

Usability Test Report: eBooks

Summary

Emily Daly and Ian Sloat conducted usability testing on the functionality of the eBooks . The test was conducted at the temporary main entrance of Perkins library on June 16, 2014 from 12:00pm - 1:30pm. A pilot was conducted with a student assistant on June 13th. The test consisted of background questions, three tasks and four post-test questions and lasted approximately 10 minutes. See Appendix for test script.

Participants

Six individuals (excluding our pilot participant) completed this test. Participants included three graduate students, two undergraduate students and one staff member representing the following departments: women's studies, classics, biology, mechanical engineering, physics and OIT.

Key Findings

1. Users almost always use the default tab in a search box, either from the Libraries homepage or on the eBooks portal page.
2. Only one participant appeared to notice and then click on the OverDrive link on the eBooks page (note that our pilot participant also noticed this link to popular eBooks).
3. All participants expressed confusion over the differences between the 'Duke only' and 'All eBooks' tabbed options on the eBooks page, and several participants failed to notice both options. Only one participant understood that 'All eBooks' includes freely available content "like books from Google Books."
4. No one clicked the eBooks link on the Libraries homepage.
5. Several participants mentioned the difficulties in downloading eBooks, acknowledging the differences across publishers' platforms and that their difficulty finding the link to download eBooks. One participant mentioned the need to "think critically" about how to download content when presented with an unfamiliar eBook platform.

Recommendations to Consider

1. Change the names of the tabs on the eBooks page. Only one of six participants understood that 'All eBooks' includes freely available content, and this participant still expressed confusion and uncertainty over the differences. Possibilities based on participants' suggestions: 'Duke eBooks (net ID required)' and 'All eBooks (freely available and selected eBooks)' (I realize these may be need to be shortened...).
2. Change the order of the tabs to preference the search option that produces more results (i.e. 'All eBooks'). Two participants noted that it would make more sense to start broadly and then narrow to selected Duke-only titles.

3. Incorporate a more prominent visual break between the search options on the eBooks page to help researchers understand that they have two different options for finding eBooks.
4. Reduce the two tabs to one eBooks tab and implement radio buttons employed on the Lilly, Music and Rubenstein sites (e.g. 'Duke only (net ID required)' and 'All eBooks (freely available and selected titles)').
5. Redesign slightly the OverDrive section of the eBooks webpage; incorporate a call to action (e.g. "Download popular eBooks to your device") into the heading of the box.

Results

Task One: eBook

Task one required participants to think of a book they are interested in reading or a topic they want to learn more about and use the Duke Library homepage to see if they can find the title or a book on this topic available electronically (as an eBook).

No. participants	Path to find eBook
1	Used default search on Libraries homepage and then used left side facets in results to narrow results to books and looked for electronic resources.
1	Used default search on Libraries homepage to look for a specific title. Found title on a Duke Kindle and said she would request the Kindle.
1	Used default search on Libraries homepage to look for an author. Browsed the results for an electronic resource.
1	Went to advanced search and used the 'words anywhere' search. Tried to refine search results but could not find a way to refine to search for eBooks.
2	Used default search on Libraries homepage and searched by subject. Scrolled until they found an electronic title and then downloaded the specific chapters they wanted.

Task Two: eBooks for personal tablet/iPad/Kindle

Task two required participants to search for eBooks they could upload to their own kindle/iPad/tablet/ereader for a hypothetical vacation abroad.

No. participants	Path to find eBook
1	Used Advanced Search to look for a travel guide to Poland. Refined his search to search by format for eBooks and was unsuccessful in his search. Said he would probably just go to the travel section in the stacks and get a physical book.
1	Used default search on Libraries homepage to search by keyword and looked for electronic resources in the results. If she had any trouble, said she would ask a librarian for help (in person, not online).
1	Used default search on Libraries homepage to search by author. Browsed results for electronic resources.
1	Used default search on Libraries homepage and did not find results she was looking for. Attempted to go back by clicking 'Search & find' from the breadcrumbs. Found 'eBooks' page and searched from there. There was confusion about which search tab to use, but she chose the 'All Books' tab.
2	Used default search on Libraries homepage to search by subject. Looked for an electronic

	resource and would then download the item to their laptop. One user said he would then transfer the item to his tablet.
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Task Three: Using the eBooks page

Part a – Use the eBooks page to search for a book of interest.

No. participants	
3	Used default search to look for a book. Found an electronic result of interest and used 'get it @duke' to access item.
1	Used default search to search by author. Found that when he tried to refine his search, he was taken out of the eBooks scoped page and back to a general catalog search.
1	Found the eBooks page on her own; selected 'All eBooks' tab and searched for by topic for an eBook to download.

Part b – Use this page to find a book to download to your e-reader to read for fun on vacation

No. participants	
1	Used the default search to find a book he was looking for on a Kindle and would request that and borrow it for his trip.
1	Saw the OverDrive link on the side of the page and used that to begin search for books.
1	Assumes Duke Libraries does not have any fun books and would not use Duke Libraries to find an entertainment book for a vacation.
1	Used 'All eBooks' tab to search for books based on her positive experience with the previous task
1	Would do the same he did before – use the default search to locate eBooks

Part c – You're having trouble downloading an eBook. Find tips or help

No. participants	
3	Would use the ask a librarian chat feature to ask for help
1	Would give up. Has had previous difficulty with ebrary, and that has made him quit when he comes to the ebrary screen.
1	Saw the 'Contact your subject librarian' link and would use that. When asked, said he has only ever asked for help in person in the library.

Part d – Describe the differences between the two tabs on the ebooks page

No. participants	
1	Initially thought the 'All eBooks' tab would lead to requesting books and force them to wait for access. After using the site, they would now use the 'All eBooks' search from now on.
1	Thought 'All eBooks' would also include books from other libraries (such as ILL or TRLN)
1	Thought the default tab would produce results you could only download to a Duke-owned e-reader.
1	Did not see a second search option on this page. Thought they were using the All eBooks search because the blue highlighting of the Duke Only option made it blend in with the search box. Thought 'All eBooks' would search WorldCat and make available items from

	other libraries.
1	Found the dropdown menu to switch to title or author from keyword but did not notice the 'All eBooks' search. When it was pointed out, he thought 'All eBooks' would give access to eBooks from nearby libraries.
1	Found the dropdown menu to switch to title or author from keyword but did not notice the All eBooks tab. When the tab was pointed out, they thought the All eBooks tab would provide more content, such as items from Google Books.

Post Test Interview

What did you find helpful or effective about searching for eBooks through the Duke Libraries website?

- The All eBooks search bar is good, there are a lot of results there
- The eBooks page is very helpful
- Really likes the 'Refine your search' facets on the left side of the screen
- Likes the clarity of the 'get it @ duke' and 'full text online' links
- It is the only way to find eBooks since shelf reading is not possible
- The website is quite efficient

What did you find confusing or difficult to do?

- You can find eBooks from the default search on the Libraries homepage – why bother going to the eBooks page?
- Refining results to electronic resources from the catalog search can be difficult, so the eBooks page can be beneficial
- Opening some eBooks can be difficult. Every publisher is different, and that can be hard.
- Navigating ebrary is very difficult.
- Difficult to find the download link after finding the book you are looking for. Every website is different.
- You can sometimes get too much information and it is hard to find what you are actually looking for – especially in a keyword search.

If you could improve one thing about searching for eBooks through the Duke Libraries website, what would you improve?

- The different ways you can request an item is confusing – 'request this title' vs 'get it @ Duke.' One button to do it all would be less confusing.
- Wants the steps to create an eBook account to pop up after I select a title.
- Wants to be able to search specifically by eBooks that can be printed because I want to be able to print the eBooks and read them on paper. I only use eBooks when print copies are not available.
- Change the names of the tabs on the eBooks page; they're confusing.
- Wants to get rid of conference proceedings in search results and would like more options to narrow results

Is there anything else you would like to tell us about your experience using the eBooks page?

- Will read more eBooks when off campus now that I understand how it works.
- The website is pretty good most of the time.
- eBooks are nice because the Library cannot afford paper copies of all the books they need.
- "So far, so good"

Appendix: DUL usability test script - eBooks

Thank you for agreeing to take part in this study.

We are trying to improve access to eBooks and so are testing the effectiveness of the Libraries' website for finding eBooks.

First, I will ask you some background questions, and then I will ask you to complete three tasks involving finding eBooks through Duke Libraries. 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:

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?
 - c. If you are a grad student or faculty or staff member, what department are you in?
2. Have you ever searched for a book in the catalog and found and read an eBook version?
 - a. If yes, would you say you find and read eBooks through Duke Libraries every day, every week, every month, once a semester, or less often?
3. Have you ever downloaded an eBook from the Duke Libraries website to a phone, Kindle, ipad or other tablet device?
 - a. If yes, would you say you download eBooks from Duke Libraries every day, every week, every month, once a semester, or less often?

Now I'd like for you to complete three short tasks related to finding eBooks. 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

Think of a book you'd like to read or a topic you're interested in learning more about.

Use the Duke Libraries site to see if we have this title or a book on this topic available electronically (as an eBook).

TASK TWO

You are going to be traveling abroad in a few weeks and would like to load some eBooks from Duke Libraries onto your iPad, Kindle or other tablet device.

Use the Libraries site to search for an eBook to download to your device.

TASK THREE

[If user has not yet gotten to this page, <http://library.duke.edu/find/ebooks>, direct participant to it now]

- a. Now, use this page to search for an eBook on a topic you're interested in. [Skip to 'b' or 'c' if participant has already searched for an eBook using both the tabs and 'Popular eBooks for your device' sections of this page.]
- b. You'd like to find a book to download to your Kindle and read on your vacation. Use this page to find a book you may download and read for fun.

- c. You're having trouble downloading an eBook to your laptop, eReader, or tablet. Find tips or help for accessing eBooks.
- d. Describe the differences between these two tabs on <http://library.duke.edu/find/ebooks> [point to two search tabs, 'eBooks (Duke only)' and 'All eBooks']. When would you use each tab?

POST-TEST INTERVIEW

- 1. What did you find helpful or effective about searching for eBooks through the Duke Libraries website?
- 2. What did you find confusing or difficult to do?
- 3. If you could improve one thing about searching for eBooks through the Duke Libraries website, what would you improve? (time permitting)
- 4. Is there anything else you would like to tell us about your experience using the eBooks page?