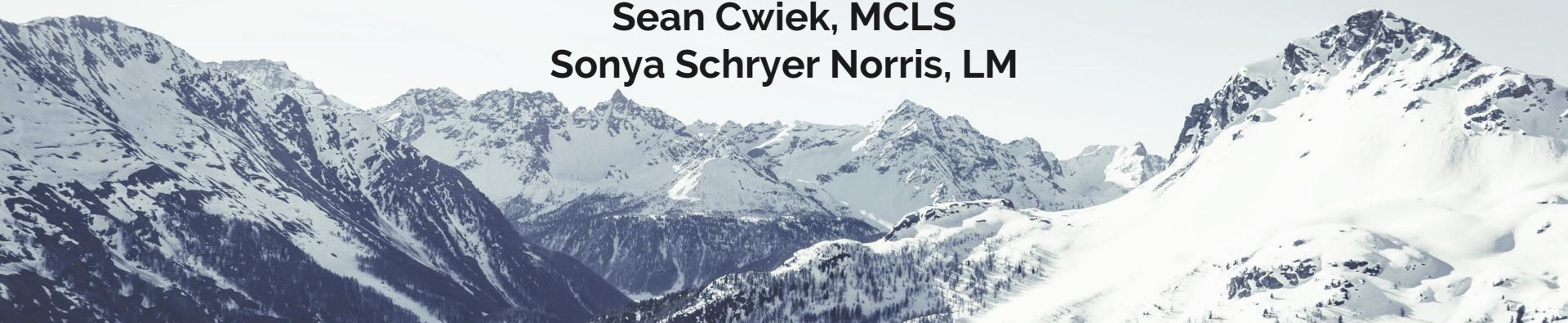
User Experience Testing:
Practical applications and lessons learned

Sean Cwiek, MCLS
Sonya Schryer Norris, LM



TOC

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II. Designing a successful UX test
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Team

Sean Cwiek:
Implementation Guru

Sonya Schryer Norris:
Test Developer and Report Writing Maven

Kathy Kosinski: Data Analysis Queen

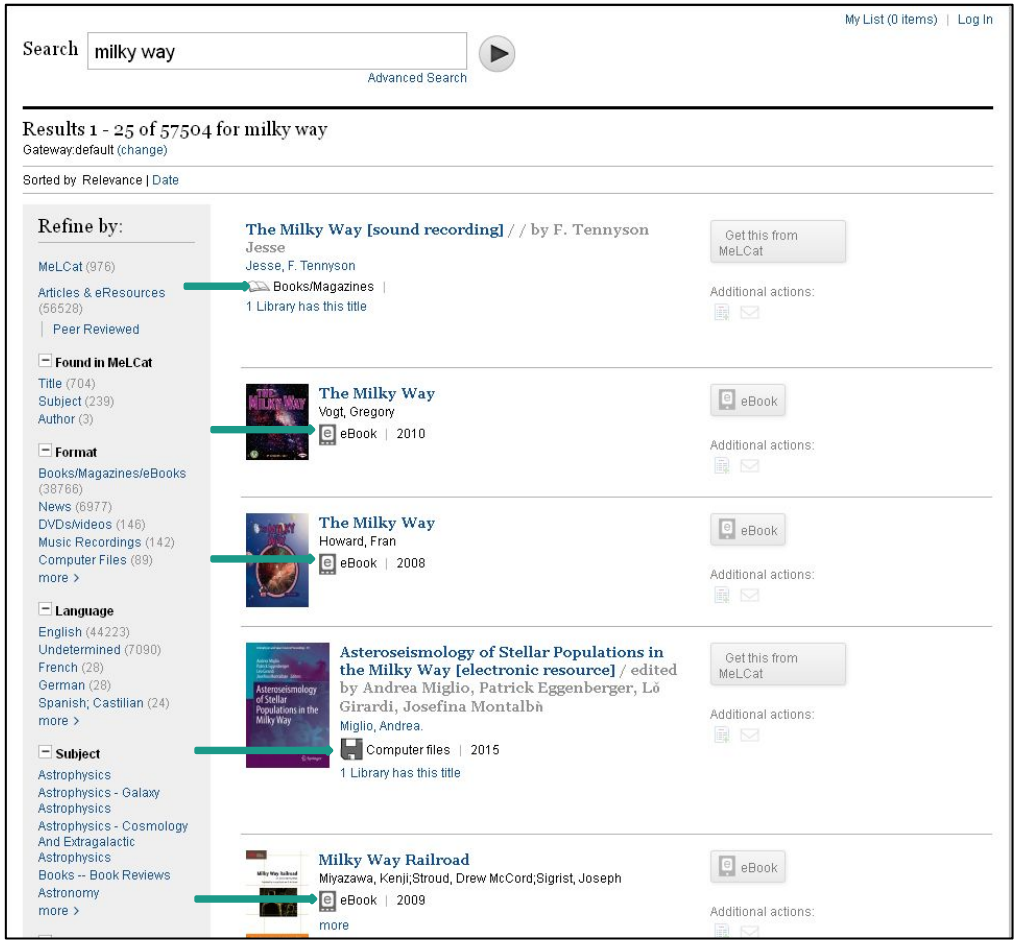
I: Importance of UX

Those who choose to implement a new product or service may not be the main user group of that product or service.

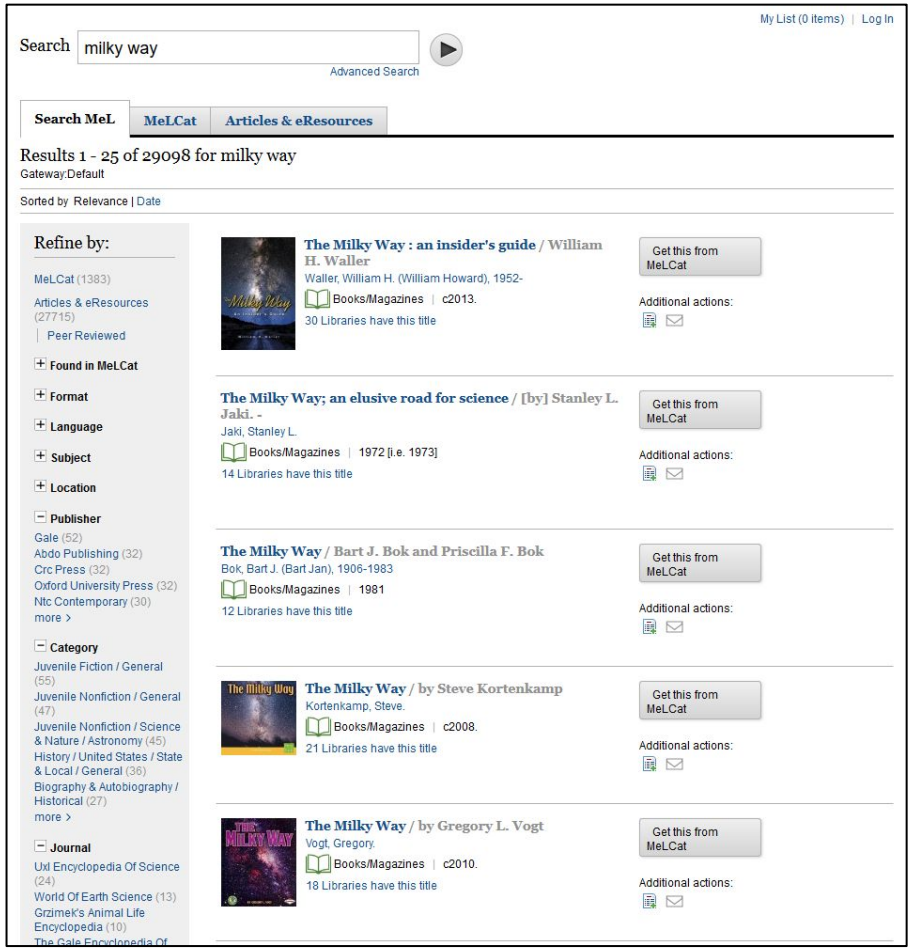
If we implement a new service, but no one uses it...

Talk to those who are actually using your product or service.

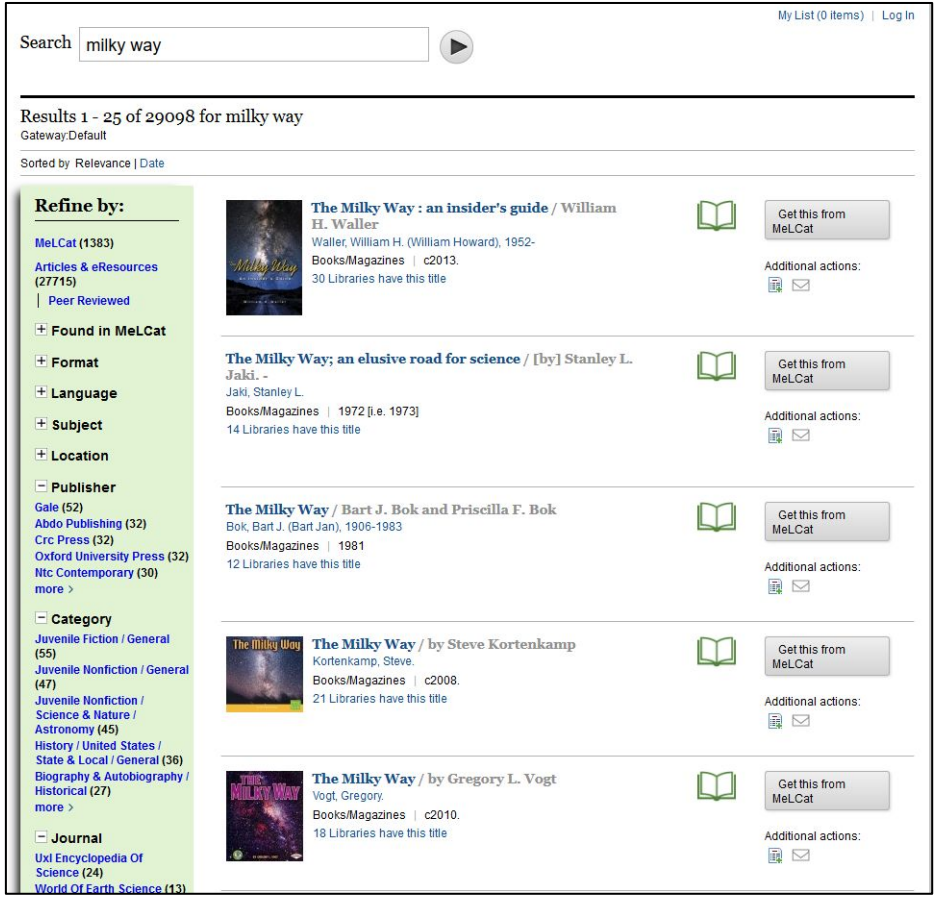
- ‘...they are a bit small.’
- ‘...seems like there might have been a little icon there but it wasn’t very big.’
- ‘The icons are awfully small.’
- ‘They should be more distinguishing. Something in color.’



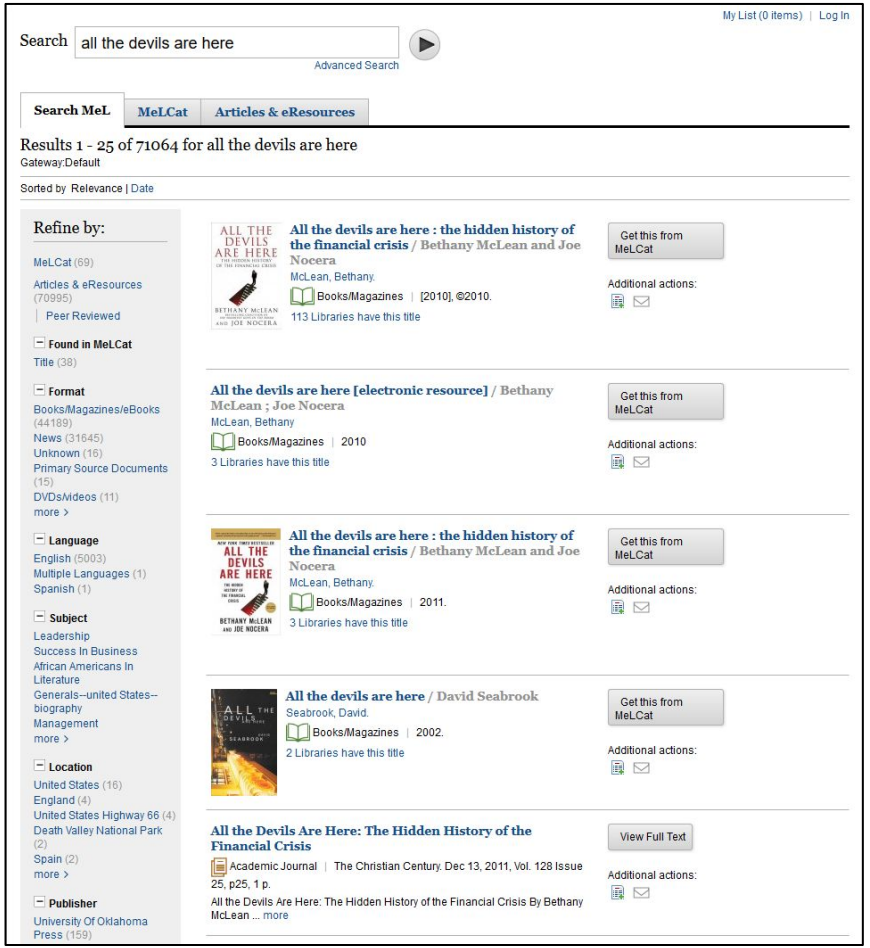
- ‘…I wish they were a little bigger…’
- ‘…nice if the graphic is in its own column…’



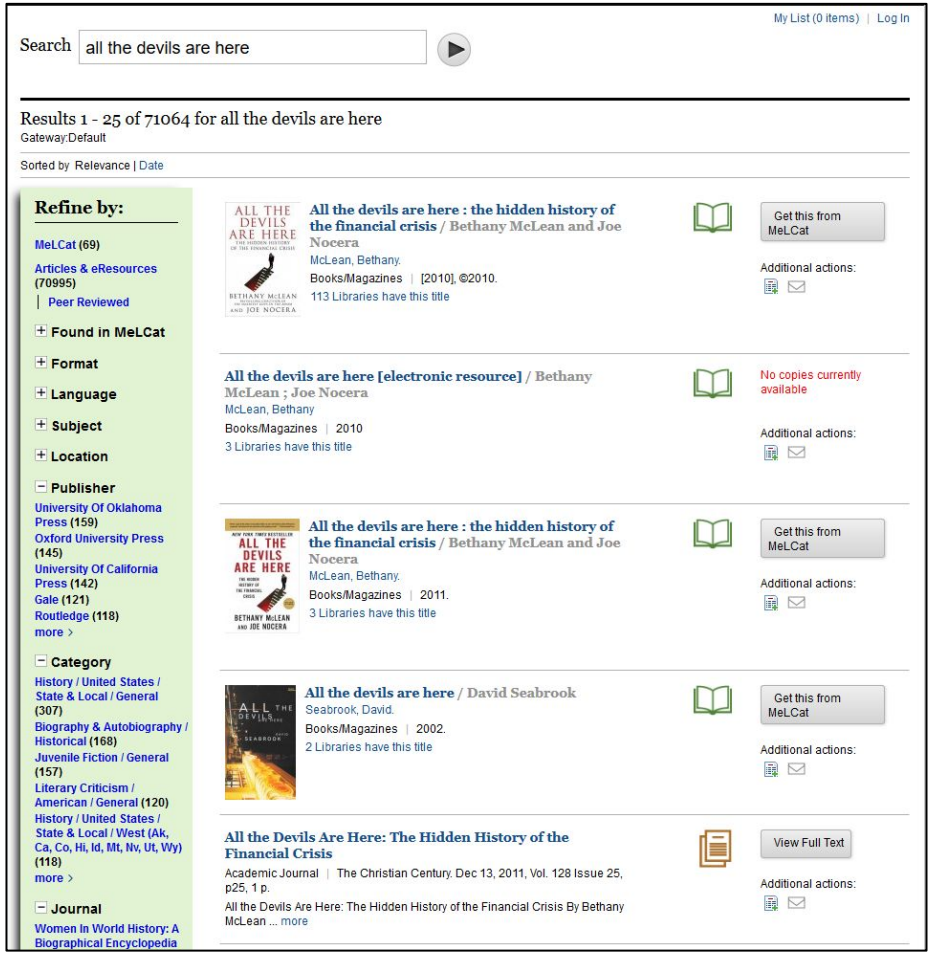
- Increase size
- Relocate and align



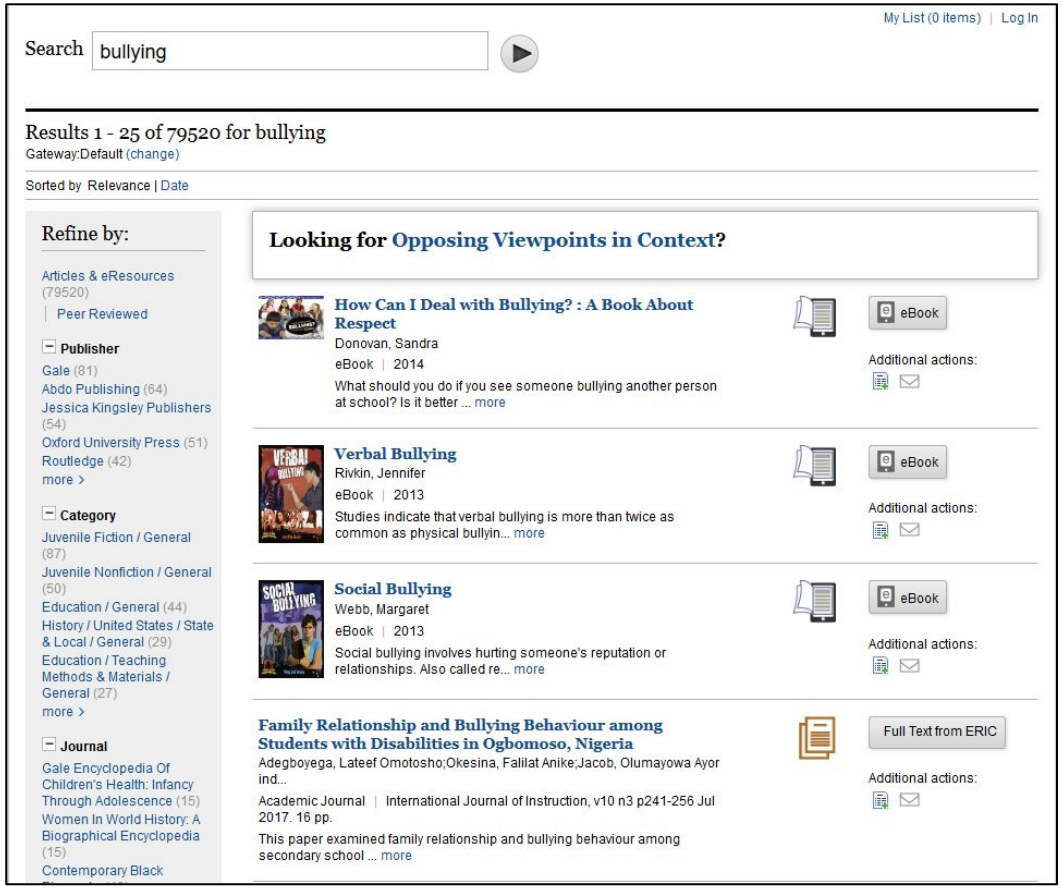
- 'Trying to find how to limit it to dvds'
- '...for me it would helpful if they were closed and I could open them as I saw fit'
- 'Never noticed them.'



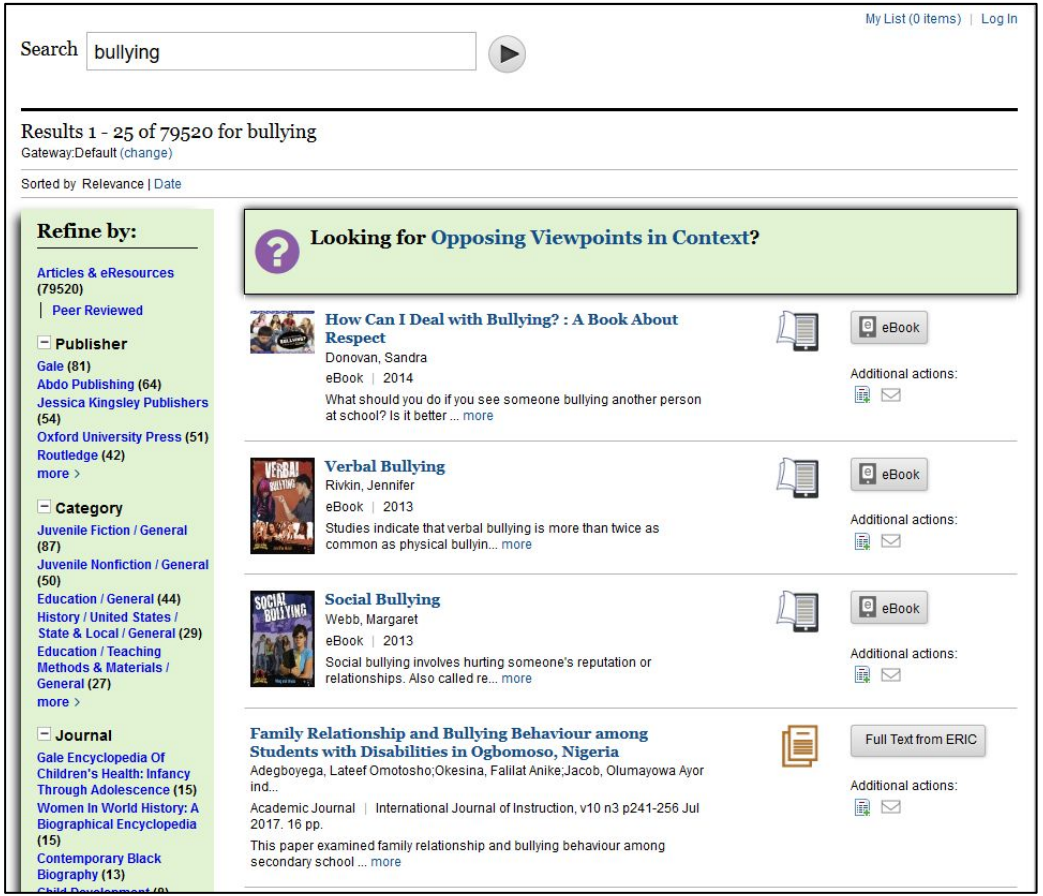
- Color and shadowing
- Increased font weight
- Collapse facets



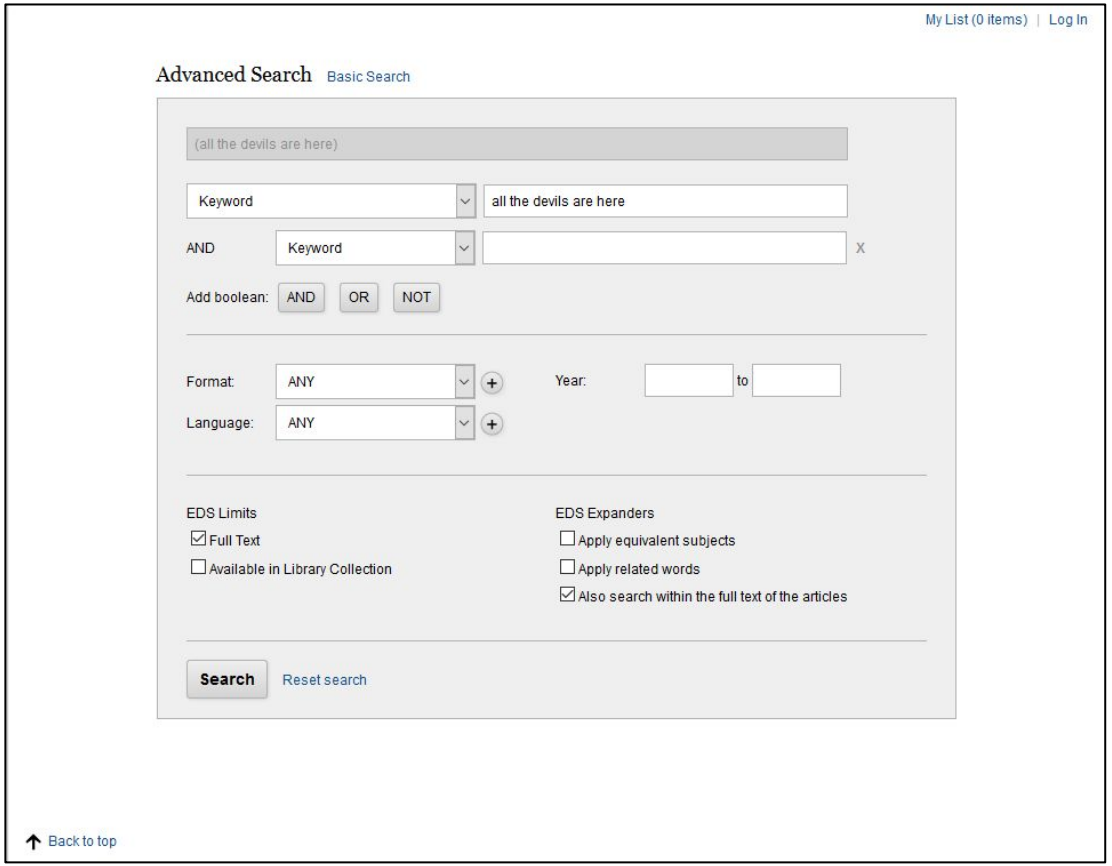
Trying to help the users get to the database they are looking for.



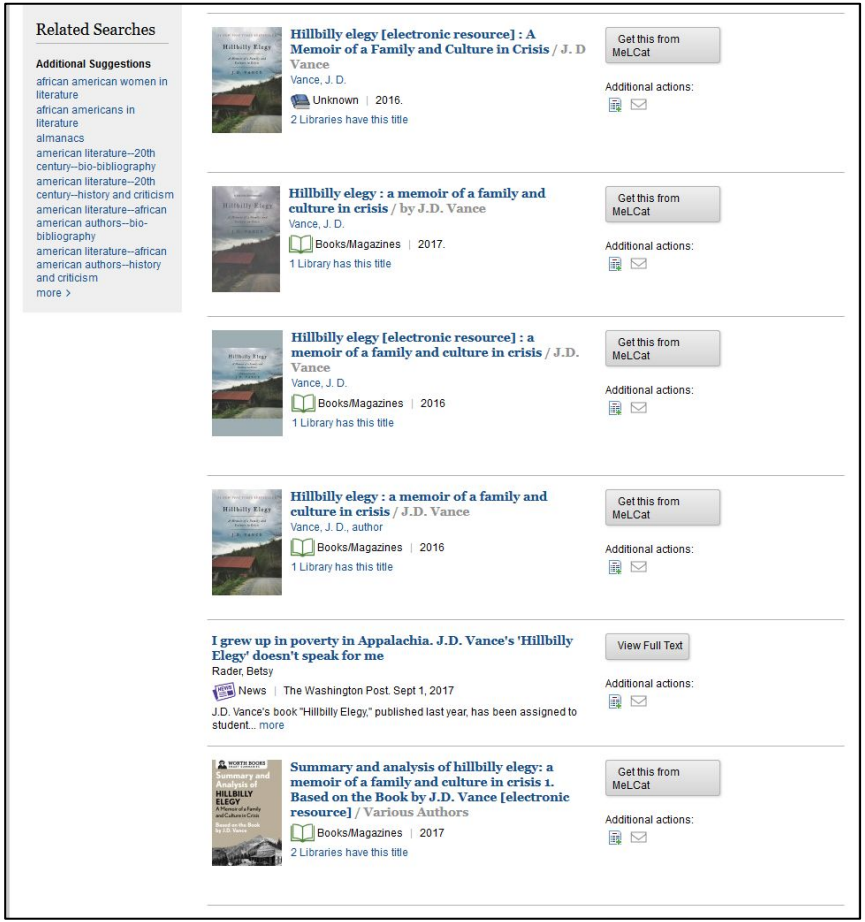
- Color and shadowing
- Icon



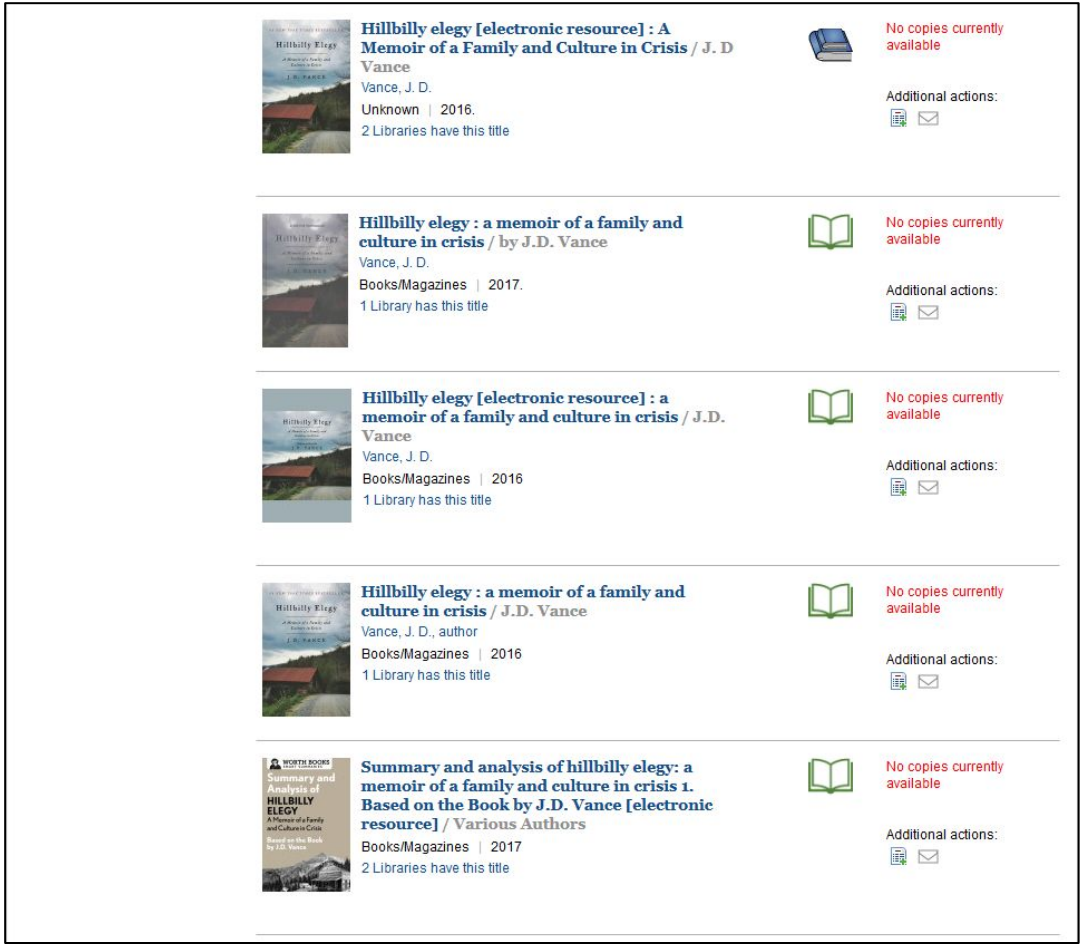
The siren call of ‘Advanced Search’



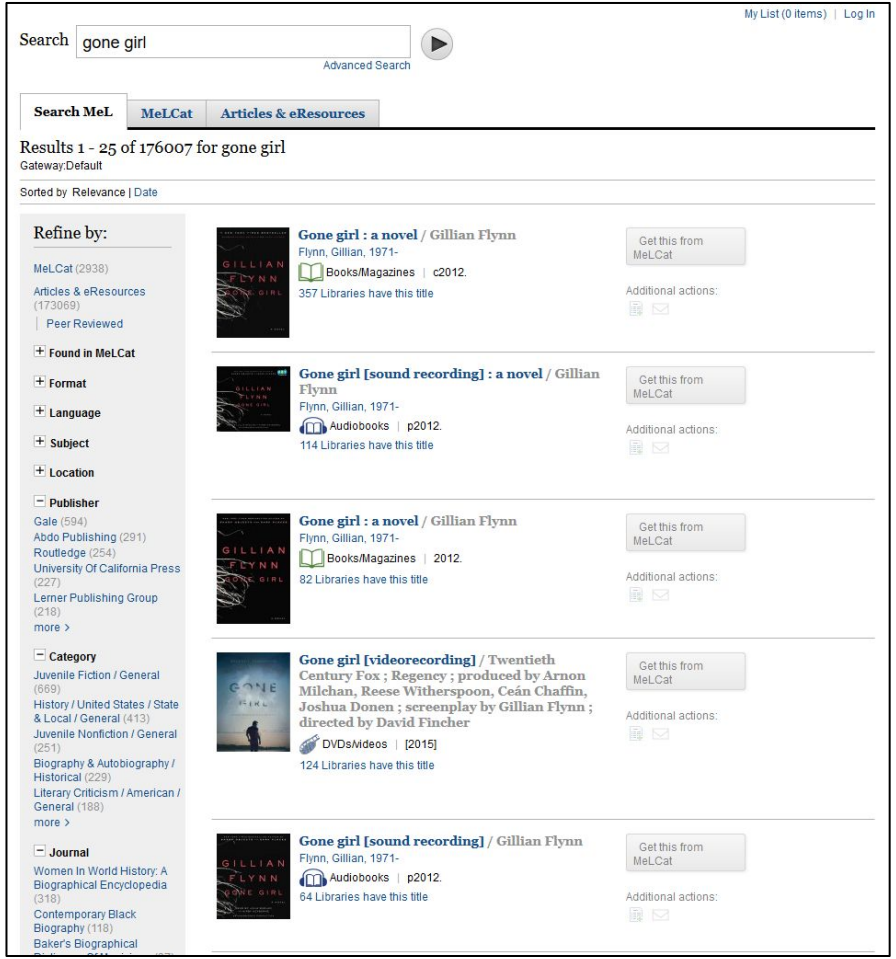
- ‘...the “Get this from MeLCat” button is deceiving when I really can't get it...’
- ‘I never use the "Get this from MeLCat" button because you don't know if it's available, I always checked the title link first to see if I can get it...’

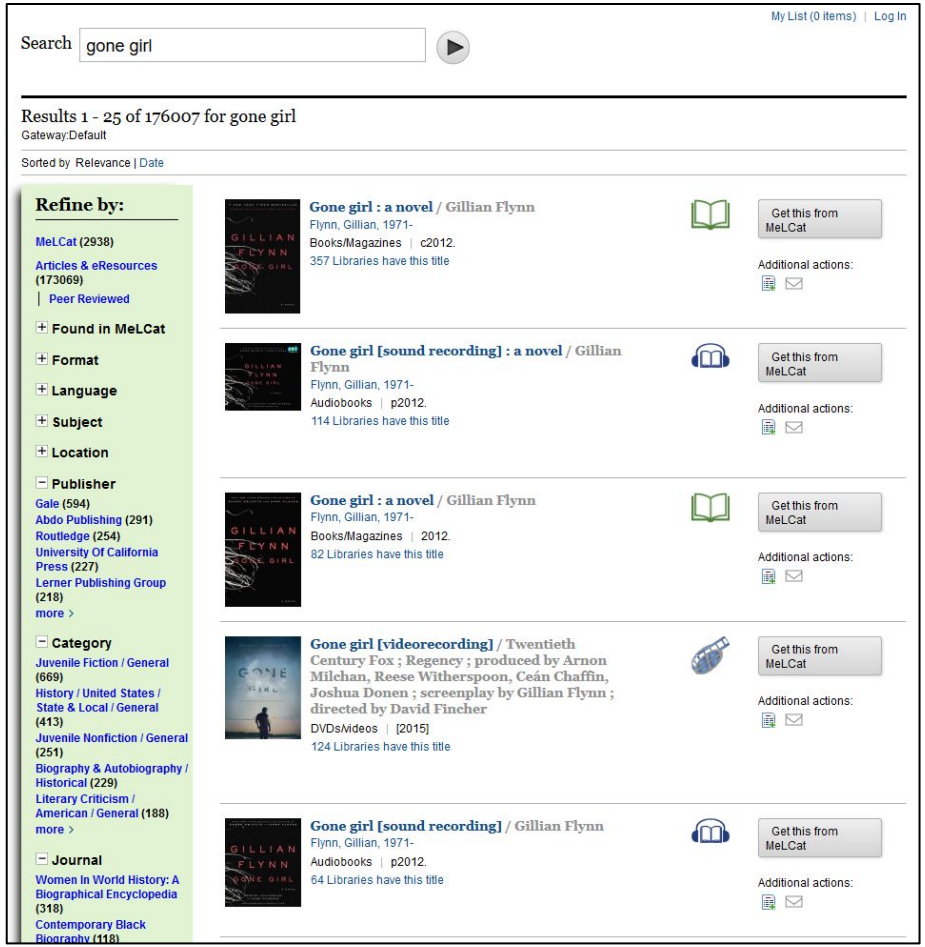


No copies currently available

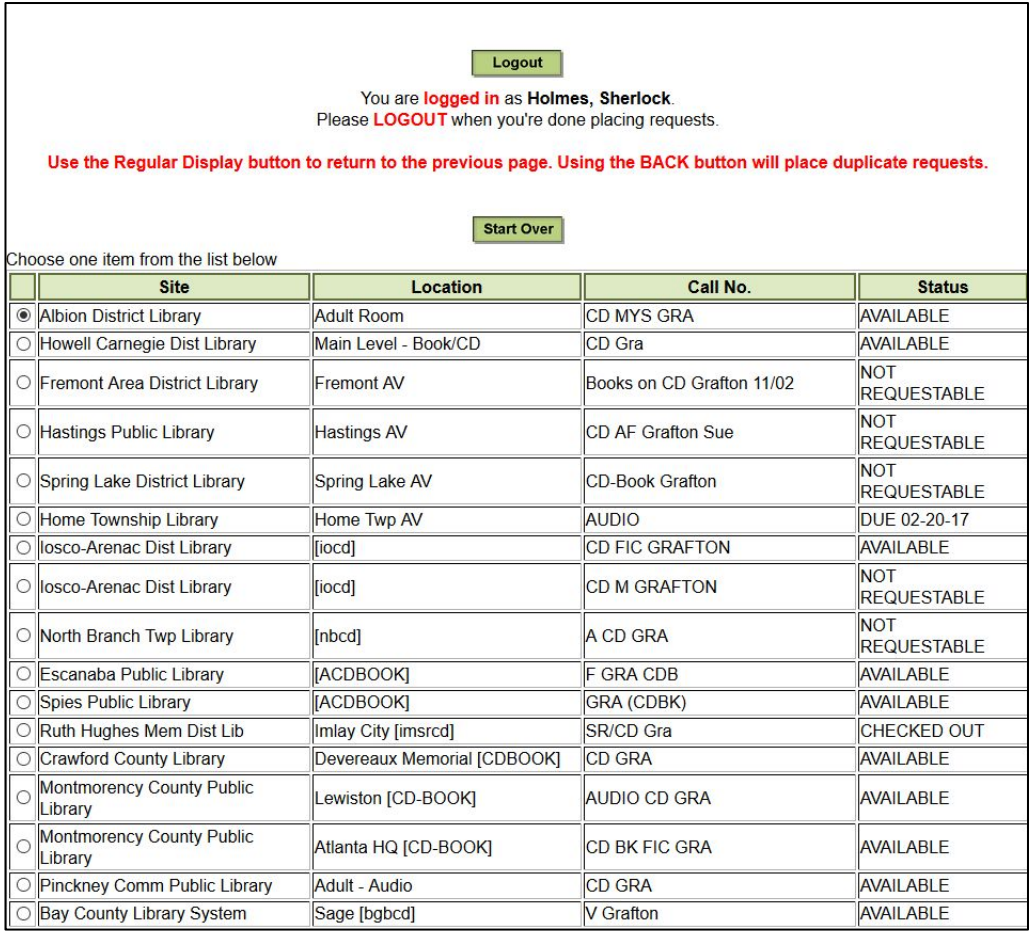


- ‘Usually when things are not available they're dim.’
- ‘...most of the time when a button is grayed out in means the button is not an option.’
- ‘..it made me think maybe it wasn't available.’




My List (0 items) | Log In
Search gone girl
Results 1 - 25 of 176007 for gone girl
Gateway:Default
Sorted by Relevance | Date
Refine by:
MeLCat (2938)
Articles & eResources (173069)
Peer Reviewed
Found in MeLCat
Format
Language
Subject
Location
Publisher
Gale (594)
Abdo Publishing (291)
Routledge (254)
University Of California Press (227)
Lerner Publishing Group (218)
more
Category
Juvenile Fiction / General (669)
History / United States / State & Local / General (413)
Juvenile Nonfiction / General (251)
Biography & Autobiography / Historical (229)
Literary Criticism / American / General (188)
more
Journal
Women In World History: A Biographical Encyclopedia (318)
Contemporary Black Biography (118)
Gone girl : a novel / Gillian Flynn
Flynn, Gillian, 1971-
Books/Magazines | c2012.
357 Libraries have this title
Get this from MeLCat
Additional actions:
Gone girl [sound recording] : a novel / Gillian Flynn
Flynn, Gillian, 1971-
Audiobooks | p2012.
114 Libraries have this title
Get this from MeLCat
Additional actions:
Gone girl : a novel / Gillian Flynn
Flynn, Gillian, 1971-
Books/Magazines | 2012.
82 Libraries have this title
Get this from MeLCat
Additional actions:
Gone girl [videorecording] / Twentieth Century Fox ; Regency ; produced by Arnon Milchan, Reese Witherspoon, Ceán Chaffin, Joshua Donen ; screenplay by Gillian Flynn ; directed by David Fincher
DVDs/Videos | [2015]
124 Libraries have this title
Get this from MeLCat
Additional actions:
Gone girl [sound recording] / Gillian Flynn
Flynn, Gillian, 1971-
Audiobooks | p2012.
64 Libraries have this title
Get this from MeLCat
Additional actions:

- 'It's telling me where these are. I'm not sure if I chose the location. Maybe it wants me to pick out a location.'
- 'I'm thinking there are too many libraries on this page. It would be easier if there were just requestable titles here'
- 'I would probably start over because I must have done something wrong'
- 'It's asking where you want to pick it up.'



Logout

You are **logged in** as **Holmes, Sherlock**.
Please **LOGOUT** when you're done placing requests.

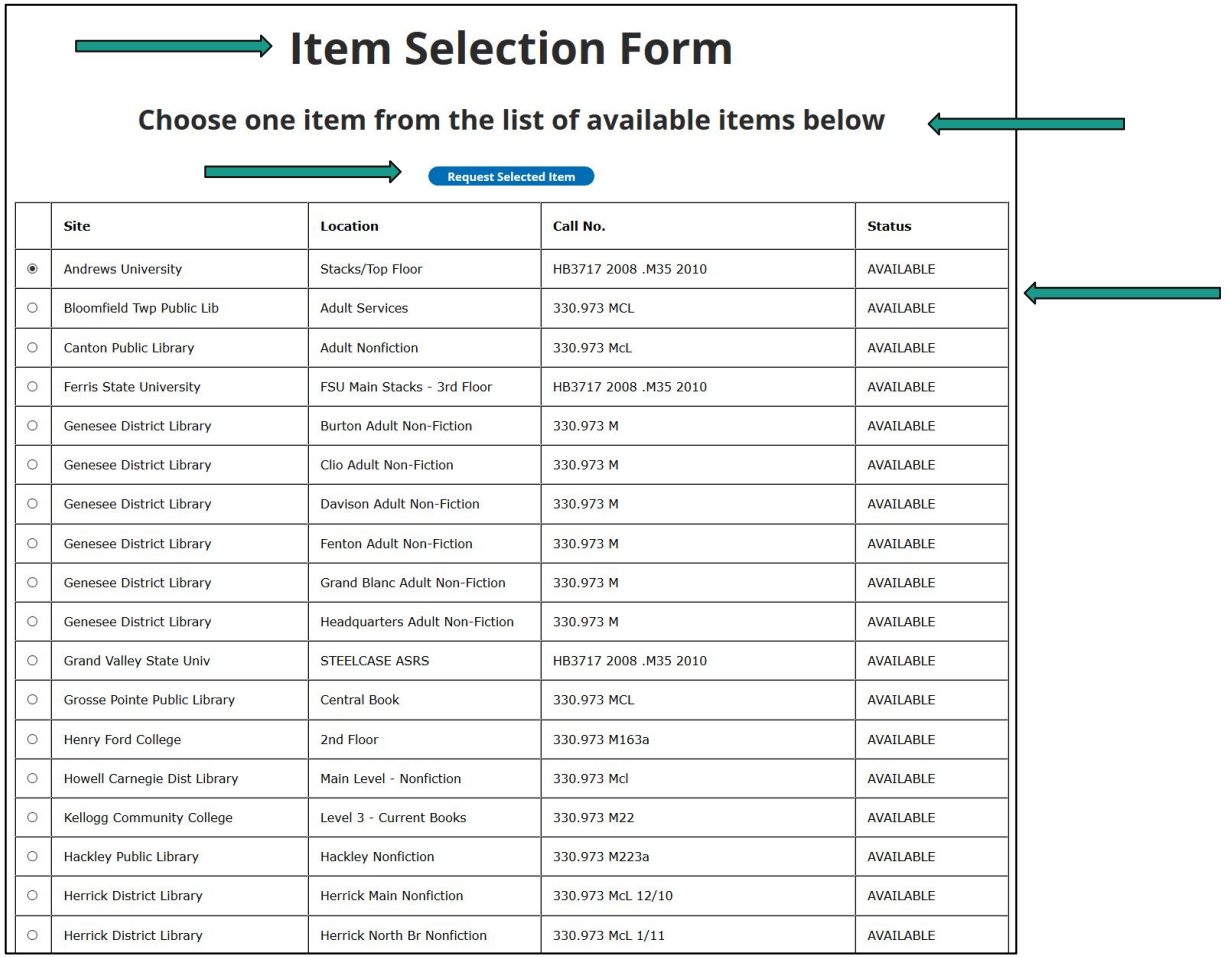
Use the Regular Display button to return to the previous page. Using the BACK button will place duplicate requests.

Start Over

Choose one item from the list below

	Site	Location	Call No.	Status
◉	Albion District Library	Adult Room	CD MYS GRA	AVAILABLE
○	Howell Carnegie Dist Library	Main Level - Book/CD	CD Gra	AVAILABLE
○	Fremont Area District Library	Fremont AV	Books on CD Grafton 11/02	NOT REQUESTABLE
○	Hastings Public Library	Hastings AV	CD AF Grafton Sue	NOT REQUESTABLE
○	Spring Lake District Library	Spring Lake AV	CD-Book Grafton	NOT REQUESTABLE
○	Home Township Library	Home Twp AV	AUDIO	DUE 02-20-17
○	Iosco-Arenac Dist Library	[iocd]	CD FIC GRAFTON	AVAILABLE
○	Iosco-Arenac Dist Library	[iocd]	CD M GRAFTON	NOT REQUESTABLE
○	North Branch Twp Library	[nbcd]	A CD GRA	NOT REQUESTABLE
○	Escanaba Public Library	[ACDBOOK]	F GRA CDB	AVAILABLE
○	Spies Public Library	[ACDBOOK]	GRA (CDBK)	AVAILABLE
○	Ruth Hughes Mem Dist Lib	Imlay City [imsrcd]	SR/CD Gra	CHECKED OUT
○	Crawford County Library	Devereaux Memorial [CDBOOK]	CD GRA	AVAILABLE
○	Montmorency County Public Library	Lewiston [CD-BOOK]	AUDIO CD GRA	AVAILABLE
○	Montmorency County Public Library	Atlanta HQ [CD-BOOK]	CD BK FIC GRA	AVAILABLE
○	Pinckney Comm Public Library	Adult - Audio	CD GRA	AVAILABLE
○	Bay County Library System	Sage [bgbcd]	V Grafton	AVAILABLE

- Labeled the page
- Added request button to the top
- Removed non-requestable copies.



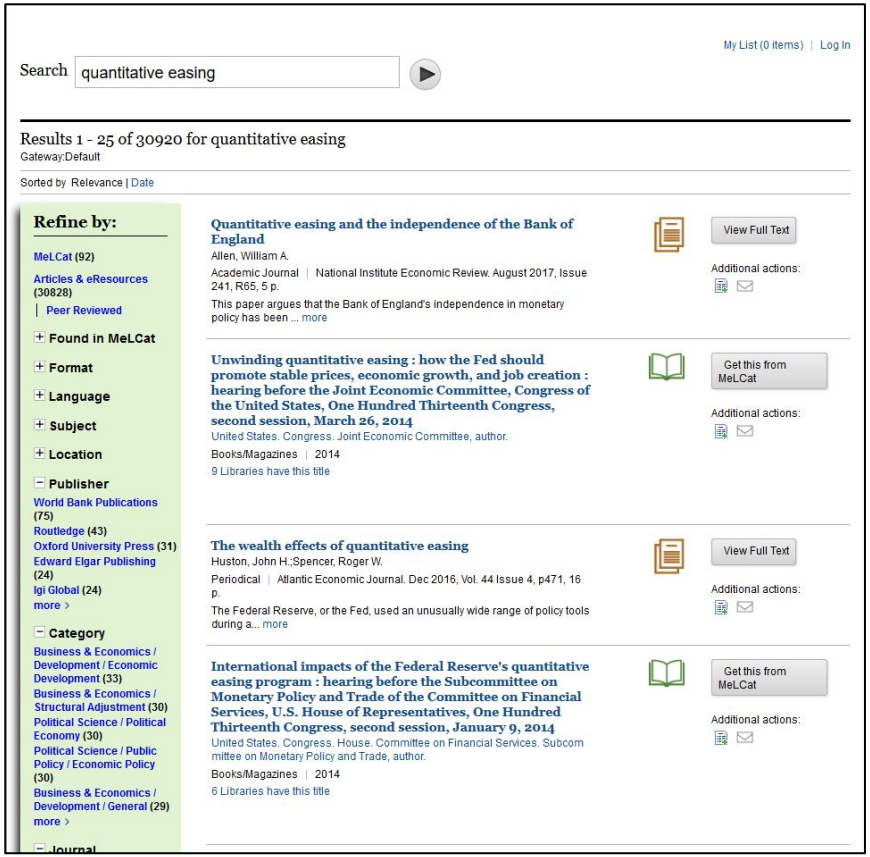
Item Selection Form

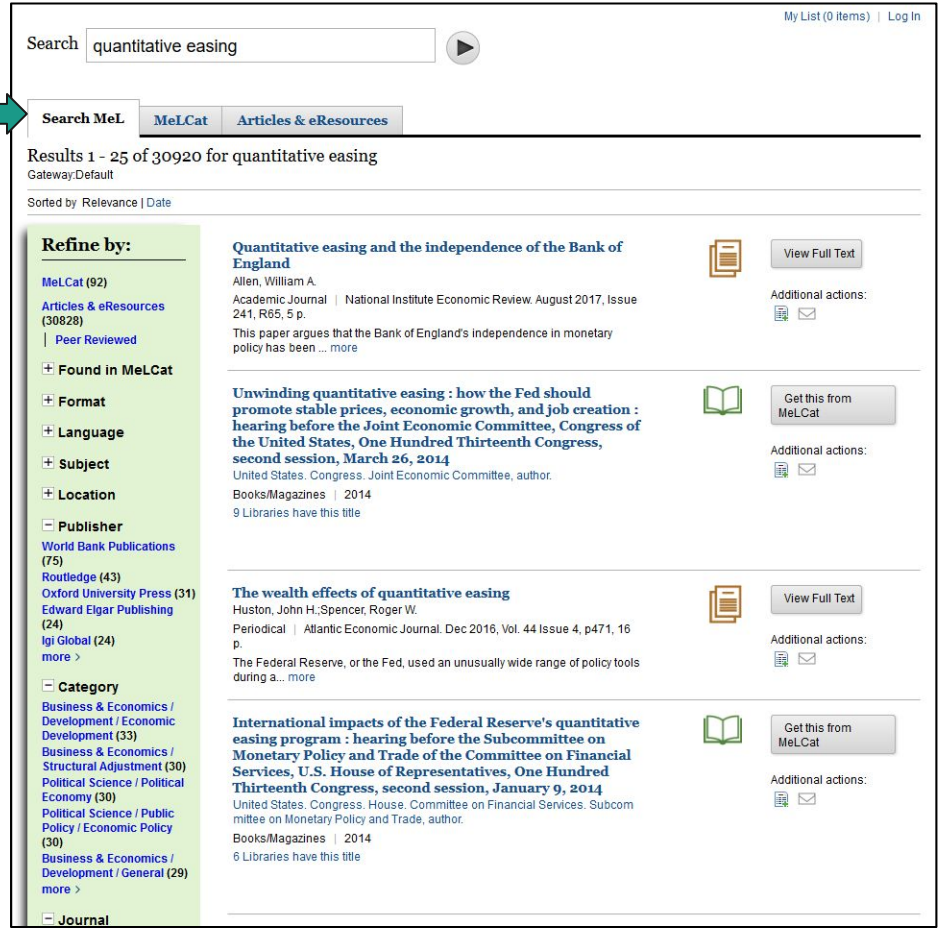
Choose one item from the list of available items below

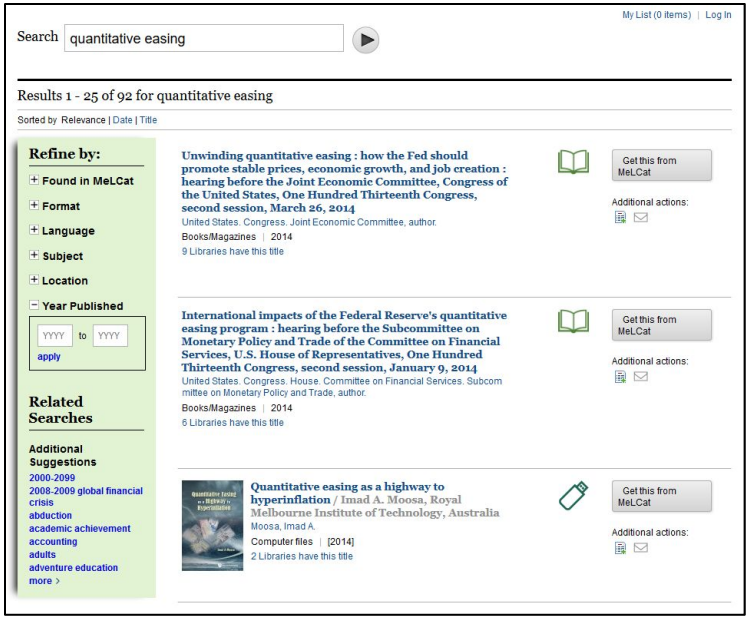
Request Selected Item

	Site	Location	Call No.	Status
◉	Andrews University	Stacks/Top Floor	HB3717 2008 .M35 2010	AVAILABLE
○	Bloomfield Twp Public Lib	Adult Services	330.973 MCL	AVAILABLE
○	Canton Public Library	Adult Nonfiction	330.973 McL	AVAILABLE
○	Ferris State University	FSU Main Stacks - 3rd Floor	HB3717 2008 .M35 2010	AVAILABLE
○	Genesee District Library	Burton Adult Non-Fiction	330.973 M	AVAILABLE
○	Genesee District Library	Clio Adult Non-Fiction	330.973 M	AVAILABLE
○	Genesee District Library	Davison Adult Non-Fiction	330.973 M	AVAILABLE
○	Genesee District Library	Fenton Adult Non-Fiction	330.973 M	AVAILABLE
○	Genesee District Library	Grand Blanc Adult Non-Fiction	330.973 M	AVAILABLE
○	Genesee District Library	Headquarters Adult Non-Fiction	330.973 M	AVAILABLE
○	Grand Valley State Univ	STEELCASE ASRS	HB3717 2008 .M35 2010	AVAILABLE
○	Grosse Pointe Public Library	Central Book	330.973 MCL	AVAILABLE
○	Henry Ford College	2nd Floor	330.973 M163a	AVAILABLE
○	Howell Carnegie Dist Library	Main Level - Nonfiction	330.973 Mcl	AVAILABLE
○	Kellogg Community College	Level 3 - Current Books	330.973 M22	AVAILABLE
○	Hackley Public Library	Hackley Nonfiction	330.973 M223a	AVAILABLE
○	Herrick District Library	Herrick Main Nonfiction	330.973 McL 12/10	AVAILABLE
○	Herrick District Library	Herrick North Br Nonfiction	330.973 McL 1/11	AVAILABLE

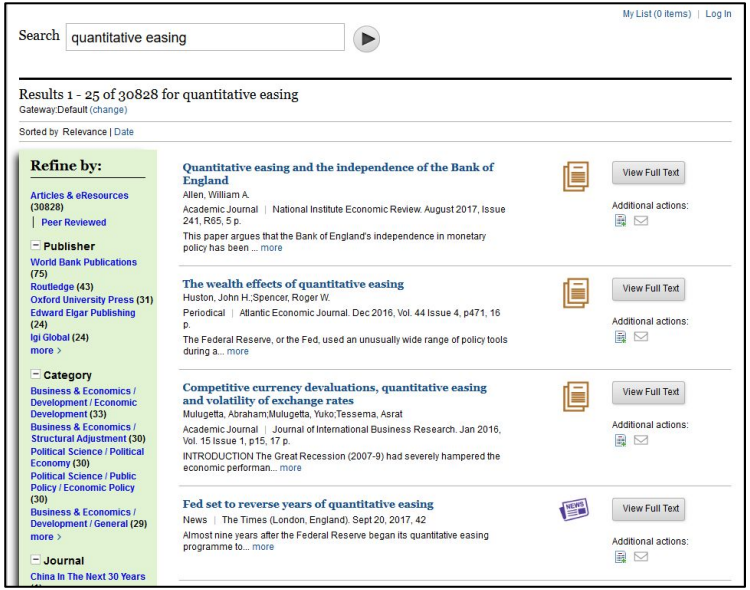
- ‘The combination of books and articles together is problematic.’
- ‘I think I would want to have some way of separating the two…’
- ‘Having periodicals mixed with books is confusing for users and not immediately logical.‘




My List (0 items) | Log In
Search quantitative easing
Search MeL
MeLCat
Articles & eResources
Results 1 - 25 of 30920 for quantitative easing
Gateway:Default
Sorted by Relevance | Date
Refine by:
MeLCat (92)
Articles & eResources (30828)
Peer Reviewed
Found in MeLCat
Format
Language
Subject
Location
Publisher
World Bank Publications (75)
Routledge (43)
Oxford University Press (31)
Edward Elgar Publishing (24)
Igi Global (24)
more
Category
Business & Economics / Development / Economic Development (33)
Business & Economics / Structural Adjustment (30)
Political Science / Political Economy (30)
Political Science / Public Policy / Economic Policy (30)
Business & Economics / Development / General (29)
more
Journal
Quantitative easing and the independence of the Bank of England
Allen, William A.
Academic Journal | National Institute Economic Review. August 2017, Issue 241, R65, 5 p.
This paper argues that the Bank of England's independence in monetary policy has been ... more
View Full Text
Additional actions:
Unwinding quantitative easing : how the Fed should promote stable prices, economic growth, and job creation : hearing before the Joint Economic Committee, Congress of the United States, One Hundred Thirteenth Congress, second session, March 26, 2014
United States. Congress. Joint Economic Committee, author.
Books/Magazines | 2014
9 Libraries have this title
Get this from MeLCat
Additional actions:
The wealth effects of quantitative easing
Huston, John H.;Spencer, Roger W.
Periodical | Atlantic Economic Journal. Dec 2016, Vol. 44 Issue 4, p471, 16 p.
The Federal Reserve, or the Fed, used an unusually wide range of policy tools during a... more
View Full Text
Additional actions:
International impacts of the Federal Reserve's quantitative easing program : hearing before the Subcommittee on Monetary Policy and Trade of the Committee on Financial Services, U.S. House of Representatives, One Hundred Thirteenth Congress, second session, January 9, 2014
United States. Congress. House. Committee on Financial Services. Subcommittee on Monetary Policy and Trade, author.
Books/Magazines | 2014
6 Libraries have this title
Get this from MeLCat
Additional actions:



- '...I would have gone directly to a database.'
- 'My strategy, and I would tell students this, is to go to the database.'



II: Designing a Successful UX Test

- Study design
- Pre-testing
- Execution
- Presentation

UX Reference Books

Jakob Nielsen

Steve Krug's *Don't Make Me Think* and *Rocket Surgery Made Easy*

Usable Usability: Simple Steps for Making Stuff Better

Quantifying the User Experience: Practical Statistics for User Research

The User Experience Team of One: A Research and Design Survival Guide

Lean UX: Applying Lean Principles to Improve User Experience

100 Things Every Designer Needs to Know About People

Study Design

Winter 2018 Objectives

A. To determine if users can differentiate between the MeLCat search and the databases search.

B. To determine if user satisfaction when searching MeL/Cat improves when the search is split.

C. To determine if users can find specific information through MeLCat and the databases search.

D. To determine if users can distinguish among the facets and use them to find specific information.

Winter 2018 Objectives cont.

E. To determine if non-patrons can “learn” how to use MeLCat as the tasks become more challenging.

F. To determine if MeLCat is easier to use without the database results interspersed.

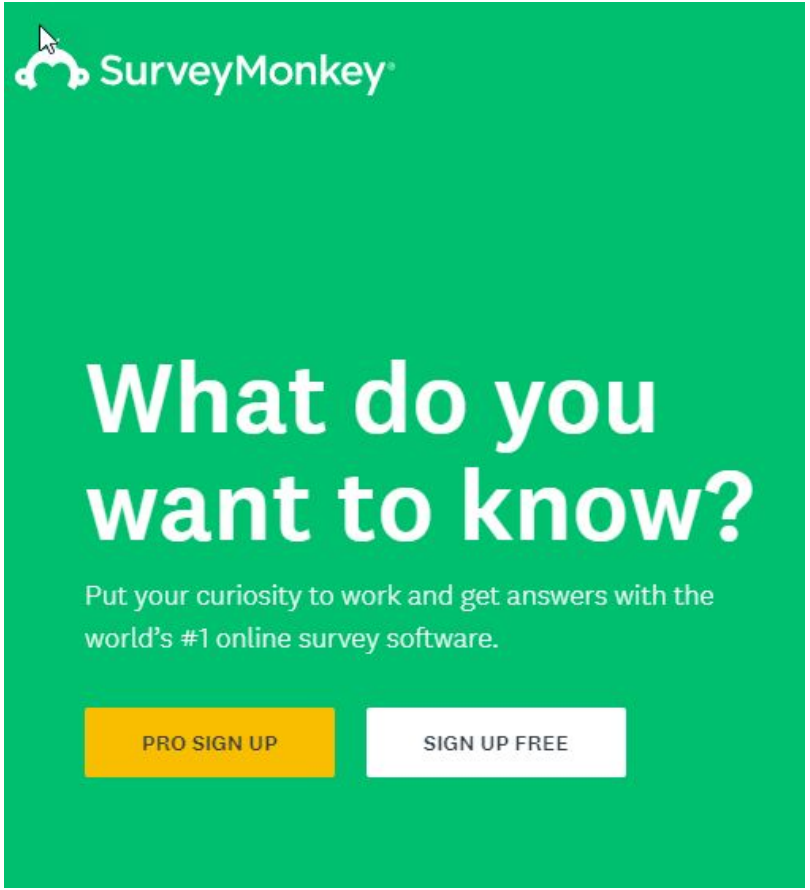
G. Determine the strengths and weaknesses of Encore and Classic

Pre-Testing

Execution

Allow time for the test, time to compare notes, and just a few minutes to breathe between tests.

Use a data collection tool to collate and analyze your findings.



Presentation

This meeting will cover far-reaching implications. Will you come?

Allow me to dazzle you with my colorful graphs..

III: Getting Management On Board

MeL is really fortunate to have great people at the top. This is an example of how we sell the results of our work, because all change requires a little sales talk.

This is me half way through our most recent UX results presentation

These are the props I brought in to address the problem

So what magical phrases did we use to convince the higher-ups that our results were legit and should be acted on?

We were respectful but we didn't back down.

We knew that the MeL homepage wasn't working.

MICHIGAN eLIBRARY

Michigan eLibrary

MICHIGAN.GOV
Michigan's Official Website

MeLCat | Databases | Kids | Teens | Teachers | About | Help

FOR MICHIGAN RESIDENTS

- Practice Tests
- Magazines & Newspapers

FOR LIBRARIANS

- MeL Minute
- Promotion & Training

WE'VE REDESIGNED!
Search Articles & eResources on the Databases page.

SEARCH MELCAT ...for books, audio, music, and more!

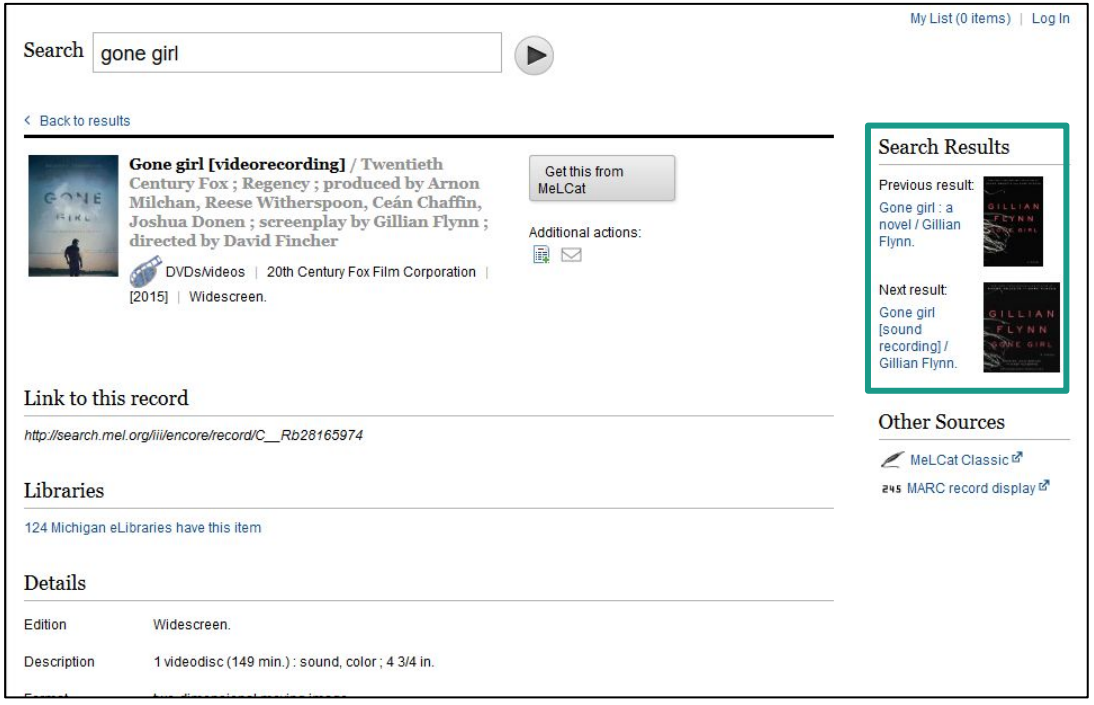
MyMeLCat | Participating Libraries | Classic MeLCat

CELEBRATING MELCAT

Learn about how Michigan residents use MeLCat.

Tune in next month to learn about librarians' perspectives on MeLCat.

Find common ground



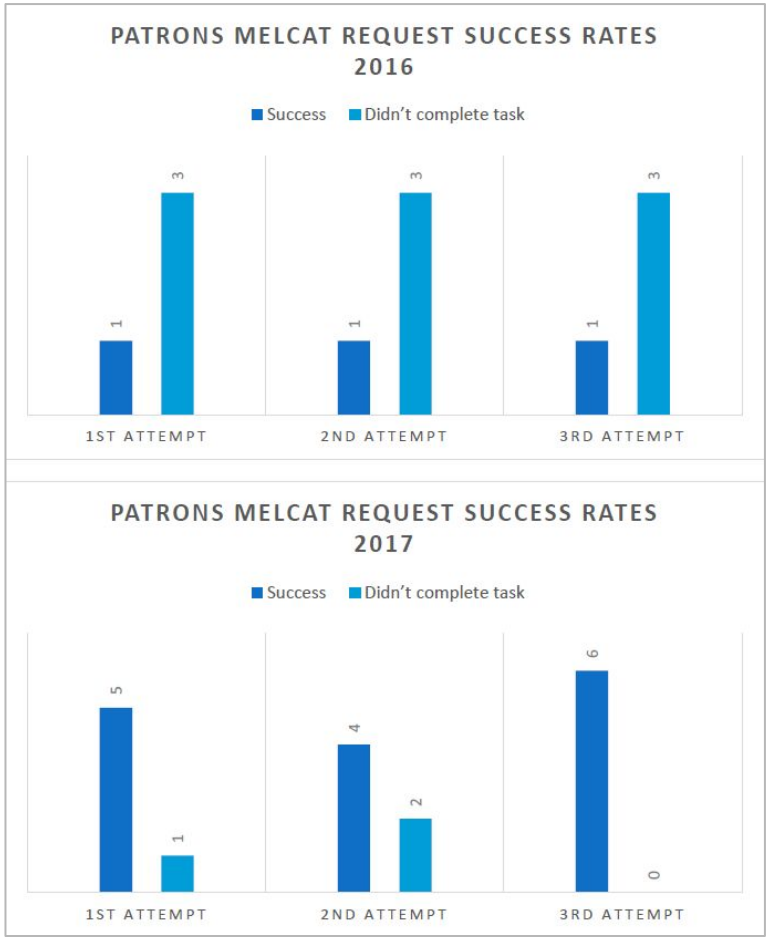
IV: Reiterative Usability Testing

- The upside to testing with patrons
- Three rounds of testing Encore Duet
- MeL's 12-year history with UX
- Recent lessons: online UX testing

Focusing on your users

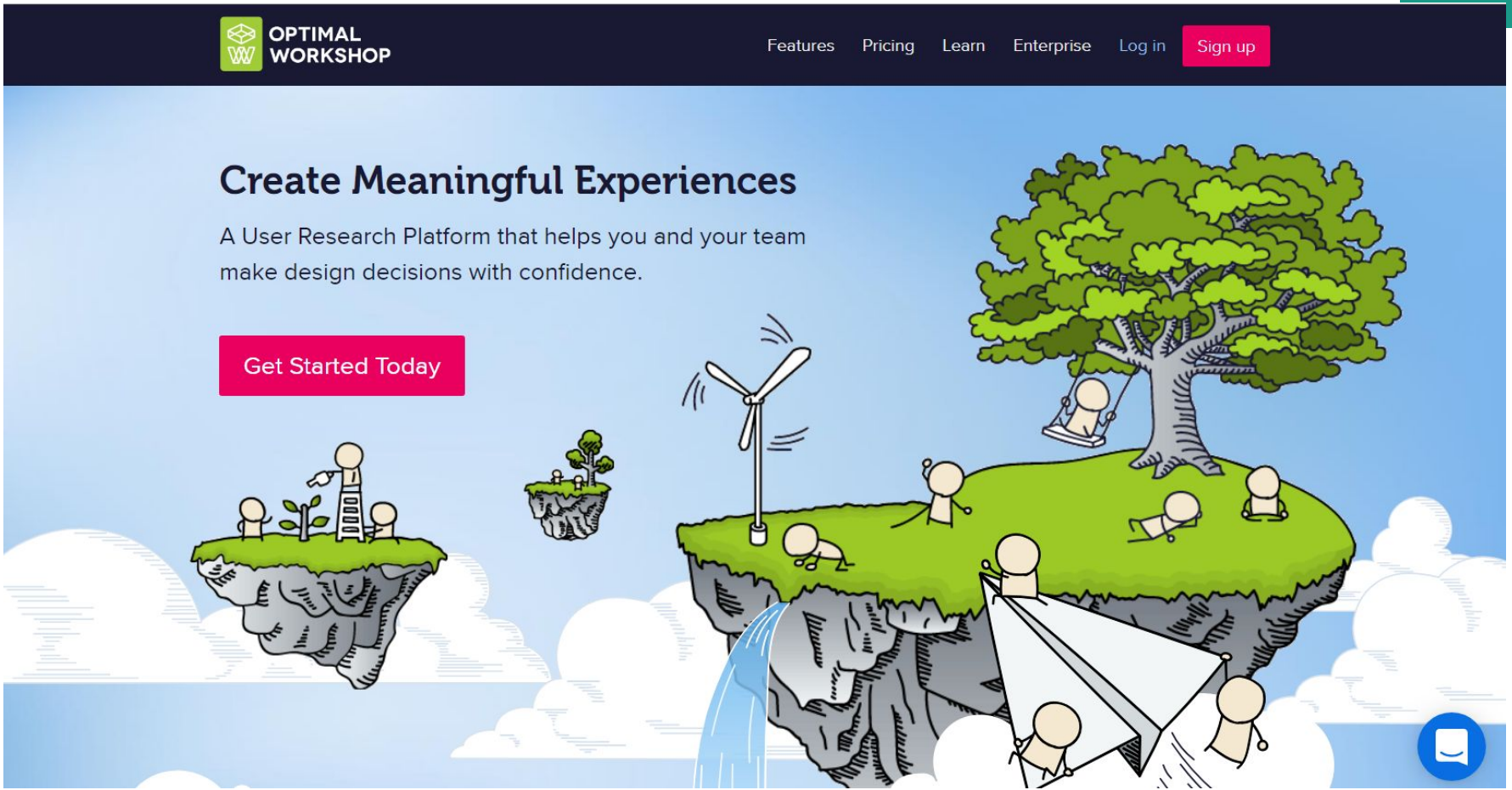
Better offerings and better relationships

Success rates with MeLCat tasks increased in 2017.



- Test and gather feedback
- Make changes
- Test again

MeL has undergone 12 years of reiterative (repeat) UX


OPTIMAL WORKSHOP
Features
Pricing
Learn
Enterprise
Log in
Sign up
Create Meaningful Experiences
A User Research Platform that helps you and your team make design decisions with confidence.
Get Started Today

Free Plan

Try all of our analysis features on small projects before you buy.

$ 0 FOREVER

No credit card required

Sign up

- Unlimited studies
- 10 responses per study
- 3 tasks per study
- 30 cards per card sort
- Optimal Workshop branding

The Suite

Unlimited Treejack, OptimalSort, Chalkmark and Questions studies *plus Reframer!*

$ 166 PER MONTH

Per user, billed annually

Monthly | Annual *Save 20%*

Subscribe

- Unlimited studies
- Unlimited responses
- Unlimited tasks
- Unlimited cards
- Custom branded studies
- Participant screening
- Post-study redirects
- Priority support

Team Plan

Share and collaborate across our entire platform with your team.

****

Tailored solutions, billed annually

Get in touch

- The Suite *plus...*
- Multi-user team accounts
- Custom recruitment packages
- Customized demos & training
- Dedicated success manager

What do we call them?

Databases?
eResources?
A to Z?

Michigan
eLibrary
eJournals
Contact
eResources
Suspendisse eget nibh elit. Cras et eros ac nul
iStock
by Getty Images

Michigan.gov

eJournals | MyMeLCat | Help | Contact

Michigan eLibrary
Supporting Michigan Libraries

MeLCat | eResources | Library Staff | Educators

Search MeLCat | for music, books, audio, and more

MyMeLCat | Classic MeLCat

Thank you.