Start doing UX Research for little or no cost
The parts of LIBRARY UX
Doing research
Downloading an e-book
Paying for printing
Finding a restroom
What’s the deal with UX?
YOU ARE NOT YOUR USER
Observing users is different than asking for their opinion.
Self-reported data is typically 3 steps from the truth.

https://www.nngroup.com/articles/first-rule-of-usability-dont-listen-to-users/
Start with your goal

What do you want to learn?

Make your goals S.M.A.R.T.*

Avoid starting with methods!

*https://www.smashingmagazine.com/2011/09/the-s-m-a-r-t-user-experience-strategy/
The METHODS
Informal Usability Testing
“Running user tests without sophisticated labs, simply by working with real users, giving them some typical test tasks, and asking them to think out loud while they perform the tasks.”

Jakob Nielsen

https://www.nngroup.com/articles/guerrilla-hci/
What you’ll need:

Script / List of tasks

Laptop  (Optional: screen recorder)

Notes sheet

Confidence & incentives
Start with questions like:

What do you make of this?
What would you do here?
How would you do x?
Beware of:

Implicit bias

Leading participants

Noise levels
Library Example
Paper Prototyping
“Paper prototyping is a technique that consists of creating paper versions of user interfaces in order to enable them to be rapidly designed, simulated and tested.”

Justin Mifsud

http://usabilitygeek.com/paper-prototyping-as-a-usability-testing-technique/
Be clear with participants:

Explain the prototype
Ask about expectations
Confirm labels make sense
Ask about organization
Practical matters:

Number your prototypes

Reinforce the paper

Use the tools you know
Library Example

Fishing for Sources:
Google and HOLLIS+

Spending a lot of time looking for your sources? Sure you eventually find them, but do you want to find them faster? Learn what types of searches Google and HOLLIS+ are good for so you get your research done quicker and have more time for sleep and relaxation.

What is HOLLIS+ good at finding?

Harvard Collections
HOLLIS+ searches the physical and digitized resources available at Harvard Library, including images, maps, books, journals, manuscripts, music, films, and data.

Digital Access
Many resources in HOLLIS+ have digital copies of maps, images, articles, etc. available for immediate download wherever you are.

Paywalled Access
Harvard Library also subscribes to a number of scholarly journals and databases (Wiley, JSTOR, etc.), giving you access to content not publicly available elsewhere.

HOLLIS+ = Smarter Searching

HOLLIS+ has sophisticated filters allowing you to narrow your search by date, type, location, and several other options. Use HOLLIS+ to find the most relevant, high quality sources without drowning in the ocean of hits.
Microfeedback
“Lately I’ve been noticing that companies are trying to get my feedback in small and simple ways and at very timely moments... This type of feedback could be referred to as microfeedback.”

Sarah Doody

How was your Security experience Today?
Is this washroom of an acceptable standard?
Collecting meaningful microfeedback

Ask for feedback at the right time

Keep it short & simple

Consider the delivery method

http://www.sarahdoody.com/what-is-micro-feedback-and-why-it-matters-to-your-user-experience/#VrILkDYrIo8
Practical Matters

iPads with stand

Survey tools (SurveyMonkey, Wufoo, Google Forms)

Think about location

Include a time out
Library Examples

Countway Library at Harvard Medical School
Library Examples

Gutman Library at Graduate School of Education
Selecting a Method
Selecting a Method

Figure out the kind of data you want...
Selecting a Method

Figure out the kind of data you want...
(before you actually have to write a report).
ATTITUDINAL OR BEHAVIORAL?
QUALITATIVE
OR
QUANTITATIVE?
A Landscape of User Research Methods

**BEHAVIORAL**
- Eyetracking
- Clickstream Analysis
- A/B Testing
- Usability Benchmarking (in lab)
- Moderated Remote Usability Studies
- Unmoderated Remote Panel Studies
- Unmoderated UX Studies
- True Intent Studies
- Informal Usability Studies
  - Ethnographic Field Studies
  - Usability Lab Studies

**ATTITUDINAL**
- Concept Testing
- Diary/Camera Studies
- Customer Feedback
- Intercept Surveys
- Email Surveys
- Participatory Design
- Focus Groups
- Interviews
- Desirability Studies
- Card Sorting

**QUALITATIVE (DIRECT)**

**QUANTITATIVE (INDIRECT)**

**KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION**
- Natural use of product
- Scripted (often lab-based) use of product
- De-contextualized / not using product
- Combination / hybrid

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https://www.nngroup.com/articles/which-ux-research-methods/
Informal Usability Studies

KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

- Green: Natural use of product
- Orange: De-contextualized / not using product
- Pink: Scripted (often lab-based) use of product
- Blue: Combination / hybrid

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https://www.nngroup.com/articles/which-ux-research-methods/
Every method has its strengths and weaknesses.
The LOGISTICS
But first, a little bit about HARVARD LIBRARY
73 libraries
800 staff members
The User Research Center (URC) at Harvard Library is made up of 3 main areas:

1. Participant Room
2. Observation/Conference Room
3. Reception/Waiting Area & Office Space
How to build a USABILITY “LAB” at your library
Tools (That you might already have.)

Hardware
- Laptop
- Tablet
- Voice Recorder

BYOD (Bring Your Own Device)

Software
Survey Tools
- Google Forms
- SurveyMonkey
- Wufoo
- Qualtrics

Screen Recorder
- Camtasia or Captivate
- Quicktime

Video Calls
- Skype
- Google Hangouts
Possible Locations

A small room with a storage closet
Shared conference room
Staff office(s)
Group study room
Classroom
Anywhere you can set up a table with a sign
Don’t forget about

Incentives

Recruitment emails

Signage
Eye-catching signage
Thank you

@amyhannah
amy_deschenes@harvard.edu
Photos of the URC generously provided by Enrique Diaz.