PUTTING USERS FIRST

Creating Real Change in Your Library

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NEFLIN 2016 Hot Topics Conference
May 20, 2016

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#NEFLIN_UX
Every decision we make affects how people experience the library. Let's make sure we are creating improvements.
questions
How do:
...we know we’re creating improvements?
...changes in the website impact patron experience in the physical library?
What does it mean to approach library services holistically?
"For several decades, libraries have made significant efforts to make themselves relevant to the computer age with elaborate efforts to computerize services and develop new technology. Will this effort pay off?"
WRONG

- Merely computerizing services
- Preoccupation with efficiency/cost savings
- Just build an app
Instead...

1. How can we delight our users?
2. How to manage to enable continuous innovation?
3. What will make things better|faster|etc. for our users?
4. What needs can we anticipate?
What things are libraries doing that users already love?
(eco)system thinking
harmonious design
seamless integration
http://dschool.stanford.edu/dgift/
it's the little things
questions
Please tell us about the last time you were doing research? What's your favorite tool? How would you describe this process/item/etc?
So what ARE the top tasks that people want to do on the website?
Digital is a space of endless replication. It has never been easier to create—and create, and create. People love to publish, but they hate to remove, which leads to overloaded websites and constant, inevitable redesigns. The top layers get a shiny new coat of graphics and copy, while the “essentials” content stays where it’s been imprinted.
TOP TASKS: TASKS

1. Come up with some tasks
2. Task a task force to look at tasks
3. Scope the task list (80-100)
4. Make a plan for asking users about their tasks
5. Fame, fortune ... or lots of data
look around for
your
giant
tasks
don't leave out tiny tasks

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#NEFLIN_UX
| A29 | data management support |
strategically overwhelm them
Help us make it easier to find what you need on the Libraries' website (libraries.indiana.edu).
This survey is open to all, & should take you about 5 minutes. Here's what you'll do:
- select your top tasks on the library website
- tell us a little about you

Current IUB students not employed by the Libraries may opt to add 50 b/w pages to your UITS printing allotment ($2 value) to thank you for your time.

Survey Powered By Qualtrics
Why do you visit the IU Libraries' website?

From the list of tasks and activities below, please select the five (5) that are most important to you personally. Please trust your instincts and spend no more than five minutes.

- e-learning support (library resources within OnCourse, Canvas)
- facts, figures, statistics about the libraries
- how long I can keep a book I've checked out
- publish an open access journal
- suggest an item for the library to purchase
- for IU alumni, information about using the IU Libraries
- promote my event or organization within library spaces (flyers, digital signage, table in lobby)
- request an item be delivered from one IU library to another IU library for pick-up
- research a company or industry
- browse recommended resources by subject
- computers available right now in library (Student Technology Center/STC) labs
- advice or assistance with transferring between digital formats (e.g., older floppy discs, Betamax, Laserdisc, digital forensics station)
- submit my research or data to the institutional repository
- request an item from offsite storage Facility (Auxiliary Library Facility/ALF)
- place a hold on an item
- library classes, workshops, and events - what's happening today and/or the overall schedule
- copying, printing, or scanning in the library
- library floor plans/maps
- electronic resource trials and information about new research databases
- equipment - using and borrowing (incl AV, projectors, recorders, cameras)
- assigned readings, texts, or textbooks for my classes
- tech support & training - help with personal computer/devices or IT training
- locate a particular item (book, film, etc.) on shelf in a campus library
- student jobs at the library
- available hardware and software to support my research
- for non-IU-affiliated visitors, information about using the IU Libraries
- access the full text of a specific article for which I have the citation
- items in the collection in languages other than English
- parking information
Why do you visit the IU Libraries' website?

From the list of tasks and activities below, please select the five (5) that are most important to you personally. Please trust your instincts and spend no more than five minutes.

- [ ] e-learning support (library resources within OnCourse, Canvas)

Please select the option that best describes your affiliation with IU.

- [ ] Undergraduate Student
- [ ] Graduate Student
- [ ] Faculty (tenure-track, clinical, visiting)
- [ ] Staff
- [ ] Indiana Resident
- [ ] Unaffiliated Researcher (out-of-state)

Are you currently employed by any IU Library?

- [ ] Yes
- [ ] No

- [ ] for non-IU-affiliated visitors, information about using the IU Libraries
- [ ] access the full text of a specific article for which I have the citation
- [ ] items in the collection in languages other than English
- [ ] parking information
similarities & differences
<table>
<thead>
<tr>
<th>Known Items</th>
<th>U-Grad Percentage</th>
<th>Grad Percentage</th>
<th>Faculty Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>access a resource for a class</td>
<td>29%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>find articles for my assignment</td>
<td>29%</td>
<td>29%</td>
<td>2%</td>
</tr>
<tr>
<td>copying, printing, or scanning in the library</td>
<td>25%</td>
<td>12%</td>
<td>0%</td>
</tr>
<tr>
<td>today's hours and/or all hours for campus libraries</td>
<td>19%</td>
<td>9%</td>
<td>0%</td>
</tr>
<tr>
<td>access a specific resource for which I know the name (e.g. JSTOR, OneSearch@IU, Herald-Times Online, Academic Search)</td>
<td>18%</td>
<td>30%</td>
<td>51%</td>
</tr>
<tr>
<td>search the library catalog (IUCAT) for a specific type of item or a specific format: book, e-book, DVD, VHS, map, manuscript</td>
<td>17%</td>
<td>22%</td>
<td>27%</td>
</tr>
<tr>
<td>identify peer reviewed/scholarly/refereed journals and articles</td>
<td>14%</td>
<td>16%</td>
<td>32%</td>
</tr>
<tr>
<td>search the library catalog (IUCAT) for a specific title or works by a specific person (author, composer, director, etc.)</td>
<td>13%</td>
<td>39%</td>
<td>41%</td>
</tr>
<tr>
<td>printing quota/allotment &amp; prices for printing</td>
<td>12%</td>
<td>7%</td>
<td>0%</td>
</tr>
<tr>
<td>e-journals listed from a-z</td>
<td>12%</td>
<td>15%</td>
<td>22%</td>
</tr>
<tr>
<td>assigned readings, texts, or textbooks for my classes</td>
<td>11%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>café/food service in the libraries (locations, hours)</td>
<td>10%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>locate a particular item (book, film, etc.) on shelf in a campus library</td>
<td>10%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>citation guides and how to cite sources</td>
<td>9%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>data services (GIS data, research data management, etc.)</td>
<td>9%</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>assistance with research for a specific assignment for a class I am taking</td>
<td>9%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>e-journals listed by topic</td>
<td>9%</td>
<td>27%</td>
<td>34%</td>
</tr>
<tr>
<td>access the full text of a specific article for which I have the citation</td>
<td>7%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>student jobs at the library</td>
<td>7%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>writing help</td>
<td>7%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>computers available right now in library (Student Technology Center/STC) labs</td>
<td>7%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>find materials placed on reserve by my instructor</td>
<td>7%</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>place a hold on an item</td>
<td>7%</td>
<td>8%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Coursework

“Research”
Known Items:
• Specific database that I know
• Specific title that I know in catalog
• Specific format item (book, media, etc.) in catalog
• Specific article that I know in full text
• Request Delivery

Coursework:
• Articles for my assignment
• Access resources for my class

“Research”
• Interlibrary loan
• Scholarly journals
• Find; and browse e-journals
• Identify peer-reviewed
Known Items:
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- Specific title that I know in catalog
- Specific format item (book, media, etc.) in catalog
- Specific article that I know in full text
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Coursework:
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    - Find; and browse e-journals
    - Identify peer-reviewed

VPN
Copy, print, scan
Print Quota
**Known Items:**
- Specific database that I know
- Specific title that I know in catalog
- Specific format item (book, media, etc.) in catalog
- Specific article that I know in full text
- Request delivery

**Coursework:**
- Articles for my assignment
- Access resources for my class

**“Research”**
- Interlibrary loan
- Scholarly journals
  - Find; and browse e-journals
  - Identify peer-reviewed

**Locate item on shelf “My Account”**

**Hours**
What things are your libraries doing that users already love?
your questions?
stay in touch!
courtney@mcdonald.ly
@xocg