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העברית  
בירושלים  
THE HEBREW  
UNIVERSITY  
OF JERUSALEM

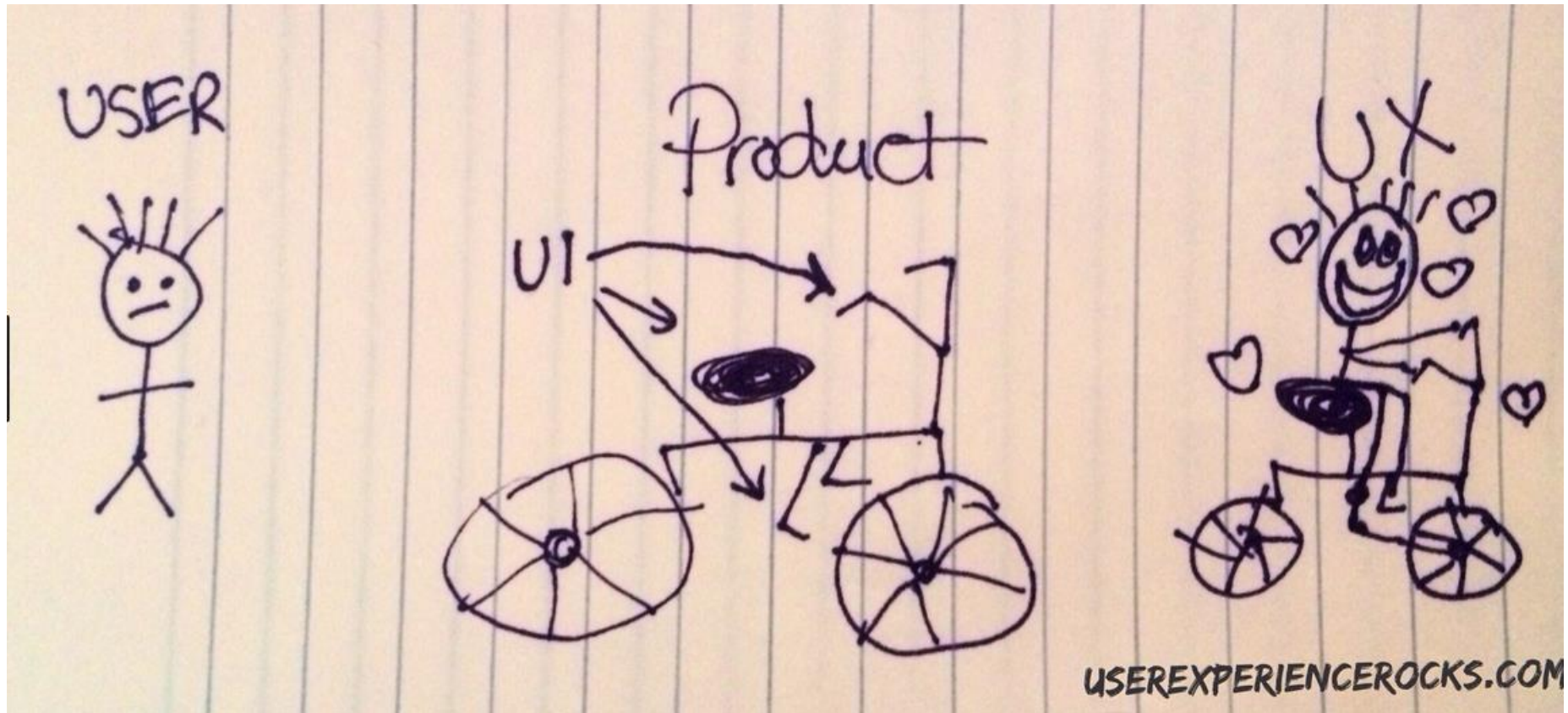
# חווית המשתמש: שימושיות והערכה

דליה מנדלסון

רשות הספריות

יום עיון מאל"י  
25 אפריל 2017

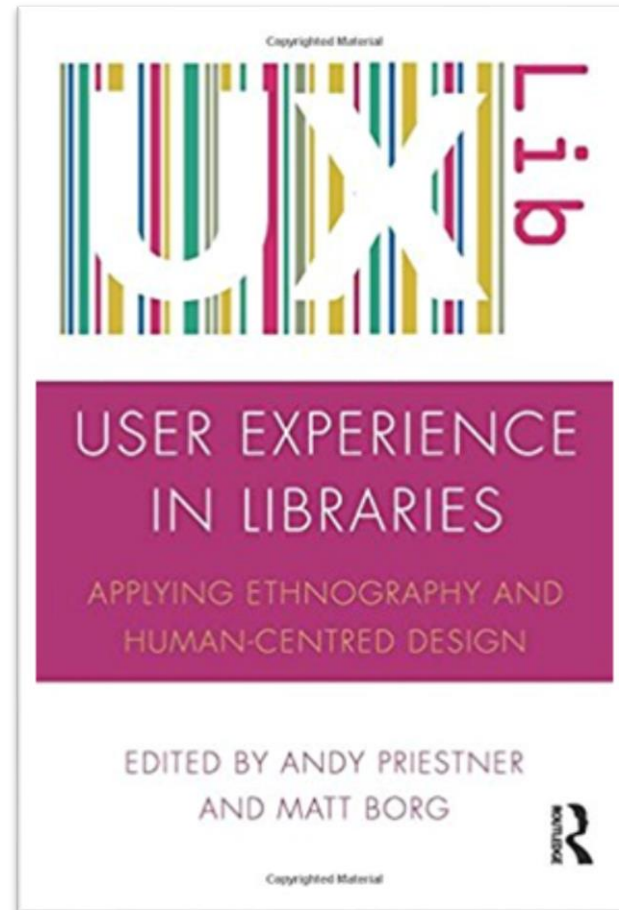
# חווית משתמש



# IGeLU 2016 –keynote lecture at Trondheim



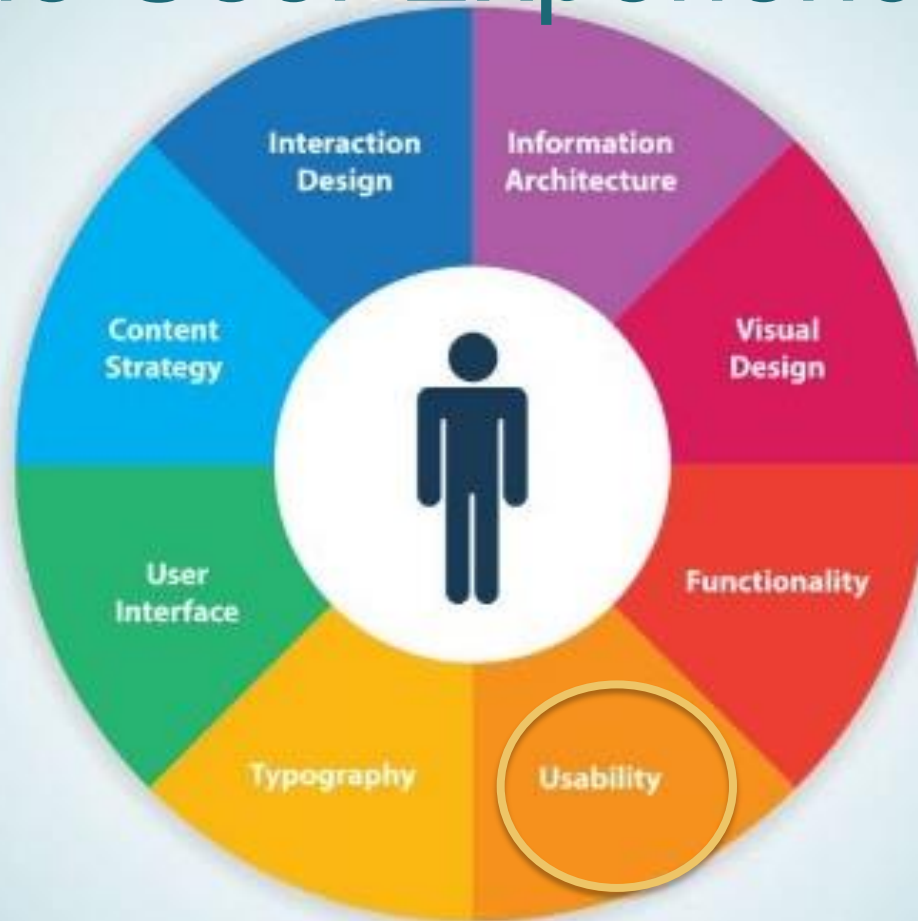
# IGeLU 2016 – Trondheim



<https://www.amazon.co.uk/User-Experience-Libraries-Ethnography-Human-Centred/dp/147248472X>



# The User Experience



# Usability vs User Experience

## Usability

Making a task easy and intuitive

Minimizing steps & removing roadblocks

What users do /  
How they do it

## UX

Making a task meaningful and valuable

Creating emotional connection

What users feel

<https://www.slideshare.net/domain7/ux-vs-usability>



# Usability test example



© 1998 by Dave Coverly

<http://www.bugbash.net>

<http://www.bugbash.net>



# Usability Test Based on:

## *Usability Testing*

determines whether an application is

Useful

Findable

Accessible

Usable

Desirable

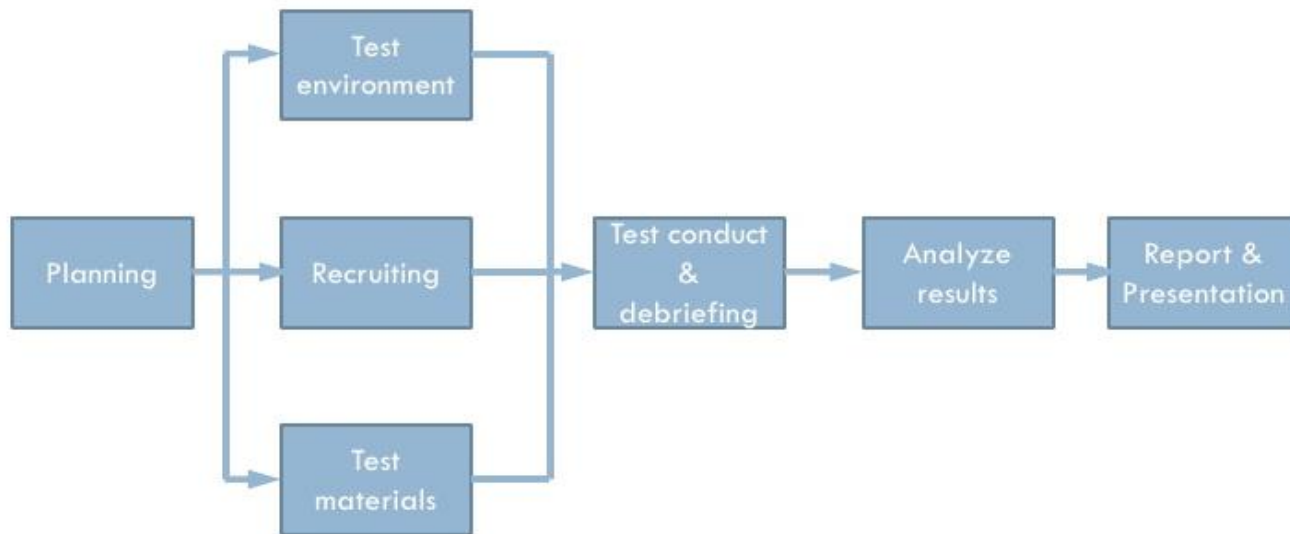
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<http://www.guru99.com/usability-testing-tutorial.html>

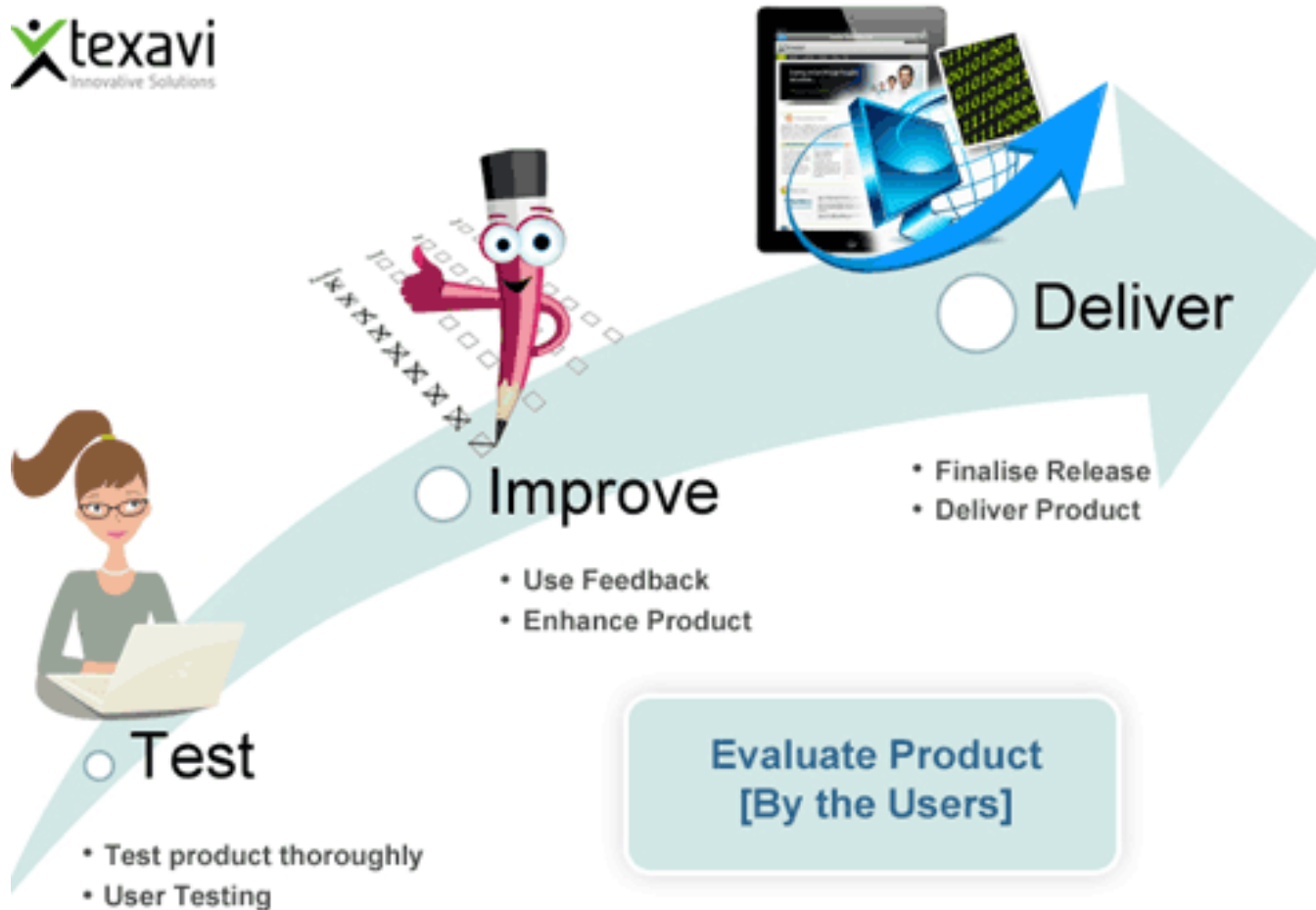




# Usability Test Process



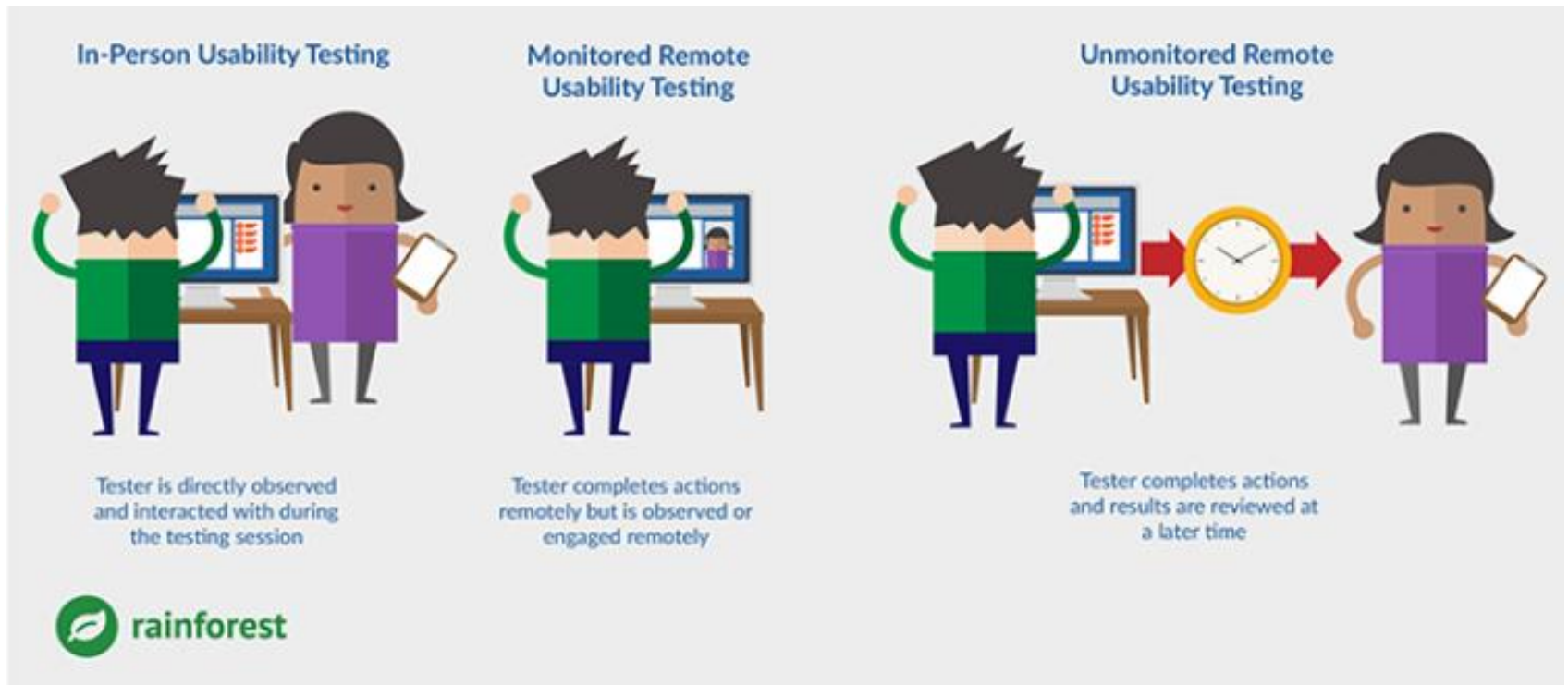
# Usability Test Cycle



<http://www.texavi.com/blog/category/user-experience/usability-testing>



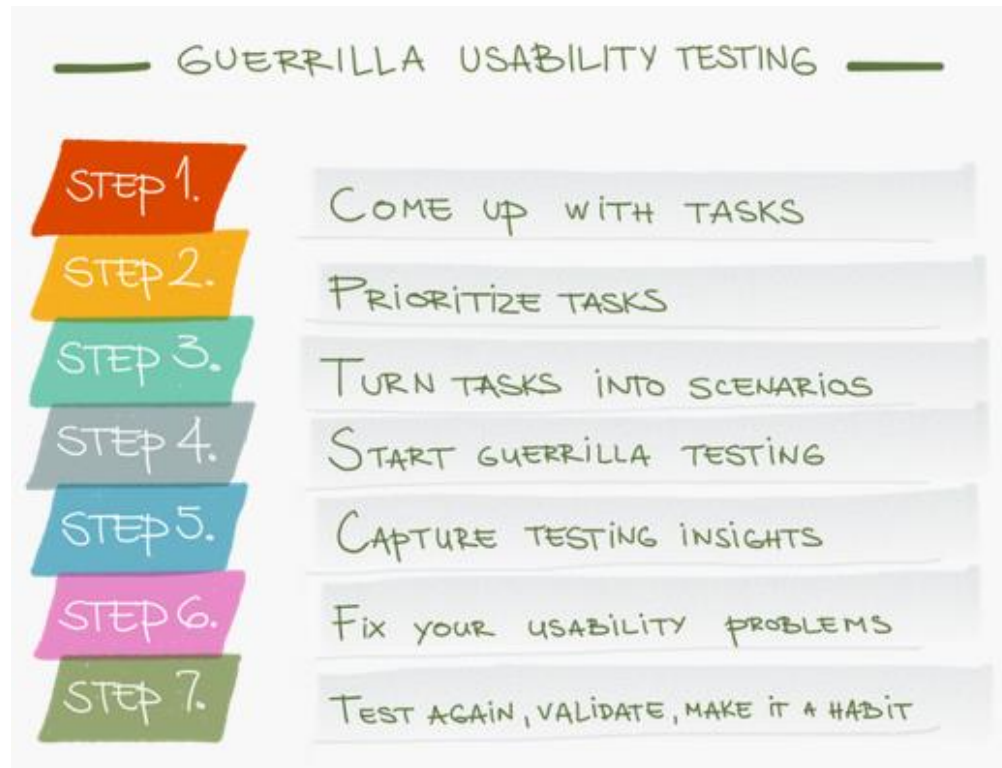
# Usability Testing Methodologies



<https://www.rainforestqa.com/blog/2016-08-31-what-is-usability-testing/>



# Testing Methodology: Guerrilla Usability Testing



<https://userbrain.net/blog/7-step-guide-guerrilla-usability-testing-diy-usability-testing-method>

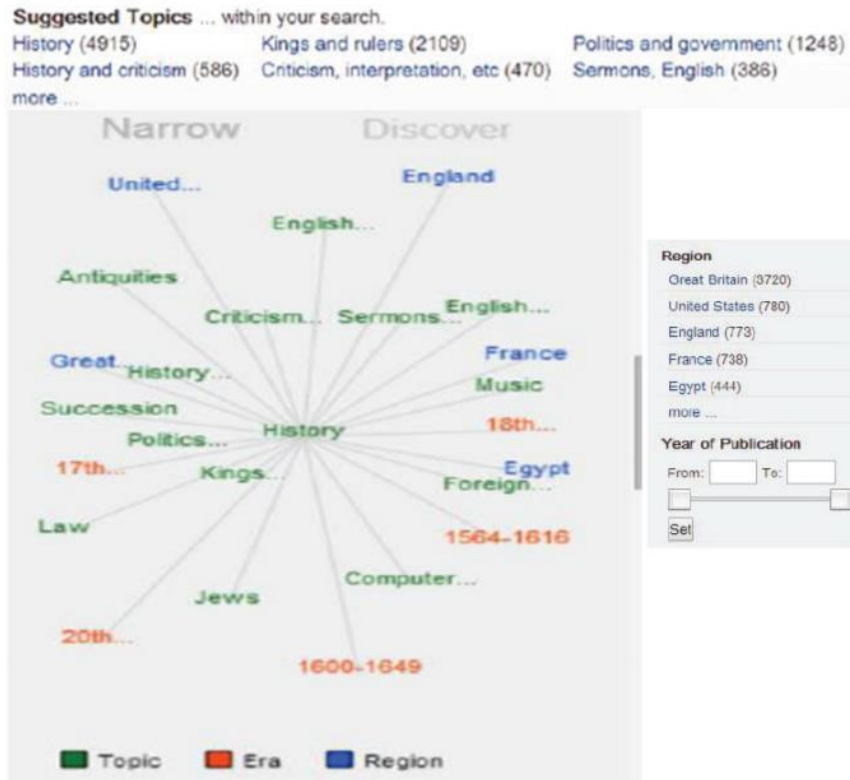


# Testing tools

- Software
- On paper
- DIY



# Usability Test Case: Hufind catalog – VISFACET project



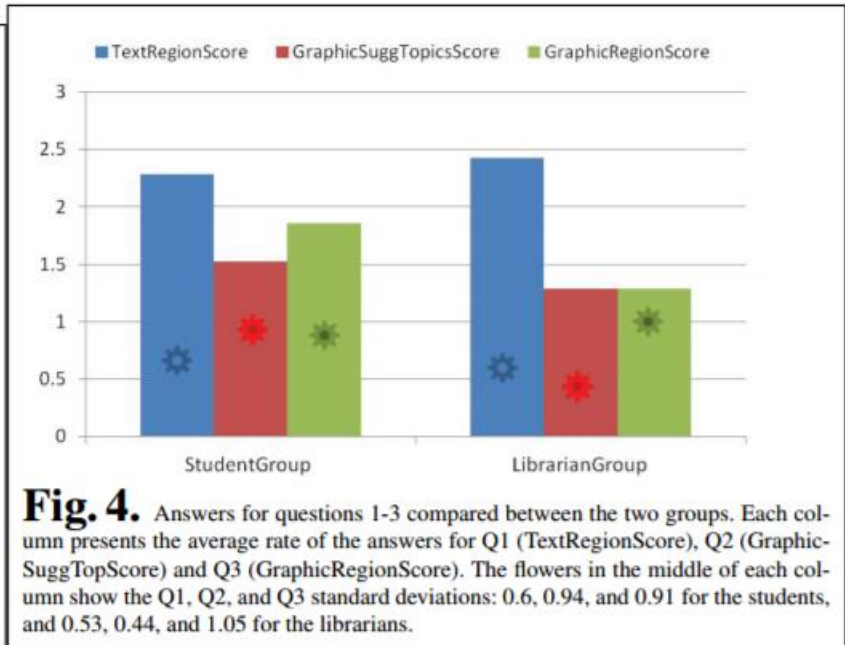
\*The VisFacet project was developed with the cooperation between the Azrieli College of Engineering Jerusalem (JCE) and the Library Authority at the Hebrew University of Jerusalem  
\*\* Hufind is the library catalog of the Hebrew University of Jerusalem



# Usability Test Evaluation: Visfacet

Q1	<b>Text Search:</b> Does the Region facet helped to focus on a location? Answer options: 1. very helpful 2. gave ideas 3. little help 4. no help The rates for the answers are 3, 2, 1, 0 respectively
Q2	<b>Graphic Search:</b> Does <b>Suggested Topics</b> help to discover a topic? Answer options: 1. very helpful 2. gave ideas 3. little help 4. no help The rates for the answers are 3, 2, 1, 0 respectively
Q3	<b>Graphic Search:</b> Does the <b>Region Facet</b> help to focus on a location? Answer options: 1. very helpful, 2. gave ideas, 3. little help 4. no help The rates for the answers are 3, 2, 1, 0 respectively
Q4	How many steps did it take to focus on a topic in each search type?
Q5	Which search type better highlights the relationship between the <b>Suggested Topics</b> in terms of their number of occurrences? Answer options: 1. Graphic is better than text 2. Text search is enough 3. The graphic search is good only when combined with Text search
Q6	Which discovery is best? 1. Text 2. Graphic 3. Combined search

**Table 1.** A questionnaire that was presented to both groups: librarians and students. Each question presented in this table is followed by the possible answers and the rate for each option.



Project presented at Knowledge Maps and Information Retrieval (KMIR) Workshop at Digital Libraries 2014 (11<sup>th</sup> September 2014, London, UK) :

**VISFACET: Facet Visualization Module for Modern Library Catalogues**

Miriam Allalouf, Dalia Mendelsson and Evgeniy Mishustin



**תודה רבה**

