From love letters to cognitive maps: UX techniques for outreach & feedback

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What is UX research?

User Experience research: “the systematic investigation of users and their requirements, in order to add context and insight into the process of designing the user experience”

https://www.interaction-design.org/literature/topics/ux-research
(Some of) Our UX projects

Computing students
Love/Break-up letters
Computing students

Investigating why Computing students were not making much use of the library*, and scoring us low on the NSS

*Library Impact Data Project: see final slide for references
Our questions

+ How do Computing students research their assignments?
+ What resources do they use?
+ Where do they go for support?
+ What study spaces do they prefer?
Nine students recruited…

Three women, six men

Two mature students

One international student

91% of Computing students are male

7% of Computing students aged 25+

10% of Computing students from overseas, 5% from EU
CWG/03

SAWMILL BED ROOM!

Library - floor 3/2/16

CAMEL SIDE WEST STUDIOS

Student accommodation study room

24/7 Mac Room

Home! 
Dining room.
(NUTV)

Whiteboards

Bed rooms
1. Research + Planning
- Summon
- Digital Markings

2. Implementation
- Writing the assignment using previous plan
- Write logically from start to finish
- Split essay into sections and complete
Key findings

+ Students most likely to approach their friends for help, then their lecturers/tutors
+ Most struggled to find their way around the library, even in final year
+ Need for more regular library input: reminder classes throughout 2nd and final years
Key findings

- Final years much more likely to use scholarly sources, 1\textsuperscript{st}/2\textsuperscript{nd} years very reliant on web sources
- Most preferred ebooks, but were put off by difficulties in access
- Library has value as a quiet, distraction-free zone
Recommendations

+ Use student & alumni testimony to create a resource for first year students
+ Develop a virtual library tour
+ Visit classes throughout first & second years
Love and Break-up Letters
A creative way to gather feedback, coinciding with Valentine’s Day
Roses are red, violets are blue,
your library would love to hear from you!

We would love to know how you feel about us!
Do you feel supported by your computing and library services?
Or have we neglected you?
Please write us a love or break-up letter, good or bad we want to know, then place it in the post box provided.

Alternatively you can email us at:
lalendarvalentines@hud.ac.uk

Please post your letters here
Responses

+ 85 letters received
+ Mix of positive and negative feedback
+ Most “break-up” letters had suggestions for improvement
Dear My Second Home

To say we've spent 2 years together one would think our relationship would be stronger. However with your new changes you now forgive me.

1. You're far too cold, I always seem to get ill after being on floor 6.
2. The computers are never available when I need you. Why dear.

I loved you but it's time to call it a day.

See You Never

Roses are red
Violets are blue
You ask me here "have we neglected you?"

Violets are blue
Roses are red
The library is great
To help me get ahead.

I love the library
It helps me and you
But violets are purple
And they are NOT blue.
Key findings

Love letters:
+ Nice staff
+ 24-hour opening
+ Good atmosphere
+ Good resources (e.g. book collection)

Break-up letters:
+ Not enough books
+ Food/refreshments
+ Comfort (e.g. heating!)
+ IT facilities (e.g. Wi-Fi, computer availability)
Recommendations

+ Quick win: explore possibility of a gender-neutral toilet in the library
+ Investigate other common complaints from this and other feedback exercises
+ Write a “love letter” to our students!
Thank you!

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Library Impact Data Project

Collins, Ellen and Stone, Graham (2014) Understanding patterns of library use among undergraduate students from different disciplines. Evidence Based Library and Information Practice, 9 (3). pp. 5167
http://eprints.hud.ac.uk/21040/1/21326-56874-1-PB.pdf


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