User Experience (UX) Internship

Petersburg Public Library Board Working Meeting
August 26, 2019
About the Project

Useful, Usable, Desirable: Applying User Experience Design to Your Library

Amy Poe, Masters of Library Science Student
University of North Texas

- Alaska State Libraries and the Alaska Library Network
- Lodging provided by Karen Hofstad and Glo Wallen
- Bicycle loan from Desi Burrell
Assess all aspects of the Library User Experience

About the UX Project

- **Physical Space**: Weeks 1/2
- **Service Points**: Week 3
- **Policies and Customer Service**: Week 4
- **Signage and Wayfinding**: Week 5
- **Using the Library**: Week 5
- **Online Presence**: Week 6
- **Process, Culture and Wrap Up**: Week 7
• The facility itself is one of the primary reasons users visit and is arguably a key component of the community’s culture. It sets Petersburg apart from other Alaska rural communities.

• Patrons overwhelming say the front desk is approachable and friendly, both the staff and desk itself, reflecting the Library service plan goal of “exceeding customer expectations.”

• Two-thirds of patrons were able to find what they needed without assistance, reflecting the Library’s user centric approach to service and collection development.

• WiFi/computer access on site are high demand services that fulfill the Library’s goals of “equalizing access and assisting in developing skills.” The website is heavily used and is a primary point of access to the catalog and for Library information.
Key Findings, cont.

• The Library goes above and beyond to achieve its mission, “we connect you to the world of ideas” through an onsite collection, consortium access to resources statewide, and a responsive purchase on demand program.

• The Library supports patron/economic growth by providing GED tutoring, test proctoring, a quiet place for study/Internet access for online education, and valued meeting spaces, suited to conducting business with reliable access to technology and the Internet.

The undertaking of the UX audit—in itself—is an extension of the Library’s commitment to extending beyond the building as “Library ambassadors.”
Assessment Activities

Interacting with the Library's Community

• Interviews
• Informal conversations
• Visiting different places in the community
• Focus group
• Talking with patrons at the desk
• Participating in programs
• Being a Library user!
Assessment Activities

Exit Survey and User Experience Survey

Petersburg Public Library

YOUR IDEAS INSPIRE US!

How can our library help make Petersburg a better place for you and your family? Fill out the short survey below to share your thoughts.

Do you visit the library?
- Yes
- No

If yes, how often?
- Daily
- Weekly
- Monthly
- Every few months
- Rarely
- If not, why not?

If you do use the library, what do you use it for? (Check all that apply)
- Checking out materials (books, DVDs, etc.)
- Using public wireless Internet
- Accessing the library computers or databases
- Attending programs or activities
- Using the library’s meeting space
- Offers that you had trouble finding

When you visit the Library, is the staff friendly and helpful?
- Yes, most of the time
- Sometimes
- No, not really
User Experience (UX) Survey

Do you visit the Library?
75 responses

- Yes: 97.3%
- No: 2.7%

If yes, how often?
71 responses

- Daily: 40.8%
- Weekly: 42.3%
- Monthly: 7%
- Every few months: 1%
- Rarely: 0%
If no (do not visit the library), why not? (8 responses)

- Because it doesn't feel like you're in Petersburg you feel like you're in a big city when you walk into the library I don't like it.
- Operating hours don't suit my schedule.
- It is not very welcoming.
- Most of the services are ones I have access to.
- Toddler activities are during working days....maybe a tot thing on the weekend?
- It's an unnecessary use of taxpayers dollars
- Hour or lack of that the library is open.
- I would come oftener but I buy books at the sale each first Saturday. Then I am not on a deadline to finish a book.
User Experience (UX) Survey

If you do use the library, what do you use it for? (Check all that apply)

72 responses

- Using Library meeting space: 36 (50%)
- Attending programs and activities: 52 (72%)
- Accessing the Library's computers or laptops: 9 (13%)
- Using public wireless internet: 10 (14%)
- Checking out material (books, DVDs, CDs): 65 (90%)
If other, for what purpose? (13 responses)

- Reading newspapers and magazines.
- Reading beside the fire, great wintertime warm, inviting, quiet haven.
- I'm a non-techy, older person and the folks there help me through my challenges like downloading audiobooks, etc.
- A quiet peaceful place to enjoy; pleasant place to read magazines and relax.
- Kids area—for kids and parents to play and meet.
- A calm space for meeting and working.
- Free lunch program.
- Using the playroom with kids.
- Take grandchild to children's room.
- Using the printers (2).
- In addition to our great collection, I love our statewide interlibrary loan program, and I also appreciate the Request Materials option, which is very responsive.
When you visit the Library, is the staff friendly and helpful?

46 responses

- **Yes, most of the time**: 93.5%
How do you get information about the Library?

63 responses

- Library website: 46 (73%)
- Library Facebook page: 36 (57.1%)
- KFSK: 32 (50.8%)
- The Petersburg Pilot: 19 (30.2%)
User Experience (UX) Survey

Sample of Representative Responses

What would make it easier to use the Library? (30 responses)

- Nothing – always an amazing experience!
- Already easy to use.
- More hours; weekend hours; longer hours.
- In a perfect world it would be open on Sundays; there are very few things to do in town on a Sunday.
- Open until nine for use of meeting space.
- Clear set of rules for the kids in the Children’s room; love the room and all there is for them there.
- A neutral space without guidance or bias.
- Hard to use the filing system—the Dewey system worked better to find specific items.
- No charge; reimburse my taxes.
- Open a branch in my soon to be new home village in Mexico.
If you could change one thing about the Library, what would it be? (32 responses)

• Open Sunday or expanded hours (an hour earlier, even one day open early; earlier Saturday).
• Nothing, they do an excellent job.
• Better support for the Library—they are the heart of the community and deserve it.
• Easier access to meeting rooms/community room, during non-operating hours; more meeting rooms.
• Book oriented events and book clubs; adult reading program instead of craft related programs.
• Make it easier for teens to sign up for cards without parents—this would support teachers.
• Kids with parent classes in the evening, even for a fee.
• Lower shelf units in the Children’s room pull outs for better access.
• Check out items like unique kitchen baking pans; puppet theater, interactive table.
• Should have been combined with another public entity to reduce costs/eliminate taxation.
Do you have any other comments or suggestions for us? (32 responses total)

- I am so pleased with the library, staff, building, space, location, and services! Thank you all so much for what you are giving my family and our community.
- We love you! Great job staff. I think our library is best in SE.
- Love the building, it's a great space, especially on a rainy day.
- Just love this essential place in our community!
- The library was an ill-conceived concept based on quality of life and usership documentation from the past.
- Consider offering programs in partnership with Parks and Rec.
- A lego table with legos to check out would be a great addition to the kid’s room.
- Print/hold a T-shirt fundraiser using the 5 trees from the Sandvik room to promote the library.
- Allow for books more than five years old.
- More e-books, I like the Overdrive app and listen Alaska app—get most of my books that way.
- Love our library! Hope funding cuts do not cut any of the valuable services or employees.
Project Steps – Weeks 1-3

Week One/Two: Physical Space
• Key Tasks: Photograph, examine and experience physical space, sit in all the furniture, observe users.

Week Three: Service Points
• Key Tasks: Test phone system and routing, place flip chart at front desk to assess experience, conduct exit survey at the door.
Physical Space
Physical Space

Printer Area – Before and After
Service Points Examples
<table>
<thead>
<tr>
<th>Week Four: Policies and Customer Service</th>
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</thead>
<tbody>
<tr>
<td>Key Tasks—Review all Library policies as displayed in manual and on related forms. Place “no log” at front desk, ask staff to ID most troublesome policies, service philosophy, and most commonly asked questions.</td>
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<tr>
<th>Week Five: Signage and Wayfinding and Using the Library</th>
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<tbody>
<tr>
<td>Key Tasks—Conduct signage audit and take photos of all signs including those for artwork and outside fixtures; compare with written policy.</td>
</tr>
<tr>
<td>Key Tasks: Map out processes for requesting items, placing a hold, using public computers, connecting to Wifi, and reserving meeting space; collections/merchandizing.</td>
</tr>
</tbody>
</table>
Signs and Branding - Examples

Are they?:

• Branded
• Professional
• Visually distinct
• Consistent with Library policies
• Friendly
## Visual Standards and Branding

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Symbol</th>
<th>Color Scheme</th>
<th>Preferred Font</th>
<th>Core Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regulatory—set and communicate policy</td>
<td>Bear</td>
<td>PMS 483 C/20 M/18 Y/76 K/61 R/103 G/51 B/29</td>
<td>Combination Centaur and Trade Gothic (or Arial)</td>
<td>Logo Tagline Website Full address Phone Number</td>
</tr>
<tr>
<td>Promotional—identify opportunities to support the Library financially or otherwise</td>
<td>Goose</td>
<td>PMS 5763 C/36 M/16 Y/42 K/48 R/110 G/118 B/69</td>
<td>Combination Centaur and Trade Gothic (or Arial)</td>
<td>Logo Tagline Website Full address Phone Number Facebook Icon</td>
</tr>
</tbody>
</table>

### Informational—
- Announce and encourage participation in services, programs, and other Library resources

### Instructional—
- Provide instructions on how to accomplish a task at the Library or on the Library website.

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**Recommended Petersburg, Alaska Typeface**

The following typeface family should be used on all Petersburg, Alaska materials.

- Trade Gothic LT Std Regular Arial
- Trade Gothic LT Std Extended Arial
- Centaur MT Std Regular Arial
- Centaur MT Std Bold Arial

(Any of the Trade Gothic LT Std family may be used)

(Any of the Centaur MT Std family may be used)
Stacks Signs – Before
Stack Signs – After
Maximize every opportunity to communicate:

• What patrons can do at the Library
• Where to find what they are looking for
• What support is available if they need help
Using the Library - Examples

- Replace library jargon with familiar language
- Improve ease of access, browsing (and shelving) with user centric storage
- Encourage browsing and independent reference
Project Steps – Weeks 6 & 7

Week Six: Online Presence

• Key Tasks—Conduct a website audit, examining each page, content, format and visual standards. Test use of website on mobile device.

Week Seven: Philosophy, Process, and Culture and Wrap Up

• Key Tasks—Review all processes examined to date and revisit themes that emerged during community conversations; prepare summary and recommendations for further action. Work with Tara to begin implementing short term changes and to discuss options for future action.
Website – Before and After

http://psglib.org/hometest
Thank you!
Tusen Takk!
Gunalchéesh!