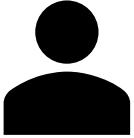


New Primo Labels for Key Features – Usability

Two studies conducted in Spring 2022 by the TTU Library UX Unit



42 library patrons participated in these studies.



Participants completed a short task and a brief interview in return for a cup of coffee and a snack.

Overall, patrons liked some of our original wording but preferred the wording used by other institutions for some features:

Initial question:
Should we change the wording for labels of key Primo features?

- Users overall liked our original wording for several labels: Full Text Online and Availability (for the first filter section),
- Users overall did not like our original wording for several labels: Overall filters section and “Available in the Library” filter.
- Users were split on filter labels: “Library Catalog” and “Everything”

As a result of testing, we recommended the following solutions:

- Change the overall filters label to “Refine My Results.”
- Either keep as is or rename the “Available in the Library” filter to “Available at TTU Libraries.”
- Keep the labels that users liked the wording of.
- Keep the Library Catalog label or change it to something that emphasizes the physicality of the items.
- Change the “Everything” label to either a reset button or rename to “Show All Results.”

Bottom line:
Some labels could stay the same, but a few others needed renamed for clarity.

We want library patrons to be able to use the Primo filters and key features to refine results in predictable ways. Given how confusing some of the words were, we hope that renaming the unclear labels will increase their usability for new and returning library patrons.