



HELLO!

I am Zoe.

UX Librarian

Penn State University Libraries



## TIME TO SHAKE THINGS UP!

### Norm

- A formal group of people
- Much planning for one big usability testing
- Plan-driven
- Special project

### Changes I want to make

- 2-3 people
- Test early, test often
- Flexible, agile
- Consistent, integrated in regular workflow



## UX CAFE

- Every week (?)
- 5-10 min
- A cup of coffee and a granola bar
- Not just usability



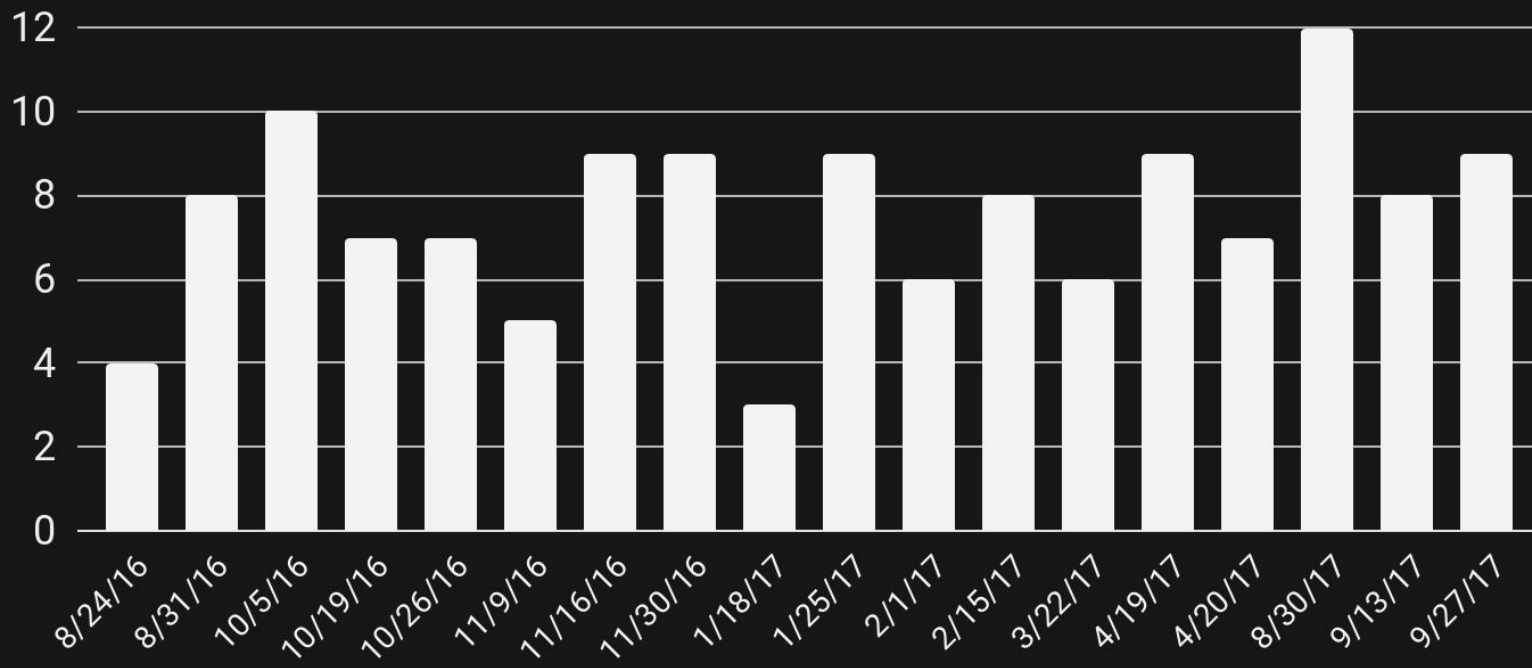


# PLANNING

- Fund
- Location
- Laptop (screen & voice recording)
- IRB
- Interesting Sign
- Sign-in / Survey / Consent (in one Google form)

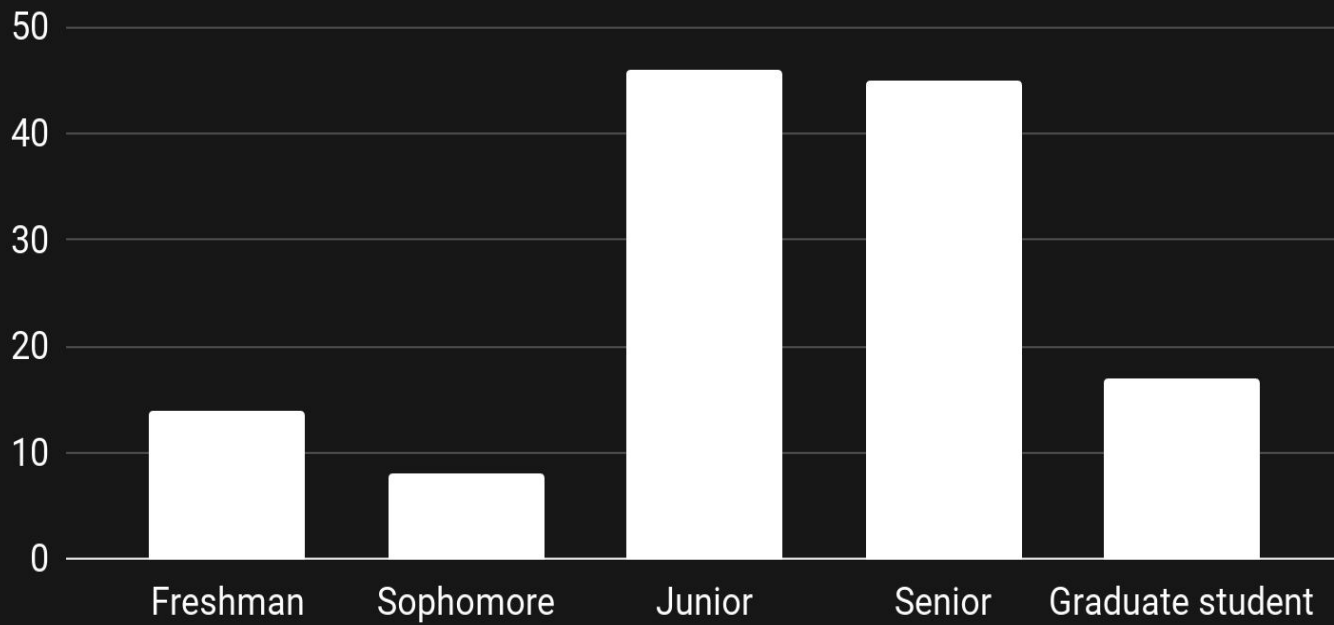


## # OF PARTICIPANTS





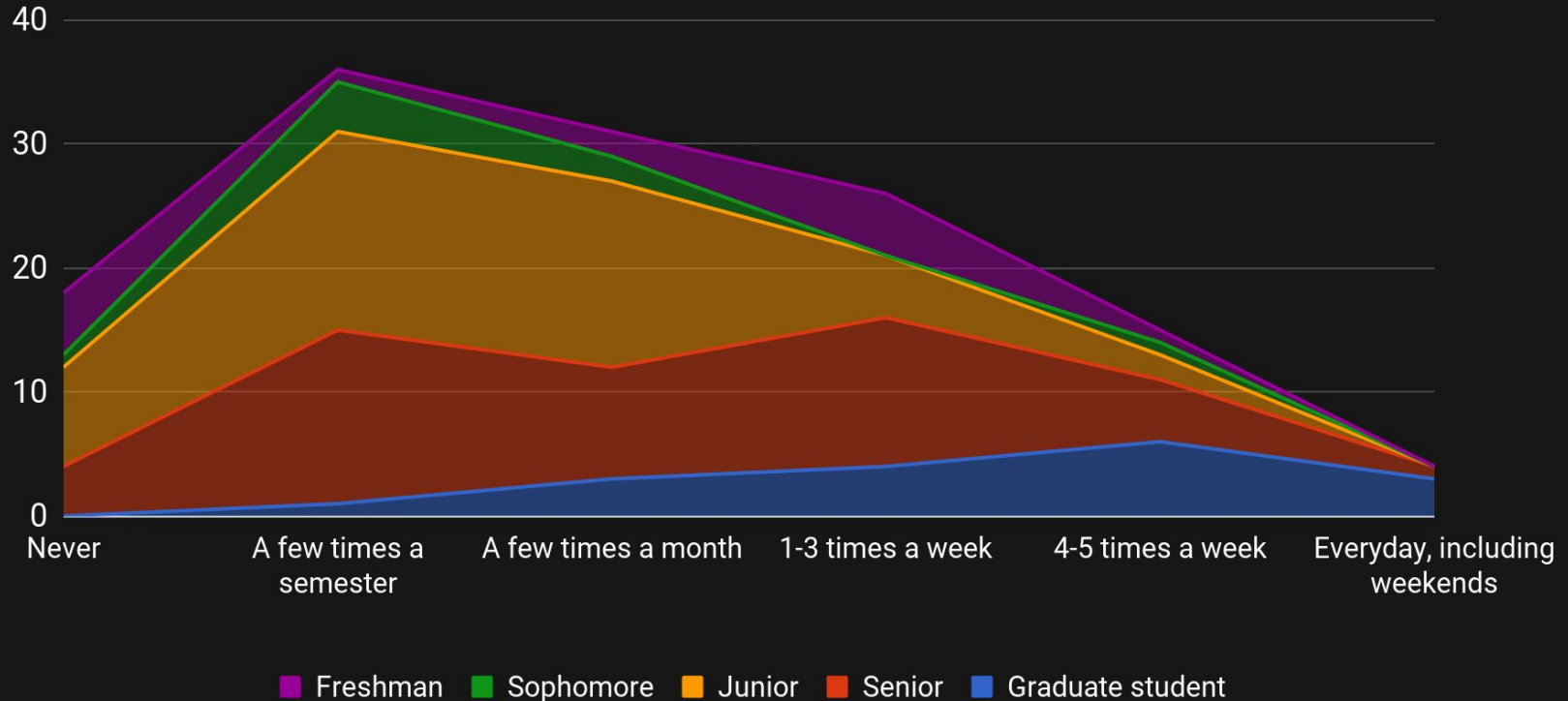
## WHO PARTICIPATED IN UX CAFE







# HOW OFTEN DO THEY USE THE LIBRARY WEBSITE?






## EXAMPLE OF PREVIOUS USABILITY TESTING

1. How late is the library open on December 18?
2. How do you cite a DVD in APA style?
3. Start a chat session with a Penn State Librarian.
4. What is the title of the book Jared Frederick has on Course Reserve for HIST 012?
5. Where is the book Trump: The Art of the Deal available?
6. Find a journal article about garden gnomes.
7. Find the database History Vault.
8. Find the online journal Journal for Multimedia History.
9. Check to see if you have any library books to renew.



# DESIGNING 5-MIN UX STUDIES

The title is written in a white, hand-drawn, sans-serif font on a black background. The words "DESIGNING 5-MIN" are on the top line, and "UX STUDIES" is on the bottom line. A curved arrow starts from the top right of "5-MIN" and points down towards the "UX" in the second line. Another curved arrow starts from the left side of "UX STUDIES" and points up towards the "5-MIN" in the first line. The words "UX STUDIES" are underlined with a single horizontal stroke.



## TASKS I'VE COME UP...

Create a scenario -- preliminary question  
(Have you ever....? No? OK, let's pretend...)

Learn from others -- very informative  
(Let's try the same task with other libraries...)

Pick a design -- pin down their preferences  
(I have a few mockups here, which one you like better?)



## TASKS I'VE COME UP...

Rank the content -- not as effective b/c they are not familiar with the links or content

(Pick/rank the links/content that's important to you..)

Questionnaire (Kano model) -- good for digital signs, spaces...

(How do you feel when you see/don't see \_\_\_\_\_?)

Explore your feelings -- more of an overview

("I find library \_\_\_\_\_.")



## MY APPROACH

I don't

- start with library web site
- tell them to think out loud
- read script

I do

- write out scenarios
- show them my list of questions
- pre-test with colleague



## MY APPROACH

I try to...

- be clear
- be specific
- make it easy
- make it relevant
- make it fun
- anticipate their answers





Ask them 'if it's important to keep  
books in the library?'

Ask them 'how they do their research?'



These are the questions  
librarians want to know.  
But, what do you think  
students will say?





## EXAMPLE: LEARN FROM OTHERS

- What do students think of our current discovery layer when comparing to other university libraries?
- Should we make it bento?

Discovery layer

### REFINE YOUR SEARCH

Text Online

olarly & Peer-Review

-Review

ary Catalog

### CONTENT TYPE

spaper Article (307,437)

nal Article (262,412)

x / eBook (202,716)

ertation/Thesis (37,674)

azine Article (13,475)

...

### PUBLICATION DATE



to



12 Months

3 years

5 years

### DIPLINE

ics (89,868)

861,618 results sorted by [relevance](#)



☐ Add results beyond yo

1

online



Lean **UX**: applying lean principles to improve user experience

by [Gothelf, Jeff](#), [Seiden, Josh](#)

2013

eBook: [Full Text Online](#)

[Preview](#)

2

online



Researching **UX**: Understanding Is the Heart of Great **UX**

by [Hay, Luke](#)

2017

eBook: [Full Text Online](#)

[Preview](#)

3



The joy of **UX**: User Experience and interactive design for developers

by [Platt, David S](#)

Addison-Wesley usability and HCI series., 2016

Personas -- What do users want? (and where, and when and why?) -- Sketching and prototyping -- Testing on live users -- Telemetry and analytics -- Security...

Book:

[Engineering, 325 Hammond Bldg. - General Collection, Engineering Library \(UP\)](#)

[Preview](#)



## INTERVIEWS & TASKS

1. Think of an upcoming assignment you need to work on and come up with a query.
2. Do a search with the query on our website (Summon) and evaluate the relevancy of the search result.
3. Do the same search on these three libraries' homepage and compare the search results.
  - Library A: bento box display with Blacklight
  - Library B: Primo out of box look-and-feel
  - Library C: a customized, consistent look-and-feel using APIs



## YES, BENTO PLEASE.

Queries they came up:

- online learning community
- air pollution in china
- fluid mechanics linear momentum equation
- Chinese hegemony
- sleep pattern, teen

Most favored bento and they want book cover thumbnail.

But most interestingly, they tend to judge relevance based on the content type.



## EXAMPLE: PICK A DESIGN

[Books, Articles and More](#) [Databases](#) [E-Journals](#) [Course Reserves](#) [Site Search](#)

By Course Number ▾

Look up books, DVDs, CDs on reserve at your library

Q

[> Access the libraries' electronic reserves by viewing our E-Reserves system.](#)

Students missed the link.

Course reserves



## INTERVIEWS & TASKS

1. Are you familiar with course reserves?
2. Pretend you need to look up an article that your professor put online for the course reserves. How would you find the article?
3. Is layout (1) clear for you to find the article?
4. Pretend you need to check out a DVD in the reserves and write a report about it. Which link will you click for the DVD on the layout (1)?
5. When you click the "Books, DVDs and CDs" link on (2), you will see a dropdown (3). Between (2,3) and (4) which layout would you prefer?



# FIND

Books, Articles and More

Databases

E-Journals

Course Reserves

Site Search

1

Select one:

Electronic Reserves

Print Reserves

# FIND

Books, Articles and More

Databases

E-Journals

Course Reserves

Site Search

2

Select one:

E-Reserves

Books, DVDs, or CDs on reserve



# FIND

Books, Articles and More

Databases

E-Journals

Course Reserves

Site Search

Select one:

E-Reserves

Books, DVDs, or CDs on reserve

By Course Number ▼



3

Books, Articles and More

Databases

E-Journals

Course Reserves

Site Search

Electronic

Go to E-Reserves

Print

By Course Number ▼

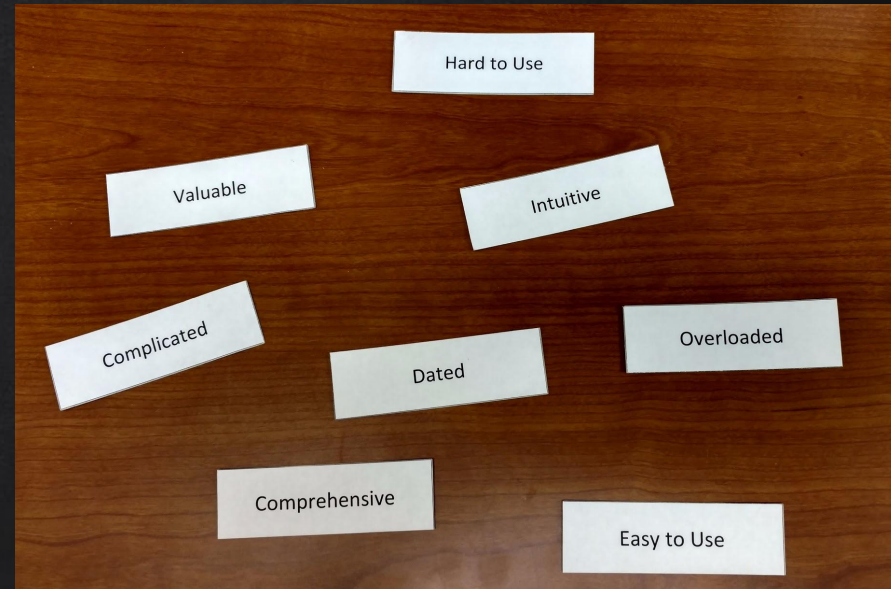
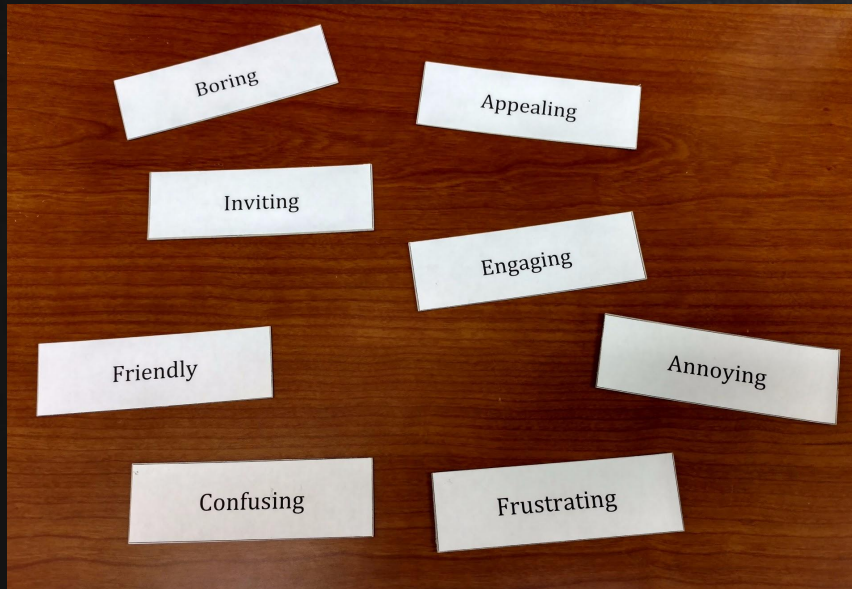
Search books, DVDs, CDs on reserve



4



## EXAMPLE: EXPLORE YOUR FEELINGS



### Reaction cards

<http://www.uxforthemasses.com/wp-content/uploads/2011/04/Microsoft-Product-Reaction-Cards.doc>



## INTERVIEWS & TASKS

1. When is the last time you used the library website?
2. Can you talk me through what you did? For example, do you need to write a paper for what class? Or do you need to find hours for what library?
3. I have a small deck of cards here. Based on your experience, can you pick two cards to fill out the sentence?  
- I find the library web site \_\_\_\_\_ and \_\_\_\_\_
4. I have another small deck of cards here. Based on your experience, can you pick two cards to fill out the sentence?  
- I find the library web site \_\_\_\_\_ and \_\_\_\_\_.



STACKS  
ENTER  
HERE



More on GIS Day at  
gisday.com  
Tara LaLonde, GIS specialist  
tl339@psu.edu / 814-863-5753  
tinyurl.com/PSU-GISDay

PLAY A GAME  
WITH ME



GET A

CANDYBAR

Card Sorting

LIBRARY EVENTS

Today  
67/46 °F  
2:33 PM  
Mostly cloudy.

**Exhibit: "The Painted Photograph"**  
View how 19th- and early 20th-century photographers enhanced their work with watercolors and other mediums to simulate oil portraits.

Henrich Photo-History Collection Room, 201A Pattee Library; open during Arts and Humanities Library hours

Through 9/30/17

**Exhibit: "ABC: An Abecedarium from the 15th to the 21st Century"**  
This fascinating exhibit features items showcasing typography, calligraphy and the re-imagining of letters throughout history.

Eberly Family Special Collections Library, 104 Paterno Library; open during Special Collections Library hours

Through 9/10/2017

**Libraries' University Park Open House**  
Have some fun while you learn about ways we support your academic and research success. Don't forget to bring your Penn State I.D.!

Pattee Library & Paterno Library and four University Park branch locations

9/6/17, 9 a.m.-6 p.m.

**DocuNight: Iran via Documentaries monthly film screening**  
Screen this month's documentary about, around, or in Iran, or made by Iranians, an initiative to encourage cultural exchange and understanding.

Foster Auditorium, 102 Paterno Library

9/6/17, 7 p.m.

**2017 Lynd Ward Prize Graphic Novel Author Event with Sarah Glidden**  
The author of "Rolling Blackouts" and winner of the Lynd Ward Prize speaks and receives her honor. (graphic by Alex Stonehill)

Foster Auditorium, 102 Paterno Library

9/28/17, 4-6 p.m.

AVAILABLE COMPUTERS

PATERNO LIBRARY		CENTRAL PATTEE LIBRARY		WEST PATTEE LIBRARY	
Floor 5	25	Floor 2	27	Floor 3	28
Floor 4	38	Floor 1	14	Floor 2	56
Floor 3	39	Basement	1	Floor 1	42
Floor 2	33			Basement	10

HOURS

PATTEE AND PATERNO	MACKINNON'S CAFE
Today: Open until midnight	Today: 7:30 a.m. to 5:00 p.m.
Tomorrow: 10:00 a.m. to 12:00 a.m.	Tomorrow: closed



## EXAMPLE: QUESTIONNAIRE (KANO MODEL)

- How do students think of the new digital sign?
- Is there enough information?
- Should it be interactive?
- Should we have bigger images?
- Let's have Zoe do some testing!

Digital Signage



How do you feel when you see the digital sign has the following information?

Time	<input type="checkbox"/> I like it. <input type="checkbox"/> I expect it. <input type="checkbox"/> It doesn't affect me. <input type="checkbox"/> I can live with it. <input type="checkbox"/> I don't like it.
Weather	<input type="checkbox"/> I like it. <input type="checkbox"/> I expect it. <input type="checkbox"/> It doesn't affect me. <input type="checkbox"/> I can live with it. <input type="checkbox"/> I don't like it.
Exhibitions & Events	<input type="checkbox"/> I like it. <input type="checkbox"/> I expect it. <input type="checkbox"/> It doesn't affect me. <input type="checkbox"/> I can live with it. <input type="checkbox"/> I don't like it.
Available Computers	<input type="checkbox"/> I like it. <input type="checkbox"/> I expect it. <input type="checkbox"/> It doesn't affect me. <input type="checkbox"/> I can live with it. <input type="checkbox"/> I don't like it.
Hours	<input type="checkbox"/> I like it. <input type="checkbox"/> I expect it. <input type="checkbox"/> It doesn't affect me. <input type="checkbox"/> I can live with it. <input type="checkbox"/> I don't like it.

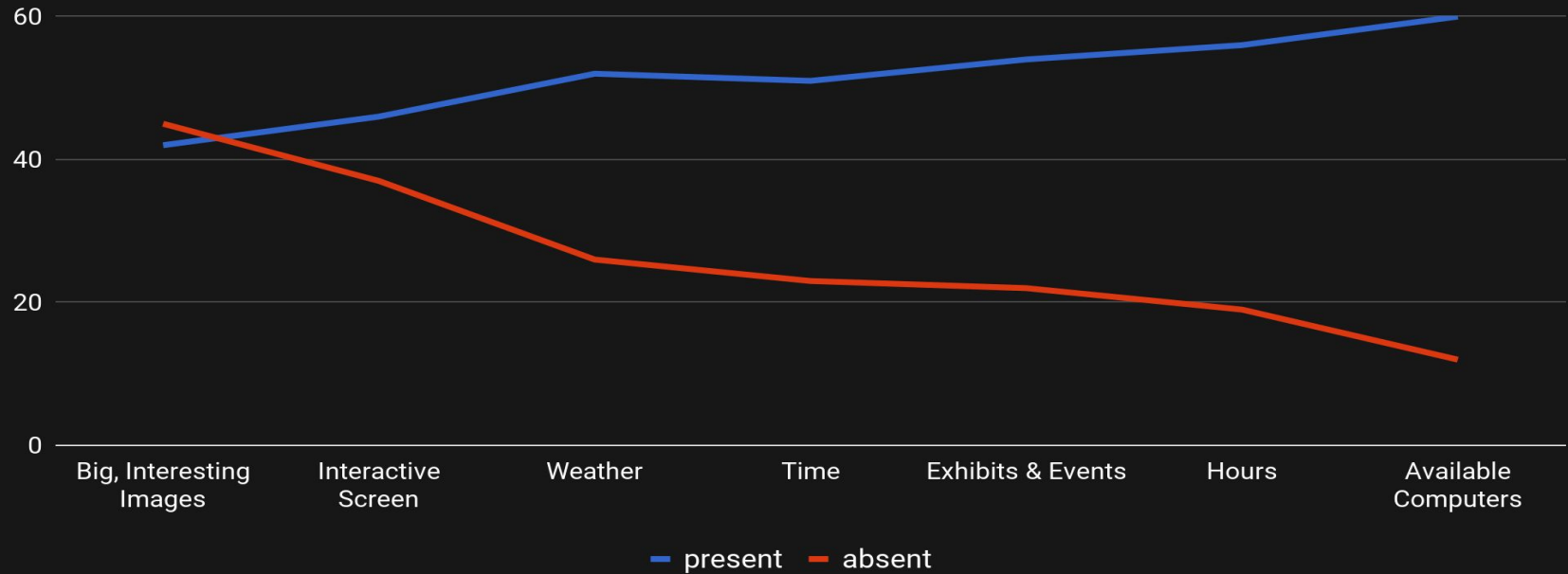
How would you feel if the digital sign didn't have the following information?

Time	<input type="checkbox"/> I prefer it not to. <input type="checkbox"/> I expect it not to. <input type="checkbox"/> It doesn't affect me. <input type="checkbox"/> I can live with it. <input type="checkbox"/> I would be annoyed.
Weather	<input type="checkbox"/> I prefer it not to. <input type="checkbox"/> I expect it not to. <input type="checkbox"/> It doesn't affect me. <input type="checkbox"/> I can live with it. <input type="checkbox"/> I would be annoyed.
Exhibitions & Events	<input type="checkbox"/> I prefer it not to. <input type="checkbox"/> I expect it not to. <input type="checkbox"/> It doesn't affect me. <input type="checkbox"/> I can live with it. <input type="checkbox"/> I would be annoyed.
Available Computers	<input type="checkbox"/> I prefer it not to. <input type="checkbox"/> I expect it not to. <input type="checkbox"/> It doesn't affect me. <input type="checkbox"/> I can live with it. <input type="checkbox"/> I would be annoyed.
Hours	<input type="checkbox"/> I prefer it not to. <input type="checkbox"/> I expect it not to. <input type="checkbox"/> It doesn't affect me. <input type="checkbox"/> I can live with it. <input type="checkbox"/> I would be annoyed.





# STUDENTS' SATISFACTION WITH FEATURES IN THE DIGITAL SIGN





## WE NEED TO BE EFFICIENT!

- Don't spend much time discussing in the meetings. We are not the real users.
- Changes are iterative. Don't let personal agenda get in the way.
- When in doubt, do more studies.
- The more UX study you do, the better you are at it.
- Don't forget the analytics data you have.



UX IS  
EVERYWHERE.

NOVEMBER 7, 2000

(REPUBLICAN)

**GEORGE W. BUSH** - PRESIDENT

**DICK CHENEY** - VICE PRESIDENT

3 ➡

(DEMOCRATIC)

**AL GORE** - PRESIDENT

**JOE LIEBERMAN** - VICE PRESIDENT

5 ➡

(LIBERTARIAN)

**HARRY BROWNE** - PRESIDENT

**ART OLIVIER** - VICE PRESIDENT

7 ➡

(GREEN)

**RALPH NADER** - PRESIDENT

**WINONA LaDUKE** - VICE PRESIDENT

9 ➡

(SOCIALIST WORKERS)

**JAMES HARRIS** - PRESIDENT

**MARGARET TROWE** - VICE PRESIDENT

11 ➡

(NATURAL LAW)

**JOHN HAGELIN** - PRESIDENT

**NAT GOLDHABER** - VICE PRESIDENT

13 ➡

es will  
electors.)

PALM BEACH COUNTY, FLORIDA  
NOVEMBER 7, 2000

(REFORM)

**PAT BUCHANAN** - PRESIDENT

**EZOLA FOSTER** - VICE PRESIDENT

⬅ 4

(SOCIALIST)

**DAVID McREYNOLDS** - PRESIDENT

**MARY CAL HOLLIS** - VICE PRESIDENT

⬅ 6

(CONSTITUTION)

**HOWARD PHILLIPS** - PRESIDENT

**J. CURTIS FRAZIER** - VICE PRESIDENT

⬅ 8

(WORKERS WORLD)

**MONICA MOOREHEAD** - PRESIDENT

**GLORIA La RIVA** - VICE PRESIDENT

⬅ 10

**WRITE-IN CANDIDATE**

To vote for a write-in candidate, follow the  
directions on the long stub of your ballot card.



Last Name (optional)

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## Salerio presentation template



Clean and stylish, this template will help you make a pro Powerpoint or Google Slides presentation with no effort. If you're looking to make a strong, professional impact presenting your results or explaining your next project in a business meeting, you'll find the best ally in this theme.

## Ceres presentation template



This template has a beautiful hand drawn floral and leaves decoration. The theme is designed with a green color palette that resembles nature, so use it to give a presentation about wild flora, gardening, botanics or organic cosmetics.

## Wolsey presentation template



This bold and modern free theme fits with current design trends, and the geometric shapes used in the background give a dynamic look. With several slide layouts to pull from no matter what type of presentation you're making, this should get the job done.





## CREDITS

- ✕ Presentation template by SlidesCarnival
- ✕ Icebreaker image:  
[https://commons.wikimedia.org/wiki/File:Icebreaker\\_Polar\\_Star\\_somewhere\\_on\\_the\\_Antarctic\\_Peninsula\\_-\\_March\\_2009.jpg](https://commons.wikimedia.org/wiki/File:Icebreaker_Polar_Star_somewhere_on_the_Antarctic_Peninsula_-_March_2009.jpg)





THANKS!



[https://github.com/zoechao/ux\\_cafe](https://github.com/zoechao/ux_cafe)



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