

User engagement through innovative user experience techniques

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Objectives

- What is User Experience?
- Medical Library case study
- Outcomes
- Where next?

What is User experience (UX)?

UX is now enjoying a broader definition which encompasses user experience of spaces and services too. UX in Libraries weaves together usability, and space and service design techniques under one umbrella.

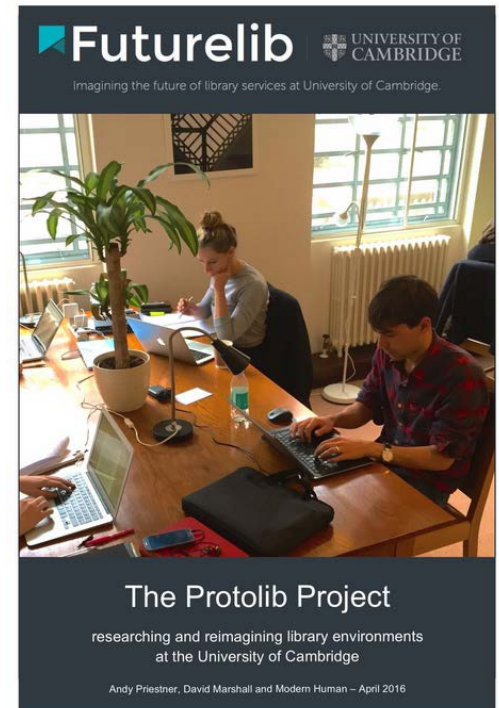
Andy Priestner – Information and Library Services Manager,
Judge Business School, University of Cambridge, May 2015

The UX Journey



**UX in the
Medical Library**

<https://futurelib.files.wordpress.com/2016/04/the-protolib-project-final-report.pdf>



UX in libraries

- Librarians and library services are extremely user focused
 - We seek out user opinions through survey, comments cards etc.
- WE think we know best but.....
 - We want to grasp our users views, discover how they use library spaces and services and realise their vision

We don't always take the obvious path



It's not right...



Our Customers

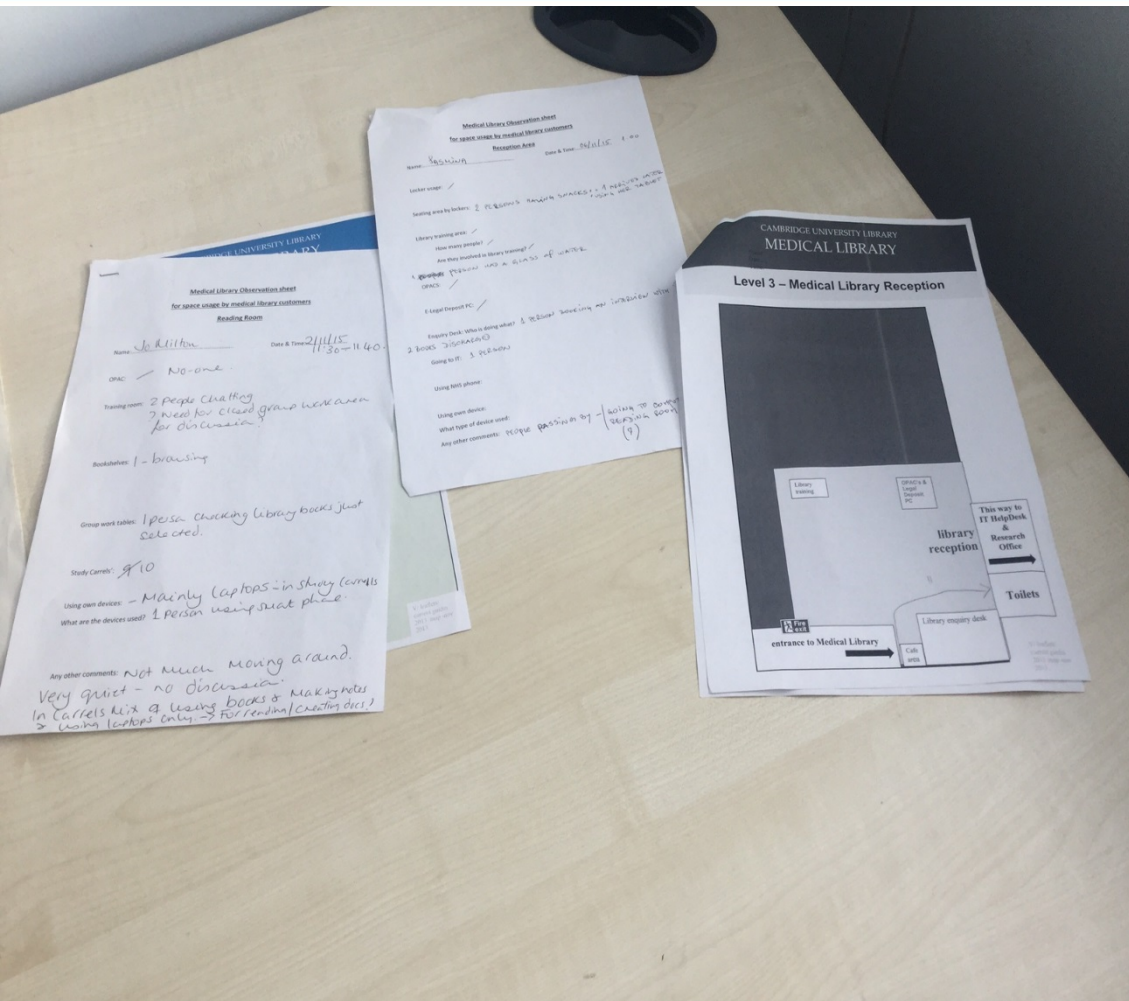


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Medical Library 2015



Observation



Library observations x 4 daily
for 10 mins (Monday – Friday)
X 3 (Saturday)

Reading room

Group work area

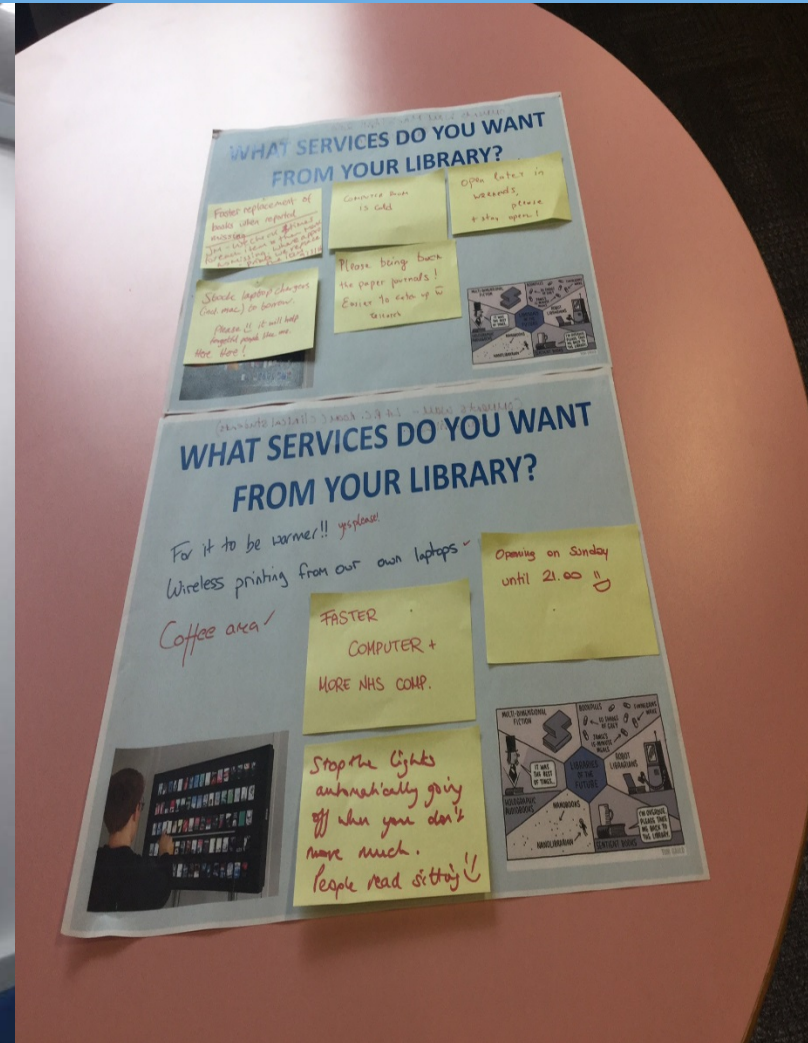
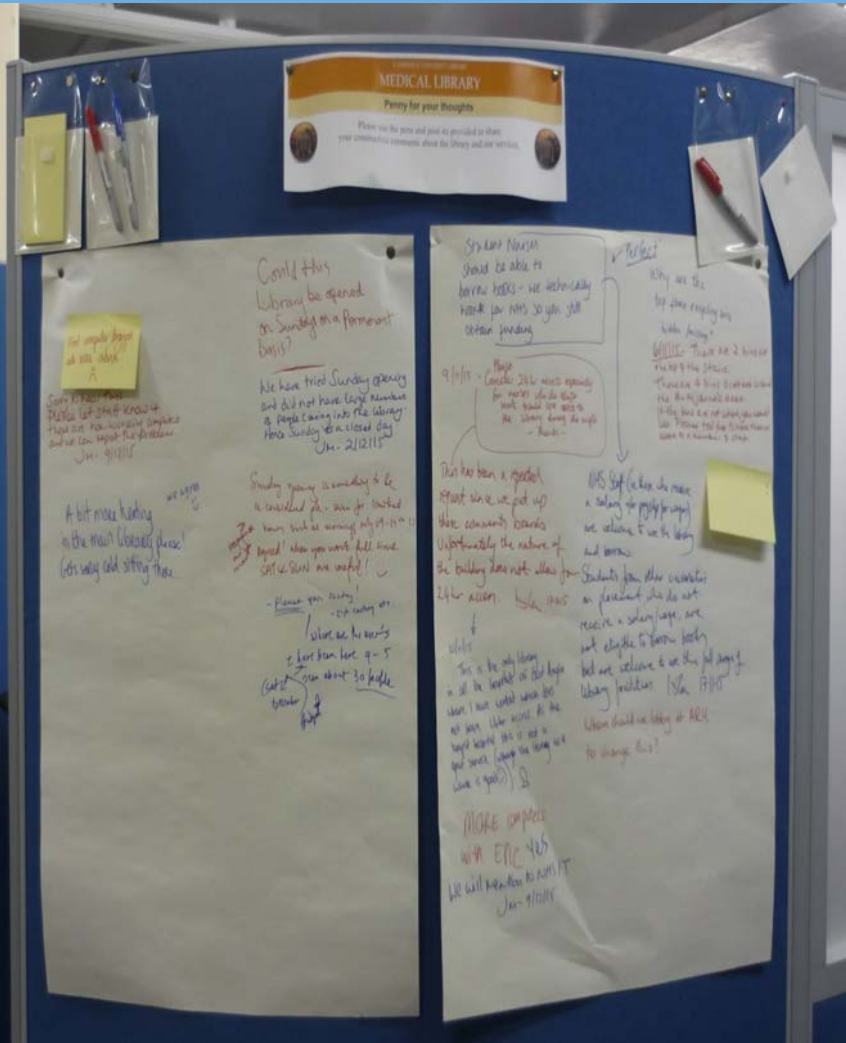
Reception area

PC room

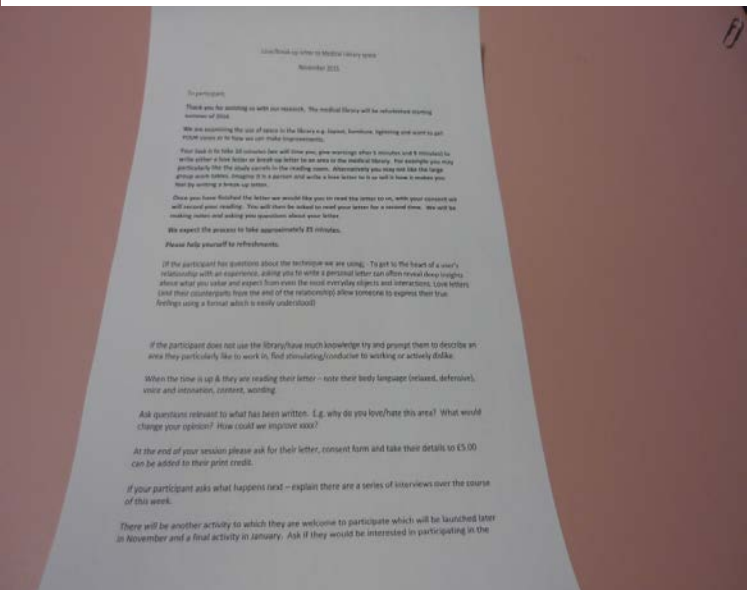
Observing user behaviour:

- Number of people
- What activities they are engaged in
- What equipment they are using & is it library equipment or their own

Graffiti Walls and directed comment boards



Letter Interviews



Design Workshops



The Surprises, the Quick Wins, the Ridiculous...

- Member of hospital staff feeling that the library is not the place for them and to “*get what I need and leave as quickly as possible. I only stay and work in the library if I have to*”.
- Stapler, phone chargers, desk lamps
- Mini fountain, Pizza vending machines



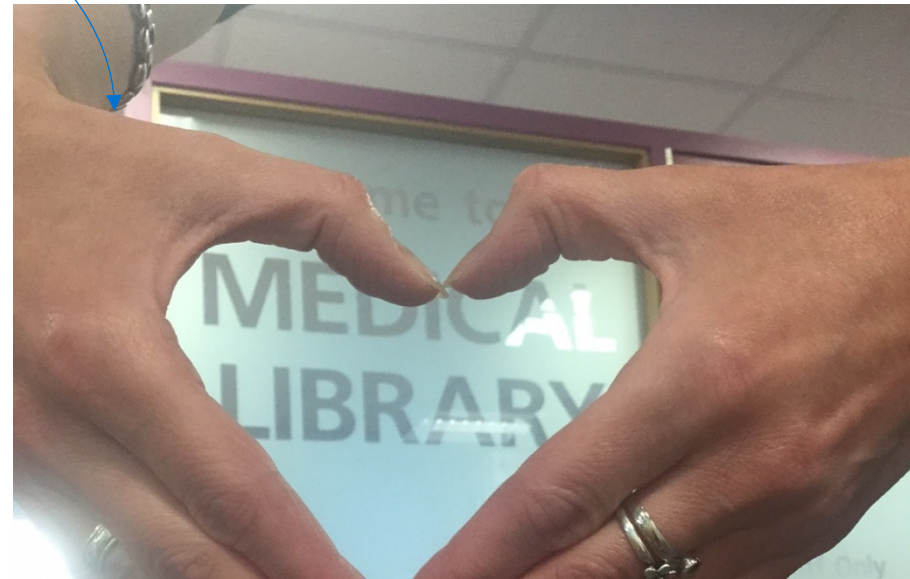
Our story \neq Your story

- Outcomes unique to our library, but generic, low-cost techniques applicable anywhere
- Better understanding of and engagement with library users, and of how they want *their* library to evolve
- Evidence to support redesign of library space

The UX Journey continues



**UX in the
Medical Library**



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- [@cam_med_lib](#)
- [@PolarPrincess](#)
- <http://tinyurl.com/JM-EAHIL062016-UXTechniques>