2007-03

Delivery Services - Guerilla Test of "Get Books, Articles and More" Page

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Project Cover Sheet

Project	**Delivery Services** *Guerilla Test of "Get Books, Articles and More" Page* "Get Books, Articles and More" is a link on the Library's gateway page that further leads to a list of links to other Library delivery services.
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 Natasha Sant (student intern)
Report Info	Report Author(s): Natasha Sant Contact Information: ul-usability@ctools.umich.edu Report Date: March 2007 Last Revised: March 2007 Date Submitted to PARC: March 28, 2007
Objectives	The goal for this test was to determine link's label terminology that best fits the user's understanding of the service in preparation of renaming the link's label.
Methodology	Method – Informal "Guerilla" User Tests 9 participants Dates of study: March 2007
Results & Analysis	Test results revealed that majority of the participants preferred the link label "ILL and Delivery Service".
Recommendations	Employ a new link labeled "ILL and Delivery Service".

Introduction:

Since the current "Get Books, Articles and More" link does not have any language indicating its purpose, it will be replaced with a new link. The goal of this test is to determine what terminology best fits the users' understanding of the services under the "Get Books, Articles and More" link.

Test:

The test was in the form of a short survey. Participants were recruited at the Graduate and Undergraduate libraries and the Duderstadt Center. Of the 9 people approached, 4 were graduate students, 3 were undergraduate students and 2 were faculty members. One half of the participants were first shown the current library gateway page (with the existing "Get Books, Articles and More" link). See *Appendix A*. Participants were asked what they expected to see under the link. The other half was first shown the "Get Books, Articles and More'" page containing a list of services offered by the library. See *Appendix B*. They were then asked to suggest a name for the link to this page. In the next step, they were shown a list of 6 alternative link names and asked to choose one that seemed most intuitive. Finally, they were asked to pick between their first and second selections. For the last part, all the participants were given a scenario and asked to pick a service to fit the scenario.

As a closing question, all participants were asked if they had used any of the library services previously.

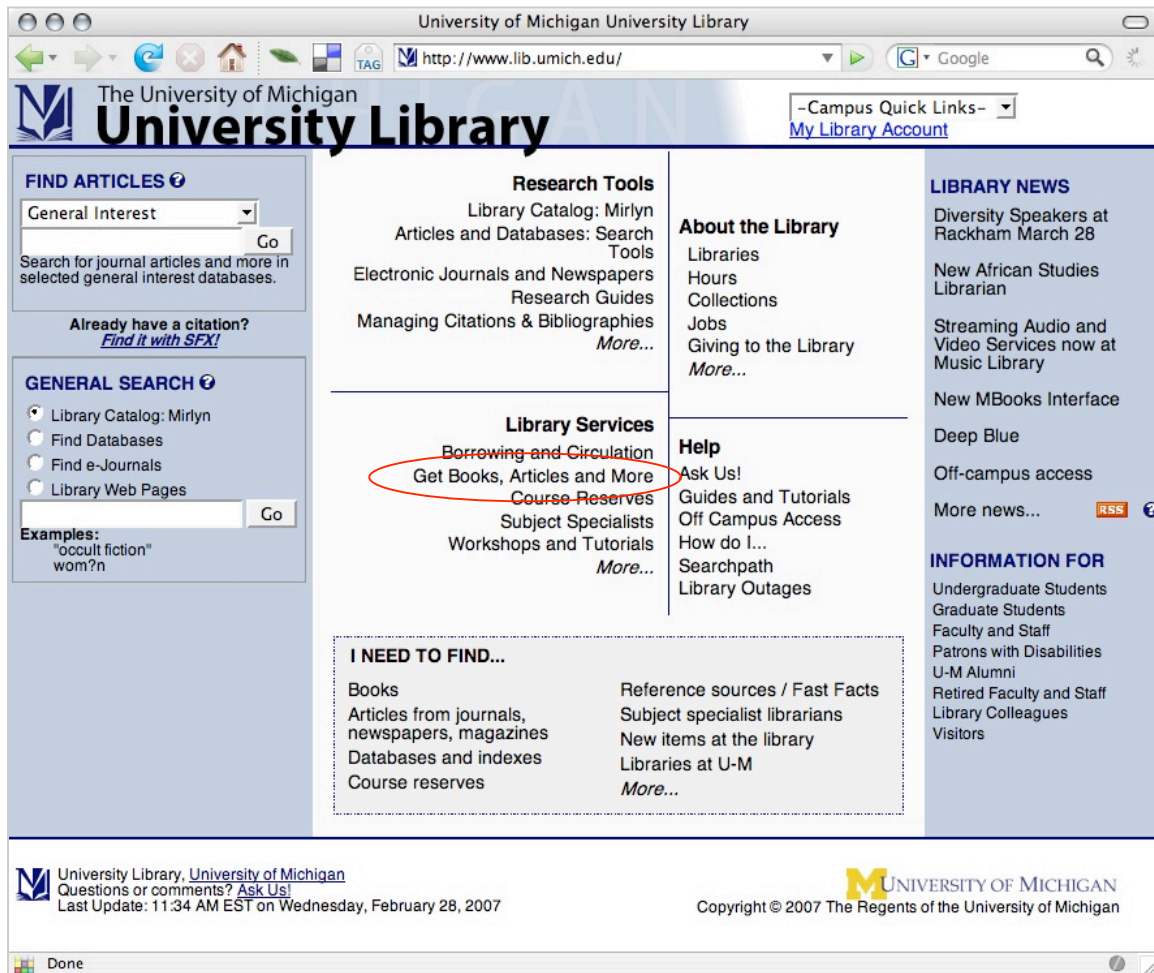| Alternative Link Names |
| --- |
| 1. Delivery Service |
| 2. Request and Order |
| 3. Request Materials |
| 4. Request Delivery |
| 5. ILL and Delivery Service |
| 6. Delivery Options |

Results:

The findings for parts A & B of the test revealed that participants did not understand what the label "Get Books, Articles and More" meant. Several thought it was a search page of some type. All the users chose to include the word "Delivery" in their choice of link name. The most popular choice was "ILL and Delivery Service". Users who had used ILL before preferred a label with the word "ILL" in it.

Furthermore, we surveyed 30 other academic library websites and interestingly, found that only five of them used some variation of the labels in our alternative link names list and the remaining 25 prominently display the name of the service (e.g. Interlibrary Loan, ILL, Book Pull Service, etc) on their main page.

The findings for part C of the test revealed that the faculty were able to successfully identify the two services that would allow them to retrieve their book from Buhr. The majority of Undergrads and Grads were also able to successfully identify the Library to Library service as the one that allow them to have their book sent from another library.

Appendix A: Current Library Gateway

University of Michigan University Library

http://www.lib.umich.edu/   Google

The University of Michigan
University Library

–Campus Quick Links–
My Library Account

FIND ARTICLES
General Interest
Go
Search for journal articles and more in selected general interest databases.

Already have a citation?
Find it with SFX!

GENERAL SEARCH
- Library Catalog: Mirlyn
- Find Databases
- Find e-Journals
- Library Web Pages

Go
Examples:
"occult fiction"
wom?n

Research Tools
Library Catalog: Mirlyn
Articles and Databases: Search Tools
Electronic Journals and Newspapers
Research Guides
Managing Citations & Bibliographies
More...

About the Library
Libraries
Hours
Collections
Jobs
Giving to the Library
More...

Library Services
Borrowing and Circulation
Get Books, Articles and More
Course Reserves
Subject Specialists
Workshops and Tutorials
More...

Help
Ask Us!
Guides and Tutorials
Off Campus Access
How do I...
Searchpath
Library Outages

LIBRARY NEWS
Diversity Speakers at Rackham March 28

New African Studies Librarian

Streaming Audio and Video Services now at Music Library

New MBooks Interface

Deep Blue

Off-campus access

More news...   RSS

INFORMATION FOR
Undergraduate Students
Graduate Students
Faculty and Staff
Patrons with Disabilities
U-M Alumni
Retired Faculty and Staff
Library Colleagues
Visitors

I NEED TO FIND...
Books
Articles from journals, newspapers, magazines
Databases and indexes
Course reserves

Reference sources / Fast Facts
Subject specialist librarians
New items at the library
Libraries at U-M
More...

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Done

Appendix B: "Get Books, Articles, and More" page

UM Library: Get Books, Articles, and More

http://www.lib.umich.edu/services/order/

Google

The University of Michigan
University Library

–Campus Quick Links–
My Library Account

Research Tools   Library Services   About the Library   Help

Get Books, Articles, and More

Members of the UM community and some guest borrowers may check out books and other materials directly from any campus library through our Circulation Services. For books and other materials that are not available for check out from a campus library, the Library offers a number of services.

Free Services: For Students, Staff and Faculty

- Library to Library Delivery Service
  Have books and other materials delivered from one campus library to another.
- In-Process Locator Service
  Expedite the processing of newly acquired books and other materials.
- ILL (Interlibrary Loan)
  When the UM Library does not own a copy of a book or other material, borrow it from another library.
- Buhr Remote Shelving Request Form
  Have books and other materials delivered from off-site storage.

For-Fee Services: For Students, Staff and Faculty

- 7-FAST Document Delivery
  Have books and other materials delivered quickly to you for a fee, including from the Kresge Business Adiminstration Library and the Law Library. (2-day turnaround)

For-Fee Services: For Non UM-Affiliated Library Patrons

- Michigan Information Transfer Source (MITS)
  If you are not affiliated with UM, have books and other materials delivered to you for a fee.

Other Services

- ProQuest Dissertation Express
  Have electronic versions or paper versions of U.S. dissertations delivered to you for a fee.
- List of Library Forms
  Online renewal, purchase request, and other forms.

Search Library Catalog for in Words anywhere Go

University Library, University of Michigan
Questions or comments? Ask Us!
Last Update: 10:35 AM EDT on Friday, October 20, 2006

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Done

Appendix C: Test Script

Greet the participant

Hi, my name is Natasha. Would you be willing to participate in a brief study about one of the library's services? It will take about ten minutes of your time. *(Yes or No)*

Pre-test procedure

We need you to sign a consent form for our IRB (behavioral study) records. Thanks! Do you have any questions for me before we begin?

Begin Test.

Preliminary question: What is your affiliation with the University?

Step 1:

Part A: *(One half of users)*

Show user the mockup with the current link and ask them what they expect to see on clicking it.

Part B: *(Other half of users)*

1. Show the user the list of services and ask them to come up with a name for the link that would satisfactorily describe the services under it.
2. Show them a list of options for the label's name and ask them to pick one that best describes the services.
   The options are:

3. Finally ask the user to pick one from the two above selections.

Part C: Explain a scenario to the user. Also, ask the user why they chose what they chose.

Scenarios:

1. **Undergraduate/Graduate student:** "You are at the Undergraduate Library and you have an urgent need for a particular book located at the Art, Architecture and Engineering Library (AAEL), where would you go on this page?"

2. **Faculty:** "You are in your office and searching the Library catalog and the book you want is located in the BUHR Storage Facility, where would you go on this page?"

Step 2:

4. For Part A users: Show them a list of options for the label's name and ask them to pick one that best describes the services.
   The options are:

   1. Delivery Service
   2. Request and Order
   3. Request Materials
   4. Request Delivery
   5. ILL and Delivery Service
   6. Delivery Options

Closing question: Have you used any of these services before?

Test Ends

Appendix D: Test Results

#	Affiliation with UM	Part A		Part B		Part C	Used any service before?
		What do you expect to see?	**Pick from given options**	**Suggestion for link name**	**Pick from given options**		
1	Grad	A list of services the library offers.	'ILL and Delivery Service'	-	-	7-FAST	Yes – 'Library to Library'.
2	Grad	Search page to find books, articles etc.	'Delivery Service'	-	-	Library to Library	Yes – Library to Library
3	Grad	-	-	'Free Services' (*)	'Delivery Services'	'Library to Library'	No
4	Grad	-	-	'Library Services'	'ILL and Delivery Service' (*)	'Library to Library'	Yes – Library to Library, ILL, Buhr
5	Undergrad	-	-	Services	'ILL and Delivery Service' (*)	ILL	No
6	Undergrad	Search Catalog	'Request Delivery'	-	-	Library to Library	No
7	Undergrad	-	-	Services	'Delivery Services' (*)	7-FAST	Yes – Library to Library
8	Faculty	ILL	'ILL and Delivery Service'	-	-	7-FAST or Buhr Remote Shelving Request	Yes – ILL
9	Faculty	-	-	Library Delivery services (*)	'Delivery Services'	7-FAST	Yes – ILL, Library to Library

(*) – User's preference.