



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

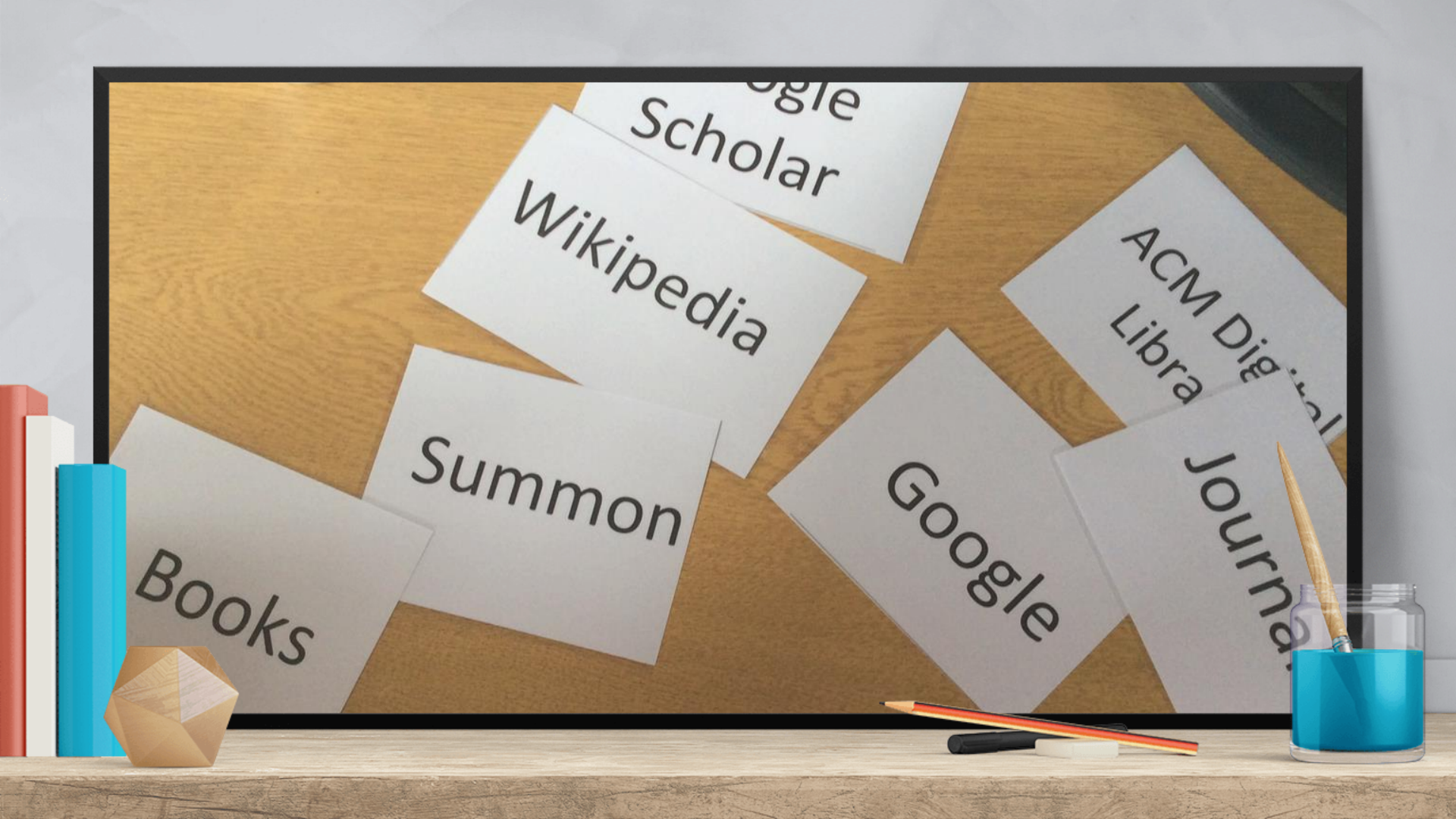


7% of Computing students aged 25+



10% of Computing students from overseas, 5% from EU





Google Scholar

Wikipedia

ACM Digital Library

Summon

Google

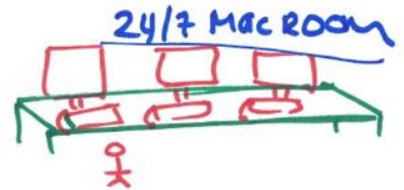
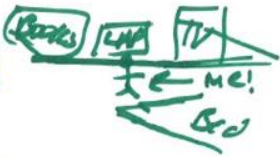
Journals

Books

CWG/03

LAIS ROOM

SAWMILL
BED ROOM!



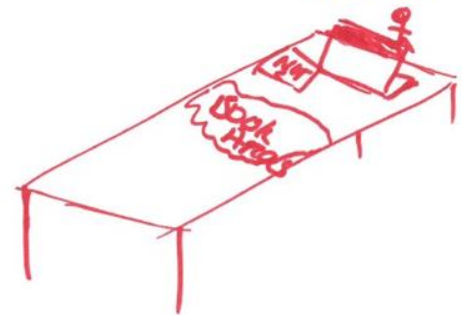
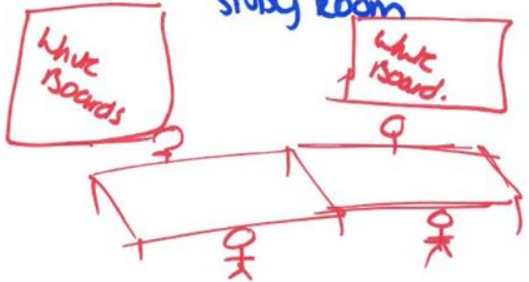
Library - floor 3/2/6

Home!
↳ dining room.
↓
(NUTV)

CANAL SIDE NEST
studios



Student accommodation
study room



① Research + Planning



② Implementation

- Writing the assignment using previous plan

Word - 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, 1st/2nd 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:
libraryvalentines@hud.ac.uk



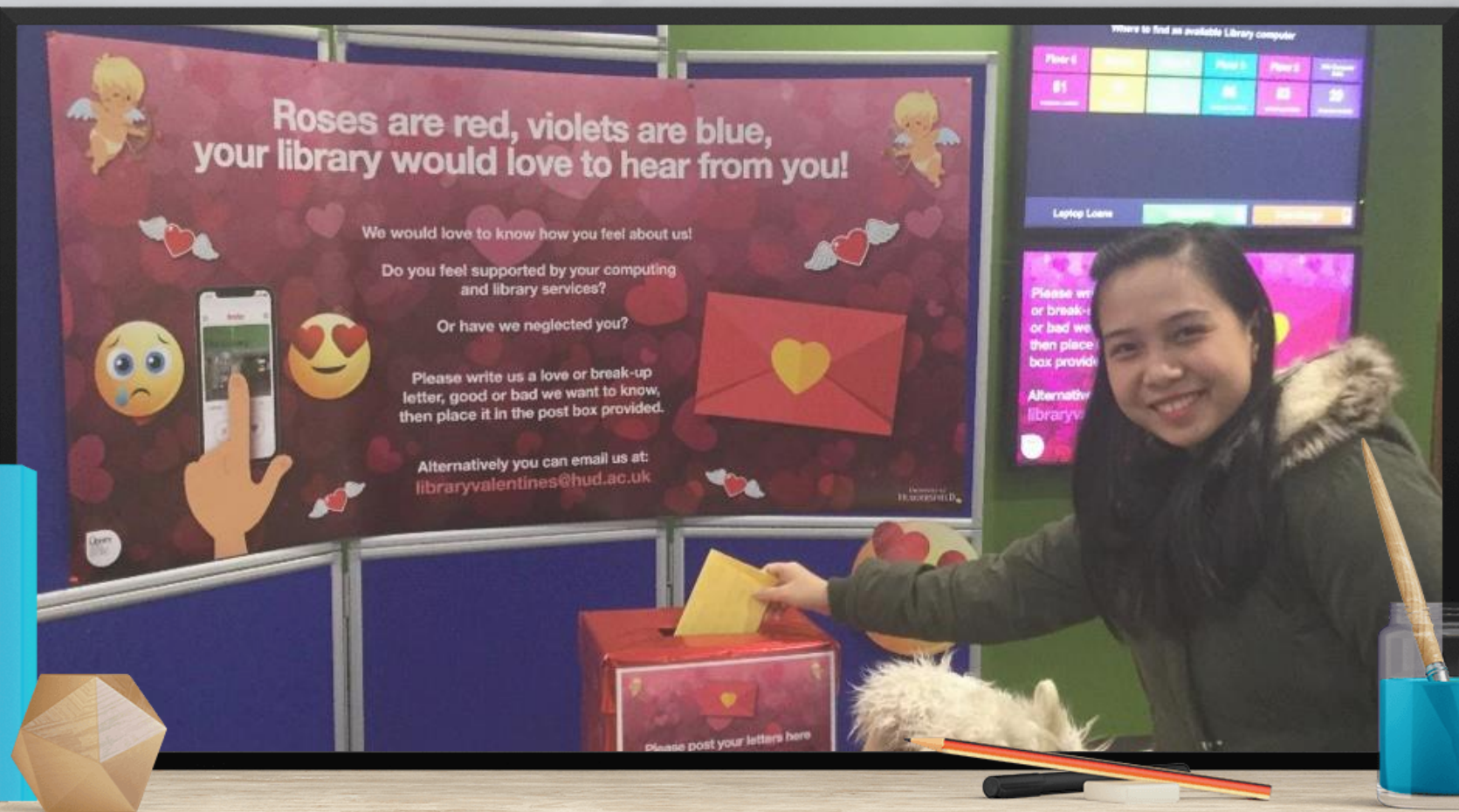
Where to find an available Library computer

Floor	Area	Count	Availability
Floor 1	Area 1	10	Available
Floor 1	Area 2	15	Available
Floor 2	Area 3	20	Available
Floor 2	Area 4	25	Available

Laptop Loans

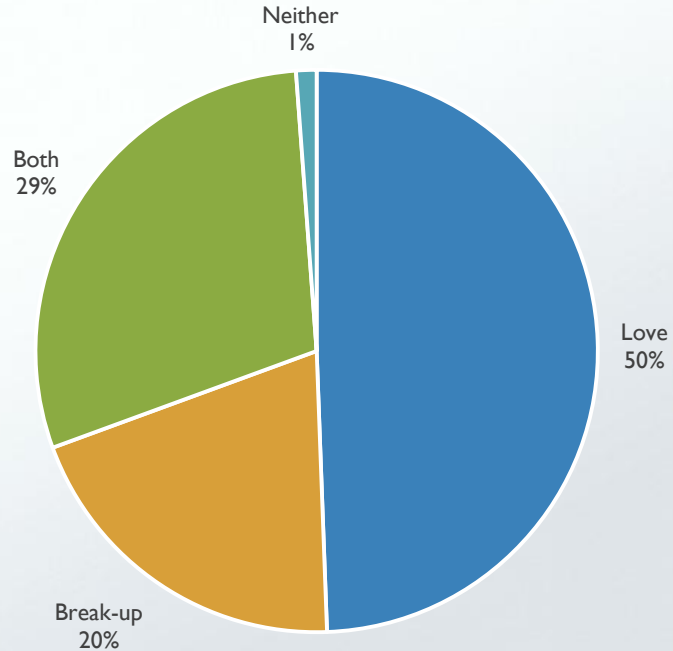
Please use
or break-
or bad we
then place
box provide

Alternative
library



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 have forgotten 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

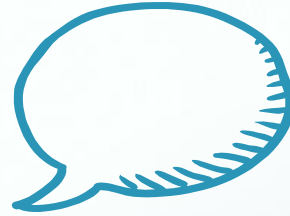
- + Quick win: explore possibility of a gender-neutral toilet in the library
- + Investigate other common complaints from this and other feedback exercises
- + Write a “love letter” to our students!



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>

Stone, Graham and Ramsden, Bryony (2013) *Library Impact Data Project: looking for the link between library usage and student attainment*. *College and Research Libraries*, 74 (6). pp. 546-559.

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