Library of Congress | Humans in the Loop
Presentation Interface Mock-ups

User Testing Plan & Discussion Guide

Test Goals

- Evaluate effectiveness of the current mockup in conveying data provenance to researchers
- Gather participant perspectives on data provenance and attitudes about how the presented data was generated or produced
- Gather feedback on the current prototype from the perspective of both experienced researchers and first time users of the collection
- Identify user motivations and expectations around data search, display, and outputs
- Evaluate how well the current interface design supports stated (or implicit) user interests/research goals

Discussion Guide

Introduction (10 min)

- Introduce ourselves: We are partnering with the Library of Congress Labs to test an experimental research interface that features digitized Yellow Pages from the Library of Congress' U.S. Telephone Directory collection. Thank you for agreeing to participate in this study!

- This interface is one part of an experimental project that aims to blend crowdsourcing with machine learning to improve processing and presentation of research materials and collections held by the Library of Congress.

- The specific focus of our call with you today is to get your feedback on an early prototype of a research interface. Mostly, we want to 1) understand more about you and your research goals -- 2) how well the site we've imagined might support those goals.

- Format for today: I'll ask you a few initial interview questions to get a sense of your background. Then I'll share my screen and demonstrate a prototype of an imagined research experience. As we go, I'll be asking for your feedback on specific aspects of the site. Finally, there will be some wrap-up questions mostly asking about your impressions of what you've seen.

- Questions for us?

- May we record this interview?

START RECORDING!

Part 1: Interview (10 min)

- Do you now or have you ever used libraries and library systems to support your research needs?
  - Give us an example of a recent project that required you to use a library database, tool, or system (if you've ever used directory collections, we'd love to hear about that).
    - How was that experience for you? Did you find the information you needed to support your research?
    - What was the most positive aspect of that experience - of research?
    - What could have been better?

- In past research experiences have you ever had questions about the trustworthiness or completeness of the data you're searching?
  - Have you ever wondered or wanted to know who created or vetted the data?
- Are there research sources you trust implicitly? Why/why not?
  - Are you likely to trust the data you find on a Library of Congress website? why/why not?

Part 2: Tasks (30 min)

INSTRUCTIONS:
- I will demo a few sections of an imagined website: a homepage, a search/browse page with various options, and a page that lets you view and browse listings from the phone books.

- Before moving you to the next page, I'll also ask for your feedback in this format. I'll ask you to tell me one at a time:
  - What you like…
  - What you wish..

- Please keep in mind that our goal today is to see how well we're doing as we're designing this prototype. We're not testing you, we're testing potential design choices and research pathways.

- Any questions before we start?

Share screen with Figma prototype

Collection/Project Background

This project is focused on the Library of Congress's Yellow Pages collection. Are you familiar with what Yellow Pages are?

A little background about the collection itself:
- The Yellow Pages collection that we've imagined presenting here are part of the Library's digitized US Telephone Directory Collection which includes phone books from approximately 15 states and localities spanning most of the 20th century.

- The larger US telephone directory collection consists of 8,327 digitized reels of microfilm, about 3,500 pages of those scans are currently available to view as part of the Library's digital collection. But there's not currently a ton of data behind those page images so the collection can be a bit tough to navigate and search.

- This project and the research prototype we're building use selected Yellow Pages as the basis for the design. Part of what we're imagining in this design is that the data that drives the experience is generated through a combination of machine learning, volunteer contributions, and Librarian categorization, review, and ongoing oversight.

- Keep in mind that the site I'm going to show you isn't a live site yet. What we've created are mock-ups of an imagined experience researchers might have. We want user feedback now before anything is actually designed or built, so that we can be sure we're designing with researcher needs in mind.

Home Page

1. Show the home page mock-up - talk them through:
   a. Top menu
   b. Jump in/explore options
      i. Map
      ii. Get started buttons
   c. Popular items
      i. Click Dutch Bakery - brief view, do not dive in here
   d. Data sources -- talk through the 3 sources
   e. Connection options
      i. Volunteer
      ii. Ask a librarian
   f. Footer

FOLLOW UPS:
   I like...
   I wish...

   Regarding where the data comes from:

      i. Does knowing that the site relies on Volunteers and Machine Learning in addition to librarians impact your willingness to trust the information you might find here?
      ii. Do you see benefits to the Library using volunteers and machine learning approaches to generate the data behind research sites?
      iii. Do you have concerns about libraries, and LC specifically, using volunteers and machine learning approaches?

Search Results

1. Imagine a search for "Bakeries"
   a. Business types and same page buttons
   b. Map option for exploring results on a map
   c. Left hand filters
      i. Show graphics/ads
      ii. Years
      iii. Specific Directories
      iv. Expert resources
   d. Footer w/ Ask a Librarian

FOLLOW UPS:
   I like…
   I wish…

Listings

1. <mark>Select Dutch Bakery</mark> from results & talk through modal

   a. Image of listing
   b. Export/share options
   c. Information transcribed from listing on left - point out some errors.
   d. Map & normalized address on right
   e. Report/help options on right - report errors
   f. Data sources
      i. Open learn about the data
   g. Business type tags
   h. Digital ID link

2. <mark>Select Winton Donut Shop</mark> - less fully processed record
   a. Partial transcription showing
      i. Phone # but no address
      ii. Bakers--Retail--(Cont'd)
      iii. Example of a listing that is less fully processed. Only partially transcribed, not geocoded. Here but less info is included than in the first example. Showing that the entire collection may not be fully processed/represented

3. <mark>Go back to Dutch Bakery record</mark>
    a. Choose to "View Listing"
        i. Point out the ad on the full page
        ii. Show scroll as a way to browse listings

FOLLOW UPS:
    I like…
    I wish…

1. What is your initial reaction to seeing errors presented in one of the records?

2. Does knowing there may be errors or partially processed records in the search results change your impression of the trustworthiness of the site (for better or worse)?

Part 3: Wrap up questions (5 minutes)

1. How well do you think the site conveys where the data you're seeing is coming from? (1-10)
    a. Why?

2. Given what you've seen so far, how likely would you be to use this site - or a site like this one - in support of your research? (1-10)
    a. Why?

3. Overall, how successful do you find this particular imagination of LC's Yellow Pages collection? (scale 1-10)
    a. Why?

Thank you for your time!