

ZMATH 2004d.00512

Leighton, H. Vernon; Jackson, Joe; Sullivan, Kathryn; Dennison, Russell F.

Web page design and successful use: a focus group study.

Internet Ref. Serv. Q. 8, No. 3, 17-27 (2003).

This study discusses focus groups the Winona State University Library conducted to ascertain the usability of various Web page design elements. Two focus groups were asked to use Web pages that incorporated the elements under examination. While the users' preferences were noted, the research team was more interested in which design elements affected the users' ability to successfully find the information they were asked to locate. Whereas the authors' findings agree in many cases with conventional tenets of good Web page design, variances in user success suggest that those designing library Web sites may have other usability factors to consider.

Classification: R50