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SFX Label & Options Menu - Guerilla Test of SFX Label (round 2)

Bledsoe, Cora; McCarley, Tonya

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Project Cover Sheet

Project	<p>SFX Label & Options Menu</p> <p><i>Guerilla Test of SFX Label (round 2)</i></p> <p>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.</p>
Committee & Members	<p>Usability Working Group</p> <p>Kat Hagedorn (chair), Suzanne Chapman, Karen Downing, Anne Karle-Zenith, Shana Kimball, Jennifer Nardine, Gurpreet Rana, Robert Tolliver</p> <p>Cora Bledsoe (student intern), Tonya McCarley (student intern)</p>
Report Info	<p>Report Author(s): Cora Bledsoe, Tonya McCarley</p> <p>Contact Information: ul-usability@umich.edu</p> <p>Report Date: December 2006; Last Revised: December 2006</p>
Objectives	<p>Goals were to determine the label terminology that best fit the user's understanding of the SFX service. For this revised test, re-designed graphics for the SFX label were used within the context of a search results page in a popular database.</p>
Methodology	<p>Method – Informal “Guerilla” User Tests</p> <p>8 participants for Test 1; 30 participants for Test 2</p> <p>Dates of study: October 2006</p>
Results & Analysis	<p>Test 1 revealed that users do not have a preference between a “Find It @ UM” or “Get It @ UM” label; either label will work.</p> <p>Test 2 revealed the new labeling and design of the “Find It @ UM” button is a success.</p>
Recommendations	<p>Employ a new SFX button using “Find It @ UM”, “Get It @ UM”, or “Full-Text @ UM” and a design resembling the one used in the Test 2 mockup.</p>

Introduction

Since the current SFX button does not have any language indicating its purpose, a new design will be made. The goal of this test is to determine what terminology best fits users' understanding of the SFX service. The previous Guerilla test conducted in July 2006 produced inconclusive results but lessons learned about the methodology were taken into account when this test was designed. Two quick "guerilla" usability tests were run in October 2006. The first test examined the potential vocabulary used to describe the SFX service. It also presented users with three button design options. The second test used the results of the first test in the context of a database search result.



Current SFX button

Test 1

The first test was a short survey. The test was conducted by the Library's Usability Working Group members during their shifts at the reference desk. Users were asked to participate after the reference interaction was completed and if it was clear that the patron was already familiar with the SFX service (or had just been shown how to use it). The test had two questions. The first question concerned the text used on the button. The goal was to determine which phrase would be the most intuitive for a user. The user was then asked to select a button design preference based on visual appeal.

Question 1 results: Preferred Label Term

Find It @ UM	3
Availability @ UM	0
Get It @ UM	3
Online @ UM	2

Question 2 results: Preferred Label Design

Design 1		7
Design 2		1
Design 3		0

Test 2

We replaced the current SFX button with the new "Find It @ UM" button, in mockups of five databases. The new button was used in the search results from five databases: CSA, PsychInfo, ERIC, Web of Knowledge, and PubMed. *See Appendix A for example mockup.* Users were approached at random in the Duderstadt Center, Taubman Medical Library, Hatcher Graduate Library, and the Shapiro Undergraduate Library. A paper color mockup of one of the five databases was presented to each user who was then asked what they would click to retrieve a specific article. *See Appendix B for the test script.* Thirty individuals participated in the study.



Results:

Find It @ UM	10
Title Hyperlink	10
Search Mirlyn	2
Author Hyperlink	2
Journal Name	2
Availability @ UM	1
Get This Item Hyperlink	1
HTML Full Text Hyperlink	1
Preview/Index Tab	1

Users were asked two follow up questions after completing the first task. The first question asked if “Find It @ UM” was the correct label for the button or if they would prefer something else. If the user indicated “Find It @ UM” was not intuitive for them, they were shown a list of possible alternatives with the instruction that they were not limited to those options. The alternatives shown were Availability @UM, Get It @ UM, Online @ UM, and Full-Text @ UM. The second question asked the user if the current placement of the “Find It @ UM” made it easy to locate. “Current placement” was defined by the location of the current SFX button.

Optional Follow Up Questions (not all participants elected to answer)

Question 1 Results: Alternative Label

Full-Text @ UM	11
Get It @ UM	4
Read the Article	1

Question 2 Results: Button Location

Top of Search	9
Bottom corner of search	1
Indifferent	1

Conclusions

The findings of Test 1 revealed that users do not have a preference between a “Find It @ UM” or “Get It @ UM” label; either label will work. Test 2 revealed the new labeling and design of the “Find It @ UM” button is a success. In addition, 10 out of 30 users selected the title hyperlink as the correct path to the article; this is possibly a reflection of users’ experience with search engines such as Google. In both cases, clicking on the title hyperlink or the “Find It @ UM” button is a success because it takes the user to the article. Although the title hyperlink requires more clicks, it eventually will get the user to the SFX button. Test 2 also revealed “Full Text @ UM” is a viable alternate to “Find It @ UM”. Eleven out of the 16 users who opted to answer question 1 selected “Full Text @ UM” as an alternative label. When asked about the position of the button, 9 out of 11 users who answered the question would prefer the button to be located near the top of the search result near the title.

Appendix A: Mockup of Proquest search results page using new SFX buttons

ProQuest

Basic Advanced Topics Publications My Research 0 marked items

51 documents found for: depression children ► Refine Search | Set Up Alert

All sources Scholarly Journals Magazines Trade Publications Newspapers Dissertations

Mark all 0 marked items: Email / Cite / Export

Sort results by: Most recent first ▾

Show only full text

Interface language: English ▾

Help

1. **Omega-3 Treatment of Childhood Depression: A Controlled, Double-Blind Pilot Study**
Hanah Nemets, Boris Nemets, Alan Aptek, Zivra Bracha, R H Belmaker. *The American Journal of Psychiatry*. Washington: Jun 2006. Vol. 163, Iss. 6; p. 1098 (3 pages) Full Text

Text+Graphics Abstract

2. **Children's coping with peer rejection: the role of depressive symptoms, social competence, and gender**
Albert Reijntjes, Heddy Stegge, Mark Meerum Terwogt. *Infant and Child Development*. Chichester: Jan/Feb 2006. Vol. 15, Iss. 1; p. 89 Full Text

Full text Abstract

3. **Dr. Gloria: Depression in children and teens**
Walton, Gloria. *New Pittsburgh Courier (CITY Edition)*. Pittsburgh, Pa.: Apr 6-Apr 10, 2005. Vol. 96, Iss. 16; p. B3 Full Text

Full text Abstract

4. **Child Behavior Problems and Maternal Symptoms of Depression: A Mediational Model**
Mara A Gartstein, Lisa Sreeber. *Journal of Child and Adolescent Psychiatric Nursing*. Philadelphia: Oct-Dec 2004. Vol. 17, Iss. 4; p. 141 (10 pages) Full Text

Text+Graphics Full Text PDF Abstract

5. **CLINICAL REVIEW: Depression: children and adolescents**
Anne Thompson. *GP*. London: May 31, 2004; p. 37 (2 pages) Full Text

Full text Abstract

6. **Magellan Health Services: Behavioral MCOPromotes early diagnosis, treatment of childhood depression**
BioTech Week. Atlanta: May 19, 2004. p. 310 Full Text

Full text Abstract

7. **A Cloud Over Antidepressants: Do some popular drugs cause suicidal behavior in teens?**
CAROL MARIE CROPPER. *Business Week*. New York: Apr 26, 2004. p. 112 Full Text

Full text Abstract

Appendix B: Test 2 Script

Greeting the participant

Good afternoon. My name is Tonya and I am a student working with the Library Usability Group. Would you be willing to participate in a brief study of a library website? This study will only take five minutes. (yes or no)

Pre-test procedures

The following introduction will be read to all participants before starting the test session.

Thank you for participating in this study. Today, we will be looking at the icons on a library search result page. We are interested in your opinion. Your feedback is greatly appreciated, because it helps us understand how to improve this feature in the future.

I do want you to remember a few things as we begin the study:

- I want to emphasize that we are not testing you or your abilities – we are testing the icons. We are here to learn from your experience.
- We are interested in your feedback.
- I want you to feel free to comment about anything, such as the content, the terminology or name of things on the screen, the graphics, the colors, and the layout.
- Finally, you should know that you can let me know if you begin to feel uncomfortable during this study and wish to stop. You may leave at any time.

Do you have any questions before we begin?

Introduction

During the next five minutes we would like you to do one activity. First, however I would like you to tell me what your affiliation is with the University.

Task Completion

Imagine you need a research article to complete a paper. You have searched for _____ in the database. Here are the results. (show page). You would like to see the _____ article. What would you click to obtain the entire article? Remember that there are no right or wrong answers, and that this is not a test of your abilities.

Stop after 2 minutes (researchers record participant's activities and selections)