

Applying User-Centered Design Principles to Redesign the Interface to the Portal to Texas History: The IOGENE Project

Introduction



PORTAL TO TEXAS HISTORY: a digital gateway to cultural heritage collections throughout Texas. Materials include maps, photographs, books, diaries, letters, postcards, yearbooks, city directories, and newspapers.

Growth	2004	2010
Partners	5	130+
Items	489	89,000+
Visits per month	1,000	34,500+



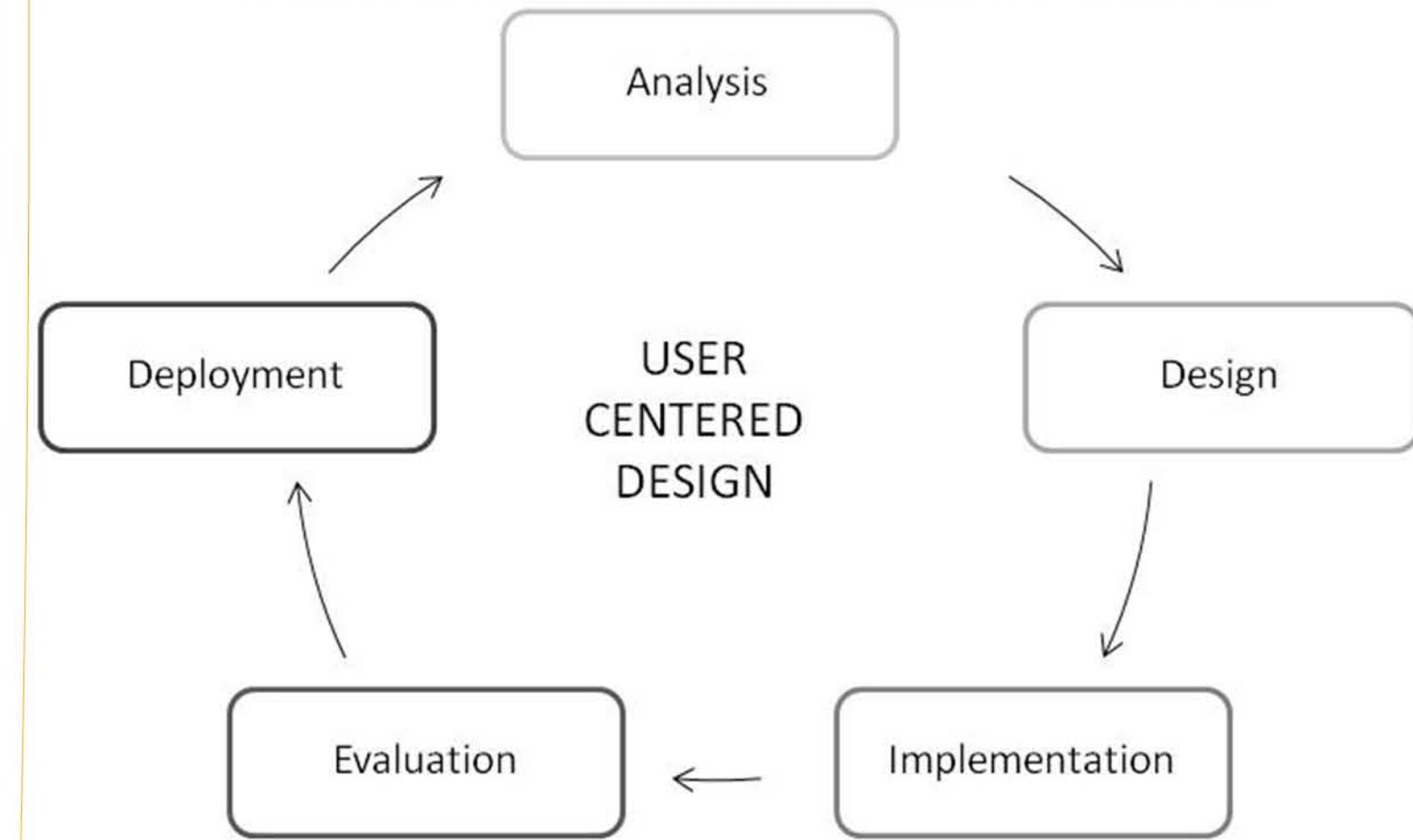
GENEALOGISTS: SIGNIFICANT CHARACTERISTICS

Characteristic	N	df	Actual χ^2	Critical χ^2
Age	618	6	51.990 *	22.458
Gender	618	1	17.786 *	10.828
Years of Web use	618	3	11.264 **	9.348

GENEALOGISTS: CHARACTERISTICS VS. OTHER SURVEY RESPONDENTS

Characteristic	Genealogists	Other Respondents	All Respondents
Female	68%	50%	57%
Over age 60	62%	41%	50%
7+ years of Web use	83%	72%	76%

USER-CENTERED DESIGN PROCESS



RESEARCH QUESTIONS

1. What are the information needs of genealogists as they interact with the Portal to Texas History?
2. What are the preferences of genealogists interacting with the Portal to Texas History in each of the following information seeking areas: (a) searching, (b) browsing, (c) presentation of search results, and (d) access to content?

Methodology

FOCUS GROUPS

Age	#	%
51-60	9	47%
61-70	5	26%
71-80	5	26%
Total	19	100%

Experience (Years)	#	%
≤9	1	5%
10-19	9	47%
20-29	4	21%
30-39	2	11%
≥40	3	16%
Total	19	100%



USABILITY TESTING

Test Period	Dates
Baseline	Mar-Apr 2008
Release 1	Aug 2009
Release 2	Nov-Dec 2009

Information Problems
Question to answer
Hypothesis to test
Statement to prove
Topic to investigate

Experience	#	%
0	2	11%
1-9	5	17%
10-19	6	33%
20-29	3	17%
30-39	3	17%
45	1	5%
Total	18	100%

Age	#	%
31-40	2	11%
41-50	2	11%
51-60	7	39%
61-70	6	33%
71-80	1	6%
Total	18	100%

USER SATISFACTION SURVEY

Survey Period	Dates	#	%
Baseline	9/26/08 - 6/16/09	318	52%
Release 1	6/29/09 - 10/18/09	157	25%
Release 2	10/19/09 - 1/15/10	143	23%
Total		618	100%

Findings

INFORMATION NEEDS

Genealogists conduct research both in regard to individual histories and historical topics. They identified information needs along three dimensions:

- Names: primarily surname but also full name
- Locations: county, city, town, township, community
- Time Periods: range of dates

EXISTING FUNCTIONAL AREAS

1. Search
 - Basic Search
 - Advanced Search
2. Browse
3. Search Results
 - List View
 - Grid View
4. Metadata
5. Object Navigation
6. Help



NEW FUNCTIONAL AREAS

1. Obtain
2. Comment
3. Register
4. Create Lists
5. View Map
6. View Timeline

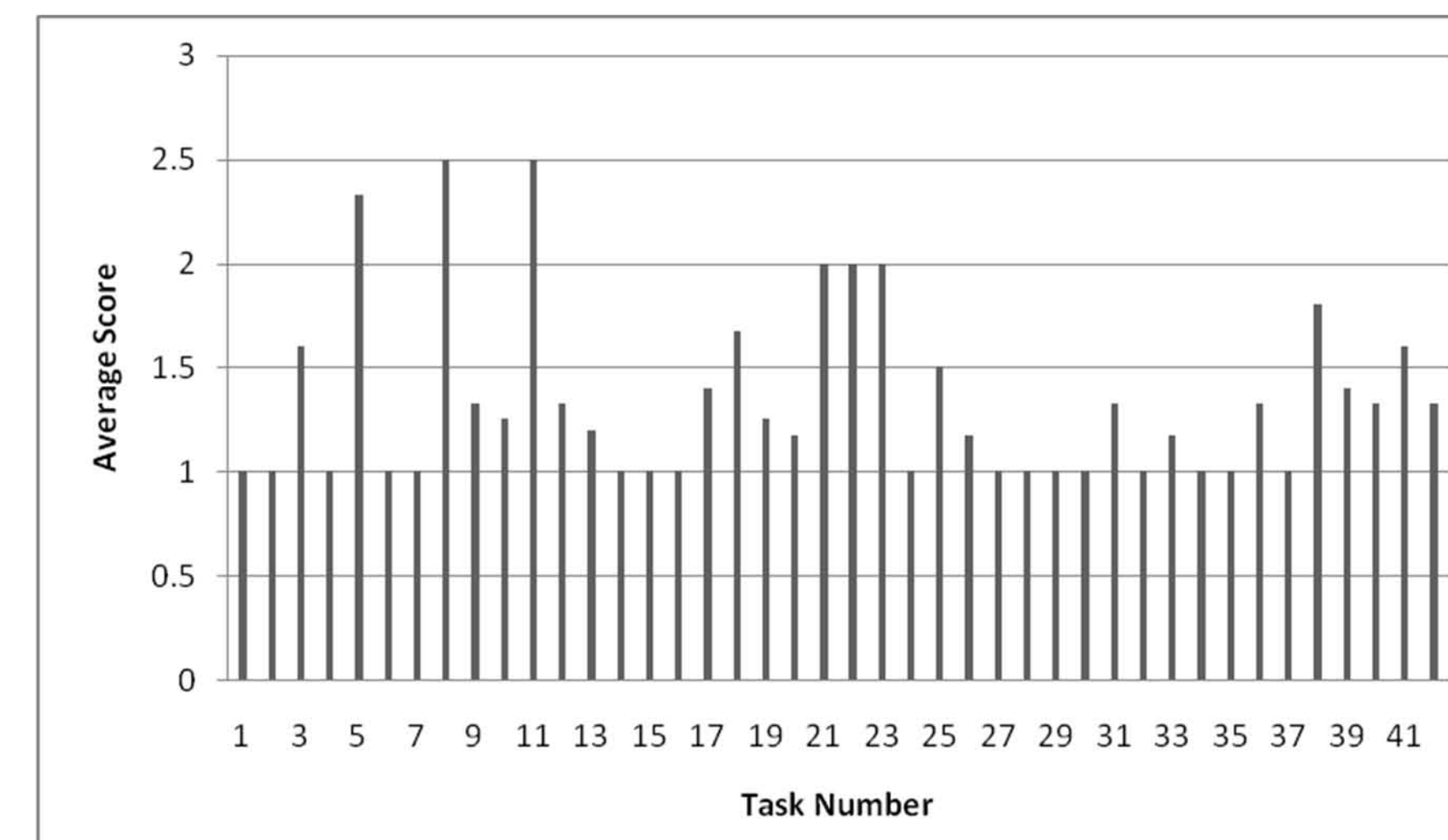
USER DOCUMENTATION



RIGHTS DESIGNATION



TASK COMPLETION



Outcomes

Satisfaction Indicators	N=618
Extremely likely or fairly likely to return	89%
Satisfied or very satisfied overall	88%
Easy or very easy to use	86%
Information discovered useful or extremely useful	79%

Portal Release	Median Satisfaction Index Scores (range=1-4)	Moderate but Significant Increase
Baseline	3.25	U = 19597.5 p=.017
Release 2	3.50	

PORTAL VISITS

