User Experience Testing in the ShareVDE 2.0 Catalog

Beth Picknally Camden
University of Pennsylvania Libraries
September 2022

Share-VDE Overview

- Technology
  - Leader in library LOD & BIBFRAME since 2016
  - Suite of tools & services supporting LOD for libraries
- Community
  - Developed with libraries in partnership with Casalini Libri and @Cult.
  - Share Family of LOD projects, following a tenant-based model
- Discovery
  - Beta Discovery Environment: https://www.svde.org/

Penn's involvement in SVDE

- Participant since the initial 2016 pilot project
- Contribution of MARC bibliographic records
- Participation on Advisory Council & working groups
- Partnering with SVDE to develop a Penn skin
    - Branding
    - API links for user requesting

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. Secondary goals include making our resources more easily cataloged and described by our staff, making it simpler to share and exchange resource metadata, **enhancing information about resources of interest to our users**, and **providing a platform for advanced metadata-based research by librarians and other scholars".**

Penn
Libraries

Methods

- IFLA-LRM framing to study user tasks in the SVDE interface

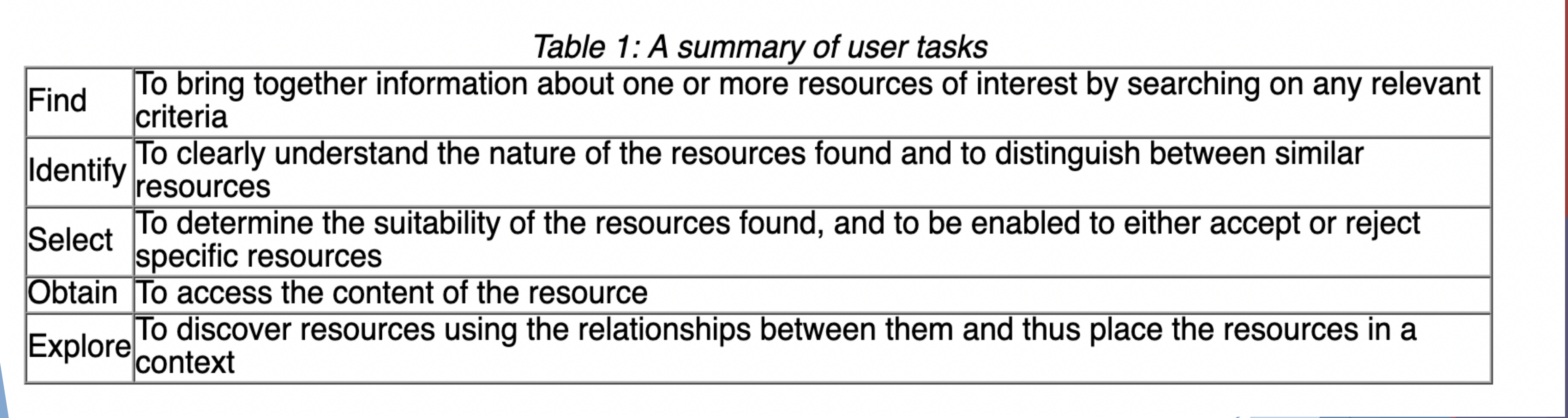


Table 1: A summary of user tasks

Find	To bring together information about one or more resources of interest by searching on any relevant criteria
Identify	To clearly understand the nature of the resources found and to distinguish between similar resources
Select	To determine the suitability of the resources found, and to be enabled to either accept or reject specific resources
Obtain	To access the content of the resource
Explore	To discover resources using the relationships between them and thus place the resources in a context

https://www.isko.org/cyclo/lrm

User Experience Testing:

Method

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

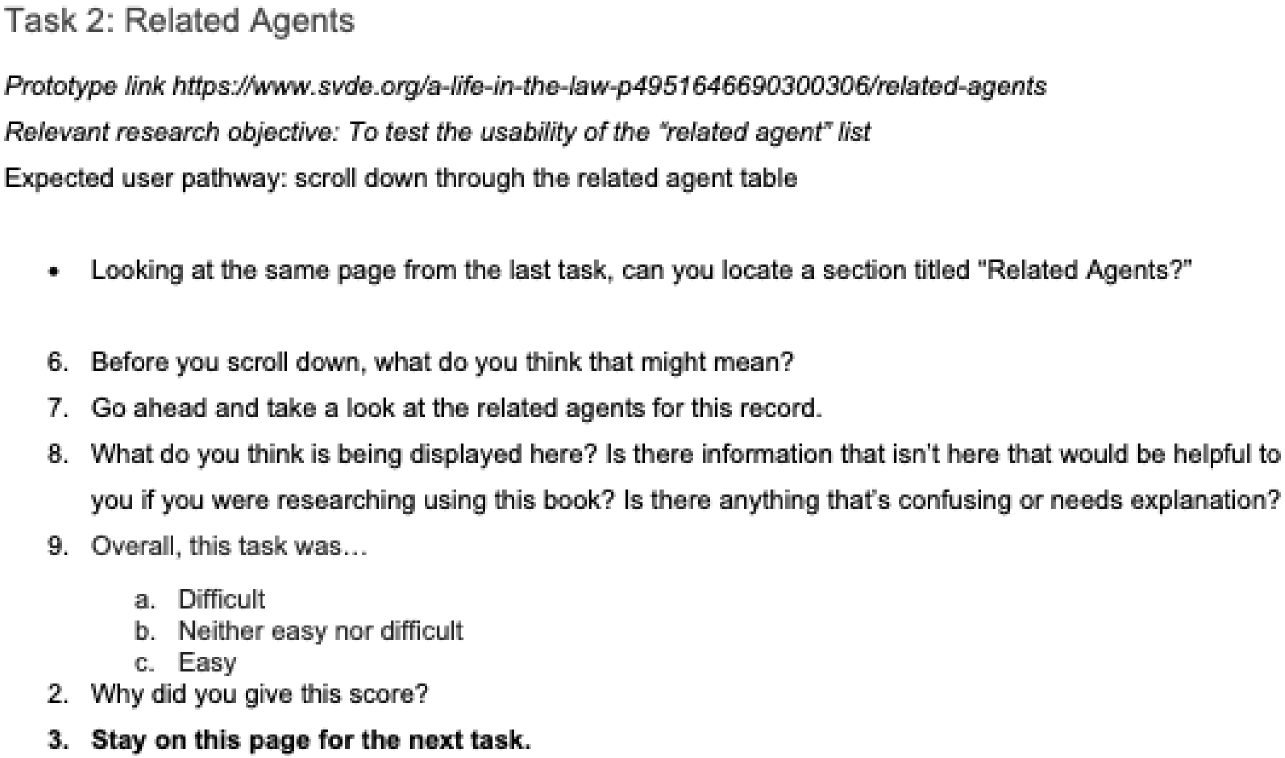
By the numbers

- 5 user interviews
- 6 core tasks evaluated
- 35 questions, included perceptions of usability
- 3 hours recorded

UX Testing Tasks & Objectives

Testing Task	Task Objectives
Name disambiguation	To test name (person) disambiguation functionality in results of a search with similar names.
Title disambiguation	To test work (publication) disambiguation functionality in results with similar titles.
Search for [language] materials	To test retrieval of searching for publications of a work in a desired language.
Related Agents	To test the usability of the “related agent” list.
Exact title match	To test the usability of a “exact match” menu presented as the result of title matching.
Wikidata/Wikipedia	Exploratory linked dated exercise
UX on interface terminology	Other ways you might describe this besides the language used?

Testing Script Example: Related Agents



Task 2: Related Agents

Prototype link https://www.svde.org/a-life-in-the-law-p4951646690300306/related-agents

Relevant research objective: To test the usability of the "related agent" list

Expected user pathway: scroll down through the related agent table

- Looking at the same page from the last task, can you locate a section titled "Related Agents?"

6. Before you scroll down, what do you think that might mean?
7. Go ahead and take a look at the related agents for this record.
8. What do you think is being displayed here? Is there information that isn't here that would be helpful to you if you were researching using this book? Is there anything that's confusing or needs explanation?
9. Overall, this task was…
    a. Difficult
    b. Neither easy nor difficult
    c. Easy
2. Why did you give this score?
3. **Stay on this page for the next task.**

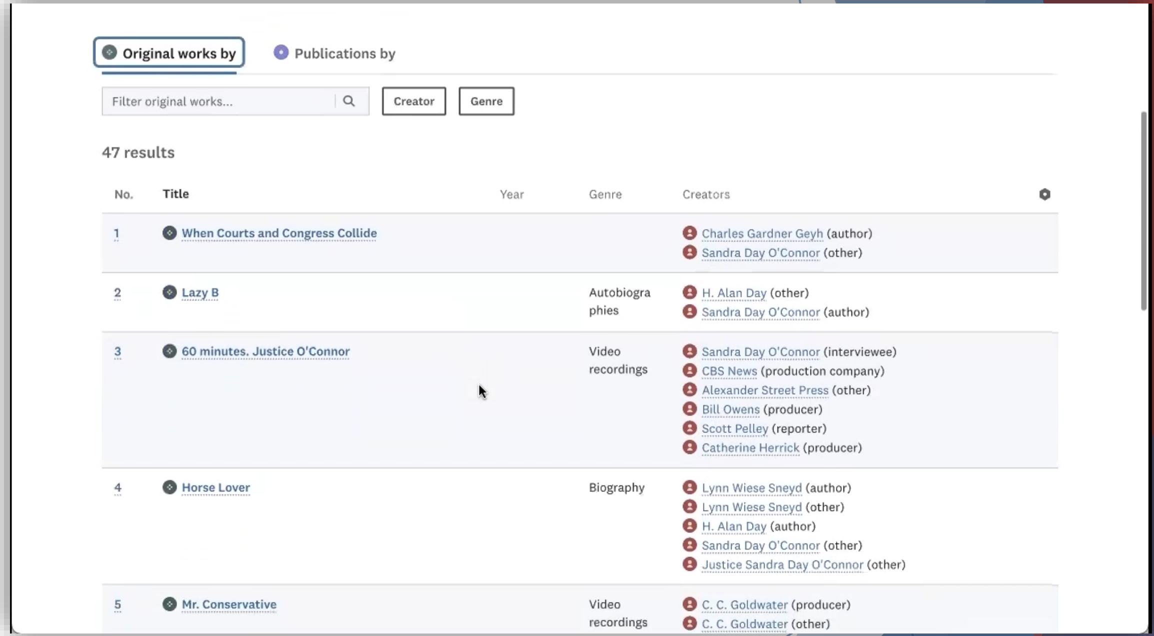
UX Testing:

[illegible] Context Clues

- [illegible] All [illegible] and [illegible]
- Begin their searching in Google [illegible]
- [illegible] "Filters not necessarily what I [illegible]
- [illegible]
- [illegible] searching in online library [illegible]
- [illegible] So much of [illegible]
- [illegible] looking [illegible]
- [illegible]
- [illegible] searching that "does it [illegible] whether it's an autobiography [illegible] chronological? By Format? [illegible] for you. [illegible] or a recording etc."

No participants [illegible]

- Subject familiarity required to [illegible]
- Concerns about quality of [illegible] Wikipedia entry- confirmation bias
- Confidently defined results [illegible] terminology tested



47 results

No.	Title	Year	Genre	Creators
1	When Courts and Congress Collide			Charles Gardner Geyh (author) Sandra Day O'Connor (other)
2	Lazy B		Autobiographies	H. Alan Day (other) Sandra Day O'Connor (author)
3	60 minutes. Justice O'Connor		Video recordings	Sandra Day O'Connor (interviewee) CBS News (production company) Alexander Street Press (other) Bill Owens (producer) Scott Pelley (reporter) Catherine Herrick (producer)
4	Horse Lover		Biography	Lynn Wiese Sneyd (author) Lynn Wiese Sneyd (other) H. Alan Day (author) Sandra Day O'Connor (other) Justice Sandra Day O'Connor (other)
5	Mr. Conservative		Video recordings	C. C. Goldwater (producer) C. C. Goldwater (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 ShareVDE for future research.

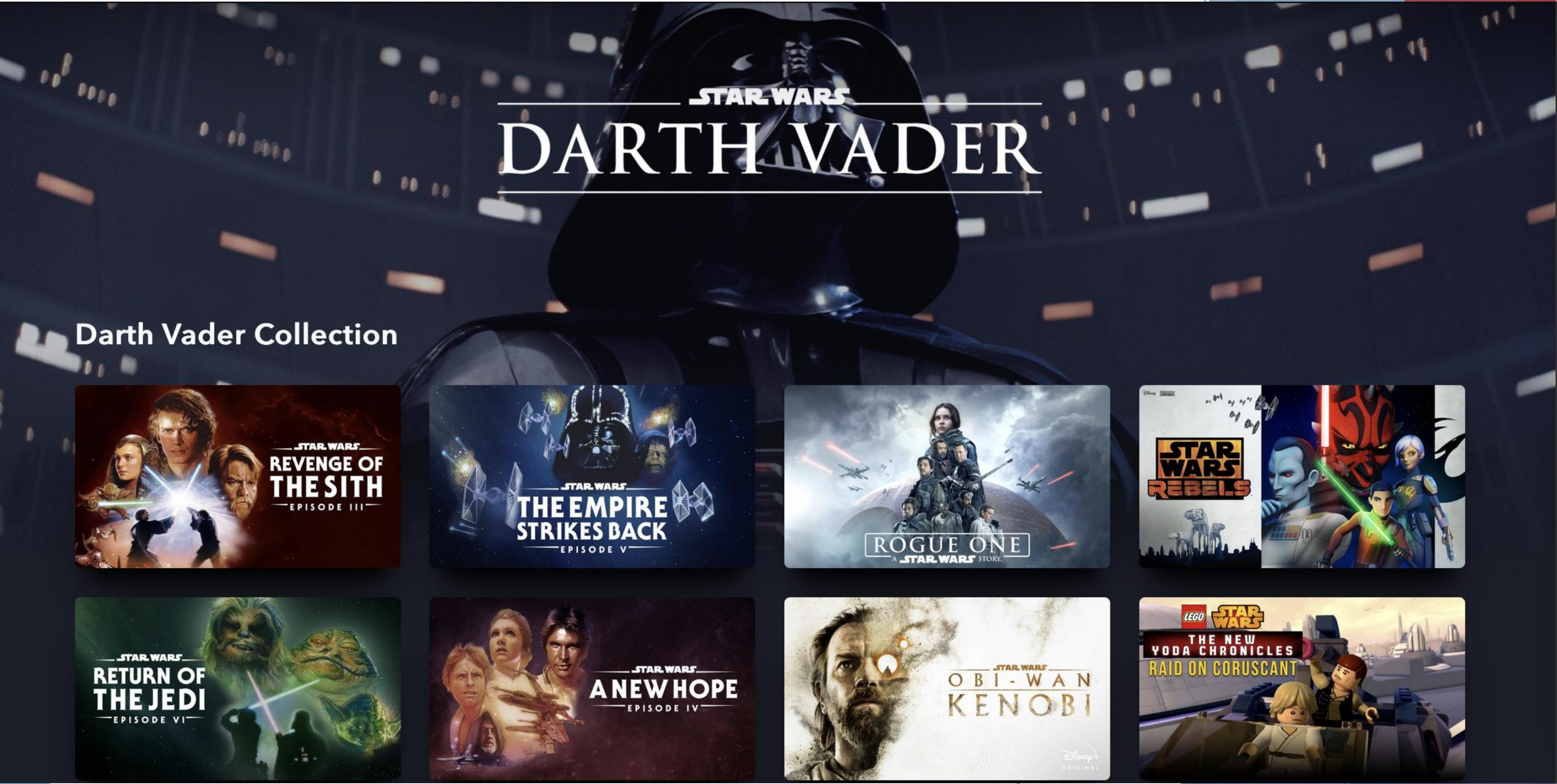
- “This [Person page] is exactly what I would expect. What I would hope for.”
- “The interface is visually pleasing- it kind of feels like a slightly different Google.”
- “I can definitely see myself using this again- the breakdown of the works was really useful. Having publications laid out in that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

Discussion

- How we structure search results need not surface library terminology. This is already a consideration of the tested design. We need to go further.
- Though we have used the BIBFRAME vocabulary for structuring relationships, we may want to do away with presenting users with terms like Works and Agents.
- **Consider replacing Agents with other terms.**
- Work/Publication as displayed was an attempt to do away with presenting the wording of “Instances”. We may need to go further.
- **Consider removing Works/Publication hierarchy from terminology presented to user.**

Future Discussion

- We need to find a way to surface the **most valuable relationships to users** and those relationships do not need to have library language attached to them.
- The BIBFRAME vocabulary and other properties that can be used within the BIBFRAME vocabulary enable Work to Work relationships, and others by design.
- Perhaps finding language of the users, or from commerce and entertainment.


STAR WARS
DARTH VADER
Darth Vader Collection
STAR WARS REVENGE OF THE SITH EPISODE III
STAR WARS THE EMPIRE STRIKES BACK EPISODE V
ROGUE ONE A STAR WARS STORY
STAR WARS REBELS
STAR WARS RETURN OF THE JEDI EPISODE VI
STAR WARS A NEW HOPE EPISODE IV
STAR WARS OBI-WAN KENOBI
LEGO STAR WARS THE NEW YODA CHRONICLES RAID ON CORUSCANT

Next Steps

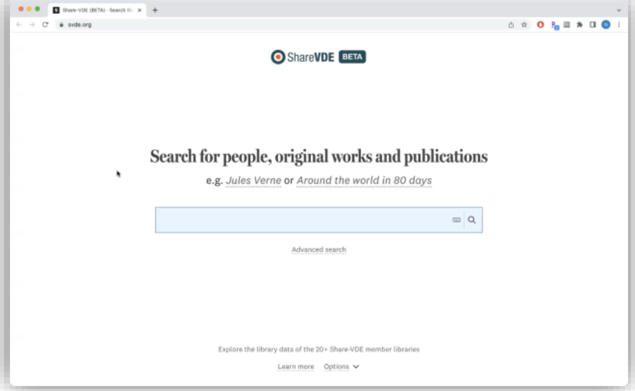
- Working with the Share-VDE UI/UX group
- Continue user testing as new features are added
- Feedback to influence future developments
- Testing of Penn APIs (user requesting)

Resources

- Beta Discovery Environment:
  - https://www.svde.org/
- Share-VDE: linked data for libraries
  - https://wiki.share-vde.org/wiki/Main_Page
- Share-VDE Statement: Share-VDE's Role in Library Linked Open Data
  - https://wiki.share-vde.org/w/images/e/ea/Share-VDE_Statement_2021.pdf

UX Testing Documentation

- User Testing Script
- Results Analysis Data Table


Share-VDE (BETA) - Search li
svde.org
ShareVDE BETA
Advanced search
Learn more
Options

Search for people, original works and publications

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

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

ShareVDE BETA
Advanced search
Learn more
Options

Search for people, original works and publications

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

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