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User Experience Librarian

Central University Libraries
Southern Methodist University

UX/Methods
Lightning Talk
August 5, 2014

Patron Usage of
Info Commons
Measuring Info Commons Usage
Fondren Library Center at SMU

Evolution of Measurement Process

Detailed Templates by Area
(inspired by ethnographic methods)

One Overall Map
(inspired by ongoing headcounts)
How do patrons use this space?
Info Commons – 5 Areas:

North Bay Windows
- Variety: study tables, sofas, PCs

South Bay Windows
- Variety: study tables, sofas

Table Computers
- “open” PCs and Macs

Carrel Computers
- “private” PCs and Macs

Print/Scan/Ref Desk
- Short burst usage
Evolution of Info Commons
Measurement Templates

Detailed by Area
- Five templates, one for each area
- Observation of patrons over time
- Log complex counts of activities

One Overall Map
- One map of entire Info Commons
- Snapshot of seat/space occupied
- Log patron counts by Area
Library Space Assessment

Info Commons Usage at SMU

Detailed Template by Area

Section: North Bay
Date: Nov. 4
Time: 10:28 am
Observer: Zeller

Time 1: Library
Total: 25
Area: Total
Dep. III
Supplies
LT 9
HTCComp
Cncl
Tea 12
Book 12
Activities
Compl 1
Read
Social
Group
Rest
Help

Notes:
PC1 left and returned to PC2.
P2 group of guys
SM used to PC2 and back to sofa.

Time 2: Library
Total: 25
Area: Total
Dep. III
Supplies
LT 9
HTCComp
Cncl
Tea 12
Book 12
Activities
Compl 1
Read
Social
Group
Rest
Help

Notes:
PC1 left and returned to PC2.
P2 group of guys
SM used to PC2 and back to sofa.

Time 3: Library
Total: 25
Area: Total
Dep. III
Supplies
LT 9
HTCComp
Cncl
Tea 12
Book 12
Activities
Compl 1
Read
Social
Group
Rest
Help

Notes:
PC1 left and returned to PC2.
P2 group of guys
SM used to PC2 and back to sofa.

Section: South Bay
Date: Nov. 5/13
Time: 2:18-3:15
Observer: Helen

Time 2: Library
Total: 25
Area: Total
Dep. III
Supplies
LT 9
HTCComp
Cncl
Tea 12
Book 12
Activities
Compl 1
Read
Social
Group
Rest
Help

Notes:
Guy at MediaScope watching TV.
Guy at PC6 studying.

Time 3: Library
Total: 25
Area: Total
Dep. III
Supplies
LT 9
HTCComp
Cncl
Tea 12
Book 12
Activities
Compl 1
Read
Social
Group
Rest
Help

Notes:
One 2 arrives to measure 7.
Group arrives at PC6.

Time 2: Library
Total: 25
Area: Total
Dep. III
Supplies
LT 9
HTCComp
Cncl
Tea 12
Book 12
Activities
Compl 1
Read
Social
Group
Rest
Help

Notes:
Guy at MediaScope watching TV.
Guy at PC6 studying.

Time 3: Library
Total: 25
Area: Total
Dep. III
Supplies
LT 9
HTCComp
Cncl
Tea 12
Book 12
Activities
Compl 1
Read
Social
Group
Rest
Help

Notes:
Guy at MediaScope watching TV.
Guy at PC6 studying.

Section: South Bay
Date: Nov. 5/13
Time: 2:18-3:15
Observer: Helen

Time 2: Library
Total: 25
Area: Total
Dep. III
Supplies
LT 9
HTCComp
Cncl
Tea 12
Book 12
Activities
Compl 1
Read
Social
Group
Rest
Help

Notes:
Guy at MediaScope watching TV.
Guy at PC6 studying.

Time 3: Library
Total: 25
Area: Total
Dep. III
Supplies
LT 9
HTCComp
Cncl
Tea 12
Book 12
Activities
Compl 1
Read
Social
Group
Rest
Help

Notes:
Guy at MediaScope watching TV.
Guy at PC6 studying.
## Library Space Assessment

### Info Commons Usage at SMU

#### Data from Detailed Template

<table>
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<tr>
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<th>Time</th>
<th>Student PC capacity</th>
<th>Public PC capacity</th>
<th>Sofas capacity</th>
<th>Laptops capacity</th>
<th>Total capacity</th>
<th>Conversing %</th>
<th>% Patron Capacity</th>
<th>Student PC</th>
<th>Public PC</th>
<th>Sofas</th>
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<td>56%</td>
<td>50%</td>
<td>100%</td>
<td>69%</td>
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<td>50%</td>
<td>56%</td>
<td>57%</td>
<td>50%</td>
<td>73%</td>
<td>54%</td>
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<td>33%</td>
<td>44%</td>
<td>43%</td>
<td>50%</td>
<td>67%</td>
<td>41%</td>
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<th>Using</th>
<th>Student PC capacity</th>
<th>Laptops capacity</th>
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<th>Conversing %</th>
<th>% Patron Capacity</th>
<th>Print</th>
<th>Scan/Copy</th>
<th>Person/P</th>
<th>Money</th>
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<td>25%</td>
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<td>85%</td>
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<td>79%</td>
<td>60%</td>
<td></td>
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<tr>
<td></td>
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<td>60%</td>
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Print/Scan/Reference

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<th>Scan/Copy capacity</th>
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<th>Scan/Copy Person/P</th>
<th>Money</th>
<th>Ref Desk</th>
<th>Total</th>
<th>Conversing %</th>
<th>% Patron Capacity</th>
<th>Print</th>
<th>Scan/Copy</th>
<th>Person/P</th>
<th>Money</th>
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<td>0%</td>
<td>0%</td>
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<td>50%</td>
<td>0%</td>
<td>21%</td>
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<tr>
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<td>11:35 AM</td>
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<td>2</td>
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<td>0%</td>
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<td>0%</td>
<td>14%</td>
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<td>2</td>
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<td>0</td>
<td>2</td>
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<td>25%</td>
<td>25%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>50%</td>
</tr>
<tr>
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<td>11:45 AM</td>
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<td>2</td>
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<td>0</td>
<td>3</td>
<td>4</td>
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<td>50%</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>29%</td>
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### Carrel Computers

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Student PC capacity</th>
<th>Student Mac capacity</th>
<th>Total capacity</th>
<th>Conversing %</th>
<th>% Patron Capacity</th>
<th>Student PC</th>
<th>Student Mac</th>
<th>Laptops</th>
<th>Total</th>
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</thead>
<tbody>
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<td>11/6/2013</td>
<td>10:36 AM</td>
<td>12</td>
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<td>9</td>
<td>0</td>
<td>21</td>
<td>2</td>
<td>10%</td>
<td>75%</td>
<td>64%</td>
</tr>
<tr>
<td>11/6/2013</td>
<td>10:43 AM</td>
<td>13</td>
<td>1</td>
<td>9</td>
<td>0</td>
<td>22</td>
<td>0</td>
<td>0%</td>
<td>81%</td>
<td>64%</td>
</tr>
<tr>
<td>11/6/2013</td>
<td>10:57 AM</td>
<td>14</td>
<td>1</td>
<td>8</td>
<td>0</td>
<td>22</td>
<td>2</td>
<td>9%</td>
<td>88%</td>
<td>57%</td>
</tr>
</tbody>
</table>

### Table Computers

| Date       | Time   | Student PC capacity | Student Mac capacity | Total capacity | Conversing % | % Patron Capacity | Student PC | Student Mac | Not Using | Laptops | Total | Table | |
|------------|--------|---------------------|---------------------|----------------|--------------|------------------|------------|-------------|-----------|--------|-------|-------|
| 11/8/2013  | 1:05 PM | 4                  | 0                   | 7              | 2            | 1                | 1          | 1           | 33%      | 54%    | 25%   | 40%   | 40% |
| 11/8/2013  | 1:12 PM | 4                  | 0                   | 7              | 1            | 2                | 1          | 15%         | 33%      | 54%    | 14%   | 40%   | 40% |
| 11/8/2013  | 1:22 PM | 4                  | 0                   | 6              | 0            | 2                | 1          | 0%          | 33%      | 40%    | 0%    | 40%   | 40% |
Detailed Template

Advantage:

Details!

Disadvantage:

Unsustainable
Detailed Template

Observation Effort:

- Observations require extended time and intensive focus
- Logging of multiple activities, etc., difficult to capture it all
- Different template for each Area, need multiple sessions to capture one picture of Info Commons activity
- Template not conducive to quantitative coding
One Overall Map

Snapshot of the entire Info Commons

- Mark “x” for each person
- Conversations: circle the x’s
- Note anomalies, issues

Map provides context:
Can tabulate various counts after-the-fact
Library Space Assessment

Info Commons Usage at SMU

One Overall Map

Date: 12/4/2013
Observer: Zoetti

<table>
<thead>
<tr>
<th>Time 1</th>
<th>Time 2</th>
<th>Time 3</th>
<th>Time 4</th>
<th>Time 5</th>
<th>Time 6</th>
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<tbody>
<tr>
<td>Total</td>
<td>69</td>
<td>Total</td>
<td>75</td>
<td>Total</td>
<td>75</td>
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<tr>
<td>NBay</td>
<td>21</td>
<td>NBay</td>
<td>25</td>
<td>NBay</td>
<td>25</td>
</tr>
<tr>
<td>TbComp</td>
<td>13</td>
<td>TbComp</td>
<td>25</td>
<td>TbComp</td>
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<tr>
<td>CaComp</td>
<td>10+</td>
<td>CaComp</td>
<td>24</td>
<td>CaComp</td>
<td>24</td>
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<tr>
<td>Pr/Sc/Ref</td>
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<td>Pr/Sc/Ref</td>
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<td>Pr/Sc/Ref</td>
<td>7</td>
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<tr>
<td>SBay</td>
<td>11</td>
<td>SBay</td>
<td>14</td>
<td>SBay</td>
<td>14</td>
</tr>
</tbody>
</table>

Reference Collection
Reference Collection
Reference Collection
Reference Collection
### Info Commons Usage at SMU

#### One Overall Map

**Advantage:**
Map markings enable quantitative exploration of Info Commons activity after-the-fact

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>North Bay</th>
<th>Total</th>
<th>Conv %</th>
<th>Table Computers</th>
<th>Carrell Computers</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>PC</td>
<td>Sofas</td>
<td>Tables</td>
<td>Total</td>
<td>Conv</td>
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<td>11/6/2013</td>
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<td>21</td>
<td>14</td>
<td>6</td>
<td>41</td>
<td>27</td>
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<tr>
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<td>9</td>
<td>6</td>
<td>5</td>
<td>20</td>
<td>20</td>
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<tr>
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<td>9</td>
<td>7</td>
<td>5</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>11/11/2013</td>
<td>11:15 AM</td>
<td>12</td>
<td>6</td>
<td>6</td>
<td>24</td>
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<td>2:45 PM</td>
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<td>7</td>
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<td>26</td>
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<td>21</td>
<td>21</td>
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<td>10</td>
<td>3</td>
<td>25</td>
<td>25</td>
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<td>8</td>
<td>6</td>
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<td>12</td>
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<td>4</td>
<td>24</td>
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</table>
Library Space Assessment

### Info Commons Usage at SMU

#### One Overall Map

**Advantage:**

Map markings enable quantitative exploration of Info Commons activity after-the-fact.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>South Bay</th>
<th>Print/Scan/Cp</th>
<th>Print/Scan/Cp</th>
<th>PC</th>
<th>Money</th>
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<td>4 Scan/Cp</td>
<td>2 PC</td>
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<td>11:00 AM</td>
<td>1 No</td>
<td>3 Sofas</td>
<td>9 Tables</td>
<td>13 Total</td>
<td>46% Conv</td>
<td>4 Print</td>
<td>0 Scan/Cp</td>
<td>0 PC</td>
</tr>
<tr>
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<td>0 Print</td>
<td>1 Scan/Cp</td>
<td>0 PC</td>
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<td>11:15 AM</td>
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<td>11 Tables</td>
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<td>0 Print</td>
<td>0 Scan/Cp</td>
<td>0 PC</td>
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<td>0 PC</td>
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<td>7 Tables</td>
<td>11 Total</td>
<td>27% Conv</td>
<td>6 Print</td>
<td>0 Scan/Cp</td>
<td>1 PC</td>
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<td>1:30 PM</td>
<td>1 No</td>
<td>2 Sofas</td>
<td>11 Tables</td>
<td>14 Total</td>
<td>29% Conv</td>
<td>3 Print</td>
<td>1 Scan/Cp</td>
<td>1 PC</td>
</tr>
<tr>
<td>12/5/2013</td>
<td>9:40 AM</td>
<td>2 Yes</td>
<td>2 Sofas</td>
<td>9 Tables</td>
<td>13 Total</td>
<td>54% Conv</td>
<td>4 Print</td>
<td>1 Scan/Cp</td>
<td>0 PC</td>
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<tr>
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<td>4:00 PM</td>
<td>4 No</td>
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<td>15 Tables</td>
<td>21 Total</td>
<td>38% Conv</td>
<td>4 Print</td>
<td>0 Scan/Cp</td>
<td>2 PC</td>
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</table>
One Overall Map

Advantage:
Map markings enable quantitative exploration of Info Commons activity after-the-fact

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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>All Areas</th>
<th>% Usage Capacity by Area</th>
<th>% Usage Capacity by Type</th>
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<td>9:40 AM</td>
<td>71</td>
<td>44% 40%</td>
<td>57% 52%</td>
</tr>
<tr>
<td>12/5/2013</td>
<td>4:00 PM</td>
<td>89</td>
<td>59% 40%</td>
<td>70% 84%</td>
</tr>
</tbody>
</table>
Questions?

Thank you! 😊