Library User Experience, Service, and Value

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Agenda
Service


Value ← Experience
Agenda

• I am prepared to make an argument (a compelling one) that there is a strong connection between service, experience, and value.

• And I am prepared to make an argument that there needs to be a reconceptualization of, first and foremost, service in a library setting.


Agenda

• The traditional models that served us well – the ones that we were known for – as a place for reading, learning, and contemplation are challenged.

• In the face of the digital future, the changing information environment, changing expectations and perceptions of the community we serve.

Thesis

“For if Librairie-keepers did understand themselves in the nature of their work, and would make themselves, as they ought to bee, useful in their places in a publick waie; they ought to become agents for the advancement of universal learning..”

- John Dury (1650). The reformed Librarie-Keeper. Deputy-keeper, 1649 of the king's medals and library
Thesis...

- Dury's cardinal message –
  - “libraries should be useful to people.”
  - “librarians are agents for the advancement of universal learning.”

Service

- Service – is what we are known for – our very existence rests on service – we are primarily service enterprises.

- Service is the polestar guiding the practice of librarians through generations of practice and across the profession
  - Jean Preer, Library Ethics, 2008, p.27

Library as a Service

- The key question is - how do we frame everything we do in a library as a service?

- The answer lies in the “service design” discipline

- Because the central tenet of service design focuses on touch point innovation.

Library as a Service

• Service design
• A commonly used definition of service design is “Design for experiences that happen over time and across different touch points”
• Designing with people and for people
• Apply design thinking – building empathy with people
• Touch points - Library service points

  • http://liveworkstudio.com/themes/service-design/

Library as a Service...

• Outside-in lens
• The user’s context exhibit three types of behavior
  o Task-driven readers
  o Interest-driven readers
  o Pleasure-driven readers

Library as a Service...

• Understanding the characteristics of each and designing service accordingly is important.

• For example,
• Task driven readers
  o Have task to complete
  o Usually want to quickly get hold of resources or materials that are good enough to complete the task
  o They need overview of the subject
Library as a Service...

• Task-driven readers…
  o They want to orient themselves in an area and get help in starting up
  o Have a good handle on a topic/subject quickly
  o Need lists of reference literature
  o And need suggestions for similar hits

• Thus, Libraries need to design services that meet the above needs – for example – well designed guides and bibliographies.

Library as a Service...

• Similarly
• Interest-driven readers
  o Are chiefly driven by their passion for a subject or an issue
  o They are prepared to make great efforts to find the “right material”
  o They want to increase and deepen their knowledge in the area they have interest in.

Library as a Service...

• Interest-driven readers…
• The lesson for libraries is
  o Make it easier to monitor and follow developments in particular disciplines
• But, in a typical use scenario (also called customer journey), users might utilize many different touch points.

• So, service design considers the experience provided by all the touch points together.

• And these touch points often involve multi-channel
  o face-to-face
  o physical environments
  o traditional communication,
  o social media,
  o the Web in all its forms (mobile, computer, etc.)
  o phone calls, etc.

• Framing “Library and everything we do as a service” requires going through all the library service points (touch points) and conducting a detailed analysis to determine what is working and what is not

• I will get back to touch points later
Library as Experience

- The notion of experience is inherent to our existence as people.
- Experience in general covers everything personally encountered, undergone, or lived through.
- User experience differs from ‘experiences in a general sense’, in that it explicitly refers to the experience(s) derived from encountering systems.


Library as Experience...

- User Experience, UX
  - a person’s perceptions and responses that result from the use or anticipated use of a product, system, or service.

http://www.allaboutux.org/ux-definitions

Library as Experience...

- UX is often used as a synonym for
  - usability,
  - user interface,
  - interaction experience,
  - interaction design,
  - customer experience,
  - website appeal,
  - emotion,
  - ‘wow effect’,
  - general experience
  - Engagement

Library as Experience…

- Definitions of UX come from different perspectives
  - Psychological
  - Business
  - Information architecture
  - User centered design
  - Human computer interaction
  - Quality-centric
  - Value-centric

Library as Experience…

- The verb ‘experiencing’ refers to an individual’s stream of perceptions, interpretations of those perceptions.

- Resulting emotions during an encounter with a system.

- Each person may experience an encounter with a system in a different way. This view emphasizes the individual and dynamic nature of experiencing the encounter with a system.

Library as Experience…

“Everything you see or hear or experience in any way at all is specific to you. You create a universe by perceiving it, so everything in the universe you perceive is specific to you.”

– Douglas Adams
User Experience

• The noun ‘user experience’ refers to an encounter with a system that has a beginning and an end.

• It refers to an overall designation of how people have experienced (verb) a period of encountering a system.

• This view emphasizes the outcome and memories of an experience rather than its dynamic nature.

Library as Experience...

• So, what is like to have a “great library experience”

• The answer is in both – service design – we mentioned earlier and associated experience people have with the service.

• User experience design (UXD)

User Experience Design...

• First, back to touch points, library service points.
• To improve users experience and create a fulfilling and satisfying experience, we need to
  o Identify and develop an inventory of service touch points in the library
  o Evaluate the effectiveness of these touch points – which ones are working which ones are pain points.
  o And develop a user experience map based on identified touch points.
User Experience Design…

- Inventory of library service points can include
  - The physical building, entrance, signs, computer systems, circulation desk, self-checkouts, reference desk, seats, lights, the general environment, shelves, ILL, reserves, library websites, library OPAC system, or even parking.
  - In the totality of the user journey – where is the breaking point, or where is the pain point.

User Experience Design…

- Central to journey mapping are the touch points that make up the path.
  - For example, for picking up an item reserved online – Library Website, OPAC, email hold notification, telephone hold notification, drive to library, parking lot, library entrance, stairway, holds shelving, self check machine, library exit.

User Experience Design…

- User experience maps
  - The whole experience people have associated with the service we provide that wins us advocacy, vote, increased use,
  - Internally – we are looking for ways to create – effective, efficient, valuable and feasible experience
  - From the user perspective – the experience – must be – useful, desirable, credible, enjoyable, fulfilling.
User Experience Design...

• In the entire user experience journey lifecycle
  • Consider the following elements
    o Inventory
    o Where the touch point is typically encountered
    o The operational purpose of the touch point – educate, entertain, resolve a problem
    o The role of the touch point – why does the touch point exist, user impact, influencing perception, building preference, creating loyalty

User Experience Design...

• Consider the following elements ...
  o Who owns the touch point – circulation, reference, acquisition, cataloging, technical services, etc..
  o The touch point’s value – not all are equal – which one has the potential to make or break, and which ones can be tolerated by the user (if of course attended to soon)
    • Minor inconvenience
    • Huge deal-breaking issue
  o Effectiveness – which are least and most effective, redundancies

User Experience Design...

• I believe the experience people will have with encountering a library and/or a library service will be any one of the following and more
  o Research
  o Learning
  o Entertainment
  o Reflection
  o Discovery
  o Exploration
  o Imagination
  o Idea generation
  o Happiness, satisfaction
  o In general - Intellectual nourishment
  o Etc...
User Experience Design...

• What We Know from Consumer Behavior
  o Even in difficult times 50% of consumers will pay more for a better experience. --2009 Harris Interactive
  o 50% of customers leave businesses because of bad experiences. —Accenture
  o Companies …successful in creating both functional and emotional bonding with customers are [much more successful].

Value

• If we design excellent service (based on outside-in perspective)
• If we design for a fulfilling experience (taking into account all touch points)
• That in turn leads to value
• That in turn leads to impact
• That in turn leads to innovation

Value...

• But, how much is
  o Reading worth?
  o Research worth?
  o Learning worth?
  o Intellectual nourishment worth?...
Value …

• Two types of value studies
• Value in exchange (return on investment, monetary value)

• Value in use (a more holistic approach based on perceptions of value by the users.

• Includes both tangibles and intangibles. May include monetary value but goes beyond it)

   http://nnlm.gov/mar/about/valueparticipate.html

Value …

• Value in use – based on perceptions of value by users is important measure that brings us closer to what we need.


Value…

• Transactional data, as much as it is important, doesn’t tell the whole story = USE

• How many volumes, titles, opening hours, number of questions answered, search counts, article downloads, eBook downloads, number and variety of library instructions, community based services, children summer programs, research seminars, workshops, technology use, email, print, job seeking assistance, library website visit number, etc...
Value Proposition

• Why would people step into the physical library door?
• Why would people visit our library Website – the digital library front?
• Instead of going to the bookstore, the Internet, and several other channels and sources outside of the library.
• What are we offering that the other alternatives don’t?
• The answer is in the – value proposition.

Value Proposition …

• In an effort to find value proposition statement, I scanned several libraries’ Website in both Colorado and Texas and aside mission, vision statement, couldn’t find one.
• When you read value – it is stated to reflect what the library holds dear, or what the library values, its principles.
• Not in a manner what value the library creates and delivers that people want or need.

Value Proposition …

• Back to John Dury’s Thesis
• I propose the following
• Libraries are agents for the advancement of life-long and life-wide learning.
Thank You

Any Questions?