

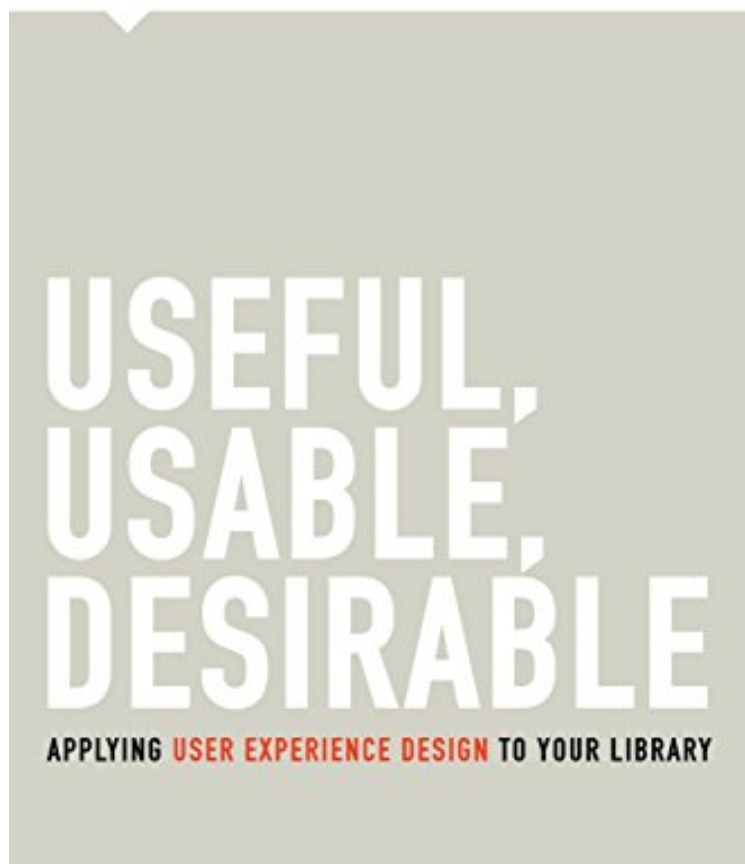
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Useful, Usable, Desirable: Applying User Experience Design to Your Library

Aaron Schmidt, Amanda Etches

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Aaron Schmidt, Amanda Etches : Useful, Usable, Desirable: Applying User Experience Design to Your Library before purchasing it in order to gauge whether or not it would be worth my time, and all praised Useful, Usable, Desirable: Applying User Experience Design to Your Library:

4 of 4 people found the following review helpful. Perfect manual for how to make your library better, one step at a

time!By Sarah HoughtonThis is a killer manual for any library staff member to have at your desk, no matter what your job is. With a background in web design and a dabbling in user experience, I often take for granted the importance of thinking consciously about your user's perspective, about the ease of use of every aspect of your services, and about re-evaluating user experiences on a regular basis. But I seem to be less talented at trying to explain these concepts to the staff who work for our library. And that's where this book will come in handy. I recently had staff do a Signage Secret Shopper exercise at the end of our staff meeting. They would pick a common task our users need to complete when they come to the library, enter from both of our separate entrances, and note any wayfinding problems or distractions on either path. Sadly (but not surprisingly) staff found A LOT of problems. But...now what to do? Reading through this book's section on signage and wayfinding, I now have key principles to hand to our soon-to-be-created signage taskforce. Better yet, these are principles that experts in user experience came up with, not me. Because we all know a message means more when it comes from someone outside your own workplace. The book will continue to be useful to me as it offers a veritable checklist to follow as you inventory your own library's wins and losses in the user experience arena. They even provide an actual scorecard to score your library overall. I'm tempted to have staff score us, and then take a field trip to score a nearby library who I know does better. This book covers the gamut of library user experiences: your physical space, service points, policies and customer services, signage and wayfinding, online presence, and using the library. I could probably work for the next year on bringing our library into alignment with the principles outlined in this book, and I can honestly say it would be a year well-spent. For some achievable ideas for how to make your community's experience in your library better, try this book out. An investment that will keep paying you back every time you make an improvement. 1 of 1 people found the following review helpful. great roadmap for making immediate UX improvementsBy J. WestThis book is really optimized to be a reference work for libraries wanting to do a user experience (UX) overhaul. Schmidt and his co-author Amanda Etches do a great dissection of the many different ways a library interacts with users and then how to improve all of these ways. It can be a little overwhelming if you are a small library that can maybe only do a few things, but the tone is friendly and the examples are quite good. I'm happy I picked up this book and I plan to give it to a favorite library.

Useful, useable, desirable: like three legs of a stool, if your library is missing the mark on any one of these it's bound to wobble. Every decision you make affects how people experience your library. In this useful primer, user experience (UX) librarians Schmidt and Etches identify 19 crucial touchpoints such as the library website, email, furniture, parking lot, events, and newsletters. They explain why each is important to your library's members and offer guidance on how to make improvements. From library administrators to public relations and marketing staff, anyone concerned with how members experience your library will benefit from this book's coverage of the eight principles of library UX design, explaining how they can guide you to better serve your library's members. Advice on simple, structured ways to evaluate and improve aspects such as physical space, service points, policies and customer service, signage and wayfinding, online presence, and using the library. Scorecard system for self evaluation, which includes methods for determining how much time, effort, and skill will be involved in getting optimum performance. Easy to dip into as the need arises, this book points the way towards ensuring that your library is a welcoming space for everyone.

"This is a killer manual for any library staff member to have at your desk, no matter what your job is ... This book covers the gamut of library user experiences: your physical space, service points, policies and customer services, signage and wayfinding, online presence, and using the library. I could probably work for the next year on bringing our library into alignment with the principles outlined in this book, and I can honestly say it would be a year well-spent. For some achievable ideas for how to make your community's experience in your library better, try this book out. An investment that will keep paying you back every time you make an improvement." --Librarian In BlackAbout the AuthorAaron Schmidt has worked as a circulation clerk, young adult librarian, reference librarian, and library director. Currently he is Principal of Influx Library User Experience, a design firm dedicated to integrating UX design into libraries. He writes a column in Library Journal called The User Experience, lectures at San Jose State University's School of Library and Information Science, and serves on the editorial board for Weave: Journal of Library User Experience. He blogs about library design at Walking Paper. Amanda Etches is Head of Discovery Access at the University of Guelph Library, where she spends her time guiding teams and projects that are all about making the library experience better for users, both in person and online. She is also part of Influx, a user experience consultancy that works with libraries. She frequently writes and presents on web design, usability, and user experience practices and trends.