

UX & Older Adults: Tips for Web Design

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Overview

- Recruitment survey
- Participant selection
- Testing
- Results
- Recommendations for improvements to bpl.org
- General recommendations for UX with older adults

Recruitment & Participant Selection

Recruitment Survey

- We created a survey to be distributed online and in-person asking people 55 years or older about their internet and library habits
- In the survey we asked people to identify their race/ethnicity if they felt comfortable
- We also asked them for their year of birth (to approximate an age)
- We asked if respondents would be interested in participating in an in-person session helping us evaluate our website. We informed them that participants would get a gift card

Survey Distribution

- We had the City's Age Strong department send out the link to the survey in their e-newsletter, with a prize to receive one of five BPL gift bags
- We added the survey link to our social media on Facebook and Twitter
- We had paper versions of the survey available at multiple locations at programs targeted towards seniors, as well as programs seniors frequented

Internet Frequency Table

Frequency	Send and receive email	Read news items on websites	Research health information such as conditions, treatments, or drugs on websites	Buy products online	Play games alone or with others on websites	Pay bills on a website
Never						
Once per month						
Once per week						
Daily						
Several times a day						

Selection of Participants

- We got a total of 91 survey responses. Of those 91, 40 said they were interested in coming to an in-person meeting
- We calculated an “internet score” for each of these 40 interested participants based on their responses to the table in the previous slide
- We used age, race/ethnicity and internet scores to come up with a representative group of 16 participants

Participant Profiles

Participant #	Age	Gender	Device Type	Device Operating System	Internet Score
1	66	F	Tablet	iOS	115
2	63	F	Laptop	Windows	55
3	68	F	Tablet	iOS	105
4	78	F	Laptop	Mac	100
5	62	M	Cell Phone	Android	115
6	67	F	Cell Phone	iOS	90
7	75	M	Cell Phone	iOS	93
8	71	F	Laptop	Windows	96
9	68	M	Cell Phone	iOS	123
10	71	F	Tablet	iOS	95
11	56	F	Cell Phone	Android	68
12	71	F	Tablet	iOS	68
13	72	F	Tablet	iOS	120
14	74	M	Laptop	Windows	125
15	57	F	Cell Phone	iOS	65
16	77	F	Tablet	iOS	113

Testing

Testing Setup

- Each participant had a tester set up next to them to observe their actions and record them in their notes
- We had one tester per participant
- Each participant was given seven tasks to complete on the website

Test Scenarios

1. There's a movie you've been wanting to watch (*Titanic*), and you want to see if it is available to borrow tonight from your branch library. Find out if *Titanic* is available to borrow from your branch.
2. The library notified you that the hold you've placed on the book *Becoming* by Michelle Obama is available to pick up at your location. You're not sure how late your library is open today, and you are not available to pick up the book until after 5. Determine what time your branch closes today, to see if you can get there in time to pick up the book.
3. You're interested in fitness classes the library offers for older adults. Find a fitness class for seniors that you could attend.

Test Scenarios

4. You learned that you can watch movies online, with your library card. Using the website, look for online movies to watch instantly.
5. Your friend told you that you can get passes to visit museums at the library. Using the website, learn what museum passes you can borrow, and how you can get one.
6. You don't have a library card, but you know that you can get an eCard and borrow items online with it. Using the website, find out how to get an eCard.
7. You're going on a trip soon, and you would like to download an eBook or audiobook for the plane ride. Using the website, find an eBook or audiobook available to download.

Results

Data

12.50% of participants were able to complete all seven tasks

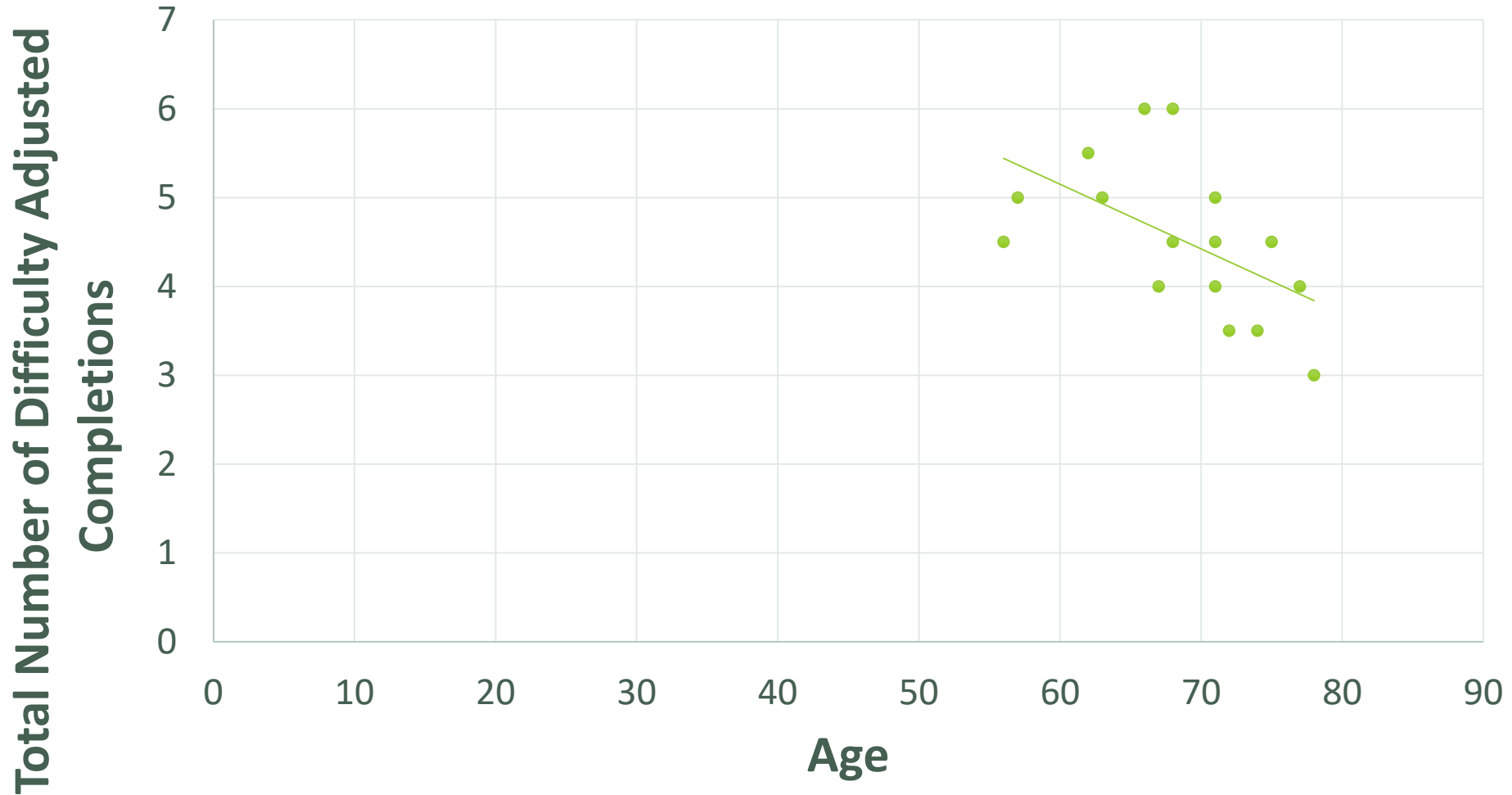
56.25% of participants were able to complete six of seven tasks

25.00% of participants were able to complete five out of seven tasks

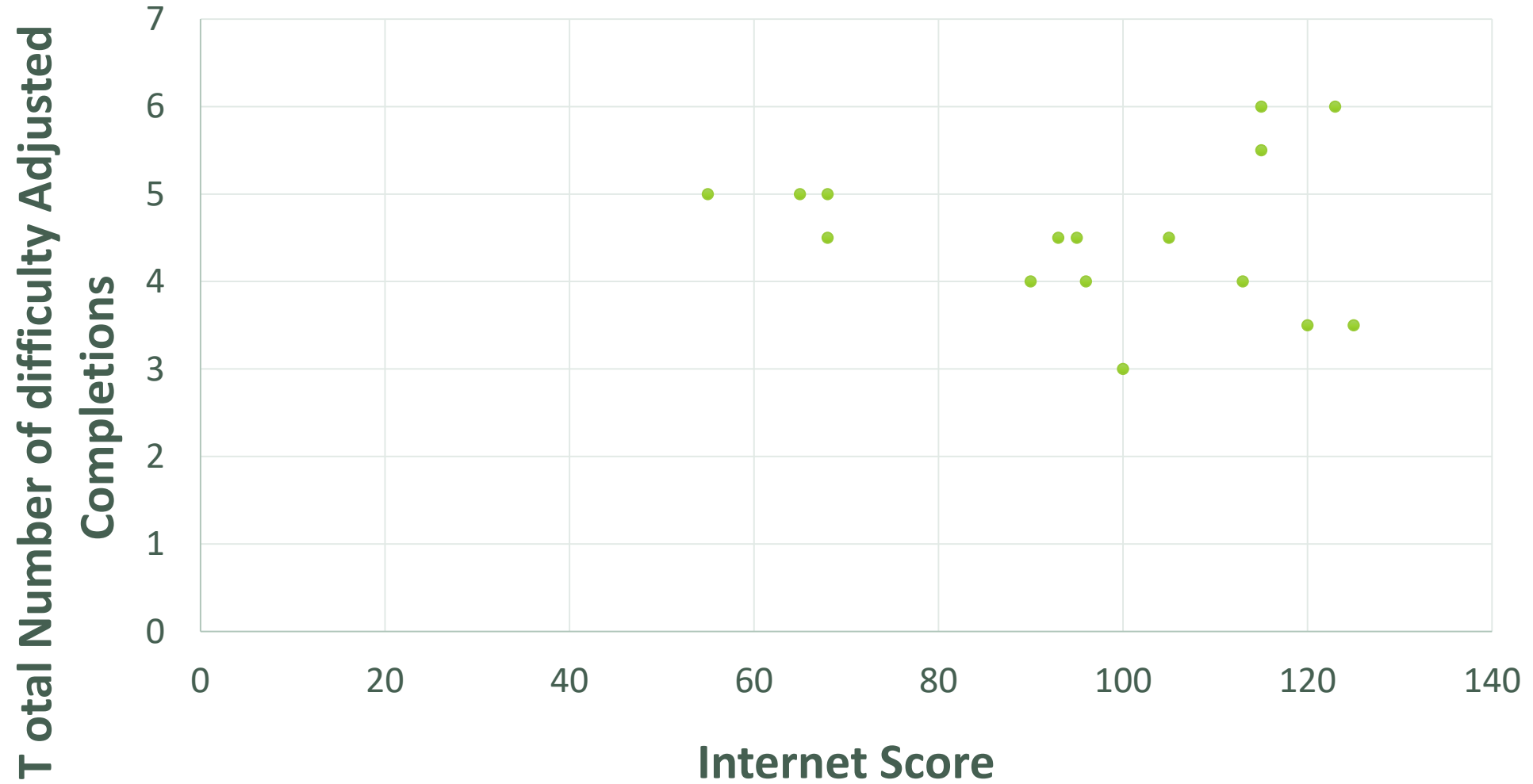
6.25% of participants completed less than five out of seven tasks

93.75% of all participants completed five or more tasks out of seven

Age Vs. Total Difficulty Adjusted Completions (excluding T3)

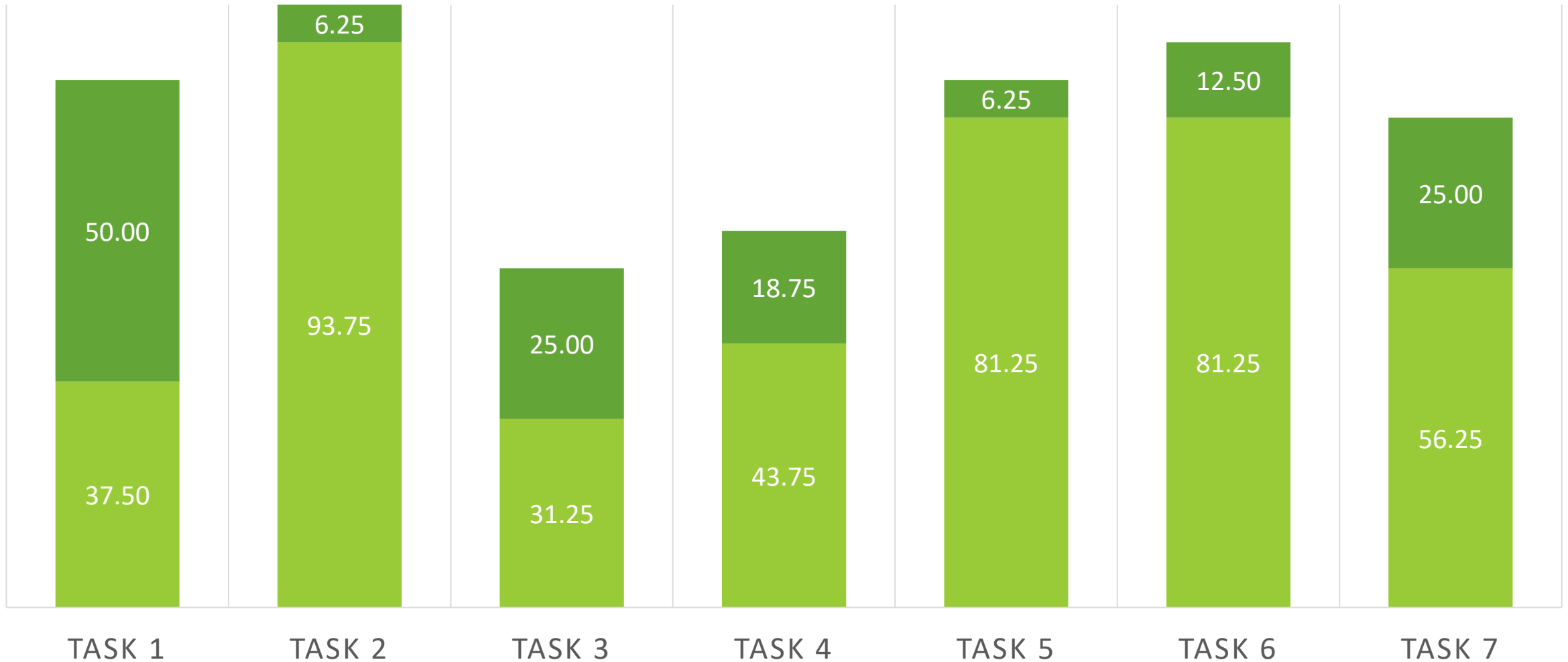


Internet Score Vs. Difficulty Adjusted Completions (excluding T3)

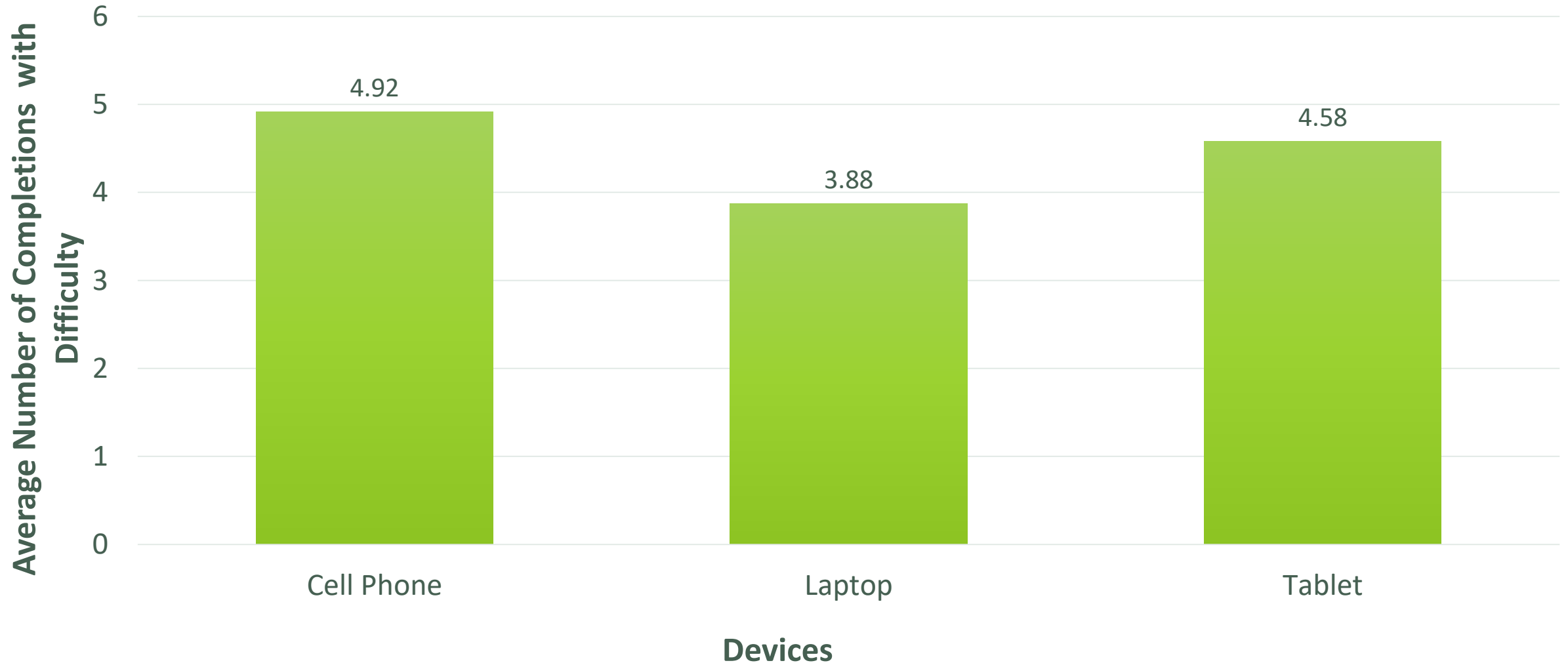


PERCENTAGE COMPLETIONS BY TASK

■ Completed ■ Completed with Difficulty




Average Number of Difficulty Adjusted Completions by Device Type



Our Recommendations

Recommendation: Create a Dedicated Page for Seniors

About ▾ Visit ▾ Books & More ▾ Services ▾ Support the BPL  Events

Never Too Late Group at the Central Library



Thursdays at 2:00 p.m.

The Never Too Late Group is one of the country's oldest, continuously running groups for seniors. For over 60 years, it has provided a setting for seniors to gather together and enjoy with their friends a wide variety of unique programs that are entertaining and culturally enriching.

Programs are typically held fall through spring on Thursdays at 2:00 pm. A typical month consists of classic and contemporary films, live musical performances, and author or lecture talks about various topics, especially on Boston or Massachusetts history.

Never Too Late programs are sponsored by the Saquish Foundation.

Never Too Late Programs

Author Carmela Cattuti with *Between the Cracks* & *The Ascent*

Sep 24, 2:00pm

Online event

Seniors' Chair Yoga

Oct 1, 2:00pm

Online event

Tai Chi For Wellness

Oct 8, 2:00pm

Online event

The Clearing: A Poetry Reading & Discussion with Allison...

Oct 15, 2:00pm

Online event

[View more >](#)

Recommendation: Create a Dedicated Page for Seniors

Seniors

Events

[Author Talks](#)[Book Clubs](#)[Health & Fitness Classes](#)[Never Too Late](#)[Technology Classes](#)[Just For Fun](#)

Booklists >

[CATALOG SEARCH](#)

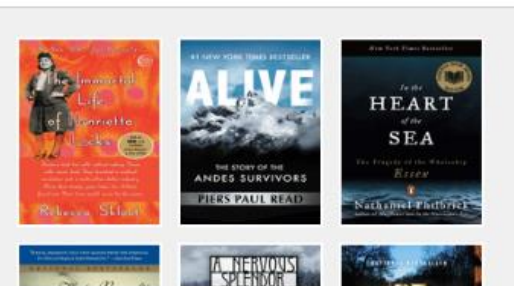
Curious Encounters

Spooky places, alien visitations, and monsters among us...Try one of these

[CATALOG SEARCH](#)

Uplifting Queer Black Voices

Celebrate the stories and histories of queer

[STAFF LIST](#)

Summer Reading Ideas: True Stories

Do you need help choosing a true story for



Recommendation: Change Events Platform Interface

On all types of devices, users had difficulty finding the appropriate filters. Users saw the menu and the filters, but missed the “Show more” link below each category of filters. So, they only saw the first few filters in any given category.

EVENT TYPES

- ☐ Arts & Crafts (63)
- ☐ Author Talk (11)
- ☐ Board of Trustees Meetings (3)
- ☐ Book Group (27)
- ☐ Book Sale (4)
- ☐ Career Development (4)
- ☐ Community Meeting (132)
- ☐ Computers/Technology Classes (60)
- ☐ Concerts (10)
- ☐ Early Literacy (19)
- ☐ English as a Second Language (ESL) Classes (332)

[Show more](#)

Recommendation: Change Events Platform Interface

On a mobile device, the filters are at the top of the page. But, the language can be confusing. The filters say “refine,” but when a filter is selected, it says “clear filters.”

Filtered Events › 217 events

Clear filters

+REFINE

CLEAR FILTERS

Friday, September 11, 2020

Reading the Rainbow: An LGBTQ Book Group -
Me, Myself, They »

Recommendation: Changes to Catalog Search Results Text

Sort by: Relevance ▾

≡

≡


≡

🖨

1 to 10 of 716 results


<

>




Titanic

★★★★☆


 DVD

Available [View details](#)

 For Later

▾

Place a Hold




Titanic

Voices From the Disaster

Recommendation: Update Catalog Search No Results Found Page

Keyword search: **eCard registration**

♥ Save search 

[Search Metro Boston Library Network Catalog >](#)


Nothing found for **eCard registration**.

Search Metro Boston Library Network Catalog

[Search >](#)

Recommendation: Update Catalog Search No Results Found Page

Keyword search: **eCard registration**

♥ Save search 

[Search Metro Boston Library Network Catalog >](#)

Nothing found for **eCard registration**.

Search Metro Boston Library Network Catalog

[Search >](#)

You searched our catalog and didn't get any results. Did you mean to search one of these?

- [Our calendar of events](#)
- [Our Frequently Asked Questions](#)
- Our website (for online resources, blogs, news, hours & locations, our services, and more) – just use the drop down menu above to change your search to the website.

Recommendation: Make Search Carets Bolder

Search the **by**

[Saved Searches](#) [Advanced Search](#)

General Recommendations

- Make website choices obvious (like filters and alternate search options)
- Don't overwhelm your user with too many options
- Try to make sure important text is 12 points or larger
- Label items and icons appropriately, especially if the meaning is ambiguous
- Think about how user pathways might be different on mobile and tablet devices versus laptops/desktops
- Use terms and language consistently across your website
- Review how your website works on older devices and with older software

Questions?

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