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:
Researching

WHAT USERS WANT AND NEED
Search box change
Fixing a broken user experience

A HIERARCHY OF EFFORT

Stefan Klocek

@igniting
Success

BRINGING UX INTO LIBRARIES

@CraigMMacDonald
Maturity & methods

BUILDING UX CAPACITY IN LIBRARIES
# Methods

## CARDS

<table>
<thead>
<tr>
<th>Method Card Type</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Interviewing and contextual inquiry</strong>&lt;br&gt;Talking one-on-one about the issue being researched.</td>
<td>![Interviewing Illustration]</td>
</tr>
<tr>
<td><strong>Card sorting</strong>&lt;br&gt;Learn how people prioritising and or group things.</td>
<td>![Card Sorting Illustration]</td>
</tr>
<tr>
<td><strong>Prototyping</strong>&lt;br&gt;Paper or click-through prototypes of your interfaces and interactions.</td>
<td>![Prototyping Illustration]</td>
</tr>
<tr>
<td><strong>Guerrilla (spontaneous) interviewing</strong>&lt;br&gt;Intercepting people eg waiting at a cafe, and asking for their thoughts on an issue and or a prototype.</td>
<td>![Guerrilla Interviewing Illustration]</td>
</tr>
<tr>
<td><strong>Evaluating via System Usability Scale (SUS)</strong>&lt;br&gt;A quick and dirty way to evaluate the usability of a system.</td>
<td>![SUS Illustration]</td>
</tr>
<tr>
<td><strong>Analytics</strong>&lt;br&gt;Analyzing the record of screens or pages that users clicks on and sees, as they use a site.</td>
<td>![Analytics Illustration]</td>
</tr>
</tbody>
</table>
When to explore

BEFORE

HTTPS://WWW.USERTESTING.COM/BLOG/2016/04/22/CHOOSE-RESEARCH-METHOD/
Evaluate & validate during development
Time to measure
Business values

Co-design

Business values

Encourage experimentation and iteration

Intercept Surveys

Business values

Optimise user experience
Discover growth
Case studies

STUDENTS GET $20 HELP DESIGN YOUR LIBRARY HOMEPAGE

By sfowler with Notegraphy
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

1. Gather & create
2. Prioritise
3. Present
Voice of the user

Empathy building
Collages
Analysis
Co-design activities

Invisible benefit
Search Happiness

CONTINUOUS IMPROVEMENT

HTTPS://RESEARCH.GOOGLE.COM/PUBS/PUB43221.HTML
Surveys

TRACK ISSUES & DISCOVER OPPORTUNITIES
Search Results: 1 - 10 of 553

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


   FIND IT @ DEAKIN

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


   **Location**
   - Internet

   **Call No.**
   - Access Online

   **Status**
   - EBSCO eBook Academic Collection
<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely dissatisfied</td>
<td>Neither satisfied nor dissatisfied</td>
<td>Extremely satisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
(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
(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.”
(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.

<table>
<thead>
<tr>
<th>Task</th>
<th>Attempts</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Look for a specific book or journal article</td>
<td>170</td>
<td>88%</td>
</tr>
<tr>
<td>Research a general topic</td>
<td>158</td>
<td>81%</td>
</tr>
<tr>
<td>Access full text</td>
<td>156</td>
<td>80%</td>
</tr>
<tr>
<td>Download a journal article</td>
<td>152</td>
<td>78%</td>
</tr>
<tr>
<td>Download an ebook</td>
<td>98</td>
<td>51%</td>
</tr>
<tr>
<td>Request a book</td>
<td>53</td>
<td>27%</td>
</tr>
</tbody>
</table>
Improving library search

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

‘session keeper’ – aims to resolve annoying timeouts
Tools & templates
UX methods & projects

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 convenience, opportunistic, and invite-for workshops.

#PRODUCT, DESIGN, AND UX  #PROFESSIONAL
1 tool, 1 template

Airtable

References


References


Thank you

TRY UX AT YOUR LIBRARY

@vfowler