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
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.

- **Color key**: This references the percentage of participants whose eyes fixated on certain parts of the page. The red/orange/yellow areas are where the larger percentages of the group looked most. The dark blue areas are where they looked least.

- **Yellow color**: The yellow color indicates that more than half of all subjects fixated their gaze at this part of the page for at least a fraction of a second. (See color key at top of page.)

- **Red horizontal lines**: The red horizontal lines indicate how far down the page test subjects scrolled before leaving the page. The numbers to the left identify specific test subjects.

- **Purple X**: A purple X represents a mouse click. The number identifies a specific test subject.

- **Dotted line**: This dotted line represents where the page breaks on the computer screen.

http://www.poynter.org/content/resource_popup_view.asp?id=27204
Why heat maps?

- The effectiveness of User Testing and Document-Based Inspection is significantly better than Expert Inspection\(^1\)

- 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 websites\(^2\)

- Identifies areas where user is expecting a link and areas not used

---

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

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 page\(^1\)
- On homepages, top navigation captures more views than left or right navigation\(^1\)
- Users look at top of ranked recommendations whereas users viewed more recommended items when the list is organised\(^2\)

\(^1\)Choros 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
SearchFirst Facts

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.

All items from the Catalogue (LRD) and MyCourse are searchable, as well as a selected group of databases from Sirius.

<< Back to the Library Homepage
Implications for Primo3
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
- e-journal papers
- DVDs and music
- Maps

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
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 025.00235/00 )

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.
Thank you

Questions?

t.ruthven@unsw.edu.au