

## Usability Testing Report:

### Business LibGuide

June 12, 2009

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#### Purpose:

The User Assessment Group (UAG) tested the Business LibGuide for the Reference Staff at Feldberg Library. They wanted to know if Tuck Students were using the LibGuide, how they felt about it and get comments, suggestions, etc.

#### Methodology:

We tested a total of 8 Tuck Students whom the Feldberg Staff recruited through email.

#### Introduction:

We explained to each person tested that the Feldberg Reference Staff wanted to test the effectiveness of their LibGuide. We would give each person a series of tasks to perform. After that, we would get their opinion of the LibGuide and any other comments, suggestions, etc. they would like to make.

#### Results:

The preliminary results follow:

1. Everyone loves the Feldberg staff!
2. Everyone could find Factiva from the Launch a Database menu.
3. Almost no one noticed the link for Usernames and passwords.
4. Almost no one noticed the link to the Library's catalog.
5. Some people did not notice the link to HBS Cases until we gently prodded them.
6. Many of the testers were overwhelmed with the amount of choices in databases for research.

*[Please see the Appendix for actual test results and student comments.]*

#### Recommendations:

1. *[Business Database Wizard box]* Make the “**Find passwords and log-in details**” link larger or more eye catching (bold, italics, color, etc.)

2. [*Business Database Wizard box*] The “**Launch a Database**” list is very long. Create a list (not hidden by the drop-down box) of the most commonly used 10-15 databases, and then below that list offer full “**Launch a Database**” drop-down list. Many students mentioned the fact they prefer to use a list of databases available to them in Tuck Streams because it is more accessible.
3. [*Finding Books and Journals box*] Make the “**Library Catalog**” link more prominent or move to a location that is higher on the page (so users don’t have to scroll down to find it.)
4. [*Business LibGuide overall*] Consolidate the content of the Business LibGuide if possible. Many students said that there is definitely great content available in the Business LibGuide, but that all of the different tabs and length of the pages made it a little overwhelming to use.

# Appendix - Complete responses for each tested person

Student's Name: Student #1, May 12, 2009

Tuck Class: 2010

## I. Tasks

1. You need to find an industry overview for the automotive sector to complete a class assignment. Where would you go to do this?

He pulled down the **Launch a Database** menu. He said he would either use *Global Business Monitor* or *IBIS*. He usually goes there and picks a database when he needs to find something.

2. You're working with Green Mountain Coffee on a consulting project. You need to find a market profile for coffee. How would you discover which database(s) might help you answer your question?

He would again check **Launch a Database**. He might also "Ask a Librarian."

3. You want to use the Factiva database; how would you find it?

### **Launch a Database**

4. In class the professor mentioned the book, *Freakonomics* by Steven Levitt. You want to see if the library has a copy. Where would you go to see if Feldberg has a copy?

He has never had a reason to look for a book before. After some looking, he found the link to the Library Catalog.

5. You're doing a project on the company Google. You want to find out if there is an HBS case about the company and get a copy of it. How would you go about this?

He never had to do that. He thought he would go to Find Articles. However, after a little prompting to scroll down, he found the **HBS Cases** link.

6. You need to search *Thomson ONE Analytics* to find an analyst report and discover that this database needs a username & password. How do you find the login information?

On his computer, in the start menu, he has a folder that contains all of the usernames and passwords needed to various resources in Tuck Streams. After a little prompting to look at the Business LibGuide, he found the link to Usernames and passwords.

## II. Comments/Opinion

Are you regularly using the web page?

If yes –

What do you like/not like.  
What works/doesn't work.

He does use the LibGuide. He both likes and dislikes the LibGuide for the same reason. It has a lot of information. That is good because you can find things. It is also a little overwhelming because of all of the information. If the LibGuide could be made easier that would be good, but he realizes that it has a lot of information.

Additional Comments or Questions about the website:

He thought the LibGuide was great and very comprehensive. He particularly liked having librarians on staff. They are very helpful when you can't remember things about resources. He wondered if there could be tutorials online for orientations and refreshers (PowerPoint or online). He also mentioned having mouseovers for the Launch a Database. The mouseovers could give information about each database to make decisions easier.

Student's Name: Student #2, May 12, 2009  
Tuck Class: 2010

## I. Task

1. You need to find an industry overview for the automotive sector to complete a class assignment. Where would you go to do this?

He clicked on the **Industry Research** tab and scrolled down the page. He picked Business Source Complete because he was familiar with it.

2. You're working with Green Mountain Coffee on a consulting project. You need to find a market profile for coffee. How would you discover which database(s) might help you answer your question?

He chose the **Categories** section to answer this task. He picked **Industries**. He said he would read the descriptions and look for a resource that would give him industry wide information.

3. You want to use the Factiva database; how would you find it?

He used the pull down menu for **Launch a Database**.

4. In class the professor mentioned the book, *Freakonomics* by Steven Levitt. You want to see if the library has a copy. Where would you go to see if Feldberg has a copy?

He went immediately to the Library's Main Web page and used the search box there.

5. You're doing a project on the company Google. You want to find out if there is an HBS case about the company and get a copy of it. How would you go about this?

He scrolled down and found the link for **HBS Cases** on the page.

6. You need to search *Thomson ONE Analytics* to find an analyst report and discover that this database needs a username & password. How do you find the login information?

He said he had an email that gave him the username and password. After a little prompting to use the LibGuide, he found the link to **Passwords and login details**.

## II. Comments/Opinion

Are you regularly using the web page?

If yes –

What do you like/not like.

What works/doesn't work.

He did not use the LibGuide during the Fall and Winter Terms. However, because of his first year project, he has used it much more. He likes that everything that he needs is there. It is useful to have the descriptions also. The thing he dislikes is that it is hard to have everything there. He said it was a little intimidating at first, but once you know where to look, you get used to it.

Additional Comments or Questions about the website:

He asked if a link to the Online Catalog was on the page. Don showed him where it was.

He wanted to know how to find books on learning Portuguese. He is Argentinean and will be working in Brazil in the summer. Lucinda told him how he could search the online catalog.

Student's Name: Student #3, May 14, 2009  
Tuck Class: 2010

## I. Task

1. You need to find an industry overview for the automotive sector to complete a class assignment. Where would you go to do this?

She went to **Launch a Database** and picked *Global Business Browser*. She knows that database because she used it in work. It has industry overviews.

2. You're working with Green Mountain Coffee on a consulting project. You need to find a market profile for coffee. How would you discover which database(s) might help you answer your question?

Again she went to **Launch a Database**. She said she could pick *Euromonitor* or *Mintel* pick consumer goods and then coffee. She also said that she is more likely to go to Tuck Streams. She then saw the **Market Research** tab on the LibGuide.

3. You want to use the Factiva database; how would you find it?

She picked **Launch a Database**. She said it was also in Tuck Streams.

4. In class the professor mentioned the book, *Freakonomics* by Steven Levitt. You want to see if the library has a copy. Where would you go to see if Feldberg has a copy?

She got gentle prompting to scroll down the page. She found the Library Catalog link.

5. You're doing a project on the company Google. You want to find out if there is an HBS case about the company and get a copy of it. How would you go about this?

She found the **HBS Cases** link.

6. You need to search Thomson ONE Analytics to find an analyst report and discover that this database needs a username & password. How do you find the login information?

She said that Tuck Streams has very clear instructions for usernames and passwords. She did not see the link under the Launch a Database box at all.

## II. Comments/Opinion

Are you regularly using the web page?

If no –

What do you use instead and why

When you need analysts' reports on companies, where do you go.

She uses Tuck Streams. If she needs analyst reports, she goes to Tuck Streams or *Thomson One*.

Additional Comments or Questions about the website:

She did not realize there was more information under the tabs. She also said there was no quick link from Tuck Streams to the Business LibGuide.

She also had a question about Patents she needed help on. She wants to know how she can search the Patents database to see how many companies use certain words in their name in Finance. Lucinda referred the question to Karen Sluzenski.

Student's Name: Student #4, May 14, 2009  
Tuck Class: 2009

## I. Task

1. You need to find an industry overview for the automotive sector to complete a class assignment. Where would you go to do this?

He went to the **Industry Research** tab

2. You're working with Green Mountain Coffee on a consulting project. You need to find a market profile for coffee. How would you discover which database(s) might help you answer your question?

He chose **Marketing** under the Categories.

3. You want to use the Factiva database; how would you find it?

He went to the **A to Z list**.

4. In class the professor mentioned the book, *Freakonomics* by Steven Levitt. You want to see if the library has a copy. Where would you go to see if Feldberg has a copy?

He went to Feldberg Library's Home page. He also mentioned *Managing your references* in the Toolkit box.

5. You're doing a project on the company Google. You want to find out if there is an HBS case about the company and get a copy of it. How would you go about this?

He found the link to the **HBS Cases**.

6. You need to search Thomson ONE Analytics to find an analyst report and discover that this database needs a username & password. How do you find the login information?

He went directly to the link for Passwords and login information.

## II. Comments/Opinion

Are you regularly using the web page?

If no –

What do you use instead and why

When you need analysts' reports on companies, where do you go.

It really depends on what he wants to find. He will go directly to the Feldberg Library page or Tuck Streams and scan for an appropriate database.

Additional Comments or Questions about the website:

The page looks good. On the surface, there is a lot of stuff. He could not think how to make it better. He did mention you can not always tell which databases to use when you click on a tab.

The subheadings under **Industry Research** are not the ones he would think of. He thought a list of industry types would be more helpful. He thought the categories there were too in-depth for initial searching.

He did like the **Market Research** tab.

Student's Name: Student #5, May 14, 2009  
Tuck Class: 2010

## I. Task

1. You need to find an industry overview for the automotive sector to complete a class assignment. Where would you go to do this?

He thought about going to **Launch a Database** but chose the **Industry Research** tab.

2. You're working with Green Mountain Coffee on a consulting project. You need to find a market profile for coffee. How would you discover which database(s) might help you answer your question?

He chose **Launch a Database**. He would start with Forrester or Factiva or ask for help.

3. You want to use the Factiva database; how would you find it?

### **Launch a Database**

4. In class the professor mentioned the book, *Freakonomics* by Steven Levitt. You want to see if the library has a copy. Where would you go to see if Feldberg has a copy?

He went to the Library's main page and searched there. He said he wouldn't think to go the LibGuide.

5. You're doing a project on the company Google. You want to find out if there is an HBS case about the company and get a copy of it. How would you go about this?

He found the link on the LibGuide. However, he said he would have gone directly to the Publisher's web page.

6. You need to search Thomson ONE Analytics to find an analyst report and discover that this database needs a username & password. How do you find the login information?

The TuckStream's resources section has usernames and passwords.

## II. Comments/Opinion

Are you regularly using the web page?

If yes –

What do you like/not like.

What works/doesn't work.

He has used it more this term than before. He likes the access from anywhere, anytime. However, he does have trouble navigating the long list under **Launch a Database**.

Additional Comments or Questions about the website:

He liked the main page. Don showed him how to search from the LibGuide. He finds the staff so accessible that it's very helpful that they are around.

Student's Name: Student #6, May 15, 2009  
Tuck Class: 2010

## I. Task

1. You need to find an industry overview for the automotive sector to complete a class assignment. Where would you go to do this?

He went to Launch a Database. He said he would use *Global Business* or *S&P Industry Reports*. He didn't find the categories such as **Industries** useful.

2. You're working with Green Mountain Coffee on a consulting project. You need to find a market profile for coffee. How would you discover which database(s) might help you answer your question?

He went to the Market Research tab. He would look up Green Mountain under **Consumer Goods**.

3. You want to use the Factiva database; how would you find it?

### Launch a Database

4. In class the professor mentioned the book, *Freakonomics* by Steven Levitt. You want to see if the library has a copy. Where would you go to see if Feldberg has a copy?

He scrolled down and found the Library Catalog link

5. You're doing a project on the company Google. You want to find out if there is an HBS case about the company and get a copy of it. How would you go about this?

He found the HBS Cases link. However, he went to the Publisher's site first.

6. You need to search Thomson ONE Analytics to find an analyst report and discover that this database needs a username & password. How do you find the login information?

He found the link under **Launch a Database**. He likes the total list with passwords.

## II. Comments/Opinion

Are you regularly using the web page?

If yes –

What do you like/not like.

What works/doesn't work.

He does like LibGuide. However, his biggest gripe is that he can't find the page. He thought with the transition to elective courses rather than the core ones, he would use the LibGuide more.

Additional Comments or Questions about the website:

He likes the approachability of the library staff. He thought tutorials on the LibGuide for different databases would be helpful. The **Industry Research** tab is one of his favorites, but there is a lot of stuff.

Student's Name: Student #7, May 15, 2009  
Tuck Class: 2010

## I. Task

1. You need to find an industry overview for the automotive sector to complete a class assignment. Where would you go to do this?

She went to the category for **Industries**.

2. You're working with Green Mountain Coffee on a consulting project. You need to find a market profile for coffee. How would you discover which database(s) might help you answer your question?

She went through different databases in **Launch a Database**.

3. You want to use the Factiva database; how would you find it?

### **Launch a Database**

4. In class the professor mentioned the book, *Freakonomics* by Steven Levitt. You want to see if the library has a copy. Where would you go to see if Feldberg has a copy?

She couldn't remember, but went to Find books & articles box.

5. You're doing a project on the company Google. You want to find out if there is an HBS case about the company and get a copy of it. How would you go about this?

She found the link.

6. You need to search Thomson ONE Analytics to find an analyst report and discover that this database needs a username & password. How do you find the login information?

She would check her emails for the information.

## II. Comments/Opinion

Are you regularly using the web page?

If no –

What do you use instead and why

When you need analysts' reports on companies, where do you go.

She used the page for job searches and recruiting. Used other sources recommended such as Google. She uses Capital IQ when she needs analysts' reports on companies.

Additional Comments or Questions about the website:

She thought the resources are great. There are overlapping parts and she doesn't know which to pick or which is best for what she wants.

Each database has its own interface, quirks, etc.

Student's Name: Student #8, May 15, 2009  
Tuck Class: 2010

## I. Task

1. You need to find an industry overview for the automotive sector to complete a class assignment. Where would you go to do this?

She went to **Industries** under Categories. She said she would also down the list Sarah gave them for their First Year Project. She also looked at the **Industry Research** tab and the *Industry* section under the **Market Research** tab.

2. You're working with Green Mountain Coffee on a consulting project. You need to find a market profile for coffee. How would you discover which database(s) might help you answer your question?

She went to **Industries** and would look for Beverages, etc.

3. You want to use the Factiva database; how would you find it?

### Launch a Database

4. In class the professor mentioned the book, *Freakonomics* by Steven Levitt. You want to see if the library has a copy. Where would you go to see if Feldberg has a copy?

She went to the Library's main page.

5. You're doing a project on the company Google. You want to find out if there is an HBS case about the company and get a copy of it. How would you go about this?

She found the HBS Cases link after some gentle prodding.

6. You need to search Thomson ONE Analytics to find an analyst report and discover that this database needs a username & password. How do you find the login information?

She has a folder on her own computer with username and password information.

## II. Comments/Opinion

Are you regularly using the web page?

If yes –

What do you like/not like.  
What works/doesn't work.

The information hasn't changed since she started. It is overwhelming. It is not obvious what is really important. She would like to see samples of what output you get from different databases.

Additional Comments or Questions about the website:

She went to the last eResources Fair. We don't have a resource that she saw there. It was a type of Entrepreneur-type research tool.

She would like the Hours on the LibGuide rather than having to click on a link.

She doesn't like scrolling down.

She would like to see "Hot Links" of things that are really hot and happening.