

USER FOR
EVERY LIBRARY

EXPERIENCE

A FUN PRESENTATION BY RON KIRSOP

WHAT WE'RE TALKING ABOUT TODAY...

1. What is User Experience Design?
2. Aspects of User Experience Design
3. How User Experience Design Relates to Libraries

READY?

WHAT IS USER EXPERIENCE DESIGN?

OR...

WHAT IS UX 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 AWESOME SERVICES

DON'T LET

"DESIGN"

FREAK YOU OUT

USEFUL

USABLE

DESIRABLE

You Need All Three
For A Positive
User Experience

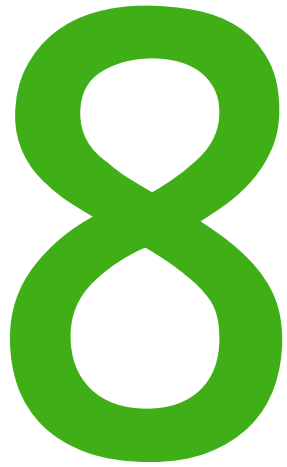
Aaron Schmidt *and* Amanda Etches

USEFUL, USABLE, DESIRABLE

APPLYING **USER EXPERIENCE DESIGN** TO YOUR LIBRARY



GREAT BOOK



PRINCIPLES OF GOOD USER EXPERIENCE

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 EASY BEFORE INTERESTING

6) GOOD UX IS UNIVERSAL

7) GOOD UX IS INTENTIONAL

8) GOOD UX IS HOLISTIC

WHY USER EXPERIENCE IN LIBRARIES?



TOUCHPOINTS

r + d = T

RELIABILITY

DELIGHT

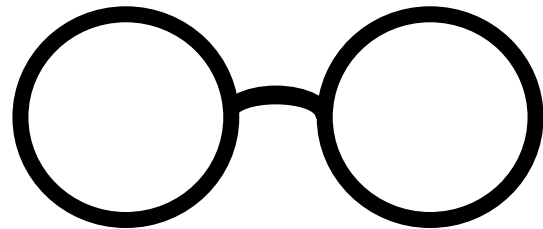
TRUST



COMPETITION

SCANNING

MUDDLING THROUGH



SATISFICING

WHY?

OPTIMIZING = HARD

GUESSING = EASY

"I GET IT"

"I HAVE TO THINK ABOUT IT"

**If the user is having a problem,
it's our problem.**

-Steve Jobs

Failure comes when you don't listen. You can't put something out there and assume it's great. It's up to us to make sure we're listening to improve our chances for success—if not this time, next time.

- Alan Lewis

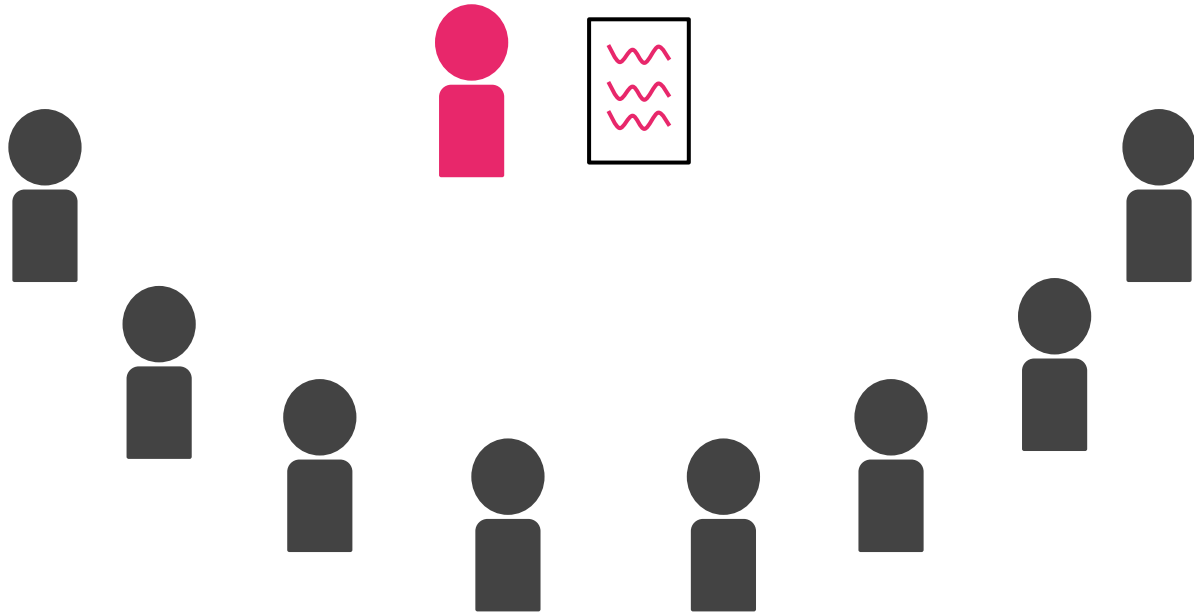
YOU CAN ϕ T FIX WHAT YOU
DON ϕ T FULLY UNDERSTAND

USER RESEARCH & TESTING

SURVEYS



FOCUS GROUPS





INTERVIEWS



CONTEXTUAL INQUIRY



CONTEXTUAL INQUIRY

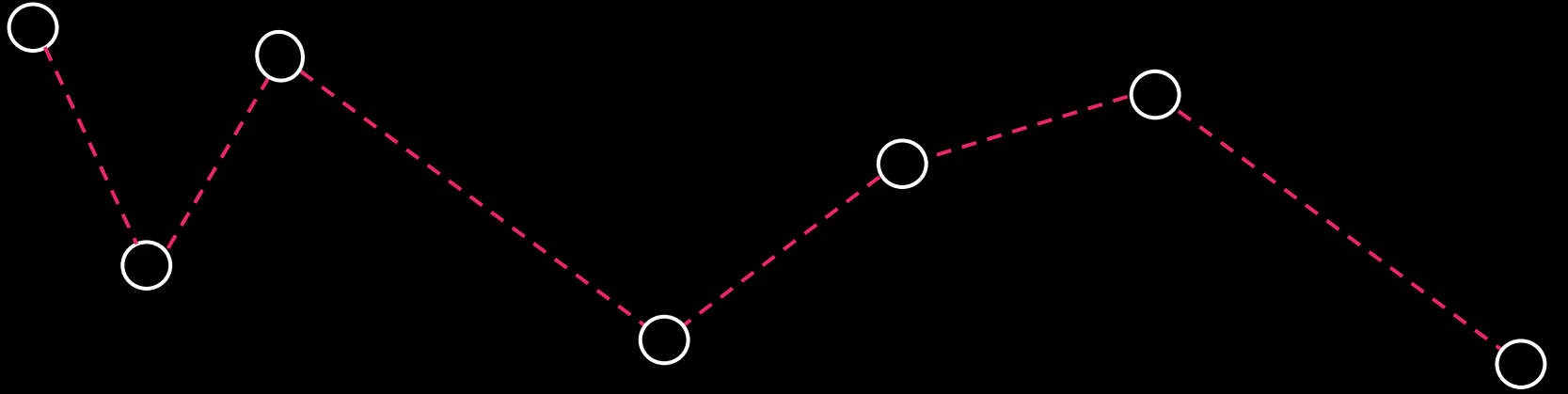
(WATCHING PEOPLE)



CONTEXTUAL INQUIRY

(WATCHING PEOPLE)

(IN A NON-CREEPY WAY)



JOURNEY MAPS

PLACE HOLD ON WEBSITE
RECEIVE EMAIL NOTIFICATION
TRAVEL TO LIBRARY
PARK IN LOT
ENTER BUILDING
WALK TO RESERVE SHELF
LOCATE ITEM
WALK TO CIRCULATION DESK
INTERACT WITH LIBRARY WORKER
EXIT BUILDING

PLACE HOLD ON WEBSITE

don't know log in

RECEIVE EMAIL NOTIFICATION

TRAVEL TO LIBRARY

PARK IN LOT

confusing parking or entrance

ENTER BUILDING

WALK TO RESERVE SHELF

LOCATE ITEM

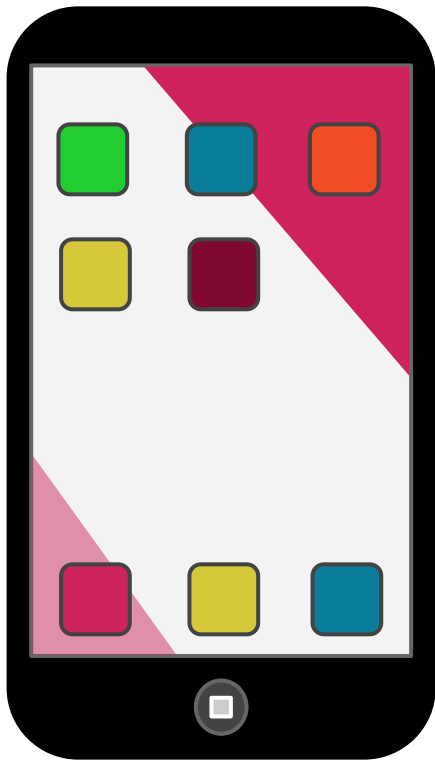
holds hard to find

WALK TO CIRCULATION DESK

INTERACT WITH LIBRARY WORKER

unhelpful staff

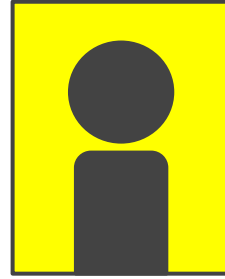
EXIT BUILDING



USABILITY TESTING

↗ NOT AN IPHONE

PERSONA DEVELOPMENT



Demographics

- ~~~~~
- ~~~~~
- ~~~~~

Meet Randy

Goals

- ~~~~~
- ~~~~~

Behaviors

- ~~~~~
- ~~~~~

IDENTIFY YOUR TOUCHPOINTS

PHYSICAL SPACE

largest library touchpoint

SERVICE

SERVICE

SERVICE

POINTS

OF

SERVICE

SERVICE

SERVICE

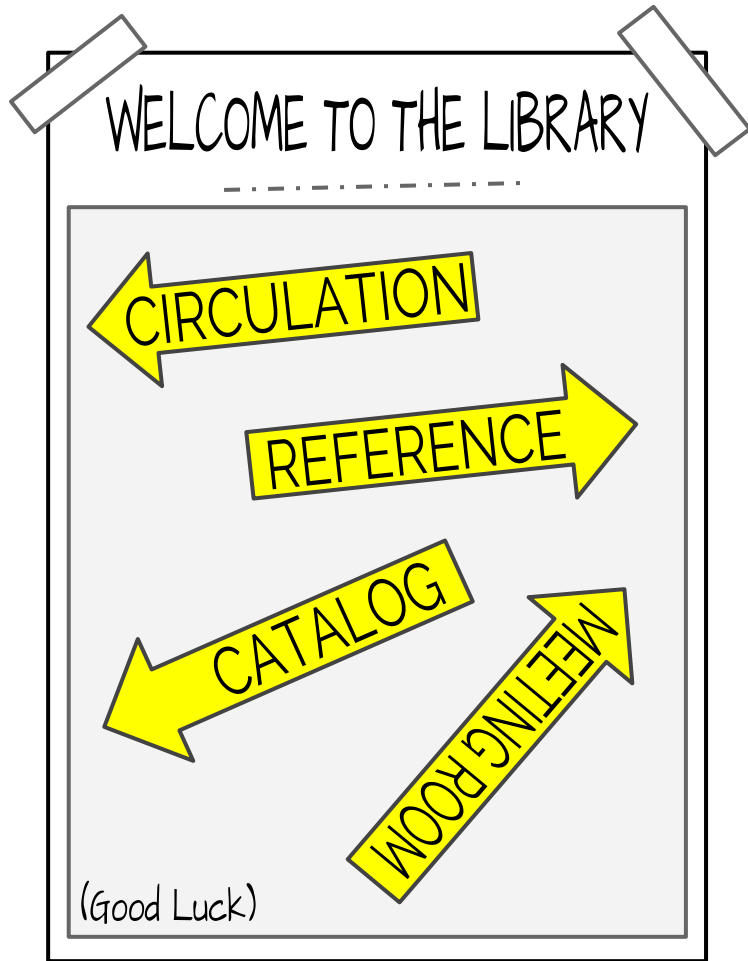
SERVICE

SERVICE



CUSTOMER

SERVICE



SIGNAGE & WAYFINDING



LIBRARY LAW!

Absolutely **NO**
Cell-Phone
Eating
OR
Drinking
In The
Library!

(thank you)



LIBRARY LAW!

WE DON'T
COME TO
YOUR HOUSE
AND **STEAL**
FROM YOU!
DON'T **STEAL**
FROM US!

(thank you)



LIBRARY LAW!

Absolutely **NO**
Cell-Phone
Eating
OR
Drinking
In The
Library!

(thank you)

Your Library

Polite use of cellphones
encouraged. Thank you.



LIBRARY LAW!

WE DON'T
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YOUR HOUSE
AND **STEAL**
FROM YOU!
DON'T **STEAL**
FROM US!

(thank you)

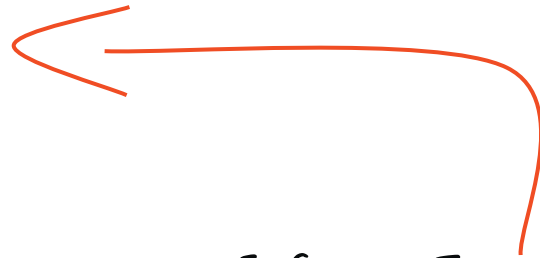
Parents:

*Please encourage children to
clean up after themselves.*

Help us keep the
library neat and tidy
for the rest of our
friends.



Thanks!



I SAW THIS IN THE
WILD THE OTHER DAY

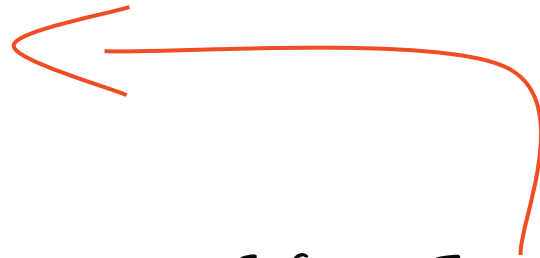
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Library UX

Google



http://libraryux.com



ONLINE PRESENCE

Search

UX

Your Library

Google

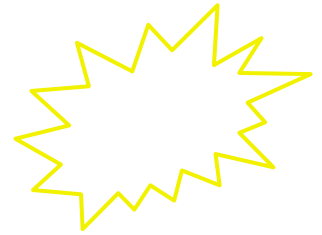
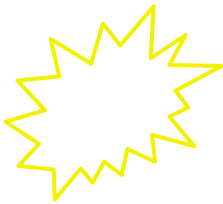


<http://yourlibrary.com>



 Your Library! 

Get Ready For Summer Reading 2002
at Your Library!



Your Library

Google



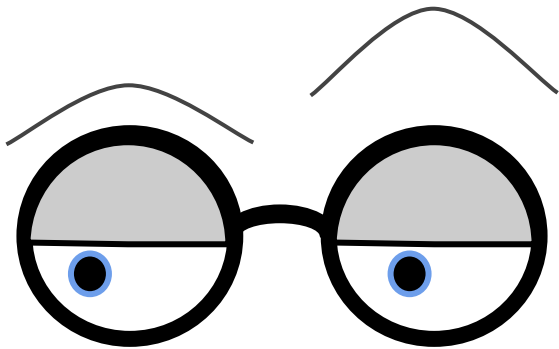
http://yourlibrary.com



Error 404

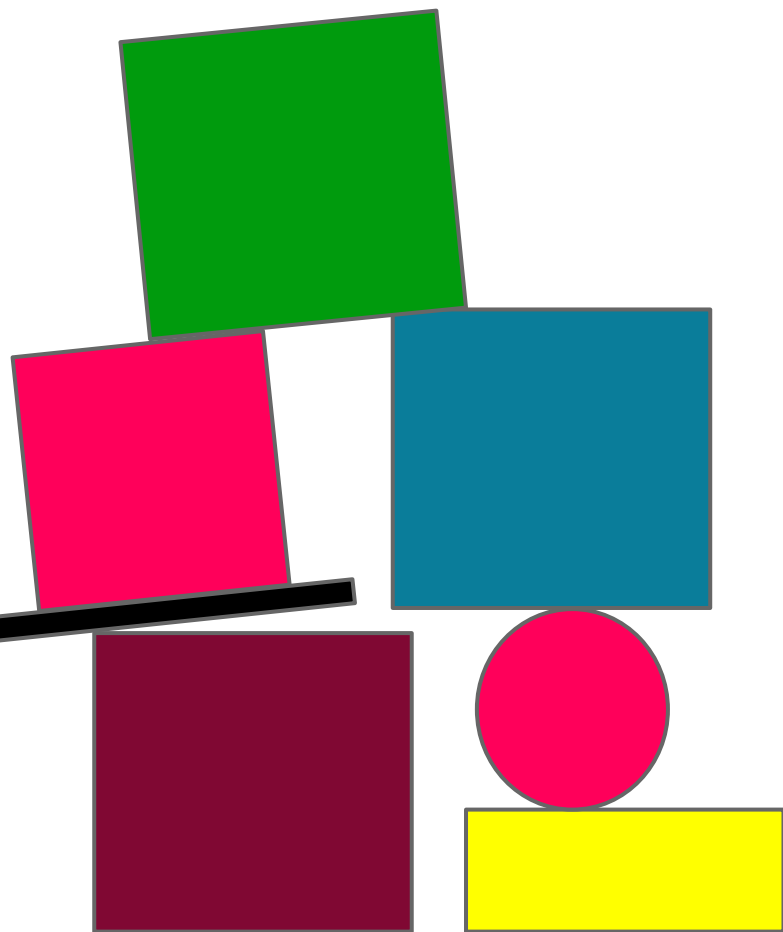
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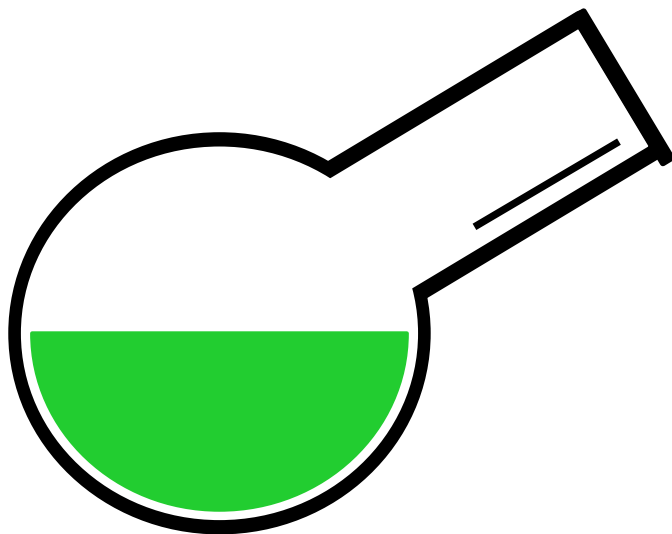
DESIGN PROCESS



OBSERVE

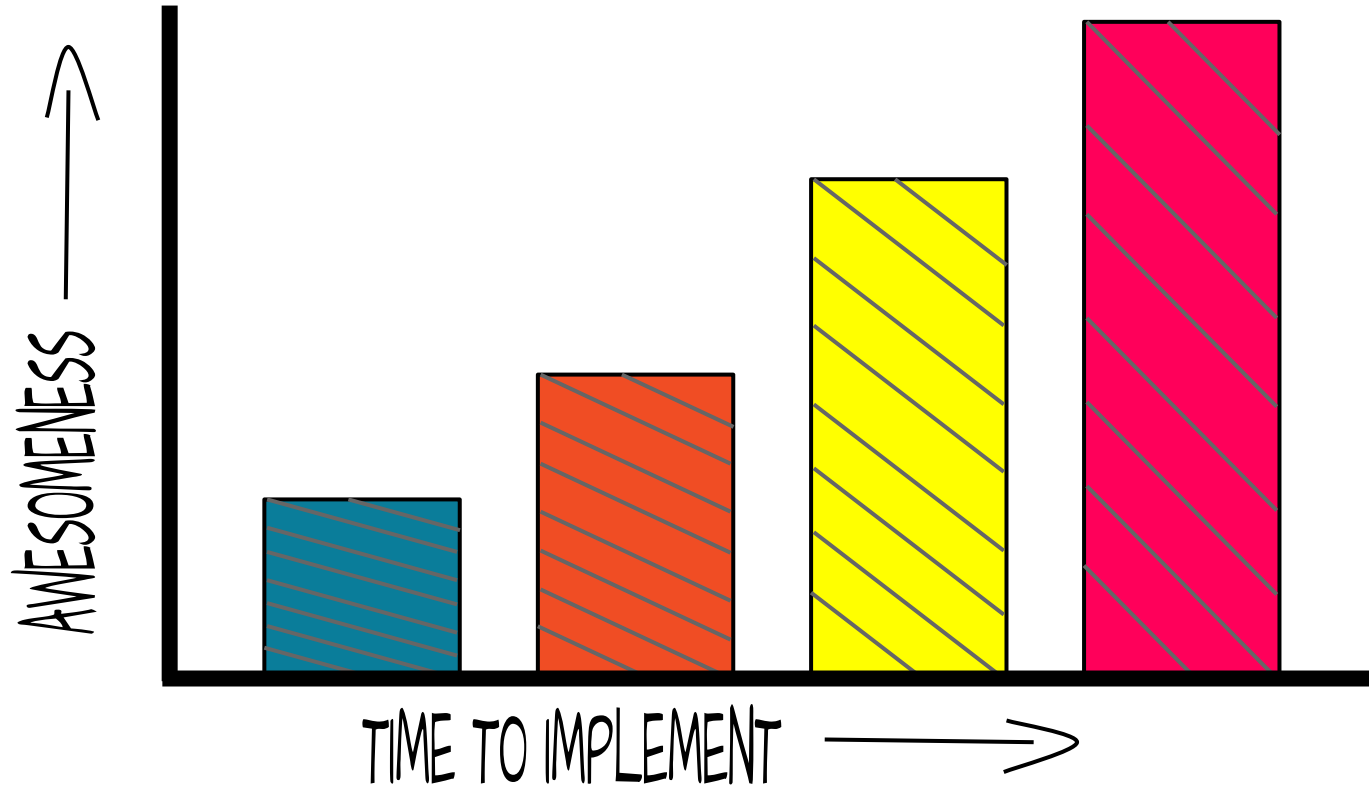
PROTOTYPING



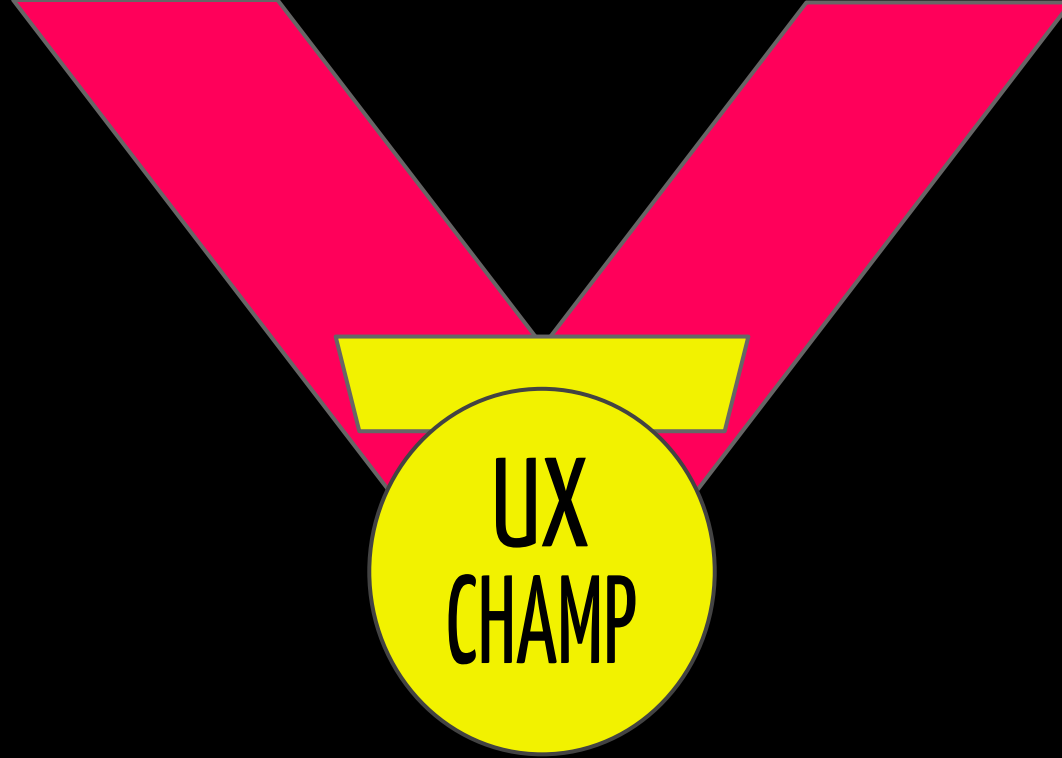


TEST

IMPLEMENT

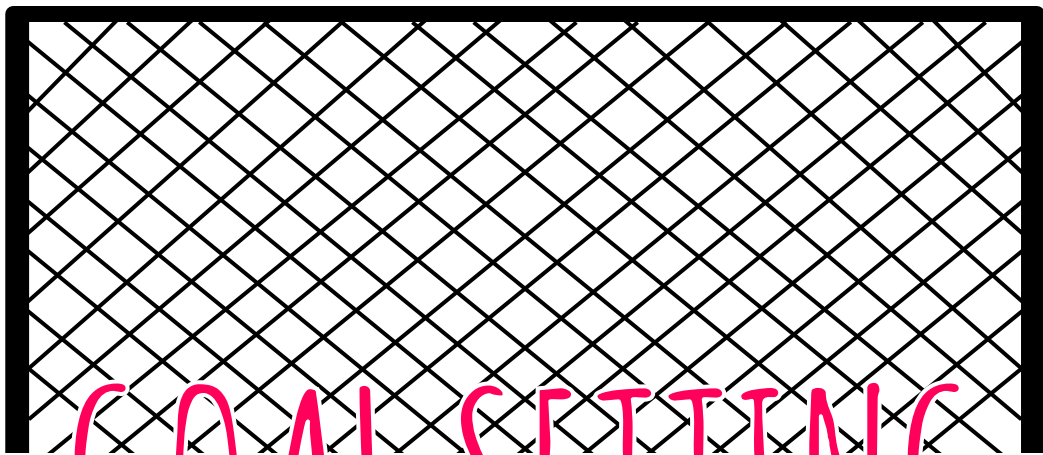


KEEP IT SIMPLE



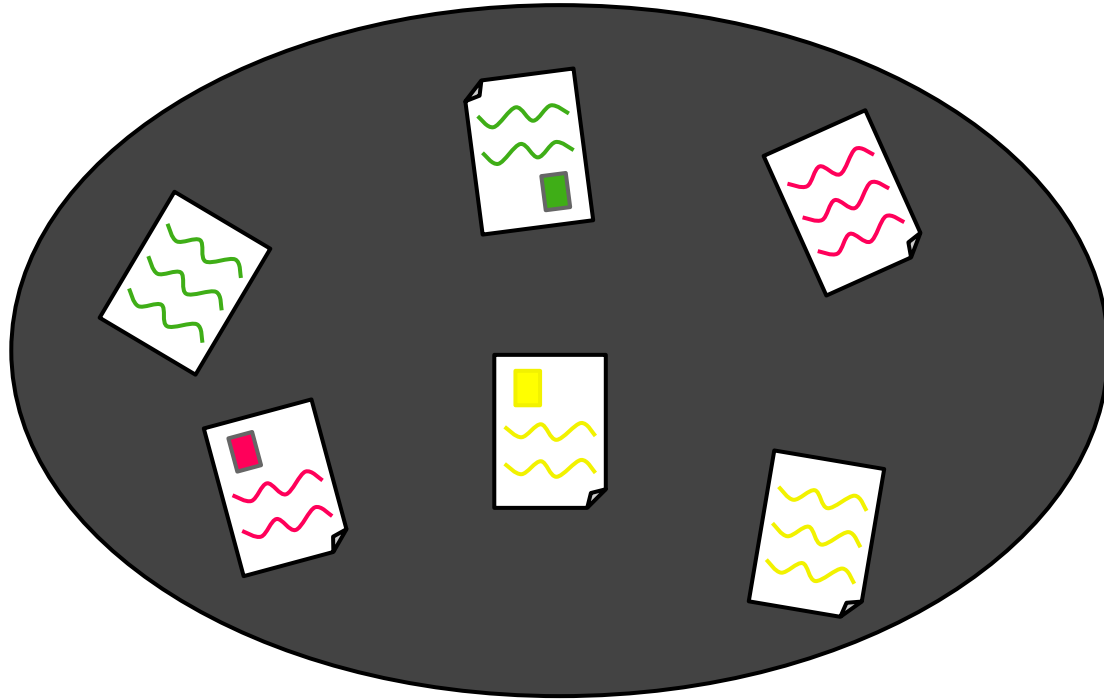
SET GOALS

HOW CAN PLS HELP?



GOAL SETTING





COMMUNICATION AUDIT

TOP 10 CUSTOMER SERVICE TIPS



BE
SPECIFIC
MEASURABLE
ATTAINABLE
RELEVANT
TIMELY

CUSTOMER SERVICE

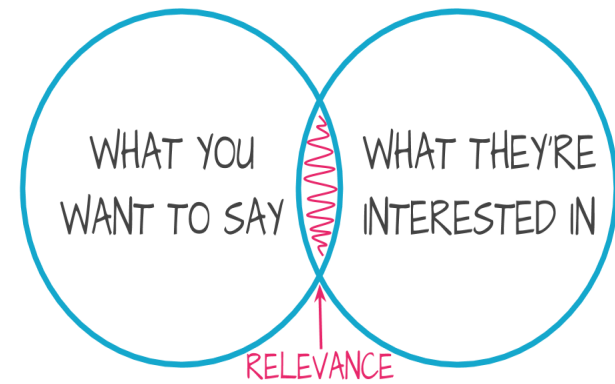


EXCEED
EXPECTATIONS

KNOW WHEN TO CLOSE

EFFECTIVE ONLINE COMMUNICATION

Tips for Email, Advertising, and Social Media



ONLINE PRESENCE

UNDERSTAND

→ YOUR

AUDIENCE



LOVE EXISTING USERS

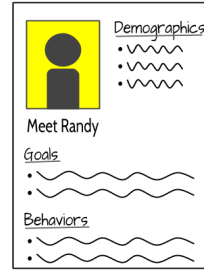


USE THEIR IDEAS

SURVEYS



PERSONA DEVELOPMENT



INTERVIEWS



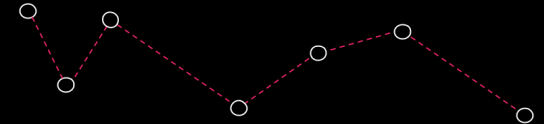
USABILITY TESTING

NOT AN IPHONE

USER RESEARCH

CONTEXTUAL INQUIRY

FOCUS GROUPS



JOURNEY MAPS

Every decision we make affects how people experience the library. Let's make sure we're creating improvements.