CREATING HOLISTIC USER EXPERIENCES FOR LIBRARY SERVICES

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People Deserve Great Experiences
Audience Poll:

In your day-to-day work are you:

a. Mostly working directly with the public
b. Mostly working behind the scenes
c. 50/50 time with public and behind the scenes
d. Other
USER EXPERIENCE

What is it?
Audience Question:

What comes to mind when I say “Library User Experiences”?
Type your answers in the question/comment box
Typical User Experiences

- Websites
- Software
Typical User Experiences

• Websites
• Software
• Devices

http://www.amazon.com/HTC-Vivid-Android-Phone-Black/dp/B0061QN41Y
Typical User Experiences

- Websites
- Software
- Devices
- Check out systems
- Check in systems
- Conference room booking systems
Expanding the definition of Experience

- Entrance
- Signage
- Open times
- Hardware
- Seating
- Books
- Information desk
- Kids area
- Conference rooms
- Small rooms
- Check out books
- Check in books
- Vending machines

Image references in appendix
Library Experience - Public

People
- Kids
- Adults
- Parents
- Elderly
- Non-native speakers
- Toddlers
- Schools
- Communities
- Teachers
- Recent immigrants
- College students
Library Experience - Public

Tools
- Books
- Signage
- Computers
- Software systems
- Keyboards/mice
- Ebooks
- Note books
- Pens
- Returns
- Scanners
- Library cards
- Vending machines
Library Experience - Public

Environments

- Counters
- Shelves
- Chairs
- Tables
- Desks
- Restrooms
- Lighting
- Windows
- Heating
- Buildings
- Parking
- Buses
Expanding definition even more

- Behind the scenes
  - Collection management services
  - Cataloging Systems
  - Electronic resources
  - Data base systems
  - Online learning department
  - IT department
  - Web Development/Support
  - Archival & preservation of rare and historical materials
  - Community outreach
  - HR

Image references in appendix
Library Experience - Organization

People
- Librarians
- Information specialists
- Reference desk
- Circulation desk and management
- Acquisitions management
- Data base developers
- System administrators
- IT departments
- Community outreach
- Media management
- Strategic planning
- Electronic resources librarian
- Media services
- Digital Initiatives
- Processing archivist
- Administrative librarian
- HR specialist
- Finance & accounting

Hosted by ALCTS, the Association for Library Collections & Technical Services
Library Experience - Organization

Tools

- Catalog systems
- Content management systems
- Bar codes
- Licensing management tools
- Custom software
- Video cameras
- Training
- Computers
- Keyboards/mice
- Digitizers
- Note books
- Pens
- Returns
- Scanners
Library Experience - Organization

Environments
- Offices
- Desks
- Buildings
- Chairs
- Tables
- Counters
- Shelves
- Lighting
- Windows
- Heating
Great Experiences

- Great Experiences come from getting both the public and organization experiences right.

Super important to pay attention to both. Some design agencies are very good at public experiences but don’t give appropriate attention to behind the scenes experiences.
THE PEOPLE EXPERIENCE CYCLE
Most important action item!

My request to you:

• In the next month take 2 hours to observe how the people you serve get their tasks done.
3 Steps to Experience Design

• Step 1: Get the Holistic Perspective
• Step 2: Identify Personas & Scenarios
• Step 3: Design Experiences for People
Step 1: Get the Holistic Perspective

- Experience Maps
- Contextual Inquiry – Say vs Do!
Experience Maps

• **Why?**
  • Provides a holistic perspective
  • Think broadly not focused on individual components

• **How?**
  • Pick an experience to map
  • Identify touch points
  • Sketch what you know (or think you know!)
  • Leverage & explore data you have
  • Research what you don’t know or are unsure of
  • Observe!
Holistic experiences are Messy
Sketch what you know

Example
• “Preparing to get my high-schooler into college”

1. Pick a ‘parent’
   • Variables - demographics

2. Consider
   • Touch points
   • Tools & Environments
   • Possible paths

3. Write what you know on post-it notes and arrange flows

4. Capture special cases but don’t dwell on them

5. Highlight what you know and need to review

6. Flag what you need to learn more about

7. Repeat for a couple of parent demographic variables
Bringing order to chaos

http://en.wikipedia.org/wiki/Tube_map/
Bringing order to chaos

Preparing to get my high-schooler into college
Preparing to get my high-schooler into college
Experience map example
Contextual Inquiry – Say vs Do

• Why?
  • See what people actually do and why they do it
  • Understand values and latent needs
• How?
  • Meet the participant in their environment
  • Conduct a brief basic interview
  • Request participant to complete tasks as they would if you weren’t there
  • Tasks can be in real time or as a retrospective
  • Observe and take notes
  • Ask clarifying questions while participants are doing their own tasks
Step 2: Personas & Scenarios

• Persona Creation
• Scenario Creation
• Validate & edit & revisit Experience map
• Share & Use
Persona Creation

• Why?
  • Creates familiarity with target audience
  • Everybody contributing to the experience should have a **shared** understanding of audience

• How?
  • Leverage experience map research
  • Leverage available research
  • Meet real people and use the contextual inquiry technique

• Include
  • Photo (a real person is better than marketing image)
  • Name and tag line
  • Quote
  • Goals
  • Key Facts/Characteristics
  • Concerns/Frustrations
  • Story/Background
Scenario creation

• Why?
  • Simple stories that provide context on why a person is in the story
  • Provide goals & tasks to guide your creation & development process

• How?
  • Leverage experience map
  • Leverage personas
  • Consider potential

• Include
  • Who is the person(s) (persona)
  • Why is the person in the story (motivation)
  • What goals does this person have (purpose)

Scenario Example:
Anna-Marie has started to worry about what she needs to do to get her daughter into a college. As she did not go to college this whole experience is daunting for her. Franca has a 3.6 GPA and is a diligent student, but always does things at the last minute. Anna-Marie knows she needs to find out which colleges offer scholarships and which scholarships might be appropriate. They will also apply for financial aid. Anna-Marie wants to help Franca start the process.
Validate & edit

• Why?
  • Make sure what you have created with feels real and not a monster

• How?
  • Check against the experience map
  • Review key original sources
  • Continue to talk with persona types to validate key points
Share & Use

• Why?
  • To keep everyone on the same page as to who the user is as development is happening

• How?
  • Create materials to remind team of the personas
    • Posters & flyers
    • Quick reference cards
    • Life-size cut-outs
    • Emails to the organization from persona email address
  • Refer to personas in team meetings

Step 3: Designing Experiences

• Prototype & create
• Build & iterate
• Release & tweak
• Evaluate & learn & revisit experience map
Prototype & create

• Why?
  • Cheap to create
  • Quick to evaluate design direction

• How?
  • Sufficient information in the paper prototype
  • You are evaluating whether the user can do ‘X’
  • Task list
    • You want to learn more about what scholarships might be available in-state for …
    • What would you do next?

• Tools
  • Paper, scissors, sharpies
  • Post-it notes
  • Paint (Windows accessories)
Build & Iterate

• Why?
  • Insures design and engineering stay on track regards delivering the experience to personas
  • Opportunity to course correct the design if problems occur

• How?
  • You don’t need formal testing
  • Prepare a task list based on the scenarios
  • Ask a participant to Think Aloud as they complete tasks
  • Observe and ask clarifying questions

• Tools
  • Paper and pencil
  • Video camera – useful to share the experience

http://www.cws-i.com/usability-testing.htm
http://libraryconnectarchive.elsevier.com/lcp/0502/lcp050212.html
Release & Tweak

• **Why?**
  • Last minute changes can influence experience for better or worse
  • Unforeseen interactions

• **How?**
  • Beta testing & feedback
  • Quick release trial with small group of people
  • Observation & inquiry

• **Types of tweaks**
  • Text updates
  • Training materials updates
Evaluate & learn

- **Surveys**
  - Usability test your surveys!
    - Have a target user read the survey aloud and answer questions verbally – update survey!
  - Analyze open ended questions

- **Focus Groups**
  - Caution: Say vs. Do!

- **Observation & interviews**
  - Always be observing!

http://robrady.com/capabilities/focus-group-testing
Action items

- Get ‘messy’ to get a holistic approach of experience.
- Get everyone on the same page about the who the people are in the experience you’re creating.
- Iterate your ideas quickly with real people to learn and understand what works and doesn’t work.

And...

- In the next month take 2 hours to observe how the people you serve get their tasks done.
RESOURCES FOR LEARNING MORE ABOUT PEOPLE EXPERIENCE DESIGN
Resources

• Experience Maps
  Free document download: http://mappingexperiences.com/
  Presentation:

• Contextual Inquiry
  Best book on topic: http://incontextdesign.com/books/rapid-contextual-design/
  Great article on how CI is different from regular interviews and focus groups:
  Example project specifically for libraries:
  http://husk.eecs.berkeley.edu/courses/cs160sp14/index.php/Contextual_Inquiry-Group:Bearly_a_Group

• Personas
  Set of Library Personas:
  http://ecommons.cornell.edu/bitstream/1813/8302/2/cul_personas_final2.pdf

• Scenarios
  Overview of creating scenarios and practical advice:
  http://www.uxforthemasses.com/scenario-mapping/

• Paper Prototyping
  Article includes links to video examples of paper prototypes:
  http://speckyboy.com/2010/06/24/10-effective-video-examples-of-paper-prototyping/

• Usability Testing
  How many participants? Great practical article:
  http://www.nngroup.com/articles/how-many-test-users/
  Designing tasks for usability testing:
  http://www.nngroup.com/articles/task-scenarios-usability-testing/

• General sites
  Very helpful introductory site: http://www.usability.gov/

• Library User Experiences
  First edition of library user experiences online journal:
  http://weaveux.org/

• Online courses
  Don Norman – UX Guru
  https://www.udacity.com/course/design101 (free 14 day trial)
  Chris Nodder – Exceptionally practical and informative:
THANKYOU!

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Image references

- **Slide 9**
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  - http://webspace.ship.edu/cgboer/shippublib.html
  - http://www.asagroup.org/products/library_desks
  - http://www.lib.umd.edu/binaries/content/gallery/public/epsl/about-us/1circulationdesk.jpg
  - http://www.panoramio.com/photo/77124685

- **Slide 13**
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