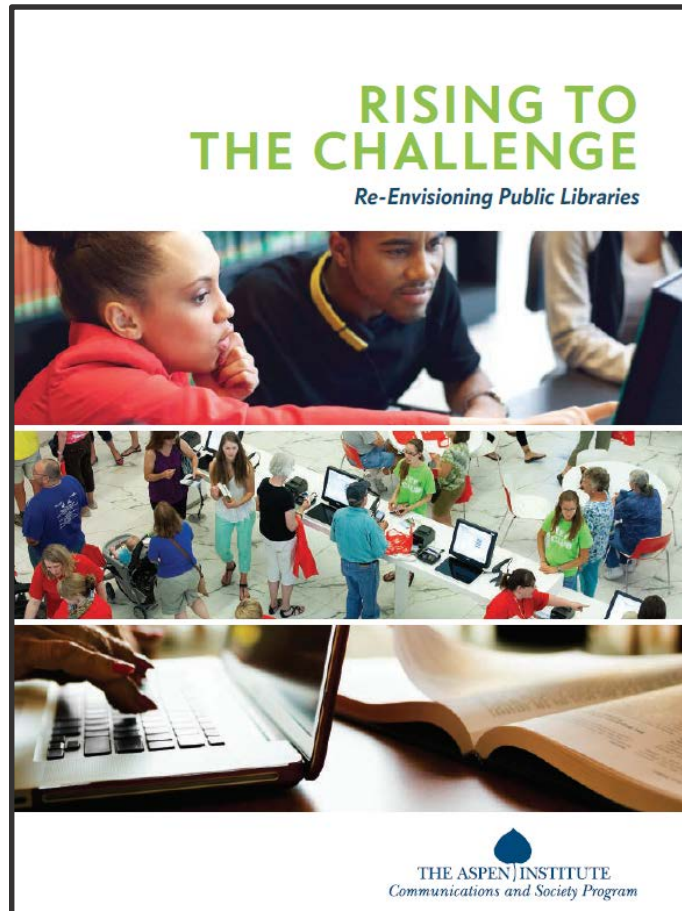


Techniques for Enhancing User Experience

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

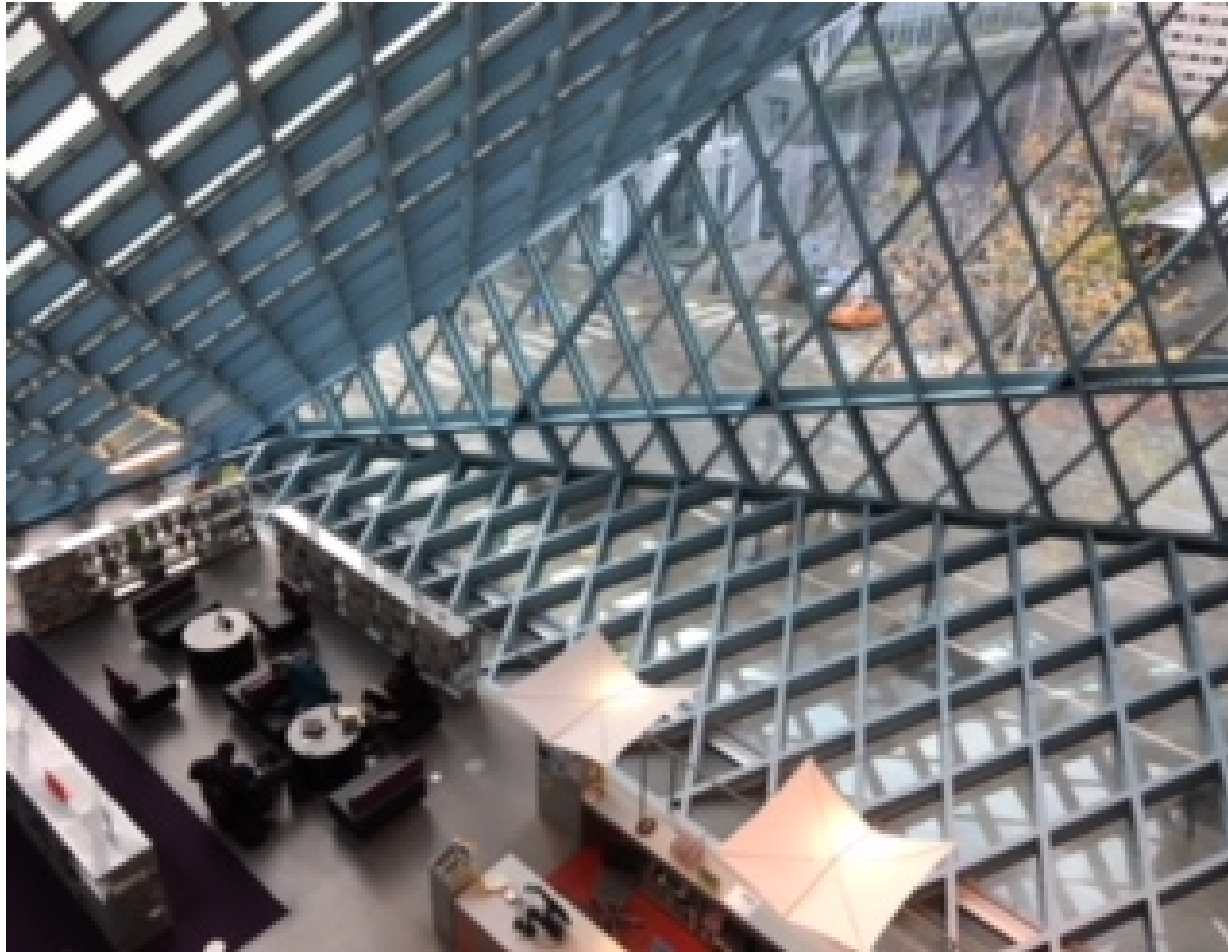
Seattle Public Library

Photograph by
Philippe Ruault



archdaily.com/11651/seattle-central-library-oma-lmn

Building design impact users experience.



Seattle Public Library, 2017

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?

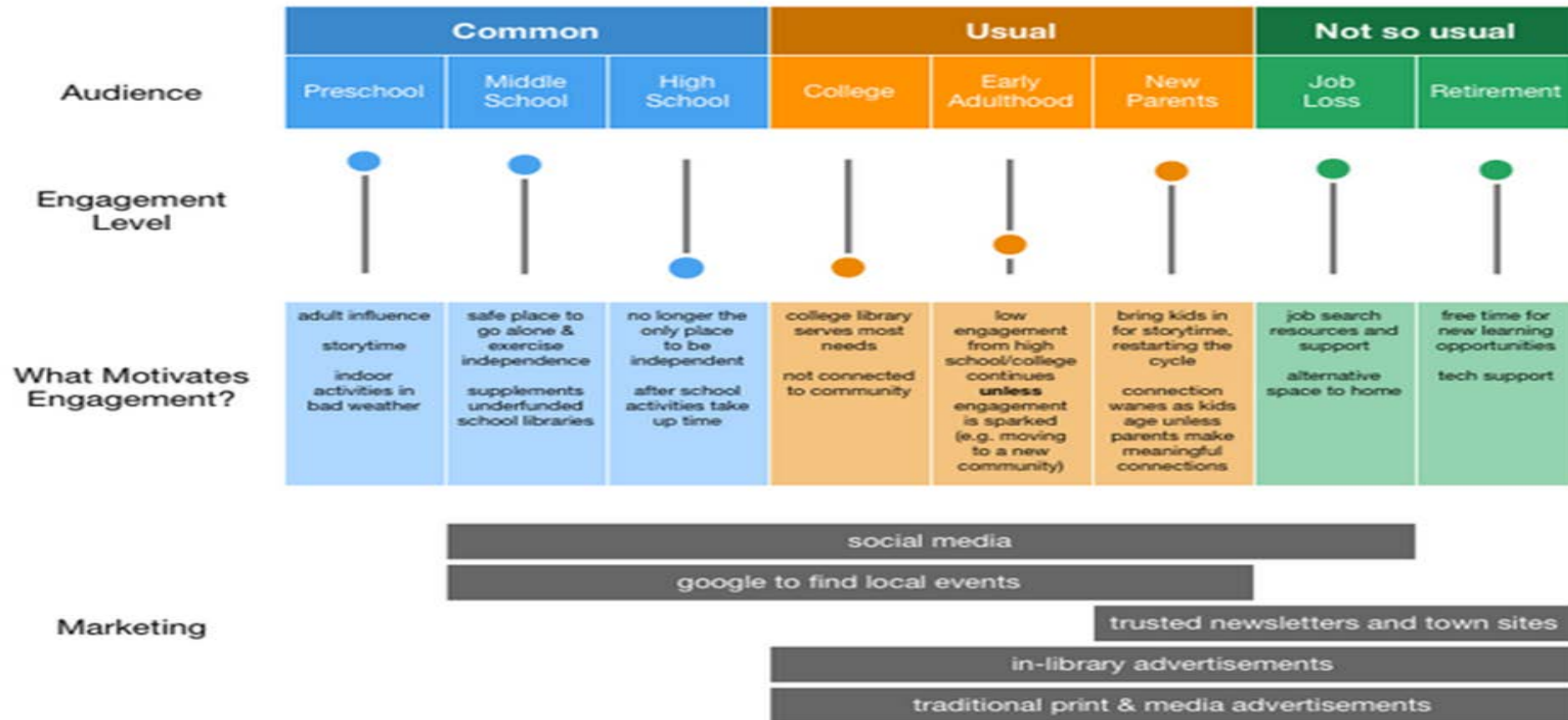
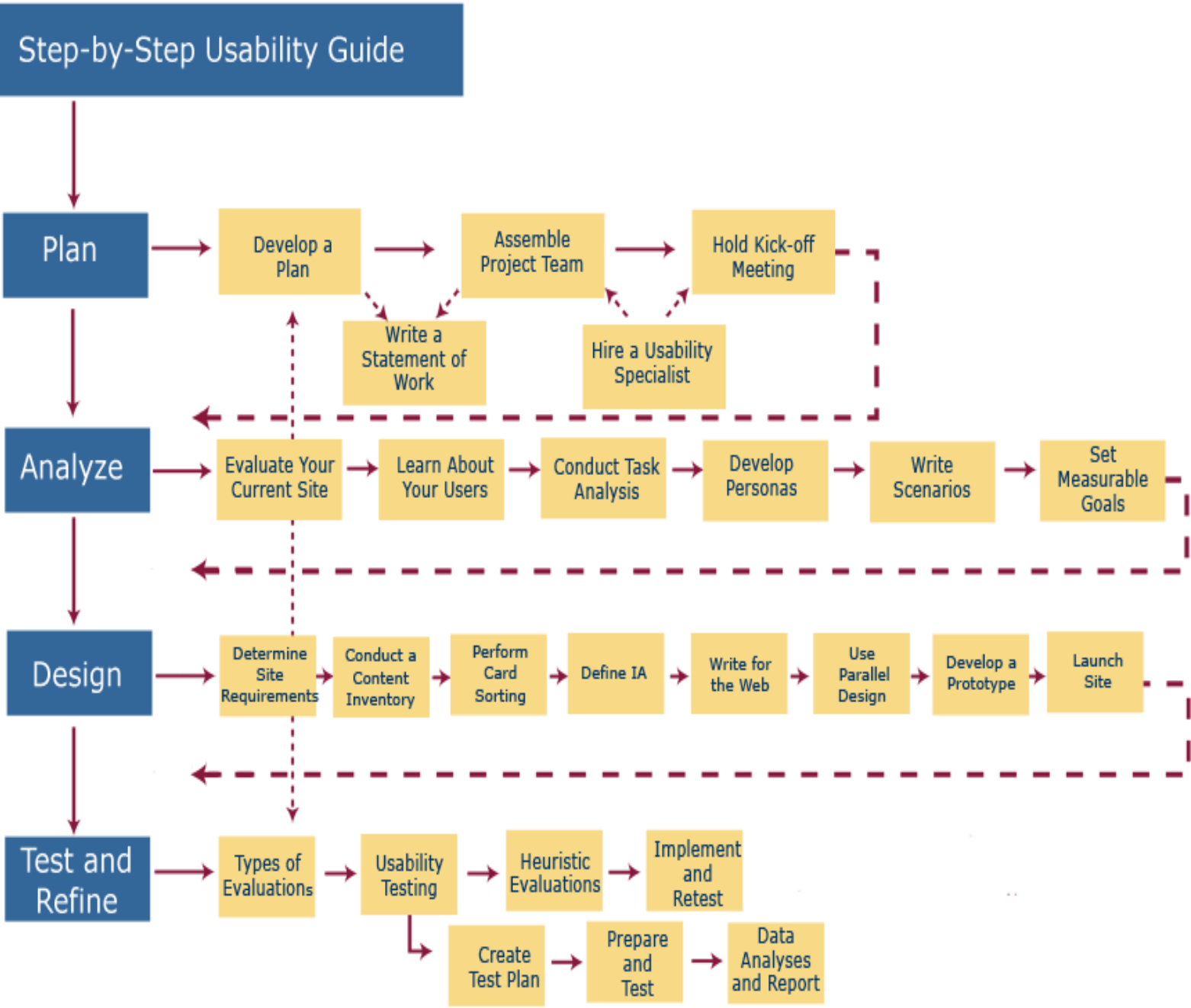


Figure 1. When do your patrons engage with the library? And how? (Graphic by Suzanne Chapman).



User-Centered Design Process Map

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 Research

Contextual Inquiry

Journey Mapping

Usability Testing

Behavioral data refers to information produced as a result of actions

Focus Groups



Interviews





Interview template

Service.designtoolkit.org



INTERVIEWEE & CONTEXT OF THE INTERVIEW



PHASES IN THE EXPERIENCE	<i>Ask the user or employee to describe his or her current experience. First, ask what the different steps are and then detail the user experience.</i>
<div>EMOTION SCALE</div> <div></div>	<div>SATISFIED</div> <div> Satisfaction frontier</div> <div>UNSATISFIED</div>
WHY'S	<i>Ask, for the most positive and the most negative experiences, how the user or employee felt and what he or she thought. Get to the bottom of the underlying reasons. Don't hesitate to ask follow-up questions.</i>







Surveys



Contextual Inquiry



Contextual Inquiry-example

	User 1	User 2	User 3	User 4	User 5	User 6
Photo						
Transportation	Ride a bike	Drive a car	Ask a ride (with #2)	Drive a car	Take a bus	Drive a car
Shopping Frequency	Twice a week	Once a week	Once a week	Twice a week	Every other week	Once a week
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

Steps	What did you think?	What did you feel?	What did you do and see?

Customer Journey Mapping
for Libraries

 **Services to Schools**

 **NATIONAL LIBRARY**
OF NEW ZEALAND
Te Puna Mātauranga o Aotearoa
The National Library is part of the Department of Internal Affairs

About me

I'm visiting the library today to...

My journey map
This is what happened, step by step...
While I was in the library I saw, felt, and thought...
Things that went well and what didn't...

Step 3

Step 2

Step 1

Step 4

Step 5

Step 6

Step 9

Step 8

Step 7

Need help? Call our 0800 LIB LINE for school library support (0800 542 5463) Monday to Friday from 8:00am to 5:00pm or email schoollibraryadvice@dia.govt.nz or visit www.natlib.govt.nz/schools

Page 1 of 1

National Library New Zealand



Journey Map-example

User

Purpose

Stages of Journey

Activities

Feelings (Pain points)

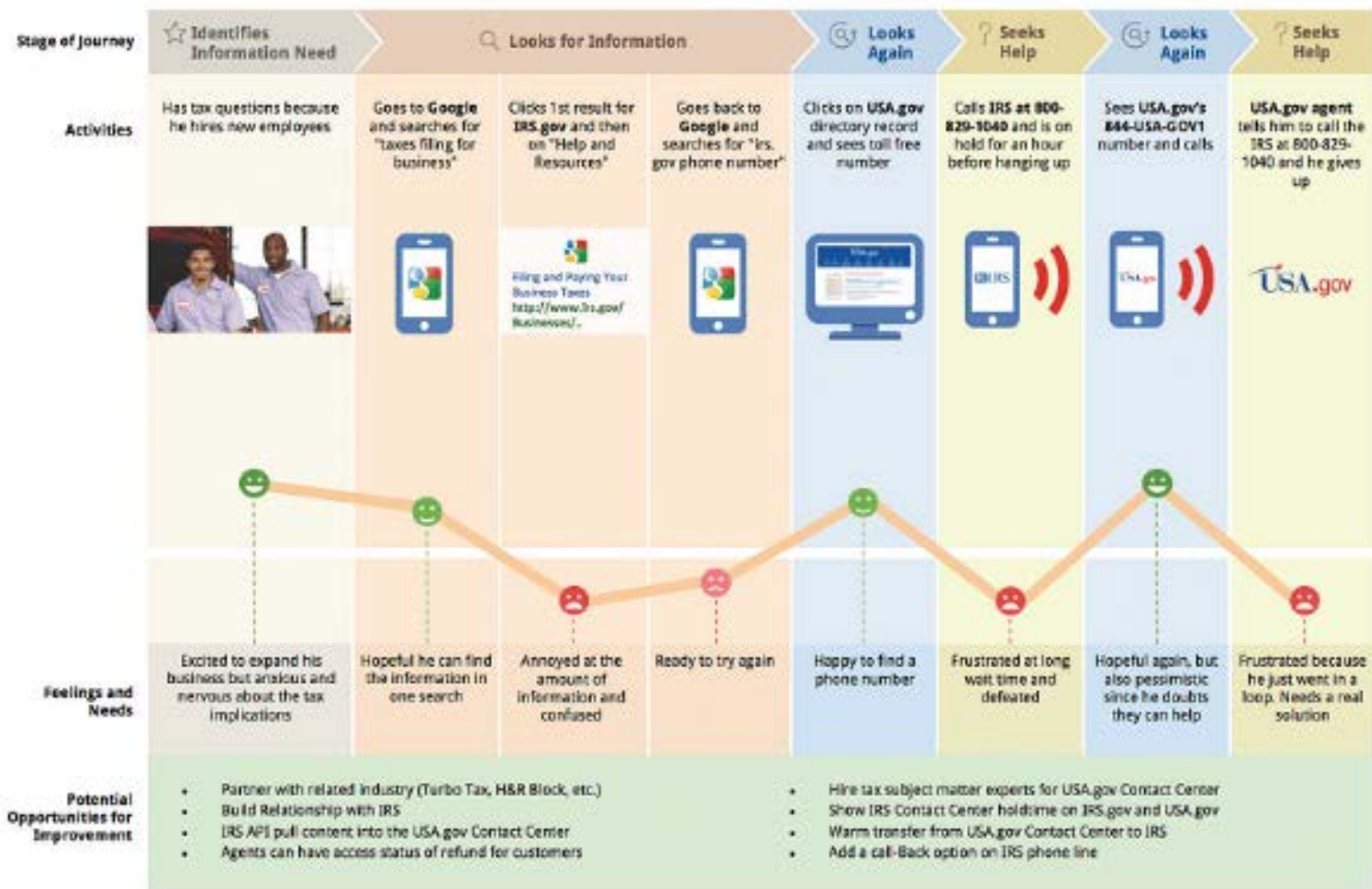
Opportunities

EXAMPLE OF A CUSTOMER JOURNEY MAP FOR THE US GOVERNMENT



Michael's Journey Map

Find contact information for an agency or elected official



Source: Infotoday.com

Usability Testing

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

3 PERSONAS ² PERSONA

PERSONA

NAME

OCCUPATION

OTHER Other element that has an influence on your service.

SERVICE ATTITUDE
Is your persona someone who figures everything out on his or her own, or not?

DO-IT-YOURSELF ADVICE SEEKER DELEGATOR

DESCRIPTION

Describe your persona. Describe who he or she is in the context of the (future) service. What are his or her objectives, both rational and emotional? Be sure to use the characteristics that you indicated in the dimension poster.

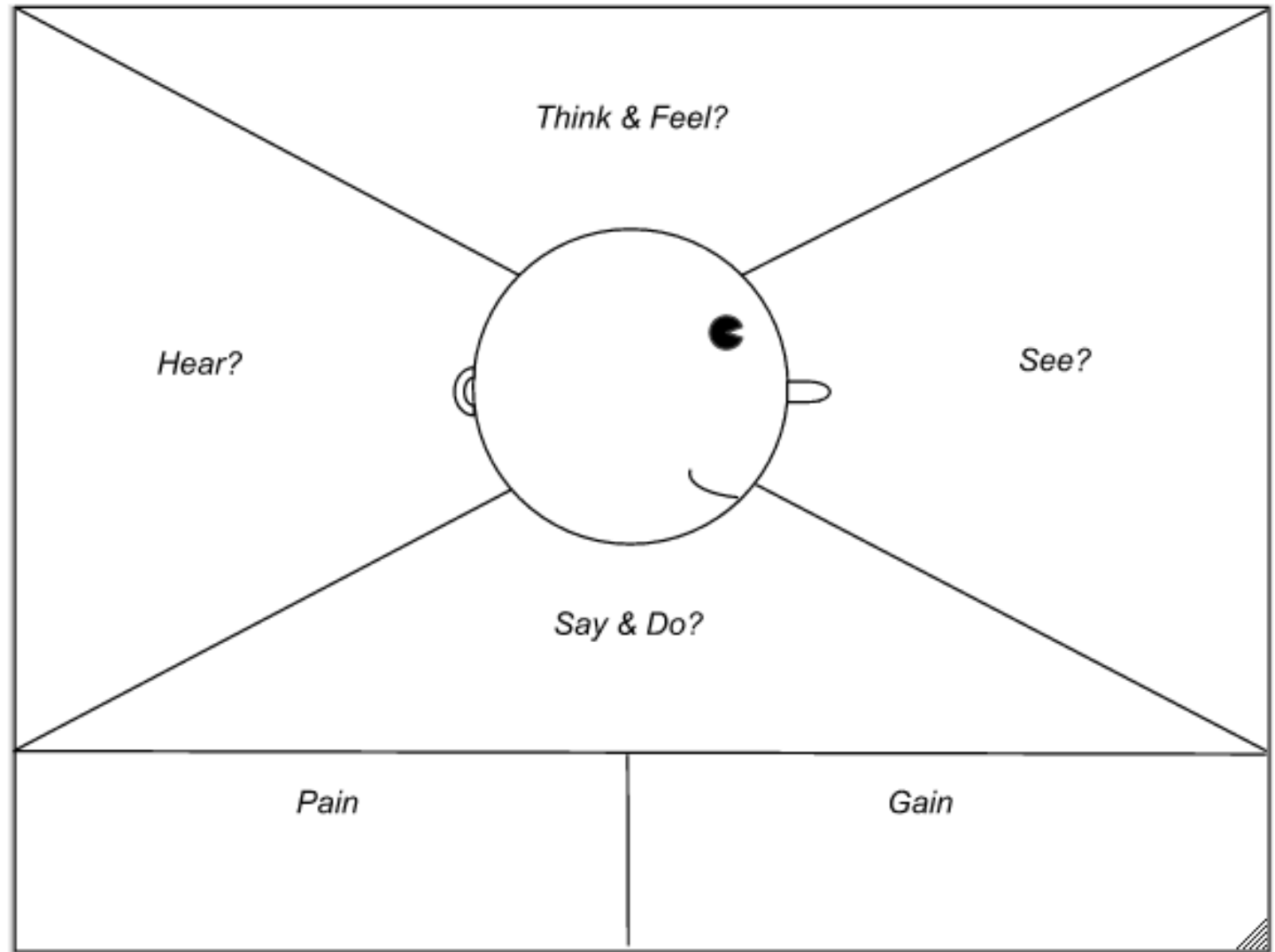
MOTIVATING
What can make your user happy when using the service?

DEMOTIVATING
What can deter your user from using the service?

Service.designtoolkit.org

Empathy Map

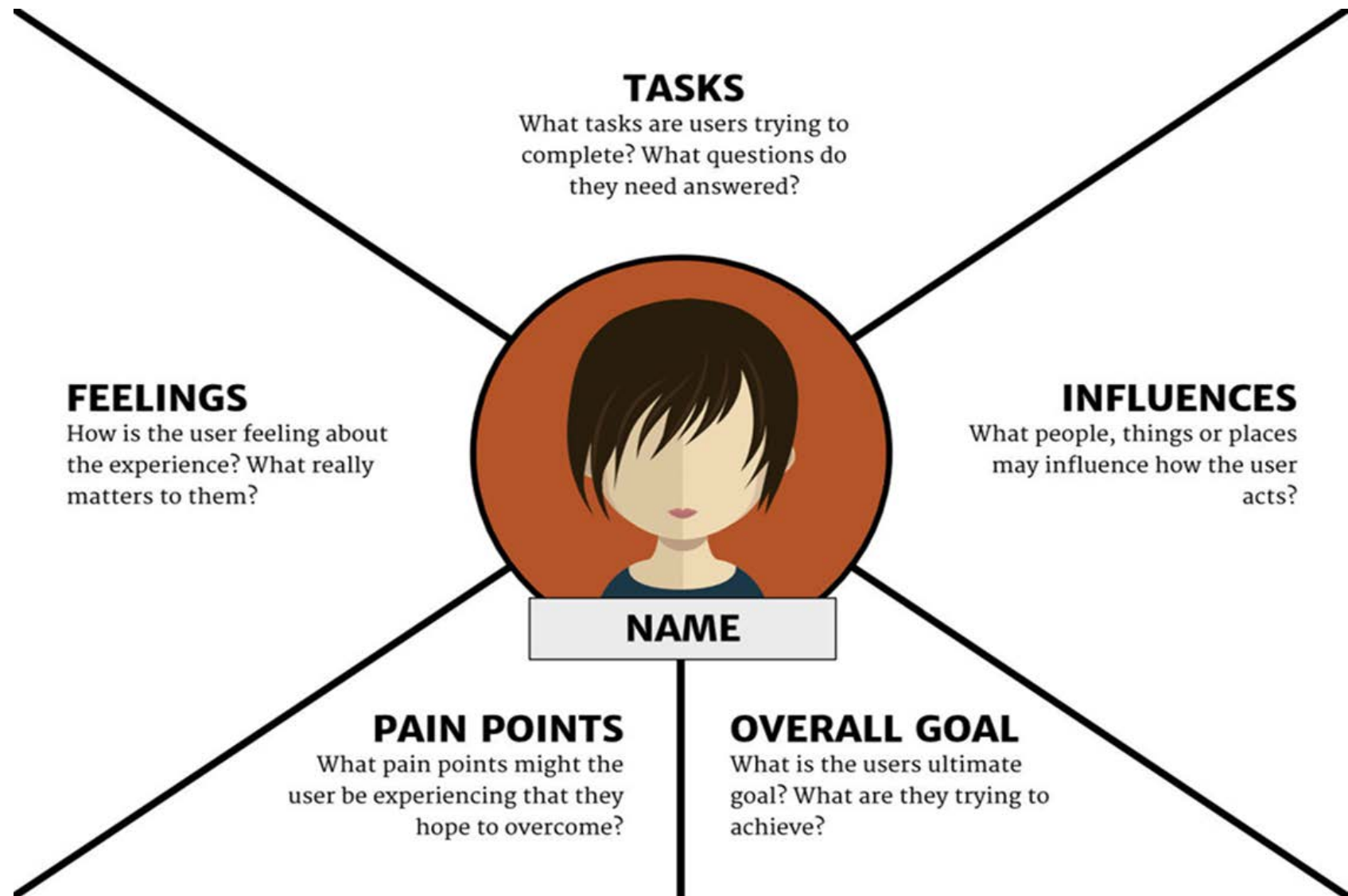
Originally created
by David Gray



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





Alaska State Libraries, Archives, and Museums

ALASKA STATE LIBRARY

Search

Search

☒ Library ☐ State of Alaska

HOME

FOR LIBRARIANS ▾

FOR STATE EMPLOYEES ▾

FOR THE PUBLIC ▾

FOR STUDENTS ▾

FOR HISTORICAL RESEARCHERS ▾

[Libraries, Archives, & Museums](#) / [Alaska State Library](#) / [Free Books](#)

Free Books for Alaska

Enrich Your Life with Books

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
Digital Library

Alaska Mail Services

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



Talking Book Center

Audiobooks for Alaskans with visual or physical disabilities.



Brought to you by...



Five-Second Test

books.alaska.gov

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?



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Questions?

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