SITE NAME: Brooklyn Public Library	Catalog Search	Catalog Search: Results	General Search: Results
Heuristic	**Score**	**Score**	**Score**
Findable	Major Problem	Minor Problem	Minor Problem
Accessible	Major Problem	Major Problem	Major Problem
Clear	Medium Problem	Major Problem	Minor Problem
Communicative	Medium Problem	Medium Problem	Minor Problem
Usable	Medium Problem	Major Problem	Medium Problem
Credibility	Meets Best Practice	Meets Best Practice	Minor Problem
Controllable	Minor Problem	Major Problem	Major Problem
Valuable	Minor Problem	Meets Best Practice	Minor Problem
Learnable	Major Problem	Minor Problem	Major Problem
Delightful	Minor Problem	Minor Problem	Medium Problem

SITE NAME: Catalog Search	PAGE NAME: https://borrow.bklynlibrary.org/r1s/iii/encore/?lang=eng		
Heuristic	**Score**	**Observation**	**Recommendation**
Findable -Can users easily locate the things they are seeking? -How is findability affected across devices? -Does the system support the multiple ways users look for information? -Does the search work the way users expect it to work?	Major Problem	- Clicking BKLYN PUB. LIB. logo at the top left of navigation bar will bring you to this page - Users might expect that button to link to the Home page (bklynlibrary.org) instead of the Catalog page - Search bar in navigation vs Search Bar in center of frame take you to different results - Users ignored instruction in bar (Search by Keyword, Call Number or ISBN), tended to search by Author/title - Users did not explore lists of book suggestions - Users did not explore "New arrivals" link - Users expected "Refine your search" option, but didn't immediately use "Advanced Search" option	- Consider targeted usability testing to explore linking logo in top left to home page vs this library catalog page - Consider including title and author as searchable, along with keywords, ISBN, etc. - Consider changing color, size, or placement of alternative search options links to make them more noticable to users
Accessible -Can content and features be accessed via all expected channels and devices? -Does it meet the levels of accessibility compliance to be considerate of those users with disabilities (e.g. color blindness, contrast, dislexia)?	Major Problem	- Multiple contrast ratios that are not AA or AAA compliant - Particularly blue (HEX #2196F3) and white (HEX #FFFFFF) and green (HEX #65C570) and white (HEX #FFFFFF)	- Reconsider color selection and font size for accessability compliance
Clear -Is it easy to understand (including uncommon terms or being purposefully unclear in language)? -Is the target demographics' grade and reading level considered? -Is the path to task completion obvious and free of distraction? -Would a user find it easy to describe?	Medium Problem	- Although Search Box says it's for Keyword, Call Number, or ISBN, this was still not clear to users when they used the function	- Consider including Author and Title in fields searched - Consider moving label from within the search field to above it (meaning it appears even when user fills text field)
Communicative -Is the status and location of the user obvious? -Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? -Is messaging effective and supportive?	Medium Problem	- Site offers options to get to all the things users want (advanced search, browse new arrivals), but users did not notice/utilize them	- Consider changing color, size, or placement of alternative search options links to make them more noticable to users
Usable -Are users able to complete the tasks that they set out to without major frustration or blockers?	Medium Problem	- One user compared this to "searching like you would in the library," as opposed to "searching how you would on a website" - While no users were able to get to what they wanted right away, all users I worked with are "library catalog competant" and continued drilling down onto future pages, or returning to this main search and	- It would be interesting to test again with folks who are not as familiar with navagiting catalog search - Leave "Advanced Search" option as it is for benefit of legacy library users who understand how to manipulate filters - Consider "competitor" research into how Amazon, B&N, etc. are able to efficiently get customers the material they are looking for without requiring traditional library search filters

SITE NAME: Catalog Search	PAGE NAME: https://borrow.bklynlibrary.org/r1s/iii/encore/?lang=eng		
Heuristic	**Score**	**Observation**	**Recommendation**
-Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? -Does the site or page follow usability best practices?		drilling down onto future pages, or returning to this main search and trying new search terms	- In other words, investigate whether the simple search function can work more like an e-commerce search ("like a website"), leaving the advanced search function the same as it ever was ("like a library)
Credibility -Is the design appropriate to the context of use and audience? -Is the content updated in a timely manner? -Is promotional content used with restraint? -Is it easy to contact a real person? -Is there help/support content where needed, especially when asking for sensitive personal data?	Meets Best Practice	- Users liked how open and accessable catalog is - Liked that didn't ask for your library card or a login to use	
Controllable -How well are errors anticipated and eliminated? -When errors do occur, how easily can a user recover? -Are exits and other important controls clearly marked? -Can the user tailor information or functionality to their need?	Minor Problem	- Various links take you to different ways of exploring catalog - However, they were not immediately apparent to users as currently presented - Selecting "Advanced Search" takes you to a new page without the book suggestions below - However, from "Advanced Search," if you select the tab for "Basic Search," you return to the "Catalog Home" page, but without the book suggestions below (so it looks like you're on a totally new page)	- Consider conforming where, in relation to search bar, "Advanced search" link sits on this page (when compared to location of "Basic Search" link on the Advanced Search page) - Consider including the browsable thumbnails of selected books found below the search bar any time user returns to "Basic Search"
Valuable -Is this product desirable to the target user? -Can a user easily describe the value? -Does it meet the business goals?	Minor Problem	- Super valuable utilities, satisfies different user needs w different levels of sophistication/complexity - However, if nobody sees all the offerings, none of that matters	- Reconsider placement of "Learn more about our catalog. Brouse our new arrivals." links to give them greater prominence - Reconsider layout of the selected books and below the search items further help catch the eye of users who enjoy "browsing"
Learnable -Can it be grasped quickly? -What is offered to ease the more complicated processes? -Is it easy to recall? -Does it behave consistently enough to be predictable?	Major Problem	- Although it says search bar is "Keyword, Call Number, or ISBN," users still expected this search function to work like it might on Amazon, with results sorted by what most users are actually looking for by that term	- See recomendations above, re competitor analyses in "Usable"
Delightful -How are user expectations not just met but exceeded? -What can you take that is now ordinary and make extraordinary? -What are your differentiators from other similar experiences or competitors?	Minor Problem	- Suggested book lists are fun, make the page look more engaging than cut-and-dry catalog search, but users don't explore them	- See notes recommendatins in "Valuable"

SITE NAME: Catalog Search Results	PAGE NAME: https://borrow.bklynlibrary.org/r1s/iii/encore/search/C__Sgene%20wilder__Orightresult__U;jsessionid=FC3F975FFB94C47FBE8A6C78297E7120?lang=eng&suite=def		
Heuristic	**Score**	**Observation**	**Recommendation**
Findable -Can users easily locate the things they are seeking? -How is findability affected across devices? -Does the system support the multiple ways users look for information? -Does the search work the way users expect it to work?	Minor Problem	- Looks like you'd expect a library catalog to appear - Thumbnails of books, catagories clickable (author name, etc) - Filter Bar on Right clear and recongizable - BUT Left Navigation changes color depending on background (White text on green field, Black text on white field), but there is a moment of transition when scrolling when icons disappear (white text on white field)	- Reconsider color selection of left navigation to ensure consistant visability
Accessible -Can content and features be accessed via all expected channels and devices? -Does it meet the levels of accessibility compliance to be considerate of those users with disabilities (e.g. color blindness, contrast, dislexia)?	Major Problem	- Multiple contrast ratios that are not AA or AAA compliant - Particularly blue (HEX #2196F3) and white (HEX #FFFFFFF) and green (HEX #65C570) and white (HEX #FFFFFFF)	- Reconsider color selection and font size for accessability compliance
Clear -Is it easy to understand (including uncommon terms or being purposefully unclear in language)? -Is the target demographics' grade and reading level considered? -Is the path to task completion obvious and free of distraction? -Would a user find it easy to describe?	Major Problem	- eBooks confusing, Says "Not Available" but also "Available Online" - Unclear to user what that differentiation is	- Consult with Stakeholders as to why some digital media is listed as "Unavailable," as well as "Available online only" - Without understanding how those are different, we do not feel confident making a recommendation at this time
Communicative -Is the status and location of the user obvious? -Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? -Is messaging effective and supportive?	Medium Problem	- Availbility status was not always noticed by users until after they selected a book and went to it's main page - eBook availbility confusing - Fliter and sort options straight forward, but subtle -- easy to find for people who wanted them, not intimidating for people who didn't	- Add a narrow field above each thumbnail saying "Available" or "On Hold" to make it availbility of item clearer
Usable -Are users able to complete the tasks that they set out to without major frustration or blockers? -Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? -Does the site or page follow usability best practices?	Major Problem	- No user got exactly what they wanted using this search - Entire search refreshed every time you clicked any "refine by" button -- Users would have prefered to put all their selections in before it refreshed	- This may be in part an issue with how each individual item was tagged, so it may never be possible to have a perfectly sorted search without confirming tht there are no mistakes in the data - Allow users to select multilple filters at once before refreshing results - Retain previous filters when search is refreshed or new filters are added
Credibility -Is the design appropriate to the context of use and audience? -Is the content updated in a timely manner? -Is promotional content used with restraint? -Is it easy to contact a real person? -Is there help/support content where needed, especially when asking for sensitive personal data?	Meets Best Practice	- Consistant with appearance of library catalog searches users are familar with	
Controllable -How well are errors anticipated and eliminated? -When errors do occur, how easily can a user recover? -Are exits and other important controls clearly marked? -Can the user tailor information or functionality to their need?	Major Problem	- Previously-selected filters were not consistantly applied when searches were refined or modified - Depending how you got to this page, some of the original search requirements entered on prior pages were lost when you landed here - In one case, user had specified english language only, but when search was refined to be only eBooks, results now include French language titles	- See recomendations for "Usable"
Valuable -Is this product desirable to the target user? -Can a user easily describe the value? -Does it meet the business goals?	Meets Best Practice	- Users appreciated that information was available without requiring a log-in or a library card	

SITE NAME: Catalog Search Results	PAGE NAME: https://borrow.bklynlibrary.org/r1s/iii/encore/search/C__Sgene%20wilder__Orightresult__U;jsessionid=FC3F975FFB94C47FBE8A6C78297E7120?lang=eng&suite=def		
Heuristic	**Score**	**Observation**	**Recommendation**
-Does it meet the business goals?			
Learnable -Can it be grasped quickly? -What is offered to ease the more complicated processes? -Is it easy to recall? -Does it behave consistently enough to be predictable?	Minor Problem	- When presented a list of options that weren't exactly what they wanted, each user took a different path to get to what they wanted: 1) Utilized the "refine search tool" and filtered results they were presented 2) Clicked an aspect their target had in common with somethign on the list (say, Author's name), then worked from those results 2a) This presented issue where previously selected features were lost 3) Started new search with different terms 3a) Either by hitting "Back" to get to previous "catalog serach result 3b) Or by starting an entirely new search w the "Catalog search" button at the top of the page	- Keep "refine search" as is for legacy libary catalog searchers - Provide option to "search results" for specific title/keyword - Clarify that "search" bar at top is for a new search term entirely
Delightful -How are user expectations not just met but exceeded? -What can you take that is now ordinary and make extraordinary? -What are your differentiators from other similar experiences or competitors?	Minor Problem	- This page is essentially exactly what users expected - But not easier or more intuitive - Exception -- One user who was very comfortable with advanced search functionalities noticed a filter for "Comic Book," but only after he had narrowed search by Topic, Dates, and Electronic source - Link to the eBook site with a preview of that comic book was an unexpected delight	If you know how to dig and refine yoru sources, you can stumble upon delightful content. However, that is not the natural way most users would browse for new or unexpected materials.

SITE NAME: General Search - Green Results Screen	PAGE NAME: There's no URL to get here, it's essentially an "internal pop up" - Appears when you utlize search option on the home page (www.bklynlibrary.org) or in top navigation bar everywhere else		
Heuristic	**Score**	**Observation**	**Recommendation**
Findable -Can users easily locate the things they are seeking? -How is findability affected across devices? -Does the system support the multiple ways users look for information? -Does the search work the way users expect it to work?	Minor Problem	- Easily findable on main home page - Top Navigation is different on main page (no search icon) vs others (search icon included) - Spacing in top navigation as page scales for size makes it hard to know where to click to enter search terms - Page has different appearance if prompted by search from home page vs top navigation - All green, vs green with blue box around "Programs, Events, and More"	- Conform top navigation bar on homepage to be consistant with all other instances - Consider making the space on the Left for "Search" in the top navigation bar the one that expands to scale to browser width
Accessible -Can content and features be accessed via all expected channels and devices? -Does it meet the levels of accessibility compliance to be considerate of those users with disabilities (e.g. color blindness, contrast, dislexia)?	Major Problem	- Multiple contrast ratios that are not AA or AAA compliant - Particularly blue (HEX #2196F3) and white (HEX #FFFFFFF) and green (HEX #65C570) and white (HEX #FFFFFFF)	- Reconsider color selection and font size for accessability compliance
Clear -Is it easy to understand (including uncommon terms or being purposefully unclear in language)? -Is the target demographics' grade and reading level considered? -Is the path to task completion obvious and free of distraction? -Would a user find it easy to describe?	Minor Problem	- Users appreciate the "global search" of both catalog and website - Results clearly divided btwn catalog and events, others - Not immediatly clear how catalog results were organized and how to refine search	- Consider autopopulating drop down when terms are entered, allowing user to select if they want to search for Title, Author, Subject, Event, Bookgroup, Etc. - For futher clarity, see example in Usability Test Results
Communicative -Is the status and location of the user obvious? -Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? -Is messaging effective and supportive?	Minor Problem	- Distinction between catalog materials vs other services/etc helpful - However, catalog search only tell you that book exists, not availbility - Thumbnails nice, but no author - Materials with long titles are displayed in their entirity, creating an unbalanced appearance - Criteria behind inclusion not always clear	- Consider including a narrow flag on top of thumnails stating "Available" or "On Hold" - Consider using a character limit to keep excessively long titles from displaying in full
Usable -Are users able to complete the tasks that they set out to without major frustration or blockers? -Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? -Does the site or page follow usability best practices?	Medium Problem	- Unclear what do do next from this page if you don't get exactly what you're looking for - Do appreciate that side navigation still appears, but none of my users really utilized it	- Considering adding a "Not finding what you're looking for?" section at the bottom - Consult site map and conduct futher usability tests to determine where unsatisfied users ought to be directed
Credibility -Is the design appropriate to the context of use and audience? -Is the content updated in a timely manner? -Is promotional content used with restraint? -Is it easy to contact a real person? -Is there help/support content where needed, especially when asking for sensitive personal data?	Minor Problem	- Depending on search terms, value of "Programs, Events, and More" varied greatly - Some searches included press releases and past events that may not be useful to user's task at hand	- Consider whether or not press releases should be included in these results - Consider filtering past events, unless they contain actionable items or usable resources
Controllable -How well are errors anticipated and eliminated? -When errors do occur, how easily can a user recover? -Are exits and other important controls clearly marked? -Can the user tailor information or functionality to their need?	Major Problem	- Because it's a drop-down, results don't have distinct URLs that you can return to - If you select a Program, Event, and more, it opens a new tab... - ...which confuses users, and prevents them from using "back" button if this isn't what they want - If you select a catalog option, you're routed to a new page (not a tab)... A1) ...with a search bar filled in with your original search term A2) However, if you use this search option, it takes you to the "Catalog - Search" page described in next tab A3) This will not produce the same results, as this doesn't search entire website, but "Keyword, Call Number, or ISBN" B1) ...clicking "Back" won't return you to the green pop-up screen you just left B2) Instead, takes you to the page that was "behind" the green screen, but with your search term listed in the top nav "search" bar B3)In theory, you can get to that same screen by clicking the top nav search again	- Consult with developers on solution for clicking "Back" - Conduct further usability tests to see if fixing the "Back" issue alieviates the potential for confucion between "Green Screen Search" of entire website and Catalog Search

SITE NAME: General Search - Green Results Screen	PAGE NAME: There's no URL to get here, it's essentially an "internal pop up" - Appears when you utlize search option on the home page (www.bklynlibrary.org) or in top navigation bar everywhere else		
Heuristic	**Score**	**Observation**	**Recommendation**
Valuable -Is this product desirable to the target user? -Can a user easily describe the value? -Does it meet the business goals?	Minor Problem	- One user compared this to Google's "I'm feeling lucky" option, vs using the targeted, filtered search - But if you don't get exactly what you want that first try, it's confusing	- Consider targeted user testing of this feature - While it is easy to imagine the value of this feature in reducing user's clicks, consider more targeted user testing of the feature to determine whether it can effectively predict user's desired outcome - Consider a review of "competitors," in this case digital resources for books, other than libraries - How do Amazon, B&N, etc. help people find what they're looking for with the fewest clicks?
Learnable -Can it be grasped quickly? -What is offered to ease the more complicated processes? -Is it easy to recall? -Does it behave consistently enough to be predictable?	Major Problem	- Can be unclear to users how/why this search is different from catalog search - Once you've navigated away from page, unclear why "Back" doesn't bring you to this same green page - After clicking "back," unclear that top nav search bar retains search term - Unclear that you can get back to that green screen only by clicking top nav "search" - Unless you're on the home page, where there is no top nav search, but a large search bar on top of page - ...which isn't the same as the large search bar that appears on the top of the "catalog search" page	- See recommendations for "Controllable"
Delightful -How are user expectations not just met but exceeded? -What can you take that is now ordinary and make extraordinary? -What are your differentiators from other similar experiences or competitors?	Medium Problem	- If you get exactly what you want the first time, it can seriously reduce number of clicks required to get to result - Offers a way to use library catalog without having to understand catalog search parameters - However, if you don't get what you wanted the first time, makes the entire task of searching through website, figuring out where to click next much more frustrating to user	Perhaps offer a "Not finding what you want?" button that will take you to the Catalog search, or suggest another place to explore?