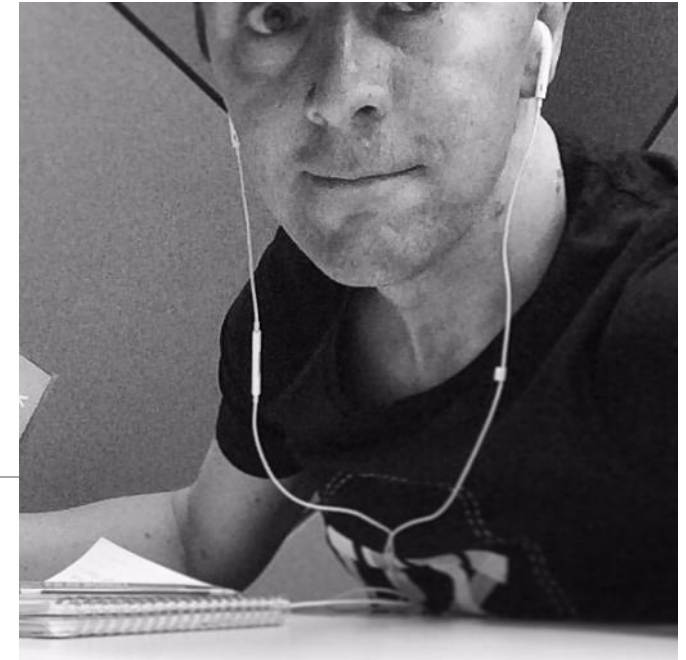


#PDIGNewRoles

User Experience

EMERGING ROLES IN DIGITAL LIBRARIES

 @vfowler



Outline

My UX role and similar roles

Skills, capabilities & knowledge

Joys of UX

Tips for improving library UX

Resources I lean on



UX role













Why it's needed

UX role involves
Qualitative and
quantitative research
Collaboration



UX role includes

- Qualitative and quantitative research
- Collaboration
- Inclusive

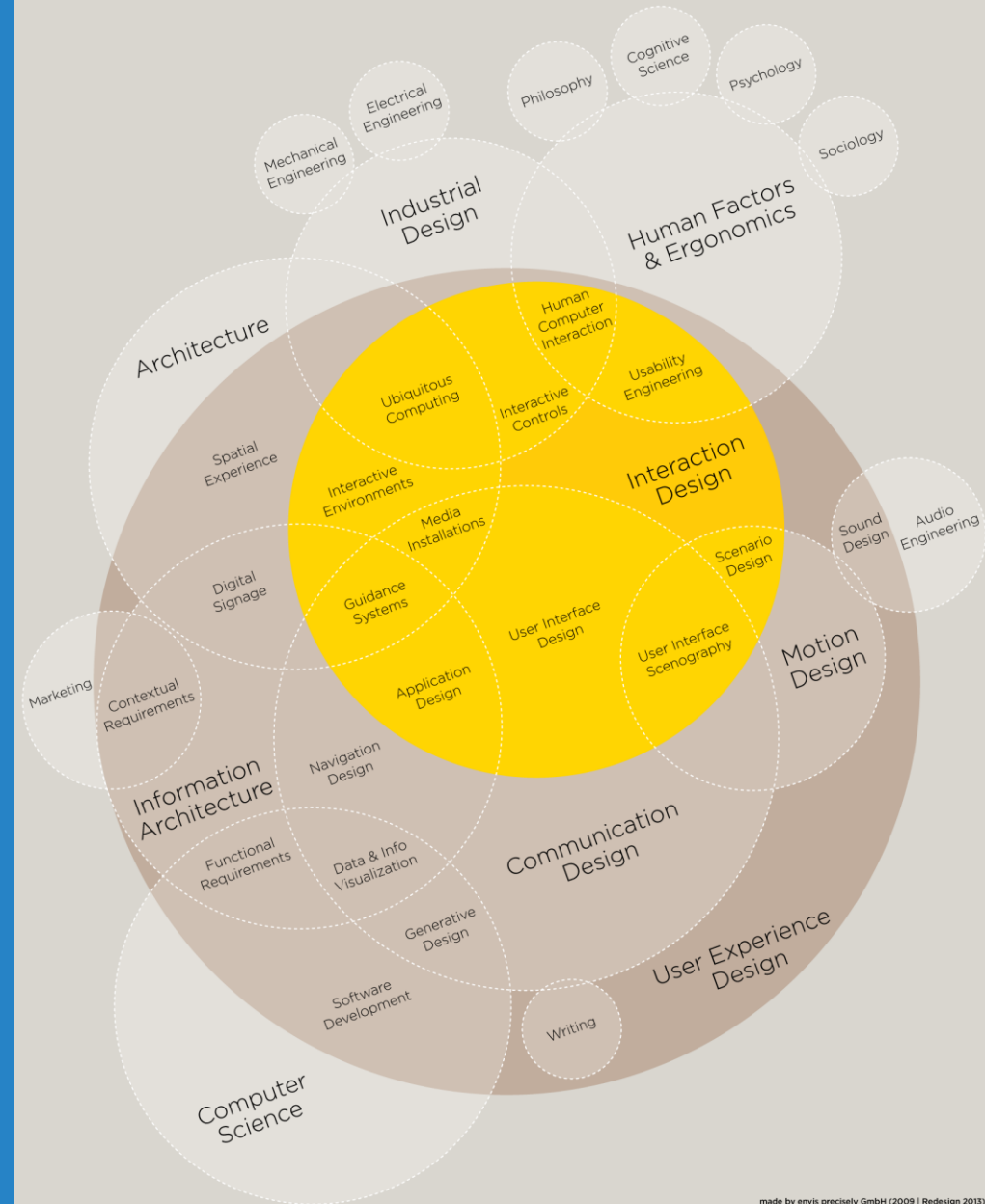
	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent
See	 Blind	 Cataract	 Distracted driver
Hear	 Deaf	 Ear infection	 Bartender
Speak	 Non-verbal	 Laryngitis	 Heavy accent



UX role communicates
Qualitative and quantitative research
Collaboration
Inclusive
Communication

Previous & similar roles

The Disciplines of User Experience Design



WHAT DOES SHE
THINK AND FEEL?

What really matters to her?
What occupies her thinking?
What worries and aspirations does she have?



WHAT DOES SHE
HEAR?

What are friends, family and other influencers saying to her that impacts her thinking?

WHAT DOES SHE
SEE?

What things her environment influence her?
What competitors is she seeing?
What is she seeing friends do?

WHAT DOES SHE
SAY AND DO?

What is her attitude towards others?
What does she do in public?

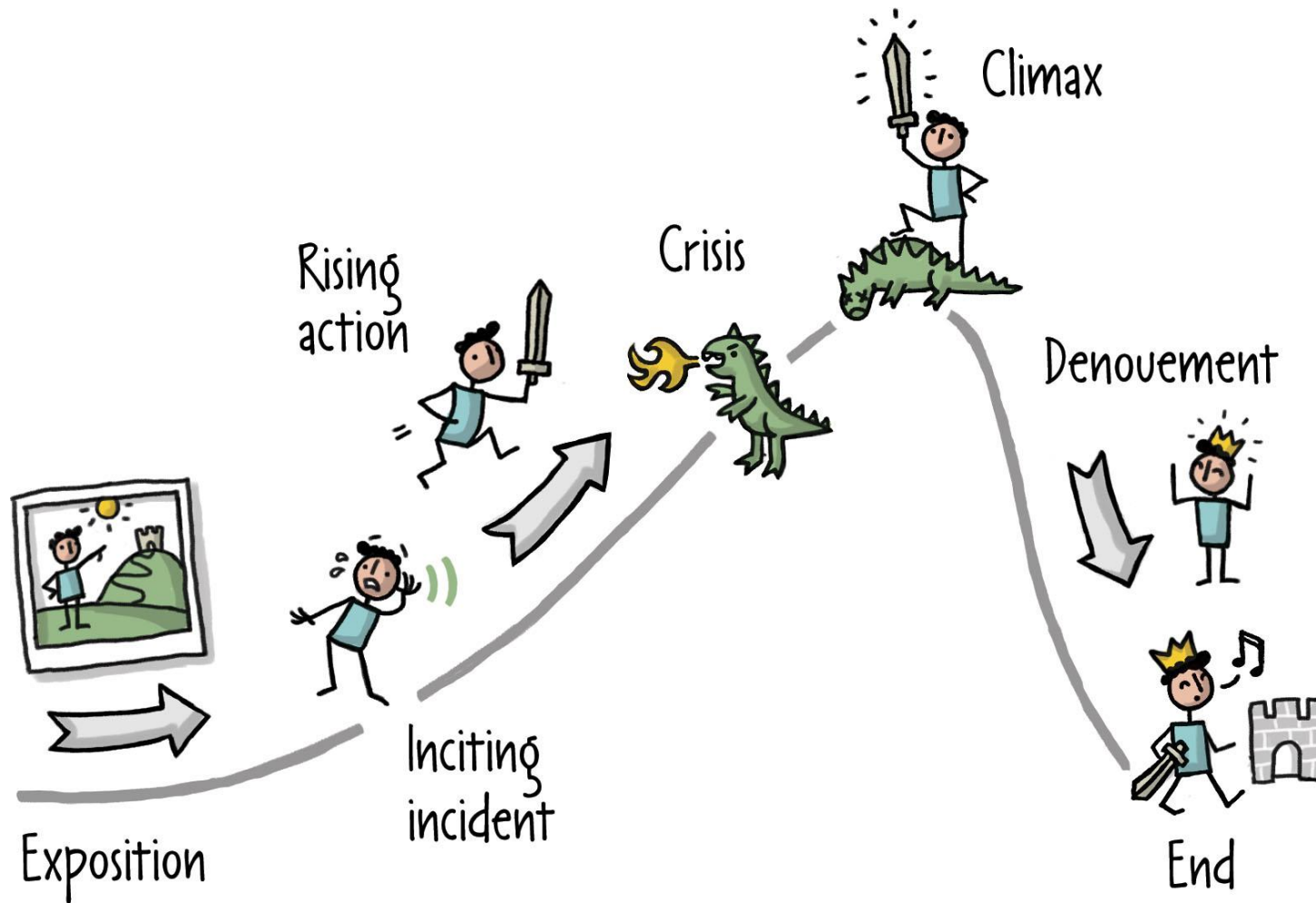
New skills, capabilities & knowledge

Challenging skills & capabilities

Time management

Shifting priorities

Managing workload



Joys of UX in a digital world

Figure 2.3, The User's Journey: Storymapping Projects That People Love, <https://flic.kr/p/F9SnVZ>

Tips for improving library UX

Reach out, supportive peers are around the corner & world

Be patient and persistent

An open mind to fails, open ears & eyes

Collaborate

Iterate

Resources I lean on

FOR UX IN LIBRARIES



Journal

 @WeaveUX



USER EXPERIENCE IN LIBRARIES

APPLYING ETHNOGRAPHY AND
HUMAN-CENTRED DESIGN

ANDY PRIESTNER AND
MATT BORG

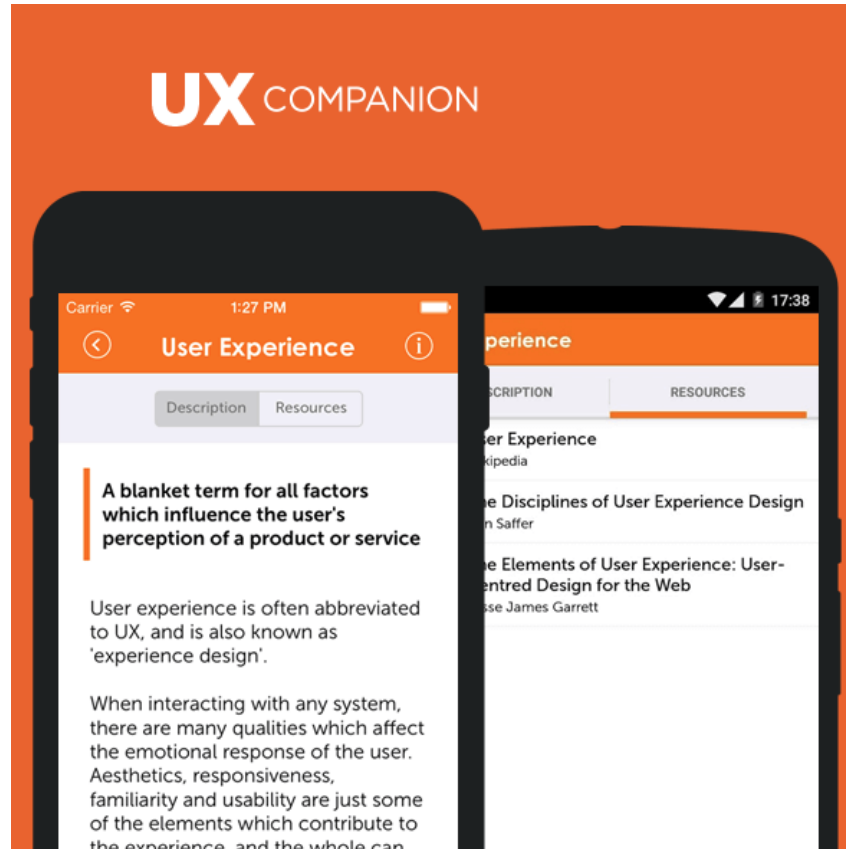


Books



Podcast

Digital Insights



App

UX companion

UX MYTHS

Zoltán Góczy / Zoltán Kollin
uxmyths.com

UX Myths collects the most frequent user experience misconceptions and explains why they don't hold true.

And you don't have to take our word for it, we'll show you a lot of research findings and articles by design and usability gurus.

YOU ARE LIKE YOUR USERS

When designing a website, it's easy to assume that everybody is like you. However, this leads to a strong bias and often ends in an inefficient design. You evidently know a lot about your services and your website; you're passionate about them. Your users, on the other hand, are likely to not care that much. They have different attitudes and goals, and just want to get things done on your website.

To avoid this bias, you need to learn about your users, involve them in the design process, and interact with them.

MYTH 14

creativity by www.alessandrogiannmaria.com

Posters + findings

UX Myths



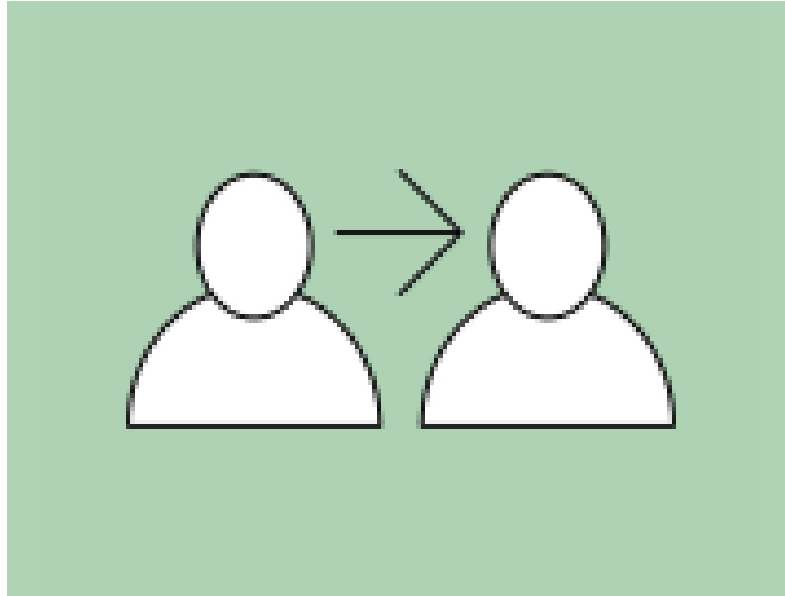
Conference

 @UXLibs



Community of practice

Join via <http://libux.co/slack>



**MENTORING
PROGRAM**

Want a mentor in 2018?

Thank you

Q & A

 @vfowler