User Experience for Librarians: The Basics and Beyond
Craig MacDonald, Pratt Institute School of Information

Part 1: Fundamental Principles of UX

- Pratt’s iSchool is now titled The School of Information
- The UX mantra: know the user (and his/her context)
- Be empathetic
- UX principles
  1. Early focus on users (DO RESEARCH!)
  2. Evaluation
  3. Iterations
- UX process:
  
  research  →  create  ↦  assess

  DESIGN  ↕

- User testing is ongoing.
- **UX Honeycomb** is a combination of products

- For a long time, usability was the defining property of an interface. It was either usable or not. Usability’s goal was to find and fix problems.
- UX is not usability. It is more than that. UX is a new paradigm about HOW we design interactive technologies.
- With UX, you design for pleasure, rather than the absence of pain.
- UX is the consequence of using a product.
- Design Model  User Model (how the user thinks it works)
  
  System  ↛  Where product is experienced. UX never ends!

- Elements of UX
  - Jesse James Garrett: The 5 Planes
“These five planes—strategy, scope, structure, skeleton, and surface—provide a conceptual framework for talking about user experience problems and the tools we use to solve them.”

- Abstract ———> Concrete
- You work from abstract to concrete in 5 “planes” or steps.
- For more on this, see http://www.jjg.net/elements/pdf/elements_ch02.pdf

- 6 disciplines of UX: user research, content strategy, information architecture, interaction design, visual design and usability evaluation
- CUBI UX Model:
  - 4 overlapping spheres: content, business goals, interaction and user goals
  - UX combines all 4 spheres
  - For more on this as well as visuals, see https://uxmag.com/articles/cubi-a-user-experience-model-for-project-success
- UX for libraries: We have been doing usability studies for a long time (some of us), but UX is much more than that.
- New buzzword: service design
- Not a lot published on how organizations are using UX, however, Disney gets an A+ in the category. Google is also improving.

Part 2: UX Librarianship

- MacDonald is currently surveying the current landscape of UX librarianship. To do so, he interviewed 16 UX librarians from different libraries across the country. One public library was included is his sample.
- What is an UX librarian? (according to the survey respondents)
  - 14/16 defined UX as encompassing a user’s entire experience with the library
  - 15/16 said research was integral to their work
  - Most research was qualitative
  - UX is physical and digital
  - UX is not really design… they did the research that informed the design.
  - “There’s no natural home in the library for UX.” ⊗
  - They felt like they were consultants without any power
  - To be successful, you have to navigate complex library culture
  - No common background amongst survey respondents minus the graduate degree
  - There are multiple pathways to UX librarian position
    - 9/16 were internal hires
    - Organizational leadership was key
    - Staff turnover/retirees led to changes
  - Multiple sources of learning
    - Other UX librarians
    - Professional UX community
    - iSchool courses (however, iSchools slow to adapt)
    - On the job learning
    - Non-iSchool coursework
  - Most UX librarians would be better classified as UX researchers
  - Each UX librarian is unique in how they approach and describe their work
Part 3: UX at Pratt

- Pratt now offers an advanced certificate in UX
- The certificate is 12 credits
- To see what students are doing, check out the UX @ Pratt blog: ux.prattsils.org
  “UX@Pratt is a collection of articles about User Experience and its related disciplines. Written and maintained by Pratt students, alumni, and faculty.”
- If you would like UX help, contact MacDonald. He will have his students work on it as a project for his Usability and Theory course.

In Your Hands and On the Phone: Usability and the Mobile Library Website
Junior Tidal, New York College of Technology

- This presentation is an overview of the book, Usability and the Mobile Web, published by ALA TechSource.
- 2/3 of Americans own smartphones according to Pew research
- Libraries are seeing increased mobile usage, including students writing papers on their smartphones (what?!)
- To create a new mobile site, New York City College of Technology consulted web analytics and past usability tests (both desktop and mobile)
- They used a mobile 1st approach
- They used Bootstrap: According to Bootstrap: “Bootstrap is the most popular HTML, CSS, and JS framework for developing responsive, mobile first projects on the web.”
- Bootstrap is responsive out of the box
- What is usability?
  - According to Steve Krug: “Usability means making sure something works well.”
  - Usability is the evaluation of a system to determine its effectiveness among users and their information seeking goals.
- PROBLEM: many places design by committee. This does not work. We need to DESIGN BY USER.
- Usability testing:
  - Tasks are goals the website supports. Ex. Find a book.
  - When conducting usability testing, it is better to use task scenarios. Ex. Imagine you are writing a book report for English 101 and you need to find resources for Catcher in the Rye.
  - Metrics: time, success or failure, number of clicks
  - TAP: Think Aloud Protocol. You will get the best feedback ever if you employ this method.
  - Mobile vs Desktop: you need to test both.
    - Hardware: network speed, size of screens
    - Context of use
      - Lab testing: allows for controlled environment. You provide the hardware and control (or know) network speeds, etc.
      - Field testing: allows for a more realistic setting.
Testing should be continual. Keep up with new technology. Ex. You should know how your site works on a new Android.

- Users do not mind scrolling on phones to find information, but dislike doing so on desktops.
- Control Find works well on desktops, but not on smartphones.
- Test staff and patrons! Library staff should know how their sites work on all devices.

Audience feedback:

Ask patrons this simple question: “Why do you go to our website?” Do not prompt them.

Give patrons a paper copy of your webpage. Ask them to cross out what they do not use.