2008-11

VuFind - Login Guerilla Test

Desai, Shevon; Fulmer, David

http://hdl.handle.net/2027.42/106794
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<td>1</td>
<td>Graduate Student</td>
<td>Y</td>
<td>D</td>
<td>Login</td>
<td>G</td>
<td>Continue without login</td>
<td>I just want to see the results, get where I'm going sooner. It would take extra time to log in.</td>
<td>I</td>
<td>Continue without login</td>
<td>To get the one thing. Since the intention is to see one thing and she's not logging in to do a bunch of stuff.</td>
<td>H</td>
<td>Continue without login</td>
<td>Same as before. If he can get to it the recommended book without logging in he won't login. Time issue. He prefers not to unless he has to initially.</td>
<td>D</td>
</tr>
<tr>
<td>2</td>
<td>Graduate Student</td>
<td>Y</td>
<td>E</td>
<td>Login</td>
<td>I</td>
<td>Continue without login</td>
<td>Because it's easier if he's working to login now to continue working. It's easier not to take</td>
<td>J</td>
<td>Continue without login</td>
<td>If you have to login again it would be easier to log in at the beginning.</td>
<td>K</td>
<td>Continue without login</td>
<td>Yes that does if he knows he can do that stuff he'd be more likely to login.</td>
<td>E</td>
</tr>
<tr>
<td>3</td>
<td>Graduate Student who worked in the Library</td>
<td>Y</td>
<td>D</td>
<td>Login</td>
<td>G</td>
<td>Login</td>
<td>She's used it (library catalog) in the past. It lists her see articles without logging in later.</td>
<td>H</td>
<td>Continue without login</td>
<td>Because it's just to look at a book. Logging in doesn't seem to be of any use under these circumstances.</td>
<td>I</td>
<td>Continue without login</td>
<td>Same as before. She feels that if she's already logged in, with one click she could save something of interest. If not logged in she would have to do it so later anyway.</td>
<td>I</td>
</tr>
<tr>
<td>4</td>
<td>Undergraduate</td>
<td>Y</td>
<td>E</td>
<td>Login</td>
<td>I</td>
<td>Continue without login</td>
<td>She can see this is not an article he would have to log in to see. She can see this without logging in.</td>
<td>J</td>
<td>Continue without login</td>
<td>Same reason as before she can view it without being logged in.</td>
<td>K</td>
<td>Continue without login</td>
<td>She doesn't know if she's not able to use something without logging in. Same reasons given before. Makes him feel like he can access the stuff. Won't ask him to login again later.</td>
<td>D</td>
</tr>
<tr>
<td>5</td>
<td>Undergraduate</td>
<td>Y</td>
<td>D</td>
<td>Login</td>
<td>G</td>
<td>Login</td>
<td>He would always login if it asked me to on UM sites for the same reasons as before.</td>
<td>H</td>
<td>Continue without login</td>
<td>Same reason as before</td>
<td>I</td>
<td>Continue without login</td>
<td>If he's looking for a book at the library he already knows where it's at (i think this means he sees what he wants below the login, and just wants the shortest path there).</td>
<td>D</td>
</tr>
<tr>
<td>6</td>
<td>Undergraduate</td>
<td>Y</td>
<td>E</td>
<td>Login</td>
<td>I</td>
<td>Continue without login</td>
<td>He first said he would login then that he wouldn't. It depends, if it's like a library he can get his information before logging in he wouldn't. He would prefer not to log in to get information without a commitment. He doesn't like to commit. Apparently this is related to the fact that you have to logout 3 times at UM to logout. He also mentioned not being able to get to his email through the UM login at Wolverine Access.</td>
<td>J</td>
<td>Continue without login</td>
<td>Because he can still get the information he needs without logging in.</td>
<td>K</td>
<td>Continue without login</td>
<td>If he's going to reserve a book, to get a copy of the book (if logging in is required to do those things).</td>
<td>D</td>
</tr>
<tr>
<td>7</td>
<td>Staff</td>
<td>Y</td>
<td>D</td>
<td>Continue without login</td>
<td>G</td>
<td>Continue without login</td>
<td>He chose to continue without login to see if he can get to the book. He wouldn't login. He might be upset if he decided to login later.</td>
<td>H</td>
<td>Continue without login</td>
<td>He would assume all that. If he can see if a book is checked out, he would do. He would like as much information without logging in.</td>
<td>I</td>
<td>Continue without login</td>
<td></td>
<td></td>
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<tr>
<td>Participant #</td>
<td>Status</td>
<td>Do you have a UM login?</td>
<td>Catalog homepage Screen (embossed) (standalone)</td>
<td>Q1 - Login or Continue without login?</td>
<td>Q2 - Why did you decide to choose that option?</td>
<td>Search results Screen (embossed) (standalone)</td>
<td>Q3 - Login or Continue without login?</td>
<td>Q4 - Why did you decide to choose that option?</td>
<td>Recommended book Screen (embossed) (standalone)</td>
<td>Q5 - Login or Continue without login?</td>
<td>Q6 - Why did you decide to choose that option?</td>
<td>Q7 - Does change what you think logging in for?</td>
<td>Q8 - Does that change what you think logging in for?</td>
<td>Q9 - At what point would you prefer to log in among the three papers?</td>
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<tr>
<td>8</td>
<td>Graduate Student and Staff</td>
<td>Y</td>
<td>D</td>
<td>Login</td>
<td>She already has a UM ID, unilname and she's not sure how much information she would get continuing without login.</td>
<td>G</td>
<td>Login</td>
<td>She always logs in. You can get to various sites that you couldn't without logging in.</td>
<td>H</td>
<td>Login</td>
<td>She always logs in. Looking up a book. I feel like I can get more.</td>
<td>I</td>
<td>Continue without login</td>
<td>Speed</td>
</tr>
<tr>
<td>9</td>
<td>Visitor</td>
<td>N</td>
<td>E</td>
<td>Continue without login</td>
<td>Access my account. I usually log in to anything. She didn't choose the other option because it implies you should log in and there will be more chances if you log in.</td>
<td>J</td>
<td>Continue without login</td>
<td>Same reason. &quot;I'd be annoyed if this were the second time.&quot;</td>
<td>I</td>
<td>Continue without login</td>
<td>&quot;There isn't any feature for me.&quot;</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Graduate Student</td>
<td>Y</td>
<td>E</td>
<td>Login</td>
<td>He assumed he was in the library building. &quot;I don't want to log in for each and every time.&quot; He doesn't choose to login for the convenience of access.</td>
<td>J</td>
<td>Continue without login</td>
<td>Same reason. &quot;I had to do other stuff on the site I would log in.&quot;</td>
<td>I</td>
<td>Continue without login</td>
<td>&quot;Save my information. Search history, tailored to me.&quot;</td>
<td>Yes</td>
<td>personalized service</td>
<td>E</td>
</tr>
<tr>
<td>11</td>
<td>Fellow</td>
<td>Y</td>
<td>D</td>
<td>Continue without login</td>
<td>You could say I'm lazy.</td>
<td>G</td>
<td>Continue without login</td>
<td>&quot;If this is my point to find out this information, it's right there, at least I wanted was this call number she wouldn't log in. (Again assuming he's in the Library.) It defeats the purpose of open access within the library. I would have to have access to everything without logging in for each and every thing. At home I would have that extra step.&quot;</td>
<td>H</td>
<td>Continue without login</td>
<td>&quot;Save the results of my search. If I want to review my search, once I search, I would be helpful. After my search it would be helpful to then login and save results.</td>
<td>Yes</td>
<td>I would login</td>
<td>None of the above.</td>
</tr>
<tr>
<td>12</td>
<td>Undergraduate Student Junior</td>
<td>Y</td>
<td>E</td>
<td>Login</td>
<td>Because sometimes if you have an access code the library will get you to the journals without buying them.</td>
<td>J</td>
<td>Login</td>
<td>&quot;So I could see the full text. If I didn't it might not let me see the whole thing.&quot;</td>
<td>I</td>
<td>Login</td>
<td>&quot;Save the results of my search. If I want to review my search, once I search, I would be helpful. After my search it would be helpful to then login and save results.</td>
<td>Yes</td>
<td>I would login</td>
<td>None of the above.</td>
</tr>
<tr>
<td>13</td>
<td>Medical Student</td>
<td>Y</td>
<td>O</td>
<td>Continue without login</td>
<td>&quot;Faster. Easier.&quot;</td>
<td>C</td>
<td>Login</td>
<td>&quot;I'm assuming you'd still be able to get the same results.&quot;</td>
<td>H</td>
<td>Continue without login</td>
<td>&quot;It provided more results. If you could save what you searched, recall for your unilname like Gmail. You searched for this last time. Personalizing your book where this search is.&quot;</td>
<td>Yes</td>
<td>&quot;If I could do these things, it would be nice. I don't think things I was looking to do.&quot;</td>
<td>H</td>
</tr>
<tr>
<td>14</td>
<td>Medical Student</td>
<td>Y</td>
<td>E</td>
<td>Login</td>
<td>&quot;I would assume I'd get better access to stuff.&quot; Electronic resources.</td>
<td>J</td>
<td>Continue without login</td>
<td>&quot;I'd have to call the number, I have how to look for a book. No benefit to logging in.&quot;</td>
<td>I</td>
<td>Continue without login</td>
<td>&quot;I have the call number, I'd find it. I already have the call number. I know how to look for a book. No benefit to logging in.&quot;</td>
<td>Yes</td>
<td>It has some sort of benefit to take 10 seconds to log in.</td>
<td>E</td>
</tr>
</tbody>
</table>

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**Q1 - Login or Continue without login?**
- **Graduate Student and Staff:** Login
- **Visitor:** Continue without login
- **Graduate Student:** Continue without login
- **Fellow:** Continue without login
- **Undergraduate Student Junior:** Login
- **Medical Student:** Continue without login
- **Medical Student:** Login

**Q2 - Why did you decide to choose that option?**
- **Graduate Student and Staff:** She already has a UM ID, unilname and she's not sure how much information she would get continuing without login.
- **Visitor:** Access my account. I usually log in to anything.
- **Graduate Student:** He assumed he was in the library building. "I don't want to log in for each and every time." He doesn't choose to login for the convenience of access.
- **Fellow:** You could say I'm lazy.
- **Undergraduate Student Junior:** Because sometimes if you have an access code the library will get you to the journals without buying them.
- **Medical Student:** "Faster. Easier."
- **Medical Student:** "I would assume I'd get better access to stuff." Electronic resources.

**Q3 - Login or Continue without login?**
- **Graduate Student and Staff:** Login
- **Visitor:** Continue without login
- **Graduate Student:** Continue without login
- **Fellow:** Continue without login
- **Undergraduate Student Junior:** Login
- **Medical Student:** Continue without login
- **Medical Student:** Login

**Q4 - Why did you decide to choose that option?**
- **Graduate Student and Staff:** She always logs in. You can get to various sites that you couldn't without logging in.
- **Visitor:** "If this is my point to find out this information, it's right there, at least I wanted was this call number she wouldn't log in. (Again assuming he's in the Library.) It defeats the purpose of open access within the library. I would have to have access to everything without logging in for each and every thing. At home I would have that extra step."
- **Graduate Student:** Same reason. "I had to do other stuff on the site I would log in.""Save my information. Search history, tailored to me."
- **Fellow:** "So I could see the full text. If I didn't it might not let me see the whole thing."
- **Undergraduate Student Junior:** "I'm assuming you'd still be able to get the same results."
- **Medical Student:** "I have the call number, I'd find it. I already have the call number. I know how to look for a book. No benefit to logging in."

**Q5 - Login or Continue without login?**
- **Graduate Student and Staff:** Login
- **Visitor:** Continue without login
- **Graduate Student:** Continue without login
- **Fellow:** Continue without login
- **Undergraduate Student Junior:** Login
- **Medical Student:** Continue without login
- **Medical Student:** Login

**Q6 - Why did you decide to choose that option?**
- **Graduate Student and Staff:** She always logs in. Looking up a book. I feel like I can get more.
- **Visitor:** Same reason. "I'd be annoyed if this were the second time."
- **Graduate Student:** "Save the results of my search. If I want to review my search, once I search, I would be helpful. After my search it would be helpful to then login and save results."
- **Fellow:** "Save my information. Search history, tailored to me."
- **Undergraduate Student Junior:** Same reason. "I didn't want to log in for each and every time."
- **Medical Student:** "It provided more results. If you could save what you searched, recall for your unilname like Gmail. You searched for this last time. Personalizing your book where this search is."

**Q7 - Does change what you think logging in for?**
- **Graduate Student and Staff:** No. That's what she said.
- **Visitor:** She can get to more sites, more information. "There are things I can't get if I don't log in."
- **Graduate Student:** She didn't choose to login for the convenience of access.
- **Fellow:** "Save the results of my search. If I want to review my search, once I search, I would be helpful. After my search it would be helpful to then login and save results."
- **Undergraduate Student Junior:** Not really, I don't do any of those.
- **Medical Student:** "Yes. If I could do these things, it would be nice. I don't think things I was looking to do."

**Q8 - Does that change what you think logging in for?**
- **Graduate Student and Staff:** No. That's what she said.
- **Visitor:** She can get to more sites, more information. "There are things I can't get if I don't log in."
- **Graduate Student:** Same reason. "I had to do other stuff on the site I would log in."

**Q9 - At what point would you prefer to log in among the three papers?**
- **Graduate Student and Staff:** E at the beginning, before she finishes her searches.
- **Visitor:** None of the above.
- **Graduate Student:** Yes, personalized service.
- **Fellow:** Yes, I would login.
- **Undergraduate Student Junior:** Yes, I would login.
- **Medical Student:** Yes, if I could do these things, it would be nice. I don't think things I was looking to do.
- **Medical Student:** Very last step instead of initially. "You can see it but only if you log in."
| Participant # | Status | Do you have UM login? | Catalog homepage (embedded) | Search results (embedded) | Q1 - Login or Continue without login? | Q2 - Why did you decide to choose that option? | Q3 - Login or Continue without login? | Q4 - Why did you decide to choose that option? | Recommended book (embedded) | Search results (embedded) | Q5 - Login or Continue without login? | Q6 - Why did you decide to choose that option? | Q7 - 2+ logins: What are the benefits of login? Login <2 times: What features might make logging in beneficial for you? | Q8 - Does that change what you think about logging in? | Q9 - At what point would you prefer to log in among the three pages? |
|--------------|--------|-----------------------|-----------------------------|---------------------------|----------------------------------------|-----------------------------------------|-----------------------------------------|-----------------------------------------|-------------------------------------------|-----------------------------|-----------------------------------------|-----------------------------------------|------------------------------------------------|-----------------------------------------|
| 15 Gradient Student | Y      | E                     | Login                       | J                         | Continue without login                | "In this instance, this is a book, a lot of times I just want to know if you have it and where to go to get it." | I                         | Continue without login                | Because it's a book, same reason as before. | "I was going to say that (place a hold on a book). She emails searches to herself - she gave that as a reason logging in to save searches!" | "I went to say that I don't want to be annoyed when I'm not going to use those services." | "I would want to log in when the library actually had the book she wanted and she was going to place a hold on it. She also said "I don't want to be annoyed when I'm not going to use those services." | "At the main site." |
| 16 Graduate Student | Y      | D                     | Login                       | G                         | Login                                  | "You have more access to stuff. You can get through McGraw." | H                         | Login                                  | Same as before.                           | "More access to stuff. I can't get through McGraw without logging in." | No.                                      |                           | D - "At the main site." |