

# Libraries Home Page Audience Menu Links Test

Angela Rosette-Tavares, Swetha Ramaswamy - Autumn 2017

## Test Objective

The UW Libraries is assessing the organization of its website and is interested in collecting user focused data to help determine if menu items listed under the four main homepage audience categories make sense to users. Two Libraries ITS facilitators conducted a survey test asking for initial reactions to the options in those sections.

## Participants

The total number of individuals who participated in the testing was twelve, all of whom were UW students or recent graduates.

- All participants said they have used the Odegaard Library website for various reasons, most for research and looking up hours.
- The participants included 3 Seniors, 4 Juniors, 1 Sophomore, 0 Freshman, 2 Graduate students, 1 of unknown status (we forgot to ask), and a recent MS program graduate
- Only one participant was an international student.
- Their areas of study included environmental engineering, biology, civil engineering, chemistry, psychology, classical studies, mechanical engineering, early childhood, and earth science.

## Methodology

We asked participants to look at the UW Libraries homepage, specifically the lower, right column section listed as the following:

- Graduate Students
- Undergraduate Students
- International Students
- Faculty/Staff
- Alumni/Visitors
- K-12 Visitors

Based on the demographic data we collected from them at the beginning of the testing, we asked each participant to look at the section most applicable to them. We then asked them to look at the options listed under the section and tell us if they think the links might be helpful to them, what they think each link title means and what they would expect if they clicked them. We then asked what they would expect to see if they clicked the “more” link. Because we were only looking at the names of items on the home page those four questions were the extent of our study. For some participants, we went through another section if there was time, asking the same questions.

## Results

- Major observations
  - Students either identified as graduate or undergraduate. None of them chose International Student as the first place to look for information pertaining to them.
  - Most understood what each of the specific section links meant although there was some confusion when it came to Scout and Data Management.
    - i. Many don't use Scout. Several did not know what it is and most said they wouldn't access it from the audience categories.
    - ii. Undergrads feel that data resources should be under both graduate and undergraduate
    - iii. Some were confused about the difference between Data Resources and Data Management although they were able to figure out that resources would contain the listings of databases.
  - Undergrad - expected Learning Commons too but it is under "more"
  - Several thought Research Commons events are only for graduate students, (because it is only listed under that category).
  - Most undergrads were confused by the options listed under the graduate student section especially citation styles and tools. One did not know what the Research Commons is.
  - One of the graduate students said he just googles citations. He was also an international student.
  - Those who said they use the Odegaard Writing Center said they googled it and did not go to the category options to look for it.
  - Comments on the Faculty/Staff tab are that it is geared toward those teaching courses, and interacting with students daily.
  
- Lessons Learned / Next Steps:
  - We may need to address further the overlapping content in these three categories: Undergraduate, Graduate, and International and determine if it is helpful or not to repeat the content in several places.

For more information contact [libuse@uw.edu](mailto:libuse@uw.edu)