2011 ALAO Annual Conference: Proposal Submission

[12] Add to my calendar

Start	**March 05, 2011**
End	**May 06, 2011**
Location	**Toledo Hilton, Toledo, Ohio**

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Payment

Registration type	Program Proposal - Free
Total registration price	**Free**

Event registration data

First name	Elizabeth
Last name	Sullivan
Organization	
Preferred Email	sullive4@muohio.edu
Preferred Phone	
Preferred Mail Option	Home
Program Title	Using Usability Testing to Determine Best Practices for LibGuides
Brief Description for Program (75 words max.)	Many libraries have adopted the LibGuides platform as a way of creating publically-accessible research guides, but few have conducted formal usability testing to assess the design and organization of the guides. Using Morae usability testing and market research software, we assessed findability, terminology, design, and organization of the content within the guides. This presentation will detail the results of our comprehensive usability testing as well as a set of guidelines for LibGuide design and layout.
Abstract (250 words max.; exclude institutional and personal names)	Many libraries have adopted the LibGuides platform as a way of creating publically-accessible research guides designed to make locating library resources easier for patrons. However, little research has been done on the general usability of LibGuides, and none has employed the results of formal usability testing to devise a set of best practices for content and layout. This presentation will detail the results of comprehensive usability testing on the entirety of our LibGuides implementation, including the points of access to the guides from the library homepage as well as the content and design of the guides themselves. The presentation will also present a set of guidelines for guide design and layout derived from these tests.

The usability tests were conducted using Morae usability testing and market research software. The testing was aimed at assessing the findability of the subject guides from the Libraries' homepage, the language used both on the homepage and within the guides, and the organization of the content within the guides. We were interested in determining if the "location" and organization was intuitive, comprehendible, learnable, and useful. The tests included a number of different design features for LibGuides in order to assess their effectiveness, including the use of a "quick start" box on the guide homepage, the amount of content on each page of the guide as well as the number of tabs on a guide. The testing of these elements allowed us to compose a set of best practices for LibGuide design and layout. |
| Format | Presentation |
| Do your require Internet Access? | Yes |
| Intended Audience (select all appropriate) | collection development
electronic resources
instruction
other |

reference
support staff

Contact Person

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Position (select all appropriate)	Librarian/Library Faculty
Number of Presenters (Full information will be requested after acceptance.)	3

Speakers pay own costs.

I acknowledge I must register and pay my own costs for participation.	Yes
As the lead presenter, you will notify all co-presenters of this stipulation.	Yes