Usability Test Report: “get it@Duke” Interface

Summary
Emily Daly, Bendte Fagge, and Candy Guevarra conducted usability testing on the functionality of the “get it@Duke” interface. The test was held outside of the Von der Heyden Pavilion on February 7, 2014 from 10:00 – 11:45am. A pilot was conducted with Steph Matthiesen prior to her viewing the test. The test consisted of a short set of background questions, three tasks, and four post-test questions that lasted approximately 10 minutes. See Appendix for test script.

Overall, users generally started their information-seeking path using the same link for each task within the “get it@Duke” interface. However, all users diverged at some point in their paths for all three tasks. Some questions to consider about this process:

- Should these variations be a concern for WebX if the user eventually gets to the result they need?
- Or should the paths be more consistent among users?

While one participant mentioned that they wouldn’t change anything about the “get it@Duke” button and interface, the remaining participants gave feedback about the interface being confusing at times and often not knowing what to click next.

Participants
Eight individuals (excluding our pilot participant) completed this test. Participants included four undergraduates, two graduates, one post-doc, and one faculty member representing the following departments: classical studies, economics, electrical engineering, German, music, and sociology.

Seven out of the eight participants said that they have seen the “get it@Duke” button and of those seven, six participants have clicked this button. Two participants said they use “get it@Duke” every day, three use it every week, and one participant uses it every month.

Key Findings
1. Users mentioned that they really like the “get it@Duke” button when it works, especially when it takes them directly to the item online.

2. The majority of participants started to complete each task in the same manner, but all participants diverged in their path by their second or third step or click (see notes under each task to get a sense of the wide variation in respondents’ paths).

For more information, please contact emily.daly@duke.edu
3. Task three proved to be the most challenging. In general, users didn’t understand why there were so many buttons to “View the full text” as well as numerous other links on the page and wondered why they were not simply directed to the full-text of the article.

4. Several participants mentioned that the following buttons/links were helpful: “Try this option instead”, “Problem getting this item?”, and “Ask a Librarian.”

5. Participants often mentioned not knowing where to click next when items were unavailable. They expressed confusion when they clicked “get it at Duke,” either directly from the item record or after getting to subsequent vendor-mediated pages, and were not directed to the full-text. They noted concerns with the following aspects of the “get it at Duke” interface: abundance of links and options; purpose of each link; font size of links, especially those under “Other options”; and use of text links when they expected or preferred buttons.

**Recommendations to Consider**
Since some of the following recommendations involve some vendor interfaces that Duke Libraries may have little control over, these are merely suggestions for exploration.

1. Limit the number of options returned, particularly in the third task containing multiple buttons to “View the full text.” Whenever possible, researchers should be able to bypass this screen and be taken directly to the full-text. *Note that in this example, http://bit.ly/1iRJhKy, the link to LexisNexis produces the full text article — why are users not directed to this page?*

2. Move the “View the full text” button closer to the resource’s citation information.

3. Make other options for getting items more prominent by increasing font size of text links under “Other options...” and links located next to “View the full text” buttons.

4. Make “Problems getting this item? We can help!” link text more descriptive or add mouseover text so users understand they will be completing a form to get help locating that particular item.

5. Include option for chatting with a librarian, or make Ask a Librarian link in DUL masthead more prominent.

6. Add a link to search Google Scholar as an option under “Other options for finding this resource.” *Note that this was suggested by one respondent.*

7. Include mouseover text for buttons and links that describe the purpose of the button or link. For example, many users were not sure of the purpose of the links beside the “View the full text” buttons when completing task three.
8. Consider including in the resource citation a cover image, and make the title and author information prominent. Give less prominence to the publication date and other citation details. *Note that this was suggested by one respondent.*

9. Make “Try this option instead” link that appears just under the DUL masthead a button instead of a text link, and change the color of the link to make it more prominent.

10. Change color and link text of “Report a problem!” button that appears in “Try this option instead” banner so that researchers understand the purpose of the button – respondents either did not notice the button or thought it referred to the entire site rather than a specific resource.

11. For items we have available online, hide the “Try this option instead” banner to give more real estate to the resource itself. *Note that this was suggested by one participant frustrated by the amount of screen real estate this banner occupies when he views books or articles online.*

**Results**

**Task One: eBook**

Task one required participants to find a specific eBook ([http://bit.ly/1dc9wTV](http://bit.ly/1dc9wTV)) and then describe what they would do if they had trouble accessing the book online. After finding the catalog record, all participants clicked the “get it@Duke” button and successfully accessed the eBook.

Intended path: Click “Try this option instead” and explore the options on that page to access the book online.

<table>
<thead>
<tr>
<th>No. Participants</th>
<th>Path Description if eBook was Inaccessible</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Didn’t see anything on the screen that would help find the book – User remembered accessing a book through TRLN before, but couldn’t find how to do this</td>
</tr>
<tr>
<td>1</td>
<td>Didn’t see anything on the screen that would help find the book – Mentioned that a button would be helpful – Mentioned the “Report a Problem” button is for the website, not for a catalog record</td>
</tr>
<tr>
<td>1</td>
<td>Would go back to “eDuke” website – Search for book title on eDuke – Might use the Browse book function (NOTE: all of these involve the publisher’s website)</td>
</tr>
<tr>
<td>1</td>
<td>“Try this option instead” – Would try the first two options under “Your book is available at these links:”</td>
</tr>
<tr>
<td>1</td>
<td>“Try this option instead” – Would try the first two options under “Your book is available at these links:” – If these didn’t work, would go back to homepage and click Ask a Librarian.</td>
</tr>
<tr>
<td>1</td>
<td>Call my librarian, Laura Williams – Or would click “Report a Problem” button and fill out form</td>
</tr>
<tr>
<td>1</td>
<td>“Try this option instead” – Clicked “Search for this in e-Duke Books Scholarly Collection 2009” – If this didn’t work, would try to find a</td>
</tr>
</tbody>
</table>
pirated version online.

<table>
<thead>
<tr>
<th>No. Participants</th>
<th>Path from “Try this option instead” Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>“Try this option instead” – Would try the first two options under “Your book is available at these links:” – If this didn’t work, would click “Problems getting this item?”</td>
</tr>
</tbody>
</table>

**Task Two: Journal Article Unavailable Online**

Task two required participants to describe what they would do when an article was unavailable online. Here is example of a “We don’t have this online” page that participants used for this task: [http://bit.ly/1f9mDqa](http://bit.ly/1f9mDqa)

Intended path: “Check for copy in the catalog” and then “Request a copy from another library” once users saw we don’t have the appropriate volume/issue of this journal in print.

<table>
<thead>
<tr>
<th>No. Participants</th>
<th>Path from “We don’t have this online” Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>“Check for copy in the catalog” – Clicked back since it looked like related results – “Request a copy from another library”</td>
</tr>
<tr>
<td>1</td>
<td>Go to JSTOR – Search for title of journal – Search for article by date and issue</td>
</tr>
<tr>
<td>1</td>
<td>“Check for copy in the catalog” – Find journal and click “get it@Duke” – “View all issues of journal” – Search for article by date and issue</td>
</tr>
<tr>
<td>1</td>
<td>“Check for copy in the catalog” – Hathi Trust link – First result on Hathi Trust page</td>
</tr>
<tr>
<td>1</td>
<td>“Check for copy in the catalog” – Find journal and click “get it@Duke” – Would try going to the journal’s website by searching on Google – Has had success in the past with Ask a Librarian and “Request a copy from another library”</td>
</tr>
<tr>
<td>1</td>
<td>“Requests for Duke Medicine faculty, staff and students” – Looks like this is for a hard copy of the article – Looks like it is impossible to get an electronic copy, so would give up</td>
</tr>
<tr>
<td>1</td>
<td>“Check for copy in the catalog” – If this didn’t work, would go back to results page and go to next result. – Clicked “Problems getting this item?” button – But normally wouldn’t fill out a form</td>
</tr>
<tr>
<td>1</td>
<td>“Check for copy in the catalog” – If didn’t work, then would go to ILL from “My Account” link on DUL home page</td>
</tr>
</tbody>
</table>

**Task Three: Finding Online Access to Newspaper Article**

The third task required participants to find online access to a *New York Times* article. The page participants viewed included eight “View the full text” buttons: [http://bit.ly/1iRJhKy](http://bit.ly/1iRJhKy)

Intended paths: Click each “View the full text button” until user found full-text; Click “Problems getting this item?”; or Click links under “Other options...”

<table>
<thead>
<tr>
<th>No. Participants</th>
<th>Path from Page Containing Eight “View the full text” Buttons</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>“View the full text” (first result) – Didn’t understand why there were so</td>
</tr>
<tr>
<td>1</td>
<td>“View the full text” (first result) – “View the full text” (second result) – Tried other “View the full text” results, no luck – Would try Google, Google Scholar, or other student account in France</td>
</tr>
<tr>
<td>1</td>
<td>“View the full text” (first result) – “get it@Duke” (same screen) – “Try this option instead” (back to results) – “View the full text” (second result) – “Search for this in New York Times” (first link) – NC Live not available, closed tab – “Search for this in New York Times” (second link) – Searched for article title</td>
</tr>
<tr>
<td>1</td>
<td>“View the full text” (first result) – “View the full text” (second result) – “Problems getting this item?” – Thought this button would connect to a chat box – Would fill out form though</td>
</tr>
<tr>
<td>1</td>
<td>“View the full text” (first result) – “Proquest Technical Support” – Would fill out form</td>
</tr>
<tr>
<td>1</td>
<td>“View the full text” (first result) – “View the full text” (second result) – “get it@Duke” (same screen) – Would got to JSTOR or click on all “View the full text” buttons</td>
</tr>
<tr>
<td>1</td>
<td>“View the full text” (first result) – “View the full text” (second result) – “View the full text” (third result) – “View the full text” (fourth result) – Would click all of “View the full text” options – If no success, would click “Problems getting this item?”</td>
</tr>
</tbody>
</table>
**Post-Test Interview**

Participants had the following responses in their post-test interview.

*What participants found helpful or effective about the “get it@Duke” button or interface:*

- Very direct, easy-to-follow, gave multiple options
- Promoting a link directly to a journal database
- Helpful to know when item is not available online
- “Problem getting this item?” button
- Link to Ask a Librarian
- When it works, it takes you directly to the item.
- “Try this option instead” link

*What participants dislike or find confusing about the “get it@Duke” button or interface:*

- Not sure what the button “View the full text” is referring to. Button should be next to the title of the article.
- Most of the time, the button doesn’t work. I don’t get what I want.
- “View the full text” button doesn’t take me to the full text.
- There are so many text links to click on and I’m not sure what to click on. I like big flashy buttons.
- “get it@Duke” seemed to work better last year.
- Why are there so many “View the full text” buttons? Repetitious.
- Font size of text links is very small and the text is clumped together.
- The button and interface are not intuitive to me.
- “View the full text” page looks like an illegal file sharing page.
- The citation style of the title listed on these pages is not intuitive.
- Didn’t notice the “Try this option” link at first. Easy to miss.

*Recommendations for improvement:*

- Limit the number of options returned.
- Bypass all the “View the full text” buttons and go directly to the full text or PDF.
- Instead of opening so many tabs when I “View the full text”, just take me to the source.
- I wouldn’t change anything. The button and interface seem pretty intuitive.
- Would like an option to search in Google Scholar.
- For eBooks, do not show the library bar at the top of the page because you lose screen real estate for the eBook.
- Have an image of the cover if available, title of item should be as large as possible, followed by author, and publication date.
- Have a more information button to explain what the “View the full text” means and all of the other links near these buttons.
Appendix: “get it@Duke” Usability Test Script

Thank you for agreeing to take part in this study.

In an effort to improve access to online articles and books, we are testing the functionality of our “get it@Duke” interface.

I will be asking you to complete a few tasks involving finding online articles, journals and books available through Duke Libraries. Keep in mind that there are no right or wrong answers and that we’re testing a tool — not you. If you have any questions as we go along, feel free to ask them. I may not be able to answer them right away, since we’re interested in how people do when they don’t have someone sitting next to them to help. But if you still have any questions when we’re done I’ll try to answer them then.

Okay, first some general questions:

1. Are you an undergrad, grad student, faculty member, staff member?
   a. If you are an undergrad, what year are you?
   b. For undergrads: What is your major? For grads, faculty, staff: What department are you in?

2. Have you ever seen the “get it@Duke” button when looking for online articles, journals or books?
   a. If yes, have you ever clicked on it?
   b. If yes, would you say that you use this button every day, every week, every month, or less often?
Now I’d like for you to complete three short tasks to test the “get it@Duke” interface. It would be really helpful if you would share your thoughts and observations as you are completing the tasks, so try to think aloud as much as you can. Like I said, there are no right or wrong answers.

What do you typically use for your research? A laptop? Desktop? Smartphone?

If you have this device with you, would you like to do these tasks using your own device?

[If they don’t have the device/don’t want to use it, or if they typically use a laptop to do research, we’ll use our laptop]

**TASK ONE**

You’ve just discovered the musician Arthur Russell and want to see if we have his biography, *Hold On to Your Dreams: Arthur Russell and the Downtown Music Scene, 1973-1992*, available online.

a. Use the Duke Libraries homepage to find out if we have this book available online. [Goal is for participants get to this page: http://bit.ly/1dc9wTV

b. What if you were not able to access the book from this screen? Show me what you would do next.
TASK TWO

You are now interested in using the database Academic Search Complete to do research on charter schools. Using this interface, search for charter schools [have Academic Search Complete open].

a. Try to find one of the first three search results online. [After clicking “get it at Duke” beside either result one or two, participant should see “get it at Duke” interface and “We don’t have this online” message]

b. Show me what you would do to get this article. [Engage participants in exploring “Other options,” as appropriate]

TASK THREE


a. You’d like to read this article online. Show me how you would do that.

b. What else could you do from this screen? Describe some of the other options you see.
Okay, that concludes our tasks. I have a few questions I’d like to ask you about your experience – feel free to leave this page open.

POST-TEST INTERVIEW

1. What did you find helpful or effective about the “get it at Duke” button and interface?

2. What did you dislike or find confusing about the button or interface?

3. If you could change the “get it at Duke” screen in any way, what would you change?

4. Is there anything else you’d like to tell us about your experience using “get it at Duke”?