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SFX Label & Options Menu - Guerilla Test of SFX Label (round 1)

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Project Cover Sheet

Project	SFX Label & Options Menu <i>Guerilla Test of SFX Label (round 1)</i> SFX is a tool provided by the University Library that creates shortcuts to the full-text of online articles, as well as links to other Library services. When searching in many of the University Library databases, there will be an SFX button or link that connects to a menu of options.
Committee & Members	Usability Working Group Kat Hagedorn (chair), Suzanne Chapman, Karen Downing, Suzanne Gray, Anne Karle-Zenith, Shana Kimball, Jennifer Nardine, Gurpreet Rana, Robert Tolliver Kavitha Reddy (student intern)
Report Info	Report Author(s): Kavitha Reddy Contact Information: ul-usability@umich.edu Report Date: August 2006; Last Revised: December 2006 Date Submitted to PARC: not submitted
Objectives	The goal for this test was to determine label terminology that best fits the user's understanding of the service in preparation of redesigning the button.
Methodology	Method – Informal “Guerilla” User Tests 8 participants Dates of study: July 2006
Results & Analysis	Results were inconclusive. Given 7 alternate label options to choose from, each received 1 vote (one received 2 votes).
Recommendations	Since the results of this test were inconclusive, this test should be revised and re-run. The SFX service should be explained in further detail and visual examples of alternate buttons labels in context will help the participants better visualize the new options.

Introduction

Since the current SFX button does not contain any language indicating its purpose, a new design will be made. A quick “guerilla” usability test was run in July 2006 as an experiment in informal testing and as a sort of “test of the test.” The goal of this test was to determine what terminology best fits users’ understanding of the SFX service.



Current SFX button

Methodology

Participants were recruited on the 1st and 3rd floors of the Undergraduate Library and the 2nd floor of the Graduate Library. Of the 12 people approached, 8 agreed to participate, 3 declined, and 1 decided not to participate because he wasn't sure if he could stay long enough. The whole process took an hour and a half. *See Appendix A for test script.*

Results

Results of the test are somewhat inconclusive. For example, question 1b asks the participants to choose from a list of 7 terms. Each term received one vote (with one term receiving 2 votes) – this is hardly a consensus. The rest of the results were just as varied.

It seems there is still confusion about exactly what services the descriptions are referring to. In fact, the faculty member tested required clarification about both. The confusion may be partly due to the trouble many users have in understanding what databases/indexes are and how they work (for example, why PsycINFO would provide all of the information about an article except its content). Refining the descriptions and providing visual examples may help to provide much needed context. Another contributing factor may be the way the tests were conducted. While allowing the participants to read the descriptions helped, some seemed to feel pressure to complete the test quickly. Consequently, they may have just skimmed the descriptions without really understanding them.

Full results can be found in Appendix B.

Recommendations (for improving the test)

- **Further clarify the descriptions for the services:**
 - The Library has an online tool that provides links to the complete text of articles. For example, you are looking for some articles on a topic (let's say depression in children) and search in a library database (let's say PsycINFO) where you find an article you want. Some databases, including PsycINFO, only tell you that an article exists without providing the complete text. If the library has the content of that article online in some other location, this service will lead you to it. What would you call this tool?
 - We have a group of online services that you can use to:
 - Have books, articles and other items sent from any one of the libraries at UofM to another of your choice
 - Obtain items from another university's library
 - Place a hold or ask for a recall on items that are currently checked out

- **If that doesn't help, consider changing the test so that the questions asking them to come up with names are no longer separate. Instead, show them the lists immediately after they read the descriptions and then ask if they would choose from those options or come up with one of their own.** As you can see, few participants were able to come up with names on their own. Even those that did, however, ultimately preferred one from the list. Moreover, several people became anxious at their inability to think of an answer. Finally, it seemed in some cases that seeing the list helped clarify what was being described.
- **The issue of the way the tests are conducted is more difficult.** Formally scheduling tests doesn't seem practical or worthwhile considering the project's time constraints and the length of the test. Just telling participants they can take their time might help. Another possibility is to post the questions as a survey. This would, of course, also provide more data to work with and hopefully more conclusive results. Unfortunately, the last survey showed that the respondents did not represent the University population very well. Specifically, no undergraduate students took the survey. The ideal solution may be to do a survey as well as guerilla testing to get feedback from users that would otherwise not be heard from.

Appendix A: Test script

(1) The Library has an online tool that provides links to the full text of articles. What would you call this online tool?

(a) [Let them come up with a name for the service.]

(b) How about this list? Of the names listed and your name, which do you think would be best?

Find It
Full Text
Find Text
Citation Linker
Find It Now
Availability at UMichigan
Online Full Text

c) In some cases, we use a small button with limited room for text to identify this tool. What short label or symbol would you use to identify a button that links to this service?

(2) We have a number of online services that you can use to request books, articles and other items from other libraries at UofM, from another institution's libraries, or items that are currently checked out. What would you call this group of services?

(a) [Let them come up with a label.]

(b) How about this list? Of the names listed and your name, which do you think would be best?

Trip Saver
Time Saver
Get This
Document Delivery/Interlibrary Loan
Request This
Place Request
Order This
Order It
Get It
Document Delivery

c) In some cases, we use a small button with limited room for text to identify this tool. What short label would you use to identify a button that links to this service?

(3) Do you think the two services we've described should be called the same thing? Or should they be kept separate?

Appendix B: Test results

Note: The results are ordered such that the user who seemed to have the best grasp of the concepts is listed first and the one who seemed the most uncertain is last.

Who?	1a: Name tool	1b: Pick best tool name	1c: Button should have...	2a: Name services	2b: Pick best services name	2c: Button should have...	3: Combine?
Male, 21 Undergrad	Quick Text or Find Text	"Find Text". It has to have 'text' in it or it'll be too general	Find text and an arrow cursor	Share Source	Time Saver. But I'm not sure it that's relevant to the 3 rd bullet item	An image of a little clock with an arrow	No
Female, 30 Grad	Electronic Article	"Online" or "Full Text"	Article. It'll be good to remind me that it's an article I'm looking for rather than a book	Items + Item Status. The 3 rd item seems different from the other 2.	Get This	Get This	No. It's important to keep the physical vs. online stuff distinct
Male, 22 Recent alum	No comment	"Citation Linker"	CL and an arrow	No comment	Interlibrary Loan	ILL and an arrow image	No. Because one is for electronic and the other is for tangible items
Male, 23 Incoming grad student	No comment	"Full Text"	Document icon or Full Text	No comment (But he recognized that we were describing ILL)	Request This	Request This	No
Female, 40s Faculty	UM has it	"Availability at UM"	M symbol	"I use Mirlyn for 1 & 3, and FirstSearch for the 2 nd "	Trip Saver	Trip Saver or image of little feet	Yes
Female, 18 Undergrad	No comment	"Find It Now"	Arrow with a page underneath	No comment	Document Delivery	Image of a book	No. The physical and online things should be kept separate.
Female, 18 Staff	No comment	"Find It"	Image of a magnifying glass	No comment	Document Delivery/Interlibrary Loan	Image of a package going into a mailbox	Yes
Male, 40s Alum	Info	Online Full Text	Online Full Text	#1	Time Saver	Time Saver	Yes