User Experience from End-to-End: Curiosity, Discovery, Delivery

Courtney McDonald (@xocg) | 05.17.2018
unsafe at any speed?
i did it...
my way
That first step is a doozy
questions
What lessons and insights can we draw from user-centered design that are applicable in our day-to-day work in libraries?
What does it mean to approach library services holistically?
(eco)system thinking
harmonious design
seamless integration
user centered design

useful
usable
valuable
findable
accessible
credible
desirable
curiosity
design
/dəˈzaɪn/ (n)

noun
noun: design; plural noun: designs
1. a plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is built or made.
   "he has just unveiled his design for the new museum"
   synonyms: plan, blueprint, drawing, sketch, outline, map, plot, diagram, draft,
   representation, scheme, model
   "a design for the offices"
   - the art or action of conceiving of and producing a plan or drawing.
   "good design can help the reader understand complicated information"
   - an arrangement of lines or shapes created to form a pattern or decoration.
   "pottery with a lovely blue and white design"
   synonyms: pattern, motif, device; More
2. purpose, planning, or intention that exists or is thought to exist behind an action,
   fact, or material object.
   "the appearance of design in the universe"
   synonyms: intention, aim, purpose, plan, intent, objective, object, goal, end, target;
   More
verb
verb: design; 3rd person present: designs; past tense: designed; past participle: designed; gerund or present participle: designing
1. decide upon the look and functioning of (a building, garment, or other object),
   typically by making a detailed drawing of it.
   "a number of architectural students were designing a factory"
   synonyms: plan, outline, map out, draft, draw; More
   - do or plan (something) with a specific purpose or intention in mind.
   "the tax changes were designed to stimulate economic growth"
   synonyms: intend, aim; More
beautiful solutions
“If the point of contact between the product and people becomes a point of friction, the designer has failed ...
If on the other hand, people are made safer, more comfortable, more desirous of purchase, more efficient—
or just plain happier—then the designer has succeeded.”

H. Dreyfuss, 1950
all aspects of the end-user’s interaction with the company, its services, and its products
CREDIT PROBLEMS
LET US HELP YOU
It is later than you think
touch·point

/ˈtəChˌpɔint/

noun
noun: touchpoint; plural noun: touchpoints; noun: touch-point; plural noun: touch-points

1. **COMMERCE**
   any point of contact between a buyer and a seller.

2. **COMPUTING**
   on some laptop computers, a device like a miniature joystick with a rubber tip, manipulated with a finger to move the screen pointer.

3. **PSYCHOLOGY**
   a time, condition, or circumstance that is vulnerable or unstable enough to precipitate a highly unfavorable, possibly devastating outcome.
   "a touchpoint for world conflagration"
   the time in a child's development that precedes an appreciable leap in physical, emotional, or cognitive growth.

Translate touchpoint to 🇺🇸 Choose language

Use over time for: touchpoint

![Graph showing the use of touchpoint over time](chart.png)
"what touchpoints do most users mostly experience?"

@natenatenenate
Touchpoints

1. front door
2. bathrooms
3. circulation desk
This is NOT a picture of a bathroom
putting the user first...
our supporting role

cc: designrecherche - https://www.flickr.com/photos/56224262@N03
“the user”
someone else's shoes
aim for delight
Will today's digital information be accessible tomorrow?

Not if I have my way!

Mwa ha ha ha!
making sense of messes

HOW TO MAKE SENSE OF ANY MESS

Abby Covert
designing beautiful solutions for libraries
service design
Service Design: An Introduction to a Holistic Assessment Methodology of Library Services

Joe Marquez
REED COLLEGE

Annie Downey
REED COLLEGE

Volume 1, Issue 2, 2015

DOI: http://dx.doi.org/10.3998/weave.12535642.0001.201

Two books:


http://dx.doi.org/10.3998/weave.12535642.0001.201
Service Design

1. Holistic  33%
2. Co-Creative  33%
3. User-Centered  33%
4. Magic  1%
design thinking

cc: kugel

https://www.flickr.com/photos/57768341@N00
HUMAN CENTERED

BIAS TOWARD ACTION

RADICAL COLLABORATION

CULTURE OF PROTOTYPING

SHOW DON'T TELL

MINDFUL OF PROCESS
understand
ask & listen
ideate
questions
What things are libraries doing that users already love?
What things are your libraries doing that users already love?
it’s the little things
it’s the little things

You may use your mobile phone here

please speak quietly
Imagining libraries as a beautiful solution for the future
can't do it without
Don't give up.

Don't give up.
Don't let yourself be convinced that this is just the way it has to be.
Don't stop asking questions.
Do ask for what you need to do the job well.
Do trust your instincts and your experience.

Pay attention to red flags.
Work with people who care.
Conduct experiments.
Don't take yourself too seriously.
Remember that confidence and competence are not always related.
Always be learning.

Ask dumb questions.
Maintain naivety.
Be able to explain what you're doing to a five year old.
Make sure you know why you're doing it.

Your life is a design project.
There are many possible solutions.
Don't just accept the default settings,
be creative, imagine alternatives.

Don't give up.
Questions?
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<td>Barlow, Amy &amp; Courtney Greene McDonald. “Dialog Box Interview/Dare.” <em>Weave: Journal of Library User Experience</em> 1 (1). <a href="http://dx.doi.org/10.3998/weave.12535642.0001.105">http://dx.doi.org/10.3998/weave.12535642.0001.105</a></td>
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