Please Pass Go! Usability Testing for Fine Forgiveness

Kourtney Blackburn
St. John Fisher College, kblackburn@sjfc.edu

Benjamin Hockenberry
St. John Fisher College, bhockenberry@sjfc.edu

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Please Pass Go!

USABILITY TESTING FOR FINE FORGIVENESS

Kourtney Blackburn¹, Ben Hockenberry²

¹ Access Services Librarian, St. John Fisher College, Rochester, NY
² Systems Librarian, St. John Fisher College, Rochester, NY

Goals

• Increase user satisfaction with website and fine policies
• Recruit usability testers
• Decrease staff frustration

Implementation

• Library Web Team (a library-wide work group) drafted goals for web assessment
• Created “Monopoly-man” voucher worth up to $10 in overdue fines
• Created policies page on LibGuides
• Created signage and business cards
• Trained Checkout Desk staff

Workflow

• Emailed users with overdue fines
• User scheduled UX test with Systems
• Completed tests in <30 minutes each
• Redeemed voucher at Checkout Desk, fine waived
• Debriefed with Library Web Team with screen capture video from test

Changes

• Expanded availability window for tests after pilot semester
• Switched scheduling method from open timeslots (scheduled in Doodle) to appointments by email
• Made incremental changes to library website, based on how users interacted with searching and linking

Impact

• 5 tests completed in pilot semester
• Positive feedback on process and website changes
• User behavior observed, informing larger-scale redesign
• Shared testing process with College webmaster’s team

The Future

• Continue pilot for another year
• Consider overdue fine elimination
• Consider assessment of information literacy via test results

References
