

# Chalkmark Results

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## Background & Introduction

Last week, wireframes were created to visualize how the proposed information architecture and on-page content would work together. The initial draft of the wireframes 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 chalkmark test was conducted in order to assess the user's ability to find content by completing tasks.

## Study Details

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

## Study Results

Overall, 90 percent of tasks were completed successfully by participants.



### SUCCESSSES

- 4 out of 4 users successfully located **core library information**
- 4 out of 4 users successfully found where to **get a library card**
- 4 out of 4 users successfully located **upcoming events**



### FAILURES

- 1 out of 4 users failed to located where to **search for library materials**
- 1 out of 4 users failed to locate where to **reserve a study room**

## Appendix A - Task List

1. Find where to search for library materials.
2. Locate where to reserve a study room.
3. Find upcoming events.
4. Find where to get a library card.
5. Locate library core information, like address and phone number.