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

Image credit: https://pixabay.com/en/january-calendar-month-year-day-2290045/
Staffing limitations

Image credit: https://www.flickr.com/photos/laurenprofeta/5097380126/
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 looks clutered
- 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-swashing 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

- Litus image for each resource.
- About us = useful
- E-R by D: research different majors, helps narrow results
- Would want to re-search or pick subject
- Noticed "click here"
- 1 like info.
- Wants to read descriptions & choose the best one
- Act 2: Felt it was clear where to click
- I do use my resources
- Glad there are lots of resources.
- E-R by D: title is fine
- Act 4: Picking a subject could be good for if you have a specific topic
- "Frequently Used" list is helpful
- Course reserves - use that a lot!
Not Useful/Helpful
Uses Frequently

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

Uses Frequently

1 visit the site a few times a week

Daily use: Library Catalog

I use course pages a lot.

I visit the website weekly or daily

- Use DBs in class
- E-Research uses electronic medium to search different fields
Doesn’t Use Frequently
Visual Layout Likes

- Act 1: liked color scheme
- Visual Layout Likes
- Keep it simple
- Act 3: noticed note because of highlight
- I like the 3 boxes
- "This is ugly compared to ours."
Visual Layout
Dislikes

- Brighter shade for highlighting note
- WC/EOS looks cluttered
- Footer is really repetitive
- Navigates outdated blue link styling
- Content confidence in search results due to lack of added keywords
- I want to... is not, but doesn’t fit with others' nous
- Act 4: The Old Well picture makes no sense (librarian photo place holder)
- White space under library news section is unused
Catalog
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
Doesn't use the library site much. I like the maps.

Overall, Art+ experience was very satisfactory.

I didn't use the catalog a few times. The map is ugly.

I would like a list of things when I click. E-R by D: research different majors, helps narrow.

I used the catalog a few times. If I click, E-R by D: research different majors, helps narrow.

I typically ignore a lot of stuff. General I like. Didn't know I like ILL.

Typically ignore a lot of stuff on SERF. Alphabetized. Wants to read descriptions and choose the best one.

I have never used any way of saving search. Alphabetized. Felt it was clear where to click.

Since I'm on campus, I'm not worried. Make a note! I do use my accounts.

Since I'm on campus, I'm not worried. Make a note! I don't worry. Make a note! Glad there are lots of resources.

I've never used any of this research. Make a note! Glad there are lots of resources.

I've never used any of this research. Make a note! Glad there are lots of resources.

Would not use the catalog if I didn't know. Should put E-R by D title is fine.

I never use "I want to... access courses. I want the. Picking a subject could be good if you have a specific.

I've never really see the bottom part of Names course. Can say "frequently used" list is helpful.

I don't generally use the advanced. Put each list of course reserves - use that a lot!

I don't generally use the advanced. Maybe the Research tools are helpful.

I don't generally use the advanced. Wants to see "I want to..." is super useful.
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