User Experience in Libraries
(as told by cats)

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Agenda

• What is UX?
• Why is this important to libraries?
• Intro to methods
• Ethnography
• Break
• Methods
• Break
• Other Considerations
• Building a User Centered Culture
• Resources
About Me

• Education
• Work
• Technology Interests
• Parental Tech Support
• Path to UX
What is UX
User experience seeks to create products that people will want to use, and to delight users in such a way that they develop a sense of loyalty to the product or service being offered.

-Cecily Walker, Vancouver Public Library
Questions

What is one thing you would like to improve in your library?

If you could ask your users anything, what would you?

What do you want to know about your users?
History

Human Factors/Ergonomics: the scientific discipline concerned with the understanding of interactions among humans and other elements of a system, and the profession that applies theory, principles, data, and methods to design in order to optimize human well-being and overall system performance.
Participatory Design

Involves all stakeholders in the development of a new product, service, or interface in order to determine needs, solutions that meets the needs, and is usable.
Human Computer Interaction

ACM defines HCI as a “discipline concerned with the design, evaluation and implementation of interactive computing systems for human use and with the study of major phenomena surrounding them"
Using Data to Make Good Decisions

data driven decisions to improve user experience
Why is this important to libraries?

- We have competition
- Need to do more with less
- We struggle with defining priorities
- Librarians do not have all the answers (gasp!)
- Gets people aware of what you do
- Makes people interested in the library
University of Rochester

Ethnographic Research
Stuff I’ve Done
An Intro to Methods

• Multiple methods
• Attitudinal vs Behavioral
• Qualitative vs Quantitative
• Context of Use
• Ethnography
Multiple Methods

i triangulaterated
Attitudinal/Behavioral

What people say (attitude) versus what they do (behavioral)
Qualitative vs Quantitative

Quantitative:
- Uses data from a structured instrument
- Results are based on a larger sample representing a population
- Data in the form of numbers and statistics
- Can be used to generalize concepts, investigate relationships, or predict future results
- Answer Questions like how many and how much

Qualitative:
- Tries do understand and find meaning of what is being studied
- Allows meaning to emerge from the participants
- Data about humans in settings
- Usually involves observation
- Answers why or how to fix a problem
Ethnography

Goal is to get an in-depth understanding of a person or small group

- Passive Observation
- Active Participation
TAKE A BREAK....

AND...RELAX
Methods

- Usability
- Ethnographic Field Studies
- Observation
- Shadowing
- Card sorting
- Graffiti Walls
- Love and Break Up Letters
- Participatory Design
- Focus Groups
- Interviews
- Remote Testing
- Photo Study
- Survey
- Unmoderated UX
- Behavioral Mapping
- Cognitive Mapping
- Personas
- Scenarios
- Task analysis
- Analytics
- Two Minute Guerilla Testing
- Contextual Design
- Prototyping
- Citation analysis
WHAT DO YOU WANT?
Usability

• Find Representative users
• Come up with representative tasks
• Test old design, then designs in process, then final design
• Want to find out:
  • Learnability - how easy is it to do tasks the first time
  • Efficiency – Once users have learned the design, how fast are they at tasks
  • Memorability – if they come back after some time, how long until proficient?
  • Errors – how many errors to users make, how severe, and how easy do they recover
  • Satisfaction—how pleasant is the design
Card Sorting
A CAT?

LIKE A REAL CAT 😷

Why not a dog?

YES PLEASE!! 🐱

Cats are creepy and mildly evil
(Just saying!) - No cats ever.
Maybe start a petition? Nah!

- I agree with George - a dog definitely
  would be better. And

Graffiti Walls
We are looking to improve this room, help us out by leaving a comment:

**What do you LIKE about this room?**

- Bright, quiet, big windows... Plants by the door
- Large tables
- Comfort chairs
- Natural light!
- Lots of table room
- Easy computer access
- Green walls!

**SLEEP, STUDY, SLEEP**

- The huge table to spread out on, the gorgeous windows & light, the big open feel! Love this room!

I like all windows well... except it closes too early!

I ♥ CARPET!
What could we do to change or improve this room?

SMOKING LOUNGE
More computer connections
No computer cords across the aisles

smoking lounge!
More art on walls
New flooring
Exhibit books art

More plants

The history of the room, the beautiful oak architrave, the exquisite windows ......

If I could change two (2) features they would be:

1. Please replace fluorescent fixtures with more historically appropriate ones.

2. The color "green" looks institutional — any other color/paint suggestions?
What could we do to change or improve this room?

* More power outlets * Third for laptops - yes
* Second

Natural light = great

Why ruin it with all these fluorescents? Why can't we have incandescents on the tables like home?

We are looking to improve help us out by leaving a comment

What could we do to change or improve this room?

* Longer hours +2

* Improved air circulation to measure "yes!"

* More outlets +3

I agree +1

Outlets +10

Heat in winter yes

Outlets +30

Close at 3:00 a.m.

Table lamps yes

Coffee

Open at 8:00 a.m.

Repaint backwall I agree

There's an annoying high-pitched ringing noise.
Interviews/Focus Groups
I have no idea what I’m doing

Photo Study
My #HuntLibrary

Recent
Popular
Staff Picks
Battle
About

Dial-Tones

Performances by
CALAPSE, Hanz, JIL, Oak City Slums, PlayPlay, Trandle

9PM Friday, Nov. 4th
My ideal library... Casual + Fun

My ideal library... It is a cool place to hang out.

My ideal library... Gives out Rubber Bands... Has Soup Pommes.
My ideal library...

has cute librarians
Remote Testing
Guerilla Testing
COMPLETE A SURVEY?

AIN'T NOBODY GOT TIME FO DAT!
Analytics
LORDY, LORDY! BREAK TIME!
Deliverables

• Personas
• Ethnography
• Recommendations/Data
• Website improvements
• Information Architecture improvements
• Empathy towards users
Making Sense of Data

YOUR STUPID MEME

DOES NOT MAKE SENSE
Incentives

• Minimum $5

• Rule of Thumb: $20/hour
IRB Considerations
Building a User Centered Culture
Resources

I CAN HAZ HELP

PLZ?
Weave: Journal of Library User Experience

Signage by Design: A Design-Thinking Approach to Library User Experience

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Signage is a powerful visual tool for communication and a crucial component of the library user experience. Signage can welcome, guide, instruct, and delight users, helping them navigate the complex information world of any library. In practice, however, signage can be problematic, revealing tensions between various stakeholders, and contributing to visual noise through information overload; this often leads to signage blindness, library anxiety, and confusion. This article explores how libraries can use a design-thinking approach to improve the user experience in physical library spaces, particularly with respect to signage, based on our experience at the UTS Library, a university library in Australia that serves the University of Technology Sydney (UTS). We found that a design-thinking approach that uses the processes of empathy, problem definition, solution ideation, prototyping, and testing, can help libraries make significant and meaningful changes that can be adopted at relatively low cost.

Collecting Space Use Data to Improve the UX of Library

weaveux.org
ROCKET SURGERY MADE Easy

The Do-It-Yourself Guide to Finding and Fixing Usability Problems

Steve Krug
Usability4lib List

http://www.library.rochester.edu/usability4lib