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# UX Debrief

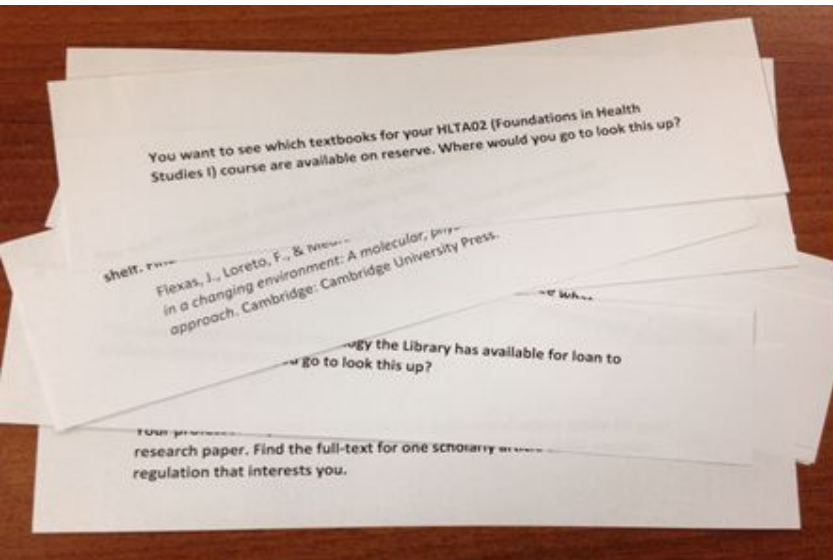
— April 21, 2020 Staff Meeting —

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# Recap: Phase 1 and 2

- Summer 2016 and Summer 2018

## Usability testing



## Card sorting

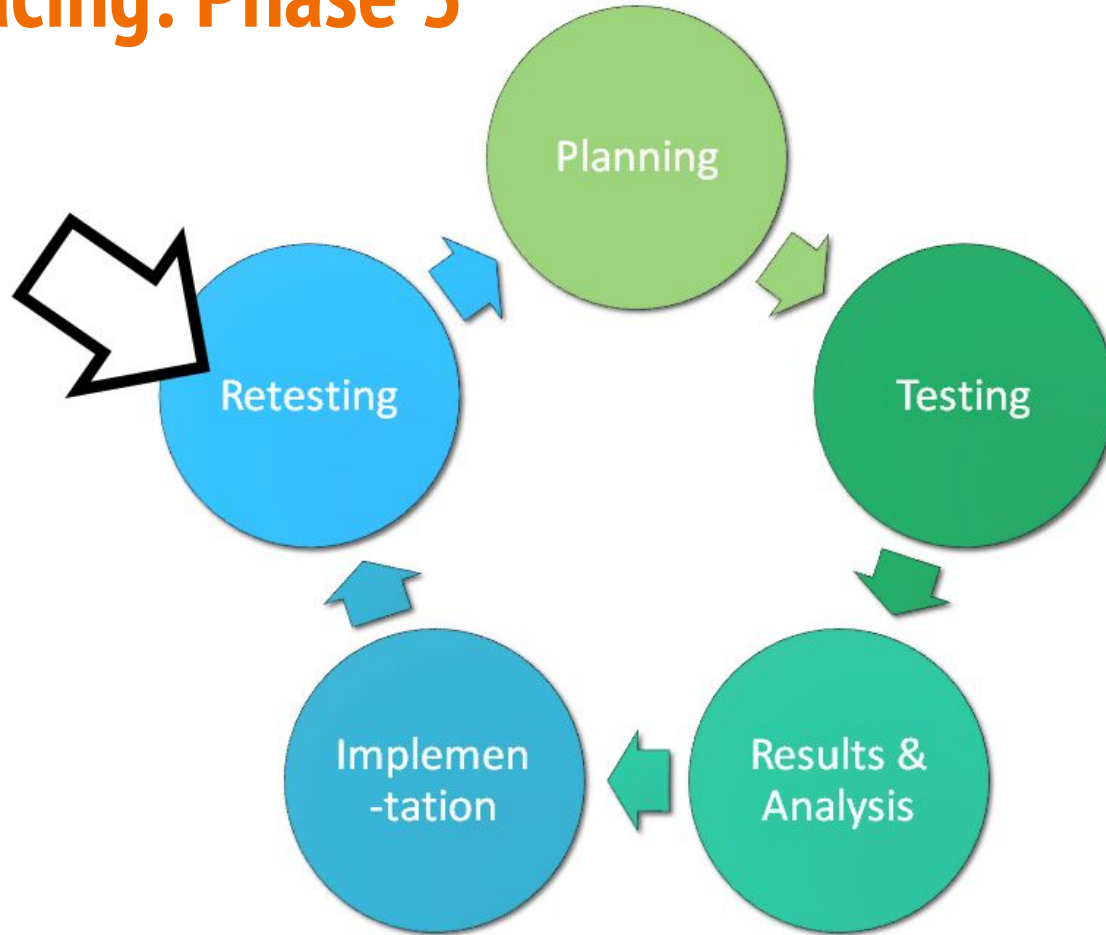


# Recap: Phase 1 and 2

## Positive changes highlights:

- Revisions to the default button order and input messaging of the UTL course reserves module (prioritize course code > course name/instructor)
- Rejigged a number of pages in the menu hierarchy
  - E.g. Old Exams Repository from Research → Services; went from 0% agreement to 67% agreement (n=15)
- Addition of new sub-menus (e.g. Technology) + elimination of other sub-menus (e.g. Collections, Manage your content, Use our spaces)
- Consolidation of Visit and About top menus

# Introducing: Phase 3



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## Goals:

1. Test whether changes made during Phase 1 & 2 were effective
2. Gain clarity on “Inconclusives” from Phase 1 & 2
3. Gather evidence on where best to place new web pages

## Focus:

- Card sorting > task-based usability testing

# Phase 3: Methodology

## Hybrid Card-Sort


**How** *Optimal Workshop*, an online suite of usability testing tools

**Who** Any individual affiliated with UTSC

**What** Participants sort cards (webpage titles) into preset or custom categories (main menu labels)

**When** Feb. 20–Mar. 20 (1 month)

**Where** Online/Virtual Study  
<https://bit.ly/UTSCLibraryTest>



Library  
**UNIVERSITY OF TORONTO**  
SCARBOROUGH

### Welcome!

Welcome to the UTSC Library Website card-sorting study, and thank you for agreeing to participate!

Your responses will help us **organize the content on our website**, and make it **easier and more intuitive** to use. It's very important to us to find out how *you* think the website should be designed, not what we think.

This shouldn't take longer than **10 to 15 minutes** to complete, and after completing this activity, you may choose to sign up for a chance to **win a \$25 Starbucks gift card** (on a separate form to keep your responses anonymized).

**NOTE: Please do not navigate away from this window or look at the library website during this activity!**

Find out how on the next page...

Landing page of the UTSC Library Website card-sorting study, created on *Optimal Workshop*.

# Phase 3: Methodology

## Why a virtual card-sort?

	Phase 1 & 2	Phase 3
<b>Participants</b>	15 per phase (30 total)	73
<b>Time Commitment</b>	45–60 min. per sort	8 min. (average) per sort
<b>Moderators Required</b>	2	0
<b>Cost</b>	15 x \$10 gift cards	1 x \$25 gift card 1 x free educational license (Optimal Workshop)

# Phase 3: Methodology

## How did we promote our study?

- Social media (e.g. Twitter, Instagram)
- Flyers around the library
- At our weekly UX pop-up table



Card-sort twitter promotion, Feb. 24, 2020.

## DO POORLY DESIGNED WEBSITES MAKE YOU ANGRY? US TOO!

Help us make our website better, and get  
a chance to win a **\$25 Starbucks gift card!**



### Who?

Any UTSC student, alumni, staff, or faculty with 6–10 minutes to spare.

### Where/When?

Online, and at any time you are free!

### What does this involve? How long will it take?

Sorting existing UTSC Library website pages into menu labels in an online study.

Only 6–10 minutes! At the end of the study you will receive a chance to enter yourself into a draw for a \$25 Starbucks gift card.

Interested? Scan the QR code above or visit this link to get started: <http://bit.ly/UTSCLibrary>

Promotional flyer posted around the library.



# Phase 3: Methodology

## Instructions

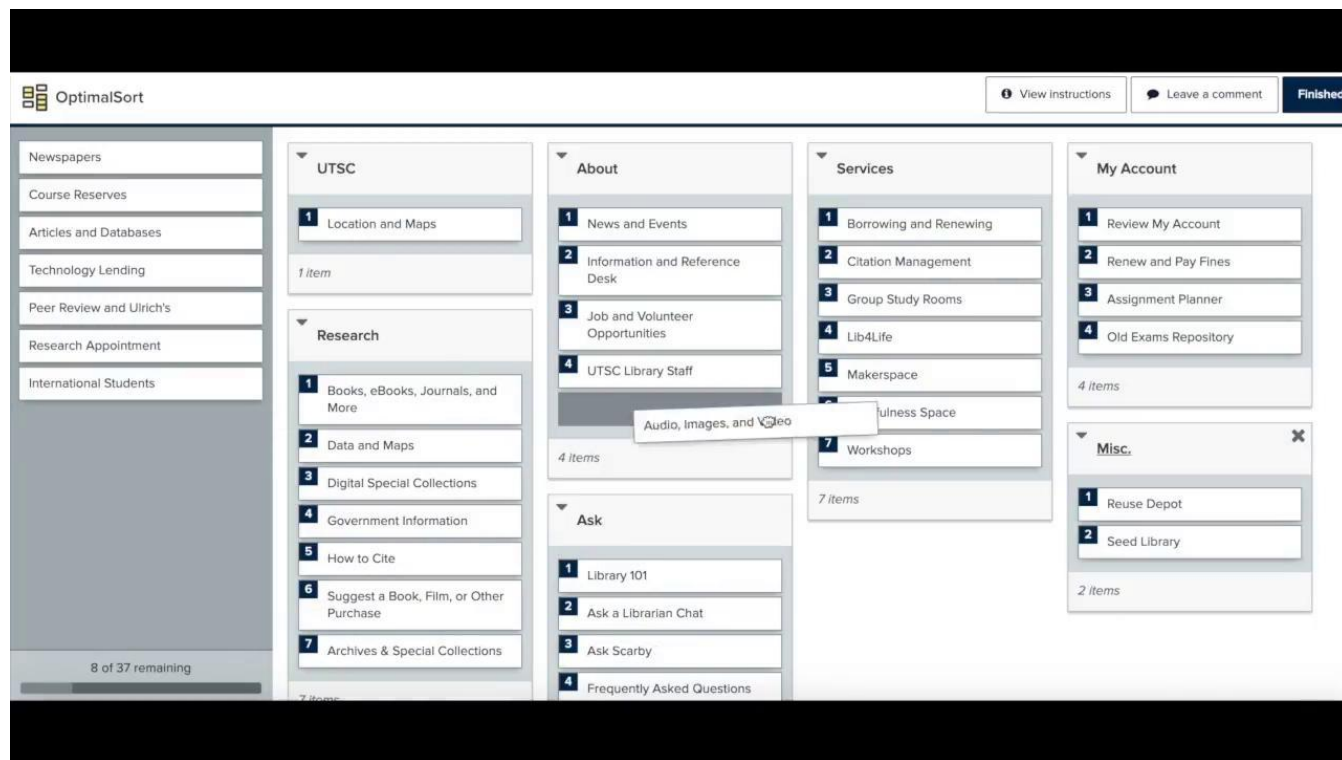
Take a look at the list of items on the left. We'd like you to sort those items into groups and list them in an order that make sense to you.

Use the groups provided or create your own by dragging and dropping an item from the left into the space on the right.

There is no right or wrong answer. Just do what comes naturally. When you're done click "Finished" at the top right.

## Content

- 2 screener questions
- 9 pre-study questions (demographics)
- 37 cards (existing & draft pages)
  - 6 preset categories
- 8 post-study questions (feedback & qualitative questions)



Video demo of our virtual hybrid card-sort study. Interested? Try it out yourself: <https://bit.ly/UTSCLibraryTest>

# Phase 3: Key Findings

## PARTICIPANTS

- **42/73** participants fully completed card-sorts.

## STANDARDIZATION GRID

- **Distribution** of cards across defined categories.
- Each cell shows the **number of times** a card was sorted into the corresponding category.
- Cards with a **60% or more (25.2+ participants)** agreement score were considered “actionable”.
- Categories that were unclear were examined to see if they **could be relabelled or removed** (e.g. Ask, About, UTSC, Services).
- All cards were evaluated **in their contexts** before any changes.

### Standardization grid

Total participants 0  42

Name	About	Ask/Help	My Acco...	Research	Services	UTSC	Not standardized
Archives & Special Collections	3			27	6	6	
Articles and Databases	2		1	35	3	1	
Ask Scarby	3	28	1	2	3	5	
Ask a Librarian Chat	1	31	2	1	5	2	
Assignment Planner		3	13	2	18	5	1
Audio, Images, and Video	7	2	4	20	6	2	1
Books, eBooks, Journals, and	2	3	1	27	7	2	
Borrowing and Renewing	8	3	11	4	13	3	
Citation Management	3	6		16	14	2	1
Course Reserves	3	1	6	12	10	9	1
Data and Maps	7	3		16	7	7	2
Digital Special Collections	3	2	1	20	13	1	2
Frequently Asked Questions	15	24	2			1	
Government Information	13	1	2	10	8	6	2
Group Study Rooms	5		3		20	13	1
How to Cite	1	12	1	16	8	3	1
Information and Reference De	10	13	1	2	10	5	1
International Students	6	7	3	1	2	23	
Job and Volunteer Opportunit	6	2	6	2	14	11	1
Lib4Life	10	1	1	2	19	9	
Library 101	14	15	1	2	7	3	
Location and Maps	17	3		2	6	13	1

To view the full chart and results of our study, go to: <https://bit.ly/UTSCLibraryResults>

# Phase 3: Key Findings

## Broad or Unclear Cards or Categories

- “Services and UTSC **is not clear if the services [are] provided by the library or from utsc**. In my opinion the UTSC category is unnecessary in the library website.” (P24)
- “[What’s the] **difference between ask and about?**” (P37)
- “The “About”, “UTSC” and “Services” card groupings were uncertain to sort because all 3 categories were all similar and I wasn’t too sure exactly which card should go where. Some of the cards **seemed to fit in all three categories**, so it was hard to determine what goes to where.” (P45)
- “Utsc. **History of Utsc library** or **special offerings** only available at this library?” (P60)
- “I was not sure about the UTSC category. Is it supposed to be a **generic category for external links to other UTSC pages** or is it supposed to be **relevant to the library’s activities**.” (P68)

# Next Steps

The good news: many of our “Actionable” items align with current website locations (i.e. no change required!); “Inconclusives” will require further testing.

## Biggest change:

- Remove “UTSC” from the top navigation menu and relocate following downtown’s example:



UNIVERSITY OF TORONTO  
LIBRARIES

Feeling distressed?

Search

Hours

Donate

U of T

Research

Services

Libraries

Ask

About

My Account

Questions?

