

Assessing UX Work over Time: A Data Management Approach

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Overview

The project, the problem, a data management plan.



A Proposal

Fall 2016

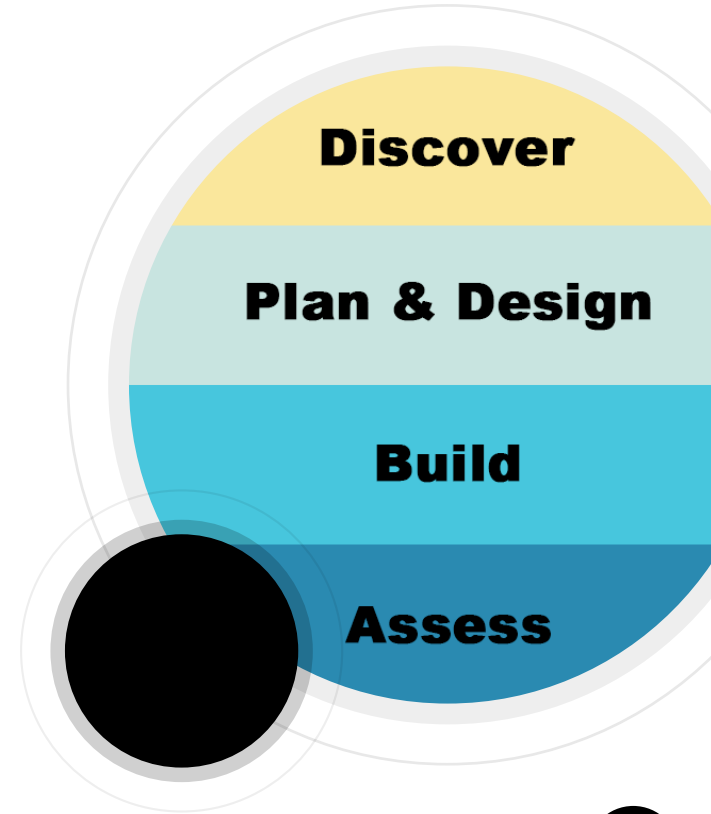
Website Redesign Proposal for Library Administration:

- Justification (why now?)
- Project Teams: WebRAT & UX
- Timeline
- Deliverables



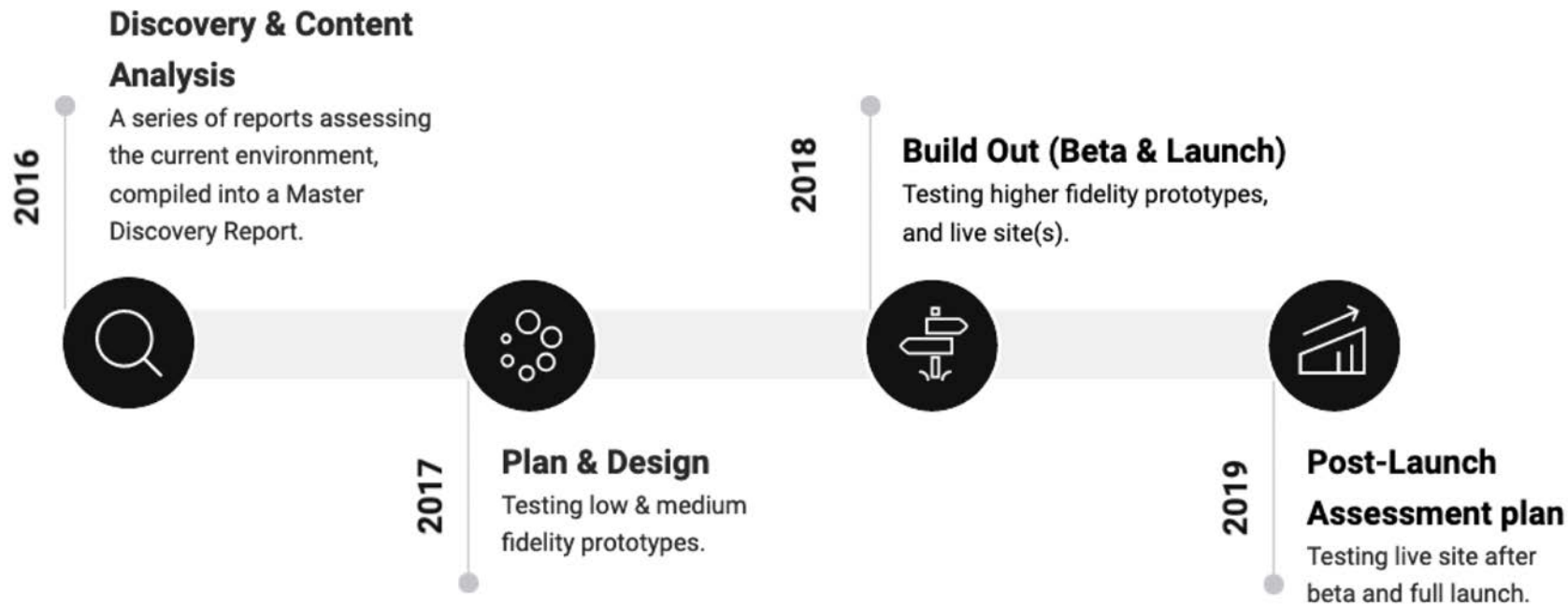
Four Phases

1. Discovery & Content Analysis
2. Plan & Design
3. Build Out
4. Post-Launch Assessment



Timeline

UX at Every Stage



One Discovery Report

To rule them all

The Master Discovery Report began with an overall executive summary and recommendations ...

then summarized the findings of the 24 individual discovery reports ...

and don't forget the raw data.



Moving from

Discovery Findings to Plan & Design

Example: Top-Level Navigation

Finding: Certain categories are not meaningful / distinguishable. E.g. *Research, Libraries & Collections, Services*

Sources: One-on-one user testing; card sorting

Recommendation: Re-examine, test & improve categories

Tools: Card sort, tree test, first-click test, one-on-one



Moving from

Plan & Design _{to} Launch

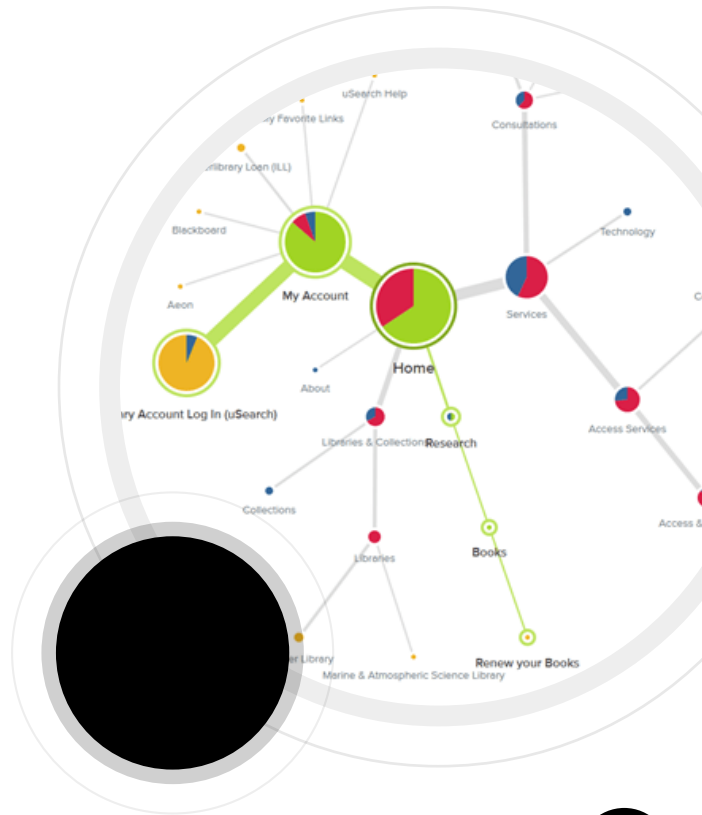
Iterate! If something seems to work, move on. If it doesn't, try a new idea and test again. Repeat.

We tested the same idea across time, using different tools to try to address the same problem.



Our UX Toolkit

- Online Surveys (Google Forms)
- Focus Groups (pen & paper)
- Card sorts: sticky notes, and online (OptimalSort)
- One-on-one tests (laptops, table, coffee)
- Mini design sprints (paper, pencil, screen, camera)
- First-click tests (Chalkmark, InVision)
- Tree tests (Treejack)



Let's talk about

Assessment

a.k.a. Wait, did we test that?

- 75 tasks using these 7 different methodologies
- 24 discovery reports
- Over 1,200 files in our shared Box folders (Including meeting minutes, notes, raw data, pictures, Excel files, etc)
- Google Forms' data
- Optimal Workshop data.
- Email discussions threads, printed mockups, online mockups, slideshows presented to stakeholders





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Most usability practitioners don't derive full value from their user tests because they don't systematically archive the reports.

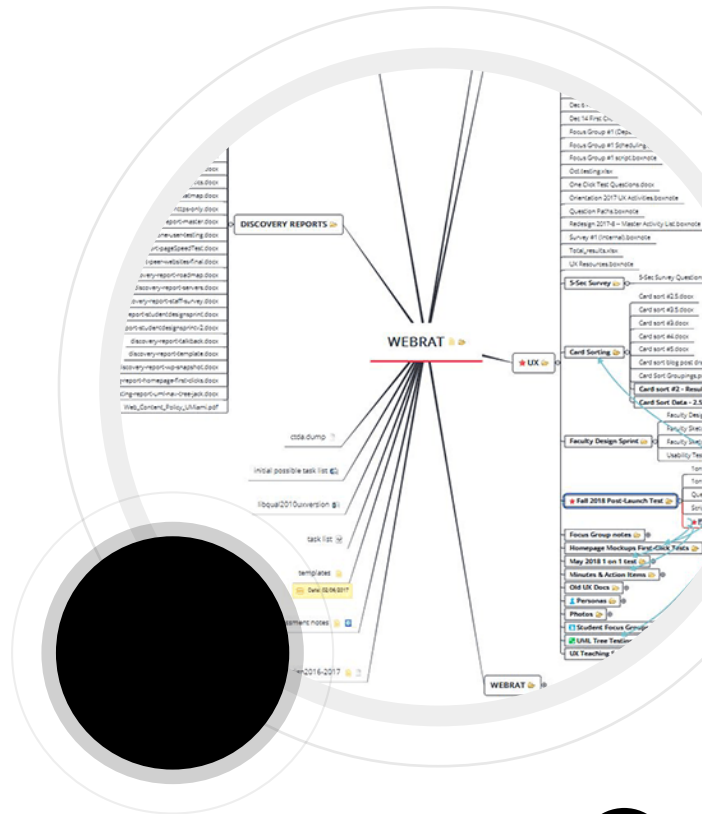
Jakob Nielsen

Archiving Usability Reports

June 13, 2005

per Jakob Nielsen

- ## Are we getting better or worse?





“

Looking at all of these different sources of patron-generated data helps to piece together a more holistic view of the library, and gets you out of a system-focused organizational view

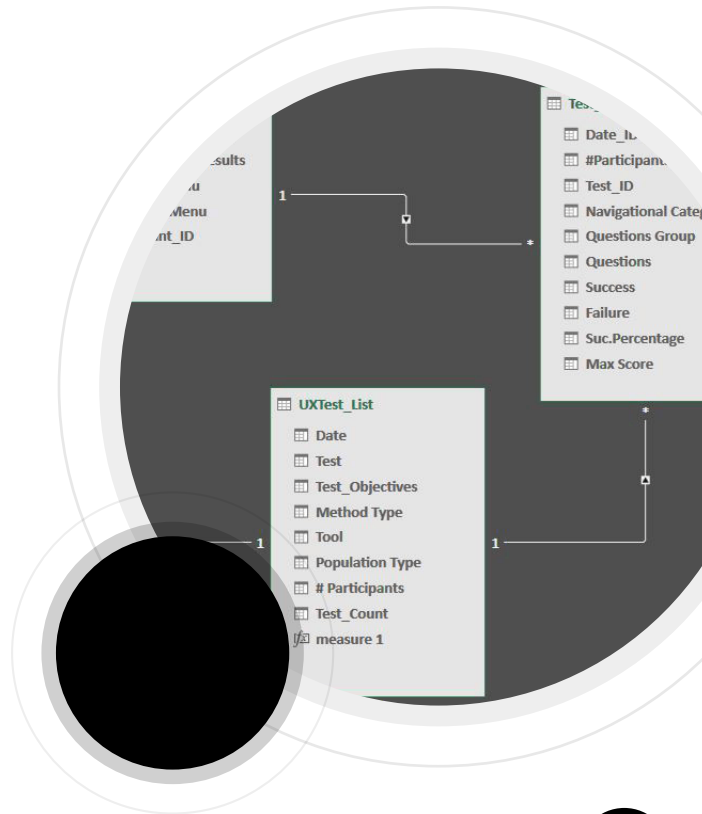
Matt Borg & Matthew Reidsma

Holistic UX: Harness your Library's Data Fetish to Solve the Right Problems

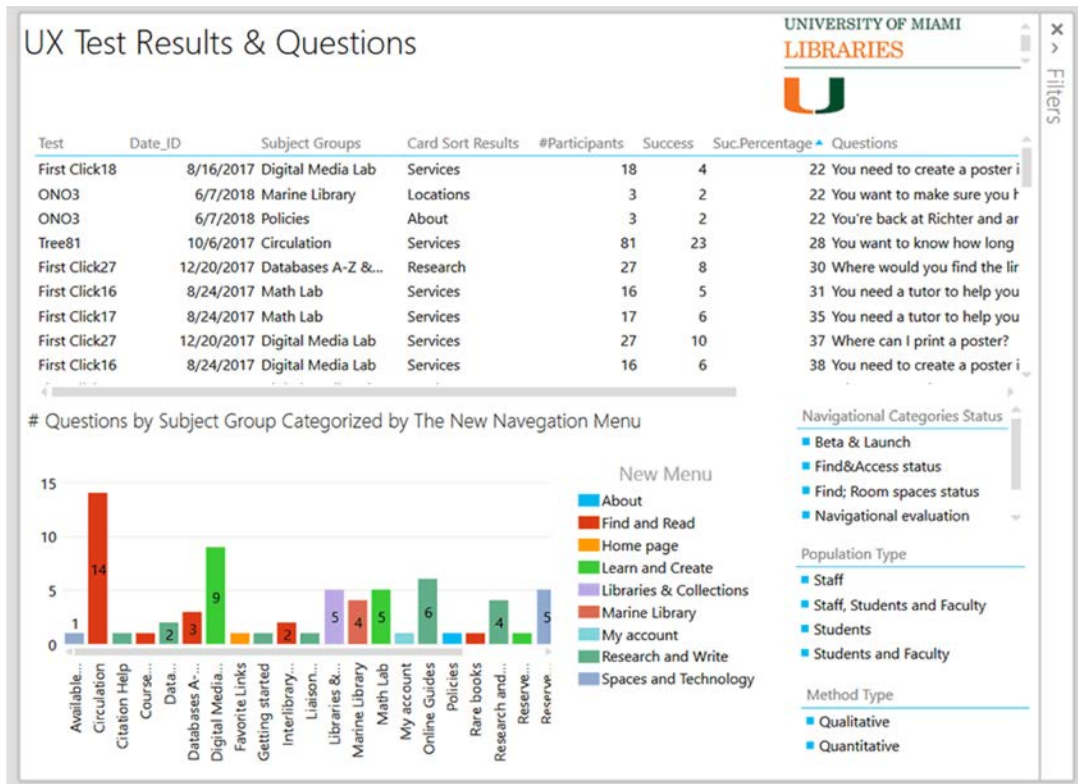
May 2016

Master Question List & Visualizations

1. **Test List**
Includes descriptive information about each test and its objectives.
2. **Menus & Subject Group List**
Includes subject groups, which are types of services or resources. Also includes labels of new & old top-level website navigation menus.
3. **Question List & Results**
includes all questions asked; Test ID and subject group names; scores.
4. **Card Sort**
Includes complete card sorting test data sessions and Test ID.



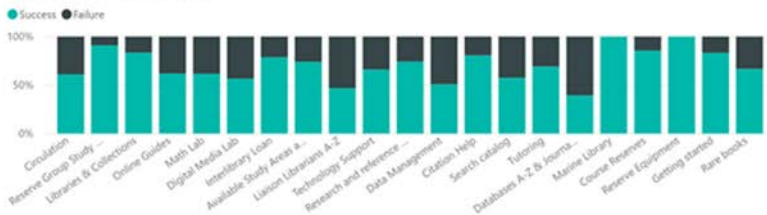
Master Question List & Visualizations



Visualization Options & Tools

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Success & Failure by Questions Group



Results by Date, Tests & Top Navigation Status

Date_ID	Test_ID	Questions Group	Navigational Categories Status	Old Menu	New Menu	#Participants	Success	Failure
August 2017	First Click56	Circulation	Pre-Navigational evaluation	Research	Find and Read	56	43	13
August 2017	First Click18	Circulation	Pre-Navigational evaluation	Research	Find and Read	18	14	4
August 2017	First Click18	Digital Media Lab	Pre-Navigational evaluation	Rooms & Spaces	Learn and Create	18	4	14
August 2017	First Click18	Math Lab	Pre-Navigational evaluation	Rooms & Spaces	Learn and Create	18	12	6
August 2017	First Click56	Math Lab	Pre-Navigational evaluation	Rooms & Spaces	Learn and Create	56	48	8
August 2017	First Click56	Digital Media Lab	Pre-Navigational evaluation	Rooms & Spaces	Learn and Create	56	50	6
August 2017	First Click56	Libraries & Collections	Pre-Navigational evaluation	Libraries & Collections	Libraries & Collections	18	18	0
Total						1845	1249	596

Test

All

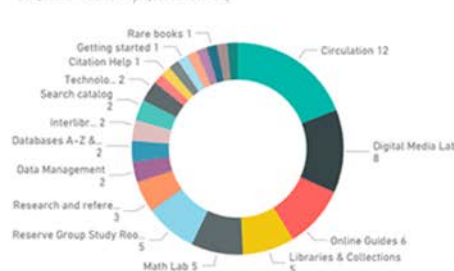
New Menu

All

Questions & Questions Count

Count of Test_ID	Questions
1	I need help getting articles for my class. Where do I go?
1	[The librarian] suggested you look at the PsychInfo database. Can you find that?
1	Does the library have a copy of the textbook "Human Biology?"
1	I need help in my class. Where do I go to get a tutor?
2	I need to update my printer drivers. Where do I go?
1	Need a tutor to help you with one of your Math classes. Where on the library web do you go to find a tutor and set up a session?
1	Oh, darn. You think that "Essentials of Oceanography" might be due back. How w...
63	

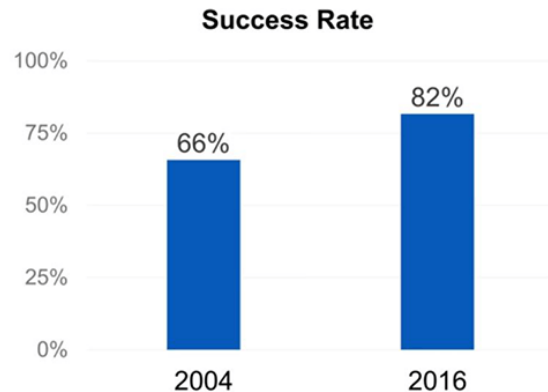
#of Questions Asked by Questions Group



Web UX 2016 vs. 2004

- A rare longitudinal study of 12 years' evolution in web usability, from the UX Conference in London.
- https://www.youtube.com/watch?v=xKOIga_xkKA

	2004	2016
Sites	25	43
Users	69 57 USA, 12 UK	215 113 USA, 102 UK
Tasks	68	215
Task attempts	451	1,078



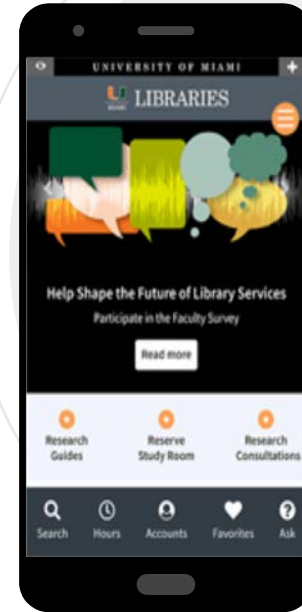
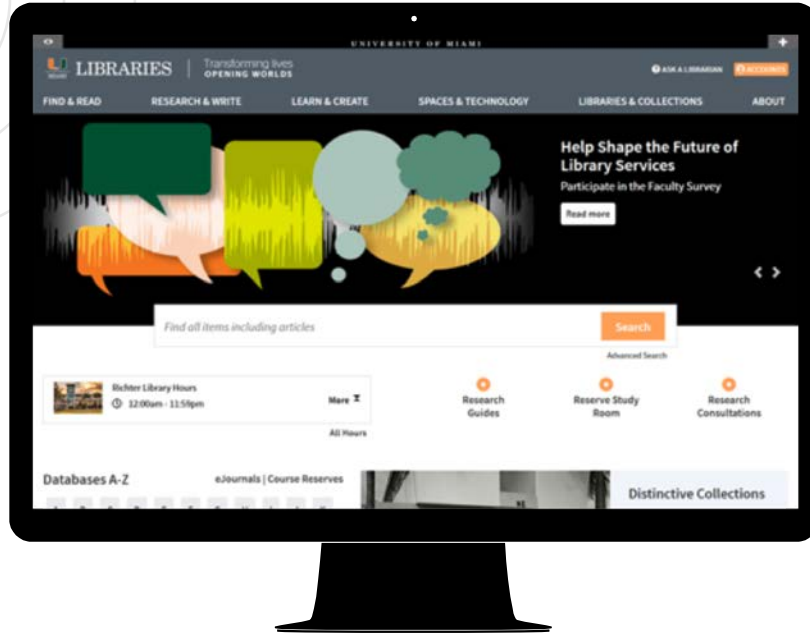
Web UX 2016 vs. 2004

User Failures Out of All Task Attempts, by Cause

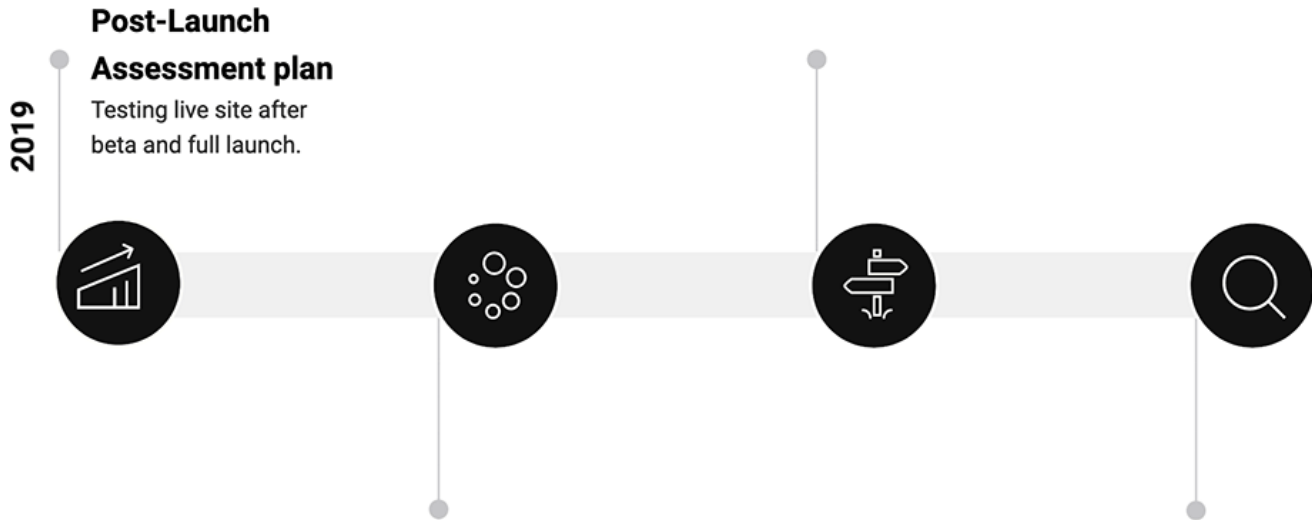


Launch!

July 2018



Post-Launch Assessment Plan



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Thanks!

Questions?

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Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)