Valuing the User Experience in Library Publishing

Sonya Betz, University of Alberta, @sfbetz
Kevin Stranack, Simon Fraser University, @stranack
Jeanette Hatherill, University of Ottawa, @jeanetteanneh
Session overview

Intro / UX in the wild

Activity

Speaker presentations

 UX & building the reputation and sustainability of library journal services
 UX & the software design cycle
 UX & the user - what’s in it for them?

Q&A
UX is everywhere

Focus on a deep understanding of users with the aim of improving the quality of their interaction

UX is everywhere

Focus on a deep understanding of users with the aim of improving the quality of their interaction

Exists in both virtual and physical spaces

Marked and increasing interest in library land

UX is everywhere

... whether we notice it or not!
In Stock.
Ships from and sold by Amazon.ca.
Gift-wrap available.

Quantity: 1

Add to Cart

or 1-Click Checkout

Buy now with 1-Click®

Order within 24hr 20min to get it:

Wed +3.99
Thu Free
Do you really want to cancel the reservation?
I’ve been posting my letters in the dog poo box for TWO YEARS

ALF, 91, CONFUSES DISPOSAL BIN FOR NEARBY POSTBOX
“Terrible Parking. Great variety of stores.”

“Wonderful shops, hell-ish parkade”

“Parking is horrible.”

“Parking is an absolute nightmare”

Reviewed 6 November 2015

“TIME FOR A DO-OVER BAYSHORE”

Reviewed 22 January 2017

I get it - the parkade is not that old, so you've invested a lot into it... but seriously. I no longer shop at Bayshore solely because of your parking. Is the designer of this fiasco still employed? It's just that much easier to go somewhere else where you don't get the hassles, and can find the same stores...... Sorry Bayshore...

More

Helpful? Thank theresamartin2016
I'm sure it is as much a social experiment as a shopping centre.
UX matters because users pay attention
Activity

Think - reflect on a good and/or bad experience you have had as a user

Pair - turn to your colleagues and discuss what you came up with

Share - we’ll ask the group to share some of the main points they discussed
To view Sonya’s video, click the link:

https://drive.google.com/file/d/0BwXbqVc9w_ukQlFoSW5ZMFpGeDQ/view?usp=sharing
To view Kevin’s video, click the link:

https://drive.google.com/file/d/0B3KLkMnEv7PHeXNBWGdqZFXZxxzg/view?usp=sharing
UX & the user

I’m the user so it’s all about me!
UX & the user

I’m the user so it’s all about me!

Sneak peek and a first look

Helps you think ahead to what changes you may need to prepare yourself (or your users) for
UX & the user

I’m the user so it’s all about me!

Sneak peek and a first look

Helps you think ahead to what changes you may need to prepare yourself (or your users) for

Library publishing, especially in open source, as community effort
Summary

UX matters: Influences the trust our users have in our publications, and the likelihood that readers will return repeatedly.
UX matters: Influences the trust our users have in our publications, and the likelihood that readers will return repeatedly.

Creating software and systems on your own is hard. Working with users makes it better for everyone.
Summary

UX matters: Influences the trust our users have in our publications, and the likelihood that readers will return repeatedly.

Creating software and systems on your own is hard. Working with users makes it better for everyone.

As users we have a role in the process, participation is key in community.
Questions?

Sonya Betz
Digital Initiatives Projects Librarian
University of Alberta
sonya.betz@ualberta.ca

Kevin Stranack
Associate Director for Community Engagement and Learning
Simon Fraser University / Public Knowledge Project
kstranac@sfu.ca

Jeanette Hatherill
Scholarly Communication Librarian
University of Ottawa
jeanette.hatherill@uottawa.ca