Assessing Content Taxonomy

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Background & Introduction

Last week, a sitemap was created to show site content and the relationship from one page to another. This initial draft of the sitemap aimed at covering the highest priority tasks that were identified through user research. Using the data that was collected as the fundamental understanding of library users, a treejack test was conducted in order to assess the taxonomy of the sitemap and the user's ability to find content by completing tasks.

Study Details

- The treejack test was created using Optimal Workshop, a user experience research platform used to conduct various research studies
- 6 participants were recruited and completed the test
- The study evaluated the success and failure of eight retrieval-based tasks (available in *Appendix A)*

Study Results

Overall, 73 percent of tasks were completed successfully by participants. More details can be found in **Appendix B**.

SUCCESSES

6 out of 6 users successfully located **core library information**

6 out of 6 users successfully found **upcoming events**

5 out of 6 users successfully located **genealogy resources**

5 out of 6 users successfully found where to **get a library card**

5 out of 6 users successfully located where to **reserve book bundles**

FAILURES

5 out of 6 users failed to located where to **search for library materials**

3 out of 6 users failed to locate where to **reserve a study room**

2 out of 6 users failed to find **local job postings**

Sitemap Improvements

1. Search for library materials - this task failure will be alleviated once user's can see on-page elements as well. There will be a static banner at the top of each page that allows users to search for materials without always having to navigate to the global navigation.

2. Reserve a study room - this task failure will be fixed by updating the taxonomy in the existing 'Digital Resources' section of the sitemap

3. Local job postings - this failure is believed to be due to a lack of sufficient task wording. In other words, the task that users were given to complete this section of the tree test did not use understandable language. Since the majority of users still found the correct page in the navigation, this area of the site will remain the same.

Appendix A - Task List

1. Find where to search for library materials.
2. Locate where to reserve a bundle of books.
3. Find available jobs in the area.
4. Locate where to reserve a study room.
5. Find where to get a library card.
6. Find upcoming events.
7. Locate library core information, like address and phone number.
8. Find genealogy resources.

Appendix B - Overall Study Results

Success

73%

This chart shows the average success score across all your tasks.

Out of all the tasks completed by participants, 73% ended up at a "correct" answer.

Directness

44%

This chart shows the average directness score across all your tasks.

Out of all the tasks completed by participants, 44% of answers were chosen without backtracking.

By task

Legend:
- Direct Success
- Indirect Success
- Direct Failure
- Indirect Failure
- Direct Skip
- Indirect Skip