USABILITY TESTING PRIMO

AFTER THE RELEASE PARTY
THERE'S THE AFTER PARTY

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PRESENTATION OUTLINE

• U of M Usability Lab Findings
  • Process/Participants
  • Scenarios
  • Results
  • Action Items

• Performance

• Next Steps
PROCESS / PARTICIPANTS
PROCESS

Two days, four participants a day, one hour a session.
Each session:
1) Orientation / Eye-tracking calibration
2) Scenarios
3) Follow up questions
4) Survey – Library oriented SUPR-Q
8 PARTICIPANTS

- Recruited by the Usability Lab
- Half graduate students and half undergrads
- Variety of academic disciplines
U OF M LIBRARIES

International Education Week
IEW celebrates the benefits of international education and exchange worldwide. This initiative promotes understanding and builds support for international educational exchange by encouraging development of programs preparing Americans to live and work in a global environment and attract future leaders from abroad to study in the United States.

RESEARCHER & INSTRUCTOR SUPPORT
Copyright | Media Services
eLearning Support
Data Management
U of M Digital Conservancy
Course Reserves
Request a consultation or workshop

Today's Hours

Workshops

Map Library Building Hours
Wilson 7:00am - Midnight
Walter 8:00am - Midnight
Bio-Medical 7:00am - 3:00am
McGraw 8:00am - 10:00pm
Andersen 8:30am - 4:30pm

All Hours & Locations »
1. Find a known article
2. Find a known book, at a particular branch, circ status and call #
3. Find books by an author
4. Find peer-reviewed articles on a topic
5. Request/ILL an unavailable book out on loan
RESULTS
SEARCH RESULTS VIEW
FACETS

- Little used
- Used incorrectly
  - Subject > Book
  - Wanted Material Type > Book
- Data issues
  - Snyder, Gary
  - Snyder, G
  - Same person?
- Expand beyond
RESULT ITEMS: MULTI. VERSIONS

Issues

• Seeing a multiple result item as a result

• Seeing a multiple result item as a multiple result
RESULT ITEMS – FORMAT ICONS

Issues

• Users did not notice the format icons
• Confusion over audio result being the top result of a multiple result cluster
Issues

- Scanning for “Wilson” users did not see items with multiple holdings at other locations.
GET IT – WHERE IS CALL #

**Issues**

- Barcode is over emphasized
- Anderson call # is still on the page
- Wilson call # has no label
- Data is slow to load

**Check Locations Below Or:**

**Location:** TC Wilson Library  
**General Collection 825T577 OH**

<table>
<thead>
<tr>
<th>Barcode</th>
<th>Type</th>
<th>Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>319510020052051</td>
<td>Book</td>
<td>Loanable</td>
</tr>
</tbody>
</table>
GET IT – UNAVAILABLE
GET IT – PLACE REQUEST

Issues

• Too hard to see this feature
• What does “more options” mean?
GET IT – PLACE REQUEST

Issues

• Option is obvious only if you are signed in

• ILL homepage is overwhelming compared to in-app GetIt! form
GET IT – PLACE REQUEST - ILL

Interlibrary Loan (ILL)

ILLiad Sign In

U of M Internet ID:

U of M Password: Log in to ILLiad

If you are a new user or previously registered using a personal username, you will be directed to the ILLiad User Information page after login. After completing the form you will be directed to the ILLiad Main Menu.

CURRENT PROXY USERS: Log in with your current Interlibrary loan proxy username and password.

First-time Proxy User? This means a faculty member has requested proxy privileges for a research assistant. DO NOT use this unless you are a proxy.

Create Proxy Account

Interlibrary loan services are offered without charge by the University Libraries to promote coursework and scholarly research by providing access to materials that are not held within the Twin Cities campus collections or are currently unavailable.

Note: the ILLiad system we use for interlibrary loan transactions is separate from your library account. To use our services, you must complete a one-time registration form and have active borrowing privileges.
GET IT – PLACE REQUEST
VIEW IT – COMPLEXITY

Issues

- Too many options
- Confused by coverage dates
- “1896... oh, this is too old.”
- Data is slow to load
TABS

Issues

• Most users did not perceive the tabs as tabs

• Used inappropriately: “I’ll limit to Libraries Catalog, because that’s where peer-reviewed articles are.”

• Everyone guessed when trying to explain difference.
MNCAT DISCOVERY TO-DOS

• Share results with ExLibris
  • Via conversations with product managers
  • Support tickets
  • Enhancement requests / Salesforce cases
• Share results with ExLibris community
• Identify local challenges versus vendor issues
• Monitor Primo application performance
• Implement custom solutions
ENHANCE REQUEST CALL TO ACTION

Before: Primo Default

After: Title and material-type FRBRization
UPDATE FRBR-IZATION POLICY

Before: Work-level FRBRization

After: Work and material-type FRBRization
Uptime and performance monitoring made easy

Everything you need to monitor your website
With Pingdom’s website monitoring you’ll be the first to know when your website is down, and you’ll stay on top of your website’s performance. Monitoring your websites and servers is a smart decision.

Get Started Now ← No installation required

We have earned the trust of 500,000+ users, including these fine companies:
PERFORMANCE MONITORING - PINGDOM
PERFORMANCE
“Performance and satisfaction scores are strongly correlated”
Impact of site performance on overall site conversion rate....

Baseline – 1 in 2 site visits had response time > 4 seconds

* Sharp decline in conversion rate as average site load time increases from 1 to 4 seconds

* Overall average site load time is lower for the converted population (3.22 Seconds) than the non-converted population (6.03 Seconds)

Note: Load Time here is the time taken from head of the page to page ready (T_Page)
SPEED MATTERS

Shopzilla – Sped up page load from 6s to 1.2s, increased revenue by 12%.

Amazon.com – increased revenue by 1% for each 100ms of improvement.

AOL.com – Visitors in the top ten percentile of site speed viewed 50% more pages.

Yahoo – Increased traffic by 9% for every millisecond of improvement

Google.com – A/B tested performance, 500ms delay causes 20% drop in traffic

Mozilla – got 60M more Firefox downloads by making pages 2.2s faster
Make the Web Faster

Overview

PageSpeed

Analysis

Optimization

Public DNS

Hosted Libraries

Protocols & Standards

Best Practices

Community

PageSpeed Tools

Analyze and optimize your website with PageSpeed tools to implement the web performance best practices.

Fast and optimized pages lead to higher visitor engagement, retention, and conversions. The PageSpeed family of tools is designed to help you optimize the performance of your website. PageSpeed Insights products will help you identify performance best practices that can be applied to your site, and PageSpeed optimization tools can help you automate the process.

Analysis

- Analyze your site online
- Install Chrome extension
- Use the Insights API
- Learn about Insights rules and FAQ

Optimization

- Install PageSpeed on Apache or Nginx (Download)
- Explore the PageSpeed SDK
## GOOGLE PAGESPEED SCORE // OCT 30, 2014

<table>
<thead>
<tr>
<th>Discovery Service</th>
<th>Desktop</th>
<th>Mobile</th>
<th>Combined</th>
<th>Client</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Scholar</td>
<td>98</td>
<td>97</td>
<td>195</td>
<td>Everyone</td>
</tr>
<tr>
<td>Summon</td>
<td>83</td>
<td>77</td>
<td>160</td>
<td>U Texas</td>
</tr>
<tr>
<td>WorldCat Local</td>
<td>80</td>
<td>60</td>
<td>140</td>
<td>UC Berkeley</td>
</tr>
<tr>
<td>EBSCO (EDS)</td>
<td>77</td>
<td>63</td>
<td>140</td>
<td>Miss. State U</td>
</tr>
<tr>
<td>Primo</td>
<td>76</td>
<td>61</td>
<td>137</td>
<td>U of Minnesota</td>
</tr>
</tbody>
</table>
# BIG TEN / GOOGLE PAGESPEED

## Speed Leaderboard

Enter your own URL to see how your site compares with these:

<table>
<thead>
<tr>
<th>Name</th>
<th>Current Score</th>
<th>Last Changed</th>
<th>Last Checked</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Minnesota Libraries</td>
<td>95</td>
<td>Nov 11, 2014 10:00 am</td>
<td>about 9 hours ago</td>
<td>visit site</td>
</tr>
<tr>
<td>University of Wisconsin-Madison Libraries</td>
<td>93</td>
<td>about 9 hours ago</td>
<td>about 9 hours ago</td>
<td>visit site</td>
</tr>
<tr>
<td>Indiana University Libraries Bloomington</td>
<td>77</td>
<td>about 9 hours ago</td>
<td>about 9 hours ago</td>
<td>visit site</td>
</tr>
<tr>
<td>Northwestern University Library</td>
<td>74</td>
<td>Aug 15, 2014 10:00 am</td>
<td>about 9 hours ago</td>
<td>visit site</td>
</tr>
<tr>
<td>Purdue University Libraries</td>
<td>73</td>
<td>Nov 4, 2014 10:03 am</td>
<td>about 9 hours ago</td>
<td>visit site</td>
</tr>
<tr>
<td>Michigan State University Libraries</td>
<td>72</td>
<td>Nov 14, 2014 10:01 am</td>
<td>about 9 hours ago</td>
<td>visit site</td>
</tr>
<tr>
<td>University of Michigan Library</td>
<td>69</td>
<td>Yesterday at 10:00 am</td>
<td>about 9 hours ago</td>
<td>visit site</td>
</tr>
<tr>
<td>University of Iowa Libraries</td>
<td>66</td>
<td>Oct 15, 2014 10:01 am</td>
<td>about 9 hours ago</td>
<td>visit site</td>
</tr>
<tr>
<td>Ohio State University Libraries</td>
<td>65</td>
<td>Nov 11, 2014 10:01 am</td>
<td>about 9 hours ago</td>
<td>visit site</td>
</tr>
<tr>
<td>Pennsylvania State University Libraries</td>
<td>65</td>
<td>Nov 9, 2014 10:01 am</td>
<td>about 9 hours ago</td>
<td>visit site</td>
</tr>
<tr>
<td>Rutgers University Libraries</td>
<td>62</td>
<td>Oct 24, 2014 10:03 am</td>
<td>about 9 hours ago</td>
<td>visit site</td>
</tr>
<tr>
<td>University of Nebraska-Lincoln Libraries</td>
<td>47</td>
<td>Nov 12, 2014 10:01 am</td>
<td>about 9 hours ago</td>
<td>visit site</td>
</tr>
<tr>
<td>University of Maryland Libraries</td>
<td>36</td>
<td>about 9 hours ago</td>
<td>about 9 hours ago</td>
<td>visit site</td>
</tr>
<tr>
<td>University of Illinois at Urbana-Champaign Library</td>
<td>20</td>
<td>Yesterday at 10:00 am</td>
<td>about 9 hours ago</td>
<td>visit site</td>
</tr>
</tbody>
</table>

The SpeedLeaderboard is brought to you by the University of Minnesota Libraries Web Development Team.
NEXT STEPS
FUTURE TODOS

• **Usability Test our customizations**
  - U of M Libraries have begun monthly in-house usability testing
  - Largely following example of Matthew Reidsma at Grand Valley State University

• **Evaluate Real User Monitoring**
  - Set / Record / Analyze realistic R.U.M. expectations
  - Draft R.U.M. standards into next vendor-hosted discovery RFP

• **Audit common search queries**
  - Detect data oddities and FRBR issues
  - Ensure top result is the best result
THANKS!
ANY QUESTIONS?

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