**WHAT IS USER EXPERIENCE?**

User Experience (UX) encompasses all aspects of a patron’s interaction. For the library, it can include the building, services, and products/resources.

**WHAT IS USABILITY TESTING?**

Usability testing is evaluating a product or service by testing it with users. It is one part of the overall user experience.

Usability testing has three components:
1. Finding representative users
2. Asking the users to perform representative tasks
3. Observing what the users do, where they succeed, and where they have difficulty

**OUR USER EXPERIENCE IN ACTION**

### Collaborative Learning Center

**Motivation:** Flexible space for collaboration and a renovation of the first floor of the library

**Assessment:** Observation, Mapping, Logged Data

**Cost:** Varies, but a good rule is 75-100 sq foot

**Results:** First floor of the library was redesigned with new furniture and technology

### Ask a Librarian Pages

**Motivation:** Multiple service desks in the building, but all of the Ask a Librarian pages were different.

**Assessment:** Observation, comparisons

**Cost:** Staff time

**Results:** All desks have the same contact page layout

### Database List Page

**Motivation:** Large scale, formal UX testing using the Morae software

**Assessment:** Observation, comparison

**Cost:** Staff time and branded library items

**Results:** Website redesigned, UX strategy for ideal library system was explored and staffing responsibilities were investigated.

See section below for results of formal study of staffing.

### STAFFING RESPONSIBILITIES

**Consultant & Task Force**

- Consultant was a professor at the university hired to teach UX
- Task Force included librarians from large, two library system.
- Members were chosen based on their job role
- Charge was to determine UX strategy for libraries

**Large Group**

- Consultant & Task Force
- Task Force attempted to work as large group
- Format marginal for training needs and determining what needed to be done
- Difficulties in determining when to move to the next phase

**Small Groups & Advisory Board**

- Multiple 2-3 person groups
- Reported back to existing Discovery Advisory Board (DAB)
- Format was great for testing phase and phase off
- Faster to reach critical mass to get work done

**Other Options & What Works For Us**

- Could have one person who has UX as their primary job role
- Multiple people could have UX added to their job titles
- Have applied a combined approach - UX is in 7 librarians’ job descriptions and we employ “hot teams” by project

**FUTURE STUDIES**

**Motivation:** Equipment page has too much information and it’s difficult to see at a glance. The equipment is located

**Assessment:** Guerrilla UX testing

**Cost:** Staff time, possibly $5 Starbucks card

**How can you connect with your users?**

- Adding subtitles to videos
- Alternating text in LibGuides
- Renovating building codes
- Ensuring databases

**Policies & Signs**

- Creating necessary signage and maps and placing them in most useful places
- Reviewing policies for currency
- Review rules for branches

**Website Usability**

- Favorable response to web design
- Create personas for users for consideration with design decisions
- Review usage statistics

**Accessibility**

- Adding subtitles to videos
- Alternating text in LibGuides
- Renovating building codes
- Ensuring databases

**Building Updates**

- Add wheelchair ramps and other building add-ons
- Additional access to 24/7
- Reviewing building codes
- Ensuring databases

**FURTHER READING**

- Article: Tamara Rhodes, Instruction Librarian, University of California-San Diego, California, U.S.