User Experience

good, bad, and confusing

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User Experience - UX

It is the experience that people have when using something.

- How something works
- How we interact with something
User Experience

User Centered Design
Usability Testing

Usability Metrics

User Engagement
User Research

Personas
User Experience

User Experience - Shower
User Experience

iPod Classic
Consequences of Bad Design

User Experience Principles

Affordance
Keep Things Simple
Orientation
Make Actions Reversible
Provide people with what they need
Be Clear
Affordance
Affordance

Keep Things Simple
Keep Things Simple
Orientation

Mission and Goals

Mission
The mission of HathiTrust is to contribute to the common good by collecting, organizing, preserving, communicating, and sharing the record of human knowledge.

Goals
In this effort our goals are:

- To build a reliable and increasingly comprehensive digital archive of library materials converted from print that is co-owned and managed by a number of academic institutions.
- To dramatically improve access to these materials in ways that, first and foremost, meet the needs of the co-owning institutions.
- To help preserve these important human records by creating reliable and accessible electronic representations.
- To enable the digital archive to be accessible to persons who have print disabilities.
- To stimulate redoubled efforts to coordinate shared storage strategies among libraries, thus reducing long-term capital and operating costs of libraries associated with the storage and care of print collections.

Our Partnership

HathiTrust began in 2005 as a collaboration of the universities of the Committee on Institutional Cooperation and the University of California system to establish a repository to archive and share their digitized collections. HathiTrust has quickly expanded to include additional partners and to provide those partners with an easy means to archive their digital content. The initial focus of the partnership has been on preserving and providing access to digitized book and journal content from the partner library collections. This includes both in copyright and public domain materials digitized by Google, the Internet Archive, and Microsoft, as well as through in-house initiatives. The partners aim to build a
Orientation

Welcome to the Marketplace
The Health Insurance Marketplace is open! Enroll now in a plan that covers essential benefits, pre-existing conditions, and more. Plus, see if you qualify for lower costs.
Orientation
Make Actions Reversible

Your Account > Your Orders > Order Summary #111-7841567-5881818 > Change Quantities or Delete

Not Yet Shipped

Items Ordered
1 of: 100 Things Every Designer Needs to Know About People (Voices That Matter) [Paperback]
By: Weinschenk, Susan
Condition: New
Sold by: Amazon.com LLC
- 1 Item(s) Gift options: None

Reason for cancellation (optional):

Cancel checked items

Important Message
This order has been cancelled.

Continue shopping

Amazon.com - Your Cancellation (111-7841567-5881818)
1 message

order-update@amazon.com <order-update@amazon.com> Fri, Mar 29, 2013 at 12:27 PM
Reply-To: order-update@amazon.com <order-update@amazon.com>
To: "patrickrunft@gmail.com" <patrickrunft@gmail.com>

Dear Patrick Patterson,

Your order has been successfully canceled. For your reference, here's a summary of your order:

You just canceled order #111-7841567-5881818 placed on March 29, 2013.

Status: CANCELLED

1 of 100 Things Every Designer Needs to Know About People (Voices That Matter)
By: Weinschenk, Susan
Sold by: Amazon.com LLC
Make Actions Reversible

Provide people with what they need
Provide people with what they need
Provide people with what they need

Virtual/Web
- Access to resources
- Parking Information
- Hours

Physical Space
- Location of items
- Use of Space
Virtual/Web

Locations and Hours

RESEARCH LIBRARIES

Stephan A. Schwarzman Building
Fifth Avenue at 42nd Street, Manhattan, NY 10018-2788
(917) 275-6975

New York Public Library for the Performing Arts, Dorothy and Lewis B. Cullman Center
40 Lincoln Center Plaza, Manhattan, NY 10023-7459
(917) 275-6975

Schomburg Center for Research in Black Culture
515 Malcolm X Boulevard, Manhattan, NY 10037-1801
(917) 275-6975

Physical Space
Physical Space

Be Clear
Be Clear

Improvements

Sunday: 12:00 pm - 12:00 am
Monday - Thursday: 8:30 am - 12:00 am
Friday: 8:30 am - 9:00 pm
Saturday: 12:00 pm - 8:00 pm
Be Clear

New York Public Library - Mid Manhattan Library

Hours
Sunday - Closed
Monday through Thursday - 8am to 11pm
Friday - 8am to 8pm
Saturday - 10am to 6pm

Google's Philosophy

Focus on the user and all else will follow.
It’s best to do one thing really, really well.
Fast is better than slow
Democracy on the web works
You don’t need to be at your desk to need an answer
You can make money without doing evil
There’s always more information out there
The need for information crosses all borders
You can be serious without a suit
Great just isn’t good enough
Windows User Experience Design Principles

Reduce concepts to increase confidence
Small things matter, good and bad
Be great at "look" and "do"
Solve distractions, not discoverability
UX before knobs and questions
Personalization, not customization
Value the life cycle of the experience
Time matters, so build for people on the go

What should a library experience be?

Positive
Allow people to locate information easily
As a Conversation Starter.....

Does your library have a set of UX principles?

References


