



The New UML Website

Helping You, Wherever (and Whenever) You Are

We Have a Problem



Undergraduates Highest Desired Values

Question	Adequacy Mean
Ability to navigate library Web pages easily*	0.06
Making electronic resources accessible from my home or office	0.36
Adequate hours of service (new question)*	0.40
Easy-to-use access tools that allow me to find things on my own	0.30
A library Web site enabling me to locate information on my own	-0.02

The following slides show our last libqual assessment results. As you can see, we aren't meeting our user's needs in our provision of web services.

We Have a Problem

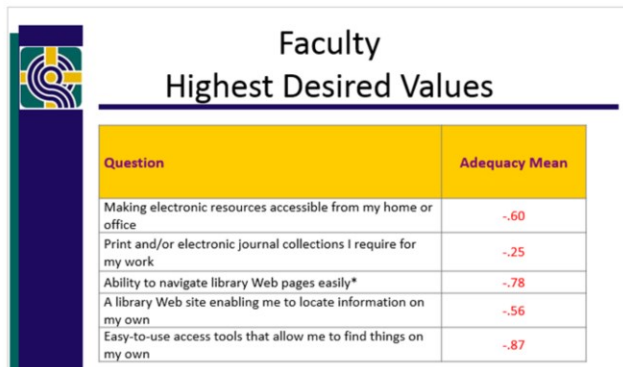


Graduate Students Highest Desired Values

Question	Adequacy Mean
Making electronic resources accessible from my home or office	0.07
Willingness to help users	0.58
A library Web site enabling me to locate information on my own	-0.07
Print and/or electronic journal collections I require for my work	-0.01
Employees who are consistently courteous	0.73

Users don't feel able to independently navigate and access things on our website.

We Have a Problem



The table is titled "Faculty Highest Desired Values" and is presented in a slide format. It features a logo on the left side, a title bar, and a table with two columns: "Question" and "Adequacy Mean". The table lists five specific questions related to library services and their corresponding adequacy mean scores, all of which are negative, indicating a gap between user expectations and current service levels.

Question	Adequacy Mean
Making electronic resources accessible from my home or office	-.60
Print and/or electronic journal collections I require for my work	-.25
Ability to navigate library Web pages easily*	-.78
A library Web site enabling me to locate information on my own	-.56
Easy-to-use access tools that allow me to find things on my own	-.87

As these values were particularly below the adequacy mean (the amount that users perceive us as meeting their minimum expectations), we needed to take some drastic steps and change things up.

Finding Out What Was Wrong

- ▶ Undertaken at the direction of the Assessment Committee, March/April 2015
- ▶ 3 health sciences researchers - 1 grad student, 1 faculty, 1 nurse educator
- ▶ 3 grad student group interviews - 7 total
- ▶ 1 humanities faculty member
- ▶ 4 undergrad group interviews - 7 total
 - ▶ -included EAL students and a distance student
- ▶ 1 continuing education student

In addition to these interviews, information was taken from usability tests on e-books, HSL webpages (the HSL report will be available in September 2016), and OSS interactions. This research gave us a broad view of how our users interact with the website, particularly when researching or attempting to access library services.

We had to go back to interviews for a new design because usability studies can only give us a firm window into what already exists, and what existed wasn't meeting our user's basic expectations. To get creative, we needed to know how our users research, especially online.

Finding Out What Was Wrong

- ▶ All users, at all levels, indicated their **number one concern when visiting the library website was obtaining resources**
- ▶ Secondary concerns: **hours, branch specific information**
- ▶ Frustrating website issues:
 - ▶ lack of prominent log in space before searching,
 - ▶ wanting to start with google scholar,
 - ▶ Databases A-Z difficult to notice

Finding Out What Was Wrong

- ▶ Most users indicated online research skills were learned from peers, siblings, or profs
- ▶ Trial and Error the second most popular learning method
- ▶ Users who HAD used Ask a Librarian appreciated a strong sense of the service's value - but many interviewed users hadn't used it, and/or said that they **often researched when chat was unavailable**

Finding Out What Was Wrong

- ▶ When asked what they need help with, users talked about:
 - ▶ Learning to search, use the library, understand research, etc.
 - ▶ The Library website was perceived as not helping with this.
- ▶ When asked what services the library could provide to make independent research and library use easier, users listed things like:
 - ▶ A way to save search results
 - ▶ A way to save searches
 - ▶ A way to use Google Scholar without having to research articles in OSS
 - ▶ A program to manage references

Finding Out What Was Wrong



ALL OF THESE SERVICES ALREADY EXIST!!!

Biggest Problem of All? Communication

*captioned screenshot "I was not aware of that" from the film Wayne's World, 1992.

What We Needed

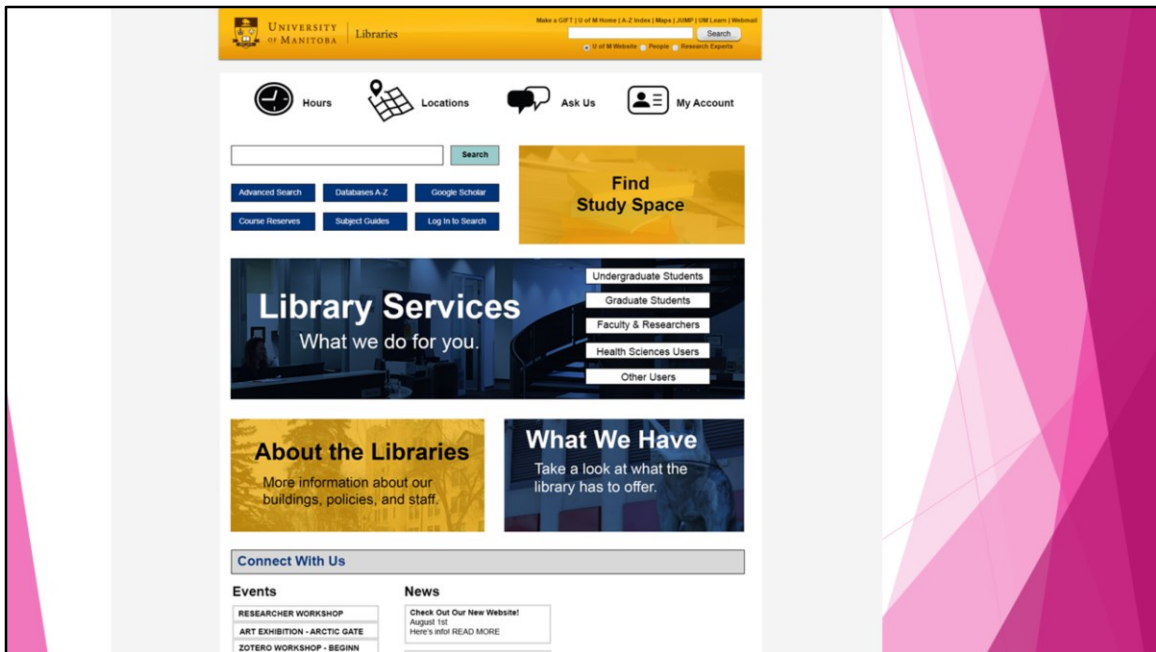
- ▶ Users indicated **online tutorials best** option for independent learning
- ▶ **Video format best for undergrads** (some requested both video & transcript/screenshots)
- ▶ **Graduates** overwhelmingly preferred to have both **video and screenshots/text**
 - ▶ So tutorial is searchable as a quick reference point
 - ▶ Provides multiple access points for users with disabilities
- ▶ **short** - <3 minutes where possible

What We Needed

- ▶ Users asked for an easily discoverable location to find out **what they don't know**
- ▶ All users emphasized that tutorials need to be **specific** and **targeted to tasks**, and **to skill level/user group**, to avoid frustration

The screenshot shows the University of Manitoba Libraries website. At the top, there is a navigation bar with the University of Manitoba logo and the word "Libraries". To the right, there are links for "U of M Website", "People", and "Research Experts", along with a "Search" button. Below this is a secondary navigation bar with "One Stop Search", "Catalogue", "Course Reserves", and "Subject Guides". A large search box is present with the placeholder text "Search articles, journals, books & more..." and a "Search" button. Below the search box is an "Advanced search" link. The main content area is divided into several sections: "Find" (listing Databases A-Z, Course reserves, Statistics & data, E-Journals, U of M Google Scholar, License information), "Services" (listing Sign in to My Account, Borrow, Research help, Refworks, Citing & Writing, Off-campus services, Document delivery), "Collections" (listing Archives, Digital collections (Libraries), UM Digital Collections, Theses & MSpace, Manitoba (historical newspapers), Recommend a book), and "About Us" (listing Hours, Libraries & Departments, Librarians, Locations/maps, Why Should I Sign In?, Contact us). There are also "Latest News" and "Upcoming Events" sections. A prominent orange banner reads "IST SECURITY ALERT READ MORE". At the bottom, there is a footer with contact information, copyright notices, and social media icons. An "askalibrarian" chat widget is visible in the bottom right corner.

Old Website



To make these visual designs for the homepage, we took the top reported reasons users come to the homepage and emphasized them. We also simplified the interface, removing the wall of text phenomenon that users reported during interviews, ebook usability studies, and HSL web usability studies. We made an effort to reduce jargon and promote underused services and features through easy accessibility.

You may notice certain features need to be accessed a different way, or may require a few more clicks to get to. This is in accordance with the latest in usable design best practices – as long as the clicks aren't intensely excessive, most users prefer sensible click-throughs and hierarchies to an overload of information. (UX Myths, <http://uxmyths.com/post/654026581/myth-all-pages-should-be-accessible-in-3-clicks>)

The new webpages will undergo usability testing in Winter term of 2017, which will inform further changes and fixes taking place in Summer 2017.

Got Libraries Web Questions?

- ▶ Hit me up!
- ▶ ruby.warren@umanitoba.ca