

Jumpstart Your Library's User Experience

a UX Design workshop for beginners and small libraries

www.libguides.massgeneral.org/UXTools

Agenda

- What is User Experience Design (UXD)?
- Why are libraries embracing UXD?
- Activity #1: Card Sort
- Activity #2: Usability Test
- How you can use UXD in your library
- One Question

What is User Experience?

The UX Honeycomb



Morville, P. (2004). User experience design.
http://semanticstudios.com/user_experience_design

What is User Experience Design?

empathy

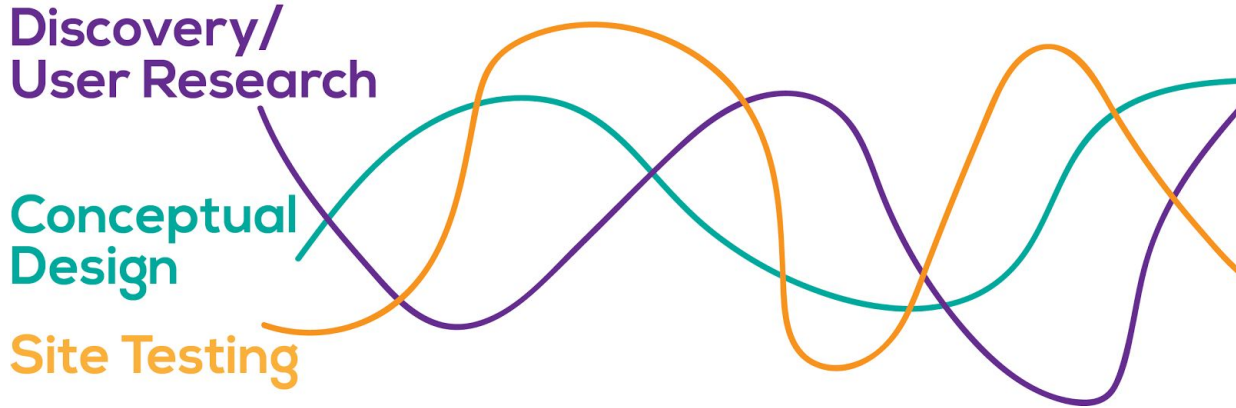
What is User Experience Design?

Designing a user's interactions with a product based on the wants and needs of your users.

Discovery/
User Research

Conceptual
Design

Site Testing



Why are libraries embracing UXD?

- Continuous assessment and improvement
- Easy access to our audience
- UXD is budget and time friendly, scalable!
- Minimal experience required

Card Sorting

This method provides the basis of a new **Information Architecture**, or can evaluate an already existing IA.

Users are given a stack of cards that represent the elements and content of your website and asked to sort them into categories that make sense to them.

The cards most often grouped together by users become the sections of your website.

Generates quantitative data, plus qualitative data if talk and listen to your participants.

4 Types of Card Sorts

OPEN

CLOSED

SOLO

Open Solo Card Sort

One participant sorts cards alone into categories that they create.

Closed Solo Card Sort

One participant sorts cards alone into categories provided by the tester.

GROUP

Open Group Card Sort

A small group of participants sort cards cooperatively into categories that they create.

Closed Group Card Sort

A small group of participants sort cards cooperatively into categories provided by the tester.

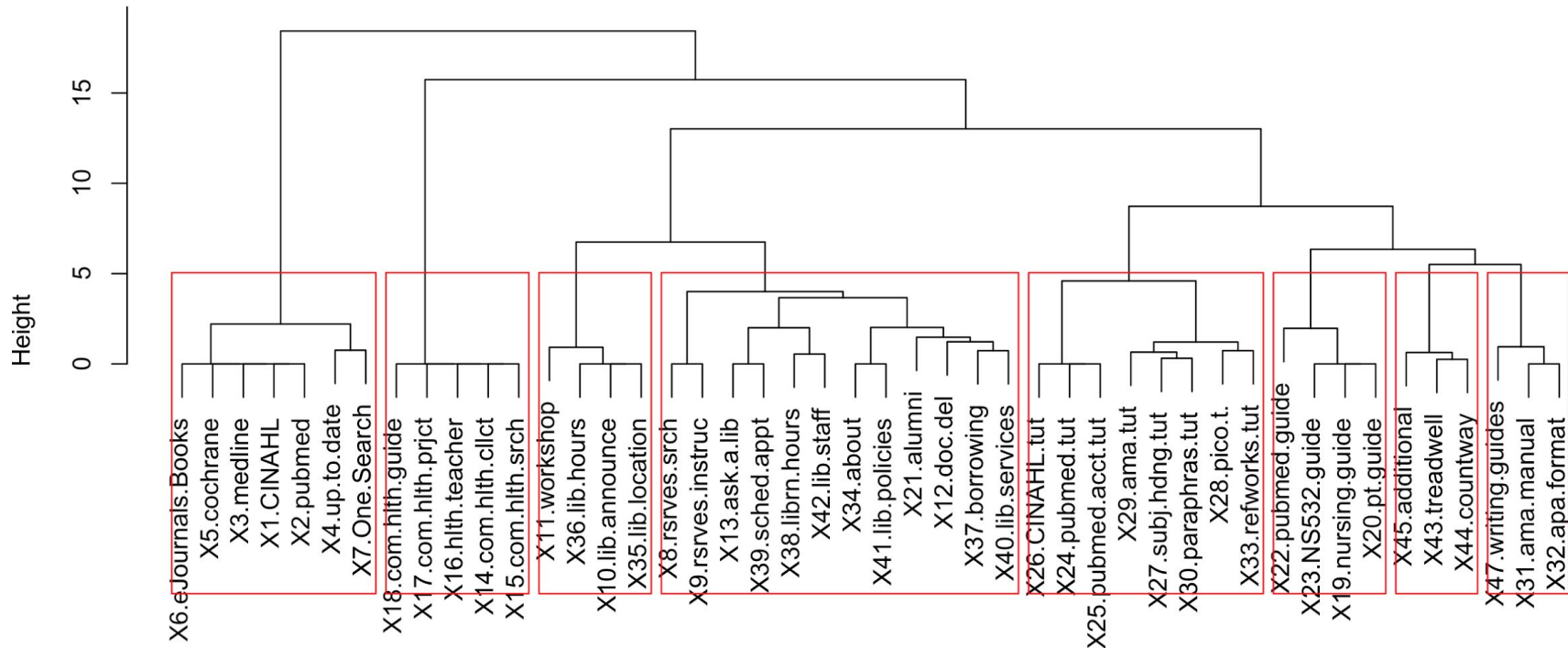
Open Group Card Sort

1. Break into small groups of about 5 people.
2. Pick one person to be the moderator.
3. Moderator opens envelope and reads script.
4. Remaining members sort the cards into groups that you would expect to find them in on a website.
 - a. Do not think about navigation!
5. After finished grouping, (if time) assign each group a name using a blank card.
6. If finished before we call time, move on to discussion.

Discussion Questions

1. What was surprising/confusing about the role you played?
2. What insights did you gain during the activity that could assist you in designing and running your own card sorts?

A Dendrogram



dist(t(data))
hclust (*, "ward.D")

Usability Testing

This method evaluates **an existing site** for ease of use.

Subjects are presented with scenarios.

Testers observe the subjects engage with the website.

Observations provides insight into where users encounter difficulty using the website.

Usability Test

1. Break into pairs
2. Assign one subject and one tester
3. Go to www.cdc.gov
4. Tester reads introductory script to subject and Scenario #1.
5. Tester observes and takes notes.
|
6. Switch for Scenario #2
7. Discussion

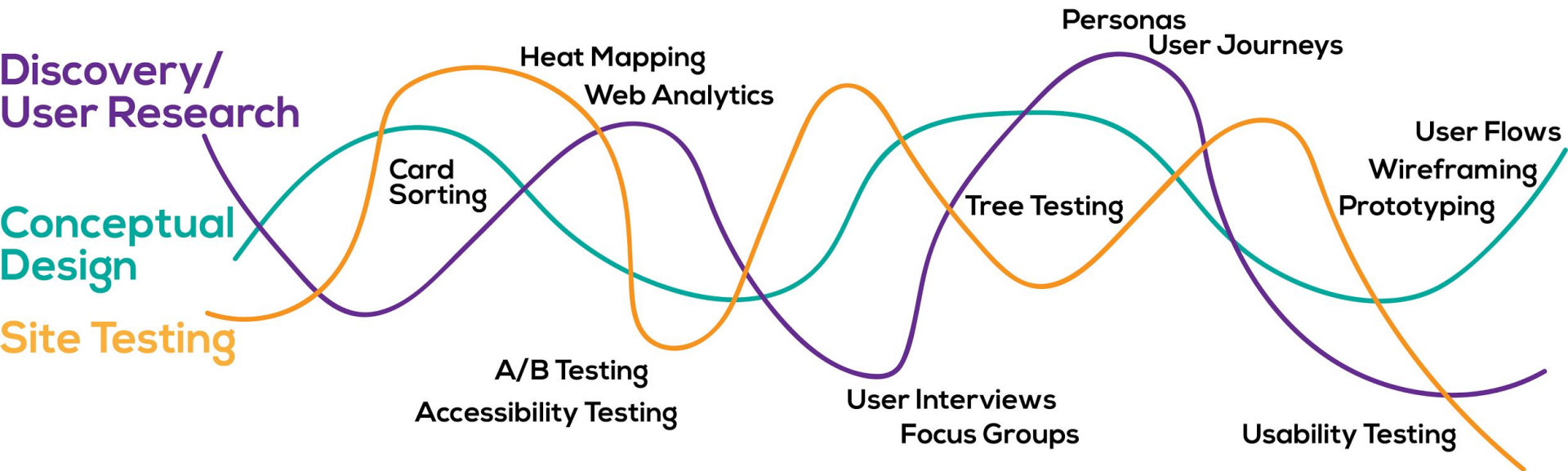
Scenarios

1. You are going to be travelling to Ethiopia next month. What kinds of vaccinations should you get?
2. You feel like you aren't getting enough sleep. What tips does the CDC recommend for getting a good night's sleep?

Discussion Questions

1. As the observer, what challenges did you encounter or could you imagine encountering?
2. As the subject, did you encounter any confusion or misunderstanding? Could you imagine where there could be confusion or misunderstanding?
3. Would you do anything differently?

How would a library use UXD?



How would a library use UXD?

You've determined the question you need answered and matched it to the method that will best answer it. Now...

- Choose a target audience.
- Get buy in!
- Think Guerrilla UX: cheaper, faster, less formal.
- Leverage your resources: student workers, existing infrastructure, data you've already collected, etc.

What question do you want answered?

Thank you!

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