Usability Test Report: Link 2.0

Summary

Emily Daly and Ian Sloat conducted usability testing on the functionality of the 'Get it @Duke' sidebar. The test was conducted at the temporary main entrance of Perkins Library on July 31, 2014 from 1:15 – 2:45 pm. The test consisted of a short set of background questions, two tasks and six post-test questions that lasted approximately 10 minutes. See Appendix for test script. The test was piloted with a student assistant prior to testing.

Participants

Seven individuals (excluding our pilot test participant) completed this test. Participants included two visitors, two undergraduates, two graduate students and a post doc representing the following departments: mechanical engineering, economics, electrical engineering and biology (one undergraduate had not yet declared his major). Four of the seven participants had seen the 'Get it @Duke' button, and three of those four had used it. All three of the participants who had used the 'Get it @Duke' button used it about once a month on average.

Key Findings

1. Most participants did not notice the sidebar during the first task (in this case, the full-text and downloadable PDF of the desired article immediately appeared).
2. The purpose and functionality of the sidebar appeared not to be immediately intuitive.
3. Participants appeared to find the sidebar to be effective after they experimented with it or had it demonstrated for them.
4. Participants made use of the citation information at the top of the sidebar.
5. Some participants were unsure which source they should select from the drop-down menu in the sidebar.
6. Many participants noticed the bold headings of the 'Other Resources' section of the sidebar but failed to notice the drop-down portion, which is arguably the most important portion of the sidebar.
7. Only one person acknowledged and demonstrated that the sidebar could be collapsed.

Recommendations to Consider

1. Integrate the option to chat with a librarian into the sidebar.
2. Make more prominent the drop-down menu in the sidebar more prominent (perhaps by increasing its size?).

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3. Make the heading for the drop-down section of the sidebar more prominent, and ensure the text clearly communicates the purpose of this section.
4. Move the sidebar to the left side of the screen since users often equate the right side with advertising or "filler." (Note: Two participants made this suggestion).

Results

Task One

Part a – You are interested in the second search result – show me what you would do to find this article online.

No. of participants	
5	Clicked on the name of the article (see further break-down below)
2	Clicked on the 'get it @ Duke' button (see further break-down below)

Participants who clicked on the name of article

No. of participants	
2	Clicked 'Checked 360 Link for Full Text'
1	Was guided by Emily to the 'Get it @ Duke' button
1	Clicked on the 'get it @ Duke' button
1	Clicked on subject headings to explore more

Participants who clicked the 'get it @ duke' button

No. of participants	
2	Downloaded pdf

Part b – What else could you do from this screen? Describe some of the other options you see.
- Names of the authors which are hyperlinked to other articles they have written
- 'Email' on the side of the page
- Easy to download the pdf using the button
- Subject terms to find similar articles
- Additional help at the top and side of the page
- Abstract
- Article information at the top of the sidebar

Task Two

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

No. of participants	
3	Clicked 'see full text online,' which did not work; clicked 'Browse journal' from sidebar and searched for the article title to find full text

No. of participants	
4	Clicked the name of the article

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1	Clicked the name of the article, then used advanced search to try and find the article
1	Clicked 'see full text online'; tried to search the 'Articles' with part of the title
1	Clicked 'see full text online'; clicked 'Browse journal' and browsed by dae to find the full article

Part b – What else could you do from this screen? Describe some of the other options you see.
- Search using Academic One File
- 'Browse Journal' using link in sidebar
- Use the sidebar to select another source
- Go back to the homepage of Academic One File
- Use the sidebar – "but I'd still need help doing that"
- Find the author, journal and date in the sidebar

Part c – What would you do to get help finding this article?

No. of Participants	
4	Did not know what to do
1	Request a copy from the library using the 'Request' link in the sidebar
1	Use online chat from the Libraries website
1	Use the 'Still Need Help' section on the sidebar

Post-test Interview
1) What did you find helpful or effective about using 'get it @ duke'
- It gets you the info you need
- Always right there
- Does what the title says it does
- Provides help

2) What did you dislike or find confusing?
- It is small and hard to notice
- Nothing is confusing
- Confusing when a full-text article isn't found, assumed there was a spelling mistake
- Not confusing; found it self-explanatory
- Very frustrating when the article you want cannot be found
- Did not see the sidebar and so did not use it

3) What did you find helpful or effective about using this sidebar?
- Shows the author, title, date, etc.
- Collapse option is nice
- Did not see anything of use in the sidebar
- Easy to see the distinctions between the sections of the sidebar

4) What did you dislike or find confusing about the sidebar?
- Doesn't say the location in the library if there is a physical copy
- Drop-down menu is hard to see

5) If you could change the sidebar in any way, what would you change?
- Add Google/Google Scholar to the sidebar for easy searching if link is broken
- Wishes the library would just go to the correct link rather than having the drop-down menu
- Would move the 'need help' section to the top of the bar and make the font bigger
- Make the sidebar bigger
- Add the option to chat with a librarian to the sidebar
- Prefer the sidebar on the left, never looks at the right side of the screen for useful information

6) Is there anything else you'd like to tell us about your experience using 'get it @ Duke'?
- Very good and helpful
- "I focused on the article and not the sidebar."

Appendix: Usability Test Script

General questions:

1. Are you an undergrad, grad student, faculty member, staff member?

    a. If you are an undergrad, what year are you?

    b. If you are an undergrad, what is your major?

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 two short tasks to test the "get it@Duke" interface and a sidebar we've recently introduced. 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.

TASK ONE

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

a. You're interested in the second search result – show me what you would do to get

this article online.

c. What else could you do from this screen? Describe some of the other options you see.

TASK TWO

Now, let's go to this page [*show participants http://bit.ly/1usXiRT*]

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.

c. What would you do to get help finding this article online?

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 using 'get it at Duke'?

2.   What did you dislike or find confusing?

3.   What did you find helpful or effective about using this sidebar [point to sidebar, http://bit.ly/1zwt4jy]?

4.   What did you dislike or find confusing about the sidebar?

5.   If you could change this sidebar in any way, what would you change?

6.   Is there anything else you'd like to tell us about your experience using "get it at Duke"?

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