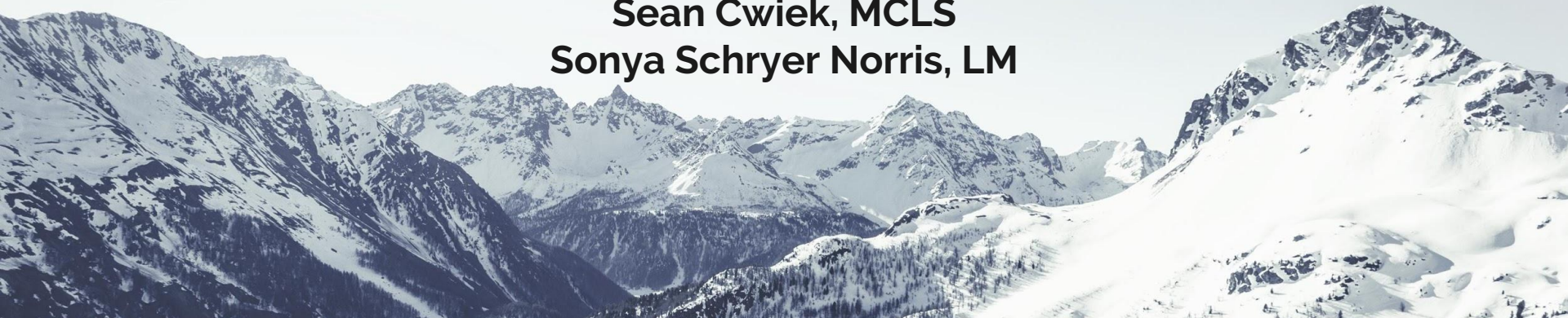
A horizontal bar with a teal segment on the left and an orange segment on the right.

User Experience Testing: Practical applications and lessons learned

Sean Cwiek, MCLS
Sonya Schryer Norris, LM



TOC

- I. Importance of UX
- II. Designing a successful UX test
- III. Getting management on board
- IV. Reiterative usability testing



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.'


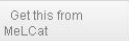


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Results 1 - 25 of 57504 for milky way
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Sorted by Relevance | Date

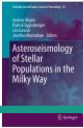


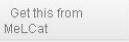


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- Articles & eResources (56528)  [Peer Reviewed](#)
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 - Title (704)
 - Subject (239)
 - Author (3)
- Format
 - Books/Magazines/eBooks (38766)
 - News (6977)
 - DVDs/Video (146)
 - Music Recordings (142)
 - Computer Files (89)
 - more >
- Language
 - English (44223)
 - Undetermined (7090)
 - French (26)
 - German (28)
 - Spanish, Castilian (24)
 - more >
- Subject
 - Astrophysics
 - Astrophysics - Galaxy
 - Astrophysics
 - Astrophysics - Cosmology
 - And Extragalactic
 - Astrophysics
 - Books - Book Reviews
 - Astronomy
 - more >

The Milky Way [sound recording] // by F. Tennyson
Jesse
Jesse, F. Tennyson  [Books/Magazines](#) | 1 Library has this title

Additional actions:  

 **The Milky Way**
Vogt, Gregory   eBook | 2010

Additional actions:  

 **The Milky Way**
Howard, Fran   eBook | 2008

Additional actions:  

 **Asteroseismology of Stellar Populations in the Milky Way [electronic resource]** / edited by Andrea Miglio, Patrick Eggenberger, Ló Girardi, Josefina Montalbán
Miglio, Andrea.   Computer files | 2015
1 Library has this title

Additional actions:  

 **Milky Way Railroad**
Miyazawa, Kenji; Stroud, Drew McCord; Sigrist, Joseph   eBook | 2009
more

Additional actions:  



- '...I wish they were a little bigger...'
- '...nice if the graphic is in its own column...'

My List (0 items) | Log In

Search milky way ▶
Advanced Search

Search MeL MeL.Cat Articles & eResources

Results 1 - 25 of 29098 for milky way
Gateway:Default

Sorted by Relevance | Date

Refine by:

- MeL.Cat (1383)
- Articles & eResources (27715)
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- Found in MeL.Cat**
- Format**
- Language**
- Subject**
- Location**
- Publisher**
 - Gale (52)
 - Abdo Publishing (32)
 - Crc Press (32)
 - Oxford University Press (32)
 - Ntc Contemporary (30)
 - more >
- Category**
 - Juvenile Fiction / General (55)
 - Juvenile Nonfiction / General (47)
 - Juvenile Nonfiction / Science & Nature / Astronomy (45)
 - History / United States / State & Local / General (36)
 - Biography & Autobiography / Historical (27)
 - more >
- Journal**
 - Uxl Encyclopedia Of Science (24)
 - World Of Earth Science (13)
 - Grzimek's Animal Life Encyclopedia (10)
 - The Gale Encyclopedia Of

The Milky Way : an insider's guide / William H. Waller
Waller, William H. (William Howard), 1952-
Books/Magazines | c2013.
30 Libraries have this title
Additional actions:

The Milky Way; an elusive road for science / [by] Stanley L. Jaki. -
Jaki, Stanley L.
Books/Magazines | 1972 [i.e. 1973]
14 Libraries have this title
Additional actions:

The Milky Way / Bart J. Bok and Priscilla F. Bok
Bok, Bart J. (Bart Jan), 1906-1983
Books/Magazines | 1981
12 Libraries have this title
Additional actions:

The Milky Way / by Steve Kortenkamp
Kortenkamp, Steve.
Books/Magazines | c2008.
21 Libraries have this title
Additional actions:

The Milky Way / by Gregory L. Vogt
Vogt, Gregory.
Books/Magazines | c2010.
18 Libraries have this title
Additional actions:



- Increase size
- Relocate and align

Search

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Results 1 - 25 of 29098 for milky way
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- Articles & eResources (27715)
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- Location**
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 - Abdo Publishing (32)
 - Crc Press (32)
 - Oxford University Press (32)
 - Ntc Contemporary (30)
 - more >
- Category**
 - Juvenile Fiction / General (55)
 - Juvenile Nonfiction / General (47)
 - Juvenile Nonfiction / Science & Nature / Astronomy (45)
 - History / United States / State & Local / General (36)
 - Biography & Autobiography / Historical (27)
 - more >
- Journal**
 - Uxl Encyclopedia Of Science (24)
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<hr/>			
	The Milky Way / by Gregory L. Vogt Vogt, Gregory. Books/Magazines c2010. 18 Libraries have this title		Get this from MeLCat
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- '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.'

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Refine by:

MeLCat (69)

Articles & eResources (70995)

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Title (38)

Format

Books/Magazines/eBooks (44189)

News (31645)

Unknown (16)

Primary Source Documents (15)

DVDs/Mideos (11)

more >

Language

English (5003)

Multiple Languages (1)

Spanish (1)

Subject

Leadership

Success In Business

African Americans In Literature

Generals--united States--biography

Management

more >

Location

United States (16)

England (4)

United States Highway 66 (4)


Death Valley National Park (2)

Spain (2)

more >


Publisher

University Of Oklahoma Press (159)





All the devils are here : the hidden history of the financial crisis / Bethany McLean and Joe Nocera


McLean, Bethany.

 Books/Magazines | [2010], ©2010.

113 Libraries have this title


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All the devils are here [electronic resource] / Bethany McLean ; Joe Nocera


McLean, Bethany

 Books/Magazines | 2010

3 Libraries have this title


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Additional actions:  





All the devils are here : the hidden history of the financial crisis / Bethany McLean and Joe Nocera

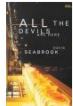
McLean, Bethany.

 Books/Magazines | 2011.

3 Libraries have this title


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Additional actions:  





All the devils are here / David Seabrook

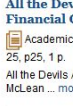
Seabrook, David.

 Books/Magazines | 2002.


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All the Devils Are Here: The Hidden History of the Financial Crisis

 Academic Journal | The Christian Century. Dec 13, 2011, Vol. 128 Issue 25, p25, 1 p.

All the Devils Are Here: The Hidden History of the Financial Crisis By Bethany McLean ... more

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Additional actions:  



- Color and shadowing
- Increased font weight
- Collapse facets

Search

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| Peer Reviewed

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+ Format

+ Language

+ Subject

+ Location

- Publisher

University Of Oklahoma Press (159)
Oxford University Press (145)
University Of California Press (142)
Gale (121)
Routledge (118)
more >

- Category

History / United States / State & Local / General (307)
Biography & Autobiography / Historical (168)
Juvenile Fiction / General (157)
Literary Criticism / American / General (120)
History / United States / State & Local / West (Ak, Ca, Co, Hi, Id, Mt, Nv, Ut, Wyo) (118)
more >

- Journal

Women In World History; A Biographical Encyclopedia

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McLean, Bethany.
Books/Magazines | [2010], ©2010.
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Additional actions:

All the devils are here [electronic resource] / Bethany McLean ; Joe Nocera
McLean, Bethany
Books/Magazines | 2010
3 Libraries have this title

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All the devils are here : the hidden history of the financial crisis / Bethany McLean and Joe Nocera
McLean, Bethany.
Books/Magazines | 2011.
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Seabrook, David.
Books/Magazines | 2002.
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Academic Journal | The Christian Century, Dec 13, 2011, Vol. 128 Issue 25, p25, 1 p.
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Trying to help the users get to the database they are looking for.

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Sorted by Relevance | Date

Refine by:

Articles & eResources (79520)
Peer Reviewed

Publisher

Gale (81)
Abdo Publishing (64)
Jessica Kingsley Publishers (54)
Oxford University Press (51)
Routledge (42)
more >

Category

Juvenile Fiction / General (87)
Juvenile Nonfiction / General (50)
Education / General (44)
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Education / Teaching Methods & Materials / General (27)
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Gale Encyclopedia Of Children's Health: Infancy Through Adolescence (15)
Women In World History: A Biographical Encyclopedia (15)
Contemporary Black

Looking for Opposing Viewpoints in Context?

How Can I Deal with Bullying? : A Book About Respect
Donovan, Sandra
eBook | 2014
What should you do if you see someone bullying another person at school? Is it better ... more

Verbal Bullying
Rivkin, Jennifer
eBook | 2013
Studies indicate that verbal bullying is more than twice as common as physical bullyin... more

Social Bullying
Webb, Margaret
eBook | 2013
Social bullying involves hurting someone's reputation or relationships. Also called re... more

Family Relationship and Bullying Behaviour among Students with Disabilities in Ogbomoso, Nigeria
Adegboyega, Lateef Omotosho;Okesina, Fallilat Anike;Jacob, Olumayowa Ayor ind...
Academic Journal | International Journal of Instruction, v10 n3 p241-256 Jul 2017. 16 pp.
This paper examined family relationship and bullying behaviour among secondary school ... more

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Women In World History: A Biographical Encyclopedia (15)
Contemporary Black Biography (13)
Child Development (0)

Looking for Opposing Viewpoints in Context?

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(all the devils are here)

Keyword

AND Keyword X

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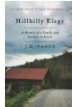



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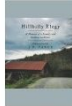



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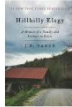



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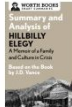



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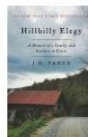
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Rader, Betsy
 News | The Washington Post. Sept 1, 2017
J.D. Vance's book "Hillbilly Elegy," published last year, has been assigned to student... [more](#)
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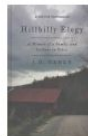
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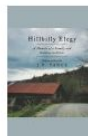
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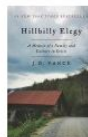
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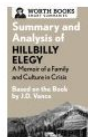
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MeLCat (2938)

Articles & eResources (173059)
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)
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Baker's Biographical

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	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:
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	Gone girl [sound recording] / Gillian Flynn Flynn, Gillian, 1971- Audiobooks p2012. 64 Libraries have this title	Get this from MeLCat Additional actions:

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Articles & eResources (173069)

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+ Format

+ Language

+ Subject

+ Location

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Abdo Publishing (291)

Routledge (254)

University Of California Press (227)

Lerner Publishing Group (218)

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Literary Criticism /

American / General (188)

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▢ 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.
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Gone girl [sound recording] : a novel / Gillian Flynn

Flynn, Gillian, 1971-
Audiobooks | p2012.
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Additional actions:



Gone girl : a novel / Gillian Flynn

Flynn, Gillian, 1971-
Books/Magazines | 2012.
82 Libraries have this title



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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]
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<input type="radio"/>	Fremont Area District Library	Fremont AV	Books on CD Grafton 11/02	NOT REQUESTABLE
<input type="radio"/>	Hastings Public Library	Hastings AV	CD AF Grafton Sue	NOT REQUESTABLE
<input type="radio"/>	Spring Lake District Library	Spring Lake AV	CD-Book Grafton	NOT REQUESTABLE
<input type="radio"/>	Home Township Library	Home Twp AV	AUDIO	DUE 02-20-17
<input type="radio"/>	Iosco-Arenac Dist Library	[iocd]	CD FIC GRAFTON	AVAILABLE
<input type="radio"/>	Iosco-Arenac Dist Library	[iocd]	CD M GRAFTON	NOT REQUESTABLE
<input type="radio"/>	North Branch Twp Library	[nbcd]	A CD GRA	NOT REQUESTABLE
<input type="radio"/>	Escanaba Public Library	[ACDBOOK]	F GRA CDB	AVAILABLE
<input type="radio"/>	Spies Public Library	[ACDBOOK]	GRA (CDBK)	AVAILABLE
<input type="radio"/>	Ruth Hughes Mem Dist Lib	Imlay City [imsrcl]	SR/CD Gra	CHECKED OUT
<input type="radio"/>	Crawford County Library	Devereaux Memorial [CDBOOK]	CD GRA	AVAILABLE
<input type="radio"/>	Montmorency County Public Library	Lewiston [CD-BOOK]	AUDIO CD GRA	AVAILABLE
<input type="radio"/>	Montmorency County Public Library	Atlanta HQ [CD-BOOK]	CD BK FIC GRA	AVAILABLE
<input type="radio"/>	Pinckney Comm Public Library	Adult - Audio	CD GRA	AVAILABLE
<input type="radio"/>	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
<input checked="" type="radio"/>	Andrews University	Stacks/Top Floor	HB3717 2008 .M35 2010	AVAILABLE
<input type="radio"/>	Bloomfield Twp Public Lib	Adult Services	330.973 MCL	AVAILABLE
<input type="radio"/>	Canton Public Library	Adult Nonfiction	330.973 Mcl	AVAILABLE
<input type="radio"/>	Ferris State University	FSU Main Stacks - 3rd Floor	HB3717 2008 .M35 2010	AVAILABLE
<input type="radio"/>	Genesee District Library	Burton Adult Non-Fiction	330.973 M	AVAILABLE
<input type="radio"/>	Genesee District Library	Clio Adult Non-Fiction	330.973 M	AVAILABLE
<input type="radio"/>	Genesee District Library	Davison Adult Non-Fiction	330.973 M	AVAILABLE
<input type="radio"/>	Genesee District Library	Fenton Adult Non-Fiction	330.973 M	AVAILABLE
<input type="radio"/>	Genesee District Library	Grand Blanc Adult Non-Fiction	330.973 M	AVAILABLE
<input type="radio"/>	Genesee District Library	Headquarters Adult Non-Fiction	330.973 M	AVAILABLE
<input type="radio"/>	Grand Valley State Univ	STEELCASE ASRS	HB3717 2008 .M35 2010	AVAILABLE
<input type="radio"/>	Grosse Pointe Public Library	Central Book	330.973 MCL	AVAILABLE
<input type="radio"/>	Henry Ford College	2nd Floor	330.973 M163a	AVAILABLE
<input type="radio"/>	Howell Carnegie Dist Library	Main Level - Nonfiction	330.973 Mcl	AVAILABLE
<input type="radio"/>	Kellogg Community College	Level 3 - Current Books	330.973 M22	AVAILABLE
<input type="radio"/>	Hackley Public Library	Hackley Nonfiction	330.973 M223a	AVAILABLE
<input type="radio"/>	Herrick District Library	Herrick Main Nonfiction	330.973 Mcl 12/10	AVAILABLE
<input type="radio"/>	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.'

The screenshot shows a search results page for 'quantitative easing'. At the top, there is a search bar with the text 'quantitative easing' and a play button icon. To the right of the search bar, it says 'My List (0 items) | Log In'. Below the search bar, the results are displayed as 'Results 1 - 25 of 30920 for quantitative easing'. Underneath, it says 'Gateway:Default' and 'Sorted by Relevance | Date'. On the left side, there is a 'Refine by:' section with several filters: 'MeLCat (92)', 'Articles & eResources (30828)', 'Peer Reviewed', 'Found in MeLCat', 'Format', 'Language', 'Subject', 'Location', 'Publisher' (with sub-categories like 'World Bank Publications (75)', 'Routledge (43)', 'Oxford University Press (31)', 'Edward Elgar Publishing (24)', 'Igi Global (24)', 'more >'), 'Category' (with sub-categories like '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 >'), and 'Journal'. On the right side, there are three search results. Each result includes a title, author, publication information, a brief description, and icons for 'View Full Text' and 'Get this from MeLCat'. The first result is 'Quantitative easing and the independence of the Bank of England' by Allen, William A., published in the 'Academic Journal' of the 'National Institute Economic Review' in August 2017, issue 241, pages R65-5. The second result is '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' by the 'United States. Congress. Joint Economic Committee, author.', published in 'Books/Magazines' in 2014. The third result is 'The wealth effects of quantitative easing' by 'Huston, John H.; Spencer, Roger W.', published in the 'Periodical' 'Atlantic Economic Journal' in December 2016, volume 44, issue 4, pages 171-186. Each result also has 'Additional actions:' with icons for a document and an envelope.

Search 

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:



Search

My List (0 items) | Log In

Results 1 - 25 of 92 for quantitative easing

Sorted by Relevance | Date | Title

Refine by:

- Found in MeLCat
- Format
- Language
- Subject
- Location
- Year Published

to

Related Searches

- 2000-2099
- 2008-2009 global financial crisis
- abduction
- academic achievement
- accounting
- adults
- adventure education
- more >

	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. BooksMagazines 2014 9 Libraries have this title	<input type="button" value="Get this from MeLCat"/> 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. BooksMagazines 2014 6 Libraries have this title	<input type="button" value="Get this from MeLCat"/> Additional actions:
	Quantitative easing as a highway to hyperinflation / Imad A. Moosa, Royal Melbourne Institute of Technology, Australia Moosa, Imad A. Computer files [2014] 2 Libraries have this title	<input type="button" value="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.'

Search

My List (0 items) | Log In

Results 1 - 25 of 30828 for quantitative easing

GatewayDefault (change)

Sorted by Relevance | Date

Refine by:

- Articles & eResources (30828)
Peer Reviewed
- 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
China In The Next 30 Years

	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	<input type="button" value="View Full Text"/> 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	<input type="button" value="View Full Text"/> Additional actions:
	Competitive currency devaluations, quantitative easing and volatility of exchange rates Mulugetta, Abraham; Mulugetta, Yuko; Tessema, Asrat Academic Journal Journal of International Business Research. Jan 2016, Vol. 15 Issue 1, p15, 17 p. INTRODUCTION The Great Recession (2007-8) had severely hampered the economic perform... more	<input type="button" value="View Full Text"/> Additional actions:
	Fed set to reverse years of quantitative easing News The Times (London, England). Sept 20, 2017, 42 Almost nine years after the Federal Reserve began its quantitative easing programme to... more	 <input type="button" value="View Full Text"/> Additional actions:



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



A/B TESTING



UX REVIEW



MANAGEMENT



PROJECT FILE



FEATURES



USABILITY



CLIENT SERVICE



CONVERSATION



RESOURCES



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.



What do you want to know?

Put your curiosity to work and get answers with the
world's #1 online survey software.

PRO SIGN UP

SIGN UP FREE

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.**



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



Colleen Pataky
Patron, Jackson District Library

CELEBRATING MELCAT

Learn about how Michigan residents use MeLCat.

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




Find common ground

My List (0 items) | Log In

Search

[< Back to results](#)




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 | 20th Century Fox Film Corporation | [2015] | Widescreen.

Get this from MeLCat

Additional actions:

Search Results

Previous result:
Gone girl : a novel / Gillian Flynn. 

Next result:
Gone girl [sound recording] / Gillian Flynn. 

Link to this record

http://search.mel.org/iii/encore/record/C__Rb28165974

Libraries

124 Michigan eLibraries have this item

Details

Edition	Widescreen.
Description	1 videodisc (149 min.) : sound, color ; 4 3/4 in.

Other Sources

MeLCat Classic

MARC record display



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






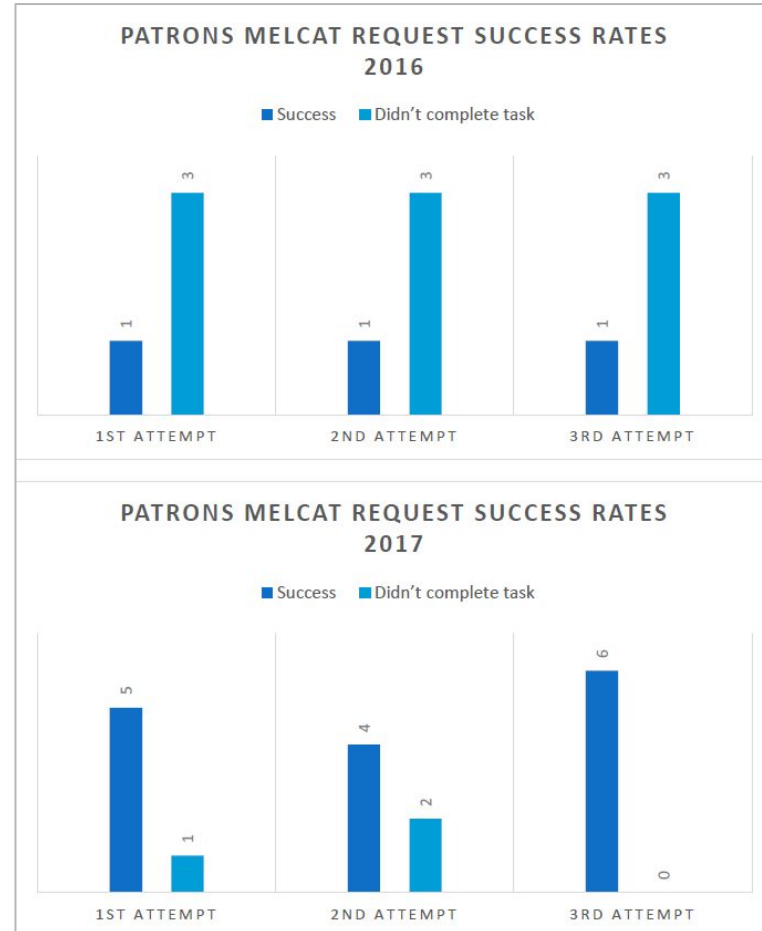
Focusing on your users

Better offerings and better relationships



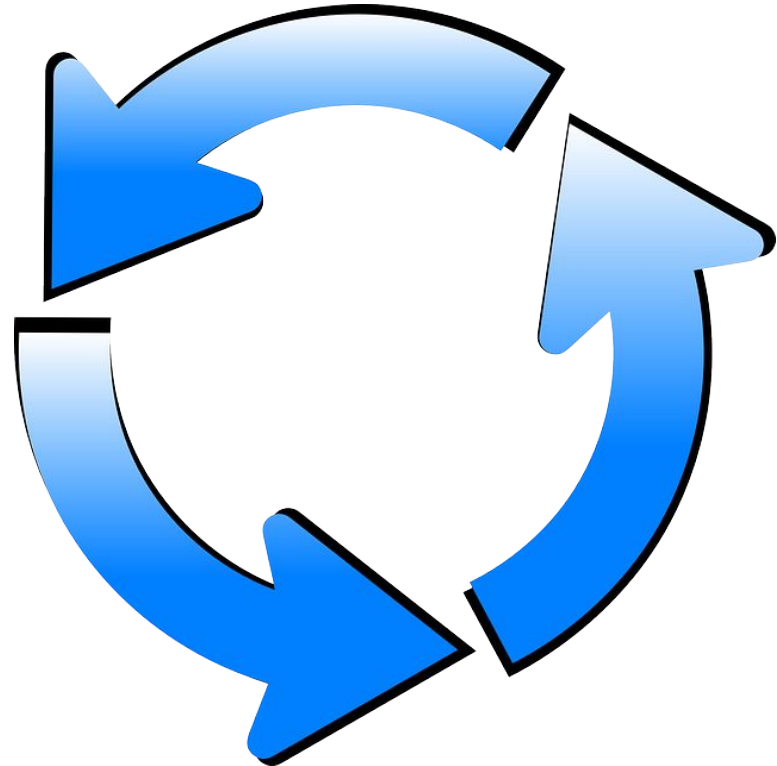


Success rates with MeLCat tasks increased in 2017.





- **Test and gather feedback**
- **Make changes**
- **Test again**



MeL has
undergone **12**
years of
reiterative
(repeat) UX





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?**





Suspendisse eget nibh
elit. Cras et eros ac nul

Explo 6% elCat

iStock
by Getty Images™



**Find the right resources.
Better. Faster.**

Search MeLCat

for music, books, audio, and more



 [MyMeLCat](#)

 [Classic MeLCat](#)



Thank you.

