Usability Study and Report
Evaluating the Charleston County Public Library’s Website

This usability study was conducted to identify improvable areas of the CCPL website to positively impact users’ engagement with the library system’s digital services.

Methods
The website was tested through in-person task-based testing with locally-based participants.

Tasks
1. Apply for a library card online.
2. Reserve two non-traditional materials.

Issues & Recommendations
The surprisingly consistent feedback and data obtained throughout the tests outlined the following major areas in need of improvement.

- Participants did not understand vital information necessary to apply for a library card.
  - Clarify and condense the Library Card Application.

- Participants did not recognize “Explore with CCPL” as a location for non-traditional materials.
  - Rename the page with a more logical, straightforward name

- Participants needed a large amount of time attempting to locate non-traditional materials.
  - Make a central location for all non-traditional materials.

- Participants were confused by the meaning of “Availability: # Holdings”.
  - Rephrase to specify what the number indicates.