

UI, UX, IA... WTF?

A quick demystification of user-centred design for GLAMers

Michael Lascarides
User experience lead, National Library of NZ
Twitter: @mlascarides

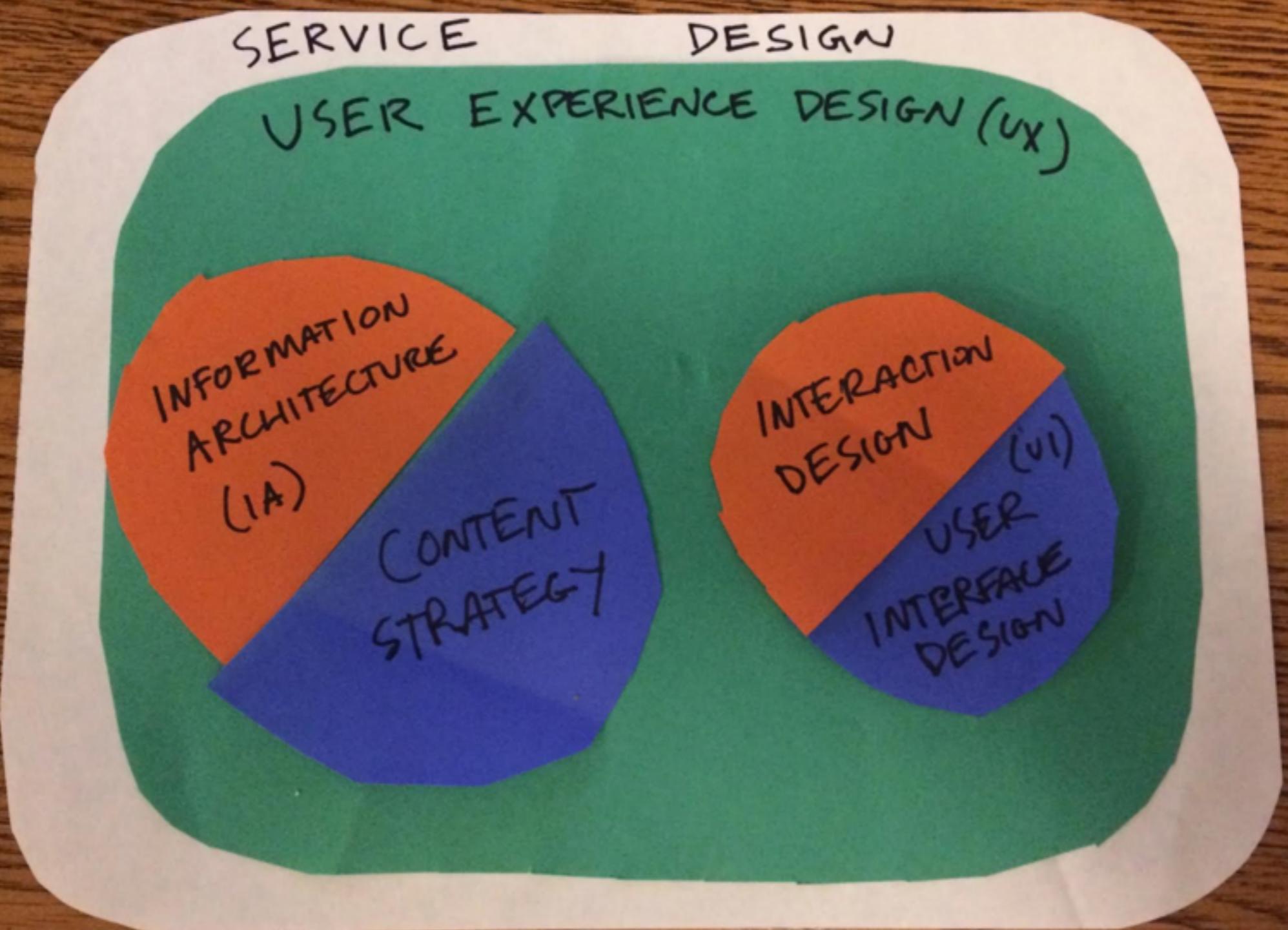
Presented to NDF Barcamp
13 October 2017
Dunedin Public Library

Today:

- I. The playing field
- II. Why be user-centred?
- III. A few golden rules
- IV. Picking the right tool for the job

lascarides.github.io/ux

I. The playing field



**DO NOT WORRY
ABOUT IT**

Just make awesome stuff for real people.

Let's move on.

**You are all service
designers, and you are
all user experience
designers.**

II.

Why be user-centred?

[Home](#)

Guidance

Government design principles

From: [Government Digital Service](#)

Published: 3 April 2012

The UK government's design principles and examples of how they've been used.

[Contents](#)

- [1. Start with user needs](#)
- [2. Do less](#)
- [3. Design with data](#)
- [4. Do the hard work to make it simple](#)
- [5. Iterate. Then iterate again](#)
- [6. This is for everyone](#)

1. Start with user needs

Service design starts with identifying user needs. If you don't know what the user needs are, you won't build the right thing. Do research, analyse data, talk to users. Don't make assumptions. Have empathy for users, and remember that what they ask for isn't always what they need.

— [What we mean when we say 'service transformation' – by Mike Bracken](#)

<https://www.gov.uk/guidance/government-design-principles>

UK Govt Design Principles

1. Start with user needs
2. Do less
3. Design with data
4. Do the hard work to make it simple
5. Iterate. Then iterate again
6. This is for everyone
7. Understand context
8. Build digital services, not websites
9. Be consistent, not uniform
10. Make things open: it makes things better

III.
Some golden rules

featuring

**A Gallery Of
Horror And Delight**

Observe. Don't ask.

Steve Krug

UPDATED
with three
new chapters!

DON'T MAKE ME

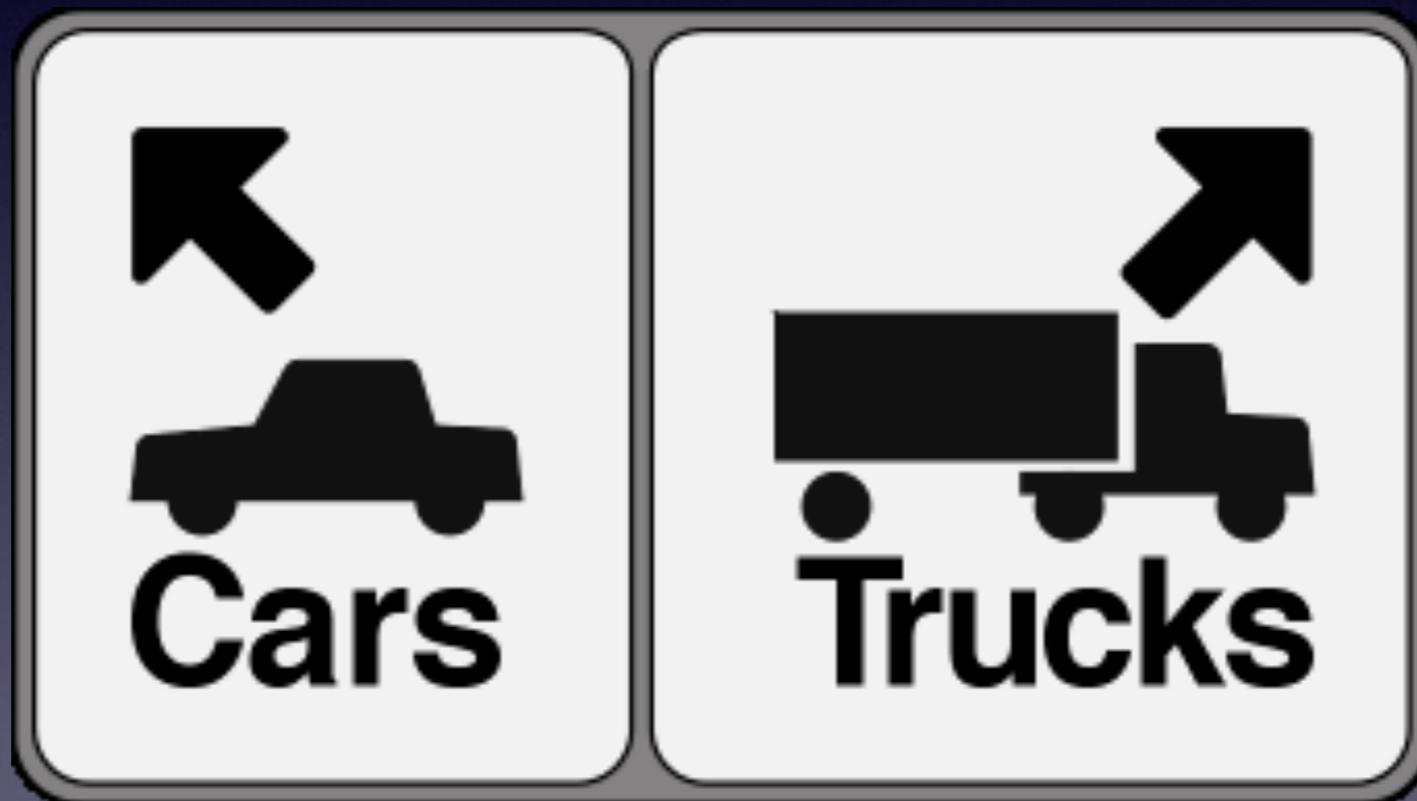
THINK



A Common Sense Approach to Web Usability

SECOND EDITION

Test constantly



<http://www.jamesrobertwatson.com/carstrucks.html>

Request Confirmation

The omnivore's dilemma :

by *Pollan, Michael.*

Your request failed. Please contact the circulation desk.

You will be notified when this title is available by: MAIL

Select a location to pick up the material:

Science, Industry & Business Library

Your request for this title will be effective until: 04/09/2010

[Request](#)

[Cancel](#)

[Cancel and Logout](#)

[Sign Up Now! The New York Public Library News.](#)

Be humble

YOUR WORK HAS BEEN SAVED!

All of your progress up to this point has been saved. You may safely exit this page and return at any time to complete your request. As a reminder, your requests will **NOT** be processed until you return here and click the green "I'm Done" button. If you'd like, you can bookmark this page to return here directly. You may be asked to log in again upon your return.

INQUIRY REQUESTS 10 (of 10) remaining

ADD NEW INQUIRY REQUEST

AGE	TOPIC	QUERY	YEAR
1	7-14	The Arts - Music	This is an inquiry. 10, 11

SUBMIT MY REQUEST FOR PROCESSING**SAVE AND CONTINUE LATER**

READING ENGAGEMENT REQUESTS 1 (of 4) remaining

80 % left of 100%

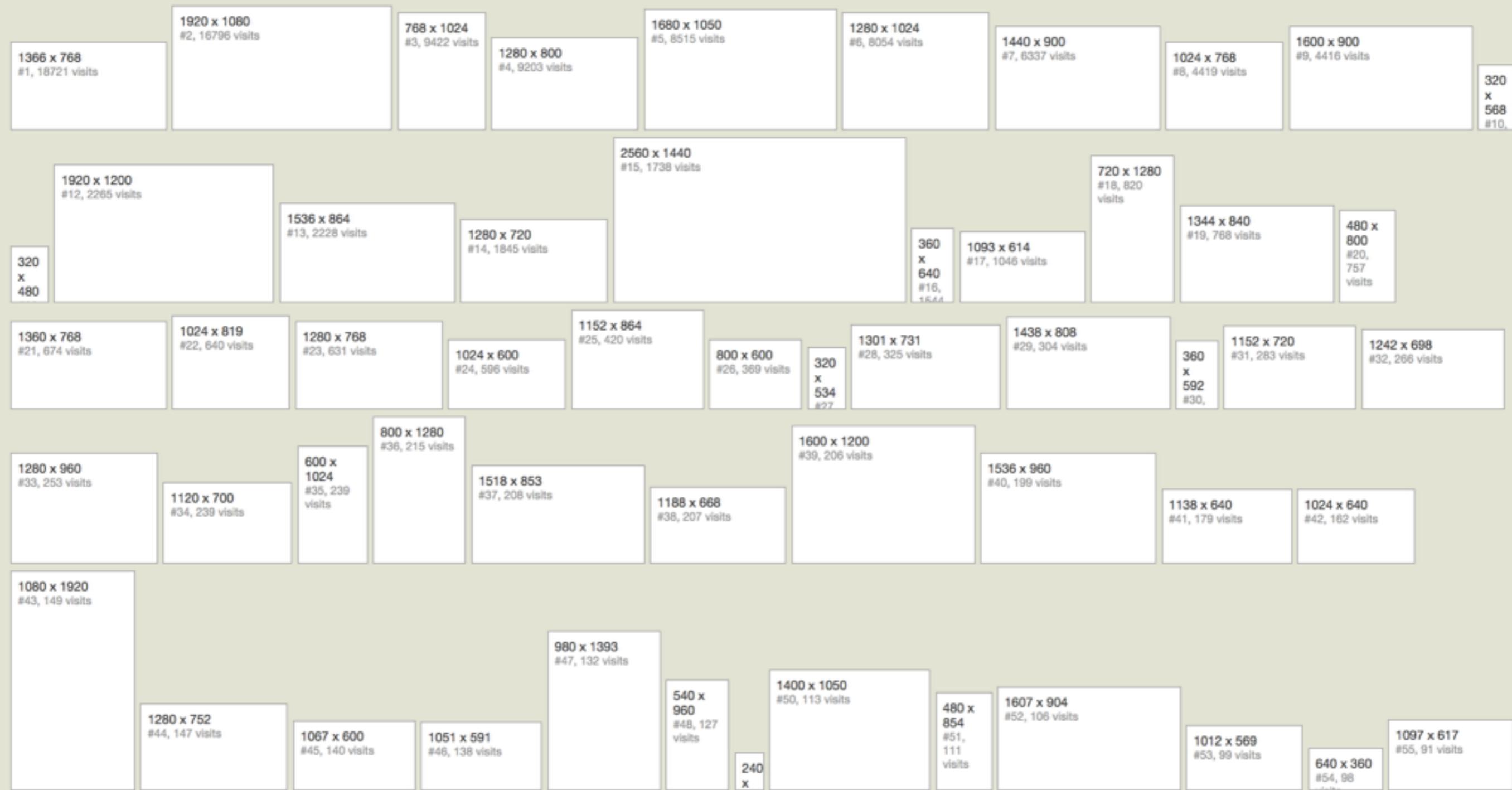
ADD A NEW READING ENGAGEMENT REQUEST

AGE	YEAR	%	LITERACY FOCUS

Your requests will **NOT** be processed until you click the green button.

Need more time? All of your

**Screens come in every
shape and size**



Fitts' Law

PORTAL

PORTAL IS FREE!



Portal used to cost money. Until May 24th, it's free. End of story.

Well, technically speaking, there are some strings attached. Fortunately, they're entirely decorative. We just like the way they look, swaying in the gentle breeze created by a million people simultaneously fainting from shock at the news that Portal is free. Now you have no reason not to try Portal.

"I have a reason," some of you are probably typing into an angry email. "You see, sir, I own a Mac."

Well guess what: For the first time ever, Portal is also available for the Mac.

"Capital news! But the excellent puzzle adventure Portal won over 40 Game of the Year awards; Surely it must cost at least five or six hundred dollars."

You'd think that, especially since it actually won over 70 Game of the Year Awards. But, like we keep saying, Portal is free. Free on the Mac. Free on the PC. But only until May 24th. So you only have a few days to decide if your free copy of Portal is worth the price we're currently charging - which is you ever-so-slightly moving your index finger just barely enough to click the big red "download" button right there to the left.

VALVE

© 2010 Valve Corporation, all rights reserved. Valve, the Valve logo, Portal, the Portal Logo, are trademarks and/or registered trademarks of Valve Corporation.

Hick's Law

Title

All titles, all regions

Pick the publications for your search

CLOSE 

Content Type

All types of content

Search

 Select all National

- Anglo-Maori Warden
- Aotearoa : he Nupepa ma nga Tangata Maori
- Haeata
- Hiiringa i te Whitu
- Hokioi o Nui-Tireni, e rere atuna
- Huia Tangata Kotahi
- Jubilee : Te Tiupiri
- Kahiti Tuturu mo Aotearoa, me te Waipounamu
- Korimako
- Maori Messenger : Te Karere Maori
- Maoriland Worker
- NZ Truth
- Pihoihoi Mokemoke i Runga i te Tuanui
- Waka Maori
- Wananga

 Hawke's Bay

- Bush Advocate
- Daily Telegraph
- Hastings Standard
- Hawke's Bay Herald
- Hawke's Bay Times
- Hawke's Bay Weekly Times

 Taranaki

- Hawera & Normanby Star
- Opunake Times
- Patea Mail
- Stratford Evening Post
- Taranaki Daily News
- Taranaki Herald

 Manawatu-Wanganui

- Feilding Star
- Horowhenua Chronicle
- Manawatu Herald
- Manawatu Standard

 Canterbury

- Akaroa Mail and Banks Peninsula Advertiser
- Ashburton Guardian
- Ellesmere Guardian
- Globe
- Lyttelton Times
- Oxford Observer
- Press
- Star
- Sun
- Temuka Leader
- Timaru Herald
- Waimate Daily Advertiser

 West Coast

- Charleston Argus
- Grey River Argus
- Greymouth Evening Star
- Inangahua Times
- Kumara Times

Language is interface

Question #2

✓ Select a Question

What is your favorite book?

What is your favorite movie?

Who was your favorite teacher?

Who is your favorite actor or actress?

Who is your favorite musician or band?

Answer #2

Please check one.



Thanks for the track. I'm happy to support the Woody Guthrie Foundation and Archives. (Suggested minimum donation: two bucks.)



Sorry, I'm unemployed / underemployed or otherwise broke. I'll download the track and I'll make it up to you later, I promise.



I am/was a banker/hedge fund manager/credit default swap trader. I know times are tough, but I'm just fine thank you. (Suggested minimum donation \$100.00)

100% of the proceeds go directly to the Woody Guthrie Foundation and Archives.

DOWNLOAD

Empathize

AirTrain every 8 minutes

51°F

Jamaica & Howard Beach Trains

ALL TRAINS STOP AT:

7 Airline Terminals
Federal Circle 8

Rental Cars Hotel Shuttles Cargo Shuttles

YOU ARE HERE

7

NEXT STOP

8

8 Airline Terminals



Search Mail

Search the Web

[Show search options](#)



The page at <https://mail.google.com/> says:

Did you mean to attach files?

You wrote "Attached are" in your message, but there are no files attached. Send anyway?

Cancel

OK

ard Draft a

<michael_lasca

cah_May@nyi

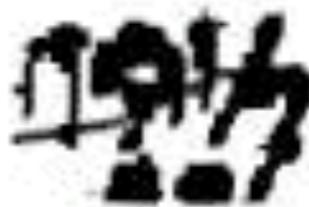
nsert: [Invitation](#)



[Plain Text](#)

Be human

Levi's

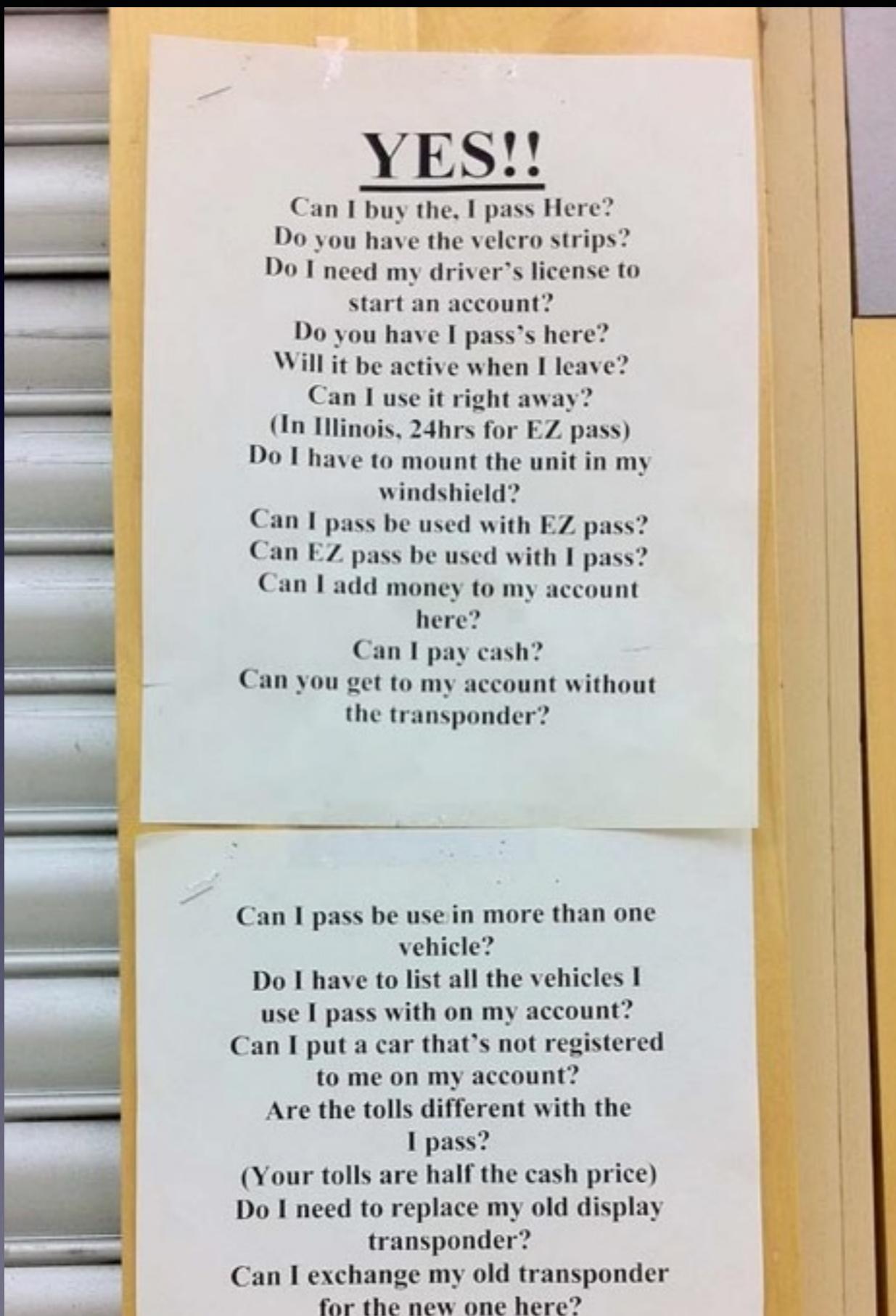


Type the two words:



reCAPTCHA™
stop spam.
read books.

Submit



The answer is **YES**

Can I import my contacts from Outlook or Excel?
Can I keep meeting notes in Highrise?
Can I attach documents and contracts to contacts in Highrise?
Can I track our proposals and deals with Highrise?
Can I access my contacts on an iPhone or Android phone?
Can I set a follow-up task after I enter a note?
Can I assign a task to a fellow co-worker?
Can I keep track of the last time I talked to someone?
Can I use Highrise to keep track of employee reviews?
Can I import contacts from the Mac address book? vCards?
Can I find out how much business we won this month?
Can I get task reminders via email/SMS on my mobile?
Can I access my contacts if I'm in someone else's office?
Can I keep important emails in Highrise?
Can I easily export contacts, notes, and emails from Highrise?
Can I attach a signed contract directly to a contact?
Can I use Highrise to remind me of a client's birthday?
Can I store all my contact's contact info in Highrise?
Can I use Highrise together with my co-workers?
Can I see a map of where a contact is located?
Can I see a list of everyone I know with a 312 area code?
Can I tag a group of contacts so I can easily find them later?
Can I keep some tasks to myself and share others with everyone?
Can I use Highrise to keep track of conversations with vendors?
Can I forward important emails directly to Highrise?
Can I set a reminder to call someone back in 30 days?
Can I use Highrise on a Mac? A PC? An iPad?
Can I keep some contacts private so only I can see them?
Can I use Highrise to remember who I talked to last week?
Can I comment on a client's email without them seeing it?
Can I comment on a co-worker's conversation notes?
Can I categorize my tasks (emails to send, calls to make, etc)?
Can I link someone else to a specific email?
Can I store background and biographical info on each contact?
Can I see a list of all the CEOs I know in San Francisco?
Can I use Highrise to remind me of someone's anniversary?
Can I see a contact's Twitter tweets inside Highrise?
Can I see the list of contacts for each email in Highrise?

YES, HIGHRISE STARTS AT ONLY \$24/MONTH!!

SEE PLANS

**Ask “What’s the
simplest thing that can
work?”**

WDL

Oct 5th

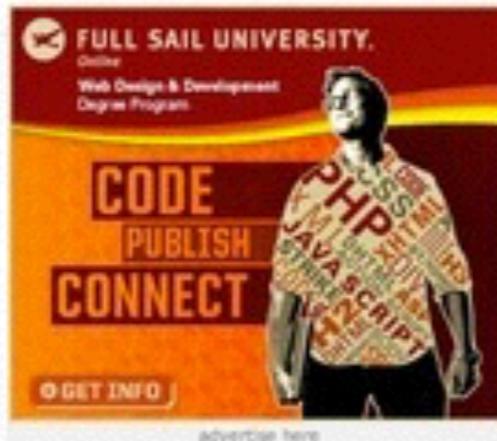
In Tips

22 comments



Jake Rocheleau

Simple Flow: Minimalism in Web Design



There are so many techniques when it comes to web design, it's hard to get a full grasp on all of them. Minimalism is one of the few which stand out from the crowd in a seemingly ubiquitous flow. The trend follows the concept of keeping things simple and easy to work with.

Removing clutter from pages helps users focus their attention on the things that really matter. Page content, images, contact information, and the presentation hierarchy that removes gradients and web 2.0 distractions. Check out a few

327

Tweet

30

Share

Websites Hacked Daily

17280

Don't Be Next
Get Secure Web Hosting**firehost**

CLICK HERE



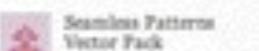
Stay Updated



Hosted By

[\(link\) **www.dreamtemplate.com**](#)

Premium Files



White Grunge Textures



Blockie Grayscale Icon Set



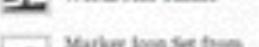
Japanese Orchard Photoshop Brushes



High-Quality Feeling Paint Textures



deLunde: A Portfolio WordPress Theme



Vintage Seamless Vector Patterns



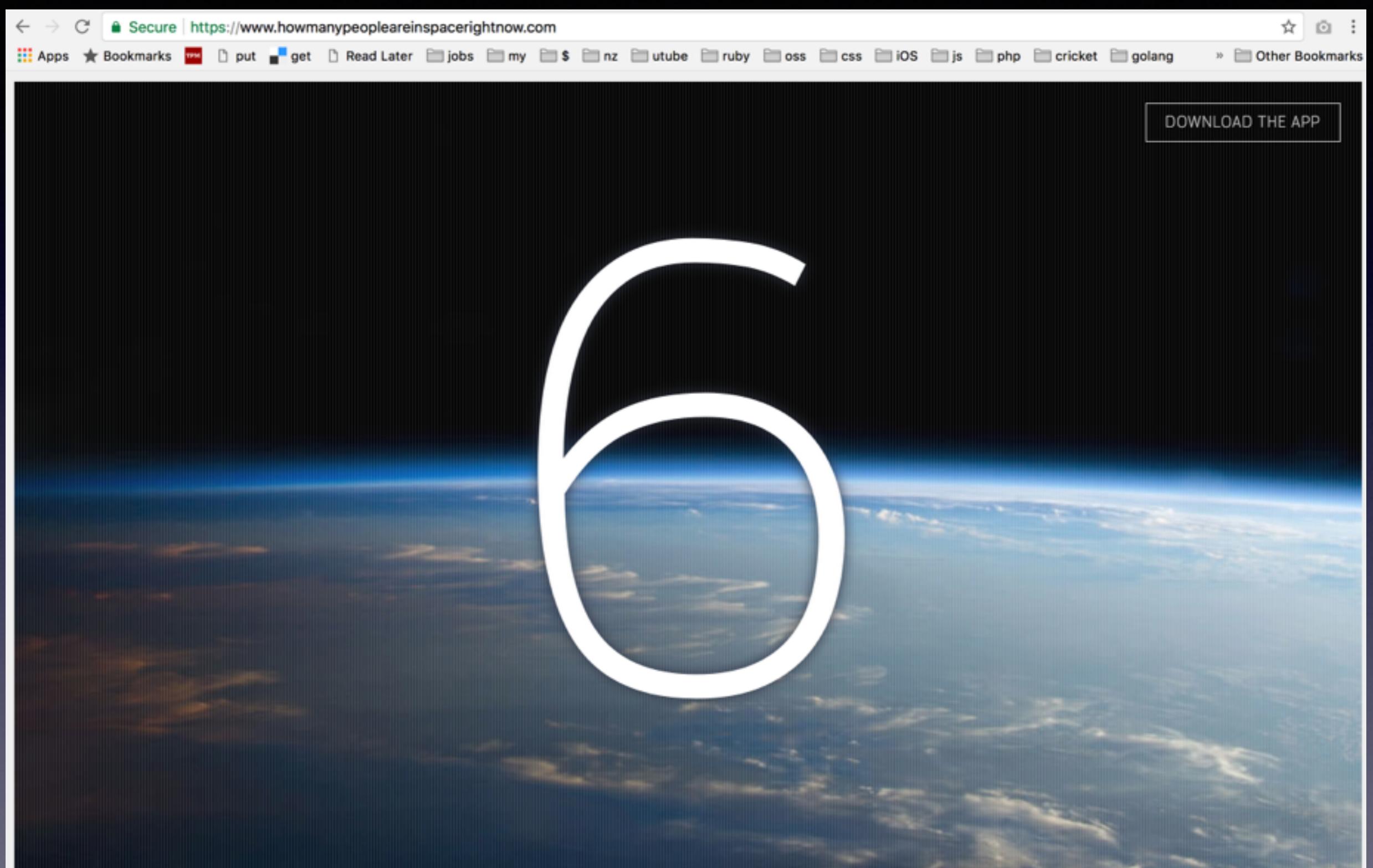
High-Resolution Blue Rust Textures

CREATE FREE STUNNING FLASH WEBSITES **GO >**



Google Search

I'm Feeling Lucky

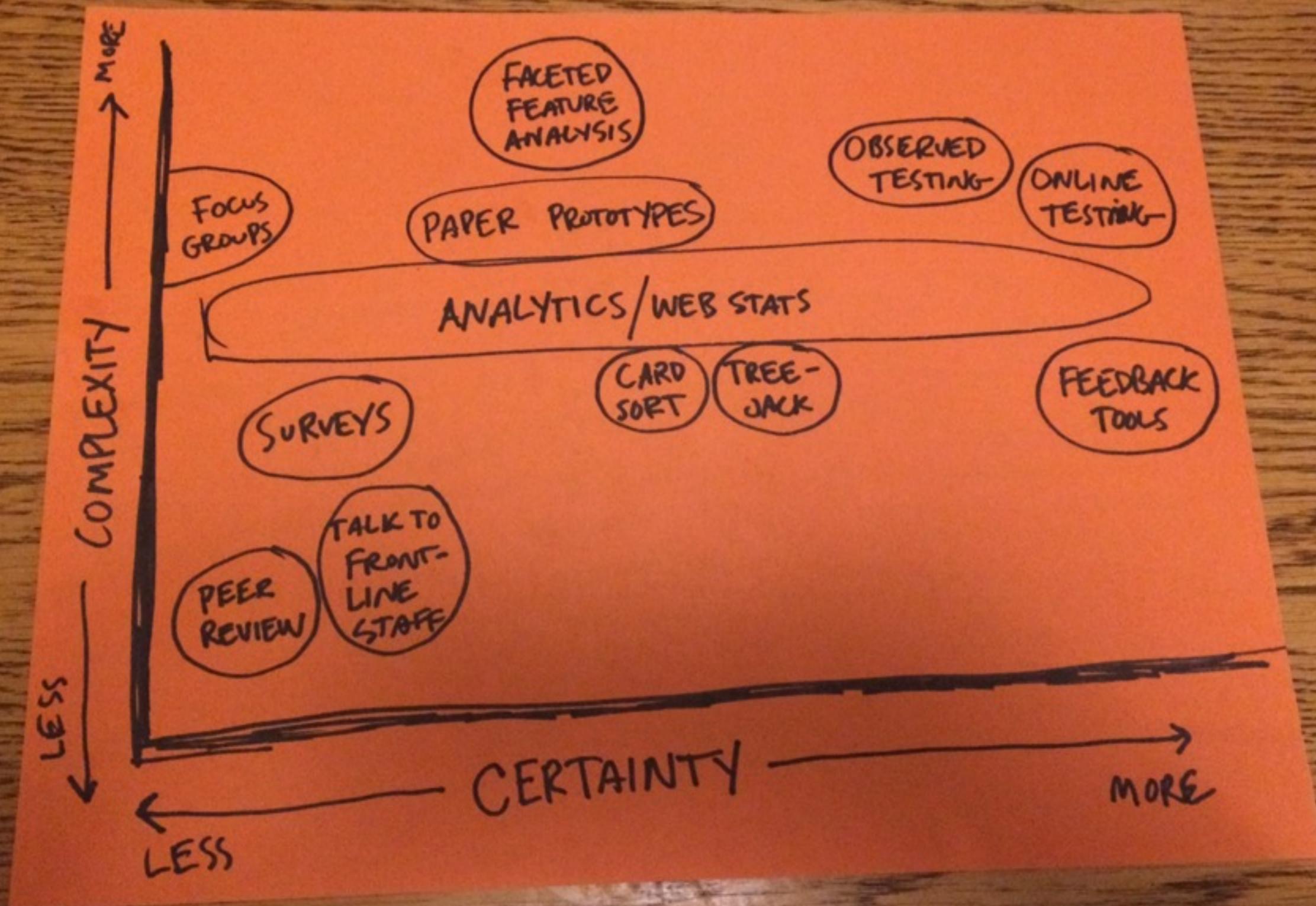


IV.

Picking the right tool for the job

aka

The workshoppy bit



Discussion:
Where do we begin?

IVa.
Do your research

- Peer review
- Surveys and qualitative research
- Front-line staff
- Web stats
- Focus groups
- And...?

IVb.
Narrow the focus

Faceted feature analysis

section	section rank	feature	Tech										Biz
			tech complexity	business value	user value	Lynn	James	Kris	Greg	Joe D	Mark	Chris	
Locations	51.0	Hours input/output; for main hours pages plus individual branch/research pages	8.80	10.00	9.33	2	3	1	2	3			
Locations	51.0	Location module drives Branch events staff interfaces: FileMakerPro uses a dump from the locations tables to populate its own internal tables to incorporate any changes as they occur in the WRM Locations application	6.20	10.00	9.25	2	7	5	2	8			
Locations	51.0	Location module drives Locations and hours pages	7.75	10.00	8.38	2	6	1	4				
Locations	51.0	Admin Interface Allows create/modify/delete of hours	8.80	9.33	8.69	2	3	1	2	3			
Locations	51.0	Physical Locations: Computers for public use	8.60	9.25	8.92	2	4	3	2	1			
Locations	51.0	Physical Locations: Wheelchair accessibility	8.60	9.25	8.92	2	4	3	2	1			
Locations	51.0	Admin Interface Allows create/modify/delete of locations	8.80	9.33	8.62	2	3	1	2	3			
Locations	51.0	Physical Locations: Wireless access	8.60	9.25	8.67	2	4	3	2	1			
Locations	51.0	Location module drives Branch pages ex. Bronx Library Center	7.75	9.50	8.71	2	6	1	4				
Locations	51.0	Physical Locations: Assistive technologies available	8.60	9.25	8.50	2	4	3	2	1			
Locations	51.0	Travel directions input/output on individual branch/research locations	8.60	9.25	8.46	2	4	3	2	1			
Locations	51.0	Location module drives Homepage location dropdown exists on NYPL homepage on the right-hand side	7.00	10.00	8.11	2	6						
Locations	51.0	Admin Interface Allows create/modify/delete of children of parent locations	7.60	9.50	8.36	2	6	1	2	6			
Locations	51.0	Location module drives Branch class staff interface: WRM App, Clickon Calendar	6.25	10.00	8.20	2	6	5		6			
Locations	51.0	Attribute input/output; things like address, phone number, email, accessibility icon status, staff contact	8.40	9.00	8.20	2	4	2	2	3			
Locations	51.0	Admin Interface Allows for grouping by type Branch, Research, Admin locations since HRD, COMM, etc. are locations with similar characteristics, but are not public units.	7.80	9.33	8.00	2	4	3	2	5			
Locations	51.0	Physical Locations: Printing	8.40	9.25	7.73	2	4	3	2	2			
Locations	51.0	Allows for internal and external notes about upcoming/current closings for renovation or other temporary closures. This content is also pulled into the Closings Page and LAIR's Current Closings widget (Right-hand side block when there is a noted closing) and page	8.00	9.25	7.82	2	3	3	2	5			
Locations	51.0	Physical Locations: IP addresses for particular locations (for eresources)	8.40	9.25	7.50	2	4	3	2	2			
Locations	51.0	Admin Interface Allows create/modify/delete of travel directions	8.80	8.33	8.38	2	3	1	2	3			
Locations	51.0	Location module drives Calendar interface	6.50	9.50	7.75	2	6	5		5			
Locations	51.0	Physical Locations: see list of elements for locations pages: Content_Outline#Locations	7.50	9.25	7.60	2	4	3		5			
Locations	51.0	Physical Locations: Laptop Docking (currently available only at SIBL)	8.40	8.50	7.73	2	4	3	2	2			
Locations	51.0	Physical Locations: Room capacities (where applicable - needed for space rental information)	7.80	8.50	7.45	2	4	3	2	5			
Locations	51.0	XML output for GoogleMap	7.40	7.25	7.00	2	5	5	3	3			
Topics	48.1	Subjects are assigned to Research Guides, subscription databases, Best of the Web, Digital Gallery and items in the library catalogs	8.00	9.50	8.58	2	4	2		4			
Topics	48.1	Fixed vocabulary	5.40	10.00	8.91	10	2	6	2	8			

Card sort

The screenshot shows the OptimalSort card sorting interface. On the left, a vertical list of cards represents the items to be sorted. On the right, two categories are shown, each with a list of cards and a '3 items' summary.

OptimalSort

A list of the most popular cell phones

The email address to use for BananaCom help

Deals for home internet and phone bundles

Change my home internet plan online

The date that my next home phone and internet bill is due

Internet connection speed test i

BananaCom's contact phone number

How to set up my BananaCom email address

Downloadable games for my cell

Shop

- TrueTone ringtones I can buy
- Purchase a cell phone online
- Reviews of new handsets

3 items

What network is right for me?

- 3G coverage map i
- A tool to calculate the best cell phone plan for me
- The price of 3G Broadband data

3 items

<https://www.optimalworkshop.com/optimalsort>

Treejack

Task 1 of 2

[Skip this task](#)

You're about to move house and want to transfer your phone and internet to the new address.

How would you do that?

BananaCom Homepage

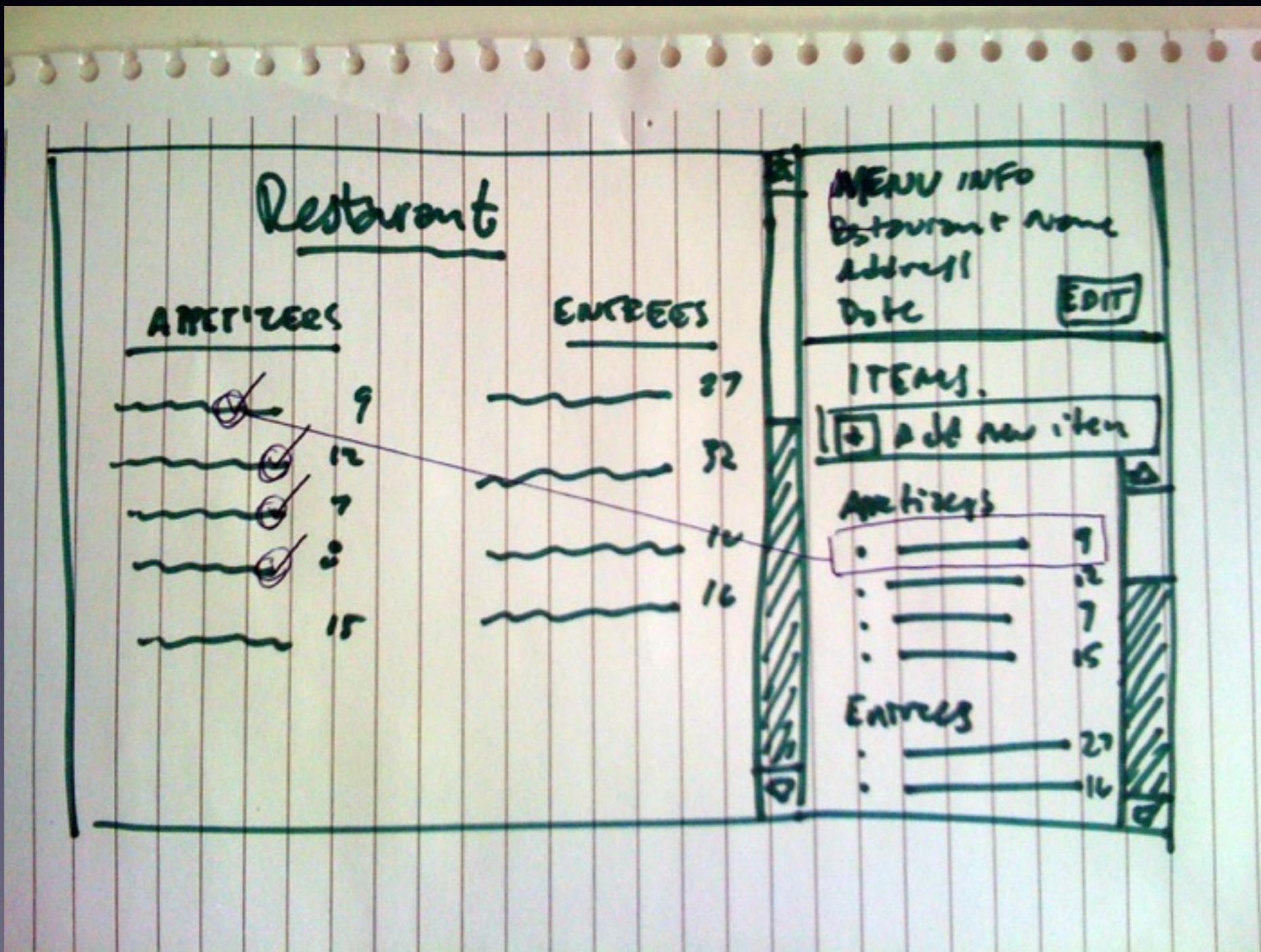
Help & Support

Moving house

I'd find it here

<https://www.optimalworkshop.com/treejack>

Paper prototyping



IVc.
Watch people use it

Chalkmark

Task 1 of 2

[Skip this task](#)

You're about to move house and want to transfer your phone and internet to the new address.

How would you do that?

BananaCom Homepage

Help & Support

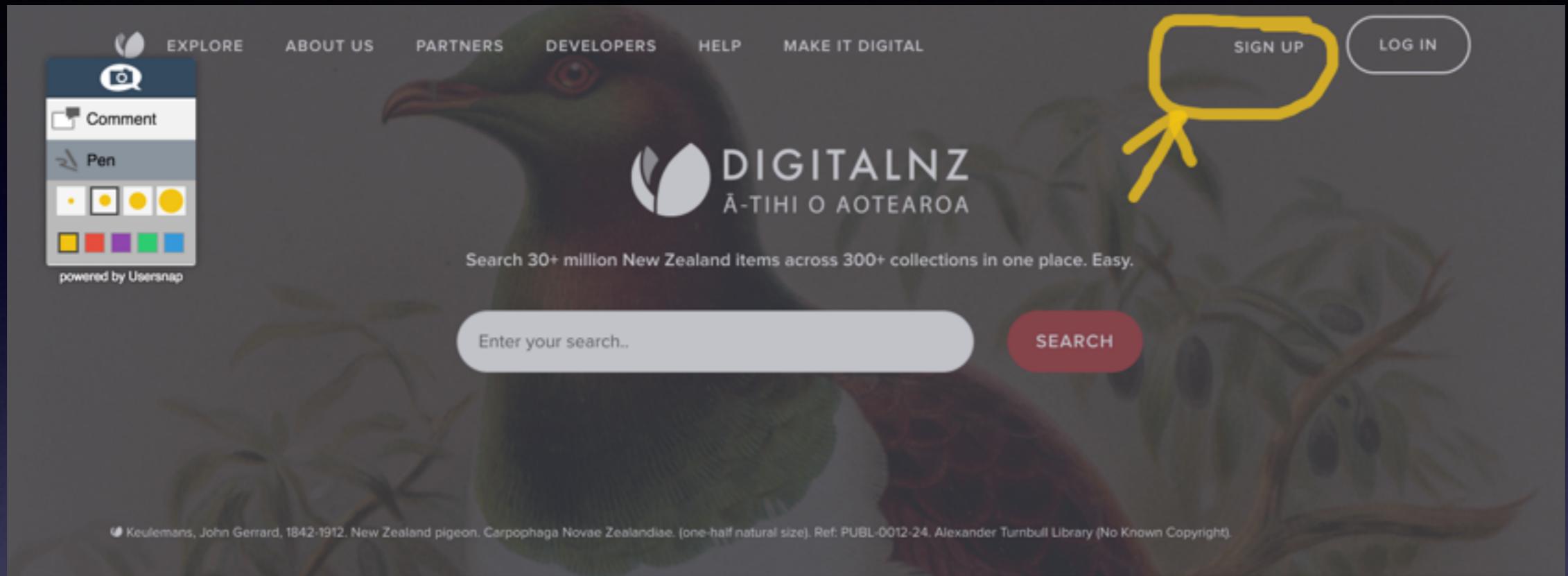
Moving house

I'd find it here

<https://www.optimalworkshop.com/treejack>

Observed testing

Feedback (Usersnap)



The screenshot shows the homepage of the DigitalNZ website. At the top, there is a navigation bar with links for EXPLORE, ABOUT US, PARTNERS, DEVELOPERS, HELP, and MAKE IT DIGITAL. On the far right of the header are 'SIGN UP' and 'LOG IN' buttons, with 'SIGN UP' highlighted by a yellow box and a yellow arrow pointing to it. To the left of the header is a sidebar with icons for Comment, Pen, and various colors, and the text 'powered by Usersnap'. The main content area features a large image of a New Zealand pigeon (Kakapo). The DigitalNZ logo, 'DIGITALNZ Ā-TIHI O AOTEAROA', is displayed. Below the logo is a search bar with the placeholder 'Enter your search...' and a red 'SEARCH' button. A subtext below the search bar reads: 'Search 30+ million New Zealand items across 300+ collections in one place. Easy.' At the bottom of the page, there is a welcome message: 'WELCOME TO THE NEW DIGITALNZ' and a paragraph about the new site and feedback. To the right of the welcome message is a 'Usersnap' feedback modal. The modal has fields for 'Your email address (optional)' and a text area containing 'This button is wrong!'. At the bottom of the modal are 'CANCEL' and 'SEND' buttons.

© Keulemans, John Gerrard, 1842-1912. New Zealand pigeon. *Carpophaga Novae Zealandiae*. (one-half natural size). Ref: PUBL-0012-24. Alexander Turnbull Library (No Known Copyright).

WELCOME TO THE NEW DIGITALNZ

We're thrilled to have you here, and hope you'll enjoy the fresh look and added functionality. Want to [Read in detail about our new site](#). And, we'd love your feedback – hit the "feedback" button at the bottom of the page to contact us.

Usersnap

Your email address (optional)

This button is wrong!

CANCEL SEND

<https://usersnap.com/>

Thank you!

Michael Lascarides
User experience lead, National Library of NZ
Twitter: @mlascarides

Presented to NDF Barcamp
13 October 2017
Dunedin Public Library