Appendix E

Chalkmark Results

Overall success rate was 86%.

Scenario 1

High-priority task: Borrow or download an ebook

Scenario: You don't feel safe going to the library in person during the pandemic, so you decide to read a digital book instead. Where would you go to find this?
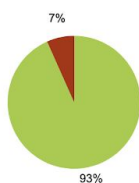
Wireframe: eMedia (parent page)

Results: 93% — 14 successes, 1 failure (clicked on eMedia page header, which isn't wrong, but it just wasn't set up to be a link)

Changes: Maybe make the page header a link

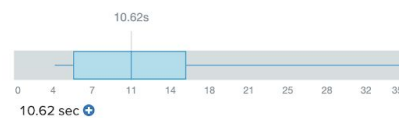Details provided by Optimal Workshop:

1. You don't feel safe going to the library in person during the pandemic, so you decide to read a digital book instead. Where would you go to find this?

■	Success	14	93% ▼
	Contextual eBook link	12	80% ▼
	Main nav link	2	13% ▼
	Contextual catalog link	0	0% ▼
	Header link	0	0%
■	Failure	1	7% ▼
■	Skip	0	0%

Success

93%

93% ⊕

Time taken

10.62s

10.62 sec ⊕

Scenario 2

High-priority task: Search the library catalog for print books, audiobooks, ebooks, CDs, or DVDs

Scenario: You decide to dust off your DVD player and check out some old westerns from the library. Where would you go to see a full listing of what's available?
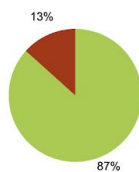
Wireframe: Home page

Results: 87% — 13 successes, 2 failures (both clicked on "search the website")
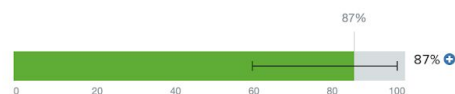
Changes: None

Details provided by Optimal Workshop:

2. You decide to dust off your DVD player and check out some old westerns from the library. Where would you go to see a full listing of what's available?
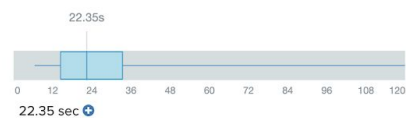
■	Success	13	87% ▼
	Header link	8	53% ▼
	Main nav link	5	33% ▼
	Main nav link 2	0	0% ▼
■	Failure	2	13% ▼
■	Skip	0	0% ▼

Success

87%

87% ✚

Time taken

22.35s

22.35 sec ✚

Scenario 3

High-priority task: Reserve or place holds on print books, audiobooks, ebooks, CDs, or DVDs

Scenario: You are planning a road trip next month, and you want to make sure your favorite audiobook is available so you can listen to it on the drive. Where would you go to reserve this?

Wireframe: eMedia (parent page)

Results: 100%

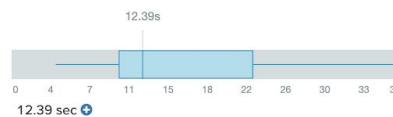Changes: None

Details provided by Optimal Workshop:

3. You are planning a road trip next month, and you want to make sure your favorite audiobook is available so you can listen to it on the drive. Where would you go to reserve this?

Success	15	100%	▼
eAudio link	8	53%	▼
Contextual catalog link	7	47%	▼
Main nav link	0	0%	
Header link	0	0%	
Failure	0	0%	
Skip	0	0%	

Success

100%

100% ⊕

Time taken

12.39s

12.39 sec ⊕

Scenario 4

High-priority task: Renew a book, DVD, or CD

Scenario: Your daughter fell in love with one of the books you got for her at the library, and she wants you to keep reading it to her ten times a day. Where would you go to extend the due date?

Wireframe: How Do I? (parent page)

Results: 100%

Changes: None
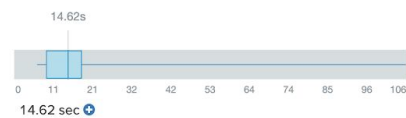
Details provided by Optimal Workshop:

4. Your daughter fell in love with one of the books you got for her at the library, and she wants you to keep reading it to her ten times a day. Where would you go to extend the due date?

100%

	Success	15	100%
	Renew item link	7	47%
	contextual catalog link	7	47%
	header link	1	7%
	top nav 2	0	0%
	top nav	0	0%
	Failure	0	0%
	Skip	0	0%

Success

100%

100%

| 0 | 20 | 40 | 60 | 80 | 100 |

Time taken

14.62s

| 0 | 11 | 21 | 32 | 42 | 53 | 64 | 74 | 85 | 96 | 106 |

14.62 sec

Scenario 5

High-priority task: Read book reviews or get book recommendations

Scenario: You are looking for suggestions on what to read next. Where would you go to find out about the novels that other people think are good?
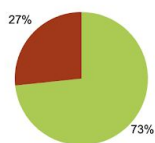
Wireframe: Home page

Results: 73% — 11 successes, 4 failures (2 clicked on the "Book Recommendations" section title on the page, which isn't wrong, but it just wasn't set up to be a link; 1 clicked on "Library Catalog & Account Information" in the header; 1 clicked on the chat box, which could be a good way to get a recommendation, but it wasn't what I was looking for)

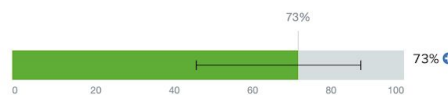Changes: Maybe make the section title a link

Details provided by Optimal Workshop:

5. You are looking for suggestions on what to read next. Where would you go to find out about the novels that other people think are good?
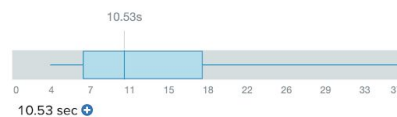
🟩	Success	11	73%
	Contextual link	8	53%
	top nav link	3	20%
	top nav 2	0	0%
	highlighted books	0	0%
🟥	Failure	4	27%
⬜	Skip	0	0%

Success

73%

73%

Time taken

10.53s

10.53 sec

Scenario 6

Medium-priority tasks: Conduct research or get homework help; Use an online database; Access ancestry information (already tested ancestry in the Treejack study, and it had a 100% success rate); Access local history information

Scenario: You just finished a school project on your family lineage, and now your teacher wants your next project to be on the Civil War. Where would you go to begin your study?
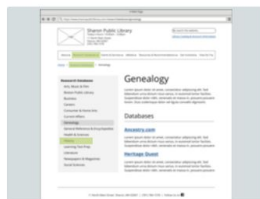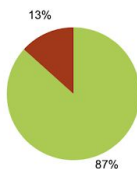
Wireframe: Genealogy (child page of Research Databases)

Results: 87% — 13 successed, 2 failures (both clicked on "search the website")
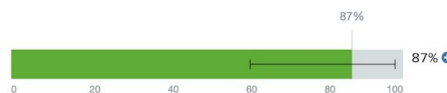
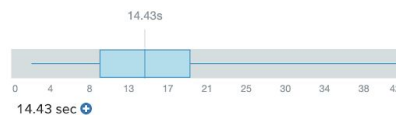Changes: None

Details provided by Optimal Workshop:

6. You just finished a school project on your family lineage, and now your teacher wants your next project to be on the Civil War. Where would you go to begin your study?

🟩	Success	13	87% ▼
	local nav	11	73% ▼
	breadcrumbs	2	13% ▼
	top nav	0	0%
🟥	Failure	2	13% ▼
⬜	Skip	0	0%

Success

87%

87%

Time taken

14.43s

14.43 sec

Scenario 7

Medium-priority task: Tech/IT support

Scenario: You just borrowed an audiobook from your library for the first time, but you are having trouble figuring out how to listen to it on your smartphone. Where might you find a solution to your problem?
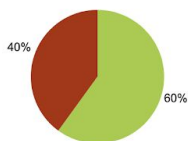
Wireframe: eMedia (parent page)

Results: 60% — 9 successes, 6 failures (2 clicked on "How Do I?" in the top nav, 1 clicked on the "Library Catalog" link on the page, and 3 clicked on the "eAudio Resources" link on the page)

Changes: Add tech support under the "Frequently Used" section on the "How Do I?" page and "eMedia" page as well as the "eBook Resources" and "eAudio Resources" child pages.

Details provided by Optimal Workshop:

7. You just borrowed an audiobook from your library for the first time, but you are having trouble figuring out how to listen to it on your smartphone. Where might you find a solution to your problem?
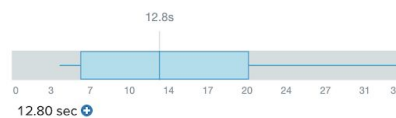

■	Success	9	60% ▼
	tech support	7	47% ▼
	top nav	2	13% ▼
■	Failure	6	40% ▼
■	Skip	0	0% ▼

Scenario 8

Medium-priority task: Use chat feature

Scenario: You want to ask a question and get a quick reply from someone at the library. Where might you go to accomplish this?
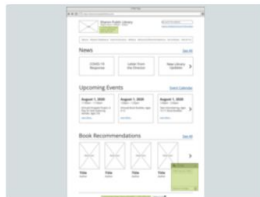
Wireframe: Home page

Results: 100%

Changes: none

Details provided by Optimal Workshop:

8. You want to ask a question and get a quick reply from someone at the library. Where might you go to accomplish this?
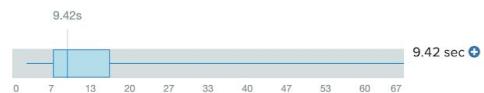
■	Success	15	100% ▼
	chat box	14	93% ▼
	header contact info	1	7% ▼
	footer contact info	0	0%
■	Failure	0	0%
■	Skip	0	0%

Success

100%

100% ⊕

Time taken

9.42s

9.42 sec ⊕

Scenario 9

Medium-priority task: Sign up for an event

Scenario: Your friend told you about a book club that's being hosted at your library next week. Where could you find out more information about it such as the date and time and how to register?
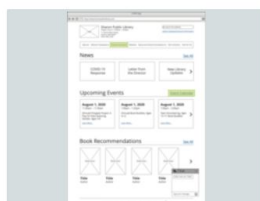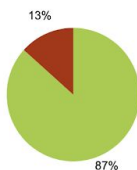
Wireframe: Home page

Results: 87% — 13 successes, 2 failures (both clicked on a specific event labeled "(Virtual) Book Buddies, Ages 4-12")
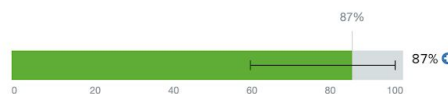
Changes: None. Both people were in the right section, and they probably just chose that event because "book buddies" sounds like "book club."

Details provided by Optimal Workshop:

9. Your friend told you about a book club that's being hosted at your library next week. Where could you find out more information about it such as the date and time and how to register?

■	Success	13	87% ▼
	contextual calendar link	9	60% ▼
	top nav	4	27% ▼
■	Failure	2	13% ▼
■	Skip	0	0%

Success

87%

87% ⊕

Time taken

6.84s

6.84 sec ⊕

Scenario 10

Low-priority task: Read blog or newsletter

Scenario: Your library has just received a 7.5 million dollar grant for the construction of a new facility. Where would you go to find out the latest information about it?

Wireframe: Home page

Results: 93% — 14 successes, 1 failure (1 clicked on "Teen Volunteering, Ages 13-17: Book Buddies" under the "Upcoming Events" section)

Changes: None. I have no idea why this person chose this answer, but everyone else seemed to find it just fine.

Details provided by Optimal Workshop:

10. Your library has just received a 7.5 million dollar grant for the construction of a new facility. Where would you go to find out the latest information about it?

	Success	14	93%
	contextual new library link	11	73%
	contextual news link	3	20%
	top nav	0	0%
	Failure	1	7%
	Skip	0	0%

Success — 93%

Time taken — 9.56 sec

Scenario 11

Low-priority task: Book a room

Scenario: You want to give a free talk to help drum up business for an upcoming workshop on photography that you're planning on teaching. How would you go about booking a space at the library for your talk?
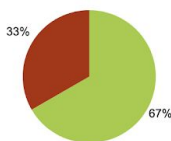
Wireframe: How Do I? (parent page)

Results: 67% — 10 successes, 5 failures (4 clicked on "Events & Services" in the top nav, 1 clicked on the "Apply for Exhibit or Display Space" link on the page)

Changes: Add "Reserve the Community Room" under the "Frequently Used" section on the "Events & Services" landing page)
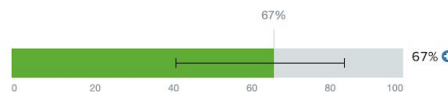
Details provided by Optimal Workshop:

11. You want to give a free talk to help drum up business for an upcoming workshop on photography that you're planning on teaching. How would you go about booking a space at the library for your talk?

🟩	Success	10	67% ▼
	book a room link	10	67% ▼
	top nav	0	0% ▼
🟥	Failure	5	33% ▼
⬜	Skip	0	0% ▼

Success

67%

67% ⊕

Time taken

20.05s

20.05 sec ⊕