



# **UTSC Library UX Research Project**

Supervisor: Sarah Guay, Liaison & Web/UX Librarian

University of Toronto Scarbrough Library Scarborough, ON 1265 Military Trail M1C 1A4

## Joshua Shum

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## **APPENDIX A**

## CONTACTS

For more information about this work plan or the projects detailed within, please contact Joshua Shum at joshua.shum@mail.utoronto.ca, or +1 (647) 981-1026.

### **Contributors:**

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Cover image by Murad Hemmadi, retrieved from <u>The Varsity</u>.

## This work plan has been reviewed and approved by:

Joshua Shum:	Date:	February 4, 2020
Sarah Guay:	Date:	February 4, 2020
Library UNIVERSITY OF TORONTO SCARBOROUGH		TY OF TORONTO NFORMATION

## CONTENTS

EXECUTIVE SUMMARY	1
PROJECT DESCRIPTION	2
Role, Significance, and Context	2
Details and Objectives	3
Outputs, Goals, & Contacts	4
PROJECT 1: Card-Sorting Study of the UTSC Library Website (Phase 3)	4
PROJECT 2: Guerilla Testing of The BRIDGE Website	4
PROJECT 3: UX Consultation (UTSC Library Space Planning Committee)	4
PROJECT 4: Introduction to UX & Entrepreneurship Workshop	5
PROFESSIONAL DECISIONS	6
PROJECT TIMELINES	6
POTENTIAL DIFFICULTIES & OBSTACLES	7
General	7
Project	8
APPENDIX	9

## **EXECUTIVE SUMMARY**

This work plan outlines a proposal for Joshua Shum, a Faculty of Information practicum student, to collaborate with University of Toronto Scarborough (UTSC) Library staff over the course of January–April 2020 to:

- **Project 1** Design and conduct user experience studies for virtual library spaces in *Primary* a third round of student-centred user research for the UTSC Library website: <<u>utsc.library.utoronto.ca</u>>.
- **Project 2** Design and conduct guerilla testing for The BRIDGE website: *Optional* <<u>www.utsc.utoronto.ca/thebridge/welcome-bridge</u>>.<sup>1</sup>
- **Project 3** Collaborate with Web/UX Librarian in a consultative role to the UTSC *Optional* Library Space Planning Committee. Potentially plan and execute a user research study.
- **Project 4** Co-develop and co-lead a User Experience (UX) and Entrepreneurship *Optional* workshop with UTSC students.

These projects also align with all major categories of <u>UTSC Library's value statements</u>, <u>University of Toronto Libraries' (UTL) mission statement and values</u>,<sup>2</sup> and the five key priorities of <u>UTL's strategic plan</u>.

<sup>&</sup>lt;sup>1</sup> THE BRIDGE is a multi-purpose academic space focusing on experiential learning for business, finance, and entrepreneurship created in partnership by UTSC Management and UTSC Library.

<sup>&</sup>lt;sup>2</sup> Values #1, #3, #4, #6, #7, and #9.

## **PROJECT DESCRIPTION**

This section details the primary project (Project 1)'s context, role and importance to the organization, minimum and maximum outputs, and a tentative timeline for each project phase. Brief descriptions of secondary projects will also be included. The primary project is entering the third round of user testing, as part of an ongoing project to redesign the UTSC Library's website, initiated in 2016. As such, this project may sometimes be referred to, as a whole, as "Phase 3". However, this work plan will refer to individual elements of projects as "Phase 1", "Phase 2", etc., and should not be confused with the numbering of the projects as indicated in the executive summary (see Page 1).

### **Role, Significance, and Context**

As the central library of the University of Toronto Scarborough campus, UTSC Library is a central physical and virtual space to students, staff, and faculty alike. From an academic and professional perspective, UTSC Library serves as a community hub for research and knowledge and an incubator for individual skill development, offering access to individual and group study spaces, a makerspace, silent study rooms, bookable group study rooms, and a mindfulness and meditation area.

<u>UTSC Library's website</u> serves a significant role in the promotion of UTSC Library's <u>values</u>, particularly in its aim to provide open access to information and technology, to foster community partnerships and collaborations, accessibility to all, and more. Through this website, the UTSC community can access the entire UTL catalogue across 44 libraries, in addition to Inter-Library Loans (ILL) from other institutions. This project also plays a significant role in demonstrating and promoting UTSC Library's commitment to its values, as well as the UTL (draft) strategic vision for 2020-2025, "Barrier-free Access to All of the Right Information".<sup>3</sup>

Recently, the UTSC Library began a website information architecture redesign project in January of 2016. Following the initial stage of user research, changes were implemented to the live site. In order to determine if the new structure was easy to learn and intuitive to users, UTSC Library staff designed and executed Phase 1 of usability tests on the website with 20 UTSC undergraduate students in the summer of 2016. The subsequent 2017 report led to the following results:

- A broader understanding of the mental model of UTSC Library users when it comes to navigating and completing common tasks on the website.
- Additional changes to the website's information architecture and global navigation menu.

<sup>&</sup>lt;sup>3</sup> Currently, UTL is undergoing a review process for its *draft* mission statement and values and strategic plan for 2020-2025. The previous 2013 strategic plan, "<u>Charting Our Future</u>", expired in 2018.

## **Details and Objectives**

Phase 2 of this ongoing project occurred in Summer of 2019, where tests on the changes made as a result of Phase 1, with outcomes suggesting that while a number of changes were positive and proved effective, some elements of the site remained unclear and warrant further examination. As such, Phase 3 of this UX project is necessary to provide clarity, and aims to:

- 1. Target problematic, confusing, or unclear labels on the UTSC Library website as identified by previous usability testing report to empathize and enhance the understanding of target audience/user-base.
- 2. Design and execute Phase 3 of user testing with more participants, using Optimal Workshop's online suite of user research tools to conduct a card-sorting study (and if time-permitting, a tree-testing study).
- 3. Analyze, and interpret user research data to gain an understanding of the mental model of users by identifying consistent navigational errors relating to the information architecture (global navigation menu) of the website.
- 4. Evaluate findings to propose an optimized information architecture of the existing global navigation menu, or areas of further testing.
- 5. Compile a UX report including:
  - Findings and recommendations of completed studies.
  - Status of ongoing studies.

While this project has an end date, it is part of an ongoing organizational operation to frequently evaluate UTSC Library's digital and physical spaces to ensure that the library is providing a user-friendly, student-centric, and barrier-free access to information. As such, while no projects immediately rely on its completion, its completion is crucial to the organization's commitment to fulfill its mission statement and values.

## **Outputs, Goals, & Contacts**

#### **PROJECT 1: Card-Sorting Study of the UTSC Library Website (Phase 3)**

Design and conduct user experience studies for virtual library spaces in a third round of student-centred user research for the UTSC Library website.

#### The minimum output for this project is to:

- Create a plan for the proposed user experience (UX) study.
- Include secondary research regarding best practices of UX testing, similar approaches taken by other libraries, and/or recommendations based on previous or existing studies.

#### The maximum output for this project is to:

- Create a UX report following the conclusion of any *completed* studies, highlighting key findings, proposed recommendations, and further testing (if required).
- Create and present a summary during a monthly staff meeting.

#### Personal & Professional Goals:

- Collaborate with a diverse team of information professionals to gain practical experience conducting IA user testing in a professional, academic library setting.
- Develop personal and professional connections with UTSC library staff to develop an understanding of day to day routines, and management and administration practices in a library setting.
- Translate knowledge and theory of project management into a workplace environment.

#### Reporting Supervisor(s) & Communication Means:

- Primary: Sarah Guay, Liaison & Web/UX Librarian (weekly; in-person or email)
- Alternate: Mariana Jardim, Liaison Librarian (in-person or email)

#### **PROJECT 2: Guerilla Testing of The BRIDGE Website**

(Optional/Time Permitting) Design and conduct guerilla testing of The BRIDGE website.

#### The minimum output for this project is to:

- Create a plan for the proposed user experience (UX) study.
- Include secondary research regarding best practices of UX testing, similar approaches taken by other libraries, and/or recommendations based on previous or existing studies.

#### The maximum output for this project is to:

• Create a UX report following the conclusion of any completed studies, highlighting key findings, proposed recommendations, and further testing (if required).

#### Personal & Professional Goals:

- Further develop UX research methodology skill set through Guerilla testing protocols.
- Establish connections with industry professionals and specialized librarians.

#### Reporting Supervisor(s) & Communication Means:

- **Primary:** Mariana Jardim, Liaison Librarian (in-person or email)
- Alternate: Sarah Guay, Liaison & Web/UX Librarian (weekly; in-person or email)

#### **PROJECT 3: UX Consultation (UTSC Library Space Planning Committee)**

(Optional) Collaborate with Web/UX Librarian in a consultative role to the UTSC Library Space Planning Committee. Potentially plan and execute a user research study.

#### The minimum output for this project is to:

- Attend meetings relating to space planning as required.
- Collaborate with Web/UX Librarian to propose a plan for gathering student input on draft library floor plans.

#### The maximum output for this project is to:

- Disseminate proposal to the UTSC Library Space Planning Committee.
- Plan and execute research study.

#### Personal & Professional Goals:

- Demonstrate creativity and a user-centred design-thinking approach in designing physical spaces in an academic library workplace and environment.
- Develop a cost-effective research proposal.

#### Reporting Supervisor(s):

• Primary: Sarah Guay, Liaison & Web/UX Librarian (weekly; in-person or email)

#### **PROJECT 4: Introduction to UX & Entrepreneurship Workshop**

*Co-develop and co-lead an Introduction to User Experience (UX) & Entrepreneurship workshop with UTSC Students.* 

#### The minimum output for this project is to:

- Research UX-Entrepreneurship related information.
- Co-develop workshop materials.

#### The maximum output for this project is to:

- Co-lead the UX-Entrepreneurship workshop.
- Participate in a post-workshop review/feedback session.

#### Personal & Professional Goals:

- Expand professional connections by networking with librarians from within and outside of the UTL system to develop an understanding of the intended audience, and develop a lesson plan.
- Gain teaching and instructional experience.
- Gain experience in adapting, developing, and creating materials for a workshop.

#### Reporting Supervisor(s):

- Primary: Sarah Guay, Liaison & Web/UX Librarian (weekly; in-person or email)
- Alternate: Sarah Shujah, Liaison & Entrepreneurship Librarian (in-person or email)

## **PROFESSIONAL DECISIONS**

As a UX/LIS (User Experience + Library & Information Science) Research & Designer and Librarian In-Training, I expect to make the following professional decisions:

- Time & Project Management:
  - Creating proposals for UX research studies, balancing time, scope, and cost.
  - Identifying when certain project components need to be prioritized if situations or timelines change.
- Research:
  - Evaluating previous study protocols for reliability.
  - Establishing the design and study protocol for Projects 1, 2, and 3.
  - Making final recommendations for Projects 1 and 2.
    - Micro-decisions during participant studies, as the lead investigator/researcher.
      - Whether to end or continue a study if it goes off track or out of the scope.
      - The appropriate time and location, while balancing best practices for ethnographic research
- Data Analysis, Evaluation & Interpretation:
  - Deciding whether or not a participant's data is reliable or should be discarded.
  - Identifying the critical threshold for actionable items, e.g.:
    - Determining what percentage of participants need to agree before an issue is considered significant and actionable.
    - Determining the number of research participants before the project can continue to the next phase.

## **PROJECT TIMELINES**

This work plan includes six spreadsheets: two combined spreadsheets for project tracking and the expected timeline, and a spreadsheet for *each* project. Individual project spreadsheets include task titles, component deadlines, expected hours, percent complete, and a visual timeline illustrating the current status of each phase. Where applicable, these spreadsheets also include:

- A column for "Dependencies & Resources", identifying the information, resources, or (previous) critical tasks that **must** be completed before the next phase.
  - Where applicable, information is included to evaluate when each part is considered complete (e.g. "20+ participants required").
  - Contact information or databases for further research.

These spreadsheets are linked below, and are included in the Appendix (A–F):

- Live Project Tracking (Combined)
- Expected Timeline (Combined)
- 1. UTSC Library
- 2. The BRIDGE

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- <u>3. UTSC Library Space Planning</u>
- 4. Intro to UX & Entrepreneurship Workshop

## **POTENTIAL DIFFICULTIES & OBSTACLES**

This section includes a list of difficulties and obstacles I may encounter throughout these projects, separated into two categories: General and Project. Each item includes its impact on the project (*critical, moderate,* or *minor*), risk of occurrence (*high, medium,* or *low*), details, and potential solutions or strategies to overcome them.

## General

- 1. Supervisor is Absent: Moderate Impact, High Risk
  - **Reason:** Sarah G. will be attending the OLA or required at St. George campus on several occasions, leading to no access to office or working space and no immediate contact to bring up ideas or concerns to.
  - Solution(s) & Strategies:
    - a. Contact primary supervisor via email (if urgent: call or text message).
    - b. Contact alternate supervisor(s) via preferred form of communication.
    - c. Contact Nina Adamo, Operations Coordinator & Assistant to the Chief Librarian, for skeleton key.
    - d. Note ideas or concerns on a Google Doc for supervisor(s) to access later.
- 2. Conflicting Schedules: Critical Impact, Medium Risk
  - **Reason:** As an enrolled student and employee of another library, there is potential for academic or work obligations to conflict with the agreed practicum timeline and schedule.
  - Solution(s) & Strategies:
    - a. Immediately communicate potential conflicts with supervisor(s) or professor(s) when discovered.
    - b. Recommend potential alternative schedules.
    - c. Keep track of project timelines and component deadlines on Project Tracking (Combined) spreadsheet.
    - d. Keep academic, work, and personal calendars up to date at all times.
    - e. Create weekly to-do lists and prioritize items.
- **3.** Travel Delays: Moderate Impact, Low Risk
  - **Reason:** On occasion, I will be commuting between campuses and work (UTSG, UTSG, and UTL @ Downsview). As travel time is unpredictable, this may result in arriving later than expected.
  - Solution(s) & Strategies:
    - a. Account for potential travel delays (e.g. traffic accidents, transit service notices, weather) by leaving earlier or considering alternate routes.
    - b. Communicate unavoidable or expected delays as soon as possible.

## Project

- 1. Unexpected Delay in Developing Study Protocols: Critical Impact, Low Risk
  - **Reason:** If there are delays in the planning phases of the project, this pushes back subsequent phases intended for the execution and analysis of the findings. This can affect the quality of the findings.
  - Solution(s) & Strategies:
    - a. Prepare for project components in advance.
    - b. Project management: identify the critical path, and reallocate allotted time from non-critical items if extra time is needed elsewhere.
    - c. Communicate potential delays to supervisor(s) as early as appropriate, and request support if necessary.

#### 2. Difficulty Recruiting Participants: Critical Impact, Medium Risk

- **Reason:** There is no guarantee that everyone approached will be a willing participant in the research study. As such, this timeline for this project component is unpredictable—if participant recruitment takes longer than expected, this could delay the project timeline.
- Solution(s) & Strategies:
  - a. Be physically present on location to recruit users.
  - b. Request funding for small incentives.
  - c. Project management: identify the critical path, and reallocate allotted time from non-critical items if extra time is needed elsewhere.
  - d. Communicate potential delays to supervisor(s) as early as appropriate, and request support if necessary.

#### 3. Invalid or Unreliable Participant Data: Minor–Moderate Impact, Low Risk

• **Reason:** If a participant is not a member of the representative user group, or in the process of the usability test, does something that causes their data to be unreliable, it must be discarded, and may affect the completion of the project.

#### • Solution(s) & Strategies:

- a. Evaluate if discarded data significantly affects the reliability of findings.
- b. Recruit more participants if necessary.

		Expected			1	2	2	;	3	4	1	5		6	7
		Hours	%	01/16	01/23	01/30	02/06	02/13	02/20	02/27	03/05	03/12	03/19	03/26	04/02
03/02/2020 23:28:20	Deadline	(Total: 105)	Complete	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12
<u>1. UTSC Library</u> <u>(IA Testing)</u>															
Create Project Plan	02/05/20		100.00												
Secondary Research	02/06/20		100.00												
Design UX Studies	02/13/20		50.00												
Conduct UX Testing	03/12/20	58.00	0.00												
Conduct Data Analysis	03/26/20		0.00												
Evaluation	03/30/20		0.00												
Compile UX Report	03/31/20		0.00												
2. The BRIDGE															
(Guerilla Testing) Create Project Plan	02/13/20	1	8.33	<b></b>											
Secondary Research	02/13/20	-	0.00												
Design UX Studies	02/20/20	-	0.00												
Conduct Guerilla UX Testing	05/03/20	22.00	0.00												
Conduct Data Analysis	03/26/20	22.00	0.00												
Evaluation	03/20/20	-	0.00												
Optional: Compile UX Report	03/30/20	-	0.00												
	04/02/20		0.00												
3. UTSC Library Space Planning Committee															
<u>(UX Consultation)</u>			_												
Review Current Options & Develop Proposal	02/26/20		41.67												
Optional: UX "Café" Study	03/26/20	15.00	0.00												
Disseminate UX Consultation Proposal to Committee	04/02/20		0.00												
<u>4. Intro to UX &amp; Entrepreneurship</u> (Workshop)															
Meet with Entrepreneurship Librarian	02/06/20		41.67												
Review Existing Material	TBD		37.50												
Develop Materials	TBD		0.00												
Optional: Practice Run	03/05/20	10.00	0.00												
Conduct Workshop	03/12/20		0.00												
Post-Workshop Debrief	03/26/20		0.00												
		1			1		1	1	1	1		1	1		
TOTAL															
		105.00	16.49												

**APPENDIX B** 

	Expected				2		3		4		5		6	7
	Hours	%	01/16	01/23	01/30	02/06	02/13	02/20	02/27	03/05	03/12	03/19	03/26	04/02
Deadline	(Total: 105)	Complete	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12
02/05/20		100.00												
02/06/20		100.00												
02/13/20		50.00												
03/12/20	58.00	0.00												
03/26/20		0.00												
03/30/20		0.00												
03/31/20		0.00												
02/13/20		8.33												
02/20/20		0.00												
02/27/20		0.00												
05/03/20	22.00	0.00												
03/26/20		0.00												
03/30/20		0.00												
04/02/20		0.00												
02/26/20		41.67												
03/26/20	15.00	0.00												
04/02/20		0.00												
02/06/20		41.67												
TBD		37.50												
TBD	10.00	0.00												
03/05/20	10.00	0.00												
03/12/20		0.00												
03/26/20		0.00												
	105.00	16.49												
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03/12/20       58.00       0.00</td> <td>02/05/20         100.00         &lt;</td> <td>Q2/05/20         I00.00         I         I         I           02/05/20         56.00         000         I         I         I           03/12/20         56.00         000         I         I         I         I           03/30/20         0.00         I         I         I         I         I         I           02/13/20         56.00         0.00         I<td>02/05/20         100.00         &lt;</td><td>02/05/20       0000       000</td><td>02/05/20       100.00       &lt;</td><td>02/05/20       100.00       &lt;</td></td>	02/05/20       100.00         02/05/20       100.00         02/13/20       58.00       0.00         03/26/20       0.00       0.00         03/30/20       0.00       0.00         03/31/20       0.00       0.00         03/31/20       0.00       0.00         02/13/20       8.33       0.00         02/20/20       0.00       0.00         02/27/20       0.00       0.00         03/30/20       22.00       0.00         03/30/20       0.00       0.00         03/26/20       0.00       0.00         03/26/20       15.00       0.00         03/26/20       15.00       0.00         03/26/20       15.00       0.00         03/05/20       10.00       0.00         03/05/20       41.67       1         03/05/20       10.00       0.00         03/26/20       0.00       0.00         03/26/20       0.00       0.00         03/26/20       0.00       0.00         03/26/20       0.00       0.00         03/26/20       0.00       0.00         03/26/20       0.00       0.00	02/05/20       100.00       100.00         02/06/20       50.00       100.00         03/12/20       58.00       0.00       100.00         03/26/20       0.00       100.00       100.00         03/30/20       0.00       0.00       100.00         03/30/20       0.00       100.00       100.00         03/31/20       0.00       100.00       100.00         02/13/20       8.33       100.00       100.00         03/31/20       0.00       100.00       100.00         02/27/20       8.33       100.00       100.00         05/03/20       22.00       0.00       100.00       100.00         03/30/20       22.00       0.00       100.00       100.00         03/30/20       0.00       100.00       100.00       100.00         03/26/20       15.00       0.00       100.00       100.00         03/26/20       15.00       0.00       100.00       100.00         02/06/20       15.00       0.00       100.00       100.00         03/05/20       10.00       0.00       100.00       100.00         03/26/20       10.00       0.00       100.00       100.0	02/05/20         100.00         100.00           02/06/20         100.00         100.00           02/13/20         58.00         0.00         100.00           03/30/20         0.00         100.00         100.00           03/31/20         58.00         0.00         100.00           03/31/20         0.00         100.00         100.00           03/31/20         8.33         100.00         100.00           02/13/20         8.33         100.00         100.00           03/31/20         0.00         100.00         100.00           02/20/20         0.00         100.00         100.00           03/26/20         0.00         100.00         100.00           03/26/20         15.00         0.00         100.00         100.00           02/06/20         15.00         0.00         100.00         100.00         100.00           03/26/20         15.00         0.00         100.00         100.00         100.00         100.00         100.00         100.00         100.00         100.00         100.00         100.00         100.00         100.00         100.00         100.00         100.00         100.00         100.00         100.00         1	02/05/20         100.00         I         I           02/05/20         100.00         I         I         I           02/13/20         58.00         0.00         I         I         I           03/12/20         58.00         0.00         I         I         I         I           03/30/20         0.00         I         I         I         I         I         I           03/31/20         0.00         I	02/05/20       100.00             02/06/20       58.00       50.00             03/12/20       58.00       0.00	02/05/20         100.00         <	Q2/05/20         I00.00         I         I         I           02/05/20         56.00         000         I         I         I           03/12/20         56.00         000         I         I         I         I           03/30/20         0.00         I         I         I         I         I         I           02/13/20         56.00         0.00         I <td>02/05/20         100.00         &lt;</td> <td>02/05/20       0000       000</td> <td>02/05/20       100.00       &lt;</td> <td>02/05/20       100.00       &lt;</td>	02/05/20         100.00         <	02/05/20       0000       000	02/05/20       100.00       <	02/05/20       100.00       <

03/02/2020 01:44:32		Dependencies & Resources		Expected			1	2	2		3		4		5	6	7
Project Phase	Task Title		(MM/DD/YY) Deadline	Hours (Total: 50/105)	% Complete	01/16 WK 1	01/23 WK 2	01/30 WK 3	02/06 WK 4	02/13 WK 5	02/20 WK 6	02/27 WK 7	03/05 WK 8	03/12 WK 9	03/19 WK 10	03/26 WK 11	04/02 WK 12
1	Create Project Plan																
	Identify current stage of testing and previous testing parameters	Previous usability testing report(s)			100												
	Identify representative user groups	Selected: Undergraduate students	02/05/20	5	100												
	Determine testing objectives, procedures, and criteria				100												
2	Secondary Research																
	Identify best procedures, evaluation criteria and actionable thresholds	See "Resources" folder	02/06/20	3	100												
3	Design UX Studies																
	Identify tools to conduct testing (online or offline)	All previous must be completed			100												
	Create study protocol	Optimal Workshop Educational License (Contact: Shirin Bradfield or Nathan Barker)	00/10/00	_	50												
	Create cart-sorting study (narrowed testing areas/existing information architecture)	Previous reports (to narrow testing areas) (SG)	02/13/20	7	0												
	Optional: Create tree-testing study	Approval from Sarah G. (SG)			0												
4	Conduct UX Testing					_											
	Recruit participants	All previous must be completed			0												
	Conduct card-sorting study	Optimal Workshop	03/12/20	24	0												
	Optional: Conduct tree-testing study	20+ participants required			0												
5	Conduct Data Analysis																
	Standardize data (categories/labels, cards)	All previous must be completed	03/26/20	10	0												
	Analyze and interpret data	Optimal Workshop			0												
									_					_			
6	Evaluation	<b>0</b>				-						-	-				
	Identify areas for further testing	Can occur concurrently with previous.	03/30/20	4	0												
	Identify conclusive/potential actionable items				0												
7	Compile UX Report																
•	Compile UX report for completed UX studies	All previous must be completed	[	[	0												
	Present Summary to Staff Meeting	Include ongoing studies if applicable	03/31/20	5	0												
		0. 0	1														
TOTAL						_				_	_				_	_	
				58.00	32.35 [1]												

03/02/2020 01:44:32				Expected		1		2	2		3	4			5	6	7
Project Phase	Task Title	Dependencies & Resources	(MM/DD/YY) Deadline	Hours (Total: 22/105)	% Complete	01/16 WK 1	01/23 WK 2	01/30 WK 3	02/06 WK 4	02/13 WK 5	02/20 WK 6	02/27 WK 7	03/05 WK 8	03/12 WK 9	03/19 WK 10	03/26 WK 11	04/02 WK 12
1	Create Project Plan	Dependencies & Resources	Deaume	(10tal. 22/105)	Complete	VVIX I	VVIX Z	VVIX J	VVIX 4	WIC 3	WIX O	WVIX /	WIX O	VVIX 9	WIX 10		VVIX 12
	Meet with Mariana J. (MJ)	Previous data (Sarah G., SG)			25												
	Identify representative user groups		02/13/20	1	0												
	Determine testing objectives, procedures, and criteria				0												
2	Secondary Research																
	Identify best procedures, evaluation criteria and actionable thresholds	See "Resources" folder	02/20/20	1	0												
3	Review Study Protocol and Questions																
3	Identify tools to conduct testing (online or offline)	Task prompts from MJ		1	0											1	
	Confirm/review study protocol	All previous must be completed	02/27/20	2	0												
	Confirm/review guerilla testing protocol	Approval from SG & MJ	02/21/20	2	0												
4	Conduct Guerilla UX Testing																
	Recruit participants	All previous must be completed			0												
	Conduct Testing on Location @ the BRIDGE	5+ participants (aim for one day)	03/05/20 [1]	8	0												
	Optional: User demographics?	Audio/Video Recorder			0												
5	Conduct Data Analysis		1	1									-				
	Standardize data (categories/labels, cards)	All previous must be completed	03/26/20	5	0												
	Analyze and interpret data	SG to follow up with MJ [2]			0												
6	Evaluation																
	Identify areas for further testing	Can occur concurrently with previous	03/30/20	2	0												
	Identify conclusive/potential actionable items		03/30/20	2	0												
7	Optional: Compile UX Report																
	Compile UX report for completed UX studies	All previous must be completed	04/02/20	3	0												
	Optional: Presentation	Include ongoing studies if applicable	04/02/20	3	0												
TOTAL																	
				22.00	1.56 [3]												

03/02/2020 01:44:32				Expected			,	1			2				:	3	
Project Phase	Task Title	Dependencies & Resources	(MM/DD/YY) Deadline	Hours (Total: 15/105)	% Complete	01/16 WK 1	01/23 WK 2	01/30 WK 3	02/06 WK 4	02/13 WK 5	02/20 WK 6	02/27 WK 7	03/05 WK 8	03/12 WK 9	03/19 WK 10	03/26 WK 11	04/02 WK 12
-	Review Current Options & Develop Proposal																
	Review and annotate web version	https://library.digitalscholarship.utsc.utoronto.ca/u			75												
	Review and annotate paper version	Lunch/break room [2]	02/26/20	2	50												
	Collaborate with Web/UX Librarian to propose a plan for gathering student input on draft library floor plans	Approval from Sarah G. (SG)		0													
2	Optional: UX "Café" Study																
	UX Plan	SG & Digital Scholarship Unit (DSU)			0												
	(Optional) Confirm funding from budget		03/26/20	10	0												
	Conduct Study (1 hour a week for 8 weeks?)				0												
3	Send Results/Proposal to the Committee					_											
	Disseminate proposal to UTSC LSPC	All previous must be completed	04/02/20	3	0												
TOTAL						_											
				15.00	17.86												

03/02/2020 01:44:32				Expected		1	1	2	2	3	}	4	ļ.		5	6	
Project Phase	Task Title	Dependencies & Resources	(MM/DD/YY) Deadline	Hours (Total: 10/105)	% Complete	01/16 WK 1	01/23 WK 2	01/30 WK 3	02/06 WK 4	02/13 WK 5	02/20 WK 6	02/27 WK 7	03/05 WK 8	03/12 WK 9	03/19 WK 10	03/26 WK 11	04/02 WK 12
1	Meet with Entrepreneurship Librarian		Deddille	(10tul: 10/100)	Complete												
	Send/RSVP to meeting invite/confirmation	Who: Sarah S. (SS)			100												
	Meet with Sarah S. (Pending)	Location: Sarah Suite	02/06/20	1	25												
	Establish guidelines, requirements, foci				0												
2	Review Existing Material		_		-												
	Review with Sarah G. (SG)	https://connect.library.utoronto.ca/display/WCM/U			0												
	Contact Business/Entrepreneurship Librarians	Contacted Lisa G. (LG), Stephanie Q. (SQ), and Olivier S-C. (OSC); Awaiting response	TBD	2	75												
	Optional: Contact Related Professionals	LG's Slides			0												
3	Develop Materials			-													
	TBD	Can occur concurrently with previous			0												
	TBD		TBD	4	0												
	TBD				0												
	твр				0												
4	Optional: Practice Run			1	0												
	Recruit test-run participants	Can occur concurrently with previous			0												
	Conduct practice run Feedback, Evaluation, & Review		03/05/20	1	0												
					0												
5	Conduct Workshop																
	Confirm attendee list/numbers	All previous must be completed			0												
	Confirm date/time/location	https://libcal.library.utoronto.ca/event/3532647	03/12/20	1	0												
	Print, bring, complete, etc. materials	Hard deadline			0												
6	Post-Workshop Debrief																
	Review workshop rundown	All previous must be completed	02/26/20	4	0												
	Feedback		03/26/20	1	0												
TOTAL																	
				10.00	15.91												