UX in Libraries II
Manchester
23–24 June 2016
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Please support our sponsors as they have supported UXlibs, by attending their talks on Day One
Welcome to UXLibsII!

Welcome to Manchester and this the second international User Experience in Libraries conference. I am thrilled to be once again welcoming delegates from all over the world, this year from as far afield as Singapore, and to be reunited with so many of the speakers who helped to make our first conference so memorable and successful. Since last year interest in UX, ethnography and human-centred design has grown significantly. There now seem to be efforts to conduct more holistic and extensive user experience research everywhere, as well as an equally important drive to properly embed these approaches within our institutions. This is a wonderful thing and I am very much looking forward to hearing about the fruits of some of these labours over the next two days. As well as learning what worked and what did not, under our ‘nailed, failed, derailed’ track, we will be exploring our roles as advocates for UX approaches through a team challenge. There’s also a brand new panel session, poster presentations and a range of interactive workshops too. And let’s not forget our gala dinner at the Midland Hotel. What more could you possibly want? Enjoy! — Andy

The Committee

Andy Priestner (Conference Chair, Opening Address & Workshop Leader)

Andy currently divides his time between managing the Futurelib innovation programme which undertakes large-scale UX research projects across Cambridge University’s 120+ libraries, and delivering training and consulting to the Higher Education sector and beyond. He originated the UXLibs conference, and together with Matt Borg edited the UX in Libraries book. He devised and presents the UXLibs-in-a-day research methods course that this year has taken him all around the UK and Europe, as well as to Hong Kong and Australia.

Matt Borg (Committee, Workshop Leader)

Currently a Solutions Expert for ProQuest and previously a librarian at Sheffield Hallam University, Matt was the first person Andy invited aboard the UXLibs bus. He regularly co-delivers the UXLibs-in-a-day course and co-edited the forthcoming UX in Libraries book for which he has also written a chapter with Matthew Reidsma. He has written widely on responsive web design, information literacy and discovery systems and regularly speaks on these topics. He also co-created the Information and Creativity in Libraries conference (I2C2).

Ned Potter (Committee, Team Challenge)

We are delighted that Ned has joined the UXLibs committee and will be leading this year’s team challenge on the topic of UX advocacy at your institution. He is an academic liaison librarian at the University of York and a trainer for various organisations including the British Library. He founded the New Professionals in Librarianship network (LISNPN), has helped to fund libraries in India and Africa, and spoken at events all over the world on library marketing and communication. He authored the successful Library Marketing Toolkit published by Facet.
Useful Info

Twitter
The conference Twitter hashtag is, as last year, #uxlibs.
Also, if you’re not doing so already, follow @uxlibs.
The Twitter handles of other people you’ll be hearing from at the conference include the committee: @andytraining, @mattjborg and @ned_potter, the star of Housekeeping with Ange: @angefitzpatrick, and our keynotes: @donnalanclos and @lawrie.

WiFi
Free WiFi is available throughout the venue.

Your badge
Your badge incorporates a personalised timetable detailing the sessions and workshops you have been allocated and also the team you will be part of for the Team Challenge. Room capacity is at a premium so please make sure you attend the specific sessions on your bespoke timetable!

The Code of Conduct
We’d like everyone to familiarise themselves with the UXLibs II Code of Conduct: you can find it on the penultimate page of this booklet.

Luggage
If you need somewhere to store your luggage after checking out of your hotel on Friday, there will be a designated area within the conference venue. As much as we don’t want to, we have to say that items will be left at your own risk.

Useful contacts
Taxi companies:
Street Cars Manchester Tel: 0161 228 7878
Manchester Cars Tel: 0161 228 3355
UK emergency services Tel: 999 (or 112)
the studio: The Hive, 51 Lever Street, Manchester, M1 1FN. Tel: 0121 634 2851
The Midland Hotel (pictured below): 16 Peter St, Manchester, M60 2DS. Tel: 0161 236 3333
Keynote speakers

Donna Lanclos
We are thrilled that Donna Lanclos has agreed to return to UXLibs to keynote again. Donna is an anthropologist working with ethnographic methods and analysis to inform and change policy in higher education, in particular in and around libraries, learning spaces, and teaching and learning practices. She is Associate Professor for Anthropological Research at the J. Murrey Atkins Library at UNC Charlotte. Donna has conducted extensive anthropological research at University College London and regularly presents workshops and talks in the US and the UK.

Lawrie Phipps
A newcomer to UXLibs, Lawrie works primarily in the higher education sector supporting change management, leadership and digital practices. His work at JISC over the last 15 years encompasses small scale technology projects through to institutional wide change to approaches in learning teaching and research. His current projects include supporting institutional leadership teams around the use of digital, and the deployment of resources to help staff enhance the student experience.

Workshop leaders

Andrew Asher
We are very pleased that Andrew is once again offering us a workshop. An ethno-grapher and anthropologist by vocation, Andrew is the Assessment Librarian at Indiana University Bloomington, where he leads the libraries’ qualitative and quantitative assessment programs and conducts research on the information practices of students and faculty. He was Lead Research Anthropologist for the ERIAL project, and co-edited the resultant volume: College Libraries and Student Cultures. He is currently writing a handbook for librarians on anthropological research methods.

Matthew Reidsma
Matthew gave a memorable keynote at UXLibs last year (in fact we were sorely tempted to invite everyone back to keynote again) and this year has agreed to return to lead a workshop for us. He is the Web Services Librarian at Grand Valley State University, Michigan. He is also the co-founder and Editor-in-Chief of Weave: Journal of Library User Experience and the author of Responsive Web Design for Libraries, and the forthcoming Customizing Library Vendor Tools for Better UX.

Andy Priestner and Matt Borg (UXLibs committee) will also lead workshops.
## Day One – Thursday 23 June 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Who</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00</td>
<td>Welcome to UXLibs II</td>
<td>Matt Borg</td>
<td>Rise-Shine</td>
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<tr>
<td>09:10</td>
<td>Housekeeping</td>
<td>Ange Fitzpatrick</td>
<td>Rise-Shine</td>
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<tr>
<td>09:15</td>
<td>Opening Address</td>
<td>Andy Priestner</td>
<td>Rise-Shine</td>
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<tr>
<td>09:45</td>
<td>Keynote 1</td>
<td>Donna Lanclos</td>
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<tr>
<td>10:30</td>
<td>Refreshment break</td>
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<td>Revive</td>
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<tr>
<td>10:50</td>
<td>Nailed, Failed, Derailed: Session 1</td>
<td>Leo Appleton, Rachel Walker &amp; Helen Murphy</td>
<td>Rise</td>
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<td></td>
<td>Track B: Paul-Jervis Heath, Eva-Christina Edinger</td>
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<td>Shine</td>
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<td>Track C: Jenny Morgan, Carl Barrow</td>
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<td>Grow</td>
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<tr>
<td>11:50</td>
<td>Nailed, Failed, Derailed: Session 2</td>
<td>David Clover, Eva Jirjahlke</td>
<td>Grow</td>
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<td>Track B: Shelley Gullikson</td>
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<td>Track C: Angus Brown &amp; Frankie Wilson</td>
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<td>Build</td>
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<td>Track D: Josephine McRobbie &amp; Andreas Orphanides</td>
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<td>Shine</td>
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<tr>
<td>12:15</td>
<td>Lunch &amp; Posters</td>
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<td>Revive</td>
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<td>13:15</td>
<td>Sponsor Presentations</td>
<td>EBSCO, Alterline, Modern Human, ProQuest</td>
<td>Rise-Shine</td>
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<tr>
<td>14:00</td>
<td>Nailed, Failed, Derailed: Session 3</td>
<td>David Marshall, Eva Jirjahlke</td>
<td>Grow</td>
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<td></td>
<td>Track B: Andrea Gasparini, Ingela Wahlgren</td>
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<td>Rise-Shine</td>
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<td>Track C: Gareth Cole &amp; Lorna Berrett</td>
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<td>Phil Cheeseman &amp; Karin Tusting</td>
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<tr>
<td>14:50</td>
<td>Team Challenge - Introduction</td>
<td>Ned Potter</td>
<td>Rise-Shine</td>
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<tr>
<td>15:05</td>
<td>Refreshments/Team Challenge begins</td>
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<td>Revive</td>
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<td>16:50</td>
<td>Review of Day One</td>
<td>Matt Borg</td>
<td>Rise-Shine</td>
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<td>17:00</td>
<td>Depart to hotels</td>
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<td>Midland Hotel</td>
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<td>09:00</td>
<td>Welcome to Day Two</td>
<td>Andy Priestner</td>
<td>Rise-Shine</td>
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<td>Ange Fitzpatrick</td>
<td>Rise-Shine</td>
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<tr>
<td>09:15</td>
<td>Keynote 2</td>
<td>Lawrie Phipps</td>
<td>Rise-Shine</td>
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<td>10:00</td>
<td>Team Challenge (final preparation)</td>
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<td>Team Challenge Presentations</td>
<td>Marketing Upwards 1–5</td>
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<td>Collaboration 1–5</td>
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<td>Recruitment 1–5</td>
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<td>Refreshment break</td>
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<td>Revive</td>
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<td>11:50</td>
<td>Challenge Presentations (Final)</td>
<td>Marketing Upwards winner</td>
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<td>Collaboration winner</td>
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<td>Recruitment winner</td>
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<tr>
<td>12:30</td>
<td>Lunch</td>
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<td>Revive</td>
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<tr>
<td>13:30</td>
<td>Workshops</td>
<td>Matt Borg</td>
<td>Rise</td>
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<td></td>
<td>1: Mapping digital practices</td>
<td>Andrew Asher</td>
<td>Shine</td>
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<td>2: Process interviews</td>
<td>Matthew Reidsma</td>
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<td>3: User journey maps</td>
<td>Andy Priestner</td>
<td>Build</td>
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<td>14:30</td>
<td>Workshops (as above, repeated)</td>
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<tr>
<td>15:30</td>
<td>Refreshment break/question writing</td>
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<td>15:50</td>
<td>‘Question Time’ Panel Discussion</td>
<td>Donna Lanclos, Lawrie Phipps,</td>
<td>Rise-Shine</td>
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<td>Matthew Reidsma, Andrew Asher,</td>
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<td>Ange Fitzpatrick</td>
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<td>16:40</td>
<td>Conference Review</td>
<td>Andy, Matt, Ned</td>
<td>Rise-Shine</td>
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<tr>
<td>17:00</td>
<td>Conference ends</td>
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Nailed, Failed, Derailed

Session 1

Track A: UX Pick ‘n’ Mix – Bringing back a selection box from UXLibs
Leo Appleton

Leo Appleton is Associate Director of Library Services at University of the Arts London and is responsible for all service management and delivery at the university’s six college libraries. His areas of responsibility include user services, academic liaison services and IT support. He has also worked in a number of other universities and FE colleges.

“Let’s talk about UX, baby”: simplifying ethnographic techniques in Cambridge libraries
Rachel Walker & Helen Murphy

Rachel Walker is a Senior Library Assistant at the Seeley Historical Library at the University of Cambridge. Recently one of the organisers for the libraries@cambridge conference 2016, she has a particular interest in eresources. Keen on cooking (and eating), playing badminton and walking.

Helen Murphy is Assistant Librarian at the English Faculty Library at the University of Cambridge, where she co-runs the library’s teaching programme and takes a leading role in new initiatives (especially ones that involve having conversations with people). When she grows up she would like to be Angela Lansbury.

Track B: Creative bravery: the value of embracing failure
Paul-Jervis Heath

Paul-Jervis Heath is a designer and innovation consultant with 18 years’ experience of helping companies make fundamental changes by combining design thinking with business strategy and cutting-edge technology. He leads the design studio at Modern Human, who apply human-centred design to imagine future services and digital products. They have supported Cambridge University Library’s Futurelib programme since its inception.

“Speak, friend, and enter” – Labyrinths, symbolic spaces, and gated communities in university libraries — Eva-Christina Edinger

Eva-Christina Edinger is a sociologist and works in the fields of sociology of space/architecture and academic teaching. For her PhD she investigated library spaces based on the concepts of information architecture and user experience. Previously head of the Department for Teaching Development at the School for Teacher Education Northwestern Switzerland, she now works on a freelance basis.

Track C: UX – small project / high value?
Jenny Morgan

Jenny Morgan is a Senior Information Services Librarian at Leeds Beckett University. Since attending UXLibs 2015, Jenny has been leading on the implementation of UX methods at the University Library. She has previously worked in other HE and FE libraries, and, before retraining as a librarian worked for the local authority in Mental Health services.
Getting back on the rails by spreading the load
Carl Barrow
Carl Barrow is Student Engagement Manager in Library and Learning Innovation at the University of Hull. Previously a multimedia developer before moving into web design and development, his role provides the opportunity to use his complementary knowledge of Library and IT Services to ensure that students inform service design and development.

Session 2

Track A: An Adventure in Space and Time (with apologies to the Doctor, and his companions)
David Clover
David Clover is Associate Director, Library and Learning Services at the University of East London, where he is responsible for planning, HR strategy, and financial management. He is also project leader for the Docklands Library Refurbishment Project. A passionate advocate for professionalism and library and learning enhancement.

Track B: From user testing to user research: collaborating to improve library websites
Shelley Gullikson (co-authors: Krista Godfrey, Suzanna Galbraith)
Shelley Gullikson is the Web, Communications and Interface Design Librarian at Carleton University Library. She likes to interpret ‘interface design’ broadly and extend it to the UX of both virtual and physical library space. She is currently working on an article for Weave UX about the student use of space in academic libraries.

Track C: Imperial Oxford User Experience (IOUX): the power of collaboration, not just a great acronym
Angus Brown and Frankie Wilson
Angus Brown has been working in libraries for over 25 years, and is currently celebrating 10 years at Imperial College London where he is responsible for user services, including marketing and the library’s website, as well as supporting Imperial’s operational excellence programme.

Frankie Wilson has worked as a subject liaison librarian at Oxford, Brunel and Middlesex Universities, covering almost every subject except Law. Following her Doctorate in quality, performance measurement and culture change in academic libraries, she was appointed as the Head of Assessment for the Bodleian Libraries, University of Oxford.

Track D: How to nail in-building communication channels (with a healthy dose of failure and derailment) — Josephine McRobbie and Andreas Orphanides
As a Libraries Fellow at North Carolina State University, Josephine McRobbie conducts qualitative research focused on inclusive environments, intuitive wayfinding, and in-building resource discovery. She also co-leads the NCSU Libraries User Research Team, which guides colleagues through the process of developing user research and usability testing projects.

Andreas Orphanides is the Librarian for Digital Technologies and Learning at the NCSU Libraries. His work focuses on developing high-quality, thoughtfully designed technology solutions to support teaching, learning, and information discovery. He is a core member of the Libraries’ Instruction and E-Learning program and part of the User Research Team.
Session 3

Track A: Intensity, productivity and wellbeing: large-scale ethnography at the University of Cambridge — David Marshall

David Marshall is Project Coordinator for the Futurelib Programme at Cambridge University Library which employs user experience research techniques to design new products and services. He played an instrumental role in the Protolib research project and has recently completed a cultural probe study with postdocs. Prior to Futurelib, David was a member of the Reader Services team at the University Library.

Dear Diary – researching the Welcome Week experience
Eva Jirjahlke

Eva Jirjahlke is the User Experience Researcher at the London School of Economics Library. With a background in Social Sciences she is responsible for coordinating all user research across the different teams at the Library. She was previously LSE Library’s Research and Assessment Officer.

Track B: A successful introduction of User Experience as a strategic tool for service and user centric organizations
Andrea Gasparini (co-authors: Sumit Pandey, Håvard Kolle Riis)

Andrea Gasparini is a Senior Engineer in the Department of Digital Services at the University of Oslo Library. Currently, he is focusing on design thinking, innovation and service design in academic libraries in connection with his doctoral studies at the University of Oslo’s Department of Informatics.

What happens when you let a non-user loose in the library?
Ingela Wahlgren (co-author: Åsa Forsberg)

Ingela Wahlgren holds an MLIS and works in the Library Services unit at the University Library in Lund, Sweden. Previously she was the solo librarian at the smallest library at Lund University, where she carried out a large reclassification/reshelving project. She believes very strongly in the importance of working with a user-centred approach, and the power of a good cup of coffee (as most Swedes do).

Track C: Contrast, collaboration, complexity and communication: capturing the postgraduate researchers’ UX at Loughborough University
Gareth Cole and Lorna Berrett

Gareth Cole is the Research Data Manager at Loughborough University. This role involves piloting and bringing into service a new archive solution for research data as well as building on the existing training and guidance provided at the University. Gareth holds a PhD in Maritime History from the University of Exeter.

Lorna Berrett is Head of Communications for Journals Taylor & Francis. She has over 20 years’ experience in academic publishing having previously worked at Wiley and Blackwell Publishing in marketing and digital product management focusing on publisher platforms and digital services for societies, authors and readers.
Library journeys, intelligent buildings and the Internet of Things
Phil Cheeseman and Karin Tusting

Phil Cheeseman is Head of Academic Services at Lancaster University library. He has held senior roles in academic libraries for the past eleven years with responsibility for academic liaison, e-learning and learning development. He has interests in digital literacies, learning technologies and learning space design.

Karin Tusting is Senior Lecturer at the Department of Linguistics and English Language, Lancaster University. She has research interests in academic, workplace and digital literacies, and has published on communities of practice, adult learning, and the impacts of paperwork on educational workplaces. She is currently engaged in research on academics’ writing practices.

Code of conduct: what we expect from you

UXLibs II is an event where you will be working closely with your peers – there is a higher degree of interaction and collaboration than at most library conferences. It’s essential that everyone, regardless of race, gender, sexuality, background or religion, feels welcome, secure, included, and comfortable voicing their opinions.

To make this happen we hold the following principles as organisers and delegates:

- We are open in our approach to others
- We can have the difficult conversations about key issues, but we challenge the arguments, not the person – personal attacks are not acceptable
- No matter our personal beliefs, we honour the perspectives of others. We treat others with kindness and respect and allow them to be heard
- We work collaboratively
- We will all take responsibility for ensuring no one is intimidated, demeaned or marginalised at the event, in person or online, and we will challenge this if it happens.

We take it very seriously if members of our community are made to feel unsafe in any way. You can complain on behalf of yourself or anyone else, directly to any of the following – (pictured below, left to right) Georgina Cronin, Ange Fitzpatrick, Matt Borg or Ned Potter – if you see any situation in which anyone associated with the conference feels threatened or is made to feel unsafe. You can do this verbally or via email (admin@uxlib.org) if you do not feel comfortable discussing the issue in person. We may get back to you for clarification or additional information if we feel that is necessary. This doesn’t mean we don’t believe you – it just means we want to make sure we fully understand your concerns. If any problems do occur, we will act as swiftly as possible to address them.

With thanks to LIANZA whose code of conduct we adapted, with permission.
You’ve attended the conference, now it’s time to get the book!

With chapters from:
Andy Priestner
Matt Borg
Donna Lanclos
Matthew Reidsma
Paul-Jervis Heath
Andrew Asher
Bryony Ramsden
Libby Tilley
Helen Murphy
and many more..

From the back cover: In this groundbreaking new book from Routledge, library practitioners, anthropologists, and design experts combine to advocate a new focus on User Experience (or ‘UX’) research methods. Through a combination of theoretical discussion and applied case studies, they argue that this ethnographic and human-centred design approach enables library professionals to gather rich evidence-based insights into what is really going on in their libraries, allowing them to look beyond what library users say they do to what they actually do.

Edited by the team behind the international UX in Libraries conference, User Experience in Libraries will ignite new interest in a rapidly emerging and game-changing area of research. Clearly written and passionately argued, it is essential reading for all library professionals and students of Library and Information Science. It will also be welcomed by anthropologists and design professionals working in related fields.

‘User Experience in Libraries is an engaging combination of library UX theory and practice. Both those new to the subject and those with more experience will learn from it’ — Aaron Schmidt, Principal, Influx Library User Experience

The paperback retails at £30 and the hardback at £95, but UXLibs II conference attendees will receive a 20% discount when ordering from www.routledge.com – use discount code FDC16.