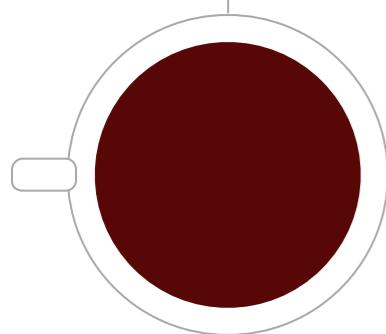


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## The Story of UX Cafe

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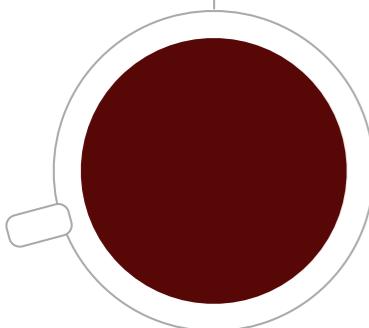
Would you like a cup  
of coffee?

Zoe Chao  
Penn State University Library

“ ”

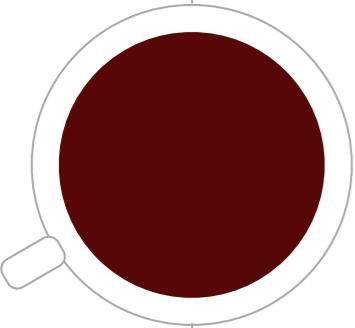
“The dirty secret of UX work is that it’s at least 50% of soft skills—listening and learning from people. The other half is the design work.”

- Leah Buley



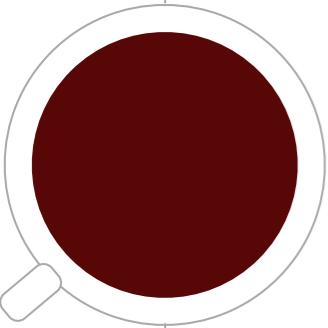
# Usability Testing Before JN

- formal process
- methods of experimental design
- by usability experts
- 30-50 “test subjects”



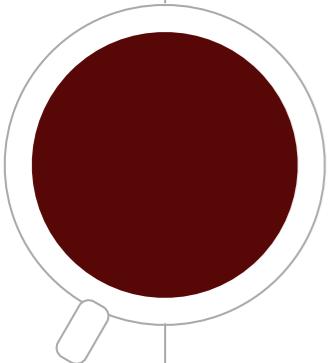
## Usability Testing After JN

- early 1990s
- Nielsen & Landauer; Virzi; Lewis
- 5 test users can “uncover 80-85% of the findings from a particular test”
- “discount” usability testing



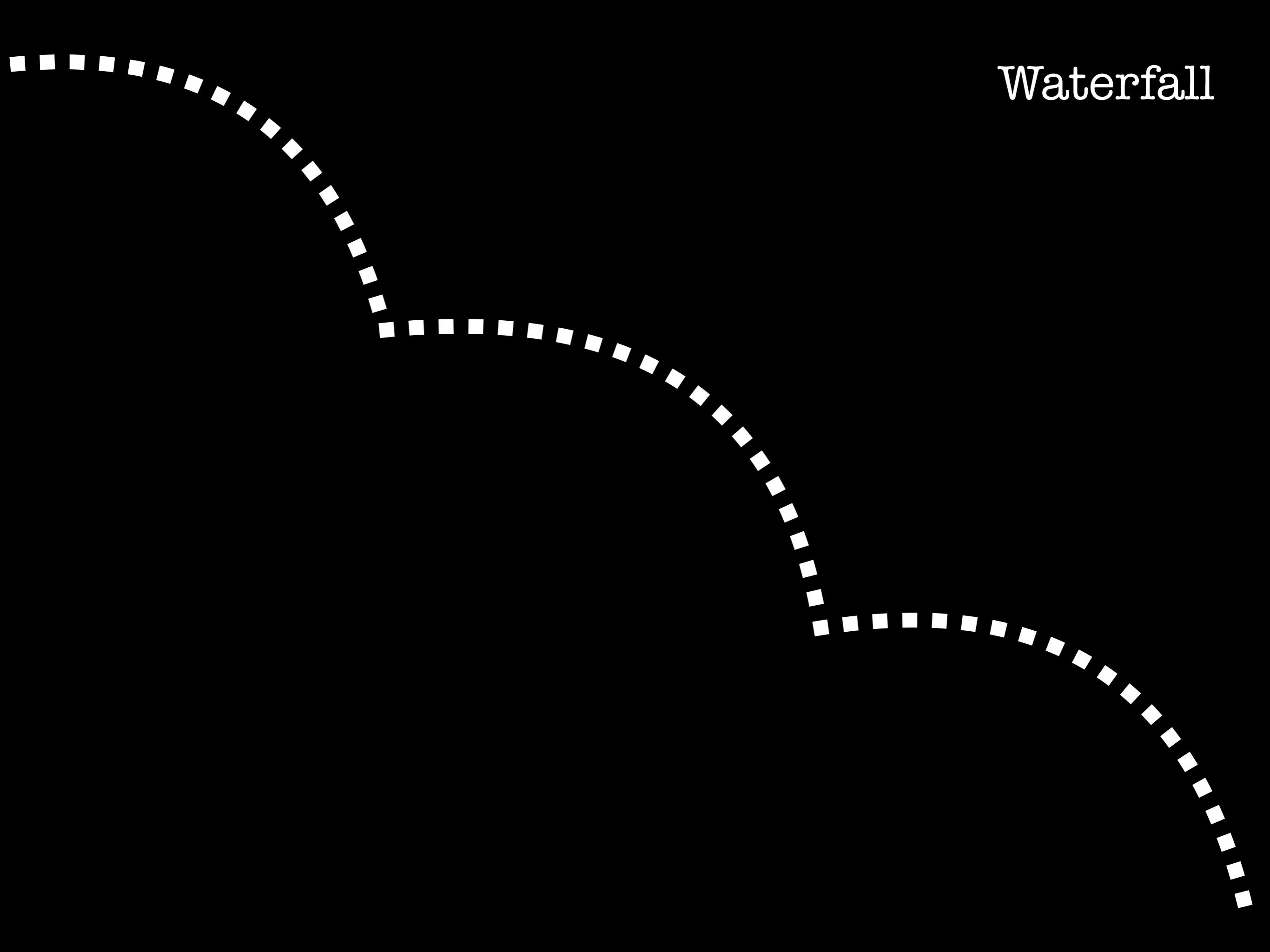
## We probably all have done this...

- between 5-10 participants
- a list of tasks
- think aloud protocol
- about an hour time slot for each participant



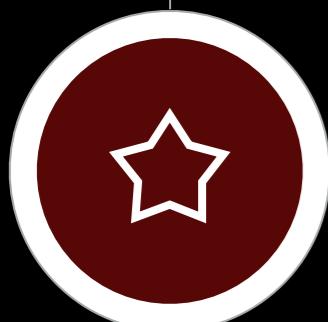
## We probably all have done this...

- web committee
- big preparation effort
- a lot of analysis all at once
- “waterfall” style

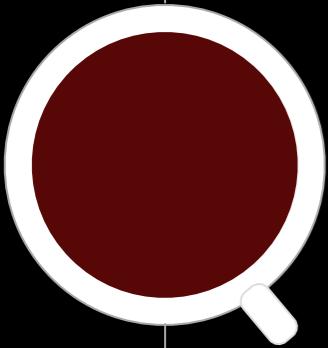


Waterfall

I would like to find a better way,  
something...



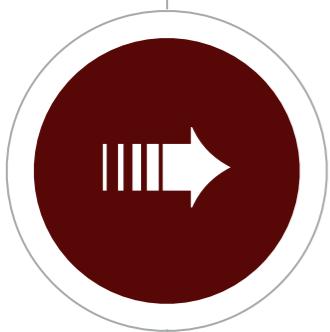
- on a regular basis
- low cost
- smaller
- faster
- more fun!



## UX Cafe

- weekly or every other week
- defined scope
- 5 to 10 minutes
- a cup of coffee & a granola bar
- flexibility

# Planning



- budget
- location
- posters / signs
- sign-in form
- software



# Prep-work



- regular meeting with the web manager
- “what do we want to know?”
- design questions & tasks
- pre-test with co-workers
- finalize questions & tasks

Maria Muñoz  
Associate Professor of History and  
Associate Director of the Honors  
Program at Susquehanna University

Wednesday,  
Jan. 25, 4 - 5 p.m.  
Foster Auditorium, 102 Paterno Library  
Available for viewing at [live.susqu.edu/2016](http://live.susqu.edu/2016)



## UX Café

free coffee  
and snacks

10 minutes with our  
reference librarian



## UX Café

free coffee  
and snacks

for 10 minutes with our  
user experience librarian



PennState  
University Libraries



# Before having coffee



- sign-in
- screen capture and voice recording
- tasks
- interview

Not only to prove that I didn't eat all the granola bars all by myself...



- Basic info
- Why are you in the library today?
- Where in the library do you plan to go today?
- How often do you come to the library?
- How often do you use the library website?

Apply to be part of our team!

[libraries.psu.edu/jobs](http://libraries.psu.edu/jobs)



## UX Café

free coffee  
and snacks

for 10 minutes with our  
user experience librarian



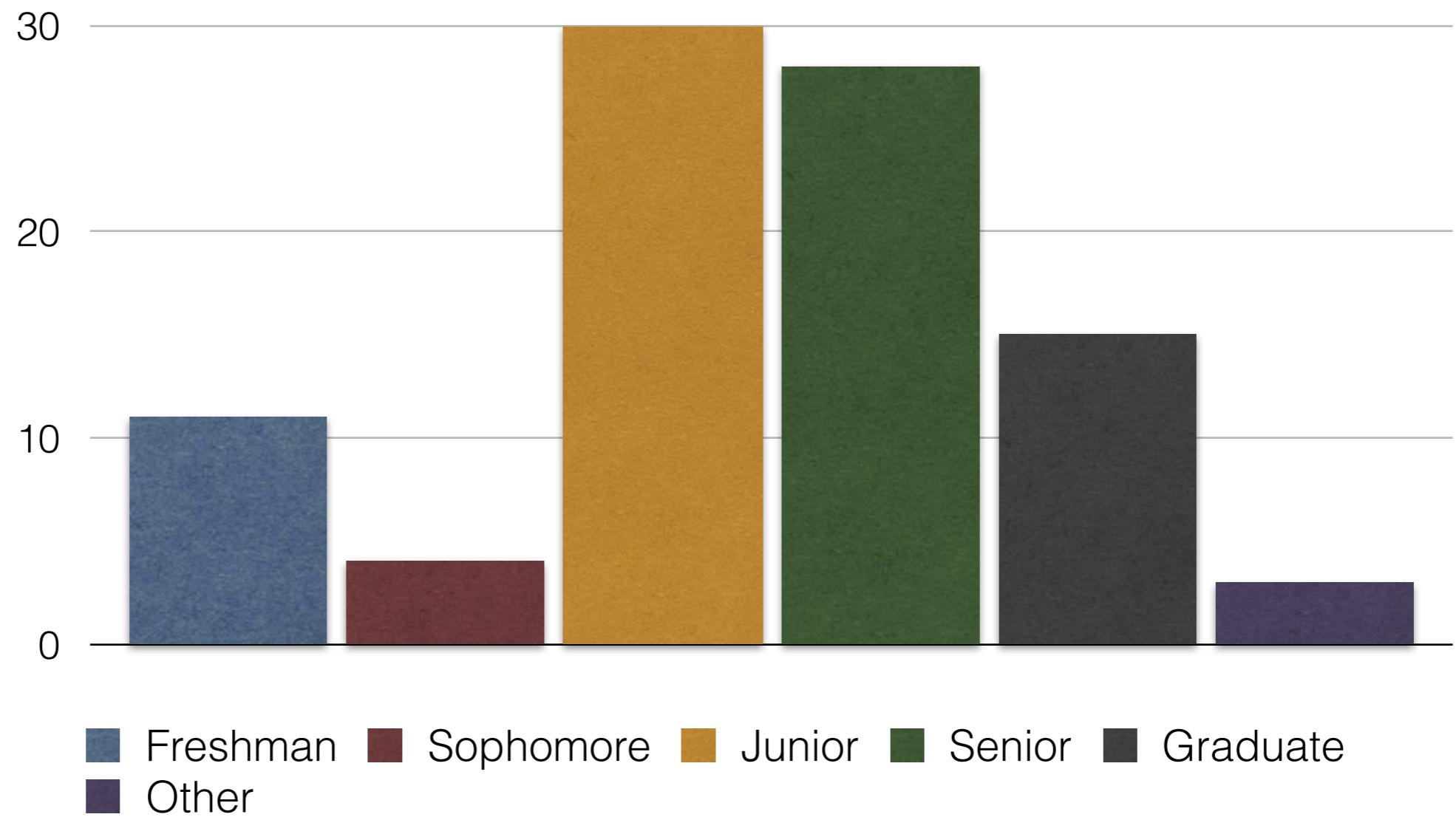
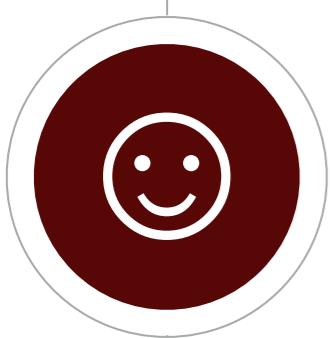
## UX Café

free coffee  
and snacks

for 10 minutes with our  
user experience librarian



- 13 weeks / 91 participants
- Female: 47 / Male: 44





# Type of Exercises

- layout / design
- ranking (content, mockups, etc.)
- labeling
- comparing with other libraries
- reaction card (Microsoft)
- ...

Boring

Appealing

Inviting

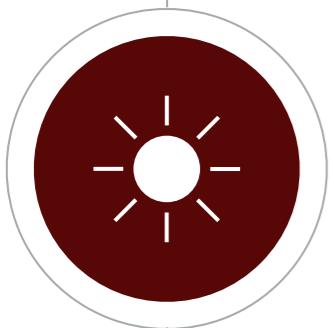
Engaging

Friendly

Annoying

Confusing

Frustrating



# Benefits

Besides timely, smaller, faster, more fun,  
what else?



It keeps me  
grounded.



# Arts and Humanities Library

## Your Librarians

Jade Atwill  
Asian Studies Librarian

William Brockman  
Paterno Family Librarian for Literature

Charles E. Jones  
Tombros Librarian for Classics and  
Humanities

Amanda Maple  
Music Librarian and Acting Head Arts  
and Humanities Library

Eric Novotny  
History Librarian

Manuel Ostos  
Librarian for Romance Languages and  
Literatures

Henry Pisciotta  
Arts and Architecture Librarian

[See all staff](#)

## Study at the Library

Scan, Copy and Print  
Textbooks and Reserves  
Equipment to Borrow



As of 12:10 pm  
44 of 74 PCs are open

## Library Guides

Information on how to use the library and  
conduct research

History  
Latin American, Caribbean, and  
Latina/o Studies  
Asian Studies  
English Literature  
Classical Mythology

[See all library guides](#)

## Information

[Library Hours](#)  
[814-865-3616](#)  
[814-867-1421 \(fax\)](#)  
[UL-ARTS-HUMS@lists.psu.edu](mailto:UL-ARTS-HUMS@lists.psu.edu)  
[Map and Directions](#)  
(2nd and 3rd Floor - Central and West  
Pattee Library)  
W211 Pattee Library  
University Park, PA 16802-1801

ASK  
A LIBRARIAN

## Our Collections

- [Unearthing the Past: Student Research on Pennsylvania History](#)

[See all collections](#)

## About

The George and Sherry Middlemas Arts and Humanities Library provides library collections and services relating to area studies, classics, dance, film, history, languages, literature, music, philosophy, religious studies, theater, and the visual arts.

## More Information

[New Books and DVDs](#)  
[Music and Media Center](#)

## Social Media

[@psulibs](#)  
[Penn State Arts and Humanities](#)



It helps me get better at  
my job.

# Need help with research data management?

Consult the [Libraries' guide on RDM services](#). Questions? [Contact the Research Data Management Team](#).

[!\[\]\(06c63dadea3471d5a21d94122ad85b6d\_img.jpg\) Share Your Work](#)[Terms of Use](#)[Q Go](#)[All ▾](#)

## New Feature:

If you use collections to group your Scholarsphere content, now you can control the visibility, making a collection Public, Private or Penn State only. Also you will be able to share the collection with specific individuals or groups of individuals.

[Featured Works](#)[Recent Additions](#)

No works have been featured

## Featured Researcher

blatherskite-revisited

[View other featured researchers](#)

It gives me  
more  
empathy.

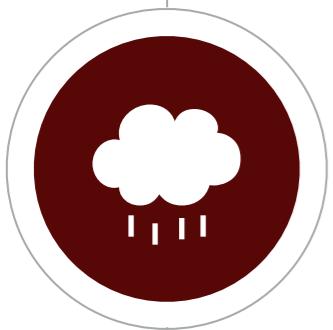


It helps me  
promote UX.





I am there.



# Challenges



Internal culture shift is hard.



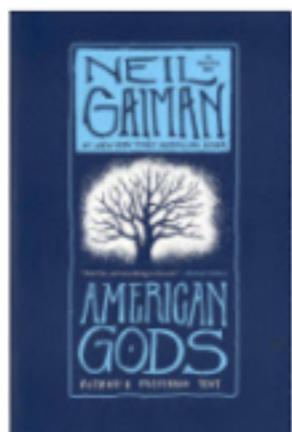
Take what they say with a  
grain of salt.

[The CAT](#) [My Library Account](#) [Course Reserves](#) [Find Articles](#) [Materials Not at Penn State](#) [Library Home Page](#) [ASK!](#)[Go Back](#) [Help](#) [New Search](#) [Change Display](#) [Print/Email/Save Marked Records](#) [Link to Page](#) [Oops](#) [Logout](#)Record 1 of 1 for search "**^C9618532**"**Item Details** [Mark](#)

Number of holds: 0

**I Want It**[Nearby items on shelf](#)[Tell me when new materials by this author are available](#)[Tell me when new materials on these topics are available](#)**Locations****Detailed Information**

**Title** American gods  
**Author** Gaiman, Neil.  
**Publisher:** William Morrow,  
**Pub date:** 2013.  
**Physical Description** xiv, 541 p. ;  
**ISBN:** 9780062080233

[Limited view \(search only\)](#)**Continue search in**[LionSearch](#)[WorldCat](#)[HathiTrust Full Text](#)[Google Books](#)[Google Scholar](#)[UBorrow](#)[E-ZBorrow](#)[Email a Librarian](#)**Holdings****Pattee Library and Paterno Library Stacks (UP)****Call number****Material****Location**

PR6057.A319A84 2013

Book

Checked out



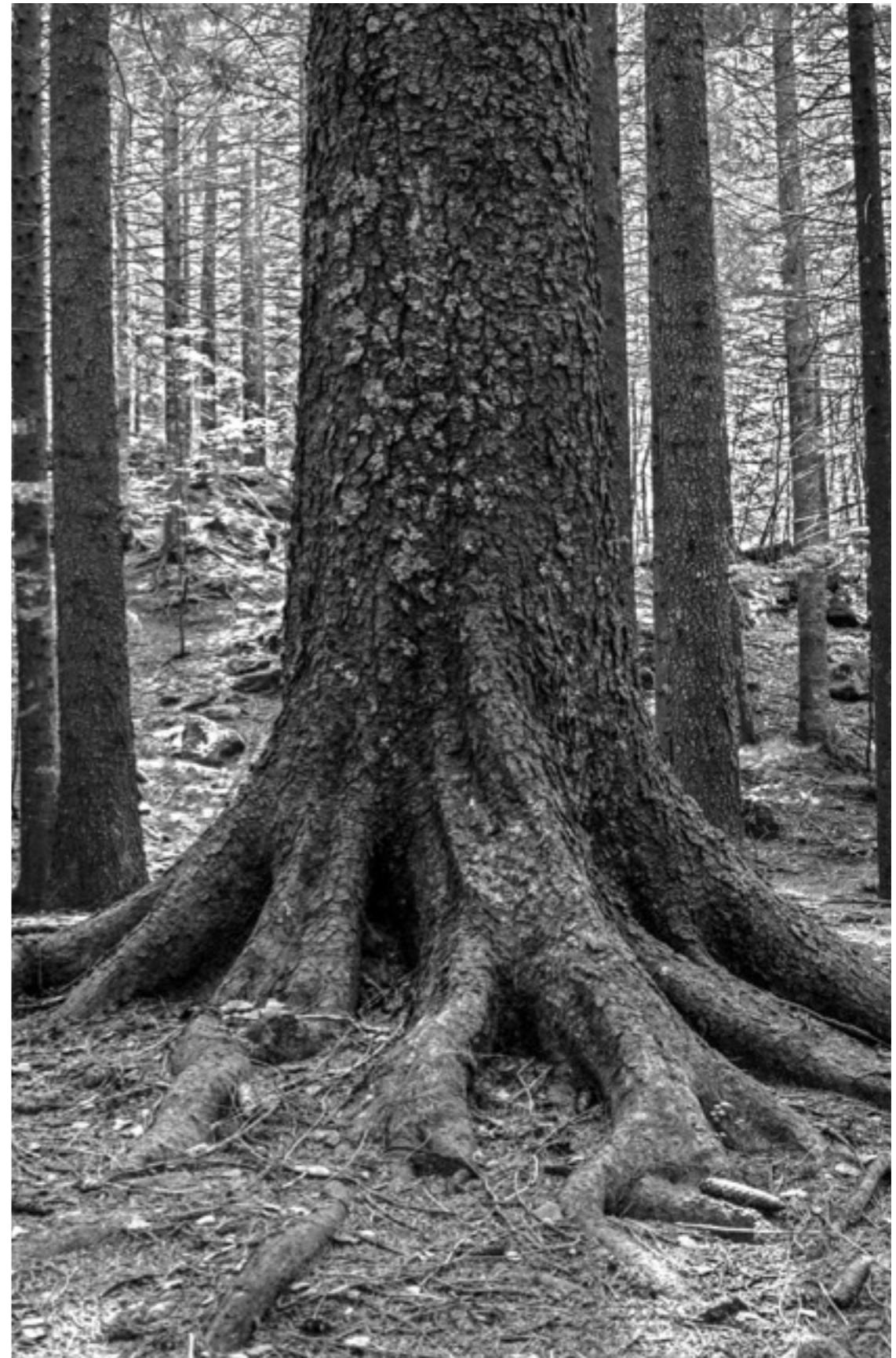
Reports take time.

# Outline of My Reports



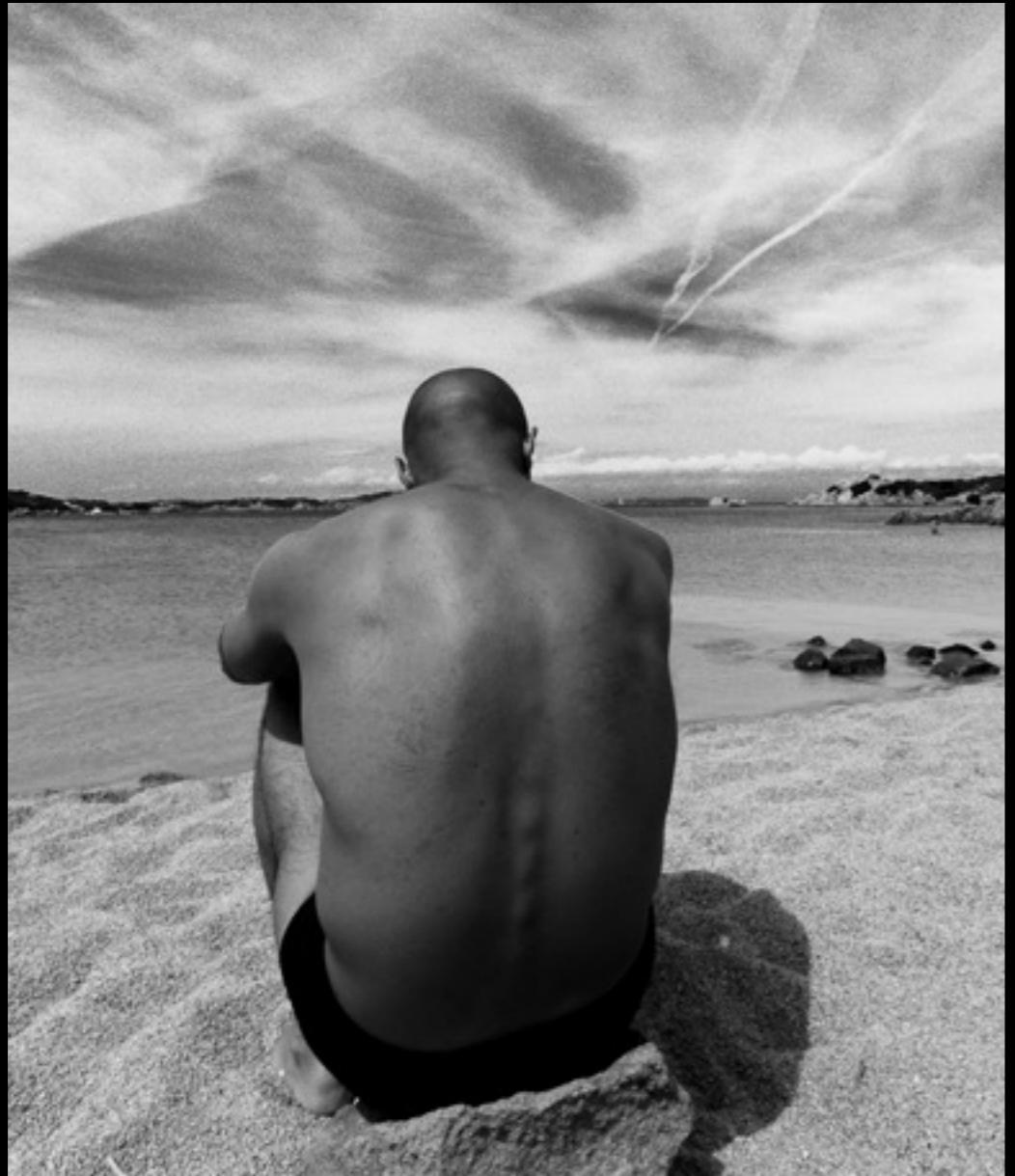
- Inquiry
- Participants (gender, year)
- Tasks / interview questions
- Results (synthesized bullet points)
- Recommendations (bullet points)
- Average 2-3 pages, including screenshots

Do I see the  
tree or forest?



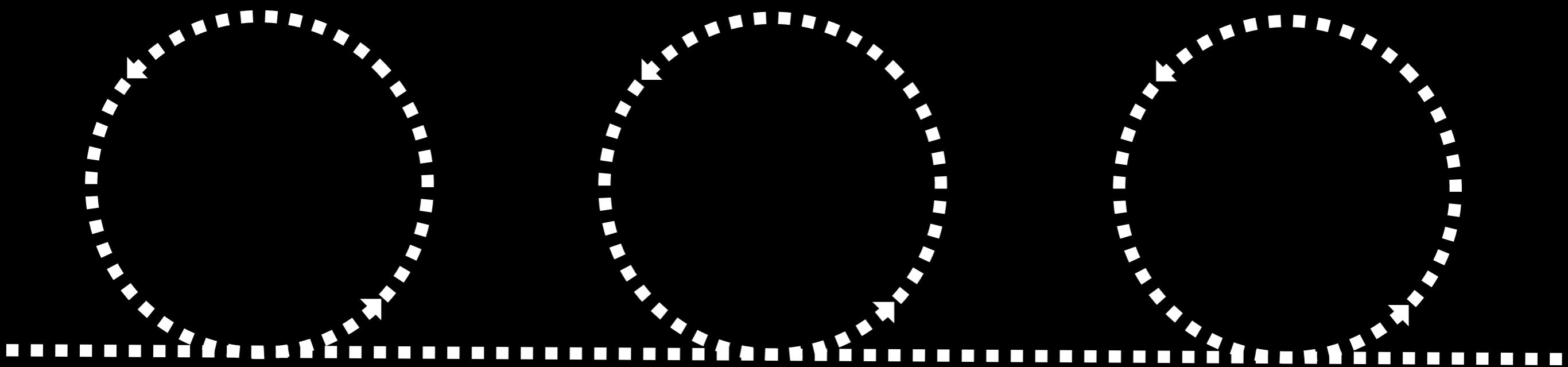


A practitioner or a researcher?



The reality of IT

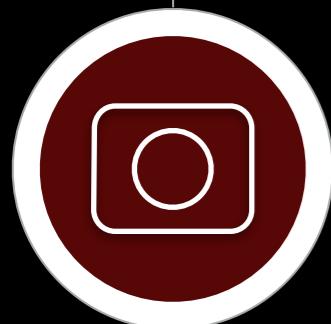
Agile



Busy Bee

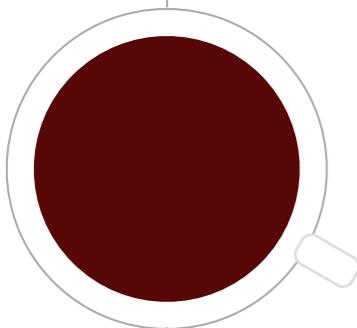


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# References



- Patton, J. (2009). Leah Buley: Toward collaborative, pragmatic user-experience work. *IEEE Software*, 26(4), 93-94. doi:<http://dx.doi.org/10.1109/MS.2009.96>
- Barnum, C. M. (2010). *Usability Testing Essentials: Ready, Set. Test*. Burlington, MA: Morgan Kaufmann.



Thank you!