

Who we are: Emma



Role: Student Experience and Accessibility Librarian

- Give guidance on best practice
- Liaise with other teams
- Accessibility reports
- UX research
- Publish/Present
- Give guidance on User Experience (UX) strategies

Research interests

- Accessibility, Mental Health & Wellbeing in the education sector



Who we are: **Claire**



Role: User Experience Manager

- Service development
- Support projects and service development groups
- UX research and training
- Feedback, national surveys, and YSWD comms
- Library Shapers program (co-creation with students)
- Chair of CSGUK events group



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Libraries and
Learning Resources

Today we will look at...

- What is User Experience UX?
- UX Process
 - Research:
 - VTS
 - Behavioural Mapping
 - Observations
 - Photo Elicitation
 - Usability Testing & User-Led Tours
 - Cognitive Mapping
 - Data Analysis
 - Ideation
 - Prototyping
- Conclusion
- Questions & Resources



What is UX? (1)

Definition:

‘UX is finding out about the behaviour and experiences of our users as they interact with our libraries.

It uses ethnographic methodologies to give us information on how our services and resources are being/not being used, highlighting not only positive experiences but frustrations and dissatisfaction on behalf of the user, pinpointing why this might be so.

Through data analysis, ideation and prototyping we can then start to identify and make the necessary changes or come up with new designs to ensure our services, products and spaces are truly user centred.’

Academic Libraries North

What is UX? (2)

- “User Experience (UX) is about how someone feels when using a product or a service”
- “What people say, what people do, and what they say they do are entirely different things.”
- Library touchpoints can include:
 - signage, staff interactions, emails & chat, web pages, books, e-resource platforms, databases, study spaces (furniture/lighting), computers, laptops, skills sessions, online forms, digital platforms etc!
- UX borrows heavily from ethnographic work (observing in natural environment)
- “It's not about what you want!”
- UX presents a level playing field in terms of service change = evidence-based decisions

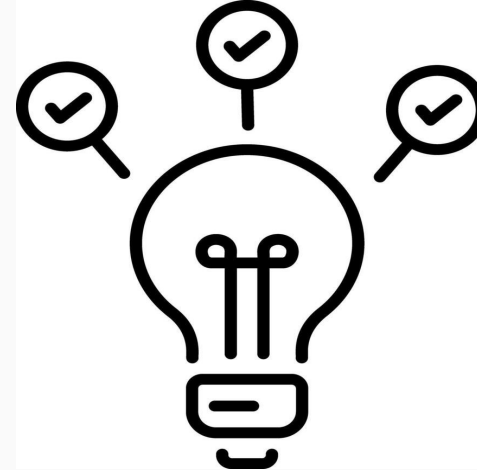
UX Process



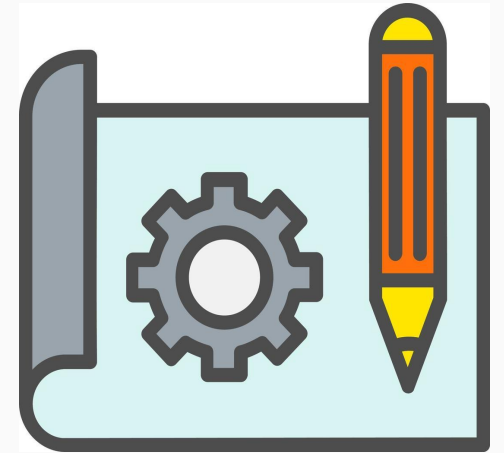
Research



**Data
Analysis**



Ideation



Prototyping

Research



Visual Thinking Strategies (VTS):

- Workplace: Practising seeing other people's perspectives through Art (used by NHS staff teams to develop empathy)
- Education: “Visual Thinking Strategy (VTS) is an inquiry-based teaching method that improves a student's ability to describe, analyse, and interpret imagery and information through observing and discussing visual art. VTS supports the development of critical thinking skills and encourage participation in collaborative discussions, especially among students who struggle with traditional text-based or lecture-based learning environments.”
- NY Times Learning Network “What’s going on in this picture?”

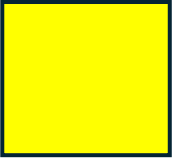
One word sum up:

- Going to show you three pictures
- Choose one word to describe each image
- Write that one word on a colour coded Post-it
 - Image one = yellow **Post-it**
 - Image two = green **Post-it**
 - Image three = pink **Post-it**





- 1:
yellow





- 2:
green





- 3: pink



Theming our thoughts:

- Now in two groups share your words and then try to arrange them by theme on the wall – affinity mapping.
- Keep all Post-its of the same colour together but see what different themes emerge and try to cluster similar words together.
- Do you have any outliers? Keep them on their own.
- When you receive data /feedback affinity mapping can be a way to sort information
- Do you try to fix big themes, or work on the outliers?

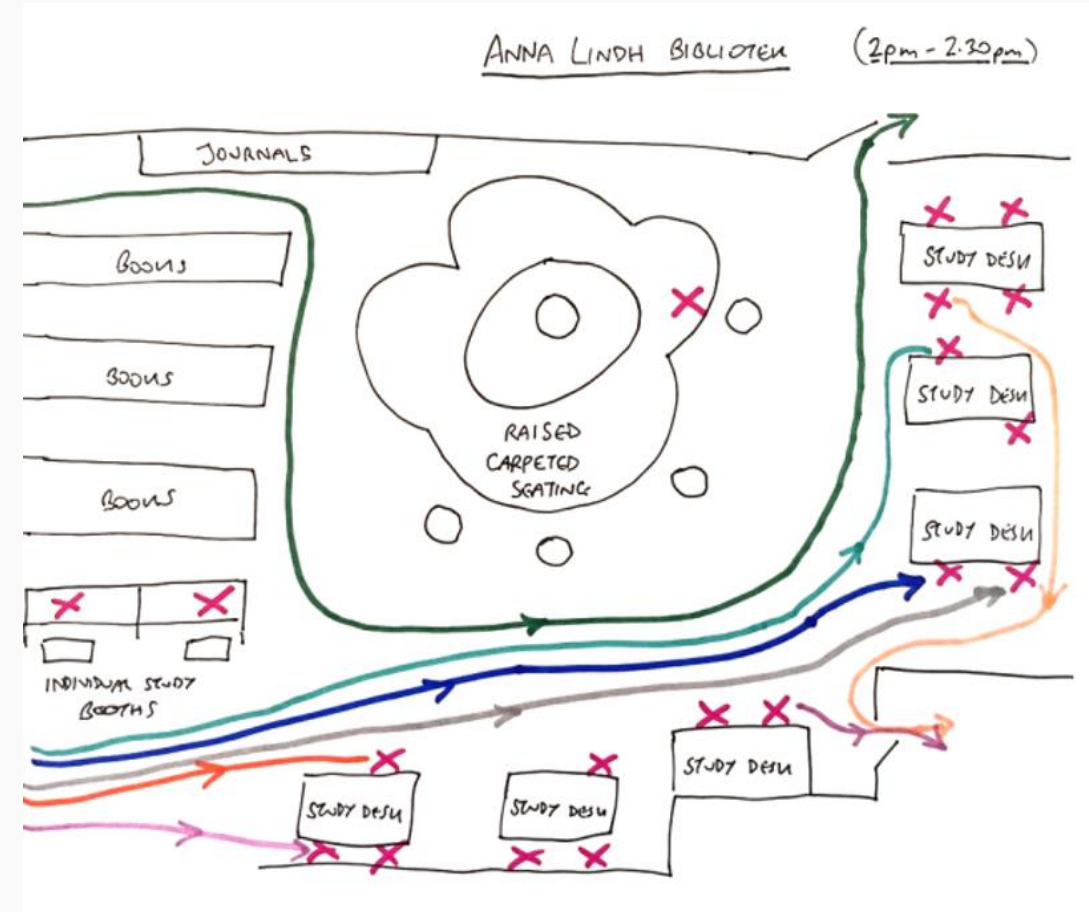
Behavioural mapping

What is it?

Recording movements of users in a physical library space through a series of concentrated observation sessions.

When to use it?

To identify user routes (known as desire lines) through a library space and to establish the efficacy of layout, furniture and equipment.



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paved path
provided



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Observations:

- **What is it?**
- Like behavioural mapping, but you are not logging routes, just activity
- Make objective notes about what people do and how they behaving in the space
- **When to use it?**
- Its free, fast and versatile
- When planning changes to a physical space
- What do you expect to see in a library space? Familiarity vs concentration
- Activity... what do you see? What is happening? What do these people have and need from the space they are in?



Photo elicitation

What is it?

A research method where photographs are used as prompts to stimulate discussions, e.g. “take a photo of something you like or dislike about the library” or “keep a photo diary of you day on campus”

Why use it?

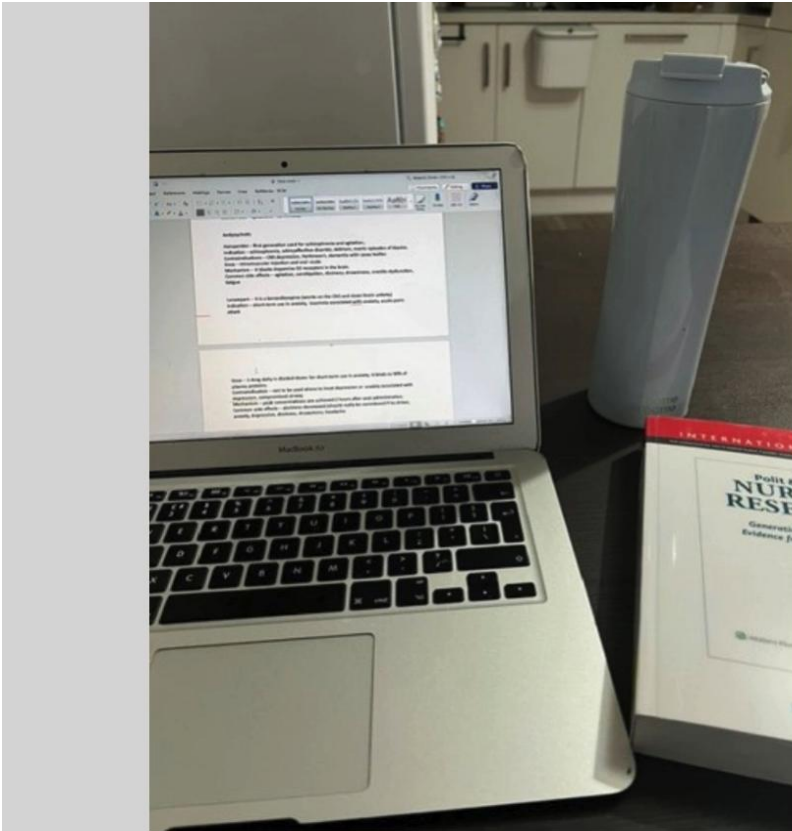
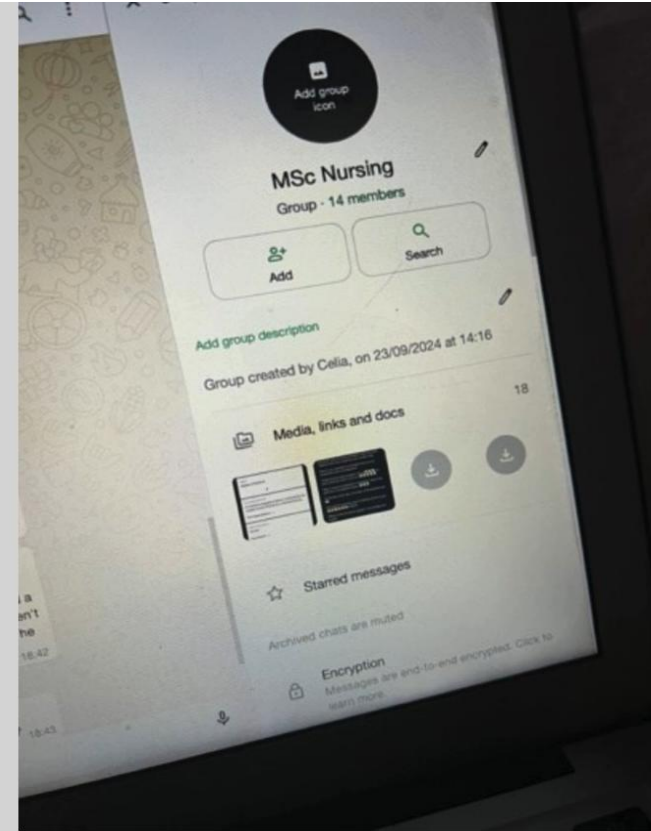
- It's fun and gives participants a clear starting point
- Participants share their experiences and feelings more freely
- They feel more comfortable explaining a photograph than criticising a service (layer of distance)



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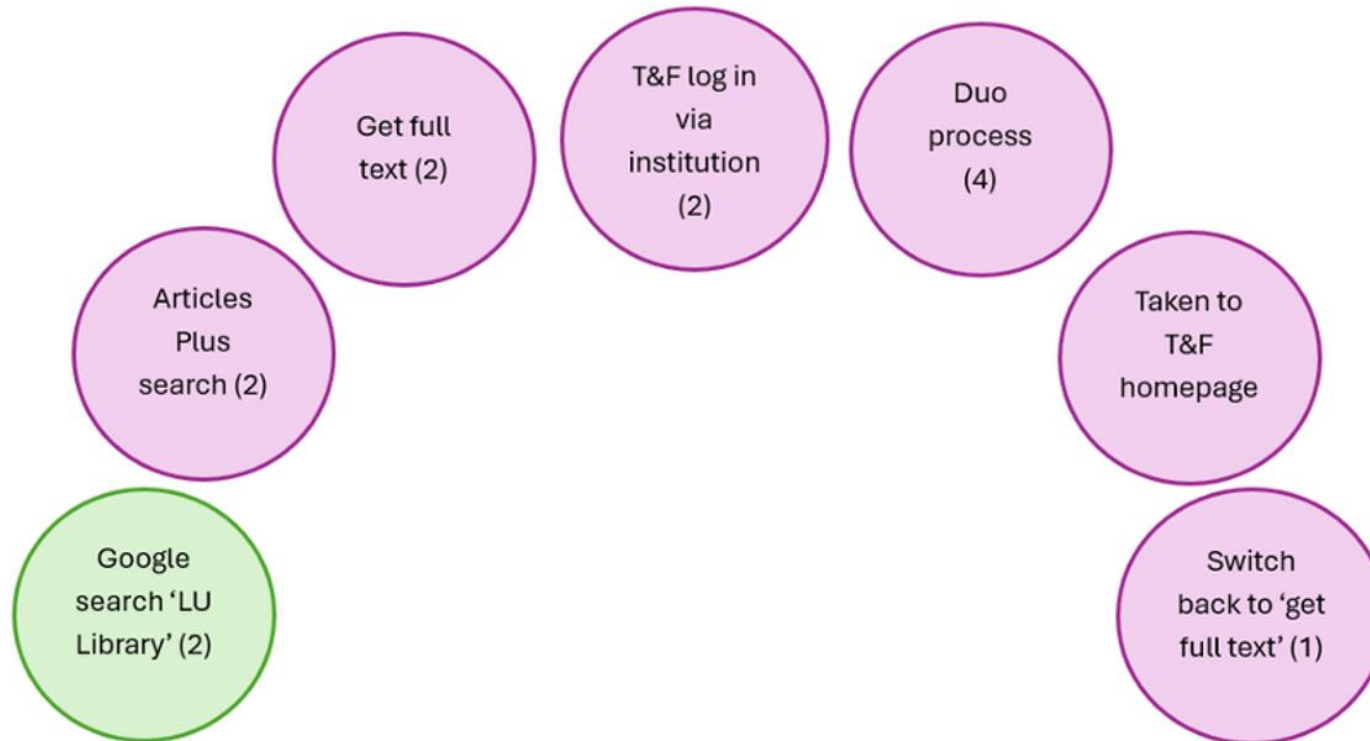
How we've used them: insights



Can you just explain a bit kind of how your course

Usability Testing

Loughborough students were asked to record themselves searching an article.



User-Led Tours

- Level 3 referred to as 'ground floor'
- Lower levels referred to as 'dungeons'
- Personal favourite spaces (specific desk)
- Leisure reading not mentioned

Cognitive maps

What are they?

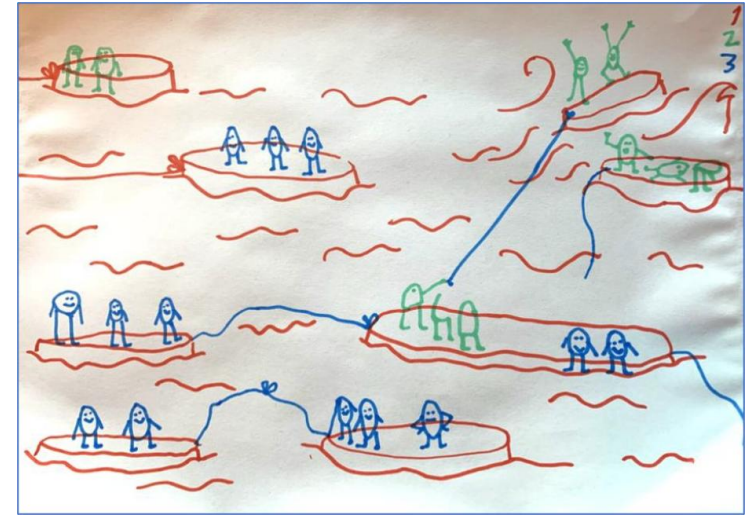
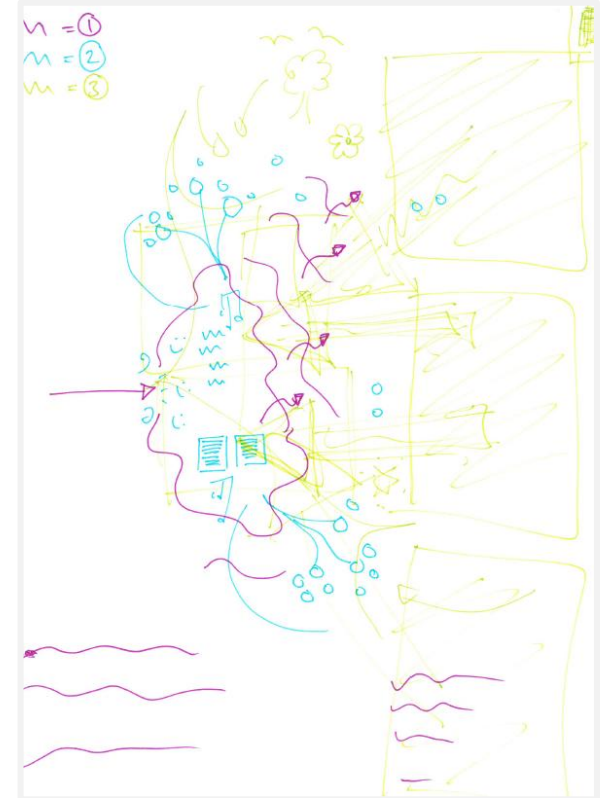
- A user-created, hand-drawn picture of experience of either a physical space or a specific aspect of your service
- They are typically produced over a 6-minute timeframe with 3 different coloured pens.

How we use them?

- They can help us to understand user priorities, preferences and routines in a more creative and visual way.

Why are they good?

- Opens up conversations, emotional distance (talk about drawing not the service). People like to doodle, and as they draw might think about things differently or more creatively.



Cognitive maps: activity

- Take three pens in front of you.
- Write 1, 2, 3, in different colour pen in top right corner, and use in that order.
- You have 6 mins to draw; every two mins I'll get you to swap pens.
- We want you to draw a cognitive map of “**Strengths and weaknesses of the organisation I work for**”

Data Analysis



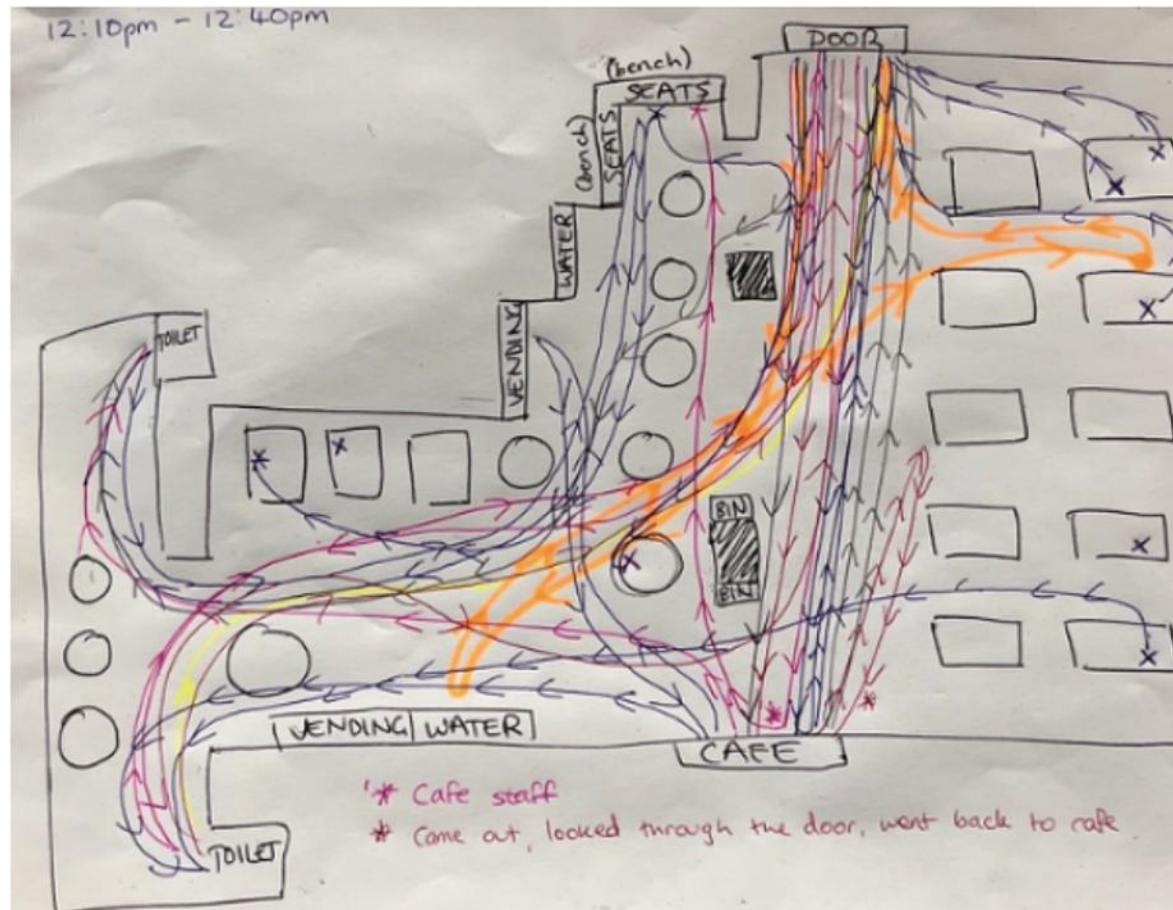
Data Analysis

Most recommended type of data analysis is **affinity mapping**. Affinity mapping is a UX research method used to grasp patterns and relationships within data. It involves organising ideas, user feedback and insights into groups based on innate relationships between them.

>> WHY AFFINITY MAPPING?

- 1.The act of transcribing data helps you commit it to memory
- 2.Getting up and active engages more of your brain
- 3.On a post-it your data is more visible, tangible and concrete
- 4.You are more able to identify concentrations, connections, data gaps
- 5.You can see your data all at once and interact with it in one place (not easy electronically)
- 6.But most importantly, it's active and collaborative. UX should not be tackled alone but as a team.

Data Analysis (2)



only 5 people sitting at right hand 10 sofas

desire line from the library to the cafe

central area cramped – is that why no-one is sat there

no visit to bottom vending machine

no visits to left water machine

secondary desire line to toilets

2 visits to the left sofas

two people sat at top bench seats

only 1 person sat any of the small circular tables

1 visit to bottom water machine

1 visit to left vending machine

relatively transitory space with only 2 people there all the time

PROBLEMS

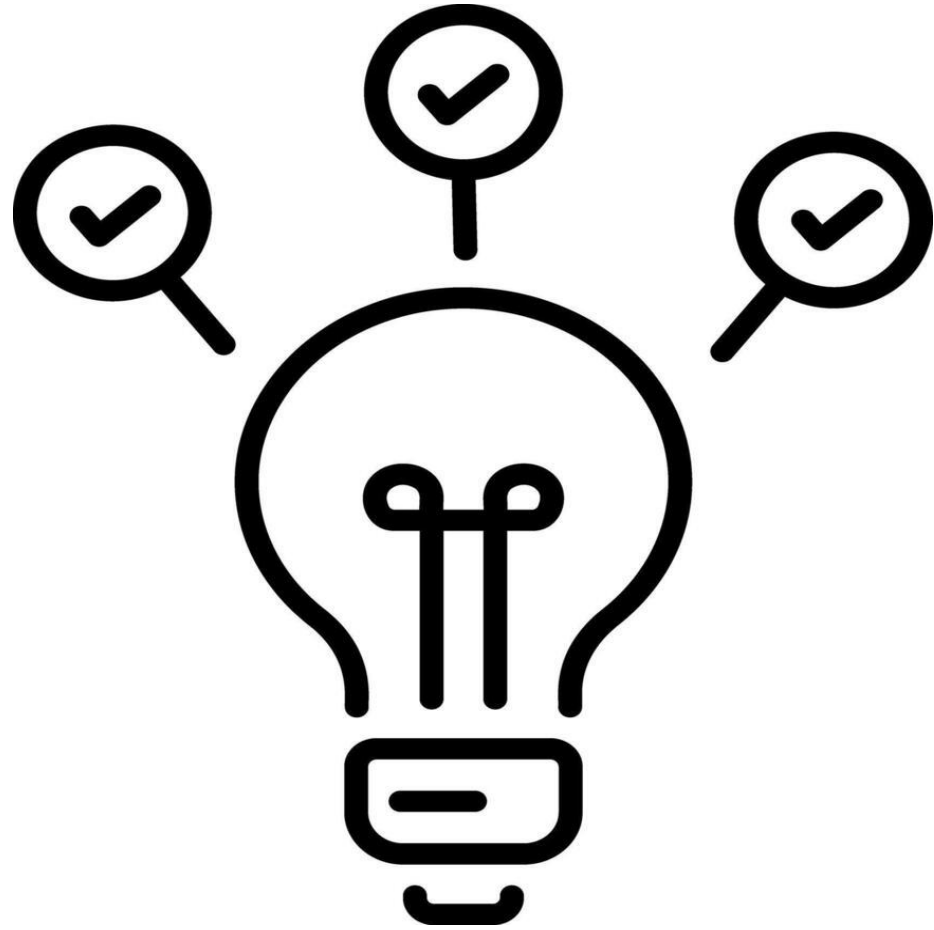
PRAISE

OBSERVATIONS & BEHAVIOURS

IDEAS

>> 2. BEHAVIOURAL MAP

Ideation



Ideation

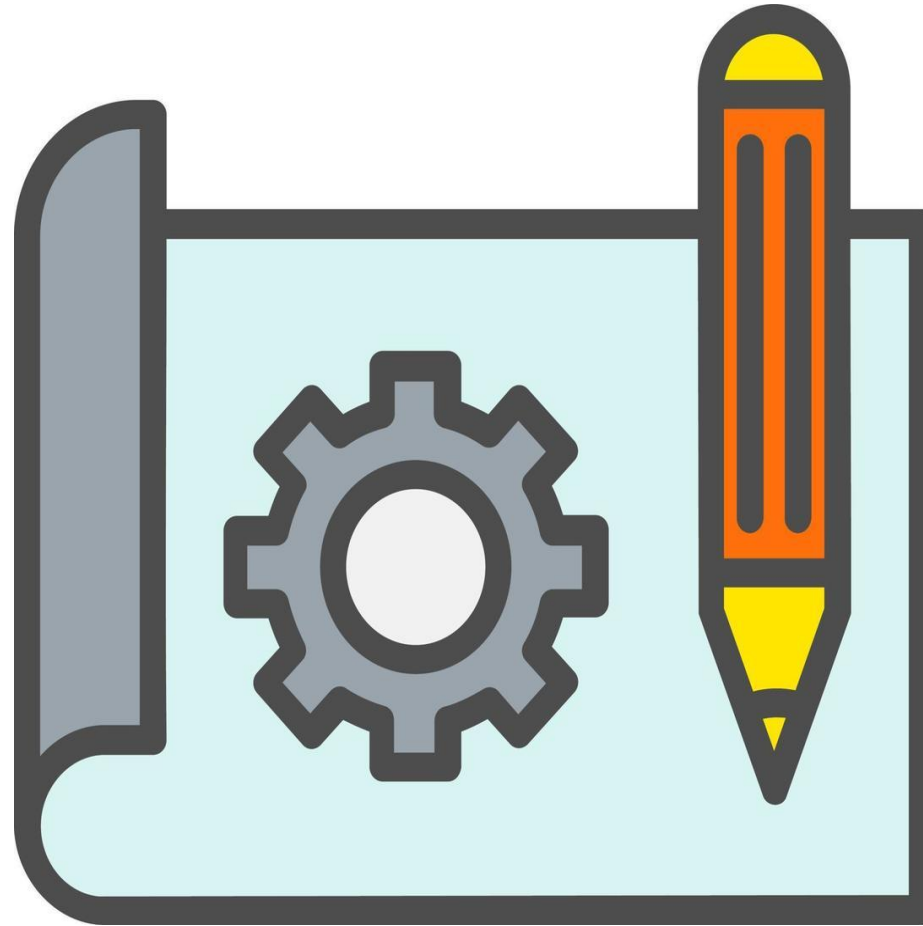
- Establish that there are no bad ideas. All ideas are good ideas. (This does not mean that all the ideas are actually good but respond to them as if they are).
- At first, focus on quantity not quality of ideas.
- Ignore cost, feasibility and other constraints.
- Recognise that 'improve' and 'make better' are not actually ideas (e.g. make the website better, improve the building).
- Don't be afraid of wild or crazy ideas. If your ideas are too safe you won't break new ground.



Ideation – how might we...? exercise

- Technique to get creative with solutions
 - **How:** Assumes solutions exist and builds confidence.
 - **Might:** Leaves room for multiple ideas and allows for failure.
 - **We:** Focuses on teamwork and collaborative problem-solving
- Pick one of the following questions (or pick a real issue you are looking at with your service) and write down as many ideas as you can think of, from crazy to simple:
 - How might we collaborate in order to make our services more useful and usable to our users?
 - How might we work with specific user groups to establish and co-create more relevant and inclusive library services?
 - How might we forge connections with external groups or individuals in order to improve both our processes and results?
- When you finished have a chat with your neighbour

Prototyping



Prototyping

Inexpensive: Prototyping is cheaper as you will quickly discover what actually works for your users before you spend any money.

Failure is inevitable and valuable: You won't get it right first time. Failure is an essential part of learning. Stop seeking immediate perfection.

Tangible: You need something for users to experience, see, or touch, if you want valuable feedback.

Evidence-based: You're not sitting and speculating about the user response, you are testing and gathering actual evidence

Conclusion:

- Today we've looked at:
 - What is User Experience UX?
 - UX Process and different methods
- Can you see using any of these in your day-to-day roles?
Or for special projects?
- If not, we hope you at least had a little fun! Thank you!

Questions and Resources

- Contacts:

- e.hibbert@lboro.ac.uk
- c.k.browne@bham.ac.uk

- Resource list

- [UXLibs conference materials](#)
- [ALN UX Toolkit](#)

