Designing Memorable User Experiences on a Shoestring Budget

Brian Mathews
Assistant University Librarian

UC SANTA BARBARA LIBRARY
"User Experience," often abbreviated "UX," is the quality of experience a person has when interacting with a specific design.

- Dirk Knemeyer & Eric Svoboda
Adapted from Peter Morville, Semantic Studios, http://semanticstudios.com/publications/semantics/000029.php
YOU GOT CONFIRMATION

You got 30 minutes and you got pizza coming your way. The delivery experts at Domino’s have specifically engineered the Pizza Tracker to keep you up to date on the status of your order from the moment it’s prepared to the second it leaves our store for delivery. Now, you got tracking where no tracking has ever gone before.

PIZZA TRACKER

ORDER PLACED  PREP  BAKE  BOX  DELIVERY

YOU GOT IT IN THE OVEN - Chris put your order in the oven at 5:26 PM

FACT-O-MATIC: The entire order taking and pizza production process takes approximately 12-15 minutes.

HELP US GET BETTER

Our goal is exceptional delivery. How was your delivery experience?

Tell Us How We Did

Please call the store at undefined if your comment is urgent or you need a response.

Source: Landor Associates
MICRO-LEVEL

• The Circ Desk Experience
• The Ref Desk Experience
• The Website Experience
• The Group Study Experience

MACRO-LEVEL

• The “Finding-A-Book” Experience
• The Research Paper Experience
• The Group Project Experience
user experience design toolkit

- study of how people use things
- triggers of use
- unarticulated needs
- user customization *(work-arounds)*
- intangible attributes *(emotions, value)*
- find problems, design solutions
- what-if's *(multiple scenarios)*
What does the library of the future look like?
Bull’s Eye Questions
Projection Exercise
the personification of the library

Let’s say that the library is a person. What would they look like? What is their personality? How would they act and interact with others? Who would they be friends with? Who do they resemble?

• An older man, looks dull, not very clean groomed.

• Stains on clothes, dark colored clothing.

• Very different personality at different times.

• Quiet, but can be loud.

• Sometimes friendly but sometimes creepy.

• He’s friends with people who are studious.

• Can’t always trust him.
I decided to pick up a DVD on my way to "check out." Asked "Can I get a list of DVDs?" Got a negative reply. "Am not sure we need this on rob." Bit kind of hard to think that there is no hide.

Security guards saying, "Same thing, users."

Very intimidating.

Alternative (?)

+ Sound / Smell / Visuals / Where

Catalogue

Need to make the + catalog to combine it. I saw a... Felt sick.

+ Help button...
When

How

Who Helps

Where

How much time

Study/Homework Habits NOW
<table>
<thead>
<tr>
<th>Topic</th>
<th>Topics</th>
<th>Posts</th>
<th>Last Post</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Layouts</strong></td>
<td>85</td>
<td>36</td>
<td>by acomplhrrr  Fri Feb 13, 2009 10:15 pm</td>
</tr>
<tr>
<td><strong>Atmosphere</strong></td>
<td>1</td>
<td>8</td>
<td>by akirby3  Tue Dec 02, 2008 9:48 pm</td>
</tr>
<tr>
<td>We often hear that “atmosphere” is important for studying. What is the ideal atmosphere for group study? What type of atmosphere would you like to see on 2 West?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Furniture</strong></td>
<td>2</td>
<td>11</td>
<td>by akirby3  Wed Dec 03, 2008 8:32 pm</td>
</tr>
<tr>
<td>Share your thoughts about tables, chairs, partitions and any other furniture needs.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Work Flow &amp; Function</strong></td>
<td>1</td>
<td>4</td>
<td>by akirby3  Tue Dec 02, 2008 9:51 pm</td>
</tr>
<tr>
<td>The 2 West space is primarily used for group work / group study. Tell us how you use the space.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Supplies, Equipment, &amp; Technology</strong></td>
<td>7</td>
<td>12</td>
<td>by ESKE  Tue Oct 07, 2008 12:43 am</td>
</tr>
<tr>
<td>What types of supplies, equipment, &amp; technology would you like to see on the 2nd Floor?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Layouts - Round 2</strong></td>
<td>4</td>
<td>21</td>
<td>by mjacksongt  Mon Oct 27, 2008 11:48 pm</td>
</tr>
</tbody>
</table>
laptop support
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECE 3741</td>
<td>Instrument &amp; Electronics Lab</td>
<td>3-0-3</td>
</tr>
<tr>
<td>ME 3015</td>
<td>System Dynamics &amp; Control</td>
<td>3-0-4</td>
</tr>
<tr>
<td>ME 3053</td>
<td>ME Systems Lab</td>
<td>3-0-2</td>
</tr>
<tr>
<td>ME 3301</td>
<td>Deformable Bodies</td>
<td>3-0-3</td>
</tr>
<tr>
<td>ME 3345</td>
<td>Heat Transfer</td>
<td>3-0-3</td>
</tr>
<tr>
<td>ME 3340</td>
<td>Fluid Mechanics</td>
<td>3-0-3</td>
</tr>
<tr>
<td>ISYE 3025</td>
<td>Engineering Economics</td>
<td>1-0-1</td>
</tr>
<tr>
<td>ME 4053</td>
<td>Capstone Design</td>
<td>3-0-3</td>
</tr>
<tr>
<td>ME 4182</td>
<td>Manufacturing Processes &amp; Engineering</td>
<td>3-0-3</td>
</tr>
<tr>
<td>ME 4210</td>
<td>Experimental Methods Lab</td>
<td>2-3-3</td>
</tr>
<tr>
<td>ME 3057</td>
<td>Manufacturing Processes &amp; Engineering</td>
<td>2-3-3</td>
</tr>
<tr>
<td>ME 3057</td>
<td>Capstone Design</td>
<td>3-0-3</td>
</tr>
</tbody>
</table>

**Pre-Reqs and Co-Reqs**

- Circuits & Electronics (Minimum Grade C)
- MATH 1520
- HTS 2064, INTA 2030, PST 3105, PST 3109, PST 3127 or PST 4176 (Hum or Social Science, See Note 1)
- Economics (3000 or 4000 level ME Classes, See Note 2)

*Notes are as follows:
- Note 1: See Note 6, No W's
- Note 2: See Note 6, No W's
- Note 3: See Note 3
New types of Study Experiences
Reinventing Circulation

- no longer about fines
- more responsibility / ownership
- greater influence
- displays & exhibits & events
- assessment
- furniture arrangement & management
- leisure collection development
- equipment (laptops, tablets, cameras, camcorders, etc)
- freedom to explore
- freedom to implement
- the balance of support and independence

Designing Memorable User Experiences on a Shoestring Budget

Brian Mathews
Assistant University Librarian
bmathews@library.ucsb.edu

UC SANTA BARBARA LIBRARY