Techniques for Enhancing User Experience

JULY 12, 2018
Reimagining and re-envisioning the public library

- People
- Place
- Platform
“The library is first and foremost a place...a place that promotes development in society. It is a family room of a community. That’s the vision, that’s the future.”

Aljtar Badshad
Rising to the Challenge: Re-Envisioning Public Libraries, pg. 13
Seattle Public Library

Photograph by Philippe Ruault

archdaily.com/11651/seattle-central-library-oma-lmn
Building design impact users experience.
Renton Public Library

Photograph by Lara Swimmer
Wasilla Public Library

Open space with clear sight lines
Cedar Rapids Public Library

Natural sunlight and flexible spaces

http://bcilibraries.com/tag/public-library-design-best-practices/
Loussac Library

Creative spaces for active learning
Who is using the public library?

Figure 1. When do your patrons engage with the library? And how? (Graphic by Suzanne Chapman).
User-Centered Design Process Map

Step-by-Step Usability Guide

Plan
- Develop a Plan
- Assemble Project Team
- Hold Kick-off Meeting
- Write a Statement of Work
- Hire a Usability Specialist

Analyze
- Evaluate Your Current Site
- Learn About Your Users
- Conduct Task Analysis
- Develop Personas
- Write Scenarios
- Set Measurable Goals

Design
- Determine Site Requirements
- Conduct a Content Inventory
- Perform Card Sorting
- Define IA
- Write for the Web
- Use Parallel Design
- Develop a Prototype
- Launch Site

Test and Refine
- Types of Evaluations
- Usability Testing
- Heuristic Evaluations
- Implement and Retest
- Create Test Plan
- Prepare and Test
- Data Analyses and Report

Used in website development
Touchpoints

A point of contact or interaction (including encounters where there is no physical interaction) that might alter the way that a customer feels about your product, brand, business or service.
Touchpoint examples

Physical layout
Furniture
Cleanliness
Temperature
USER Experience (UX) for Libraries

• Useful
• Usable
• Desirable
First Four Principles of Good Library User Experience Design

1. You Are Not Your User
2. The User Is Not Broken
3. Requires Research
4. Requires Empathy
Final Four Principles of Good Library User Experience Design

5. Must Be Easy Before It Can Be Interesting

6. Is Universal

7. Is Intentional

8. Is Holistic
Attitudinal Research

- Focus groups
- Interviews
- Surveys

Designed to measure how a consumer “feels” about something.
Behavioral data refers to information produced as a result of actions
Focus Groups
Interviews
Interview template

Service.designtoolkit.org
Surveys
Contextual Inquiry
## Contextual Inquiry-example

<table>
<thead>
<tr>
<th>Photo</th>
<th>User 1</th>
<th>User 2</th>
<th>User 3</th>
<th>User 4</th>
<th>User 5</th>
<th>User 6</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transportation</strong></td>
<td>Ride a bike</td>
<td>Drive a car</td>
<td>Ask a ride (with #2)</td>
<td>Drive a car</td>
<td>Take a bus</td>
<td>Drive a car</td>
</tr>
<tr>
<td><strong>Shopping Frequency</strong></td>
<td>Twice a week</td>
<td>Once a week</td>
<td>Once a week</td>
<td>Twice a week</td>
<td>Every other week</td>
<td>Once a week</td>
</tr>
</tbody>
</table>
| **Shopping Quantity** | • Buy for 1  
• Buy for next 3 day | • Buy for 2 | • Buy for 1 | • Buy for 2 | • Buy for 1 | • Buy for 2 |
| **Variety of items** | Low  
(No more than she needs) | High  
(Experienced) | Low  
(Inexperienced) | High  
(Liked to try new) | Low  
(Same items as before) | • Low  
(Know what to buy) |
| **Shopping list (Y/N)** | N (Mental) | Y (Written) | N (Mental) | N (Mental) | N (Mental) | Y (Written) |
| **Budget sensitivity (Y/N)** | Y | Y ($50) | Y | N | Y ($50) | N ($150) |

Created by Sophia Lay

http://people.ischool.berkeley.edu/~sophia.lay/01-portfolio/index.html
Journey Mapping-template examples

Customer Journey Mapping for Libraries

National Library New Zealand
Journey Map - example

User

Purpose

Stages of Journey

Activities

Feelings (Pain points)

Opportunities
Usability Testing

- Real users, doing real tasks
- Prototypes or live products
- Observed, not guided

https://www.quora.com/What-is-usability-testing
Other Research Techniques

- Personas
- Empathy Maps
- A/B Testing
- Five-Second Tests
Personas

Caitlin
Part-time barista
20 years old
Lives with her parents

Service.designtoolkit.org
Empathy Map

Originally created by David Gray

www.solutionsiq.com/resource/blog-post/what-is-an-empathy-map/
Empathy maps
Created by Paul Boag

https://boagworld.com/usability/adapting-empathy-maps-for-ux-design
A/B Testing

https://unitid.nl/english/introduction-to-ab-testing-and-5-test-examples/
Free Books for Alaska

Sesame Street E-book World
Free ebooks for young readers and parents to share statewide.

Ready to Read Resource Center
Board books and toys for parents and day care providers.

Tumblebooks
Free ebooks, animated ebooks, and videos for kids in K-6

Alaska Digital Library
Download ebooks and audiobooks for all ages for your device.

Alaska Mail Services
No public library in your town? Sign up to get books and other library resources by mail.

Talking Book Center
Audio books for Alaskans with visual or physical disabilities.

Brought to you by...
Then ask them to recall what they remember about the page.
Example 1

Does your library furniture support users needs?

Research Methods:
Contextual Inquiry
Survey
Example 2

Do you think this physical desk looks approachable and friendly?

Yes  No

The Library reference desk, 1960s. University Archives and Special Collections
http://www.library.fullerton.edu/about/history.php
Example 3

Can a 1st time visitor easily locate all the areas of your library?
Sources 1

- **Better By Design: an Introduction To Planning and Designing a New Library Building** Ayub Khan - Facet Publishing - 2009

- [Seattle Central Library / Oma + Lmn](https://www.archdaily.com/11651/seattle-central-library-oma-lmn)
- **Public Library Facilities for the Future** created by Margaret Sullivan Studio for the Sno-Isle Libraries
Sources 3

Sources 4


Sources 5


Sources 6


Sources 7


Questions?

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