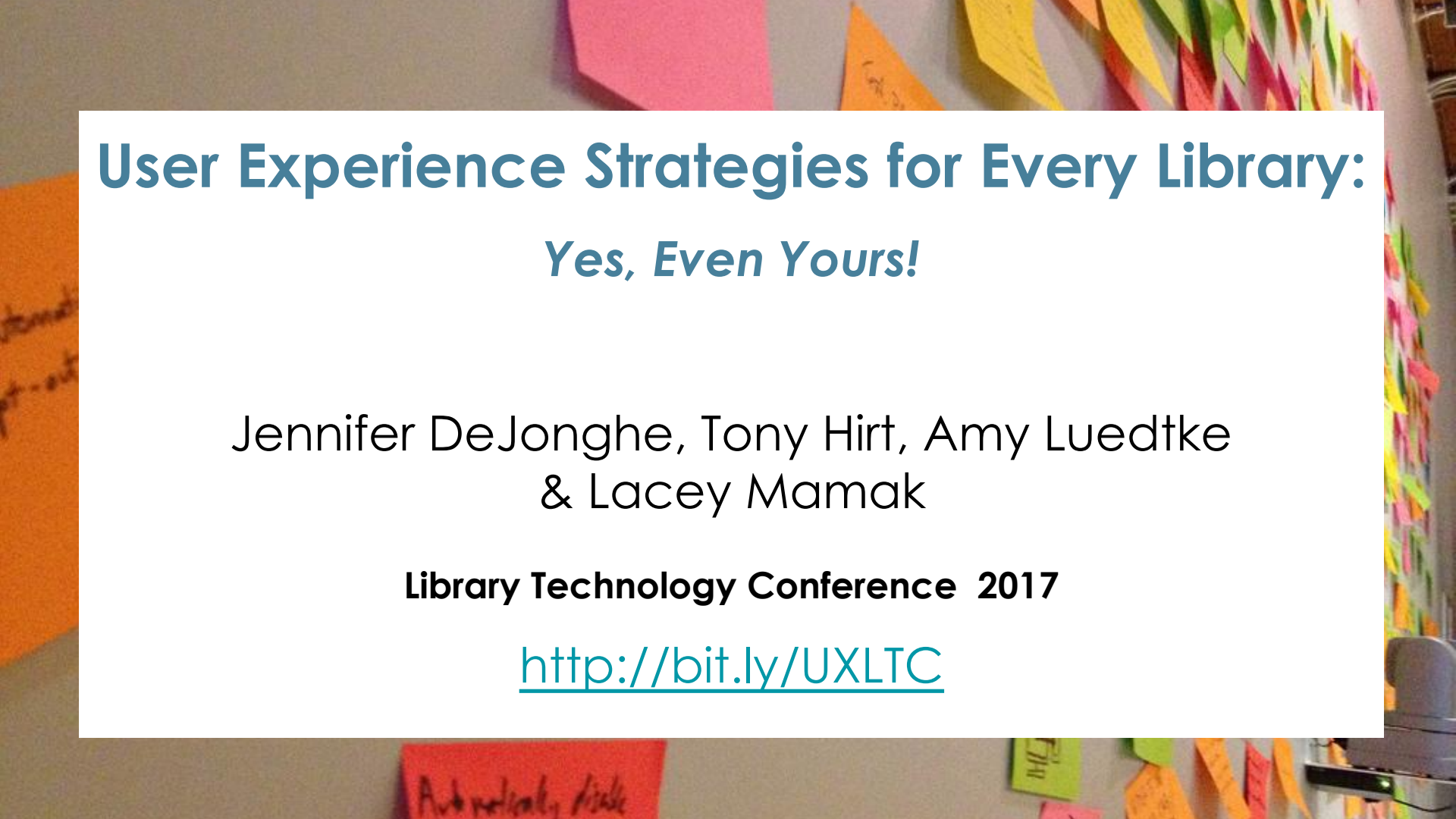


User Experience Strategies for Every Library:

Yes, Even Yours!

Jennifer DeJonghe, Tony Hirt, Amy Luedtke
& Lacey Mamak

Library Technology Conference 2017

http://bit.ly/UXLTC

Hennepin County Library

HCL is a public library system serving the city of Minneapolis and surrounding communities:

- **forty-one libraries**
- **online resources**
- **outreach service.**

Our patrons and users are comprised of a diverse population of 1.2 million Hennepin County residents in an area of 611 square miles.

www.hclib.org

Metropolitan State University

11,505 total students

6,220 full-year equivalent (2015–2016)

90% undergraduate students

43% students of color

2% international students

32 = average age of students
15–83 = age range of students

9 librarians + 2 lib administrators

Normandale Community College

14,632 credit students

6,837 student full-year equivalents

58% part-time students

38% students of color

74% age 24 or younger

6 librarians (5.6 full-time equivalents)

User Experience (UX)

HCL		Metro		Normandale
Usability testing Google analytics User diaries		Usability testing A/B testing Card Sorting User Journey Mapping Google analytics Surveys Focus Groups		Usability testing Google analytics Surveys

Qualitative and Quantitative, often inform each other

Our UX Work

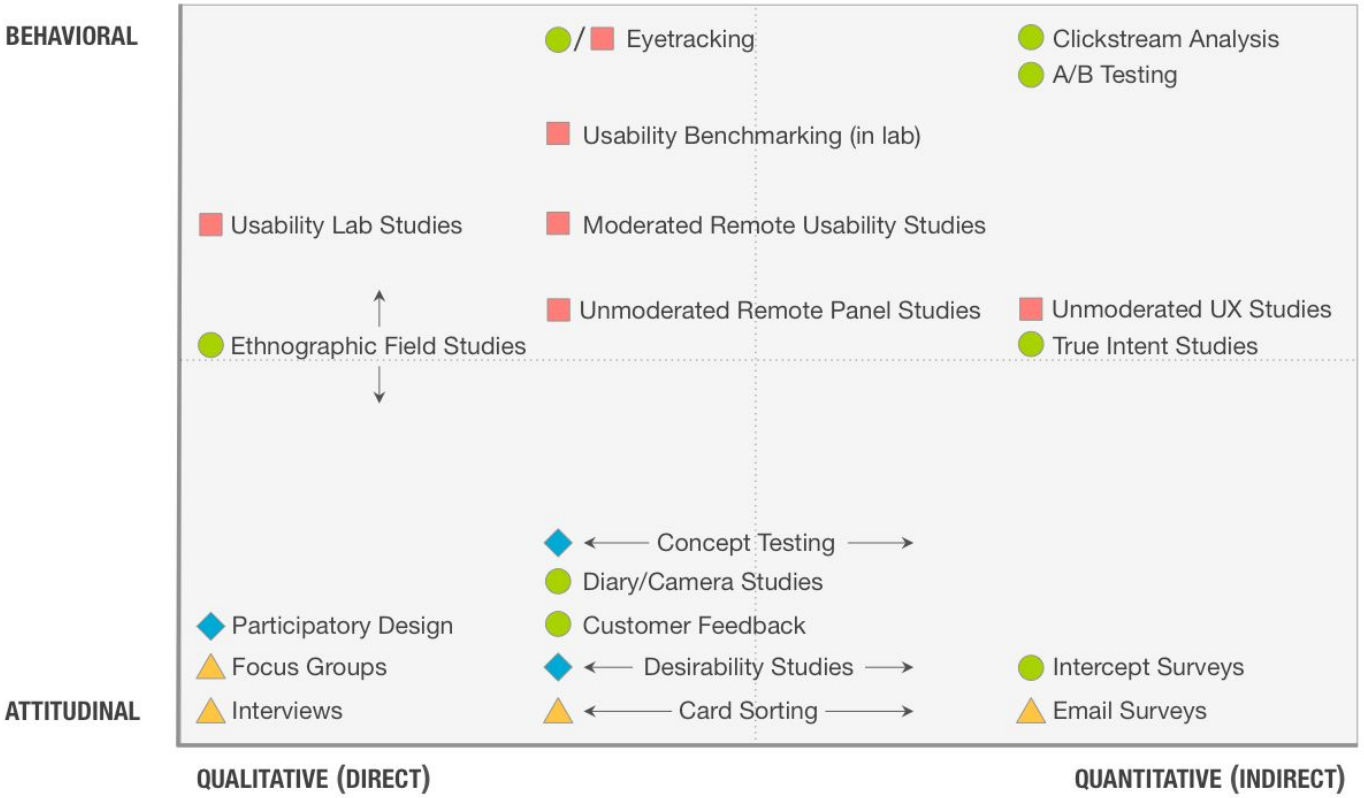
“”User experience” encompasses all aspects of the end-user's interaction with the company, its services, and its products.”

- *Don Norman and Jakob Nielsen Nielsen Norman Group*

“Most of our users' experience of the library occurs online and through software regardless of whether the user is physically present in the library.”

- Libraries are Software by Cody Hanson

A Landscape of User Research Methods



KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

- Natural use of product
- Scripted (often lab-based) use of product
- De-contextualized / not using product
- Combination / hybrid

© 2014
Christian Rohrer

And You?

Usability Testing

- One of a variety of tools and measures to evaluate your website (including analytics)
- Methods vary but at the core is observing users as they use your website
- Tests yield a mix of qualitative and quantitative data

Why Do Usability Testing?

- Test new features or areas in development
- Increase awareness of issues or possible areas of development, as well as to help prioritize known issues or features
- Understand your website from the perspective of the user

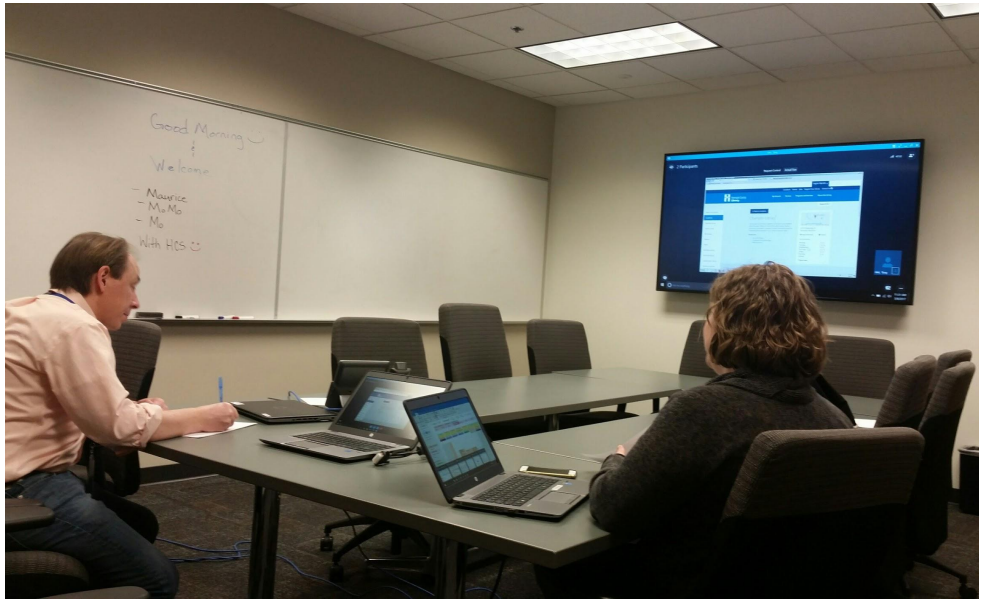
Monthly (mostly) Testing at HCL

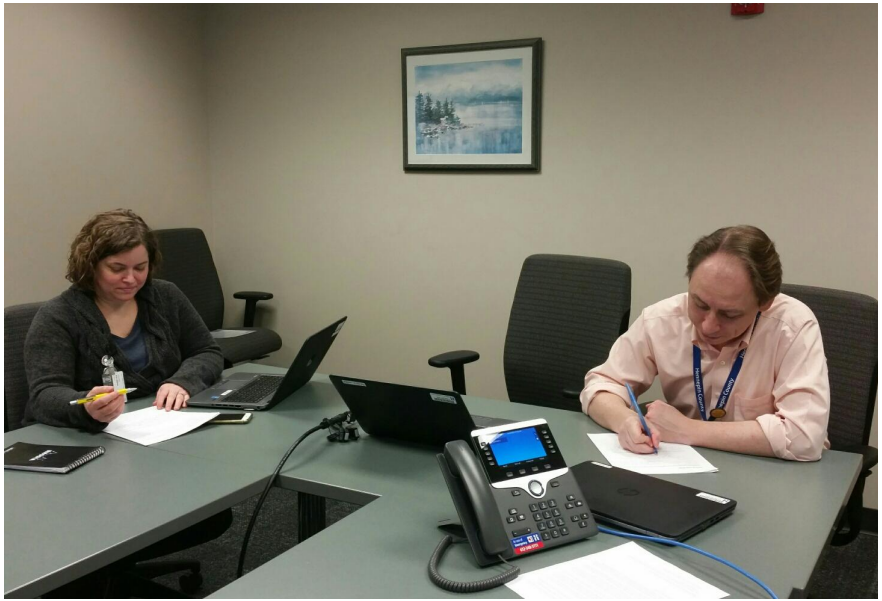
Since May 2015 we have conducted 61 individual tests (3 tests per testing day)

Tests usually last 30-45 minutes and we ask participants to complete 4-5 tasks

Usability Testing Room at HCL

Observation Room at HCL



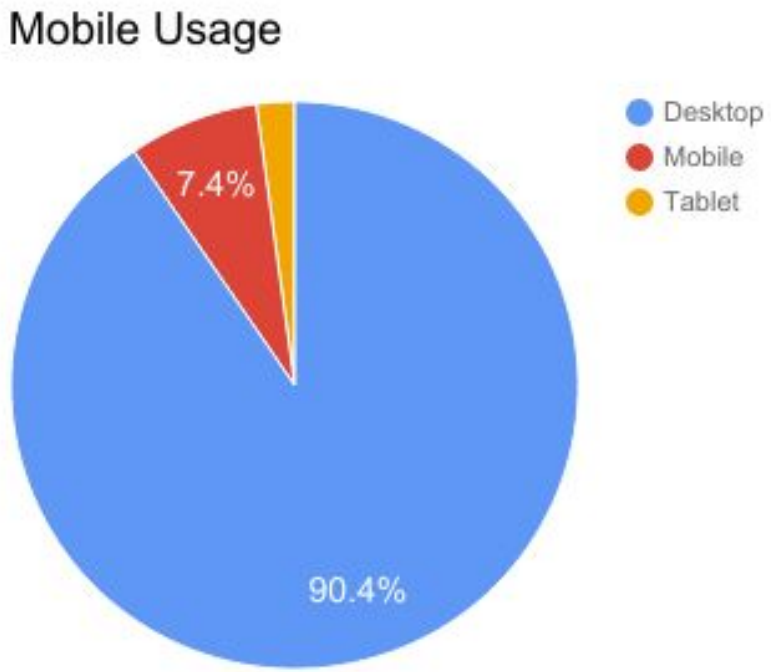


Communicating Results at HCL

After each round of HCL testing the testing team submits a report that is posted on the staff web. Report includes:

- Participants' perceived task success
- Participants' actual task success
- Participants feedback and comments
- Issues identified by observers
- Recommendations to address usability issues

Testing for Mobile at Metro



Flash Usability Testing at Normandale

Fast and Cheap Usability Testing

What We Did

3-5 minute tests
1 task per test
5-6 user tests per task

High foot-traffic times =
6-7 tests/hour

Resources Needed

- 2 people (one to run and observe test, one to recruit)
- Laptop
- Task cards
- Clipboard, pen, and paper
- Large sign and candy

Usability Testing Limitations

It's important to keep in mind:

- Usability testing is not indicative of how all users behave, only the particular users that participate
- Usability testing is one important source of user experience data that also includes website analytics, patron comments and questions received through multiple channels, and general usability research and best practices
- Usability testing hows you what is not working, but figuring out how to fix it is another matter

User Personas & User Journey Mapping at Metro

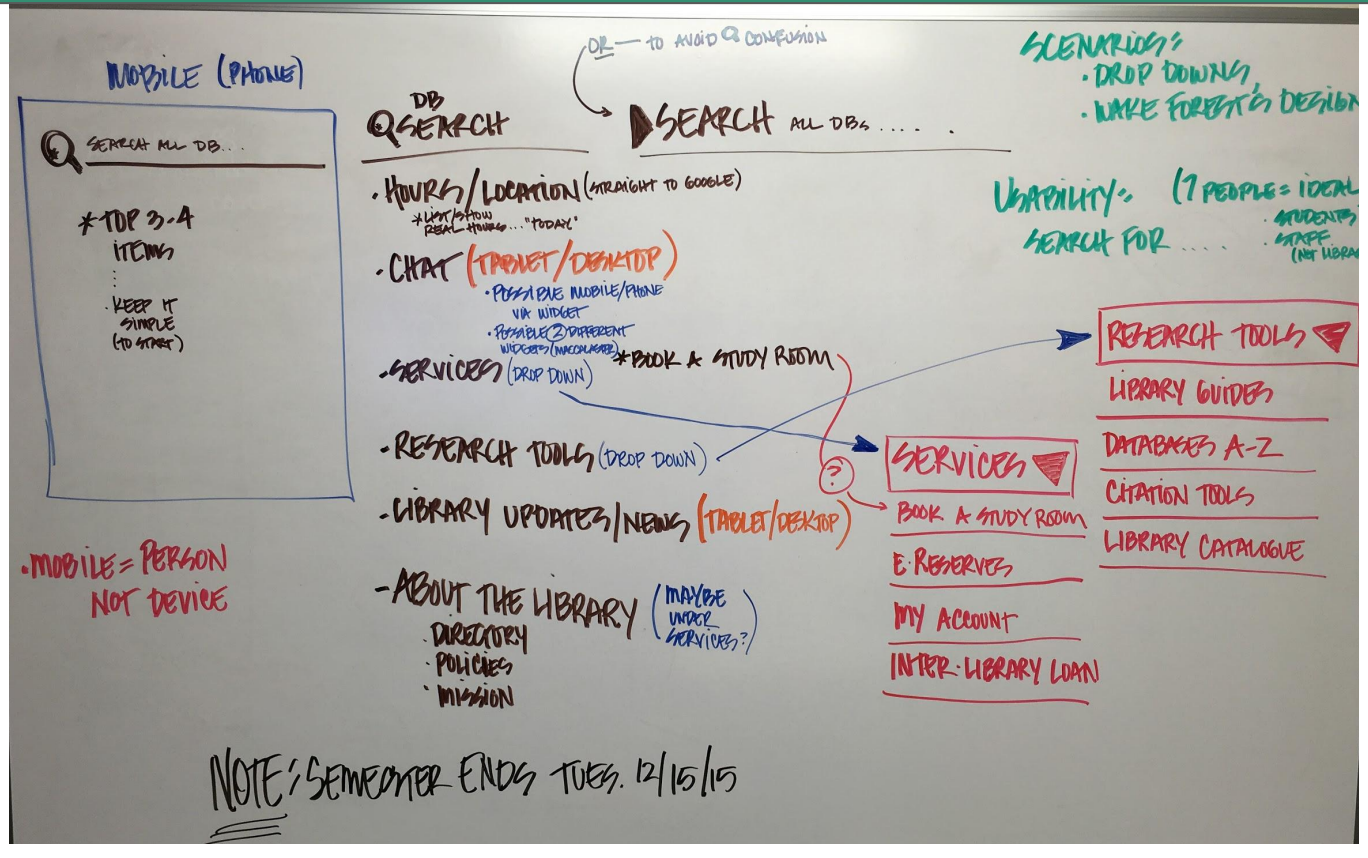
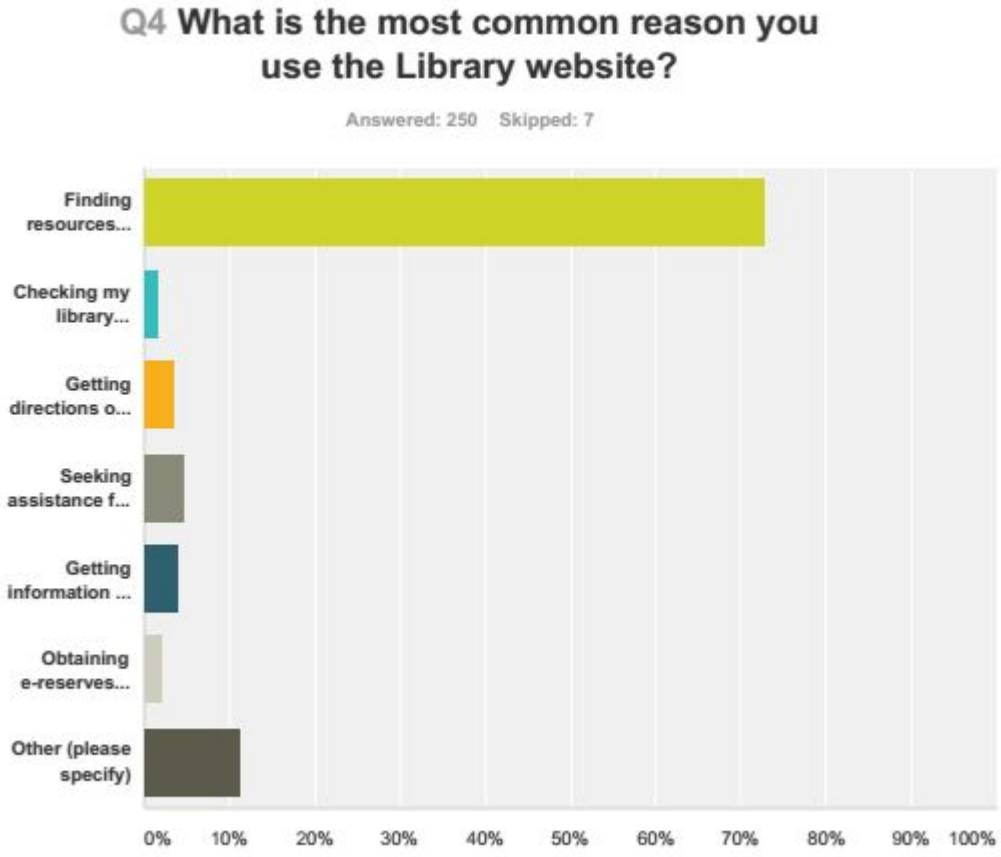


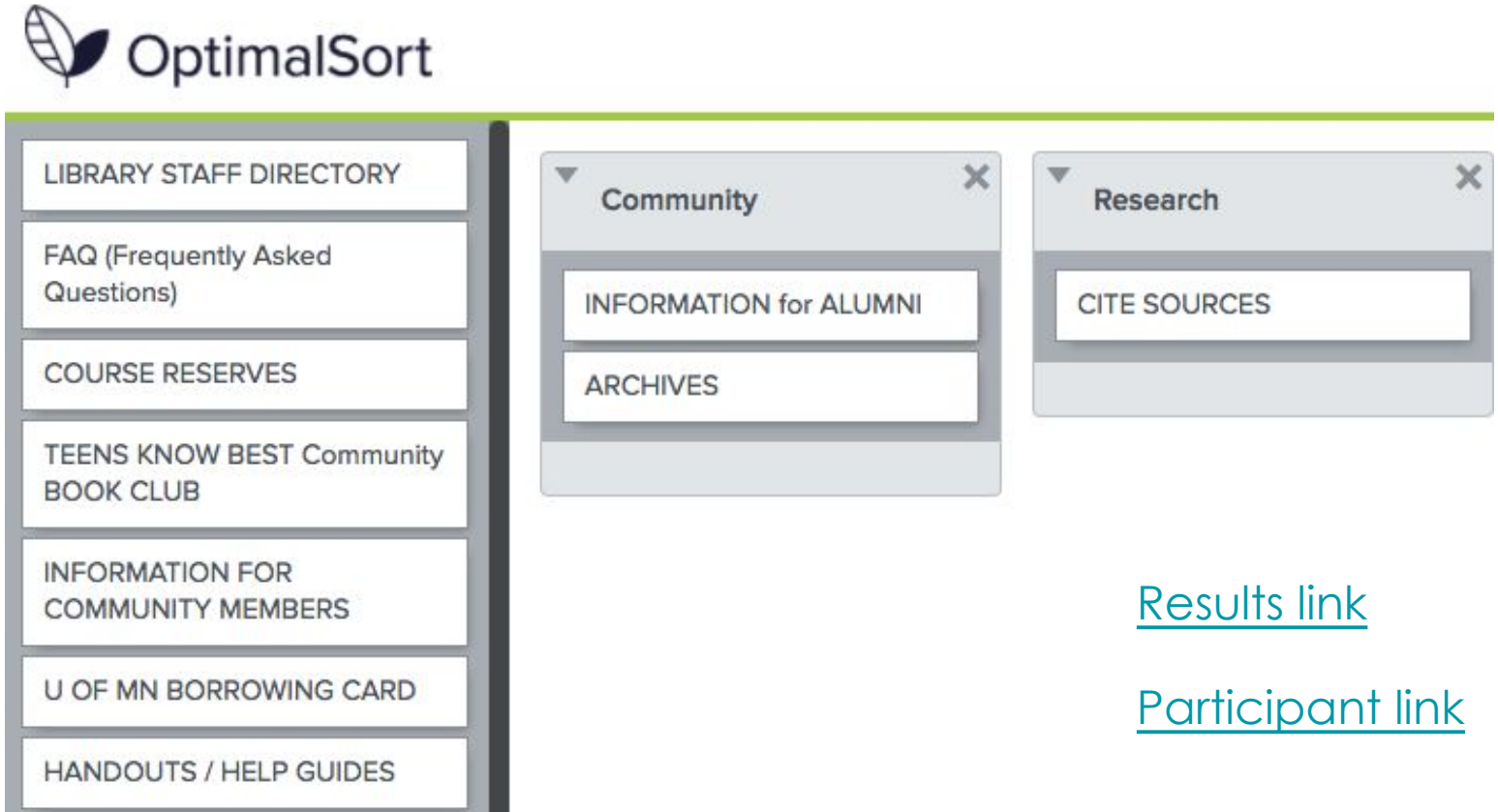
Photo by Rich Harrison
Drawing by Diane DeRosier

Focus Groups and Surveys at Metro



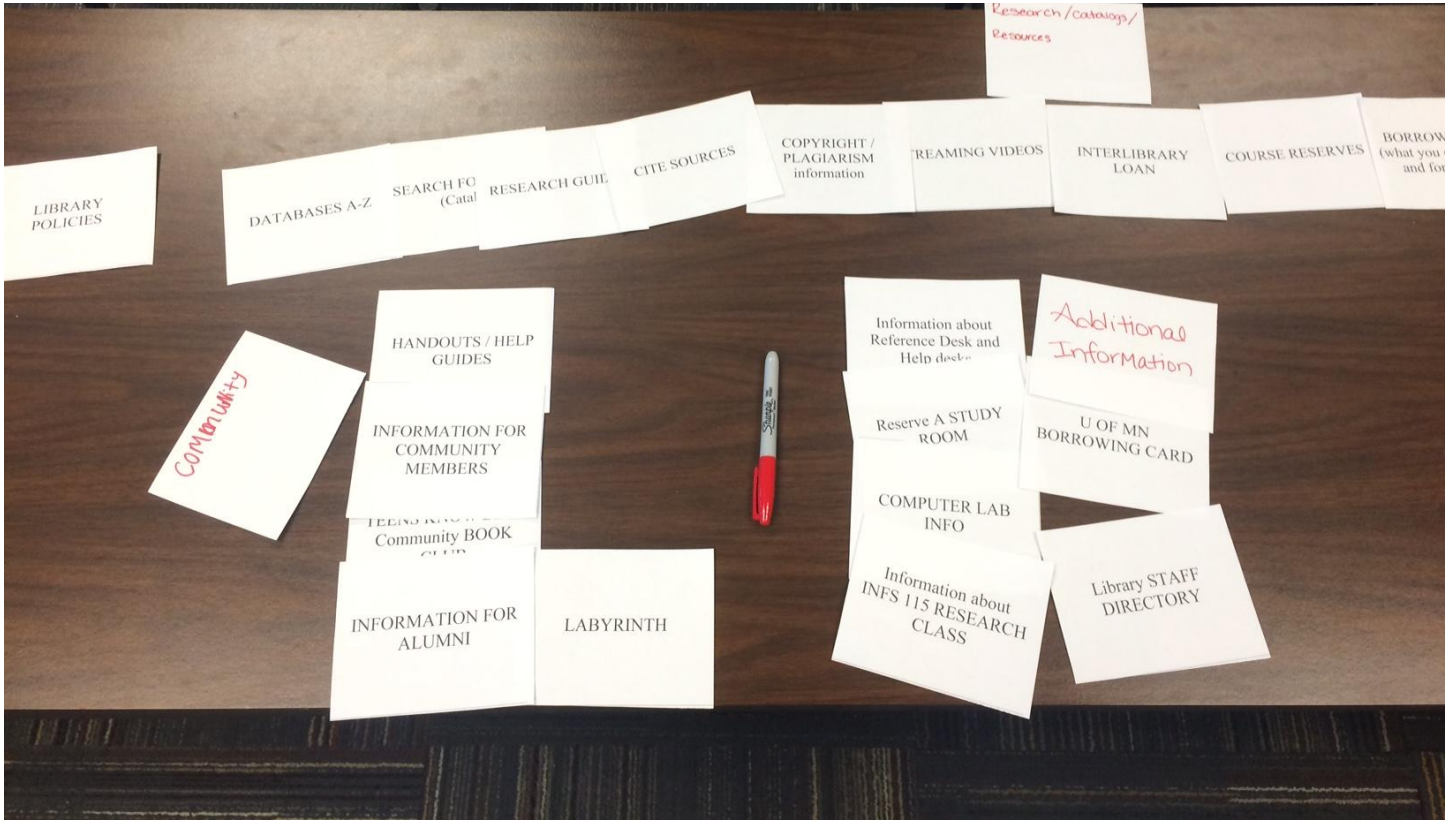
Link to survey results

Card Sorting at Metro

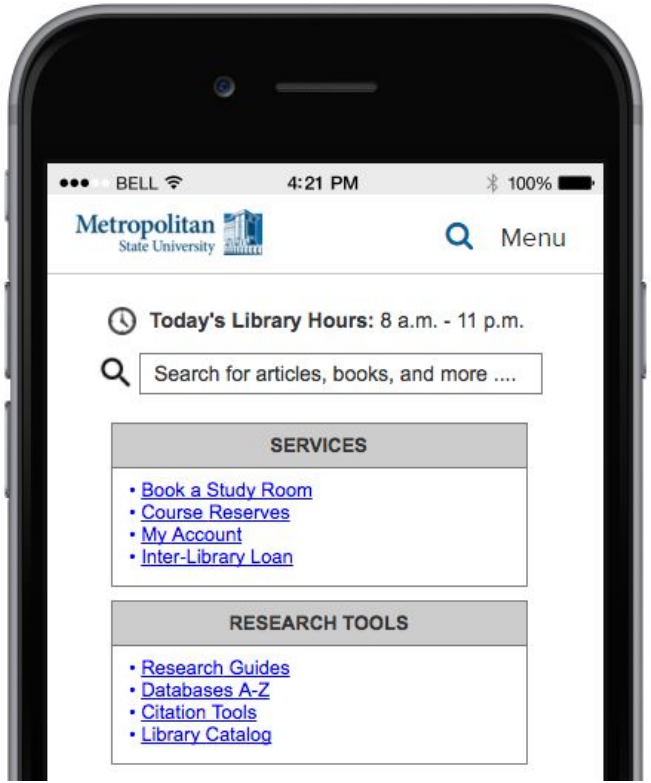


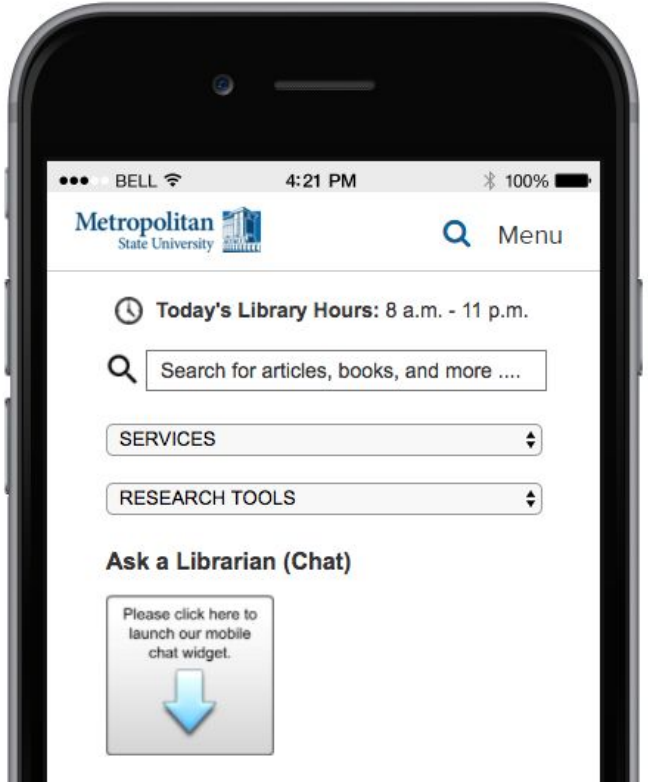
[Results link]

[Participant link]


Research /catalogs/
Resources
LIBRARY POLICIES
DATABASES A-Z
SEARCH FO
(Catal
RESEARCH GUIL
CITE SOURCES
COPYRIGHT / PLAGIARISM information
REAMING VIDEOS
INTERLIBRARY LOAN
COURSE RESERVES
BORROW
(what you
and fo
Community
HANDOUTS / HELP GUIDES
INFORMATION FOR COMMUNITY MEMBERS
Community BOOK
INFORMATION FOR ALUMNI
LABYRINTH
Information about Reference Desk and
Additional Information
Reserve A STUDY ROOM
U OF MN BORROWING CARD
COMPUTER LAB INFO
Information about INFS 115 RESEARCH CLASS
Library STAFF DIRECTORY

A/B Testing Wireframes at Metro





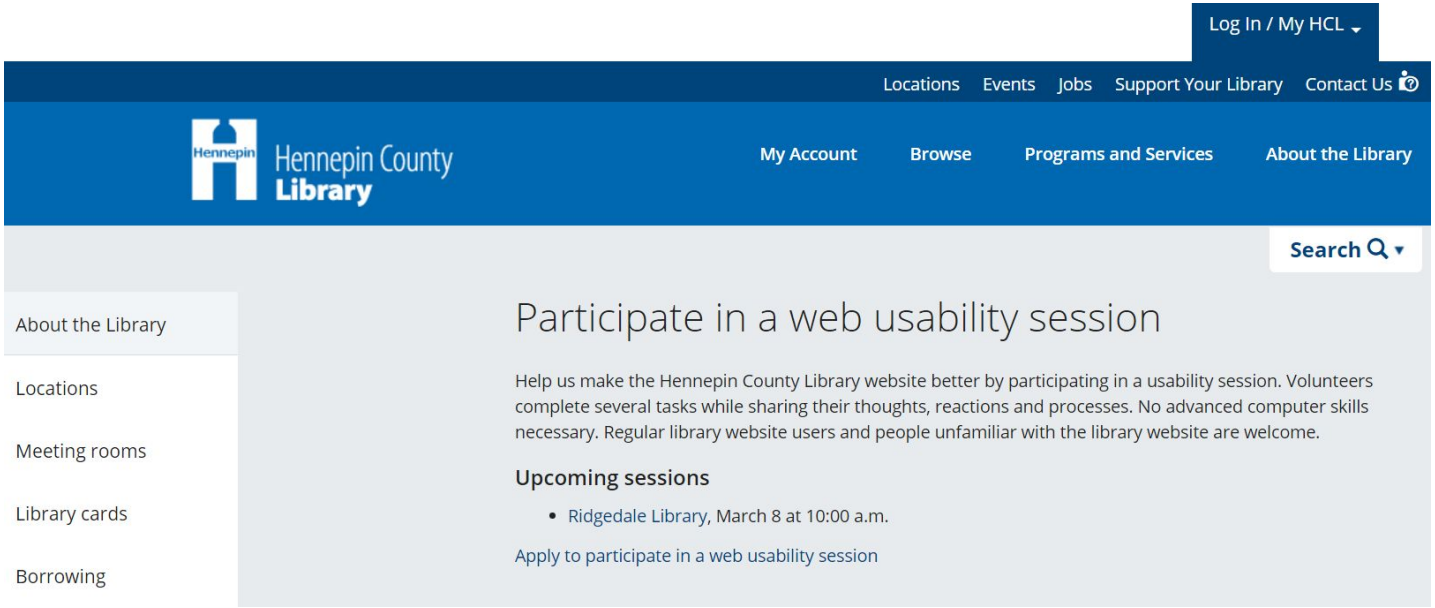
Recruitment & Incentives

At Metro

At Normandale

Recruitment & Incentives at HCL

HCL recruits volunteers from friends and family, regular volunteers and Library Friends' members, and through public website. Try to have staff backup.

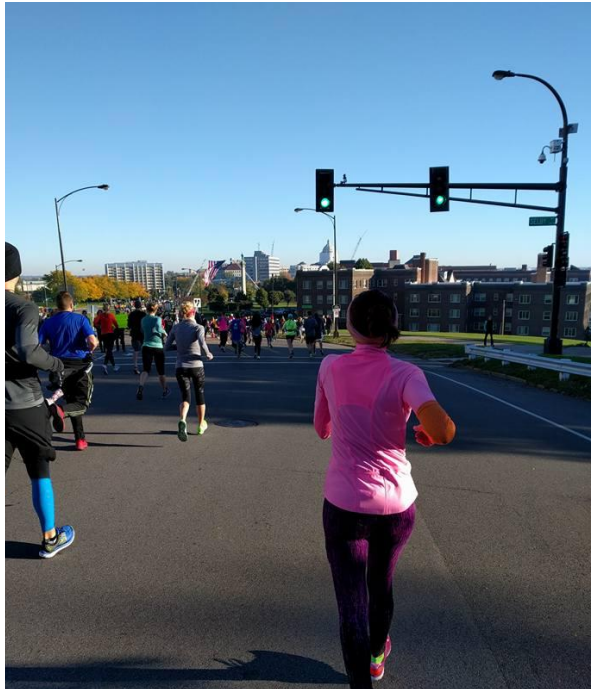


Implementation Considerations

We don't run right back to our desks to start making changes after UX work.

Team assesses findings from all participants and other data and changes are–

- discussed
- prioritized
- implemented



Implementation Considerations

Ability to immediately enact changes may be limited

Factors include:

- Resources (staff time, money)
- Technical considerations and limitations
- Governance
- Impact on other library services

Sharing, Collaborating & Getting Support

Institutional Involvement

Invite staff to observe usability tests

And remember, IT staff can be your friends

Our Core Principles

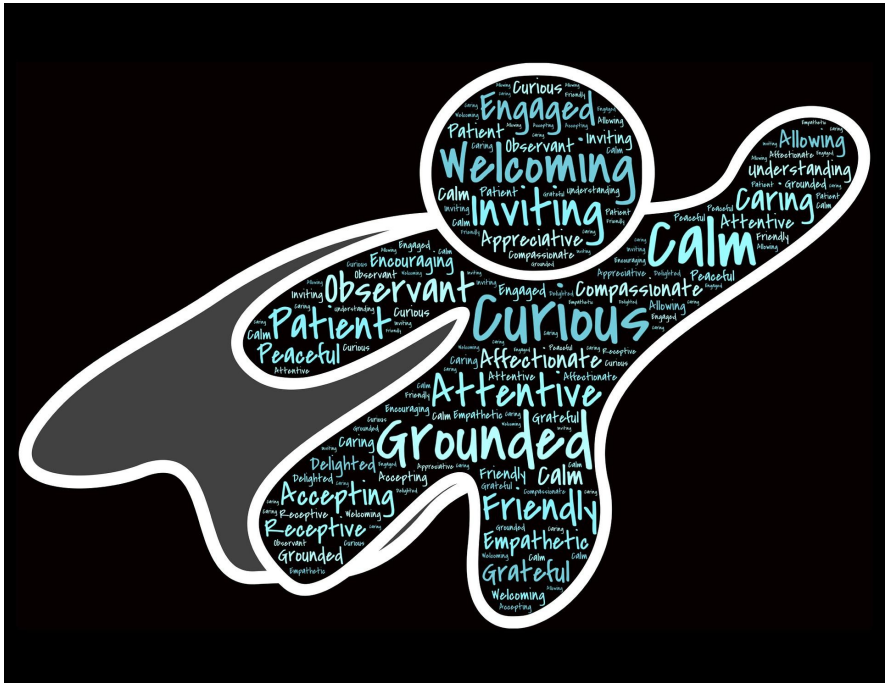
Some user testing is better than none.

- Commit to small, frequent, iterative changes
- You will learn from every test and get better and better

Our users are **not** broken.

“We need to exercise a disciplined empathy.”

Sumana Harihareswara “User Experience is a Social Justice Issue” *The Code4Lib Journal* Issue 28



Feminist authors in particular have often called for changes in the way in which the social and human impact of technology is evaluated. They have stressed the need to base such evaluation on the experience of those who are at the receiving end of the technology.

- Ursula Franklin, *The Real World of Technology*

Tools and Resources

Axure (free educational licenses)

Optimal Workshop

SurveyMonkey

UXPA MN (monthly trainings)

IAI (Information Architecture Institute)

LibUX

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We are happy to share scripts, tips, and pool our resources. Access some here: http://bit.ly/UXLTC