HOLISTIC UX

MATTHEW REIDSMA
GRAND VALLEY STATE UNIVERSITY
You Can Tell Area Bank Used To Be A Pizza Hut

http://www.theonion.com/articles/you-can-tell-area-bank-used-to-be-a-pizza-hut,8899/
Used to Be a Pizza Hut

These beautiful structures, most likely now devoid of the table-top Pac Man machines, dot the American landscape. Some provide ethnic food, some, used cars, and a rare few are now municipal buildings. Whatever their current purpose, we can always be reminded of the mediocre pizza that was once served in these establishments. That, and those red plastic cups.

Submit your photos of establishments that used to be Pizza Huts to: utbaph@gmail.com
YOUR LIBRARY WEBSITE STINKS & IT'S YOUR FAULT

MATTHEW REIDSMA
GRAND VALLEY STATE UNIVERSITY
YOUR LIBRARY

NOBODY PUTS THE USER IN A CORNER

MATTHEW REIDSMA
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YOUR LIBRARY

WEBSITES ARE FOR PEOPLE

MATTHEW REIDSMA
GRAND VALLEY STATE UNIVERSITY
There is useful data in the past. Go get it.
307,983 search queries

281,641 search queries done only once

Most Popular Searches:
1. osmosis 410 times
2. refworks 231 times
3. genetically modified foods health 184 times
4. ENIAC 181 times
5. wade davis wayfinders 162 times

670,114 results clicked on

Clicks: Item Type
1. Journal Articles: 65%
2. Newspaper Articles: 15.5%
3. eBooks: 7.9%
4. Book Reviews: 4%
5. Books: 1.8%

Clicks: Position
1. 29.4%
2. 15.1%
3. 8.1%
4. 7.7%
5. 5%

Notable Summon searches:
Author: "Anonymous" 30 times
Allendale supper mushy arrogant 31 times
items currently checked out 1 time
good literature review 1 time
gmat cram plan 1 time
Think broadly.
Computer Usage

Hourly computer usage for the past day.

Mary Idema Pew

Steelcase

Frey

Study Room Usage

Water Bottles Saved

COMING SOON

Totals in MIP by floor. (Atrium has 2 stations)
You don’t have to be an expert.
You sell your expertise, you have a limited repertoire. You sell your ignorance, it’s an unlimited repertoire.

Richard Saul Wurman
[Eames] was selling his ignorance and his desire to learn about a subject, and the journey of him not knowing to knowing was his work.

Richard Saul Wurman
Keep an open mind.
A map’s biases serve one need, but distort everything else.

Frank Chimero
Group Study Room Tips for Students, by Students

- Academic Use
- Keep the rooms clean
- Reserve a room at the door or online gvsu.edu/reserve
- Feel free to use the room if a group does not arrive within 15 minutes of their reservation
- Reserve for groups of three or more people when the library is busy

Share your #StudyRoomTips

Grand Valley State University, University Libraries
THINK

This talk is too long.

Center making things better.

I can figure this out myself.

Feeling overwhelmed.

Confident.

I'm not confident at all.

DC

SAY

It would save me a lot of time if I could search for "green paint" from my phone or notebook.

I need to be more aware of what I've learned so far.

This talk is too long.

I need to be thorough.

Center making things better.

I can figure this out myself.

Feeling overwhelmed.

Confident.

I'm not confident at all.

DC
Tell a story.
THE SEVENTIES

1970-1979
MILL VALLEY

NOV 14, 1976
ELECTROCARDIOGRAM

1958-2010
PASSPORTS

233 STAMPS

TRAVEL

1958
1960
1970
1980
1990
2010

APRIL 9, 1970
40 YEARS, 9 MONTHS AND 5 DAYS

ENGAGED

JUTLAND
DENMARK, JUNE 1972

SECOND MARRIAGE

DECEMBER 29, 1972
TO CAREL A PERSONAL CHEF

MARRIAGE

CHILDREN BORN
NICHOLAS 1977 AND MARINA 1979

MONTS WITH A BEARD
APRIL TO SEPTEMBER 1970

SIX

13,300
AVERAGE 38.4 MILE COMMUTE

1977-79
COMMUTE MILES DRIVEN

17 PLAZA DRIVE
FIRST HOUSE PURCHASE
MILL VALLEY, CALIFORNIA

54 PHOTOS
PHOTOS OF FRIENDS

CHUCK

JOE

AN

1968
1970
1972
1974
1976
1978

2

212

211 OF 212 BEFORE BECOMING A PATER

239

AVARAGE OF 4 PER YEAR

1958-2000
PASSPORT STAMPS

1987-2000
PASSPORT STAMPS

EIGHT
6 BRITISH & 2 AMERICAN

ARGENTINA; ARUBA; AUSTRIA,
BELGIUM; BOLIVIA; BRAZIL
BURMA; CANADA; CHILE; CHINA;
COLOMBIA; COSTA RICA; CUBA;
CZECH REPUBLIC; DENMARK;
ECUADOR; EL SALVADOR; FINLAND;
FRANCE; GERMANY; GREECE;
GUATEMALA; HONDURAS;
HUNGARY; INDIA; ISRAEL; ITALY;
JAPAN; KENYA; MACEDONIA;
MEXICO; NEPAL; PANAMA; PERU;
POLAND; RUSSIA; SLOVENIA;
SOUTH AFRICA; SPAIN; SWEDEN;
TANZANIA; THAILAND; THE
NETHERLANDS; TRINIDAD &
TOBAGO; UK; URUGUAY; USA AND
VIETNAM

46
96% OF COUNTRIES VISITED

Havana, Cuba
July 27, 1977

Five
CzechoSlovakia, USSR,
South Vietnam, Yugoslavia,
And East Germany

First Stamp

Defunct Countries Visited

Canada
May 5, 2003

Last Stamp

Countries Visited Prior to the Arrival of a McDonald's

BLUE EYES
6 FEET & INCHES; FAIR HAIR
AND NOSE ON RIGHT JAW

ELEVATOR ADJUSTOR
IN 2 PASSPORTS

FORTY-EIGHT
Where are you?
Home in the Dining Room

Who are you with?
Alone

What are you doing?
Drinking Coffee, Writing a talk

11:59am
I was at bombay cuisine eating with Mira and Wendy.

1:30pm
I was at home in the living room reading a magazine with Wendy.

3:13pm
I was at home in the living room talking with Wendy and Mira.

4:24pm
I was at home in the living room watching basketball with Mira.

6:11pm
I was at home in the living room
Where are you?
Home in the Dining Room

Who are you with?

I was at home in the living room watching thunderstorms with Mira.

What are you doing?
Drinking Coffee, Writing a talk

I was at home in the living room talking with Wendy and Mira.

I was at home in the living room watching basketball with Mira.
“Research cannot create change in an organization until it’s turned into a compelling story.”
AMANDA MCGUIRE
SCIENCES UNDERGRADUATE
20 years old // Biomedical Sciences major // Grand Rapids, MI

NEEDS
• Concerned with the quality of her sources. Checks recency, impact factors, and reads abstracts to determine relevance.
• Only interested in sources with full-text online.
• Has a few strategies that worked in the past, and tries those for each new project. Unsure where to start research on unfamiliar topics.
• Confident she can figure things out on her own without asking for help. Prefers to use self-service help if available.
• Overwhelmed, busy, and impatient.

SERVE BY
• Make it easy to start new research, whether on a broad or narrow topic.
• Show abstracts, impact factors (citation counts, journal names, authors & affiliations) where possible in results lists.
• Offer self-service help, as well as research guidance.
• Remove barriers to doing quick research, including redundant or extra steps, page load speeds, and unfamiliar navigation patterns.

“Full-text online is very important to me. I don’t have time to request things.”
Concerned with the quality of her sources. Checks recency, impact factors, and reads abstracts to determine relevance.

Only interested in sources with full-text online.

Has a few strategies that worked in the past, and tries those for each new project. Unsure where to start research on unfamiliar topics.

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- Remove barriers to doing quick research, including redundant or extra steps, page load speeds, and unfamiliar navigation patterns.

20 years old // Biomedical Sciences major // Grand Rapids, MI

**SERVE BY**

- Easy way to find relevant material for assignments.
- Not sure where to start his research, but willing to ask for help.
- Only looks at the first few results in a search before determining if the search was successful. More likely to start a new search than use facets.
- Likely to follow rabbit holes in research, and to request an item that seems useful if we don’t have it.
- Likes having full-text online, but knows that some things can only be found in books.

19 years old // English Major // Allendale, MI

**NEEDS**

- Make it easy to start a broad search across many of our resources (articles and books)
- Making it easy to request items that we do not have access to through MeL or Document Delivery.
- Offer self-service and in-person help, as well as research guidance.

“I just want to find something, not jump through a bunch of hoops.”
NEEDS

• Concerned with the quality of sources. Reads works cited lists, evaluates results based on date and relevance.
• Starts research with subject-specific databases.
• Often feels overwhelmed, but likely to ask for help or use online help tools.
• Needs access to abstracts, impact factors, and other metrics to help her quickly evaluate the quality of resources.
• Will request an article through Document Delivery that looks useful for her research if it is not available online.

SERVE BY

• Providing easy access to advanced search tools and subject-specific databases.
• Making it easy to request items that we do not have access to through MeL or Document Delivery.
• Offer self-service and in-person help, as well as research guidance.

“I need to make sure that my research is thorough.”
Be excellent to each other.
I asked folks visiting the hours page what they were looking for. Over a third responded to the survey, and here is what we found:

01. Are you looking for library hours for:

- Today
- Tomorrow
- Later this week
- Next week

Note also that the half of the "Next Week" responses came on Saturday, which could be interpreted as being for Monday.

Responses:
- Displayed: 347
- Attempted: 136
- Completed: 125
- Response-rate: 36%
Data Entry Bounty

Some of you may know that I look at our feedback from a lot of different places. I have an hour blocked off on my calendar every Monday to read emails, chats, and tweets that came in to the library over the past week. I also read through all of the questions added to LibStats, and poke around on our Google Analytics and our own custom reporting tools for the dozen or so different web tools we have here at the Libraries.

While some of this stuff gets automatically recorded, a lot of it relies on our staff and students manually putting things into databases. I always try to acknowledge credit to folks who have found and reported problems that get fixed, but now I'm making it official.

Data Bounty

If you log some data as part of your job, and it helps me fix a problem, you'll get a public shout-out and I'll buy you a coffee. (Or a tea or a candy bar or whatever.)

You don't even need to tell me about the problem! If you put something in LibStats, or help a patron on chat, I've already been notified. All you have to do is keep up the good work, except with extra caffeine.

The thing is, entering this data is not always rewarding. In fact, most of the folks I've talked
February 27, 2014

Usability Test Roundup – February 2014

This morning we had another usability test with three students in the Mary Idema Pew Library. We used the same questions as our last test, but this time focused on Summon 2.0 and whether some of our tweaks to the catalog helped users with their difficulties. The questions were:

1. You are writing a paper for Writing 150 on whether video games and violent behavior are linked. Find some sources to get you started.
2. Your Education professor has assigned you a presentation on the Theory of Multiple Intelligences. Find some peer-reviewed sources on this topic.

The first two questions showed us some interesting things about Summon 2.0:

* All the students loved the right hand panel that gives previews of items in the search results. (This was a surprise to many of us, who didn’t think it was useful at all. I never thought five people would like that.)

http://matthewreidsma.com/worknotes/71
The revised non-keyword results screen in Sierra

The new page makes it clear that your search was not successful, and makes it easy to find the help prompts. In addition, it keeps the contextual list of nearby results, which might be helpful if you've spelled something wrong. I pushed this page live already, so if you use the catalog you should already see it. For the technically inclined, I've posted the code that makes this work to Github.

I also watched a few students use the Find Books search type dropdown with no apparent difficulty, and combined with the frequency those specialized searches get used, I don't think changing the order of the search items in the catalog (as suggested last month) is something we'll pursue.

I did, however, watch students once again get confused by the “Nearby on Shelf” button. One student leaned in so close to the screen to try to read the tiny button that I thought he would get a nose print on the glass. I think I'll try changing the label to something more understandable like “Browse Similar Items” and make it a text link instead of an image (as suggested last month).

Running a usability test on our website every month is a lot of work, but it has helped us really hammer away at some of the big issues facing our patrons. Thanks for participating, and I look forward to seeing everyone next month!

Next month our test will be on Friday, March 14th. I want to spend some time testing the right-hand panel of Summon 2.0, specifically with searches that might bring up suggested librarians, LibGuides, and other help features. Bob has already volunteered to help, but if another LibGuides owner wants to work with me to get their metadata set up and craft some good questions for the next test, I'd appreciate it!

http://matthewreidsma.com/worknotes/71
Committee on Institutional Cooperation Libraries

Enter your own URL to see how your site compares with these:

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<th>Name</th>
<th>Current Score</th>
<th>Last Changed</th>
<th>Last Checked</th>
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Focus on outcomes, not outputs.
HELP US KEEP USAGE STATISTICS

PLEASE DO NOT RESHELVE CURRENT PERIODICALS
[Teams] must be empowered to decide for themselves which features will create the outcomes their organizations require.

Jeff Gothelf
Meaningful assessment requires a work environment where it’s okay to fail, so long as you learn from it.

Meredith Farkas
"Our job is to represent data in a meaningful way so we can take action."

Karl Fast
WEAVE
Journal Of Library User Experience

Weave is an open-access, peer-reviewed journal for Library User Experience professionals published by Grand Valley State University Libraries.

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Why a Journal of Library User Experience?

Libraries now provide services rather than collections, and so the experience of library users is more important than ever. While new jobs are being created for User Experience librarians and Circulation departments are being renamed “User Experience” Teams, there is still no comprehensive, rigorous publication for Library UX professionals to share with and learn from their colleagues. WeaveUX helps practitioners and theorists come together to make libraries better.
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