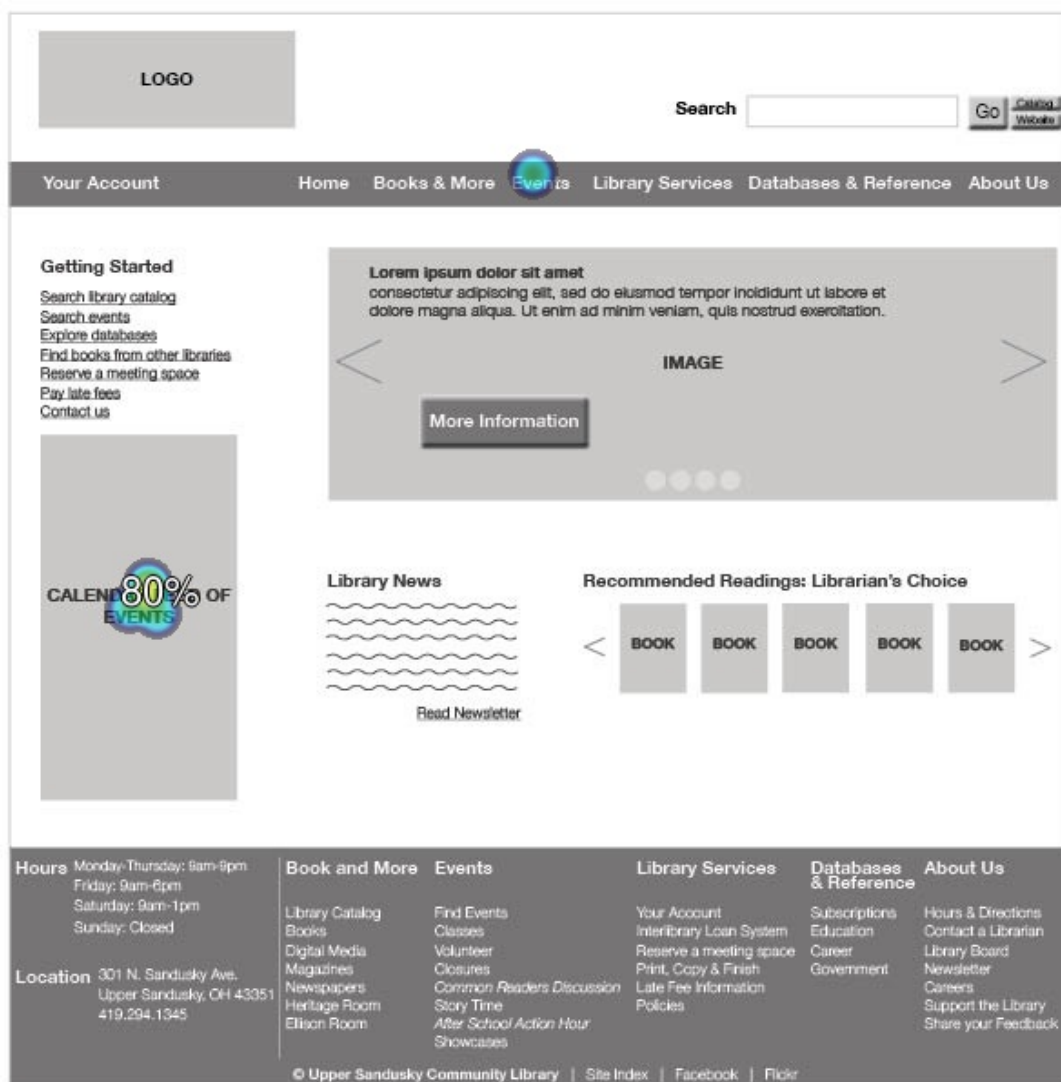


Top 3 observations from the Chalkmark study:

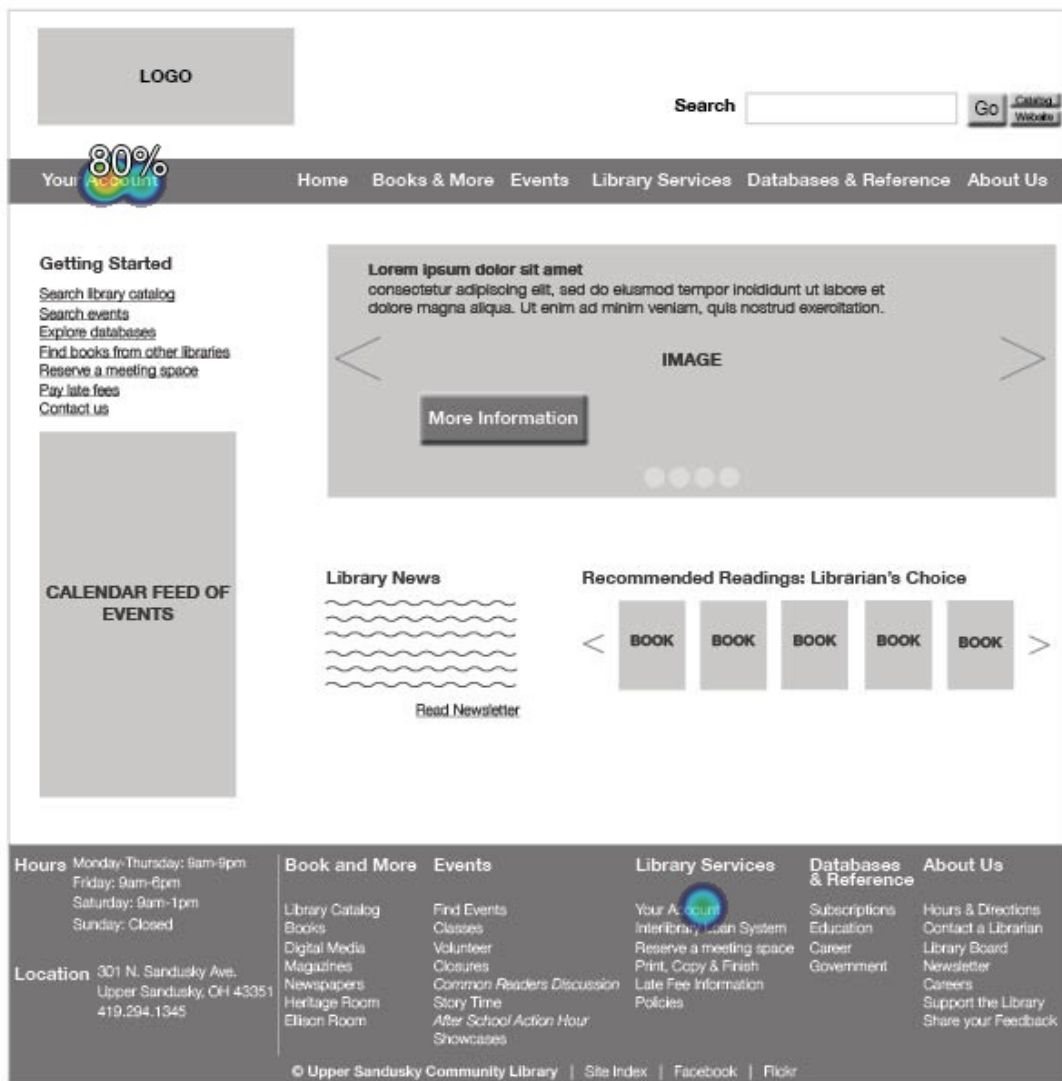
1. Participants used the navigation links within the footer at a higher rate than I originally thought.
2. I noticed a drastic improvement in the participants ability to complete a task when navigating to the newly created *Databases & Reference* label (formerly named *Research*). The Treejack study yielded a 2/10 score, however the Chalkmark test resulted in an 80% success rate. I believe this can be attributed in part to the label name change.
3. Having multiple access points from the home page, including the global navigation, footer, and Getting Started (quick links), allows users to more easily complete high priority tasks.

1. You are looking to quickly glance at this week's upcoming library activities. Where would you go to find these activities?



Observation: My intention was for participants to click on the *Calendar Feed of Events*, which 80% of the participants did. 20% of the participants clicked on the *Events* label within the global navigation, which would also bring people to a list of upcoming events though not as quickly.

2. Your personal credit card recently expired and you would like to update your payment information so that it is on file for the next time you owe money to the library. Where would you go to complete this task?



Observation: I hoped that participants would click on the *Your Account* label, located in the global navigation. 80% of the participants were successful completing this task. 20% of the participants accessed the account page by using the label in the footer, which is also correct.

3. You realize that your book is overdue and that you now owe \$5. Where would you go to complete this task?

LOGO

Search

Your Account Home Books & More Events Library Services Databases & Reference About Us

Home > **Your Account** Welcome Nick
[Sign out](#)

Your Account

Account Information

- [My profile](#)
- [Renew my card or request a new card](#)
- [Payment information](#)
- [Email preferences](#)

Renewals & Fees

Renew 100%
Pay late fees online

Need help? [Contact Us](#)

Books & More

- [Reserve a book, magazine, or media](#)
- [My wish list](#)
- [Bookmarked materials](#)
- [Reservation history](#)
- [Search the catalog](#)
- [Recommend a title](#)

Hours Monday-Thursday: 9am-9pm
Friday: 9am-6pm
Saturday: 9am-1pm
Sunday: Closed

Location 301 N. Sandusky Ave.
Upper Sandusky, OH 43351
419.294.1345

Book and More

- [Library Catalog](#)
- [Books](#)
- [Digital Media](#)
- [Magazines](#)
- [Newspapers](#)
- [Heritage Room](#)
- [Elison Room](#)

Events

- [Find Events](#)
- [Classes](#)
- [Volunteer](#)
- [Closures](#)
- [Common Readers Discussion](#)
- [Story Time](#)
- [After School Action Hour](#)
- [Showcases](#)

Library Services

- [Your Account](#)
- [Interlibrary Loan System](#)
- [Reserve a meeting space](#)
- [Print, Copy & Finish](#)
- [Late Fee Information](#)
- [Policies](#)

Databases & Reference

- [Subscriptions](#)
- [Education](#)
- [Career](#)
- [Government](#)

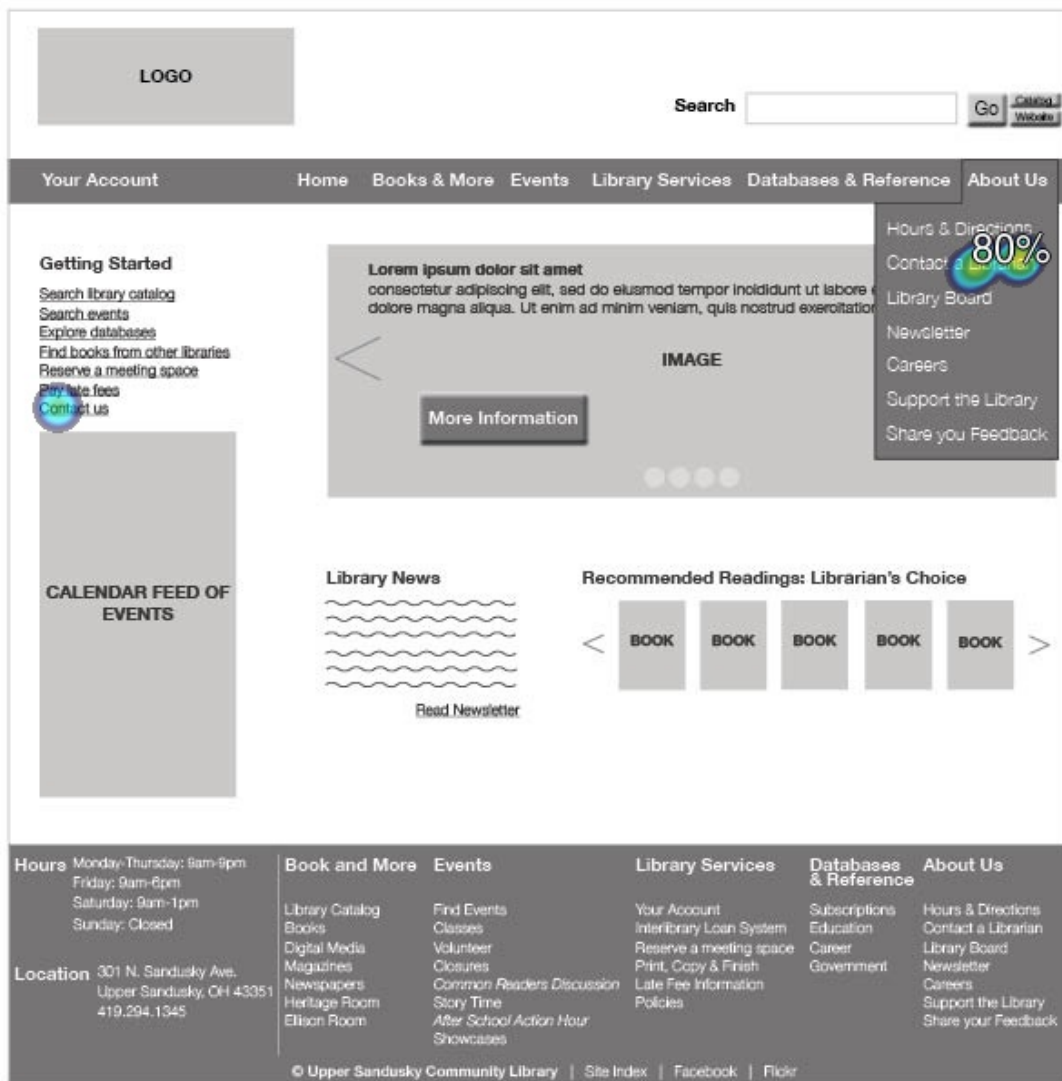
About Us

- [Hours & Directions](#)
- [Contact a Librarian](#)
- [Library Board](#)
- [Newsletter](#)
- [Careers](#)
- [Support the Library](#)
- [Share your Feedback](#)

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Observation: All of the participants were able to successfully navigate to the correct label, *Pay late fees online*.

4. You have spent the last 5 minutes trying to find a library book, but are having no luck. Therefore, you decide that it is best to get in touch with a staff member. Where would you go to complete this task?



Observation: For this task, I wanted to test the *About Us* drop down and see if participants would click on *Contact a Librarian*. 80% of the participants clicked on this label, while 20% visited *Contact Us*, located within the quick links. *Contact Us* also directs users to the *Contact a Librarian* sub page, so overall, I was very satisfied with the success of this task.

5. You are looking for a quick answer to a question, however you do not want to wait a long time for a response or callback. Where would you go to get this question answered quickly?

LOGO

Search

Your Account
Home
Books & More
Events
Library Services
Databases & Reference
About Us

Home > About Us > **Contact a Librarian**

Contact a Librarian

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

Email

Staff Directory

Full name, library position :	email@email.com	(123) 123-1234
Full name, library position :	email@email.com	(123) 123-1234
Full name, library position :	email@email.com	(123) 123-1234
Full name, library position :	email@email.com	(123) 123-1234
Full name, library position :	email@email.com	(123) 123-1234
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Full name, library position :	email@email.com	(123) 123-1234
Full name, library position :	email@email.com	(123) 123-1234
Full name, library position :	email@email.com	(123) 123-1234

Share your Feedback

Name

Email

Topic

Feedback

Hours Monday-Thursday: 9am-6pm
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419.294.1345

Book and More

- Library Catalog
- Books
- Digital Media
- Magazines
- Newspapers
- Heritage Room
- Elison Room

Events

- Find Events
- Classes
- Volunteer
- Closures
- Common Readers Discussion
- Story Time
- After School Action Hour
- Showcases

Library Services

- Your Account
- Interlibrary Loan System
- Reserve a meeting space
- Print, Copy & Finish
- Late Fee Information
- Policies

Databases & Reference

- Subscriptions
- Education
- Career
- Government

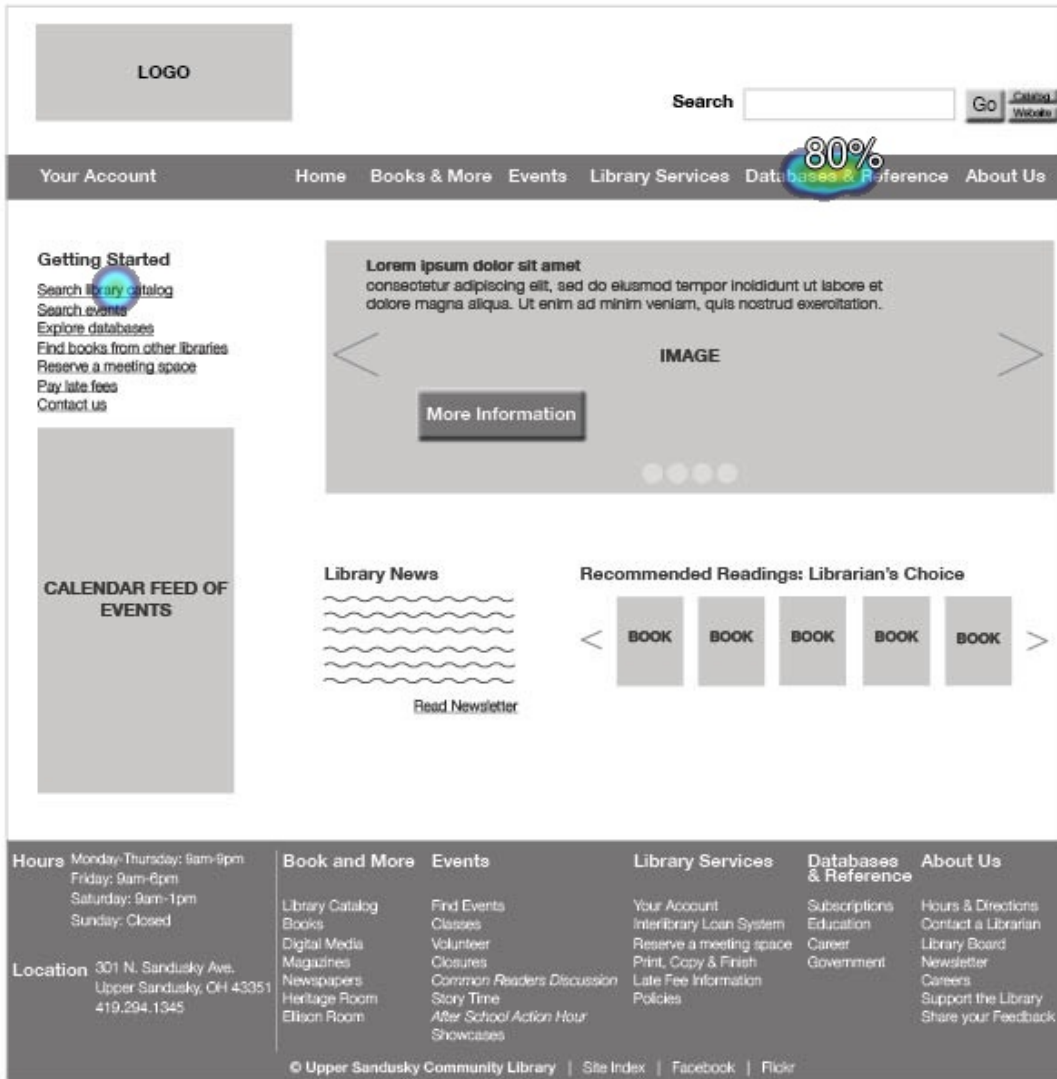
About Us

- Hours & Directions
- Contact a Librarian
- Library Board
- Newsletter
- Careers
- Support the Library
- Share your Feedback

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Observation: Within the *Contact a Librarian* page, I tested the Live Chat feature. All five participants, at 100%, successfully completed this task.

6. You are considering a new vehicle purchase, but before you decide on which car to buy, you hope to read reviews on 'Consumer Reports.' Where would you go to find this information?



Observation: During the Treejack study, this task received an overall score of 2/10, which indicated that the label needed to be reevaluated. After changing the label name, it appears that the new category, *Databases & Reference*, does a better job to help users find the correct information. One participant was unsuccessful in completing the task.

7. You are in the process of applying to graduate school and are looking for scholarship information. Where would you go to find this information?

LOGO

Search
Go
Catalog
Website

Your Account
Home
Books & More
Events
Library Services
Databases & Reference
About Us

Home > **Database & Reference**

Database & Reference

Jump to: [Subscriptions](#) | [Career](#) | [Education](#) | [Government](#)

Subscriptions

Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

[Visit](#)

Title
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Career

Title
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Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

[Visit](#)

Hours	Monday-Thursday: 9am-6pm Friday: 9am-6pm Saturday: 9am-1pm Sunday: Closed	Book and More	Library Catalog Books Digital Media Magazines Newspapers Heritage Room Elison Room	Events	Find Events Classes Volunteer Closures Common Readers Discussion Story Time After School Action Hour Showcases	Library Services	Your Account Interlibrary Loan System Reserve a meeting space Print, Copy & Finish Late Fee Information Policies	Databases & Reference	Subscriptions Education Career Government	About Us	Hours & Directions Contact a Librarian Library Board Newsletter Careers Support the Library Share your Feedback
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Observation: Within the *Database & Reference* page, all 5 participants were able to locate the *Education* link.

8. Unfortunately, this library does not have a specific book that you would like to reserve. However, a different library in the area has it available for reservation. Where would you go to find this book?

The screenshot shows the website interface for the Upper Sandusky Community Library. At the top, there is a search bar with a 'Go' button and a 'Catalog Website' link. Below the search bar is a main navigation menu with items: 'Your Account', 'Home', 'Books & More', 'Events', 'Library Services', 'Databases & Reference', and 'About Us'. A dropdown menu is open under 'Library Services', listing: 'Library Catalog', 'Your Account', 'Interlibrary Loan System', 'Reserve a Meeting Space', 'Print, Copy & Finish', 'Late Fees', and 'Policies'. A '60%' badge is overlaid on the 'Interlibrary Loan System' link. On the left side, there is a 'Getting Started' section with links like 'Search library catalog', 'Search events', 'Explore databases', 'Find books from other libraries', 'Reserve a meeting space', 'Pay late fees', and 'Contact us'. A '40%' badge is overlaid on the 'Find books from other libraries' link. Below this is a 'CALENDAR FEED OF EVENTS' section. In the center, there is a carousel with a 'More Information' button. Below the carousel is a 'Library News' section with a 'Read Newsletter' link. To the right is a 'Recommended Readings: Librarian's Choice' section with five 'BOOK' buttons. At the bottom, there is a footer with 'Hours', 'Location', and a grid of service links under categories: 'Book and More', 'Events', 'Library Services', 'Databases & Reference', and 'About Us'. The footer also includes copyright information and social media links for Facebook and Flickr.

Observation: While it appears that the participants were split on the two labels, both *Find books from other libraries* (40%) and *Interlibrary Loan System* (60%) are correct. This task has three access points, including the footer.

9. You and your colleagues plan to work on a group project together. Because the project requires a lot of discussion, you do not want to disturb other patrons and therefore hope to arrange for a private space. Where would you go to complete this task?

The screenshot shows the library's website interface. At the top, there is a search bar and a navigation menu with categories: Your Account, Home, Books & More, Events, Library Services, Databases & Reference, and About Us. The 'Library Services' dropdown menu is open, listing options such as Library Catalog, Your Account, Interlibrary Loan System, Reserve a meeting space (highlighted with a blue circle), Print, Copy & Finish, Late Fees, and Policies. A blue circular badge with '80%' is overlaid on the 'Reserve a meeting space' option. Below the navigation, there are sections for 'Getting Started' with links like 'Search library catalog' and 'Reserve a meeting space', a 'CALENDAR FEED OF EVENTS', 'Library News', and 'Recommended Readings: Librarian's Choice'. The footer contains 'Hours', 'Location', and detailed links for 'Book and More', 'Events', 'Library Services', 'Databases & Reference', and 'About Us'.

Observation: Similar to the previous task, reserving a room, can be accessed from both the Getting Started quick links and from within the *Library Services* tab. All participants were able to complete this task.

10. From the website's site index page, you would like to find information on "late fee policies." Where would you go to find this information?

LOGO

Search

Your Account Home Books & More Events Library Services Databases & Reference About Us

Home > Library Services > Reserve a Meeting Room

Site Index

Alphabetical Index **60%** A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A

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**B**

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 Saturday: 9am-1pm
 Sunday: Closed

Location 301 N. Sandusky Ave.
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 Elixon Room

Events
 Find Events
 Classes
 Volunteer
 Closures
 Common Readers Discussion
 Story Time
 After School Action Hour
 Showcases

Library Services
 Your Account
 Interlibrary Loan System
 Reserve Meeting Space
 Find the Information
 Fees

40%

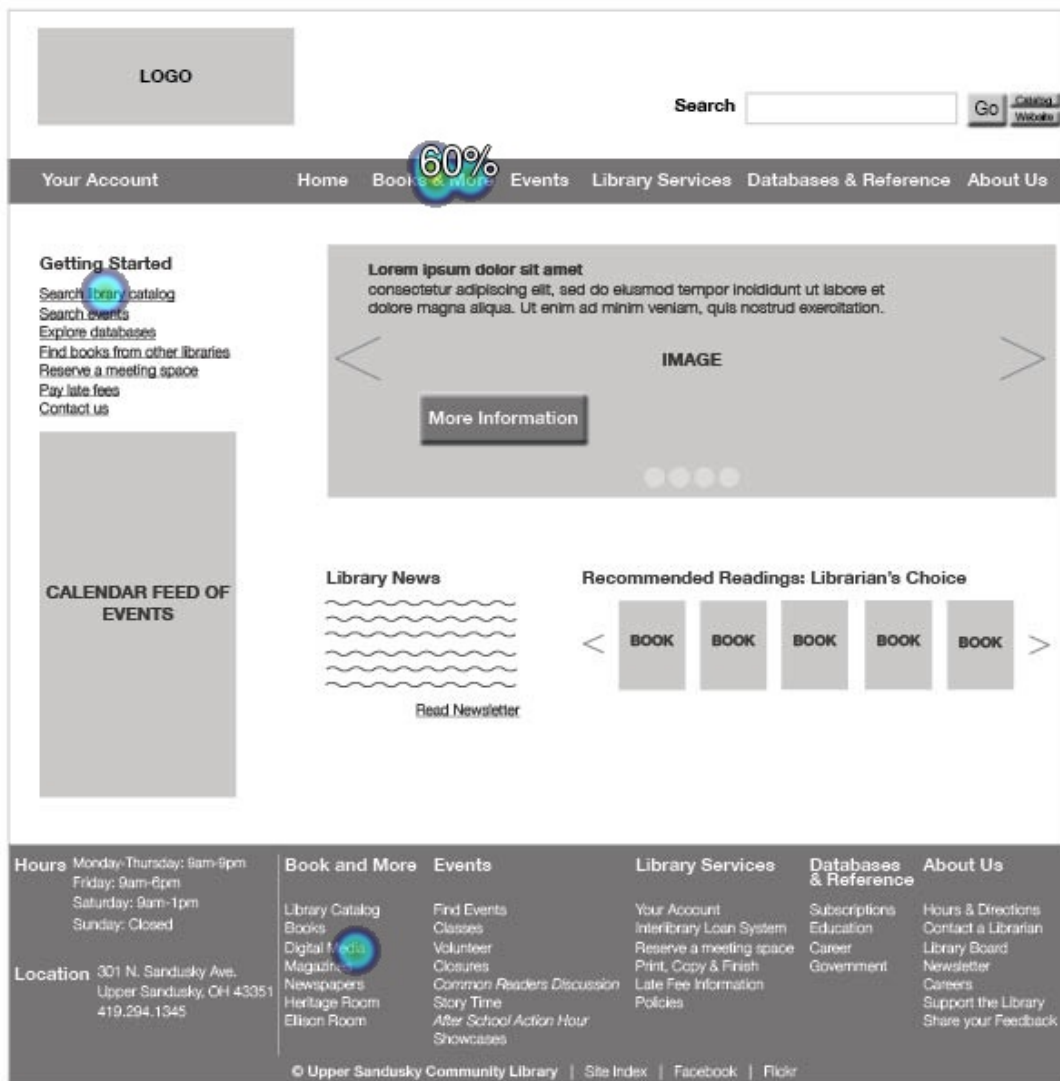
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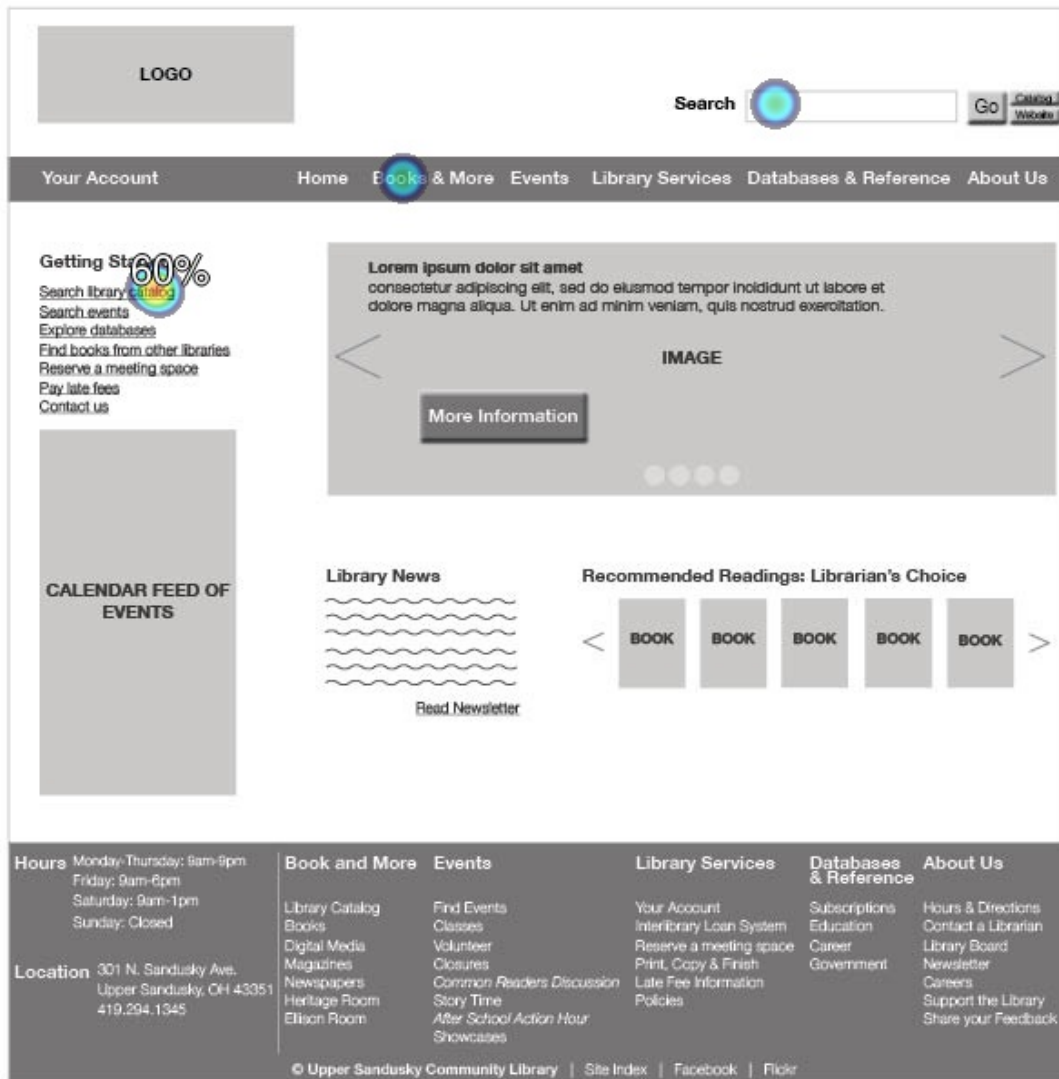
Observation: The results from this task were interesting because I forgot that I had included a *Late Fee Policy Information* link within the footer. 40% of the participants used this link rather than the A-Z index.

11. You hope to check out The Universe DVD collection. Where would you go to find this collection?



Observation: For this task, I thought participants would select *Books & More*. 20% selected *Search the catalog*, which would allow a user to find DVDs, however it might not be the best method. Another participant selected *Digital Media* within the footer. Similar to the previous task, I didn't expect them to choose this link, however it will take patrons to the correct page.

12. You are looking to find a book. While you know the name of the author, you cannot remember the book's title. Where would you go to look for this book?



Observation: This task was intended to test to search feature -- 80% were able to complete the task. *Books & More* within the global navigation does include a library catalog search so it is also a viable option.