Intranet Navigation Test Results, May 2016

Round 1: 105 Respondents

Round 2: 69 Respondents

Definitions:

Success: Percent of people who got to the right place.

Direct: Of the people who got to the right place, the percent who went straight there with no backtracking.

Rating: This is assigned by Optimal Workshop, on a scale of 1-10.

Color coding:

0% - 65%

66% - 85%

86% - 100%

Analysis from Round 2:

All 8 original questions improved or stayed at a rating of 10, so we're on the right track. We had fewer respondents this time, but still enough to get useful results. Some of the improvement could be attributed to a training effect – staff may have remembered the navigation they saw in round 1. That isn't a bad thing, it shows staff can learn our structure easily. With that in mind, I'm not deeply concerned about the low success rate in question 9.

The average time to answer improved dramatically on many questions, and got slightly worse on others. A net gain and I'm not concerned about the ones that got longer.

I recommend we proceed with this structure.

Task results:

1. **You need help troubleshooting an issue with your work computer. Show where you would go to get help.**

Round 1	Round 2
99% success	100% success
96% direct	95% direct
5.4 seconds	6.36 seconds
Rating: 10	Rating: 10

2. You need to reference procedures for a common task in your department. Show where you would go to look them up.

Round 1	Round 2
60% success	94% success
41% direct	75% direct
15.24 seconds	7.89 seconds
Rating: 4	Rating: 9

    a. **Round 1:** 61% of respondents went to Policies & Procedures at first. Only 18% went to My Sites first.

    b. **Round 2:** 19% went to AllStaff first. 64% went to My Sites first.

3. You're meeting a new library employee for coffee, but you don't know what they look like. Show where you would go to find a picture of him or her.

Round 1	Round 2
78% success	87% success
53% direct	57% direct
12.49 seconds	10.7 seconds
Rating: 6	Rating: 7

    a. **Round 1:** 53% of respondents went to Human Resources first. 37% went to Quick Links first.

    b. **Round 2:** 49% of respondents went to Human Resources first. 46% went to AllStaff first.

4. You need to file a travel request. Show where you would go to find the travel request form.

Round 1	Round 2
74% Success	89% Success
44% Direct	71% Direct
12.89 seconds	9.44 seconds
Rating: 5	Rating: 8

    a. **Round 1:** 37% went to Human Resources first, vs 32% to Policies & Procedures

    b. **Round 2:** 68% sent to Human Resources first, vs 22% to Policies

5. **Show where you would go to find information about a recent laptop theft in a campus library.**

Round 1	Round 2
82% Success	94% Success
74% Direct	44% Direct
12.6 seconds	11.29 seconds
Rating: 7	Rating: 8

Round 1: 69% went to Quick Links first
Round 2: 45% went to Communications first. 43% went to AllStaff first.

6. **Show where you would go to see the latest meeting notes from a committee you serve on.**

Round 1	Round 2
40% Success	76% success
83% Direct	75% Direct
6.08 seconds	7.16 seconds
Rating: 3	Rating: 6

Round 1: 47% went to Library Docs first. 35% went to My Sites first.
Round 2: 64% went to My Sites first. 25% went to AllStaff first.

7. **You urgently need to sign up for the annual staff BBQ. Show where you'd go to get your name on the list.**

Round 1	Round 2
77% Success	88% success
71% Direct	68% direct
12.86 seconds	6.34 seconds
Rating: 6	Rating: 7

8. **You need to see what room bookings are scheduled in Davis Library today. Show where you would go to find that information.**

Round 1	Round 2
81% Success	100% Success
82% Direct	89% Direct
13.43 seconds	5.2 seconds
Rating: 7	Rating: 10

9. **You need a digital version of the library logo to add to a document. Show where you'd go to find it.**

Round 2
59% Success
86% Direct
6.75 seconds
Rating: 5

33% selected Style Guides as their answer.

10. **A DTH reporter just called you about a story she's working on. Where would you look to know how to respond?**

Round 2
88% Success
56% Direct
8.7 seconds
Rating: 7

28% went to Policies as their first click.

Notable Comments, Round 2:

- looking forward to having it in place. thank you for your work on it.
- Looking good! I felt like most things were pretty intuitive.
- Revise the navigation bar/ layout with additional categories to make the site more user friendly

- Much better!
- I think these categories are much more informative than the previous. Great job!
- I feel like you should be able to add sites you use often to some sort of heading called "my sites." Not everyone cares about the security blog but if I use it regularly I'd rather it be in my sites than having to necessarily search for it in all staff or somewhere else.

Analysis from Round 1:

Recommendations & Discussion Points:
- Change "Policies & Procedures" to "Policies"
- Move the photo & staff directories to Human Resources
- Move Emergency Procedures to somewhere else - where?
- What is Library Docs? Too generic.
- Is Travel Request in the right place?
- Training needs to emphasize tasks related to #2 & #7

- **Eliminate Quick Links. Make these changes:**
  - Schedule Me: in a new Scheduling group
  - Staff Photo Directory: HR
  - Public Staff Directory: HR
  - **Security Blog: Policies? Library Docs?**
  - Purchasing App: IT Services
  - Web Admin Tools: IT
  - Scheduling Rooms: a new Scheduling group
  - Statistics Reports/Entry: Library Docs
  - Staff Wiki: Library docs
  - Endeca Wiki: Library docs
  - Publicity Toolkit: Policies
  - Style Guides: Policies
  - Strategic Plan: Library docs

Notable comments:
- In this experience, I had no idea what Library Docs might refer to context-wise beside the literal documents relating to the library.

- I am also unclear on what will be in the "Library Docs" section. The name is fairly generic, so I don't know what distinguishes this category from other categories.
- Good Luck!
- Quick Links vs. Library Docs is not clear distinction
- "Quick Links" seems to be a miscellaneous catch-all. You can do better than that.