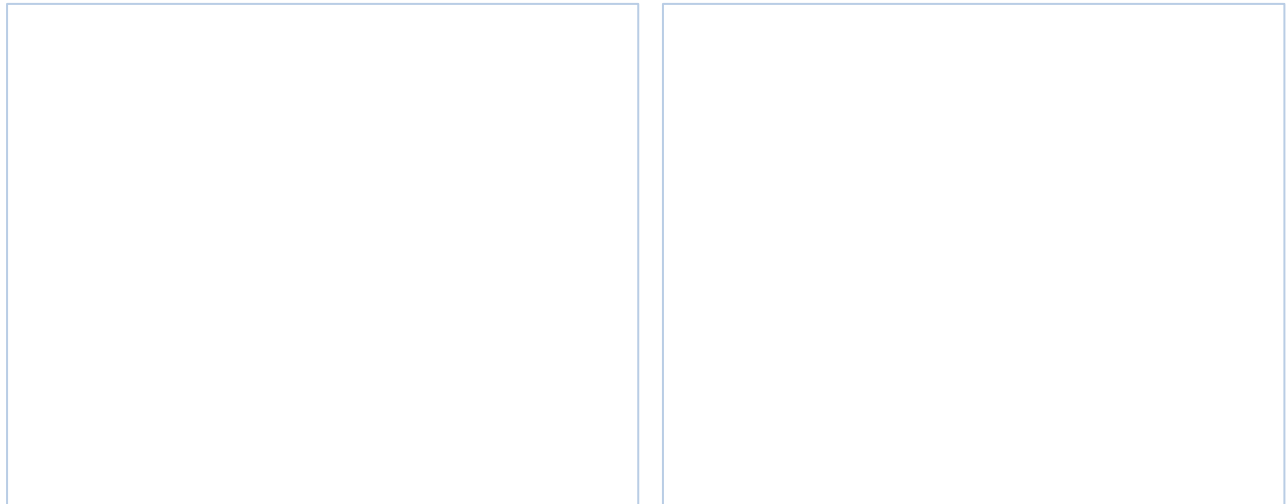


# Saint Louis University Libraries Website Usability Study—Fall 2014

Submitted April 13, 2015



Conducted by the Pius/Medical Center Libraries Assessment Committee:

Patricia Gregory (chair), Assistant Dean for Library Assessment, Pius Library  
Bram Boettge, Access Services Coordinator, Medical Center Library  
Deborah Cribbs (Ad Hoc Member), Technology Coordinator, Web Developer, Pius Library  
Ronald Crown, Research and Instruction Librarian, Pius Library  
Sam Deeljore, Technology Manager, Pius Library  
Jonathan Harms, Library Associate Research & Instructional Services, Pius Library  
Haroon Iqbal, Technology Coordinator, Pius Library  
Miriam Joseph, Research and Instruction Librarian, Pius Library  
Lori Kupsky, Catalog Librarian, Pius Library  
Erica Lauriello, Library Associate, Special Collections, Pius Library  
Donghua Tao, Medical Reference Librarian, Medical Center Library

## Introduction and Overview

---

A functional, appealing website is vital 1

de62w0 Tw Tc 0

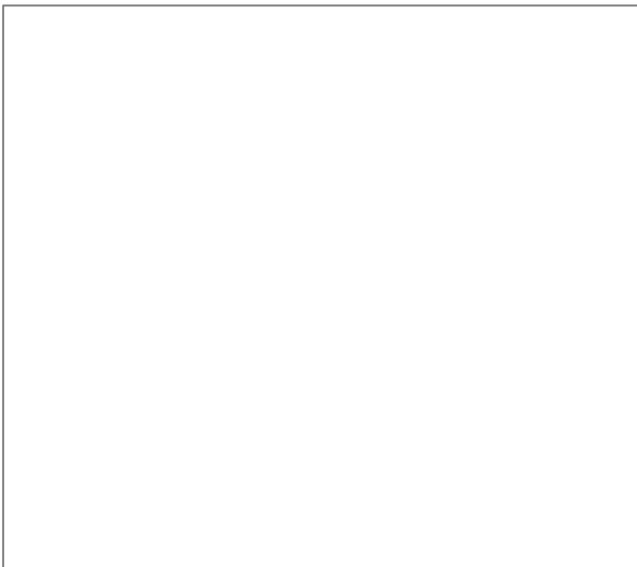
2

# Saint Louis University Libraries Website Usability Study

Saint Louis University Libraries Website Usability Study–Fall 2014

Participants used the draft websites to try to find the information and typed their responses into the Qualtrics form. Simultaneously, the tracking software captured the actual path taken on the websites to accomplish the task. This not only provided more exact information about how tasks were completed, but later allowed library staff to address graphics and layout, structure, and content (e.g., number of clicks required to locate primary information).

In addition, participants were asked to (1) rate the new websites on the following criteria: overall experience, ease of navigation, ease of use, and ease of access. The data were analyzed using SPSS. The results are presented in the following table.





## Appendix 1 : Survey Results and Responses

---

In addition to recording participants' answers, Qualtrics software recorded several other metrics for each task: time spent; number of clicks, time of first and last click. Specifically, it measured the amount of time that passed from the moment the page with the question was loaded until the participant's last interaction with the Qualtrics survey (not including their click to move to the next page). We included time for both correct and incorrect answers. Participants' task answers, suggestions, and comments for Pius and MCL websites were coded separately by two different committee members for each website.

Note: Participants who attempted to go past a question without answering it were prompted to answer it by a Qualtrics popup box, but they were allowed to skip questions if they wished. Thus, the number of participants who answered each question varies.

Task 3: How can you renew a book online?

Pius:Averagetime to answer 57 seconds

MCL:Averagetime to answer 101 seconds

Resultsfor Pius:	Resultsfor MCL:
“RenewBooks” blue button/icon—70	“Service” menu> “My LibraryAccount” —2
“RenewBooks” link under ForStudents—29	“My Account” link locationundetermined—10
“My Account” link at the bottom of the homepage—7	“My Account” link at the bottom of the homepage—7
Other—13	Couldnt find—3

AnswerFoundbut path cannotbe determined—5



Saint Louis University Libraries Website Usability Study–Fall 2014

Results for Pius:	Results for MCL:
Answer Found but path cannot be determined <sup>28</sup>	“Books” tab in search box > “eBooks”–12
“Books” tab in search box > “Books”–22	“Books” tab in search box w/out specifying “eBooks”–4
“SLUth” tab in search box <sup>13</sup>	MCL Reserve <sup>2</sup>
SLU Library Catalog (not specified) <sup>4</sup>	“Research” menu item > “Books” > Search <sup>2</sup>
Answer not found–7	Answer found but path cannot be determined–6
Search box (not specified) <sup>6</sup>	Answer not found–6
Other–17	Other–1
Total responses–101	Total responses–30

Task 6: How many ways can you use the website to get help from a librarian?

Results for Pius:	Results for MCL:
Average number of ways <sup>4.52</sup>	Average number of ways <sup>3.93</sup>
“Contact Us” tab–14	“Ask a Librarian” link (Pius website) <sup>10</sup>
“Subject Librarian” icon–13	“Contact Us” icon–9
“Ask a Librarian” link–11	“Questions? Ask Us” link (Pius website) <sup>6</sup>
“Questions? Ask Us” link <sup>10</sup>	“Contact Us” icon–(Pius website)–3
“Help” link in the middle–9	Other–5
“Directory” icon–5	
Quick Links–5	
For Students–5	
For Faculty/Staff Resource page <sup>5</sup>	
Other	

Saint Louis University Libraries Website Usability Study-Fall 2014

Results for Pius:	Results for MCL:
"SLU" tab searchbox—21	"SLU" tab searchbox—2
"Journal" tab searchbox—37	"JournalArticles" tab in searchbox—19
"ResearchGuide" tab in searchbox—16	"QuickLinks" on

[Opinion/Rating](#) / [Demographic](#) [Questions](#)

The remaining





## Appendix 2: Demographic Details of Participants

---

University Status	# of Participants
Faculty	33
Graduate/Professional Student	39
Non-degree Seeking Student	0
Other	1
Staff	13
Undergraduate Student	67

Unit Affiliation	# of Participants
Academic Affairs Division	1
Center for Sustainability	2
College for Public Health & Social Justice	11
College of Arts & Sciences	53
College of Education & Public Service	8
Doisy College of Health Sciences	22
John Cook School of Business	13
Libraries	7
Parks College of Engineering, Aviation and Technology	7
School for Professional Studies	3
School of Medicine	14
School of Nursing	8
Student Development Division	1
Unspecified	3

Note: The numbers in Appendix 2 represent everyone who began a Qualtrics survey, even those who didn't