

2007-08

Ask Us - Guerilla Test of Ask Us Icon

Morse, Josh; Jiang, Xiaomin

<https://hdl.handle.net/2027.42/107014>

<http://creativecommons.org/licenses/by-nc-sa/3.0/us/>

Downloaded from Deep Blue, University of Michigan's institutional repository

Appendix B: Test Results

User	Form used	Part A - what user clicked	Part A notes	Part B - user noticed?	Part B recommendation	Part C preference	Part C reason	Part D Ask Us	Part D Status
1	2	Ask Us under help (left column)		No	It's OK - user usually looks to the bottom of the page first for contact info	No preference		< 2 times per year	Grad student
2	2	Ask Us under help (left column)		No	No recommendation - usually look to the bottom for contact info	Form 2	Can see options right away	Never	Grad student
3	2	Ask Us under help (left column)		No	Larger, bold text	No preference		< 2 times per year	Undergrad
4	2	Ask Us under help (left column)		No	Maker it bigger	Form 2	Can see content	Never	Grad student
5	2	Ask Us under help (left column)	First clicked "Libraries" under About the Libraries, then went back	No	Make it yellow by default. Also make it more round and larger	Form 1 (slight preference)	Notice it more if you roll over it	Never	Undergrad
6	2	Ask Us under help (left column)		No	Don't use "us" - it is unclear who "us" is	Form 2	Might not rollover it and thus wouldn't see additional information	Never	Grad student
7	2	Other	Clicked Reference Sources/Fast facts	No	Move it closer to the center and use a brighter color that doesn't blend in with the background	Form 2	More Specific	Never	Undergrad
8	2	Other	Staff Directory	No	Move it closer to the center at the top of the screen	Form 2	Options visible immediately	Never	Undergrad
9	2	Ask Us under help (left column)		No	It's fine, user just started scanning column at	Form 1	Likes how it changes	Never	Undergrad

					"General Search"				
10	1	Other	"how do I" under help	No	make the text bigger or the whole thing bigger, and put it right beside "MLibrary" logo	Form 2	looks bigger	< 2 times per year	Grad student
11	1	Ask Us under help (left column)		No	make it bigger & in different color from other stuff on the page	Form 2	the whole thing is bigger	Never	Undergrad
12	1	Ask Us under help (left column)		No	change the wording, like "chat with librarians online" or smth	Form 2	visible, easy to notice	Never	Undergrad
13	1	Ask Us under help (left column)		No	add "ask a librarian" beside it, or just "ask a librarian"	Form 2	email/chat/phone sounds like I can actually ask the librarians	< 2 times per year	Grad student
14	1	Ask Us under help (left column)	first clicked "undergraduate students" under "information for" then went back	No	more closer to the middle since I always ignore the left column	Form 2	can see different ways to communicate with a librarian	< 2 times per year	Grad student
15	1	Other	clicked "about the library" then subject specialist	No	make it look more like a 3D button	Form 1	like it change the text and color when rollover	Never	Undergrad
16	1	Ask Us under help (left column)		No	closer to the middle	Form 2	know what options I have to "ask"	Never	Undergrad
17	1	Other	"subject specialist librarians" under "I need to find"	No	I don't know who "us" is-- "ask librarians"	Form 1	simple	Never	Undergrad
18	1	Ask Us under help (left column)		No	bigger and add an "M" next to it, like "MGet It"	Form 2	I have options	Never	Undergrad