User experience design

A human centered approach in improving the user experience

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What is user experience design?

• User experience design takes the user into account first

• User experience (UXD) vs. User Interface (UI)

• The user experience happens whether you put effort into the design or not
What is human-centered design?

• Human-centered design uses the human perspective first in a step by step process of providing solutions to problems
  
  • Focuses first on the human perspective
  
  • Problem solves
  
  • Focuses on providing solutions to problems, not just documenting them
  
  • Effective and efficient in delivering solutions
User experience and related topics

- Human-centered design
- Design thinking
- User perspective
- Interaction design
A user experience perspective

• Web and digital perspectives
  • Why library websites are different and more complex than other departments
  • Objectives differ with libraries and other entities
  • Why web design matters so much in libraries
  • Interaction design

• Information literacy

• Teaching and learning
Technically speaking: Back-end cataloging and technical services

- The gateway to the library
- Intuitive
- Usability testing

Cataloging provides the gateway to the library
From the user’s view

• The average user: Has the ability to learn skills that enhance their use of the library, but not necessarily the skill

• Visual impairments and those with disabilities: Consider a person’s abilities and capabilities

• Cultural differences and similarities: Consider how information is processed

• Gender and generational use and children vs. adults: Each has a different perspective and skillset

• Unaffiliated users: Outsiders looking in, community users, and how the value of their views compare to others
Design libraries with the user in mind

ENGINEER LEARNING TO RECOGNIZING USER BEHAVIOR AND ANTICIPATING USER NEEDS

Access to information
Approximate value

LEARNING SPACES IN DIGITAL AND PHYSICAL

Sustainable practices
Infrastructure maintenance and intelligent planning
Optimal spaces

Avoid designing learning that makes users confused or disconnected
How to apply user experience design?

• Develop and create
• Design is an ongoing process
• Understanding your role and how it can or may need to change
• Design holistically and intuitively
• Planning and data
• Determine the value of the experience

The success of a library’s services depends on users being able to participate.
Use a step by step approach

- Develop and Create
  - Understand
  - Define/identify
  - Create ideas/brainstorm
  - Develop into something tangible
  - Test it out
- Design is an ongoing process
- Understanding your role and how it can or may need to change
  - Empathetic design
  - Servant leadership
- Design holistically and intuitively
- Planning and data
  - Usability testing, surveys, observations, etc.
  - Traffic flow and use of space
  - Assessing the data
  - Decision-making and implementation
- Determine the value of the experience

A library employs design with empathy and understanding towards users
Everything is connected. You have to be able to look, see, and imagine what the finished product will look like.

User experience design takes time
- User’s perspectives (they often think it takes too long for change)
- Library perspective (research and data in decision-making)
Final tips

• TAKE THE USER INTO ACCOUNT FIRST
• FOCUS ON SOLVING THE PROBLEM BEFORE IT BECOMES ONE
  Think preventatively!
• USER EXPERIENCE DESIGN SHOULD BE AN APPROACH IN EVERYTHING THAT EFFECTS USERS
• DESIGN IS A STEP BY STEP PROCESS:
  • Develop and create
  • It is ongoing and never ending
  • Understand your role and apply empathetic design and servant leadership
  • Design holistically and intuitively
  • Determine the value of the experience
• EVERYTHING THE LIBRARY DOES IS CONNECTED.
• EVERYTHING IN A LIBRARY IS DESIGNED.
Final tips

• Practically speaking, how do I apply it?
  • Change your perspective to change the user’s experience.
  • Constantly question how it benefits the user and how it doesn’t
    • Is there a need?
    • What exactly is needed?
    • Who does it benefit?
    • How will it be used?
    • How do I create it so it is usable and not confusing?
    • Is it just a trend or will it make a long-lasting impact on my community?
    • Usability: Test it with your users and make necessary improvements

• Designing for programs is different than a service. Plan differently according to type.
• Plan for optimal teaching and learning
References


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