Small-time UX

User research on limited time and limited budget

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Southern Vermont SVC COLLEGE

What's UX?

"The user experience is how someone feels when using a product or service."

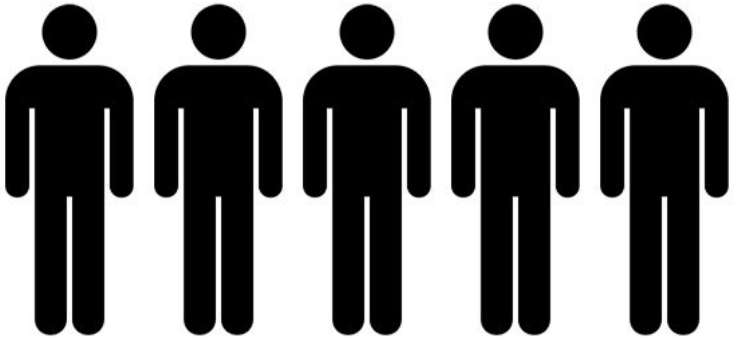
(Schmidt, 2014)

TL;DR... It's EVERYTHING.

Yeah, but why do it?

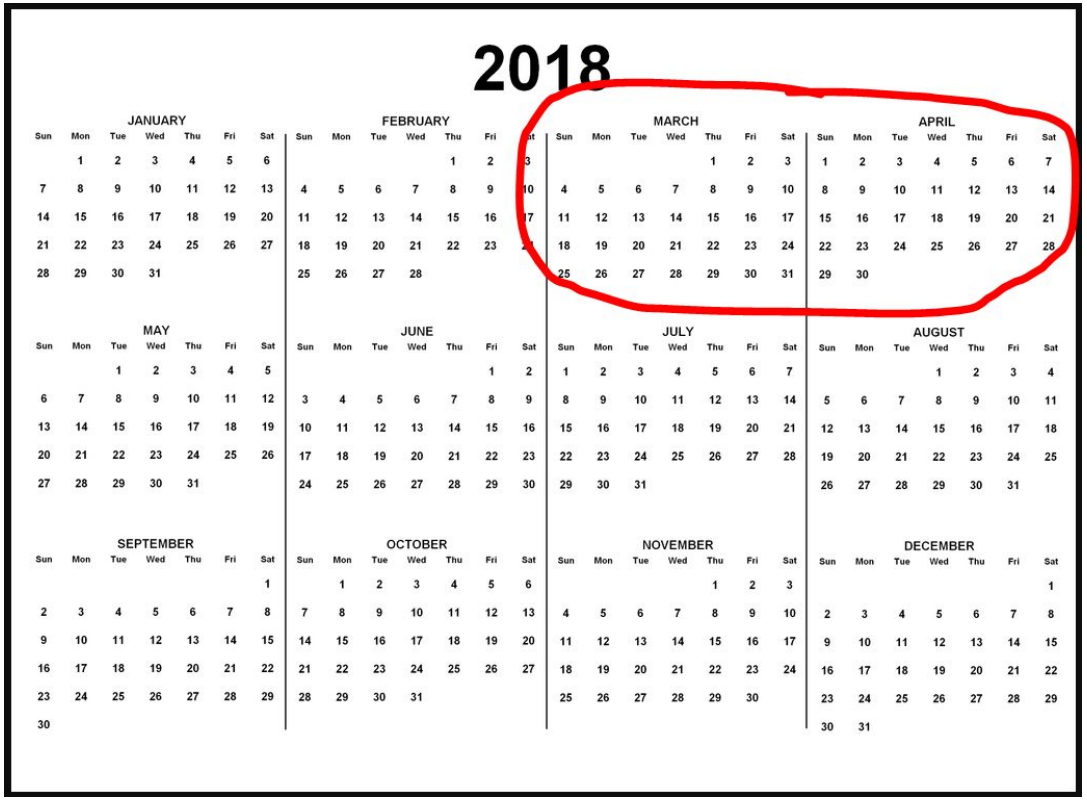
Because it's easy.

85% of UX issues are found after testing **5 participants.**



(Nielsen, 2000)

Because it doesn't take long.



2018

JANUARY

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FEBRUARY

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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30	31					

2 months.

Because it's cheap.

Southern Vermont
SVC
COLLEGE

$120

Because it’s the right thing to do.

We ❤ our users.

Here’s what we did...

OLD - Welcome to the SVC Library!

Search this Guide Search

- Library Home
  - About us
- Hours
- Research: resources & help
- Interlibrary Loan
- Make the Library Work for You!
- Library Policies
- Blog - Between the Lines
- For New Students
- Library Contest Results!

ASK A LIBRARIAN!

Chat with us!

Connect with us!

Announcements

New Resource!

- Vermont Newspapers Archive
  This link brings you to the Vermont state government website - once you set up a myVermont.gov account and create a profile, you will be able to access a link to Newspapers.com.
  more...

Now on display in the library:

- New books
  See the list here - all are available in the library! (Most are on display.)

SEARCH NOW!

Online resources | Library books, videos, print journals | Resource guides by subject | Reserves & Textbooks

- Databases: EBSCOhost, ProQuest, and more

Your library account

Did you know you have a library account? Your login is the same as your SVC email and computer login.

- See items you have checked out
- See your due dates
- Renew items (if allowed)
- Place holds on checked-out items so you can borrow them next

Decided WHO to test.

Students

Faculty/Staff

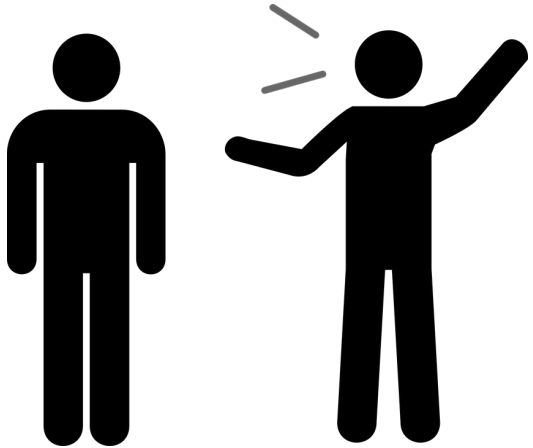
Created TASKS.

- **What do people come to the website to do?**
- **What do we want them to be able to find?**
- **Do not ask leading questions.**
- **The question scenario doesn’t matter. Keep it simple!**

Gathered MATERIALS.

Consent form	**Permission**
Pre-survey	**User profile**
Intro script	**Rules and reassurance**
Post-survey	**Thoughts/attitudes**
Paper logs	**Quantify**
Computer	**Laptop OR desktop**
Stopwatch	**Phones work fine**
Recording device	**iPhone Voice Memos**

RECRUITED people.



Then we tested!

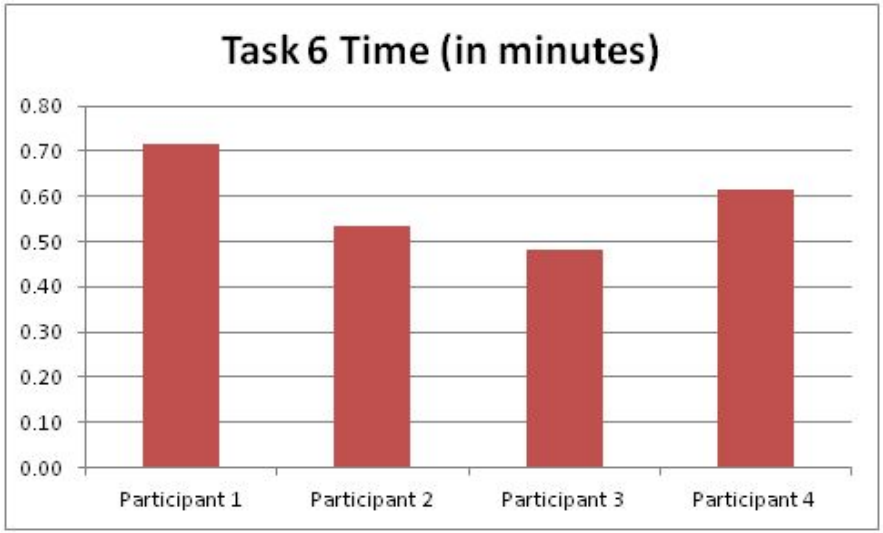
1. **Give consent form.**
2. **Give pre-survey.**
3. **Read intro script.**
4. **Any questions?**
5. **Read task 1.**
6. **“Start,” and start timing.**
7. **Stop timer.**
8. **Record time.**
9. **Read task 2…**

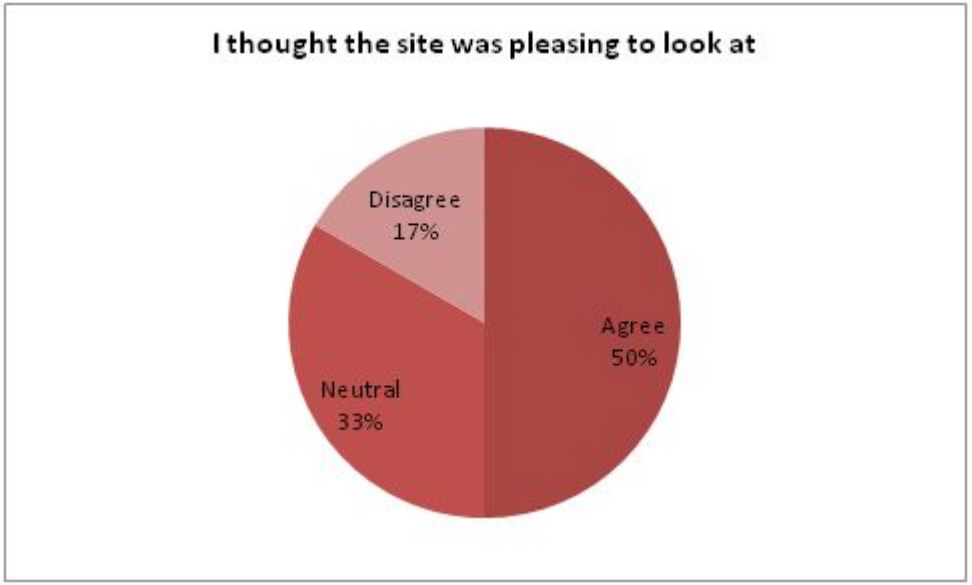
So, what did we do with the results?

Transcribed the recordings.

1-2 hours to transcribe each recording.

Made graphs.


Task 6 Time (in minutes)
0.80
0.70
0.60
0.50
0.40
0.30
0.20
0.10
0.00
Participant 1
Participant 2
Participant 3
Participant 4


I thought the site was pleasing to look at
Disagree
17%
Agree
50%
Neutral
33%

Conclusion

The overarching consensus appears to be that there should be better distinction on the website between who we *are*, what we *do*, and what our online resources are. Reconstructing the site to make these differences obvious will greatly improve usability by avoiding redundancy and eliminating potential confusion. Modernizing aesthetic and simplifying layout will also help users find what they need more quickly. Below are summarized suggestions.

Improve Aesthetic & General Accessibility

- Add text to headings and links for screen readers.
- Make text 12-point sans serif.
- Increase contrast between text and background.
- Eliminate duplicate links.
- Break up paragraphs to facilitate online reading.
- Avoid flat UI.

Create Distinctness

- Eliminate duplicate boxes.
- Improve the appearance of "generic" guides.
- Group all "Library Resources" under one page.

Simplify

- Include the word "catalog" on the homepage. Be sure to remind users that a catalog search will not yield articles, nor items from other libraries.
- Make a link to the OPAC more explicit on the homepage.
- Create a "Library News" space on the homepage.
- Make the simple hours chart appear first on the Hours page.
- Change the Library Hours Google Calendar to show closing times.
- Show basic library hours on the homepage.
- Extend research appointment times to 30 minutes on the Youcanbook.me widget.
- Eliminate tabs when possible, and make users aware of tabs on the Guides.

Correct Labels & Locations

- Move the ILL Request Form to a more prominent place on the page.
- Change "About Us" to "Contact a Librarian."
- Repurpose the "For New Students" page to be more of an "About Us" page.
- Change "Research: Resources & Help" to "Research Resources."
- Move New York Times subscription instructions so it is not displayed first on the "Research Resources" page.

… and then made changes!

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Library Guides for specific courses

Southern Vermont College Library

Search this Guide | Search

- Home
- Contact a Librarian
- Hours
- Research
- Interlibrary Loan
- Policies
- Library Services
- Events and Displays
- Blog

We made some changes to our website! If you need help, or would like to give us feedback, please email libstaff@svc.edu.

Databases
EBSCO, ProQuest, GALE, and more.

Library Guides
Browse Course Guides, Subject Guides, and other Guides of Interest.

Reserves and Textbooks
See if we have yours.

Chat with us!

(Click the bubble to get a chat box.)

Be the first of your friends to like this

Southern Vermont College Library
17 hours ago

Search the SVC Library Book Catalog

Keyword | Search

Access My Library Account

Use your Library Account to...

- See items you have checked out
- See your due dates
- Renew items (if allowed)

4 big takeaways.

1. **Address most glaring problems.**
2. **Let your users know you’re making changes to the site.**
3. **UX is iterative.**
4. **User-friendly doesn’t mean flashy. Make the best of what you have!**

Some useful resources...

Books

- ***Don't Make Me Think, Revisited*** (Steve Krug, 2013)
- ***Useful, Usable, Desirable*** (Aaron Schmidt & Amanda Etches, 2014)
- ***The User Experience Team of One: A Research and Design Survival Guide*** (Leah Buley, 2013)

Online

- **Nielsen's 10 Usability Heuristics for User Interface Design**
  https://www.nngroup.com/articles/ten-usability-heuristics/
- **113 Design Guidelines for Homepage Usability**
  https://www.nngroup.com/articles/113-design-guidelines-homepage-usability/
- **SVC forms and Instruments**
  http://bit.ly/UXinst