Improving digital library services

WITH USER RESEARCH

Vernon Fowler

@vfowler

With notes?

j.mp/crig2017ux

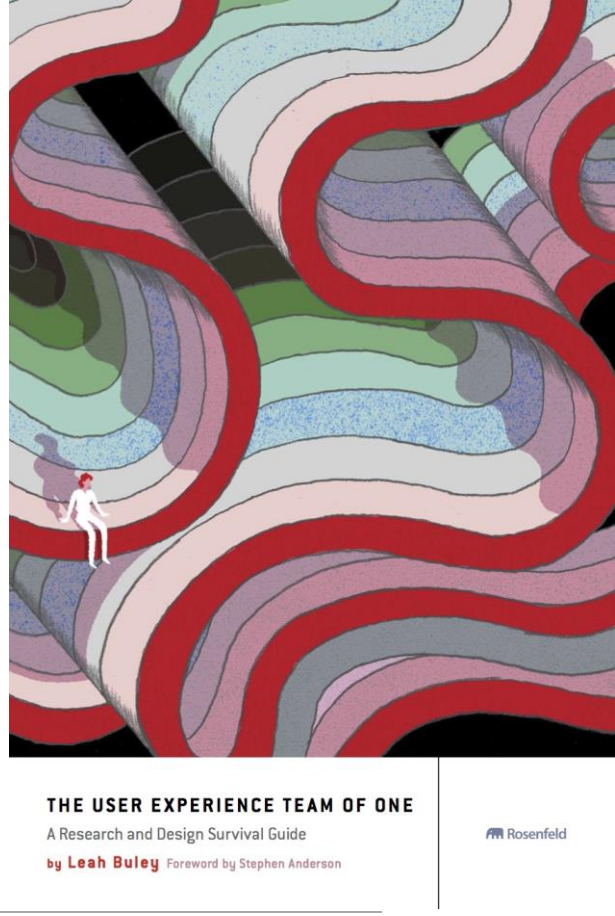
SLIDES

@vfowler

Today

1. Warm up
2. Methods
3. Case studies
4. Take away

UX → encounters



DIGITAL PRODUCTS

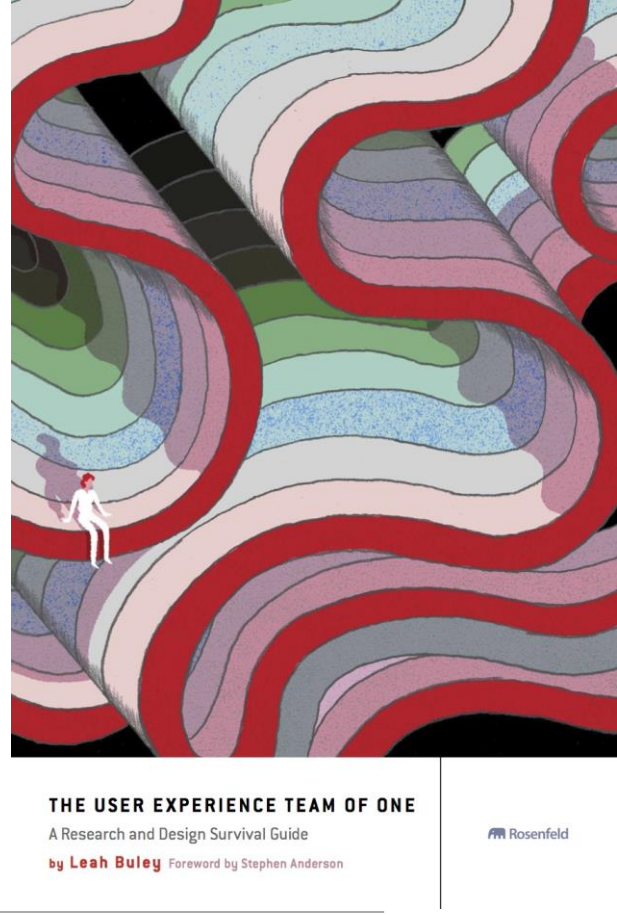
@leahbuley

Digital library products / services:

PHOTO BY JASON ROSEWELL ON UNSPLASH

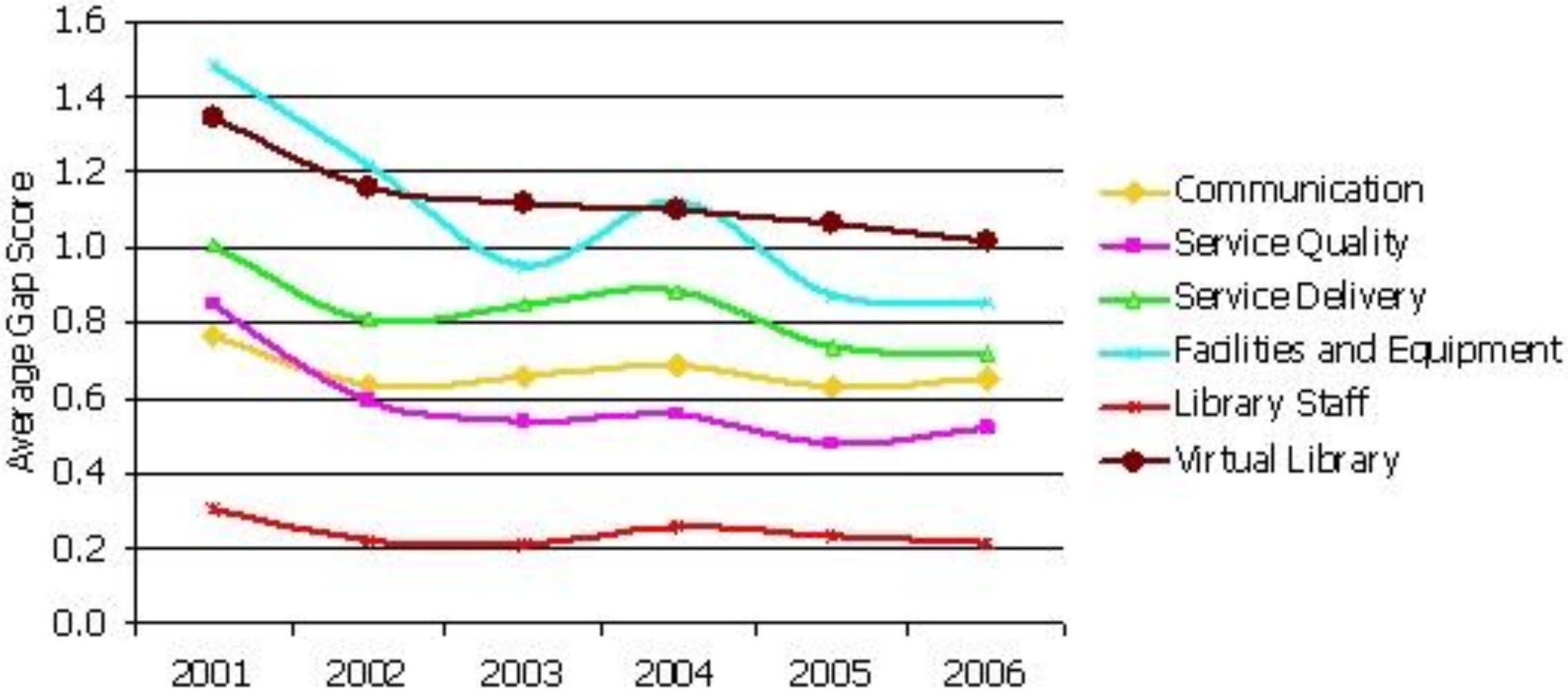
Researching

WHAT USERS WANT AND NEED



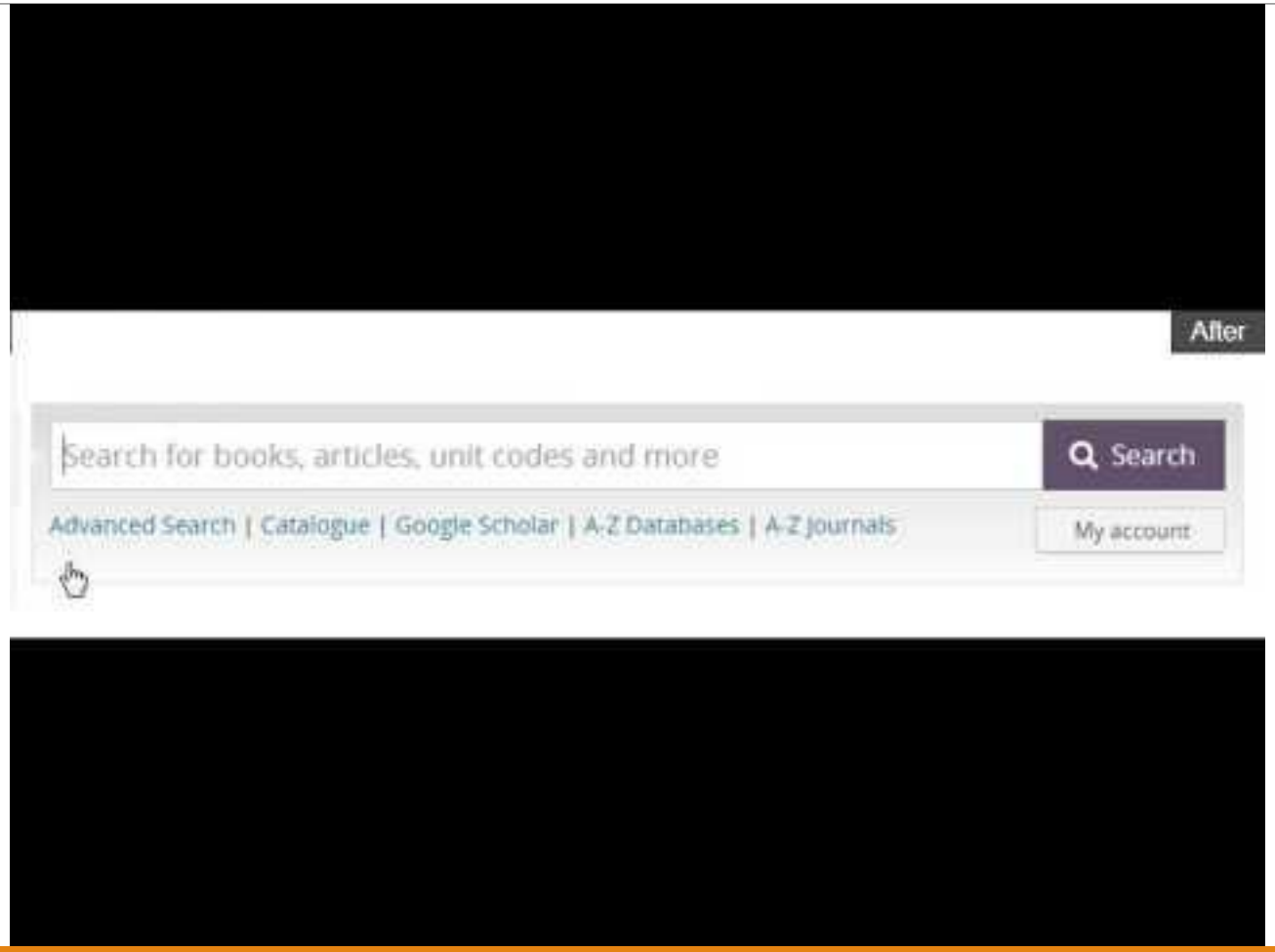
HTTP://ROSENFELDMEDIA.COM/BOOKS/THE-USER-EXPERIENCE-TEAM-OF-ONE/

Average Gap Score of Library Category



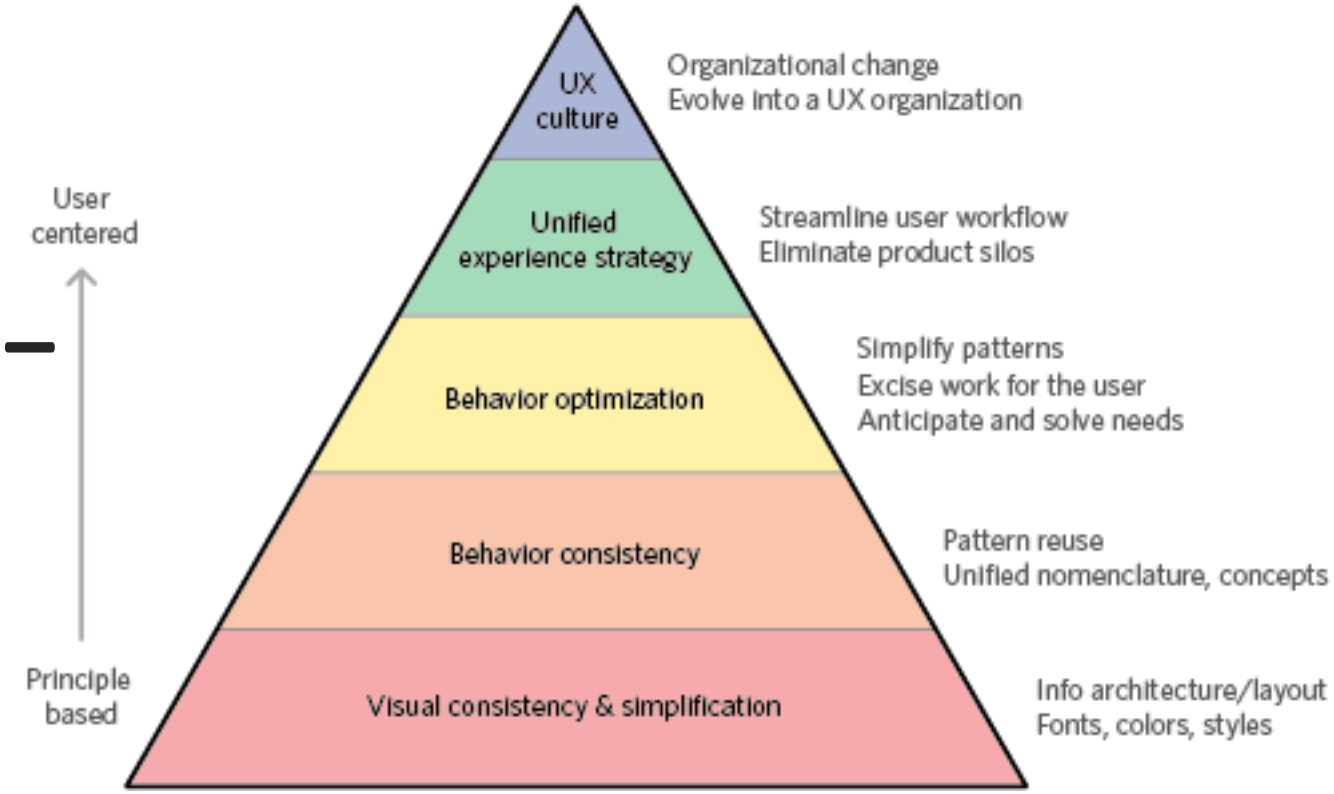
HTTP://WWW.INSYNCSURVEYS.COM.AU/NEWS/2007/04/CAUL-RESULTS/

Search box change



https://youtu.be/59N0Ugqjiso

Fixing a bro--ken user experience



A HIERARCHY OF EFFORT

Stefan Klocek

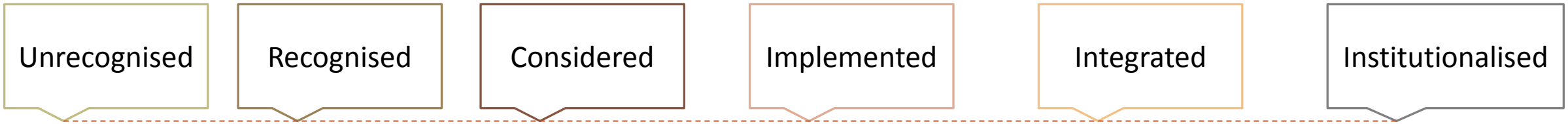
@igniting

Success

BRINGING UX INTO LIBRARIES

@CraigMMacDonald

HTTP://DX.DOI.ORG/10.1002/PRA2.2015.145052010055



Maturity & methods

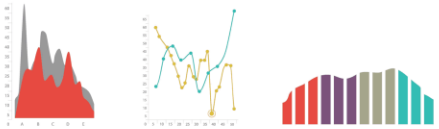
BUILDING UX CAPACITY IN LIBRARIES

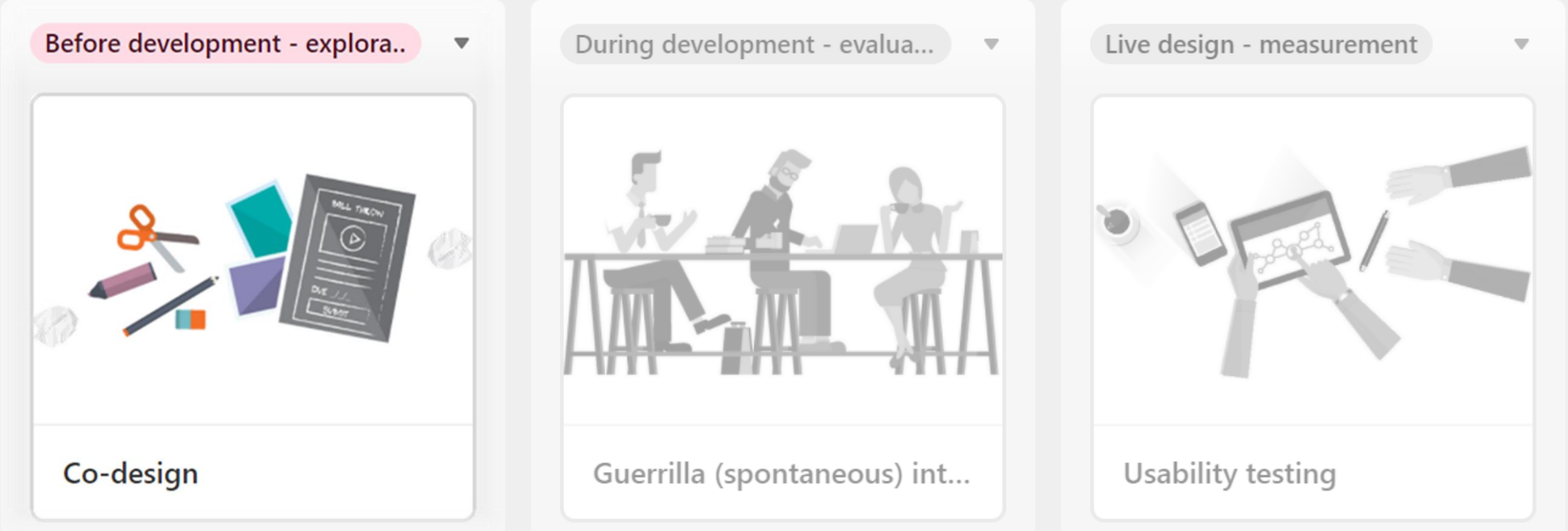
HTTP://DX.DOI.ORG/10.1080/01930826.2016.1232942

Methods

CARDS

USE METHOD CARDS TO KICK-START PROJECTS

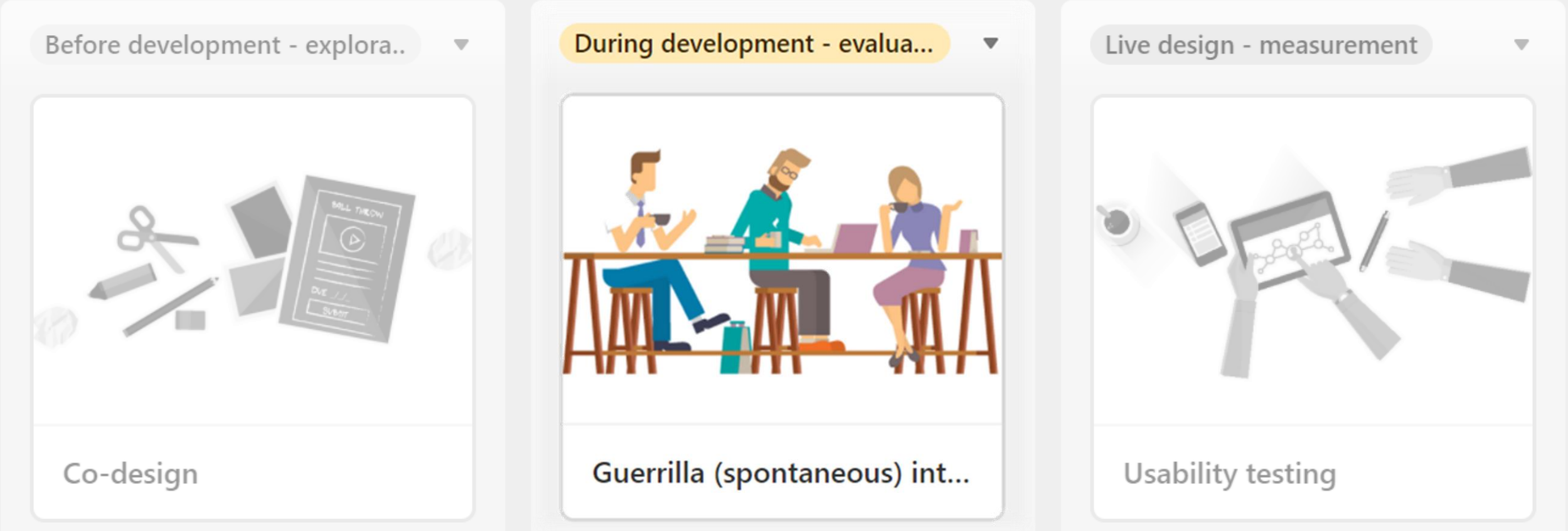
Method card type	Example
Interviewing and contextual inquiry Talking one-on-one about the issue being researched.	
Card sorting Learn how people prioritising and or group things.	
Prototyping Paper or click-through prototypes of your interfaces and interactions.	
Guerrilla (spontaneous) interviewing Intercepting people eg waiting at a café, and asking for their thoughts on an issue and or a prototype.	
Evaluating via System Usability Scale (SUS) A quick and dirty way to evaluate the usability of a system.	
Analytics Analyzing the record of screens or pages that users clicks on and sees, as they use a site.	



When to explore

BEFORE

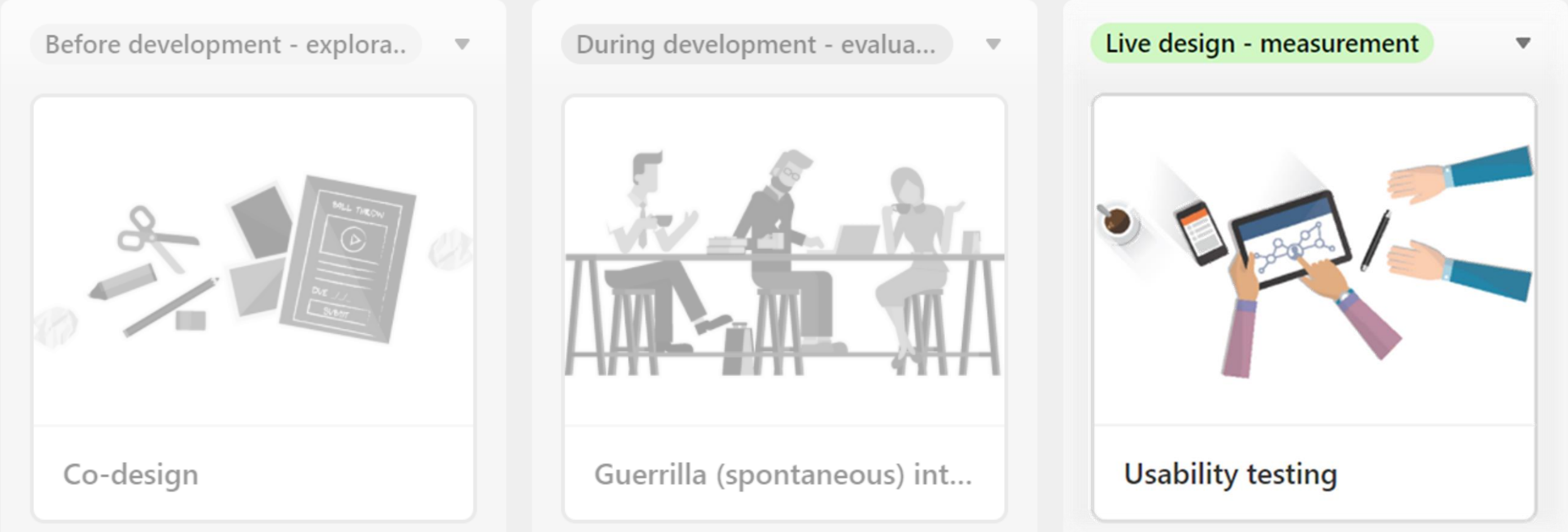
HTTPS://WWW.USERTESTING.COM/BLOG/2016/04/22/CHOOSE-RESEARCH-METHOD/



Evaluate & validate

DURING

HTTPS://WWW.USERTESTING.COM/BLOG/2016/04/22/CHOOSE-RESEARCH-METHOD/



Time to measure

LIVE

HTTPS://WWW.USERTESTING.COM/BLOG/2016/04/22/CHOOSE-RESEARCH-METHOD/

Business values

Co-design

BUSINESS VALUES

Encourage experimentation and iteration

Intercept Surveys

BUSINESS VALUES

Optimise user experience

Discover growth

Case studies

PHOTO BY CLAY BANKS ON UNSPLASH

Co-design workshops

EXPLORE AND VALIDATE A BETTER LIBRARY HOMEPAGE

Co-design benefits

IMMEDIATE

Better ideas, with high originality & user value

Co-design benefits

IMMEDIATE

Better ideas, with high originality & user value

LONGER-TERM

Better relationships

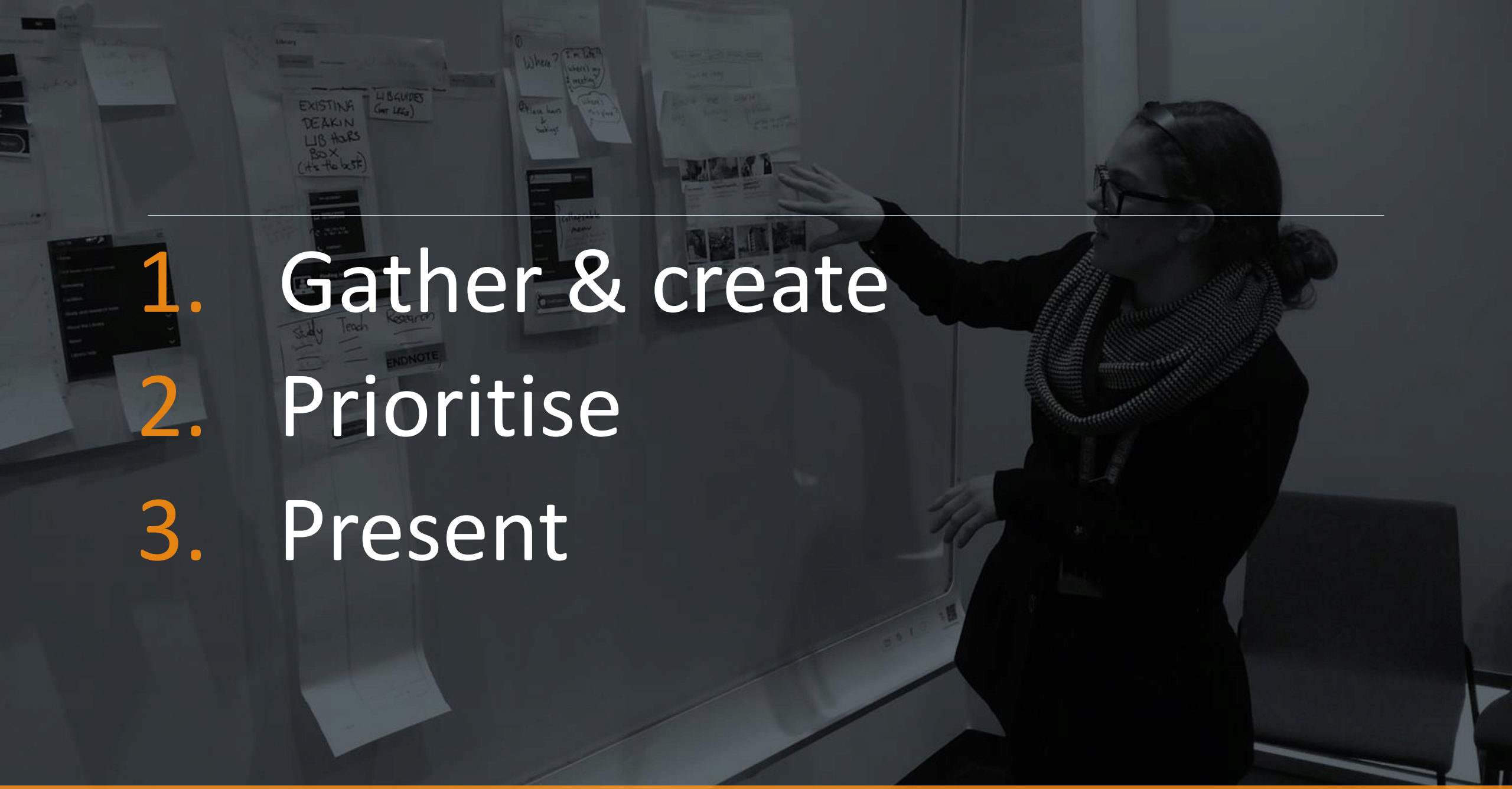
Co-design is…

FUN

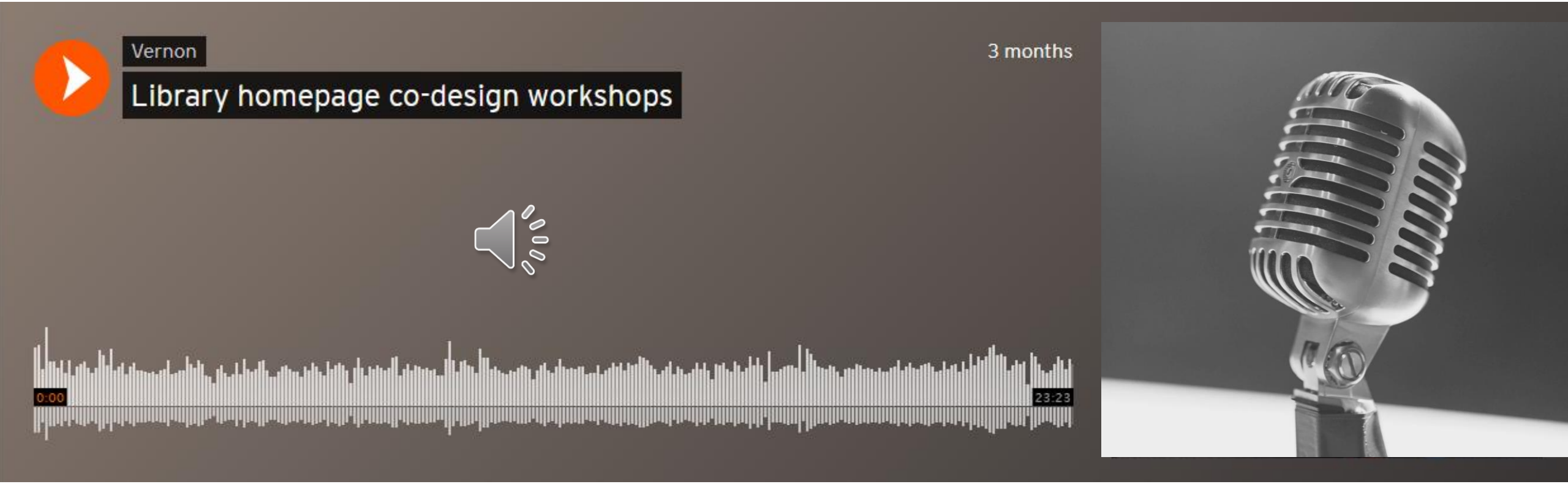
Workshops

TRY THIS

HTTP://UXMAG.COM/ARTICLES/CREATIVITY-BASED-RESEARCH-THE-PROCESS-OF-CO-DESIGNING-WITH-USERS



1. Gather & create
2. Prioritise
3. Present



Voice of the user

Empathy building

PHOTO BY MATT BOTSFORD ON UNSPLASH

18

17

16

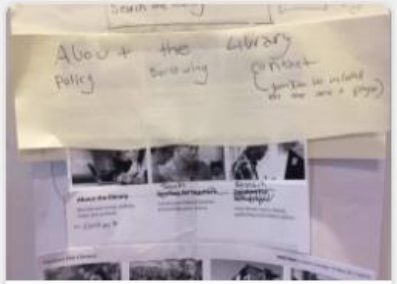
15

14

12

11

10


9

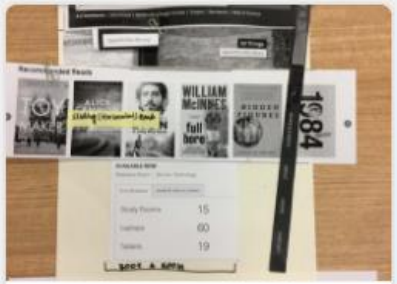
8

7

6

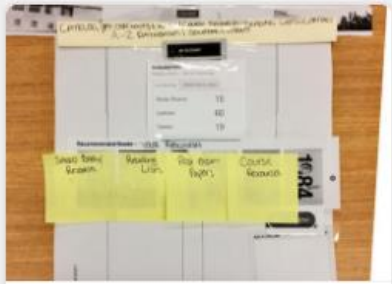
5

4



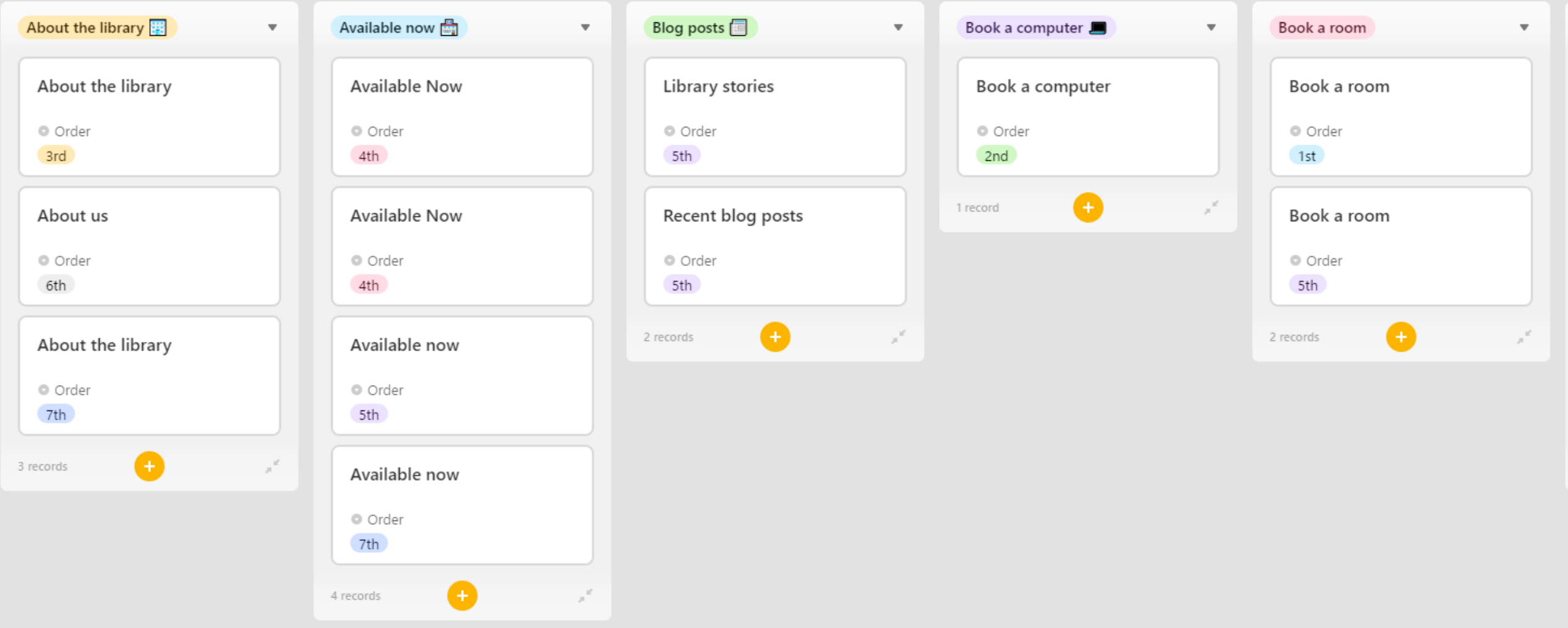
3

2



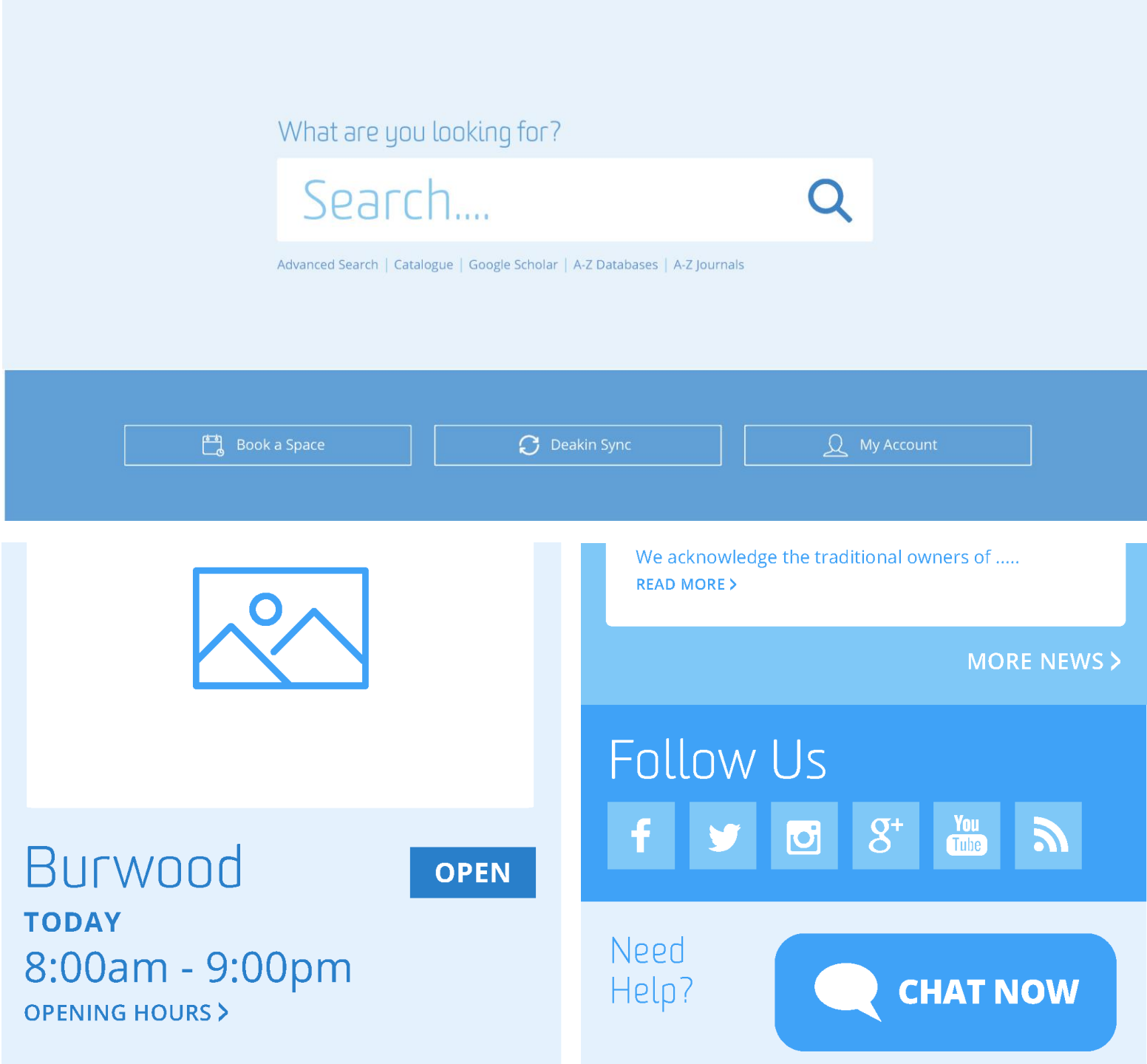
1

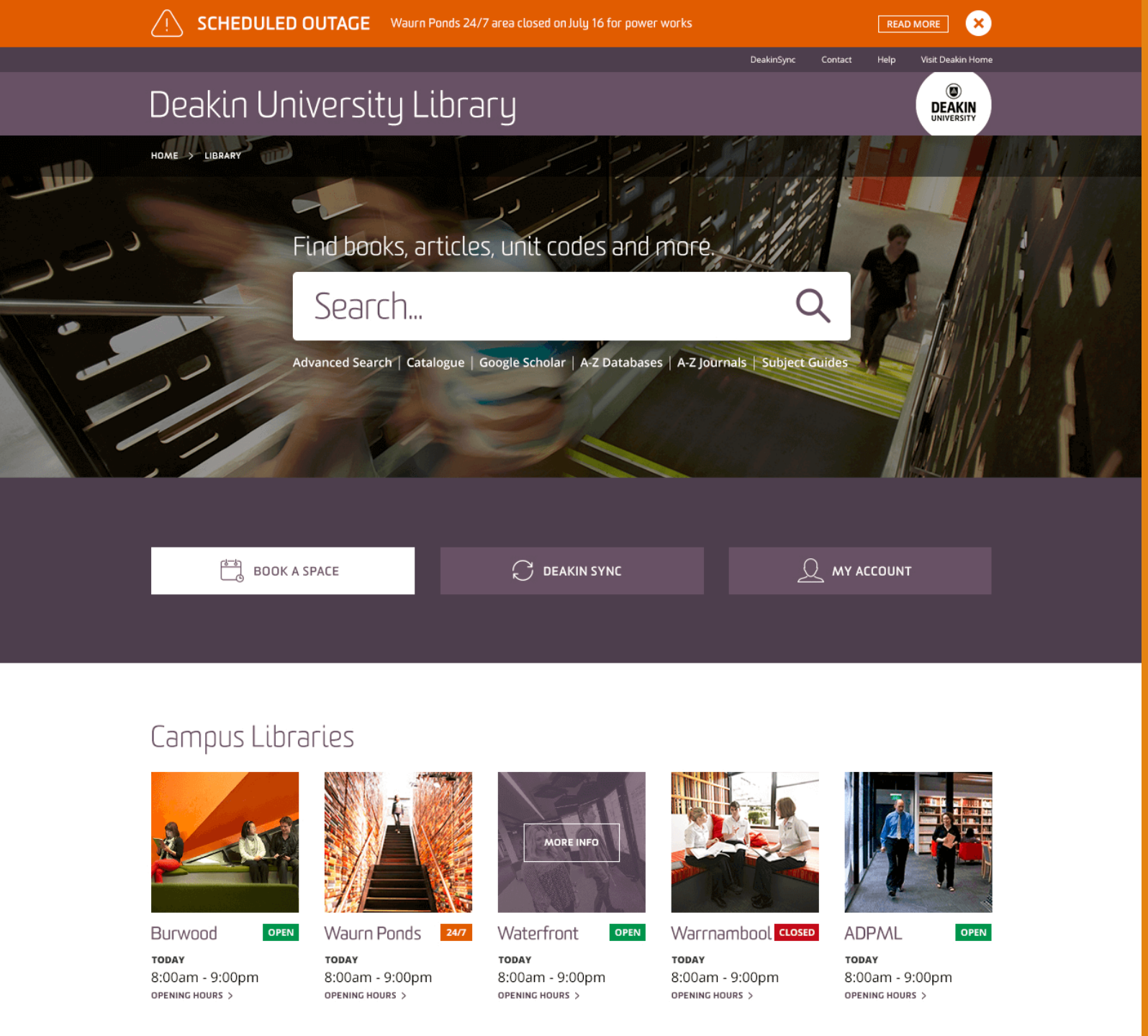
Collages


About the library
About the library
Order
3rd
About us
Order
6th
About the library
Order
7th
3 records
Available now
Available Now
Order
4th
Available Now
Order
4th
Available now
Order
5th
Available now
Order
7th
4 records
Blog posts
Library stories
Order
5th
Recent blog posts
Order
5th
2 records
Book a computer
Book a computer
Order
2nd
1 record
Book a room
Book a room
Order
1st
Book a room
Order
5th
2 records

Analysis

Insights → wireframes




SCHEDULED OUTAGE
Waurn Ponds 24/7 area closed on July 16 for power works
READ MORE
DeakinSync
Contact
Help
Visit Deakin Home
Deakin University Library
DEAKIN UNIVERSITY
HOME > LIBRARY
Find books, articles, unit codes and more.
Search...
Advanced Search | Catalogue | Google Scholar | A-Z Databases | A-Z Journals | Subject Guides
BOOK A SPACE
DEAKIN SYNC
MY ACCOUNT
Campus Libraries
MORE INFO
Burwood OPEN
TODAY
8:00am - 9:00pm
OPENING HOURS >
Waurn Ponds 24/7
TODAY
8:00am - 9:00pm
OPENING HOURS >
Waterfront OPEN
TODAY
8:00am - 9:00pm
OPENING HOURS >
Warrnambool CLOSED
TODAY
8:00am - 9:00pm
OPENING HOURS >
ADPML OPEN
TODAY
8:00am - 9:00pm
OPENING HOURS >

Beta test

Co-design activities

Invisible benefit

Search Happiness

CONTINUOUS IMPROVEMENT

Surveys

TRACK ISSUES & DISCOVER OPPORTUNITIES

Hello! Login to EBSCO Discovery Service

Help us improve Library Search. Take our survey!

Searching: **Deakin University Library Search**

Keyword | ned potter | Search

Basic Search Advanced Search Search History

FEEDBACK

Refine Results

Current Search

Boolean/Phrase:

ned potter

Expanders

Apply equivalent subjects

Limiters

Available in Library Collection

Limit To

- Full Text (Online)
- Catalogue Only

Search Results: 1 - 10 of 553

Relevance Page Options

1. 10 questions: **Ned Potter**: his next four years in librarianship may not be as busy as his first four, but don't expect **Ned Potter's** voice to fade or his influence to wane

Periodical

By: Hales, Stuart. In: Information Outlook. July-August, 2013, Vol. 17 Issue 4, p24, 4 p.; Special Libraries Association Language: English, Database: General OneFile

FIND IT @ DEAKIN

2. The library marketing toolkit / **Ned Potter**.

eBook

By: **Potter**, **Ned**, 1980- author.. London : Facet Publishing, 2012. 1 online resource (xxii, 218 pages) : illustrations. Language: English, Database: DEAKIN UNIV LIBRARY's Catalog

Location	Call No.	Status
Internet	Access Online	EBSCO eBook Academic Collection

BONUS

Use BONUS+ to obtain a book from another university library

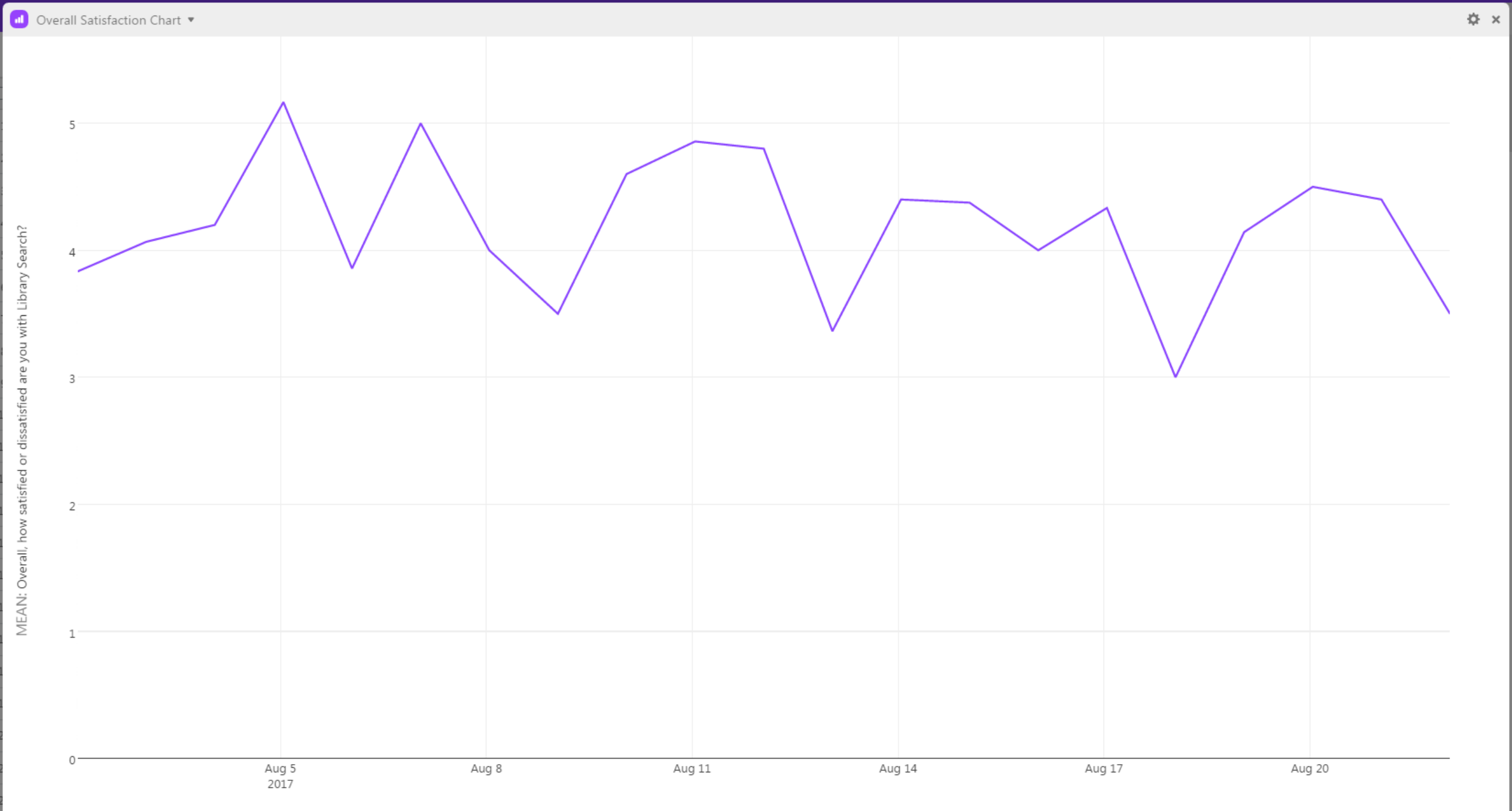
License and access information

A-Z databases list
A-Z journals
InterLibrary Loan Request Form
Library Resource Guides

1 → Overall, how satisfied or dissatisfied are you with Library Search? *

1	2	3	4	5	6	7

Extremely dissatisfied Neither satisfied nor dissatisfied Extremely satisfied


Overall Satisfaction Chart
MEAN: Overall, how satisfied or dissatisfied are you with Library Search?
5
4
3
2
1
0
Aug 5
2017
Aug 8
Aug 11
Aug 14
Aug 17
Aug 20

2 → (Optional)

What, if anything, do you find frustrating or unappealing about Library Search?

What new features would you like to see for Library Search?

SHIFT + **ENTER** to make a line break

Frustrations

Log in issues

Session time out

Interface woes

Book reviews dominate

3 → (Optional)

What do you like best about Library Search?

SHIFT + **ENTER** to make a line break

Best

“That you can go straight to a document (as PDF) from the first search window. And that you can easily get the citation (harvard, for example)”

“Easy to use, great filters for searching for specific resources. Lots of resources available.”

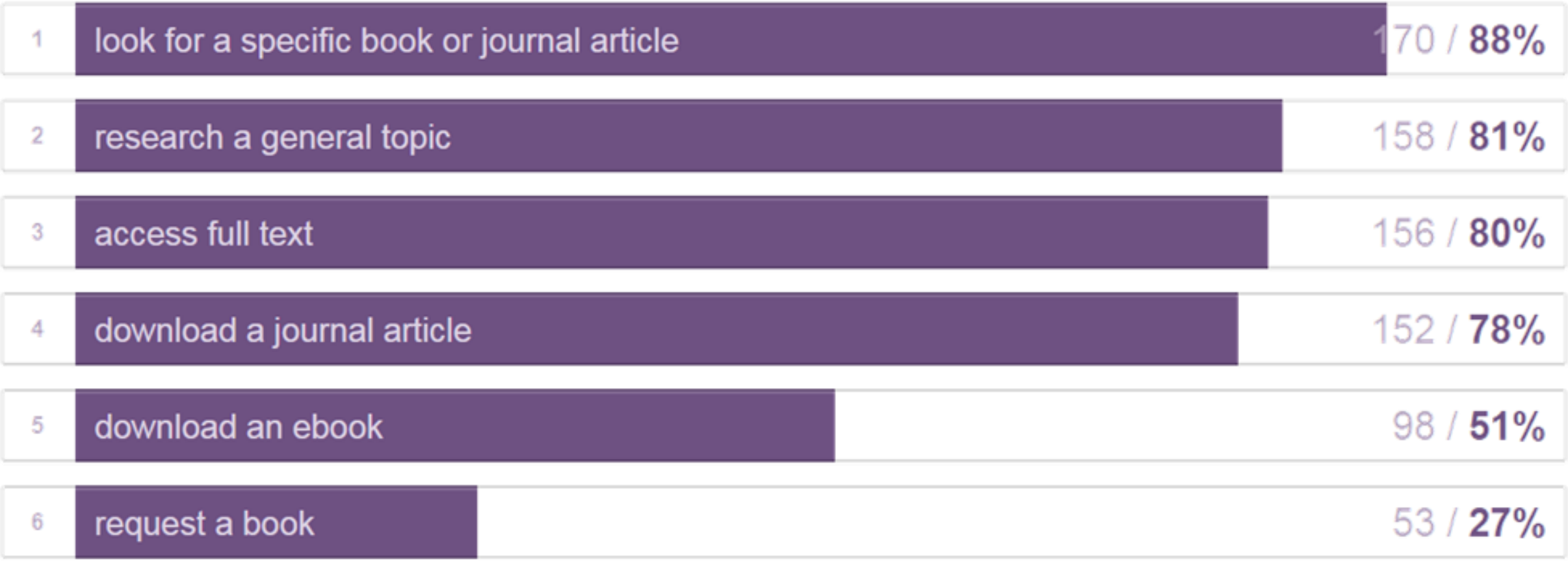
4 → (Optional) In the last month, which of the following tasks have you tried to accomplish with Library Search?

Choose as many as you like

- A look for a specific book or journal article
- B research a general topic
- C access full text
- D download a journal article
- E download an ebook
- F request a book

(Optional) In the last month, which of the following tasks have you tried to accomplish with Library Search?

194 out of 202 people answered this question



Improving library search

‘exclude reviews’ – designed to resolve book reviews cluttering up results

‘session keeper’ – aims to resolve annoying timeouts

Tools & templates

PHOTO BY TODD QUACKENBUSH ON UNSPLASH

Airtable Universe

Copy base

Updated 10 days ago

Tweet Share

Vernon Fowler

6 Followers

As Deakin University's Digital Library UX Specialist, I lead user research in discovery layers, repository workflows, and other digital channels. I advocate for empathy and inclusive digital services.

Follow

UX methods & projects

#PRODUCT, DESIGN, AND UX #PROFESSIONAL

Welcome to our 💜 heart of user research @ Deakin University Library. We use insights to improve services we provide for students, academics, alumni and community.

This snapshot gives you a close look at the Airtable base tracking our user research, projects, and collaborative efforts toward user centred initiatives. The base is pivotal to tracking our projects, and stakeholders contribute their perspective on the impacts UX is having. Views are embedded for ad hoc reporting on progress.

This base contains all our user research, including the following interconnected tables:

- User research **methods** and the **steps** involved - our UX method cards, including experimental methods that we are learning about.
- **Projects** that utilise methods all have research **sessions** with **participants**. We often use screeners via Typeform and Eventbrite for workshops

Methods

- Cards
- Lifecycle - Goal
- Tried & tested methods
- Including experimental cards

Steps

- All steps
- Phase
- When to start
- Inclusive
- Co-design

Projects

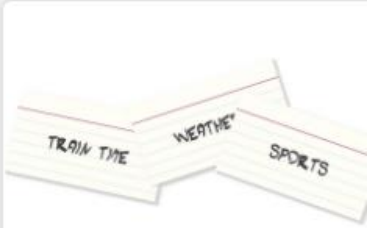
- In sprints
- Status
- On the front burner
- Impact
- Calendar

Sessions

- Calendar
- Campus
- Gallery
- Grid

Explore the base →

1 filter Sort ...



Card sorting

Business Values

Reduce misunderstandings Perfec

Guerrilla (spontaneous) inte...

Business Values

Keep costs low

1 tool, 1 template

Airtable

1. http://j.mp/airtableme
2. http://j.mp/uxbase2017

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MacDonald, C. M. (2017). “It Takes a Village”: On UX Librarianship and Building UX Capacity in Libraries. *Journal of Library Administration*, *57*(2), 194–214. https://doi.org/10.1080/01930826.2016.1232942

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Rohrer, C. (2014, October 12). When to Use Which User-Experience Research Methods. Retrieved 2 June 2017, from https://www.nngroup.com/articles/which-ux-research-methods/

Sauro, J. (2013, March 12). What UX Methods to Use and When to Use Them. Retrieved from https://measuringu.com/method-when/

Thank you

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