# NEFLIN 2016 Hot Topics Conference:
## User Experience (UX) Design



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| **Date:** | Friday, May 20, 2016 | | |
| **Time:** | 9:30 am – 3:00 pm | <u>Opening Keynote:</u> | **Nate Hill** |
| **Location:** | Ringhaver Student Center<br>Flagler College, St. Augustine | <u>Closing Keynote:</u> | **Courtney Greene McDonald** |
| **Registration:** | $25.00 – Includes Lunch | | |



<u>Payment by check</u>: Invoice will be sent after the conference.
<u>Payment by credit card</u>: PayPal link included in registration.

**Registration closes Friday, May 6, 2016.**

Concurrent Session #1: 11:00 am – 11:45 am

**Beyond the Brick and Mortar: Tapping Into Your Patrons Outside of the Library with Justin Denton:** It's all too common that once someone leaves the Library they don't feel they have a need to return unless it is to return a book, access a computer system or utilize another Library resource. In today's market you need to keep in touch with your users on-site while also driving constant awareness and interaction outside of the facility. This session will talk about how to continue to engage your patrons. We will dive into how to drive a strong online presence that engages them and draws more interaction than your typical point and click web-presence. We will discuss concepts such as online learning, facilitated sessions and building a strong sense of community for both online and on-site consumption.

**Building a UX Army at Your Library with Carrie Moran:** This session will detail the website redesign for a large, public, research university library. Two committees were formed to facilitate the project; a "small" group of nine librarians and library staff, and a large group with approximately 30 members: one representative from every department in the library and other key players in the process. These committees used various methods such as persona building, card sorting, usability testing, and data analysis to ground their work in user experience design. The old website was a reflection of the silos within the library – multiple departments were displaying similar information on their departmental pages, and this information was often conflicting or outdated. The new structure forced staff to create joint pages on a topic and to think more about the connections among the various departments of the library. The session will detail how to get staff to buy-in to the project, and how to keep staff motivated to participate. Communication between departments in the library has improved, and library staff have been an active part of the design, development, and maintenance of the new website. Inclusivity was a major goal of the redesign, and this is reflected both in the website and within the walls of the library.

**User Experience (UX) Through the Eyes of Our Patrons with Nadine Nance:** User Experience design provides the framework in which we are free to reimagine, reconfigure, and reinvigorate our services and facilities to delight our patrons and ourselves. From signage to services, every interaction offers an opportunity to more fully engage our patrons or distance them. Willem Dafoe once described acting as "…quite simply taking a walk in someone else's shoes… I'm kind of amazed at all the wonderful adventures I've had and the different things I've learned." By employing UX principles, we are able to take a walk in the shoes of our library patrons to gain new perspectives on how they see our services, facilities, and us. Empowered by these insights, exciting new ways to meet and exceed patron needs will become evident. In January of 2014, our library had the opportunity to work with a UX library consultant. The nearly five-month journey provided the structure and focuses our team needed to build a fun, productive, and truly exciting experience for our library and our patrons. Attendees will be introduced to the concepts of improving library services through UX, and discover how our library was transformed through the implementation of these User Experience design strategies.

Concurrent Session #2: 1:00 pm – 1:45 pm

**Dealing with CAVE People with Andrea Giggetts:**  It goes without saying, supervisors expect employees to magically "kumbaya" with fellow colleagues even though one or more team members may constantly display a "CAVE" persona, feelings, attitudes, behavior, and temperament routinely impacting the engagement workers have with one another. CAVE is the acronym for "Complaining Against Virtually Everything." Since you can't escape human relations or working with challenging people, this session provides cursory understanding, tips, and valuable insights on working positively with team members who display "unique" but difficult work styles.  My goal is to assist participants in becoming consciously aware on how to creatively build rewarding relationships and professional rapport with team members or customers who may be perceived "difficult" to successfully work with.

**Developing a User Experience Toolkit for Libraries with Darrell Naylor-Johnson:**  The Savannah College of Art and Design (SCAD) Library was awarded an Institute for Museum and Library Services planning grant for the proposed project entitled "SCAD Libraries User Experience Design: Assessment Tool" to serve as means to deepen and advance the concept of user experience design within libraries. The unique aspect of this project is that the focus extends beyond traditional thinking of UX within libraries as being a focus on space. The aim of the project is to provide a foundation for Libraries to consider all aspects of the services, resources and space as well as integrated staffing and related components of user experience. Findings and information from the initial phase of the grant project will be shared with participants as a means to expand the dialog and to garner feedback on the application and viability of the project for other libraries to implement.

**The Library Interface and the Business of User Experience with Michael Schofield:**  The fastest-growing companies in history - Uber, Alibaba, Airbnb, Twitter, WhatsApp, Facebook, Google - have two things in common: 1.) they have absolutely the best user experience compared with their competitors (Uber vs. Lyft, etc.); 2.) they are--to quote Tom Goodwin from 'The Battle is for the Customer Interface' --"indescribably thin layers that sit on top of vast supply systems and interface with a huge number of people." They succeed because they have services that are demonstrably useful and because good UX is good business. In this talk we connect the dots between the obstacles libraries face and user experience problems, which can sometimes bubble-up in the form of questions about library relevance. Libraries, of course, are more relevant than ever as demonstrated by Pew Research and massive public use of content/services for which libraries eliminate barriers to entry. This too, is controlling the interface. Where and how we can improve the overall user experience of this "interface"--at circulation, on the website, with vendors, and elsewhere--will directly impact the degree to which we succeed with our mission.