Project 4: Search Widgets

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AGENDA

I. METHODS
II. RECAP RESULTS
III. RESULTS
IV. CONCLUSIONS
V. FINAL SCHEDULE
I. METHODS

Methods Used
- Interviews
- Surveys
- Usability Testing
- Prototyping
- Re-Iteration
I. METHODS

SURVEYS

Format

• 1 Task (per widget)
• 2 Search Widgets
  o UCI Library Search Widget
  o Prototype
• 5 Questions

Task 1 - Specific Search

• Please visit http://uci.worldcat.org/ then find the following nursing book:
  * High-Acuity Nursing by Kathleen Dorman Wagner

  Please spend no more than 5 minutes for this task.
1. Search Page 'A' was easier to use than Search Page 'B'
   - Strongly disagree
   - Disagree
   - Neither agree nor disagree
   - Agree
   - Strongly Agree
   Please explain

2. The Advanced Search Feature for Search Page 'A' seems more useful than the Advanced Search Feature for Search Page 'B'
   - Strongly disagree
   - Disagree
   - Neither agree nor disagree
   - Agree
   - Strongly Agree
   Please explain

3. I prefer the Results Page for Search Page 'A' over the Results Page for Search Page 'B'
   - Strongly disagree
   - Disagree
   - Neither agree nor disagree
   - Agree
   - Strongly Agree
   Please explain

4. Overall, the layout for Search Page 'A' is more appealing than Search Page 'B'
   - Strongly disagree
   - Disagree
   - Neither agree nor disagree
   - Agree
   - Strongly Agree
   Please explain

5. Overall, I prefer Search Page 'A' over Search Page 'B'
   - Strongly disagree
   - Disagree
   - Neither agree nor disagree
   - Agree
   - Strongly Agree
   Please explain
## I. METHODS

### SURVEYS

#### Data Collection

<table>
<thead>
<tr>
<th>Question 1 Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Search 'A' is more appealing than B</td>
</tr>
<tr>
<td>Strongly disagree</td>
</tr>
<tr>
<td>Disagree</td>
</tr>
<tr>
<td>N A or Dis</td>
</tr>
<tr>
<td>Agree</td>
</tr>
<tr>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question 2 Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall prefer Search page A of B</td>
</tr>
<tr>
<td>Strongly disagree</td>
</tr>
<tr>
<td>Disagree</td>
</tr>
<tr>
<td>N A or Dis</td>
</tr>
<tr>
<td>Agree</td>
</tr>
<tr>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question 3 Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both displayed what I was looking for in first attempt.</td>
</tr>
<tr>
<td>Both search engines provided me with the book that I was looking for.</td>
</tr>
<tr>
<td>Found the book on Search Page B, but couldn't access it like I was able to on Search Page A.</td>
</tr>
<tr>
<td>Only 1 result was returned when the &quot;High-Acuity Nursing by Kathleen Domman-Wagner&quot; book was searched for. But website B allowed the entire phrase to be searched and returned many results.</td>
</tr>
<tr>
<td>They were the same.</td>
</tr>
<tr>
<td>I found the book easily in both cases.</td>
</tr>
<tr>
<td>Searching the name Wagner in A didn't return the book I was looking for, while B it was the first result.</td>
</tr>
<tr>
<td>Page B advanced search didn't work.</td>
</tr>
<tr>
<td>They are the same.</td>
</tr>
<tr>
<td>There are more options that might apply to a wider discipline of students using the search engine.</td>
</tr>
<tr>
<td>They were both about the same as far as advance search options go. Options to search are about the same.</td>
</tr>
<tr>
<td>They were the exact same.</td>
</tr>
<tr>
<td>I didn't have to try that feature to find the book.</td>
</tr>
<tr>
<td>They seem about the same.</td>
</tr>
<tr>
<td>More results displayed.</td>
</tr>
<tr>
<td>The results for search page a were more direct.</td>
</tr>
<tr>
<td>I feel like I could work with either one without any difficulty.</td>
</tr>
<tr>
<td>Page A looks more professional than page B. It also gives the option of defining the search in more detail based on year, format, topic, etc.</td>
</tr>
<tr>
<td>Both gave me what I was looking for as the first result.</td>
</tr>
</tbody>
</table>
II. RECAP RESULTS

UCI - Overall Ease of Use

![Bar Chart]

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

UCI
II. RECAP RESULTS

UCSF - Overall Ease of Use
II. RECAP RESULTS

Illinois - Overall Ease of Use
II. RECAP RESULTS

Analysis of 3 Search Widgets

Good Qualities

- Search Page
  - Instant search preferred
  - Simple

- Results page
  - **Specific** VS categorized
  - **Detailed** VS simple
    - Less Branching

- Advanced Search Feature
  - UCI - both tasks
  - UCSF & Illinois - not used for either tasks
    - Advanced Search must be explicit
III. RESULTS

SURVEYS

Data

- 14 UCI participants
  - 13 completed
  - 11 UGrad students
  - 2 of 3 Grad students

- Frequency of Use for Library Websites
  - Once a month

- Overall Preference
  - UCI & Prototype = same

- Search Page Layout
  - UCI & Prototype = same

- Results Page Preference
  - UCI & Prototype = same
III. RESULTS

Battle of the Search Widgets

Simple Search

UCI Library

Prototype
III. RESULTS

Battle of the Search Widgets

Results Page

UCI Library

Prototype
III. RESULTS

Battle of the Search Widgets

Advanced Search

UCI Library

Prototype

UCI Library Advanced Search

Enter search terms in at least one of the fields below
Note: You can enhance your search by using boolean search operators. Click here for a complete list of boolean operators.

Keyword:
Return items with these words appearing anywhere
e.g. The Old Man and the Sea DVD

Title:
Return items with these words in the title
e.g. The Old Man and the Sea

Author:
Return items by author
e.g. Ernest Hemingway

Subject:
Return items in this subject area
e.g. Fishing

ISBN or ISSN or OCLC Number:
Return item associated with the standard number
e.g. 0684030493

Limit results by (optional)
Library:
Return only items owned by selected library(s)

Format:
Return only items in the format

Publication Date:
Return only items published from
e.g. 1971 to 1977

Content:
Return only items with the content

Audience:
Return only items for the audience

Language:
Return only items in the language

Search Clear

Keyword:
Title:
Author:
Subject:
ISBN:
Publication Date:
Format:

Search Clear
III. RESULTS

Quantitative Analysis

- Both were easy to use
- Both advanced searches were easy to use
- Preferred Results page of Both UCI and Prototype
- Both Search pages were appealing
- Overall users had no preference towards Search A and B
Both were easy to use:

![Bar chart showing ease of use comparison between Search A and B](chart.png)
III. RESULTS (cont)

Preferred Results page of Both UCI and Prototype:

![Bar Chart](image.png)

- **Strongly Disagree**: 1
- **Neither Agree or Disagree**: 2
- **Strongly Agree**: 4

The bar chart indicates a high preference for Search A over B.
III. RESULTS (cont)

Overall users had no preference towards Search A and B:

Overall Prefer Search A Over B

- Strongly Disagree
- Neither Agree or Disagree
- Strongly Agree
III. RESULTS

Qualitative Analysis

- Both were easy to use
  - "Both displayed what I was looking for in first attempt."
  - "I found the book easily in both cases"
- Both advanced searches were easy to use
  - "They are both about the same as far as advanced search options go. Options to search are about the same."
- Prefered Results page of UCI than Prototype
  - "As far as look and feel I do prefer A, but they essentially serve the same purpose"
  - "Both gave me what I was looking for as the first result."
III. RESULTS -(cont)

Qualitative Analysis

- Both Search pages were appealing
  - "Search page B is much simpler which makes it more user friendly"
  - "I think it's a bit easier on the eyes, but there might be a bit too much clutter on the side on A"
  - "The main page is mostly the same, but I prefer the way B presents the results. The centered table allows you to focus on the results."

- Overall users had no preference towards Search A and B
  - "I don't have any reasons to prefer one over the other."
  - "Not significantly enough to say I agree, I do think it has a more pleasing look and feel overall, but B also seems more streamlined which I like."
IV. CONCLUSIONS

- Search Page
  - "Google-ized" preferred
  - Multi-criteria as Advanced Search

- Advanced Search
  - Must be visible

- Results Page
  - The main focus
  - Concise
  - Fine-tuning is power
  - Information upfront, but no overload
V. FINAL SCHEDULE

GANTT Chart