

Data Product Adjective: Primary Findings & Recommendations

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Motivation

Usability sessions conducted in April 2022 for the new data search UI revealed that users were challenged when trying to understand the concept of a data product, as well as the distinction between the [network name] data product and the [network name] network. For that reason, followup usability sessions focused on these topics.

Feedback Goals

The sessions and prototype were structured to answer these questions:

- **Data product concept and labels:** Does adding an adjective before the product names [network name] and [first product name] make the concept and each product easier for users to understand?
- **Adjectives:** Which adjective is most supportive in this understanding? The adjectives tested: [long adjective], [short adjective].

Primary Findings	Primary Recommendations
The adjectives supported the participants in understanding the products more easily than in the previous interviews, which did not include adjectives. <ul style="list-style-type: none">• In contrast with the previous interviews, almost no participant confused the [network name] data product with the [network name] network.	Use an adjective before product names, as needed e.g. to distinguish between the [network name] product and network.
Participants showed a consistent preference for [long adjective] as an adjective over [short adjective].	Use the adjective [long adjective].
The concept of a data product remained elusive for several participants.	Refine the content in the Data Product popover to clarify the concept.

Quotes

- In the product names, does [short adjective] make more sense to you than [long adjective]?
 - “I don’t understand [short adjective]. Spelling out as [long adjective] is probably better.”
 - “ [long adjective] is good. [short adjective] and [short adjective alternative] are lots of letters.”
- What is a data product? (least to best understanding)
 - “No idea what it means.”
 - “Which sort of data version. [process name] and [first product name] would go through standard QAQC stuff.”
 - “[first product name] is more or less uploaded by the PIs. [network name] if post processing with [process name] so will have gap-filling and partitioning.”

Examples from Test Materials

Adjective: [long adjective]				Adjective: [short adjective]			
Item	Policy	Data Product		Item	Policy	Data Product	
<input checked="" type="checkbox"/> AB-66T	D			<input checked="" type="checkbox"/> AB-66T	D		
<input checked="" type="checkbox"/> AC-TVd	D			<input checked="" type="checkbox"/> AC-TVd	D		
<input checked="" type="checkbox"/> AC-YVR	R	[long] [product name]	[long] [network name]	<input checked="" type="checkbox"/> AC-YVR	R	[short] [product name]	[short] [network name]
<input checked="" type="checkbox"/> AD-M7o	R	[long] [product name]		<input checked="" type="checkbox"/> AD-M7o	R	[short] [product name]	
<input checked="" type="checkbox"/> AD-ZT3	D			<input checked="" type="checkbox"/> AD-ZT3	D		