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
• Fairlie, Robert W. 2012 The effects of home access to technology on computer skills: Evidence from a field experiment
• 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) Redifining 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
2\textsuperscript{nd} Digital Divide

Haves

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

Have-Nots

*Negative Attitude toward technology
*Less access to technology
*Some skill

Both

*Physical technology
*Technology skills
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
The folk-kings' former fame we have heard of,
How princes displayed then their prowess
in battle.

Oft Scyld the Scefing from scathers in numbers
From many a people their mead-benches tore.

Since first he found Him friendless and wretched,
The earl had had terror; comfort he got for it,

Waxed 'neath the welkin, world-honor gained,
The earl had had terror: comfort he got for it,

Till all his neighbors o'er sea were compelled to
Bow to his bidding and bring him their tribute:

An excellent atheling! After was borne him
A son and heir, young in his dwelling,

People read differently
Personas

• High Technology Skills Student
• Low Technology Skills Student
• Community User
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
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- EnvisionWare: [Input Field]
- Other: [Input Field]

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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 want 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 really ask my brother a lot.

Use Google to search for suggestions.

Curl up in the fetal position and cry.

Punch myself in the head.

Scream at my mom and dad.
What do you use Computers for?

- Homework
- Job Search
- Research
- Printing assignments
- Emails (Personal)
- Checking updates
- Facebook
- Work email
- Writing papers
- Finding online information
- Online banking
- Library Database
- Online dating
- Search
- Print out Federal & State Tax Forms - They are no longer at Libraries

Print outs use my computers for the rest

- Mapping out bus Route info.
- Intelligence
- Writing book "The Cure for Divorce"
- Research!
- Games
- To play dora
- To play a game called multistar
- 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!