

User Research

April 15, 2019

Team Name: Team Literate

Hunt statement

Our project will be focusing on librarians as our user group. Our objective is to get a general overview of the experience of a librarian. Our primary research question will be focused on how to increase effectiveness, efficiency and user satisfaction. Will conduct ethnographic research, interviews, questionnaires to uncover social behaviors, norms, and interactions that will uncover opportunities that will impact the needs of users that use libraries services and resources.

Interview notes:

Date: 4/11/2019 @ 5:00pm

Location: KCLS Bothell Branch

Interviewee Librarian

Interviewer: Ashley Hay

Interview Duration: 27 min

Questions:

1. How did you start working at the library?
2. What is your typical day at work?
3. Who are the libraries primary users?
4. What service is utilized the most?
5. Are there any common requests/complaints that visitors have?
6. What are the most frequent questions asked?
7. Currently, what kinds of resources does the library have? (i.e. technology, events, partners)
8. How has the library evolved throughout the time you've worked there?
9. Looking forward, how do you see it evolving?
10. How do you think resources or technologies can improve at the library ?
11. What section of the library are being utilizing the most?
12. Is there any other information that I should know or be aware of ?
13. May I contact you in the future?

Insights

1. There could be improved ways to promote/advertised events being held at the library
2. Most common request for help is people having issues with the computers or noise complaints
3. Improvement can be made to how the library evolves based on how the community evolves
4. The library may not appeal to everyone but why. Teens tend not to visit the library as much as other age groups

Transcription

Interviewer

Interviewee

How did you start working at the library?

I started working as a library. Offered an intern/job at the University of Washington.

Interviewer

Interviewee

What drew you to the job?

Benefits that of working at the UW library; 6cr paid classes and health insurance.

Interviewer

Interviewee

What is your typical day like?

That varies. Face to face front desk. Helping patron. Coordinate event at the library. Keep track of what books are getting checked out vs books that are not getting checked out.

Interviewer

Interviewee

How do you decide what (book) come in to begin with?

There is a selector that is based in Issaquah that decides what book come in to the library.

Interviewer

Interviewee

Does each branch get books that are specific to that area?

Yes but no. There may be some local authors books that can be found in their branch. Books may be circulated from other branches where that book may have not been used or checkout so it may go to another branch.

Interviewer	Is there a predominate group/community of people that seem to be visiting this library?
Interviewee	It's pretty broad. There is no pattern. There is no predominate groups but more so there may be a specific group which correlates with the time of day. Tracking by time of day. For example, during the day time may see more retired people or in the early after noon there may be a wave of kids or children that have gotten out of school. If there is an event being held such as for single parent with children, or international event (adult from different background), there will be a larger presence from those groups visiting the library depending on the event being held. In the Kirkland branch location, I work there once a week, it feels to be a noticeable presence of homeless visitors may be the proximity of the transit center. Also, have a very privilege group. With little in between.
Interviewer	The Kirkland library is next to the teen center is there crowds coming from there?
Interviewee	No, never seen teen come. There is flock of student right before the SAT exams
Interviewer	As far as resource what are the most common that are used?
Interviewer	Rephrased question: What is the most common question that you get from visitors?
Interviewee	Mostly having to with computer help from patrons that need assistance with basic computer tasks.
Interviewer	Following up, is there a common complaint or request that you get?
Interviewee	Has to do with the computers. Common complaint is noise complaint because there are people that come in during the day that have a very specific connection of how the space

should be used. We are busy during the day. So, if group of seniors her during the day and a flock of preschooler here during the day. They both have very different ideas of how the space should be used. If you have 80 kids in Storytime, chances are the kids will be noisy and the senior have a different idea of how the library should be.

Interviewer

What services are utilized the most?

Interviewee

I don't know. I would have to pull up our stats. The computer themselves are steadily busy. Event have high attendance, depending on the event. [Gave some examples of events with high attendance]

Interviewer

How do you promote events, and reach people to gain awareness of the events at the library?

Interviewee

KCLS website, Newspaper, in the library itself fliers. Monthly calendar, Personal mail out, Social media(Instagram, twitter) but not used much to promote events

Interviewer

In the time that you have worked here, how has the (Bothell) library evolved? if any

Interviewee

Here at Bothell we have seen the community evolve allot. The growth of the community and people living in the area is different as housing cost continue to rise. There are more single people in tech people working at tech companies that now live in the area. Added more languages to support the increase in international community that utilize the library.

Interviewer

What has evolved on the library side?

Interviewee

Cassettes tapes have gone. I'm not sure how long DVD will offered as part of the library collection. Fewer will be offered. The question that are being asked have change as technology has changed. Event that are being host have changed because the community that live in Bothell area and come visit the library has changed over time. The library tries to recognize and offer resources that can serve the community that exist in

the surrounding area. Outreach an example being library offering lunches for students during school breaks. In-reach the event that are being offered have change to better fit the diversity with in Bothell community.

Interviewer

As things continue to evolve is there support in place for the librarians, so that they can better serve the patrons?

Interviewee

There are people that are working on what could be next. Where the library could be going in the future. There is training, meeting and annual conventions.

Interviewer

Is there any other information that I should know or be aware of ?

Interviewee

No

Interviewer

May I contact you in the future?

Interviewee

Yes

Question by email

In your opinion, in what ways can libraries improve to better serve their community?

Reply

In my opinion, the most important thing libraries can do to improve service to our communities is to ensure that our staff reflects our communities. We need to recruit and retain a more diverse workforce. According to the Bureau of Labor Statistics, in January 2018, library workers looked like this:

		Percent of total employed				
Industry	Total Employed (in thousands)	Women	White	Black or African American	Asian	Hispanic or Latino
Libraries and archives	214	78.1	87.3	7.5	2.5	11.3
Total, 16 years and over (employed persons)	155,761	46.9	78	12.3	6.3	17.3

<https://www.bls.gov/cps/cpsaat18.htm>

Most libraries work proactively to connect with the community they are serving but having a staff that is overwhelming white and female sets a tone for what the library is and who we serve that no amount of community engagement can change.