

**MAKING UX
WORK FOR YOUR
LIBRARY**

(WHEN YOU'VE GOT NO BUDGET)

UX IS RAD...



🌟 **Rubes** 🌟 @rubeseatsinfo · Jan 30

I love that my ramshackle ugly beloved little city has hella good airport UX (look at this luxurious bathroom stall and it's many hooks and shelf)

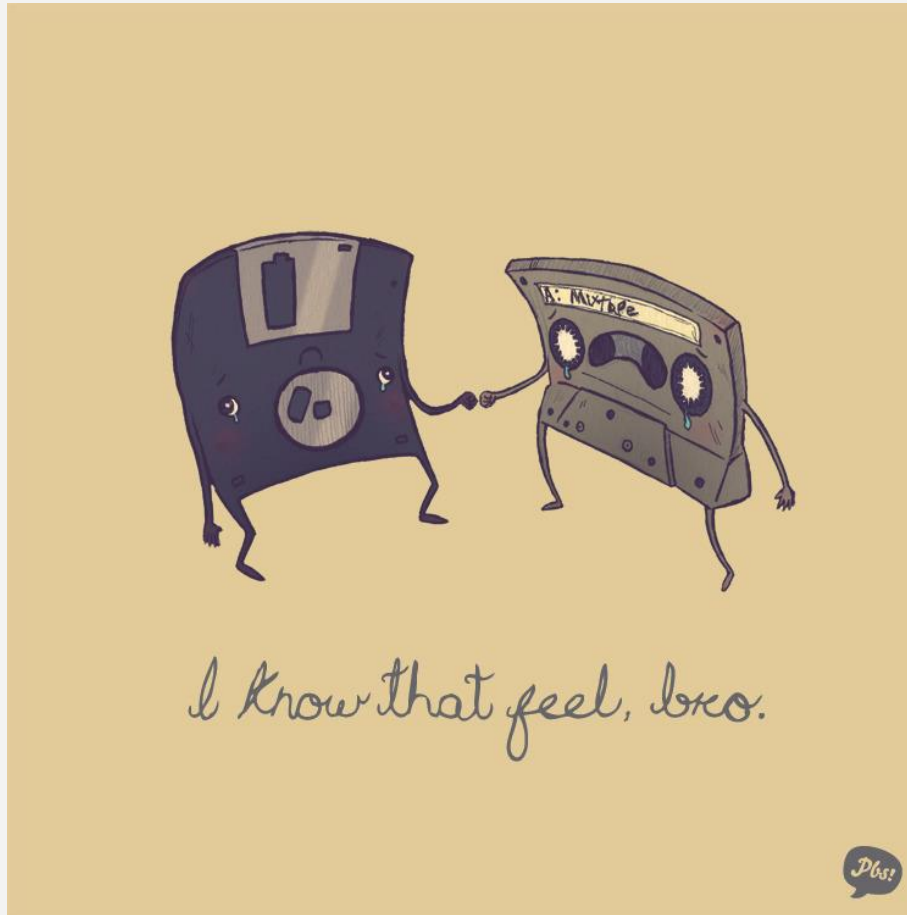
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...BUT I'VE GOT NO MONEY



Created by Paper Beats Scissors. Image retrieved from <http://paperbeatsscissors.tumblr.com/post/17212661797/obsolete-technology-i-know-that-feel-bro-make>

GOALS FOR TODAY

- learn ways to save money while doing ux research and prototyping
- get familiar with a particular handful of inexpensive methods

GENERAL MONEY-SAVING TIPS

- START EARLY
 - the earlier you find the problem the less it costs to fix
- go informal
 - save staff time by going for insights, not quantitative data or airtight methodology
- keep in mind the savings brought by doing UX work
 - lower user learning curve, free up staff time
 - create positive user experiences, increase marketing and PR effectiveness

PARTICIPANT RECRUITING TIPS

- keep your participant pool small – 3-5 per study
- research incentives are great if you have some spare money
 - they do NOT need to be huge incentives! i do \$15-\$20 per person for a 1-1.5 hour time commitment
 - lower time commitments can have smaller incentives
- if you don't have incentive money contact existing users and
 - flatter flatter flatter
 - make it as easy as possible to participate

HEURISTIC EVALUATION

heuristics = usability principles or best practices

in this method a staff expert evaluates an interface or website by comparing it to a list of usability principles

ie: does this website use consistent language? do the same words always mean the same thing, across pages?

HEURISTIC EVALUATION

works best when:

- you're working with a website or interface
- you've got available staff time
- your team is reasonably familiar with UX ideas
- you are VERY familiar with your users and their attitudes/priorities
- wrangling users to run usability testing is expensive or logistically difficult

HEURISTIC EVALUATION

drawbacks:

- doesn't give a true user perspective
- can miss smaller or easily overlooked usability issues
- still requires ++ staff time

HEURISTIC EVALUATION

you SHOULD build your own list of heuristics for your organization, but a good standard set to use to begin is the neilsen norman group set

located here:

<https://www.nngroup.com/articles/ten-usability-heuristics/>

HEURISTIC EVALUATION – PRACTICE TIME

“Match between system and the real world

- The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.”

From <https://www.nngroup.com/articles/ten-usability-heuristics/>.

HEURISTIC EVALUATION – PRACTICE TIME

The screenshot displays the University of Manitoba Libraries website. At the top, there is a yellow navigation bar with the University of Manitoba logo and the word "Libraries". To the right of the logo is a search bar with a "Search" button. Below the search bar are three radio buttons: "U of M Website" (selected), "People", and "Research Experts".

Below the navigation bar is a light blue section with four tabs: "One Stop Search", "Catalogue", "Course Reserves", and "Subject Guides". Under the "One Stop Search" tab is a search input field with the placeholder text "Search articles, journals, books & more..." and a yellow "Search" button. Below the input field is a link for "Advanced search".

To the right of the search bar is the "askalibrarian" chat widget with a speech bubble icon and the text "Chat with us".

The main content area is divided into several sections:

- Find:** Lists "Databases A-Z", "Course reserves", "Statistics & data", "E-Journals", "U of M Google Scholar", and "License information". A ">> more" link is at the bottom right.
- Services:** Lists "Sign In to My Account", "Borrow", "Research help", "Reflows, Citing & Writing", "Off-campus services", and "Document delivery". A ">> more" link is at the bottom right.
- Collections:** Lists "Archives", "Digital collections (Libraries)", "UM Digital Collections", "Theses & MSpace", "Manitobia (historical newspapers)", and "Recommend a book". A ">> more" link is at the bottom right.
- About Us:** Lists "Hours", "Libraries & Departments", "Librarians", "Locations/maps", "Why Should I Sign In?", and "Contact us".
- Latest News:** Features an article titled "The Northern Line" with a short description: "This body of work investigates the concept of mood painting and focuses on the Nordic summer night and the Norwegian arctic. Historically,...more".
- Upcoming Events:** Features an event titled "Terry Fox Day - University Closed (8/1/2016)" with the date and time: "Aug 1, 2016 @ 12:00 am".

At the bottom right, there is a prominent orange banner with the text "IST SECURITY ALERT" and a "READ MORE" link.

HEURISTIC EVALUATION – PRACTICE TIME

“Aesthetic and minimalist design

- Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.”

From <https://www.nngroup.com/articles/ten-usability-heuristics/>.

HEURISTIC EVALUATION – PRACTICE TIME

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UNIVERSITY OF MANITOBA Libraries

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U of M Website People Research Experts

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Advanced search

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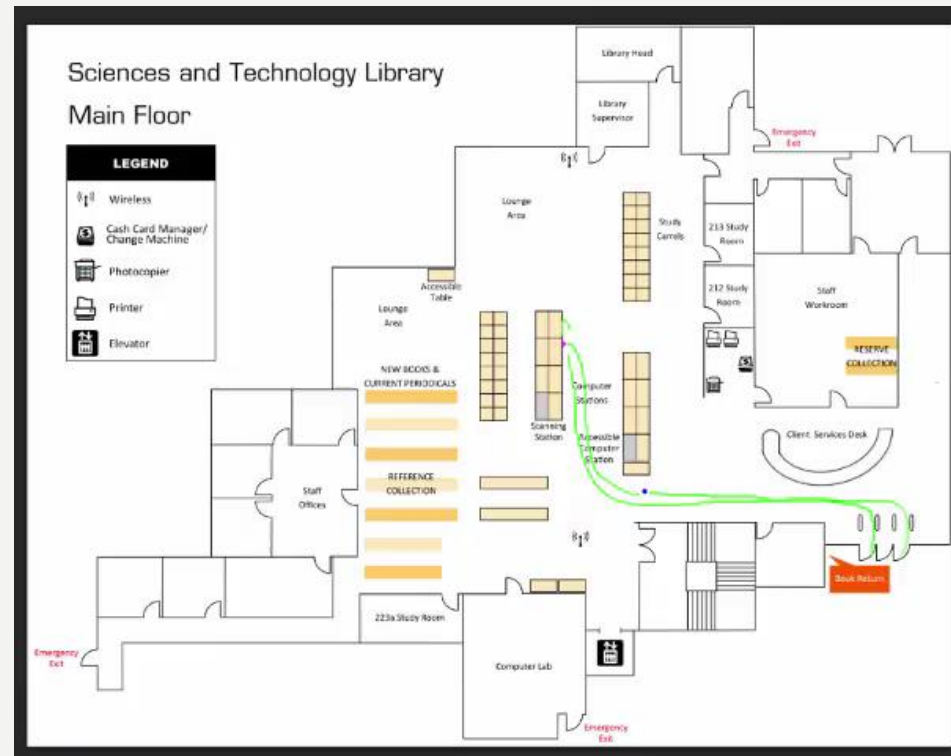
[READ MORE](#)

HEURISTIC EVALUATION – PHYSICAL SPACES

there are heuristic evaluation-like methods for physical spaces/interfaces

- kindness audits/space experience evaluations
- some templates and resources available that you can just wholesale grab if you want: <https://rubes.ca/stuff-you-can-use/>

BEHAVIOURAL MAPPING



BEHAVIOURAL MAPPING

in this method, you draw a map of the movement and actions of each user as they enter and leave the space

you need to:

- photocopy floor plans and get some pens
- set up a code for the types of user actions you want to pay attention to
- observe over a bunch of days and different time periods

BEHAVIOURAL MAPPING

works best when:

- you want to see how users respond to layout and space
- you have major layout concerns or changes on the way

USABILITY TESTING

- a user is recorded attempting to complete tasks using a website or interface
- record insights provided by users – what they say, how they attempt to use pages, where the errors and frustration parts are

USABILITY TESTING

works best when:

- you have an interface/website that already exists (or a good draft for one)
- you're ready to make changes or have new ideas for design

USABILITY TESTING

number one money saving tip:

“recording user interaction” doesn’t necessarily mean you have to screen capture or film

USABILITY TESTING

cheapest screen capture options

- open broadcaster software - free
- silverback for mac - \$50 to remove watermark, free otherwise
- camtasia - \$200, about as high as i would go

make recruiting easier by offering remote options

- google hangout screensharing can allow users to test from far away or at home and is free

USABILITY TESTING

record just audio on a smart phone

- voice recorder & audio editor
- dictaphone

DESIGNING & PROTOTYPING - WEB

inexpensive ways to prototype

- balsamiq - \$9 a month or \$100 year (limited to 2 projects)
- sketch \$100 per year of updates (permanent access after)
- pen and paper

PEN AND PAPER PROTOTYPING EXERCISE



Highest Priority Functions for Users:
Manga Chapters
Anime Episode Listings
Fan Art Gallery
Forums

Failure Points Found:

- users say they are overwhelmed by this page
- new users don't know what "fandom" or "fics" means
- users have a hard time noticing or reading the menu at the top

DESIGNING & PROTOTYPING - SERVICES

staff roleplay

staff can be given user characters, or users can be recruited to participate

- think about what about this service is different than existing ones - make sure that's approximated somehow in the roleplay

DESIGNING & PROTOTYPING - SPACES

get creative – it's high school science class time! try and approximate your space change with the materials you can get your hands on

- if you were moving from an open concept for librarian access to an office model, you could use screens or even makeshift curtains to approximate the addition of a barrier for a day or so
- changing to a new desk with a different height or width? build a cardboard or plywood approximation, or put blocks under corners, and use it for an hour or two to see how it changes service interactions
- reorganizing the library layout? build cardboard and paper small scale models to examine your sight lines and see what you forgot

ANALYSIS - TRANSCRIPTION

if you are collecting for insights, and not publishing, you don't really need to transcribe!

- take notes from audio recordings (or use observer notes) to create reports

can also transcribe using word and a media player - slow your playback to make it easier

THANKS!!!

if you wanna reach me:

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