

Summer 6-8-2023

User Study Summary 2023

Simon C. Marcy

Mississippi State University, smarcy@library.msstate.edu

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Recommended Citation

Marcy, Simon C., "User Study Summary 2023" (2023). *Library Assessment and Statistics*. 2.
<https://scholarsjunction.msstate.edu/libstats/2>

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Executive Summary: Homepage Update Findings

June, 2023

Simon Marcy; User Experience Specialist

Introduction:

This executive summary provides an overview of the key findings and recommendations for the homepage update based on the user experience research conducted. The data collected indicates the need for various improvements, including the addition of radio buttons, drop shadows, button removal, repositioning search elements, adding a support button, event advertising, linking buttons to top visited pages, and modernizing the overall look and feel of the MSU library homepage.

Key Findings:

Radio Buttons:

The research highlights the need for the inclusion of radio buttons on the homepage. Users expressed a preference for a more visually intuitive selection mechanism, and radio buttons emerged as a popular choice. Implementing radio buttons will enhance user experience and streamline interaction with the website.

Drop Shadows:

Feedback from users revealed a desire for improved visual cues and depth perception on the homepage. By incorporating drop shadows to key elements, such as buttons and search boxes, the interface can provide a clearer sense of hierarchy and afford better user comprehension.

Button Removal:

Participants expressed frustration with an excessive number of buttons cluttering the homepage. The research suggests that several buttons can be removed to simplify the interface and enhance user engagement. Conducting a thorough analysis of the existing buttons and their relevance will allow for a more streamlined and user-friendly design.

Repositioning "What Am I Searching" Section:

Participants found it difficult to understand the "What Am I Searching" section on the current homepage. Moving this section to a more prominent position, such as the top of the page or adjacent to the search bar, will improve discoverability and help users understand the scope of their search more effectively.

Moving Advanced Search:

Users reported difficulty in locating the advanced search functionality. Relocating the advanced search options to a more visible and accessible location, such as a dedicated tab or dropdown menu, will enhance usability and empower users with more precise search capabilities.

Addition of Support your library Button:

Faculty members expressed in our focus groups a strong interest in contributing to the cultivation of the MSU library collection. Adding a dedicated support button on the homepage will enable faculty to easily access information on how to contribute, fostering a sense of community involvement and enhancing the overall library experience.

Event Advertising:

Users expressed a desire for better visibility of library events on the homepage. Including a dedicated section or banner for event advertising will ensure that users are informed about upcoming events, workshops, and lectures, fostering engagement and participation within the library community.

Links to Top Visited Pages:

To improve user navigation and streamline access to popular content, it is recommended to include buttons linking to the top three most visited pages on the library website. This will allow users to quickly access frequently accessed resources, services, or information, enhancing their overall browsing experience.

Modernizing Look and Feel:

Participants highlighted the need for a modernized and visually appealing homepage design. Updating the overall look and feel of the MSU library homepage, incorporating contemporary design elements, and utilizing visually engaging graphics and typography will create a more captivating and user-friendly interface.

Conclusion:

Based on the user experience research findings, it is recommended to implement the following changes for the homepage update: adding radio buttons, incorporating drop shadows, removing unnecessary buttons, repositioning the "What Am I Searching" section, moving the advanced search functionality to a more visible location, adding a support button, including event advertising more prominently, linking buttons to top visited pages, and modernizing the overall look and feel of the MSU library homepage. These improvements will enhance user experience, streamline interactions, increase engagement with library events and services, and create a visually appealing interface that aligns with modern design standards.