

2008-02

Library Outages - Guerilla Test Round 2

Bhaskaran, Pratibha; Williams, Krystle

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Project Cover Sheet

Project	<p>Library Outages</p> <p><i>Guerilla Test of Library Outages (Round 2)</i></p> <p>The Library Outages webpage lists the status of current problems with online resources. There is a link to this page from the University Library gateway.</p>
Committee & Members	<p>Usability Working Group</p> <p>Suzanne Chapman (chair), David Carter, Michael Creech, Shevon Desai, Karen Downing, Anne Karle-Zenith, Molly Kleinman, Shana Kimball, Gurpreet Rana</p> <p>Pratibha Bhaskaran & Krystle Williams (student interns)</p>
Report Info	<p>Report Author(s): Pratibha Bhaskaran, Krystle Williams</p> <p>Contact Information: ul-usability@umich.edu</p> <p>Report Date: February 2008</p>
Objectives	<ul style="list-style-type: none">• Determine whether the two proposed alternatives to the name “Library Outages,” “Why is My Resource Unavailable?” and “Known Problems and Downtime,” could be easily found on the library’s main page; and,• Determine which of the five suggested names from the first round of testing was more suitable by visitors to the library’s website.
Methodology	<p>Method – Informal “Guerilla” User Test</p> <p>Dates of study: February 2008</p>
Results & Analysis	<p>Changing the name of the link for Library Outages did not improve its visibility. When asked where one would go to locate outage information, only one user out of twelve identified either of the correct choices. Consistent with the first round of testing, most users indicated that outage information was most likely located under the Help section, specifically “Ask Us / Ask a Librarian.” When asked what the Library Outage page should be called, most users chose “Why is My Resource Unavailable?” or “Problems with Online Resources” from the proposed options.</p>
Recommendations	<ul style="list-style-type: none">• Link to the “Library Outages” page from within the “Ask Us / Ask a Librarian” page. Include a brief description of the outage link.• Rename the Library Outage page either “Why is My Resource Unavailable” or “Problems with Online Resources.”

Introduction

This is the second iteration of guerilla tests with the aim of arriving at a more appropriate name for the Library Outages page. Two potential titles were incorporated into a mock-up for user testing, and the suitability of five titles was tested.

Test

Potential participants were approached near the circulation desk of the Shapiro Undergraduate Library, in the lobby of the Hatcher Graduate Library and in the DIAD lab on the fourth floor of Shapiro. Of the 12 people who agreed to participate, 9 were undergraduate students at U-M, and 3 were graduate students.

Half the participants were shown a color printout of the library gateway webpage with the label “Library Outages” replaced by “Why is My Resource Unavailable?” (see Appendix A), while the other half were shown a color printout of the same page with “Library Outages” replaced by “Known Problems and Downtime” (see Appendix B). They were asked where on the page they would click to find information if an electronic resource like Mirlyn was not working. This was to ascertain whether the two selected names would lead to better findability.

They were then shown a color printout of the Library Outages page with the current title "Library Outages" removed (see Appendix C). The purpose of the page was explained to them and a list of suggested titles was read aloud. They were asked to state which titles best fit the content of the page.

See Appendix D for the test script, and Appendix E for the complete test results.

Results

Only one user out of 12 identified the link, "Why is My Resource Unavailable?," to navigate to the outage page. Of the 5 potential titles for the outage page, "Why is My Resource Unavailable?" and "Problems with Online Resources" are tied for first choice by users at 5 responses each.

Chart 1: User Responses to Alternative Names

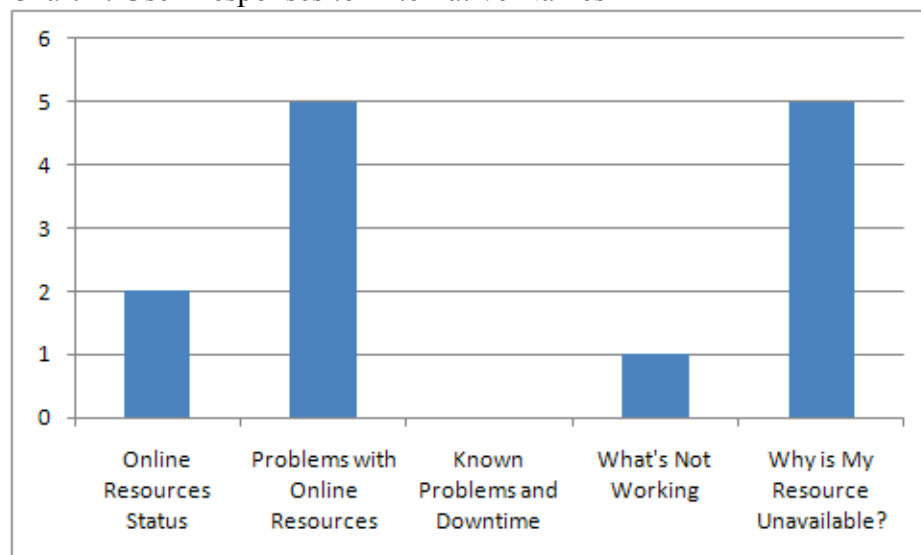
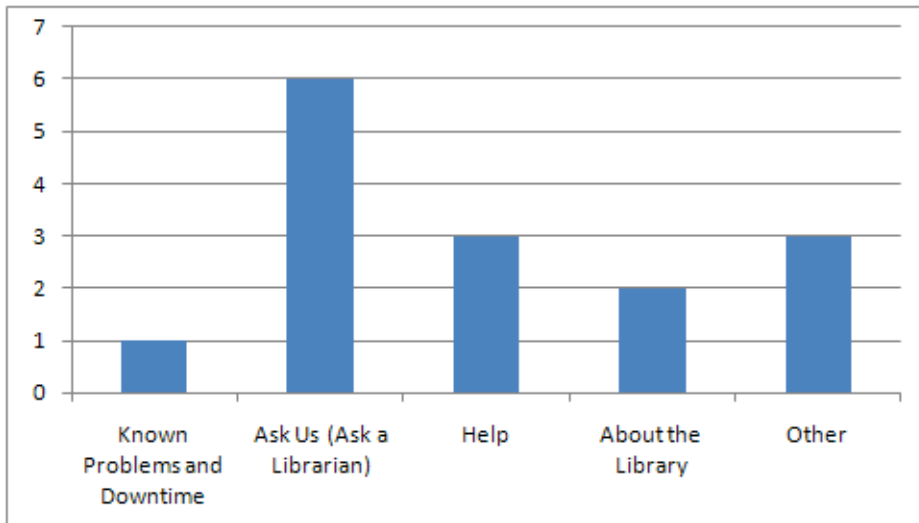


Chart 2: User Response to Where Outage Information is Located



*"Other" includes options such as search or tutorials.

**If the user gave multiple responses, both were tallied in the results.

Appendix A: Library gateway page with “Library Outages” replaced by “Why is My Resource Unavailable?”

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Library

General Search ?

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

Enter keywords

Examples: "occult fiction" wom?n

Find Articles ?

General Interest

Enter keywords

Examples: polymers neoclassicism

Already Have a Citation? ?

MGet It

Help

- [Ask Us \(Ask a Librarian\)](#)
- [Guides and Tutorials](#)
- [Off Campus Access](#)
- [How do I...](#)
- [Searchpath](#)
- [Why is My Resource Unavailable?](#)

Resources

- Mirlyn: Library Catalog
- Search Tools: Articles & Databases
- e-Journals and Newspapers
- Research Guides
- Managing Citations & Bibliographies
- [More...](#)

Library Services

- Borrowing and Circulation
- Delivery Services
- Interlibrary Loan (ILL)
- Course Reserves
- Subject Specialists
- Workshops and Tutorials
- MLibrary Labs
- [More...](#)

About the Library

- Libraries
- Hours
- Collections
- Staff Directory
- Giving to the Library
- [More...](#)

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
- Databases & indexes
- Course reserves
- Reference sources / Fast Facts
- Subject specialist librarians
- New items at the library
- Libraries at U-M
- [More...](#)

-Campus Quick Links-

[My Library Account](#)

Library News

FEBRUARY 04, 2008

- Take Our "Ask Us" Survey!
- Nominate for The Best of Technology Writing 2008
- Jane Blumenthal Elected to MLA Board of Directors
- OAI Harvesting of MBooks Now Available
- Coming Soon: Bert's Cafe
- Revised Copyright Website
- [More news...](#)

EVENTS AND EXHIBITS

you are invited...

- Letters to Sala Exhibit Opens
- Third Thursday @ Map Library
- A Conversation with Steven Levy
- [Other events...](#)

[University Library, University of Michigan](#)

[Comments?](#)

Last Update: 09:08 AM EST on Monday, February 04, 2008

M UNIVERSITY OF MICHIGAN

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Appendix B: Library gateway page with “Library Outages” replaced by “Known Problems and Downtime”

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M

General Search ?

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

Enter keywords

Examples: "occult fiction"
wom?n

Find Articles ?

General Interest

Enter keywords

Examples: polymers
neoclassicism

Already Have a Citation? ?

MGet It

Help

- [Ask Us \(Ask a Librarian\)](#)
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Resources

- [Mirlyn: Library Catalog](#)
- [Search Tools: Articles & Databases](#)
- [e-Journals and Newspapers](#)
- [Research Guides](#)
- [Managing Citations & Bibliographies](#)
- [More...](#)

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I need to find:

Books	Reference sources / Fast Facts
Articles	Subject specialist librarians
Databases & indexes	New items at the library
Course reserves	Libraries at U-M
	More...

[University Library, University of Michigan](#)

[Comments?](#)

Last Update: 09:08 AM EST on Monday, February 04, 2008

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Appendix C: Library Outages page with title removed

M
Library
UNIVERSITY OF MICHIGAN
Search
Mirlyn: Library Catalog
for
Enter keywords
Go

About MLibrary
MLibraries
MLibrary Services
Information for
Resources
Help
? Ask Us

This is a communication tool to alert University Library users to outages, regularly scheduled maintenance, and serious problems with electronic resources (MIRLYN, Lexis-Nexis, MOA, etc.)

If you are experiencing a problem not reported here, or to enquire about the status of a current outage, contact: [Ask Us](#)

Current Outages | [View Closed Outages](#)

Sort by: [Outage Date](#) [Title](#)

Title: **Health Care Management Review**
Outage Date: 02/04/2008 -- 12:59:19 (EDT)
Description: MGetIt shows that we have online access to Health Care Management Review from 1992-current via Gale Infotrac, but we are unable to access anything more than the abstract. The Mirlyn record for Health Care Management Review only indicates access through 20003 via Ovid.
Update: **02/04/2008 -- 13:00:29 (EDT): This is related to outage no.2256. EAU-Support is working on updating these records.**

Title: **MGetIt**
Outage Date: 02/04/2008 -- 11:07:34 (EDT)
Description: From within Engineering Village, the following article, "Research into unmanned remote-controlled submersibles: tethered and untethered vehicles" does not link correctly to Mirlyn (Check our library catalog for an electronic or print copy).

Title: **Pediatric Infectious Disease Journal [0891-3668]**
Outage Date: 02/04/2008 -- 08:32:26 (EDT)
Description: We don't have access to 1987-1995 through Ovid even though Mirlyn says we do.
Update: **02/04/2008 -- 08:32:39 (EDT): EAU-Support has contacted Ovid.**

Title: **Neuroreport [1473-558X]**
Outage Date: 02/01/2008 -- 11:57:00 (EDT)
Description: Discrepancy between Mirlyn and SFX. Current access 1996- present; Mirlyn shows 1990- present.
Update: **02/01/2008 -- 14:41:57 (EDT): EAU Support contacting vendor.**

Title: **Informa Healthcare (Publisher)**
Outage Date: 01/31/2008 -- 17:25:47 (EDT)
Description: We've discovered several problems related to the publisher Informa Healthcare as access for several titles has shifted from IngentaConnect to Informaworld.

Appendix D: Test Script

Greeting the Participant

Hi, My name is xxx and I am a student working with the Library's Usability (Working) Group. We are conducting a brief study of a library website and would like some feedback from students. Would you be willing to participate? This will only take two minutes.

Pre-test Briefing

Thanks for agreeing to participate.

Before we start, I'd like to mention a couple of things.

First, we are only looking for your opinion; we're not testing you in any way and you will remain completely anonymous. We are, however, evaluating certain features on the Library's website. During the test, feel free to comment on anything, such as the layout, the colors, the labels, vocabulary, etc. regarding the website. If you would like to stop this session anytime, please let me know.

Do you have any questions before we begin?

To start, I'd like to know your affiliation with U-M - are you an undergraduate student, a grad student, staff or faculty?

How often do you visit and use the library's website? (daily, weekly, or another less frequent time period)

Test

During the next few minutes, I will be asking you questions based on a specific scenario and then ask you to respond to various screen shots of the Library's website.

Task 1

Show the participant a color printout of the University Library gateway website (<http://www.lib.umich.edu>) with the label "Why is My Resource Unavailable?" or "Known Problems and Downtime" in place of "Library Outages".

So let's assume you are trying to access an online library resource such as Mirlyn and you find that it isn't working. Say you want to find out why it isn't working and when it will be fixed. This is the library's homepage. Where on the page would you go to find that information?

Task 2

Show the participant a color printout of the Library Outages webpage (<http://www.lib.umich.edu/outages>), but block out the title "Library Outages".

This is a library website that lists all the problems with journals or databases. So if something isn't working, it's reported on this page, along with information about why it isn't working and what's being done about it. I am going to read out a list of suggested titles and I'd like you to tell me which ones you think fit best.

- Known Problems and Downtime
- What's Not Working
- Why is My Resource Unavailable?

- Problems with Online Resources
- Online Resources Status

Do you have any other suggestions?

Thank you again for taking the time to participate. Your feedback is very valuable!

Appendix E: Guerilla Test Round 2 Data

No.	Gender	Affiliation	Usage	Task 1	Task2
<i>Why is My Resource Unavailable?</i>					
1	F	Undergrad	Never	About the Library	Online Resources Status
2	M	Undergrad	Never	Ask Us	Problems with Online Resources
3	F	Undergrad	6-7 times a semester	Ask a Librarian	What's Not Working
4	M	Undergrad	Once weekly	Workshop/Tutorials or Search	Why is My Resource Unavailable? <i>or</i> Problems with Online Resources
5	M	Grad	Once/twice monthly	Known Problems or Downtime	Why is My Resource Unavailable?
6	M	Undergrad	Never	Ask a Librarian	Why is My Resource Unavailable?
<i>Known Problems and Downtime</i>					
7	F	Grad	Help / Ask a Librarian	Problems with Online Resources	She wouldn't use the website to find outage information but would rather ask a librarian in person.
8	F	Undergrad	Almost Never	Library Services / About the Library	Problems with Online Resources
9	F	Undergrad	Once a week	Ask a Librarian	Why is My Resource Unavailable?
10	F	Undergrad	Once/twice weekly	Help	Why is My Resource Unavailable?
11	F	Undergrad	Twice weekly	Help	Problems with Online Resources
12	F	Grad	Once monthly	Ask Us	Online Resources Status