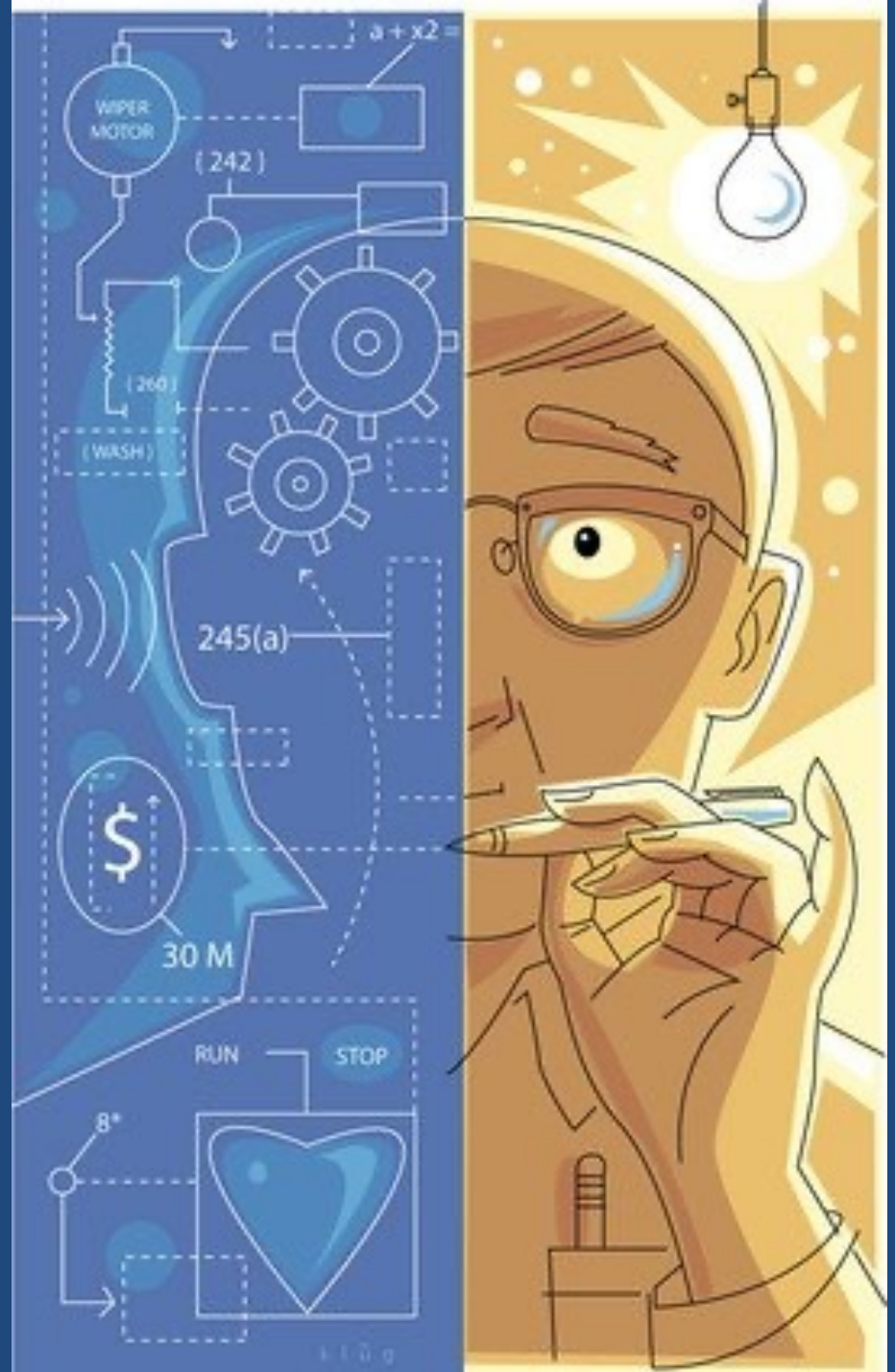


Designing Memorable User Experiences on a Shoestring Budget

Brian Mathews

Assistant University Librarian

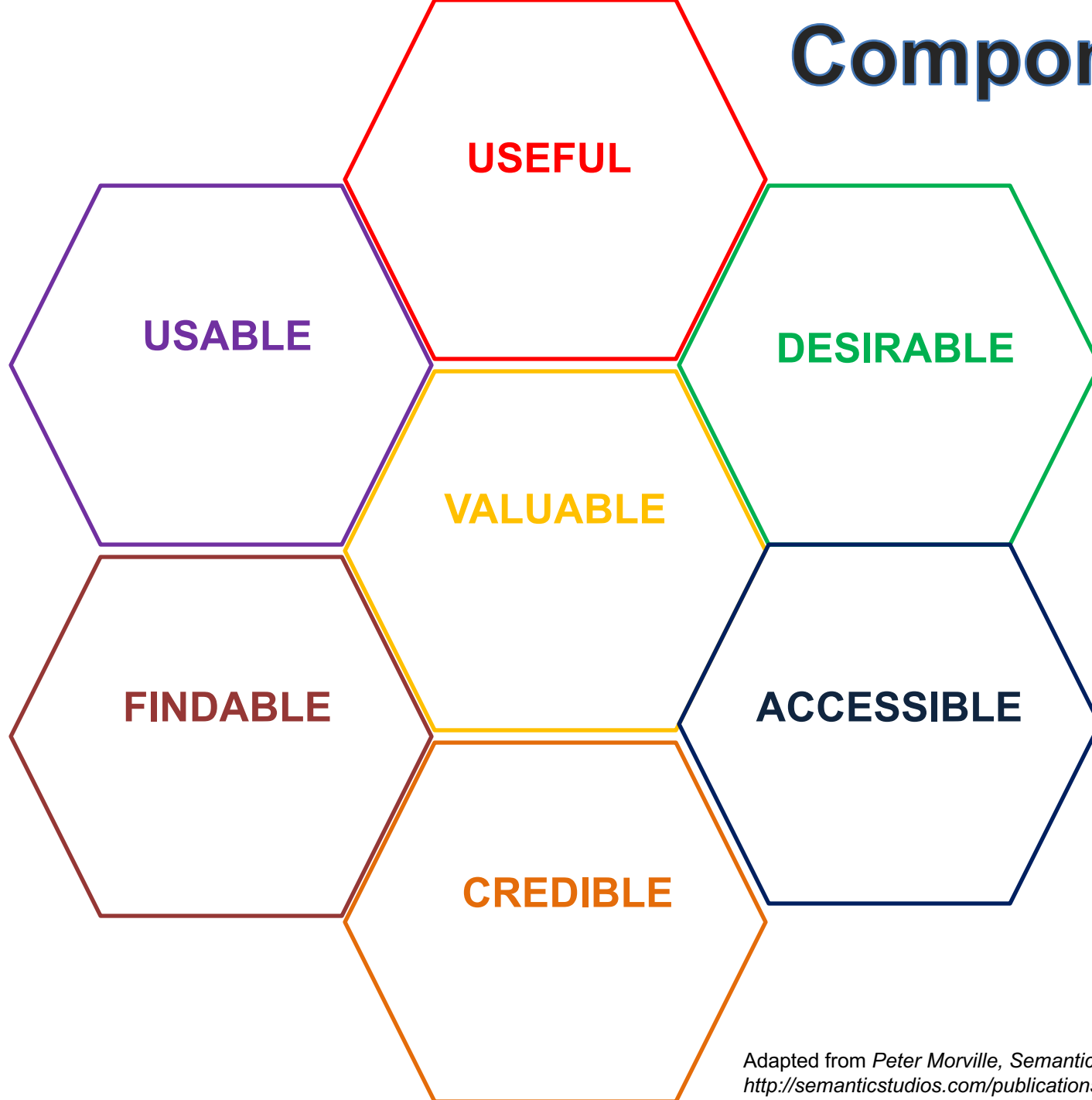
UC SANTA BARBARA
LIBRARY



Definition

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

Components



Service Blueprint of Proch Neuro Clinic

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



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

PATENT PENDING

2.1.0

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

HELP US GET BETTER

◀ 1 of 4 ▶

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.

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

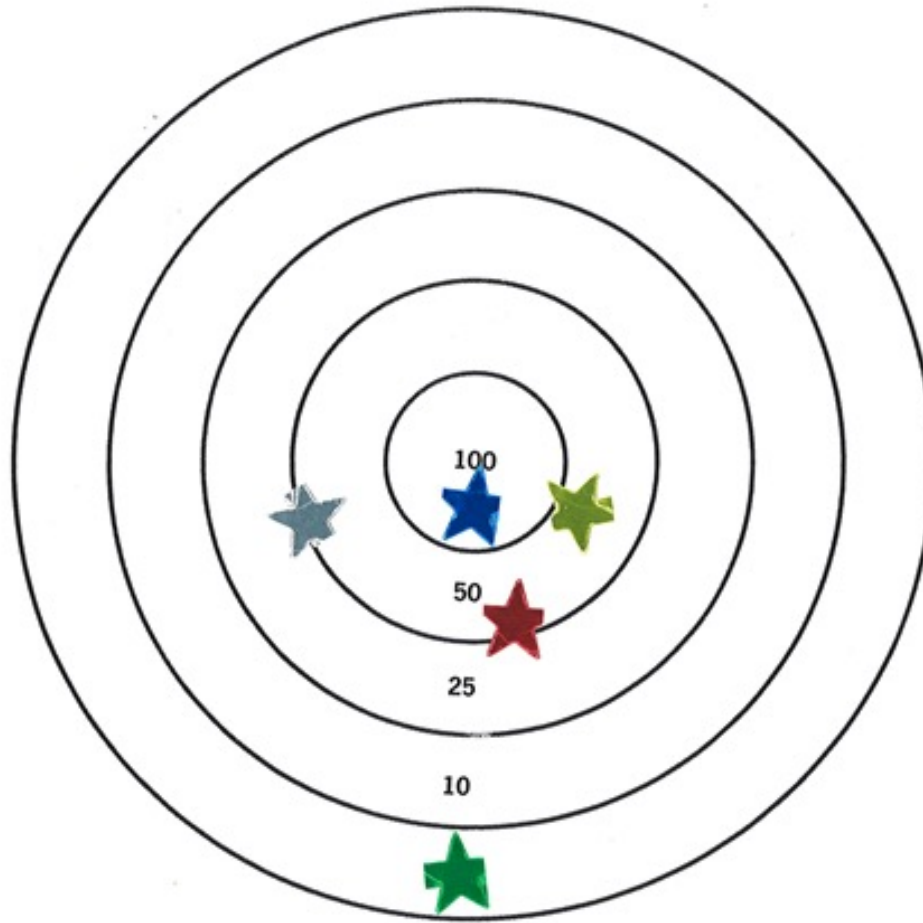
- study of how people use things
- triggers of use
- unarticulated needs
- user customization (work-arounds)
- intangible attributes (emotions, value)
- find problems, design solutions
- what-if's (multiple scenarios)



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.



STACKS

PERIODICALS

TEENS

GILLESPE

DESK



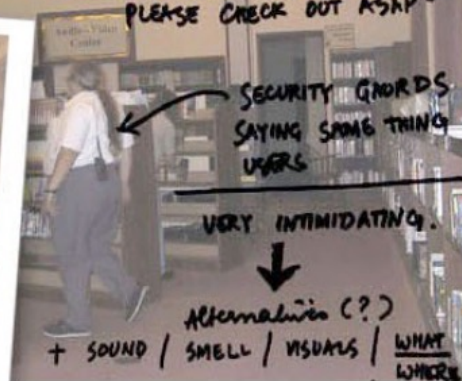
THE BOOKDROP IS HIDDEN / NOT PROMINENT AT ALL
BEHIND THE STATE OF THE

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 or not.
But kind of hard to think that there is no list.



3:40 PM → A LOUD BELL (very my heart sank)

"LIBRARY CLOSES IN 20 MINUTES PLEASE CHECK OUT ASAP"



SECURITY GUARDS SAYING SAME THING USERS

VERY INTIMIDATING.

Alternatives (?)

+ SOUND / SMELL / VISUALS / WHAT WHERE



IS THIS A HELP DESK LOOK LIKE?
I WAS NOT CONFIDENT THAT I WILL GET MY ANSWERS HERE.

best hour 2

give

find out

to see



+ NEED TO MAKE THE CATALOG to combine
I set down
thought a
felt stu
+ HELP BUTTON HERE



Searcher Nicolas

Primary goal
Wants to publish a short story

Secondary goals
Borrow English-language tapes for his wife
Learn more about his new hometown

Description

Nicolas is 44 and has recently moved to Pittsburgh from Bulgaria with his wife Elena. They live in an apartment in Oakland. Nicolas works as an electrical engineer for GenCorp and, in his spare time, writes short stories. He'd like to find out more about getting published. In addition, his wife would like to become more fluent in English.

Frequency of visit: Moderate
Help-seeking: Positive
Gender: Male

ORGANIZERS



Goes to the library on Sunday to look for advice on publishing short stories. Wonders if the library has index cards, if he should ask a librarian, and if he can use a computer to check the catalog.

Orientation? How do I start? What are my choices? What steps do I need to take?

Finds a computer and sees a Microsoft Windows desktop on the screen. Wonders if it's a catalog computer and, if so, how to use it. Opens Explorer.

Difficult to maintain state: a computer shared by book cataloging, book loans, and more. Not clear what the...

In the following pages, we have taken four personas and developed goal-oriented scenarios to illustrate the current experience. At each key interaction red crosses depict barriers to a successful experience.



Non-user Naomi

Primary goal
Wants bestseller

Secondary goals
Check out CDs or DVDs
Get answers about health or family history

Description

Naomi is 38 and married with two children. She works full time as the Director of Sales for Muffet Systems in Oakland. She's either traveling or at the office late into the night. She lives with her family in a renovated loft on the South Side. She often orders books and DVD online using Amazon or Netflix, which are conveniently accessible when she's on the go.

Library experience

Naomi has never been to the library as an adult and thinks of it only as a dusty institution from her childhood. She thinks it is unlikely that they have anything "fresh."

ORGANIZERS



Sees an ad for a new Stephen King novel "available for free at your library." Decides to stop at the nearby CLP Main library after work.

Lost opportunity to learn the way. How can the library anticipate user goals?

Once at the library, she wonders, "Should I ask a librarian? Should I look it up in the catalog? Others in the catalog? I see some shelves with a sign that says 'popular fiction.' Should I check them?"

Looks through the popular fiction area, but can't find the book.

Applies for and receives a library card from the registration desk.

Needs to get her car before parking meter runs out, has no time to return to the library to complete the request for the book. Leaves building.

Friction: permanent loss of a visit. Does the library have connections with customers when they stop out of the building?

Sees South Side branch on the way home and decides to stop and see if they have the book.

Clerk takes her to the "new fiction" area and puts the book off the shelf. She checks it out.

Tracking opportunity: Making connections: When do I return it? How can I return it easily?

Librarian looks it up for her. Determines that it is available at branch library (close to her workplace). Librarian suggests reserving the book.

Lost opportunity to learn the way. User has stated her needs and intentions. How can the library save this visit? Can the user get the card in this step?

How can the library take advantage of the previous visit? Can the user reserve on loan at the same time as getting a card? Are there fast-marketing opportunities to book or speak to first-time customers?

Doesn't really want to ask, she Mrs. Spelling things out herself, but finally finds a librarian and asks for help.

Asks at the front desk if they have the new Stephen King book.

Should not have needed this if the interface was better.

Teen Frankie

Primary goal
Wants to hang out

Secondary goals
Use computer for chat and games
Socialize with other teens
Listen to music

Description
Frankie is 14 and is a little bit behind in his homework until after 6pm. They don't want him to hang out at the library until 6.

Library experience
Frankie goes to the library several times, but if those are taken, he'll go to the multiple player strategy games on the computer.

ORGANIZERS



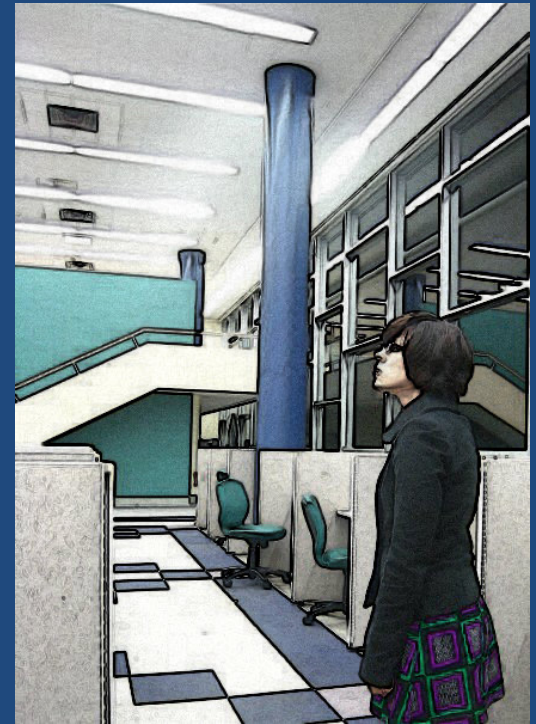
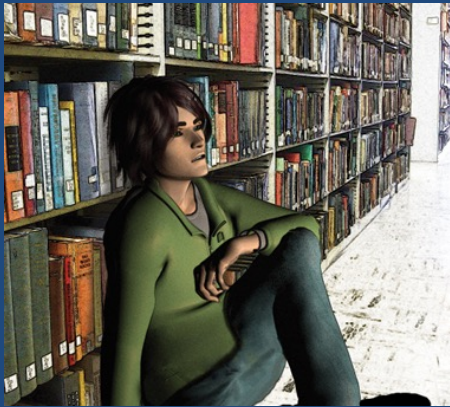
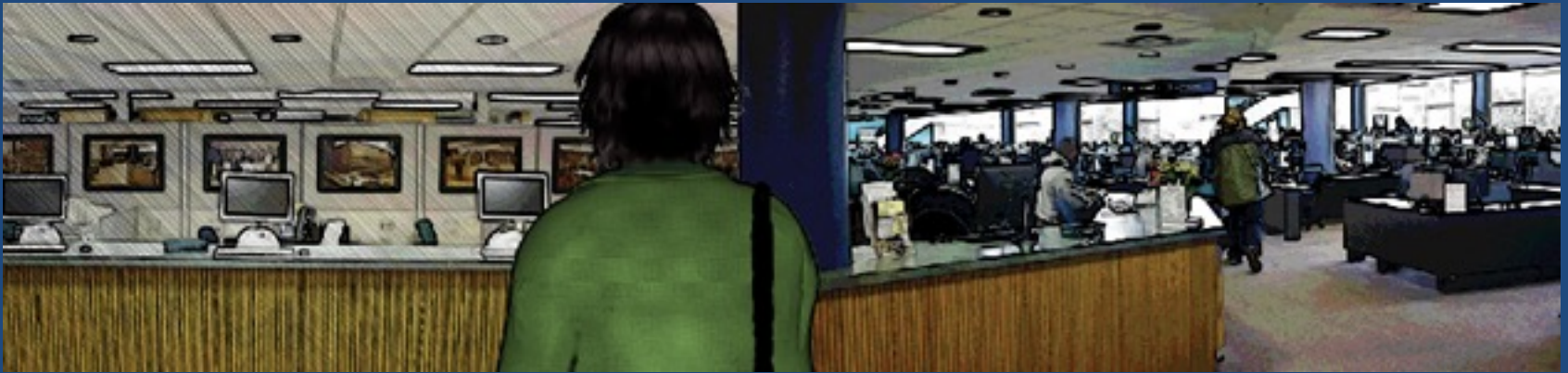
Goes to CLP Main in Oakland to hang out after school.

Sees an available computer and sits down to check e-mail, then log's in to MSN and plays a computer game.

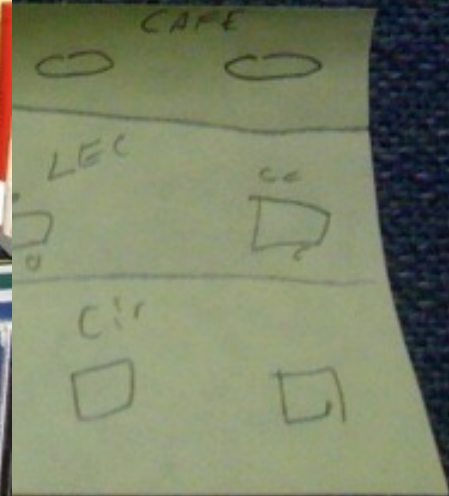
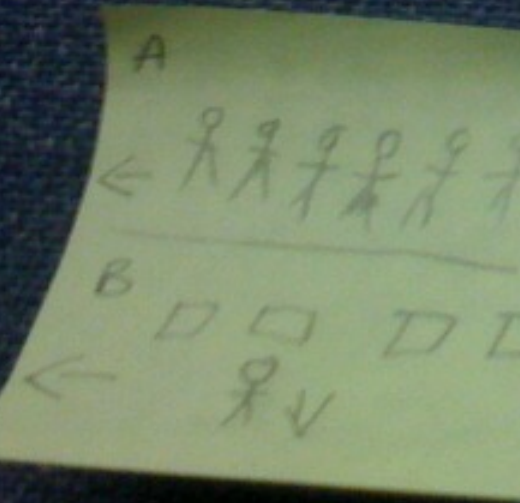
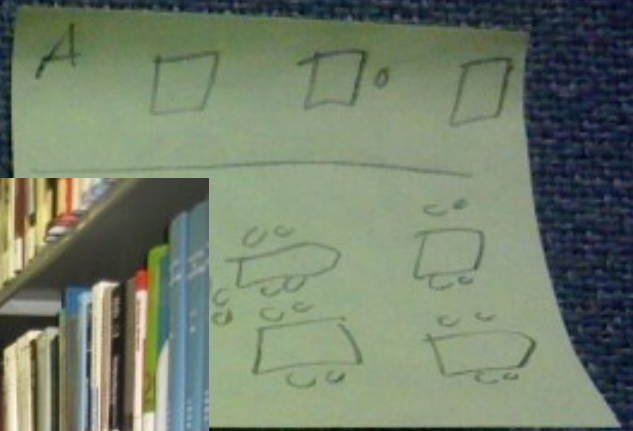
Finds available computer to move and sit down to check e-mail, then log's in to MSN and plays a computer game.

Wonders downstairs to look for magazines. Finds lots of free magazines in loan department and plans through them. Doesn't find anything interesting.

No featured items that interest him?



finding books: the process



Study/Home work Habits NOW

When

How

Who Helps

Where

How much time

1. The first part of the document is a list of names and dates, which appears to be a record of some kind. The names are written in a cursive script, and the dates are in a more formal, printed style. The list is organized into columns, with names in the first column and dates in the second column.

[Faint, illegible handwriting on lined paper]

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LIBRARY 2 WEST RENOVATION

TOPICS

POSTS

LAST POST

**Layouts**

85

36

by acomplhrrr
Fri Feb 13, 2009 10:15 pm**Atmosphere**

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?

1

8

by akirby3
Tue Dec 02, 2008 9:48 pm**Furniture**

Share your thoughts about tables, chairs, partitions and any other furniture needs.

2

11

by akirby3
Wed Dec 03, 2008 8:32 pm**Work Flow & Function**

The 2 West space is primarily used for group work / group study. Tell us how you use the space.

1

4

by akirby3
Tue Dec 02, 2008 9:51 pm**Supplies, Equipment, & Technology**

What types of supplies, equipment, & technology would you like to see on the 2nd Floor?

7

12

by ESKE
Tue Oct 07, 2008 12:43 am**Layouts - Round 2**

4

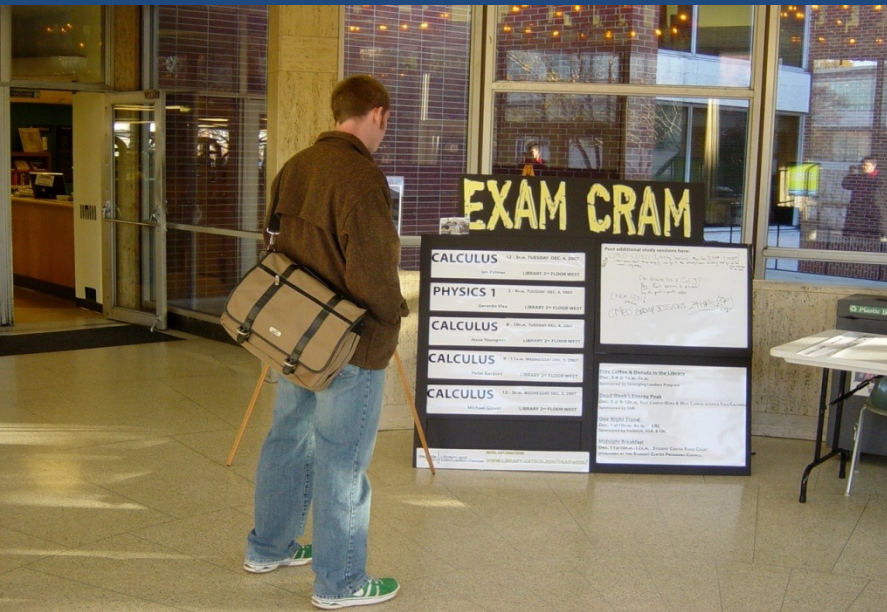
21

by mjacksongt
Mon Oct 27, 2008 11:48 pm

laptop support



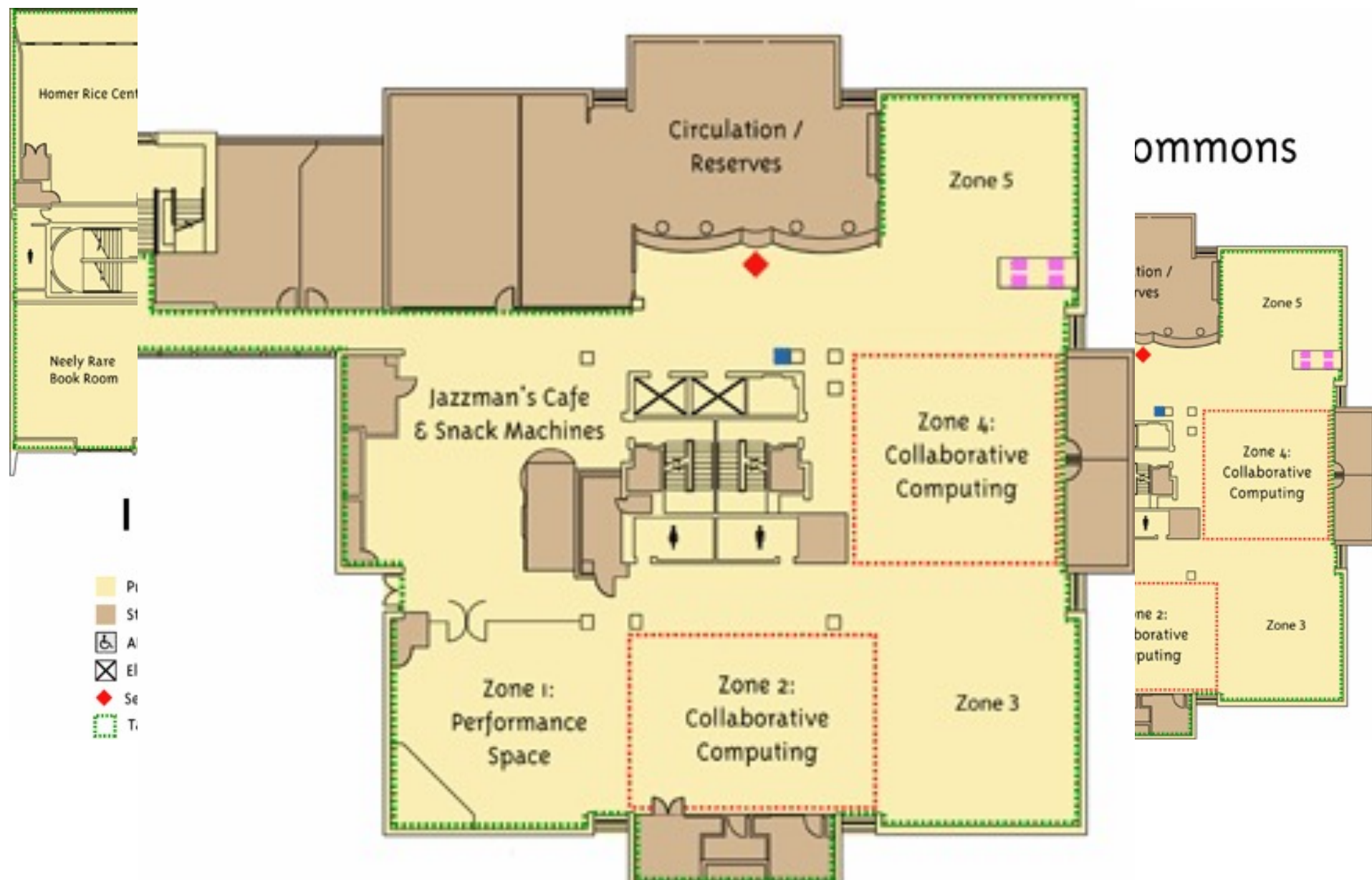
New types of Study Experiences







I East Commons





TOP TEN SIGNS THAT YOU'RE AN ART WORLD TOKEN;

1. You're always in the room when the art world is talking about the art world.
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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

“The Evolution of the Georgia Tech Library Circulation Department.” *Journal of Access Services*, 2008.

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UC SANTA BARBARA
LIBRARY

