Adjusting the Spiel and the Patter: Assessing Technology Needs to Improve User Experience

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Library Technology Conference 2016
The Computer Help Desk Team
In this presentation...

• The literature
• Web design principles
• Personas
• Assessment (quick and very dirty)
• Evaluation
References

- Bianca Reisdorf and Darja Groselj (2015) Internet (non-)use types and motivational access: Implications for digital inequalities research
- Ellen Helsper and Rebecca Eynon (2013) Distinct skill pathways to digital engagement
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- Goode, Joanna 2010  Mind the Gap: The Digital Dimension of College Access
- Graham, Roderick 2009  Group differences in attitudes towards technology among Americans
- James Valdez and Richard Duran (2007) Redefining the digital divide: Beyond access to computers and the internet
- Retta Sweat Guy and Millicent Lownes-Jackson (2010) An examination of students' self-efficacy beliefs and demonstrated computer skills
- Ritzhaupt, Albert D.; Liu, Feng; Dawson, Kara; Barron, Ann E. 2013  Differences in Student Information and Communication Technology Literacy Based on Socio-Economic Status, Ethnicity, and Gender: Evidence of a Digital Divide in Florida Schools
- Shuster, George F.; Pearl, Mona 2011  Computer Competency: A 7-Year Study to Identify Gaps in Student Computer Skills
- Smith, Danielle Taana; Graham, Roderick 2012  Household Expenditures On Information And Communication Technologies: A Proposal For A Digital Practice Model

We will provide a full bibliography when we submit our materials to the Macalester digital commons repository.
Digital Divide

Haves

Have-Nots
1st Digital Divide

Haves

* Physical technology – Pagers, Mobile Phones, Computers
  * Younger Generation

Have-Nots

* No Physical Technology
  * Older Generation
2nd Digital Divide

Haves
* Positive Attitude towards technology
* More access to technology
* More skill

Both
* Physical technology
* Technology skills

Have-Nots
* Negative Attitude toward technology
* Less access to technology
* Some skill
Student to Computer Ratio

High Poverty Schools  80:1

Low Poverty Schools  30:1
Have you visited over 100 web sites?
Where do you look to find contact information on a web site?
C.R.A.P.

- Contrast
- Repetition
- Alignment
- Proximity

The Non-Designers’ Design Book by Robin Williams
Lo! the Spear-Danes’ glory through splendid achievements
An excellent atheling! After was borne him
A son and heir, young in his dwelling; an excellent atheling! After was borne him a son and heir, young in his dwelling,
How princes displayed then their prowess in battle.
Oft Scyld the Scefing from scathers in numbers
Till all his neighbors o’er sea were compelled to bow to his bidding and bring him their tribute:
Since first he found him friendless and wretched,
Waxed, neath the welkin, world-honor gained,
The earl had had terror: comfort he got for it,
From many a people their mead-benches tore.
Of Scyld the Scefing from scathers in numbers
How princes displayed then their prowess in-battle.
The folk-kings’ former fame we have heard of,
Lo! the Spear-Danes’ glory through splendid achievements
Whom God-Father sent to solace the people
A son and heir, young in his dwelling;
Personas

• High Technology Skills Student

• Low Technology Skills Student

• Community User
**Patron Type**
- Unknown
- Student
- Faculty
- Staff
- Community Borrower
- Alumni/Former Student
- Other MnSCU school
- Other:

**Contact Type** (required)
- In Person
- Email
- Phone
- Chat
- Roaming
- Text Message
- Other:

**Question Type** (required)
- Circulation (checkin/checkout/renewal)...
- 2nd Floor Services (IDs, ILL, etc.)...
- Paid Services/Sales (Fax, fines, print, etc.)...
- Technical Assistance...
- Research/Reference Assistance...
- External Referral...
- NO to patron request; give reason:

**Length of Transaction** (required)
- 0-5 minutes
- 06-15 minutes
- 16-30 minutes
- 31-60 minutes
- 61+ minutes

Submit
Followup to your answer "Technical Assistance..."

... What kind of technical help was given?

- Copying/Printing/Scanning
- Username Set-Up/Password
- D2L
- Applications (Word, Excel, etc.)
- Basic PC Skills (E-mail, login/logout, etc.)
- Wireless
- EnvisionWare: 
- Other: 

Submit skip followups
Followup to your answer "Technical Assistance..."

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- D2L
- Applications (Word, Excel, etc.)
- Basic PC Skills (E-mail, login/logout, etc.)
- Wireless
- EnvisionWare: ____________________________
- Other: __________________________________

Submit  skip followups

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- Basic PC Skills (E-mail, login/logout, etc.)
- Wireless
- EnvisionWare: 
- Other: 

[Submit] skip followups
Tech Assessment Questions

1) What do you use computers for?
2) What do you do when you need help with technology?
3) What technology skills do you like to develop?
4) What devices do you use the most?
5) Where do you access technology the most? Home, work, school, other?
What do you do when you need help with technology?

- Seek assistance from the desk
- 2-sided printer! Save some trees
- Drop kick the computer!
- Ask for HELP!
- Sit there and start crying
- Think about ending it all

At school?

I usually ask the librarians here at Metro. They know a lot more than I do.

I usually ask my brother. He knows a lot.

Curl up in the fetal position and cry.

It's better to cry than to YOUTUBE!

ACT: Scream at my mom & dad
What do you use Computers for?

- Homework ✓
- Job Search
- Research ✓
- Printing assignments ✓
- Checking updates D2L
- Writing papers
- Finding online information (PsyInfo)
- Test - online dating - search
- Online banking
- Library database

Print out - Federal & State Tax Forms - They are no longer at Libraries

- Writing book "The Cure for Divorce: In The Church"
- Research!
- Games
- To play dora

Intelligence

- Mapping out bus route info.
- Creating activities to research

Communication

- School work:
- To play a game called "mainstream Planet"
- To research
- For spellcheck
Needs Assessment

• Tech Needs
• Learning Needs
• Goals
• Interests
• Attitudes
How can we better meet the tech needs of our patrons?

• Allow for extended laptop loan periods
• Train staff and student workers
• Alter computer help desk service model
• Make adjustments to Desk Tracker
Thank You!