Appendix D

Treejack Results

Overview

Participants arrived at the intended answer with an average success rate of 75%, and they made their choices without backtracking 88% of the time. Here is the break down:

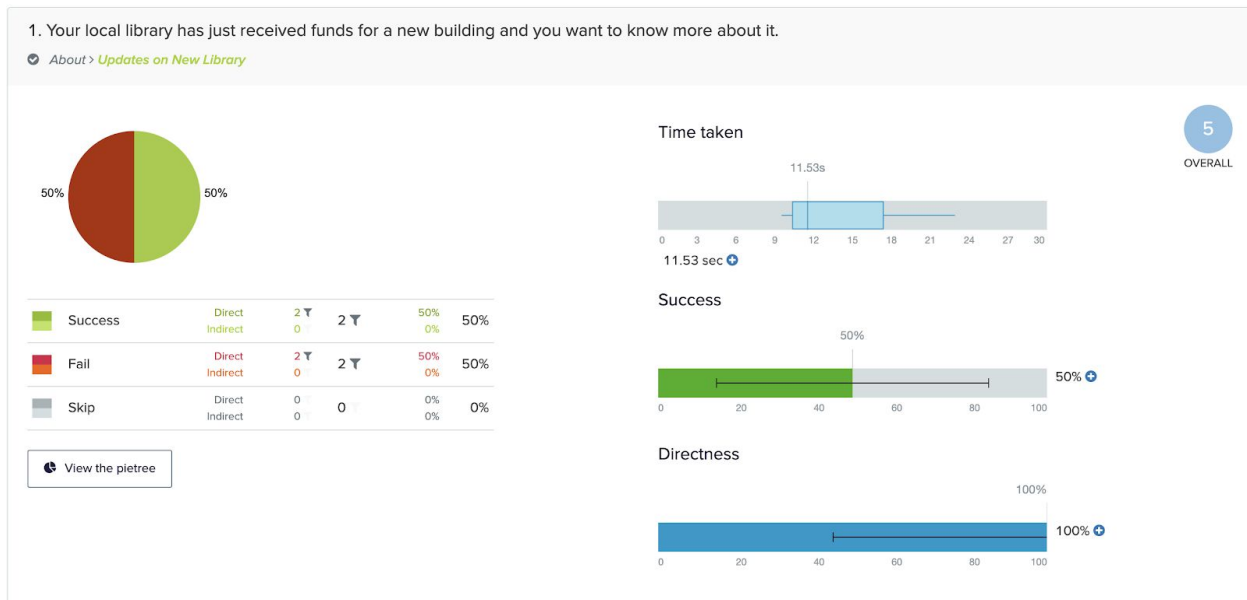| Success Rate	Scenario-based Tasks
100%	• **Scenario 2**: You are in school, and your teacher has given you an assignment to find out more about your family lineage. • **Scenario 4**: You don't feel safe going to the library in person during the pandemic, so you decide to check out a digital book instead.
75%	• **Scenario 5**: You're getting ready to go out of town, and you're looking for some suggestions on a good book to bring with you. • **Scenario 6**: You know how to speak several languages, and you are looking for a way to help others using this skill. • **Scenario 7**: Your dog tore up your library book, and you're not sure what to do about it. • **Scenario 8**: You have just moved to the area and want to get a new card so you can use the library.
50%	• **Scenario 1**: Your local library has just received funds for a new building and you want to know more about it. • **Scenario 3**: You are interested in finding some new activities to do with your toddler.

Recommendations

Based on the result, I would recommend the following:

- Make no major changes to the proposed organization scheme since the majority of participants arrived at the intended answer (i.e. 75–100% success rate) on six out of the eight scenario-based tasks.
- Add a "news" section on the home page with information about the new library building since it was hard for half the people to find in **scenario 1**. Also, change the label to "New Library Updates" instead of "Updates on the New Library" to improve visibility when scanning.

- Leave the label for children's events as is. In talking with one of the participants, I realized he chose the wrong answer for **scenario 3** because of how the task was worded instead of how the item was labeled. He navigated to the right section of the website but didn't know the age of "toddlers," so he chose events for 5-9 year olds instead of 0-5 year olds.
- Improve the wording of the scenario-based tasks for the next study so they are less vague.

Detailed Results Provided by Optimal Workshop

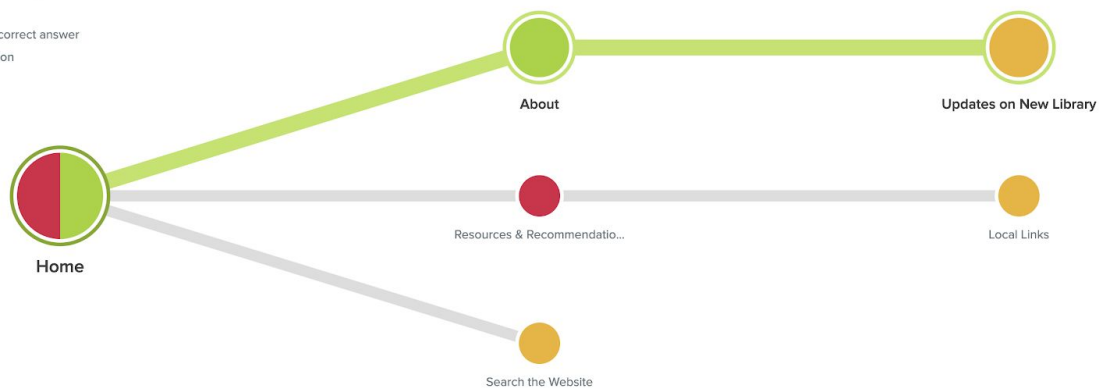### Scenario 1

Scenario 2

2. You are in school, and your teacher has given you an assignment to find out more about your family lineage.

- ✔ *Research Databases > Genealogy*
- ✔ *How Do I? > Ask for Research Help*

100%

Time taken

14.12s

| 0 | 3 | 6 | 9 | 13 | 16 | 19 | 22 | 25 | 28 | 31 |

14.12 sec ⊕

10
OVERALL

		Direct	4 ▼	4 ▼	100%	100%
🟢	Success	Indirect	0		0%	
🔴	Fail	Direct	0	0 ▼	0%	0%
		Indirect	0		0%	
⬜	Skip	Direct	0	0 ▼	0%	0%
		Indirect	0		0%	

◕ View the pietree

Success

100%

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

100% ⊕

Directness

100%

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

100% ⊕

Pies

🟢 Went down the right path
🔴 Went down the wrong path
🟦 Went back
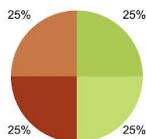🟧 Nominated as correct answer
⬜ Skipped question

Lines

🟩 Root node
🟢 Correct path
⬜ Incorrect path

Home   Research Databases   Genealogy

Scenario 3

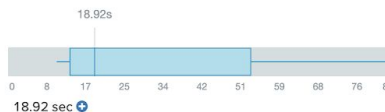3. You are interested in finding some new activities to do with your toddler.

- ✅ Events & Services > *Event Calendar*
- ✅ Events & Services > *Summer Reading Program*
- ✅ Events & Services > *Early Literacy / Pre-school Ages 0-5*

🟩 Success	Direct	1 ▼	2 ▼	25%	50%
	Indirect	1 ▼		25%	
🟥 Fail	Direct	1 ▼	2 ▼	25%	50%
	Indirect	1 ▼		25%	
⬜ Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

View the pietree

Time taken

18.92s

0 8 17 25 34 42 51 59 68 76 85

18.92 sec ➕

3 OVERALL

Success

50%

0 20 40 60 80 100

50% ➕

Directness

50%

0 20 40 60 80 100

50% ➕
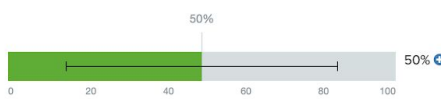
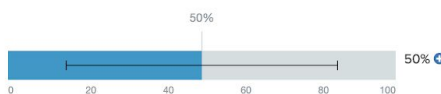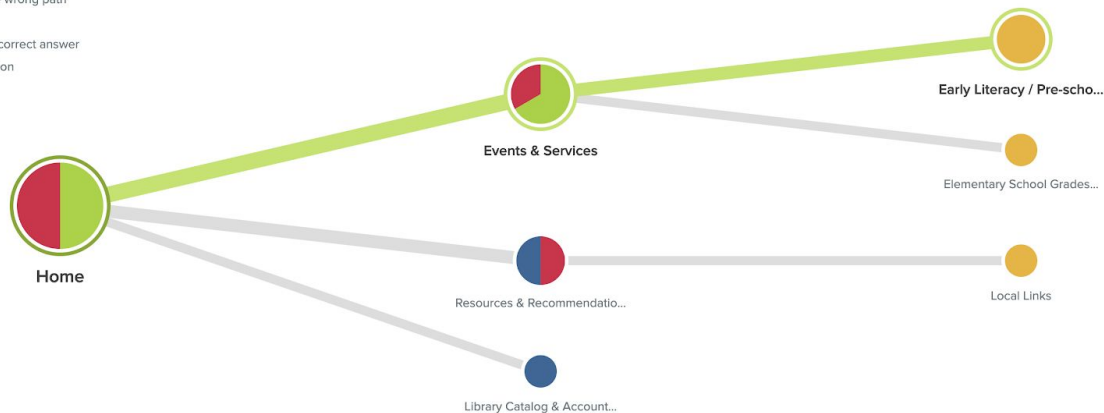**Pies**

- 🟩 Went down the right path
- 🟥 Went down the wrong path
- 🟦 Went back
- 🟧 Nominated as correct answer
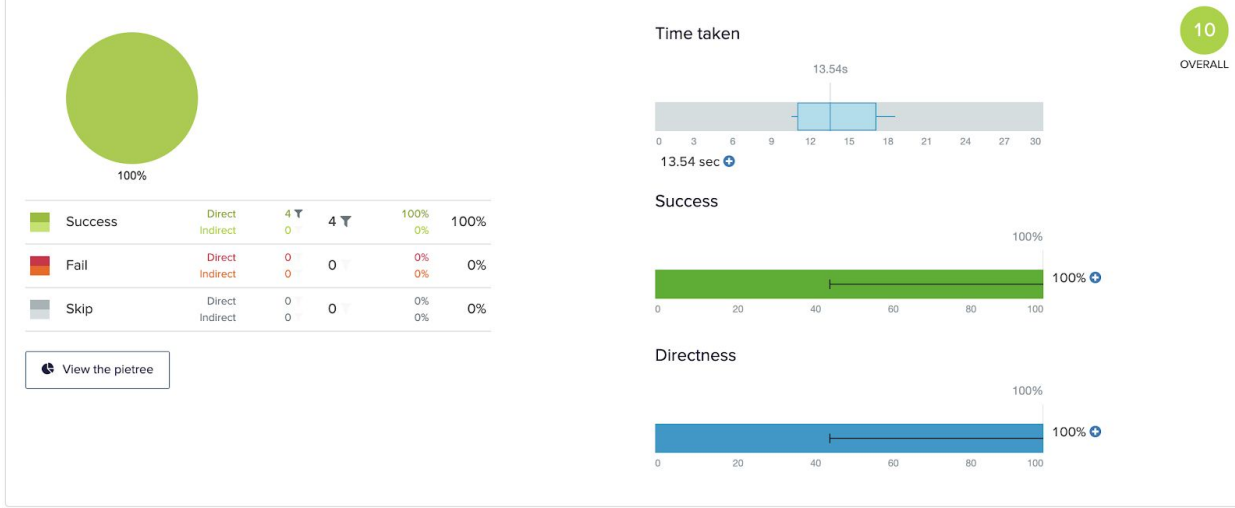- ⬜ Skipped question

Lines

- 🟩 Root node
- 🟩 Correct path
- ⬜ Incorrect path

Scenario 4

4. You don't feel safe going to the library in person during the pandemic, so you decide to check out a digital book instead.

✅ *eMedia > eBook Resources*
✅ *Library Catalog & Account Information*

100%

		Direct	4 ▼	4 ▼	100%	100%
🟩	Success	Indirect	0		0%	
🟥	Fail	Direct	0	0	0%	0%
		Indirect	0		0%	
⬜	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	

🟢 View the pietree

Time taken

13.54s

0 3 6 9 12 15 18 21 24 27 30

13.54 sec ⊕

10
OVERALL

Success

100%

0 20 40 60 80 100 100% ⊕

Directness

100%

0 20 40 60 80 100 100% ⊕

Pies

🟩 Went down the right path
🟥 Went down the wrong path
🟦 Went back
🟧 Nominated as correct answer
⬜ Skipped question

Lines

🟩 Root node
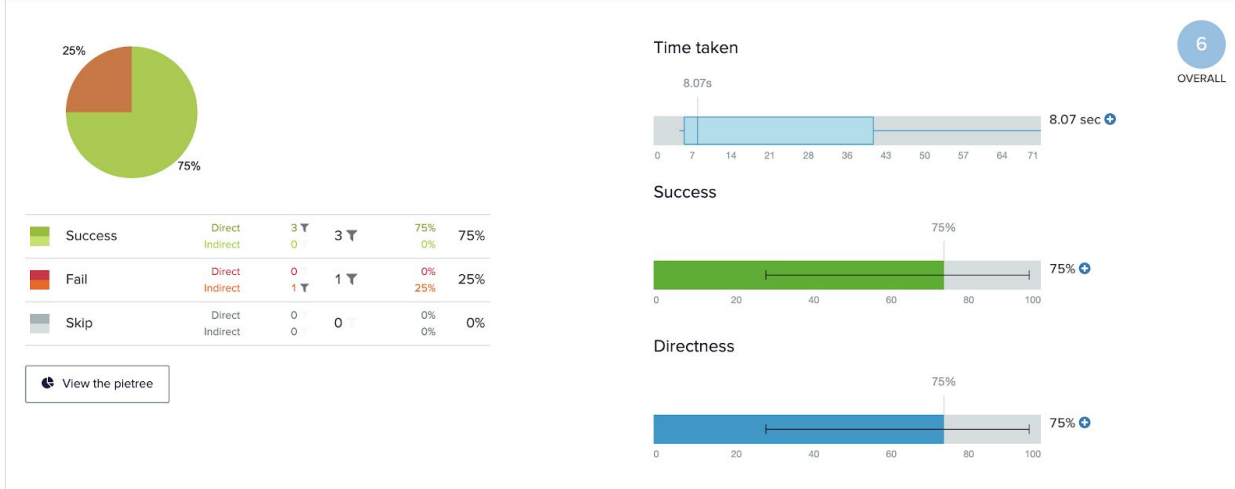🟩 Correct path
⬜ Incorrect path

Home

eMedia

eBook Resources

Library Catalog & Account...
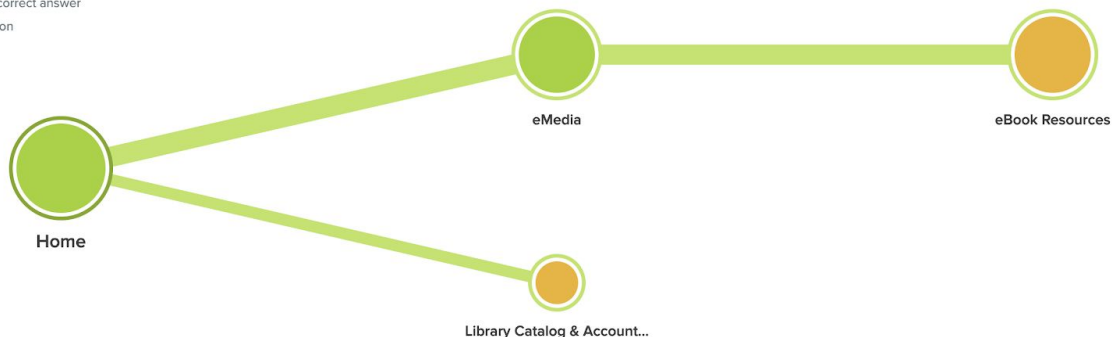
Scenario 5

5. You're getting ready to go out of town, and you're looking for some suggestions on a good book to bring with you.

- Resources & Recommendations > *Book Reviews & Recommendations*
- How Do I? > *Find Out What to Read Next*

25%

75%

Success	Direct Indirect	3 0	3	75% 0%	75%
Fail	Direct Indirect	0 1	1	0% 25%	25%
Skip	Direct Indirect	0 0	0	0% 0%	0%

View the pietree

Time taken — 8.07s — 8.07 sec — 6 OVERALL

0 7 14 21 28 36 43 50 57 64 71

Success — 75% — 75%

0 20 40 60 80 100

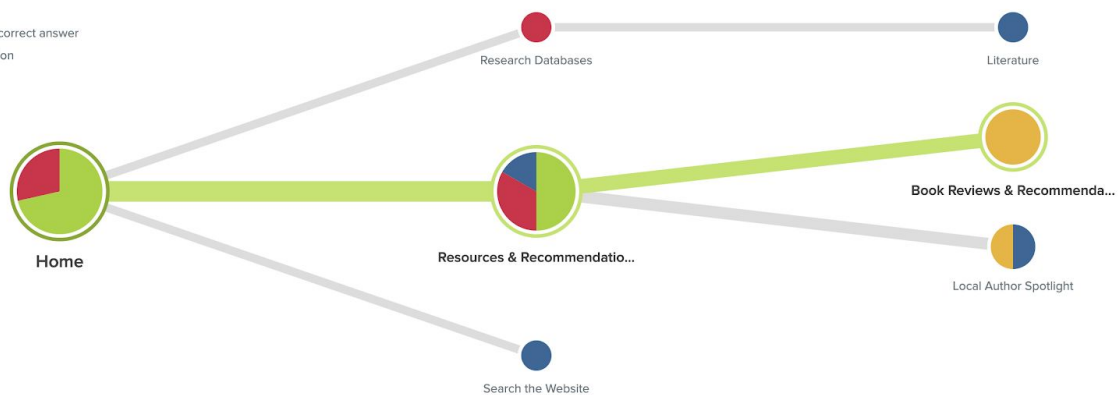**Directness** — 75% — 75%

0 20 40 60 80 100

Pies
- Went down the right path
- Went down the wrong path
- Went back
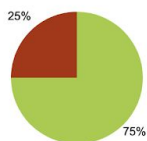- Nominated as correct answer
- Skipped question

Lines
- Root node
- Correct path
- Incorrect path

Research Databases — Literature

Home — Resources & Recommendatio... — Book Reviews & Recommenda...

Local Author Spotlight

Search the Website

Scenario 6

6. You know how to speak several languages, and you are looking for a way to help others using this skill.

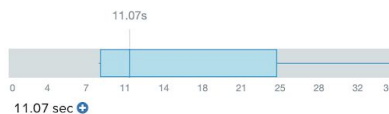- ✔ *Get Involved > Volunteer at the Library*
- ✔ *Get Involved > Tutor English*
- ✔ *Get Involved > Become a Translator*

		Direct	Indirect				
🟩	Success	Direct	3 ▼	3 ▼	75%	75%	
		Indirect	0		0%		
🟥	Fail	Direct	1 ▼	1 ▼	25%	25%	
		Indirect	0		0%		
⬜	Skip	Direct	0	0	0%	0%	
		Indirect	0		0%		

25%
75%

⬤ View the pietree

Time taken

11.07s
11.07 sec ➕

Success
75%
75% ➕

Directness
100%
100% ➕
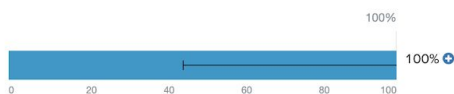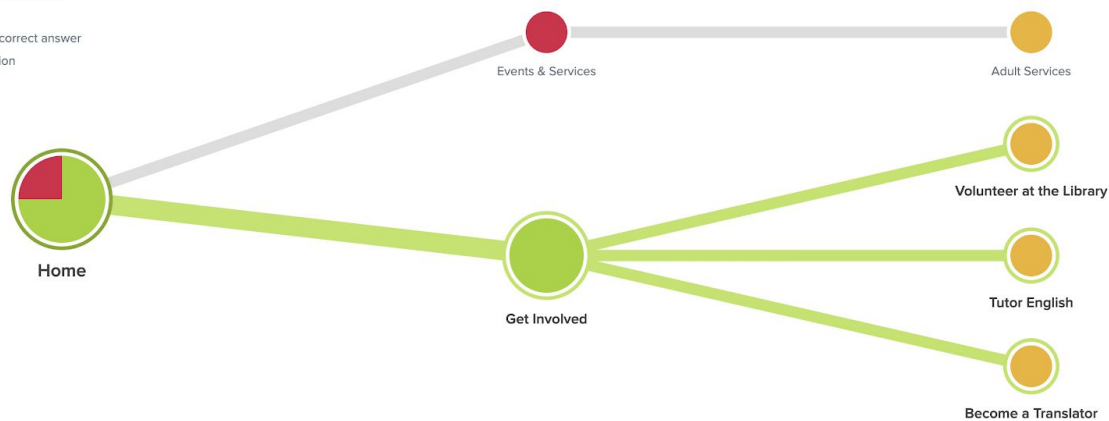
7
OVERALL

Pies
- 🟩 Went down the right path
- 🟥 Went down the wrong path
- 🟦 Went back
- 🟧 Nominated as correct answer
- ⬜ Skipped question

Lines
- 🟩 Root node
- 🟩 Correct path
- ⬜ Incorrect path

Events & Services

Adult Services

Home

Get Involved

Volunteer at the Library

Tutor English

Become a Translator
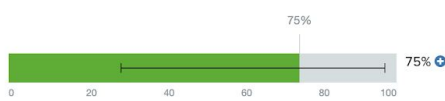
Scenario 7

7. Your dog tore up your library book, and you're not sure what to do about it.

How Do I? › Pay Fines or Replace Item

25%

75%

		Direct	Indirect				
	Success	3	0	3	75% 0%	75%
	Fail	1	0	1	25% 0%	25%
	Skip	0	0	0	0% 0%	0%

View the pietree

Time taken

21.8s

0 3 6 9 12 15 18 21 24 27 30

21.80 sec

Success

75%

0 20 40 60 80 100

75%

Directness

100%

0 20 40 60 80 100

100%

7
OVERALL

Pies
- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines
- Root node
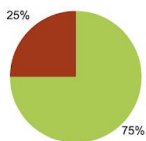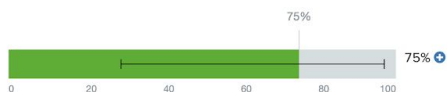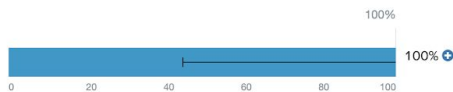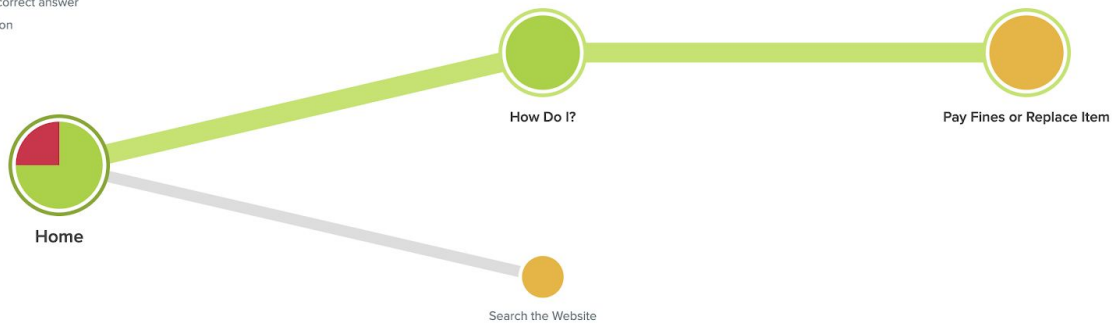- Correct path
- Incorrect path

How Do I?

Pay Fines or Replace Item

Home

Search the Website

Scenario 8

8. You have just moved to the area and want to get a new card so you can use the library.

✅ *How Do I?* › *Sign Up for a Library Card*

25%

50%

25%

		Direct	2 ▼	3 ▼	50%	75%
🟩	Success	Indirect	1 ▼		25%	
🟥	Fail	Direct	1 ▼	1 ▼	25%	25%
		Indirect	0		0%	
⬜	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	

🔘 View the pietree

Time taken

6
OVERALL

9.62s

| 0 | 3 | 7 | 10 | 13 | 16 | 20 | 23 | 26 | 29 | 33 |

9.62 sec ⊕

Success

75%

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

75% ⊕

Directness

75%

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

75% ⊕

Pies
- 🟩 Went down the right path
- 🟥 Went down the wrong path
- 🟦 Went back
- 🟧 Nominated as correct answer
- ⬜ Skipped question

Lines
- 🟩 Root node
- 🟩 Correct path
- ⬜ Incorrect path

Events & Services

Resources & Recommendatio...

Home

How Do I?

Sign Up for a Library Car...

Library Catalog & Account...