

Library Website Hours Presentation Study – May 2016

Summary of the study: Eleven subjects were recruited just inside the Library North 1 entrance of the Atlanta Campus Library May 18 – 26, 2016. The Assessment & User Experience Librarian spoke to each subject one-on-one and explained that the GSU Library was gathering information to help determine how best to present hours and location information for the campus libraries. Subjects were asked to participate in a task-based study using other library websites.

- 7 undergraduate students
- 1 graduate student
- 2 staff members (non-library)
- 1 faculty member (non-library)

Summary of results: Subjects had no issues finding location and hours information on the University of Alabama Libraries site. Subjects had few issues finding location and hours information on the University of Central Florida Libraries site. Subjects struggled to find hours information on the San Diego State University Library site.

University of Central Florida, <https://library.ucf.edu/>

1. You need to visit the Daytona Beach Campus Library on Friday. What are the Friday hours for the Daytona Beach Campus Library?

- **Nine of eleven subjects successfully found the hours.**
- Six of eleven subjects clicked **Hours for all Libraries** on the home page | Daytona Beach Campus Library in the list | Hours.
- One subject: Site search tab and entered “Daytona Beach” | On results page, re-entered search “Daytona Beach Campus Library” | Back to home page | Hours for all Libraries link.
- One subject: About in the top menu bar | Libraries | Daytona Beach.
- One subject: Scrolled to the bottom | About | Libraries | returned to home page | scrolled to the bottom | About | Hours.
- Two subjects: entered searches on the Quick Search tab: “Daytona Beach” and “Daytona Beach Campus Library” | attempted to refine their searches on the search results page. These subjects did not complete the task.

2. On a scale of 1-5 with 5 being really easy, how would you rate how easy or difficult it was to find this information? 4.0. (Factoring in zeros for the two subjects who did not finish the task, the average was 3.3.)

3. You need a map and directions to get to the Palm Bay Campus Library. Find this information on the library website.

- **Nine of eleven subject successfully found the map and directions.**

- Two subjects: started on the Hours for all Libraries page from the previous question | Palm Bay | Location & Hours tab.
- One subject: Hours for all Libraries | Palm Bay | Location & Hours tab.
- One subject: About in top menu bar | Libraries | Palm Bay.
- One subject: About in top menu bar | Maps & Addresses | Palm Bay.
- One subject: Find | returned to library home page | Hours for all Libraries | Palm Bay | Location & Hours tab.
- Two subjects: About in footer menu | Libraries | Palm Bay | Location & Hours tab.
- One subject: About in the footer menu | Maps & Addresses | Palm Bay.
- Two subjects: Entered searches on the Quick Search tab: “directions to Palm Bay” and “campus map” | attempted to refine their searches on the search results page. These subjects did not complete the task.

4. On a scale of 1-5 with 5 being really easy, how would you rate how easy or difficult it was to find this information? 3.8 (Factoring in zeros for the two subjects who did not finish the task, the average was 3.1.)

University of Alabama, <https://www.lib.ua.edu/#/home>

1. You need to visit the McLure Education Library. What time does the McLure Education Library close on Friday, May 20?

- **All subjects completed the task.**
- Ten of eleven subjects: McLure Education Library link on the home page
- One subject: About in the top menu | Hours | McLure link on the right

2. On a scale of 1-5 with 5 being really easy, how would you rate how easy or difficult it was to find this information? 4.8

3. You need a map and directions to get to the Rodgers Library. Find this information on the library website.

- **All subjects completed the task.**
- Five subjects: returned to the home page | Rodgers Library link on the home page
- Five subjects: started on the Hours & Locations page from the previous question | Rodgers link on the right on the Hours & Locations page
- One subject: Quick Links in footer menu the bottom | Maps and Contact Information | Rodgers

4. On a scale of 1-5 with 5 being really easy, how easy was it to find this information? 4.7

1. You need to use the Media Center on Saturday, May 7. What are the hours for the Media Center on Saturday, May 7?

- **Eight subjects completed the task. Seven subjects had to be prompted to take a different route.**
- Three subjects: See Hours Calendar on the home page | found the hours on the calendar
- One subject: Library Spaces | Media Center | About Us on top menu | Hours
- One subject: Website tab [site search] | searched for “media center” | Media Center page | FAQ [Hours information is not on the Media Center page, so this subject was eventually redirected.] | About Us | Hours
- Five subjects: Library Spaces on the home page | Media Center | at this point, some clicked FAQ and some browsed elsewhere on the page. [Hours information is not on the Media Center page, so these subjects were eventually redirected.]
 - After the redirect, three subjects: About Us | Hours
 - After the redirect, one subject: I would call, I guess [indicated phone number on Media Center page].
 - One subject did not complete the task.
- One subject: More Media Center Features button on the home page | Media Center | FAQ [Hours information is not on the Media Center page, so this subject was eventually redirected.] | Subject indicated he would call the phone number on the Media Center page.

2. On a scale of 1-5 with 5 being really easy, how would you rate how easy or difficult it was to find this information? 2.9 (Factoring in zeros for the two subjects who did not finish the task, the average was 2.1.)

Which one of these three do you think has the best presentation of library hours?

- Nine subjects: University of Alabama
 - Pretty easy, not hidden, all on the home page
 - Right in your face
 - Right up front
 - By far
 - Better to have them listed out like this
 - Obvious where to go as soon as you look at the home page
- One subject: University of Central Florida
 - Like the list of libraries, then hours. Like finding the location first, and then the hours.
- One subject: University of Central Florida and University of Alabama are about the same.

Additional Comments: In general, these are one-off comments and not themes across all subjects.

- One subject suggested having a menu item “Campus Libraries.”
- One subject suggested presenting information by campus library or by campus library AND category—but not just by category—so that users can go to the library they want and find all the information about that library.
- Regarding the University of Alabama Libraries site, a couple of subjects liked that the hours information doesn’t require multiple clicks; it’s on the home page. One subject went on to say he likes this about the GSU Library site. When he accesses the full library site on his phone, the hours information is on the home page.
- A few subjects used the footer links on the University of Central Florida and the University of Alabama sites. One subject commented that he had to rely on his knowledge of site organization and knew he would probably find the information he wanted at the bottom of the page.
- One subject was fine with having to click a few times on the UCF site to find campus library information and commented, “you can’t put everything on the home page.”