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

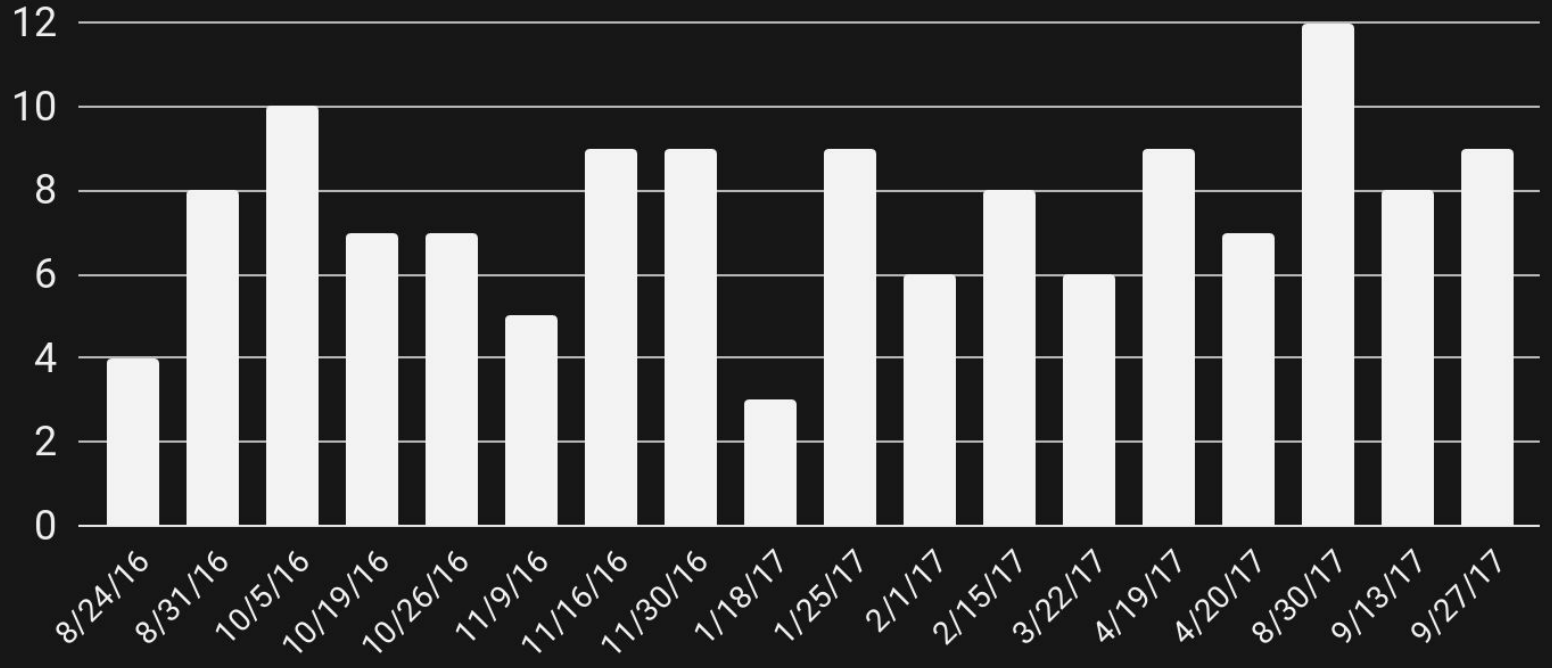
UX Cafe

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

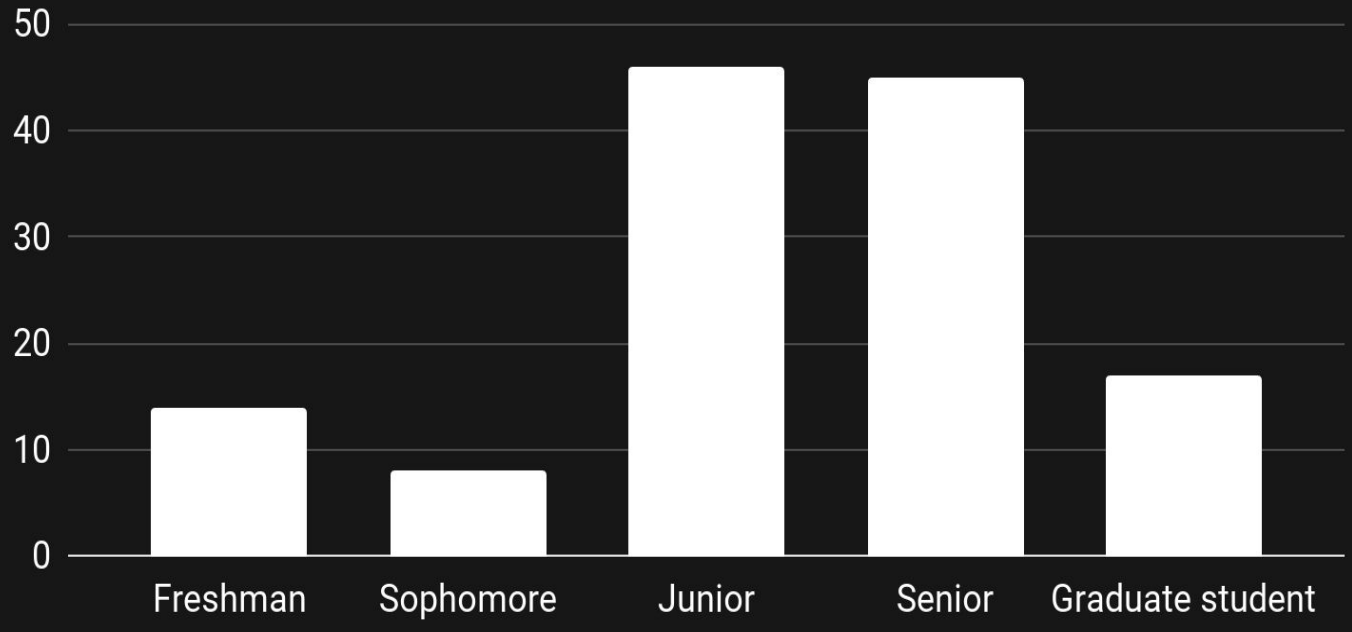
Planning

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

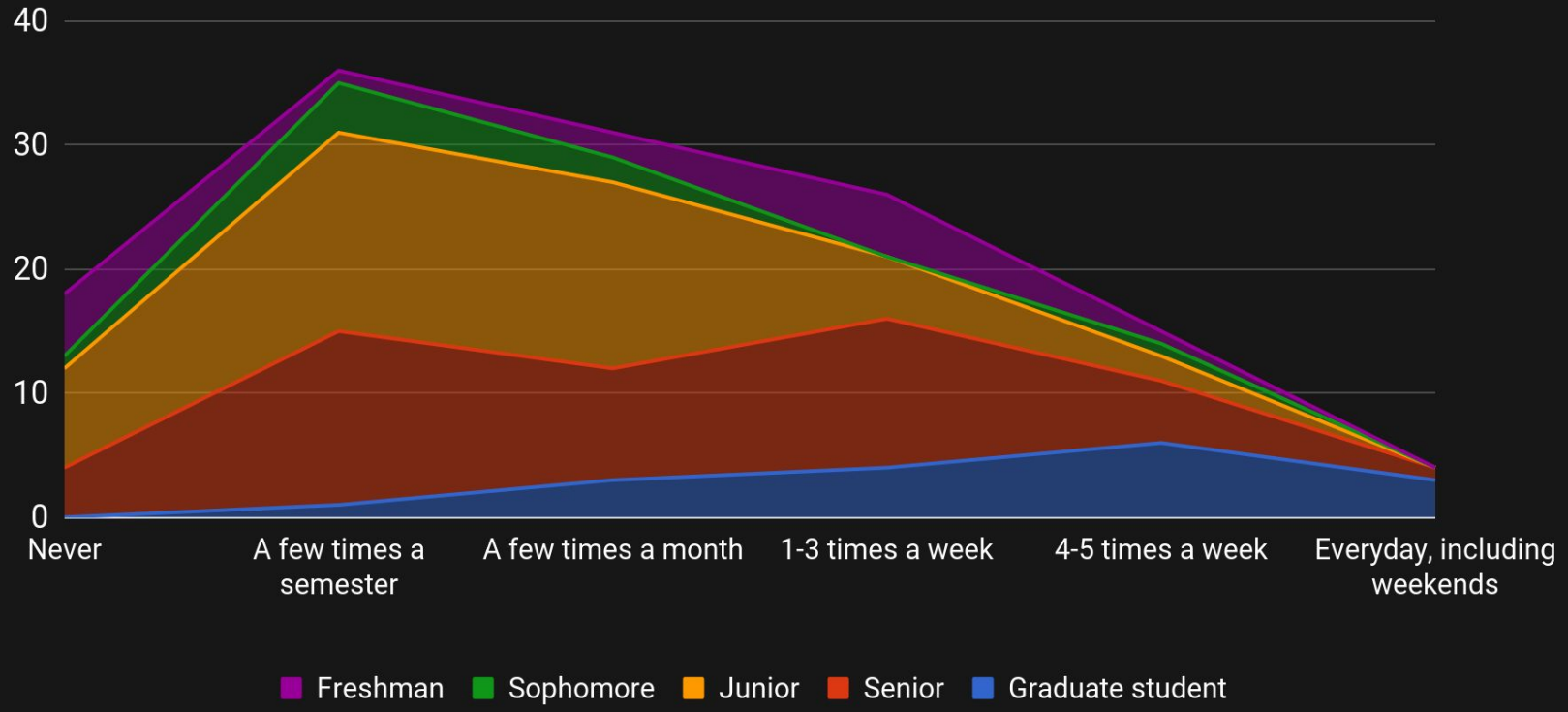
of Participants



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

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?'

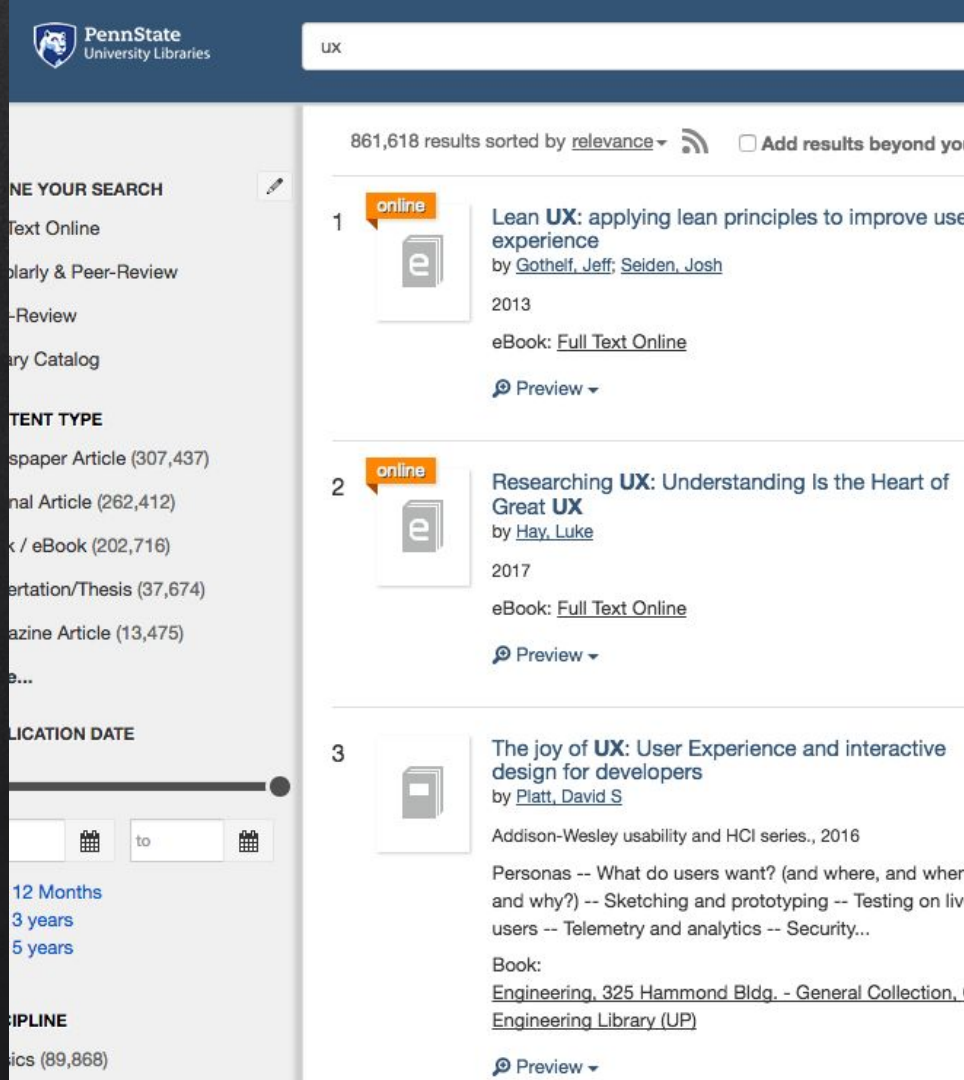
These are the questions librarians want to know. But, what do you think students will say?

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



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.

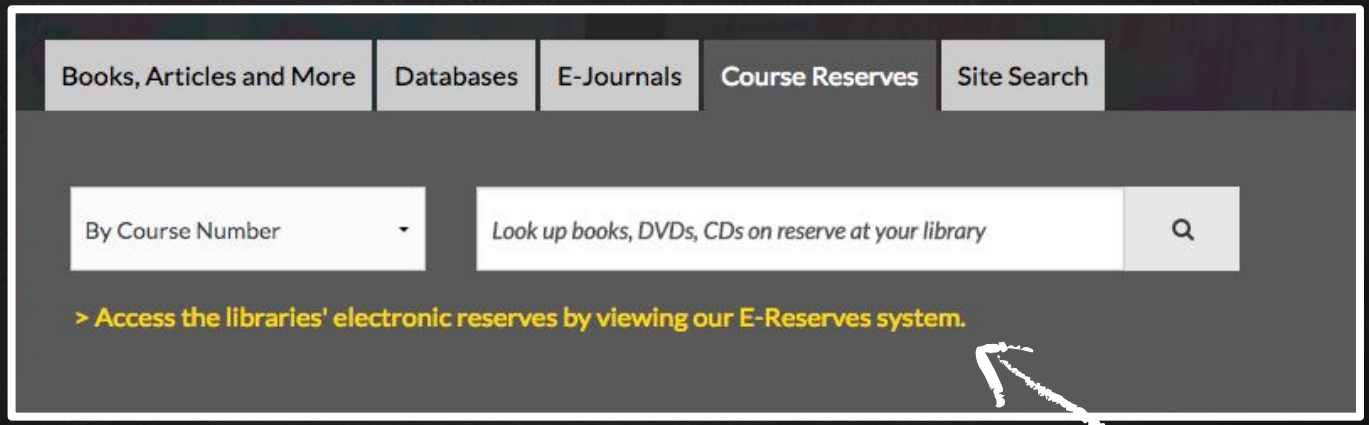
Queries they came up:

- 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

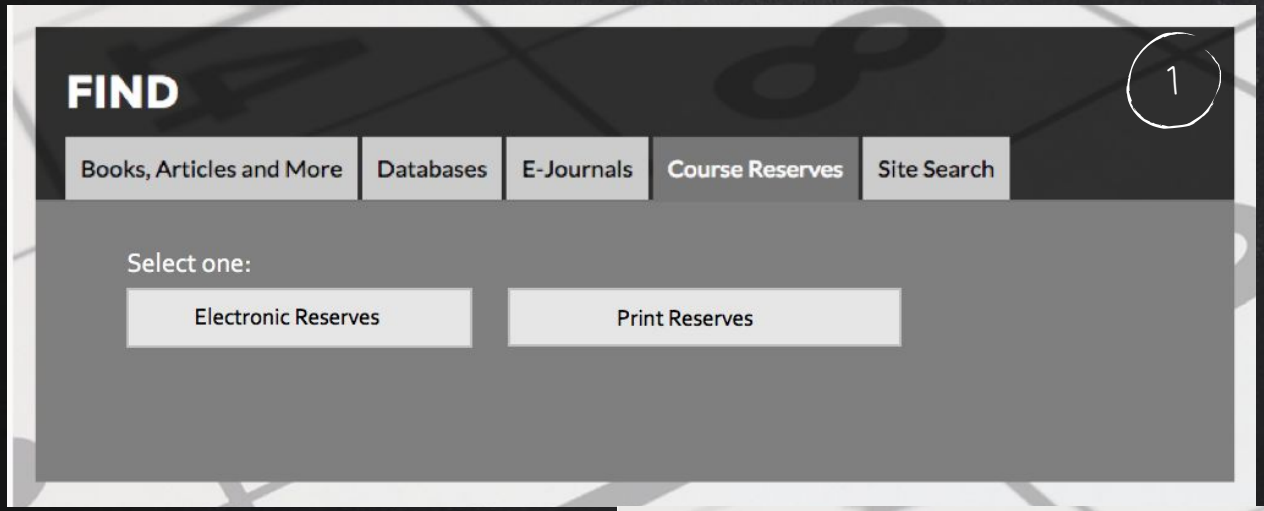


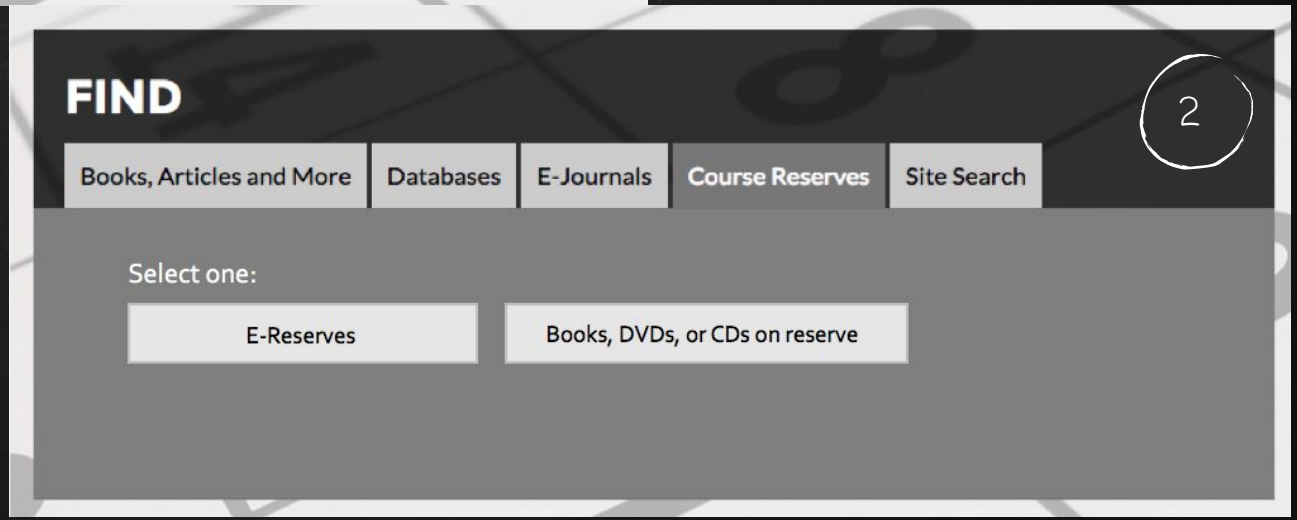
Students missed the link

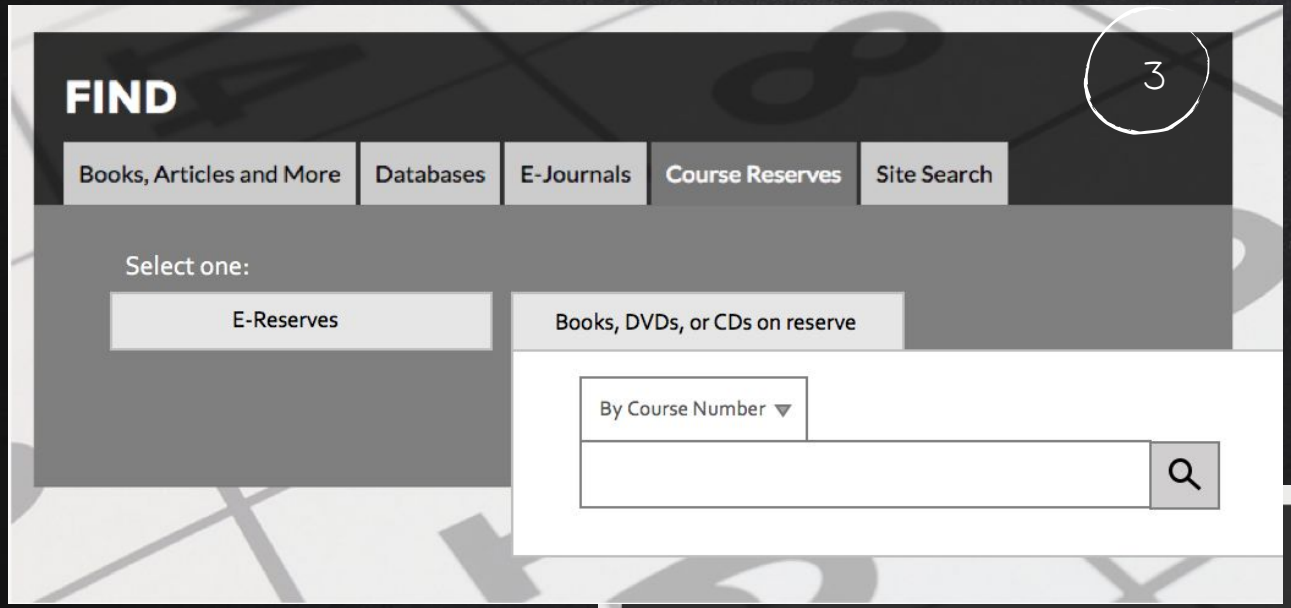
Course reserves

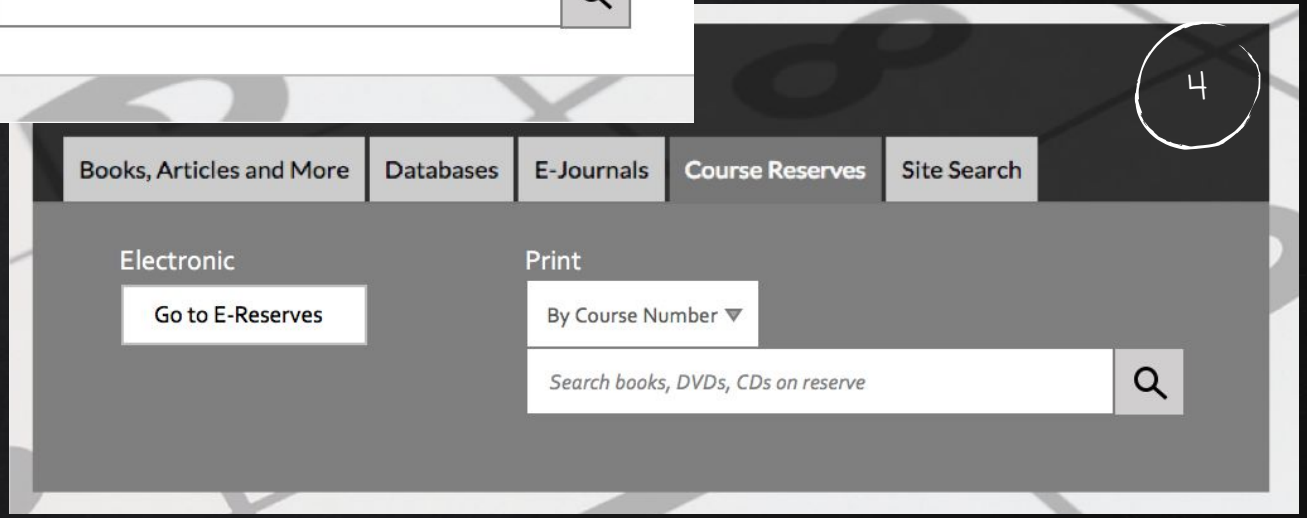
Interviews & Tasks

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?

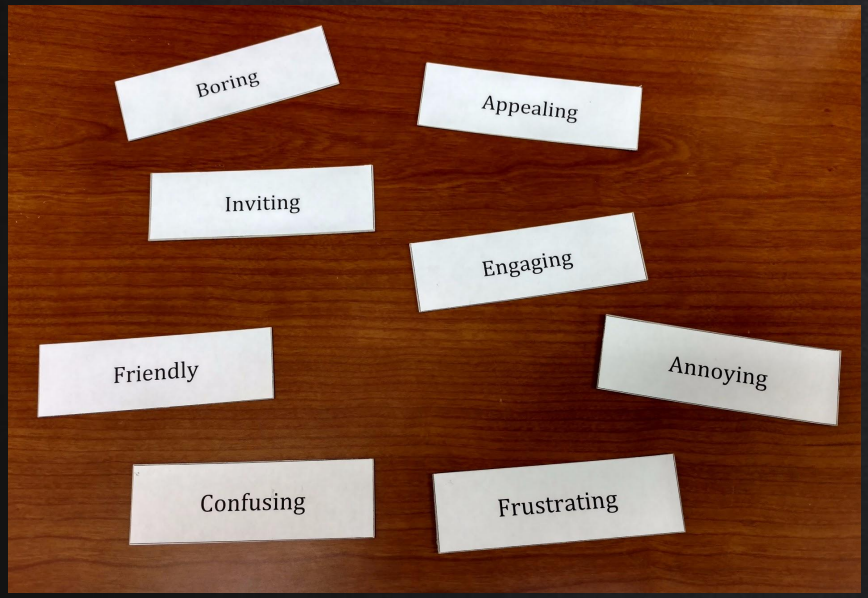

FIND
1
Books, Articles and More
Databases
E-Journals
Course Reserves
Site Search
Select one:
Electronic Reserves
Print Reserves

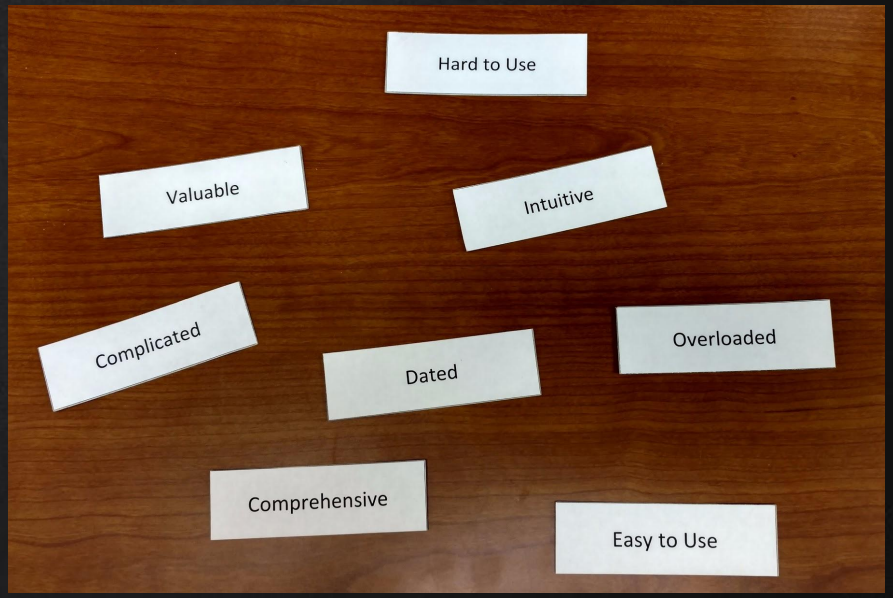

FIND
2
Books, Articles and More
Databases
E-Journals
Course Reserves
Site Search
Select one:
E-Reserves
Books, DVDs, or CDs on reserve


FIND
3
Books, Articles and More
Databases
E-Journals
Course Reserves
Site Search
Select one:
E-Reserves
Books, DVDs, or CDs on reserve
By Course Number


4
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

Example: Explore your feelings





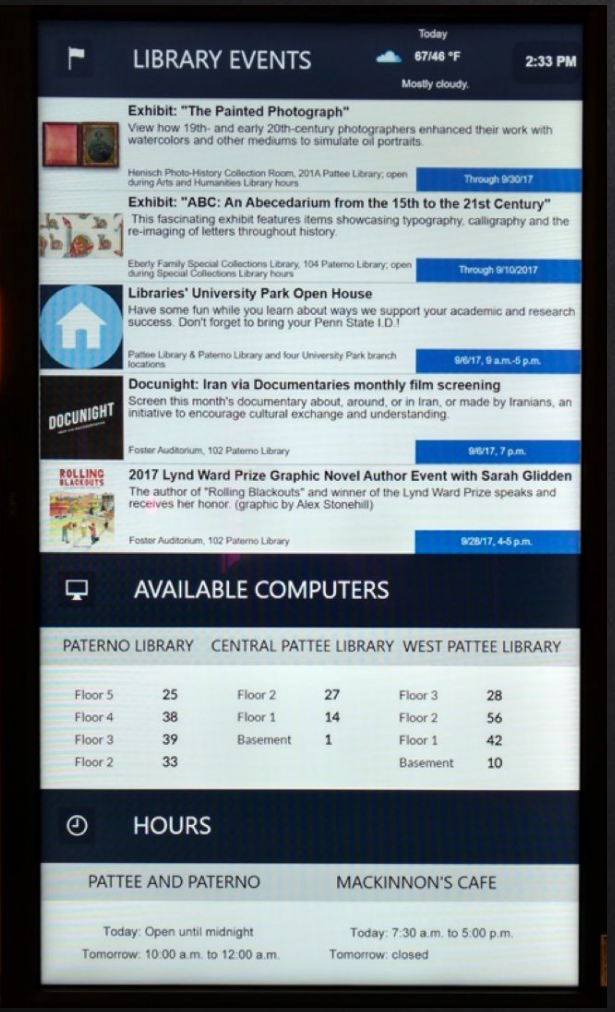
Reaction cards

http://www.uxforthemasses.com/wp-content/uploads/2011/04/Miscrosoft-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 _____.

Card Sorting



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

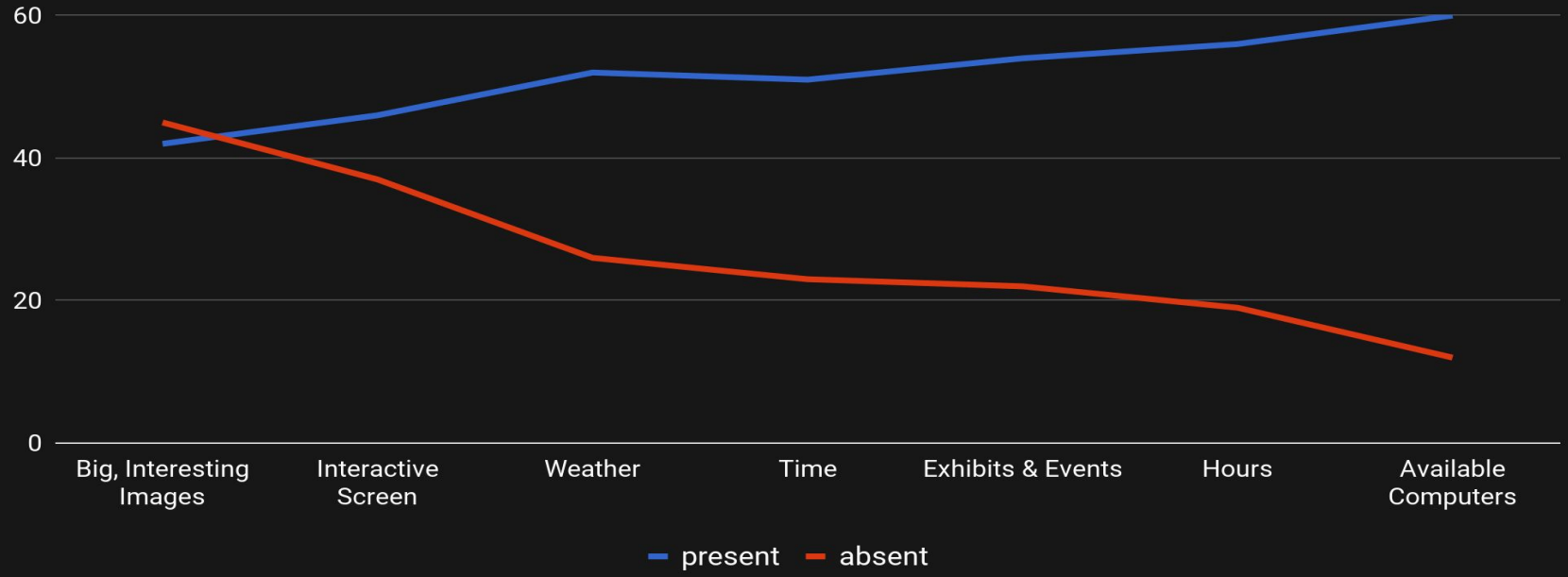
How do you feel when you see the digital sign has the following information?

Time	__ I like it. __ I expect it. __ It doesn't affect me. __ I can live with it. __ I don't like it.
Weather	__ I like it. __ I expect it. __ It doesn't affect me. __ I can live with it. __ I don't like it.
Exhibitions & Events	__ I like it. __ I expect it. __ It doesn't affect me. __ I can live with it. __ I don't like it.
Available Computers	__ I like it. __ I expect it. __ It doesn't affect me. __ I can live with it. __ I don't like it.
Hours	__ I like it. __ I expect it. __ It doesn't affect me. __ I can live with it. __ I don't like it.

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

Time	__ I prefer it not to. __ I expect it not to. __ It doesn't affect me. __ I can live with it. __ I would be annoyed.
Weather	__ I prefer it not to. __ I expect it not to. __ It doesn't affect me. __ I can live with it. __ I would be annoyed.
Exhibitions & Events	__ I prefer it not to. __ I expect it not to. __ It doesn't affect me. __ I can live with it. __ I would be annoyed.
Available Computers	__ I prefer it not to. __ I expect it not to. __ It doesn't affect me. __ I can live with it. __ I would be annoyed.
Hours	__ I prefer it not to. __ I expect it not to. __ It doesn't affect me. __ I can live with it. __ 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

es will
electors.)

(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

PALM BEACH COUNTY, FLORIDA
NOVEMBER 7, 2000

(REFORM)
4
PAT BUCHANAN - PRESIDENT
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(SOCIALIST)
6
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THANKS!

https://github.com/zoechao/ux_cafe

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