

A Matter of Perspective. User Experience in Libraries.

A Matter of Perspective. User Experience in Libraries.

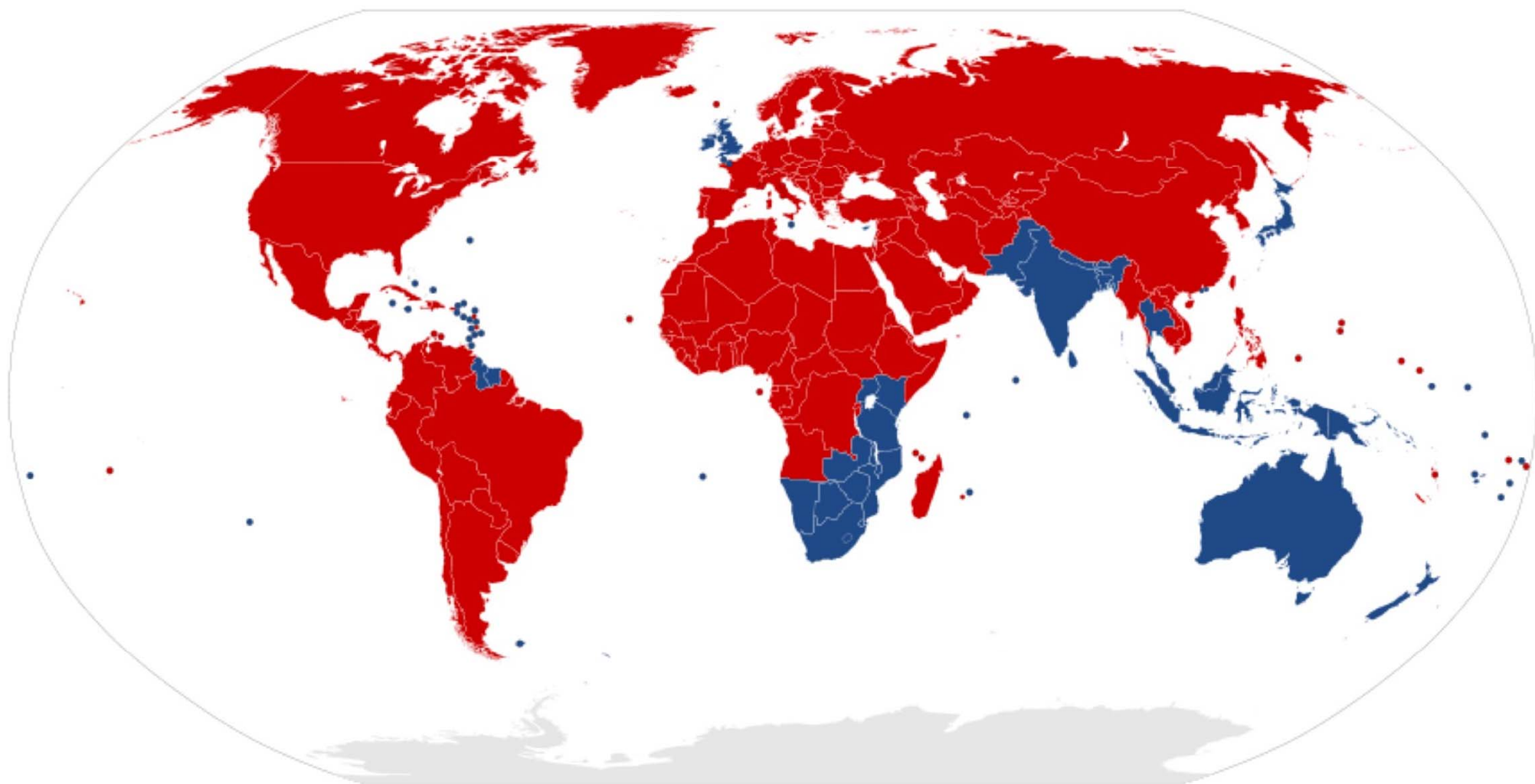
Matt Borg
ANZREG. May 2017

"A Matter of Perspective"

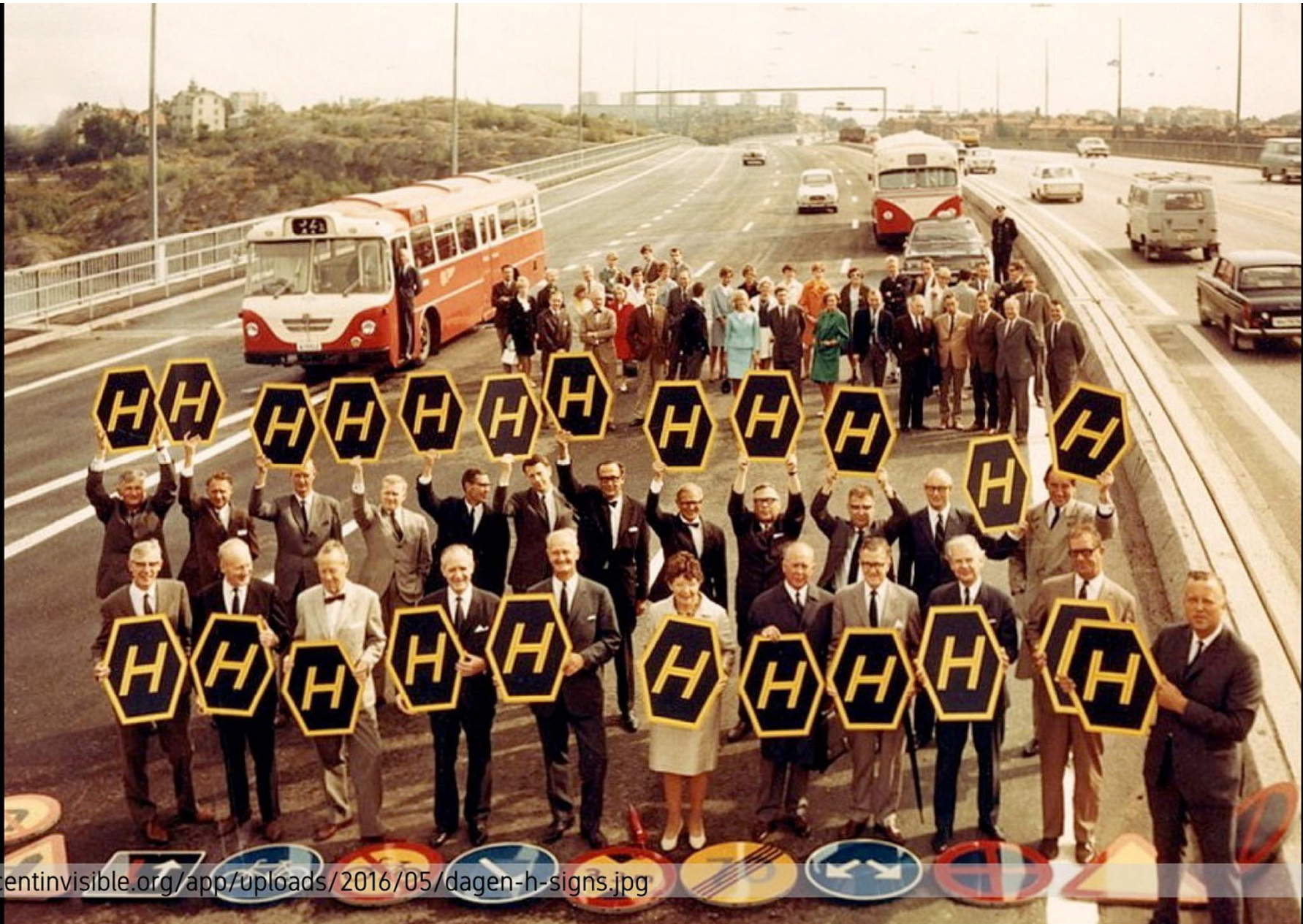








Högertrafikomläggningen



<http://99percentinvisible.org/app/uploads/2016/05/dagen-h-signs.jpg>



Lotus Bridge, Macau. Google Maps. <https://www.google.co.uk/maps/@22.1410323,113.5461146,1426m/data=!3m1!1e3>

French Side



French exit Channel Tunnel. Google Maps. <https://www.google.com/maps/@50.9378028,1.8216812,670m/data=!3m1!1e3?hl=en>

English Side



<https://upload.wikimedia.org/wikipedia/commons/8/8f/Drive-on-the-left-kent-1b.jpg>



En handledning
från Statens
högertrafikkommision

Höger- trafik



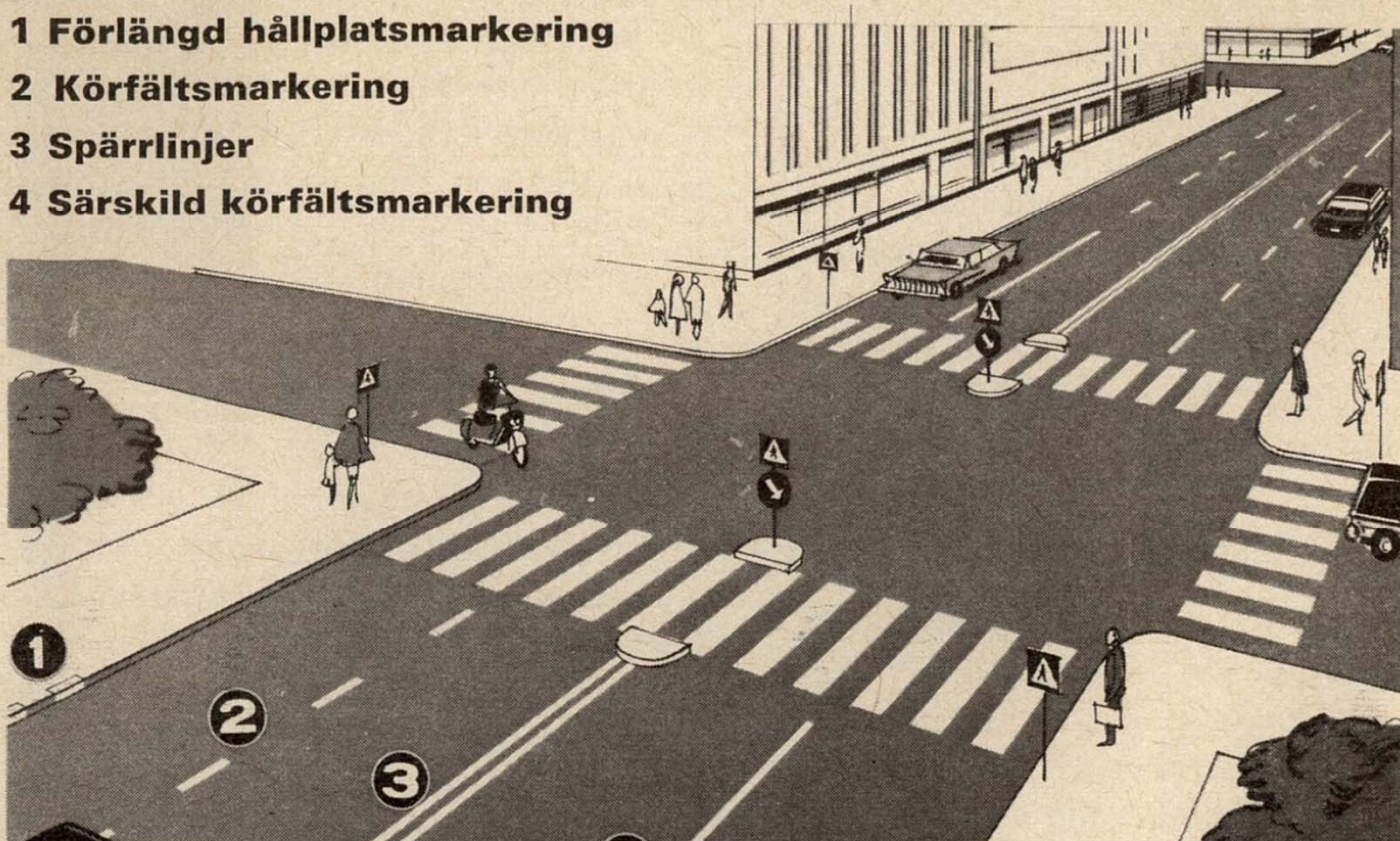
Education

Mass media

What problems might encounter

Education

- 1 Förlängd hållplatsmarkering**
- 2 Körfältsmarkering**
- 3 Spärrlinjer**
- 4 Särskild körfältsmarkering**



Mass media

Mass media

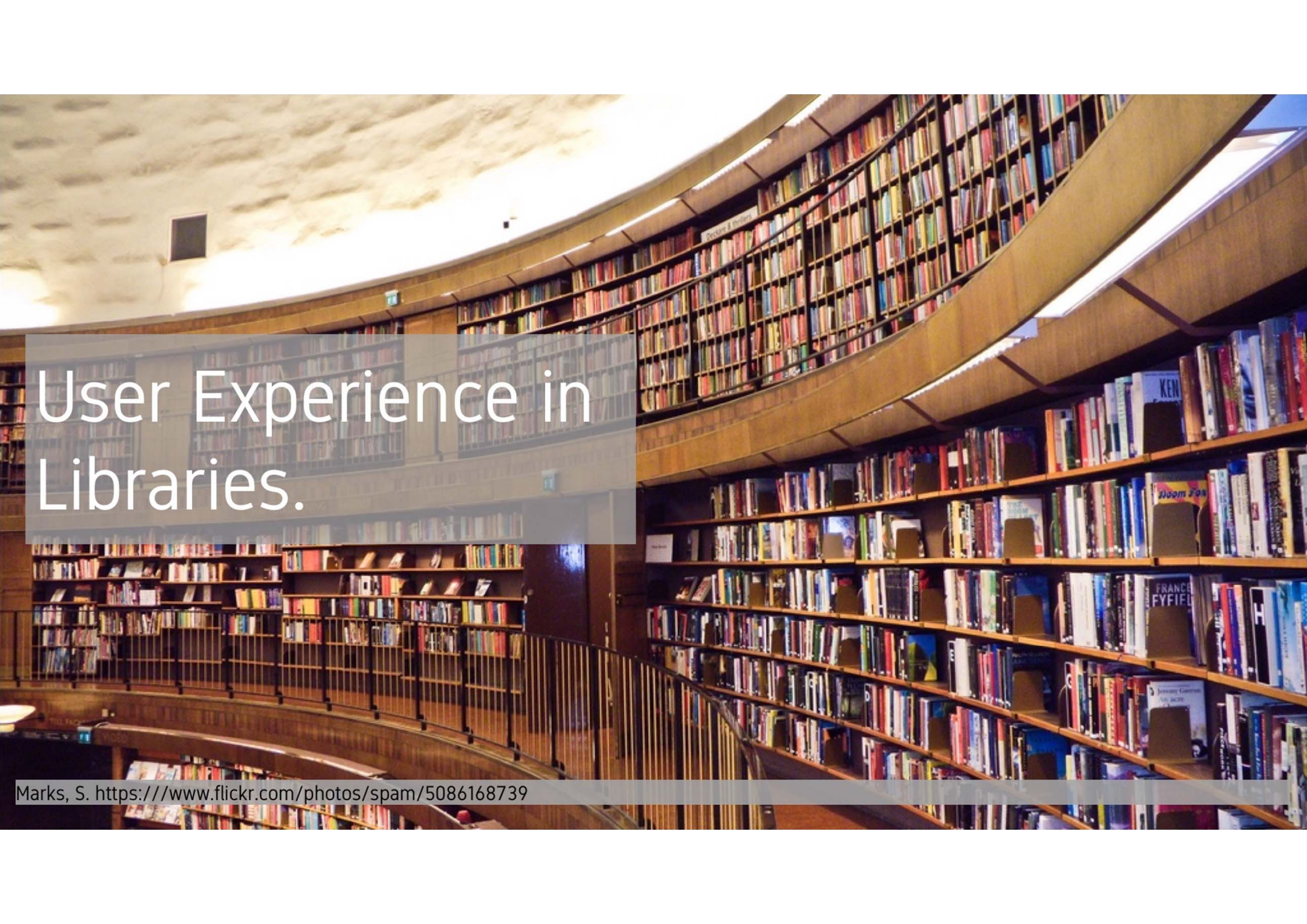


What problems might encounter



The image shows two large, bright yellow arrows painted on a dark, wet asphalt surface. The arrow in the foreground is larger and points towards the right, while the arrow behind it is smaller and points towards the left. The wet surface of the asphalt creates clear reflections of the arrows, emphasizing their three-dimensional appearance and the perspective of the scene. A semi-transparent grey rectangular box is overlaid on the left side of the foreground arrow, containing the word "Perspective." in white text.

Perspective.



User Experience in Libraries.

Marks, S. <https://www.flickr.com/photos/spam/5086168739>

Using the circulation desk

Using the library discovery tool to find a book

Using the mobile app

Talking to a member of staff

Picking a book off the shelf

Finding a space to do group work

Emails/communication sent from library

Using the library website and databases

Doors!

Wayfinding

Information literacy sessions

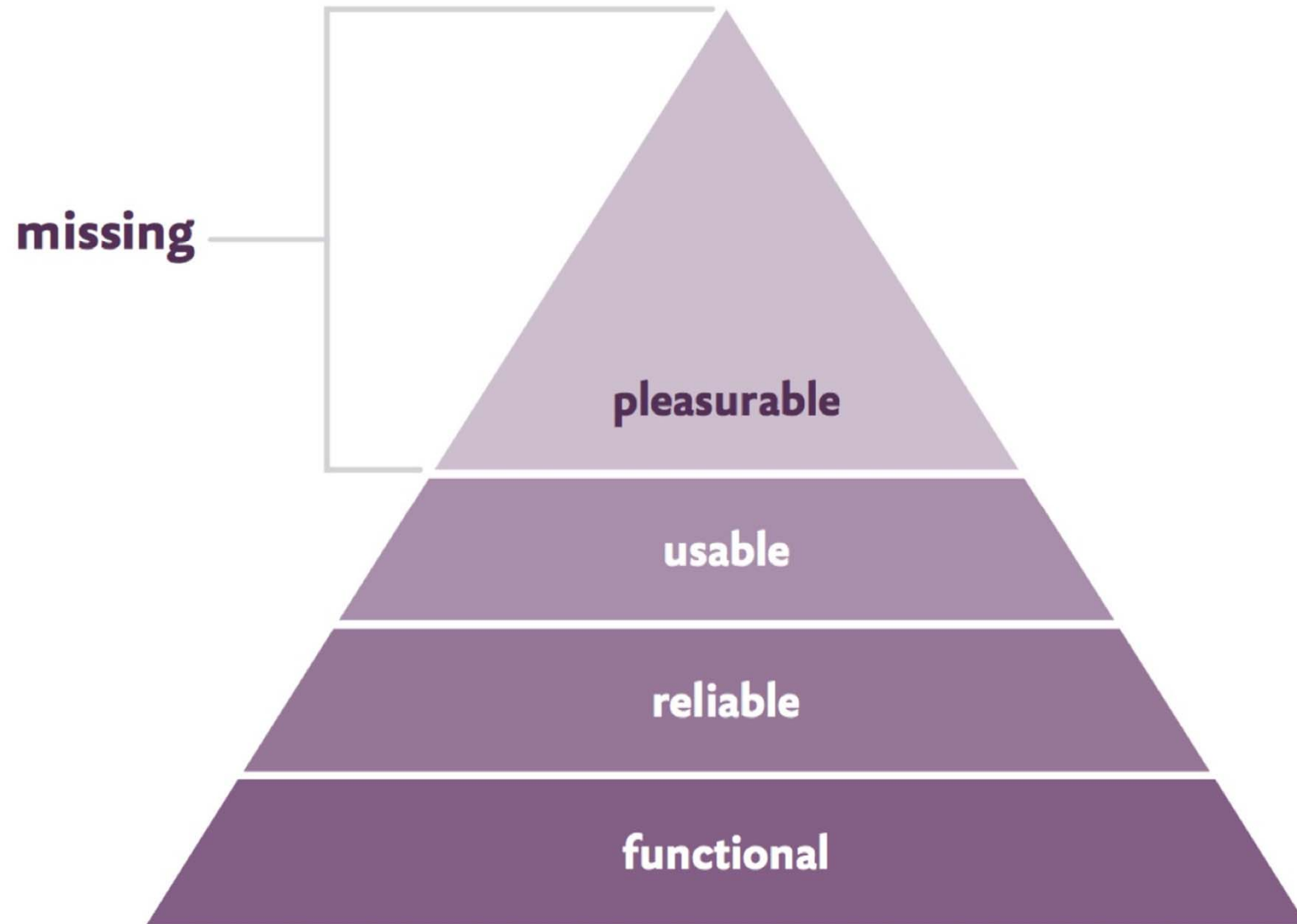


Touchpoints

Usable

Usable = Edible





Useful

Usable

Desirable



Useful

Usable

Desirable

Useful

Let's satisfy a need.

Usable

Essential, but only part of the package.

Desirable

Let's connect with our users

Have a look at Resource Lists Online!

These are the books you're looking for...

Good stormtroopers use Resource Lists Online



[>Find out more](#)

Have a look at Resource Lists Online!

These are the books you're looking for...

Good stormtroopers use Resource Lists Online



[>Find out more](#)

Still in love with Library Search?

Or are you seeing Google on the side?



> Let us know



Books you loved

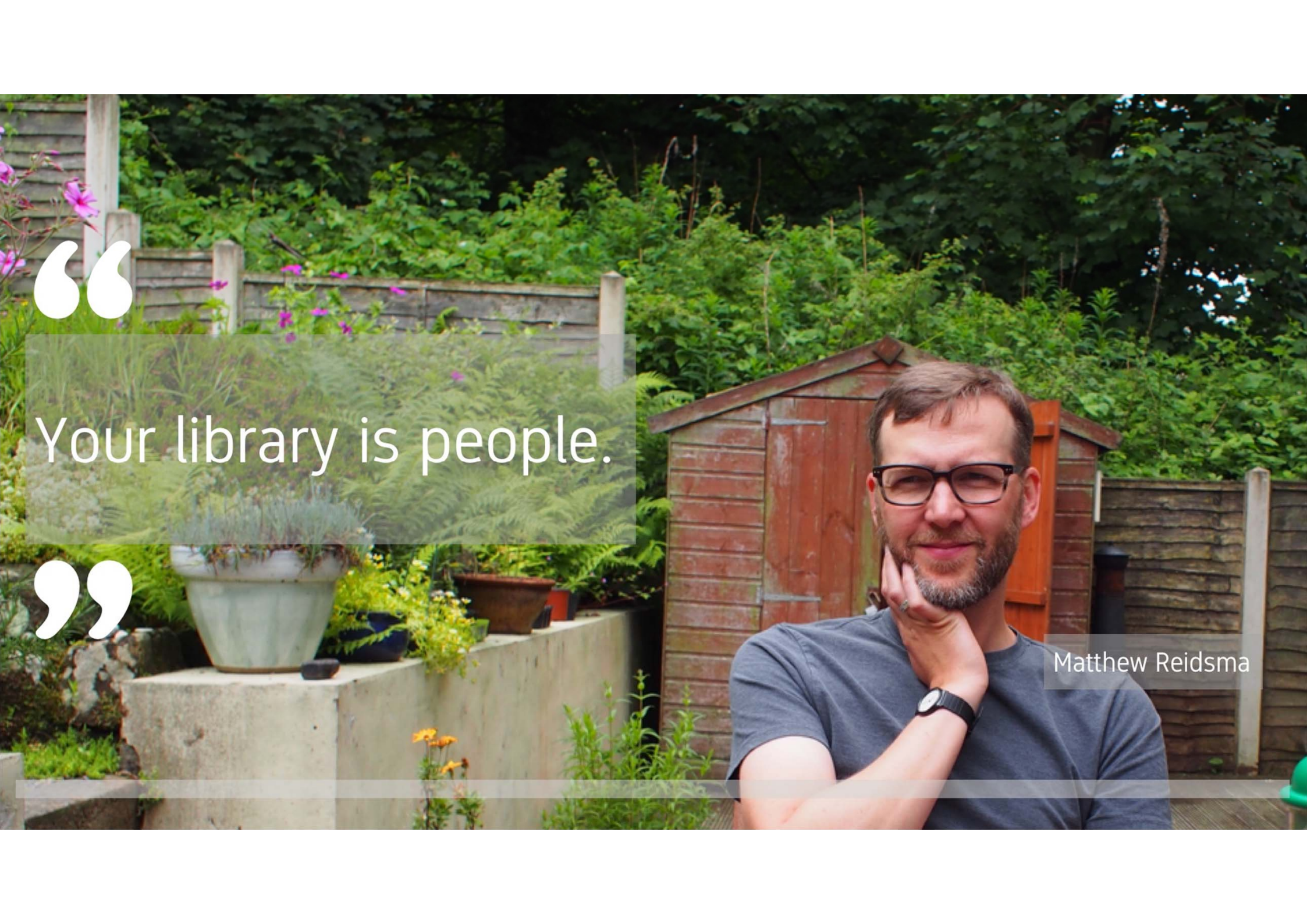


Books you didn't



Everything else





“

Your library is people.

”

Matthew Reidsma

A close-up portrait of Don Norman, an older man with a full white beard and glasses, resting his chin on his hand. The background is blurred.

“

Knowing how people use
something is essential.

”

Don Norman

Norman, D. in *The Design of Everyday Things*.

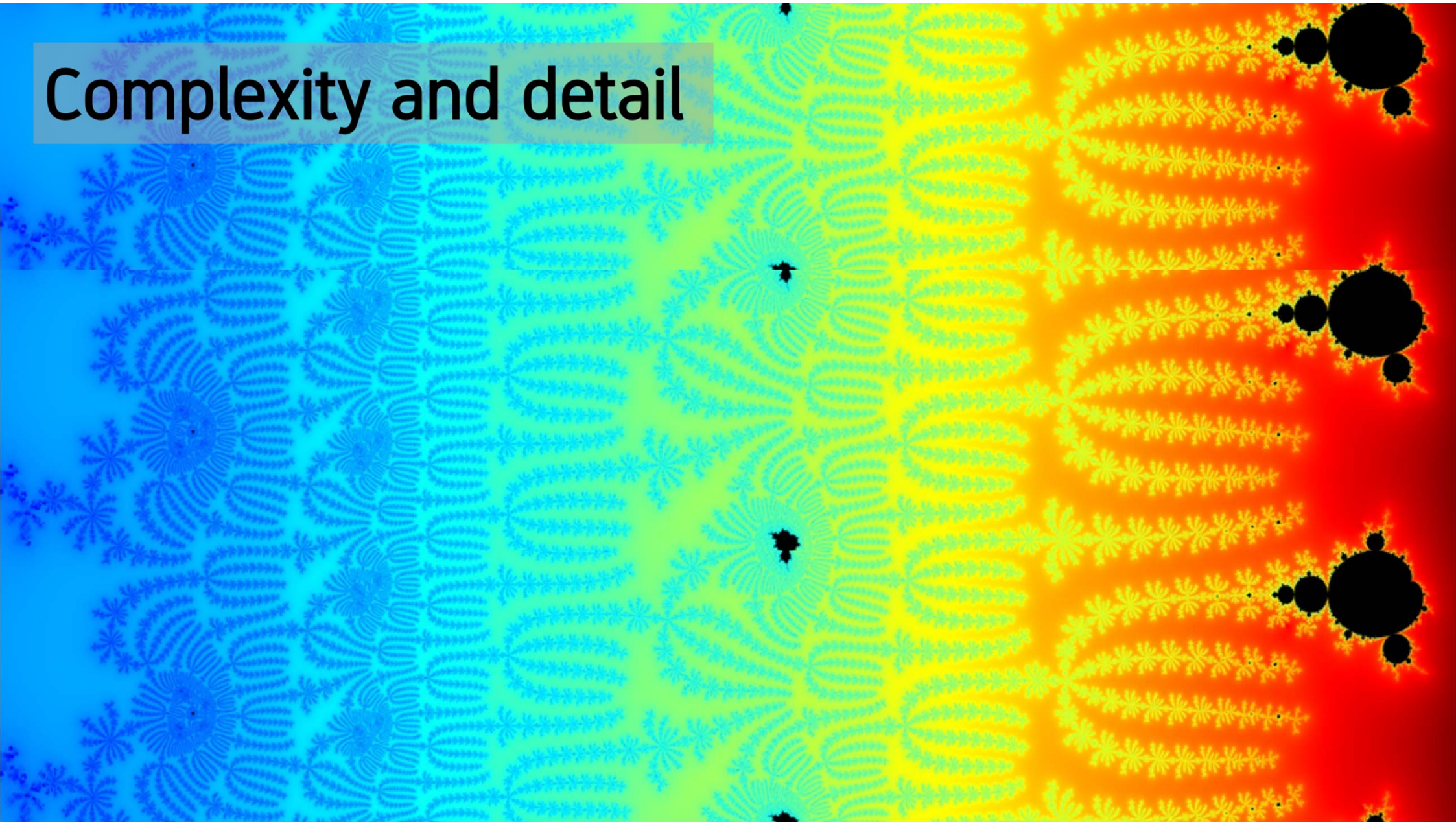


WE ARE NOT OUR PATRONS

WE ARE NOT OUR PATRONS

WE ARE NOT OUR PATRONS

Complexity and detail



Attitudinal

Behavioral

“Demand side primary research”



Sign In

Translate

Turn off instant translation



English Spanish French Detect language ▾



Marketing Jargon - Detected Spanish ▾

Translate

Demand Side Primary Research



Questionnaire



Suggest an edit

“
al
Services
Build

As a librarian, how much
time do you spend in the
library?

”

Bryony Ramsden

Summon

<http://library.hud.ac.uk/summon>

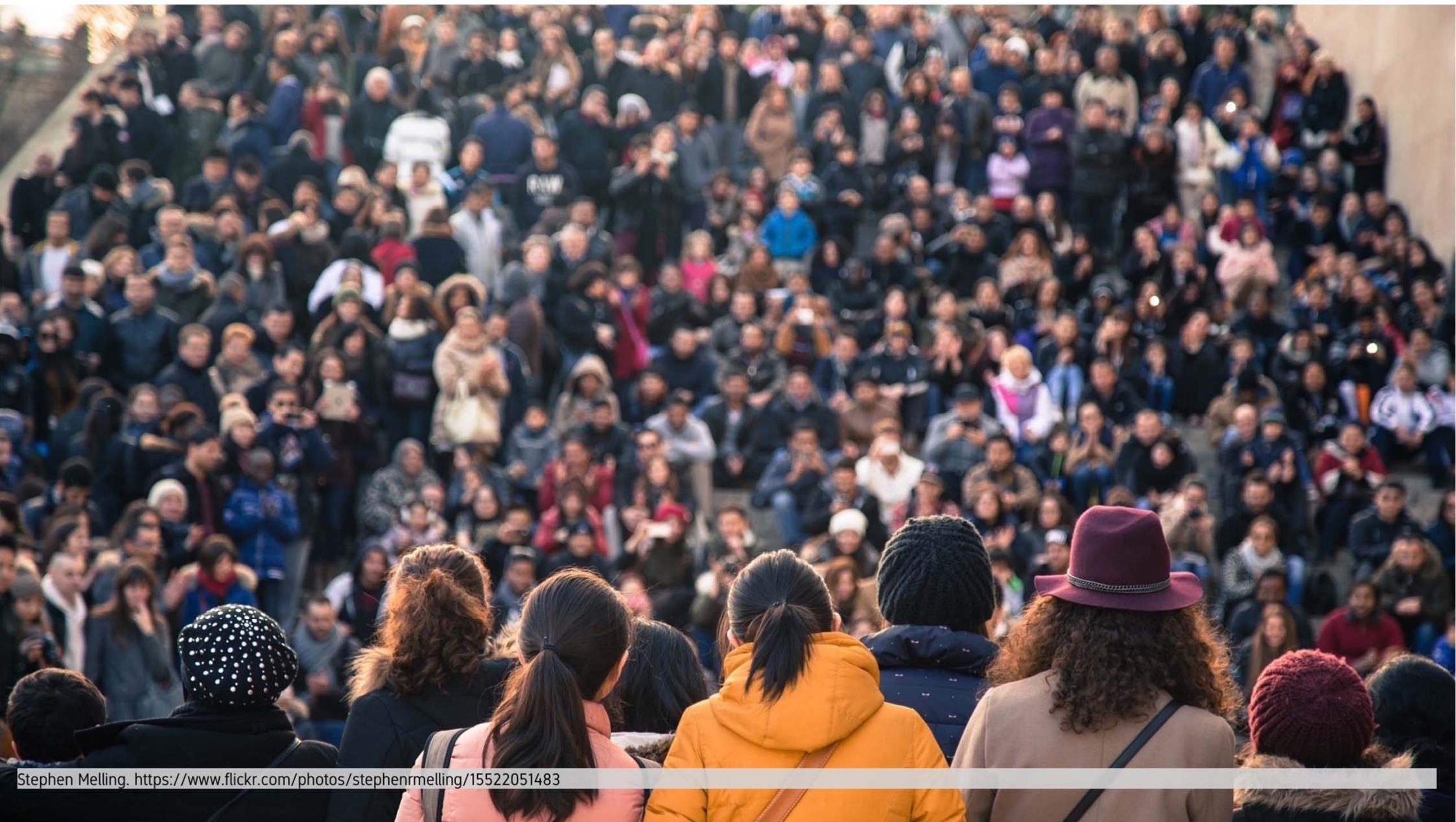
Research has never
been so easy

University of
HUDDERSFIELD
Computing and Library Services



University of
HUDDERSFIELD

Enrolment



Stephen Melling. <https://www.flickr.com/photos/stephenrmelling/15522051483>



“

The final goal is to grasp the native's point of view, his relation to life, to realise his vision of the world.

”

Bronislaw Malinowski

Malinowski, B. In Argonauts of the Western Pacific.

Nancy Fried-Foster



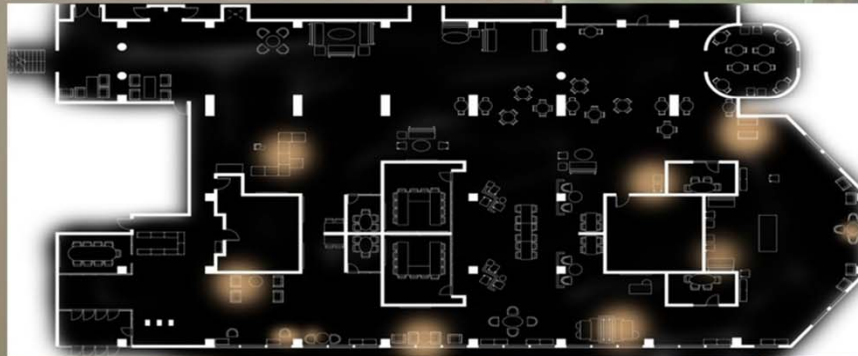
Andrew Asher



Ethnographic Research in Illinois Academic Libraries

The logo for ERIAL (Ethnographic Research in Illinois Academic Libraries) is a circular emblem with the acronym 'ERIAL' in the center. The surrounding segments represent member institutions: NEIU, IWU, UIS, and DePaul. Below the logo is a hand-drawn ethnographic diagram showing a sequence of four stick figures. The first figure is alone with a question mark above its head. The second figure is at a desk with a computer. The third figure is at a desk with a computer and a bookshelf. The fourth figure is with another person, with an exclamation mark above their heads, indicating a discovery or insight.

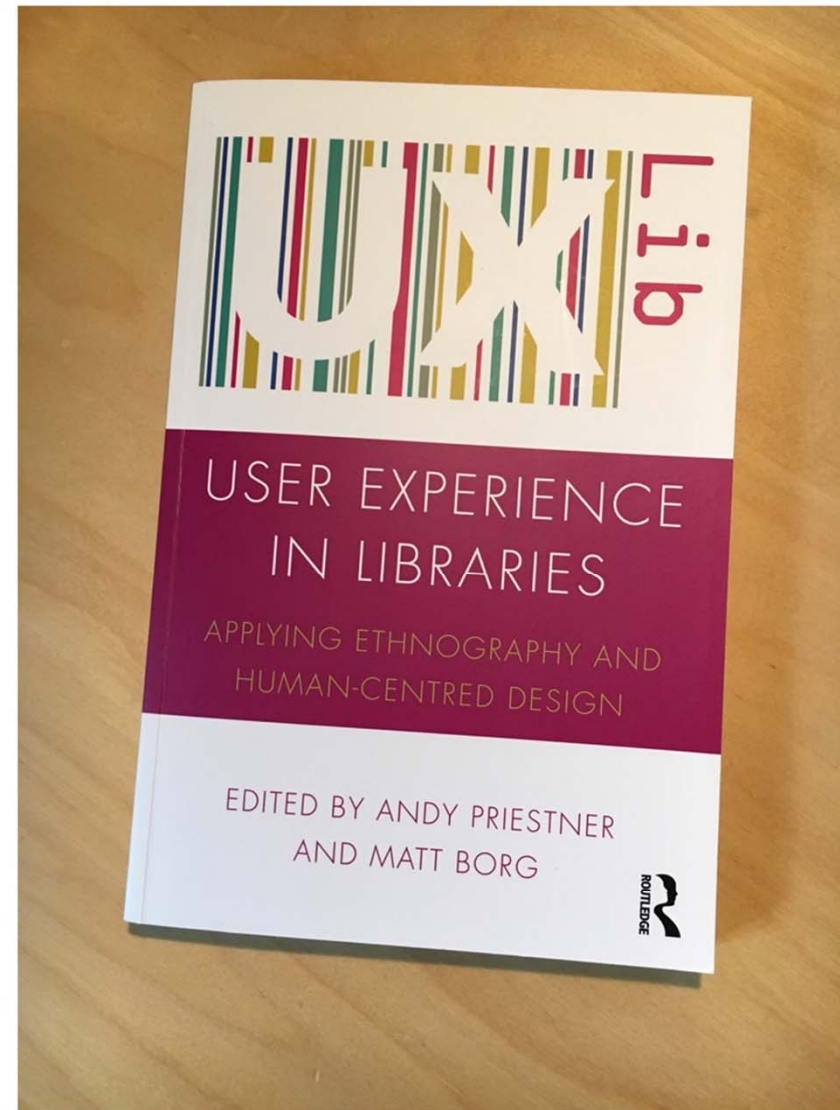
Donna Lanclos



Andy Priestner

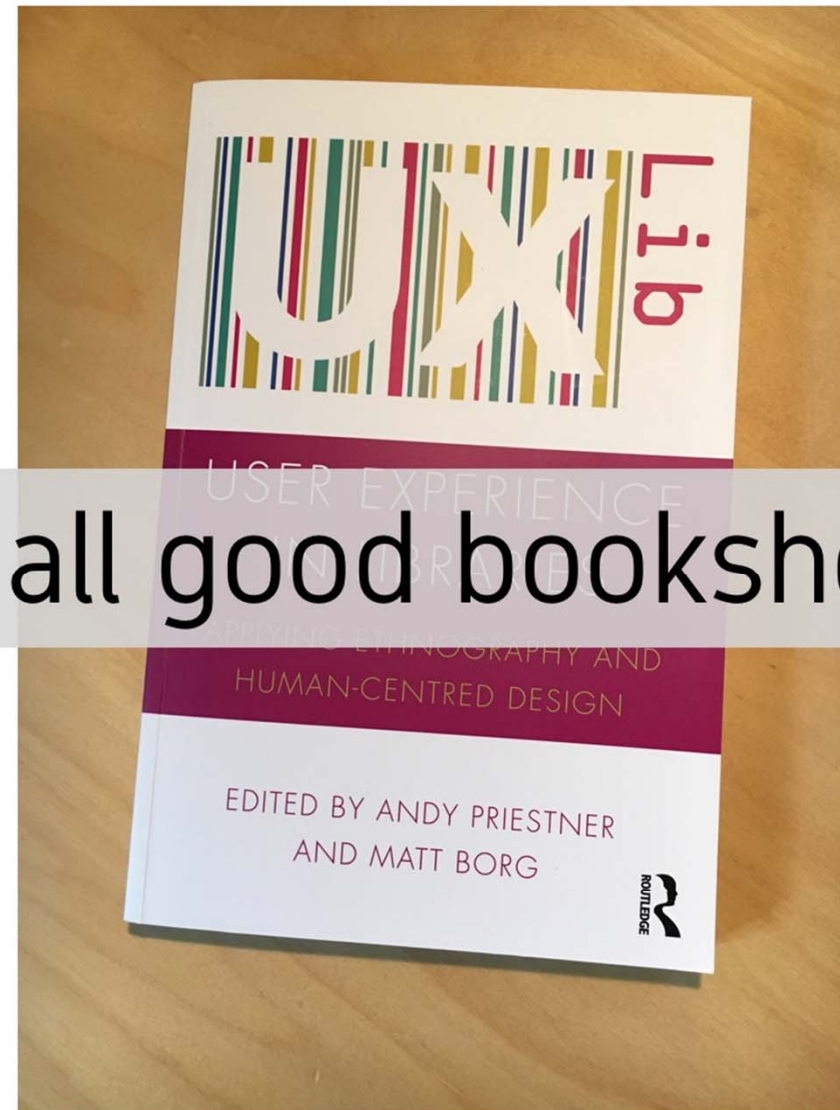


UXLibs book



UXLibs book

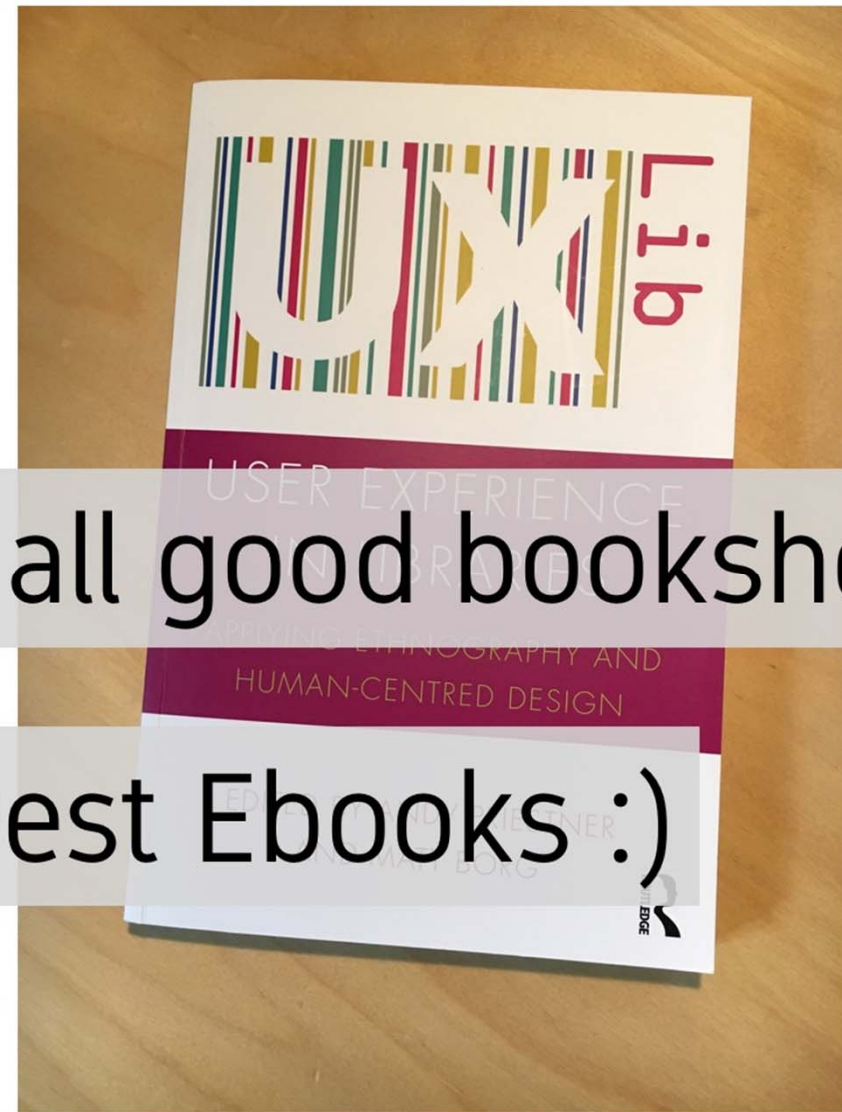
Available NOW at all good bookshops



UXLibs book

Available NOW at all good bookshops

AND on ProQuest Ebooks :)



UXLibs conference

Welcome to UXLibs



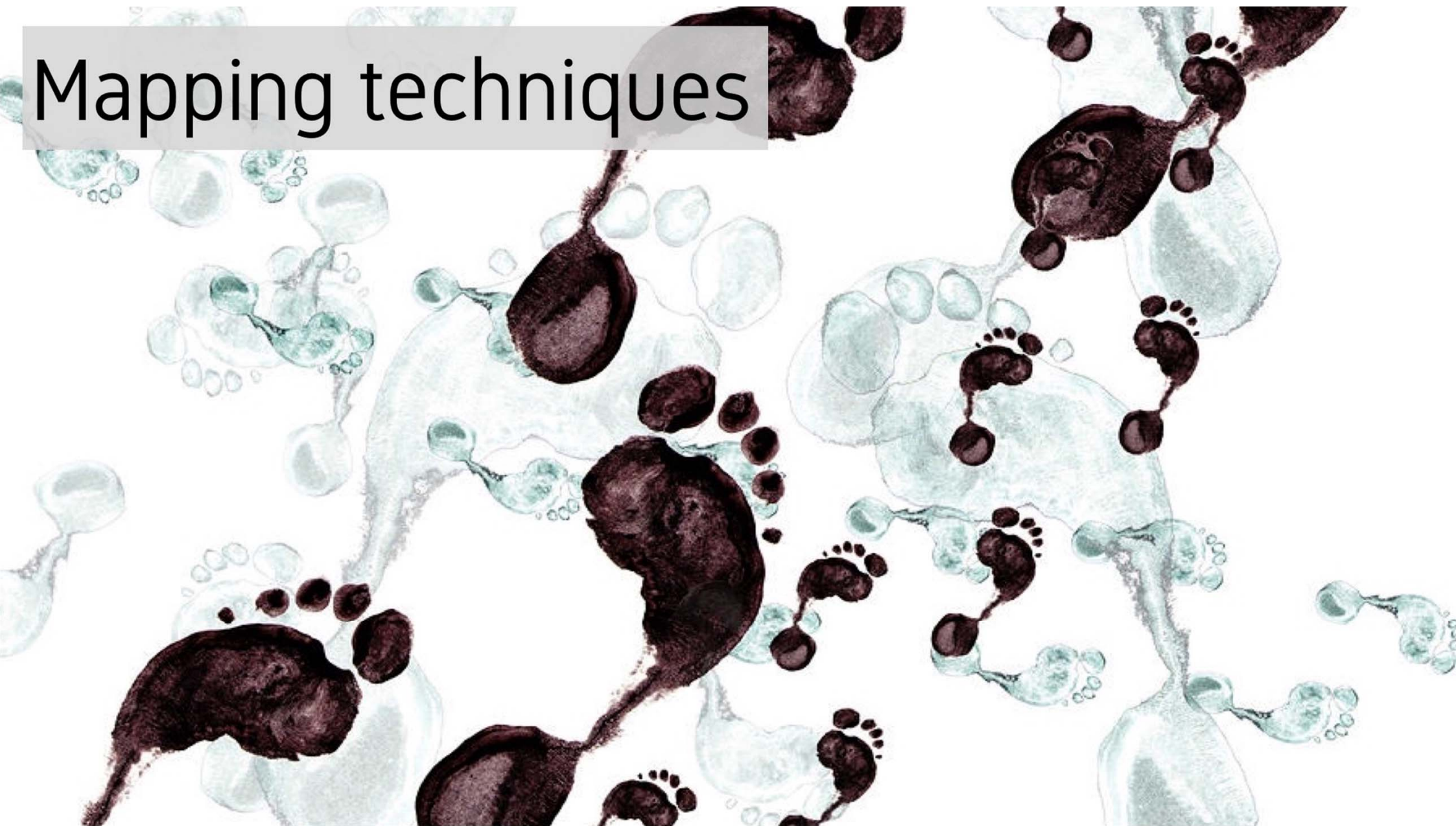
UXLib III.
June 7 & 7 2017.
Glasgow, UK.



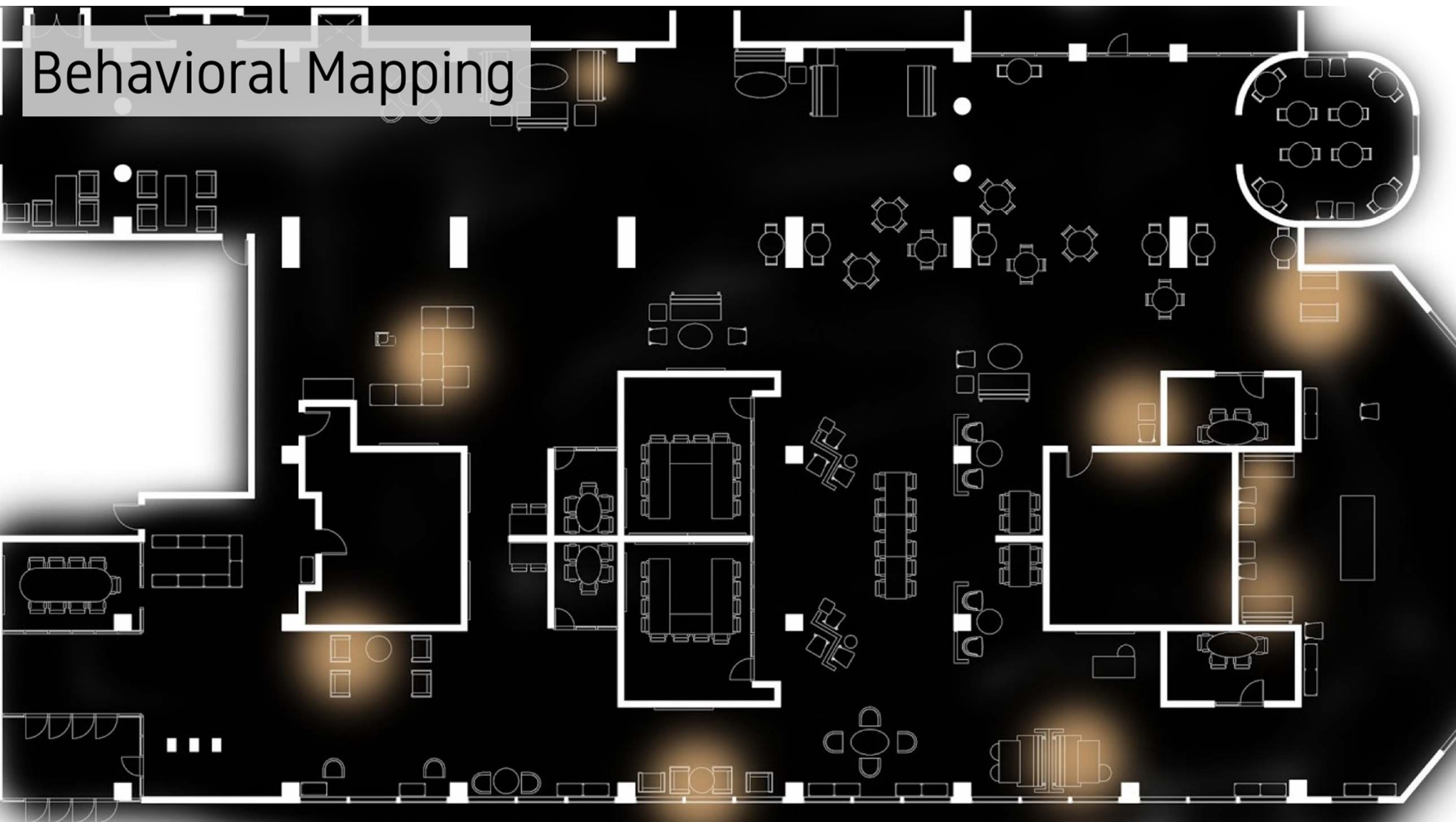
Some techniques



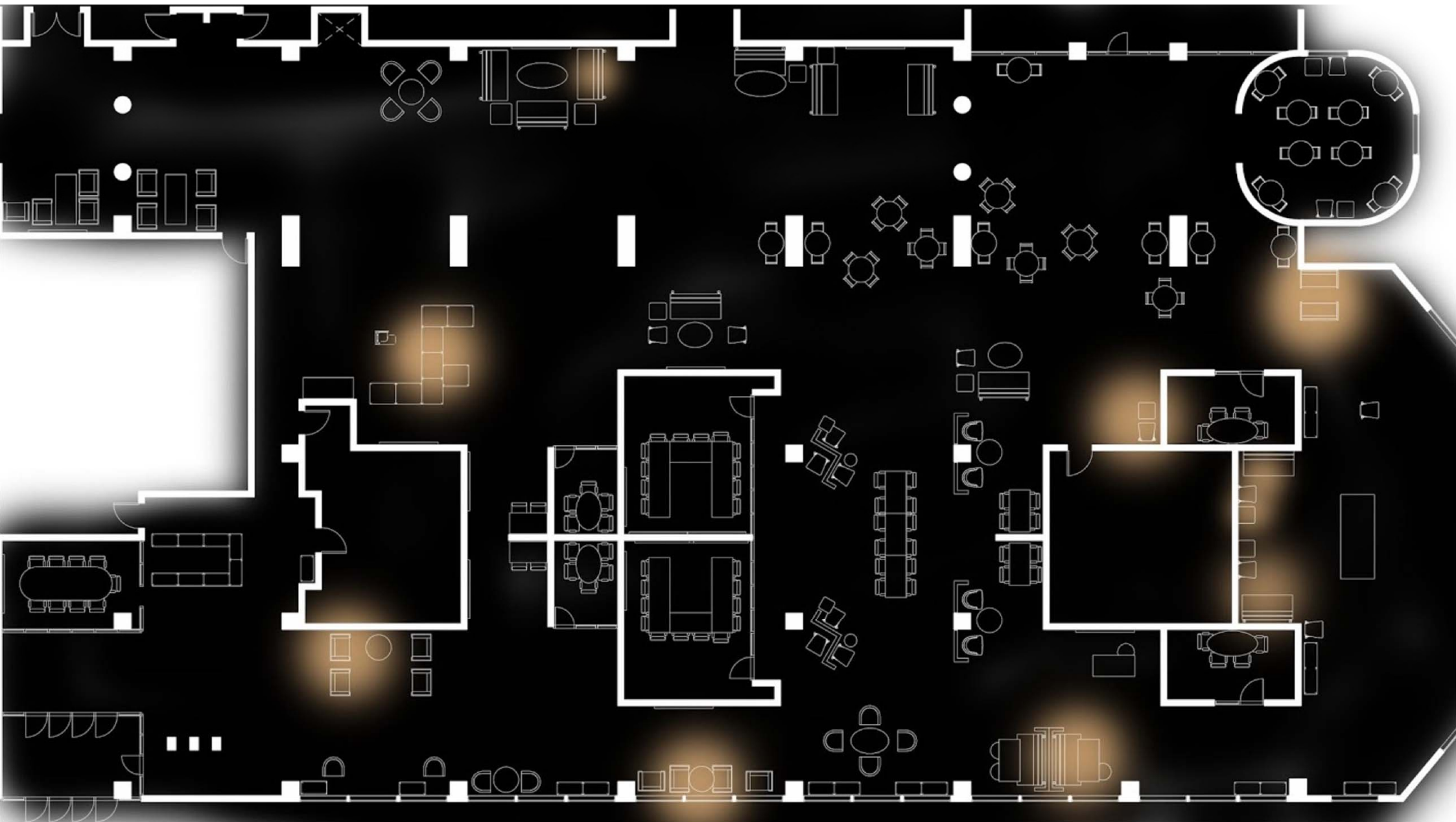
Mapping techniques



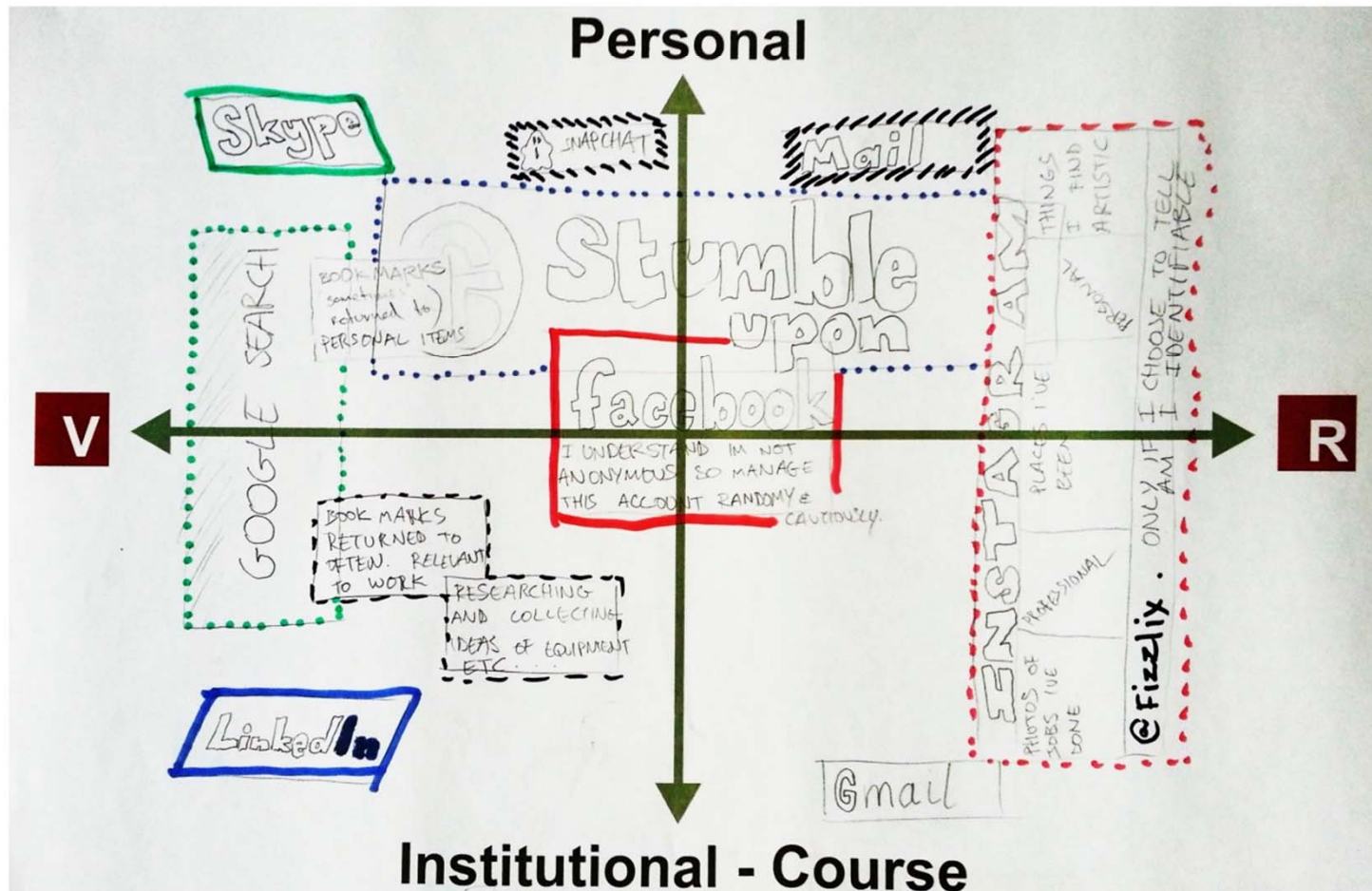
Behavioral Mapping



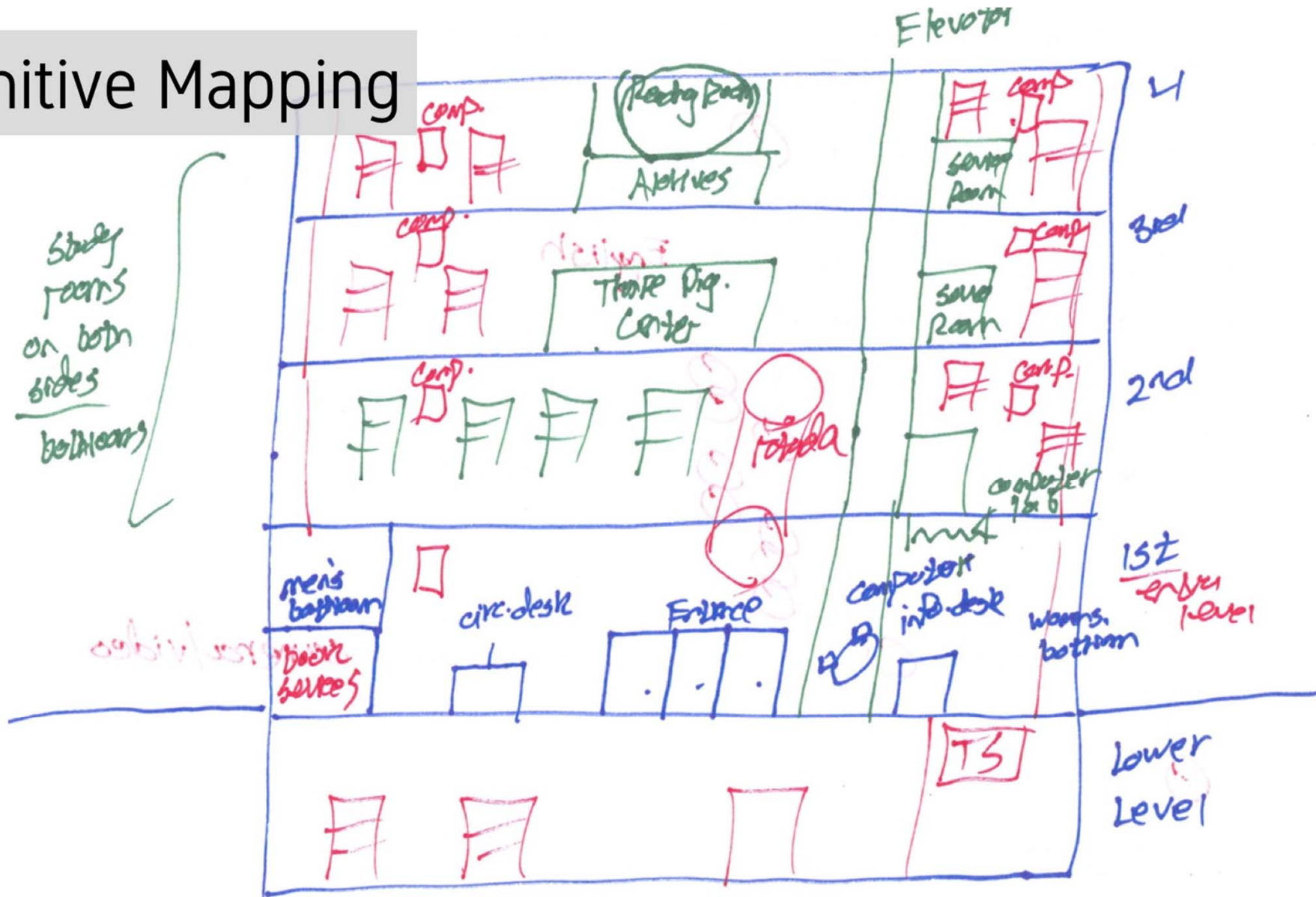




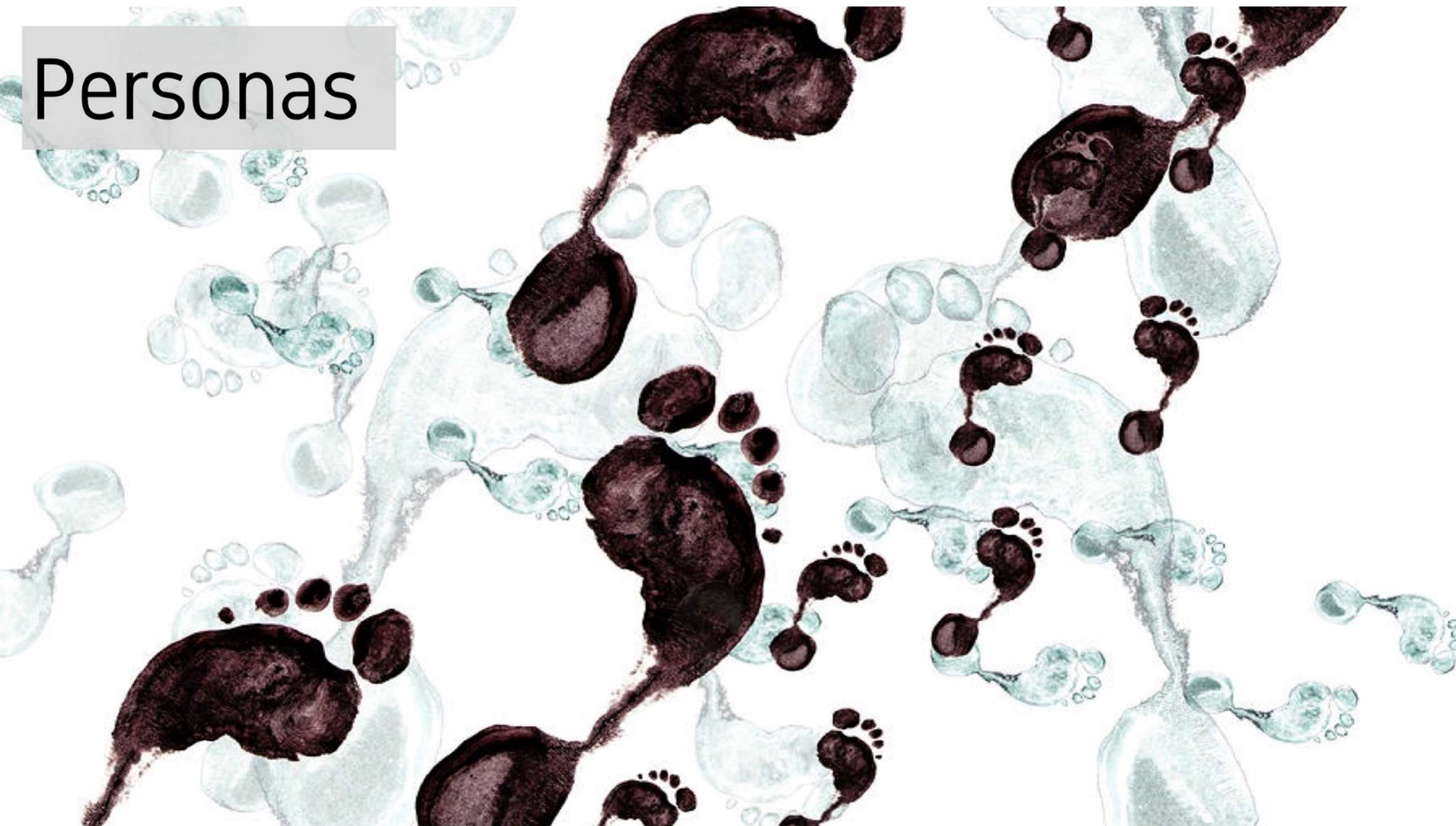
Visitors and Residents



Cognitive Mapping



Personas



Personas

MARCIA PITTMAN GRADUATE STUDENT



24 years old // Education - Higher Ed // Grand Rapids, MI



"I need to make sure that my research is thorough."

NEEDS

- Concerned with the quality of sources. Reads works cited lists, evaluates results based on date and relevance.
- Starts research with subject-specific databases.
- Often feels overwhelmed, but likely to ask for help or use online help tools.
- Needs access to abstracts, impact factors, and other metrics to help her quickly evaluate the quality of resources.
- Will request an article through Document Delivery that looks useful for her research if it is not available online.

SERVE BY

- Providing easy access to advanced search tools and subject-specific databases.
- Making it easy to request items that we do not have access to through MeL Document Delivery.
- Offer self-service and in-person help, as well as research guidance.

Personas

AMANDA MCGUIRE SCIENCES UNDERGRADUATE



20 years old // Biomedical Sciences major // Grand Rapids, MI



“Full-text online is very important to me. I don’t have time to request things.”

NEEDS

- Concerned with the quality of her sources. Checks recency, impact factors, and reads abstracts to determine relevance.
- Only interested in sources with full-text online.
- Has a few strategies that worked in the past, and tries those for each new project. Unsure where to start research on unfamiliar topics.
- Confident she can figure things out on her own without asking for help. Prefers to use self-service help if available.
- Overwhelmed, busy, and impatient.

SERVE BY

- Make it easy to start new research, whether on a broad or narrow topic.
- Show abstracts, impact factors (citation counts, journal names, authors & affiliations) where possible in results lists.
- Offer self-service help, as well as research guidance.
- Remove barriers to doing quick research, including redundant or extra steps, page load speeds, and unfamiliar navigation patterns.

Interviews



Usability testing



🔍 How can we help you?

📁 Home » [Primo](#) » [Product Documentation](#) » [New Primo User Interface](#)

Primo Usability Guidelines and Test Script



+ Table of contents

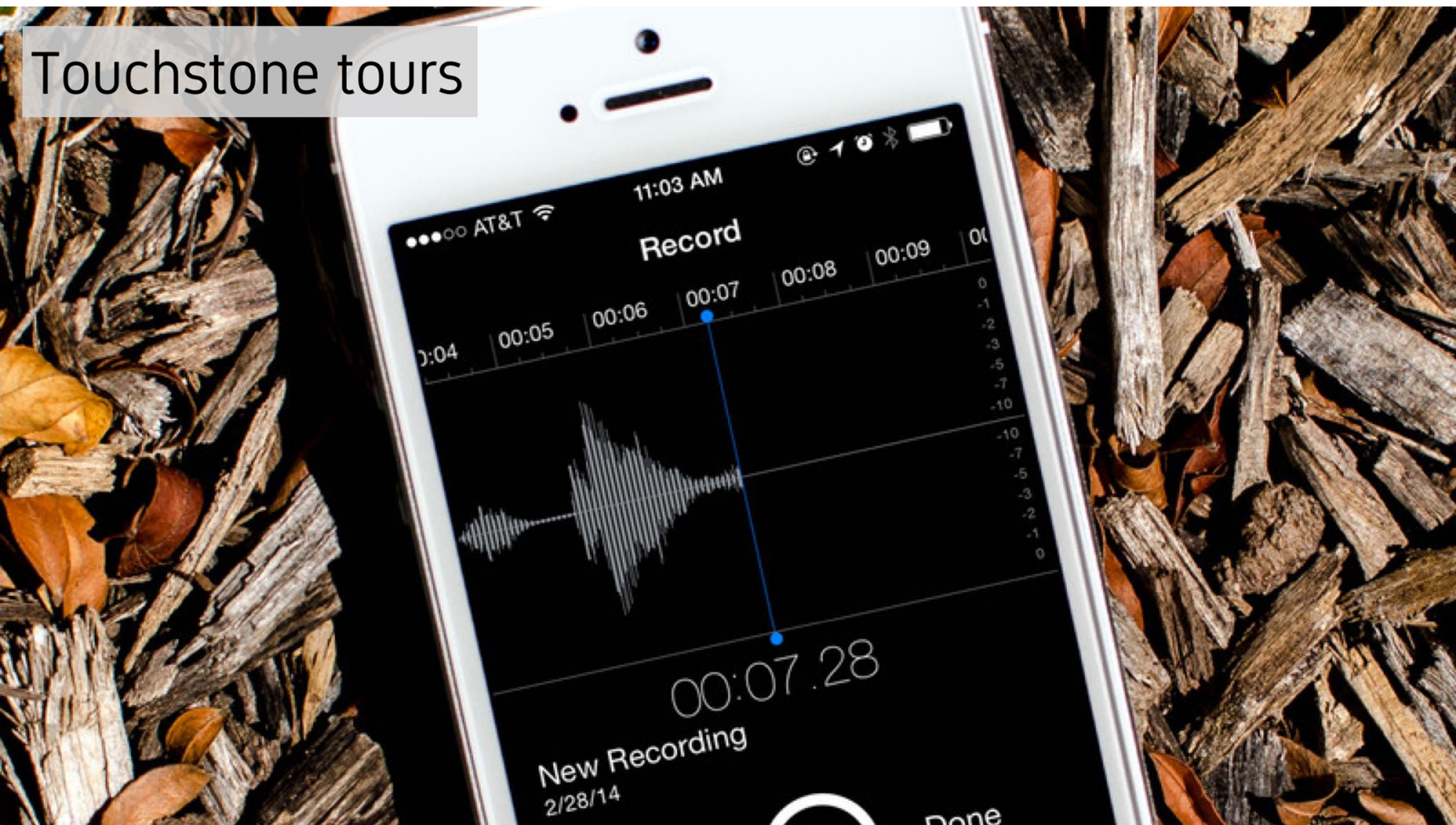
Why Run Usability Tests?

Usability tests can help you:

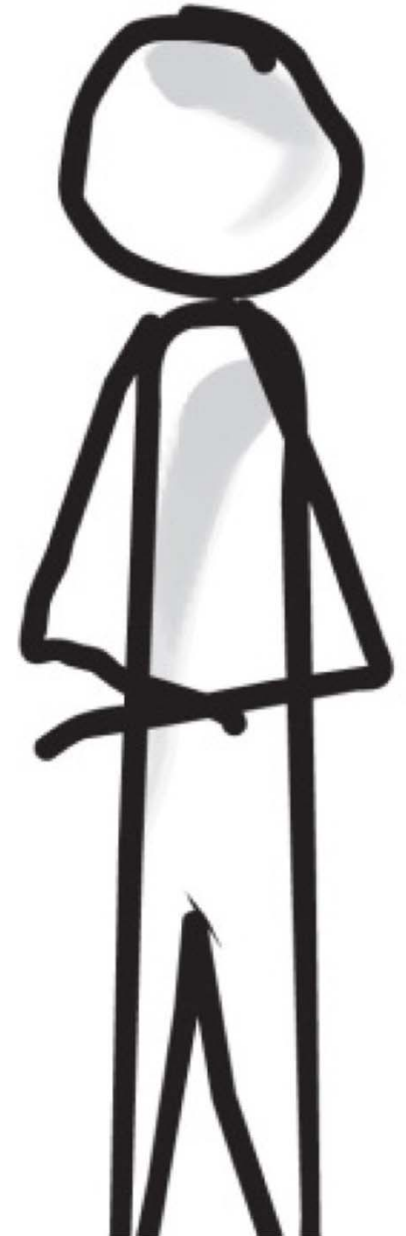
- Identify when and where users succeed and fail
- Gain understanding of users' behaviors and goals
- Evaluate the effectiveness of UI customizations

You will see first-hand what researchers really do when they are conducting online research. You may find that what they do is different than what they say they do, or what they might think is the "right" way to do things.

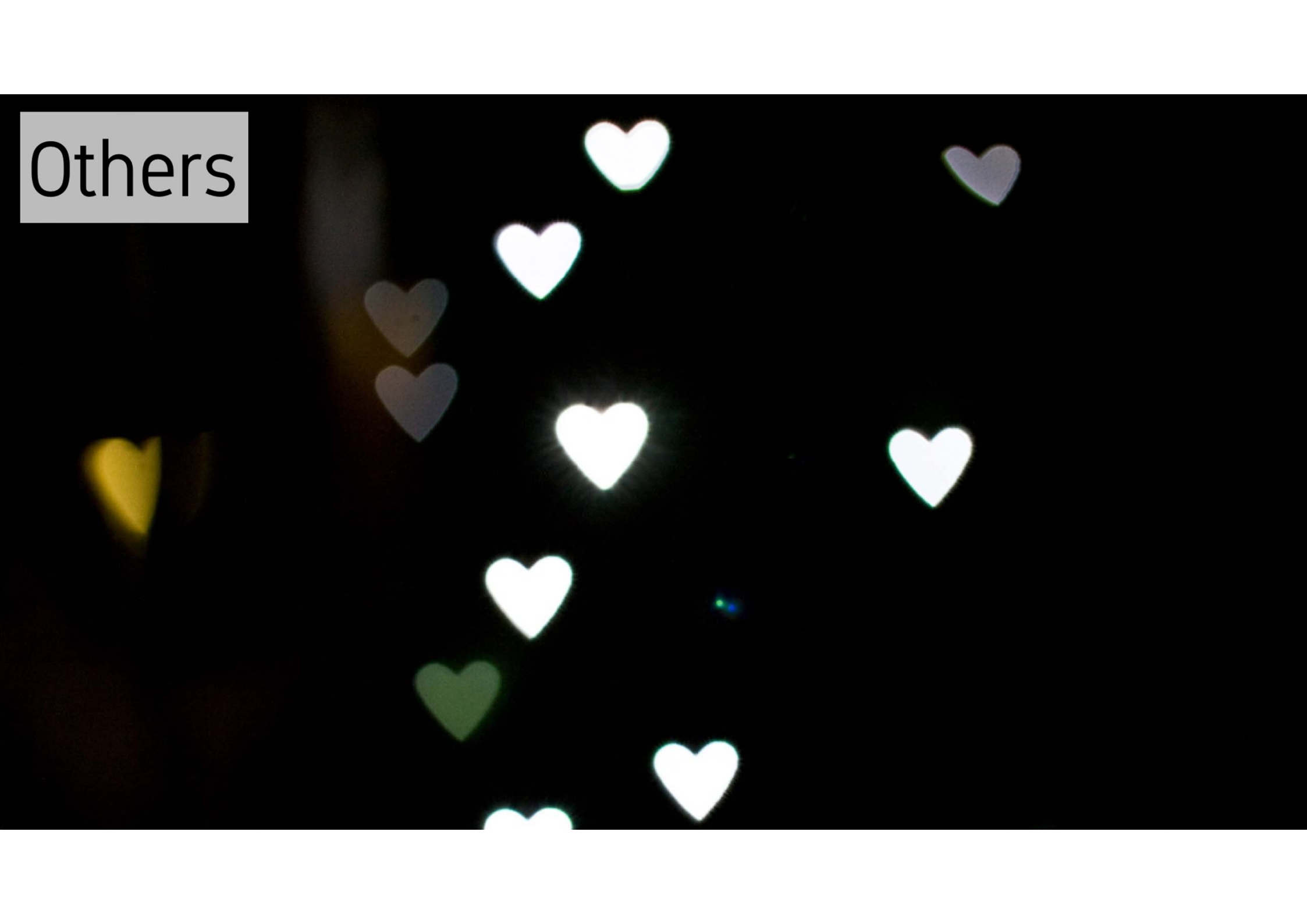
Touchstone tours



Contextual interview



Others



Graffiti walls

Turn off the AC!
It's too noisy!

Happy Holidays,

Everyone!!!!

And a happy new year! → Good Luck
with Exams &
Coursework
CP2015

Hey our amazing CJBS Library Team!
Is it possible for you to do
something about the noise coming
from the air-conditioning on this floor?
It can get quite distracting sometimes &
we are already aware of the problem
and it is being investigated.

Could you
Please place a door
stopper on
the mens toilet?
(Top floor) door the
Quite loud at the
moment.

We'll get right
on it!
We've reported this to our facilities
team who are going to work
their magic and make the door
quieter. Shh! :o
awesomp!

IT'S HOT IN HERE!!!

Please do let us know
when it gets too hot
in here and we'll
adjust the thermostat
accordingly. Live chat on
our web page is a good way
of letting us know without
you having to leave your desk.
Any

Can we get entry to the
library from the 2nd (1st) floor?
AND EXIT PLEASE!
You'll be pleased to know, it's coming!
YEEEESSSS! :D

From next Monday, the 12th.
Just scan your card at the door!

YAY!
Thank you!
* ear plugs!
* comfy big bean bags!
* legendary unicorn cushions!
* handy book stands!

We're still looking into:

* water cooler
* more PCs
* hot water for drinks
plus green computer
options

Thanks for all your comments,
and keep 'em coming!

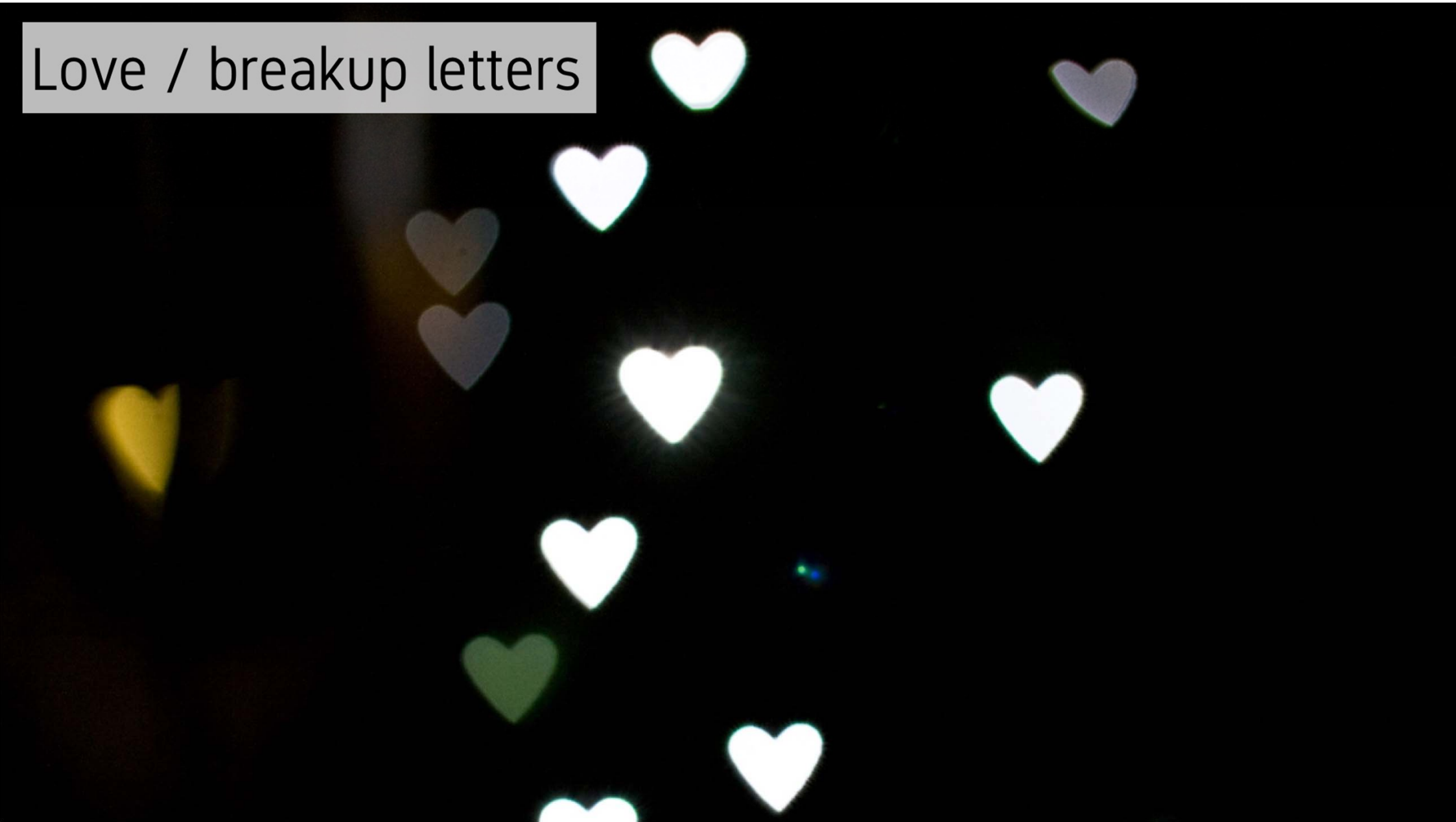
Georgina
(+ the ILS team!)

Good job!

Card sorting



Love / breakup letters



Love / breakup letters

Dear toaster,

I love you toaster. You were hideously expensive, but you were worth it.

With your expense comes a simplicity. A beauty of simplicity. Two knobs. Two black dials festoon your sea of chrome. How many slices, and for how long? That's it.

You are powerful. You are deadly. When you go, you actually toast stuff, unlike your poorer cousins (you may as well put your bread on a radiator with them).

Frameworks

Full (width:1036px or 100%)



The diagram illustrates three different layout frameworks. The 'Full' framework is a single wide block. The '1-Column' framework is a single block below the first. The '2-Column' framework is a block below the second, split into two equal-width columns. All blocks are green with vertical lines and have a pink horizontal bar at the top.

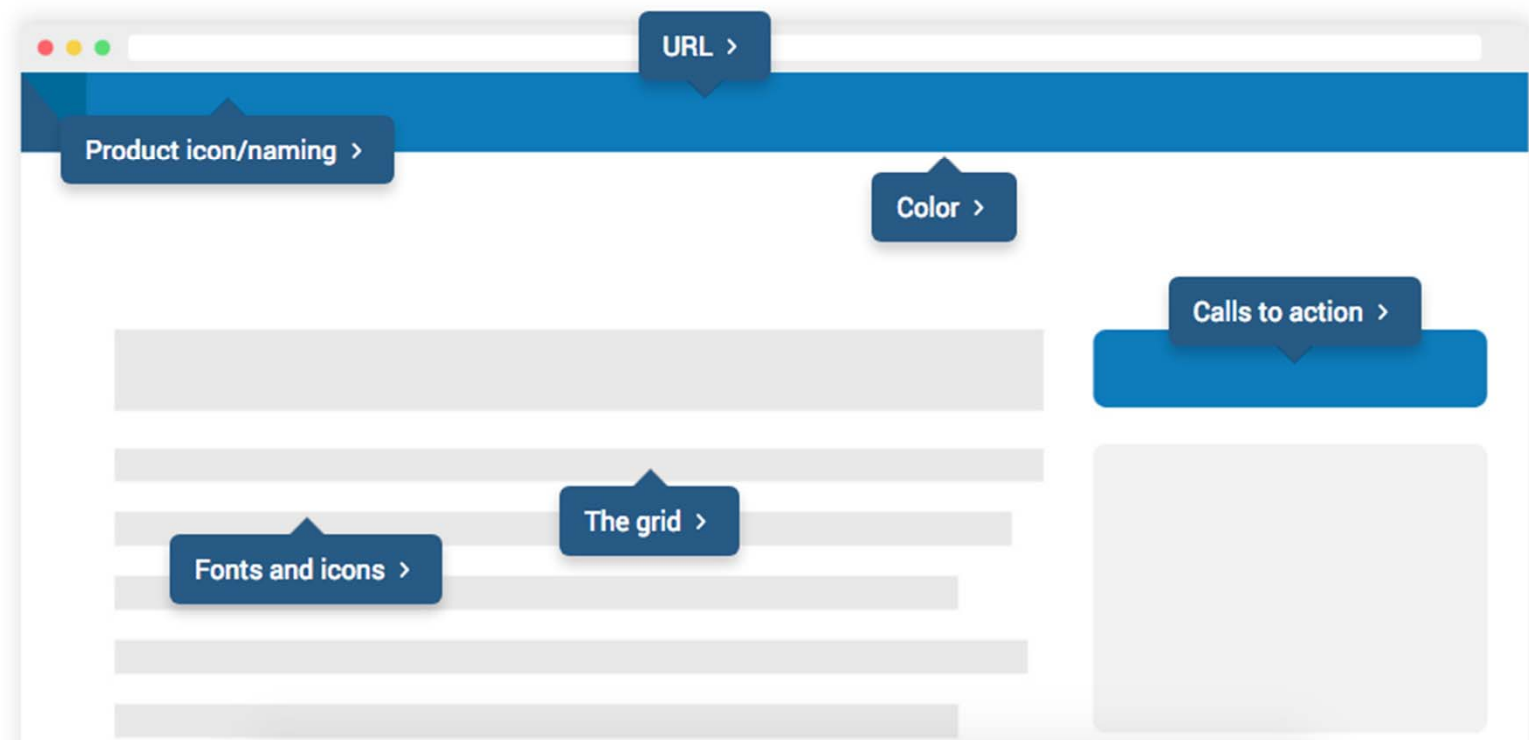
1-Column (width:940px)

2-Column (width:460px)



Explore the standards

The first priority of any ProQuest product design should be to create an effective, memorable experience that delights end users. In addition to using this style guide and individual components, the UX Framework helps to define the main elements of a ProQuest application. Explore these high-level guidelines that support our user-centered design principles and our 'One ProQuest' vision of consistency and interoperability.



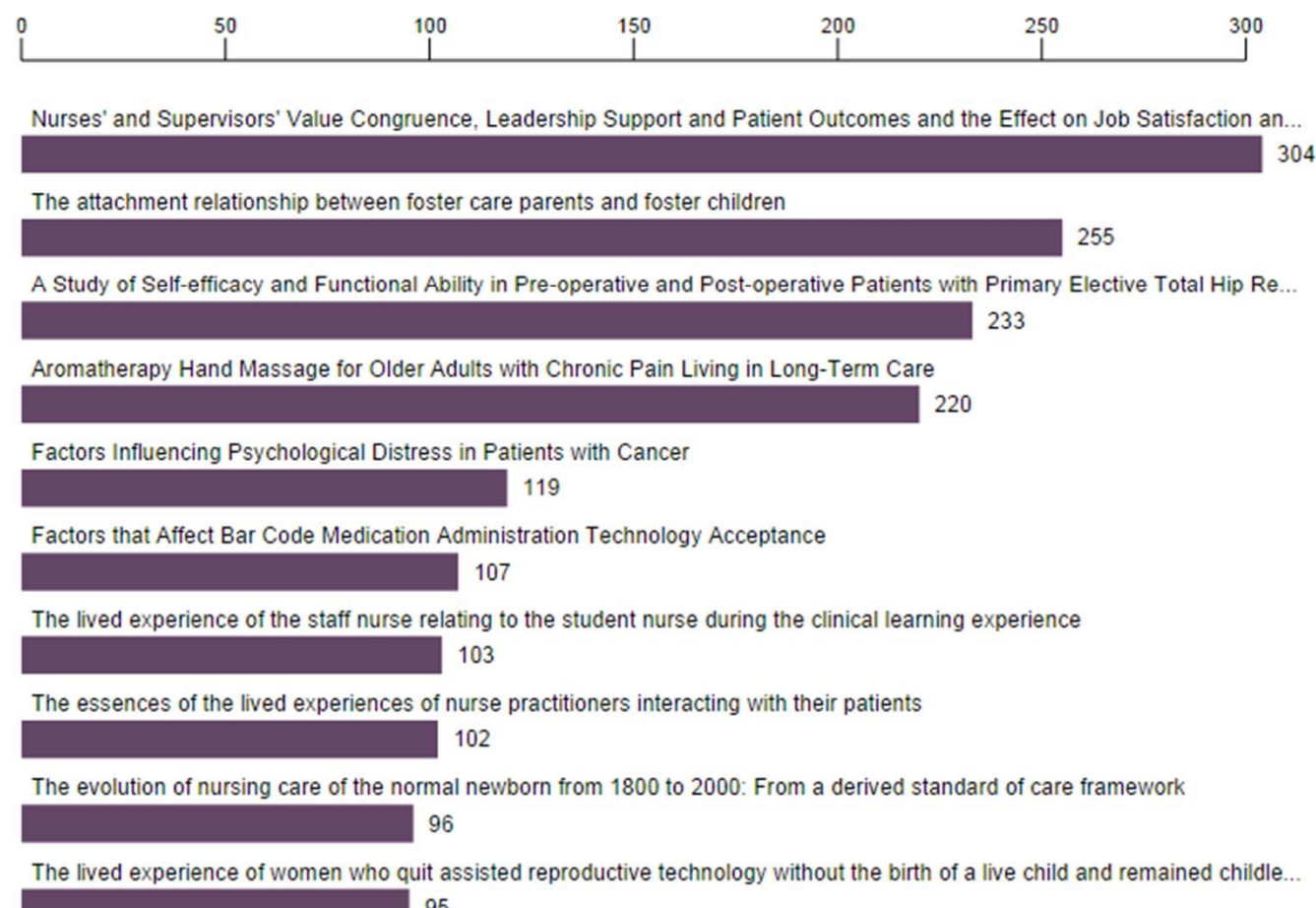
[Dashboard](#)[Historical Usage Trends](#)[Popular Subjects](#)[Popular Dissertations](#)[Usage by Country](#)[Usage by Other Universities](#)[Usage Comparison](#)

Popular Dissertations

Show **Top 10** ▾[Print](#)[Export ▾](#)

Your most frequently retrieved dissertations

Retrievals



Filter

Usage

2013 ▾ to 2014 ▾

Published

1997 ▾ to 2014 ▾

Format

Full text - PDF ▾

Subjects

[Select Subjects >](#)[Apply Filters](#)[Reset](#) [Save](#)



All titles ▾

Keywords ▾



Advanced ▾

Receive New Material

Receive

Keep in
Department ☐

Copy Cataloging ▾

Shelf Ready ☐

Scan item barcode



Go

Received Date

21/05/2017



One Time

Continuous

1 - 20 of 208

Search

Filter ▾

Filter by vendor ▾

Export ▾



Filters

Order Lines ✕

No ✕

No ✕

Clear all

#	Item description	Status	Locations	# Orders	Iter Rec	Date Sent	Ne Ste	Rush	Notes	Receiving note	Inter User
1	POL-44170 The testament of Gideon Mack / James Robertson., New York : Viking, 2007., 067003844X, ISBN	Wait... for Invo...	Main Library - General (1)	1	1	28/11/20...	-	✓	-	-	
2	POL-44445 Vivienne Westwood / Vivienne Westwood & Ian Kelly., London : Picador,, 2015, 9781447254140 (pbk.) ; ISBN	Rea...	Main Library - General (1)	1	0	-	-	✓	-	-	✓
3	POL-43711 1-2-3 power macros / Que Development Group., Carmel, IN : Que Corporation, c1992., 0880228040 (pbk.), ISBN	Wait... for Invo...	Main Library - General (1)	1	1	16/03/20...	-		-	-	✓
	101 brick wall busters : solutions to overcome your genealogical challenges /		Main Library								



Features Business Explore Pricing

This repository

Search

[Sign in](#) or [Sign up](#)

ExLibrisGroup / **primo-explore-package**

Watch

19

Star

14

Fork

8

Code

Issues **2**

Pull requests **0**

Projects **0**

Pulse

Graphs

The Template package for Primo new UI customizations

35 commits

1 branch

0 releases

2 contributors

Branch: **master** ▾

[New pull request](#)

[Find file](#)

[Clone or download](#) ▾

ShoulM committed on **GitHub** Update showDirectives.txt

1 Latest commit d84d801 21 days ago

.idea	initial commit	10 months ago
VIEW_CODE	Update showDirectives.txt	21 days ago
help_files	initial commit	8 months ago
README.md	initial commit	10 months ago

[README.md](#)

The Primo New UI Customization Workflow Development Environment


Bad UX

User interface


User interface



User interface



TRDKL21435 - BORG



Error

Mandatory

My File

Contact Your Airline

Claims

Please review that the information below is correct and [contact your airline](#) if you have any questions or changes. Also be aware that when more than one bag is missing we have no means to know which tag number is related to which of your bags until the baggage has actually arrived.

Delayed Bag 1 Status

TRACING CONTINUES. PLEASE CHECK BACK LATER

You can check the details by clicking '+'

- Tag Details

Bag Tag Number(s) : KL221364

- Personal Details


Name : BORG

Initials : MB


Reference number : TRDKL21435

File Creation Date : 04 SEP

User interface



TRDKL21435 - BORG



Error

Mandatory

My File

Contact Your Airline

Claims

KLM ROYAL DUTCH AIRLINES - HANDELED BY AVIATOR
PHONE CALL CENTRE: +47(0)23500114
OFFICE HOURS 07.30 - 22.00

VIEW THE STATUS OF YOUR FILE: WWW.KLM.COM/YOURBAGGAGE

Your Email Address 1 :

Your Email Address 2 :

Message to the Airline :

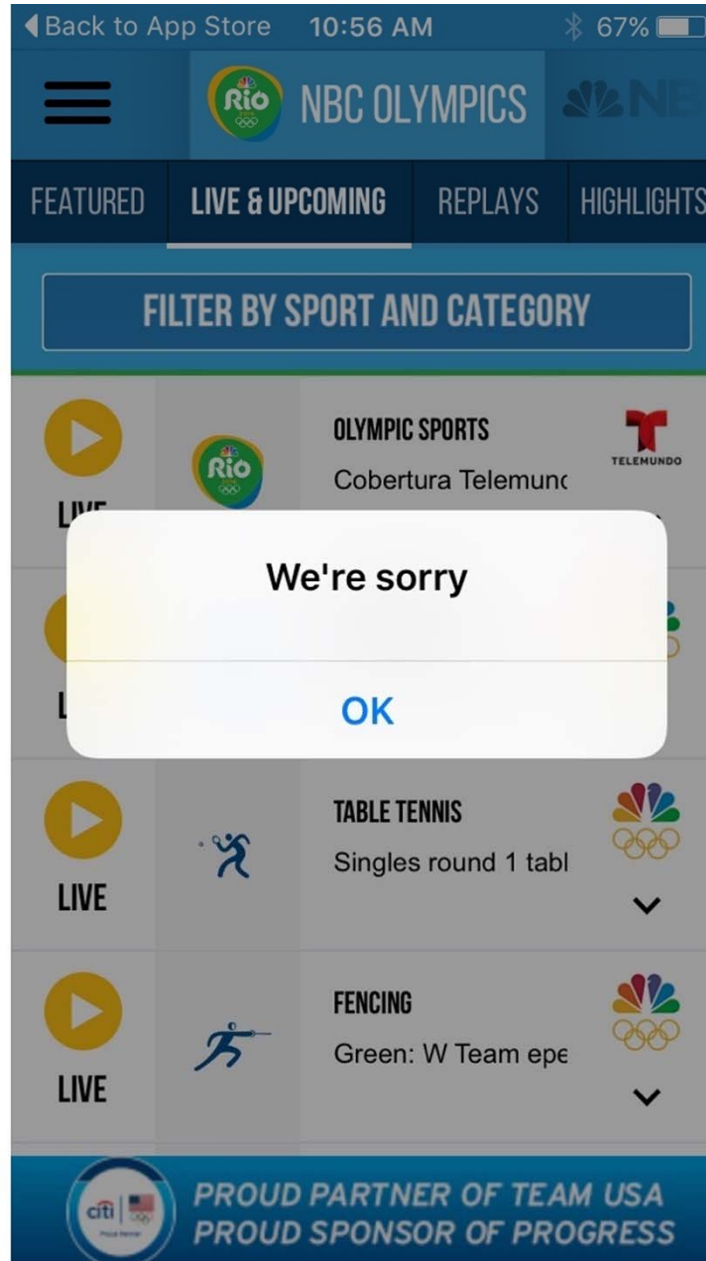
Submit

Clear

Home

Error messages

Error messages



Confusing Instructions

Confusing Instructions

Cancel Download

Would you like to cancel this
download?

Cancel

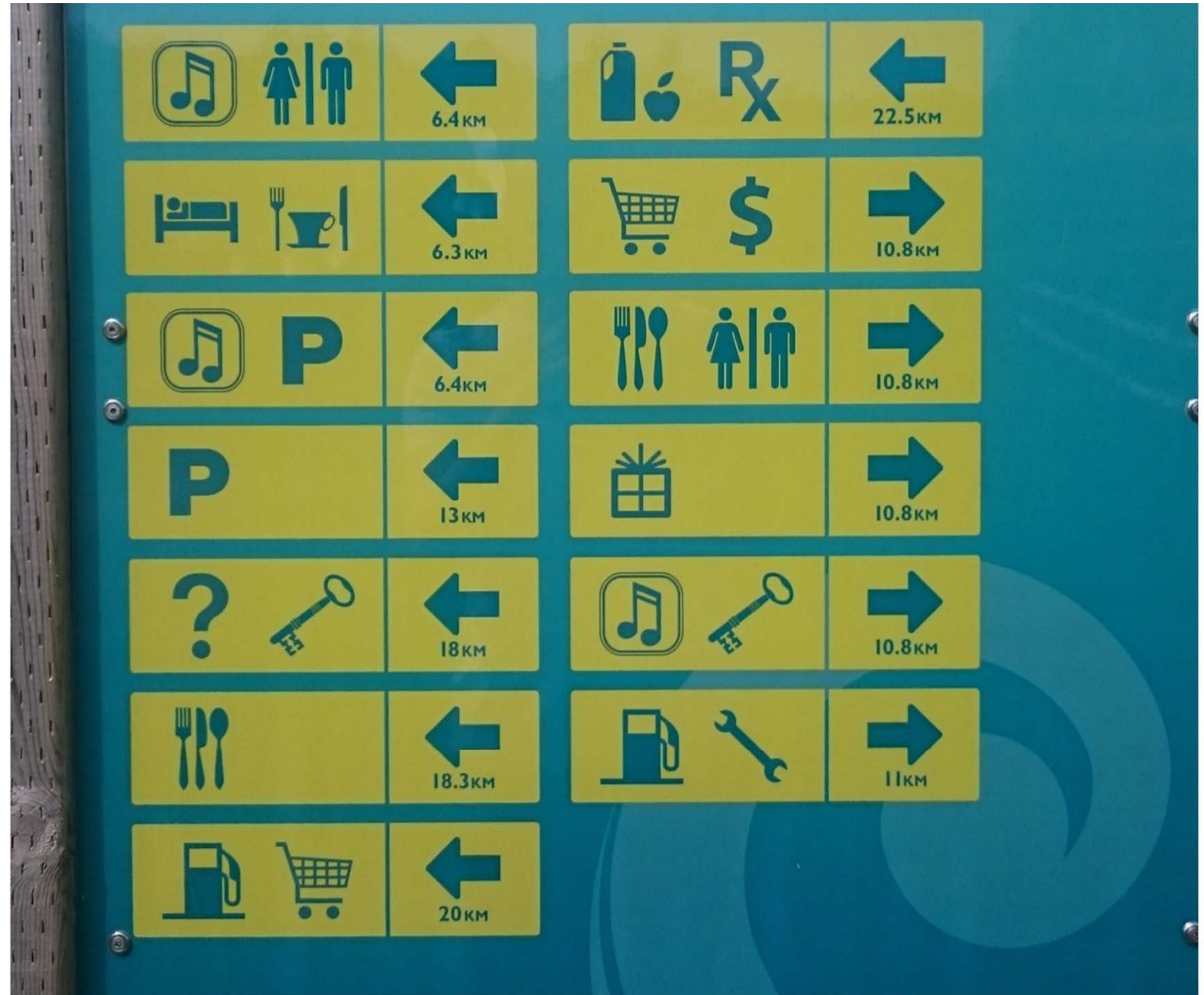
OK

“Way” finding

“Way” finding



“Way” finding



“Over” signage





TOO COOL TO DO DRUGS

TOO COOL TO DO DRUGS

TOO COOL TO DO DRUGS

TOO COOL TO DO DRUGS

TOO COOL TO DO DRUGS

Pencils



TOO COOL TO DO DRUGS

A yellow pencil with a sharpened lead tip on the left and a red eraser with a metal ferrule on the right. The text "TOO COOL TO DO DRUGS" is printed in black, uppercase letters along the length of the pencil. The background is a plain, light-colored surface.







Own UX Fail

#UXLibs loving the double sided name badges with program inside and cute good luck note too!

Programme for Lorna - Day 1		
When	What	Where
0900	Welcome to UXLibs II	
0915	Opening Address	Rise/Shine
0945	Keynote: Donna Lanclos	Rise/Shine
1030	Refreshments	Rise/Shine
1050	Nailed, Failed, Derailed 1	Revive
	Track C: Jenny Morgan	Grow
	Carl Barrow	
1150	Nailed, Failed, Derailed 2	Rise
	Track B: Shelley Gullikson	
1215	Lunch and Posters	Revive
1315	Sponsor Presentations	Rise/Shine
1400	Nailed, Failed, Derailed 3	Build
	Track C: Gareth Cole & Lorna Berrett	
	(good luck!)	
	Phil Cheeseman & Karin Tusting	



Norman Doors





Discoverability

Feedback

Discoverability

When I look at something, I should be able to discover what operations I can do.

Feedback

The user should get feedback as to why something has happened.



Human centred design

observation

Idea generation

testing

prototyping



Our libraries are
people

Thanks.