

User Testing of an SFX Menu Redesign

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Texas A&M University Libraries


Outline

- Current menu and known issues
- Test menu and decisions involved
- Results
 - Searching for articles
 - Menu decisions
 - bX recommendations
 - Direct linking
- Changes
- Implementation issues

Texas A&M University

- University
 - 55,000 + students and faculty
 - Branch campuses in Galveston, Texas and Doha, Qatar
- Libraries
 - Main library with 5 branches
 - Spending over \$7 million per year on electronic resources




Fall 2009 Menu









TAMU Libraries provides electronic services for this item

Title: The Virile Bride of Bernard of Clairvaux




Source: Church history [D009-6407]; Kraemer yr.2000 vol:39 iss:2 pg:304

-  [Full text available online from **JSTOR Arts and Sciences 3**](#)
Available from 1932 until 2002
-  [Full text available online from **EBSCOhost Academic Search Complete**](#)
Available from 1993
-  [Full text available online from **Wilson Humanities Index**](#)
Available from 1995

Click one of these icons   for full text if available; if not, click [Find Text @ TAMU](#)

-  [Check for this item in your catalog **LibCat**](#)
-  [Check for this item in your catalog **Chiron**](#)
-  [Check for this item in your catalog **ClipperCat**](#)
-  [Search the Web for more info using ...](#)

Search Terms:

-  [Click here to report a problem with this resource](#)
-  [Questions? Look for answers in the **SFX FAQ**](#)
-  [Click here for information about this journal from **ulrichsweb.com**](#)
Is this journal scholarly? (referred/peer-reviewed).

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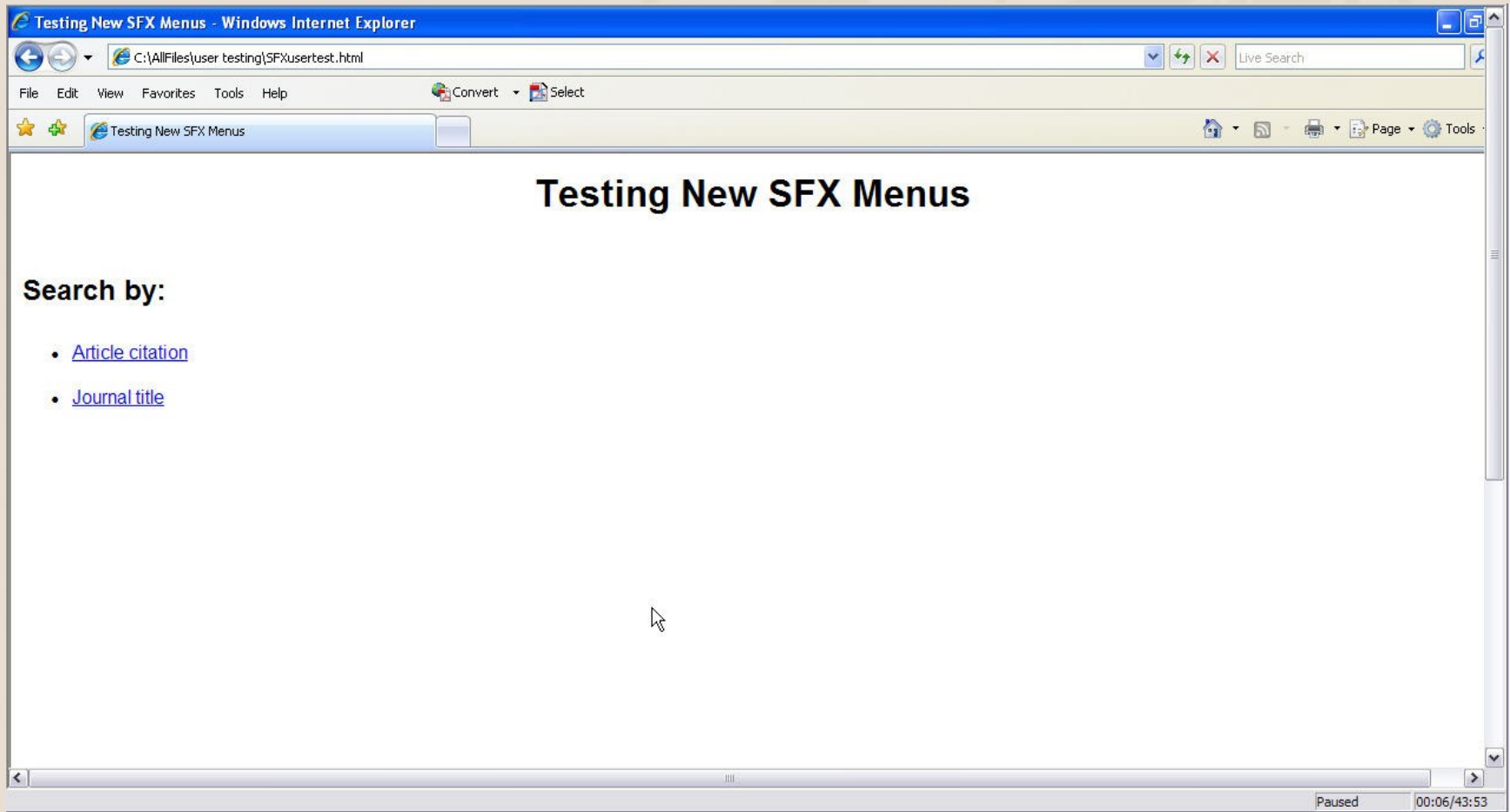
Testing Process

- 21 Volunteers
 - 2 faculty, 1 researcher, 13 graduate students, 5 “professional” students
 - All departments – English to Veterinary Medicine
 - No sound for 2 of them
- Asked to find 3 articles – 2 we chose for them, 1 citation they brought themselves
 - Searches targeted at their research areas
 - Interested in their evaluation of bX

Testing Results

- Default search
- Menu changes
- bX
- Direct linking

Testing: Search Preferences



Journal Title Search

The screenshot shows a web interface for searching journal titles. At the top left, there is a header with the Texas A&M University logo and the text "UNIVERSITY LIBRARIES | e-Journals". To the right of this header, there are two links: "New Search Coming!" and "Ask Now". Below the header, there are four tabs: "Title", "Subject", "Advanced", and "Citation". The "Title" tab is currently selected. To the right of these tabs is a "Search" button. Below the tabs, there is a row of alphabetical links: "0-9", "A", "B", "C", "D", "E", "F", "G", "H", "I", "J", "K", "L", "M", "N", "O", "P", "Q", "R", "S", "T", "U", "V", "W", "X", "Y", "Z", and "Others". Below this row, there is a "Title:" label followed by an empty text input field. To the right of the input field are two radio buttons: "Starts with" (which is unselected) and "Contains" (which is selected). Below the input field and radio buttons, there is a horizontal line. Below this line, there is a copyright notice: "This publication or database is protected by copyright and is subject to the provisions of educational 'fair use' as defined by 17 U.S.C. 107. [More information about fair use.](#)". Below the copyright notice, there is a mouse cursor pointing to the left. Below the mouse cursor, there is a line of text: "A service of the Texas A&M University System Libraries", "© 2005-2008 SFX by Ex Libris Inc.", and "([Close Window](#))". The bottom of the screenshot shows a standard browser scrollbar.

Article Citation Search

ATM | TEXAS A&M UNIVERSITY LIBRARIES | *e-Journals* New Search Coming! Ask Now

Title **Subject** **Advanced** **Citation** Search Clear

journal title

ISSN date

volume issue start page end page

article

author last name first name initials

PMID DOI

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Results: Initial Search

- Numbers
 - Journal title – 12 (57%)
 - Citation – 8 (38%)
 - Google Scholar – 1
- Reasons
 - Familiarity
 - Typing/spelling concerns - journal title is shorter
 - Not sure what to find behind “Article Citation” link

Results: Journal Title

- Success rate
 - Successful – 17 (89%)
 - Not successful – 2 (10%)
 - Skipped/Not available – 2
- Reasons for failure
 - Searched article title in journal title field
 - Spelling/typos

Results: Article Citation

- Success rate
 - Successful – 4 (19%)
 - Partially successful – 5 (23%)
 - Not successful – 12 (57%)
- Reasons for failure
 - Expected to be able to search by author or article title – like Google
 - Want to fill in as little as possible
 - Do not think in terms of journal, volume, issue, etc

Results: Final Search

- Numbers
 - Citation – 15 (83%)
 - Journal title – 3 (16%)
 - N/A – 3
- Success rate
 - Citation (55%)
 - Journal title (100%)

Decision: Default Search

- Keep the journal title search as the default
- Continue to downplay the citation search
- Modifications to the citation search page

Revised Citation Search

Title Subject Advanced Citation

journal title

volume issue pages - date

ISSN DOI PMID

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University Libraries → e-Journals

Title: Modeling and managing the interactions between hydrology, ecology and economics
Source: Journal of hydrology [0022-1694] vol:328 iss:51 pg:408 -416

Journal at a glance

- Peer-Reviewed
- Journal -- Academic/Scholarly
- Published 64 times a year

[... more details](#)

Full text from
Elsevier SD Backfile Agncultural
Available from 1963 until 1994

Check for print from
LibCat (Main Library Catalog)

Request from
Get it for me!

Users interested in this article also expressed an interest in the following: bx BETA

- 1. Kashaigili, Japhet J.. [Environmental flows allocation in river basins: Exploring allocation challenges and options in the Great Ruaha River catchment in Tanzania](#), Physics and chemistry of the earth. Parts A/B/C 30.11-16 (2005): 689-697. [Find Text @ TAMU](#)
- 2. Loucks, Daniel P. [SUSTAINABLE WATER RESOURCES MANAGEMENT](#), Journal of water resources planning and management 126.2 (2000): 43-47. [Find Text @ TAMU](#)
- 3. Vorosmarty, P J. [Global Water Resources: Vulnerability from Climate Change and Population Growth](#), Science 289.5477 (2000): 284-8. [Find Text @ TAMU](#)


[View More...](#) [Select All](#) [Clear All](#) [Save Citations](#) [Select Format](#)

Search for more from
Google Scholar [Go](#)
Article Title Search Terms

Results: Full Menu

- Generally successful
- Problems
 - Journal at a glance info often not seen
 - Newer graduate students more interested in the peer-reviewed info
- Finding help
 - Would not report a problem – assume the problem is at their end

Post-Testing Changes



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UNIVERSITY
LIBRARIES

eJournals

Ask Now

University Libraries → eJournals

Title: Metamorphosis, or Gerald and the Werewolf.
Source: Speculum [0038-7134] Bynum yr:1998 vol:73 iss:4 pg:987

Full text from

- ▶ [JSTOR Arts and Sciences I](#)

Check for print from

- ▶ [LibCat \(Main Library Catalog\)](#)

Request from

- ▶ [Get it for me](#)

Users interested in this article also expressed an interest in the following: ExLibrisbx™

<input type="checkbox"/>	1. Sern, H.. "Romanian werewolves: seasons, ritual, cycles." <i>Folklore</i> (1982): 206-15.	Find Text TAMU
<input type="checkbox"/>	2. Caroline, Walker Bynum B. The American historical review 102.1 (1997): 1-26.	Find Text TAMU
<input type="checkbox"/>	3. Dart, Raymond A. A. "The Myth of the Bore-Accumulating Hyena." <i>American Anthropologist</i> 58.1 (1956): 40-62.	Find Text TAMU

[View More...](#)

[Select All](#) | [Clear All](#) | [Save Citations](#) | [Select Format](#) ▼

Search for more from

- ▶ [Google Scholar](#)

Article Title ▼
Search Terms

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Results: bX Recommendations

- Generally understood how links in the bX recommendations box worked
- Frequently misunderstood how recommendations were gathered
 - Do not read the bX header
 - Assumed citations from article or based on keywords in article title
 - Got it once the Amazon comparison was made

Results: bX Recommendations

- Asked users to evaluate the quality of the recommendations
 - Generally satisfied with results
 - Sometimes recognized the authors/article titles and approved
 - Interesting quibbles
 - Students need help focusing not more options
 - Relying on human interpretation and therefore unreliable

Post-Testing Results

- Spring bX usage stats
 - 9772 total bX links clicked on
 - 9297 clicks lead to full text (95%)
 - 475 did not (4.9%)

Direct Linking Banner

The screenshot displays the EBSCO e-Journals search interface. At the top, the Texas A&M University Libraries logo and 'e-Journals' branding are visible. The search results section shows a single result for the article 'Structural Change in Grain Transportation: A Kansas Case Study' by Babcock, Michael W. and Bunch, James Lee. The interface includes a search bar with the query 'AN 8952263', a navigation menu with options like 'New Search', 'Publications', and 'Thesaurus', and a sidebar with 'Related Information' and 'Similar Results' sections. The article details are presented in a structured format with labels for Title, Authors, and Source.

UNIVERSITY LIBRARIES | *e-Journals* More info Report a problem Hide frame

Title: structural change in grain transportation kansas
Source: Transportation quarterly [0278-9434] babcock vol:57 iss:1 pg:93

New Search | Publications | Thesaurus | Author Profiles | More Sign In to My EBSCOhost Folder New Features! Live Help @ TAMU Help Exit

Searching: **Business Source Complete** | Choose Databases TEXAS A&M UNIV - COLLEGE STATION

AN 8952263 in Search Clear ?
and
and Add Row

Basic Search | Advanced Search | Visual Search | Search History/Alerts | Preferences »

◀ 1 of 1 ▶ [Return to Result List](#) | [Refine Search](#)

Citation **PDF Full Text** (1.7MB) [Cited References \(11\)](#)

Title:	Structural Change in Grain Transportation: A Kansas Case Study.
Authors:	Babcock, Michael W. ¹ Bunch, James Lee ²
Source:	Transportation Quarterly ; Winter2003, Vol. 57 Issue 1, p93, 13p

Paused 20:01/43:53

Results: Direct Linking

- Preferred direct linking (when it worked)
- Banner blindness
 - Problems finding link to full menu
 - Problems finding link to help
- Wanted “journal at a glance” info on banner

Post-Testing Changes



UNIVERSITY LIBRARIES | *eJournals*

[Ask Now](#) ✕

Title: Metamorphosis, or Gerald and the Werewolf.
Source: Speculum [0038-7134] Bynum yr:1998 vol:73 iss:4 pg:987
Journal at a glance: Peer-Reviewed Journal -- Academic/Scholarly

More title info

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> List of all Volumes > Volumes/Issues List > Issue Table of Contents > Item View



Metamorphosis, or Gerald and the Werewolf
 Caroline Walker Bynum
Speculum, Vol. 73, No. 4 (Oct., 1998), pp. 907-1013
 Published by: [Medieval Academy of America](#)

[< Previous Item](#) | [Next Item >](#)

Save citation (Requires login)

Export this Citation

Item Information

PDF

Direct Linking Banner

- Implementation Issues
 - Vendors who don't allow banners
 - Direct link conflicting with security settings for some vendors and some browsers
 - Problems with all the Javascript in the banner
 - ours and Ex Libris'
- Have given up for the moment

Overall

- Resolved the question of the default journal search
- Improved the menu
- Found bX useful and used
- Problems with direct linking banner

Questions?

For More Information

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