Post-it Up

Qualitative Data Analysis of a Test Fest

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What We’ll Cover

Background
Test Fest
Tests, Methods & Results
Analyzing the Data
Outcomes
Background
Harvard at edUi, 2016

bit.ly/testfestivus
Amy Deschenes & Shannon Rice

”Test fest”: Running multiple tests at the same time to decrease your overhead
Who are we? What do we do?

We try to “...create a seamless connection between the library’s services, collections, physical spaces and virtual presence.”

libux.web.unc.edu

P.S. We’re hiring:
library.unc.edu/personnel/employment/
Scheduling

- Issues in the past
- Recruiting
Backlog

- Summon vs EDS
- General catalog use
- Library Hours
- Tutorial effectiveness
- ILL & Document Delivery
- Information Architecture
- Accessibility
- Etc etc etc

Image credit: https://commons.wikimedia.org/wiki/File:Veteran_Affairs_backlog_(2012-08-09).jpg
Test Fest
What is a test fest?

A series of simultaneous usability tests with a set number of tests equal to the number of participants.

Tests...
- use a mix of methodologies
- can be moderated or unmoderated
- need to take approximately the same amount of time
What We Learned from Harvard

Test Festivus for the Rest of Us

Amy Deschenes, @amyhannah, Senior UX Consultant, Harvard Library
Shannon Rice, @shannonrice, Senior Product Manager, Harvard University IT
Logistics

Planning and scripting tests based on backlog
  • Warm up and follow up questions
  • Volunteers to help staff tests

Recruiting participants
  • Incentives

Space to run tests
Temporary Usability Lab

Location of the 5 tests

Rooms in yellow were used for storage of student, staff, and testing materials
Temporary Usability Lab
Roles

1 Timekeeper & Greeter
4 Test Moderators
2 Notetakers
1 Escort

Volunteers for pilot test
Schedule

9:30  –  Introduction & Consent/Financial form signatures
9:35  –  First test begins
9:55  –  Second test begins
10:15 –  Third test begins
10:35 –  Break
10:50 –  Fourth test begins
11:10 –  Fifth test begins
11:30 –  De-brief of participants, incentive handout
Tests & Results
Tests & Methods

1. Accessing databases from the catalog
2. Basic research skill videos
3. General catalog usability
4. Library homepage sketching
5. Summon vs. Ebsco Discovery Service
Testing Logistics

Two rounds of tests with 5 participants each
• 2 participants didn’t show up to the first round

Follow-up round with 2 participants for
• Accessing databases from the catalog
• Summon vs. EDS
Test 1: Accessing databases from the catalog
Method: Task Analysis
Test 1: Results

Intermediary pages are confusing

Users don’t read notes/special instructions even when highlighted
  • Current user notes aren’t noticeable
  • Move above description if it’s important

Undergrad participants don’t access databases via the catalog
Test 2: Basic research skill videos

Method: Unmoderated Qualtrics Survey
Test 2: Results

No participant viewed our research skill videos before

Students found the videos useful, but wouldn’t watch them again

Comments included:
• “This seems useful for a first year” (multiple)
• “Could have saved lots of time” (multiple)
• Video is too long (specific to “Evaluating Resources”)
Test 3: General catalog usability

Method: Task Analysis
Test 3: Results

Confusion over differences between catalog and other search tools.

Didn’t see “show more” option in facets.

Majority used advanced search features, but confusion over different fields such as:
• Boolean search box
• Author, subject heading, etc. fields
Test 3:
General catalog usability

Advanced Search from catalog
Test 4: Library homepage sketching

Method: Sketch Test
Test 4: Results

Most important feature is centralized search bar
• Followed closely by hours information visibility

Design should be simple overall

Help and chat features should be more prominent

News and exhibits take up a lot of space
Test 4: Library homepage sketching

Word Cloud Results
Test 5: Summon vs. Ebsco Discovery Service

Method: Task Analysis
Test 5: Results

Overall users preferred Summon over EDS, but only slightly

They want:
• Dynamic features
• Contextual help
• More information embedded within results
Lessons Learned

Run a pilot test beforehand

UNC basketball + UNC undergrads
- Only 3 participants for the first round of tests
- Rescheduled a smaller round for 2 tests to make up difference

Not all tests work for this format
Analyzing the Data
Analyzing Results + Affinity Diagramming

Total: 44 tests to analyze
• 8 participants, 5 tests = 40 results
• 2 participants, 2 tests = 4 results

Process: Affinity diagramming
• Organizes a large amount of qualitative data into related categories based on relationships of the data
Sticky Note Examples

- WCU/EDS look
  cluttered

- Footer is really repetitive

- Looks confidence in search results due to lack of bolded key words

- I want to... is nice, but doesn’t fit with the others
Affinity Diagram Key

- Summon vs. EDS
- Catalog
- Non-smooching Sketch
Processing the Results
Affinity Diagram Category Examples

1. Useful/Not useful
2. Confusion
3. Frequently used/Doesn’t use
4. Visual Layout Likes/Dislikes
5. Specific Platforms/Tools
Useful/Helpful
Act 2
A lot of clicking to do

Act 3
Search Bar is not helpful

Act 4
Subject list is too long

looking for resources, not notes

Not satisfied with search process, but satisfied with results

Frustrated by not detecting presence of punch date on SERP

doesn’t like E-R(by D)

Never use “I want to...” access course menus. Contact the library desk to find open access.

IDS not intuitive enough

Sb.php – if have specific topic could be helpful, but not all topics are specific to 1 subject.
Confusion

- Confused about guides - where are they?
- User needs resources
- Act 1: Not sure how to go back without losing work
- Act 1: Noticed while about login and thinks they didn't have access
- Act 2: Not sure what the meaning is of A-22
- ER by D confusing to new users, but makes sense once know what it is
- How many times do I have to click?
- Confused about how subject worked
- Confused about how subject worked
- Confused about how subject worked
- Confused about how subject worked
- Confused about what does librarian help with?
- Confused by Explanation on back in left color
- Not sure what the website does to
- Confused by Explanation on back in left color
Uses Frequently

I visit the website a dozen or 2 times per semester.

I visit the site a few times a week.

I use course pages a lot.

I visit the website weekly or daily.
Doesn’t Use Frequently
Visual Layout Likes

- Visual Layout Likes
- Act 1 liked color scheme
- Act 3: noticed note because of highlight
- I like the 3 boxes
- 2-column layout with 3 categories feels a little crowded
- I like research tools & hours being conveniently located
- "This [wev] is ugly compared to ours."
Dislikes:
- Suggests brighter shade for highlighting note
- WC/EDS looks cluttered
- Footer is really repetitive
- Dislikes default blue link styling
- Cores confidence in search results due to lack of added key words
- Act 4: The Old Well picture makes no sense (library photo place holder)
- White space under library news section is wend
- Pacing layout cluttered
- I want to... is run, but doesn’t fit with mechanics

Visual Layout Dislikes
Catalog

- Catalog is most important for students not interested or easy to understand choice.
- Immediacy is crucial in main searched.
- Catalog has journals, articles, books, and newspaper articles.
- Search should be a way to relate search after selecting not all factors.
- Should use search in subject headings - search multiple subjects.
- First refers to works, articles, books, and electronic.
- Query refers to VNC categorization.
- Quick search return to VNC categorization.
- Quick search return to works, books, articles, and electronic.
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Articles+
(Summon Discovery Service)
Advanced Search
Problems with our approach

Too much data to analyze

Difficulty with cross-comparing elements from different tests
- More than one test looked at search results pages (catalog vs. Summon/EDS)
- Interface features like advanced search options
- Visual elements
Screenshot of Excel spreadsheet
Final (or Developing) Outcomes

Generated reports for each individual test

Used some of the data, but not all so far
- User note review with subject librarians
- New catalog platform in development
- Used sketch method for our special collections homepage
- Dropped EDS trial after statewide deal for Summon
ASK MORE QUESTIONS