EVIDENCE-BASED LIBRARIANSHIP
Methods for researching User Experience

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Tried-and-tested data collection
Survey
EXHAUSTION
Survey data and metrics tell a story in the aggregate.
What are patrons actually doing?
And how do they feel doing it?

USER EXPERIENCE
Different methods of data collection to diversify your research toolkit
ACTIVITY
Draw or map the Davis Center
(the building we’re in now)

You’ll have 6 minutes total.
Start with ORANGE
Draw or map the Davis Center
(the building we’re in now)

Now, continue your drawing, but, switch to **GREEN**
Draw or map the Davis Center
(the building we’re in now)

Finally, finish your masterpiece using the **BLUE** color
What do you notice about your drawings?

Similarities? Differences?

What did you decide to draw first?

What was left out and why?
COGNITIVE MAPPING
Revealing how people conceptualize a space
Map out the Champlain College Library.
- I like to see people as I go in.
- Scope out who's on each floor... can I work with them? Am I here to work solo?
- Computer Desks
  - Study Room
  - Second Floor (where I spend the most time)
  - Kind of awkward to use BR by desks the shared desks are loud.
Printing

Best view
Last Minute
Study
Workspace
Elevator
South Stairs
Basement
Help
Books
Computers
Fresh Reads
Uphill

Renewals
Magazines
Warm
Cozy
Middle Grade
Quiet
Saves $ Information
CULTURAL PROBES
Users collecting their own data
Audio cards are offered as inspiration to guide you in recording audio within your home, using the included audio recorder. You can record as many different sounds as you like over the course of study. Don’t worry too much about the quality of the recordings; they don’t have to be perfect. After you record the sound or activity, please provide us with a brief explanation of what you recorded, why you decided to record it, and when you made the recording (day and time) on the back of the relevant audio card.

Thought cards are meant to provoke discussion between you and your loved one. Take some time to discuss the topic that appears on each card, and provide a joint response on the back of the card. If you wish, fill out the additional “Other thoughts” cards with topics that emerge from the conversations with your loved one. Extra blank cards are provided in case you need extra writing space.

Please describe your recording:
What:
Why:

What in your home brings you peace?

When I want to be alone, I go to...
because...
OBSERVATION
Understanding people in their natural environments
RECORDING

the observation
SUMA - Open-source space usage data collection and analysis tool.
ACTIVITY
Guided Conversation

Each table has been assigned a specific UX method...
Guided Conversation

Have you used a version of this method before? How? Describe it.

Think across the library.
Brainstorm possible scenarios where this method may be useful. How might it be used?
* disclaimers
For further reading:  

*User Experience in Libraries*

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