UX research and design in a day

a user experience course with Andy Priestner

Friday 6 March 2020, 0900–1630, The Studio, Birmingham

What is UX Research & Design?

UX approaches are now being embedded in libraries across the world to ensure that both physical and digital services and spaces are designed in response to user behaviours and needs in order to make them as relevant and valuable as possible.

- UX research is about using alternative methods to the traditional library survey – techniques which record and examine actual user behaviour in libraries and delve deeper into user attitudes and opinions.
- UX design involves mapping and analysing the UX research data you gather and translating the insights into prototypes and pilots which are tested and developed with users to ensure their efficacy and value.

What does this one-day course cover?

The course takes a highly practical and interactive approach to learning about UX research and design and will incorporate the following:

- defining UX research and design
- key behavioural and attitudinal UX techniques
- coding and mapping UX research data
- effective idea generation
- prototyping and piloting
- advice on getting started with and embedding UX

What are the key learning outcomes?

Understanding the core principles that underpin user experience research and design; consideration of the application and value of UX research techniques in the library environment; learning how to code and map data; how to translate data into ideas and prototype services for testing.

Cost / Lunch and refreshments / Venue

- The course fee is £120 (+VAT) per person, payable to UX in Libraries.
- A 2-course hot buffet lunch is included, together with refreshment breaks and tea/coffee on arrival. All dietary requirements will be catered for.
- The Studio is an innovative and striking venue in the heart of Birmingham on Cannon Street, just 3 minutes' walk from New Street Station.

How do I book?

Go to the UX in Libraries website's training courses page: http://uxlib.org/uxtrainingdays/

Your course leader

Andy Priestner, formerly a librarian at both Oxford and Cambridge Universities, is a full-time freelance consultant and trainer in user experience. Andy regularly leads UX research and design courses all over the world. Over the past 18 months he has completed UX consultancies with HE and public libraries in the UK, Australia, Sweden and Germany. These have all focused on transforming library spaces and services and embedding UX research and design approaches. His books include: *User Experience in Libraries* and the *UX in Libraries Yearbook*. He created and chairs the international UX in Libraries conference.