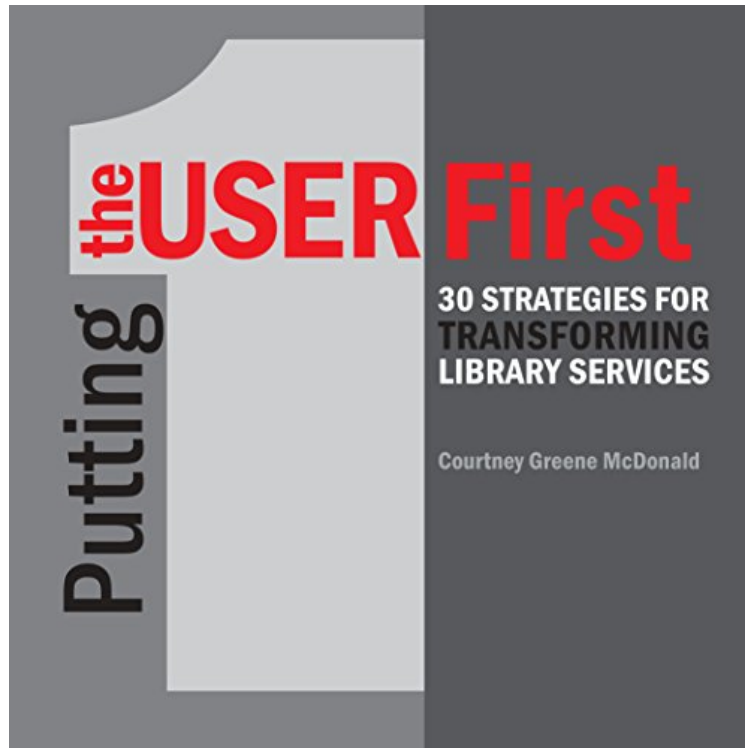


Putting the User First: 30 Strategies for Transforming Library Services

Courtney Greene McDonald

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User experience is everywhere. From your library s website to the signage by the elevators, everything contributes to the overall user experience of our patrons. Just one simple idea can transform your library: put the user first. But as you likely already know, just because something's simple doesn't mean it's easy. How best to identify, implement, and evaluate user-driven changes in order to improve physical and virtual services? The good news is that even small changes can make big headway. Putting the User First:30 Strategies for Transforming Library Services will give you 30 hands-on strategies and practical suggestions to enable you to begin transforming your library, library services, and even your personal practice to be more responsive, effective and user-centered today.

About the AuthorCourtney Greene McDonald is Head of the Discovery Research Services department at the Indiana

University Bloomington Libraries, USA. She has presented and written on a variety of topics, most recently on discovery tools and user experience and on mobile services for libraries, including co-authoring a book, *The Anywhere Library: A Primer for the Mobile Web*. She earned her Master of Library Science degree, as well as a BA in English and Journalism, from Indiana University-Bloomington, and holds a Master of Science in Human-Computer Interaction from DePaul University in Chicago.