Introduction

- Middle Tennessee State University, Murfreesboro
- Walker Library
- Fagdeba Bakoyema, Assistant Professor and Web Services Librarian
- Christy Groves, Assistant Professor and User Services Coordinator
- Content Management System at MTSU
- Previous experiences with usability testing
Background

- Library resources, collections, and services directly impact learning
- Walker Library serves as central research hub of MTSU
- Library as “place” has expanded into a virtual environment
- Myriad of online choices
- Users often may bypass library websites
- Navigation problems
- Google effect
What is Usability Testing?

- Jakob Nielsen – many consider to be father of “usability testing”

- *Handbook of Usability Testing*: (Rubin, 1994)
  - Website utility goals and objectives are typically defined by measurable terms
  - A process that employs participants representative of target population
  - Evaluates the degree to which specific usability criteria are met
  - Capture these attributes through usability testing:
    - Usefulness
    - Ease of use
    - Learnability
    - Likability
Why Conduct Usability Testing?

- Traditionally, usability testing has been time consuming
- Until recently, somewhat difficult to execute
- New software developments have made usability testing easier
- Today’s usability testing software is also not very expensive
- Great way to learn how our users are navigating our websites
- Usability testing is an ongoing process as libraries, websites, and research tools evolve
Walker Library Website Design and Usability Process

- Services
- Usability Team
  - Target Populations
  - Website Prototypes
- Usability Testing
- Intuitive and Usable Website
Current Walker Library website
Drop Down Menus
New Walker Library website Prototype
Morae Overview

- At least two computers, networked are needed
- One can be a laptop
- 1. Set up sessions with Morae Recorder
  - Define the study
    - Tasks and markers
    - Surveys
    - Video and Audio sources
- 2. View and Log marker with Morae Observer
  - Recorder captures session data
  - Observers can log the sessions
- 3. Analyze studies with Morae Manager
  - Search for trends
  - Analyze captured data
  - Work with survey results
PIE = Patron Information Experience

Dedicated space specifically for usability testing

Quiet space

User Privacy

Door Sign and participants recruitment advertisement
Morae hardware requirements

- Windows XP or Vista
- 2.0 GHz Pentium M, 3.0 GHz Pentium 4, or equivalent processor
- 1 GB RAM or more
- Dedicated video card with at least 64 MB of dedicated video memory
- PCI Express graphics
- DirectX version 9.0 or later
- Windows compatible sound card, microphone, and speakers
- 10-15 MB disk space per minute for recording
- Networked computer with 10 Mbps
MORAE

A closer look...
Part 2: Morae Software description and Usability Study

Walker Library Website Design and Usability Process

Library Web Services

Usability Team

Target Populations

Website Prototypes

Usability Testing

Intuitive and Usable Website
Engaging the User in Website redesign: Usability Testing, Morae Software, and the James E. Walker Library Website

Part 2: Morae Software Description and Usability Study

Usability Lab

- Setting up the lab
- Training for the use of Morae
- Creating prototypes for a new architecture
- Designing the usability test process
- Recruiting participants (Target population)
- Testing both prototypes & current website
Morae Components: description & functionality

Recorder

To record, you must create or open a study configuration.

Study configuration

The study configuration defines the markers, tasks, and surveys for your study.

- Create a new study configuration based on:
  - Walker Library Website Usability Study

  Use for a moderated usability test of a Web site or software. Records the screen and a picture-in-picture video of the participant.

- Open a saved study configuration
  - Walker01.mrcfg

Get Started with Morae Recorder

New to Morae? Been away awhile?
Watch the quick Recorder overview video.

OK Cancel
Morae Components: description & functionality

Recorder

![Recorder interface](image)

**Recording Details**
- **File details:** Prompt for details
- **Recording start/stop:** Manually start, Manually stop
- **Observers:** Observers enabled
- **Capture options:** Screen and PiP, Screen text, Keystrokes, Mouse clicks
- **Task logger:** First Observer connected
- **AutoPilot:** AutoPilot disabled

**Video and Audio Sources**
- **Main:** Screen (Primary Monitor)
- **PIP:** Monitor Webcam (320 x 240)
- **Audio:** Monitor Webcam

To start, press Ctrl+Alt+Shift+F9
RECORDER

INTRODUCTION
Thank you for participating in this study. We are evaluating the MTSU Walker Library Website, not individual abilities. We are using Morae, a usability software with recording capability, observational input and data analysis. You will be required to input Demographic information, perform numerous built-in tasks and complete a satisfaction survey at the end. The recording will be used to analyze the data for the purposes of this study. Upon completion of this study, the videos and the data will be destroyed. You will first fill-out a profile, followed by task performance. Your test score will be included in the data. However, ALL data will be de-identified. To
Mora Components: description & functionality

The Observer

No Connection
Morae Components: description & functionality

Recorder & Observer

![Image of Morae software interface]

Connected to 161.45.202.10
Waiting for recording to start...
Morae components: description & functionality

Manager
Morae components: description & functionality

Manager
Morae components: description & functionality

Manager
Morae components: description & functionality

Manager

Average Time Spent in Specific Application(s) by Task

Legend
- Time Spent in Specific Application(s)
Bibliography


Fagdeba Bakoyema, Web Services Librarian
615-898-5782, bakoyema@mtsu.edu

Christy Groves, User Services Coordinator
615-898-2652, cgroves@mtsu.edu