



SVA LIBRARY UX RESEARCH



Celine Yap

*Today is a good day,
I can and I will*

Fave book genre:
Romance Novels



Lemark McPherson

*Strength and
Perseverance*

Fave book genre:
Self-Help



Christy LaPerriere

*Ideas come from
curiosity*

Fave book genre:
Science Fiction



Christine Tenny

*Never assume, but always
ask questions.*

Fave book genre:
Literary Nonfiction



AGENDA

01

Methodology

02

Findings

03

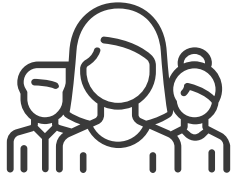
Recommendations

04

Conclusion

The library website has recently undergone a migration to a new platform in order to be integrated with the rest of the SVA website. We would like to study the usability and ease of use of the new site compared to the old.

METHODOLOGY



Recruit Participants



Pre-test Questionnaire



User Testing

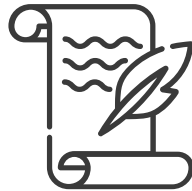


Post-test Questionnaire

METHODOLOGY



Analysis



Reporting



Prototyping



Presentation

SURVEY QUESTIONS

STUDENTS

What is your occupation?

_____ Your Answer

Are you an undergraduate or graduate student?

- Undergraduate
- Graduate

If you answered "Graduate", where did you get your undergraduate degree?

_____ Your Answer

FACULTY/ STAFF

Where are you currently located?

_____ Your Answer

What is your occupation?

_____ Your Answer

Are you an alumni of the School of Visual Arts?

- Yes
- No

MIRO BOARD

Problems Found

Finding the library site from the main page

Navigation Issue

Could not quickly locate the hours of operation

Hours were hard to identify within paragraph of text

Page was text heavy without many graphical representations

"Clunky" design

Site is not responsive: search for instance gets cut off when size is adjusted

Repetition of information (eg Address appeared in 3 different areas)

Make sure the website's design is consistent on all web browsers (ahem Safari)

Lack of content prioritization for user exploration / navigation

Labels often didn't reflect the user's goal - functionality

Unclear purpose of sections

Functionality Issue

Feedback from Users

"Clunky" design

The operating hours is too buried in with the introductory text in the welcome. "Check us out" box.

Too many fonts used

Font feels aggressive and the red is hard to read

Page feels like an info/about page

"This page reads more like an info or about us page so I might not immediately know that I could search the catalog through this page"

"Did the header 'Campus Space' make sense? PM: 'No, that was not intuitive. It was only after reading the menu that it made the most sense out of what was available. It was a process of elimination."

General info about libraries need to live in the same section

Navigation Issues

unrelated sub-header eg campus map... these should not be showing up on the library section

Hidden sections - User needs to be better aware of sections available

Search bar should be located higher

Too much of a long scroll

Functionality Issues

Scrolling endlessly. Page should be sectionized

Name of reservation link is not related to task - "google cal"

Important / most used sections should be prioritized to the top

"Considering this (Services & Forms) is something I would use a lot, I would have liked it to be further up on the page"

Key Insights

Liked the pictures of the library staff

Visual Design

Users are accustomed + prefer visual / formatting of old library site

Users want a mellow visual experience - get rid of the red / big font

Navigation Issue

Users all think the library's link should be at a more prominent location via SVA site

Faculty + students were more active with the website when in-person classes were held

users see the library as one of the most important pages of the SVA site and therefore feel it should be easier to find

Services + Forms section needs better labeling / discoverability

Functionality Issue

Users would prefer that the library site helps them achieve a clear set of goals and don't need it to be as information heavy

Searching on the library site was clear and easy

Recommendations

Streamline/ minimize text when possible

Lessen the usage of red on the page

Visual Design

Include icons in addition to text to help users identify key sections

Suggest a new, more streamline layout of the website (mock up)

Site should be reorganized to better facilitate searching the catalog, accessing vices, and finding t hours / address

Navigation Issue

Keep labels short and in line with users goals

Consider way to better jump around page rather than scrolling

Functionality Issue

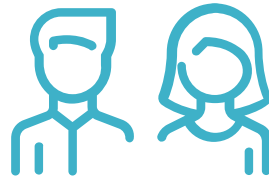
ANALYSIS SHEET

		P1	P2	P3	P4	P5	P6	P7	P8
Participant Type	Graduate	X	✓	X	X	X	X	X	X
	Undergraduate	X	X	✓	X	✓	X	X	X
	Faculty	X	X	X	✓	X	✓	✓	X
	Staff	✓	X	X	X	X	X	X	✓
Initial Questions	Q1: Years at SVA	9 years	3 semesters	3 years	10 years	4 years	7 years	6 Years	1 year
	Q2: Comfort with Tech	Fine with using tech	Proficient tech user	Very good with tech	Very good with tech	Pretty comfortable	Very comfortable	Pretty Comfortable	Comfortable with tech
	Q3: Familiarity with site	Familiar	Relatively familiar	Very familiar	Familiar	Relatively familiar	Was familiar until update	Familiar	Very familiar
	Q4: Motivation for using	Picture / loans, Kanopy, stacks, the image collections	Research for school purposes	Holding & requesting books, looking up hours	Kanopy, Catalog, J. store	Research for school purposes			searching for and checking out books, using the database
	Q5: Favorite features	Search bar for books	Inter Library Search	Class listings, the calendar	J. store, search bar	Search for books	Homepage, Resources, Check out books, "Ask a Librarian"	Looking for books, accessing articles	
	Q6: Frequency of use	Few times a month (Since covid, none at all)	Low: twice a month High: four times a month	NA	A lot	once every week	Once every 2 months	Low: Once a week High: Everyday	About once a week
Task 1: Finding library site	T1: Completed Successfully	No	No	No	No	No	No	No	No
	T1: Difficulty	5	5	4	5	2.5	5	5	5
	T1: Time to Complete	took too long	took too long	took too long	She felt she that this task is difficult to locate	User felt they completed the task in good timing	Took too long	Took too long, should have taken seconds	Took way too long to complete
Task 2: Identifying basic info	T2: Completed Successfully	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
	T2: Difficulty	2	5	1	2.5	2	4	5	1
	T2: Time to Complete	Appropriate amount of time	Appropriate amount of time	Appropriate amount of time	Felt that this took a good amount of time	Felt that this took a good amount of time	Appropriate amount of time	Took too long, felt that it should have taken seconds	Took a fair amount of time to complete
Task 3: Searching catalog	T3: Completed Successfully	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	T3: Difficulty	1	2	1	1	2	2	1	2
	T3: Time to Complete	Appropriate amount of time	Took longer than she expected	Appropriate amount of time	Appropriate amount of time	the hours longer than expected	Appropriate amount of time	Appropriate amount of time	Feels like it took a decent amount of time
Task 4: Locating reservations / scheduling room	T4: Completed Successfully	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	T4: Difficulty	2	1	1	2	3	3	2	3
	T4: Time to Complete	Appropriate amount of time	Felt like it took an appropriate amount of time	Felt like it took an appropriate amount of time	Yes	Average makes it appropriate amount of time.	Didn't feel he completed it in an appropriate amount of time	User felt that it took an appropriate amount of time	Took a bit longer than he would have expected
Post-Test Questions	Complexity of site	the issue was trying to get to the library website	3	Most part it was intuitive and easy to navigate	3	3	Too complex	User found the new website mildly annoying	3
	Learnability of site	Other functions can definitely be better showcased such as the resources and the services & forms	5; Thought people would have a hard time learning to use the site	Thinks that objectively it is laid out clearly	Thought users would have a hard time learning to use the site but will get use to it after awhile.	Scroll is too long, the website is pretty intuitive. She thinks everyone should be able to navigate.	Think they would have a hard time	User thinks that the site would not be difficult to learn	difficult for others to use. Has heard negative feedback of site from colleagues
	How you would seek assistance	Emailing someone	She wouldn't seek assistance	Using Ask a Librarian	Email a Librarian	Using Ask a Librarian button	Using Ask a Librarian	Ask a librarian feature	Likes the "Ask a Librarian" feature

PARTICIPANTS



3 Students



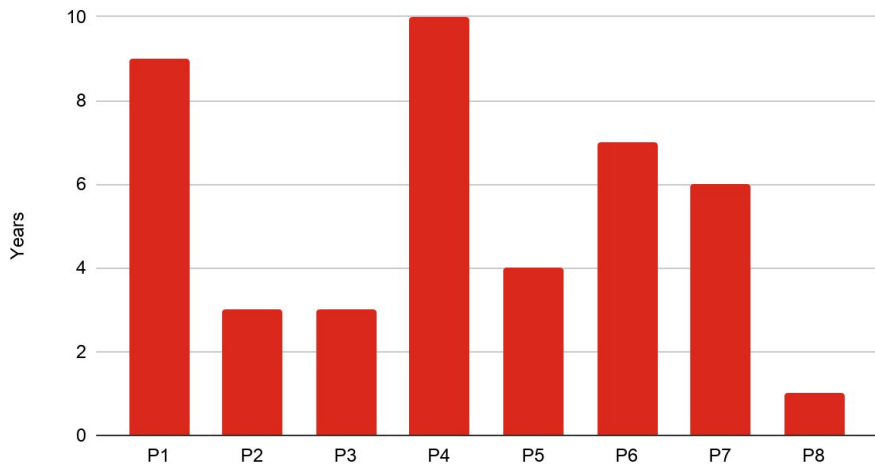
2 Staff



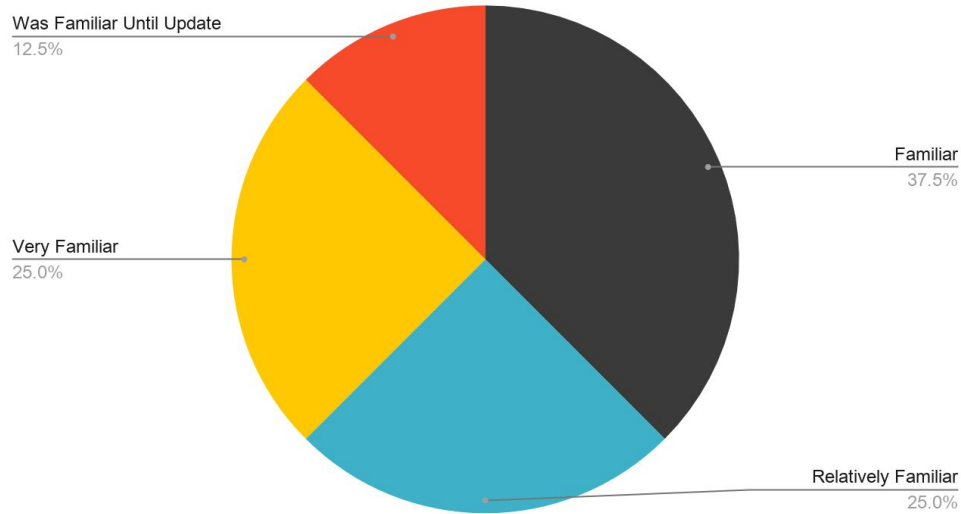
3 Faculty

PARTICIPANTS

Number of Years at SVA



Familiarity with SVA site

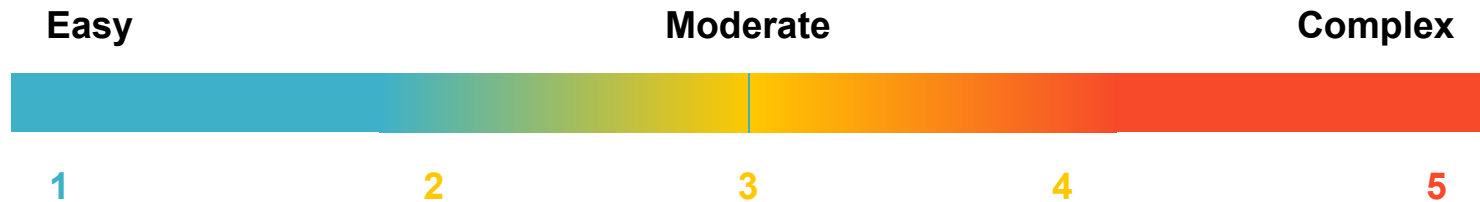


Tasks

The goals that we asked our participants to complete.

POST-TEST

1. Do you feel like you completed this task successfully?
2. Do you feel like you completed this task in an appropriate amount of time?
3. On a scale of 1 to 5, with 5 being complex, how complex would you rate this task?



01: Finding the Library's site within SVA Site

0%

Rated this task
as easy

25%

Rated this task
as moderate

75%

Rated this task
as complex

02: Identifying the Library's general information

25%

Rated this task
as easy

50%

Rated this task
as moderate

25%

Rated this task
as complex

03: Searching the Library's catalog

50%

Rated this task
as easy

50%

Rated this task
as moderate

0%

Rated this task
as complex

04: Reserving a room or scheduling a class

25%

Rated this task
as easy

75%

Rated this task
as moderate

0%

Rated this task
as complex

Findings

**Problems participants identified
on the SVA Library site.**

FINDINGS



01

The SVA sitemap was not intuitive for users to find the library's site.

ex

Users became lost in the SVA sitemap and it took more than two attempts for participants to find the Library site.

*“It wasn't intuitive,
I would have given
up.” - P7*

COMMON PATHWAYS

SVA NYC

ACADEMICS ADMISSIONS **STUDENTS** FACULTY ALUMNI ABOUT

Orientation
Life at SVA →
Academic Life →
Career Development →
International Students
Financial Resources →

Academic Calendar
Academic Advisement
Disability Resources
Registrar
Technology Services

Figure #1: First most common navigation pathway to find library site

SVA NYC

ACADEMICS ADMISSIONS **STUDENTS** FACULTY ALUMNI ABOUT

Orientation
Life at SVA →
Academic Life →
Career Development →
International Students
Financial Resources →

Office of Student Affairs
Get Involved →
Housing →
Campus Spaces →
Health and Safety →
Commencement
SVA Handbook

Figure #2: Second most common navigation pathway

CURRENT PATHWAY



ACADEMICS

ADMISSIONS

STUDENTS

1

FACULTY

ALUMNI

ABOUT



EXPLORE

APPLY

Orientation

Life at SVA →

2

Academic Life →

Career Development →

International Students

Financial Resources →

Office of Student Affairs

Get Involved →

Housing →

Campus Spaces →

3

Health and Safety →

Commencement

SVA Handbook

Campus Map

Campus Store

Galleries

Student Center

SVA Archives

Library

4

RISO Lab

SVA GroundFloor Incubator

SVA Theatre

Visible Futures Lab



FINDINGS



02

Users were confused by the inconsistent and nonlinear placement of Library resources.

ex

The SVA libraries' hours were listed in the "Check Us Out" text box, but not in the two locations that listed the libraries' address and phone number.

"For me, the hours should be with the address." - P6

CHECK US OUT

LIBRARY HOURS & POLICIES HAVE CHANGED

Our Main Library is open for contactless pickups and returns from 10am–3pm, Tuesday–Thursday. Please see our “Updates” section below for hours, information and ordering instructions in full. View our Distance Learning Guide by clicking the button.

[VIEW](#)

Search for books and so much more

[SEARCH THE CATALOG](#)

[ASK A LIBRARIAN](#)

Since 1978 the **SVA Library** has been located at 380 Second Avenue in the Gramercy section of Manhattan, and in 2018 the library’s first permanent branch, SVA Library West, was established to better serve our expanding campus. Both locations provide comfortable, accessible and attractive spaces on campus where the SVA community can relax, study and collaborate. A knowledgeable and responsive library staff is available to assist with collections and services.

Looking to get started? Use the search bar above and sign into Prism to **browse**, **renew** or put on **hold** an item from the SVA Libraries’ collection.

SVA Library
380 Second Avenue, 2nd floor, New York, NY 10010

Tel: **212.592.2660**





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New York, NY 10010

Tel: 212.592.2660



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FINDINGS



03

User's workflow and prioritization was lost due to the site's updated visual design.

ex

The "Check Us Out" text box did not immediately make the Library's hours of operation stand out to users.

"The wall of text under 'Check Us Out' feels like a bit too much." - P4

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VIEW

FINDINGS



04

Most users felt like it was unclear what they were expected to do on the site and the responsiveness was clunky.

ex

Design elements are not immediately responsive and some elements (the “Check Us Out” box) don’t appear on all browsers.

“It took way too long and was extremely cumbersome. If I weren’t doing it for a study I would have gotten frustrated.” - P2

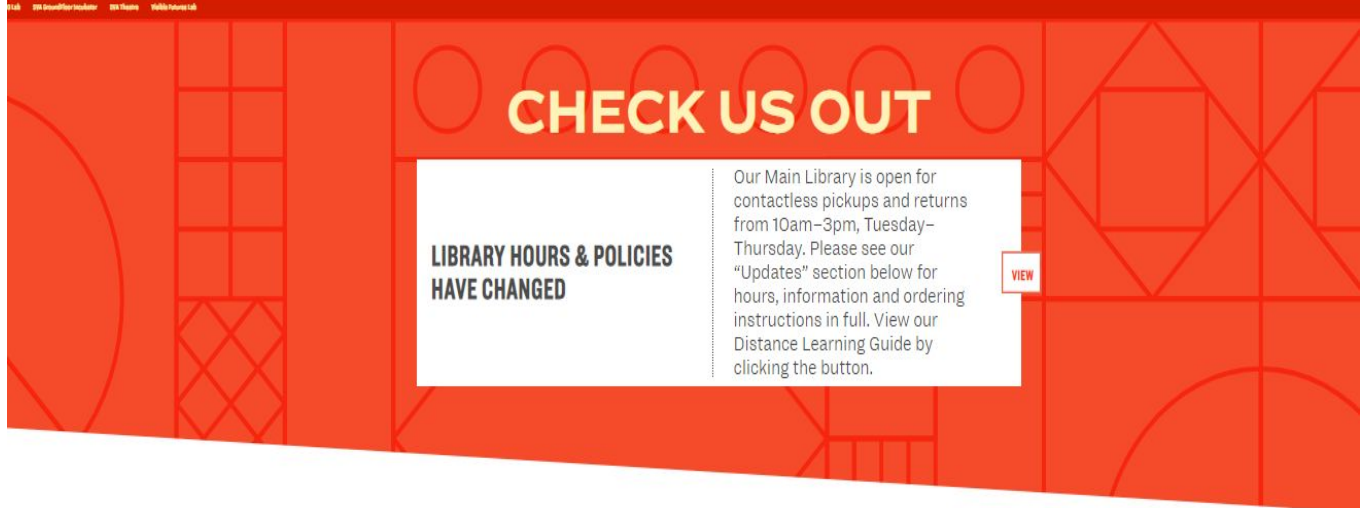


Figure #3: “Check Us Out” text box in a Chrome browser

Search for books and so much more

SEARCH THE CATALOG

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Tel: **212.592.2660**





Figure #4: “Check Us Out” text box in a Safari browser

Search for books and so much more

**SEARCH THE
CATALOG**

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FINDINGS



05

Users were distracted by the color palette, text fonts chosen, and the one-page layout.

ex

Users commented most frequently about the abundance of the color red and reminisced about the old site color palette.

"It's too red." - P7

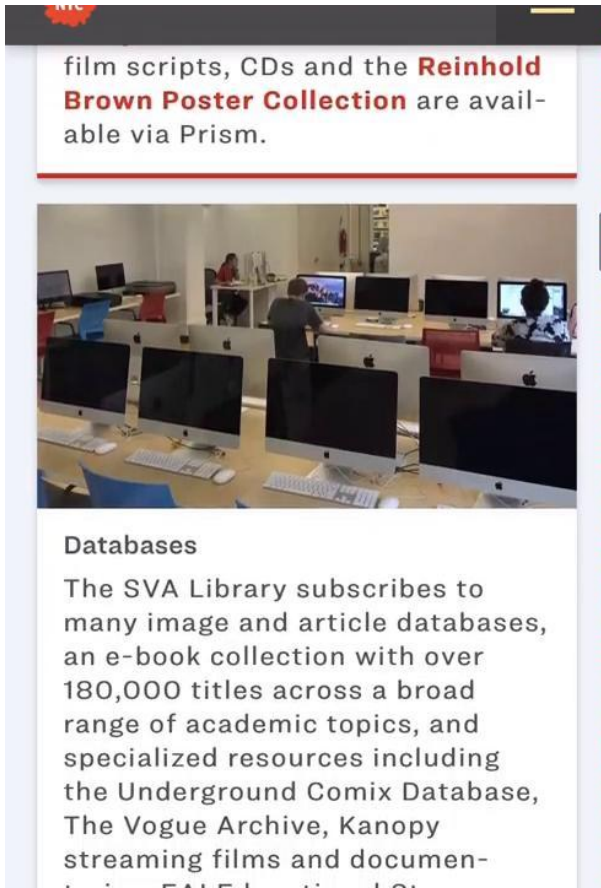
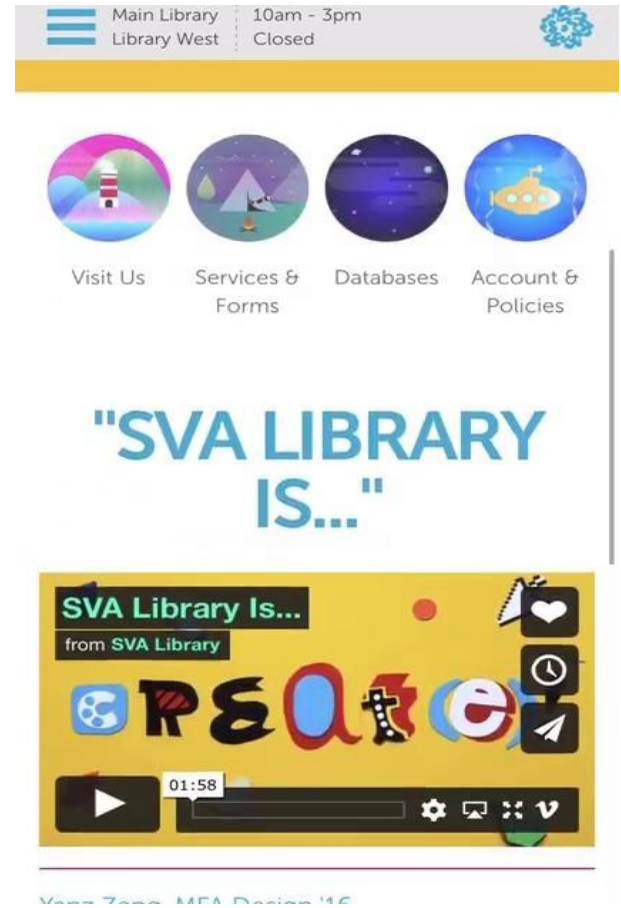


Figure #7: Updated website on mobile version

Figure #8: Former website on mobile version





Recommendations

Ideas on how findings can be addressed.

RESOLVING NAVIGATION ISSUES

01

Creating a secondary navigation option titled “Resources” in which the Library site would be linked.

“I thought there would have been something like ‘Student Resources’ under Students that would have led me to the library.” - P2



[ACADEMICS](#)

[ADMISSIONS](#)

[STUDENTS](#)

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[ALUMNI](#)

[ABOUT](#)



[EXPLORE](#)

[APPLY](#)

[Orientation](#)

[Life at SVA →](#)

[Academic Life →](#)

[Career Development →](#)

[International Students](#)

[Financial Resources →](#)

[Resources →](#)

Library

SVA Handbook

Academic Calendar

RESOLVING NAVIGATION ISSUES

01

Creating a secondary navigation option titled “Resources” in which the Library site would be linked.

02

Moving the Library site’s link to be housed under the secondary navigation link “Academic Life.”

“It made sense that it would be under ‘Academic Life’ thinking that it would be part of my academic life here at SVA.” - P8



ACADEMICS

ADMISSIONS

STUDENTS

FACULTY

ALUMNI

ABOUT



EXPLORE

APPLY

Orientation

Life at SVA →

Academic Life →

Career Development →

International Students

Financial Resources →

Academic Calendar

Academic Advisement

Disability Resources

Library

Registrar

Technology Services

RESOLVING VISUAL DESIGN ISSUES

03

Reduce the amount of promotional content throughout the page by containing it in an “About” section.

“This page reads more like an ‘Info’ or ‘About Us’ page so I might not immediately know that I can search the catalog through this page.” - P6

RESOLVING VISUAL DESIGN ISSUES

03

Reduce the amount of promotional content throughout the page by containing it in an “About” section.

04

Include visual iconography to help users identify key areas of the site faster while minimizing scrolling.

“I notice for myself that a lot of sites that are easier to interact with are those that are more picture or visual based.” - P8



Databases



Services & Forms



Policies

RESOLVING FUNCTIONAL ISSUES

05

Ensure that the site's labels match the user's end goals. Labels should also be kept concise.

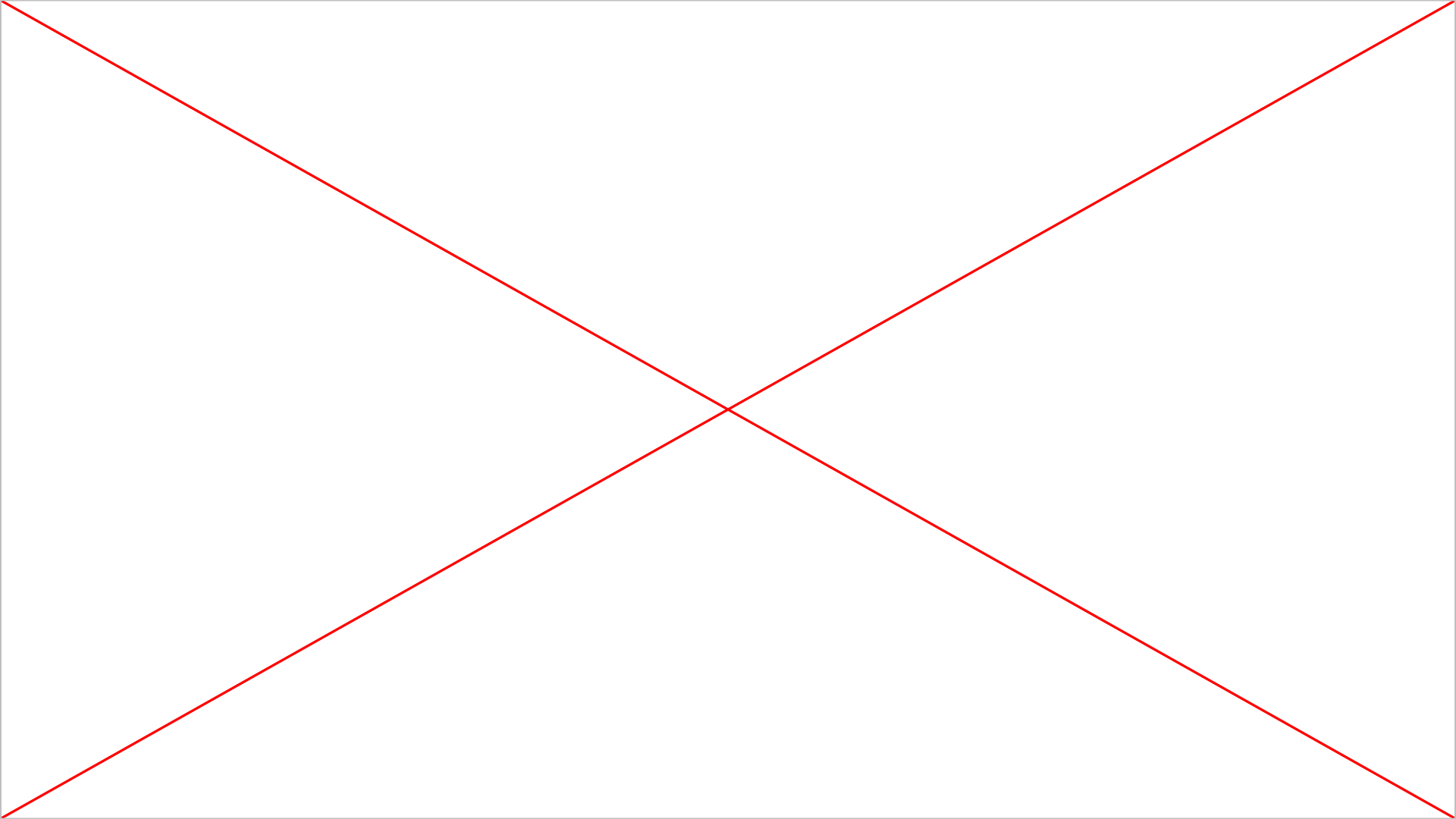
“I don't know if people know the difference between these two labels [referring to the Main Library and Library West].” - P8

RESOLVING FUNCTIONAL ISSUES

05 Ensure that the site's labels match the user's end goals. Labels should also be kept concise.

06 Website content should be reorganized so that the Search, general info, and "Services & Forms" appear at the top.

"The library subsections should be available to me on the homepage without having to scroll." - P4



Positive Remarks

The things the Library site is doing well.



FEEDBACK

P1

“It’s nice that it seamlessly took what I searched from the main website and went straight to Prism.”

P4

“I like seeing the librarians. I think the students will like that.”

P6

“This website feels more interactive (than the old one).”



THANK YOU!