MASTERING THE ART OF UX

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UX OFFICE
SLA, BOSTON 2015
Please leave this chair here. It's for users to sit when getting help from a librarian.
Normal Modes UX Maturity Model

UX Maturity Model

Stage 5: Mastered
Stage 4: Committed
Stage 3: Emerging
Stage 2: Exploring
Stage 1: Unimportant
SPEED LIMIT 20

CELL PHONE USE PROHIBITED

7:00AM-8:00AM
2:30PM-3:30PM

NO TEXTING WHILE DRIVING
ORD#1908
“Darn these hooves! I hit the wrong switch again! Who designs these instrument panels, raccoons?”
I struggle with the library website.

When she couldn’t navigate the library site and database list page, she returned to Google and searched for “Fondren EBSCOhost”. This took her directly to a page listing NetLibrary (eBooks) and Academic Search Complete links, and she fed Net Library page. She was not sure that she was searching eBooks.

Even when looking directly at the library website, users generally can’t recreate a navigation path that previously led them to results.

She doesn’t use the school library because the library website itself is hard to navigate to, and then “when you get there, it’s confusing how you’re supposed to use it.”

When looking at the public library, she find the one she “I’m not even sure to be honest.”
The User Experience Office:

- Has a commitment to quality research to help guide and inform Fondren Library decision-making processes and the enhance the user experience at all points in the library.

- Conducts ethnographic research

- Conducts usability testing on the mobile website and the library website

- Creates compelling experiences for our users
Room Reservations

Needed a classroom reservation system that would:

• Email out to Libstaff or selected staff notifications of tours
• Let visitors see when they could book tours/research time
• Help staff understand the priorities of room booking
Whiteboard tables
Presentation Practice Room
We want to know about you!
Diving into Agile!
USABILITY: JAKOB SAYS 5. I SAY MORE.
10 Usability Heuristics for User Interface Design

by JAKOB NIELSEN on January 1, 1995

Summary: Jakob Nielsen's 10 general principles for interaction design. They are called "heuristics" because they are broad rules of thumb and not specific usability guidelines.
“I believed that with a little bit of instruction most people could do a lot of what I do themselves, since much of it just seems like common sense once you hear it explained.”

- Steve Krug

> Krug video clip: https://www.youtube.com/watch?v=QcklHzHC99Xc

Source: stevekrug.com 2014
NASA-TLX

- Measures along 5 dimensions
  - Mental demand
    - How mentally demanding was the task?
  - Physical demand
    - How physically demanding was the task
  - Temporal demand
    - How hurried or rushed was the pace of the task
  - Performance
    - How successful were you in accomplishing what you were asked to do
  - Effort
    - How hard did you have to work to accomplish your level of performance
  - Frustration
    - How insecure, discouraged, irritated, stressed and annoyed were you?

WHY ETHNOGRAPHY

- Studying people in their environment means studying people in their natural, comfortable state. You are also learning about the setting in which they do whatever it is you are curious about.

- Why ethnography vs. usability testing

- Ethnography is most effective for a specific market or a population: “We want to learn more about how [who] approaches/thinks about [what big thing].”

- “But what if I don’t hear about [my product/company/big thing]?”

Tip: Call your study a “Contextual Inquiry”
The vulnerable observer

Resisting the urge to correct or fix.

Clarifying expectations so that uncomfortable topics can be raised.

“The worst that can happen in an invulnerable text is that it will be boring. But when an author has made herself or himself vulnerable, the stakes are higher. To write vulnerably is to open a Pandora’s box. Who can say what will come flying out?”

“When you write vulnerably, others respond vulnerably. A different set of problems and predicaments arises which would never surface in response to more detached writing.”
SAMPLE SIZE: CONTEXTUAL INQUIRY

What the User Research Group at EBSCO does; what I recommend you do

User Research @EBSCO:

Usability sample size:
7-10 participants

Ethnographic sample size:
Start with 12 (8+50%), end at twentysomething.

You:

Usability sample size:
5-7 participants

Ethnographic sample size:
8-10 participants

Two words about recruiting: It’s difficult Social Media!
PLAN YOUR SESSIONS

• Plan the topics to be discussed with each participant and get stakeholder agreement (no need to write questions in advance, “Talk to me about [x]”:
  – How research is assigned, what is their process for conducting research, How I learned
  – Library & librarian interaction, who do they ask for help
  – Mobile, printing, saving, sharing
  – What are their challenges in the research process
  – Social media, more

• Researchers per session (2, 3 is max)
• Schedule sessions for 2 hours each
• Stipends
• Release Forms
• For researchers - recording app on phone, plan for parking, food, bio breaks
It’s Not About You

It starts with a simple question. And remember, the user is driving the session.

Start with

When was the last time you searched in support of your studies?

Next: Can you please show me how you did that?
YOUR JOB AS RESEARCHER

You’re there to learn about “Jane”, to explore her world. **Not to validate** stakeholder assumptions.

You’re waiting for the moment when Question-Answer into Question-Story (be patient!).

Focus on ‘connectors’ — threads that will help you weave the story together later.

Example of connector: John Green book/Vlog Brothers/YouTube.

- Source: Steve Portigal, *Interviewing Users*
• Bring notes to session
• Write post-its as you go
• Map them into hierarchies that align with your subject categories (large groupings, such as “Search”, “The Library” etc).
MORE COMPLEX: AFFINITY MAPPING

• Distill down findings with team after each session
• Create first-person notes from findings:
  – **Good note:** “I use Google to find my library website because everything for me starts in Google.”
  – **Poor note:** “Google is great.”
  – 30-60 notes per session, print notes (note: post-its lose stickiness!)
STAKEHOLDER REVIEW

• Invite stakeholders (and others!) in to “walk the walls”.
• Provide post-it notes and sharpie markers, let people write notes/comments about product ideas, features, services.
• **Document** hierarchies and ideas!
Fondren Library - User Experience Office (UX)

CURRENT PROJECTS:
*LMS USABILITY/ASSESSMENT (SUMMER 2015)*.

Final Reports (PDF)
- 2012 Institutional Repository scholarship.rice.edu
- 2012 Research Flow
- 2013 Focus Group (Study Rooms) Executive Report
- 2013 Usability Testing The Classic Catalog & OneSearch

Project Documentation:
- 2010 Establishing fondren@brc: Insights from a User Study (June 2010-August 2010)
- 2010 Participated in a Sakai, multi-institutional project
  (December 2009 Spring 2010) Report: Why and How do Instructors Use Scholarly Resources in
Personalize and visualize your findings for stakeholders.

- Use participant quotes to illustrate pain points.
- Use screenshots to illustrate and reenact experiences.
- Use topic headings from research to guide categorization of findings.
- What we thought/what we learned format works well.

- Consider using CIF-Common Industry Format
  \(\text{zing.ncsl.nist.gov}\)
Getting your results implemented

• Be rigorous in your data collection and analysis
  – Do not engage in speculation
  – Do not take short cuts or guess

• Let the data do the talking!!

• Be a team player
  – Ease into the process
  – You can lead a horse to water but you can’t make him drink
  – Successful HF practitioners are skillful in their people skills (Kortum and Motowidlo, 2006)
FAQ
Get answers to your questions about depositing your work in the RDSA.

Welcome to Rice University's digital scholarship archive

Rice's institutional repository, a web site where the university's intellectual output is shared, managed, archived, and preserved. Most materials come from Rice faculty members' research, electronic theses and dissertations, and digitized collections of rare or unique books, images, musical performances, and oral histories. The archive runs on DSpace, an open source software package.

If you have questions about this archive? Read our FAQ.
Recommendations

On main page: boxes describing collections are too large- users would like a smaller size. Speed of graphics are too fast- slow down.

Improve noticeability of gear icon and perhaps offer more functionality here, including emailing out records or printing.

Users are confused about Account Login and Usage Statistics- clarify in some way, either on the log-in page, or as a hover.

Rethink video clip display. (Names of interviewee/interviewer)

Aim for meaningful thumbnail icons and abstract length consistency.
Optimal Workshop

OptimalSort

Online Card Sorting Software

A card sort is a quick and easy way to find out how people think your content should be organised. It’s a useful approach for designing information architecture, workflows, menu structure or website navigation paths.

Now we’ve made card sorting even easier with OptimalSort - the online card sorting tool preferred by information architects, web designers and content writers the world over. OptimalSort gives you the user insights you need to make informed information architecture decisions.

Sounds like what you’re looking for?

Try a demo as a participant ➔ See the results as a UX researcher ➔ Sign up to try it out!
UX MAN ACCUSED OF HAVING SUPER HUMAN POWERS!

WHY?

CLONING

MIND READING

ENCHANTMENT

Design Interactive HTML Prototypes for Web & Apps with Axure RP

LEARN MORE
Great Research. Made Easy!

A cross-platform app for analyzing qualitative and mixed methods research with text, photos, audio, videos, spreadsheet data and so much more.

WHY IS DEDOOSE SO AWESOME?
Description

Dragon Dictation is an easy-to-use voice recognition application powered by Dragon® NaturallySpeaking® that allows you to easily speak and instantly see your text or email messages. In fact, it's up to five (5) times faster than typing on the keyboard.

With Dragon Dictation you can also dictate status updates directly to your Social Networking application.

What's New

Feb 15, 2013

Bug fixes

Information

Seller: Nuance Communications
Category: Business
Updated: Feb 15, 2013
Version: 2.0.28
Size: 9.1 MB
Rating: 4+
Compatibility: Requires iOS 4.0 or later. Compatible with iPhone, iPad, and iPod touch.
Special Thanks to:

Kate Lawrence, Ebsco User Research
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Dr. Phil Kortum, Rice University
Keep calm and UX on.
Debra Kolah
User Experience Librarian/Physics, Math, Astronomy Librarian

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