MSU Libraries Main Website Redesign Research

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Goals

- Find out who uses the MSU Libraries website

- Learn about their experiences with it

- Gather more in depth data on usability, accessibility, and user thoughts and perceptions

Introduction

What we were asked to do

- Collect, analyze, and synthesize data through a variety of research methods
- Provide recommendations in redesigning the MSU Libraries main website
  - Simple, Accessible, Easy to Navigate, Easy to Find Information, and Sustainable
- Incorporate previous research and data provided by the MSU Libraries UX unit

Interviews - Background/Process

Goal

Gather initial findings about users' thoughts, perceptions, and experiences of the MSU Library website

User Profile

MSU Libraries staff

Process

Remote interview

Questions:

Frequency of use
Goals and motivations
Resources used often
Issues and helpful aspects

Interviews - Findings

- Uses website nearly every day of the week
- Search function, Ask a Librarian, library catalog, Libguides, and events are important features to the interviewees
- Frequently research in the database and edit/retrieve content
- Website is very busy and lack of direction

"It seems like there is a lot of stuff to look at...I feel like I know what I'm trying to get...but there is a lot of information to offer"
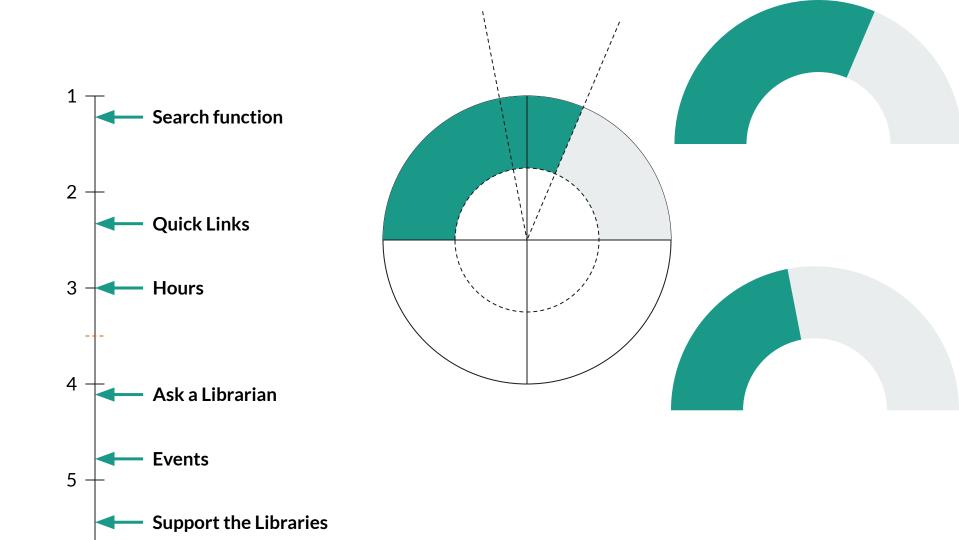
Survey - Background/Process

Goal

Obtain quantitative data about the sentiment towards the current libraries website

User Profile

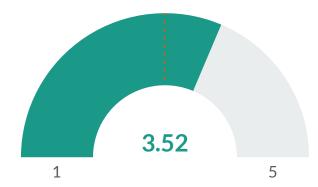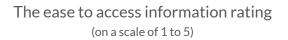Undergraduate students that use the libraries website

Process

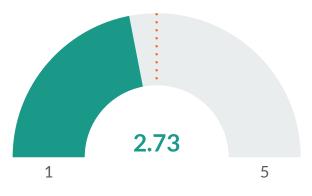Online survey with various multiple choice style questions

1 Search function

2 Quick Links

3 Hours

4 Ask a Librarian

5 Events

Support the Libraries

Survey - Findings

The appearance of the website rating
(on a scale of 1 to 5)

1   3.52   5

The ease to access information rating
(on a scale of 1 to 5)

1   2.73   5

Most important components of the homepage ranked by users

(lower value means more important)

Most important

1 ← **Search function**

2 ← **Quick Links**

3 ← **Hours**

4 ← **Ask a Librarian**

← **Events**

5

← **Support the Libraries**

6

Least important

48%

of undergraduate students surveyed **only** use the library as a physical space

(as a place to study, reserve a space, use a computer, print/scan, etc.)

Card Sorting - Background/Process

Goal

To find the pain point/s in the current collapsable menu for the navigation bar

User Profile

Current Team Members

Process

Used JamBoard to identity areas of concern and patterns with the current menu structure and navigational paths.

Majority of the tabs were included and used in this process

Card Sorting - Findings

- There were topics that could fit under numerous categories
- The general consensus was that it was difficult to organize such a vast amount of topics, many of which were ambiguous
- Only 13 out of 41 topics were unanimously placed under the correct (current) category
- Some topics were put under the wrong tab by all of us
  - Find books was put under resources rather than research help
  - Research Guides was placed under Research Help rather than Resources

Usability Test - Background/Process

Goal

Observe user behaviours while using the current libraries website

User Profile

Undergraduate students

Process

User is given a task to complete and we observe their behavior in their attempt to complete the task

Usability Test - Findings

- Most time was spent browsing navigation bar searching for the appropriate link.

- Made use of the search bar, but results seemed disorganized.

- FAQ stye pages were a bit difficult to navigate because of the way content was presented.

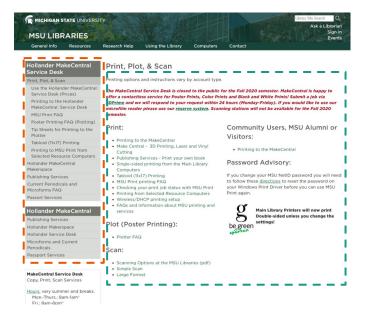- Confusion about what kinds of questions could be answered with Ask a Librarian.
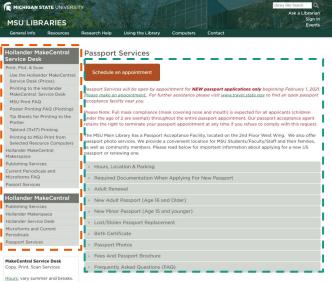
What We Recommend

- Simplify the main navigation bar, and avoid duplicate links to pages when possible
  - Request Forms
  - Addresses & Visiting - General Info
  - Research Guides - Research Help
  - Articles - Resources
  - Books - Resources
  - About Us - General Info
- Search function should be a priority on the homepage
  - Users prefer to search for the information they are looking for

What We Recommend

- Be consistent with UI elements and page layouts
  - Users were confused by the variety of ways in which info was presented
- Create more readable layout for info heavy pages
  - Add more space between topics/chunks of text, establish a more vertical flow for better readability, create visual guides such as boxes, lines, or background colors
- Website should be an extension of the physical library
  - Many undergraduate students use the Library solely as a physical space, thus the site should accommodate them
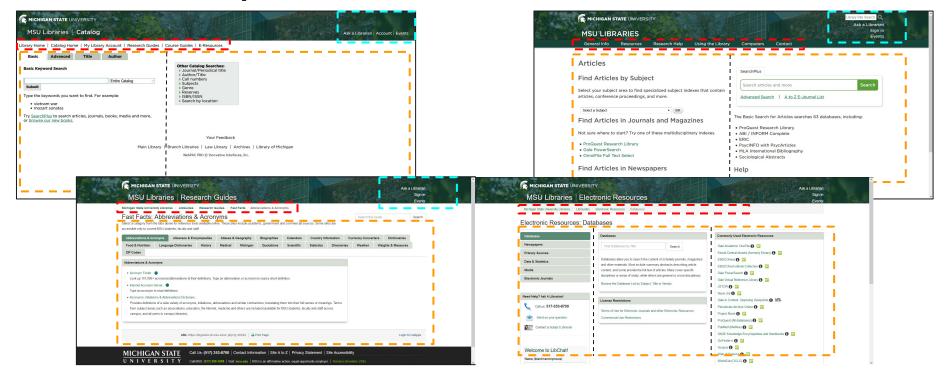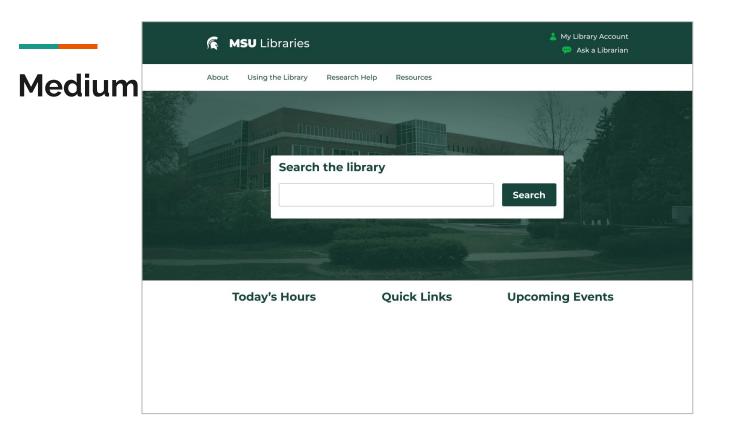
Example Pages from the current website

More examples

Combination of the four

Medium

Thank you!