

Usability Testing at UNC Libraries

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Who Are We?

libUX.web.unc.edu

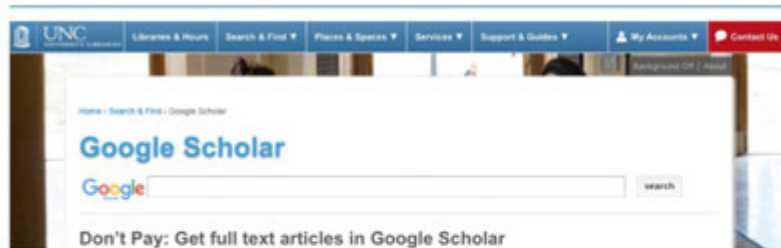
Latest Posts



How We Fixed Google Scholar

November 28, 2016

Google Scholar is an amazing search tool. Until it breaks. Google harvested an incredible amount of article metadata & abstracts to power Scholar, and it does an impressive job of linking to freely available copies of articles whenever possible. Unfortunately, ... [Continued](#)



Building a Google Scholar search form with links to full text

November 24, 2016

Google Scholar provides options to associate your account with a library's access to full text articles. After you set the option, every search result will include a proxied link to the full text when available. Configuring this option has to ... [Continued](#)

WHAT WE ARE

At [UNC Libraries' User Experience Department](#), we focus on creating a seamless connection between the library's services, collections, physical spaces and virtual presence.

We blog about our projects and other UX topics that catch our interest.

WHO WE ARE

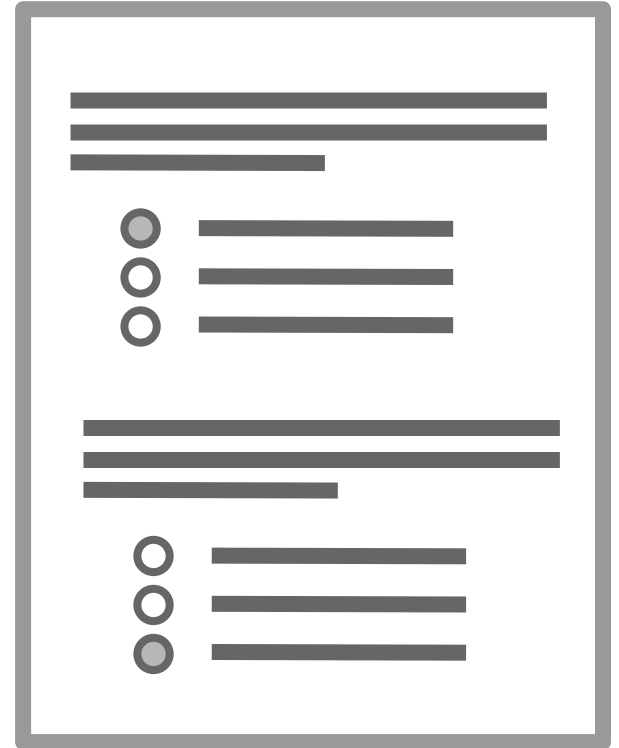
- **Chad Haefele**, Interim Head of User Experience
- **Sarah Arnold**, Instructional Technology Librarian
- **Tabitha Frahm**, User Experience CALA
- **Stephanie Hsieh**, User Experience CALA
- **Grace Sharrar**, Research Assistant

Surveys & Recruitment

Sample questions:

- “Why did you come here today?”
- “What are your overall thoughts?”
- “What do you find frustrating?”

Don't forget to capture demographics!



The image shows a stylized icon of a survey form, enclosed in a gray rectangular border. The form contains several horizontal lines representing text input fields. The top section has three lines, with the first two being double-lined. Below this is a list of three radio buttons, each followed by a single-line text field. The bottom section also has three lines, with the first two being double-lined, followed by another list of three radio buttons, each followed by a single-line text field.

Qualtrics

software.unc.edu/qualtrics

- Available to UNC-Chapel Hill faculty, staff, and students
- Robust tool featuring:
 - Logic flow and randomization within surveys
 - Distribution options
 - Analysis and reports
- Question types include:
 - Static content: descriptive text or graphic
 - Standard: Multiple choice, slider, rank order, etc.
 - Speciality: Hot spot, heatmap, drill down, etc.

Qualtrics

Survey Flow Course Reserves-Spring 2016

Zoom Out Zoom In
 Show Flow IDs

Randomizer
Randomly present of the following elements Evenly Present Elements [Edit Count](#)
[Add Below](#) [Move](#) [Duplicate](#) [Collapse](#) [Delete](#)

- Show Block: Choice of label Question** (2 Questions) [Add Below](#) [Move](#) [Duplicate](#) [Delete](#)
- Show Block: Choice of label Question 2** (2 Questions) [Add Below](#) [Move](#) [Duplicate](#) [Delete](#)
- Show Block: Library/Reserves Qualitative Question** (2 Questions) [Add Below](#) [Move](#) [Duplicate](#) [Delete](#)
- Show Block: Choice of label Question 3** (2 Questions) [Add Below](#) [Move](#) [Duplicate](#) [Delete](#)

[+ Add a New Element Here](#)

- Show Block: Use of Course Reserves** (5 Questions) [Add Below](#) [Move](#) [Duplicate](#) [Delete](#)
- Show Block: Looked for information on Course Reserves** (4 Questions) [Add Below](#) [Move](#) [Duplicate](#) [Delete](#)
- Show Block: Demographic and Follow-up** (3 Questions) [Add Below](#) [Move](#) [Duplicate](#) [Delete](#)

Cancel

Save Flow

WordPress PopUp

bit.ly/uxpop-up

- Free plugin with pro options available



The image shows a screenshot of a WordPress popup survey. The popup has a white background with a blue border and a close button in the top right corner. At the top left, there is the UNC University Libraries logo, which includes a stylized building icon and the text "UNC UNIVERSITY LIBRARIES". The main text of the popup reads: "TAKE A QUICK SURVEY TO HELP US IMPROVE OUR SITE" in blue and red, followed by "CLICK HERE TO PARTICIPATE" in black. Below the text are four red icons representing different devices: a desktop monitor, a tablet, a laptop, and a smartphone. At the bottom of the popup, there is a link that says "Never see this message again." in blue text. The background of the slide shows a blurred view of a presentation slide with some text visible, including "y", "S", "e", "ta", "th", "o third last", and "three fourth".

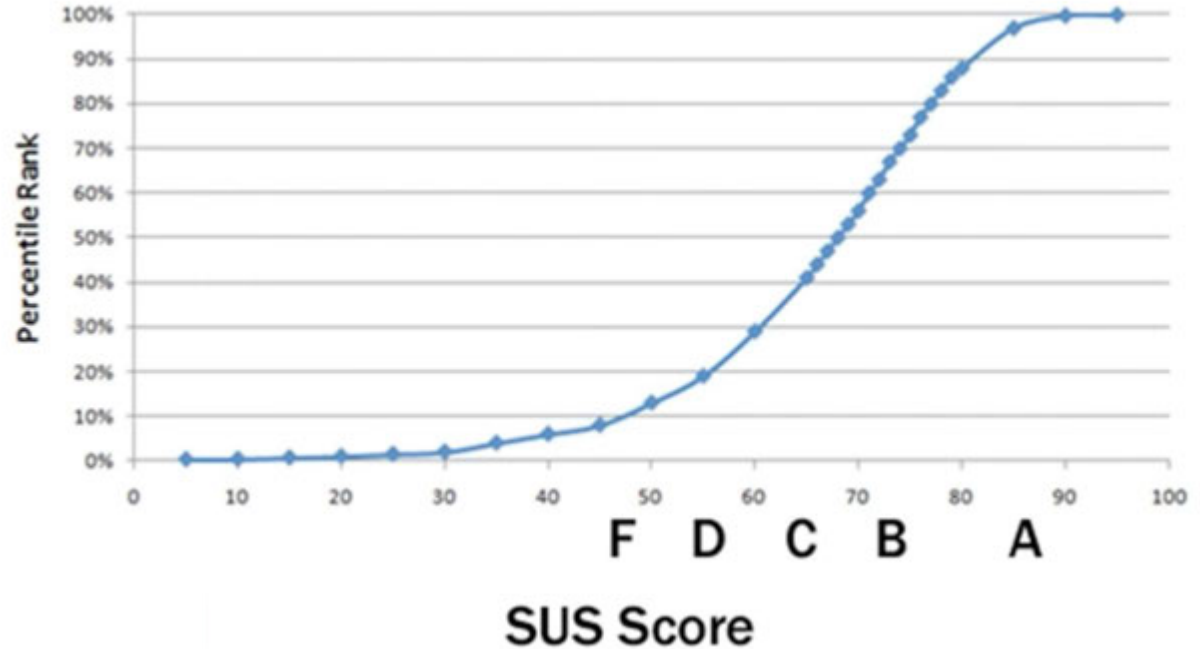
System Usability Scale (SUS)

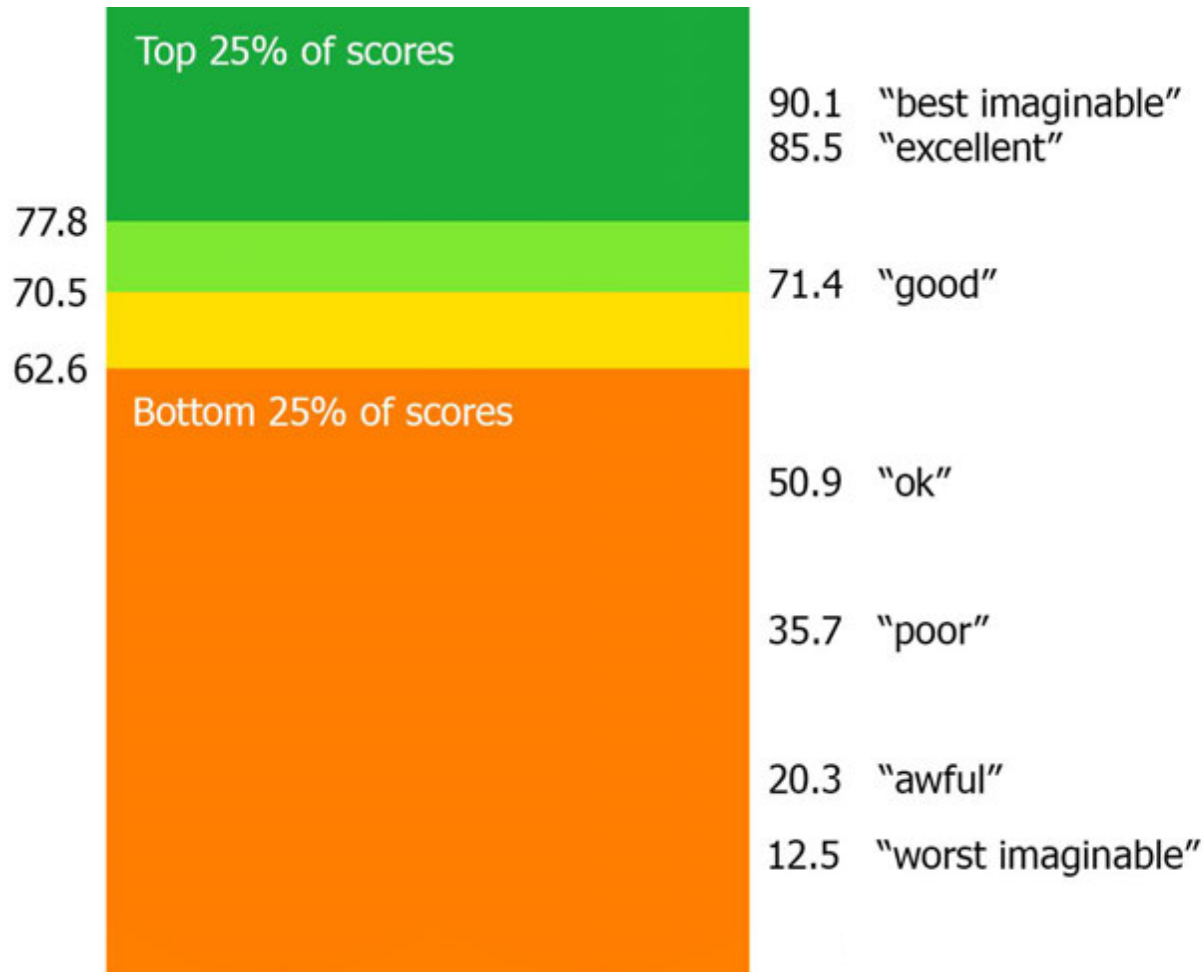
1. I think that I would like to use this system frequently.
2. I found the system unnecessarily complex.
3. I thought the system was easy to use.
4. I think that I would need the support of a technical person to be able to use this system.
5. I found the various functions in this system were well integrated.
6. I thought there was too much inconsistency in this system.
7. I would imagine that most people would learn to use this system very quickly.
8. I found the system very cumbersome to use.
9. I felt very confident using the system.
10. I needed to learn a lot of things before I could get going with this system.

System Usability Scale (SUS)

More on SUS:

- bit.ly/uxgovsus
- bit.ly/uissus





Source:

Bangor, Kortum, & Miller. "Determining what individual SUS scores mean: adding an adjective rating scale" *Journal of Usability Studies* 4(3), 2009; 114-123.

Heuristic Evaluation

Jakob Nielsen's 10: nngroup.com/articles/ten-usability-heuristics/

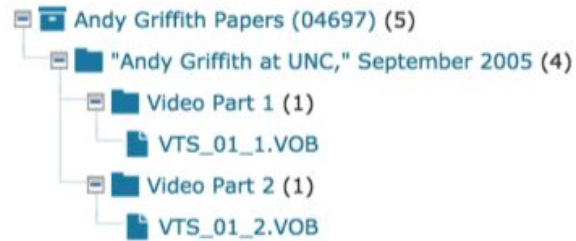
- Visibility of system status
- Match between system and real world
- User control and freedom
- Consistency and standards
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Help users recognize, diagnose, and recover from errors
- Help and documentation

Heuristic Evaluation

Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

- The counts on number of items in Structure Browse view are off. The parent folder for this item says "5" when there are only 2 items within it. The 5 comes from the total subfolders + items in the each subfolder folder. This is misleading. Parent items should display the amount of child items on the next level only. Screenshot from <https://cdr.lib.unc.edu/structure/uuid:4ed9c5df-efe2-4066-9df8-ef64548a6257>

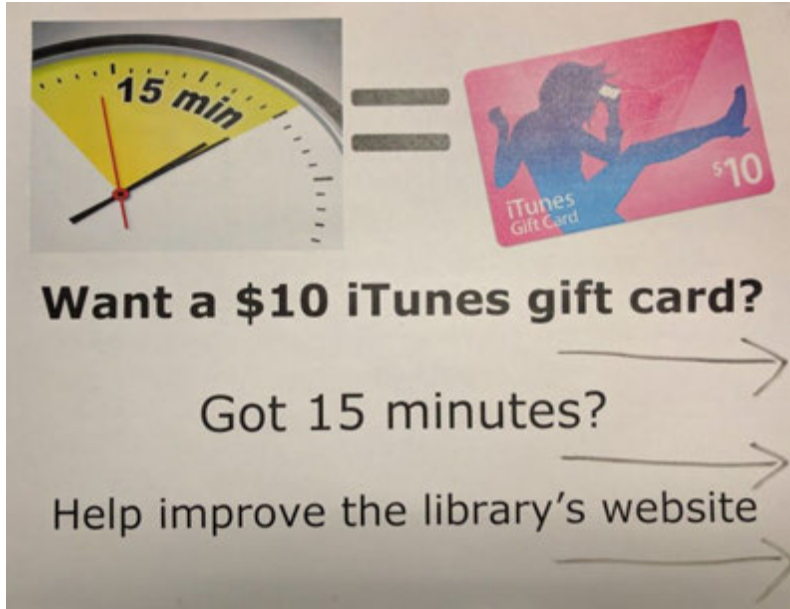


- The tool tips on forms may be overlooked due to their placement to the left of labels. Tooltips are more often located to the right of a label. The *(i)* symbol used for tooltips also could be clearer – users may be unaware what these symbols are for. Screenshot from <https://cdr.lib.unc.edu/forms/open-access-carolina.form>

Article Information

| | | |
|------------------------|----------------------|--|
| Title | <input type="text"/> | * |
| <i>(i)</i> Publication | <input type="text"/> | e.g., Name of Journal |
| <i>(i)</i> Issue | <input type="text"/> | e.g., Volume 11, Issue 2 |
| Publication Date | <input type="text"/> | |
| <i>(i)</i> Keywords | <input type="text"/> | e.g., Cognition, 20th Century British Literature, Ovid, Mori * |
| Version | <input type="text"/> | |

Guerilla Testing & Screen Recording



Want a \$10 iTunes gift card?

Got 15 minutes?

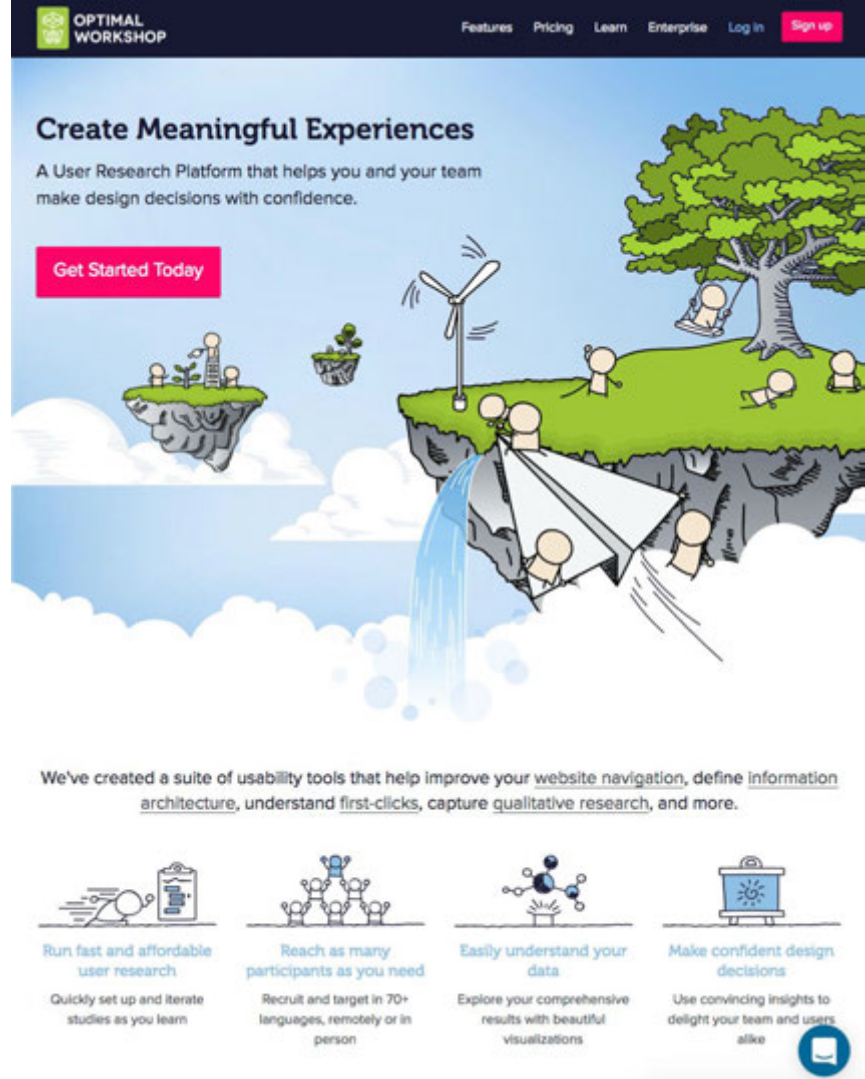
Help improve the library's website

Screen recording

- Camtasia: \$169
- Morae: \$1495
- ScreencastOMatic: Free 15 minute recordings
- Quicktime: Records free (macs only)

Optimal Workshop

- First-click testing
- Card sorting
- Tree testing
- Interview note organizer
- Basic surveys



The screenshot shows the Optimal Workshop website homepage. At the top, there is a navigation bar with the logo and links for Features, Pricing, Learn, Enterprise, Log in, and a Sign up button. The main heading is "Create Meaningful Experiences" followed by a sub-headline: "A User Research Platform that helps you and your team make design decisions with confidence." Below this is a prominent "Get Started Today" button. The background features a whimsical illustration of floating islands with people, a wind turbine, a tree, and a waterfall. A central message states: "We've created a suite of usability tools that help improve your website navigation, define information architecture, understand first-clicks, capture qualitative research, and more." At the bottom, there are four feature cards, each with an icon and a brief description.

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

We've created a suite of usability tools that help improve your website navigation, define information architecture, understand first-clicks, capture qualitative research, and more.

- 
Run fast and affordable user research
Quickly set up and iterate studies as you learn
- 
Reach as many participants as you need
Recruit and target in 70+ languages, remotely or in person
- 
Easily understand your data
Explore your comprehensive results with beautiful visualizations
- 
Make confident design decisions
Use convincing insights to delight your team and users alike

Optimal Workshop - OptimalSort

Online card sorting tool

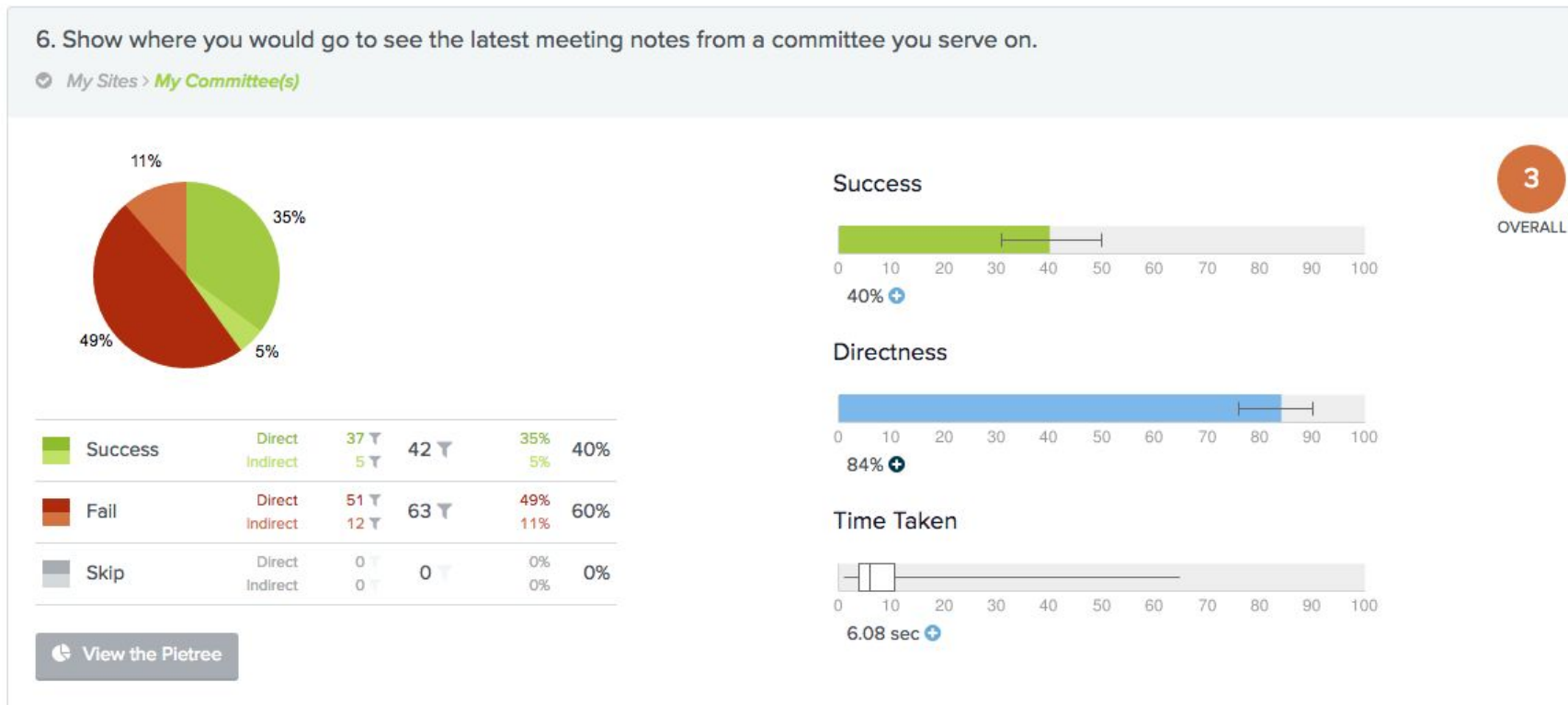
[Preview](#)

The Results Matrix 

| | Do your research | In the library | Services for libra... | I don't know wha... | unsorted |
|----------------------------------|------------------|----------------|-----------------------|---------------------|----------|
| Articles+Catalog | 422 | 50 | 57 | 4 | 1 |
| E-Research by Discipline | 449 | 13 | 51 | 20 | 1 |
| Catalog | 321 | 109 | 93 | 10 | 1 |
| Search TRLN | 241 | 12 | 71 | 210 | |
| Articles+ | 436 | 33 | 50 | 14 | 1 |
| Interlibrary Loan & Carolina BLU | 103 | 38 | 350 | 42 | 1 |
| Places to Study | 18 | 457 | 52 | 6 | 1 |
| Print/Copy/Scan/Computing | 17 | 328 | 187 | 1 | 1 |
| Renew Books: My Library | 36 | 77 | 419 | 2 | |
| Citing & Writing | 274 | 23 | 218 | 19 | |
| GIS & Data Services | 108 | 68 | 204 | 153 | 1 |
| Subject Guides | 283 | 67 | 99 | 84 | 1 |
| Special Collections | 92 | 373 | 43 | 25 | 1 |
| Research Consultations | 140 | 118 | 252 | 23 | 1 |
| Course Reserves | 67 | 241 | 194 | 31 | 1 |
| Tutorials | 84 | 40 | 367 | 42 | 1 |
| Carolina Digital Repository | 148 | 124 | 105 | 156 | 1 |
| Digital Collections | 257 | 140 | 111 | 26 | |

Optimal Workshop - Treejack

Online tree testing tool: [Preview](#)



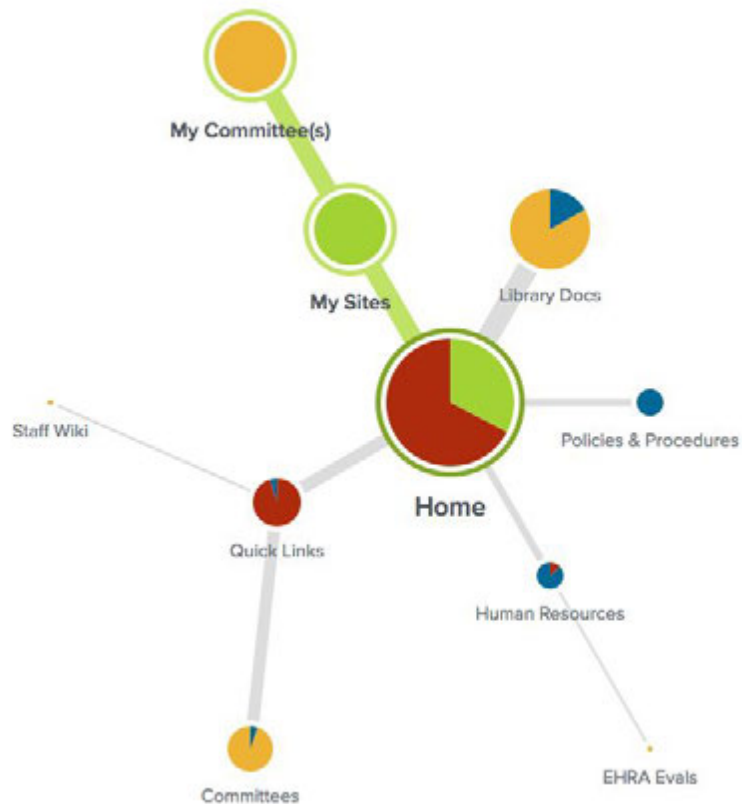
Optimal Workshop - Treejack

Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Root node
- Correct path
- Incorrect path



Optimal Workshop - Chalkmark

Online first-click testing tool

[Preview](#)

The screenshot displays the UNC University Libraries website. The top navigation bar includes links for "Libraries & Hours", "Do You Research", "In the Library", "Services", and "About Us". A search bar is located in the top right corner. The main content area is titled "E-Research by Discipline" and is divided into three columns of links. A blue circular Chalkmark annotation with "19%" is placed over the "Patents" link in the "GENERAL & REFERENCE" section. On the right side, there is a "Search Articles+" section with a search input field and a "Search" button. Below this, there is a "Frequently Used" section listing various search services like "Academic Search Premier" and "CINAHL Plus with Full Text".

UNC UNIVERSITY LIBRARIES

Libraries & Hours | Do You Research | In the Library | Services | About Us

Background Off | About

E-Research by Discipline

- GENERAL & REFERENCE**
 - Image Collections
 - Maps
 - News
 - North Carolina
 - Patents
 - Patents **19%**
 - Statistics (numeric data)
 - Streaming Film & Media
 - Streaming Music
 - Test Prep
 - UNC History
- HUMANITIES & SOCIAL SCIENCES**
 - African Studies
 - African-American Studies
 - Aging
 - American Indian Studies
 - American Studies
 - Anthropology
 - Art & Architecture
 - Business
 - City & Regional Planning
 - Classics
 - Communication
- HEALTH SCIENCES**
 - Allied Health
 - Bioinformatics
 - Consumer Health
 - Dentistry
 - Global Health
 - History of the Health Sciences
- Other Disciplines:**
 - Peace, War, & Defense
 - Philosophy
 - Political Science
 - Population
 - Portuguese
 - Psychology & Neuroscience
 - Public Administration
 - Public Policy
 - Rare Books
 - Religious Studies
 - Sexuality Studies
 - Slavic, Eurasian, & East European Studies
 - Social Work
 - Sociology
 - South Asian Studies
 - Southeast Asian Studies
 - Spanish
 - Women's Studies

Search Articles+

Articles+ eBooks DOI/P MID

Search for articles, ebooks, etc. with Summon.

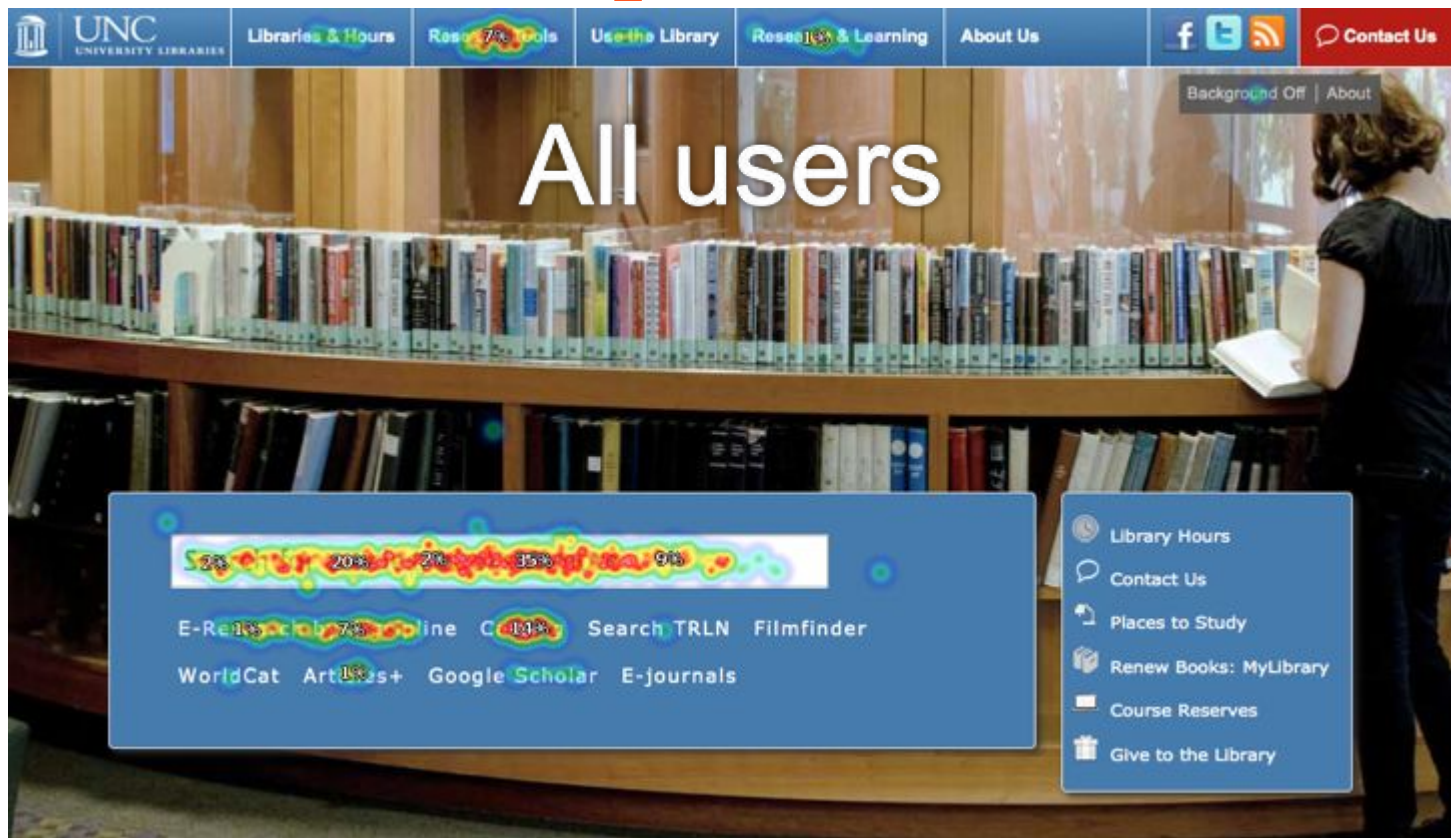
Keyword Search

Scholarly publications only [Advanced Search](#)

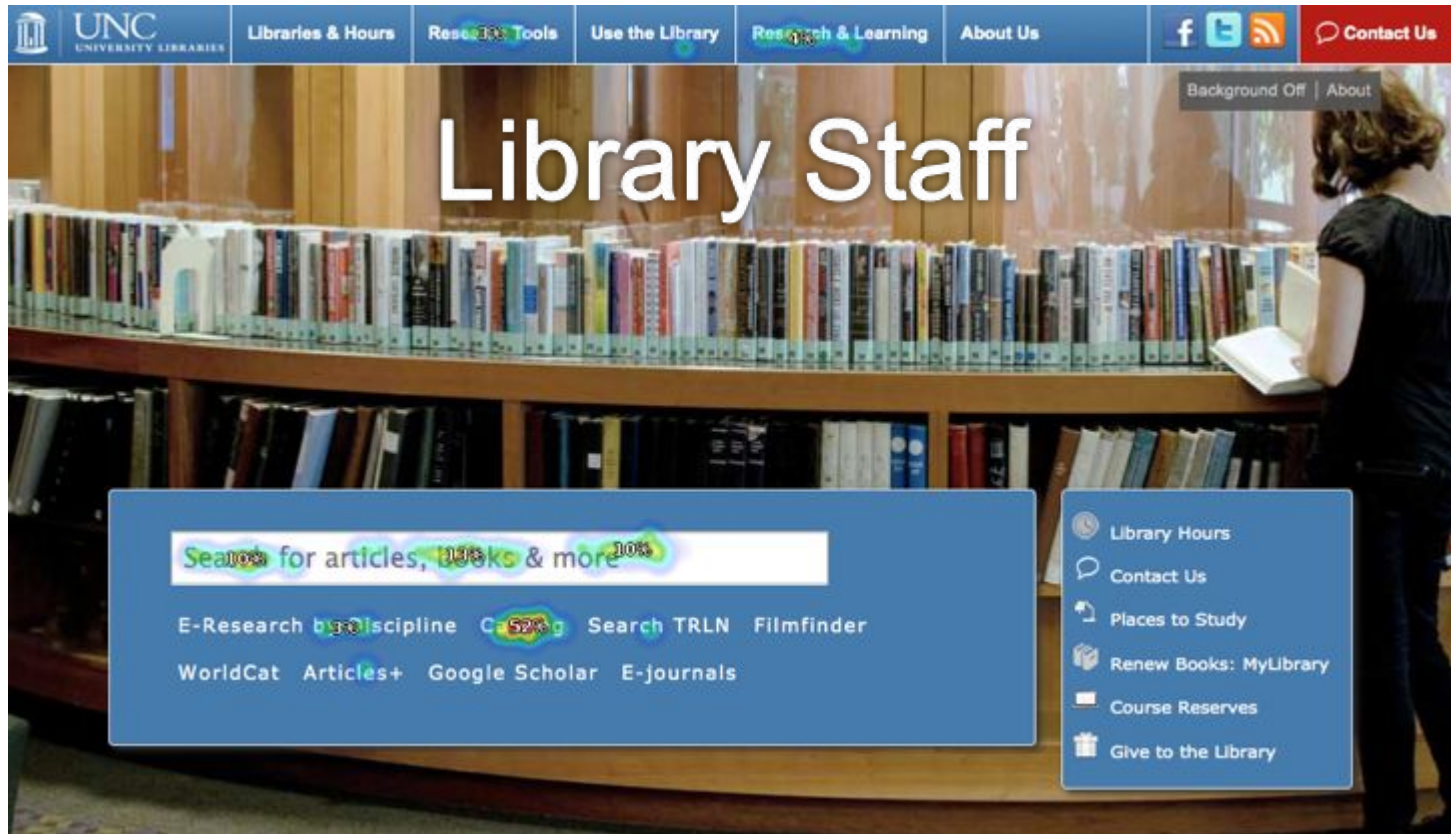
Frequently Used

- Academic Search Premier [\[info\]](#)
- CINAHL Plus with Full Text [\[info\]](#)
- ProQuest Dissertations & Theses Global [\[info\]](#)
- Leix/Nexis Academic [\[info\]](#)
- Project Muse [\[info\]](#)
- PsycInfo [\[info\]](#)
- PubMed [\[info\]](#)

Optimal Workshop - Chalkmark



Optimal Workshop - Chalkmark



Optimal Workshop - Reframer

The screenshot shows the Reframer interface for a project titled "Scholar interviews". The top navigation bar includes "OPTIMAL WORKSHOP", "Treejack", "OptimalSort", "Chalkmark", "Reframer", and a user profile for "Chad Haeefe". Below the navigation, the project name "Scholar interviews" is displayed with "Save" and "Results" buttons. The main content area is divided into two sections: "Sessions" and "Tags".

Sessions

| | | | |
|-----------|-------------|----|--------------|
| [blurred] | PhD student | 10 | [trash icon] |
| [blurred] | prof | 9 | [trash icon] |
| [blurred] | post doc | 4 | [trash icon] |
| [blurred] | PhD student | 16 | [trash icon] |
| [blurred] | PhD student | 13 | [trash icon] |

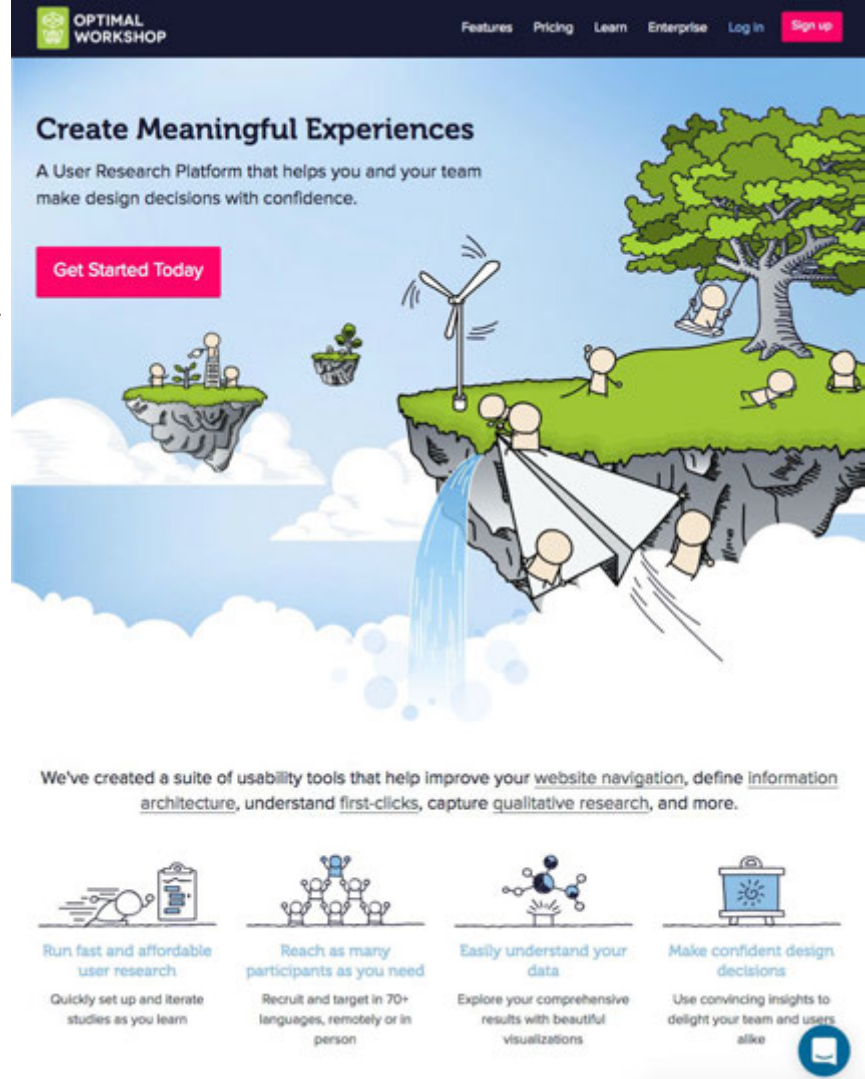
Tags

- african_american_studies
- american_studies
- citations
- communication
- dev
- enviro
- google
- guides
- history
- ILL
- instruction
- labeling
- linguistics
- mobile
- nav_problems
- overload
- phd_candidate
- PhD_student
- physical
- postdoc
- professor
- public_health
- quote
- religious_studies
- search_problems
- senior_citizen
- trln
- visual_problems

Add Tags

Optimal Workshop

- \$995/year after 50% edu discount
- Free plan
 - Unlimited tests
 - 10 users per test
 - OptimalSort: 30 card limit
 - Treejack: 3 task limit
 - Chalkmark: 3 task limit
 - Reframer: Entirely free



The image shows the landing page for Optimal Workshop. At the top, there is a navigation bar with the logo and links for Features, Pricing, Learn, Enterprise, Log in, and a Sign up button. The main heading is "Create Meaningful Experiences" followed by a sub-headline: "A User Research Platform that helps you and your team make design decisions with confidence." A prominent "Get Started Today" button is located below the sub-headline. The background features a whimsical illustration of floating islands with people, a wind turbine, a tree, and a waterfall. Below the illustration, a paragraph states: "We've created a suite of usability tools that help improve your website navigation, define information architecture, understand first-clicks, capture qualitative research, and more." At the bottom, there are four columns, each with an icon and a brief description of a tool's benefit.

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

We've created a suite of usability tools that help improve your website navigation, define information architecture, understand first-clicks, capture qualitative research, and more.

- 
Run fast and affordable user research
Quickly set up and iterate studies as you learn
- 
Reach as many participants as you need
Recruit and target in 70+ languages, remotely or in person
- 
Easily understand your data
Explore your comprehensive results with beautiful visualizations
- 
Make confident design decisions
Use convincing insights to delight your team and users alike

Optimizely

www.optimizely.com

- Easy A/B testing for website design improvement
- Pricing
 - Standard, Professional, and Premium plans available
 - Must contact sales for pricing
 - 30-day trial available

Optimizely

Books & More

Library books, videos, CDs, printed music, microform, local resources

Showing 1 - 20 of 14644 results for search: "dog".

[View All Results](#)



The tail wags the dog : international politics and the Middle East

Author: Karsh, Efraim, author.
Published: New York : Bloomsbury, 2015.
Format: Book

[Request](#)

| Location | Call number | Availability |
|---------------------------|------------------|--------------------------|
| Davis Library (4th floor) | DS63.1 .K36 2015 | Due 11/14/2015 |



Black dog summer : a novel

Author: Sherry, Miranda.
Published: New York : Atria Books, 2015.
Format: Book

[Request](#)

Catalog

Library books, videos, CDs, printed music, microform, local resources

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[Request](#)

Google Optimize

google.com/analytics/optimize

- Beta tool for A/B testing
- Must request access
- Works with Google Analytics



Balsamiq

balsamiq.com

- Wireframe and mockup tool
- Pricing
 - Single User License: \$89, one time purchase, desktop only
 - Volume Licenses available
 - Web-based app and plugin available
 - 30-day trial available

balsamiq.com/free

Balsamiq

The image shows the Balsamiq Mockups software interface. At the top, there is a menu bar with 'Project', 'Edit', 'View', and 'Help'. Below the menu bar is a toolbar with various icons for navigation and editing. The main workspace is titled 'Web Demo Project' and contains a mockup of a web page. The mockup has a header with 'Project Edit View Help' and a 'Quick Add' button. Below the header is a navigation bar with tabs for 'All', 'Assets', 'Big', 'Buttons', 'Common', 'Containers', 'Forms', 'Icons', 'iOS', 'Layout', 'Markup', 'Media', 'Symbols', and 'Text'. The main content area of the mockup is a grid with a 'Welcome to Balsamiq Mockups!' message, a 'Welcome' section, and a 'Mockups is Easy' section. A large meme image is placed in the center of the grid, featuring a man's face and the text 'YO DAWG I HERD YOU LIKE BALSAMIQ SO I MADE BALSAMIQ IN BALSAMIQ'. A yellow callout bubble with the text 'Add your own images' points to the meme. To the right of the main workspace is a sidebar with a 'Desktop example' section containing a 'Notes' section with the text 'Click here to edit notes.' and an 'Alternate Versions' section with a question mark icon and a plus sign. The bottom of the interface shows a 'Desktop example' section with a 'Notes' section and an 'Alternate Versions' section.

