Results: Sharon Public Library (MA)

Participant Sessions—1st Click Test

2 August 2020

Betty Deemer

Assessment: Table of Contents

Website Redesign — Sharon Public Library

11 North Main Street | Sharon, MA 02067

Project Stakeholders:	Director, Sharon Public Library	Reviewer:	Betty Deemer
Phase 5 Dates:[i]	2–7 August 2020		*(Wireframes and 1st Click Study Results)*

Update — Phase 5: Analyze Site Map (Labels and Categories)

- We recruited 6[ii] participants for a 1st click study to determine whether our labels and categories work.
- The same questions were used as in the previous "tree study". *(See page A-3 for study questions.)*

1st Click Study Details

5 out of 5 participants have prior experience with library websites. Their ages range 30+ to 79.

We used 7 scenario-based task questions; a Likert 1–5 scale; and a *"What could be improved?"* comment section.

Findings[iii]

What Succeeded:

- Question 1—**5 out of 5** participants clicked **"Borrow"** *(3)* or **"New Arrivals Scroll"** *(2)*.
- Question 2—**4 out of 5** participants clicked **"Reserve a Conference Room"***(3)* or **"How Do I?"***(1);* 1 chose "Local Resources".
- Question 4—**4 out of 5** participants clicked **"Databases"**; 1chose "Youth Services".
- Question 5—**5 out of 5** participants clicked **"Consumer Reports"** *(3)* or **"Home Improvement"** *(2)*.
- Question 6—**4 out of 5** participants clicked **"Adult Services"** or **"How Do I?"***(1)*; 1 accidental click.[iv]
- Question 7—**5 out of 5** participants clicked **"Tools & Apps"** *(3)* or **"How Do I?"** *(2)*.

What Failed:

- Question 3—**1 out of 5** participants clicked **"Search the Library's Catalog"**; 2 chose Databases; 1 chose "More" in "Newest Arrivals"; 1 chose "Ask a Librarian". *(This is a turn-around from the success of previous test wherein 5 out of 6 found a way to find this information. Additional work is needed.)*

  For this 1st click test, targeted options were: **"Search SPL"**; **"Search the Library's Catalog"**; **"Borrow"** (Main / Secondary Navigation); **"How Do I?"** (Secondary / Footer Navigation).

Actions We Will Take

- **Question 3** addresses finding audio books. As all catalog information is stored on OCLN site, not on SPL's site, finding this information, *or any title information,* is not possible on the SPL site. However, taking a *user to the* **OCLN site** *still needs to be addressed prominently on the Home page* for this task to succeed.
- **Final report** with updated site map will be created / presented in second half of Phase 5.

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i *See* "Project Plan: Schedule (Order) of Activities" on page A-2.
ii Participant 3 abandoned the test and is not included in the results.
iii *See* "Taxonomy and Questions: Sharon Public Library (MA)" on page A-4.
iv There is no margin for error in 1st click testing, i.e., if a participant accidentally "clicks", there is no "undo".

Addendum — Original Documents and Research

Included in this section:

- Project Plan: Schedule (Order) of Activities
- Task Questions | Destination Paths | Participant Responses | Likert Values
- Click Test "Heat Map" Results

Addendum: Sharon Public Library (MA)

Project Plan: Schedule (Order) of Activities

The following chart is our agreed schedule of activities*. *Shaded boxes are complete.*

Activity:	Week:	1	2	3	4	5	6	7
Phase 1 *(Module 1)*								*1 July 2020*
Proposal Submission and Acceptance		X						
Phase 2 *(Module 2)*								*15 July 2020*
Field Research: Interview Librarians (2) re: • Online Patrons and their Usage of the Library Site, *(What they want to do and Why)*			X					
Literature Research: • Archival Resources of Patron Usage			X					
Internal Draft **Research Report** that includes: • Scope and Key Resources of Research • Copy of Research Protocol *(Questions Asked)* • Findings / Conclusions of Research • Persona(s) Developed • List of Tasks Site Should Support *(by Task Priority and Persona)*			X					
Final Research Report: • *See above.*				X				
Phase 3 *(Module 3)*								*22 July 2020*
Perform a **Content Analysis**: • Existing Content — What can be used *"As Is"* or Re-purposed • Existing Content — Needs to be *"Reworked"* • Missing Content — Needs to be created *"Add"*					X			
Choose **Primary Classification Scheme**: • Provide a description of the Classification Scheme chosen and why.					X			
Develop the **Site Map** • Labeling • Taxonomy for Classification Scheme					X			
Phase 4 *(Module 4)*								*29 July 2020*
Assess Information Architecture: • Analysis by "Treejack" software which will *"Determine Labeling and Taxonomy effectiveness"* • Make changes as necessary						X		
Phase 5 *(Module 5)*						*2 August	7 August	12 August 2020*		
Finalize Information Architecture design: • Wireframes *(2 August)* • Results of Participant Sessions *(7 August)*							X X	
Finalize and Submit Report *(12 August)*								X

*Above is our current agreed on schedule and is subject to change based on timely feedback from Sharon Public Library regarding deliverables, i.e., any delay in feedback can impact the timeline resulting in a revised timeline.

Task Questions | Destination Paths | Participant Responses | Likert Values: Sharon Public Library (MA)

2 August 2020

Task Questions	Targeted Click Area	Time*	Follow up Questions: What Could be Improved?	Likert
1. You need a good book to read. How would you find one at Sharon Public Library?	• **Borrow–3** *(Main & Secondary Nav)* • **New Arrivals–2** *(Scroll box – Home page)* *Score:* **5 out of 5**	**Avg. 18 sec.** Lowest: 11 sec. Highest: 34 sec.	P-1. There seems to be no improvement needed. P-2. Good as is P-3. — P-4. Colors on the web page P-5. Colorful webpage, headline ADULT FEATURED FICTION, NON FICTION, HUMOR, MYSTERY, ROMANCE…. P-6. I found sign-in and borrow easily.	P-1. 4 P-2. 5 P-3. – P-4. 5 P-5. 3 P-6. 6
2. The hobby group to which you belong needs a place to meet. How would you book the conference room at the library?	• **Reserve a Conference Room–3** *(Footer Nav: "Calendar" and "Reservations")* • **How Do I?–1** *(Secondary Nav)* • Local Resources–1 *(Secondary Nav)* *Score:* **4 out of 5**	**Avg. 33 sec.** Lowest: 7 sec. Highest: 1.14 min.	P-1. Something that refers to how to book the conference room P-2. Good as is P-3. — P-4. All good P-5. Make selection more prominent with graphics P-6. Nothing.	P-1. 2 P-2. 5 P-3. – P-4. 5 P-5. 3 P-6. 5
3. The book you want is not available in hard cover. How would you find out if it's available in other formats?	• **Search the Library's Catalog–1** *(Utility Nav)* • **Databases–2** *(Main & Secondary Nav)* • More–1 *(New Arrivals Scroll Box)* • Ask a Librarian–1 *(Footer)* *Score:* **1 out of 5**	**Avg. 50 sec.** Lowest: 10 sec. Highest: 1.40 min	P-1. I could not find P-2. Good as is P-3. — P-4. All good P-5. Again, better graphics, going to the bottom to find everything is not the easiest way P-6. Unsure of this information.	P-1. 1 P-2. 4 P-3. – P-4. 4 P-5. 2 P-6. 1
4. You need to find out information on sharks for a student report due tomorrow. Where would you look?	• **Databases–4** *(Main & Secondary Nav)* • Youth Services–1 *(Main & Secondary Nav)* *Score:* **4 out of 5**	**Avg. 25 sec.** Lowest: 11 sec. Highest: 40 sec.	P-1. Search window P-2. Good as is P-3. — P-4. See Database repeated - on a ribbon and in a box. Seem repetitive P-5. Have no clue where to look for this P-6. Possibly a drop-down menu for each category.	P-1. 3 P-2. 5 P-3. – P-4. 4 P-5. 2 P-6. 2

Task Questions	Targeted Click Area	Time*	Follow up Questions: What Could be Improved?	Likert
5. Your refrigerator has started making a funny noise. Where would you look to find reviews, comparisons, and recommendations for purchasing a new one?	• **Consumer Reports–3** *(Secondary Nav)* • **Home Improvement–2** *(Contextual Link)* *Score:* **5 out of 5**	**Avg. 16 sec.** Lowest: 8 sec. Highest: 58 sec.	P-1. More narrow categories P-2. Would still use Google but this is good as is! P-3. — P-4. You cheated had database option expanded. Could you put a arrow/plus sign to know you could expand to find what you are looking P-5. Better descriptions P-6. Does home improvement include appliance repair? I don't know.	P-1. 3 P-2. 4 P-3. – P-4. 5 P-5. 4 P-6. 2
6. Your elderly neighbor has heard that the library delivers books. Where could she find this information?	• **Adult Services-4** *(Main & Secondary Nav)* • Accidental click–1 *Score:* **4 out of 5**	**Avg. 48 sec.** Lowest: 5 sec. Highest: 1.4 min.	P-1. Could not find P-2. Good as is P-3. — P-4. Not sure if this was the right decision P-5. Put clear language on the site that describes this P-6. Unsure if this is under adult services.	P-1. 3 P-2. 5 P-3. – P-4. 3 P-5. 1 P-6. 1
7. The library offers Hoopla for free access to movies. Where would you find this?	• **Tools & Apps–3** *(Main Nav)* • **How Do I?–2** *(Contextual Box)* *Score:* **5 out of 5**	**Avg. 49 sec.** Lowest: 7 sec. Highest: 1.2 min.	P-1. More information P-2. Good as is P-3. — P-4. All good P-5. Am I missing this selection…Again a clear button with exact info would help P-6. I have no idea where this would be located.	P-1. 3 P-2. 5 P-3. – P-4. 3 P-5. 1 P-6. 1

*Seconds rounded to nearest whole digit.

Regarding Questions 1 and 3 relating to the "Borrowing" of Physical or Electronic Books / eMedia:

As SPL does not host the actual "borrowing" of books on the library's site *(this occurs on the OCLN site),* it is not suggested, or easily possible, that we implement this type of search, but rather make sure that patrons know exactly where to go to get to a link they need in order to perform a book search—in whatever format they desire.

We do strongly suggest that "how books are borrowed" be addressed prominently on the SPL site "Home" page.
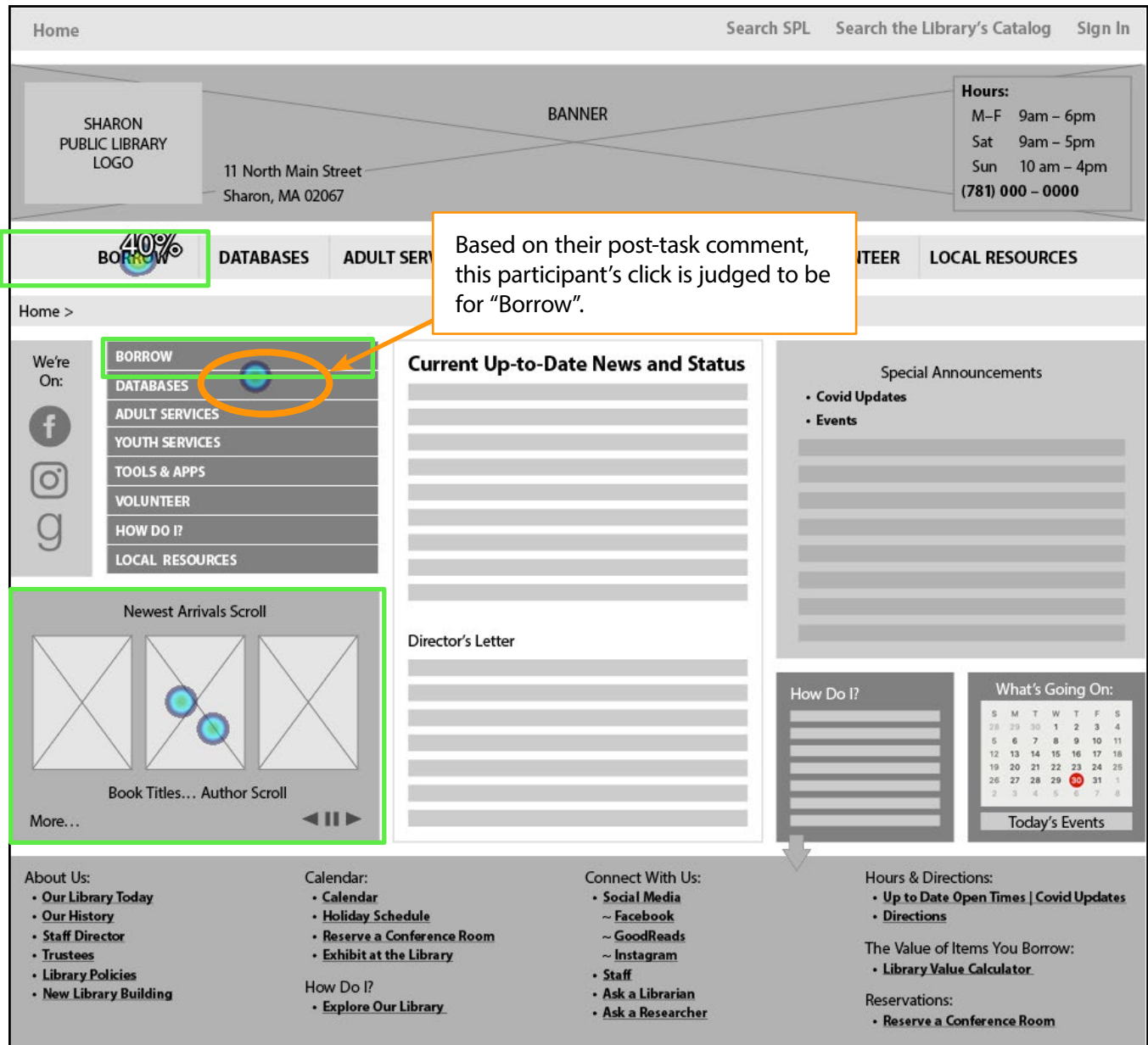
Likert Legend – 1

1	2	3	4	5
Very Difficult	Difficult	Somewhat Difficult	Easy	Very Easy

Likert Legend – 2

1	2	3	4	5
Could Not Find This	Not Very Confident	Somewhat Confident	Confident	Very Confident

Click Tests Results—Heat Maps

Task 1 – Find a Book to Read

Based on their post-task comment, this participant's click is judged to be for "Borrow".
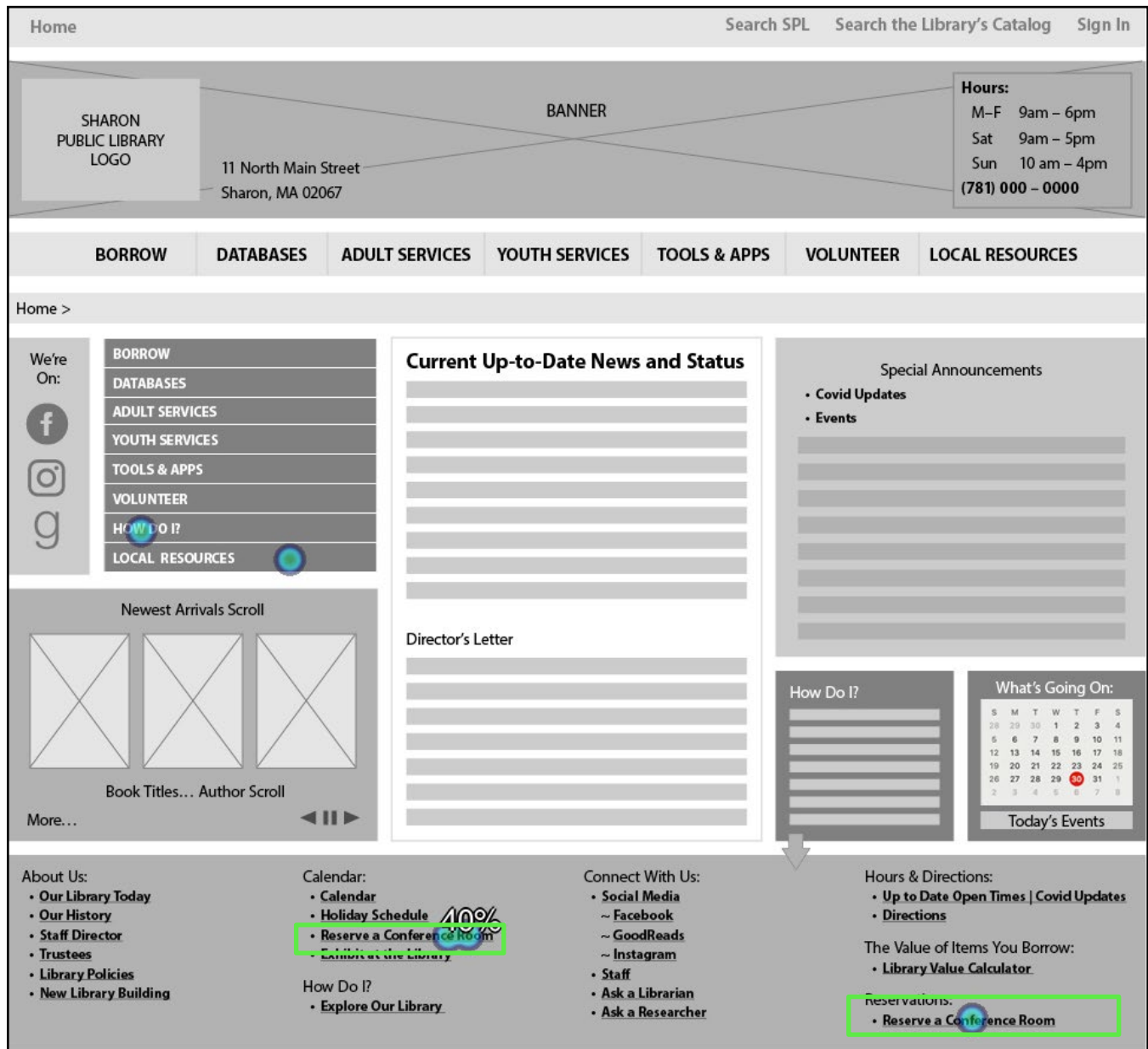
⬜ = Target area

- Question 1—**5 out of 5** participants clicked **"Borrow"** *(3)* or **"New Arrivals Scroll"** *(2)*.
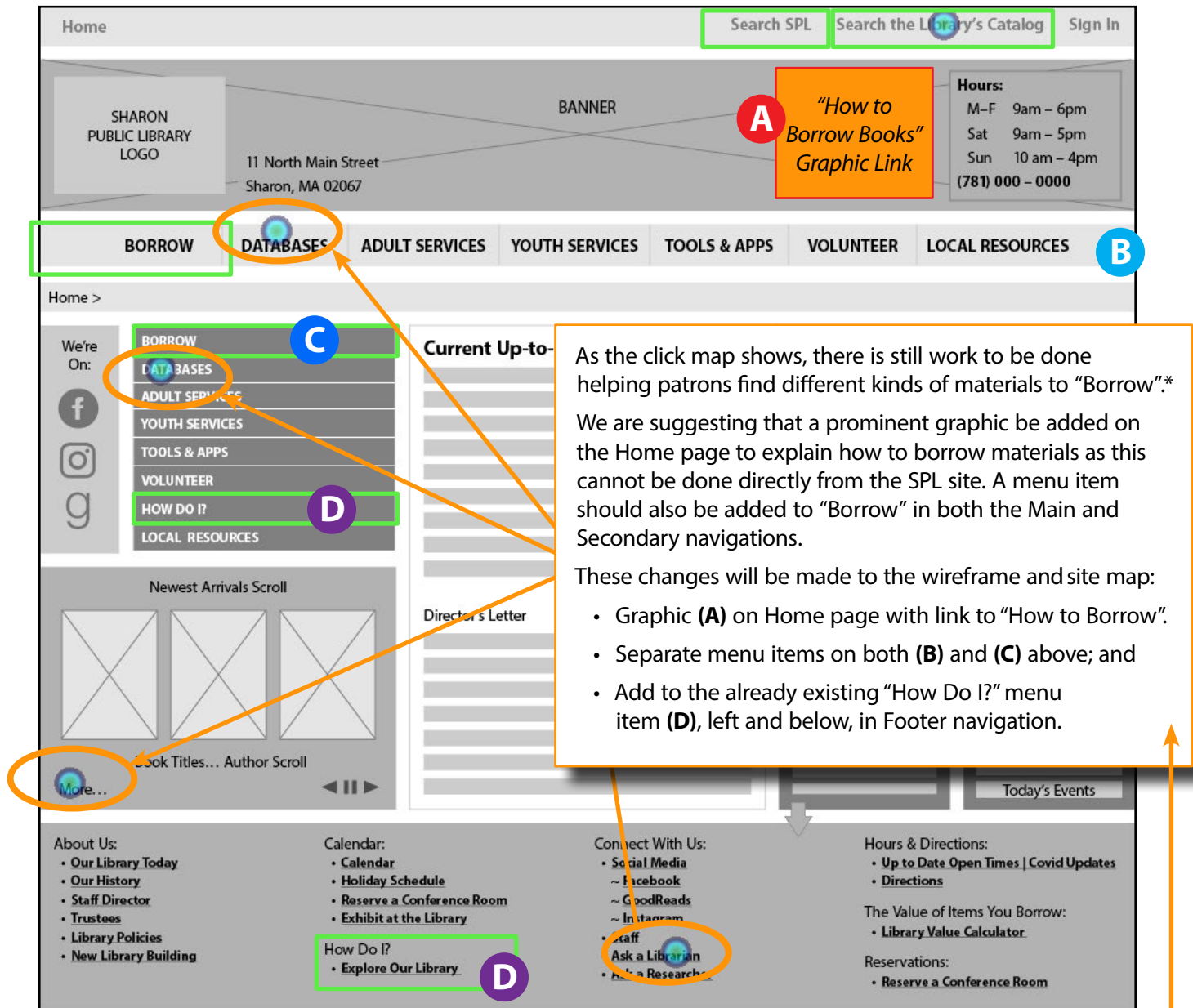
Task 2 – Reserve a Conference Room

☐ = Target area

- Question 2—**4 out of 5** participants clicked **"Reserve a Conference Room"***(3)* or **"How Do I?"***(1);*
  1 chose "Local Resources".

Task 3 – Find Books in Other Formats

As the click map shows, there is still work to be done helping patrons find different kinds of materials to "Borrow".*

We are suggesting that a prominent graphic be added on the Home page to explain how to borrow materials as this cannot be done directly from the SPL site. A menu item should also be added to "Borrow" in both the Main and Secondary navigations.

These changes will be made to the wireframe and site map:

- Graphic **(A)** on Home page with link to "How to Borrow".
- Separate menu items on both **(B)** and **(C)** above; and
- Add to the already existing "How Do I?" menu item **(D)**, left and below, in Footer navigation.

☐ = Target area

- Question 3—**1 out of 5** participants clicked **"Search the Library's Catalog"**; 2 chose Databases; 1 chose "More" in "Newest Arrivals"; 1 chose "Ask a Librarian". *(This is a turn-around from the success of previous test wherein 5 out of 6 found a way to find this information. Additional work is needed.)*

    For this 1st click test, targeted options were: **"Search SPL"**; **"Search the Library's Catalog"**; **"Borrow"** (Main / Secondary Navigation); **"How Do I?"** (Secondary / Footer Navigation).

* (See note regarding Questions 1 and 3 on page A-3.)

Task 4 – Research a Topic (Sharks)

This click may have been targeting "Borrow" and is too indeterminate to judge—but, either answer is correct.
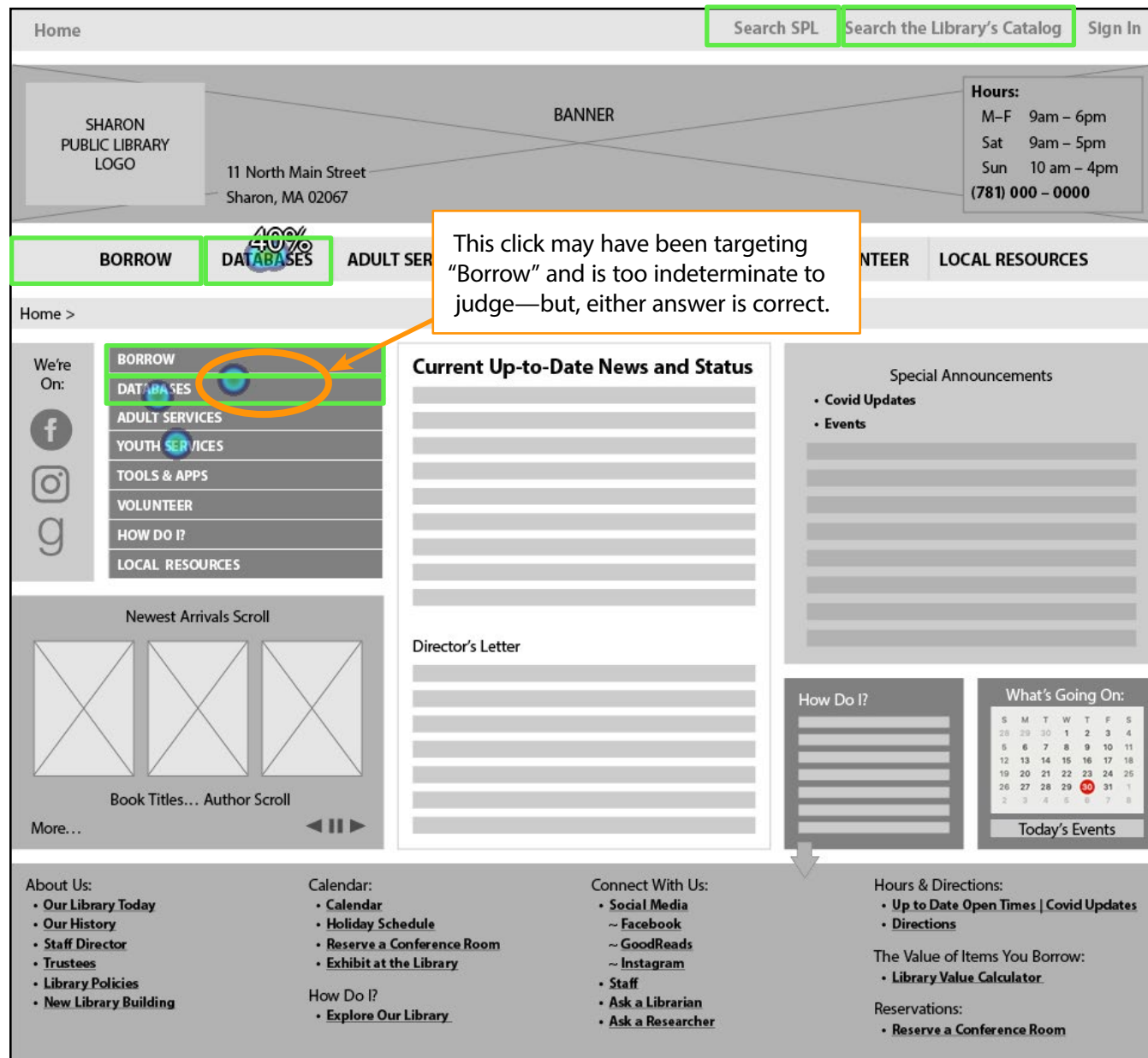
☐ = Target area

- Question 4—**4 out of 5** participants clicked **"Databases"**; 1chose "Youth Services".

Task 5 – Find Consumer Information
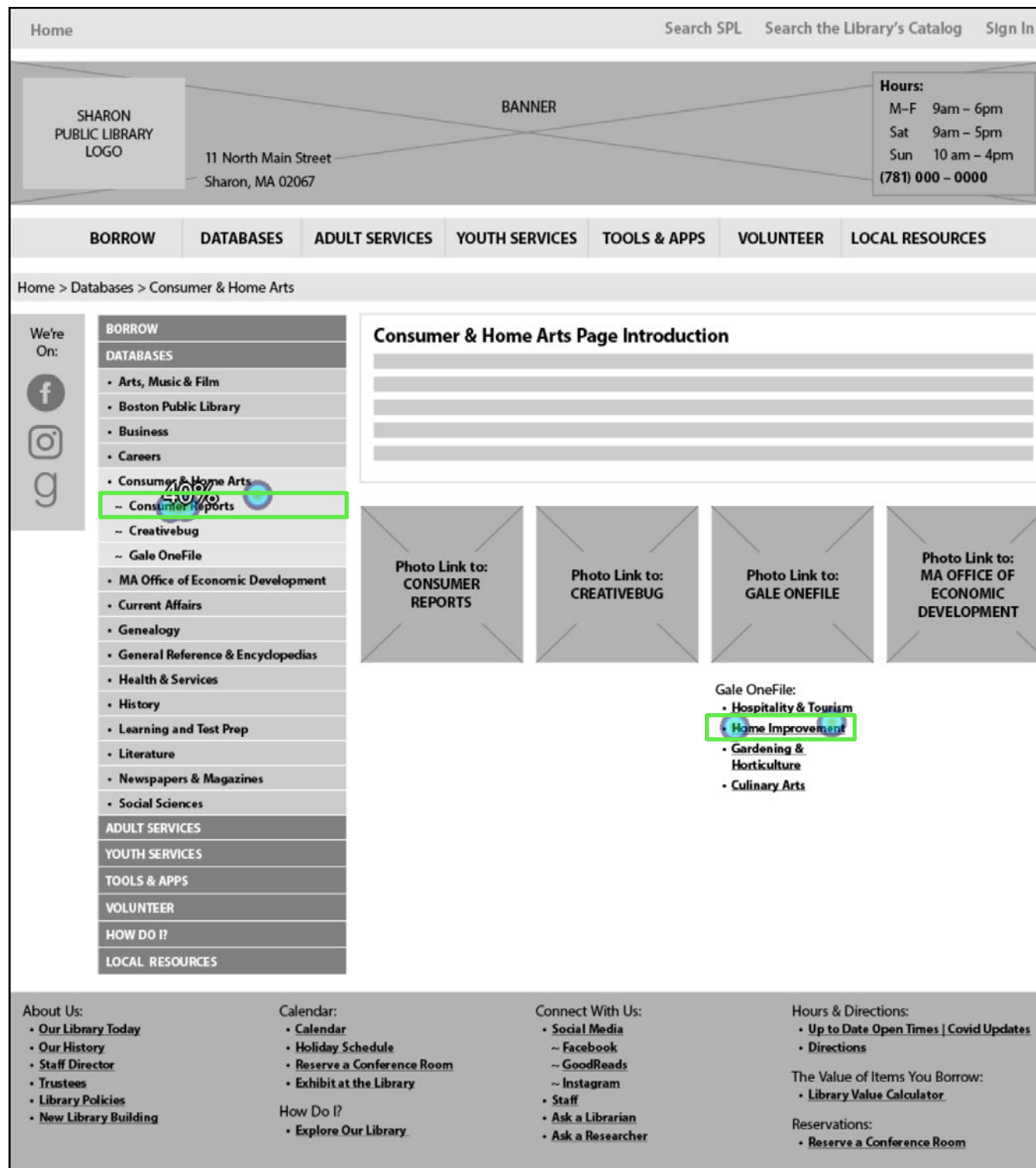
☐ = Target area

- Question 5—**5 out of 5** participants clicked **"Consumer Reports"** *(3)* or **"Home Improvement"** *(2)*.

Task 6 – Find "Library on Wheels"
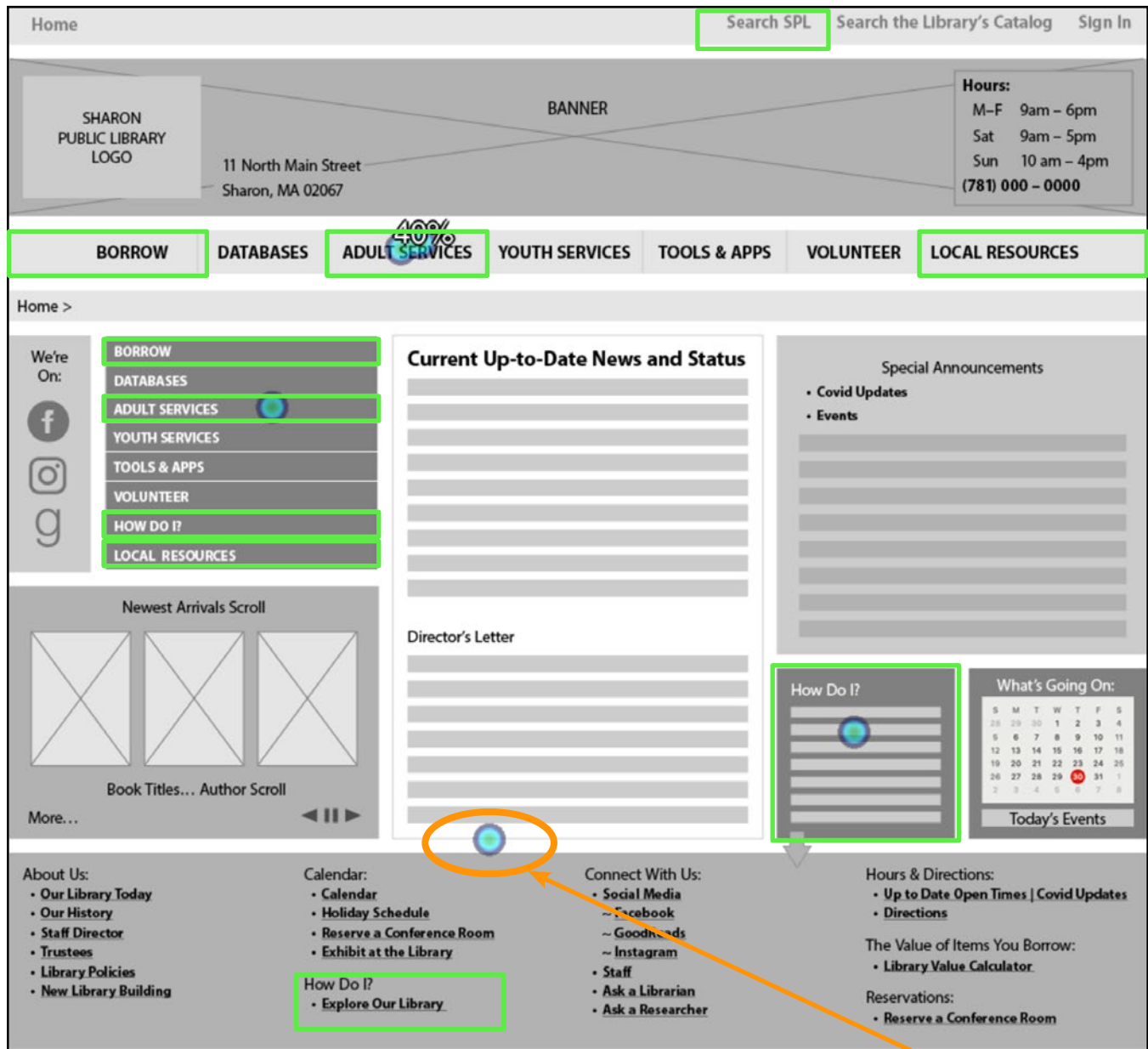
= Target area

- Question 6—**4 out of 5** participants clicked **"Adult Services"** or **"How Do I?"***(1)*; 1 accidental click.[i]

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[i] There is no margin for error in 1st click testing, i.e., if a participant accidentally "clicks", there is no "undo".

Task 7 – Find "Hoopla"
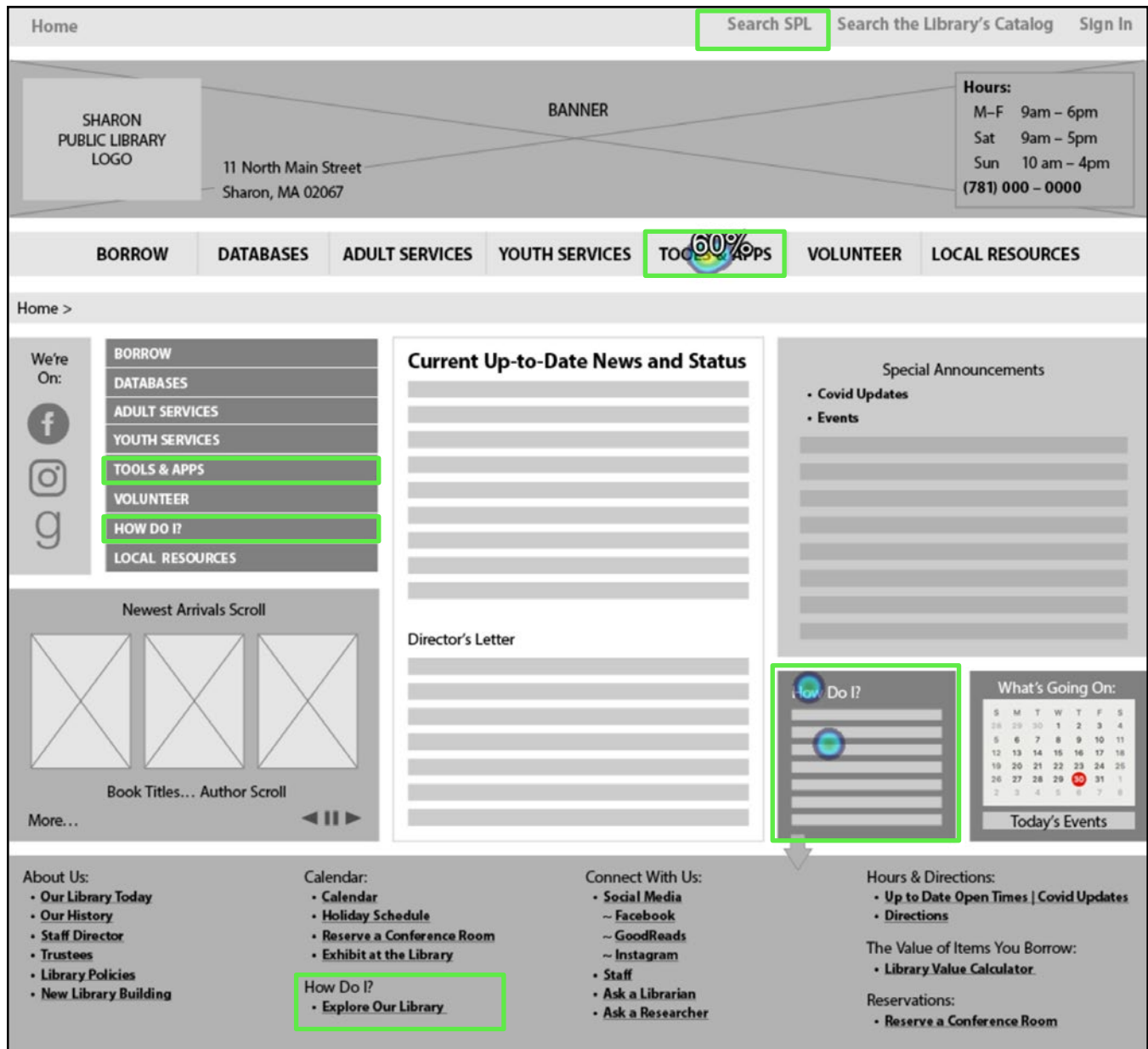
☐ = Target area

- Question 7—**5 out of 5** participants clicked **"Tools & Apps"** *(3)* or **"How Do I?"** *(2)*.