

Where users look

implications for information delivery through Primo

Tom Ruthven
Manager, Digital Library Innovation and Development

What is a heat map?

- Track a person's eyes while they read one webpage to capture eye movements and fixation
- Combine multiple individuals to reveal patterns that apply to most of the population
- Present results visually

The Times

Online Edition · Mon Dec 15 19:30:03 PST 2003



Search:

In Today's Chronicle 1383

Sections

News

15400

1414

11481

Entertainment

188

188

AP Wire

10

10

10

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Search for Terrorists On the Loose

'Beast' Cluster Missiles Aim at Moon

Troops From Iraq War Can't Dodge Blood

Local News

San Francisco's Search for Terrorists

Shared Goals, Shared Building

Have Shrimp, Will Travel

Quinn's Chron: Craig'slet's Visit to Community

And Quinn's Vain Loves

7-day Forecast



Features

1493, 1492



A Children's Health Tip

Pets Pass In Busy Lives



1391, 1410, 1411, 1412, 1475, 1477, 1481, 1487, 1495, 1394, 1414, 1422, 1490, 1486, 1495, 1498

Sports

Amorous Couples



World's fastest couple: Tim Montgomery & Marion Jones

Rough on Official

When Presidents Tee Off

citibank Get \$100 for banking online.

Details

Markets

Dow Jones Industrial



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BE THANKFUL FOR EVERYTHING FOR SOON THERE WILL BE NOTHING

Verizon Online DSL with MSN & AOL

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Today's Highlights

Business

Tone Deaf to a Moral Dilemma? Some Bosses Never Meet a Success That Isn't Theirs

Entertainment

America's Funniest Home Videos

The Genius of John

Technology

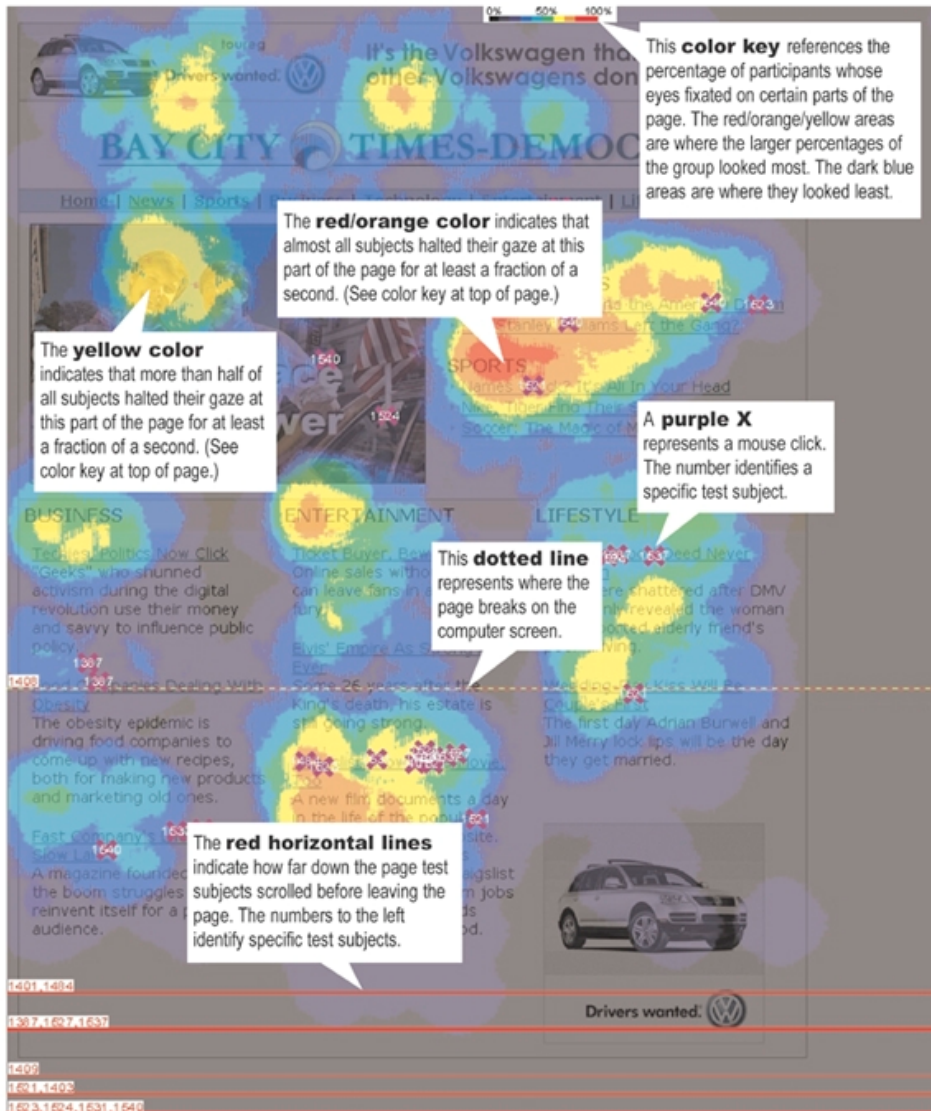
Recycling Not Easy for PC Makers

Video Games Add Soundtracks

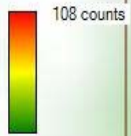


Understanding a Heatmap

Eyetrack III heatmaps provide an overall view of activity on a Web page. To create the heatmap, data from all user activity on a page are combined. The boxes below provide a key to understanding the elements.



Media: <http://muh.baskent.edu.tr/old/>
Time: 00:00:00,000 - 00:01:36,562
Participant filter: All



MÜHENDİSLİK FAKÜLTESİ

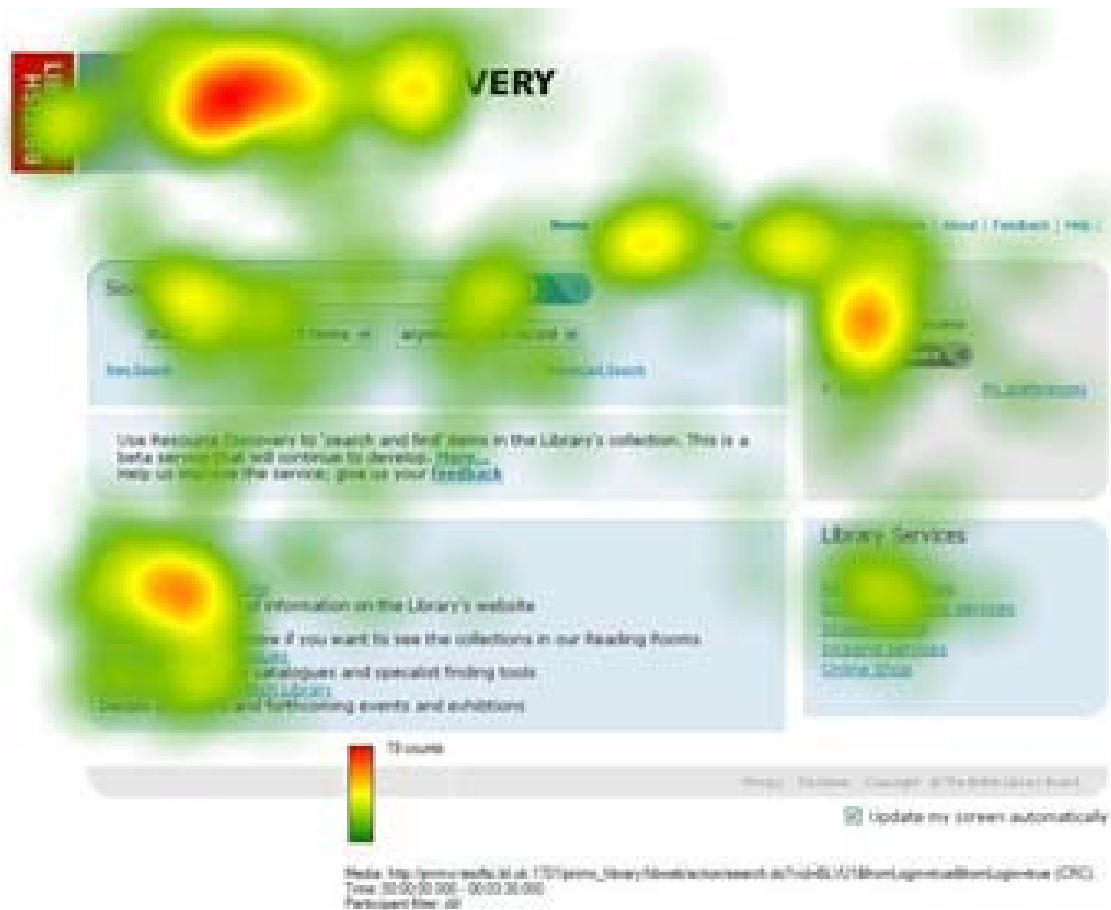
ISH

108 counts

ANASAYFA GENEL DUYURULAR BÖLÜMLER ÖĞRENCİLER

07.08.2001 tarihinden itibaren 108 defa ziyaret edilmiştir.

GÖRÜŞ VE ÖNERİLERİNİZ İÇİN



Why heat maps?

- The effectiveness of User Testing and Document-Based Inspection is significantly better than Expert Inspection¹
- How people use their eyes is an important indicator of what people think about things, what they like and dislike, where they succeed and how they fail when using websites²
- Identifies areas where user is expecting a link **and areas not used**

¹Bach, E. and Scapin, P., Comparing inspections and user testing for the evaluation of virtual environments, International journal of human-computer interaction, 26(8), 786-824

²Johnson, C. How accurate is eye tracking?

<http://www.poynterextra.org/eyetrack2004/accuracy.htm><http://www.poynterextra.org/eyetrack2004/accuracy.htm>

One tool among many

- Does not tell whole story of visual interaction
- Measures where people look but not why
- Other techniques:
 - heuristic evaluation
 - cognitive walkthrough
 - observing users using the finished product
 - think aloud protocols

Results of other studies

- When more choices are available on a homepage, people still tend to consume the top portion of the first page¹
- On homepages, top navigation captures more views than left or right navigation¹
- Users look at top of ranked recommendations whereas users viewed more recommended items when the list is organised²

¹Choros K., Muskala, M. Block map technique for the usability evaluation of a website. [Lecture Notes in Computer Science](#), 2009, Volume 5796/2009, 743-751, DOI: 10.1007/978-3-642-04441-0_65

²Chen, L, Pu, P. Eye-tracking study of user behavior in recommender interfaces. [Lecture Notes in Computer Science](#), 2010, Volume 6075/2010, 375-380, DOI: 10.1007/978-3-642-13470-8_35

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What is SearchFirst?

A single starting point for finding items in print and electronic form from [UNSW Library's](#) collection.

How is it different to the [Catalogue \(LRD\)](#) and [Sirius](#)?

SearchFirst has different search features that allow you to refine your searching more quickly and to limit by "available" and "online" resources.

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Media: http://searchfirst.library.unsw.edu.au:1701/primo_library/libweb/action/search.do?vid=COMB&fromLogin=true (957x841)
Time: 00:00:00.000 - 00:12:43.859
Participant filter: All

Results for UNSW Library Resources

First 79 Results, (out of 341), sorted by: [relevance](#)

Show only: [On Shelf \(2\)](#)

Refine My Results

Narrow my results by limiting the search to:

Resource Type:

- [Articles \(77\)](#)
- [Books \(2\)](#)

Collection: [\(more info\)](#)

- [Journals@Ovid Full Text \(30\)](#)
- [Scopus \(30\)](#)
- [Web of Science \(8\)](#)
- [Expanded Academic ASAP \(8\)](#)
- [Level 9, Main Library \(2\)](#)
-

Creation Date:

- [Before 1994 \(16\)](#)
- [1994 To 2003 \(10\)](#)
- [2003 To 2006 \(12\)](#)
- [After 2006 \(48\)](#)

Topic:

- [Books \(8\)](#)
- [The Building of Castle Howard \(Book, Book reviews\) \(8\)](#)
- [Smith, Charles Saumarez \(6\)](#)
- [SAUMAREZ-Smith, Charles \(3\)](#)
- [Hawismoor, Nicholas, 1661-1736 \(2\)](#)
-

Creator:

- [Anfri, J. \(1\)](#)
- [Archer, J. \(1\)](#)
- [Aquilini, Diane B. 1 \(1\)](#)
- [BENNETT, ISABEL \(1\)](#)
- [ET AL \(1\)](#)
-

[Update availability status](#)

- [The Building of Castle Howard \(Book\) \(View details\)](#)

1994

Article Add to e-Shelf Full text available [\(Find it\)](#)
- [The Building of Castle Howard, Book Review \(View details\)](#)

Waters, David

The English Historical Review Feb 1994;v109, n430, p193(1)

1994

Article Add to e-Shelf No full-text [\(Find it\)](#)
- [The Building of Castle Howard, Book Review \(View details\)](#)

Bruckner, D J P

The New York Times Book Review Jan 6, 1991, p19, col 1 (14 col in)

1991

Article Add to e-Shelf No full-text [\(Find it\)](#)
- [The Building of Castle Howard, Book Review \(View details\)](#)

Friedman, Alice T.

Art History June 1991, v14, n2, p290(5)

1991

Article Add to e-Shelf No full-text [\(Find it\)](#)
- [The Building of Castle Howard, Book Review \(View details\)](#)

Whittington, Christine

Library Journal March 1, 1991, v116, n4, p88(1)

1991

Article Add to e-Shelf No full-text [\(Find it\)](#)
- [The Building of Castle Howard, Book Review \(View details\)](#)

Martin, Stephanie

Wilson Library Bulletin Nov 1990, v65, n3, p142(1)

1990

Article Add to e-Shelf No full-text [\(Find it\)](#)
- [The Building of Castle Howard, Book Review \(View details\)](#)

Downes, Kerry

Times Literary Supplement March 30, 1990, n4539, p349(1)

1990

Article Add to e-Shelf No full-text [\(Find it\)](#)
- [The Building of Castle Howard, \(Book Review\)\(Brief Article\) Book Review \(View details\)](#)

TLS: Times Literary Supplement Nov 7, 1997, n4936, p16

1997

Article Add to e-Shelf No full-text [\(Find it\)](#)
- [The Building of Castle Howard, \(Book Review\) Book Review \(View details\)](#)

Spectator March 17, 1990, v264, p39

1990

Article Add to e-Shelf No full-text [\(Find it\)](#)
- [The Building of Castle Howard \(View details\)](#)

Available at Level 9, Main Library (P 728.80942846/1) [\(updating...\)](#)

Book Add to e-Shelf

Search for books, articles, etc

GO

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[e-Shell](#)

7 Help

[My Preferences](#)

Results for: UNSW Library Resources

First 43 Results (out of 64), sorted by: relevance . [Display more results?](#)Show only: [On Shelf \(6\)](#)

Refine My Results

Narrow my results by limiting the search to:

Resource Type:

- > [Articles \(37\)](#)
- > [Books \(5\)](#)
- > [Images \(1\)](#)

Collection: [more info](#)

- > [Web of Science \(14\)](#)
- > [Scopus \(11\)](#)
- > [Business Source Premier \(10\)](#)
- > [Level 9, Main Library \(4\)](#)
- > [Journals@Ovid Full Text \(2\)](#)
- || [Show 2 more](#)

Library:

- > [Main Library \(5\)](#)
- > [College of Fine Arts \(1\)](#)

Creation Date:

- > [Before 1990 \(6\)](#)
- > [1990 To 2002 \(9\)](#)
- > [2002 To 2006 \(26\)](#)
- > [After 2006 \(9\)](#)

Topic:

- > [Hawksmoor, Nicholas, 1661-1736 \(4\)](#)
- > [Architecture \(3\)](#)
- > [LONDON \(England\) \(3\)](#)
- > [ENGLAND \(3\)](#)
- > [NICHOLAS Hawksmoor \(Book\) \(2\)](#)
- || [Show 51 more](#)

Creator:

- > [All, J.R. \(2\)](#)
- > [All, J.R. \(2\)](#)
- > [Baker, Hannah \(2\)](#)
- > [Birbeck, Robert \(2\)](#)
- > [Birch, G. \(1\)](#)
- || [Show 36 more](#)

[Update availability status](#)

- 1 [Nicholas Hawksmoor: a study of his work](#) [View details](#)
New York : Dover Publications, 1969. p28-28 14pp
Article Add to e-Shelf [Full text available \(Find it\)](#)
- 2 [Nicholas Hawksmoor: rebuilding ancient wonders](#) [View details](#)
London : Paul Mellon Centre for Studies in British Art, University Press, 2002.
Book Add to e-Shelf [Available at Level 9, Main Library \(PG 726.92 HAW1\) \(updating...\)](#)
- 3 [Dreaming of Italy](#) [View details](#)
Powers, Alan
Sculpture (30086952) 11/22/97, Vol. 279 Issue 6834, p61 2p
Article Add to e-Shelf [No full text \(Find it\)](#)
- 4 [Hawksmoor](#) [View details](#)
Downes, Kerry
London, Thames & Hudson 1969
Book Add to e-Shelf [Available at College of Fine Arts \(CFA 726.924 HAW1\) \(updating...\)](#)
- 5 [Ancient wonder](#) [View details](#)
Birbeck, Robert
Building Design 11/22/2002, Issue 1557, p20 1/2p
Article Add to e-Shelf [Full text available \(Find it\)](#)
- 6 [State of the art](#) [View details](#)
Bookeller 4/5/2002, Issue 5020, p28-35 8p; 7 color, 1 bw
Article Add to e-Shelf [Full text available \(Find it\)](#)
- 7 [London churches of the XVIIth and XVIIIth centuries: a selection of the most remarkable ecclesiastical buildings, including St. Paul's Cathedral, erected... between the years 1630 and 1730 from the designs of Inigo Jones, Sir Christopher Wren, Nicholas Hawksmoor and James Gibbs: a series of sixty-four plates, and numerous other illustrations](#) [View details](#)
George H. Birch (George Henry), 1842-1904. Inigo Jones 1573-1652. Christopher Wren Sr. 1632-1723. James Gibbs 1682-1754. Nicholas Hawksmoor 1661-1736. London : B.T. Batsford 1896.
Book Add to e-Shelf [Available at Level 2 Information Desk \(VF 726.58424 A\) \(updating...\)](#)
- 8 [God vs the Devil](#) [View details](#)
Spatfields, Christ Church Spitafields, Christ Church
Building Design 9/2/2004, Issue 1640, p14-17 4p
Article Add to e-Shelf [Full text available \(Find it\)](#)
- 9 [Hawksmoor redivivus \(Nicholas Hawksmoor\)](#) [View details](#)
Stamp, G
APOLLO: THE INTERNATIONAL MAGAZINE FOR COLLECTORS 168 (556): 92-93
JUL-AUG 2009
Article Add to e-Shelf [Full text available \(Find it\)](#)
- 10 [Is it really a Hawksmoor?](#) [View details](#)
Gates, Charlie
Building Design 8/26/2005, Issue 1687, p3-9 2/2p
Article Add to e-Shelf [Full text available \(Find it\)](#)

Results 1-10

[Next >](#)

Haven't Found What You're Looking For?

May we suggest:

- Try a broader search with less terms.

Suggested New Searches

Ignore my query and look for something

Implications for Primo3

The screenshot shows the UNSW Library website. At the top left is the UNSW logo with the text 'UNSW LIBRARY' and 'THE UNIVERSITY OF NEW SOUTH WALES SYDNEY • AUSTRALIA'. To the right are links for 'Opening hours', 'Your borrower record', and 'Room bookings and Laptop bookings'. Below this is a navigation bar with links: 'Home', 'Search tools', 'How do I find', 'Borrowing', 'About your Library', 'Services for', and 'Contact us'. The main content area features a search box with the text 'Search the library's catalogue', a search input field, a dropdown menu set to 'Catalogue', and a '>Search' button. Below the search box are links for 'Also Search: SearchFirst | Sirius | Catalogue | UNSWorks'. On the right side, there is a 'Need help?' button, a 'Library news' section with a 'NEWS' banner and a 'Read more' link, a 'Catalogue and SearchFirst' section with a 'Read more' link, and a 'freeze' section with a 'zPass change freeze' announcement and a 'Read more' link. At the bottom, there is a large orange banner for 'ELISE' with the text 'boost your knowledge ...' and a 'LIBRARY' logo on the right.

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Search the library's catalogue

Catalogue >Search

Also Search: SearchFirst | Sirius | Catalogue | UNSWorks

How do I find

- Exam papers
- Journal articles
- Books and e-books
- MyCourse items
- Databases
- Film and music
- More ...

Borrowing

- Borrowing rights
- Reserve an item
- Renew an item
- Loan limits
- Fines and penalties
- Interlibrary loans
- More ...

Support

- Subject Guides
- Research consultations
- ELISE | ELISE Plus
- Research and teaching
- Printing, photocopying & scanning
- Online enquiry
- More ...

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Library news
Find out what's happening in the Library. [Read more](#)

Catalogue and SearchFirst
New single interface now available. [Read more](#)

freeze
zPass change freeze
Monday 6 September 3pm – Wednesday 8 September 3:30pm
[Read more](#)

ELISE

ELISE 2010
Don't forget to complete the ELISE tutorial. [Read more](#)

LIBRARY



- › Opening hours
- › Your borrower record
- › Room bookings and Laptop bookings

SearchFirst [Advanced Search](#)

Why use the Catalogue?

Use the Catalogue to search for items in the UNSW Library collection, including

- print books and journals
- e-books
- MyCourse items
- exam papers
- DVDs and music
- maps



**We want
your feedback**

Why use SearchFirst?

SearchFirst is a discovery tool that helps you get started. You can find a selection of books and online resources in one easy search.

SearchFirst has different search features that allow you to refine your searching more quickly and to limit by available and online resources.

All items from the Catalogue, MyCourse and UNSWorks are searchable, as well as a predefined group of databases from Sirius.

[Back to the Library homepage](#)



usability studies

SearchFirst

Search

Advanced Search

Display more results?

Show only

On Shelf (19)

Refine My Results

Resource Type

Articles (185)
Books (28)
e-Books (2)
Text (2)

Collection

(more info)

Web of Science (30)
Journals@Ovid Full Text (30)
Business Source Premier (30)
Scopus (30)
ScienceDirect (30)
Show 11 more

Course Code

SAHT3613 (1)
SAHT9208 (1)

Date

Before 1997 (7)
1997 To 2002 (11)
2002 To 2008 (10)
2006 To 2009 (25)
After 2009 (182)

Topic

Humans (25)
User interfaces (Computer systems) (12)
Male (12)

First 215 (out of 55,431) Results for SearchFirst

sorted by: relevance

1-10 Next

Show only On Shelf (19)



Article

★ **Testing a Universal Tool for Measuring Parasocial Interactions Across Different Situations and Media: Findings from Three Studies.**

Schramm, Holger Wirth, Werner
Journal of Media Psychology: Theories, Methods, & Applications J. media psychol. American Psychological Association 22(1):26-36, 2010
Journal of Media Psychology: Theories, Methods, & Applications. 22(1):26-36, 2010. 2010

Full text available

Online resource Details



Book

★ **Design and usability of digital libraries : case studies in the Asia-Pacific**

Yin-Leng Theng 1961-; Schubert Foo
Hershey, PA : Idea Group Pub. 2004

Available at Level 3, Main Library (S 025.00285/88)

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Article

★ **Culturally Compatible Usability Work: An Interpretive Case Study on the Relationship between Usability Work and Its Cultural Context in Software Product Development Organizations.**

Iivari, Netta Iivari, Netta



Book



Design and usability of digital libraries : case studies in the Asia-Pacific

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Title: Design and usability of digital libraries : case studies in the Asia-Pacific

Author: Yin-Leng Theng 1961- ; Schubert Foo

Subjects: Digital libraries -- Case studies ; Information storage and retrieval systems -- Case studies ; Digital libraries -- Asia -- Case studies ; Digital libraries -- Pacific Area -- Case studies

Publisher: Hershey, PA : Idea Group Pub.

Date: 2004

Format: p. cm.

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