

UX Cafe - Homepage Tiles

Final Report

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SUMMARY

The UW Libraries redesigned its homepage and launched the new version in May 2021. One of the prominent areas of the new homepage are the tiles at the top of the page, and the ITSDS team conducted user research to explore the following questions:

- 1) How helpful are the tiles in pointing users to resources they need?
- 2) What resources should be on the eight tiles?
- 3) What does the future of the tiles look like as UW returns to normal in-person operations?

There were two parts to the research: dot voting and tallying on the whiteboard & interviewing participants. There were between 60-70 people who participated in the whiteboard sessions, and a total of 16 of those people participated in the short interviews.

All of the participants thought that the tiles are helpful on the homepage, and a vast majority thought that the tiles should remain regardless of changes due to COVID-19 because the tiles streamline navigation to major resources on the UW Libraries website. Furthermore, a vast majority of participants indicated that they would use the resources currently listed with the exception of Teaching Support. Consultations and Chat 24/7 had mixed opinions.

METHODOLOGY

Our primary method was to set popup dot voting & tallying sessions near the entrance of Suzzallo. Participants were asked to place stickers on the eight tiles that were printed out and to place tally marks on the three questions on the whiteboard. If participants would use a tile they placed a sticker with a check mark; if they would not use then an "X" sticker; if the tile is confusing then a question mark sticker. They were free to answer as many tiles as they wanted to. After the dot voting, participants placed a tally mark on either "Yes" or "No" for each of the following questions: Are there any resources missing that should be listed? Are the tiles helpful on the library homepage? Should the tiles remain on the website as campus moves towards normal in-person operations?

After participants completed the dot voting and tallying, we asked them if they would like to answer more in-depth questions for a chance to win a raffle prize. Here we asked participants to share their reasoning for the stickers they placed, elaborate on any missing resources they would like to see (if any), and their thoughts on the helpfulness of the tiles and whether the tiles should remain or not.

RESULTS

TALLY QUESTION RESULTS

100% of users voted that the tiles are helpful on the homepage.

Several users who were interviewed specifically mentioned that the tiles are very centralized and reduces inconvenient navigation steps.

95.2% of users thought that the tiles should remain on the homepage, regardless of changes due to COVID.

Many users who were interviewed expressed that the tiles are a good addition and that there is no reason to get rid of it.

92.8% of users thought that the tiles on the homepage had a complete list of resources necessary for their use.

One user mentioned that the homepage should have a tile that brings the user to a map of all libraries and their locations. Another mentioned that a list of food locations, including vending machines, across campus should be added to the libraries website.

DOT VOTING RESULTS

Overview

Each tile had different numbers of total dot votes. The options were “would use,” “would not use,” and “confusing.”

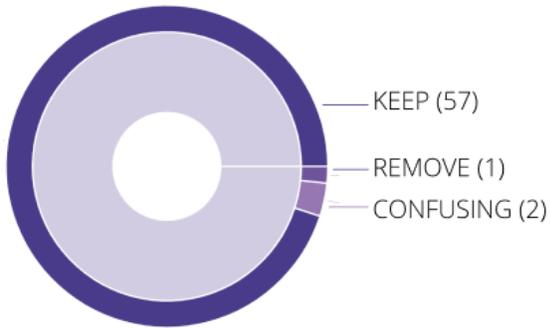
The following tiles had a high percentage (90.2-100%) of total dot votes for “**would use.**”

- Libraries & Hours
- Computers & Printing
- Study Spaces
- Borrowing & Returns
- Your Library Account

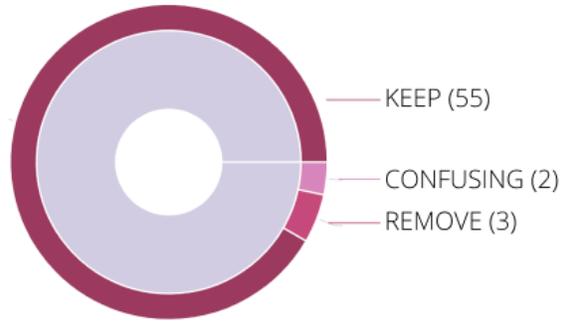
Chat 24/7 was 60.4% “would use”; Consultations had more mixed opinions among the three choices; Teaching Support was mainly “would **not use**” and “**confusing.**”

Votes per Tile

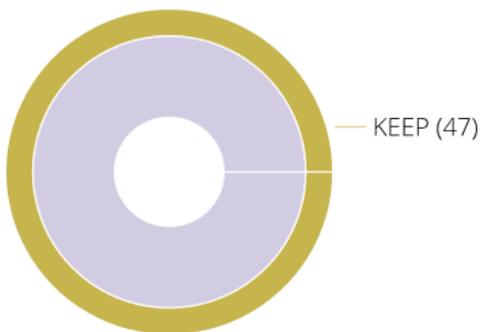
Libraries & Hours



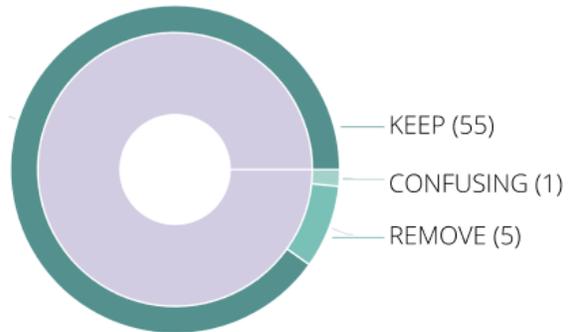
Study Spaces



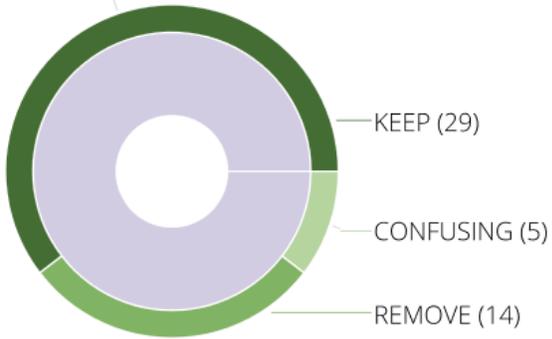
Borrow & Returns



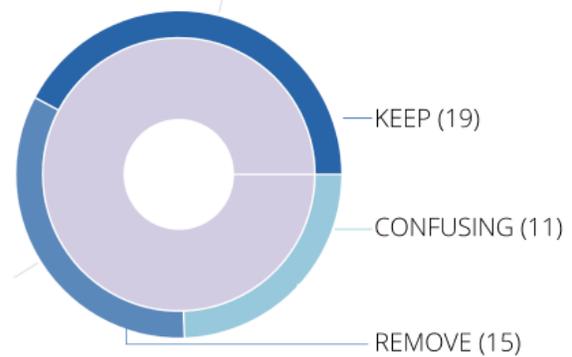
Computers & Printing



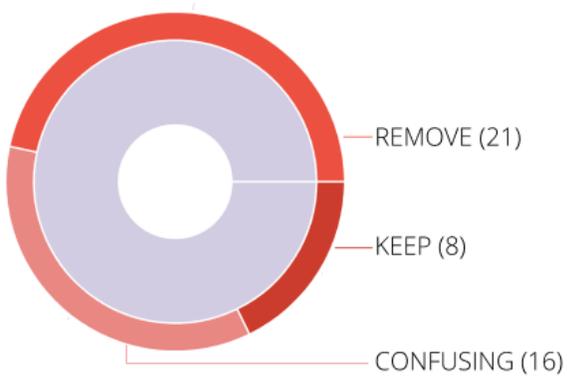
Chat 24/7



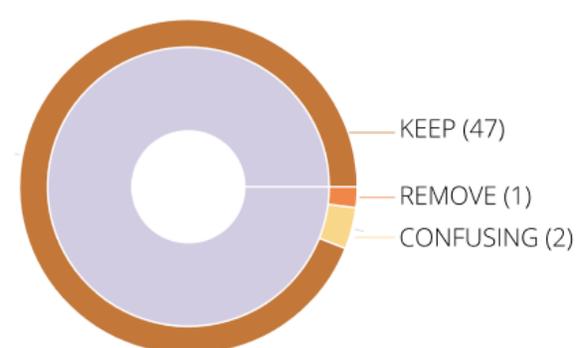
Consultations



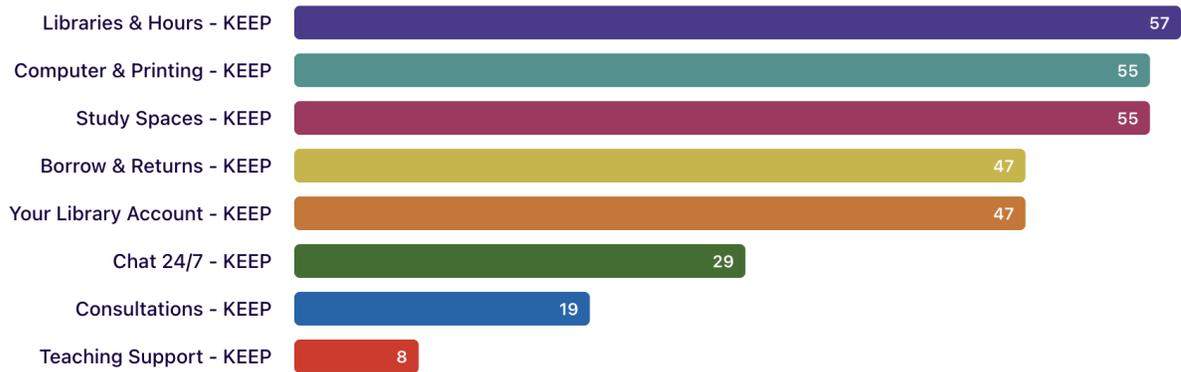
Teaching Support



Your Account



Votes to KEEP Tiles



If a tile is not listed, it means it received 0 votes for this category.

Why users voted to KEEP (would use) tiles

Libraries & Hours - they want to know when the libraries are open. This is one of the most important information users look for, so having easy access is helpful.

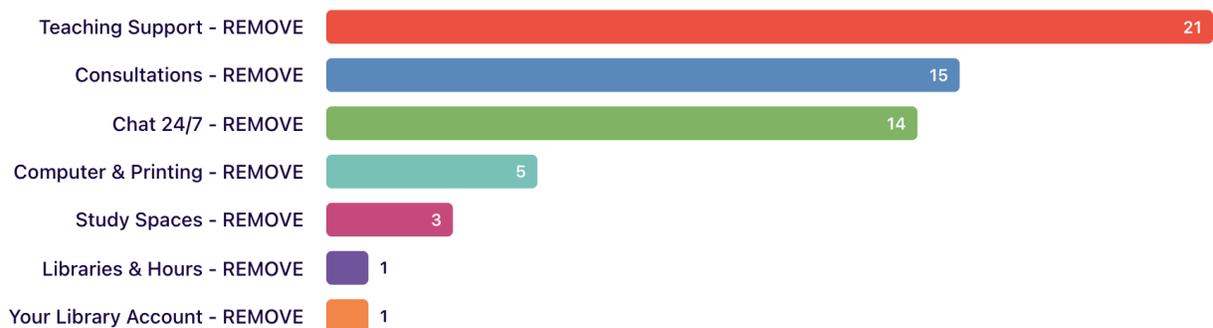
Computer & Printing - they use it or plan to use it.

Study Spaces - they need a study space on campus at different times during the day whether it is for online class, in between classes, or studying

Borrow & Returns - a common use case.

Your Library Account - they think it makes sense to have it on a tile.

Votes to REMOVE Tiles



If a tile is not listed, it means it received 0 votes for this category.

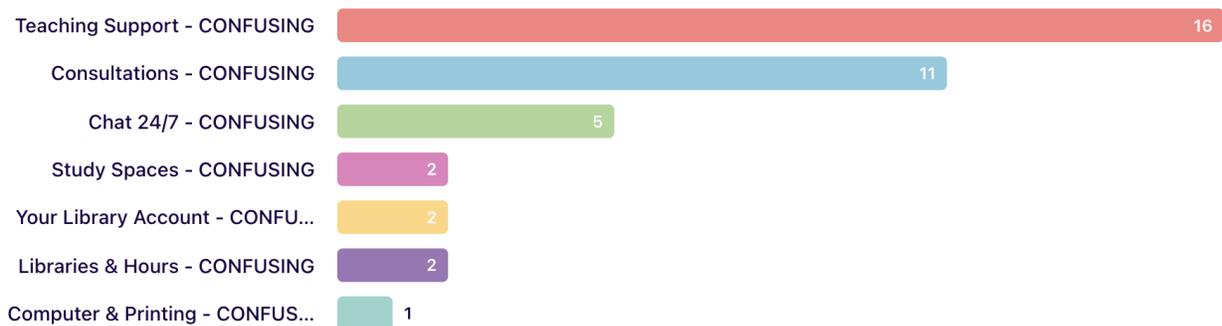
Why users voted to REMOVE (would not use) tiles

Teaching Support - they are a student, not a teacher.

Consultations - they do not see themselves using it.

Chat 24/7 - thinks it will be a robot. Or they do not see themselves using it.

Votes on CONFUSING Tiles



If a tile is not listed, it means it received 0 votes for this category.

Why users were CONFUSED about tiles

Teaching Support - not sure what it is. One user thought it might lead to tutors.

Consultations - they have never used it and are not sure what it is.

Chat 24/7 - not sure what it means.

RECOMMENDATIONS

Tiles should remain permanently on the home page.

100% of participants voted that the tiles are helpful on the homepage, and 95.2% thought that the tiles should remain on the homepage regardless of changes due to COVID. The tiles are a centralized way to access commonly used resources and reduce inconvenient navigation steps. A couple of participants who were interviewed mentioned that the tiles are a good design and that the tiles are a nice way to display information as opposed to a dropdown, for example.

Tile descriptions should be reviewed and clarified.

Many participants were confused about the Teaching Support, Consultations, and Chat 24/7 tiles, and several of those who were interviewed stated that they do not know what those tiles mean. Furthermore, one participant was confused about the Computer & Printing description because it is vaguely worded.

Research should be conducted on the "Teaching Support" tile with its specific users in order to determine its suitability as a quick link.

The "Teaching Support" tile was the most voted for "would not use" and "confusing." However, it is important to note that the vast majority of participants were students. Many interviewees shared that they would not use it because they are students.

Plans for research on the status box should be highly prioritized.

Some participants who were interviewed mentioned that while they like the tiles, they do not like the layout of the tiles and the status box next to each other. Having the status box to the side is a bit overwhelming as it is a lot of information to look at. Viewing the tiles is more important to them, and they would rather see the tiles in the center and scroll down to see the status box than having the tiles and status box side-by-side.