

MARK NOTESS, 23 APRIL 2014

THE LIBRARY USER EXPERIENCE:
WHY IT MATTERS AND HOW IT CAN
BE IMPROVED



LIBRARIES

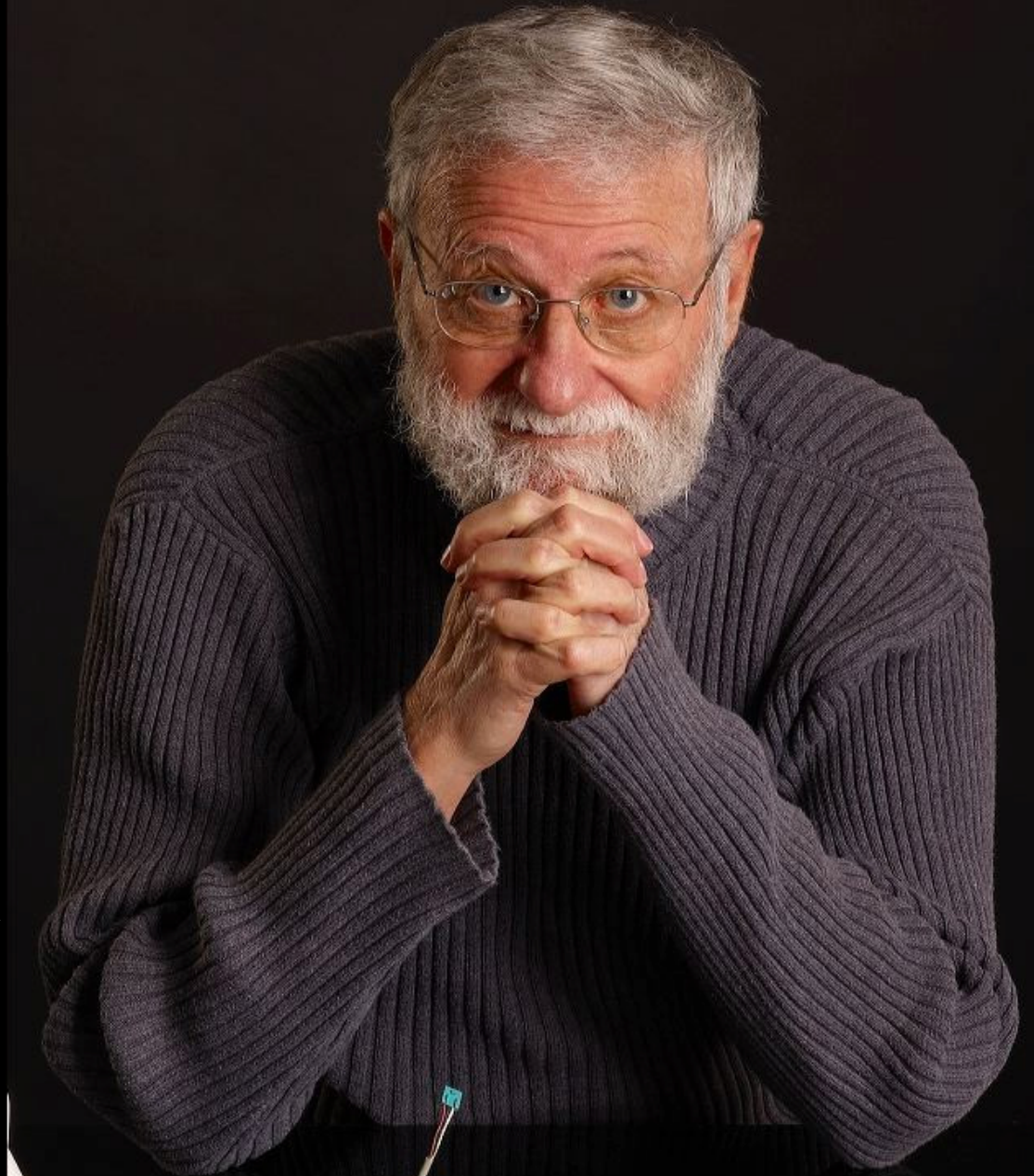
INDIANA UNIVERSITY

Bloomington

WHAT IS THIS "UX" OF WHICH YOU SPEAK?

"User experience"
encompasses all aspects of
the end-user's interaction
with the company, its
services, and its products.

*- Don Norman &
Jakob Nielsen*



UX IS **BIGGER** THAN USABILITY



USABILITY

Designs for, tests, measures

efficiency

effectiveness

satisfaction

By

task analysis

usability goals

click counting, heuristic analysis

usability tests - task times, success rates,
critical incidents, satisfaction surveys

Flash: 99% Bad

by **JAKOB NIELSEN** on October 29, 2000

Topics: [Technology](#) [Web Usability](#)

Summary: Although multimedia has its role on the Web, current Flash technology tends to discourage usability for three reasons: it makes bad design more likely, it breaks with the Web's fundamental interaction style, and it consumes resources that would be better spent enhancing a site's core value.

About 99% of the time, the presence of Flash on a website constitutes a usability disease. Although there are rare



INFORMATION ARCHITECTURE

I mean architect as in the creating of systemic, structural, and orderly principles to make something work — the thoughtful making of either artifact, or idea, or policy that informs because it is clear.

- *Richard Saul Wurman*



UX IS BIGGER THAN GRAPHIC DESIGN

avalon

what is it?

problems solved

how to get it

what is it?

contact

COLOR PALETTE

PRIMARY

C 86 | M 64 | Y 63 | K 71
R 10 | G 35 | B 38
HEX# 0A2326

C 53 | M 22 | Y 47 | K 1
R 128 | G 165 | B 144
HEX# 80A590

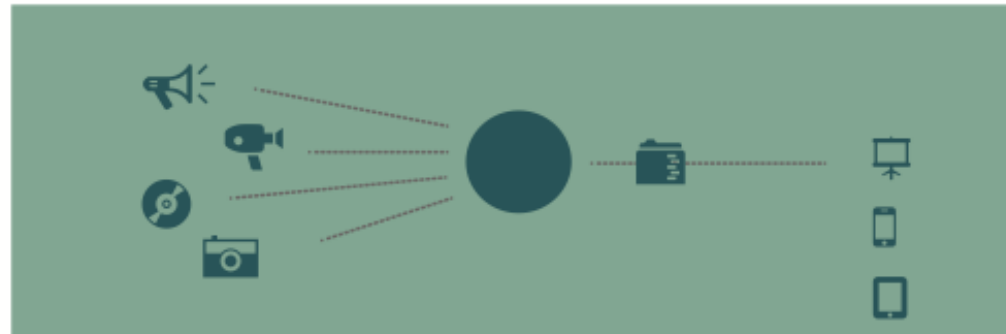
SECONDARY

C 84 | M 52 | Y 54 | K 31
R 42 | G 84 | B 89
HEX# 2A5459

C 12 | M 0 | Y 87 | K 0
R 232 | G 231 | B 65
HEX# E8E741

C 0 | M 35 | Y 85 | K 0
R 251 | G 176 | B 64
HEX# FBB040

What is it?



id, imperdiet quis mauris. Integer in libero mauris. Sed in rutrum metus. Proin interdum nisi sit amet nisi fringilla porttitor. Curabitur nunc libero, posuere eget sagittis a, tempor nec sem.

Nunc imperdiet accumsan purus, sed dapibus odio laoreet non. Cras tellus orci, hendrerit eget viverra non, accumsan ac lorem. Curabitur adipiscing, ligula et tempus aliquam, lectus mi rutrum est, vulputate blandit sem elit pretium nisi. Curabitur vestibulum tortor non purus tincidunt dictum. Vivamus a metus ante, a auctor leo. In eget erat metus, commodo pharetra erat. Sed viverra cursus risus, in malesuada elit pulvinar eget. Vivamus semper erat id magna facilisis sed porttitor ante commodo. Pellentesque at blandit eros.

Maecenas ligula enim, rhoncus nec mollis vel, pellentesque non diam. Vestibulum sapien lorem, viverra quis lobortis ac, tempor id nulla. Proin porta semper molestie. In hac habitasse platea dictumst. Integer in auctor arcu. Etiam aliquam varius velit in dictum. Vivamus Cras elementum udictum null.

WHERE UX RESIDES

NOT in the product or service

Hardware

Software

User interface (buttons, menus, labels, widgets, keyboard, display...)

But in the USAGE and the USER

Users have goals & contexts

Action cycle:

Can I figure out what to do next?

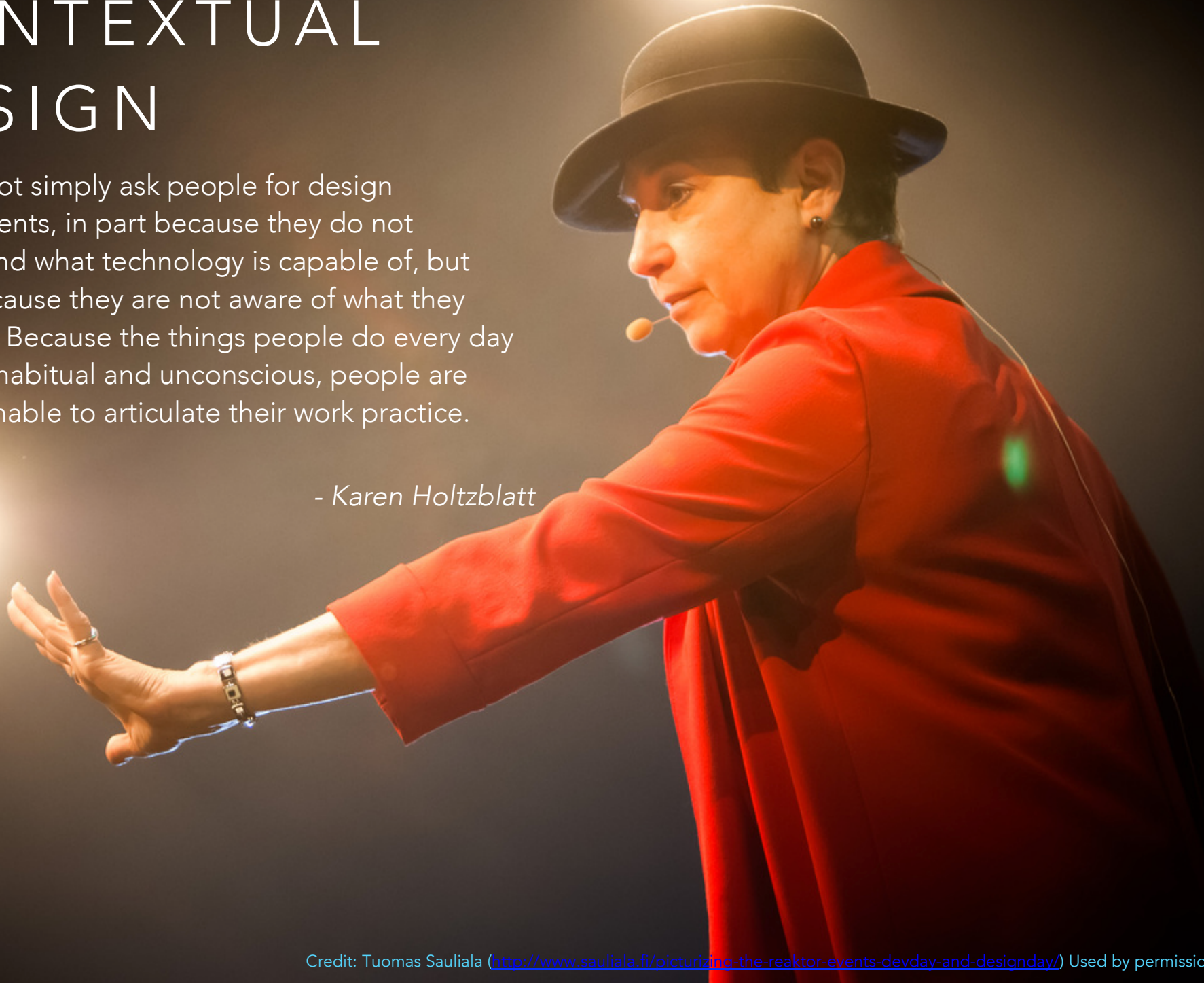
Can I figure out what just happened?

How do I feel about it?

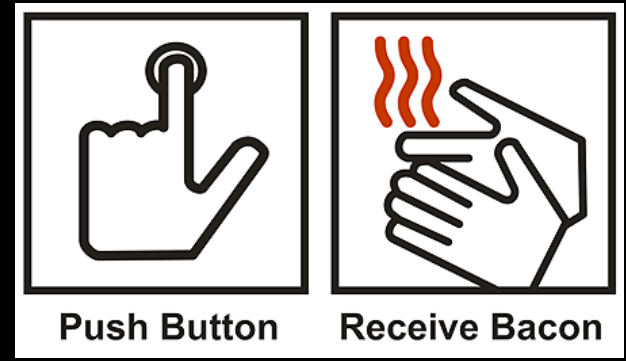
CONTEXTUAL DESIGN

You cannot simply ask people for design requirements, in part because they do not understand what technology is capable of, but more because they are not aware of what they really do. Because the things people do every day become habitual and unconscious, people are usually unable to articulate their work practice.

- Karen Holtzblatt



GOOD USER EXPERIENCE



I come to a system with a goal. The goal may be poorly formed or articulated, but I have some idea of what I want. And I found this system--this place--that seems likely for goal achievement. In fact it offers me an action that not only promises to lead me closer to my goal but to provide a quick and painless journey. Figuring out how to take the action is straightforward--even obvious. Having taken the action, I get a quick response I can interpret, which reorients me, enabling me to take the next step to move closer to my goal. I go through this cycle the number of times that naturally makes sense given the complexity of my goal (which I now understand better), and I finally arrive at my goal, fulfilled and satisfied.

BAD USER EXPERIENCE

"All happy families are alike; each unhappy family is unhappy in its own way." -

*Tolstoy, Anna
Karenina*



BAD USER EXPERIENCES

I can't even find a place to  .



What do I do next?



What just happened?



Did anything happen at all?



Are we there yet?



Never again!



Seriously?



ACHIEVING GOOD UX

Not just usability testing

Not just IA

Not just graphic design

Then what?



GETTING GOOD UX

Understanding users' needs
(triggers, goals, contexts, pain points)

Observation
Surveys
Probes
Artifact Analysis
Interviewing

Analyzing and representing
those needs to the people
who can make changes

Personas
Task Analysis
Work Models
Scenarios

Generating solution
alternatives (designs)

Paper Prototypes
Wireframes
Card Sorts
Mockups

Iterating, with user feedback,
to get it right

Usability Testing
Surveys
Observation

LIBRARY UX: WHY THE PROBLEMS?

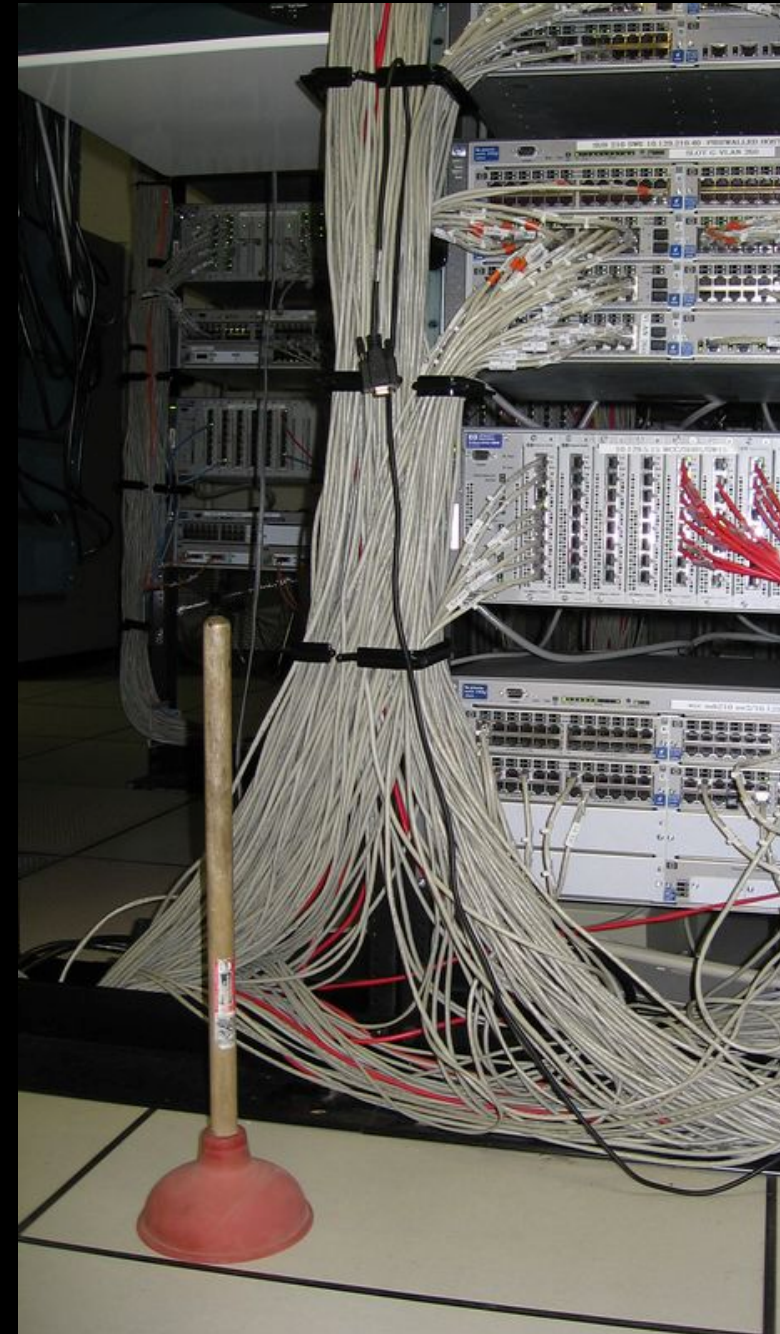
We care! But...

We have an ever-changing ecosystem of incompatible or uninterested vendors.

Systems development and maintenance are expensive and continual.

Our scope of responsibilities is vast.

Like any organization, we can become internally focused, with our own jargon, concepts, preferences and silos.



TECHNOLOGY MEDIATES OUR ACCESS MORE THAN EVER

Online services

Online content

Online identities and permissions

And it all changes often

License instability

M&A

Mobile device variety and pervasiveness

User expectations set by other online access experiences



GLASS



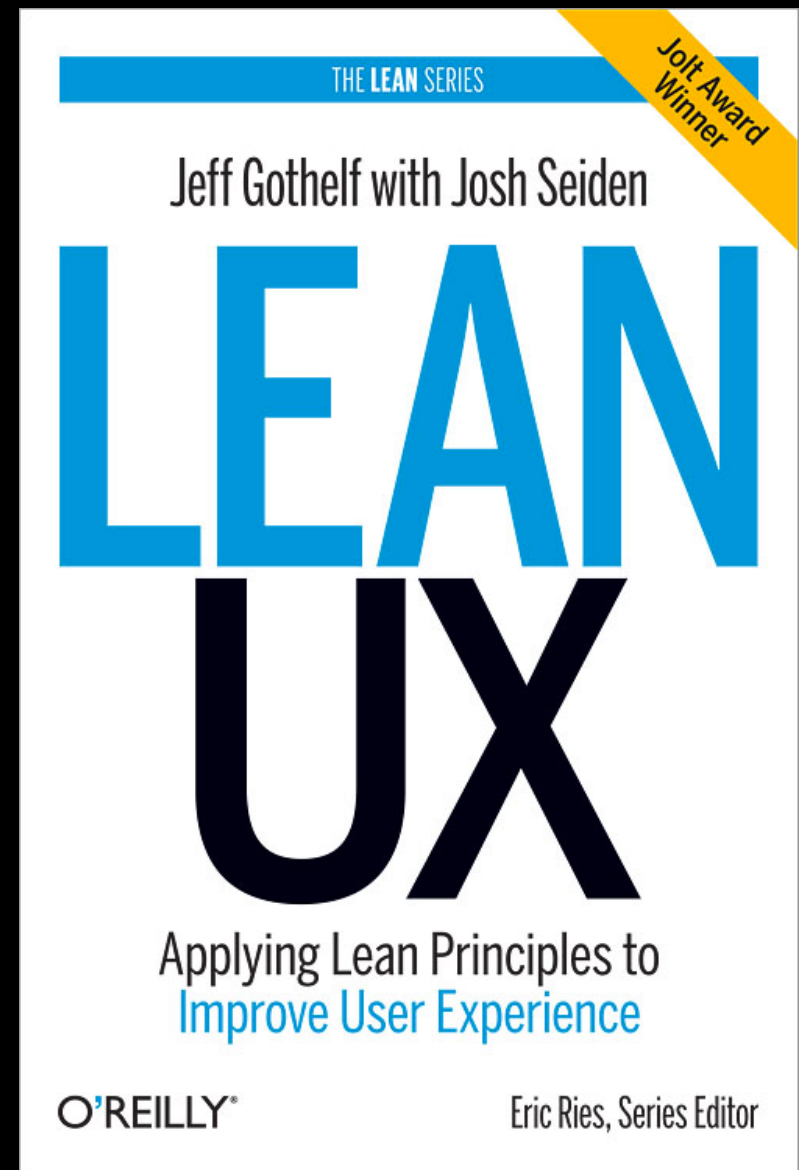
EXAMPLE: I WANT TO READ A BOOK

Trigger: I was reading an article and saw this book mentioned. I'm preparing a talk for a conference presentation related to this topic and would like to browse the book to see if it's helpful and relevant.

Goal: Get this book quickly, for free.

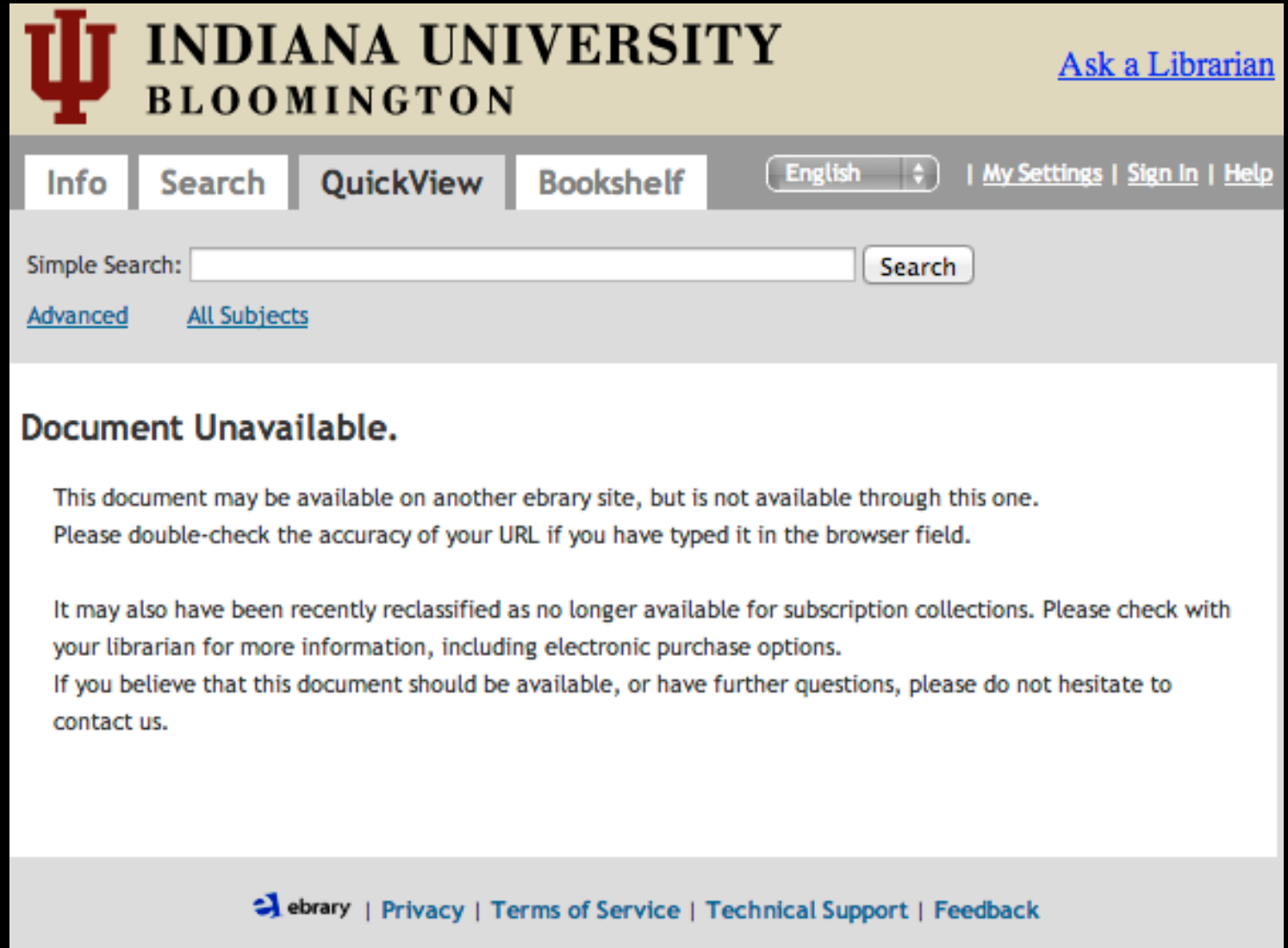
This sounds like a job for ...


...the **Library!**



IN THE END...I GAVE UP

Systems
Touched
IUCAT
ezproxy
ebrary
Illiad
Jira
and probably
others I don't
know about.



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WHAT WE'VE DONE AND ARE DOING

These aren't new problems.

(early initiatives I don't know much about)

Ad hoc UX work on various projects

2006 - 2010 - Usability Working Group

UITS funded some usability work for the libraries

2010 - present: DUX -> DRS - discovery UX

2012 - Assessment librarian hired - anthropologist!

2013 - present: new UX services department

2014 - UX WG starts meeting



UX WORKING GROUP CHARGE

Under revision, but basically

Collect data, do analysis, and make UX-related recommendations to library administration--resources needed, priorities to address, etc.--to address user-facing system UX.

Leadership

Andrew Asher, Mark Notess

Other members

Carrie Donovan, Lori Duggan, Nick Homenda, Courtney Greene McDonald, and a TBD.

UX WG: ONE INITIAL EXERCISE

| | SYSTEM 1 | SYSTEM 2 | SYSTEM 3 |
|------------|----------|----------|----------|
| SCENARIO 1 | GOOD | | FAIL! |
| SCENARIO 2 | | GOOD | |
| SCENARIO 3 | | PROBLEMS | PROBLEMS |
| SCENARIO 4 | | | GOOD |

HOW YOU CAN HELP

Give us your scenarios/stories, your data, your opinions.

Let us know when you're initiating work that could benefit from UX attention.

Help us identify "low hanging fruit" - quick wins.

Work with us to address the longer-term, seemingly intractable problems.

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