User Experience Group

Nicole Hennig
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+ Joanne Samuelson

Wednesday, February 16, 2011
What is User Experience?
Focus on...

All aspects of the user’s interaction with the product or service:

.... how it is perceived, learned, and used.
It’s a cycle

APPORACH: USER CENTERED DESIGN
It’s multi-disciplinary

includes aspects of

- psychology
- anthropology
- sociology
- computer science
- graphic design
- industrial design
- cognitive science
What is ethnography?
What is ethnography?

Study of people and communities within their own environment
Ethnographic methods

Primary methods:
- participant observation
- formal/informal interviews

Combine the observational findings with complementary data for example from depth interviews, diary studies, participant shadowing or surveys.
UX is everywhere

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An interview with Tim Paul, Director of Product Management and User Experience at E*TRADE, about the growth and role of UX in the digitally driven company.

CONTINUED...

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**Practical Inspiration**
Register for 3 days of UX design inspiration and tuition.
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We are what we repeatedly do. Excellence, therefore, is not an act, but a habit.

*Aristotle*
UX is everywhere

Inspirational Learning for User Experience Designers

UX London is a unique three-day event combining inspirational talks with in-depth workshops presented by some of the industry’s biggest names.

Whether you’re beginning your career, or a seasoned professional, UX London is your chance to add core skills, absorb strategic thinking, and learn advanced techniques from pioneers in the field.

UX London 2011 is now sold out.
New Column Launch: The User Experience

By Aaron Schmidt, digital initiatives librarian for the District of Columbia Public Library -- Library Journal, 01/15/2010

The role of the designer is that of a good host anticipating the needs of their guest.
—Ray and Charles Eames

The importance of user experience (UX) dawned on me one day when a patron asked to use the stapler kept in a drawer behind the reference desk.
UX is everywhere

Home

Recent Comments

Paul Zenke: Hi Steven, Excellent post. Thanks, I look forward to reading Subject to Change and learning more about...

BrianSJ: In B2B or industrial markets, the customer and the user

Signposts On The Road To The Library User Experience

Two things happened this past week that stood out for me as signposts that more librarians are becoming familiar with the user experience concept. It is mixed news. It is good that more librarians in all spheres of the profession are gaining awareness about library user experience. What is not so good are the signs of skepticism and misunderstanding about library user experience. Even with the ups and downs, it is encouraging that a broader group of colleagues is engaging in the conversation about user experience.
UX is everywhere

Wednesday, February 16, 2011
Our scope

- **Assessment**
  user needs studies, usability testing, surveys of our users' needs, gathering and interpreting stats on use of virtual and physical spaces

- **Virtual sites design and production**
  libraries web site, including all web, mobile and other public-facing interfaces that we can control or customize

- **Public spaces**
  Leading, planning, and assessing design choices for improvements to services in our public spaces, by collaborating with staff at various levels, depending on the scope of the improvement.

- **Marketing & communication**
  Work together with Marketing & Communications area to set the direction for system-wide marketing and communication.
UX strategy

• Nicole Hennig, lead
• Darcy Duke
• Remlee Green
• Stephanie Hartman
• Lisa Horowitz
• Lisa Sweeney

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web UI developer: Wendy Bossons

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Emerging tech

Rotates each semester
- Nicole Hennig, lead

Spring 2011:
- Ben Abrahamse
- Kate McNeill
- Alex Caracuzzo

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- Millicent Gaskell
- Keith Glavash
- Cassandra Fox
- Anita Perkins
- Maria Rodrigues

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Marketing

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- Remlee Green
- Melissa Feiden
- Stephanie Hartman
- Courtney Crummett
- Mark Szarko
- Ann Adelsberger
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- Cassandra Fox
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https://wikis.mit.edu/confluence/display/LIBUX/Public+spaces+UX+group
This group will **coordinate discussions** and data gathering to inform decisions about services across our public spaces. The group will be empowered to make some decisions with input from stakeholders, and refer other decisions to a higher level when appropriate. The group will report to Steering Committee.

This group will **focus on strategy and coordination across and between spaces**. It will consider the marriage of virtual and physical services based on the needs of our communities.

Some types of decisions this group will coordinate are:

- services & physical needs that impact more than one of our library spaces, or that happen outside the spaces we own
- services that involve spending money beyond what the Service Operations Team group is empowered to spend
- set priorities for service upgrades or new services
- decisions about our spaces that arise unexpectedly from unplanned situations or Institute priorities
(see below for examples of each)

It will serve as a bridge between the UX Group and the Space Operations group. It will involve others from around the libraries for input as needed.

This group will **focus on the "what" and the "why" of our services in spaces, and not so much on the "how."** It’s a **strategy and priority-setting group that looks at our spaces and services as an integrated program.** It may appoint task forces or teams to carry out specific initiatives, or involve the Space Operations team, depending on the project. It may bring in outside consultants to address areas of expertise not currently held by library staff.
Public spaces UX group

• focus on strategy and coordination across and between spaces

• focus on the "what" and the "why" of our services in spaces, and not so much on the "how."

• a strategy and priority-setting group that looks at our spaces and services as an integrated program
Getting in touch

• questions from you (staff) about web sites or web work that needs to be done:

   web-lib@mit.edu

• questions or ideas about big picture strategy for services in our spaces

   ux-space@mit.edu
Examples of our work

Assessment
• Patron for a Day Study
• Usability tests of SFX buttons in Barton

Web sites design & production
• Scholarly publishing web site
• MIT History web site

Public Spaces UX
• defining our scope (what’s in, what’s out)

Emerging technology subgroup
• E-reading FAQ
PFAD results (Round 1):

PFAD Summary
Comments

Tests for Round 1
Test 1 - Rosebud (Reserves)
Test 2 - Banana (Browsery)
Test 3 - Jellyfish (Journal)
Add Labels
Add Comment

Summary – Patron for a Day

Introduction - What is Patron for a Day (PFAD)?

The concept for Patron for a Day (PFAD) was generated in one of the first meetings of the User Experience group. The discussion focused on how empathy is a key ingredient in “design thinking” and we wanted to find a way to help our staff build empathy for our users.

Technically speaking, PFAD is a collection of three different tests, taken by staff volunteers at one of our four different locations (Dewey, Hayden, Barker, Rotch). Practically speaking, it is an opportunity for staff to learn what it is like to be a user by performing a series of tasks patrons regularly perform in our physical spaces.

While designing a series of tests to develop empathy – we realized we were also designing usability tests of our physical spaces. Some tasks required interaction with technology, such as scanners and computers while others just required interaction with the physical space and collections. Some tasks were easy – “find the restroom”; others were harder – “scan pages from book X and send to your email.”

In most cases, staff members visited libraries they were less familiar with to complete their “test”. They were asked to take notes about their experience (good and bad) and after completion, were asked to rate each task and enter their comments into an established web form. We had twenty volunteers complete one of three different tests at one of four locations.

What we learned

The results were as varied as the people and the tasks – but themes definitely emerged. Some libraries are harder to navigate than others and many of the tasks we thought were representative of “ordinary” tasks patrons regularly perform were hard for library staff.

Technology

Technology wasn’t always difficult to use, but it was often hard to find or make sense of.

Scanners, copiers, “MIT-only” computers and other technology often not visibly labeled, or on the library maps.

- One comment read, "There were two microfiche reader/printers on a table. They were not labeled to indicate that one scans and the other prints."
- When trying to find an “MIT-only” computer, one patron commented, "This was more complicated than it had any right to be, most of the computers I stumbled upon weren’t labeled in anyway."

Equipment instructions are not standardized across libraries

- If there were instructions posted – some people commented they were not the same instructions they were familiar with at another library.
Usability tests of the new SFX button in Barton

The Journal of Cell Biology.
Continues Journal of biophysical and biochemical cytology
Linked Title No. 2, pt. 2 of November issue each year from v. 19-47; 1963-70 and v. 55-1972-12th
American Society for Cell Biology, 3d-10th; 1963-70 and 12th-1972
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Published New York, Rockefeller University Press.
Description v. ill. 26 cm.
Numbering v. 12- Jan. 1962-
Current Frequency Biweekly, 1997-
Former Frequency Monthly, 1962-1990
Semimonthly, 1991-1996
Format Serial (e.g. journals, book series, etc.)
Other Format Also issued online.
Issuing Body Issued by the Rockefeller Institute for Medical Research.
Welcome to MIT History

Celebrate MIT's rich history with the Institute Archives & Special Collections.

This site will connect you to exhibits, information, and interesting facts about the rich history of MIT.

MORE INFO

SPOTLIGHTS

"Technology Through Time: 150 Years of MIT History" exhibit
Original documents, photos, video and sound in the Mauhagen Gallery showcase the history of MIT.
Continue →

150 Years in the Stacks
Commemorate MIT's 150th anniversary with a look through its library collections and find some surprises.
Continue →

MIT Timeline
Celebrate MIT150 by diving into MIT's rich history with an interactive timeline.
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Learning about MIT: Bibliography
Looking for some useful sources on the history of MIT? We've compiled a bibliography.

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Wednesday, February 16, 2011
MIT Libraries Exhibits

Diderot’s Encyclopédie

Technology and Enlightenment: The Mechanical Arts in Diderot’s Encyclopédie

February 2010 – July 2010, Malhaugen Gallery
Curated by Jeffrey S. Ravel, MIT Professor of History, and Kristel Smentek, MIT Assistant Professor, History, Theory and Criticism
Diderot Bibliography (pdf)

About the Exhibit

This exhibit explored one of the most important and controversial publications of the eighteenth century, Diderot’s Encyclopédie, ou Dictionnaire raisonné des sciences, des arts et des métiers. This massive work became infamous in its day as an enlightened attack on French and European religious dogmatism and monarchical inefficiency.
http://libguides.mit.edu/ereadingfaq

MIT Libraries

E-reading FAQ

E-reading & e-book devices

E-reading FAQ

- Comparison of e-books at MIT

E-book comparison

Print Page

E-reading at MIT

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Frequently asked questions about e-reading

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http://libguides.mit.edu/apps
Upcoming: Ethnographic Studies

Digital scholarship at MIT:
a study of how new technologies and formats are changing how MIT scholars find and use information

http://tinyurl.com/46cgt4h

Library Spaces:
A study of why, when, and how library spaces are used by the MIT community

http://tinyurl.com/4sfmowr
Upcoming: Ethnographic Studies

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- 15 MIT users, grad, undergrad, faculty
- track their lives for 2 weeks in March, keep a diary
- come in for 1.5 hour interviews

- track their whole cycle, not just searching for
information
**Possible interview questions**

- Describe any tasks you did during the two-week period related to finding information, including understanding, organizing, sharing, citing, teaching, presenting, or publishing.

- How is your studying or research changing because of new technologies?

- What are some typical or common pain points in your processes?

- For the tasks described above, how did you do them differently five years ago? What has become easier and what is still difficult?

- Describe how you would like to do these same tasks five years from now.
  (in a situation where technology has made some tasks easier)

- What kinds of data and what formats do you use? i.e., GIS, bioinformatics, social science data sets, textual data, music recordings, images, videos, ebooks, ejournals

- What kinds of equipment do you use? i.e., laptops, mobile phones, smartphones, tablets, desktop computers, cameras, GPS devices, other

- Describe any difficulties you had with specific formats or equipment.

- What kinds of considerations about copyright, fair use, and open access impacted your work during this time?

- If you have published something recently, tell us about your publication process. What are the pain points? What would make the process easier for you?
Digital scholarship at MIT:
a study of how new technologies and formats are changing how MIT scholars find and use information

More interview questions

- Did you use library resources, spaces, or services? If so, which ones? How did you find out about them?

- Which non-library resources, spaces, and services did you use? How did you find out about them?

- Did you ask for or receive help from anyone during the process? Who? What do you consider when deciding whether and who to ask for help?

- Did you work as an individual? in a group? both? Tell us about what you do individually vs. what you do in group settings.

- Did you collaborate with remote colleagues? What are some pain points when it comes to collaborating remotely? What works well?

- Where did you do your work? Tell us about each place, such as on-campus office, dorm room, coffee shop, library, home or traveling (list city, state, country), plane, train, other.

- What were some particular qualities of those places that made your work easy or made your work difficult?

- What time of day did you do most of your work? Tell us about a typical day and the time of day that you do different aspects of your academic work. Are there particular times of day that you prefer for different activities? (i.e. studying, meetings, research, solitude, thinking, writing, group work)

- How do you save your information? Both for the short-term and the longer-term. What happens to your information when the class or research project is over?

- Did you use any academic social research tools such as Mendeley, Cognet, Archnet, ArXiv, Lablife, Zotero? Did you use any general social tools such as Facebook or Twitter? (in relation to your academic work)

- What are the top few things that would make your academic work easier? (feel free to dream!)
Upcoming: web site projects

UIG: User Interface Group

• A wide variety of web projects, everything from improving the home page to working on special projects with AMPs, such as a site about Teaching Excellence at MIT (feature videos).
TEACHING EXCELLENCE
AT MIT

Selections from the video collections of MIT, providing an inside look at the critical role of Teaching Excellence.

Learn more about teaching at MIT

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FEATURED VIDEOS:

[Video] IAP Travels to Vietnam to build water treatment stations

[Video] Nobel prize winner demystifies Pop Rocks

Teaching Excellence at MIT is made available thanks to the generosity of Neil Pappalardo. Read about his mission
a word from the Project Review Committee
Got an idea?

Submit it to the Project Review Committee

http://libraries.mit.edu/ideas

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Christine Quirion
Rich Wenger
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http://www.flickr.com/photos/willsan/
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