The Library Interface and the Business of User Experience

Michael Schofield | LibUX
Hi. I’m Michael!

Good to meet you.
Uber, the world’s largest taxi company, owns no vehicles.

— Tom Goodwin
Uber, the world’s largest taxi company, owns no vehicles. Facebook, the world’s most popular media owner, creates no content.

— Tom Goodwin
Uber, the world’s largest taxi company, owns no vehicles. Facebook, the world’s most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory.

— Tom Goodwin
Uber, the world’s largest taxi company, owns no vehicles. Facebook, the world’s most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world’s largest accommodation provider, owns no real estate.

— Tom Goodwin
We have a wealth of resources for every grade level, from an early world of learning for preschools to classroom lesson plans for elementary, middle and high school teachers, and even free online practice tests and scholarship search assistance for your students.
Quest for a Superbee
Can the world’s most important pollinators be saved? How scientists and breeders are trying to create a hardier honeybee.

BY CHARLES C. MANI
PHOTOGRAPHED BY ANDRE VAPNER
JUNE 15, 2016, 4:56 AM

Brother Adam must have known he had become a beekeeper at an unlucky time. It was 1915, and he was a 16-year-old novice at the time. He had just returned from the war, and his family’s farm was in shambles. But he didn’t let that dampen his spirit. He believed that the key to saving the honeybee was through breeding. He started experimenting with different strains, hoping to find one that could survive in the harsh conditions of his California farm.

The 1910s had been a rough time for beekeepers. The varroa mite, a parasitic insect that feeds on the blood of the bee, had not been discovered yet. It was a silent killer, and beekeepers didn’t have a way to combat it. But Brother Adam was determined to find a solution. He knew that if he could create a hardier honeybee, it could help save the other bee species that were also struggling.

To create a hardier honeybee, Brother Adam had to think outside the box. He started by crossing different species of bees, hoping to create a hybrid that would be resistant to the varroa mite. He experimented with everything from the humble bumblebee to the exotic Asian honeybee. It was a long and arduous process, but Brother Adam never gave up.

Finally, after years of hard work, he was able to create a hardier honeybee. It wasn’t perfect, but it was a step in the right direction. Brother Adam knew that he had to share his discovery with the world. He wrote papers and gave lectures, hoping to convince other beekeepers to try his method. And it worked. Other beekeepers started following his lead, and soon the hardier honeybee became a hit among beekeepers across the country.

But Brother Adam didn’t stop there. He knew that the varroa mite was still out there, waiting to strike. So he continued to experiment, hoping to find an even better solution. He knew that the future of the honeybee was in the hands of beekeepers like him. And he was determined to do his part to ensure its survival.
Quest for a Superbee
Can the world's most important pollinators be saved? How scientists and breeders are trying to create a hardier honeybee.

BY CHARLES C. MANN
PHOTOGRAPHS BY AKANDA VARRA
MAY 12, 2015, 3:00 AM

Brother Adam must have known he had become a beekeeper at an unlucky time. It was 1915, and he was a 16-year-old novice at...
Quest for a Superbee

Can the world’s most important pollinators be saved? How scientists and breeders are trying to create a hardier honeybee.

BY CHARLES C. MAN
PHOTOGRAPHY BY AKANDI YARMA
MAY 12, 2016, 11:00 AM

Brother Adam must have known he had become a beekeeper at an unlucky time. It was 1915, and he was a 16-year-old novice at...
The critical differentiator is the user experience.

— Ben Thompson
The critical differentiator is the user experience. “Companies that win the user experience can generate a virtuous cycle where their ownership of consumers/users attracts suppliers which improves the user experience.”

— Ben Thompson
How to Talk About User Experience

When we talk about the user experience, we are talking about something that can be measured. It is plottable and predictable. The user experience is a measure of your end-user’s interaction with your organization: its brand, its product, and its services.

The blossoming of library user experience roles, named and unnamed, the community growing around it, the talks, conferences, and corresponding literature signal a broad — if shallow — pond, because while we can workshop card sorts and redesign websites, we find it pretty hard to succinctly answer: what is user experience?
Aggregation Theory

Pre-Internet

Integration

Distributors

Ben Thompson | stratechery.com
## Reading snapshot

Among all American adults 18 and older, the % who read at least one book in the following formats in the past year:

<table>
<thead>
<tr>
<th></th>
<th>Total (All adults 18+)</th>
<th>Print</th>
<th>E-book</th>
<th>Audiobook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>76%</td>
<td>69%</td>
<td>28%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>69%</td>
<td>64%</td>
<td>23%</td>
<td>14%</td>
</tr>
<tr>
<td>Female</td>
<td>82%</td>
<td>74%</td>
<td>33%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Race/ethnicity</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>76%</td>
<td>71%</td>
<td>29%</td>
<td>14%</td>
</tr>
<tr>
<td>Black</td>
<td>81%</td>
<td>75%</td>
<td>30%</td>
<td>19%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>67%</td>
<td>56%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Age group</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-29</td>
<td>79%</td>
<td>73%</td>
<td>37%</td>
<td>15%</td>
</tr>
<tr>
<td>30-49</td>
<td>75%</td>
<td>66%</td>
<td>32%</td>
<td>16%</td>
</tr>
<tr>
<td>50-64</td>
<td>77%</td>
<td>71%</td>
<td>27%</td>
<td>16%</td>
</tr>
<tr>
<td>65+</td>
<td>70%</td>
<td>66%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Education level</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High school grad or less</td>
<td>64%</td>
<td>57%</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>Some college</td>
<td>83%</td>
<td>78%</td>
<td>32%</td>
<td>15%</td>
</tr>
<tr>
<td>College graduate</td>
<td>68%</td>
<td>79%</td>
<td>45%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>Household income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; $30,000</td>
<td>66%</td>
<td>63%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>$30,000-$49,999</td>
<td>75%</td>
<td>70%</td>
<td>28%</td>
<td>16%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>85%</td>
<td>78%</td>
<td>42%</td>
<td>19%</td>
</tr>
<tr>
<td>$75,000+</td>
<td>83%</td>
<td>74%</td>
<td>46%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Community type</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td>77%</td>
<td>71%</td>
<td>29%</td>
<td>15%</td>
</tr>
<tr>
<td>Suburban</td>
<td>75%</td>
<td>67%</td>
<td>31%</td>
<td>14%</td>
</tr>
<tr>
<td>Rural</td>
<td>76%</td>
<td>72%</td>
<td>18%</td>
<td>14%</td>
</tr>
</tbody>
</table>

*Note: Columns marked with a superscript letter (a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.*

*Source: Pew Research Center's Internet Project Omnibus Survey, January 9-5, 2014. N=1005 American adults ages 18 and older. Interviews were conducted on landlines and cell phones, in English and Spanish.*

*PEW RESEARCH CENTER*
As a
I want
so that

User Story
Get a Library Card

Having an Alvin Sherman Library Card gives you access to our collection, award-winning programs, events, and exhibits, and the full academic resources of one of the nation's major independent universities.

Broward County Library Cardholders

Use your Broward County Library Card to get immediate access.

Get an E-Card

Other Ways to Apply

If you aren’t already a Broward County Library Cardholder, you can apply online and pick up your card in person.

Apply & Pickup or Print Application
BCL Library Card Number

Last Name
Schofield

Phone (Last four digits)
****
Oops. Well, you get the idea.

This BCL Library Card Number is already registered in the NSU Libraries. It can not be used for an E-Card application. Please contact the Circulation desk (954) 262-4601, lritccirc@nova.edu.
BCL Library Card Number

Last Name
Schofield

Phone (Last four digits)
****

[Submit button]
My Library Account

Welcome, Michael
WHAT IS THE USER EXPERIENCE?
Business that invest in a superior customer service

• 14.4% more customers willing to purchase the product
Business that invest in a superior customer service

- 14.4% more customers willing to purchase the product
- 15.8% fewer customers willing to consider doing business with a competitor
Business that invest in a superior customer service

• 14.4% more customers willing to purchase the product
• 15.8% fewer customers willing to consider doing business with a competitor
• 16.6% more customers likely to recommend their product or services
UX IS GOOD BUSINESS
— and that is especially true for services that interface between the customer and the product.
— and that is especially true for services that interface between the customer and the product.
Thank you

Michael Schofield | LibUX