Defining User Experience in Libraries

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Questions about whether design is necessary or affordable are quite beside the point: design is inevitable. The alternative to good design is bad design, not no design at all.
— Douglas Martin

“As far as the customer is concerned, the interface is the product.”— Jef Raskin
Defining UX for Libraries

“User experience employs user research and user-centered design methods to holistically craft the structure, context, modes of interaction, and aesthetic and emotional aspects of an experience in order to facilitate satisfaction and ease of use.”
Project Planning & Execution

- Communicate early & often for stakeholder buy-in
- Establish design principles for coherent vision
- Craft wireframes to make important decisions early
- Coordinate development cycles with team
- Assess at every opportunity
- Keep moving
Example: Design Principles

- Organize by user needs, not by internal structures and facilities
- Streamline access to search and research
- Present the Library as place, space and community
- Embed instruction where appropriate (not in a silo)
- Facilitate rich engagement with our special physical and digital collections
- Make our site accessible, responsive, and search engine friendly
- Enable embedded news and updates from our distributed service points
- Make content updates easy
Example: Wireframes

The University of Virginia Library, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Quam euismod sem. 

Libraries & Labs  
Link Two  
Link Three  
Support the Library  

Improve Your Research
- Research Guides  
- Databases A-Z  
- Journal Finder  
- Library Instruction  

Find Spaces & Services
- Map of the Libraries  
- Room Reservations  
- Scanning  
- LEO Delivery  
- Interlibrary Loan  

Have questions? Need help?  
Phone: 434.924.2031  
Email: library@virginia.edu  
Chat now
Organizing for UX

✔ All the tools: assessment, design, communication, content
✔ Close relationships with creators
✔ Empowered to act
✔ Avenues for broad communication

✘ Disconnected assessment & design
✘ No organization-wide UX vision
✘ Too many white papers
✘ Decision-making committees 😞
Thanks!

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