User experience

- Overall experience of users
- Products not only useful but a delight to interact with
- Meets needs of users without fuss or bother

Nielsen, J & Norman, D (2017), The definition of user experience (UX), www.nngroup.com/articles/definition-user-experience/
Usability

Influences the overall User Experience

- Ease of use
- Intuitive to learn
- Minimises steps, removes roadblocks

Restructure of University and Library

Closer collaboration with academic partners

**Background**

Agents of change

Springshare upgrade from version 1 to version 2
Vision
Discovery

- Environmental scan
- LibGuides and usability studies
- Audit of existing guides

THE STORY REVEALED
Usability studies

- Half of your user group will never have used a LibGuide
- ‘LibGuides’ as a name didn’t connect with students
- Dislike of drop down menus - missed content
- Language – consistent, clear and concise
- Design – consistent experience, don’t overload with information
- Large subject guides overwhelmed students and are difficult to navigate
Evidence based web design

• Digital Experience Team used best practice in web usability and design to create new templates:
  
  ✓ **Two column design** - F-shaped reading pattern often used to read web pages
  ✓ **Responsive design** - easy to use; displays well on all devices
  ✓ **Accessible** - e.g. use of cascading headings - learn more about [accessibility](#)

• Consistent structure & style = more time to focus on the content

Tab-oo

- Tabs not seen as obvious pathways
- Sub-tabs weren’t used
- Too many tabs – users confused and overwhelmed
Expert Help Guides

- Available via Library home page & the Web

Midwifery

Kanopy - Midwifery collection

Kanopy provides online streamed video content including Australian and international content.

- Kanopy - Midwifery collection

This collection explores pregnancy, preparing for childbirth, childbirth, childcare and post-partum.

The following documentaries by Australian directors, Kate Gorman and Gavin Bank look at a woman’s right to choose.
Assessment Help Guides

- Private guides available via Learning Management System
- Used for single subject or assessment
- Collaboration between Library, College teaching staff & Future Learning (if required)

**Effective reading and note-taking**

For this Assessment Task you will need to complete an online quiz via the LMS for Weeks 2, 4, 5, 6, 7, 8, 9, 10, 11 and 12.

There will be an ungraded, introductory quiz in Week 1, and in Week 3 you will be sharing your artefact illustrations online.

Each quiz will consist of **15 questions** (a mixture of multiple choice, fill-in-the-blank, and matching)
Writing for the web

- Users browse, scan and read a little at a time
- Web writing training provided for all stakeholders
- Learn more - [The power of simple words](#)/Ted Ed video

**Keeping it SIMPLE**

doesn't mean …
- dumbing it down
- you're not clever
- writing for the lowest common denominator

means …
- thinking clearly
- knowing your audience
- understanding your purpose
- designing your content
- writing clearly

[4SYLLABLES.COM.AU](#)
Less is more

“... As librarians we tend to want to let students know about every resource that might possibly be available. Limit the number of resources listed on a section and let students know that help is available if they need additional information.”

Editorial process

- Style guide
- Editorial group
- Knowledge management

Image: Nic McPhee, Flickr, https://flic.kr/p/4z6tyk (CC BY-SA 2.0)
Style Guide

LibGuides - Style Guide and Best Practice
Last updated 16 June 2016

What are LibGuides?

The La Trobe editorial style has been used where possible.

LibGuides is a web-based Content Management System used to curate knowledge and share information.

At La Trobe we are using the LibGuides software to create:

- Assessment help guides
- Discipline guides
- Research guides
Work in progress
What we learnt
Find out more . . .


- Corbin, J & Karasmanis, S (2009). *Health Sciences information literacy modules usability testing report*. La Trobe University, Bundoora. [http://hdl.handle.net/1959.9/398212](http://hdl.handle.net/1959.9/398212)


Thank you