



UX Testing in ShareVDE 2.0

Beth Picknally Camden
University of Pennsylvania Libraries
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Penn
Libraries

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
Libraries

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/>

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

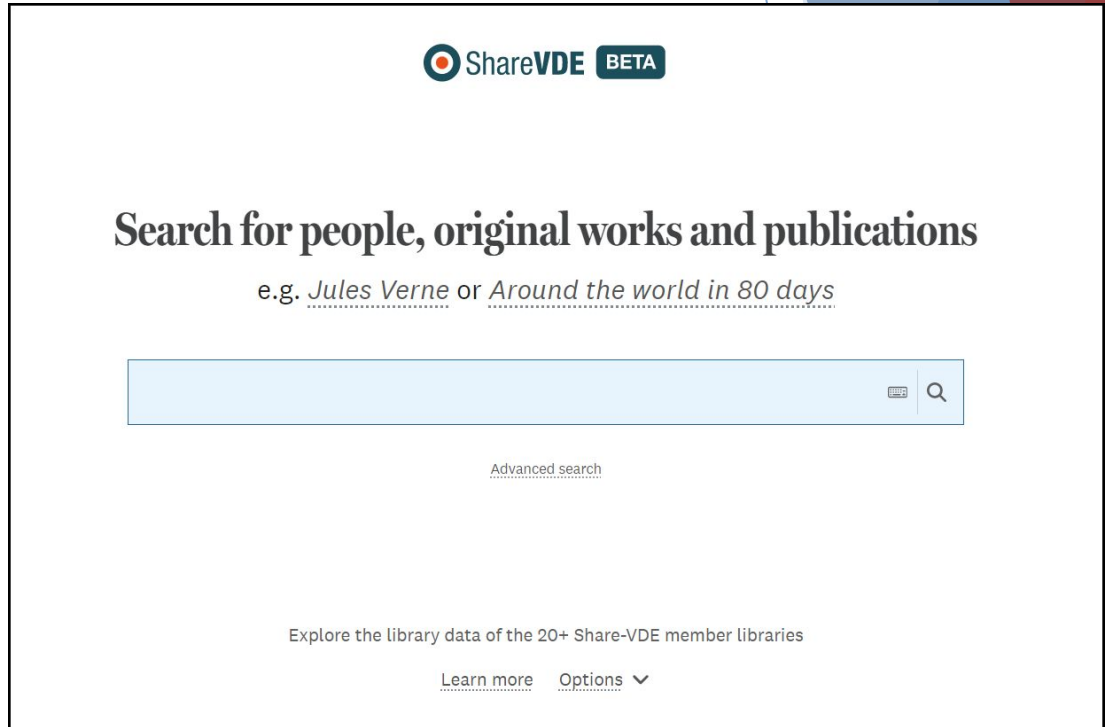
UX testing: trends

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



The screenshot shows the ShareVDE BETA search interface. At the top right is the logo "ShareVDE BETA". The main heading is "Search for people, original works and publications". Below this is an example search query: "e.g. Jules Verne or Around the world in 80 days". A large, light blue search input field is centered, with a magnifying glass icon on the right. Below the input field is a link for "Advanced search". At the bottom, there is a footer that reads "Explore the library data of the 20+ Share-VDE member libraries", followed by links for "Learn more" and "Options" with a dropdown arrow.

ShareVDE BETA

Search for people, original works and publications

e.g. Jules Verne or Around the world in 80 days

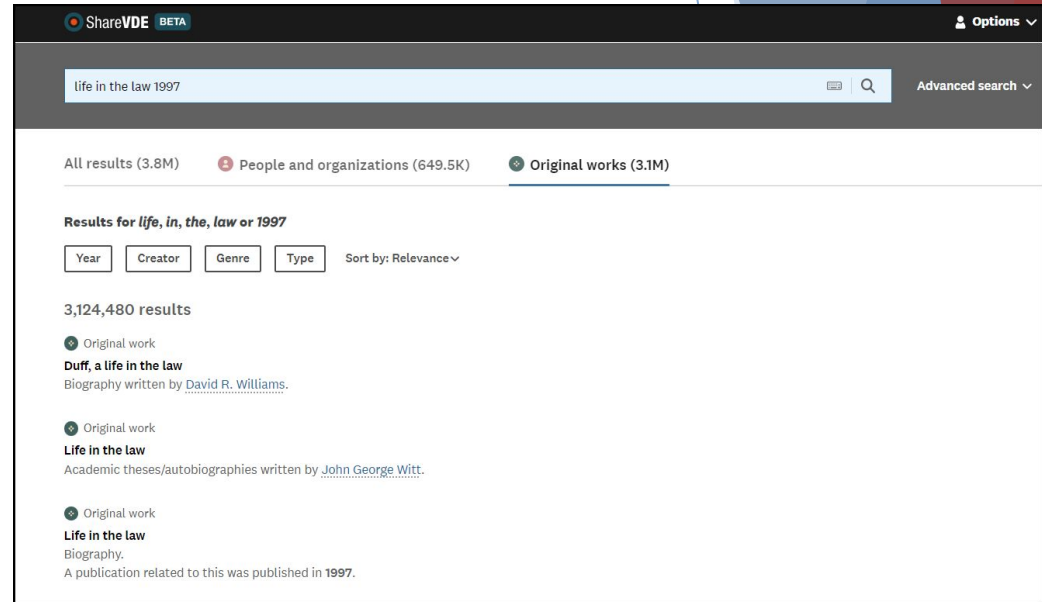
Advanced search

Explore the library data of the 20+ Share-VDE member libraries

[Learn more](#) [Options](#) ▼

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”

Original work ⓘ

Life in the law

Biography.

Also known as: *Life in the law*

More options ▾

Publications of this

Related agents

Subjects of this

Filter agents... Q

Start year

Type

10 results

No.	Name	Type	Start year	End year	Location	Relationship	⊕
1	Brian Doan	Person				other	
2	J. Reuben Clark Law Society	Organization				other	
3	Scott W. Cameron	Person	1946			other	
4	American Bar Association	Organization				other	
5	American Bar Association, Public Education Division	Organization				other	

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 is has her biography and other things about her.”

The screenshot shows the Wikidata profile for Sandra Day O'Connor. At the top, there's a navigation bar with 'ShareVDE BETA', a search bar, and an 'Options' menu. The profile section includes a portrait of Sandra Day O'Connor, a 'Person' label, her name 'Sandra Day O'Connor', and a brief biography: 'US Supreme Court justice from 1981 to 2006. Born in 1930.' Below this is a quote from Wikipedia: 'Sandra Day O'Connor is an American retired attorney and politician who served as the first female associate justice of the Supreme Court of the United States from 1981 to 2006. She was both the first woman nominated and the first confirmed to the court. Nominated by President Ronald Reagan, she was considered the swing vote for the Rehnquist Court and the first five months of the Roberts Court. - Wikipedia'. There's a 'More options' dropdown. Below the profile, there are three tabs: 'Original works by' (selected), 'Publications by', and 'Original works about'. Under 'Original works by', there's a search bar 'Filter original works...' and two buttons 'Creator' and 'Genre'. The results section shows '48 results'. A table lists the first result: 'Women and leadership' (video recordings) by Joy K. Rice (other), Heather Höpfel (other), and Caroline Sweetman (other).

No.	Title	Year	Genre	Creators
1	Women and leadership		Video recordings	Joy K. Rice (other) Heather Höpfel (other) Caroline Sweetman (other)

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>
- ▶ Penn Results Analysis Data Table
 - ▶ <https://tinyurl.com/UXanalysisTable>
- ▶ Beta Discovery Environment
 - ▶ <https://www.svde.org/>
- ▶ Share-VDE wiki
 - ▶ https://wiki.share-vde.org/wiki/Main_Page