User Testing of an SFX Menu Redesign

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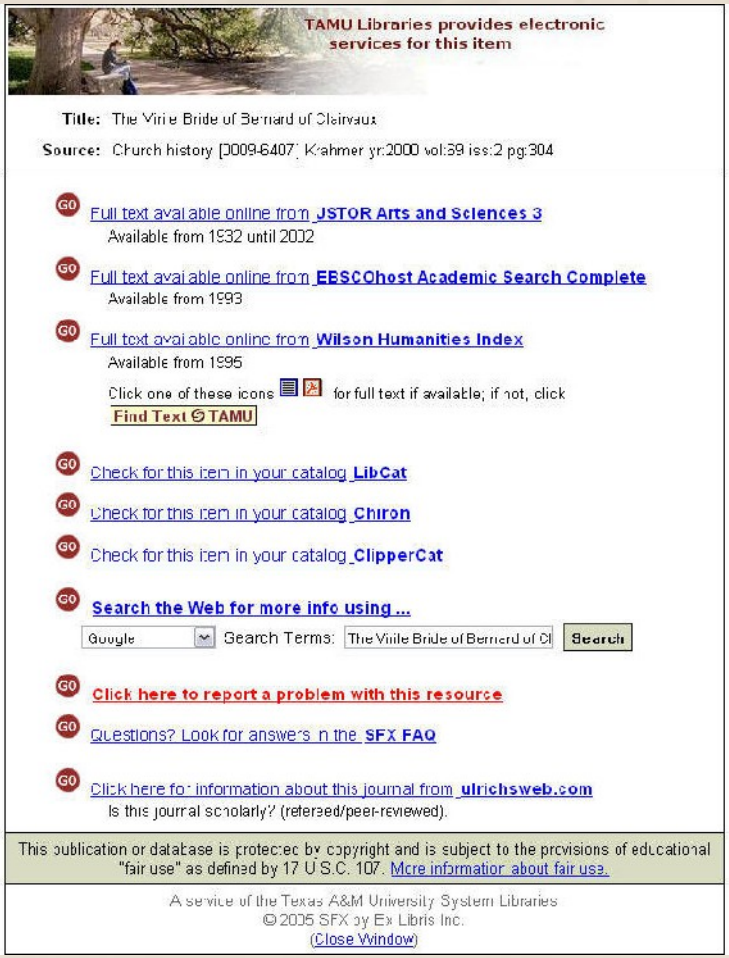
Outline

- 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



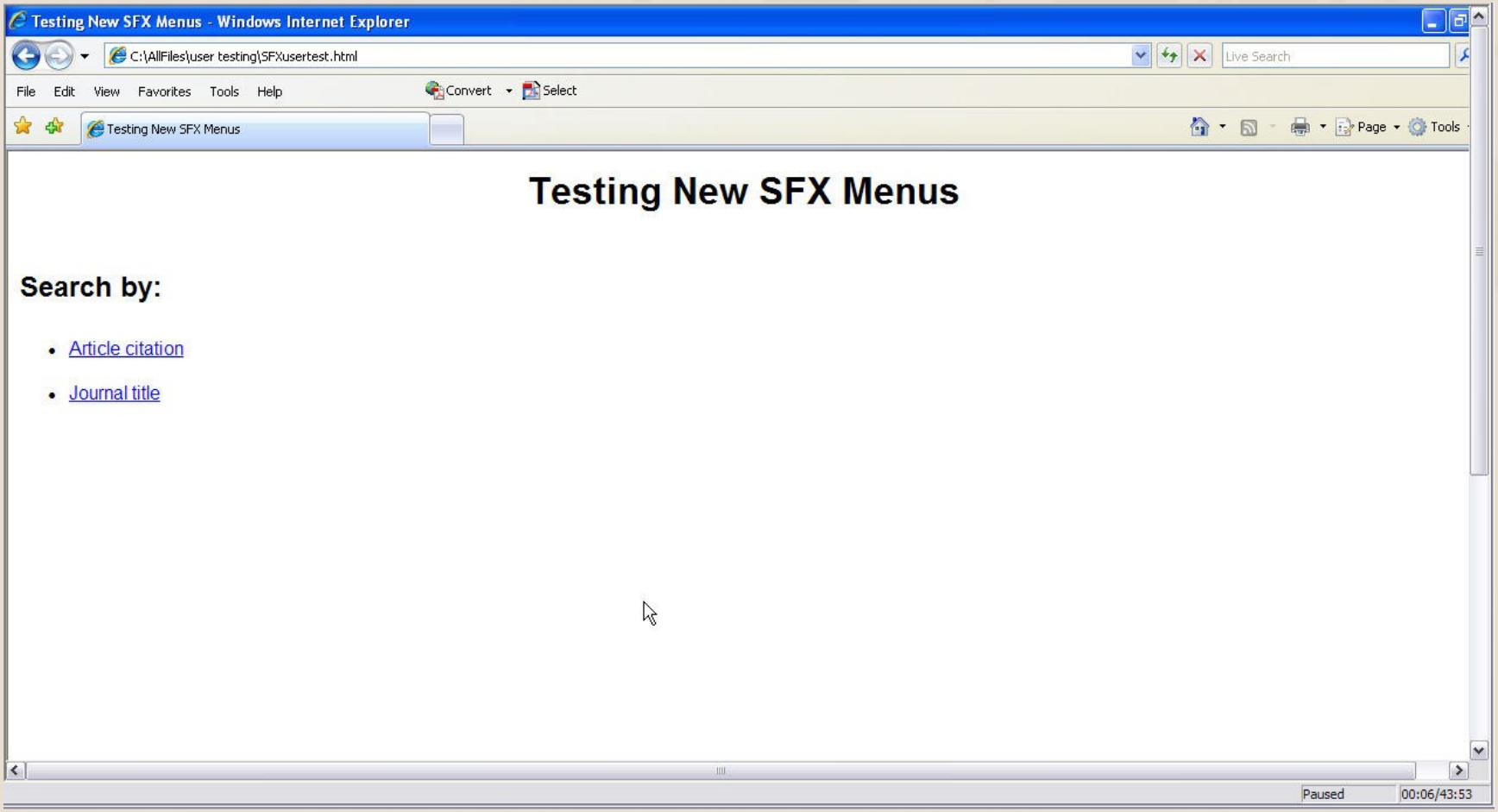
Testing Process

- 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

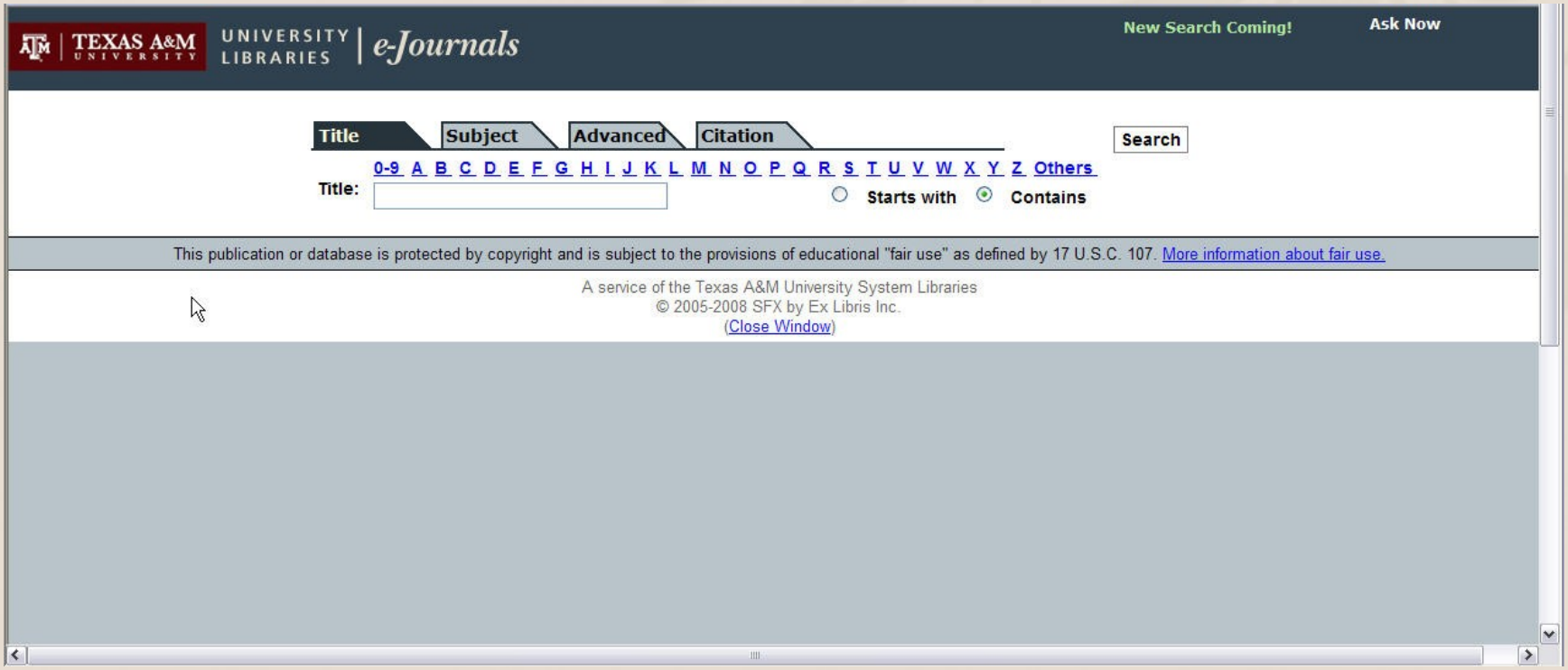
Testing Results

- Default search
- Menu changes
- bX
- Direct linking

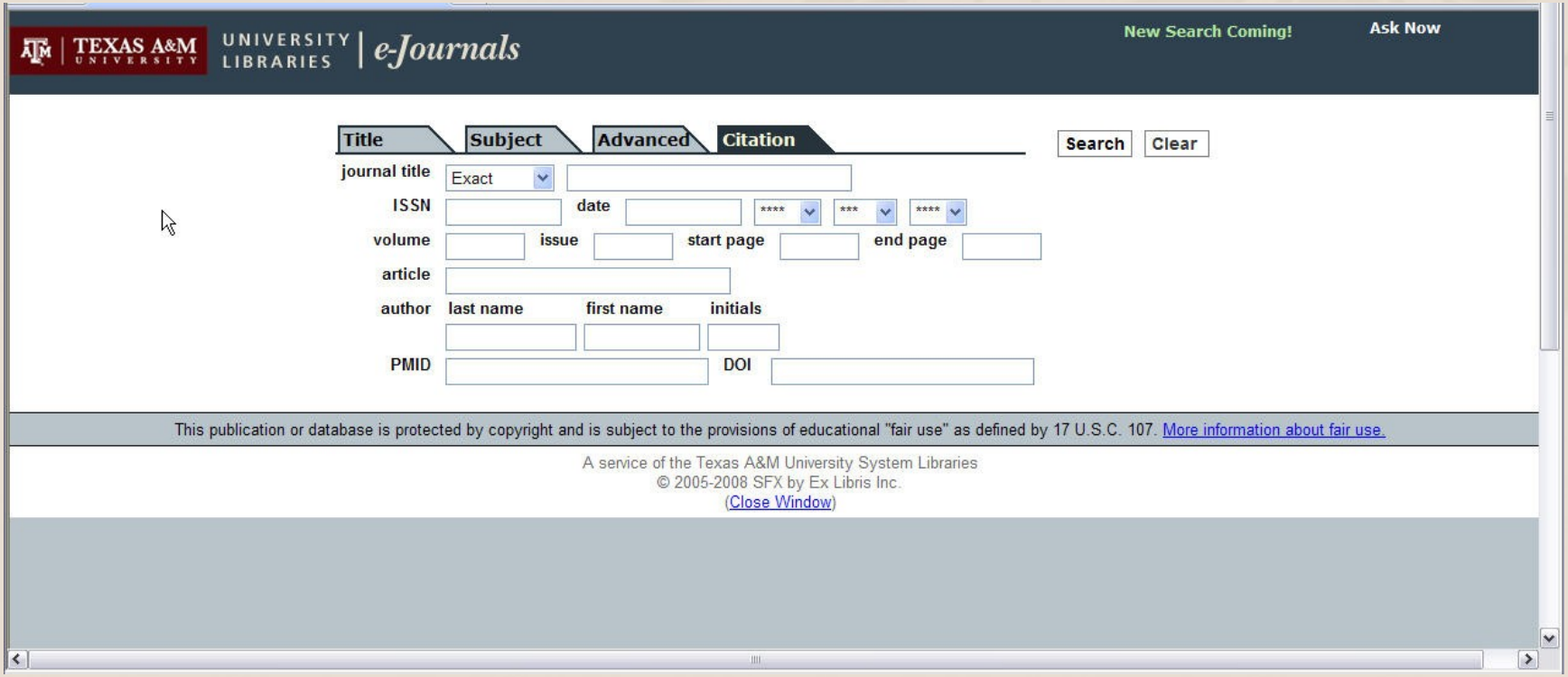
Testing: Search Preferences



Journal Title Search



Article Citation Search



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

Find Text @ TAMU - Windows Internet Explorer
http://sfxtest.tamu.edu:9003/tamu?ctx_enc=info%3Aofi%2Fenc%3AUTF-8&ctx_id=10_1&ctx_tim=2009-10-19T13%3A26%3A23CDT&ctx_ver=Z39.88-2004&rfr_id=info%3As
File Edit View Favorites Tools Help
Convert Select
Find Text @ TAMU
Page Tools

Report a Problem

TEXAS A&M UNIVERSITY LIBRARIES | *e-Journals*

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 Agricultural

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 Modeling and managing the interactions between hydrology, ecology

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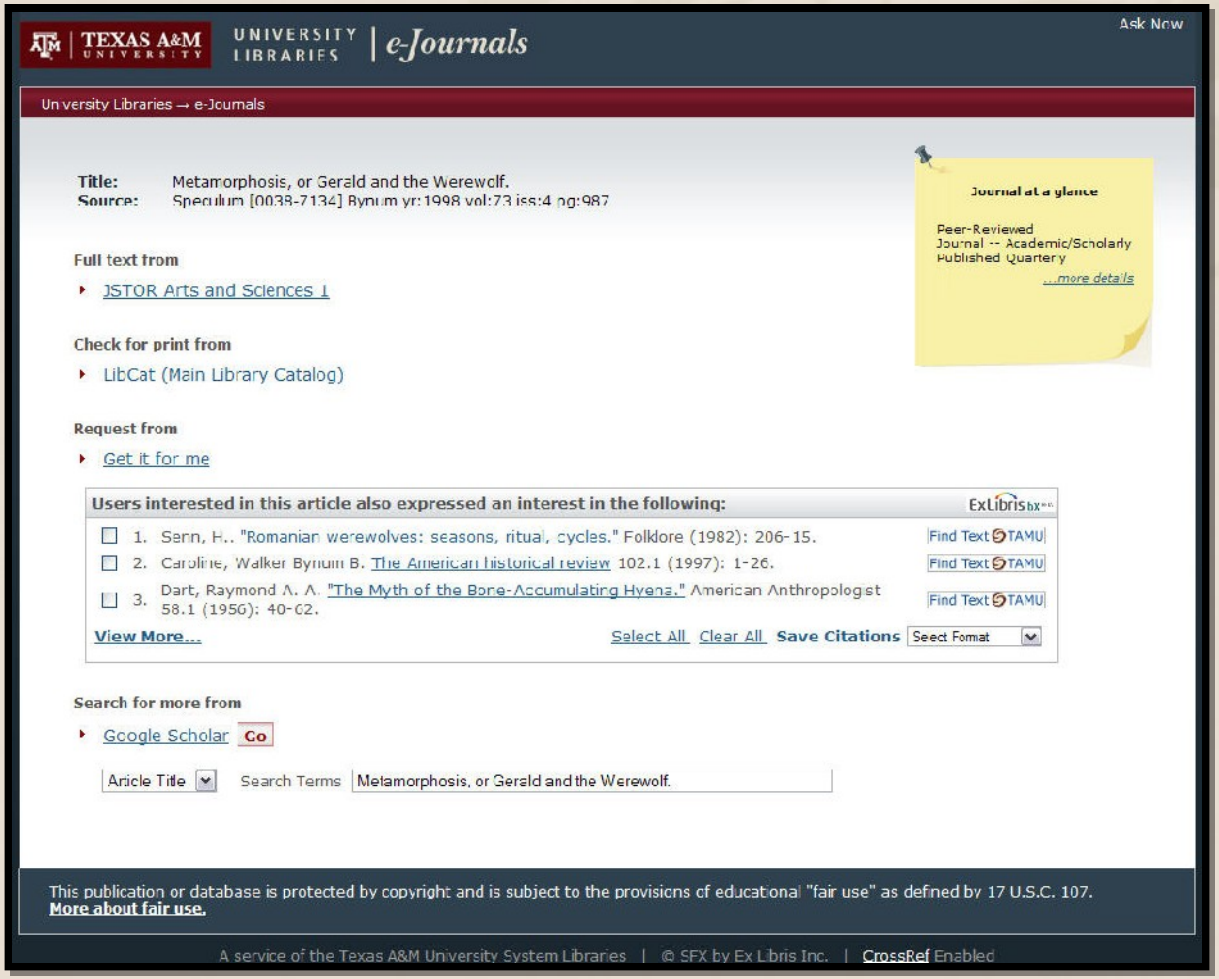
start Texas A&M Universit... Texas A&M Universit... Find Text @ TAMU - ... 1:28 PM

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



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

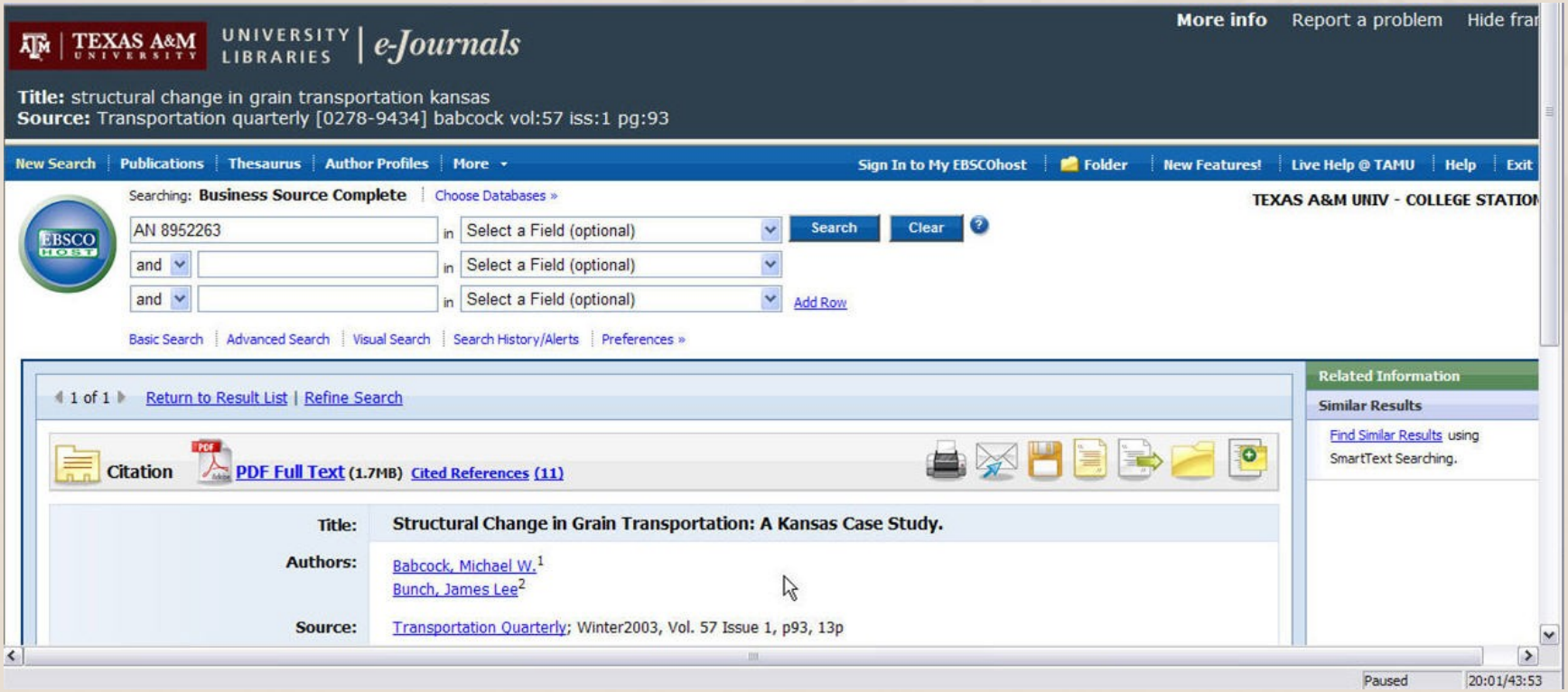
Results: bX Recommendations

- 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%)

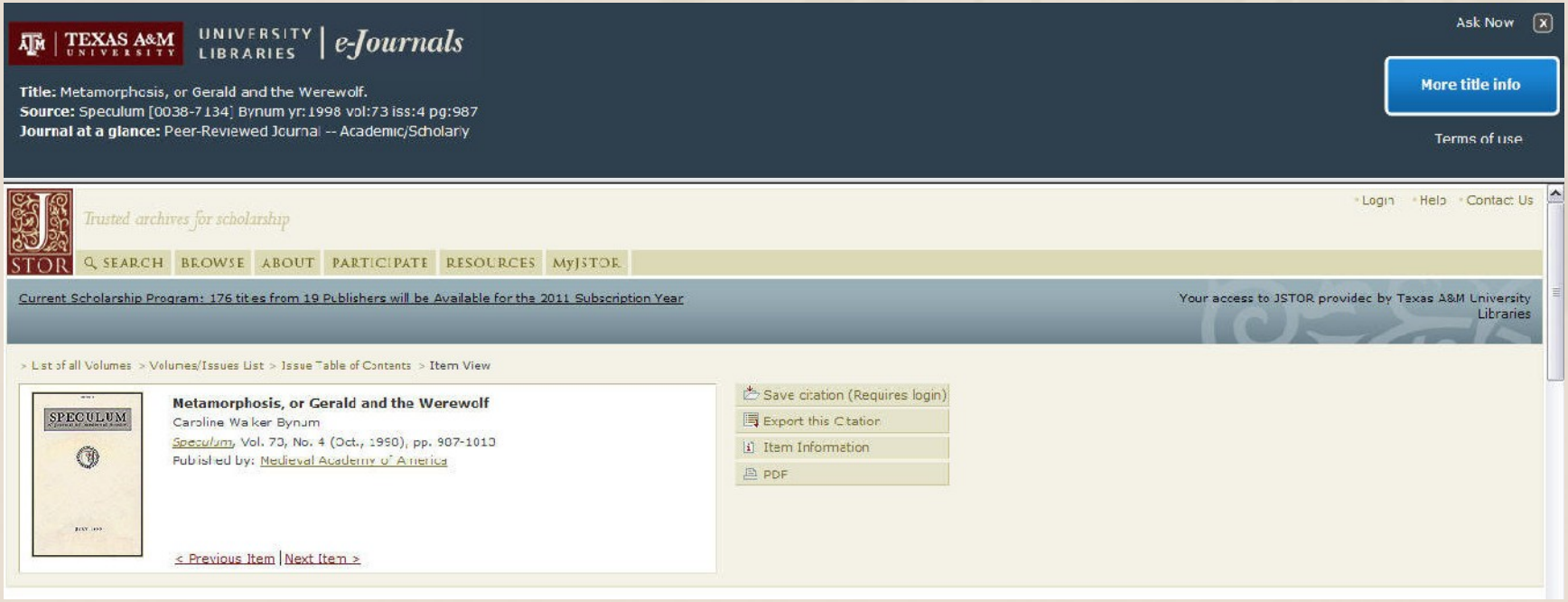
Direct Linking Banner



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



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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