conflicts with exams. If the testing is done during the early summer there is a risk for low faculty participation & conflicts with summer session teaching.

This project is dependent on the participation of at least 8 students, faculty, staff and library members for the usability test and others for the focus groups. Additionally, the library team will be dependent on one another to ensure quality and consistent data collection in order to maximize creditability for the analysis and recommendations. Additionally, the survey portion is dependent on faculty, staff, and student participation.

Team Members:

<u>Role</u>	<u>Name</u>	<u>Function / Organization Represented</u>
Project Owner:	Bobbie Studwell	Associate Dean of Library and Information Services
Project Manager:	Liz McCurry	Electronic Resources/Reference Librarian
Team Members & SMEs – Subject Matter Experts:	Gloria Zinky Ashley Moye Anthony Aycock Tom Hemstock Sarah Edgecomb	Assistant Director for Technical Services Serials Librarian Public Services Librarian Reference Librarian Research Assistant
Key Stakeholders:	Student Population Library Members CSOL Faculty & Staff	

Anticipated Key Milestones:

#	Significant Task or Milestone	Projected –End Date
1	Create Project Charter & Action Plan	2/18/2009
2	Literature Review, Prioritizing, Delegation of Tasks, and Discuss of Goals	04/10/2009
3	Testing and Budgetary Approval	04/10/2009
4	Survey Stakeholders	04/13/2009-04/15/2009
5	Research Methodology Creation (Creating the study documents) & Sent testing materials out for consultation	04/10/2009
6	Advertising and determine participants	04/08/2009-04/13/2009
7	Test (Data gathering)	04/14/2009-04/30/2009
8	Integrated questions for Focus Groups (Data gathering)	During Collection Development (RS) Focus Groups
9	Finalize collection of data	05/13/2009

10	Submit findings and recommendations	06/01/2009
----	-------------------------------------	------------

Revision History:

Version	Author	Change Description	Date
1.0	LM	Initial Draft	02/03/2009
1.1	LM	Additions and Rewording throughout in order to clarify.	02/11/2009
1.2	LM	Change to objective to clarify.	02/16/2009
1.3	LM	Added definitions to objective in order to clarify certain words. Reorganized the phases to have the focus groups occur earlier in the process so we can target our usability test to assess concerns uncovered during the focus group discussions.	02/17/2009
1.4	LM	Revision after peer-review to be sent out for further comments	
1.5	LM	Feedback and revisions from peers	03/27/2009
1.6	LM	Updated Dates of project	04/10/2009