

Informatics 132 Final Presentation - Group 5

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Introduction / Recap

Client: Kristine Ferry, Director of Web Services for UCI Libraries

Website: <http://lib.uci.edu>

Users (Stakeholders): new graduate students and new faculty

Our purpose is to determine what users imagine to be an intuitive way to organize information associated with a set of given tasks and represent this by designing a mockup.

Methods

- 6 Incoming/New Grad Students Interviewed
- Recorded video and audio while users perform tasks on current UCI website.
- Had users to perform original four tasks on new design of library website (our mockup).
- Had users talk about their experience while navigating the mockup.
- Recorded video and audio.
- Analyzed results and made additional changes to the mockup based on findings.

Results Summary

- Users generally thought of library tasks in terms that were not web-oriented.
- Users had pre-conceived notions of where information should be found.
- Users generally expected tasks to be completed easily and with little knowledge or training.
- Through the analysis of these and other insights, we should be able to improve task performance on the site.

Users Did not think of Library Tasks in web-oriented terms

- First, they preferred to go to the library physically rather than access it remotely
 - Wanted to go there physically to get a library card
 - Go to the front desk to ask questions
- Second, interacting directly with a librarian, either in person or via telephone was often preferred.
 - Visiting the help desk, or calling the front desk to request services.
- Tended to think of using other web resources to accomplish tasks when they did think of using the web
 - Access Google Scholar
 - Buy books off of Amazon.com rather than borrow it

Users had pre-concieved notions of where information should be

- Expected links to be in a "left-sidebar" on the front page
 - Wanted information to be easily and immediately accessible
 - Users tended to take longer to notice clusters of links that were not on the upper-middle or left-hand side of the page
- Expected all-encompassing, abstract links leading directly to specific sub-links or the information itself
 - "I'd look for a link on the front page"
 - Link headings like "Library Services"
- Did not tend to use the website search function
 - Notable exception when searching for library cards
 - Often had to be prompted to consider searching for a book to find the information
- Expected to find tutorials, FAQs, or some other kind of help section
 - "New to Library?" section

Users expected Tasks to be easily Accomplished

- Tended to give up if they could not find information quickly
 - Only tolerated a couple of minutes of searching
 - After this time, users would consider simply calling or using an alternate service
- The longer the task took, the more the user got lost, confused, and/or frustrated, all while becoming less confident in the task
 - After two minutes or so, many users would seem to become less enthusiastic in their searching
 - Starbucks card kept them interested
- Expected to find the information within one or two clicks of the homepage

Using this knowledge, it is possible to improve task performance

- Higher success rates on mockup testing
 - 1 failure over 6 users (in original tests) rather than 4 failures over 8 users (in mockup tests)
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- Users tended to accomplish tasks faster
 - In general, tasks seemed to be accomplished more quickly (data still preliminary) and only one task in one case when up to the time limit.
- Users tended to seem less confused about the site
 - Less time spent searching, though part of this might be due to the incomplete nature of the mock-up



Demonstration of Mockup

Timeline

6/8 - Write up rough drafts on individual findings (Team)

6/8 - Make final changes to mockup (David & Rubin)

6/9 - Compile final DVD of notes, audio and video user tests (Chad)

6/10 - Finish Writing Findings (Team)

6/11 - Compile final document for submission (Jesse)



Questions?