

Dave Bartkowiak
dbartkow@kent.edu
Revised: Dec. 11, 2016

KSU Library Eye Tracking Report

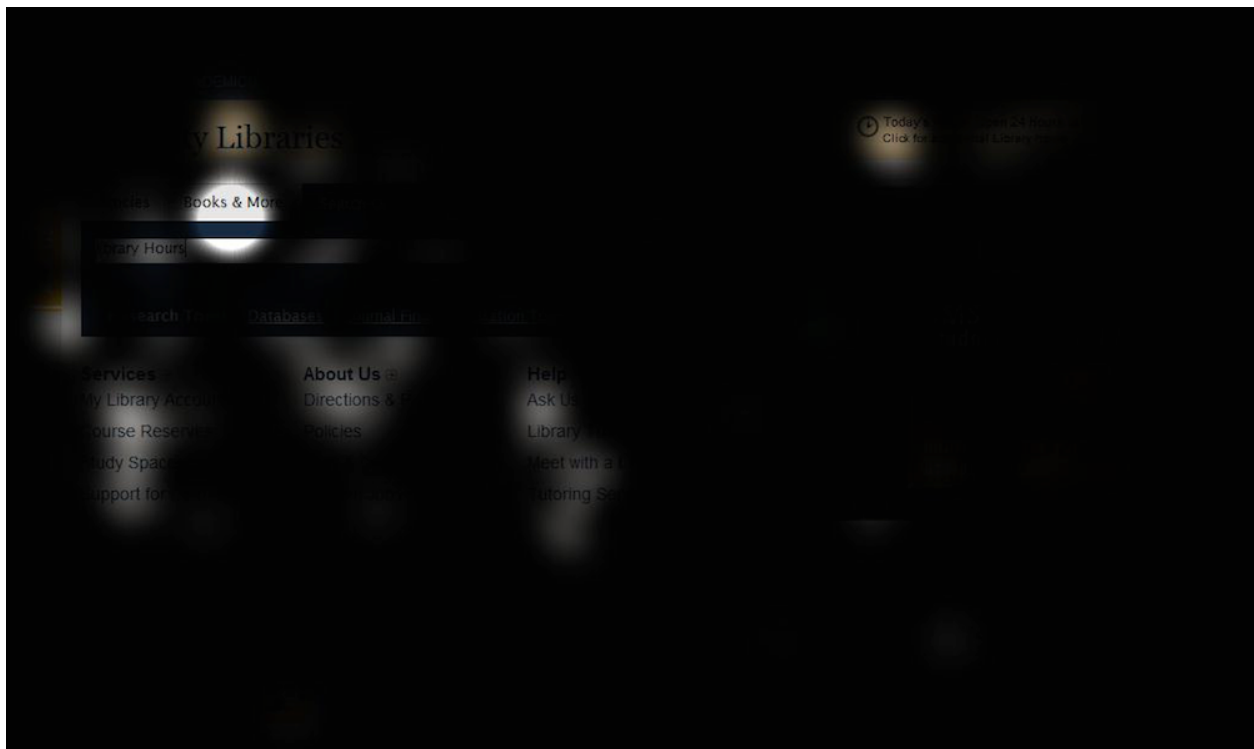


Fig. 1.0 — This gaze plot opacity map shows the aggregate of five participants trying to complete the same task on the Kent State University library website — see page 9 for explanation.

EXECUTIVE SUMMARY

TASK

Five participants were asked to do the following:

- Scenario: You noticed the Kent State University Library does not carry your favorite book.
- Task: Using the Kent State University Library website, make a request for the library to order your favorite book.
- Participants were asked to think aloud as he or she attempted to complete the task

PERFORMANCE

- **4 out of 5 participants failed** to complete the task
- All participants said he or she would rather call the librarian on the phone or contact the librarian via email.
- The one participant who completed the task found it **very difficult**. On a scale of 1-7, with 1 being the highest difficulty, she gave it a one.

CONTENTS

Pages 2-8: Participants and sessions overview

Pages 9-10: Overall sessions summary

Page 11: Task critique and new tasks

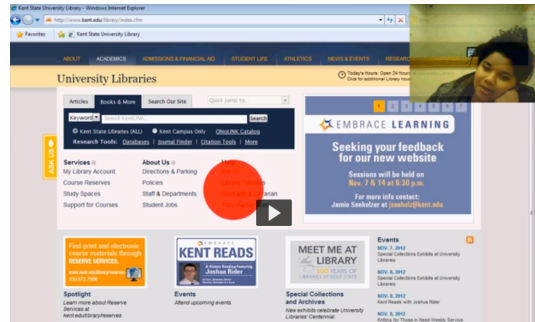
Pages 12-13: Appendix

PARTICIPANTS

*see the Appendix on page 12 for additional notes on each session

PARTICIPANT ONE (watch session here)

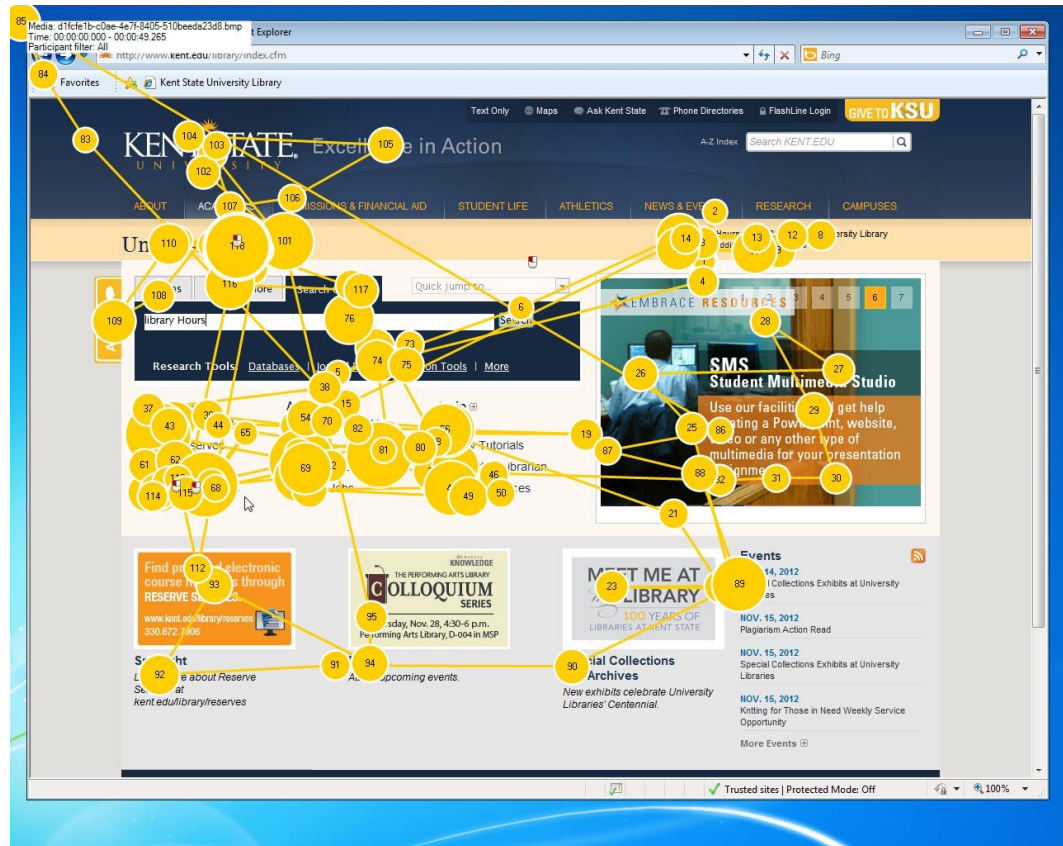
- WHO: A college-aged woman
- PERFORMANCE: She found the task very difficult
- FIND WHAT SHE NEEDED?: Yes
- SECONDS UNTIL FIRST CLICK: 49 seconds
- EYES: She scanned through link lists a lot. She spent the majority of her time looking at the links under the "Articles" section of the homepage. She never looked at the main navigation bar.
- QUOTE: In response to task: "I don't know ..."



The following graphic is a gaze plot which shows the eye tracking for the first 20 seconds of Participant One's task session:



This next graphic shows what the gaze plot looked like at 49 seconds into Participant One's session:



The next graphic is a heat map showing where Participant One's cursor was for the first 5 seconds of the task session, followed by a graphic which shows the first 20 seconds, and finally a graphic which is a heat map for Participant One's entire task session:

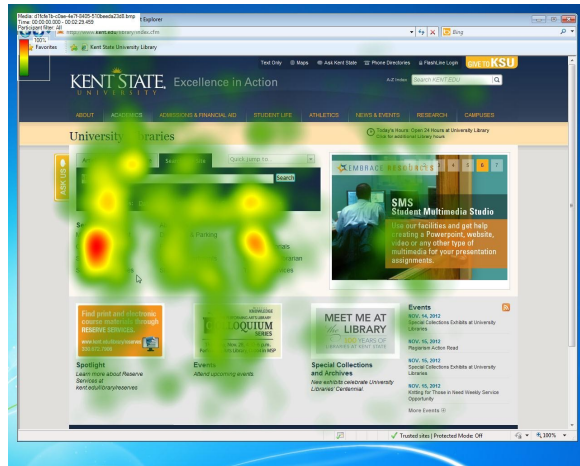
First 5 seconds:



First 20 seconds:

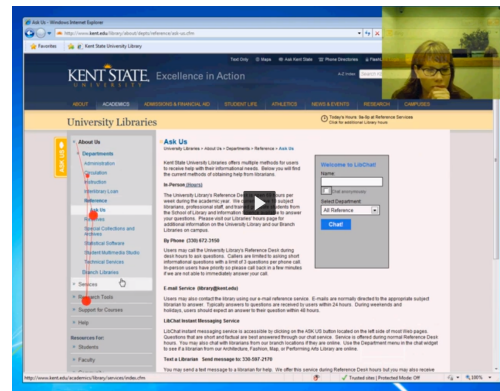


Entire task session:

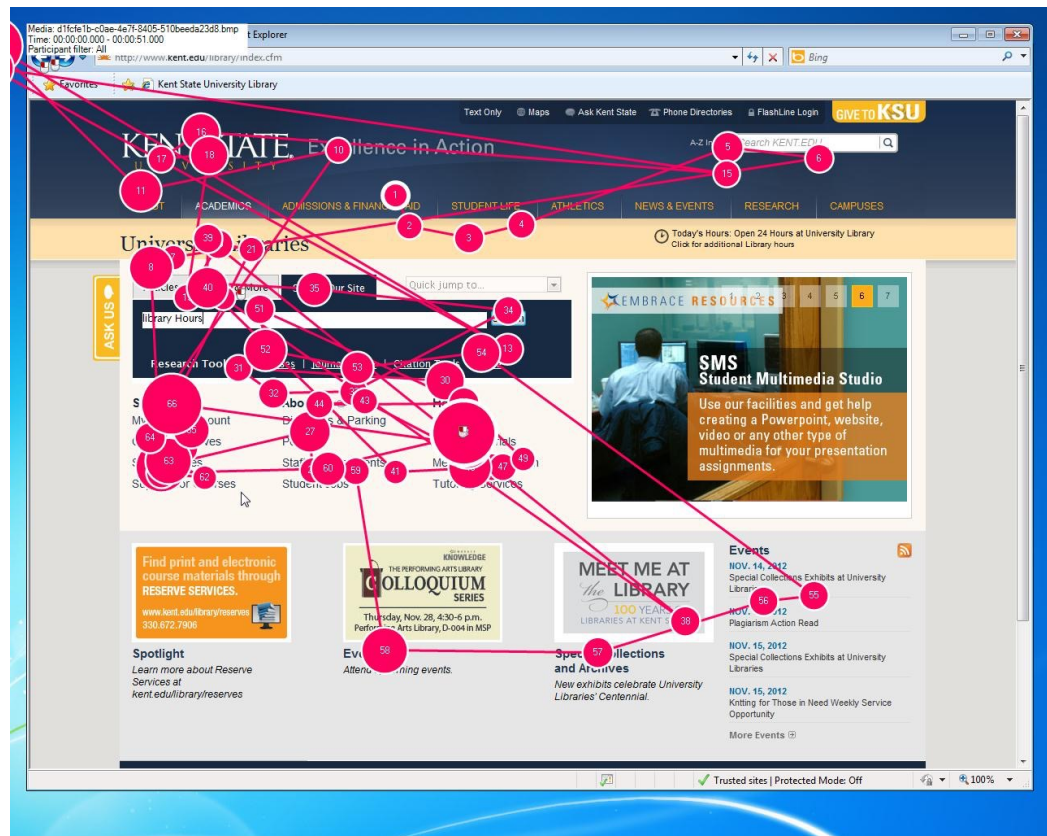


PARTICIPANT TWO (watch session here)

- WHO: A college-aged woman
- PERFORMANCE: She found the task very difficult
- FIND WHAT SHE NEEDED?: No
- SECONDS UNTIL FIRST CLICK: 20 seconds
- EYES: She focused on the "Books and More" section of the homepage and scanned pages thoroughly. She scanned drop-downs and lists of links. She spent a lot of time looking at the left side of pages. She never focused the main navigation bar.
- QUOTE: "Ask Us, maybe, I'll just start here."



The following graphic is a gaze plot showing Participant Two's eye movements before she made her first click:



PARTICIPANT THREE (watch session here)

- WHO: A college-aged man
- PERFORMANCE: He found the task very difficult
- FIND WHAT SHE NEEDED?: No
- SECONDS UNTIL FIRST CLICK: 10 seconds
- EYES: His eyes moved quickly, up and down lists of links and through the body content on pages. He never looked at the main navigation bar. He stared at the library chat box, but never acted on it.
- QUOTES: "Jeez, I have no idea. I guess I might go to 'Ask Us.'" "I'm looking for a button that would say 'request' ... or ... we don't have, I don't know" "Here's this library chat, but I've never used that so I don't know how it works."

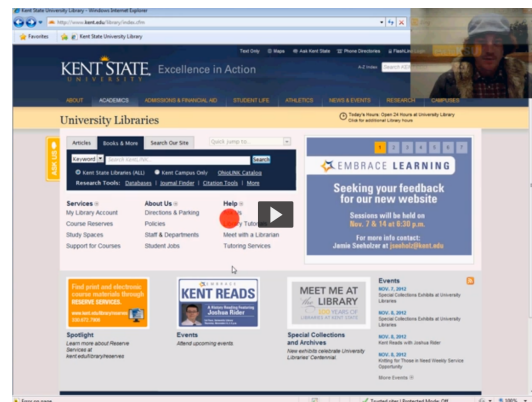


The next graphic is a gaze plot showing Participant Three’s eye movements before he made his first click:



PARTICIPANT FOUR ([watch session here](#))

- WHO: A college-aged man
- PERFORMANCE: He found the task very difficult
- FIND WHAT SHE NEEDED?: No
- SECONDS UNTIL FIRST CLICK: 12 seconds
- EYES: He was focused on the “Articles” and “Books and More” sections of the homepage. He spent a lot of time looking at the “Books and More” links. He even scanned through all the links on the OhioLINK site. He never looked at the main navigation bar.
- QUOTE: “I’m not sure where the link is.”

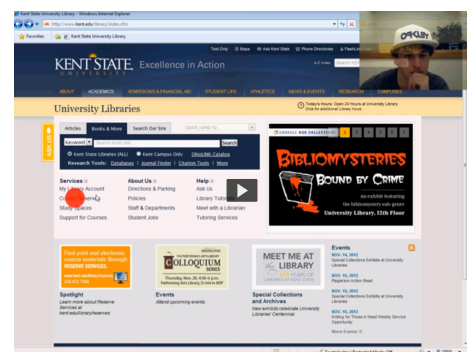


The next graphic is a gaze plot showing Participant Four's eye movements before he made his first click:



PARTICIPANT FIVE (watch session here)

- WHO: A college-aged man
 - PERFORMANCE: He found the task very difficult
 - FIND WHAT SHE NEEDED?: No
 - SECONDS UNTIL FIRST CLICK: 11 seconds
 - EYES: He spent most of his time looking at the links under "Services" on the homepage under "Books and More." He scanned all the way down to the footer. He looked at all links he can, but never looked at the main navigation bar.
- QUOTE: "Not sure."

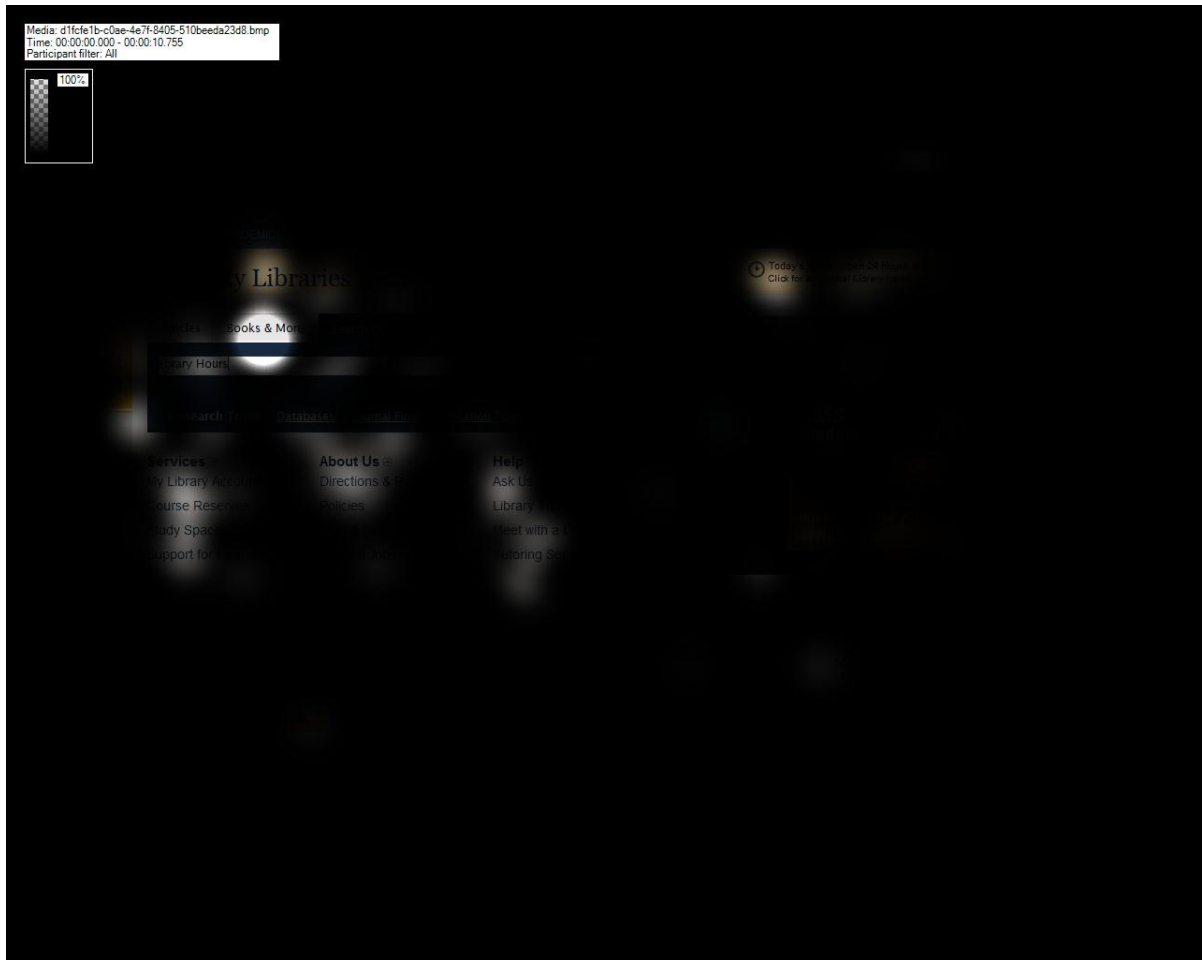


The next graphic is a gaze plot showing Participant Five's eye movements before he made his first click:

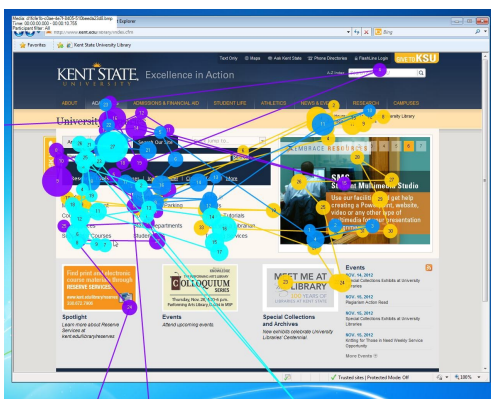


SESSIONS OVERALL

- Participants spent most of their time looking at the “Books and More” section on the homepage. They seemed to believe that would be the place to find a link to “request” a book or order. This gaze opacity map shows “Books and More” was the No. 1 one spot on the page for participants to look upon:



- Participants all focused on specific links on the homepage. They couldn't find what they were looking for, and most of them didn't even know what he or she should be looking for in the first place. This next graphic shows all of the gaze plots together. Notice how participants mainly focused on the left side of the page:



- Participants had no idea where to look and/or click during this task. This next graphic — a cluster map — proves this. They were looking all over while having not a clue where to click. Clicks seem pretty random once mapped out. But one expectation is clear: Users user expected a link on the homepage to help them complete this task:



TASK CRITIQUE

- The task used in this study was very difficult for participants to complete. Participants did not consider using the library website to request a book order, until they were asked to for this study.
- This task was not achievable through the library website homepage.
- To better elicit eye tracking results, we should put forth a task which can be completed from the library website's homepage, such as the following:

SUGGESTED TASKS:

These tasks will help us track participant's eye movements on ONE page. This is different from other tasks which have the user click through multiple pages. We are trying to figure out if the page is designed correctly based on where users first look. We are not interested in task speed or even completion, but instead where users' eyes go when they begin a task.

1. Task: **Contact the library staff.**
Why this task: Participants suggested they would rather contact the librarian or library staff directly via email or phone to complete the original task. Let's see how easy/difficult it is for them to do this.
2. Task: **Set up a meeting with the librarian.**
Why this task: This task can be started by using the site's main navigation. Again, participants have stressed they would expect to interact with the librarian to order a book or make a request.
3. Task: **Search for a specific book.**
Why this task: This can be achieved on the homepage. This task can show if there is confusion on where to search.

VIDEO ONE — https://video.kent.edu/media/1_z4j5l9a9

Task — How would you suggest the library make a purchase of your favorite book?

“I don’t know”

“Support for courses” — she went to eventually after a long period of uncertainty and confusion.

She would make a suggestion to the librarian, she finally admits. Not sure how to do this on the website. She wouldn’t even think of using it for such a task.

She found it, though, under “how are we doing?”

Scale of 1-7, 1 being difficult— “That was a one!”

EYES

She scanned through link lists a lot.

She spent the majority of her time looking at the links under the “Articles” section of the homepage. She never looks at the main nav bar.

VIDEO TWO — https://video.kent.edu/media/1_46b1850b

Task — How would you suggest the library make a purchase of your favorite book?

“I’ve never tried to do this.”

She starts on the articles section on the homepage, clicks on “books and more.”

“Ask Us, maybe. I guess I’ll just start here.”

Scans the whole page, the links on the left. Under about us, she clicks on circulation.

Then she explains how she might start from the beginning, search for the book, and if they don’t have it “maybe there would be a link there that would say to “request the book” ... ?

She doesn’t try this, though.

She’s settling on picking up the phone/or emailing the library.

“Two” on a 1-7 scale, 1 being very difficult.

EYES

Her eyes were all over the place, but mainly scanning every link on the homepage. Then she would scan drop-down links, spending a lot of time on the left side of pages. She never looks at the main nav bar.

VIDEO THREE — https://video.kent.edu/media/1_9oh7bjp8

Task — How would you suggest the library make a purchase of your favorite book?

“Jeez, I have no idea. I guess I might go to ‘ask us.’”

He scans over “welcome to LibChat!” a lot, but doesn’t appear to consider it.

“I’m looking for a button that would say ‘request’ ... or ... we don’t have, I don’t know.”

He goes back to the Library chat and says: “Here’s this library chat, but I’ve never used that so I don’t know how it works.”

He says he would just call the library for this.

EYES

His eyes were moving quickly, up and down link lists and body content. He never looks at the main nav bar.

VIDEO FOUR — https://video.kent.edu/media/1_80b4mbm4

Task — How would you suggest the library make a purchase of your favorite book?

He would go to “probably books” — he clicks on “books and more.”

“I’m not sure where the link is.”

He even clicked off to OhioLINK, via external link in the books and more section. He scanned it, too.

He clicked on “Library Tutorials.”

This video ended abruptly.

EYES

He was focused on the “articles” and “books and more” sections of the homepage. He spent a lot of time looking at the “books and more” links. He even scanned through all the links on the OhioLINK site. Never looks at the main nav bar.

VIDEO FIVE — https://video.kent.edu/media/1_zywkuzmo

Task — How would you suggest the library make a purchase of your favorite book?

He goes straight to “search our site” and starts to type “library hours” in the search bar ... but he deletes it and clicks on “books and more.”

He wonders about “my library account.” He is told there is a mother way of doing it without going to my library account.

He clicks on “more” under “books and more.”

Under research tools page he considers “request an article.”

Back to homepage.

“Not sure.” He is at a loss at this point.

EYES

He spends most of his time looking at the links under “services” on the homepage under “books and more.”

He scans all the way down to the footer. He looks at all links he can, never looks at the main nav bar.