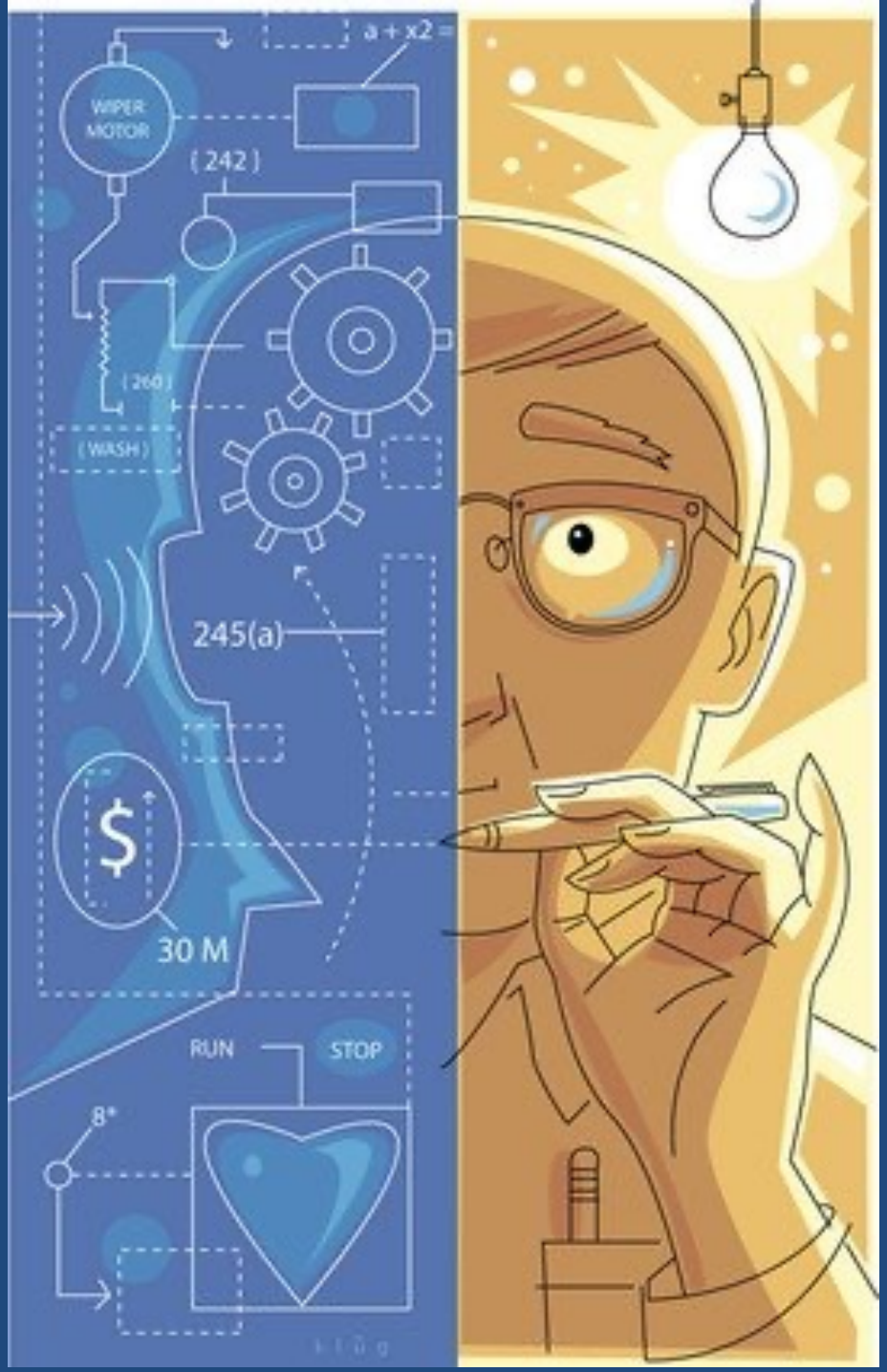
Designing Memorable User Experiences on a Shoestring Budget



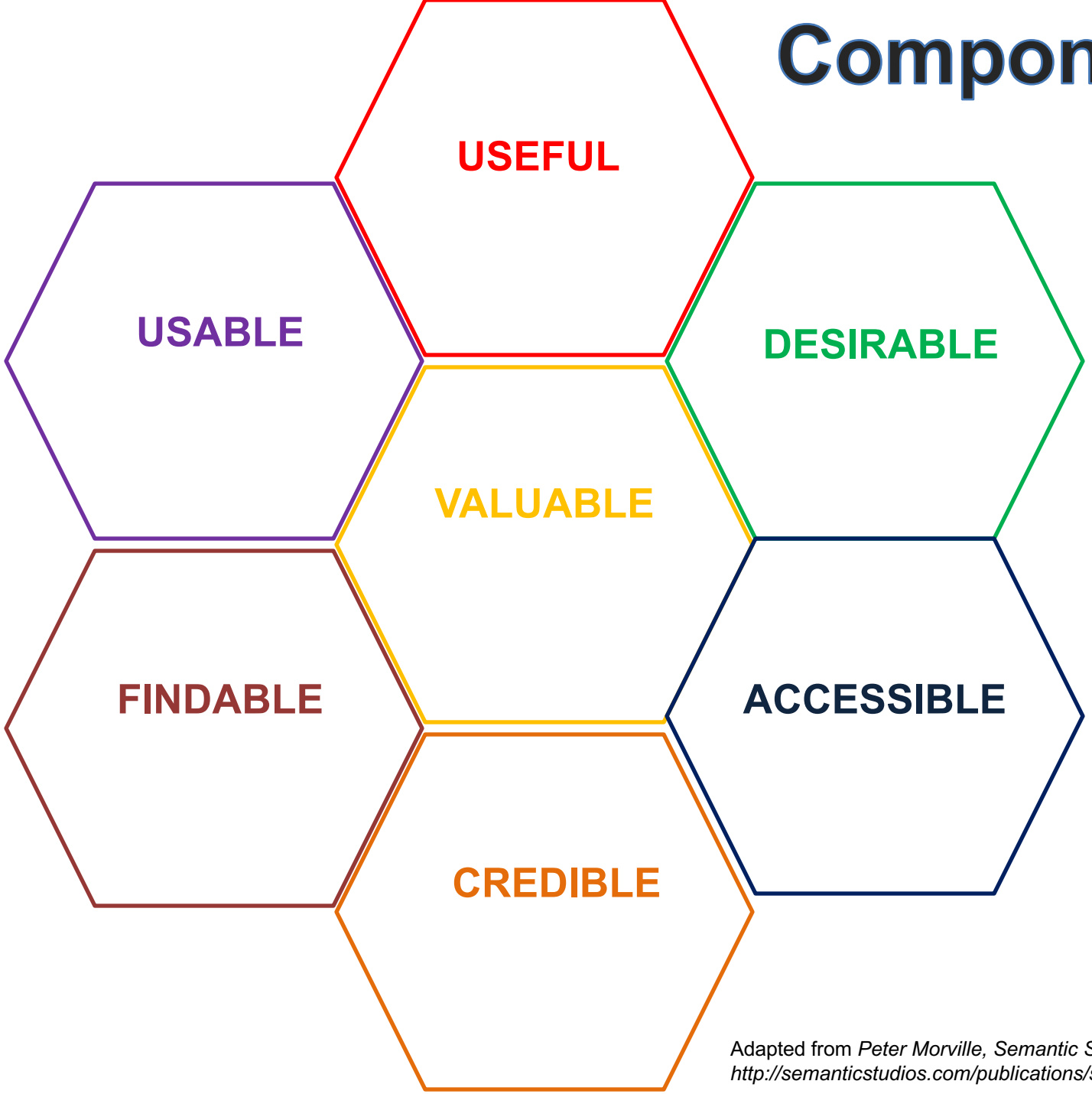
Brian Mathews
Assistant University Librarian
UC SANTA BARBARA LIBRARY

Definition

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

- Dirk Knemeyer & Eric Svoboda

Components



Adapted from *Peter Morville, Semantic Studios, http://semanticstudios.com/publications/semantics/000029.php*

Simplified Customer Journey Map

Service Blueprint of Presby 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

ORDER PLACED | PREP | BAKE | BOX | DELIVERY

1 2 3 4 5

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.

Source: Landor Associates

MICRO-LEVEL

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

MACRO-LEVEL

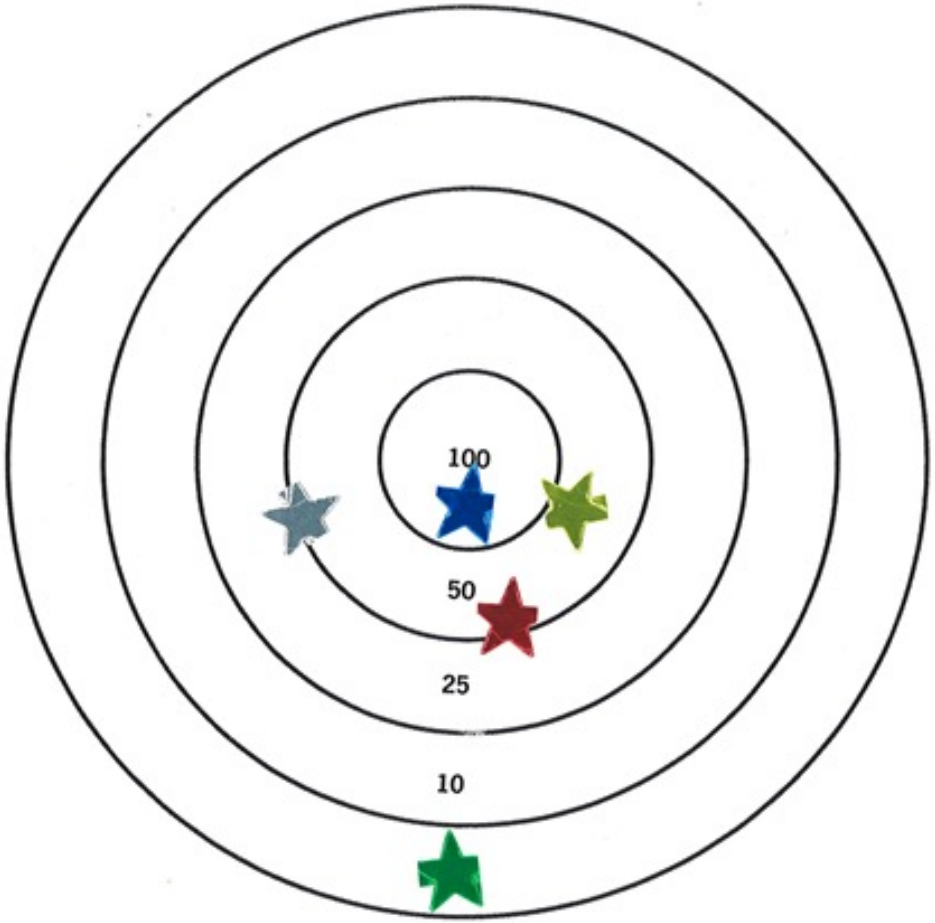
- The “Finding-A-Book” Experience
- The Research Paper Experience
- The Group Project Experience

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

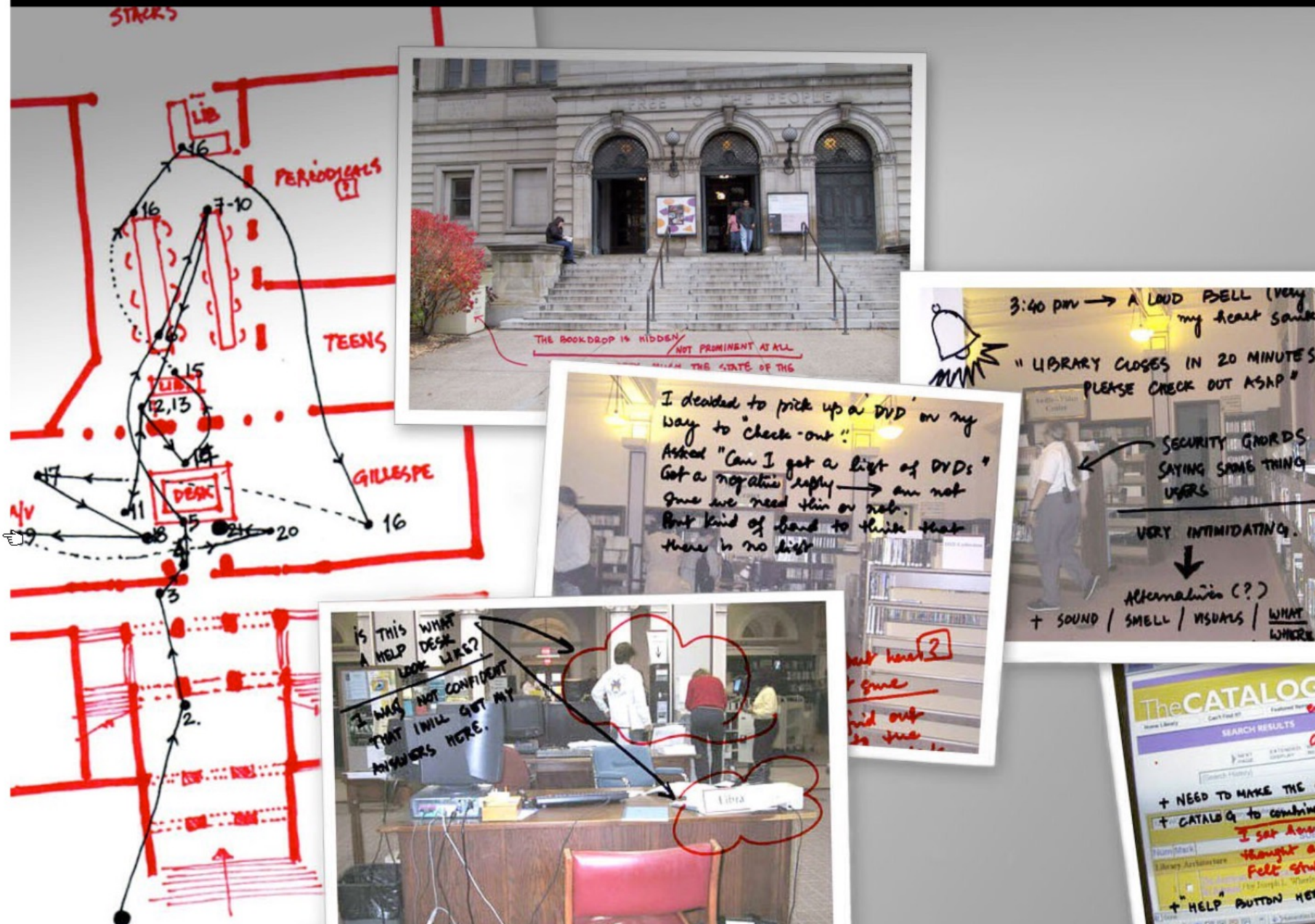


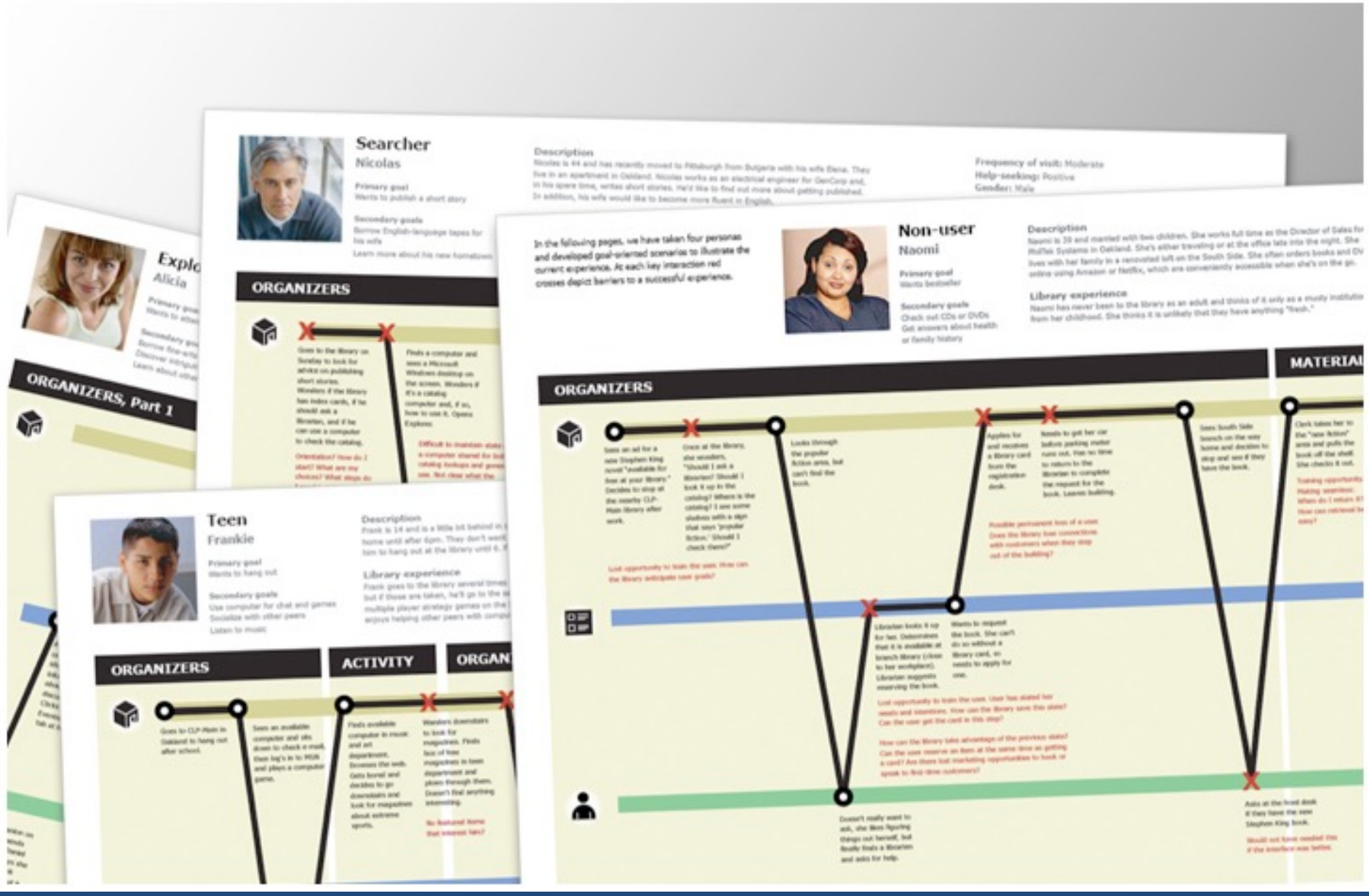
Projection Exercise

the personification of the library

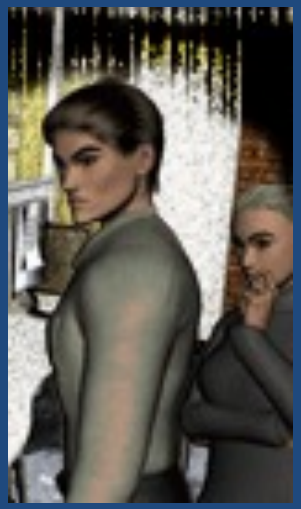
Let's say that the library is a person. What would they look like? What is their personality? How would they act and interact with others? Who would they be friends with? Who do they resemble?

- 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.


STAIRS
PERIODICALS
TEENS
GILLESPE
DESK
THE BOOKDROP IS HIDDEN/NOT PROMINENT AT ALL
3:40 pm → A LOUD BELL
"LIBRARY CLOSES IN 20 MINUTES
PLEASE CHECK OUT ASAP"
SECURITY GUARDS SAYING SAME THING
VERY INTIMIDATING.
Alternatives (?)
+ SOUND / SMELL / VISUALS / WHAT WHERE
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.
Pretty kind of hard to think that there is no list
IS THIS WHAT A HELP DESK LOOK LIKE?
I WAS NOT CONFIDENT THAT I WILL GET MY ANSWERS HERE.
TheCATALOG
SEARCH RESULTS
+ NEED TO MAKE THE
+ CATALOG to combine
+ "HELP" BUTTON


Searcher
Nicolas
Description
Frequency of visit: Moderate
Help-seeking: Positive
Gender: Male
ORGANIZERS
Teen
Frankie
Description
Library experience
ORGANIZERS
ACTIVITY
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
Secondary goals
Description
Library experience
ORGANIZERS
MATERIAL
ORGANIZERS, Part 1


GT



finding books: the process

Study/Homework Habits NOW

When	How	Who Helps	Where	How much time

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

SOPHOMORE

Spring

Circuits & Electronics 2-0-2	Equations (Minimum Grade C) 4-0-4	Rigid Bodies 3-0-3	& Design (See Note 6, No W's) 2-3-3
PHYS 2212	MATH 1502	COE 3001	ME/AEROE 1770 COE 2001*, ME 2015*

EAS 1600, EAS 1
—or PHYS 221
X-X-3

JUNIOR

Fall

ECE 3741 Instrument & Electronics Lab 0-3-1	COE 3001 Deformable Bodies 3-0-3	ME 3322 Thermo-dynamics 3-0-3	ME 3340 Fluid Mechanics 3-0-3	ECONOMICS ECON 2100, 2105 or 2106 (Social Science, See Note 5) 3-0-3
COE 2701	COE 2001, ME 2001*, MATH 2400*	PHYS 2211, MATH 2403	ME 2202, ME 3322*	

Soc
Scie
Ele
3-

Spring

ME 3015 System Dynamics & Control 4-0-4	ME 3345 Heat Transfer 3-0-3	MATH/ISYE 3770 Statistics 3-0-3	ISYE 3025 Engineering Economics 1-0-1	Ethics HTS 2084, INTA 2030, PST 3105, PST 3109, PST 3127 or PST 4176 (Hum or Social Science, See Note 1) 3-0-3
ME 2202, MATH 2400, COE 2701	ME 3340	MATH 2401	Economics (ECON 2100, 2105 or 2106)	

Hu
E

SENIOR

Fall

Design Elective ME 2180 (Machine Design) or ME 4015 (Thermal Sys Design) 3-0-3	ME 4210 Manufacturing Processes & Engineering 3-0-3	ME 3057 Experimental Methods Lab (See Note 6, No W's) 2-3-3	ME Elective (3000 or 4000 level ME Classes, See Note 2) X-X-3
COE 2001, ME 2180, ME 2040, ME/AEROE 1770	ME 2040, MATH/ISYE 3770	COE 2001, ME 3015, MATH/ISYE 3770*, ME 3345*	

Spring

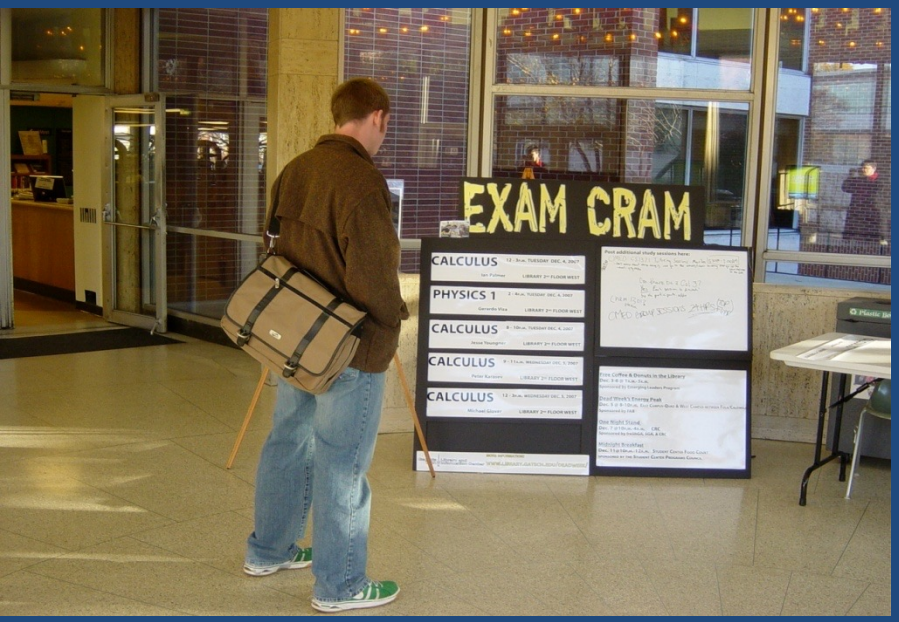
ME 4053 ME Systems Lab (See Note 6, No W's) 1-2-2	ME 4182 Capstone Design (See Note 6, No W's) 1-6-3	ME Elective (3000 or 4000 level ME Classes, See Note 2) X-X-3	Social Science or Humanities Elect. (See Note 3) 3-0-3
ME 2001, ME 2040, MATH/ISYE 3770	ME 3110, ME 4210, ME 2180 or ME 4015		

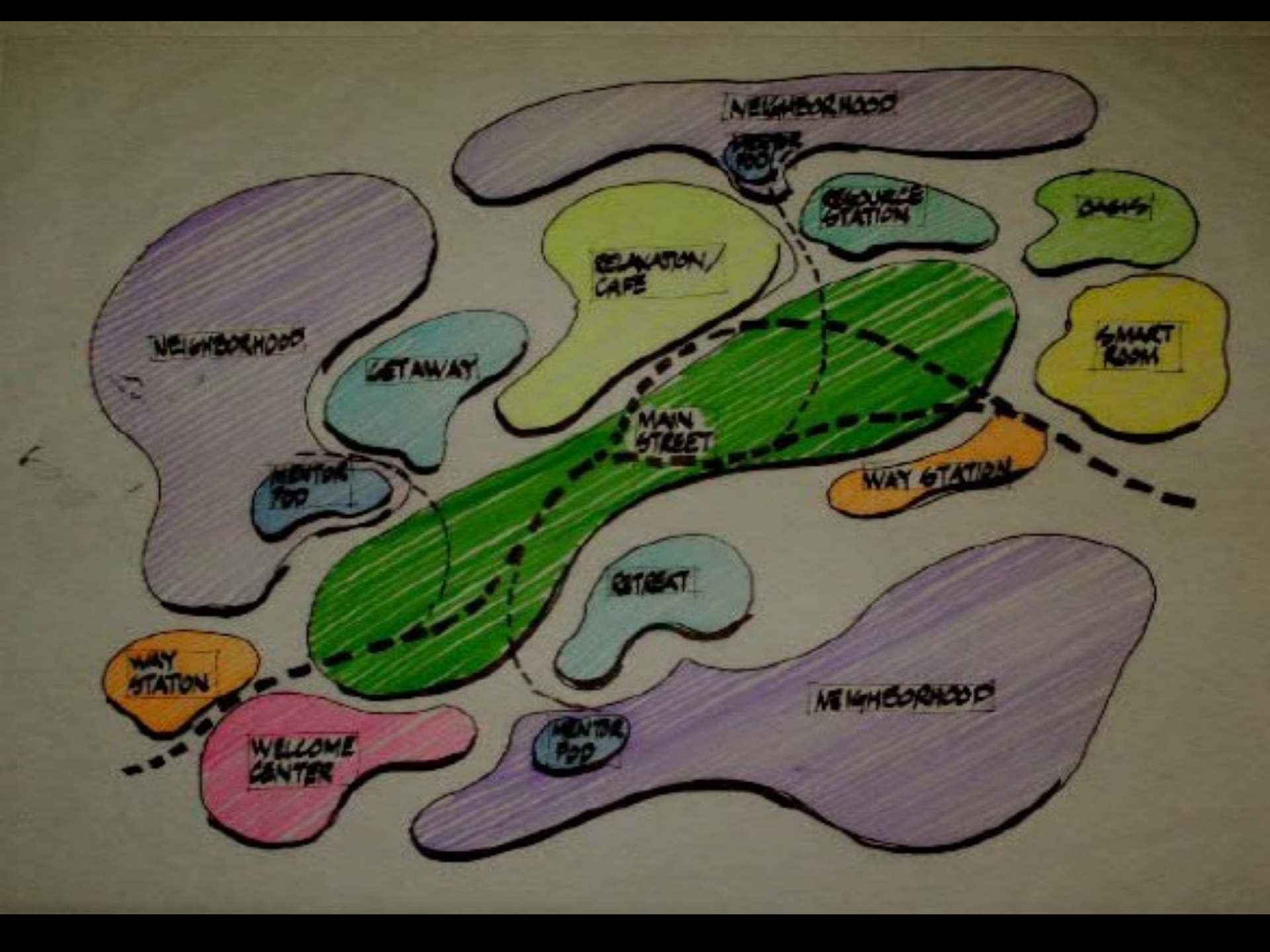
Pre-Reqs and Co-Reqs*

NOTES

...ITS & INTA classes are social sciences

New types of
Study Experiences




NEIGHBORHOOD
RESOURCE STATION
GARDEN
RELAXATION CAFE
NEIGHBORHOOD
GETAWAY
SMART ROOM
MAIN STREET
MENTOR POD
WAY STATION
STREET
WAY STATION
NEIGHBORHOOD
WELCOME CENTER
MENTOR POD

I East Commons

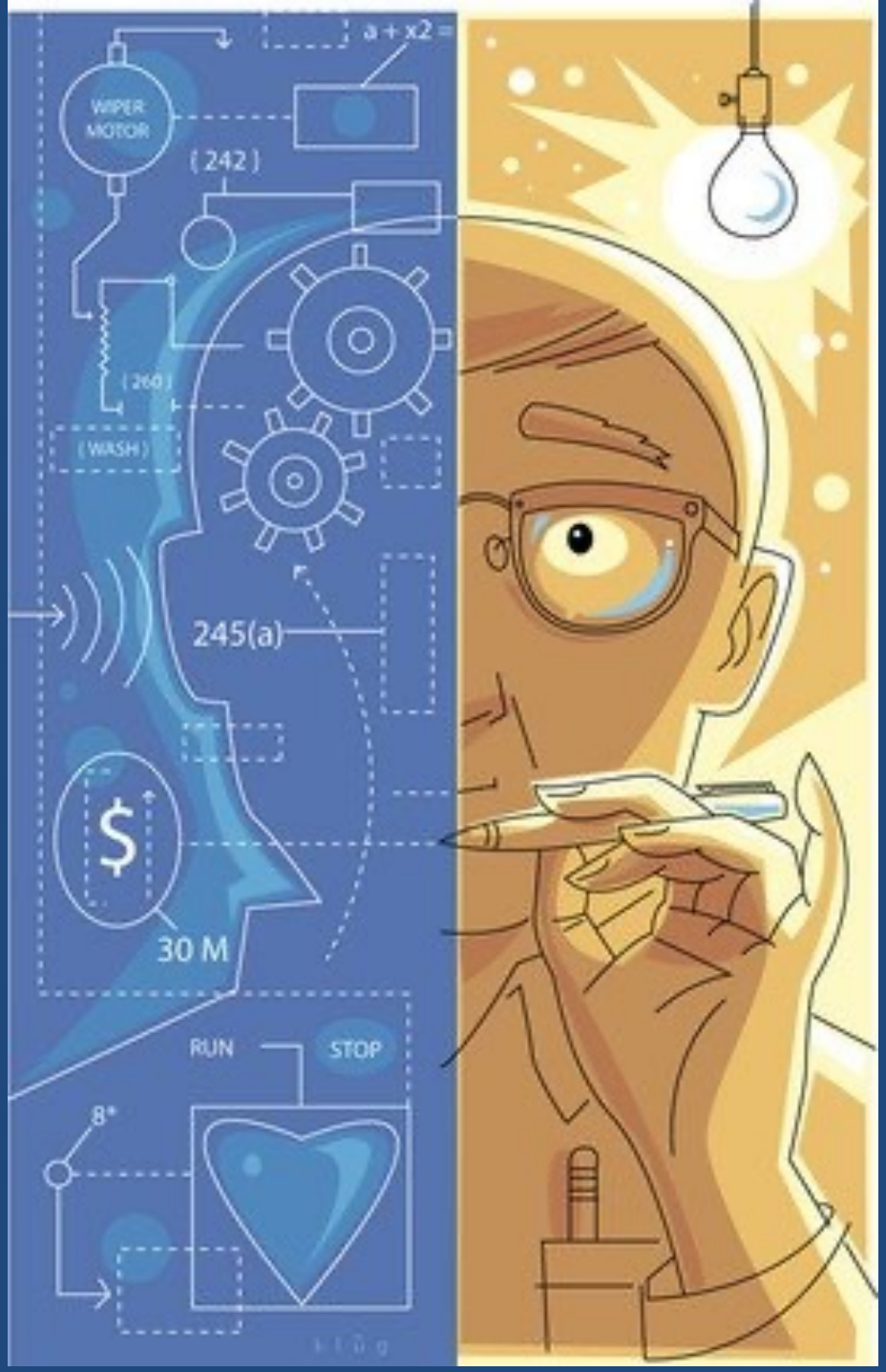

TOP TEN SIGNS THAT YOU'RE AN ART WORLD TOKEN:

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.

Designing Memorable User Experiences on a Shoestring Budget



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

UC SANTA BARBARA LIBRARY