

What Do They Do When They Get There? Understanding How Patrons Interact With Your Web Site Through Usability Testing

Presented by the Capital District Business Librarians Group

March 10, 2011
12:00 PM – 3:00 PM

William K. Sanford Town Library
629 Albany-Shaker Road
Loudonville, NY
(518) 458-9274

Since a library's Web page is the virtual gateway to its online resources and services, it is important for libraries to engage in usability initiatives to ensure that users are having positive and productive experiences with the site. We know how to use our Web sites, but how do we know if our users do? Please join the Capital District Business Librarians for an introductory workshop on usability testing with UAlbany librarians, Yu-Hui Chen and Carol Anne Germain.

Usability testing is a worthwhile endeavor that can seem overwhelming, but is doable and can yield valuable information. Strategies of usability testing vary and range from basic card sorting to high tech endeavors such as eye tracking. This interactive workshop will highlight the basics of usability testing, strategies for conducting usability testing and other methods for learning about user behavior.

Through session exercises, attendees will have an opportunity to develop and articulate usability initiatives for their respective institutions.

Yu-Hui Chen is the Bibliographer and Outreach Librarian for Education at the University at Albany. She also chairs the University Libraries' Web Usability Committee. Her research focuses on user studies, Web usability, information architecture, and human-computer interaction.

Carol Anne Germain is the Networked Resources Education Librarian at the University at Albany. She teaches information literacy courses and develops web-based instructional resources. Her research interests include the persistence of URLs in academic resources, Web usability, and information literacy. She collaborated with Yu-Hui Chen on the study, "An exploration into the practices of library Web usability in ARL academic libraries," published in the *Journal of the American Society for Information Science and Technology*. Ms. Germain is currently working on her Ph.D. in Informatics.

Directions to the William K. Sanford Library

The library is located off exit 4 of the Northway (I-87). **Coming from the SOUTH** take Exit 4 and turn left at the ramp onto Wolf Road at the next light take a right onto Albany Shaker Road. The library is the second building on the left on the corner of Maxwell Road and Albany Shaker Road. **Coming from the NORTH** take exit 4, where the road splits bear right. At the light at the end of the ramp turn left onto Rt. 155. At the next light turn left onto Albany Shaker Road. Go through the next light and the library is on the left on the corner of Maxwell and Albany Shaker Road.

Please RSVP by Thursday, March 3rd to Pat Markley, email: markley@siena.edu or voicemail: (518) 783-4196.