POZNAŃ SUPERCOMPUTING AND NETWORKING CENTER





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ACCESS IT Plus – Training workshop in Veria (March '12) Session 3b: Usability testing and use monitoring

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Basic definitions

- Usability the ease with which people can employ a particular tool or other human-made object in order to achieve a particular goal
- Accessibility making websites usable by people of all abilities and disabilities - when sites are correctly designed, developed and edited, all users can have equal access to information and functionality



- In the context of a digital library the accessibility and usability should be evaluated in two areas
 - The digital library interface
 - What will be the user goal here?
 - The digital object interface
 - What will be the user goal here?



- The digital object interface depends on
 - The chosen format of digital objects
 - In fact it depends on viewer used to display the object
 - If the viewer is chosen by users, there is a chance that the user will know how to use it
 - If the viewer is chosen/recommended by digital library administrator, the administrator must take care about the usability and accessibility of this software – or at least have this in mind when looking for the software



- The digital library interface depends on
 - The chosen digital library software (1)
 - The configuration of the software (2)
 - The modifications made in the software interface (3)
- If you will choose popular digital library software (1), there is a big chance that it will have quite usable interface
- But when you configure the software (2) and adapt its user interface for your needs (3) you should think about the usability and accessibility



- You can look for public installations of this software to see the interface modifications done by other institutions
 - Such lists are often available on the website of the software
 - <u>http://dspace.org/whos-using-dspace/Repository-List.html</u>
 - http://dlibra.psnc.pl/biblioteki/
 - Compare at least few of such digital
 - Try to notice what has been changed, think why it was changed by administrators
 - Think what such change means from the end user point of view, is it helpful or not?
 - Try to select "best practices" from other digital libraries and use them in your own digital library interface

Kujawsko-Pomorska Digital Library

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Main page

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Publication description 💌

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One of the interesting publications



Formal classification

- Books
- Early printed books
- Ephemera

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- 1. Psałterz floriański [26179]
- 2. Cosmographia Claudii Ptolomaei Alexandrini [18989]
- 3. ABC Nowiny Codzienne. 1939, nr 253 (1 września) [17679]
- 4. Kazania świętokrzyskie [14516]
- 5. Polesie (1928) [12603]
- 6. Kartki z pamiętników [9111]
- Konrad Wallenrod : powieść historyczna z dziejów litewskich i pruskich [8382]
- 8. Sonety Adama Mickiewicza [8368]
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- 10. ABC Nowiny Codzienne. 1939, nr 254 (2 września) [8102]

Collections

- * "Demons" by Grzegorz Moryciński
- Adam Mickiewicz
- Children's and youth literature



- How to evaluate the usability of the interface?
 - Directly asking the users
 - Survey
 - Laboratory tests
 - Eye tracking systems
 - Hallway testing
 - Indirectly without the users knowledge
 - Data from web browser
 - · Data from web server



- How to evaluate the usability of the interface?
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- Survey
 - Can be placed in some visible part of the digital library main page
 - Should be as short as possible
 - Should be as simple as possible
 - Should have limited number of open questions
 - It is faster to click an answer than to write your own
 - It is much easier to do the statistical analysis of responses to closed questions
 - Questions must be short, polite and well prepared to not cause any doubts in responders
 - Questions must be prepared together with the way the responses will be analysed



- Survey
 - It makes sense to prepare a survey, when you will be able to get some significant number of responses
 - If you are just starting with the digital library, you will probably have to wait a little bit before the number of users will be big enough to use the survey



- Laboratory tests eye tracking systems
 - Users participating in tests are asked to perform specific tasks on the website
 - They wear special hardware on their head which tracks movement of their eyes
 - The movement of eyes is recorded together with the things that are visible on the screen
 - Analysis of these recordings are the basis for the usability result
 - It should be done by specialised staff and may be expensive



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- Laboratory tests hallway testing
 - You take few persons "from the hallway" and ask them to perform some tasks in your system
 - You must ensure users that any problems they will have with performing the task are not their problems, but the problems with the system design
 - You observe people when they are navigating through your website
 - You ask them to speak loudly what they are thinking (even if it will be not nice for you ;-)
 - Instead of the expensive hardware you may use the video camera to record the screen and the voice



The digital library interface

- Laboratory tests hallway testing
 - The persons selected for test should be not the regular users of the tested system
 - The results analysis can be for example done by digital library administrators – it is not complicated, especially if users are speaking loudly about their thoughts
 - According to Jacob Nielsen, a web usability expert

How many?

FIVE

different testers should be able to find 85% of usability problems



The digital library interface



http://www.useit.com/alertbox/20000319.html



- Some general remarks about interface design which are very useful and will for sure appear in your tests
 - User has <u>a task to perform</u>, he/she will **not** be
 - analysing how your digital library software works
 - · reading manual for this software
 - reading... anything (like questions, confirmations, tips etc.)
 - trying to find optimal solution, he/she will just choose the first found probably matching option



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- Data from web browser
 - Just use Google Analytics
 - Gives very good reports
 - Requires to add Google code to each website of your digital library which has to be monitored by Analytics
 - Because of this it is not suitable for digital objects you cannot add Google code to your digital objects
 - <u>http://www.google.com/analytics/</u>



- Data from web server
 - Access to everything that we get via web browser is logged in the web server
 - In most cases it is a simple text file in which each line records information about each user request

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- Data from web server
 - Such data can be analysed with free software like AWStats or Webalizer



Usability vs learnability

- Not every part of interface can be designed for a user who is not willing to read or analyse the features
 - Advanced tasks may require advanced interfaces
 - The user who has to perform such advanced task will probably spent more time to analyse the possibilities
 - In such case the interface should be designed to be easy to learn
 - You can read more about this for example here:
 - <u>http://www.tnl.net/blog/2003/06/17/usability-101-</u> <u>learnability/</u>



Accessibility

- There are several crucial elements for accessibility
 - The availability of textual information
 - To be able to present the information in the way which is the best for particular user
 - With large font
 - With increased contrast
 - With text-to-speech tools
 - ...
 - The good internal structuring of the website (in HTML code)
 - To enable navigation with other tools than mouse



Accessibility

- Source of information
 - Web Accessibility Initiative
 - http://www.w3.org/WAI/
- Basic tools to check the accessibility
 - Web Accessibility Toolbar IE
 - http://www.visionaustralia.org.au/info.aspx?page=614
 - WAVE Toolbar Firefox
 - <u>http://wave.webaim.org/toolbar</u>

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End of session 3b: Usability testing and use monitoring

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