UX Testing in ShareVDE 2.0

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Penn's Linked Data Vision

“The Penn Libraries engage in linked data initiatives to improve the metadata we make available for our information resources, and the technology we use to manage it. The primary goal of our work is to make resources easier for our users to find and obtain, both through our own discovery tools and through external search.”
Penn's involvement in BIBFRAME

- **Sinopia**
  - Participated in the LD4P2 grant
  - Developing a prototype connection between Sinopia and Alma

- **Share-VDE**
  - Collaborating since the initial 2016 pilot project
  - Participation on Advisory Council & working groups
  - Partnering with Share-VDE to develop a Penn “skin”
  - UX testing of Share-VDE Beta Discovery Environment:
    - [https://www.svde.org/](https://www.svde.org/)
User Experience Testing:

Method
- Virtual test environment
- Screenshare recordings
- Standardized testing script
- Analyzed in a shared table across work team

By the numbers
- 5 user interviews
- 6 core tasks evaluated
- 35 questions, included perceptions of usability
- 3 hours recorded
UX testing: trends

All participants:
- Began their searching in Google
- High familiarity with searching in library environments
- Used more sophisticated search techniques

No participants:
- Confidently defined terminology tested
UX testing: Opportunities

► Improve indicators that confirm search confidence
► Users unclear about order of search results (relevancy ranking)
► Revising and further testing on novel terminology
UX Testing: Related Agents

- “Similar things to this book, so I guess similar authors, the same publishing company”
- “Maybe people they worked with”
- “I don’t know. My first thought is maybe author or maybe publisher”
UX testing: Wikidata

- Pictures well received
- Suggestions: smaller real estate; additions to bio such as academic credentials
- Concerns: potential bias in Wikipedia
- “I think it’s really cool that has her biography and other things about her.”
We asked: Would you want to use it again?

While user friendliness scores were largely “just okay”, 4 of 5 users reported that they would like to use Share-VDE for future research.

► “This [Person page] is exactly what I would expect. What I would hope for.”
► “The interface is visually pleasing- it kind of feels like a slightly different Google.”
► “I can definitely see myself using this again- the breakdown of the works was really useful. Having publications laid out in that way and directly linking to [creators] who were connected was great.”
Next Steps

- Working with the Share-VDE UI/UX group
- Continue user testing as new features are added
- Sharing feedback to influence future developments
- Exploration of BIBFRAME relationships to support user needs
- Testing of Penn APIs (user requesting)
Resources

- Penn User Testing Script
  - [https://tinyurl.com/UXtestingScript](https://tinyurl.com/UXtestingScript)

- Penn Results Analysis Data Table
  - [https://tinyurl.com/UXanalysisTable](https://tinyurl.com/UXanalysisTable)

- Beta Discovery Environment
  - [https://www.svde.org/](https://www.svde.org/)

- Share-VDE wiki
  - [https://wiki.share-vde.org/wiki/Main_Page](https://wiki.share-vde.org/wiki/Main_Page)