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

OpenAthens & gideon

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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

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Question time

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

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User-Centred Design

What is it and how it can help?

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User-centred design

1.
Know your users

2.
Experiment and learn

3.
Implement a solution

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Before

After

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

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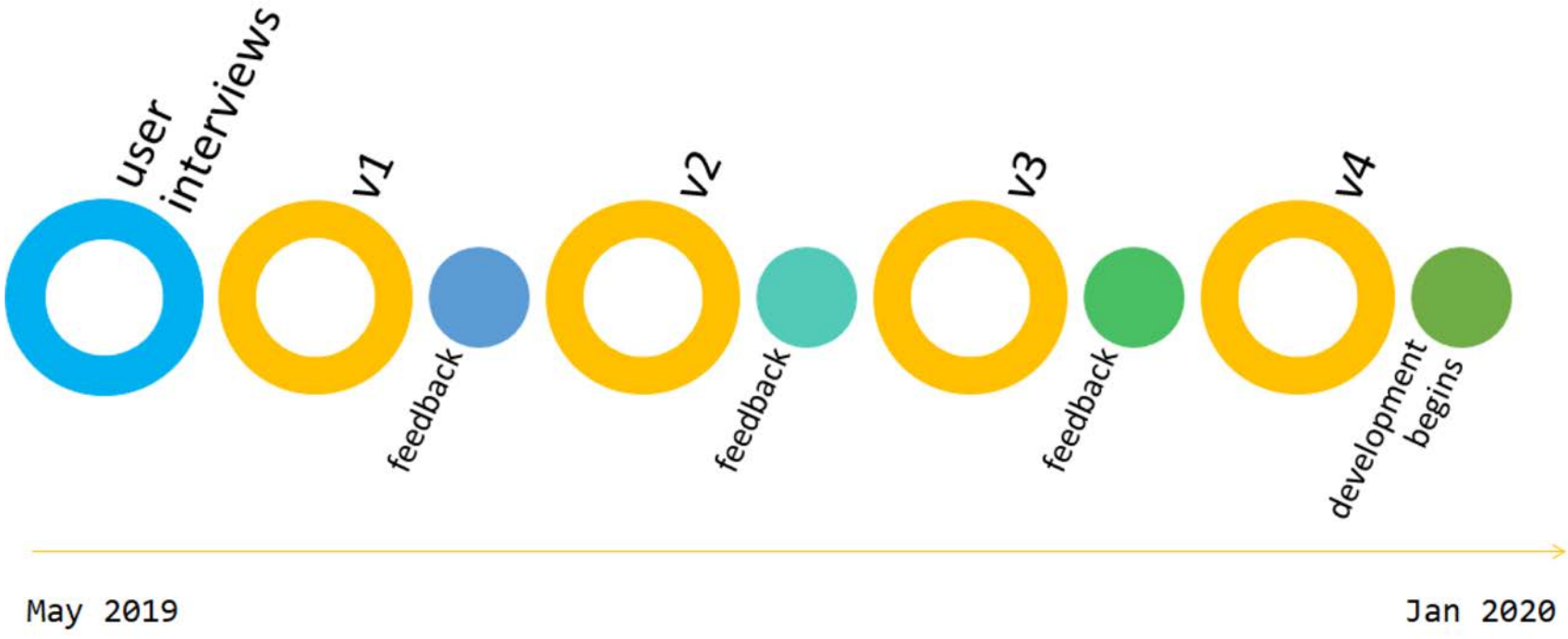
How does this look like in practice?



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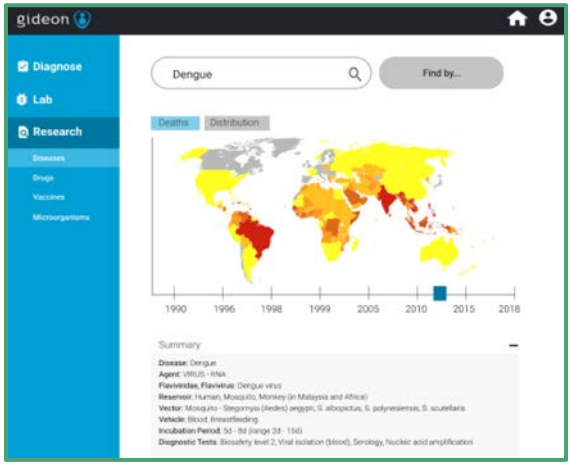
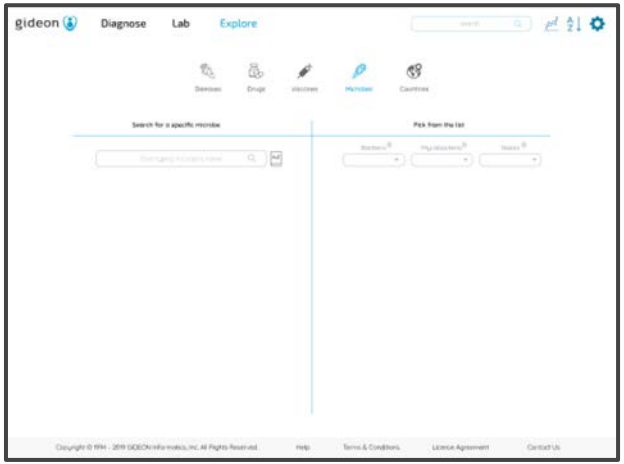
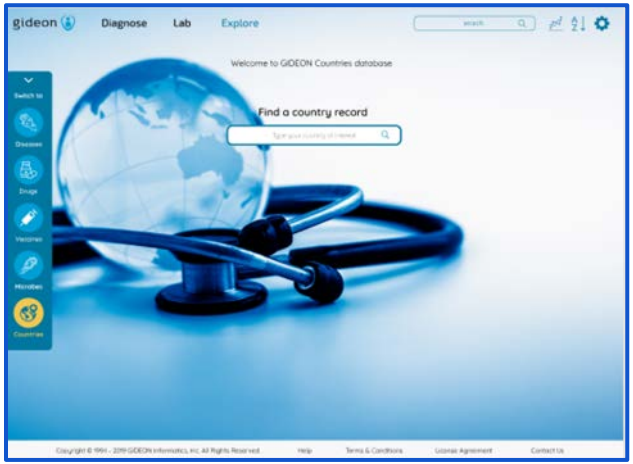
v1



v2



v3



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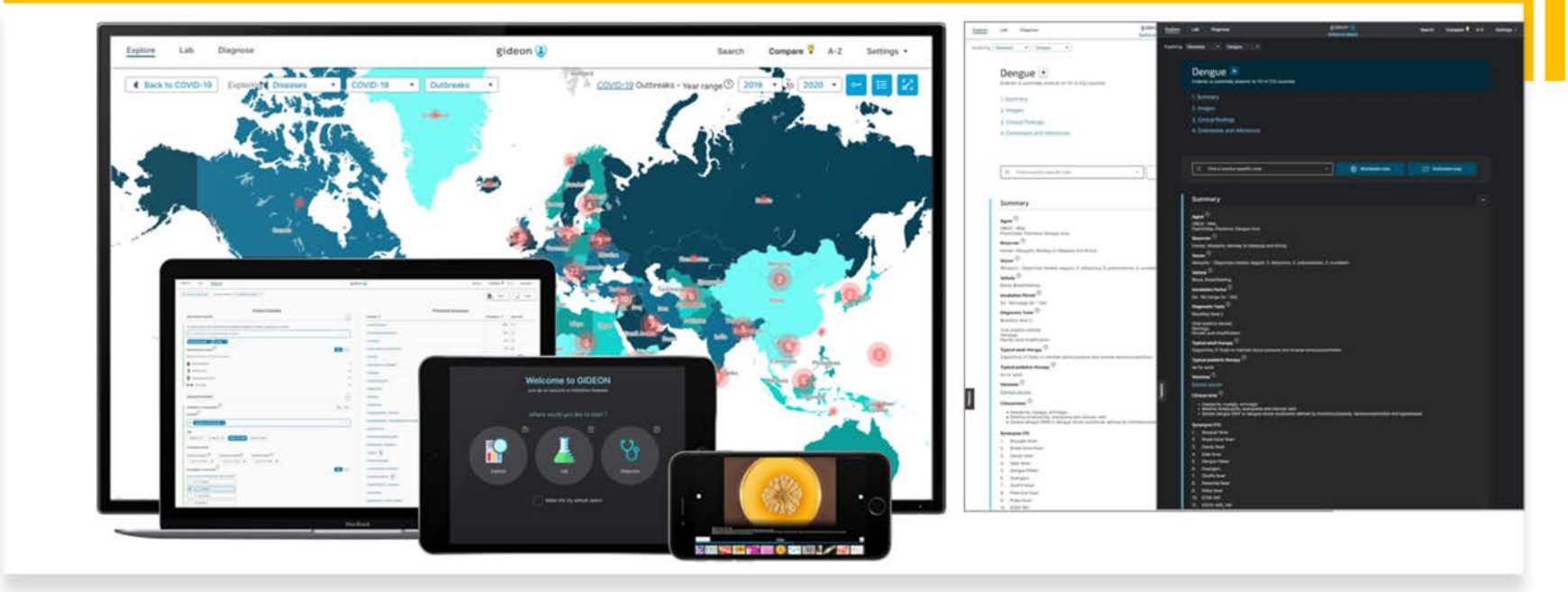

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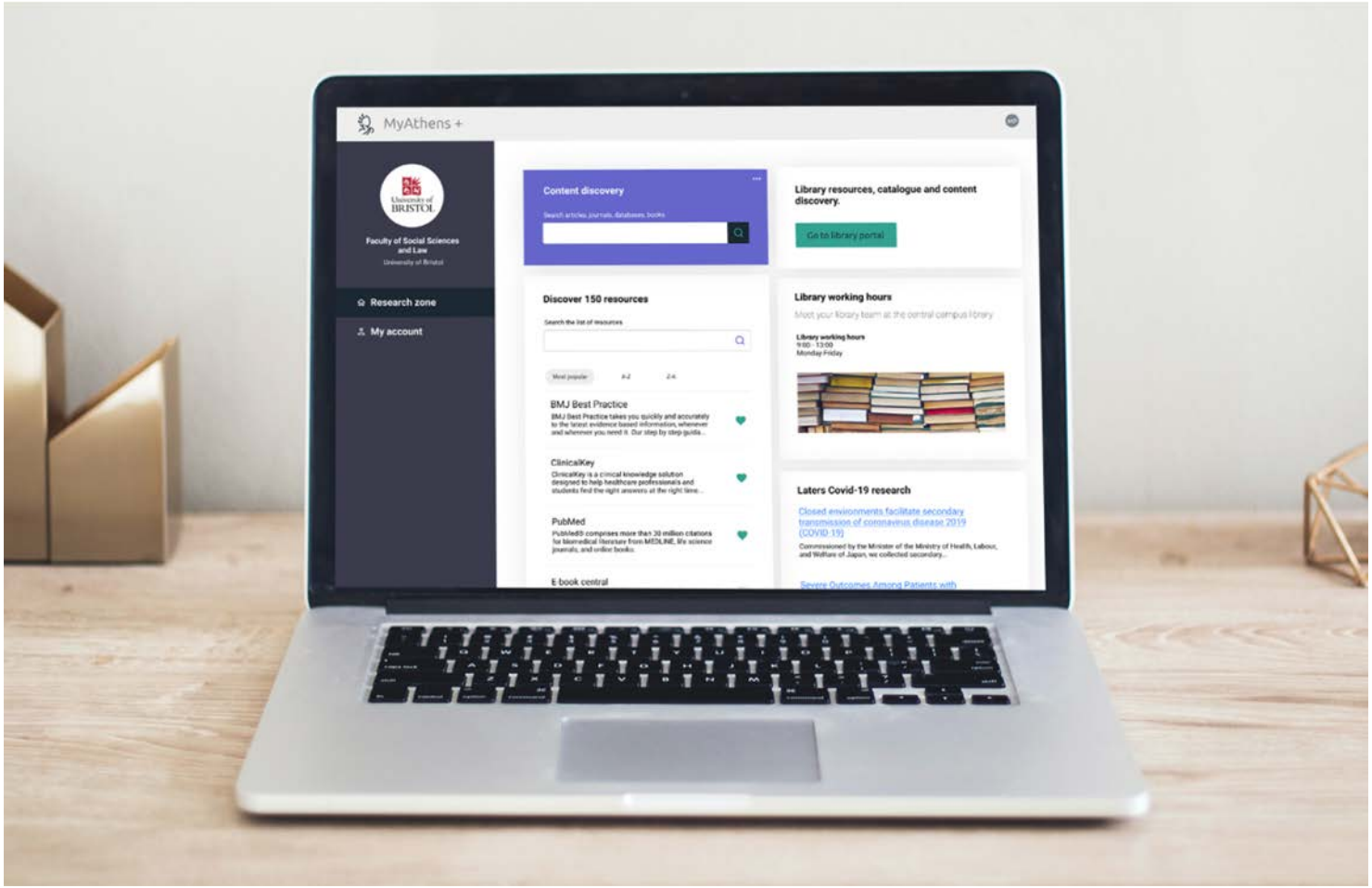

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Know your users

Define the problem or opportunity by gathering user insight

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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/JaoVGh5aJ3E

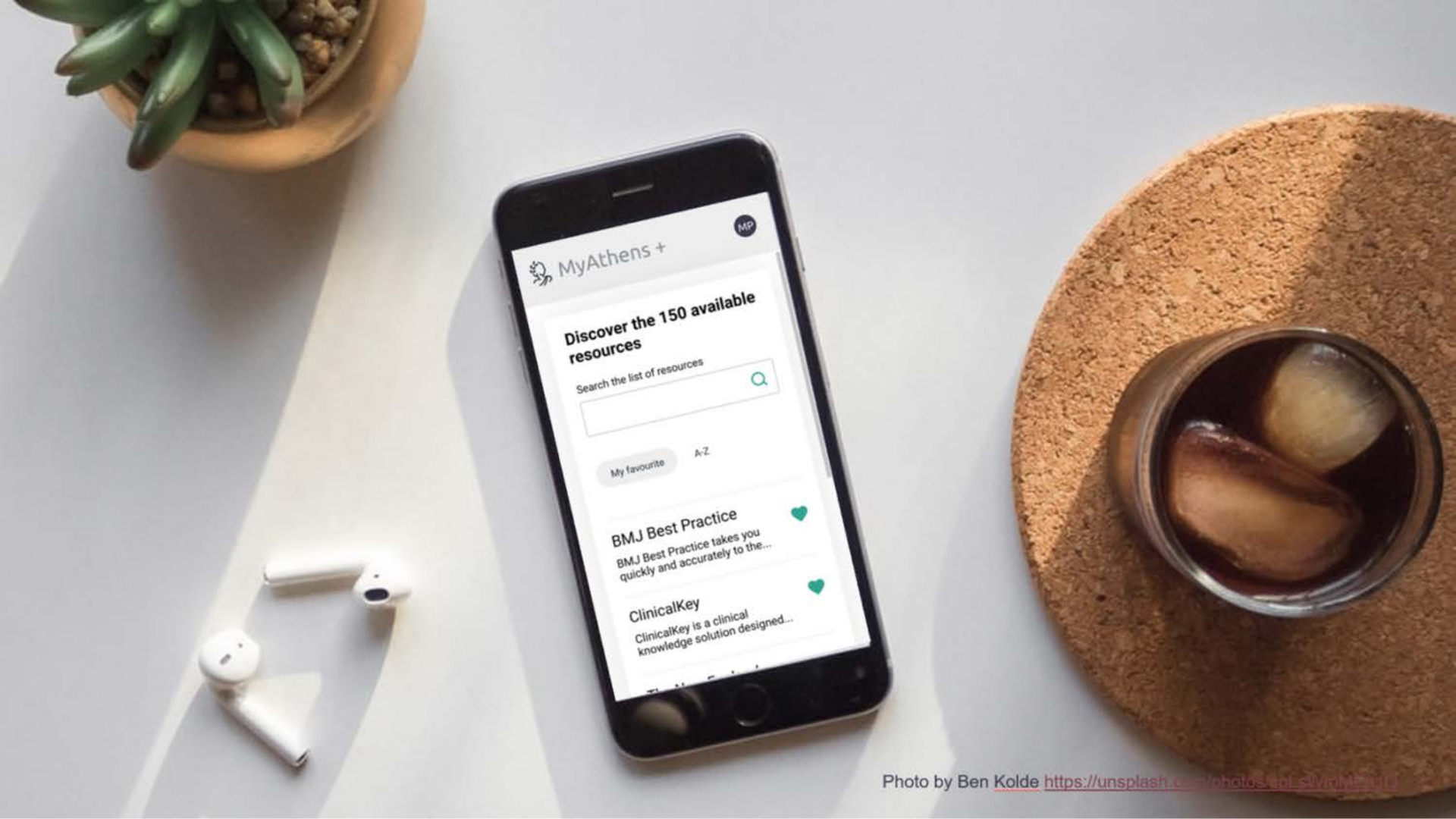

Photo by Ben Kolde https://unsplash.com/photos/...

FICTION
EXIT

“Without the library there is no institution.”

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

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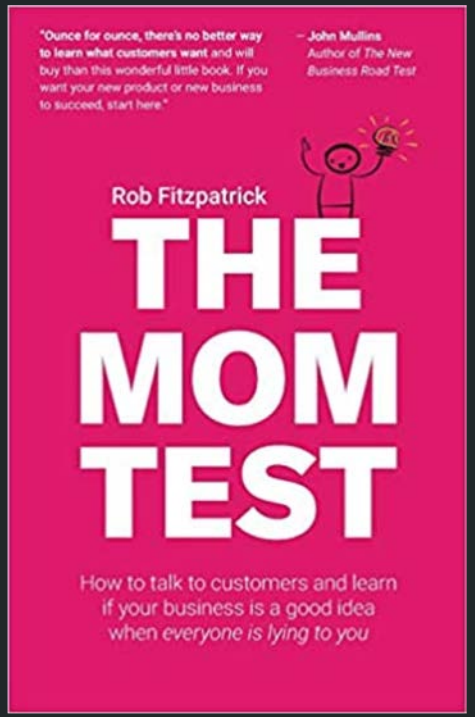
Careful with biased questions!

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



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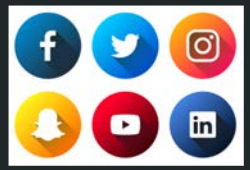
Best free tools

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



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Experiment & learn

Experiment with different solutions before deciding what to develop

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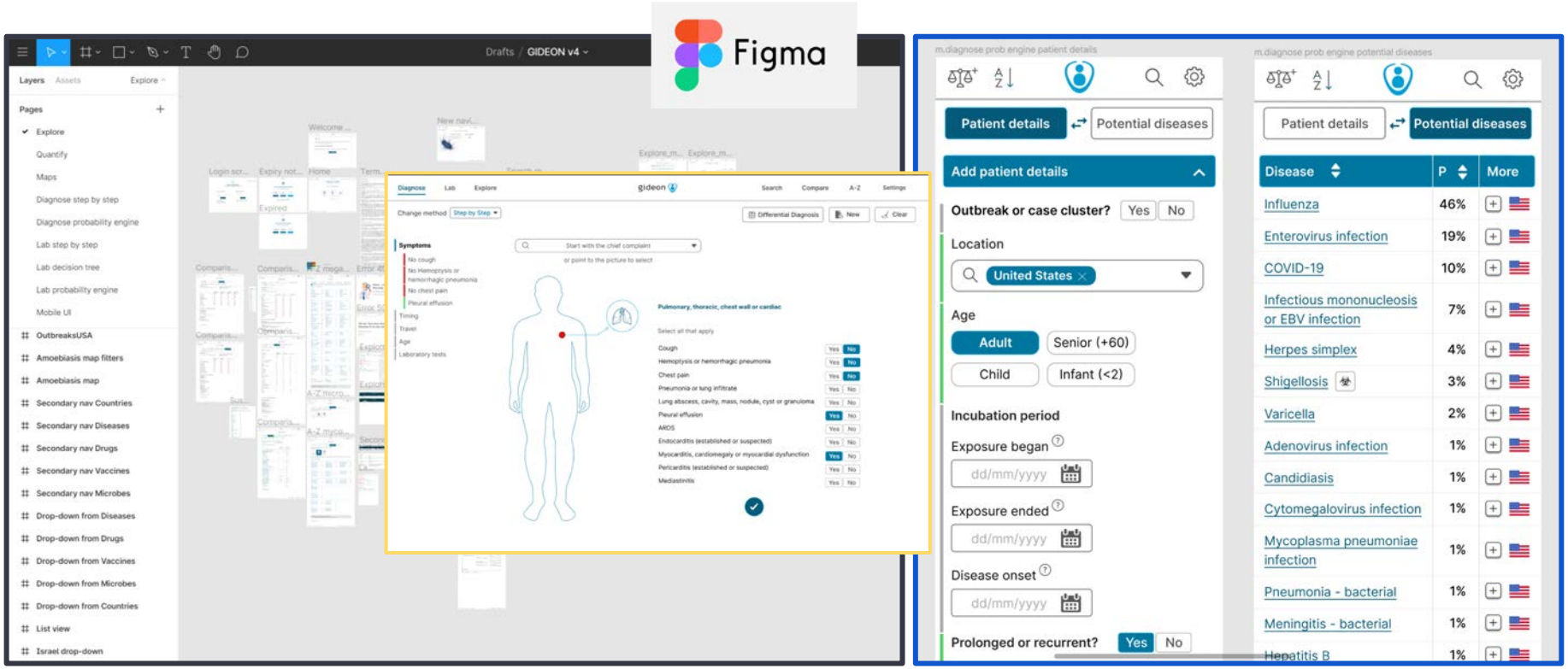
Iterative design



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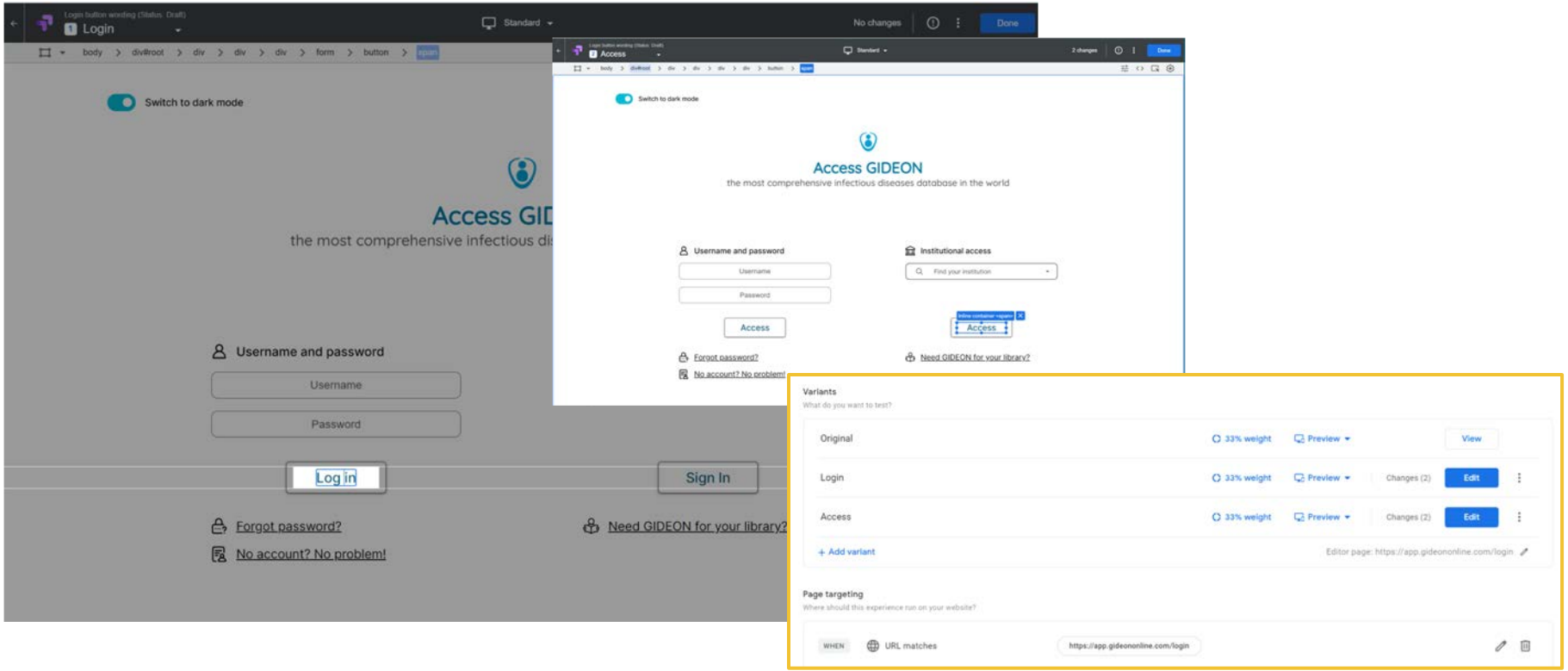
Google Optimize - A/B testing



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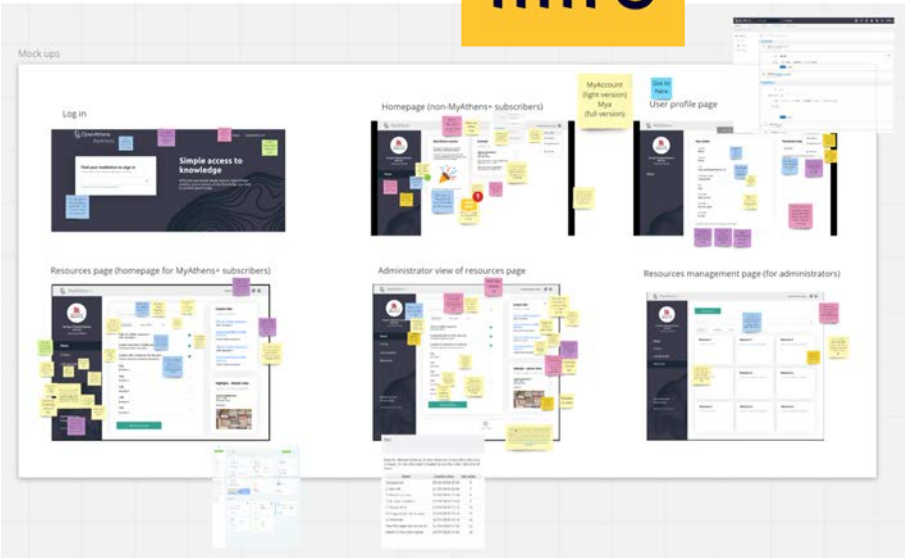
Remote collaboration

miro



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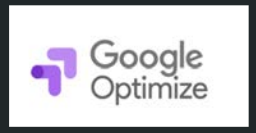
Best free tools

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



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Implement a solution

Getting first-hand insight

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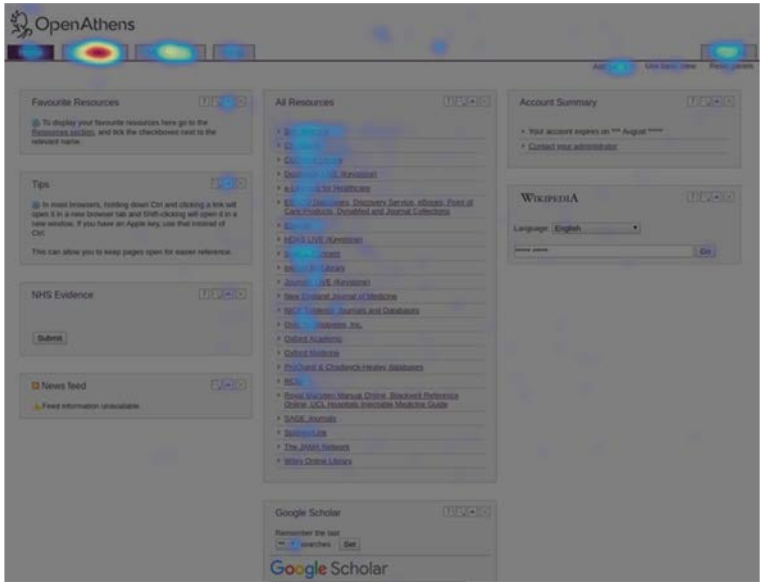
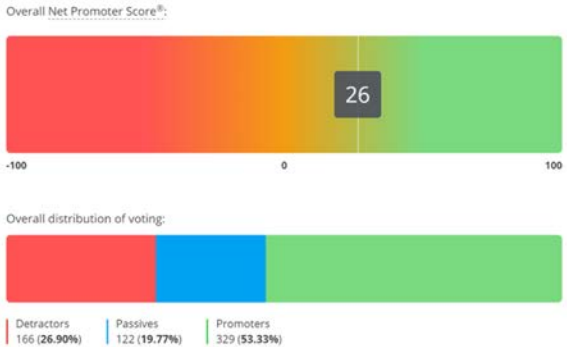
Hotjar heatmaps and surveys





hotjar

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.

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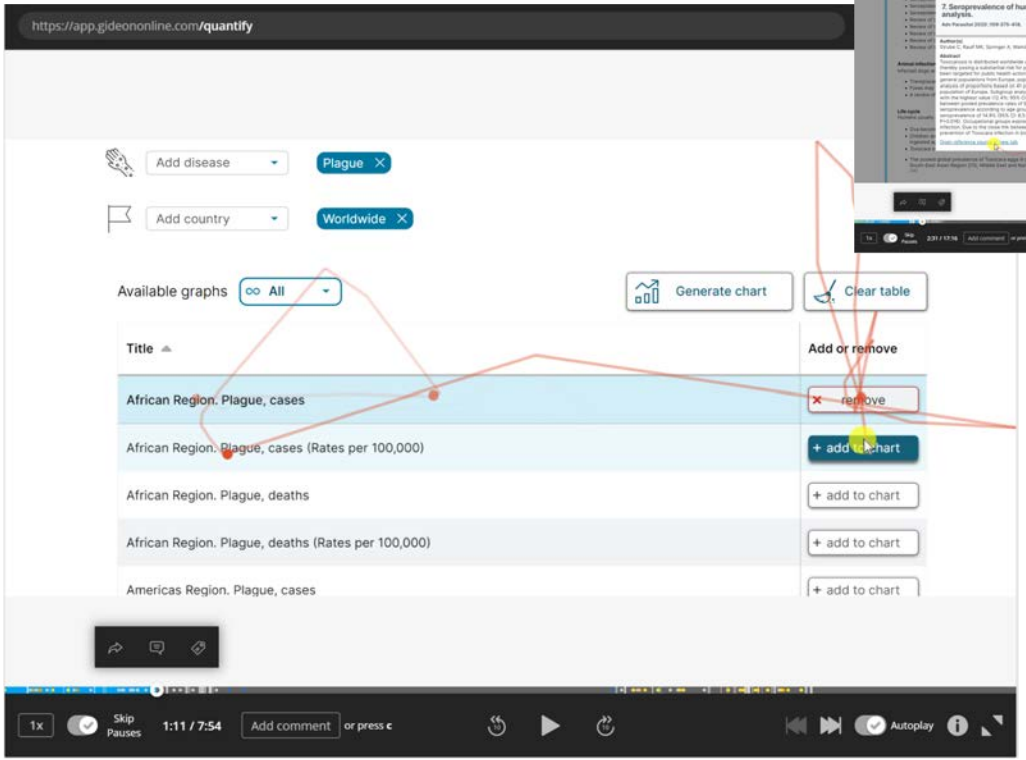
Hotjar video recordings



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

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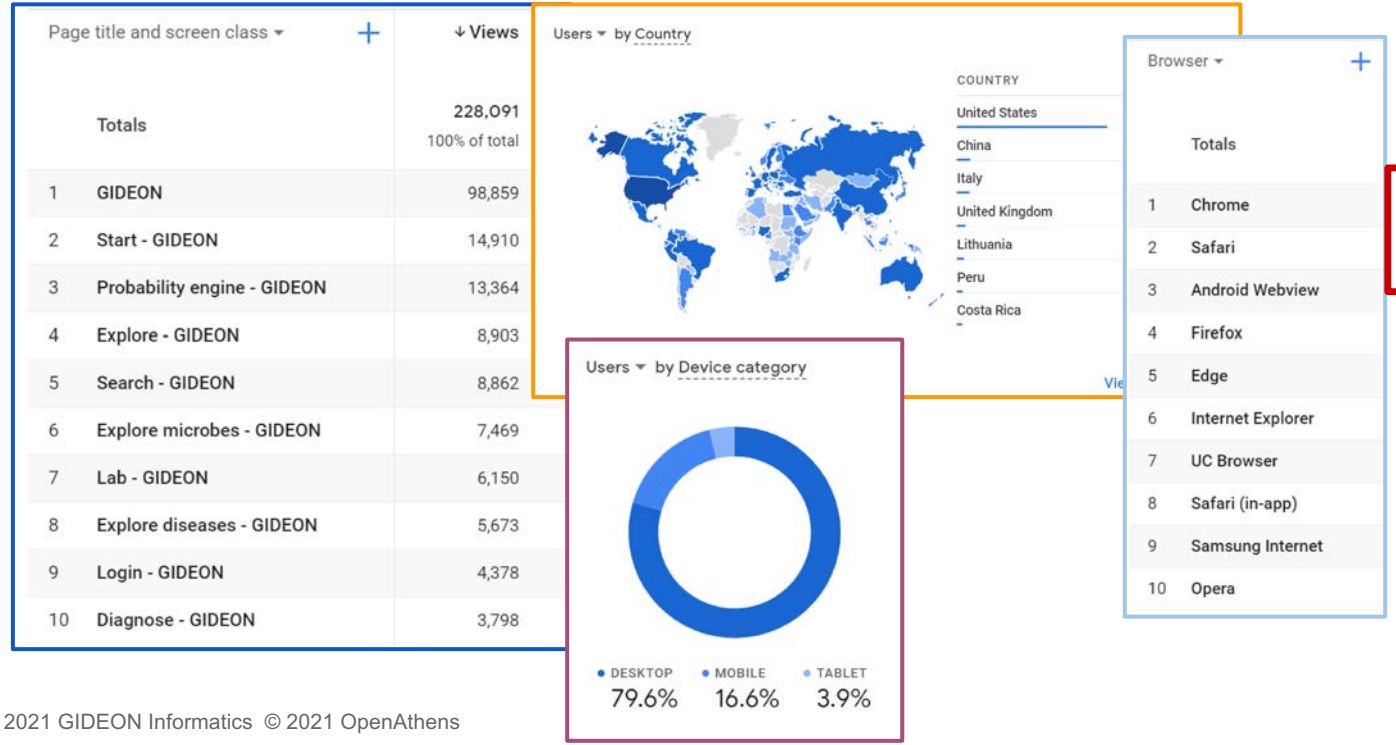
Google Analytics

COUNTER-like reports for your library website



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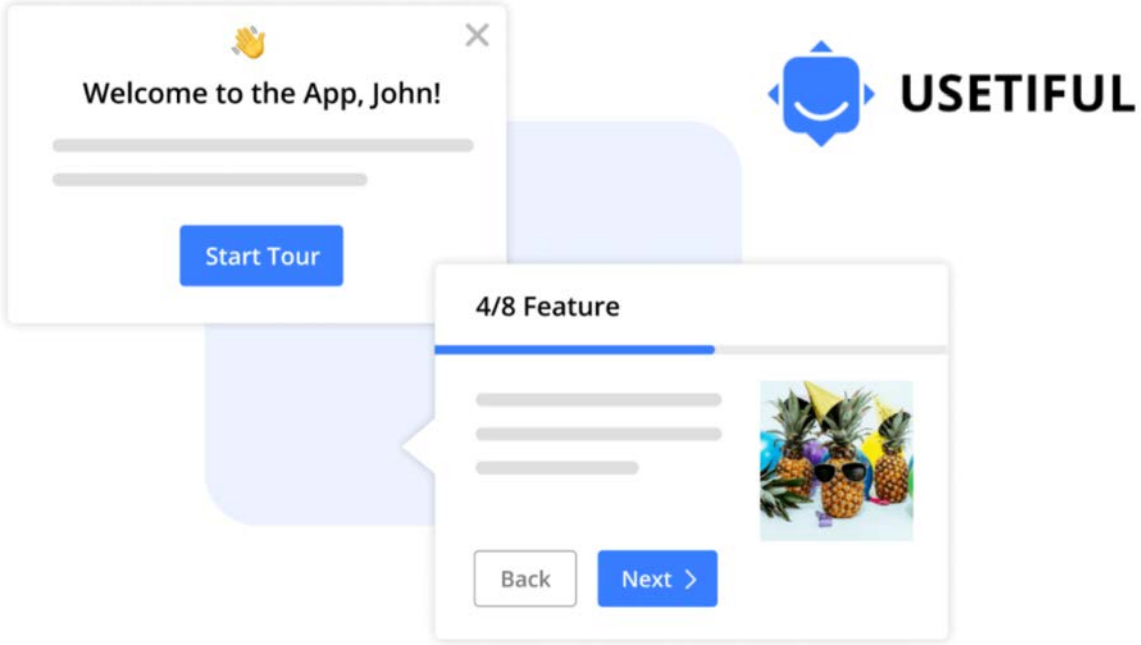
Step by step guides with Usetiful



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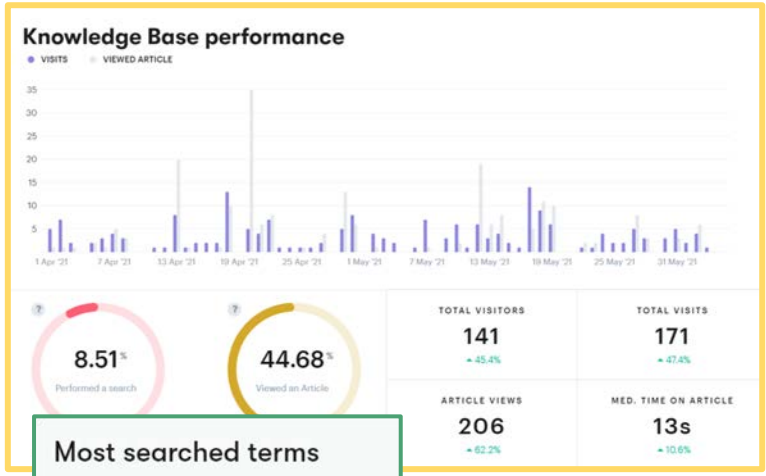
On demand help with Groove HQ



Most searched terms

SEARCH TERM
pathogen indix
outbreaks
notable
mrsa

Best free tools

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

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What is your favourite experience design tool?

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

Thank you!

gideon

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