User Experience Design - August System Meeting

What is User Experience Design?

Process of enhancing customer satisfaction and loyalty by improving the usability, ease of use, and pleasure provided in the interaction between the customer and the service or product through Intentional Design. In other words...putting the user first by designing better services.

8 Principles of User Experience Design

1. You Are Not Your User
2. The User is Not Broken
3. Good UX Requires Research
4. Good UX Requires Empathy
5. Good UX Must be Made Easy before Interesting
6. Good UX is Universal
7. Good UX Design is Intentional
8. Good UX Design is Holistic

User Research and Testing Methods

1. Surveys
2. Focus Groups
3. One-on-One Interviews
4. Contextual Inquiry
5. Journey Maps
6. Usability Testing

Significant Library Touchpoints

1. Physical Space
2. Points of Service
3. Customer Service
4. Signage and Wayfinding
5. Online Presence

Design Process

1. Observe
2. Prototype
3. Test
4. Implement

How PLS Can Help?

1. Goal Setting
2. Communication Audit
3. Customer Service
4. Online Presence
5. User Research

Book

Title: *Useful, Usable, Desirable: Applying User Experience Design to Your Library*
Authors: Aaron Schmidt and Amanda Etches

Contact

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