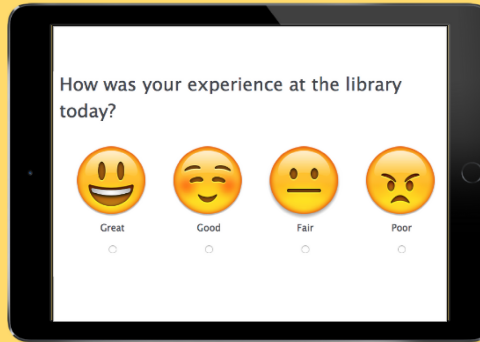


# MICROFEEDBACK

## in the library

Small & simple feedback at timely moments, placed in appropriate locations.



### Why

Use this method to **evaluate in-person library experiences** such as service desk interactions, noise levels, furniture, or space availability.

### How

Decide on **the goal and research questions** for your survey. Keep it specific, small, and relevant to the in-person experience. Create your **survey with 1-3 questions** related to your study goal.

### What

You'll need: **an iPad** secured to a desk or mounted in a stand, **an online survey tool** like Google Forms or SurveyMonkey. Use an eye-catching first page or an emoji question to attract attention.

### Where

Install the survey in an **appropriate location**. Collect data until you have enough information to confidently answer your research question or **until a pattern emerges**.



Case Studies @  
Harvard Library

### Noise Assessment

Staff at Countway Library were concerned that noisy construction was a nuisance to users in the library. They set up a survey to capture feedback about the noise level (planning to share data with facilities) and found that users weren't actually disturbed by the noise.

### Most Loved Areas

Before beginning a project to create a video for new students, staff at the Gutman Library set up a survey that asked current students what parts of the library were most important to them. The features that were voted most-valued in the survey were included in the video.

### Customer Service

Access Services managers wanted to evaluate the service quality provided at several different locations, so used the same microfeedback survey in 3 locations to compare service levels. Results were shared with local desk staff.



HARVARD LIBRARY  
User Research Center

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