

## Website Consolidation Testing and Recommendations – April 2016

Driven by the consolidation of Georgia State University and Georgia Perimeter College, the separate library websites of the two institutions must be merged to create one website for the consolidated “Georgia State University Library.” **The goals of this round of testing were to:**

1. Discover what users like about the current PC website. See pages 5-6.
2. Discover what users like about the current GSU website. See pages 8-10.
3. Discover what content is most used on the current PC website (user feedback and Google Analytics). For user feedback, see page 4.
4. Discover what content is most used on the current GSU website (user feedback and Google Analytics). For user feedback, see page 7.
5. Discover whether the current GSU Library site architecture is meeting users’ needs. See page 3.
6. Discover the preferred way of presenting hours, directions, contact information and any other truly unique campus library information. For hours feedback, see pages 10, 12-13.

### **Recommendations based on results of testing:**

1. Further analyze the closed card sort data to determine whether redundant links and/or new content labels are needed for the items with low agreement.
2. Based on testing feedback, the tabbed search is heavily used on both library homepages. Keep this element on the consolidated website.
3. Based on testing feedback, GALILEO is a heavily used link (both on the left sidebar and in the tabbed search) on the Perimeter College Libraries’ homepage. Rely on site analytics to determine whether the library homepage is, in fact, a top referring URL to GALILEO. If so, make GALILEO easy to find on the consolidated website.
4. Focus on keeping design elements and content that are mentioned frequently and positively:
  - Search on the homepage
  - Hours on the homepage
  - Live assistance/ask a librarian (chat) on the homepage
  - News/events on the homepage
  - My library account on the homepage (PC only)
  - Institutional link to student resources
  - Link to institutional homepage
  - Desire for “simple,” “easy to read,” “easy to navigate,” “straightforward,” “useful” site that has a “clean layout”

5. Investigate the hours displays of the following websites (in this order) to determine whether one can be adapted and adopted for the consolidated website:
  - San Diego State University Libraries
  - University of Alabama Libraries
  - University of Central Florida Libraries

### Part 1: Closed Sort, Content, and Design

Students, faculty, and staff from the Atlanta Campus (AC) and Perimeter College (PC) were recruited in person via intercept (AC), using a print flyer (PC), through iCollege (PC), and were invited via email (AC and PC) to participate in online testing that included a closed card sort, a content use question, design preference questions, and an hours presentation ranking task. Part 1 results follow on pages 1-9.

#### 1. Before we begin, please answer the following question. During a typical semester, how many times per week do you use the library's website?

#	Answer		# of Responses	%
1	I have never used the library's website.		7	9%
2	1-3 times per week		41	51%
3	4-7 times per week		20	25%
4	More than 7 times per week		12	15%
	Total		80	100%

#### 2. What is your current affiliation?

#	Answer		# of Responses	%
1	Undergraduate student, Atlanta Campus		14	17%
2	Undergraduate student, Perimeter College		20	25%
3	Graduate student		11	14%
4	Faculty, Atlanta Campus		22	27%
5	Faculty, Perimeter College		8	10%
6	Staff, Atlanta Campus		3	4%
7	Staff, Perimeter College		3	4%
	Total		81	100%

**3. Step 1: Take a quick look at the list of items to the left. We'd like you to sort them into groups that make sense to you. Step 2: Drag an item from the left into one of the groups on the right. (The numbers in each column show the number of times that card was put in that category.)**

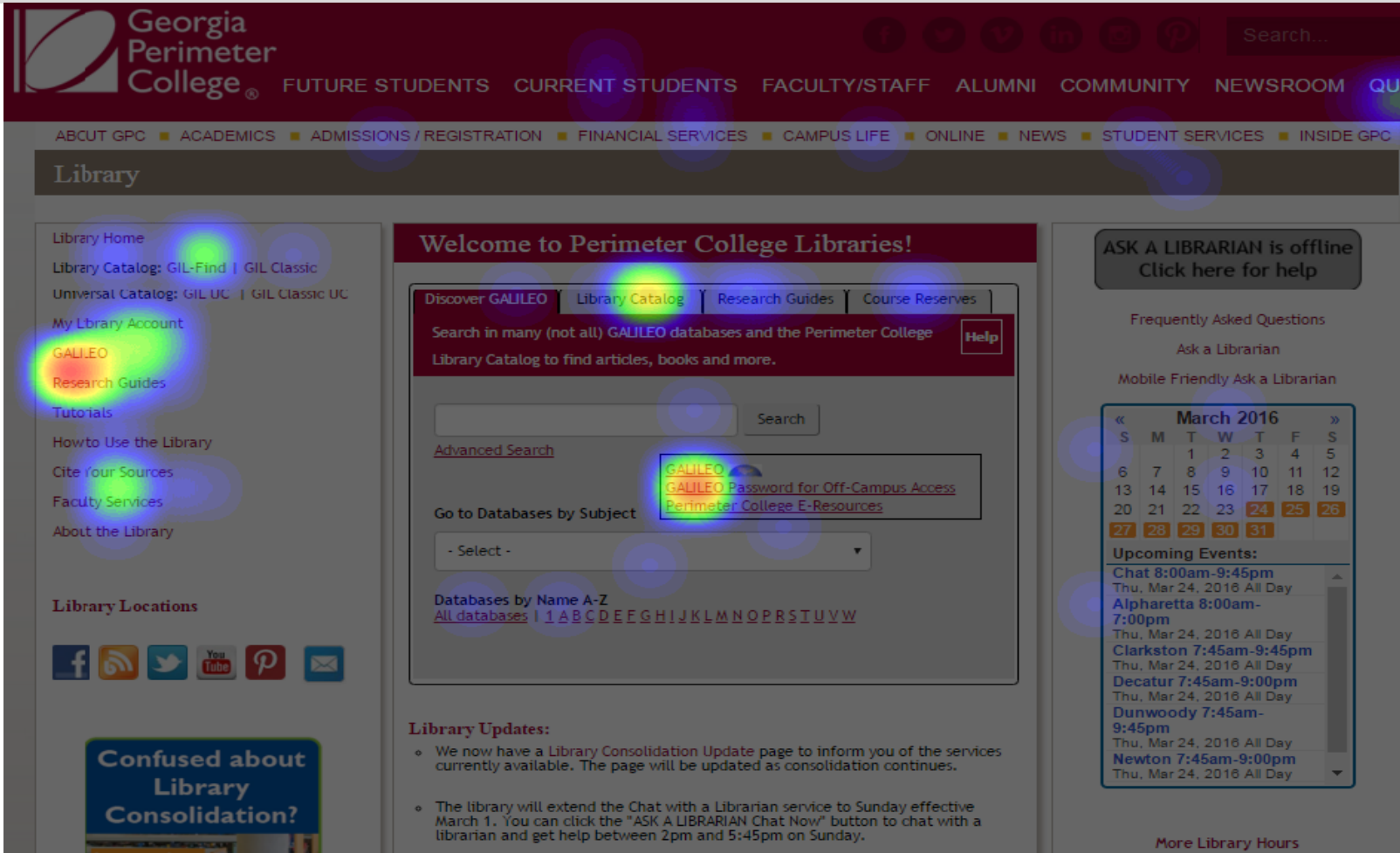
#	Answer	About the Library	Services & Support	Search Collections	Information for You	Current Location on the AC Site
1	Article Databases	5	4	70	2	Search Collections
2	Borrow & Renew Materials	16	50	4	7	Services & Support
3	Campus Maps and Directions	37	2	2	37	About the Library
4	Computing Services	6	64	1	4	Services & Support
5	Contact Us	44	13	2	18	About the Library / Services & Support
6	Course Reserves	2	41	16	15	Search Collections
7	CURVE	16	35	9	5	Services & Support
8	Digital Collections	3	2	71	0	Search Collections
9	Employee Directory	50	11	1	14	About the Library
10	Employment	37	7	0	28	About the Library
11	Exhibits	42	6	9	13	Search Collections
12	Faculty	25	19	1	26	Information for You
13	Floor Maps	53	3	0	16	About the Library
14	GALILEO	4	7	58	8	Search Collections
55	Give us your feedback	34	18	0	20	About the Library
16	Graduate Students	10	19	1	38	Information for You
17	Group Study Rooms	20	43	0	12	Services & Support
18	How Do I...?	9	30	1	36	Services & Support
19	Instructional Videos	9	38	9	16	Services & Support
20	Interlibrary Loan/GIL Express	9	35	26	2	Search Collections
21	Library Catalog	12	5	55	2	Search Collections
22	Library Instruction	28	39	1	5	Services & Support
23	My Library Account	13	12	0	51	Services & Support
24	Policies	53	5	0	14	About the Library
25	Research Guides	7	21	34	13	Search Collections
26	ScholarWorks @ Georgia State	5	16	31	17	Search Collections
27	Special Collections & Archives	6	2	63	0	Search Collections
28	Subject Librarians	31	31	3	7	Services & Support
29	Undergraduate Students	8	20	1	39	Undergraduate Students
30	Welcome to the Library	73	0	0	2	About the Library

**Green** – 60.0% or higher agreement in one category. The card had a clear majority category.

**Yellow** – 50.0% - 59.9% agreement in one category. There was a majority category but results were somewhat mixed.

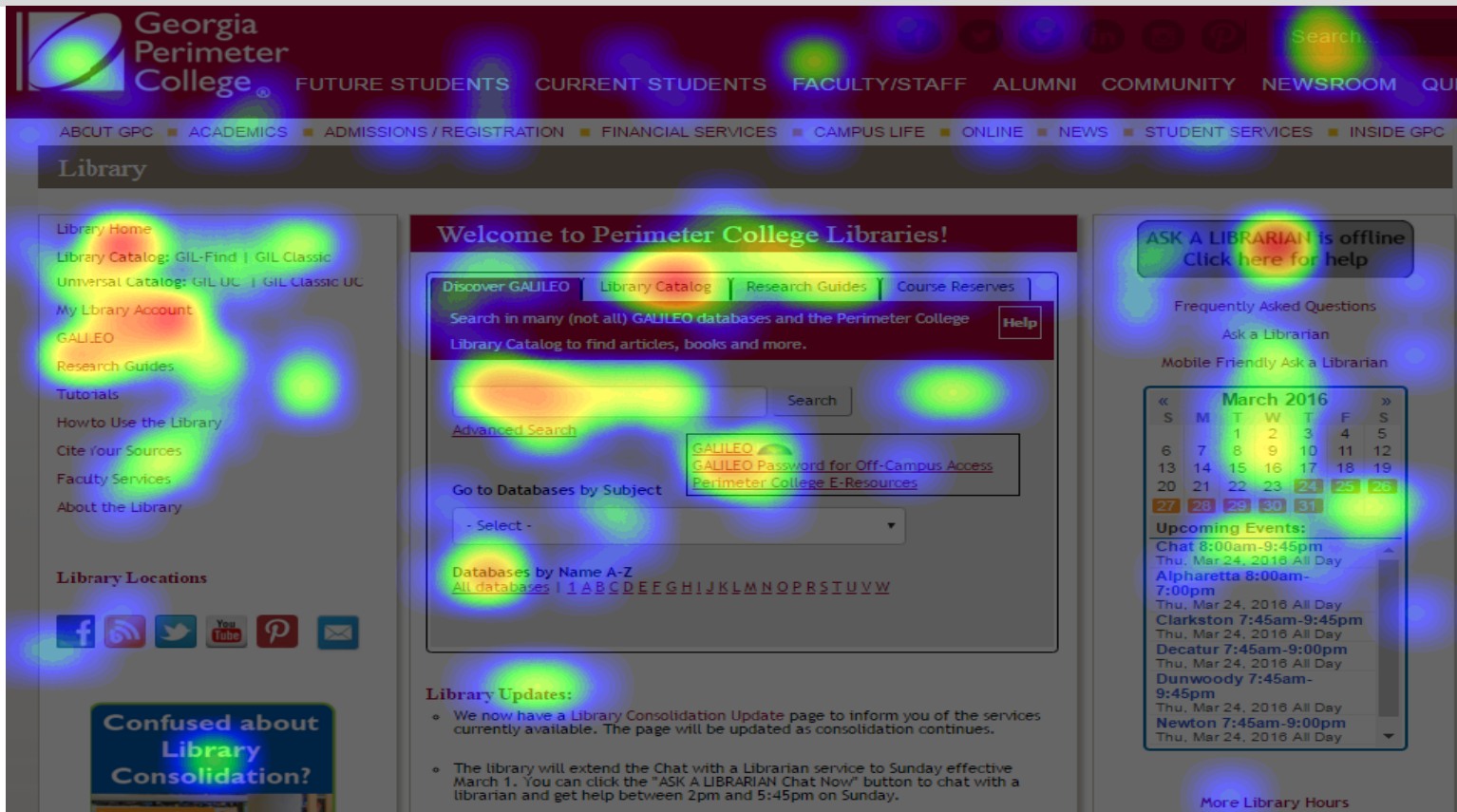
**Pink** – 49.9% or lower agreement in one category. Responses were fairly evenly split among two or more categories.

4. Below is an image of the Perimeter College Library's homepage. Click on the 3 things you use most often. (Shown only to PC affiliates. Total Responses=26)



Region	# of Responses	%
top campus navigation	10	38%
left sidebar	36	138%
tabbed search	26	100%
hours	3	12%
updates and blog	-	0%
ask a librarian	-	0%
Other	3	12%

5. Below is an image of the Perimeter College Library's homepage. Think about the design of the page. Click on the 3 things you like most about the page design. (Total Responses=63)



Region	# of Responses	%
top campus navigation	28	44%
left sidebar	45	71%
tabbed search	65	103%
hours	22	35%
updates and blog	4	6%
ask a librarian	14	22%
Other	-	0%

**6. What do you like about the 3 things you selected? (Each row represents one respondent's comments. Total Responses=28)**

The most important things are easily accessible from the home page.

The events tab. The search bar is readily available. There is a current students tab.

I like having the search and calendar on the home page

Easy to read

Hours, help, and discover are easy to find. Although the calendar / hours are confusing.

The most utilized categories are the first three things you see

this is a cluttered and "old-fashioned" (?) looking page. The easy access to Gil-Find Gil-Universal is a good idea, the library catalog will be the most useful thing on the page for most visitors. As with the Atlanta campus website, I don't think it should be the second tab; it should be the first.

I don't like this page as much. I hate exclamation points; these were things I disliked least

I like that you can connect it to all your social media things. I like that the Galileo is easy to find on the page and that the main heading page is like the GSU page so you keep the set up fairly similar, which keeps down confusion.

The first box on the left has all the helpful library links neatly laid out in a list a nice list format. The box for searching the catalogue, or other things in the tab is in the middle of the page so you don't have to search for it, and can immediately start your search. The calendar is nicely visible with all the hours for the libraries being open. You can quickly scan the list for hours, or go through the calendar view quickly.

I find this website much more difficult to navigate!

This site looks outdated and the color is distracting from the text, but having critical information on display rather than hidden is a significant improvement over the GSU library site.

Clean layout. The easy access to a live librarian.

Research guides made for individual classes at Alpharetta are most helpful. Account info is helpful to see when books might be arriving. Catalog is easy to navigate and helpful.

ease of access

I like how the menu is easy to see and access off to the side.

they are simple and get me to where i need to be.

Easy to see and navigate.

Galileo isn't hard to find at all which is good because professors always want you to use it. The database search tool helps you find what you need without knowing exactly what to search for. The library Catalog button is easy and accessible for when you need to find it quickly.

Not a perimeter student

Easy to find, have the information I need

That big box is easy to use. It has 90% of what I need. I even tell students "grab a tab." I wish the tabs were brighter and more prominent.

GALILEO Cite Your sources My library account

I like the arrangement of these "tabs" so to speak. I've never used this site, but if I needed to, I feel like I could find what I needed.

there showing of separate events and the search bar remaining

I will like them to be on the library home page.

Its not hard to find anything that you may need

having the hours easily reachable makes it more likely for me to actually go to the library convenience

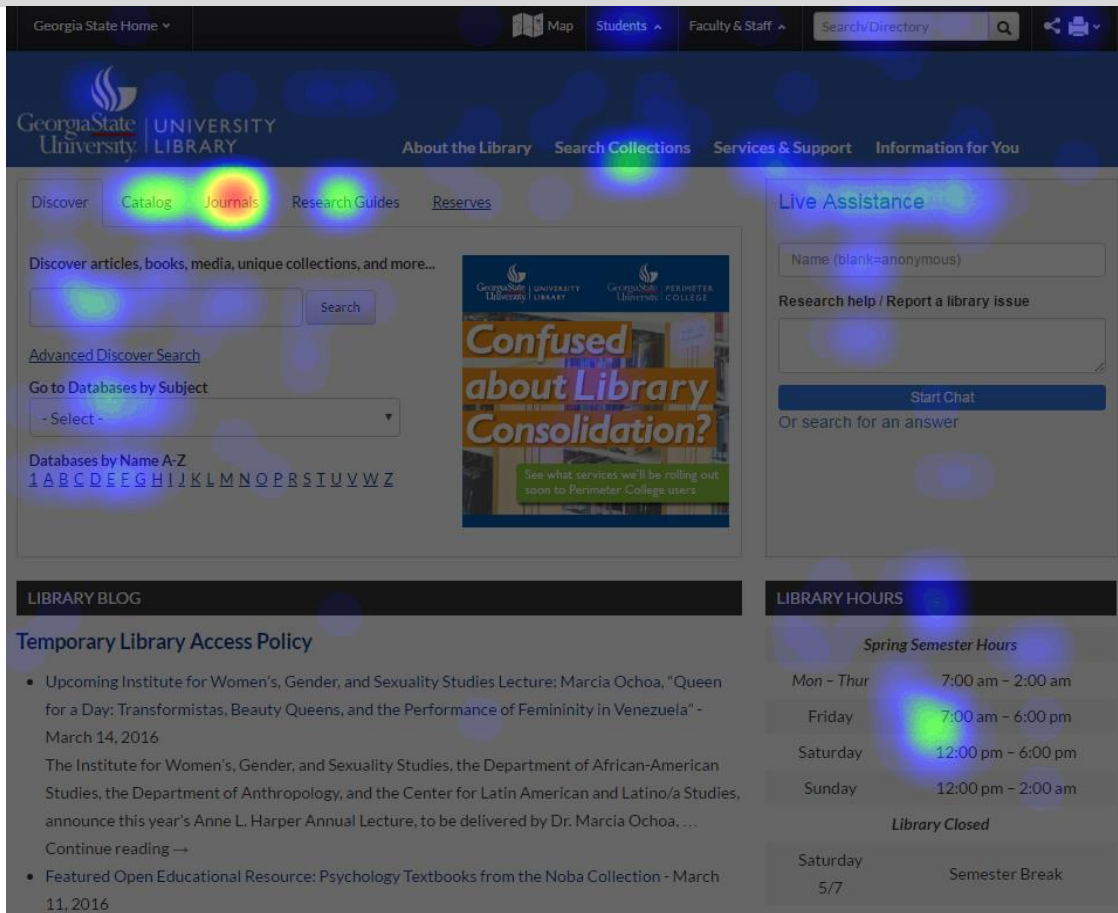
7. Below is an image of the Atlanta Campus Library's homepage. Click on the 3 things you use most often. (Shown only to Atlanta Campus affiliates. Total Responses=49)



Region	Response	%
top-level navigation	29	59%
top campus navigation	9	18%
tabbed search	92	188%
live assistance	3	6%
hours	8	16%
blog	1	2%
Other	-	0%



8. Below is an image of the Atlanta Campus Library's homepage. Think about the design of the page. Click on the 3 things you like most about the page design. (Total Responses=72)



Region	Response	%
top campus navigation	17	24%
top-level navigation	21	29%
tabbed search	93	129%
live assistance	31	43%
blog	4	6%
hours	31	43%
Other	13	18%

**9. What do you like about the 3 things you selected? (Each row represents one respondent's comments. Total Responses=32)**

easy access to info immediately

I feel like these three things are important to be easily seen from this page. I think most people find these 3 things most useful.

Hours are already presented. There is a students tab that brings you back to the main site. There is an article about current issues.

When I go to the library website, I'm either searching for a book or looking at when the library closes. I like that they are the first thing I see.

You can easily find out when the library is open, if it has what you are looking for, and ask for help all from the homepage.

They are the most useful and easy to access.

Important information that is easy to access

hours and location should be the first thing I see if I'm a student or new to campus, and if I am wondering when the library is closed for the weekend/breaks

I want to be able to find that with no clicks, if possible. The presence of the library logo and link back to the homepage is very useful when searching on other pages or databases or using the research guides. I've used the live assistance box several times and always found it extremely helpful (yay! instant access to librarians!!)

easy to find; seems like important info

I like that live assistance is available. I like being able to easily explore that is available and to easily search the library collection.

They're helpful for researching, and learning about the library.

None. This site's design is terrible, cumbersome and a huge part of the reason undergraduate students don't use the library access and reference services at all.

Convenient, easy to find; they reflect the info I most need (when are you open? how can I find journal article pdfs)? etc.

Look helpful and easy to navigate

ease of access

Easy to find, really love the live assistance!

I think having the hours and a quick way to access the search functions are key to have on the front page.

yet again they are simple. if you want to make a good site make a simple one.

Very easy to see and identify.

The student information is where it is on the gsu homepage. The database search tool is good when you don't know what to search for exactly. Being able to do advanced searches is helpful. P.s. I don't really like much about this setup at all. It is slightly confusing and hard to navigate. I prefer the one for GPC much more.

Get to d2l Search for things I need Galileo

Important to know hours Easy way to search the library and the school.

Eye catching and easy to find

I read Science and Nature for collection development. I enjoy Browsine even if it is clunky. I also like using some of the databases we don't have at Perimeter College, and I've used live chat a couple of times and found it fast and fun.

Simplicity Hour colors

The ease of access. I like how it's quick and easy for me to find exactly what I'm looking for.

They are easily accessible, straightforward, and useful.

all are right at the home page easy to see and use

I will like them to be on the library home page as well.

Its similar to perimeters old one which was very easy to navigate through but also there's a blog which tells you about whats going on in the library  
 easy access  
 better layout that GPC

**10. (Respondents were asked to review the homepages of five libraries.) Thinking about the library hours on each homepage, please rank the homepages from 1=best presentation of library hours to 5=worst presentation of library hours. Drag and drop each homepage image to position and rank it 1-5.**

#	Answer	1=Best	2	3	4	5=Worst	Average Rating
1	Arizona State University Libraries	6	12	12	31	4	3.23
2	San Diego State University Library	26	24	8	5	2	1.97
3	University of Alabama Libraries	20	10	18	12	5	2.57
4	University of Central Florida Libraries	9	17	23	11	5	2.78
5	University of Nevada, Las Vegas, Libraries	4	2	4	6	49	4.45
	Total	65	65	65	65	65	-

**Part 2: Open Card Sort.** Ten Atlanta Campus students were recruited to participate in an open card sort using 30 physical cards. (The list of cards is available on page 2.) Each card represented content currently on the AC library website. Subjects were asked to put the cards into no more than five logical groups or categories, and then to give each category a name. They were encouraged to ask questions about card labels they didn't understand. Nine subjects completed the sort. The tenth subject designed more of a site flow from the homepage, and her feedback is not included in this summary.

After standardizing the 35 unique category names, these were the cards that had the **most category agreement (i.e., subjects tended to put these cards in the same category more frequently than other cards)**:

- Article Databases
- GALILEO
- Interlibrary Loan/GIL Express
- Research Guides
- Library Catalog
- Course Reserves
- CURVE
- Digital Collections
- ScholarWorks @ Georgia State
- Special Collections & Archives
- Exhibits

**Subjects asked for explanations of these cards:**

- ScholarWorks @ Georgia State
- Course Reserves
- Library Instruction
- Exhibits

**All category names brainstormed by subjects:**

About the Library/About Us (2x)
Administration/Administrative Resources
Ask a Librarian
Campus Resources
Checkout Books
Contact Us!
Database
Directory (2x)
Faculty
Faculty/Students and Students/Faculty (2x)
Find Info
Find Things
Get Started/Getting Started (2x)
Help

Instruction
Instruction Assistance
Library Introduction
Library Resources (3x)
Library Staff
My Library @ GSU
Online Material
Online Resources
Overview
Questions
Research
Resources (2x)
Services
Students/Student Page (2x)
Students
Study
Text/Physical Resources
Tools
Undergraduate/Graduate Resources
Welcome
Where to Go

**Part 3: Hours.** Seven Atlanta Campus students were recruited in person via intercept to share their feedback on the presentation of library hours on five other library websites. The subjects were shown printouts of the sites home pages and asked to talk about the hours presentation that they liked best. Following is a compilation of their votes and comments. This information should be considered along with Part 1, question 10, page 9.

**1. University of Central Florida** – 4 votes for best presentation. All comments:

- Like the general hours information with a link for all libraries' hours
- Hours are clear
- Small with the option to expand/get more information
- Easy to see next to the search box. "These are the two things I use most."
- Could order the libraries in the hours list by busiest location

**2. University of Nevada, Las Vegas** – 2 votes for best presentation. All comments:

- Like that all of the location information is there, like phone numbers and map, and not just hours
- Like "today's hours," but I also need to be able to see all [future] hours.
- Since the libraries aren't close together, it might be nice to be able to choose the library from a dropdown list.

**3. University of Alabama** – 1 vote for best presentation. All comments:

- Like the colors indicating open/closed
- Like that the hours shown are general and not just today's hours
- The hours section is too large.
- Too much
- Really big. The first thing you see.
- Too busy
- Don't like that "midnight" is used instead of the time

**4. San Diego State University** – 0 votes. All comments:

- Like that it's more than just the current day's hours
- The hours are right there.
- Nothing pulls me in.

**5. Arizona State University** – 0 votes. All comments:

- Like that it shows visitor hours
- Don't like the dropdown list. I might not know which library I need.
- Dropdown list is good for having all the hours in one spot.