

Kick Start your Assessment Project with User Experience Methods

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Abstract: Over the past ten years, the fields of user experience (UX) and library assessment have grown increasingly close to one another. Both library UX and assessment professionals are involved in data-informed decision making, and as the fields grow closer, it is critical to share best practices for building empathy, expanding understanding of user needs, and recommending impactful solutions. The area of UX offers many dynamic methods for assessment professionals to set assumptions aside and evaluate library services with people in mind. In this hands-on workshop, you will practice UX exercises such as persona-building, user interviews, and card sorting to explore how UX methods can help you be creative and keep the user at the center as you kick-start assessment projects wherever you are in the library.

Keywords: user experience; personas; card-sorting; interviewing; qualitative methods; library assessment

Workshop outline:

1. Introduction
 - a. Outline for the day
 - b. The UX mindset
 - c. The assessment mindset
 - d. UX + assessment Venn diagram
 - e. How UX can help with assessment creativity
2. UX definitions and core principles
 - a. Generative vs. evaluative; behavioral vs. attitudinal
 - b. Less asking more observing
 - c. Defining your assessment project: problem, target, research question
3. Personas
 - a. Why personas?
 - b. Creating strong personas
 - c. How-to create personas
 - d. Activity: rapid persona development
4. User Interviews
 - a. Why user interviews
 - b. Writing strong interview questions
 - c. Activity: create interview questions for if you were to interview your persona
5. Card Sorting
 - a. Why card sorting
 - b. How to run a card sorting workshop
 - c. Card sorting tips
 - d. Card sorting goals
 - e. Activity: create a hybrid card sorting activity
6. Wrap-up
 - a. UX and assessment resources

- b. Activity: what is one aspect of the UX mindset you will incorporate into an assessment project?

Format: The workshop will be comprised of 3 topics: each topic will include a lecture with real-life examples followed by individual or group activities.

Target audience: Academic librarians and library professionals

Number of participants: 25-30

Time: approximately 1.5 hours