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SFX Label & Options Menu - Guerilla Test of SFX Label (round 3)

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Project Cover Sheet

Project	**SFX Label & Options Menu** *Guerilla Test of SFX Label (round 3)* 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.
Committee & Members	Usability Working Group Kat Hagedorn (chair), Suzanne Chapman, Karen Downing, Suzanne Gray, Anne Karle-Zenith, Shana Kimball, Gurpreet Rana, Robert Tolliver Natasha Sant (student intern)
Report Info	Report Author(s): Natasha Sant Contact Information: ul-usability@ctools.umich.edu Report Date: January 2007
Objectives	The goal for this test was to finalize label terminology for the SFX button so that it best fits the user's understanding of the service in preparation of redesigning the button.
Methodology	Method – Informal "Guerilla" User Tests 25 participants Dates of study: January 2007
Results & Analysis	Test results revealed that majority of the participants preferred the label "Get It" over "Find It".
Recommendations	Employ a new SFX button labeled "Get It".

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 the users' understanding of the SFX service. The previous Guerilla tests conducted in July and October 2006 produced inconclusive results and hence another quick "guerilla" usability test was conducted in January 2007.

Current SFX button

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 27 people approached, 25 agreed to participate and 2 declined. The participants were first shown a mockup of the current 'library results' page (with the existing SFX button) and asked if they were familiar with the SFX button's functionality. If unaware of it, they were given a brief explanation of the button's functionality. Next, the user was

Buttons used in test

shown another mockup of the same page with the SFX button being replaced by the 'Get It' and 'Find It' buttons. They were then asked to select one button from the two given options that would be most intuitive for them.

Results:

The findings of the test revealed that 16 of the 25 users preferred the "Get It" label over "Find It". Although, users who were aware of the functionality of the SFX button seemed to prefer the label "Find It", majority of the users were unaware of SFX and the label "Get It" seemed much more intuitive to them.

Appendix A: Test Script

Greet the participant

Hi, my name is _____. Would you be willing to participate in a brief to help us improve one of the library's services? It will only take two 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

Step 1:

First I'd like to ask you some preliminary questions:

- Are you familiar with this page? *(Show them a mockup of the current library result page with the existing SFX button)*
- If yes, go straight to step 2. If no, tell them what they're looking at *("This is the page showing the results of your search query")* and then go to step 2.

Step 2:

Show the user the new mockups and ask them that if they wanted to view the full text, which button would they click – 'Find It' or 'Get It'?

Test Ends

Appendix B: Test Results

#	Affiliation with UM	Familiar with result page?	Familiar with SFX?	Find It/Get It?	Comments
1	Grad	N	N	Get It	
2	Grad	N	N	Get It	
3	Grad	Y	N	Get It	
4	Grad	Y	N	Get It	
5	Grad	Y	Y	Find it	"People might confuse with it Get It from Mirlyn"
6	Undergrad	Y	N	Get It	
7	Undergrad	N	N	Get It	
8	Undergrad	Y	Y	Find It	"Get It might mean you have to pay for it"
9	Undergrad	N	N	Get It	
10	Undergrad	Y	Y	Find It	
11	Undergrad	Y	Y	Find It	
12	Grad	N	N	Get It	
13	UM staff member	N	N	Find It	
14	Grad	N	N	Get It	
15	Undergrad	Y	Y	Find It	"Get It might mean you're ordering it"
16	Grad	N	N	Get It	
17	Grad	N	N	Get It	"You've already found the article & so now you want to get it"
18	Grad	Y	Y	Get It	
19	Grad	N	N	Get It	
20	Grad	Y	Y	Find It	
21	Grad	N	N	Get It	
22	Grad	N	N	Get It	
23	Grad	Y	Y	Find It	"Considering the current functionality of the SFX button, I think Find It makes more sense"
24	Grad	N	Y	Find It	
25	Grad	N	N	Get It	