User Experience Design for Academic Libraries

Ben Crabtree, UX Designer
The purpose of my presentation
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Answer these three questions
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What is UX Design?
The purpose of my presentation

Answer these three questions

What is UX Design?

What is the role of UX design in software development?
The purpose of my presentation

Answer these three questions

What is UX Design?

What is the role of UX design in software development?

How is the UX design process implemented at the BYU Library?
What is UX design?
What is UX design?

The feedback fueled design process of the overall experience a person has while interacting with a website or app.
Think of a website or app you used recently that you had a positive experience with.
Think of a website or app you used recently that you had a positive experience with.

What made that experience positive?
Think of a website or app you used recently that you had a negative experience with.
Think of a website or app you used recently that you had a negative experience with.

What made that experience negative?
Here are the common components of the websites and apps that you had positive and negative experiences with:
Form
Form

How an app or website was organized and expressed visually as an interface. (Information Architecture, Interaction Design, Visual Design)
Form

How an app or website was organized and expressed visually as an interface. (Information Architecture, Interaction Design, Visual Design)

Function
Form

How an app or website was organized and expressed visually as an interface. (Information Architecture, Interaction Design, Visual Design)

Function

What the interface of an app or website enabled you to do.
An example
A UX designer’s job is to:
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1. Gather requirements and data to determine what functionality is needed by users.
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2. Create a user interface to accommodate that functionality.
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2. Create a user interface to accommodate that functionality.

3. Iteratively perform user tests, interviews, etc. with the prototypes of that user interface to determine usability, utility and effectiveness.
How is this done?
How is this done?

Infusing the UX design process into the software development cycle.
The UX Process
The UX Process
The UX Process

Research
The UX Process

Research → Prototype
The UX Process

- Research
- Prototype
- Test
The UX Process

Research → Prototype → Feedback → Test → Research
The UX Process

Research → Prototype → Feedback → Test → Deliver
How does the UX process fit in with the overall project development timeline?
Benefits of the UX design process:
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1. It ensures we’re meeting users’ needs from the beginning of, and during, the product development process, not just at the end.
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2. It keeps change cheap.
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- Initial user research informs what users need to be able to do with the interface, increasing the probability of addressing the right problem to begin with, and decreasing the probability of major design/development changes later.
Benefits of the UX design process:

1. It ensures we’re meeting users’ needs from the beginning of, and during, the product development process, not just at the end.

2. It keeps change cheap.
   - Initial user research informs what users need to be able to do with the interface, increasing the probability of addressing the right problem to begin with, and decreasing the probability of major design/development changes later.
   - Iterative usability testing of product prototypes with users allow changes to be made more easily to the design earlier on using less expensive prototypes.
What are the two components of successful UX design?
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1. Ensuring designs serve organization goals.
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2. Striving for optimal usability through both form and function.
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Ensuring designs serve organization goals
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What does that mean?
Ensuring designs serve organization goals

What does that mean?
Ensuring designs serve organization goals

What does that mean?

1. Identifying organization goals
Ensuring designs serve organization goals

What does that mean?

1. Identifying organization goals

2. Keeping those goals in mind while creating design solutions.
What are the goals of the Library?
What are the goals of the Library?

1. Save students time and money.
What are the goals of the Library?

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2. Provide information resources and services that:
What are the goals of the Library?

1. Save students time and money.

2. Provide information resources and services that:
   - Support educational pursuits
What are the goals of the Library?

1. Save students time and money.

2. Provide information resources and services that:
   - Support educational pursuits
   - Promote information discovery
What are the goals of the Library?

1. Save students time and money.

2. Provide information resources and services that:

   - Support educational pursuits
   - Promote information discovery
   - Advance scholarship
What are the goals of the Library?

1. Save students time and money.

2. Provide information resources and services that:
   - Support educational pursuits
   - Promote information discovery
   - Advance scholarship
   - Nurture lifelong intellectual and spiritual growth
What are the two components of successful UX design?

1. Ensuring designs serve organization goals.

2. Striving for optimal usability through both form and function.
What is usability?
What is usability? A qualitative attribute that assesses how easy user interfaces are to use in regard to both form and function.
6 qualitative components of usability
6 qualitative components of usability

Learnability
6 qualitative components of usability

Learnability
Efficiency
6 qualitative components of usability

- Learnability
- Efficiency
- Memorability
6 qualitative components of usability

- Learnability
- Efficiency
- Memorability
- Forgivability
6 qualitative components of usability

- Learnability
- Efficiency
- Memorability
- Forgivability
- Satisfaction
6 qualitative components of usability

- Learnability
- Efficiency
- Memorability
- Forgivability
- Satisfaction
- Accessibility
How do we influence the effectiveness of each of the 6 components of usability?
How do we influence the effectiveness of each of the 6 components of usability?

Information architecture
How do we influence the effectiveness of each of the 6 components of usability?

Information architecture
Interaction design
How do we influence the effectiveness of each of the 6 components of usability?

Information architecture
Interaction design
Visual design
The 6th component
The 6th component

Accessibility
What is accessibility?
What is accessibility?

The practice of ensuring that your site is designed “to work for all people, whatever their computer hardware, software, language, culture, location, or physical or mental ability.”
How do we ensure accessibility?
How do we ensure accessibility? Essentially, following the standards that are found in the W3C accessibility guidelines.
The two components of successful UX design?

1. Ensuring designs serve organization goals.
2. Striving for optimal usability through both form and function.
How do we ensure our designs are usable and serve Library goals?
How do we ensure our designs are usable and serve Library goals?

1. Research
How do we ensure our designs are usable and serve Library goals?

1. Research
2. Prototyping
How do we ensure our designs are usable and serve Library goals?

1. Research
2. Prototyping
3. Testing
An example of the UX process in action here at the BYU Library
Questions?