Continuous Usability Testing: the importance of Being Iterative When it Comes to Assessment and Development of the Library’s Digital Services

Library Assessment Conference
October 31 – November 2, 2016
Arlington, VA

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The usability team
This is WHY we do it...

Quote by Susan Dray
... and this is HOW we do it.

Planning by:
- setting a date
- booking rooms
- deciding what to test
- preparing test assignment
- recruiting test participants

Testing by:
- observing
- listening
- think-aloud protocol
- sharing screens
- recording

Improving by:
- analyzing
- tweaking
- developing
- testing
The test room
The observation room
Some of the things we’ve tested...

- Website structure
- Features and new services for the discovery tool, such as a new search service for e-publications
- Link resolver user interface
- Link resolver icon in discovery tool

...and some of the things we’ve improved.

- Terminology
- Holdings information
- Layout
- Design
Old search box on the library start page

New search box on the library start page
WE INTERVIEWED HUNDREDS OF USERS AND TURNED ALL OF THEIR SUGGESTIONS INTO FEATURES.

AS IT TURNS OUT, EVERY USER WE TALKED TO WAS AN IDIOT, AND THEIR DUMB SUGGESTIONS RUINED OUR PRODUCT.

IN HINDSIGHT, WE PROBABLY SHOULD HAVE TALKED TO PEOPLE WHO WORK OUTSIDE THIS BUILDING.

DILBERT by Scott Adams (May 7, 2012)
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