Understanding Our Users: Themes from User Experience Studies

October 2011
MIT Libraries User Experience Group
Outline

1. The studies: goals & methods
2. Stories from user interviews
3. Next steps
4. Q & A

Slides will be available:
http://tinyurl.com/ux-studies2011
User Needs Research

1. Patron for a Day
2. Space Study
3. Digital Scholarship Study
1. Patron for a Day

Staff experienced our spaces & services as if they were users.

- Ideas for simple improvements to our services in spaces.

- Empathy with our users.

- Stephanie Hartman
- Roshni Gohil
- Dana Goblaskas

& all who volunteered to be “patron for a day”
User Needs Research

2. Space Study

- Flip-chart questions
- Task survey
- Observations

- what times were most desired for increasing hours
- baseline data about how people use our spaces
User Needs Research

2. Space Study

Flip-chart questions

What is your favorite feature of the library?

Question of the Week!
Let us know what you think!

Little bit cold.

PPL falling asleep in funny positions. Teleke.

The windows looking out on the river could be made if the window had some open

The expanded sense of space (high ceiling, big windows...)

Nice view from windows. Lots of natural light.

Tons of windows, and natural sunlight.

Quiet.

Lits cold here.
## 2. Space Study

**Task survey**

### 2.) What did you do while you were in the library today? (check all that apply)

- [ ] Checked out or picked up books
- [ ] Returned books
- [ ] Studied or worked on individual assignment
- [ ] Worked on group assignment
- [ ] Checked email/surfed the web
- [ ] Academic research using the web
- [ ] Talked to a library staff member
- [ ] Read for leisure
- [ ] Copied/printed/scanned
- [ ] Slept
- [ ] Socialized
- [ ] Other (please specify) __________________________

### 3.) What equipment, facilities, or online resources did you use? (check all that apply)

- [ ] my laptop
- [ ] a library computer
- [ ] library printer or scanner or copier
- [ ] smart phone or other mobile device
- [ ] library book(s)
- [ ] Google, Wikipedia
- [ ] Group study space
- [ ] Study chair, table or carrel
- [ ] Library databases (JSTOR, Web of Science, Pubmed, etc.)
- [ ] Scollar
- [ ] Course reserve book(s)
- [ ] Other (please specify) __________________________

### 4.) How long did you stay in the library for this visit?

- [ ] Less than 1 hour
- [ ] 1 to 3 hours
- [ ] More than 3 hours

### 5.) If library spaces were open more hours each week, which times would help you work the most? (Pick your top 2)

- [ ] before 9am, Monday-Friday
- [ ] after 11pm, Monday-Thursday
- [ ] after 6pm on Fridays
- [ ] before 1pm on Saturday/Sunday
- [ ] after 6pm on Saturday
- [ ] after 11pm on Sunday
User Needs Research

2. Space Study

Observations in our spaces

Represents total number of people recorded during all observations.

Legend

Value (People observed with 5 ft radius)

- 1 - 2
- 3 - 7
- 8 - 12
- 13 - 18
- 19 - 24
- 25 - 40

Barker 3-D video: http://tinyurl.com/68kqnyd
2. Space Study

- Stephanie Hartman
- Christine Quirion
- Remlee Green
- Anita Perkins
- Lisa Horowitz
- Lisa Sweeney
- Mallory Nomack
- Christie Moore
- Margaret Willison
- Jim Eggleston
- Joanne Samuelson
- Greg Padilla
- Roshni Gohil

& countless ID&LA staff and students who helped manage stats, flip-charts, candy bowls & more
3. Digital Scholarship Study

17 students kept diaries of their academic lives for a week
- in-depth interviews

an understanding of how new technologies & formats are changing how students work

- Michelle Baildon
- Anne Graham
- Remlee Green
- Stephanie Hartman
- Nicole Hennig
- Lisa Horowitz
- Kate McNeill
User Needs Research

research → questions → actionable benefits

cross-check with quantitative studies (our Library Survey)
Design Thinking

- *Design Thinking for Educators*, p. 6.
  http://www.designthinkingforeducators.com/
Design Thinking

- Discovery
- Interpretation
- Ideation
- Experimentation
- Evolution
Design Thinking

<table>
<thead>
<tr>
<th>PHASES</th>
<th>DISCOVERY</th>
<th>INTERPRETATION</th>
<th>IDEATION</th>
<th>EXPERIMENTATION</th>
<th>EVOLUTION</th>
</tr>
</thead>
</table>

The diagram highlights the IDEATION phase, which is circled in red.
Design Thinking

PHASES

- DISCOVERY
- INTERPRETATION
- IDEATION
- EXPERIMENTATION
- EVOLUTION
Design Thinking

- Discovery
- Interpretation
- Ideation
- Experimentation
- Evolution
Learnings, themes, insights, ideas
Make insights actionable.
 UX studies 2011 - results for MIT Libraries staff

Overview documents:

- Digital Scholarship study:
  - Executive summary of digital scholarship study (PDF)
  - July 6 Library Council presentation on digital scholarship study (PDF)
- Space study:
  - Exec summary of space study (PDF)
  - July 6 Library Council presentation on space study (PDF)
- All-staff presentation slides - October 27-28, 2011 (PDF)
- All-staff handout (cards) - Oct. 27-28, 2011 (PDF)

Details:

- Digital Scholarship study proposal
- Space study: Task survey instrument (PDF)
- Space study: Flip chart results
- Space study: Observational survey videos

Next steps:

- "How might we" questions
- Moving from discovery to interpretation-ideation

Resources:

- User experience studies from other institutions
- Space study bibliography
- Design thinking resources
Qualitative data

At the heart of qualitative data analysis is the task of **discovering themes**. By themes, we mean **abstract, often fuzzy, constructs** which investigators identify before, during, and after data collection. Where do these themes come from?

.... They come from the characteristics of the phenomena being studied. And they come from already-agreed-upon professional definitions, from local **common-sense** constructs, and from **researchers’ values**, theoretical orientation, and **personal experience with the subject matter** (Bulmer 1979; Strauss 1987; Maxwell 1996).

Themes

Convenience wins
Fragmentation hurts
People count
Place matters

http://tinyurl.com/ux-studies2011
Convenience wins

Familiarity
Convenience wins

- David Slusser
  - Badminton in cycling
  - Tennis

- Kevin Lin
  - Law (documents)
  - Continuity of the game

- Ellen Spier
  - Sports clothing

- Sports statistics - what role does that play?

- Peter Disik - M.I.T. News
  - Poster does problem
  - For The Tech
  - Moneyball

- Michael Lewis
  - Statistics have changed
  - Players = stats

- More roles in teams in sports
  - More roles in sports

- Busy than in baseball
Convenience wins

Browsing
Fragmentation hurts
The wiki service is available to the MIT community and its guests and collaborators. To get your own wiki space, please submit a wiki request. For help using the MIT Wikis, check out the Wiki Help Space.

NOTE: The Spaces page has moved to its new location. Click here to view your Favourite Spaces, Team Spaces, Global Spaces or New Spaces. The 'Spaces' Page may take a few moments to load.

Recently Updated

- Jacqueline Sly
  - New Member Orientation Program created 13 minutes ago

- Diana Chien
  - Microscope Booking updated 21 minutes ago (view change)

- Eric Miller
  - Leaky Buckets Group updated about an hour ago (view change)

- Vivian Dien
  - Current Tournaments and Results updated about an hour ago (view change)
Work-arounds
Collaboration

Flickr: http://www.flickr.com/photos/kmakice/3462454985/
Collaboration tools

Google Docs

Dropbox

Mendeley

People count
Alone together
Distance tools

Group video calling
Share, celebrate and collaborate from anywhere in the world. There’s so much you can do together over group video

See what you can do with group video
Familiar experts

People count
Librarian advisor

Staff Profiles

Mark Szarko

Mark Szarko
Literature, Theater Arts, and Writing and Humanistic Studies Librarian/Instruction Coordinator, Arts and Humanities
Instruction and Reference Services & Liaisons for Departments, Labs, and Centers
szarko@mit.edu | 145-144 | 617.253.8022

How can Mark help you?

How can Mark help you?

Mark can help you find information in literature, theatre, writing studies, and education. He is the librarian for the departments of Literature, Theater Arts, and Writing and Humanistic Studies. He also works with faculty throughout the School of Humanities and Social Sciences to design instruction sessions on the research process for students.

Ask Us! or Help Yourself

Ask Us!

Description

- by email

Email is checked regularly

- by phone

Contact us for general help:
617.253.2275 (x4.2ASK)

Contact a specific library:
See the Hours page for a list of libraries with contact information.

- in person

Make an appointment for research help:
Research Consultations
MIT only

- subject experts

Ask our expert librarians for help with your research.

- group instruction

Request library instruction sessions, for example:
- Orientation
- Individual Sessions
- Course-related instruction
- Course-integrated instruction
- Special workshops
- Instructional Support for Courses and Groups
Specialization

Sometimes there is no one to ask when it’s very specialized.
Having doubts
Unique features
Working from home
Place matters

Hours

Place matters

Physical & emotional needs
Place matters

Food & drink
Comfort

Place matters


Convenience wins

Fragmentation hurts

People count

Place matters

Bring these ideas into your own planning.
Design Thinking

1-2 people from each department
Nov. 17, 3 - 5 pm
brainstorming service improvements and pilots for new ideas based on UX studies themes

Nov. 22, 1 - 3 pm
exercise focused on narrowing down the list and matching it with Desired Future State
- a list of about 10 ideas for pilots or service improvements
- Library Council members to evaluate early in 2012, together with Library Survey results

http://www.flickr.com/photos/smemon/3526722762/
“How might we?...”

A. Convenience wins
1. How might we make our services as convenient as possible?

2. How might we showcase our services and spaces by highlighting how convenient & easy they are to use?

B. Fragmentation hurts
1. How might we reduce fragmentation in our resources and tools that we provide?

2. How might we inform/educate our users of current solutions that exist to help avoid fragmentation?

3. How might we make our tools interoperate with the primary tools that people use? (Dropbox, Instapaper, Google Docs, Evernote, Refworks, Zotero, etc.)
“How might we?...”

C. People count
1. How might we enable people to connect to the experts they need?

2. How might we connect our tools to individual scholar-centric views? author-centric views?

3. How might we help to enable collaboration across & between disciplines?

D. Place matters
1. How might we market the unique features of each of our spaces?

2. How might we design services & spaces with more attention to peoples’ physical & emotional needs?

userneeds@mit.edu
Questions?

Convenience wins

Fragmentation hurts

People count

Place matters