A Space to Be Heard

Designing an Engaging User Feedback Station

Jean Thrift
User Experience (UX) Librarian
Lander University, Jackson Library
rthrift@lander.edu
Outline

1. Introduction to UX
2. Previous state
3. Literature review
4. Installing the new station
5. Managing the new station
6. Results
7. Challenges
8. Limitations
UX in the Library

• A library’s user experience (UX) encompasses all aspects of the end-user’s interaction with the library, its services, and its resources.

• Requirements of excellent UX:
  1. Meeting the exact needs of the user without difficulties
  2. Simplicity and elegance that make the library a joy to use

(Nielsen & Norman)
Previous State

• Jackson Library had a simple suggestion box at the front service desk that received almost no input
• In November 2018, we decided to do a redesign, “Emerson College dining hall style”
Literature review

Suggestion box at Carnegie-Mellon University Libraries (Porter, 1986)

• “It remains a worthy technique, but if, and only if, the organization is willing to enter into a **visible dialog** with its users.” (p. 75)

• Post public replies in a display area near the suggestion box.

• If users identify themselves, send answers directly, as well as post.

• Post all forms unless obscene or criticizing a specific person.
UX program at University of Colorado Boulder Libraries (Kuglitsch & Couture, 2018)

- Start with comment boxes and easel prompts used in tandem
- Identify common concerns with the comment box to ask focused questions on the easel
- First easel prompt: “I wish my library knew that…”
Installing the new station
Library Question/Comment Form

Question/Comment:

How do I donate books to the library?

(This was a fake comment written by our student worker)

Response from Library Services:

Please bring your gently used books and DVDs to the library front desk and ask to fill out the Materials Donation Form. If added to our collection, a bookplate with your name will be attached.

Optional: If you also want to receive the response directly, please provide your contact information. We will check this section before posting.

Name: __________________________ Email: __________________________
Library Questions/Comments

Drop your completed form into this box. Library Services will post public answers to all questions/comments on the 2nd floor printing station.

Comments
Managing the new station
Library Question/Comment Form

Question/Comment:

Is it possible to have towels down the big brown and gold stairs? Sometimes we are on a study. We need water. Sometimes the room is cold.

Response from Library Services:

Thanks for letting us know! If you would like to have towels, please contact the Library's front desk to help facilitate this.

Optional: If you also want to receive the response directly, please provide your contact information. We will detach this section before posting.

Name:  
Email:  

Question/Comment:

Room 242-241 is COLD 1

Can we fix that?

Response from Library Services:

What would you change about the library if you could? Besides you

Pay?  

Response from Library Services:

If budget were no object:

- More study and group space
- More variety of foods
- More advanced search engine for finding our resources
- More comfortable seating in every floor
- Better signage
- More building hours
- Free snacks & coffee

Optional: If you also want to receive the response directly, please provide your contact information. We will detach this section before posting.

Name:  
Email:  

Response from Library Services:

If you could not be

in how we can do a temperature check in those rooms and report it to the Physical Plant. It changes need to be made.

Optional: If you also want to receive the response directly, please provide your contact information. We will detach this section before posting.

Name:  
Email:  

Response from Library Services:

Be a  

If one can not be

in our study, please contact the Library's front desk to help facilitate this.

Optional: If you also want to receive the response directly, please provide your contact information. We will detach this section before posting.

Name:  
Email:  

Library Question/Comment Form

Drop this form into the box at the library's entrance. Library Services will post answers publicly so all questions/comments.

Question/Comment:

Drop your completed form into the box. Library Services will post answers publicly so all questions/comments.
Question/comment forms

Question/comment form maintenance evolved from tallying in simple Word document to recording in detailed Excel spreadsheet log.
Question/Comment:

Please pave the visitor lot in BV.

Response from Library Services:

We have passed request along to Physical Plant!

Optional: Please provide your contact information so that we can follow up with you directly. We will delete this section before printing.

Name: __________________________ Email: __________________________

Library Question/Comment Form

Library Question/Comment Form

Question/Comment:

It would be great if which one was twisted to have an option where you could order online and pick up your food so you can grab food on the way to class and not be late.

Response from Library Services:

We will share this suggestion with Dining Services, who manage all dining options on campus. 😊

Optional: Please provide your contact information so that we can follow up with you directly. We will delete this section before printing.

Name: __________________________ Email: __________________________

Library Question/Comment Form

Library Question/Comment Form

Question/Comment:

We should get a tracker on the buses so we know where they are. A bus tracking app would be so helpful.

Response from Library Services:

We will share this request with the Lander University Police Department, who manage the buses! 😊

Optional: Please provide your contact information so that we can follow up with you directly. We will delete this section before printing.

Name: __________________________ Email: __________________________
Library Question/Comment Form

Drop this form into the box at the library’s entrance. Library Services will post answers publicly to all questions/comments.

Question/Comment:

LADY BUGS ARE OUR FRIENDS!
We should keep them!

Response from Library Services:

While it's important to us for everyone to feel comfortable in the study rooms, it's also great to look on the bright side. Ladybugs are harmless to humans, a delight to farmers and gardeners, and considered good luck in many cultures.

Optional: If you also want to receive the response directly, please provide your contact information. We will attach this section before posting.

Name: ______________________ Email: ______________________
Question/Comment:

Look at all those...

Pipe finish it❤

Response from Library Services:

chickens 😊

Question/Comment:

Where do you guys got those horses?

Response from Library Services:

We got ‘em in the back.

Response from Library Services:

Yeah, I sure hope it does.
Results: Memes:

Spongebob

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Library Question/Comment:

Is this the Krusty Krab?

Response from Library Services:

No, this is the Jackson Library.

Question/Comment:

Is mayonnaise an instrument?

Response from Library Services:

No, it's not an instrument.

Question/Comment:

Mayonnaise is not an instrument.

Response from Library Services:

But it is!

Question/Comment:

But it is!

Response from Library Services:

I still wanna know if mayonnaise is an instrument...

Question/Comment:

...and it's not.

Response from Library Services:

No, Patrick.

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Library Question/Comment:

We will miss you.

Response from Library Services:

Love ya.

Library Question/Comment:

We will miss you.

Response from Library Services:

Love ya.

Library Question/Comment:

We will miss you.

Response from Library Services:

Love ya.

Library Question/Comment:

We will miss you.

Response from Library Services:

Love ya.

Library Question/Comment:

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Response from Library Services:

Love ya.

Library Question/Comment:

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Response from Library Services:

Love ya.

Library Question/Comment:

We will miss you.

Response from Library Services:

Love ya.
Whiteboard prompts

Whiteboard prompts:
• Each prompt up for 3 weeks
• Photograph board once a day
• Erase board when it becomes full
• At end of prompt, compile report of responses received

Responses received:

1. Chargers (10)
   a. Phone chargers (7)
      i. iPhone chargers (4)
         1. iPhone 5 & up
   b. Chargers
   c. Macbook USB-C charger
   d. Chargers for laptops and phones
2. Markers/pens (8)
   a. Markers (4)
      i. Better markers (3)
      ii. Different color EXPO markers (not just red)
   b. Better erasers!!!!
   c. Colored pens
   d. Highlighters
   e. Pens
3. Calculators (3)
   a. Scientific calculators
   b. Calculators (scientific or graphing)
   c. Different calculators (graphing, finance, etc.)
4. Staplers (3)
   a. Staplers that actually work (2)
   b. Stapler declaw (removes staples)
5. Apple products (2)
   a. Mini iPads
I wish my library knew that...

Loud people need to... no bad words.

They open late, should open earlier in weekdays.

Yes! Yes! Yes! More places to sit and read comfortably.

That we want fiction books.

Please... yeah!

We want a book drop off on the 3rd floor for books we haven't checked out but don't want to reshelve.

Everyone is Beautiful.

What do you use the library's website for?

Room reservations, research databases, printing,

Wanted more study spaces.

To look up books, assignments, study rooms.

The what??

Do homework diligently.
How can we improve our whiteboards and markers?

I like turtles! MAGA!

Check markers ensure they aren't dull.

New colors + erasers

Have a loan for outside of the library longer than 3 hrs.

Loans library rooms for more than 3 hrs.

What other items would you like to be available to borrow from our service desk?

Better Erasers!!!!

Moral support better markers!

* Iphone chargers

Puppies

Longer hours! (24/7?)

Scientific calculators

Different color expo markers (not just black, red and blue)
What additional signs would you find helpful in the library? (ex. how to, where is, etc.)

Hello! Have a great day.

What types of references are located on each floor.

The JL Rocks!

-JH

What do you have trouble finding in the library?

-love

Relatable content

My will to live

LSAT

BOOKS

My sanity

The motivation to study
What kinds of books do you like to read for fun?
- Goosebumps
- Self improvement books
- Fantasy Novels
- Curious George
- Keith's Diary
- War and Peace
- Karl Marx's Communist Manifesto

What book display topics would you like to see?
- Photography
- LGBTQ+ history
- Manga
- History
- Women's rights
- More books on serial killers
- Nursing
- History
- World history
- Latina empowerment
- Sex education
- Psychology
- Art
- Poetry
Comment forms received

Since installation on November 13, 2018, the new question/comment station has received:

- 44 forms in the first month
- 276 forms total to date
Question/Comment:

Please do not allow food or drink in the stacks upstairs!
I want to study, not be disturbed by crunching chips!!

Response from Library Services:

While there are considerations to permitting food, our current understanding of our users is that the majority prefer being able to enjoy drinks and snacks in all areas of the library. Our staff's past experience working with food/drink bans is that they are very unpopular, difficult to enforce, and a major source of conflict. We recommend budgeting our silent study rooms 328 and 324 for maximum silent concentration.

Optional: If you also want to receive the response directly, please provide your contact information. We will detach this section before posting.

Name: Email:

Response from Library Services:

Please notify our staff if people are being disruptive, so that we can address the problem. The top floor also has a silent study area, and users of sufficient group rooms are expected to keep noise very low.
Addressing the noise complaints

• Conducted reply card study based on suggestions by Kuglitsch & Couture (2018) to identify noise trends and locations
• Rearranged furniture to zone noise organically
• Installed a LOT of additional signage
You are entering a Silent Study Area

Collaborative study space is available on this floor in the LOFT and Green Room.

Please keep voices and noise very low.
You are next to a Silent Study Area. These rooms are NOT soundproof!
Noise complaint comment forms received:

<table>
<thead>
<tr>
<th></th>
<th>Fall 2018</th>
<th>Spring 2019</th>
<th>Fall 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Library Question/Comment Form**

Drop this form into the box at the library’s entrance. Library Services will post answers publicly to all questions/commets.

**Question/Comment:**

Much quieter than last semester. Thank you.

**Response from Library Services:**

Thank you for your feedback. We have made some zoning adjustments with rearranging furniture and installing new signage that we hope will help us to manage noise more effectively. We will continue to pay close attention to this issue.

Optional: If you also want to receive the response directly, please provide your contact information. We will deleted this section before posting.

Name: ___________________ Email: ___________________
More actions taken in response

• Installed re-shelving book drops in stacks
• Study room reservations:
  • Reduced booking limit from 4 to 3 hours per person, per day
  • Drafted official policies and added to booking webpage and confirmation emails
• Posted instructions on how to connect laptops to SMARTboards
• Developed ASL, fiction, young adult, and fantasy collections
• Restocked drink machine
More actions taken in response

• Reserves:
  • Added box fans and scientific/graphing calculators
  • Discontinued late fees for dry erase marker reserves; replacement fee charged if not returned
• Print station supplies: added electric stapler and 2nd hole punch, and labeled staplers
• Physical Plant work orders: replaced water filters, cleaned pollen off balcony, pest control, remounted whiteboard, replaced clogged air vent in conference room, flipped breakers back on
More actions under consideration

- Reserves: Offering phone chargers and seasonal themed dry-erase marker packs
- Offering blankets to borrow
- Installing blinds in the glassed-in study room windows
Dealing with overly hostile comments

Challenges

Solution to library noise levels:
Get an LUPD officer to
through library once every hour.
You are too frickin loud. He
you out. Problem solved.

Response from Library Services:
Thank you for your suggestion. Please
know that we are hearing your concerns
about noise levels and are working on
solutions. At this time, LUPD does not
have enough staff to perform regular
walk-throughs of the library. But please

Optional: If you also want to receive the response directly, please provide
your contact information. We will delete this version before posting.

Name: ______________________ Email: ______________________

Response from Library Services:
We are working on a solution...

OK, great, we'll all be
finished exams by the time all
figure it out.

LUPD understaffed? OK, Library

Perhaps...

Response from Library Services:

Please get in touch with us directly.
We would like to sit down and
discuss your concerns.

Lisa Wecki
Director of Library Services

Lander University
Jackson Library
300 Darby Ave., Greenville, SC 29609
Office: 864-603-6820 | Library: 864-388-49

www.lander.edu
Challenges

Dealing with overly hostile comments

Library Question/Comment Form

Drop your completed form into the box, and Library Services will post a response policy.

Question/Comment:

Keep the library open NORMAL hours on Friday and Saturday. Some students have actual majors that require them to study on the weekends.

Plus, Lander just acquired ~1000 freshmen. Closing early isn't very smart.

Sincerely,
A Lander Senior with an ACTUAL Major

Response from Library Services:

We work with ITS to develop the building hours based on usage data. Our weekend usage was high last year. We monitor usage closely and make adjustments as needed. In major events or holidays, we will operate hours as usual, other options are some nice outdoor seating to take advantage of during the season, and the Cultural Center has some study spots.

Often, we provide your contact information so that we can follow up with you directly. We will delete this section before posting.

Jeff Thrift
Open Experience Librarian
jthrift@lander.edu

Extra to borrow

- What other items would you like to be available to borrow from our service desk?
- Keep Library open NORMAL hours on Friday and Saturday.
- Study friendly!
Challenges

Too many silly comments to feasibly respond

NOTIFICATION OF DISCIPLINARY ACTION

01 0700 APR 2019

To whom it may concern:

If any of your Library Question/Comment Form/s are attached to the board today, please be aware that you have been identified misusing the Library Services feedback outlet via investigative methods which collected evidence including, but not limited to, fingerprint identification. Please know that any tampering with or misuse of library resources is a grave matter that can result in serious consequences. You will be contacted individually this week to schedule your mandatory disciplinary hearing.

Sincerely,

Jackson Library
Department of Internal Investigation
Limitations

- Channel is limited to physical library visitors
- Location may skew feedback topics (we receive a disproportionate number of printing and office supply comments, likely because we installed in the printer station)
- Anonymity
  - No demographic information on users and little ability to ask for clarification
  - Internal stakeholders may poke holes in feedback by suggesting it’s just a vocal minority, all written by the same person, etc.
Conclusion

• It’s a finger on the pulse and an idea generator—not a numbers game.
• Your users’ amount of input will be proportional to your amount of input.
• Have fun with it!
Conclusion

Question/Comment:
You all are doing an amazing job. I hope you all have an amazing day. Just keep doing what you are doing.

Response from Library Services:

Question/Comment:
I'm thankful for the library. As a graduating senior, this has always been one of my favorite places to study. I get work done.

THANK YOU!

Question/Comment:
We love you guys! Thanks for everything! 😊

Response from Library Services:

Question/Comment:
you guys are doing great! 💘 to tha HATERZ

Response from Library Services:

Question/Comment:
You're doing great Sweetie! 😊 😛

Response from Library Services:

Nielsen, J. & Norman, D. The definition of user experience (UX). Retrieved from https://www.nngroup.com/articles/definition-user-experience/

Thank you!

Question/Comment?

Library Question/Comment Form

Drop this form into the box at the Library's entrance. Library Services will post answers publicly to all questions/comments.

Question/Comment:
If I submit this to the art program, do you think I could successfully be an art major? ...

Response from Library Services:

Every artist was first an amateur.

— Ralph Waldo Emerson, “Progress of Culture,” Letters and Social Aims (1876)

Optional: If you also want to receive the response directly, please provide your contact information. We will delete this section before posting.

Name: __________________ Email: __________________