

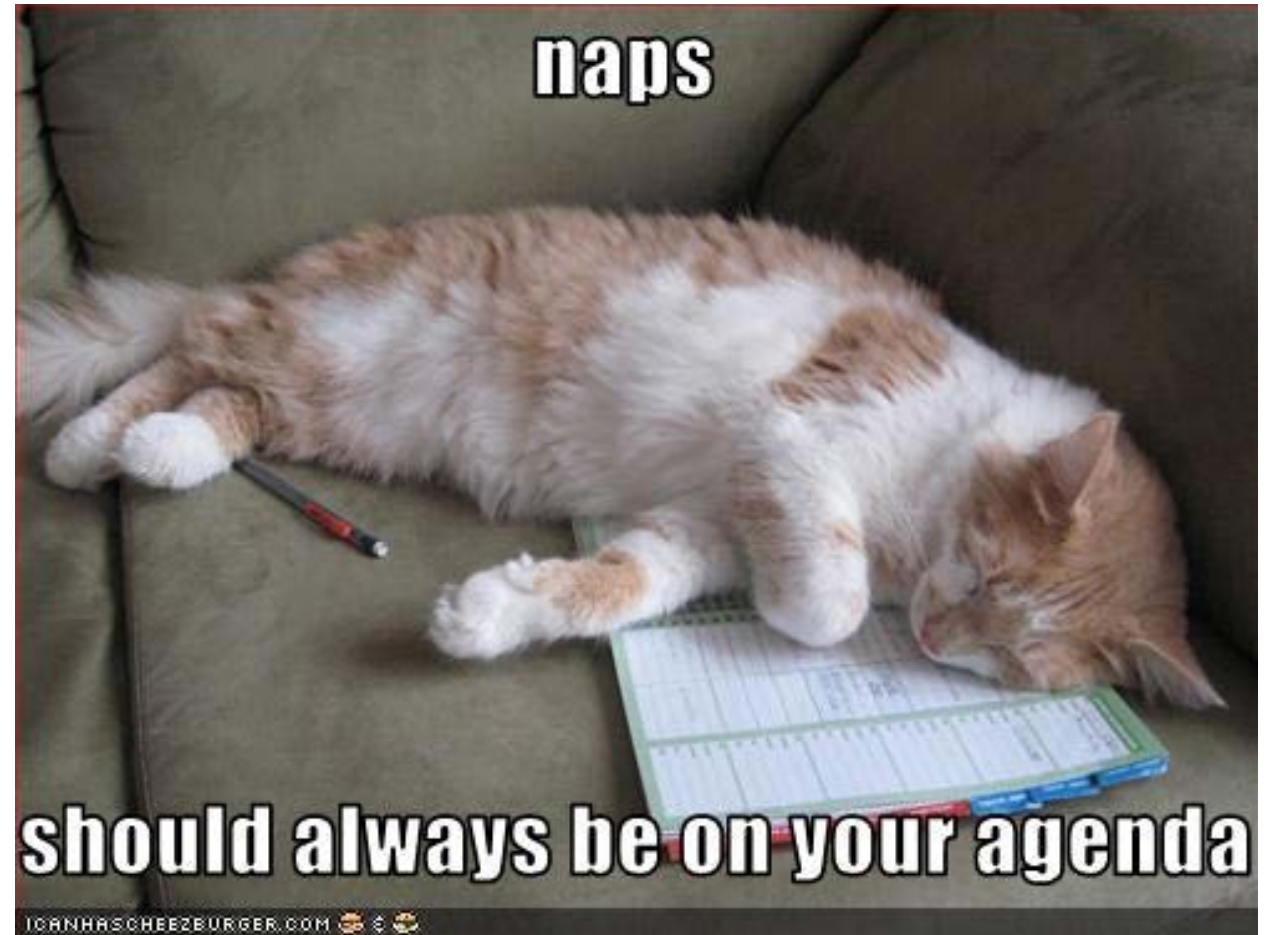
# User Experience in Libraries

(as told by cats)

Jenny Emanuel Taylor  
emanuelj@uic.edu

# 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.

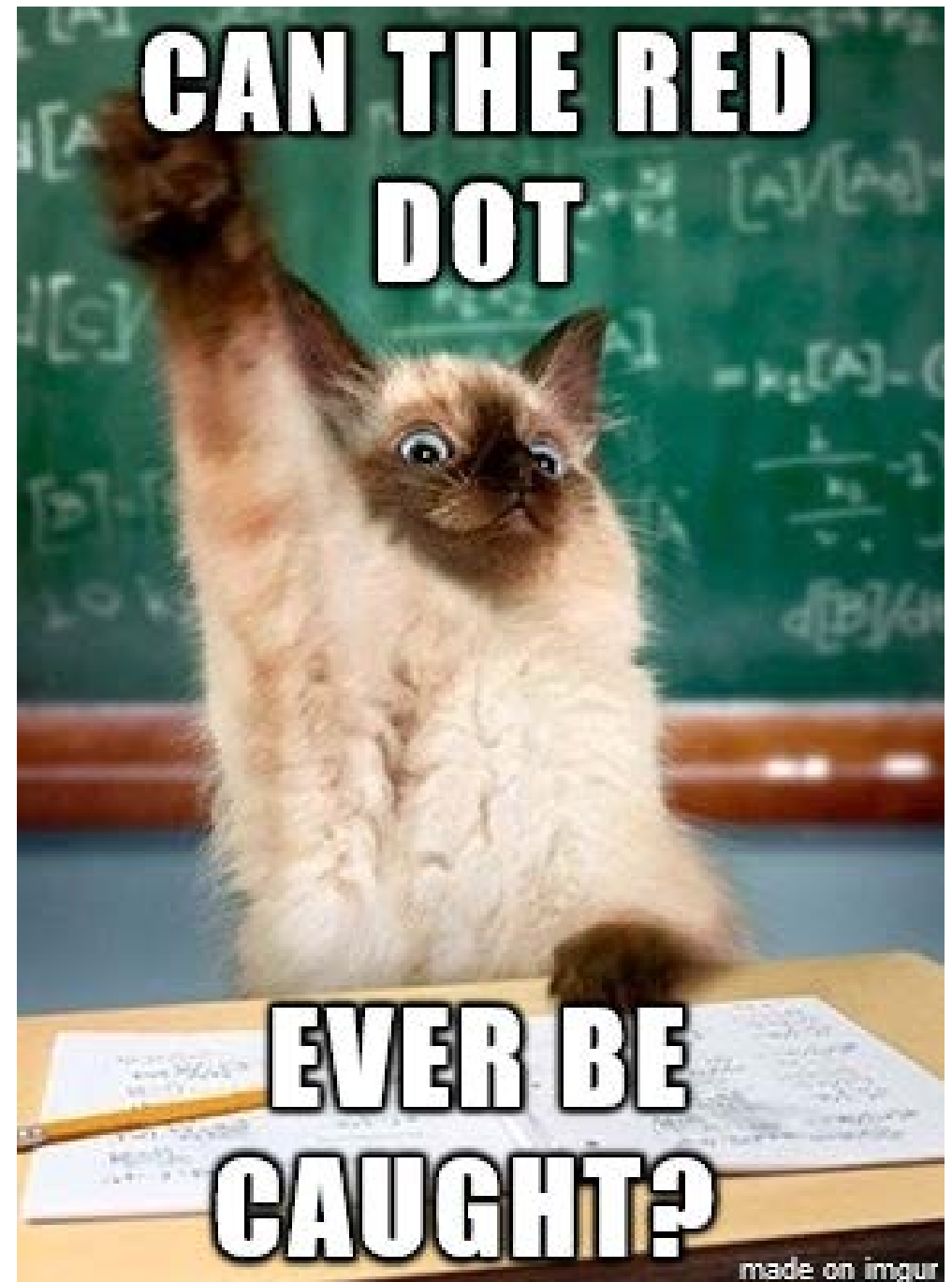
-Cecily Walker, Vancouver Public Library

# 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 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



**IT'S IMPORTANT  
TO MAKE MISTAKES**



**MAKE ENOUGH OF THEM AND YOU'LL  
BE ASKED TO STOP WORKING ENTIRELY**

imgflip.com

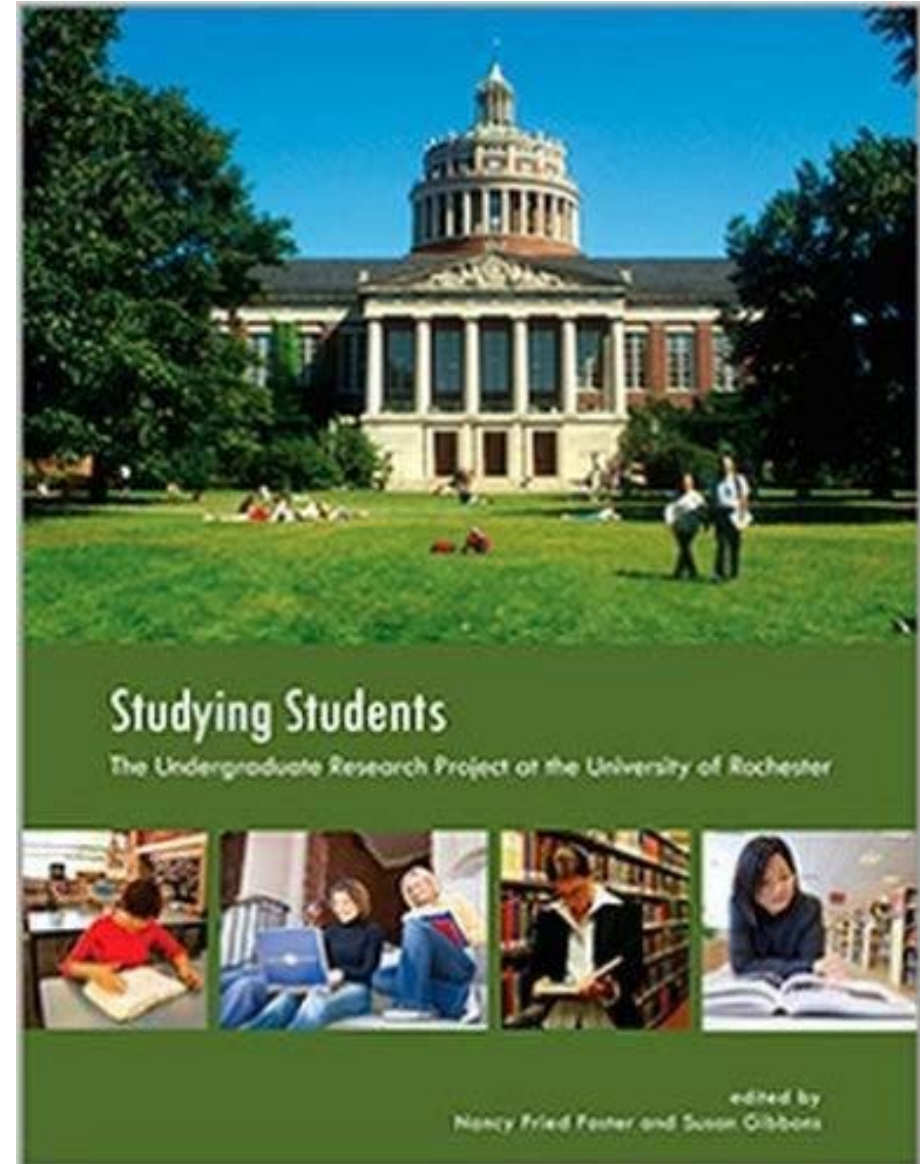
Why is this important  
to libraries?

- 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





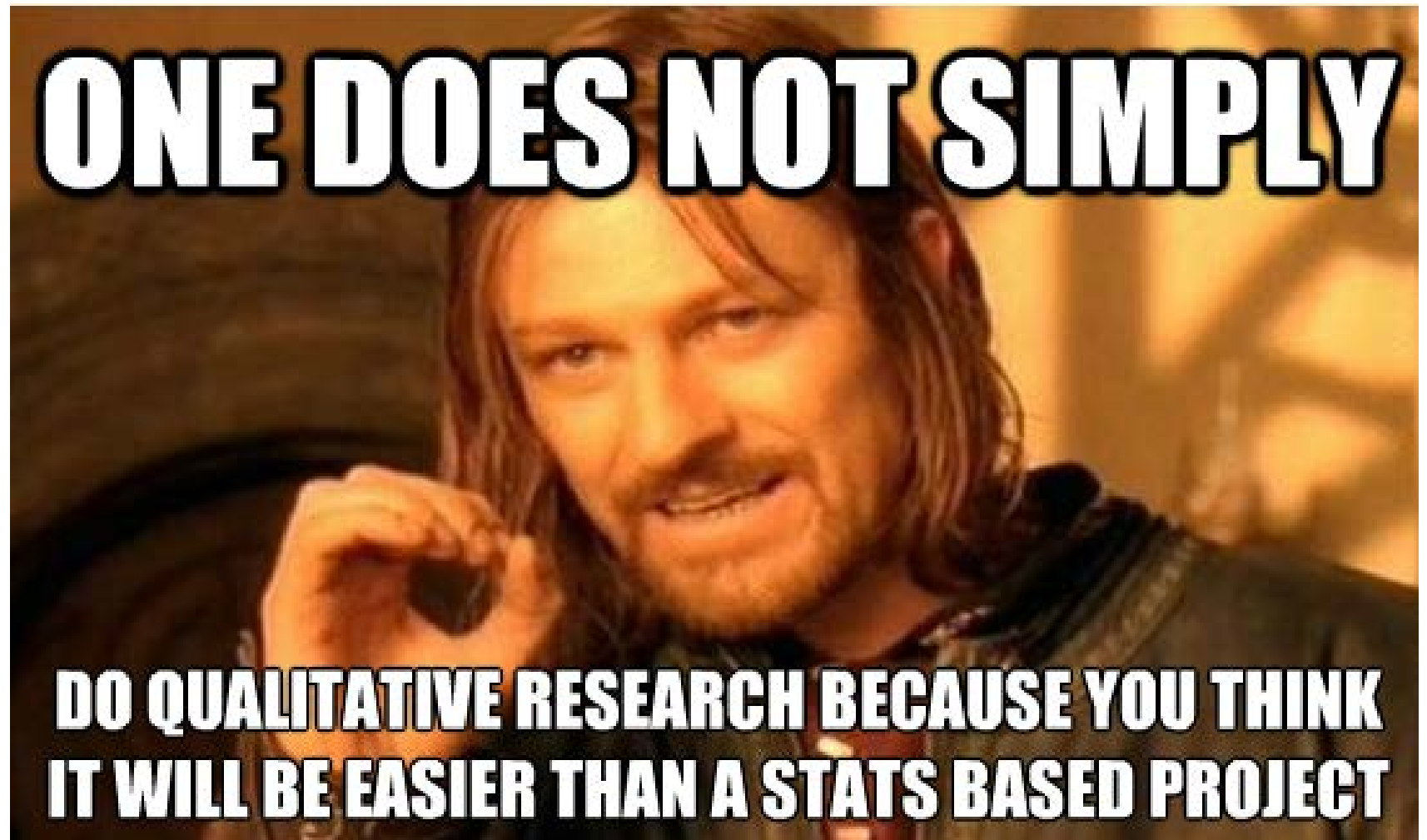


# Stuff I've Done



# An Intro to Methods

- Multiple methods
- Attitudinal vs Behavioral
- Qualitative vs Quantitative
- Context of Use
- Ethnography



**i triangulated**

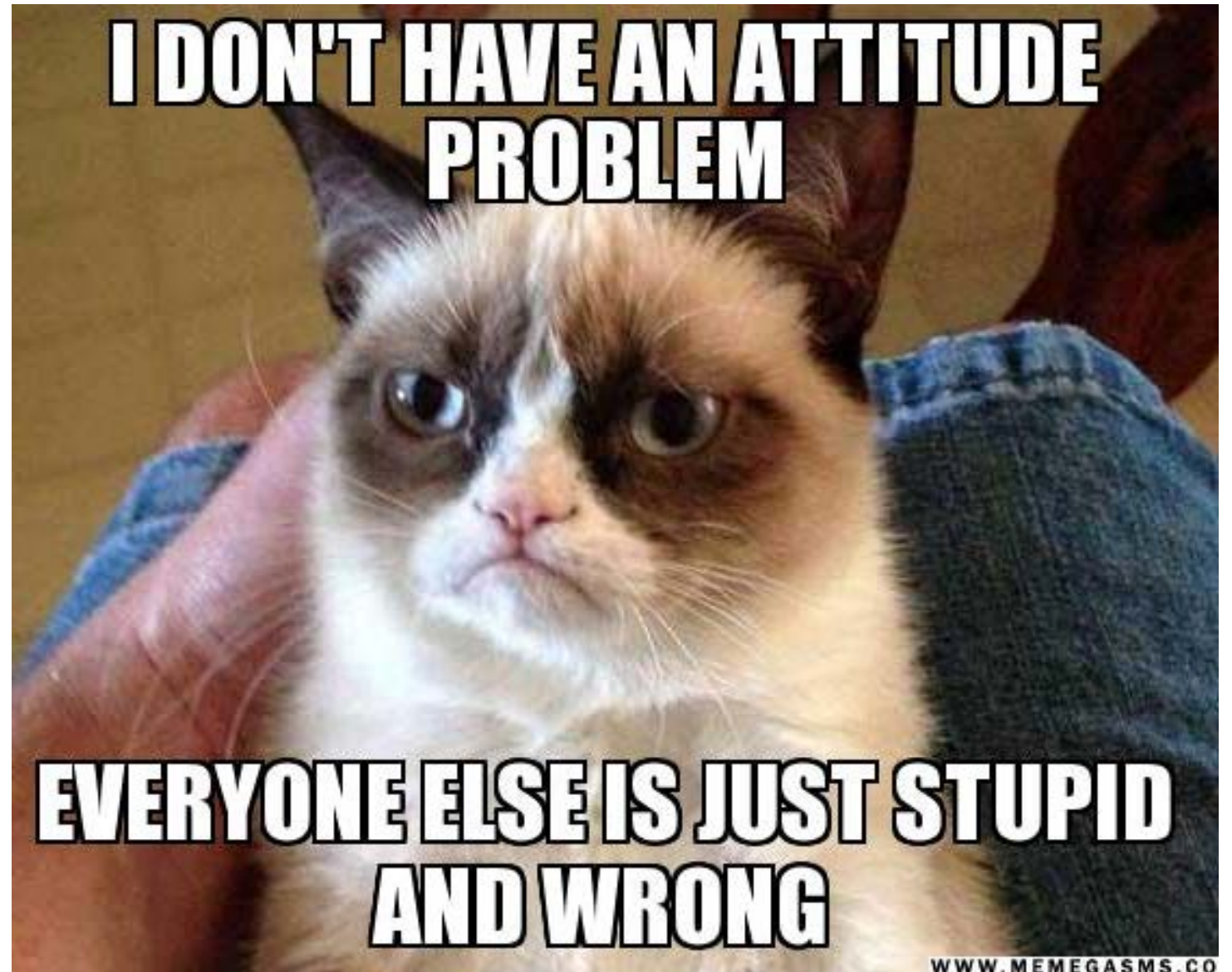


Multiple  
Methods



Attitudinal/Behavioral

What people say  
(attitude) versus what  
they do (behavioral)





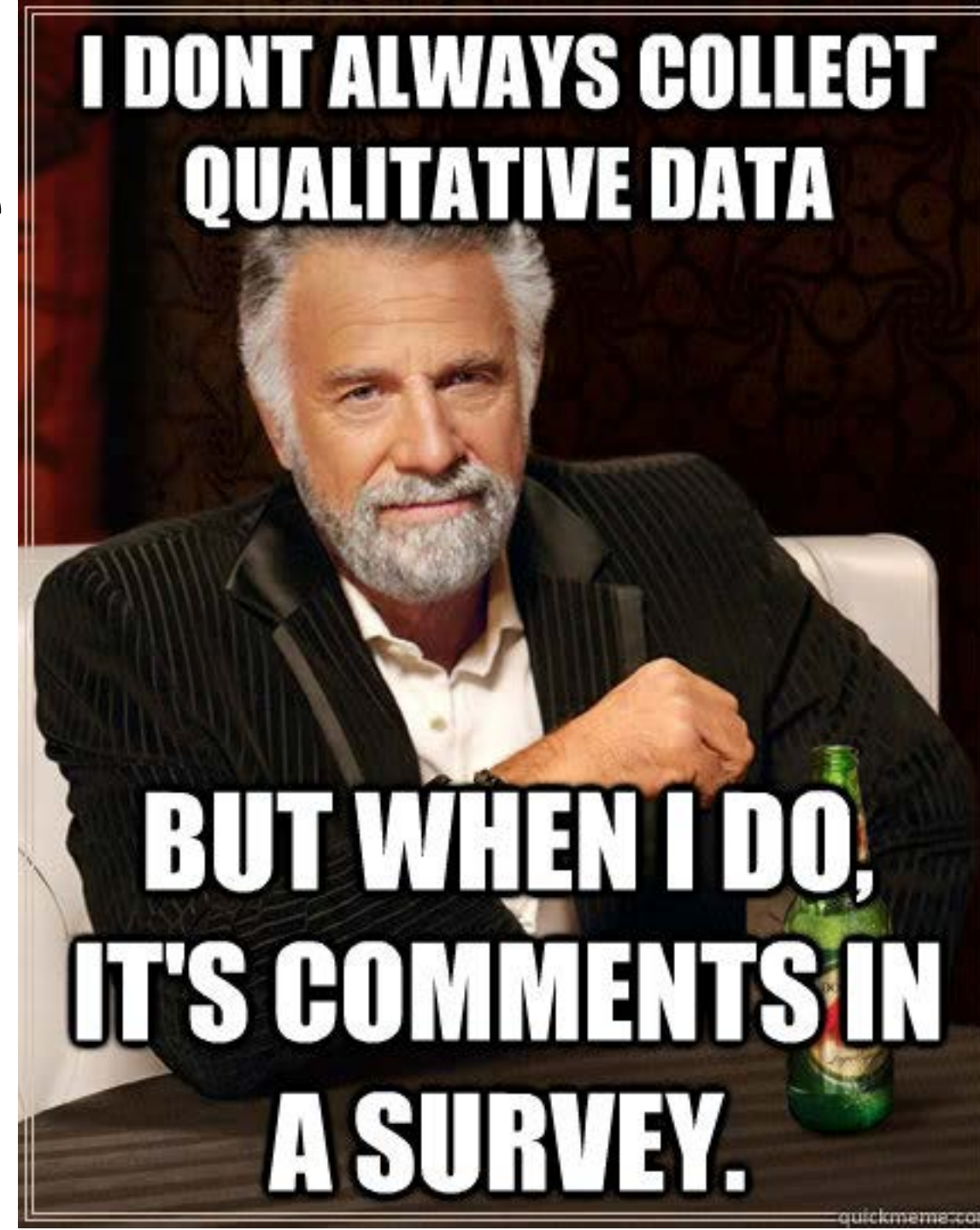
# Qualitative vs Quantitative

## 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

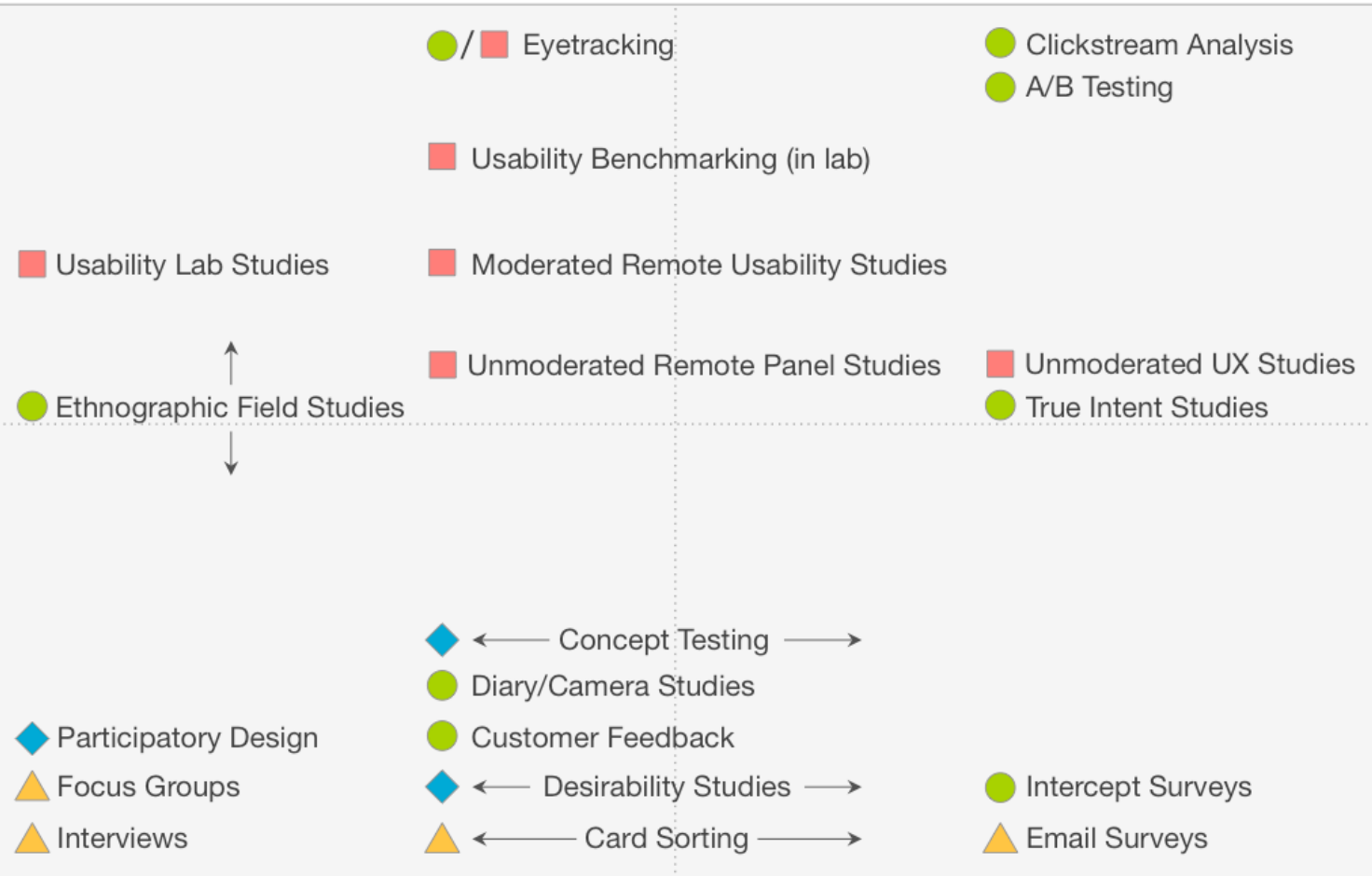
## Qualitative:

- Tries to 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



# A LANDSCAPE OF USER RESEARCH METHODS

## BEHAVIORAL



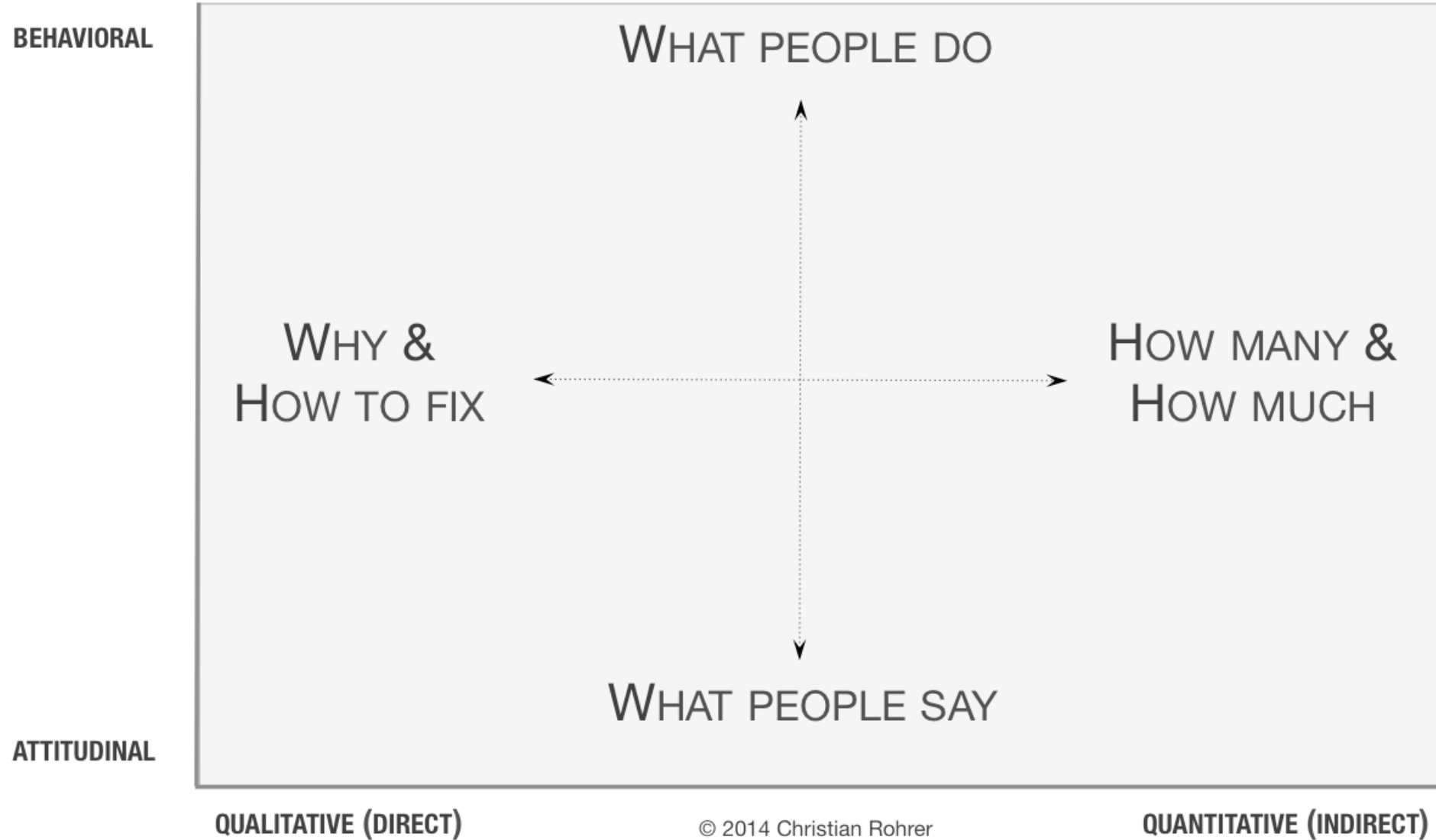
QUALITATIVE (DIRECT)

QUANTITATIVE (INDIRECT)

## KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

- Natural use of product
- Scripted (often lab-based) use of product
- ▲ De-contextualized / not using product
- ◆ Combination / hybrid

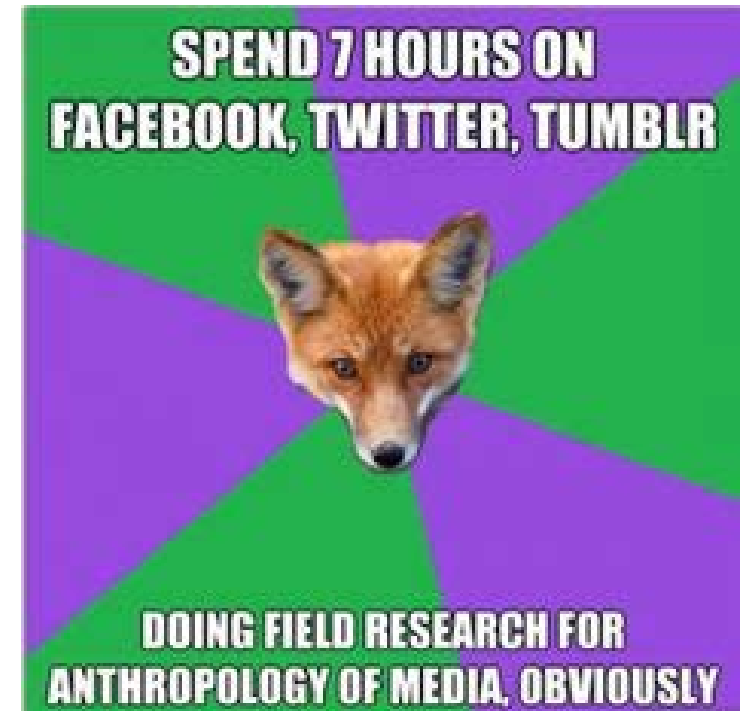
## QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE



# 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 Georgina  
- a dog mayh - definitely  
want thinking about  
Amy

Graffiti Walls

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

What do you

LIKE

about this room?

the tables?

the lights?

the windows?

- 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 tables to spread out on; the  
gorgeous windows + light; the big open  
feel! Love this room!

I like all-window wall, quiet zone...  
Except it closes too early!!

I ♥ CARPET!

I like that  
Tara Room is so  
Home, it's like a  
that place in 1947.

→ Handbooks here

→ I like the rows of tables.

↳ Makes me feel smart \*

→ all the laughs

→ classic feeling  
& amazing windows.



What could we do to  
change or improve this room?

## SMOKING LOUNGE

More computer connections

NO COMPUTER CORDS ACROSS THE AISLES

TAX FORMS!

Smoking lounge!

More Art on walls

New Flooring

Exhibit Books art

More Plant

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 for laptops - 2nd  
third  
second  
pen

Natural light = great — why ruin it  
w/ all these fluorescents? Why can't  
we have incandescents on the table like

What could we do to  
change or improve this room?

+++ yes!  
Table lamps instead  
of fluorescent + 1  
\*lights. → YES, BETTER LIGHTING  
fluorescents  
are historically  
inaccurate  
too  
LONGER HOURS!!!  
Paint it!!!

• Comfortable Chairs + 1 (ESP. ON FRI!)  
• Outlets + 10 | heat in winter (yes)  
• Outlets + 30 = +50  
Close at

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

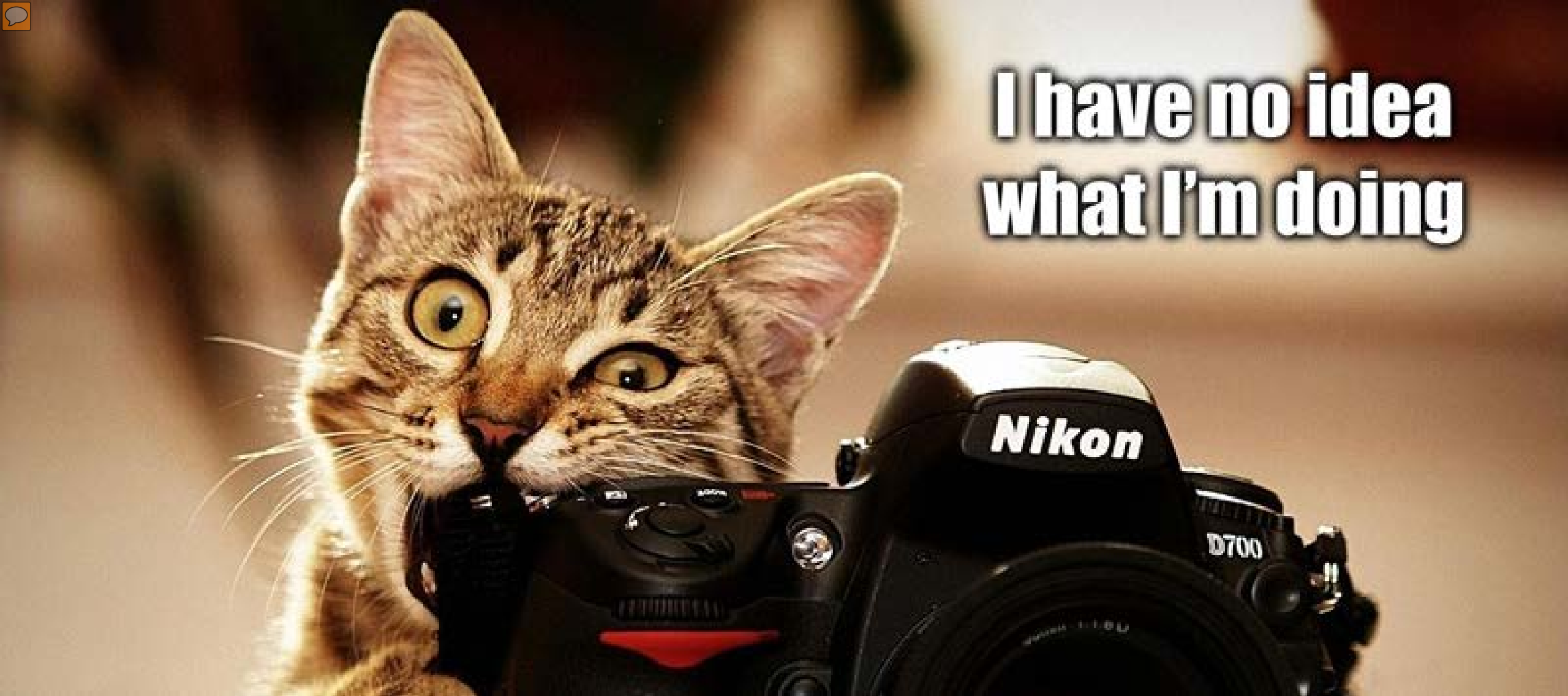
What could we do to  
change or improve this room?

\*LONGER HOURS  
+2  
improved air circulation  
if possible  
Yes!  
\*More outlets\*  
YES!  
better wall color  
the light  
is terrible!  
I agree + 1  
Change floor

• Outlets + 10 | heat in winter (yes)  
• Outlets + 30 = +50  
• Outlets + 40  
• Table Lamps + 10  
• Coffee!  
• Open at 8:00 am  
repaint back wall  
• There's an annoying  
high pitched ringing noise.  
3:00 a.m.  
NO  
24/7!  
I agree

# Interviews/Focus Groups

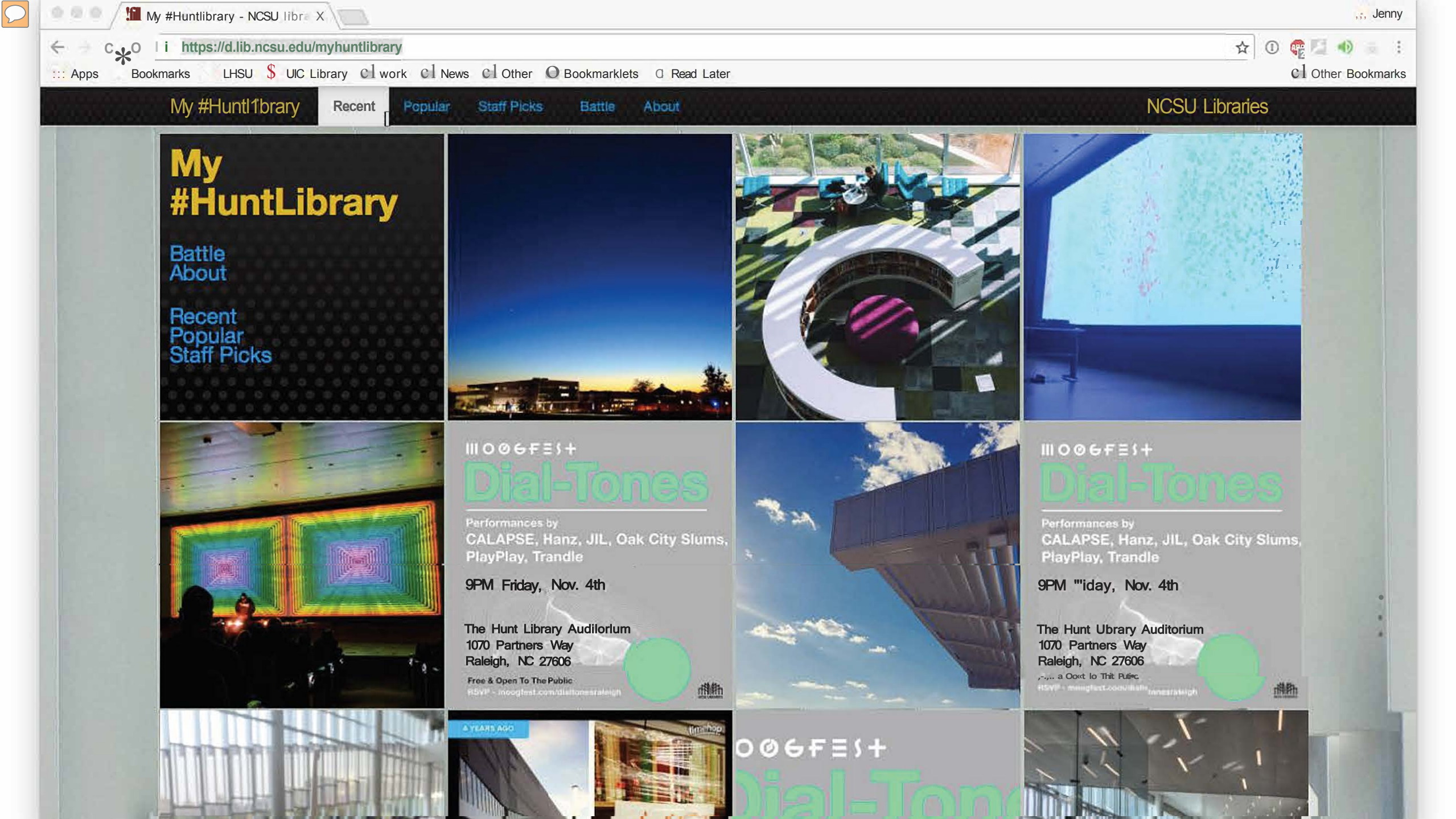




**I have no idea  
what I'm doing**

Photo Study





# My #HuntLibrary

Recent

Popular

Staff Picks

Battle

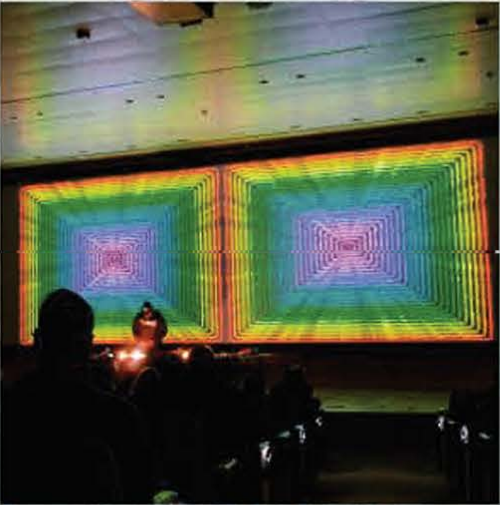
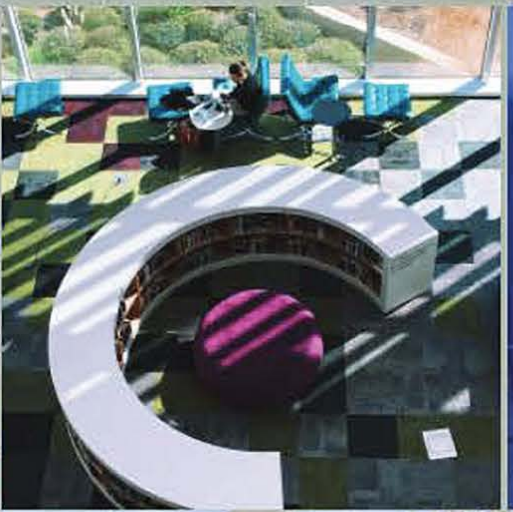
About

NCSU Libraries

## My #HuntLibrary

Battle About

Recent Popular Staff Picks



### MOOGFEST+ Dial-Tones

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

9PM Friday, Nov. 4th

The Hunt Library Auditorium  
1070 Partners Way  
Raleigh, NC 27606

Free & Open To The Public  
RSVP - moogfest.com/dialtonesraleigh



### MOOGFEST+ Dial-Tones

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

9PM Friday, Nov. 4th

The Hunt Library Auditorium  
1070 Partners Way  
Raleigh, NC 27606

Free & Open To The Public  
RSVP - moogfest.com/dialtonesraleigh







← → ↺ 🏠

https://www.flickr.com/photos/mlibrary/sets/72157631473093536

☆ ⓘ 📅 🔊 📶 ⋮

📱 Apps ⭐ Bookmarks 📶 LHSU 📶 UIC Library 📁 Work 📁 News 📁 Other 📁 Bookmarklets 📄 Read Later

📁 Other Bookmarks

flickr

Explore Create

By the way, it's Midnight Library

🔍 Photos, people, or groups

☁ Sign In

Sign Up



My ideal library...  
Casual + fun



My ideal library...  
fun + resourceful



My ideal library...  
HAS FREE STUFF



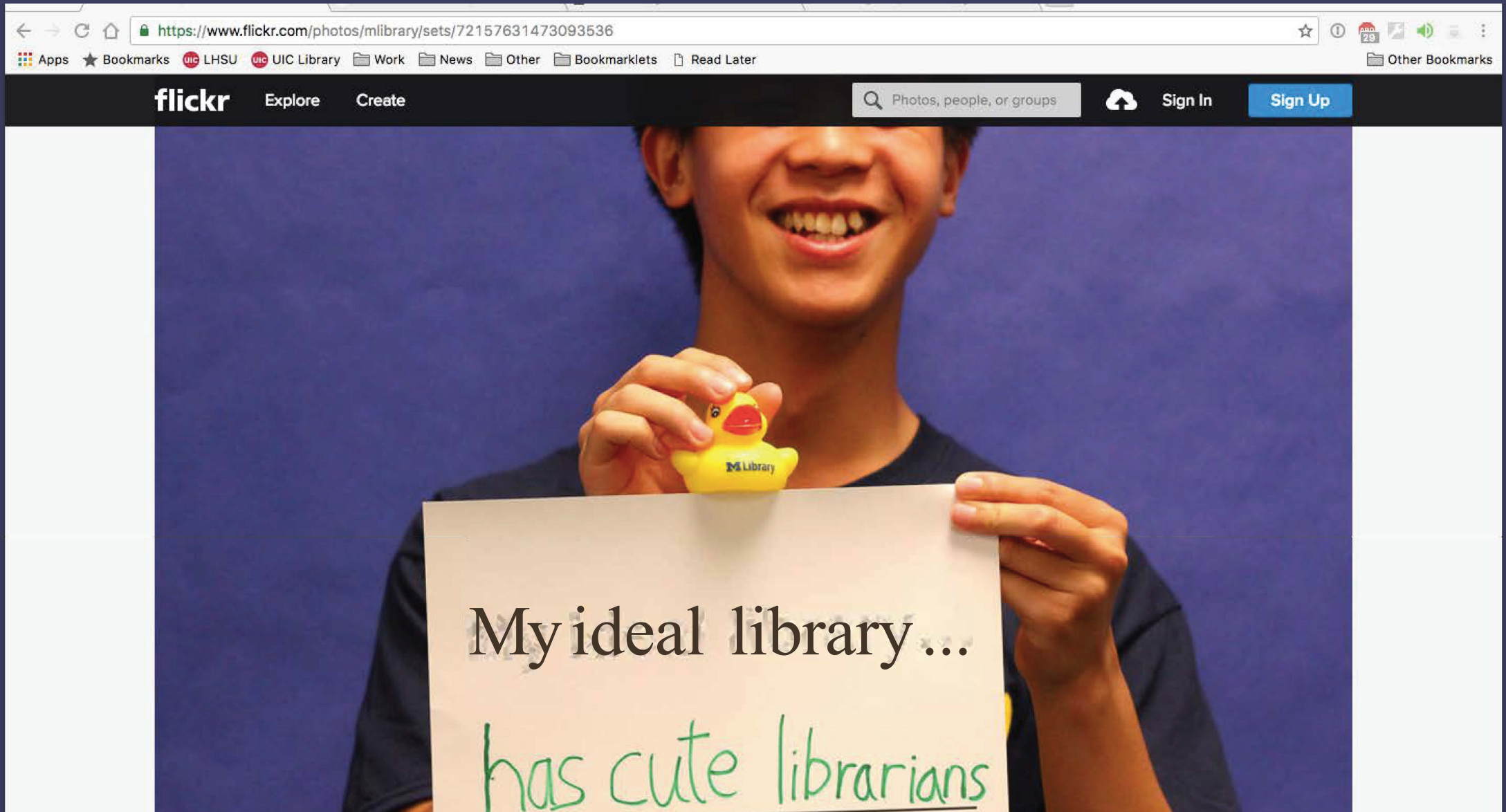
My ideal library...  
is a cool place to hang out



My ideal library...  
Gives out Rubber

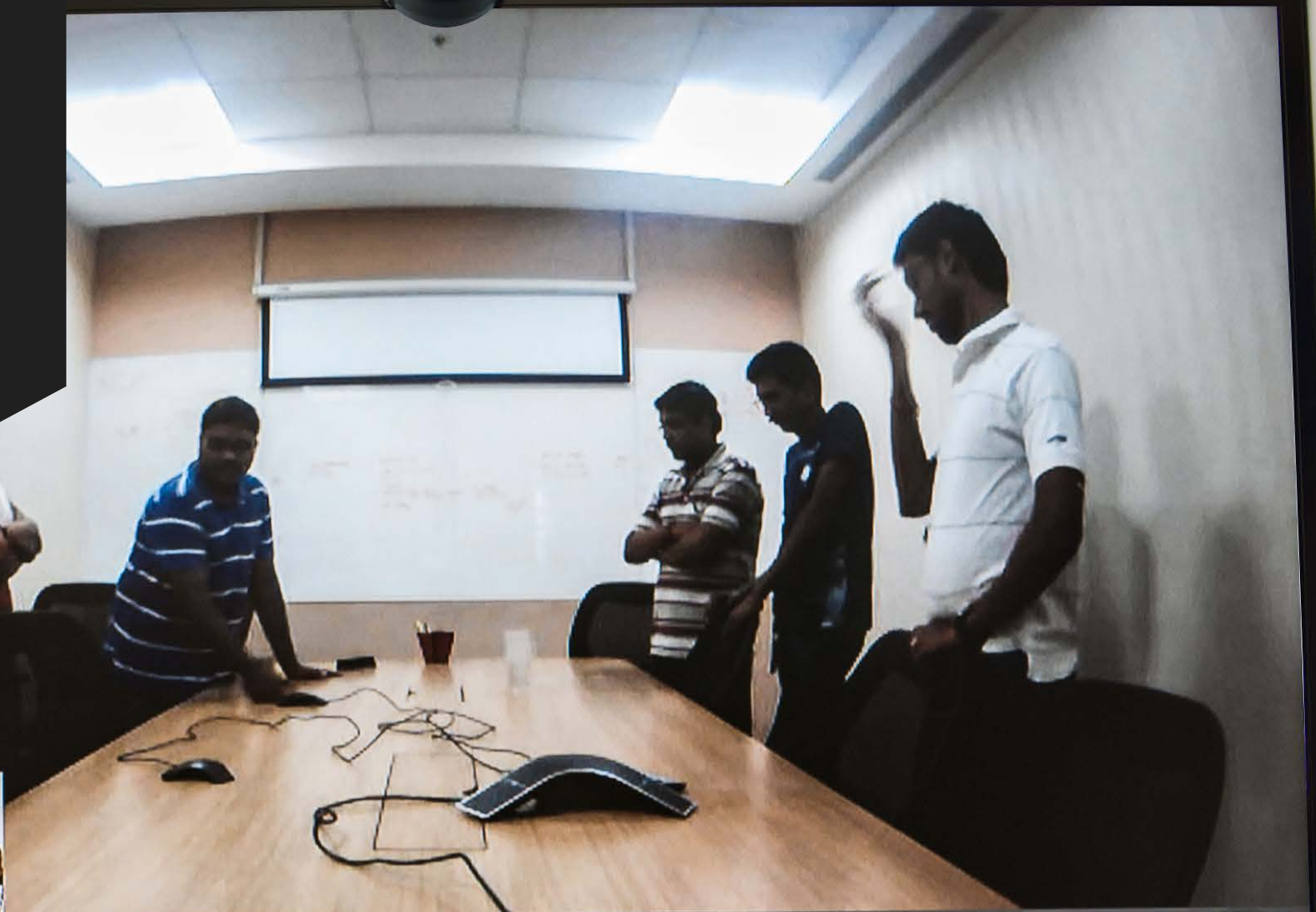


My ideal library...  
Has Serials





# Remote Testing



Calling: **Chennai 409**

Slides: <http://dashboard.blinkpipe.com/10697> Pin: 20363

Network  
turbulence [AF]



SAMSUNG



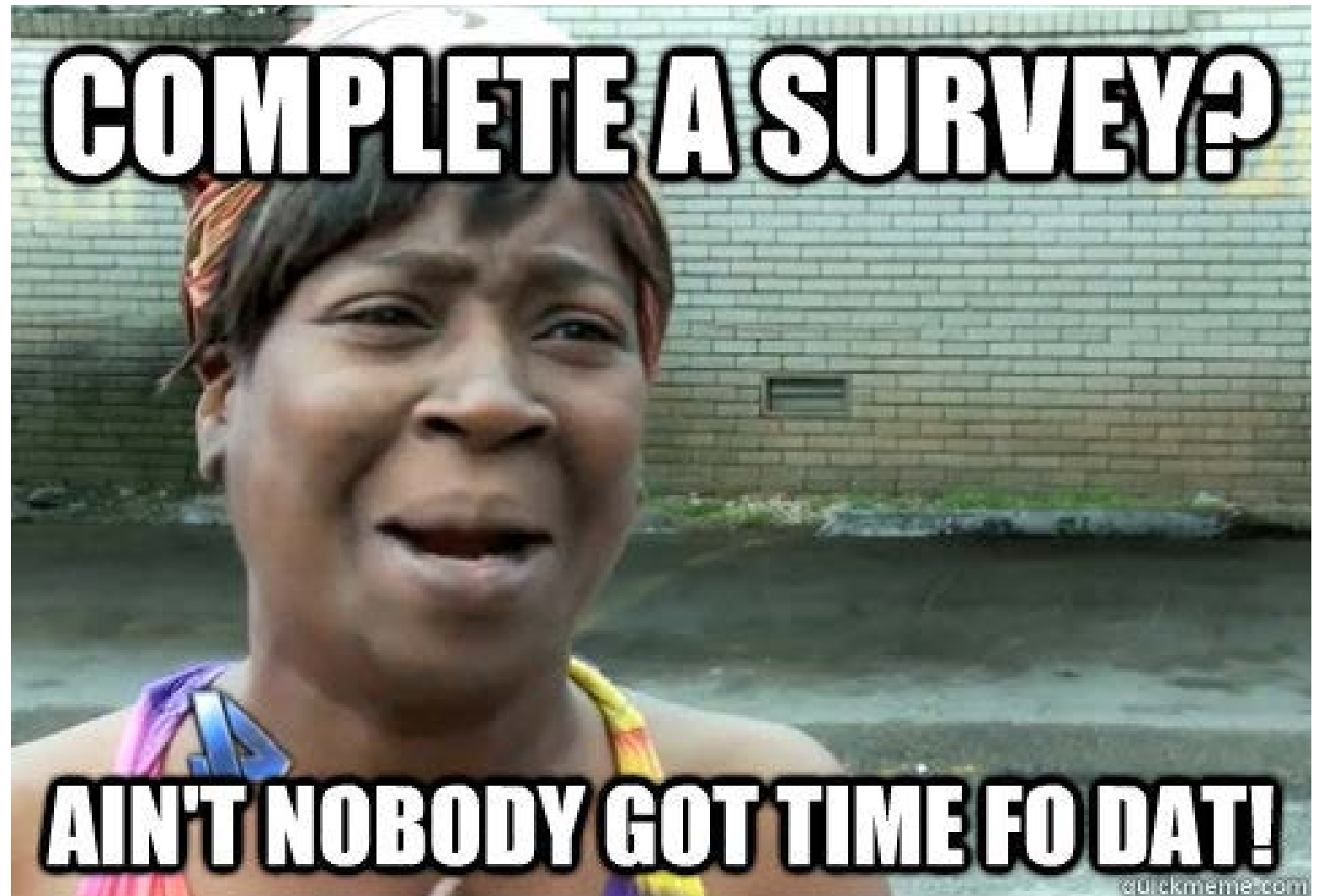


# Guerilla Testing

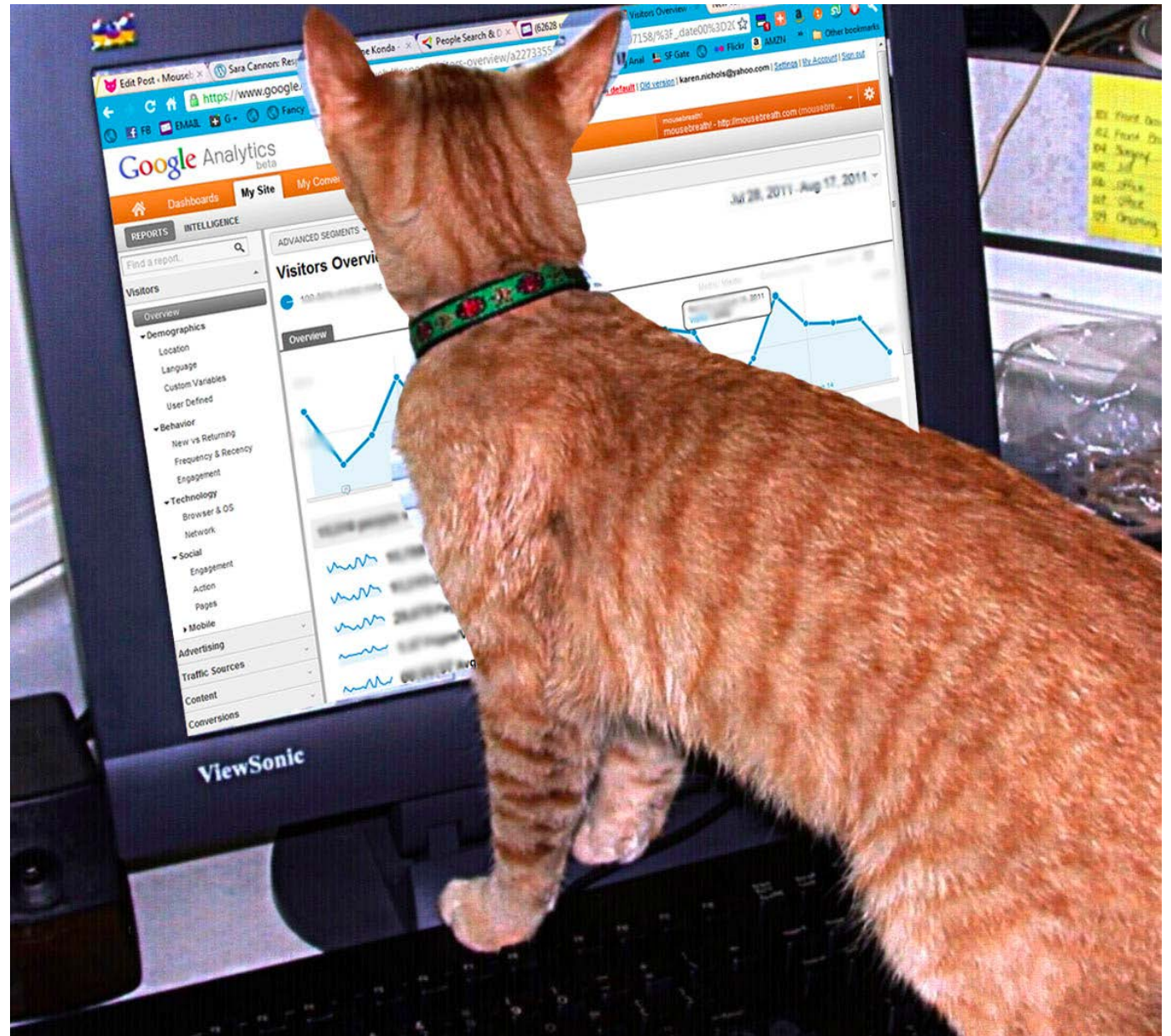


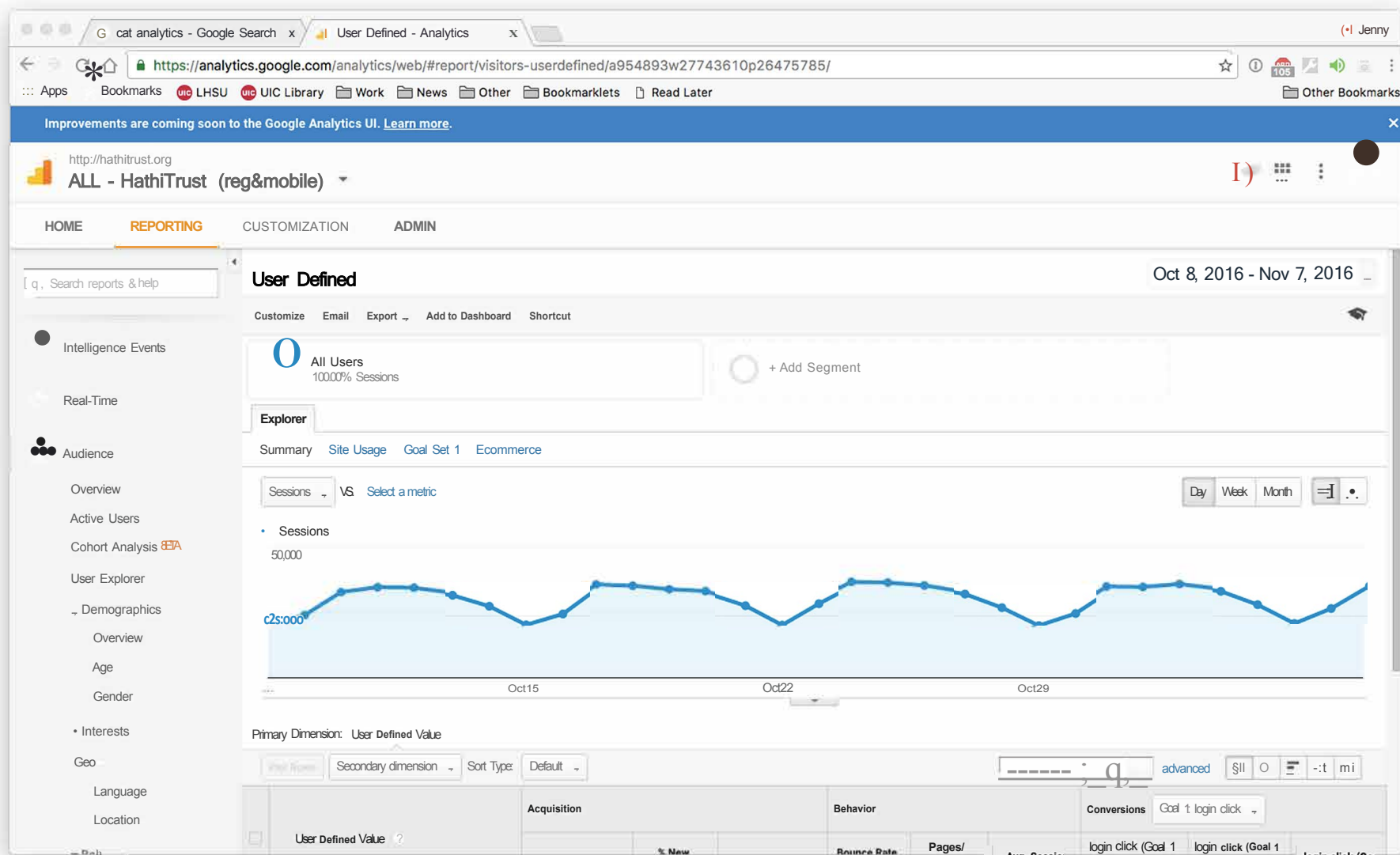


## Surveys



# Analytics









**LORDY, LORDY! BREAK  
TIME!**

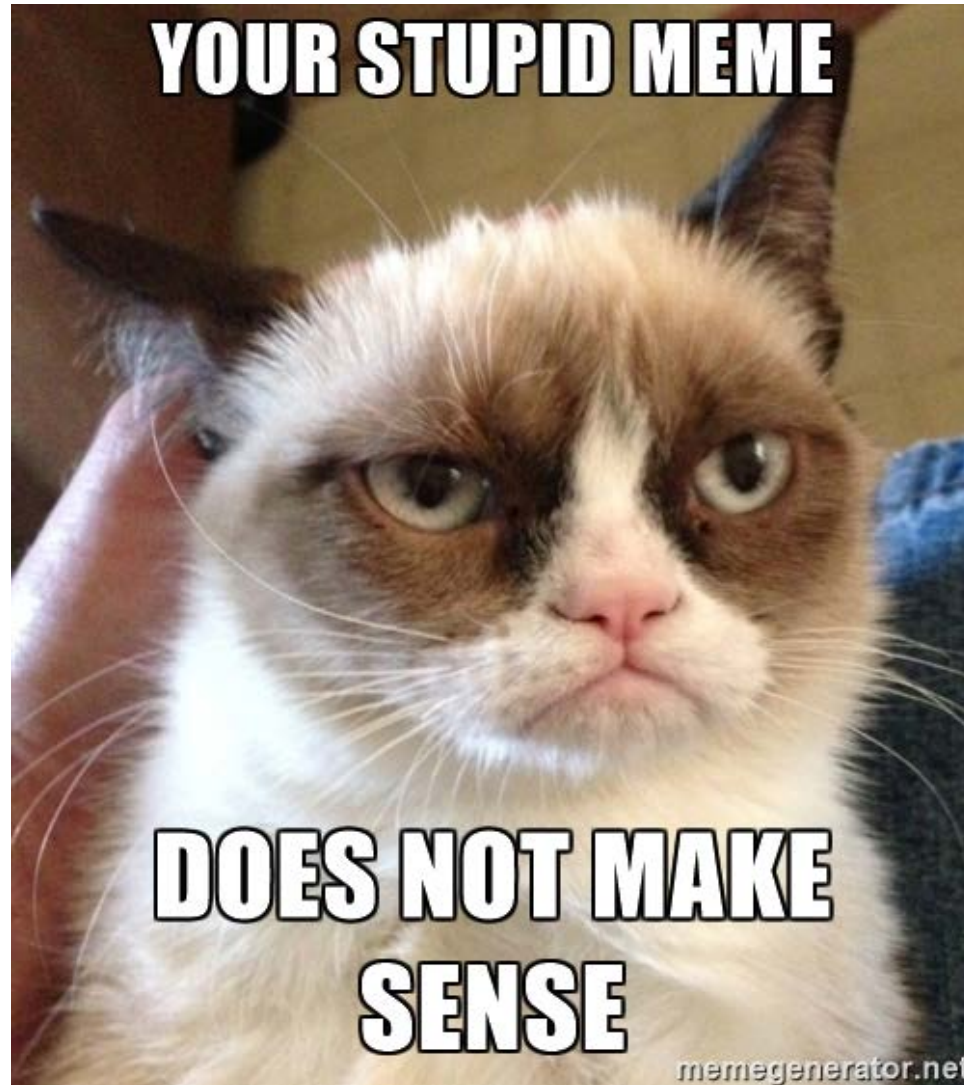


# Deliverables

- Personas
- Ethnography
- Recommendations/Data
- Website improvements
- Information Architecture improvements
- Empathy towards users



# Making Sense of Data



# Incentives

- Minimum \$5
- Rule of Thumb: \$20/hour



**WHEN IRB**



**SAYS YES!**

[memegenerator.net](http://memegenerator.net)

IRB  
Considerations



# Building a User Centered Culture

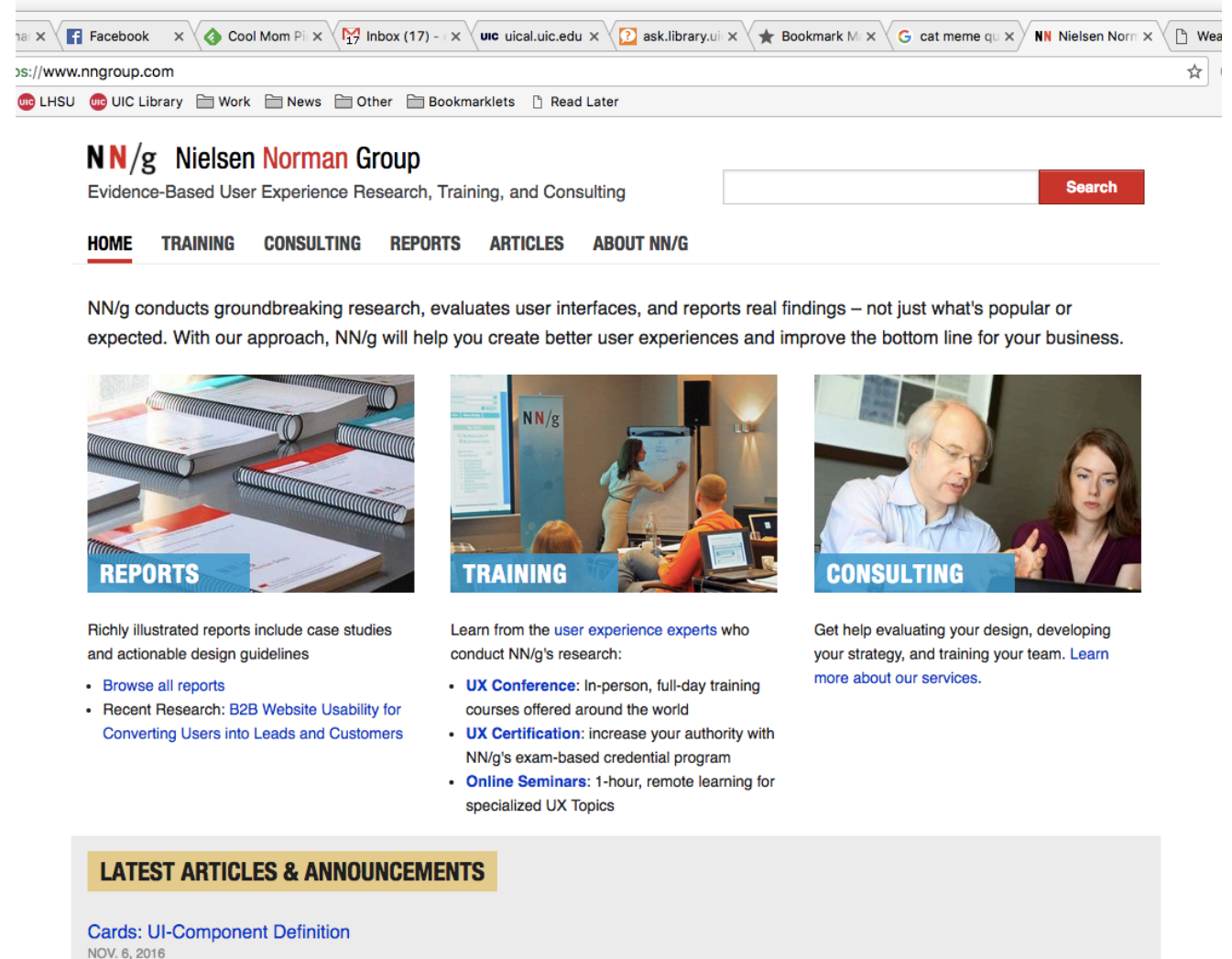


# Resources



# Nielsen Norman Group

www.nngroup.com/



The screenshot shows the Nielsen Norman Group website homepage. The browser's address bar displays 'https://www.nngroup.com'. The page features a navigation menu with links to HOME, TRAINING, CONSULTING, REPORTS, ARTICLES, and ABOUT NN/G. A search bar is located in the top right corner. The main content area highlights three key services: Reports, Training, and Consulting. The Reports section includes a list of recent research, such as 'B2B Website Usability for Converting Users into Leads and Customers'. The Training section lists offerings like 'UX Conference', 'UX Certification', and 'Online Seminars'. The Consulting section provides information on evaluating design and developing strategy. A section for 'LATEST ARTICLES & ANNOUNCEMENTS' is visible at the bottom, featuring an article titled 'Cards: UI-Component Definition' dated November 6, 2016.

1a X Facebook X Cool Mom Pi X 17 Inbox (17) X uic uical.uic.edu X ask.library.ui X Bookmark M X cat meme qu X NN Nielsen Norm X Wea

https://www.nngroup.com

LHSU UIC Library Work News Other Bookmarks Read Later

## NN/g Nielsen Norman Group

Evidence-Based User Experience Research, Training, and Consulting

HOME TRAINING CONSULTING REPORTS ARTICLES ABOUT NN/G

NN/g conducts groundbreaking research, evaluates user interfaces, and reports real findings – not just what's popular or expected. With our approach, NN/g will help you create better user experiences and improve the bottom line for your business.

### REPORTS

Richly illustrated reports include case studies and actionable design guidelines

- [Browse all reports](#)
- Recent Research: [B2B Website Usability for Converting Users into Leads and Customers](#)

### TRAINING

Learn from the [user experience experts](#) who conduct NN/g's research:

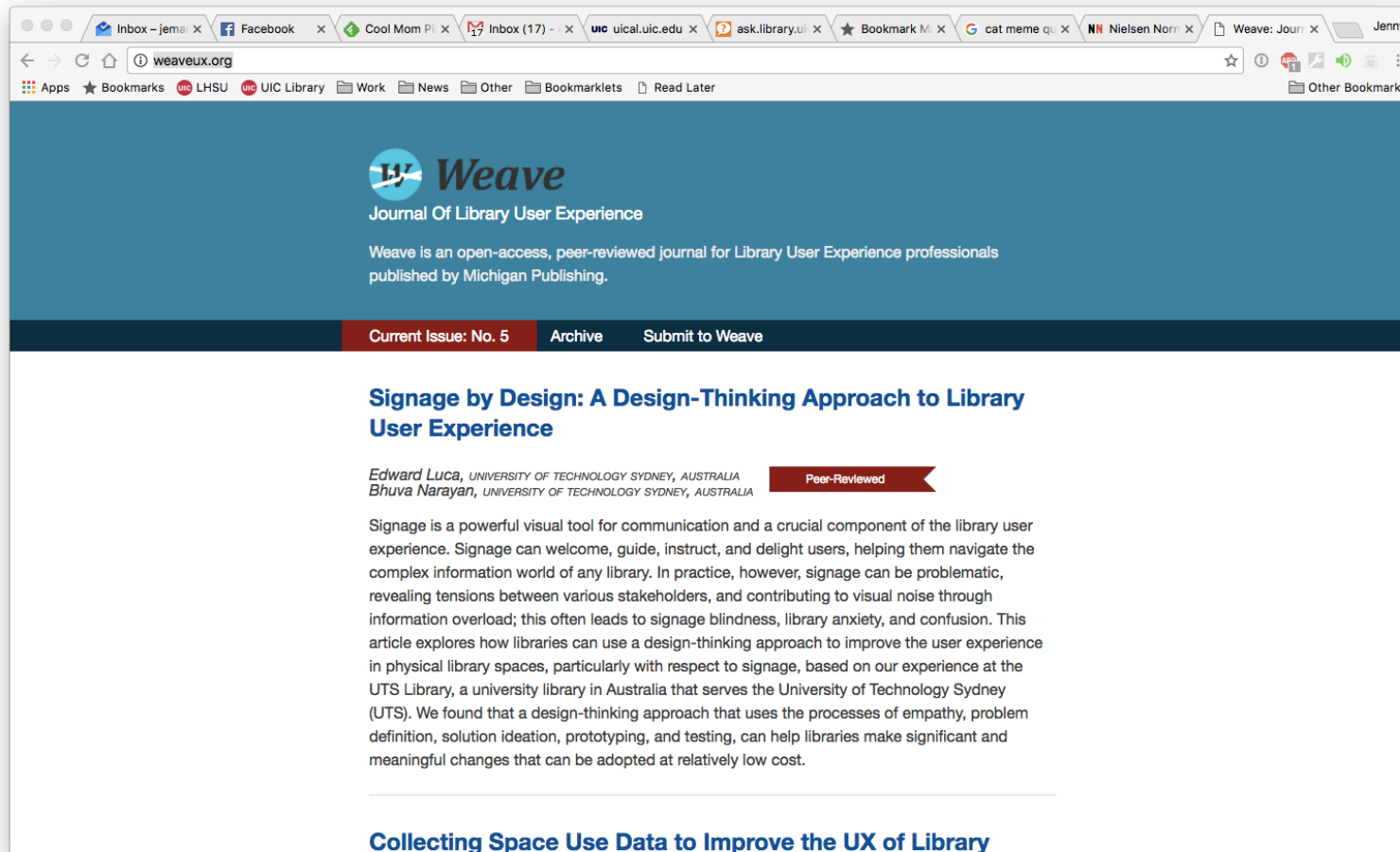
- **UX Conference:** In-person, full-day training courses offered around the world
- **UX Certification:** increase your authority with NN/g's exam-based credential program
- **Online Seminars:** 1-hour, remote learning for specialized UX Topics

### CONSULTING

Get help evaluating your design, developing your strategy, and training your team. [Learn more about our services.](#)

#### LATEST ARTICLES & ANNOUNCEMENTS

[Cards: UI-Component Definition](#)  
NOV. 6, 2016



# Weave: Journal of Library User Experience

weaveux.org





<http://uxlib.org/>

Copyrighted Material

Steve Krug



# DON'T MAKE ME THINK

*revisited*


A Common Sense Approach to Web Usability <sup>and Mobile</sup>

Copyrighted Material

The how-to companion to the bestselling *Don't Make Me Think*  
A Common Sense Approach to Web Usability

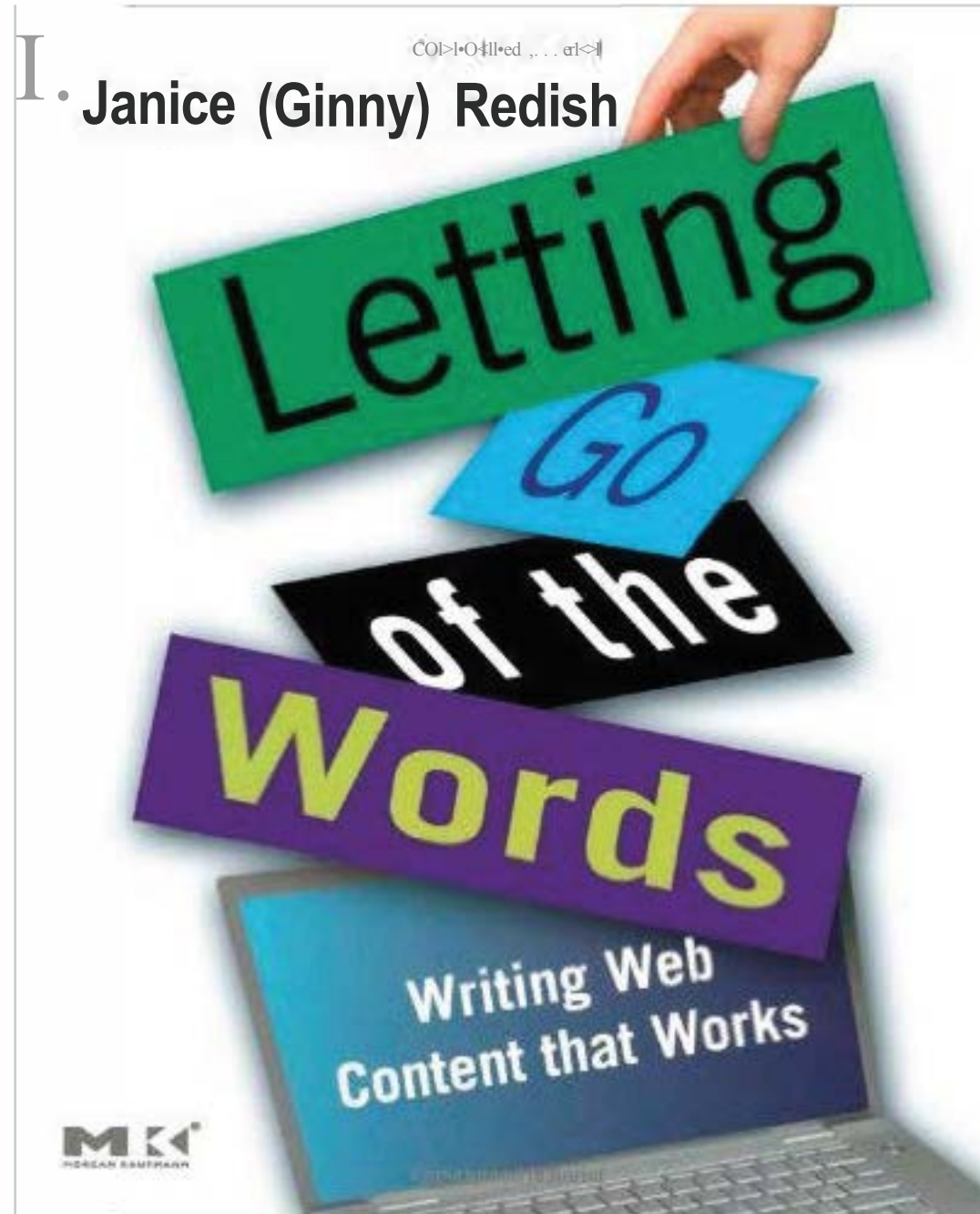
# Steve Krug

# ROCKET SURGERY MADE EASY



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

I. Janice (Ginny) Redish





# Usability4lib List

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