Altmetric in Primo UX Study – Final Report
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The Study:
▪ 7 students (6 undergraduate and 1 graduate) participated in an usability study conducted by the User Experience Team.
▪ Participants were asked to search at least 1 of the 3 given topics (phosphofructokinase, economic recession and lipoprotein) on the Primo Staging site until they noticed the inclusion of the Altmetric badge.
▪ Participants were asked follow up questions regarding Altmetric’s meaning, perceived worth, and visual appeal.

The Findings:
▪ Those more seasoned at using Primo noticed the inclusion of the Altmetric badge straightaway. Those who used Primo less than once per week did eventually notice but only after 1) searching at least 2 of the terms and 2) making several incorrect guesses like “Was this ISSN here before?”.

▪ None of the participants knew of Altmetric or altmetrics before participating in the study.

▪ Most participants agreed that Altmetric should be included in Primo.
  ○ “I would say include it. I’m sure it would help someone, but it doesn’t do anything for me”.

▪ Participates did not understand the purpose of Altmetric after reading the popup text. Almost all participants indicated that they would “see more details” but only if they were interested in that particular article.
  ○ “So it is kind of like you can just make a guess. Maybe if they had a sentence in the blurb, like a title explaining it more, it would be more helpful”.

▪ There were mixed sentiments on when/if participants would use Altmetric in their academic work. Some said it would depend on the nature of the assignment, others said it may become a factor if they needed to make a decision between two articles, others recognized that Altmetric had some value but not for their purposes.

▪ Overwhelmingly participants did not find the Altmetric badge visually distracting. They tended to like the size, colouring and location of the badge.

Recommendations:
1. Include Altmetric in Primo.

2. Keep the aesthetics the same. Visually users thought the Altmetric badge was the right size, in the right place and “just the right amount of colour”.

3. More explanation has to be included as to why Altmetric would be used. Participants only understood on a basic level the purpose of Altmetric and why it would be included in Primo.
One participant suggested, “*Maybe a box on the side, above the refining things, that explains exactly what you would use Altmetric for would be really helpful to explain what it is*.”