

Assignment #2
Project Brief
User Research and Context

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Background and Introduction

The Upper Sandusky Public Library is seeking a UX professional to redesign their current web-page. While offering a lot of information to the user, the information is scattered throughout the site and is difficult for users to locate. The emphasis of this project focuses on the information's accessibility. The site contains a wide array of information, including link access to the on-line catalog. This external link provides the user with a hybrid search system allowing them to search the library via multiple fields: title, subject, author, and ISBN. It also allows the user to search only the Upper Sandusky Public Library. Other information on the site is varied and combines task-oriented topics, such as tax information and reserving the on-site meeting rooms, along with topical organization including teen outreach programs and preschool storytime. The library also requests the updates be easy for their small staff to manage, as they are a small-town library of limited resources.

Research Protocol

Research was conducted in three ways: one focusing on the users, the second focusing on librarians or content/web managers and lastly a literature review.

Users

An informal survey was created on social media asking the following questions

- What should a good library website include?
- What problems would you like solved?
- What kind of features would be most helpful?

In total, twenty people across the country responded.

Librarians and Content/Web Managers

Several librarians or content/web managers were contacted across the United States via email or telephone. Local librarians were visited in person. The following questions were asked:

- [A feature about each individual website was chosen to highlight for this question. The feature was explained and a version of the following question was asked.] How did you decide what information should be linked in that area?
 - Do you know any analytics about your site? How many people visit daily? When do they access your site and on what devices?
 - Have users given you any feedback about the site? Complaints? Complements? If so, what was the feedback? If people have issues with the site are you able to correct them?
 - How are decisions about content addition, subtraction, or changes made? What does the process entail and who is involved?

- Do you have a “wish list” for the site? What do you think should be included/removed/revise?
- In some of my research, I have come across libraries implementing mobile applications for the library in addition to the website. What are your feelings on a mobile app for the _____ library?
- What areas of the website are used the most?
- Do you know why most users access the site? For example, are they looking for hours, how to return books, or directions?
- Who accesses your site the most? Are there specific groups of users (students, parents, teachers) that access the site more often? If so, what do they access?

Respondents from the Altoona Area Public Library Central Library in Altoona, Pennsylvania and Iowa City Public Library in Iowa City, Iowa responded with all questions answered. Additional respondents have agreed to answer the research questions and their results are pending. These respondents are:

- Pleasant Hills Library, Pleasant Hills Pennsylvania
- The Public Libraries of Cambria Country Pennsylvania
- Salt Lake City Public Library, Salt Lake City, Utah
- Cleveland Public Library, Cleveland Ohio

Literature Review

The following books or research studies were included in the literature review:

User Experience in Libraries: Applying Ethnography and Human Centered Design edited by Andy Priestner and Matt Borg, 2016

Libraries at the Crossroads by Pew Research Center, George B Horrigan, September 15, 2015.

7 Surprises About Libraries in Our Surveys by Pew Research Center, Lee Rainie, June 30, 2014.

Libraries and Learning by Pew Research Center, Lee Rainie, April 7, 2016.

Responsive Web Design for Libraries by Matthew Reidsma, 2014.

Research and Statistics in Libraries and Librarianship in 2013 by Kathy Rosa, 2013.

Useful, Usable, Desirable: Applying User Experience Design to Your Library by Aaron Schmidt, 2014

Library Services in the Digital Age by Pew Research Center, Kathryn Zickuhr, Lee Rainie, and Kristen Purcell, January 22, 2013.

Results: Users and Librarians/Content Mangers

The following insights were gained from the interviews with library users and librarians or content managers:

- Redesigning library websites is a high priority right now. Of the six libraries contacted, four are currently in some phase of redesign.
- The most important feature for a library website is the ability to search the card catalog. All respondents indicated that search functionality was paramount.
- Users also want to be able to login to their account to hold books, create a wish list, renew books, check due dates, and to pay fines.
- Hours and location are a focus of many library user's reasons to access a library website.
- Patrons also check the calendar for upcoming events and programs.
- Users would also like a way to suggestion books for the library to acquire or purchase.
- Visitors to the physical library would like to be able to see an interactive map or floor plan. This also is valuable on the website so users are able to plan their visit ahead of time.
- Users need access to interlibrary loan information.
- The ability to chat with a librarian is also helpful.

Information from Altoona Area Public Library:

- The most accessed areas are the card catalog, the events calendar, and the obituary page.
- A mobile application will not be implemented. It was determined that it is an unnecessary expense with little return on investment.

Information from Iowa City Public Library

- The card catalog search box is the most commonly area accessed.
- Library users are able to login to their accounts from the mobile application.
- Parents login to the application most often to track their child's reading progress.
- Iowa City's traffic peaks early in the week and approximately 1000-1500 users frequent the site per day.
- Students use the website more often. Parents represent the second largest browsing group.
- Most visits come from desktop users. iPhone users are the most common mobile devices.
- After the card catalog, users most commonly access hours and locations, events, and borrowing information.

Literature Review

According the Pew Research:

- 39% of Americans 16+ have gone to a library website
 - 37% are 16-29
 - 37% are 30-49
- 64% of these Americans have visited the library website in the last 12 months
- 39% of library website users earn \$75,000 or more per year
- 35% of library website users earn \$50K - \$74,999 per year
- Most library website users are under 50 years old.
- 47% of library website users have some college level education
- Women are more likely to access library websites
- 37% of library website users are white
- 37% of users are parents of minors
- 82% of library website users searched the library catalog
- 62% of library website users reserved books online
- 51% of library website users accessed the online databases
- 48% of library website users accessed programs and events
- Those aged 65+ are less likely to utilize library services
- Of library website users:
 - 94% are Internet users.
 - 76% are smart-phone users
 - 74% utilize social media
 - 74% have home broadband Internet access

Personas - Primary Focus



**Katherine
Richardson**
The Mom

“ I love being a mom. And I love taking my kids to the library. It's important that they read as much as possible. I just have so many things to do! ”

Friendly. Great people skills. Outgoing, social, group oriented. Does not like to be alone. Open. Likes to be the center of attention. Likes external praise. Likes crowds.

Technological Skills

Internet

Desktop Computer Skills

Social Media

Library Search Skills

Mobile Applications

Age 48

Sex Female

Education Bachelors Degree

Salary \$68,000/yr

Household Information Married, four children ages 6, 9, 11, and 13,

Goals

- Using the library website for information on events
- Check out books for herself and her children
- Involve her children in reading

Motivations

- Instilling a love of reading in her children
- Events and programs at the local library help children develop social skills needed in life
- Helping out and volunteering helps develop a sense of community

Pain Points

- Busy! It's a struggle to get the books back on time.
- With all four kids in tow, it can be difficult to find things in a timely fashion.
- With children in multiple age groups, it can be difficult to find programs or events for them all.

Common Tasks

- Checking out books to read with her children
- Renewing books
- Checking calendar for new events
- Volunteering time for new events and programs
- Organizing community activities

Personas - Primary Focus



Zoe Ritchie
The Student

“ Being on my own in school is kind of tough. I use the library because I need information for a lot of research projects. It is so important for me. ”

Quiet, reserved. Private and hidden. Isolated and not influenced by others. More interested in intellectual pursuits. Disorganized and messy.

Technological Skills

Internet ■ ■ ■ ■ ■

Desktop Computer Skills ■ ■ ■ ■ ■

Social Media ■ ■ ■ ■ ■

Library Search Skills ■ ■ ■ ■ ■

Mobile Applications ■ ■ ■ ■ ■

Age **18**

Sex **Female**

Education **High School**

Salary **\$9.50/hr**

Household Information **Single, only child in family**

Goals

- Using the library to check due dates and renewal information
- Searching the library for books needed for class
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Motivations

- Maintaining a high grade point average
- Graduating with honors
- Employment post graduation in a high-paying position
- Reading for pleasure when possible

Pain Points

- Not a lot of money to pay late fines
- Class schedules are demanding
- Work schedule means she may not be able to go to the library during normal hours
- Often needs help deciding how to site information in research papers

Common Tasks

- Searching for books needed in class
- Searching information databases for research projects
- Checking out books from interlibrary loans
- Renewing books checked out without having to travel

Personas - Secondary Focus



Lucas
Clemons
Average Guy

“ I use the library to get DVDs from time to time. I also use it for printing from time to time. I know a lot of people get tax forms from the library but I don't know much about it. ”

Quiet, kind, and conscientious. Often puts the needs of others above their own needs. Observer with rich inner world of observations about people. Very perceptive of other's feelings.

Technological Skills

Internet

Desktop Computer Skills

Social Media

Library Search Skills

Mobile Applications

Age 36

Sex Male

Education Associates Degree

Salary \$38,000/yr

Household Information Single

Goals

- Renting DVDs
- Expanding knowledge of services libraries provide

Motivations

- Using the library for entertainment purposes
- Using the library to print resumes and cover letters
- Seeing what the library can offer him aside from DVDs and printing services

Pain Points

- Does not frequent the library often
- Does not know all the services provided by the local library
- Does not know where to find services the library provides

Common Tasks

- Print services
- DVD rental

Personas - Secondary Focus



Gordon Nicholson
The Gentleman

“ I’m retired. I have a lot of free time, but I don’t need anymore books. The library can’t offer me very much. ”

Sociable. Group oriented. Practical, traditional and organized. Likes to be in charge. Capable at organizing and running activities. A good citizen who values security and peaceful living.

Technological Skills

Internet

Desktop Computer Skills

Social Media

Library Search Skills

Mobile Applications

Age **68**

Sex **Male**

Education **Masters Degree**

Salary **Retired**

Household Information **Single**

Goals

- Relaxing and enjoying retirement
- Exploring ways to spend time
- Volunteering

Motivations

- Since retiring, he wants to spend time doing more community focused activities
- Learning new skills
- Has a lot of free time to devote to new hobbies

Pain Points

- Does not frequent the library often
- Does not know all the services provided by the local library

Task Matrix

| | The Mom | The Student | Average Guy | The Gentleman |
|---------------------------------|---------|-------------|-------------|---------------|
| Activity | | | | |
| High Priority Tasks | | | | |
| Search Card Catalog | X | X | X | |
| Borrowing Options | X | X | X | |
| Hours/Location | X | X | X | X |
| Map/Floor Plan | X | X | X | X |
| Events/Programs | X | X | X | X |
| Medium Priority Tasks | | | | |
| Interlibrary Loan | | X | | |
| Purchasing Suggestions | X | X | | |
| Librarian Info | X | X | | |
| Donations | | | | X |
| Search Magazines and Newspapers | X | X | | |
| Obituaries | | | | X |
| DVDs/CDs | | | X | X |