A User Experience Design Approach to building Solutions

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UKSG Forum: Design, Simplicity & User Experience November 18, 2015
User-Experience Design

— Problem definition
— Focus groups, interviews, observation
— Existing solutions
— Personas, empathy maps, JTD
— Prototyping & iteration
— Testing & iteration (feedback)
— Analytics & iteration (data)
Culture Clash – students live online
Get to know their culture
Get to know them

Higher Education/ Academics

**Name:** John
**Profession:** Photography Lecturer
**Age:** 40

**Description:** John works at the Institute of Art Design and Technology in Dublin. He is a senior lecturer in Historical and Theoretical Studies in Photography and holds a PhD. He is writing a book on ethnography.

**Skills:** John has good computer skills. He is a very good researcher and a published author.

**Sources:** Library Catalogue at IADT
          Every Project Muse
          JSTOR

**Search Terms:**
1. "Hooton AC"
2. "mixed communities"

**Search:** Looking for biographical information on ethnographer AC Hooton.

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Specialist/ Higher Education – Medical

**Name:** Andrew
**Profession:** Medical Student
**Age:** 20’s

**Description:** He has been given an assignment:
Your mother is 75 and will be flying to Australia to visit grandchilden for the first time. She has seen a TV programme promoting flight socks as a means of reducing the risk of blood clots induced by prolonged immobility. The use of aspirin as a preventative measure was also mentioned.

ref PICO: Patient/Problem, Intervention, Comparison, Outcome

**Skills:** He has good research skills and has taken part in basic reading and research courses.

**Sources:** PubMad
          Google: 4,150 hits
          Google Scholar
          Cochrane

**Search:** Does the use of aspirin reduce the risk of deep vein thrombosis in long haul air travel?

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Higher Education/ Academics

**Name:** Kevin
**Profession:** Photography Student
**Age:** 20’s

**Description:** Kevin is an photography student working under the supervision of John. He is preparing his undergraduate thesis.

Kevin’s chosen topic is as follows: how the Theory of the everyday influences photography practice.

**Skills:** He has good computer skills. His specialist research skills are in area of streetphotography.

**Search Terms:**
1. “Everyday + Capitalism”
2. “Everyday + Europe”
3. “Everyday + female photographers”
4. “Everyday + domesticity”
5. “Everyday + 19th Century Social History”

**Key Authors**
Hern LCDM<br>Michel de Certeau
<table>
<thead>
<tr>
<th>Thinks</th>
<th>Says</th>
</tr>
</thead>
<tbody>
<tr>
<td>The library doesn’t have what I need</td>
<td>I can’t find what I need</td>
</tr>
<tr>
<td>I don’t know how to use it properly, it’s</td>
<td>I can’t remember my login</td>
</tr>
<tr>
<td>so hard to access the online stuff</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Does</th>
<th>Feels</th>
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<tbody>
<tr>
<td>Only uses the library for studying alone</td>
<td>Anxious about college work</td>
</tr>
<tr>
<td>Mostly uses Google and web sources for</td>
<td>Confused about the library</td>
</tr>
<tr>
<td>research</td>
<td></td>
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| Lecturer                          | Fintan O’Brien, 40+  
|--------------------------------|----------------------  
| Photography & Cultural Studies  | Good IT skills, experienced researcher  

| Thinks                          | Library has great resources  
|--------------------------------|-----------------------------  
|                                | Why don’t the students use them more?  

| Says                            | Student work lacks references from authoritative sources  
|--------------------------------|---------------------------------------------------  
|                                | I give them references but they don’t look at them  

| Does                            | Puts reference lists on Blackboard and Facebook  
|--------------------------------|------------------------------------------------  
|                                | Creates references lists and bibliographies  

| Feels                           | Passionate about his subject  
|--------------------------------|-------------------------------  
|                                | Unsure how to motivate students  

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<tr>
<td>E-resources should be used more</td>
<td>We need to engage the students more</td>
</tr>
<tr>
<td>Information literacy is a problem for students</td>
<td>We want to show them what is available</td>
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<tbody>
<tr>
<td>Creates and delivers more support materials and info lit classes</td>
<td>A bit frustrated with IT &amp; lib tech in general</td>
</tr>
<tr>
<td>Subscribes to new types of online content to meet user needs</td>
<td>Passionate about information literacy</td>
</tr>
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Core Needs

To provide the best library service
user-friendly
explain
engage
promote
showcase
track
improve

Librarian
David Ryan
20+ years experiences
Excellent IT skills, experienced researcher

Student
Laura Murphy, 21 years old
Year 3  BA Visual Communications
Good IT skills, regularly uses social media

Core Needs

To get my college work done, pass exams
easy to use
understand
search
find
save
share
get
Search & Discovery Problem

— Information overload
— Lack of understanding
— Not easy-to-use
— Access not simple
Making academic research easier.
User testing & feedback

86% Prefer to existing
89% Easier-to-use
75% Use library more

I’ve only tried it once and I’ll see how I get on with it but already it’s miles better than that other antiquated nightmare.
3/10/2015 9:15 PM  View respondent’s answers

I’m not sure about giving images/search engine results the same focus as books/ebooks/articles, because it is the books/ebooks/articles that I am really looking for in using a library catalogue. The visuals of the search engine are very nice, and it is user friendly.
3/5/2015 7:27 PM  View respondent’s answers

It is the best search experience I’ve used yet.
I have not fully explored the engines full potential, I am just using it for journal articles now.
3/5/2015 6:24 PM  View respondent’s answers

Excellent, accessible and entertaining.
3/3/2015 12:35 PM  View respondent’s answers
Making academic research easier.
Thank you for listening.

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