The Missing Link: User Engagement & User Experience (UX) in Library Design

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Presented at the
Hundreds of Apple fans queue outside stores ... *The Telegraph* 3 Nov 2016
GREAT BRANDS AVOID SELLING PRODUCTS

Lee Yohn (2014)
deniseleyohn.com/wp-content/uploads/2014/02/avoid-selling-products.png

ETBL 2016
“Winning difference is no longer the price, but the level of engagement with the customer”

(EIU, 2007, p.6)
Customer Touchpoints

“… the many critical moments when customers interact with the organisation and its offerings …”

Rawson, Duncan and Jones, 2013
Library

- Service points
- Signage
- Marketing materials
- Spaces
- Library website
- Library catalogue
- E-resources

TOUCHPOINTS

- Help lines
- Social media platforms
- Mobile App
- DIY services
- Online booking systems
- Info-literacy classes

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User Behaviour in Libraries

- Gate counts
- Reference queries
- Transaction counts
- E-Resource usage
- Teaching scores

- Surveys
- Interviews
- Focus groups

✔ User attitudes and opinions
✔ How users FEEL about a product or service
User Behaviours

- How users **actually** behave
- How they **interact** with and **use** the touchpoints
- What are the **bottle necks** and **pain points** experienced
- **End-to-end journey** when using a service
WHAT PEOPLE SAY, WHAT PEOPLE DO, AND WHAT THEY SAY THEY DO ARE ENTIRELY DIFFERENT THINGS.

Margaret Mead
www.quote-coyote.com

Margaret Mead, anthropologist
(1901 – 1978)
Studying Students
The Undergraduate Research Project at the University of Rochester
edited by Nancy Fried Foster and Susan Gibbons

Studying Students:
A Second Look
edited by Nancy Fried Foster
“Perhaps the most convenient method of studying the First Law will be to follow the reader from the moment he enters the library to the moment he leaves it…”

S. R. Ranganathan (1931, p.337)
User Experience (UX) in Libraries

WHAT DOES SHE THINK AND FEEL?
What really matters to her?
What occupies her thinking?
What worries and aspirations does she have?

WHAT DOES SHE HEAR?
What are friends, family and other influencers saying to her that impacts her thinking?

WHAT DOES SHE SEE?
What things her environment influence her?
What competitors is she seeing?
What is she seeing friends do?

WHAT DOES SHE SAY AND DO?
What is her attitude towards others?
What does she do in public?
How has her behaviour changed?

PAIN
What fears, frustrations or obstacles is she facing?

GAIN
What is she hoping to get? What does success look like?

https://blog.marvelapp.com/adapting-empathy-maps-for-ux-design/
User Experience (UX) Research Methods

- Observation
- Behavioural Mapping
- Cognitive Mapping
- User Journey Mapping
- Touchstone Tours
- Graffiti Walls
- Cultural Probes
- Photo Interviews
- In-depth Interviews
- Usability Testing
- Love & Break-up Letters
- Guerrilla Interviews
• Active Participant/ Non-participant

• Obtrusive/ Non-obtrusive

• Structured / Unstructured
Observation Log

Excerpt from observation log conducted in UL North Reading Room

12:26
• No one is on Facebook or their email on their laptops – I can see journal articles, images. Word documents, websites.
• D is at it again. Laughing quite loudly. No one reacts even though the room is otherwise completely silent.

12:29
• I check to see if anyone is wearing earbuds and no one left in the room has them.
  H moves to another part of the room to use the library catalogue.

12:32
• E is now writing notes up besides her laptop and is no longer typing on it.

12:36
• Although lots of people have books with them only B and G are actively using them at this time. Actually G is just now on his phone again checking something.

General notes (and subjective assertions)

• The room feels very studious but there’s actually a lot of distraction and displacement activity going on – moving between devices, fiddling with phones.
• People regularly move between different ways of working and different items on their desk.
• Everyone observes strict silence apart from Audible Laughter Guy (D).
• No one has come to the space during the time and had to leave due to (perceived) capacity issues as they did previously.
• The room has seen many comings and goings during the last hour – there is a transitory feel to the space.

Cambridge University Library
Behavioural Mapping
Behavioural Mapping

The study (undertaken in a series of hour-long observation sessions) involved: mapping routes; volume of traffic; duration of stay; activities undertaken; interaction between users; choice of desks; staff assistance, food and drink consumed (we allow both); devices used; databases used; use of self-service.
Behavioural Mapping – Desire Lines

A visual representation of all the maps combined clearly shows the most popular route through the Information Centre, known as a ‘desire line’
Cognitive Mapping

A mental picture or image of the layout of one's physical environment
Cognitive Mapping

• 6 minute activity
• 3 coloured pens
  ➢ Blue
  ➢ Green
  ➢ Red
• Work individually
• Explain art work
Cognitive Mapping


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User Journey Mapping

START

DO

THINK & SAY

FEEL

OPPORTUNITIES

END

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User Journey Mapping

Journey map of scenario to send a chat query to the library
University of Montana Library

Samson, Granath and Alger (2016)
Love & Break-up Letters

http://www.webpagefx.com/blog/marketing/14-inspiring-user-generated-content-campaigns/
User Experience (UX) Research Techniques

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“The more high technology is around us, the more need for human touch... High Tech/High Touch”

(Naisbitt, 1982)
Elements of A Great User Experience (UX)

Useful

Usable

Desirable

Schmidt & Etches, 2014
Our traditional model was one in which we thought of the user in the life of the library

...but we are now increasingly thinking about the library in the life of the user

Lorcan Dempsey
The ERIAL Project: Ethnographic Research in Illinois Academic Libraries

- Northeastern Illinois University (NEIU)
- DePaul University
- Illinois Wesleyan University (IWU)
- University of Illinois at Chicago (UIC)
- University of Illinois at Springfield (UIS)

http://www.academiccommons.org/2014/09/09/the-erial-project-ethnographic-research-in-illinois-academic-libraries/
Thanks for joining us for today’s Test Fest where we’ll be testing various Harvard websites and tools. You will be asked to rotate through five stations, each with a 20-minute user study. The afternoon will end with lunch and a final group study. A schedule for the day can be found below.

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 – 10:05</td>
<td>Introductions &amp; Instructions</td>
</tr>
<tr>
<td>10:05 – 10:25</td>
<td>Test 1</td>
</tr>
</tbody>
</table>
THANK YOU!

Any Questions?

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Useful References

• Foster, N. & Gibbons, S. (2007) Studying Students: The Undergraduate Research Project at the University of Rochester


  http://crl.acrl.org/content/early/2016/06/02/crl16-915.full.pdf+html

• User experience at Harvard
  http://projects.iq.harvard.edu/harvarduxgroup/resources