

Usability Test: *Images Research Guide*

Recommendations

1. Reorganize the scanner location information to draw attention to the scanner locations. Move location information above general scanning information.
2. Provide a quick tip to users about how to access the Google Reverse Image Search (by clicking the camera icon).
3. Reorganize “Copyright and Fair Use” information to prioritize the Lifehacker flowchart over the other resources because it can provide an answer more quickly and simply than the other resources. Generally, try to simplify a complex topic for novice users.
4. Consider renaming the “Maps” section “Map Images”
5. Revise blocks of text to shorten them when possible. Use visual cues to draw out key points.
6. Provide link to “Copyright and Fair Use” tab from “Publishing Images” tab

Background

Thomas Crichlow and Gordon Chadwick conducted a think-aloud usability study with six participants on August 1, 2016 in the Perkins Library at Duke University. Three participants were visiting scholars, two were undergraduates, and one was a high school student participating in a summer program at Duke. Also, a pilot test was conducted with one undergraduate student participant on July 29, 2016. No changes were made to the script after this pilot test, however some minor changes were made to the interface. The study tested users’ perceptions of a new LibGuides driven research guide for scholarly images by asking them to complete information seeking tasks and provide feedback.

Questions we hoped to answer through this study:

1. Can users find general images using the research guide?
2. Can users find information about scanning resources at Duke?
3. Can users locate and understand instructions about reverse image searching to find the best quality images of a given work?
4. Can users locate and understand information about copyright and fair use?
5. What do users like about the new results page?
6. What do users dislike about the new results page?

Key findings

1. Can users find general images using the research guide?

5 out of 6 users were able to locate the target journal by using the search box. Interestingly, all 5 used Artstor, which was displayed in the general resources section of the landing page (Getting Started). Once at Artstor, all users quickly found images using Artstor's search box. The one user who did not locate images was unable to do so because they began searching the library catalog before looking at the content in the guide.

In keeping with the trend, the pilot participant had no difficulty finding image sources from the "Getting Started page," though they had a slightly different search topic.

2. Can users find information about scanning resources at Duke?

3 out of 6 users were able to discover the location of scanners by using the "Scanning Recommendations" tab on the side navigation box on the guide. 1 of 6 users went to the "Scanning Recommendations" tab twice, after failing to notice the locations on their first visit. Similarly, 1 participant visited the same page and was unable to find location information. 2 of 6 participants mistakenly visited the "Maps" page in search of scanner locations. Finally, 1 participant found scanner locations by using links from the library's header instead of the Images guide.

Notably, the pilot participant also mistakenly used the "Maps" tab, though they also eventually found location information in the "Scanning Recommendations" page.

3. Can users locate and understand instructions about reverse image searching to find the best quality images of a given work?

While 4 of 6 participants were able to find better quality images of the picture they were given, only 1 successfully completed the task using the reverse search options in the Images guide. Interestingly, 3 of 6 users did find the reverse image search options, but all three had difficulty with Google's interface, which does not make it clear how to enact reverse image searching. 1 user used TinEye instead, which produced the only successful reverse search result. Users who found a better image through other means either knew the picture beforehand or used the URL as a clue to the image name.

In contrast to the other participants, the pilot participant was able to enable Google Reverse Image Search and find images successfully.

4. Can users locate and understand information about copyright and fair use?

1 of 6 participants was able to locate information that helped them decide if they could use the image. The user succeeded by using the Lifehacker flow chart. 3 of 6 users interacted with the Copyright and Fair Use tab but, other than the previously mentioned successful user, 2 participants were overwhelmed or confused by what they found in the resources linked to from the Images guide. Notably, 3 of 6 users attempted to find other versions of the image, thinking that they might have clear copyright information attached to them.

Notably, the pilot test participants, who saw a slightly different interface, was able to find an answer by consulting the Lifehacker page. That said, this participant seemed slightly confused about the graphic.

5. What do users like about the new Images guide?

Users reported that they liked the link text (3 of 6) and the left-hand side navigation (4 of 6). Other users expressed satisfaction with similar aspects of the page, like the “Getting Started” page (2 of 6) and the general layout (2 of 6).

6. What do users dislike about the new Images guide.

It was difficult to discern any trends based on user feedback. However, three participants reported disliking things that relate to text and readability. In more detail, one participant had difficulty with the amount of text as a non-native English speaker, another did not like how hard it was to find scanning information, and the pilot participant commented that some text was small and dense.

Appendix A: Usability Test Script

DUL usability test: Images Research Guide

Thank you for agreeing to take part in this study.

We're trying to improve our images research guide and are interested in learning more about how users interact with the page.

I will be asking you to complete a couple of tasks involving finding images and information in our Images Guide. Keep in mind that there are no right or wrong answers and that we're testing a tool — not you.

Okay, first some general questions:

- a) 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?

- b) Have you ever used the Images research guide? [point to screen, URL:

guides.duke.edu/images]

- a. If yes, would you say that you use this page every day, every week, every month, or less often?
- b. If no, have you ever used a research guide like this one, created by a librarian at Duke for a course or a broad research area?
- c. If yes, how frequently would you say use research guides similar to this one?

Now I'd like for you to complete three short tasks using this guide [point to guide, and include URL in script for future reference]. It would be really helpful if you can 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

Your professor [or "colleague" if testing with a non-student] has asked you to locate historical French paintings for a research project. Using this guide [point to test Images guide], show me how you would find an historical image for your paper or project.

TASK TWO

You have a picture in a book that you would like to scan. Where is the closest place that you could find a scanner you can use?

TASK THREE

[<http://www.webexhibits.org/colorart/i/gogh-night-cafe-arles-1888-.jpg>]

You have a low quality image of the painting that you found on the internet. How would you find a better version of the image so that you can use it in your paper? (If they use Google, prompt them to use guide)

TASK FOUR

[https://books.google.com/books?id=fVNB3R-XOI4C&printsec=frontcover&dq=abraham+lincoln+biography&hl=en&sa=X&sqi=2&ved=0ahUK EwjCk-HT_o7OAhWI2SYKHeD5BbkQ6AEIHDA#v=onepage&q&f=false]

You found this photograph of Abraham Lincoln [point to image] in a digitized book and you would like to learn more about its copyright status to see if you can use it yourself. Using this guide, show me how you would learn more about its copyright and your ability to use it.

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 two things do you like most about this guide?
2. What two things do you like least about this guide?
3. Is there anything else you'd like to tell us about your experience using this search page?

Appendix B: Participant Notes from August 1, 2016 testing of Images Guide

Participant 1:

- Affiliation: Undergraduate. A senior biology major
- Guide usage: Have never used images guide. Used other guides my first year at Duke.

Task One:

- Read through the Getting Started page
- Moused over the AP Images link
- Scrolled down the page
- Clicked on the ArtStor link because it says "Art"
- Search ArtStor by search phrase and clicked on a result

Task Two:

- Scrolled down the Getting Started page
- Moused over menu links
- Clicked "Scanning Recommendations" menu link
- Read information and noted that this is about "how" to scan, but did not see information about where scanners are located
- Clicked on "Maps" menu link, but noted that the information on the Maps page was not related to Duke

Task Three:

- Scrolled down Getting Started page
- Saw information about Google Reverse image search and clicked link
- Switched to tab displaying image and copied URL
- Pasted in search box on Google Image search, but did not expand to get "reverse" search box.
- Switched guide page
- Clicked TinEye link
- Pasted link in TinEye search box

Task Four:

- Clicked on "Copyright and Fair Use" menu link
- Clicked on link for Lifehacker fair use chart

Post Test

- Liked: Informational text with each link in guide was helpful. The side navigation was helpful. Guide felt easy to use.
- Didn't like: Couldn't see information about where scanners are located

Participant 2:

- Affiliation: High school student attending Duke Summer Academy
- Guide usage: Has not used guides before

Task One:

- Scrolled through the Getting started page
- Clicked on ArtStor link
- Searched ArtStor by search phrase and clicked on result

Task Two:

- Looked at left navigation links
- Scrolled content on Getting Started page
- Clicked "Scanning Recommendations" link in left navigation
- Browsed page and read information on page

Task Three:

- Scrolled content on Getting Started page
- Clicked Google Reverse image search link
- Switched to image tab and copied URL
- Switched to Google tab and pasted URL into Google Image search, but did not expand to get "reverse" search box

Task Four:

- Clicked "Copyright and Fair Use" link

- Read page
- Clicked ALA "Fair Use Evaluator" link
- Seemed overwhelmed by ALA evaluator tool
- Switched back to guide and clicked "What is Scholarly Image" link in left navigation
- Read content of Scholarly Image page
- Clicked "Publishing Images" link in left navigation
- Read content of Publishing Images page
- Returned to Copyright and Fair Use page and read content again

Post Test:

- Liked: Thought the link and text on the Getting Started page were helpful and liked the side navigation. Seems like a useful guide and could see himself using the guide if doing research
- Didn't like: Nothing.

Participant 3:

- Affiliation: Duke Alumna with a Ph.D. in French
- Guide usage: Has not used images guide, but did use a variety of other guides when teaching at Duke

Task One:

- Read Getting Started page
- Clicked on ArtStor link because she had previously used ArtStor
- Search ArtStor by search phrase and clicked on a result

Task Two:

- Looked at side navigation
- Clicked on "Scanning Recommendations" link
- Read page content and found related content

Task Three:

- Viewed content on Getting Started page
- Clicked ArtStor link
- Searched by name of artist and painting and clicked on result

Task Four:

- Read the getting started page, but said she wasn't sure where to start
- Clicked on the "Publishing Images" side navigation link
- Quickly went back to the Getting Started page
- Said she might try an Internet Archive search because an older image might be out of copyright. Started a search via Internet Archive
- Went back to the Getting Started page and clicked on the "AP Images" link
- Searched AP Images by search phrase.
- Said she was trying to find a copy of the image from this task

Post-test:

- Like: Liked the tools linked to on the Getting Started page and said these were the tools she would be likely to use and that it was good to see them in one list. She thought that the side navigation was helpful
- Didn't like: Did not like task four and said she would normally just Google an image like that on her own without using the guide

Participant 4:

- Affiliation: Undergraduate Chemistry major
- Guide usage: had never used the images guide or any of our guides, but had heard of our guides.

Task One:

- Browsed the Getting Started page
- Clicked on the ArtStor link
- Searched by search term phrase and clicked result

Task Two:

- Browsed the Getting Started page
- Clicked on the "Scanning Recommendations" link in the side navigation
- Said they didn't see anyplace where it says where to find a scanner
- Clicked on "Maps" link in side navigation hoping to find a campus map to help find a where a scanner is located
- Said they would normally not use a guide to find a scanner, but would probably do a Google search
- Clicked back to "Scanning Recommendations" and eventually saw location information

Task Three:

- Scrolled down Getting Started page
- Clicked on Google Reverse Image search link
- Pasted URL of image into Google Image search, but did not expand to get "reverse" search box
- Did not like results
- Typed name of painting into Google Search box and was happier with these results
- Said they were not sure technology was ready to search by the image itself

Task Four:

- Clicked the "Copyright and Fair Use" link in the side navigation
- Read page content and clicked the Cornell link
- Read information on Cornell site
- Said that if they were really unsure that they would ask a librarian or their professor

Post-test:

- Like: The guide seems easy to read and navigate. The spacing and structure of guide content makes it easy to skim the content. The side navigation seems straightforward.
- Didn't like: Had never heard of guides before. Thought it would be easier to ask librarian about images than using this guide. Would want to talk to someone tech savvy in working with images.

Participant 5:

- Affiliation: Visiting Researcher from another University
- Guide usage: had never used the images guide, but had used other guides at another university.

Task One:

- Browsed Getting Started page
- Clicked the ArtStor link
- Searched ArtStor by search phrase and selected a result

Task Two:

- Browsed the Getting Started page

- Clicked the "Scanning Recommendations" link
- Browsed the Scanning Recommendations link and focused on the more help section. Hovered over the Multimedia Project Studio link but did not click; hesitated
- Went back to the Getting Started page
- Clicked on the "Research Support" drop-down menu in the masthead
- Clicked on the "Data Consulting" link on the Research Support menu
- Scrolled to the bottom of the "Data Consulting" page and said they would click on the "Services for Faculty & Instructors" in the footer

Task Three:

- Said that they would probably go to Google first.
- Within the guide they would go to the Getting Started page and click on the ArtStor link
- Searched ArtStor by search phrase and clicked on a result
- Said that they thought ArtStor would be more helpful if they indicated clearly where a painting is from

Task Four:

- Clicked on side navigation link for "Copyright and Fair Use" but said that he also thought about clicking the "Scholarly Image" link
- Clicked on link to chart at Cornell
- Said that they would consider taking a screen shot of the image and using TinEye to find a similar or the same image

Post-test:

- Liked: Thought the information was clearly laid out

Participant 6:

- Affiliation: Visiting Scholar in Political Science
- Guide usage: have not used images guide, but have used other guides

Task One:

- Used the search box in the masthead
- Viewed results on the Bento results page
- Clicked to view a specific book in the Endeca Catalog

Task Two:

- Clicked the "Using the Library" menu link
- Clicked the "Computers, Printers, Scanners" link on the using the library portal page
- Read the page content on the computers, printers, scanners page until she found information about scanner locations

Task Three:

- Clicked the "Search & Find" menu link
- Clicked the "Images" link on the Search & Find portal page
- Browsed the Images guide
- We directed her back to the test version of the images guide
- She clicked the "Duke Digital Collections" link
- She searched by search term by name of the painting

Task Four:

- Looked at Getting Started page
- Clicked the "AP Images" link
- Searched "AP Images" link by search phrase trying to find a copy of this image

Post-Test:

- Liked: Liked using site to find Books and Articles, liked that Bento results display these in different columns. Thought the layout of the guide was simple and clear. Although she liked the guide, she said she didn't know how to use it to find images.
- Didn't like: Didn't like having so much text on guide page. Didn't like reading from left to right (not a native to English language). Thought would be easier to use this if more images.

Pilot Participant: July 29

- Affiliation: Undergraduate student. A rising senior who works at the Library Service Desk.
- Guide Usage: She remembers using a few guides in her first year such as a Chemistry Guide. She has never used the images guide.

Task One:

- She looked at the General Resources section of the Getting Started page.
- She clicked on the "AP Images" link
- She searched with AP Images and selected an image

Task Two:

- Returned to the Guide's Getting Started page
- She moused over the menu
- She clicked on the "Maps" menu link
- She clicked on the "Scanning Recommendations" link
- She read through the "Scanners at Duke" content

Task Three:

- Returned to the Guide's Getting Started page
- Scrolled down the Getting Started page
- Read about Google reverse image search
- Was somewhat confused by the Google Image Search page, but then realized she could click the camera icon to expand her options
- She pasted the image URL into the box and browse through results until she found a larger version of the image
- She said that although she hadn't used the guide before, she was now seeing how it could be helpful

Task Four:

- Returned to the Guide's Getting Started page
- Read descriptions beneath various links on the Getting Started page
- Looked at menu links
- Clicked "Copyright and Fair Use" menu link
- Quickly scrolled past the first paragraph
- Read the bullet points
- Clicked the link for the "Lifehacker" image use chart
- Read a bit on the Lifehacker page before clicking the infographic
- Seemed a bit unsure of where to start within the Lifehacker infographic
- Returned to Copyright page within guide
- Read the top paragraph within the guide
- I thought I heard a faint "Grr" sound as she read the page
- returned to the infographic
- Eventually found information within the infographic that answered her question

Post test:

- Liked: She liked the menu, but said it did not call to her, she noticed it after seeing the page content. She liked the way the menu is organized. She likes the boxes of content and how that separates the content into less intimidating sections. She thought the sentences below the links were pithy and helpful. She likes the Getting Started page. She said she thought the guide was tailored to student needs. She said the guide seems like something to use in addition to Google when working on something scholarly.
- Didn't like: She wasn't sure why Lee's photo was there. Thought it was strange to see a clock image at the top and then a random guy's image on the side. She did not think it was clear as to why Lee's image was on the page. The font as presented on a small laptop screen seemed small

Changes made to the guide after the pilot:

- The box with Lee's photo and contact information was labeled, "Ask an Image Specialist"
- The box with the reverse Google image search was renamed and the content was updated
- Content on the Copyright page was updated to move the bullet points higher on the page and the paragraph about copyright law was moved lower on the page.