Web Site Usability Testing: Assuring a Quality Experience

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Discussion Overview
- Definition & Purpose of Usability Testing
- Steps involved
- Other Methods
- WSU Case Studies
  - What we have tested
  - What we have learned
  - What we have done as a result

Usability Testing
- Definition: To improve a product by having real users doing real tasks
- Purpose: Why test?
Steps Involved
- Planning
- Data Collection
- Analysis
- Implementation of results

Other Methods
- Card Sort
- Category Membership Expectation
- Cognitive Walkthrough
- Field Study
- Focus Groups
- Heuristic Evaluation

What have we tested?
- Griffin, the Libraries’ catalog
- Web pages
- MetaLib
- Online Digital Archives
- Etc.
What have we learned?

- Consistency is key
- Organization is crucial
- Clear language / terminology
- Simple is good

What we have done as a result

- Developed policy that promotes consistency and standardization
- Commitment to testing and retesting
- Implemented changes based on test results

Conclusions

- Testing helps you gain valuable information about your site and your users
- Creating tasks is worthwhile
- Make usability testing a key part of the design process
- Focuses on users
“Librarians like to search; library users like to find.”