Who, What, Where: Gathering and Interpreting User Data

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Digital Library Collections (DLC)

Title: View of the UCSD Central University Library, November 20, 1970
Creator: SIO Photographic Laboratory

Search

Advanced Search  Search Tips

Browse
- By Topic
- By Collection/Library
- By Format

Search over 57,898 images, documents and video files from the UCSD Libraries.
Logistics

Library Personnel Involved:

- Conducted by Kymberly Goodson
- Overseen by Digital Library Program
  - Roger Smith, Gabriela Montoya, Cristela Garcia-Spitz
- Technical support, Rene Feuerbach

Timeline:

- Mar 2012 - Initial meeting
- Apr 2012 - Develop test plan
- May 2012 - Finalize test plan; Conduct user testing
- Aug 2012 - Distribute final report
- Sept 2012 - Began implementing changes
Methodology

- Individual, interactive testing session (~1hr)
- One participant, one facilitator
- 2 undergrad, 2 grad, 1 faculty
- Observation, utilizing “think aloud” protocol
- Navigation through 4 sets of tasks using live interface
- $20 UCSD Bookstore gift card as incentives
Task Set #4

- Begin on the ‘Browse by Format’ page.
- Click on ‘Video.’
- Click on the entry for “The News Parade of 1941.”
- How long is the video clip?
- Move to the 1968 “News Parade.”
- Listen to the beginning of the video clip.
- Close the video clip.
- Return to the ‘Browse by Format’ page.
Task Set #4 (Follow-Up)

• What is your overall impression of the interface & functionality for videos after interacting with them?

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• How satisfied were you with the loading speed for the video clip?

1  2  3  4  5
Very Satisfied  Moderately Satisfied  Neutral  Moderately Dissatisfied  Very Dissatisfied

• Did you have any difficulties interacting with the videos - anything that was difficult to use or understand?

• Do you have any suggestions for changes to the video functionality?
Post-Exercise Questions

- What is your overall impression of the digital collection website after interacting with it?
- On a scale of 1-7, with 7 being the easiest, how easy was the website for you to use?
- Were there any terms or labels used in the website that were confusing or unclear to you?
- What are the 2 things you like best about the website (its appearance, functionality, or anything else)?
- What are the 2 things you like least about the website?
Documentation

- Usability Test Plan
- Final Report
- Scenario Notes
- Recording Forms
- Usability Rework Plan

## Follow-Up

<table>
<thead>
<tr>
<th>Product and Feature</th>
<th>Item Type</th>
<th>Dependency</th>
<th>Priority</th>
<th>Current Responsibility</th>
<th>Estimated Completion Date</th>
<th>Status</th>
<th>Notes</th>
<th>Prioritized By</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAMS object landing page</td>
<td>Enhancement</td>
<td>DAMS4 will resolve; add to DAMS4 project plan, note: SEO dependencies</td>
<td>03</td>
<td>DLP</td>
<td>Needs Spec</td>
<td>Document contents of ARKs. Products group assigned this as high priority because it is a fix for a known issue. Right now lands on old object print page. Needs to land where instead?</td>
<td>DLP/DLPQ</td>
<td></td>
</tr>
<tr>
<td>DAMS Metadata: String Ordering (subjects, names)</td>
<td>Fix</td>
<td>Data Model resolves</td>
<td>01</td>
<td>DLP, IT Dev</td>
<td>Needs Spec</td>
<td>IT Dev needs to determine technical solution to ordering in RDF.</td>
<td>DLP/DLOG</td>
<td></td>
</tr>
</tbody>
</table>
Lessons Learned

• Keep it focused.
• Create a test plan.
• Do a test run.
• Vary the types of questions.
• Summarize top 10 recommendations.
• Build in time for analysis.
• Consider sample size to suit your needs.

Challenges

- Interpreting results
- Resources & Expertise
- Moving target

Worth it?  Yes!

For more info:
- UC San Diego Digital Library Collections: https://libraries.ucsd.edu/digital/
- Digital Library Program: http://libraries.ucsd.edu/about/digital-library/
- Herman Baca Papers: http://hermanbacapapers.tumblr.com/

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DECIDE Process

- **D** - Determine the goals of the evaluation. What do you want to prove or examine?
- **E** - Explore the specific questions to be answered.
- **C** - Choose an evaluation paradigm, such as systematic IR or empirical user studies.
- **I** - Identify the practical issues in performing such an evaluation, such as structured tasks and appropriate datasets.
- **D** - Decide how to deal with any ethical issues. Ethical issues are especially important when working with humans.
- **E** - Evaluate, Interpret, and present the data.