

# Tips and tricks on how to improve the library experience on a budget.

---



Kristina Symes

Director, Product Development  
and Marketing, GIDEON  
Informatics



Vee Rogacheva

Service Design Lead, OpenAthens

Two enthusiastic experts with...

- 8+ years of combined User-Centred Design experience
- Redesigned 30+ digital products - from websites to software
- Track record of delighting librarians and library patrons

# Question time

slido.com

**#GALILEO**

What comes to mind when  
you think of a good user  
experience?



Photo by Jon Tyson <https://unsplash.com/photos/hhq1Lxtuwd8>

# User-Centred Design

What is it and how it can help?

# User-centred design



1.  
**Know your  
users**

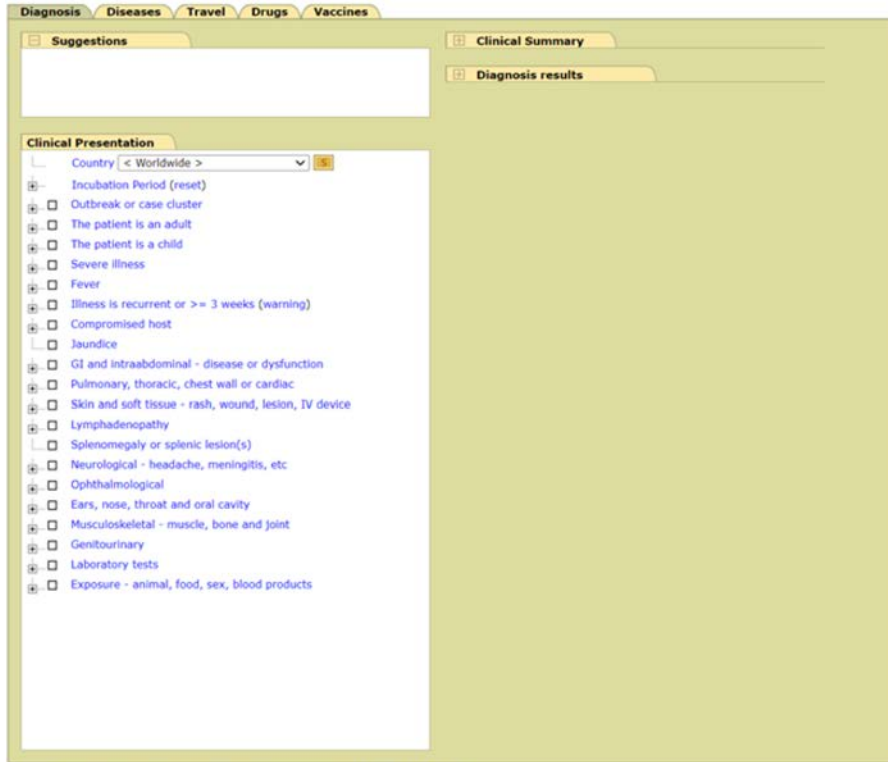


2.  
**Experiment and  
learn**



3.  
**Implement a  
solution**

# Before



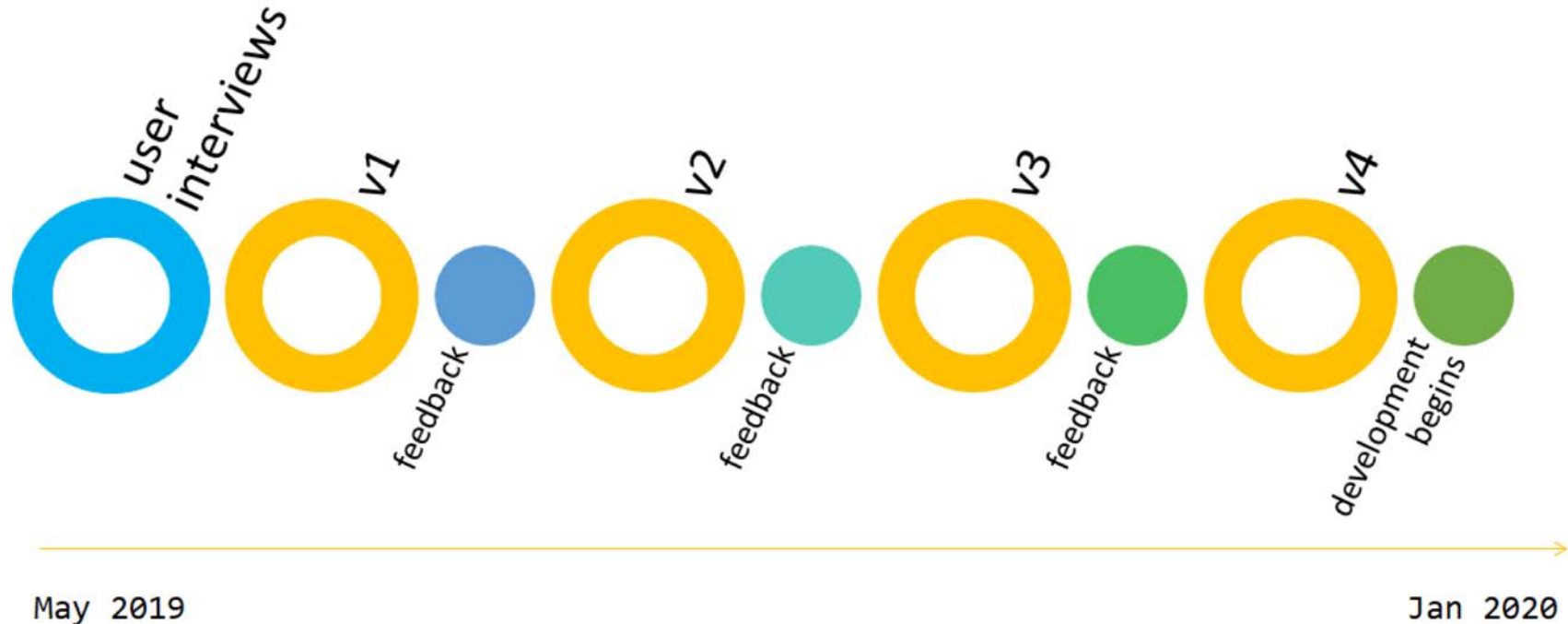
Copyright © 1994 - 2020 GIDEON Informatics, Inc. All Rights Reserved. License Agreement.

# After

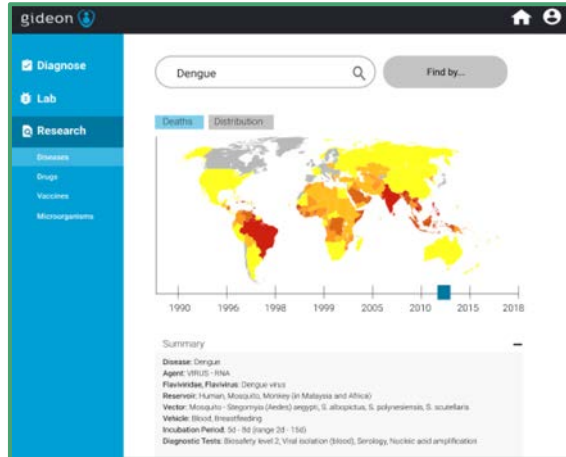


- 100s of med. scientists, librarians & students
- 26 countries
- 7 design iterations

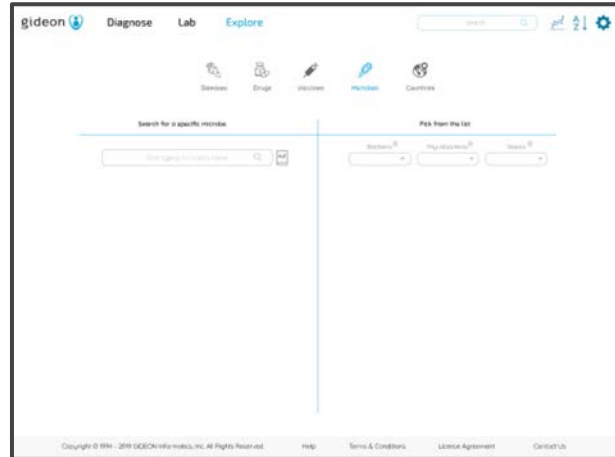
# How does this look like in practice?



v1



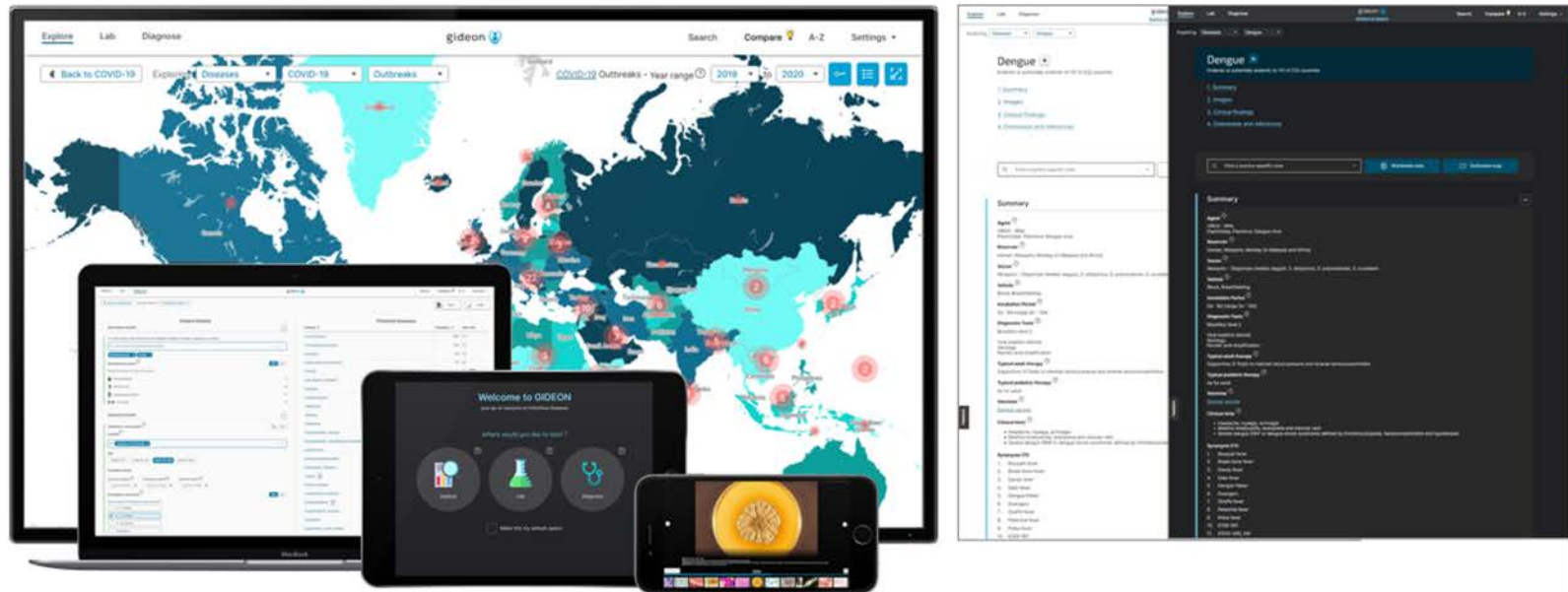
v2

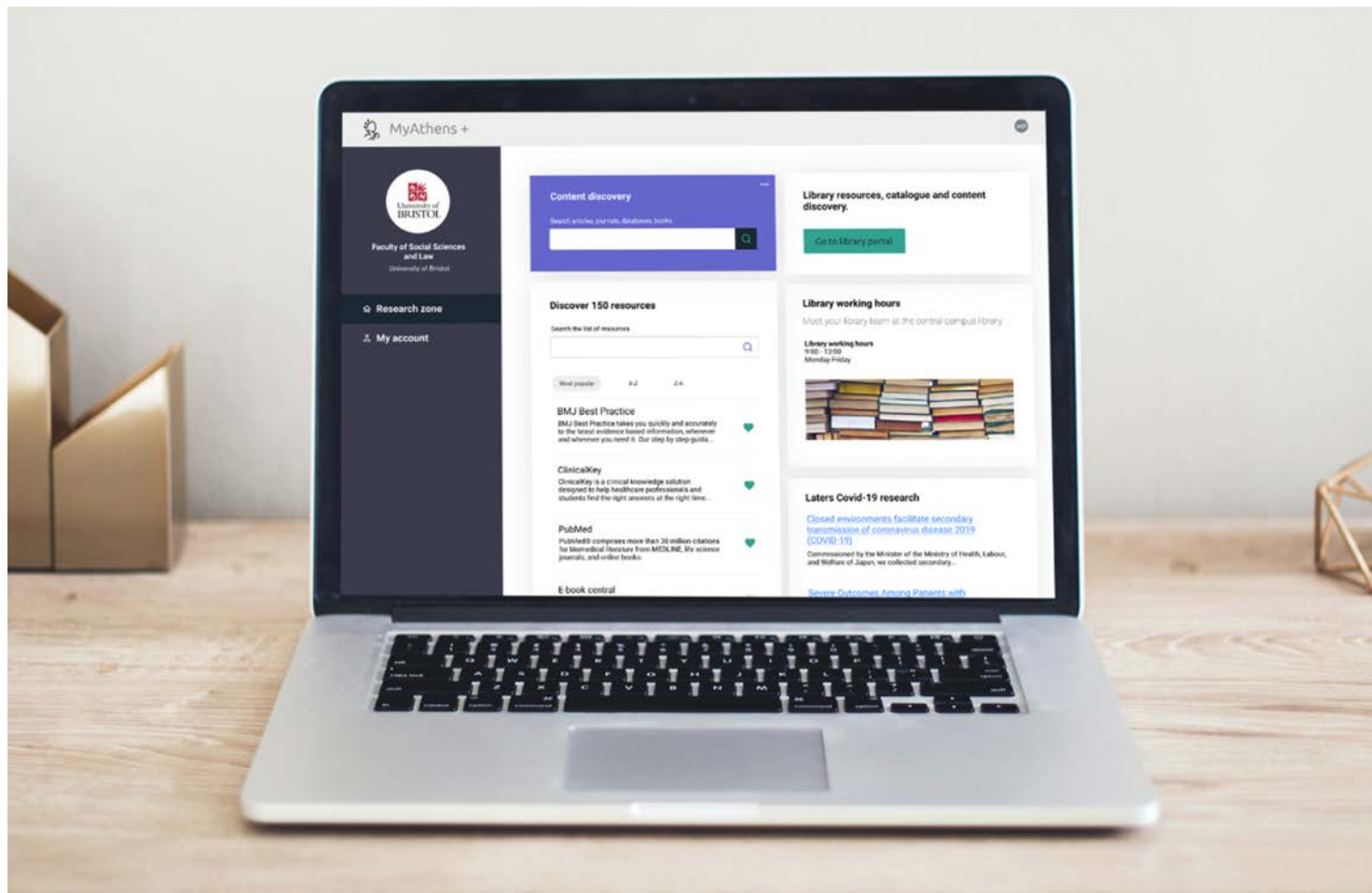


v3









# Know your users

Define the problem or opportunity by gathering user insight

# Question time

slido.com

**#GALILEO**

Who are your users?



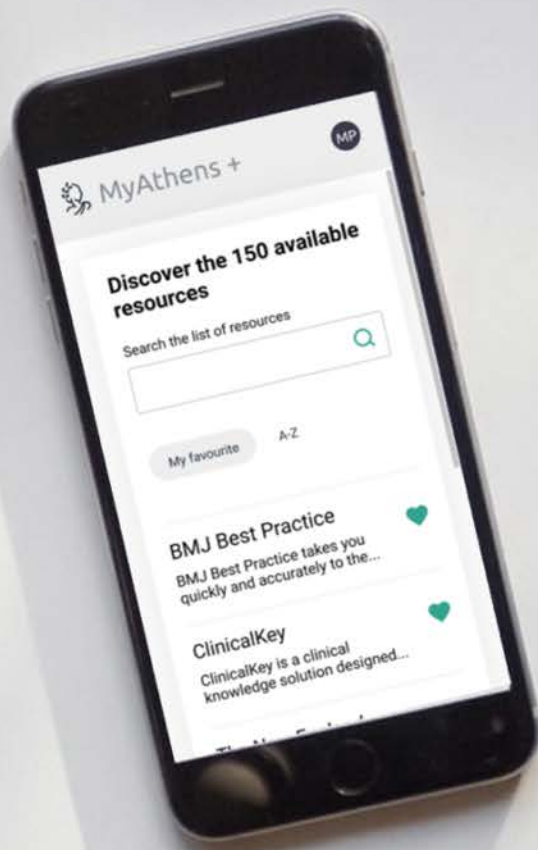
Photo by Jon Tyson <https://unsplash.com/photos/hhq1Lxtuwd8>

Stakeholders  
are not users!



Photo by Amy Hirschi <https://unsplash.com/photos/JaoVGh5a-l3E>









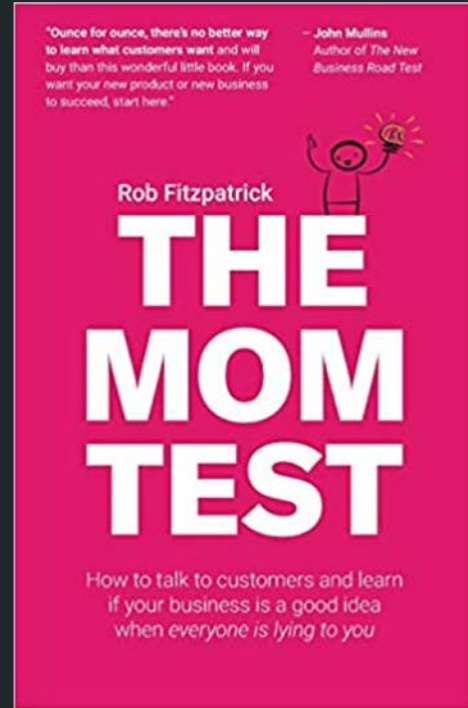
***“Without the library  
there is no  
institution.”***

- Social media to recruit study participants
- Interviewed 5
- Surveyed 110 librarians



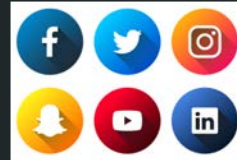
# Careful with biased questions!

“Now that you know what to click,  
the library portal is easy to use,  
**right?**”



# Best free tools

- **User recruitment:** social media
- **1-1 user interviews and usability tests:** Zoom, Microsoft Teams
- **Surveys:** Microsoft Forms



# Experiment & learn

Experiment with different solutions  
before deciding what to develop

# Iterative design

The image illustrates the iterative design process for the GIDEON v4 interface. It features a central Figma logo and a collage of design artifacts:

- Wireframe:** A low-fidelity wireframe of the GIDEON v4 interface, showing the layout of various components like the 'Layers' panel, 'Assets', and 'Explore' sections.
- High-fidelity Mockups:** Two detailed mockups of the 'Patient details' and 'Potential diseases' screens.
  - Patient details screen:** Includes sections for 'Outbreak or case cluster?', 'Location' (United States), 'Age' (Adult, Senior, Child, Infant), 'Incubation period', 'Exposure began/ended', 'Disease onset', and 'Prolonged or recurrent?'. It also features a 'Diagnose' section with a human figure and a list of symptoms to be selected.
  - Potential diseases screen:** Displays a table of potential diseases with their probabilities and flags.
 

Disease	P	More
<a href="#">Influenza</a>	46%	+ US
<a href="#">Enterovirus infection</a>	19%	+ US
<a href="#">COVID-19</a>	10%	+ US
<a href="#">Infectious mononucleosis or EBV infection</a>	7%	+ US
<a href="#">Herpes simplex</a>	4%	+ US
<a href="#">Shigellosis</a>	3%	+ US
<a href="#">Varicella</a>	2%	+ US
<a href="#">Adenovirus infection</a>	1%	+ US
<a href="#">Candidiasis</a>	1%	+ US
<a href="#">Cytomegalovirus infection</a>	1%	+ US
<a href="#">Mycoplasma pneumoniae infection</a>	1%	+ US
<a href="#">Pneumonia - bacterial</a>	1%	+ US
<a href="#">Meningitis - bacterial</a>	1%	+ US
<a href="#">Hepatitis B</a>	1%	+ US

# Google Optimize - A/B testing

Google Optimize interface showing an A/B test for the GIDEON login page. The interface displays two variants: 'Login' and 'Access'.

**Variant: Login**

- Switch to dark mode
- Access GIDEON the most comprehensive infectious diseases database in the world
- Username and password
- Username
- Password
- Log in
- Forgot password?
- No account? No problem!

**Variant: Access**

- Switch to dark mode
- Access GIDEON the most comprehensive infectious diseases database in the world
- Username and password
- Username
- Password
- Access
- Forgot password?
- No account? No problem!
- Institutional access
- Find your institution
- Access
- Need GIDEON for your library?

**Variants**

What do you want to test?

Variant	Weight	Preview	Changes	Edit
Original	33% weight	Preview		View
Login	33% weight	Preview	Changes (2)	Edit
Access	33% weight	Preview	Changes (2)	Edit

[+ Add variant](#)

Editor page: <https://app.gideononline.com/login>

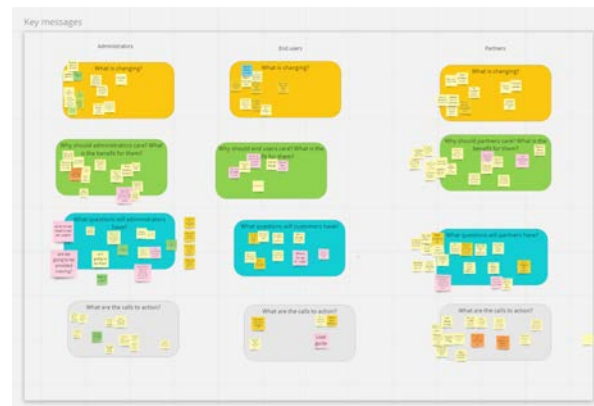
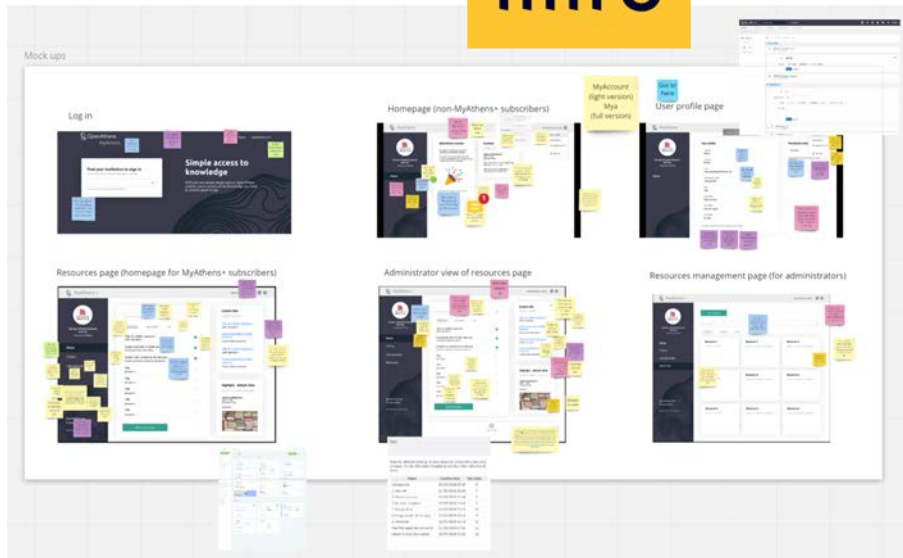
**Page targeting**

Where should this experience run on your website?

WHEN ☒ URL matches <https://app.gideononline.com/login>

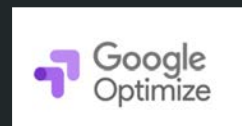
# Remote collaboration

miro



# Best free tools

- **Communication:** Zoom
- **Collaboration:** Miro
- **Experimentation:** Figma, Google Optimize

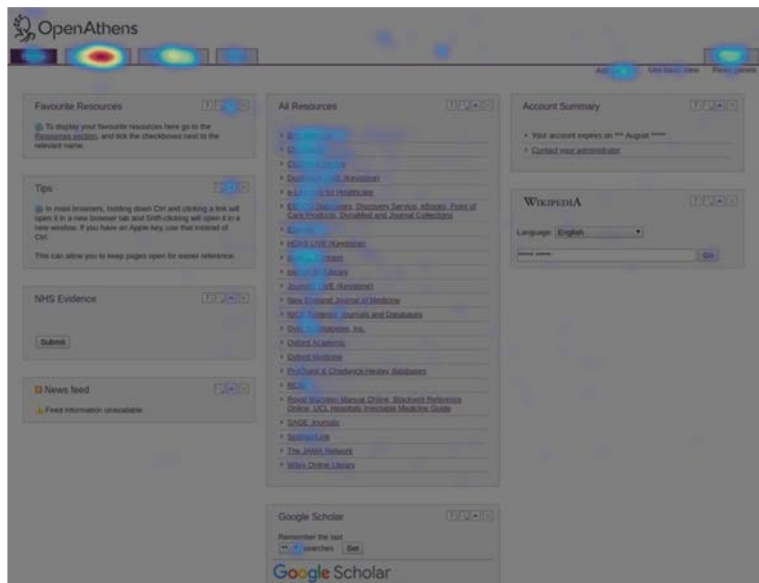


# **Implement a solution**

## Getting first-hand insight



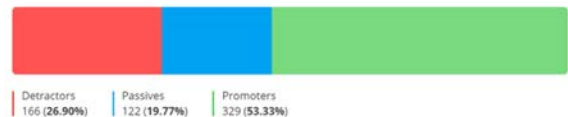
# Hotjar heatmaps and surveys



Overall Net Promoter Score®:



Overall distribution of voting:



NPS®	COUNT	%
10	250	40.5%
9	79	12.8%
8	74	12%
7	48	7.8%
6	28	4.5%
5	30	4.9%
4	11	1.8%
3	11	1.8%
2	15	2.4%
1	10	1.6%
0	61	9.9%

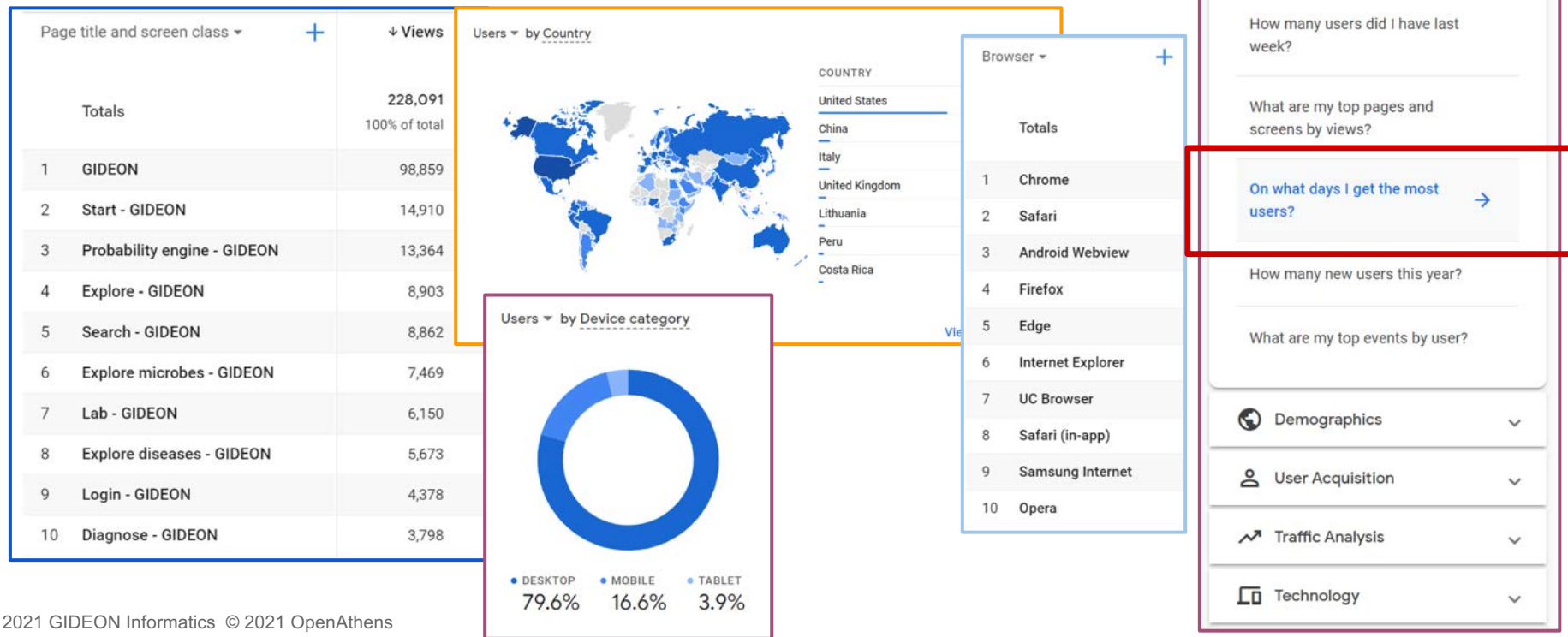
617 total respondents.

[illegible][illegible]

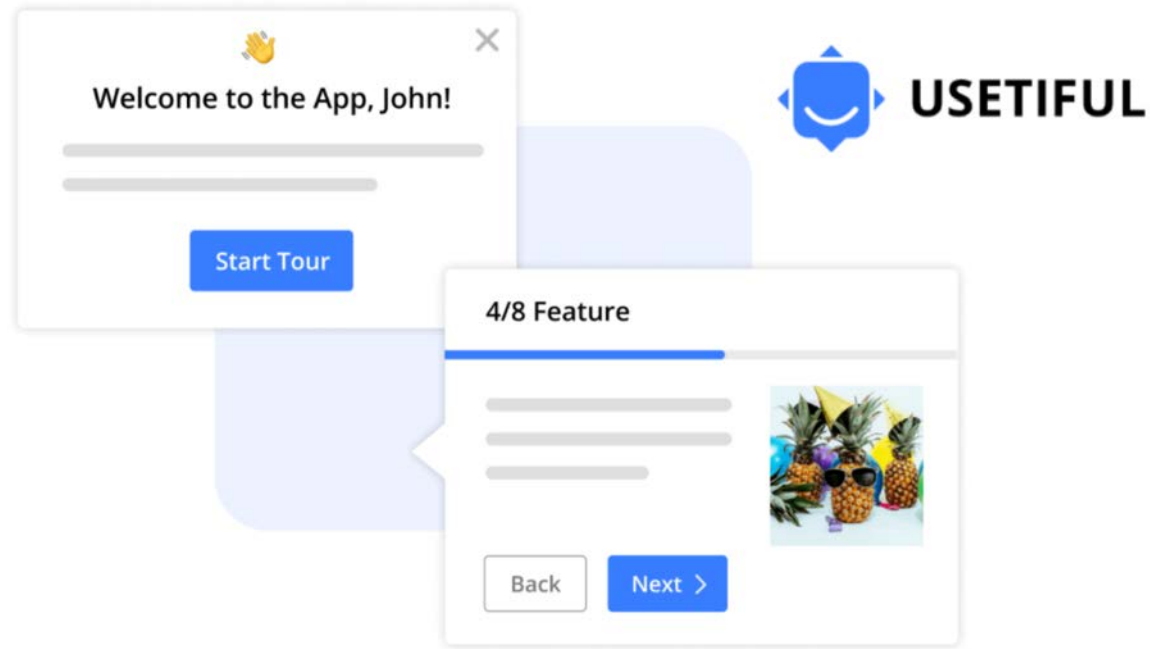
- Completely anonymous
- Find out your users' pain points
- Fix issues before they are reported
- **Be inspired!**

# Google Analytics

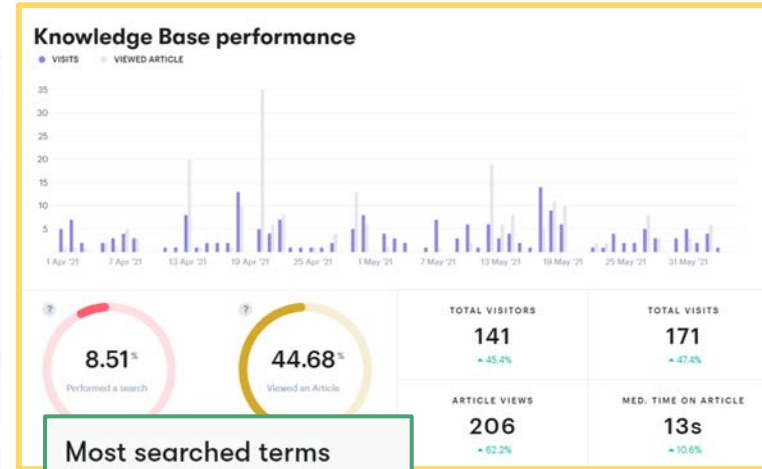
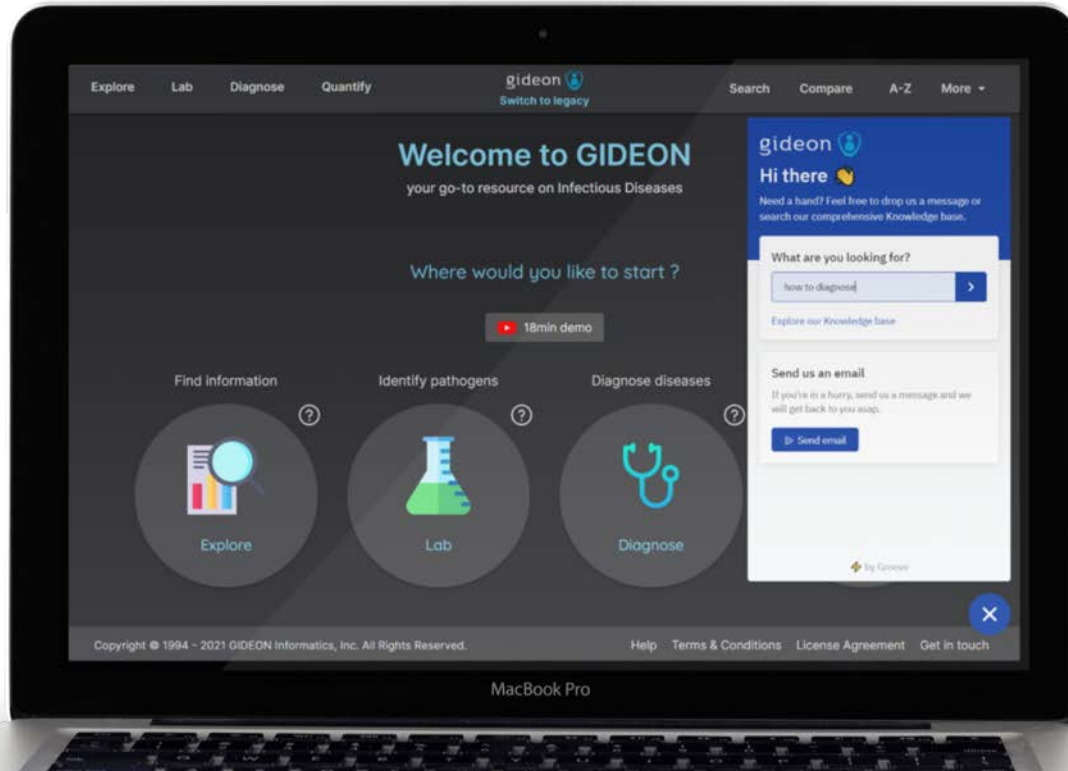
## COUNTER-like reports for your library website



# Step by step guides with Usetiful



# On demand help with Groove HQ



### Most searched terms

SEARCH TERM

pathogen index

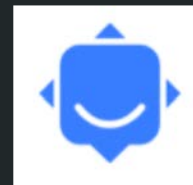
outbreaks

notable

mrsa

# Best free tools

- **Usability:** Hotjar
- **Stats:** Google Analytics
- **In-product guide:** Usetiful



# Question time

slido.com

**#GALILEO**

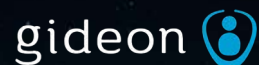
What is your favourite  
experience design tool?



Photo by Jon Tyson <https://unsplash.com/photos/hhq1Lxtuwd8>

# Thank you!

---



Kristina Symes

Director, Product Development and Marketing  
[kristina@gideononline.com](mailto:kristina@gideononline.com)



Vee Rogacheva

Service Design Lead  
[vee.rogacheva@openathens.net](mailto:vee.rogacheva@openathens.net)