Welcome!

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Connecting the Dots:

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Access Services

UX

Flickr: Jim Blodget
Today’s Agenda

- Why this topic?
- Connections between Access Services & UX
- Friction
- How we can create new territory?
- Discussion
My Journey...

- Student work in Circulation and Reserves
- Working full-time; completing a master’s degree at the U-M School of Information
- Introduced to the User Experience field
  - Human Computer Interaction

From the UmichUGLI parody Twitter account
Access Services Librarian...

What does that mean?

- I don’t manage people
- I don’t work at a desk
- I don’t work with books

So what do I do?
Finding a Community of Practice

Who are my people?

- Job Descriptions
- Conferences
- Journals
Not as separate as I thought it would be...
## Why is this the case?

<table>
<thead>
<tr>
<th>Access Services</th>
<th>User Experience</th>
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<tbody>
<tr>
<td>● Core part of library services</td>
<td>● Emerged in the Tech world</td>
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<tr>
<td>● Giving users access:</td>
<td>● Encompasses all the ways a user experiences a system</td>
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<tr>
<td>○ Circulation</td>
<td>● Often described primarily for interface design, but the field is meant to go far beyond that</td>
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<td>○ Course Reserves</td>
<td>● UX Departments - part of IT groups</td>
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<tr>
<td>○ Interlibrary Loan</td>
<td></td>
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<tr>
<td>○ Stacks Management</td>
<td></td>
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<tr>
<td>○ Building Management/Operations</td>
<td></td>
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<tr>
<td>● Customer Service</td>
<td></td>
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<tr>
<td>● “On the front lines” (Service Deliverers)</td>
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Common Goals

User-centered:

- Helping the user accomplish what they want to do
- Identifying problems and developing solutions
- Empathy, caring about users

Flickr: Theen Moy
# Holistic Experience - Service Design

*Library Touchpoints - from Useful, Usable, Desirable (Schmidt & Etches, 2014)*

<table>
<thead>
<tr>
<th>Website</th>
<th>Telephone</th>
<th>Programs/Events/Classes</th>
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<tbody>
<tr>
<td>Catalog</td>
<td>Parking Lot</td>
<td>Computers</td>
</tr>
<tr>
<td>Database</td>
<td>Building</td>
<td>Brochures/Posters</td>
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<tr>
<td>Email</td>
<td>Library Workers</td>
<td>Library Card</td>
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<tr>
<td>Instant Messaging</td>
<td>Signage</td>
<td>Print Newsletter</td>
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<tr>
<td>Text Messaging</td>
<td>Furniture/shelving</td>
<td>Advertisements</td>
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<tr>
<td>Online Reference</td>
<td>Materials</td>
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Change in Practice

Professionals at the fault lines

Difference of Approach:

- Lingo
- Decision making
  - Planning, research and strategy vs. troubleshooting
- Pace
  - Digital vs. Physical
Example - Wayfinding Team

Design Problem

- Our signage is outdated and our buildings are complicated
- We made a team!
- We made a plan:
  - Sign Inventory
  - Cognitive Mapping
  - Survey
  - Usability Tests
The Team

- Mix of responsibilities and experiences
  - 3 Staff Members
  - 1 Staff Member with a human computer interaction master’s
  - 3 Librarians

- Difference of Approach:
  - Lingo
  - Decision making
    - Planning, research and strategy vs. troubleshooting
  - Pace
    - Digital vs. Physical

- In the end...
How do we create new territory?
Connecting the Dots: Project Teams

- Bring people together with a common goal.
- People not familiar with UX research can participate first hand.
- Intentionally make UX relevant - why should people care?
- Listen and learn from each other.
Data Collection

Library usage data

- Gate Counts
- Service Point Interactions
- Building Walkthroughs
- Circulation statistics
- Directed observation studies
- User research
- More

Access Services people collect and care about this data.
UX Evangelists (from Cyd’s talk yesterday)

Not just talking about it, showing relevance - research, analysis, decision-making

Advocate for a more holistic UX Department? Or just collaborate!

Be Visible - Build a community
  ○ Tiny Studies SIG

First meeting of the Tiny Studies SIG
Also, it’s not just Access Services and UX...
Questions for you

- How does user experience and access services work together at your location?
- What methods have you used to make connections?
- How can we leverage the expertise in both areas to make a better library experience for users?
- How can we, as professionals on the fault lines, connect with each other?
- Your questions?