



UXLibs-in-a-day South West with Andy Priestner

a one-day user experience research methods workshop
in association with CILIP ARLG South West

What is UXLibs?

UXLibs stands for 'User eXperience in Libraries', a conference founded and chaired by Andy Priestner, which is annually attended by librarians (from all over the world) who employ UX research methods to improve library services. Andy devised 'UXLibs-in-a-day' so that attendees could explore UX techniques and their application via an interactive and intensive one-day course. He has taken this highly successful course all around the UK, Europe, Asia and Australia.

What is UX Research?

UX or User Experience is everything that happens to your users when they interact with your service in any way (physically or remotely). It includes everything they see, everything they hear, everything they do, as well as their emotional reactions. UX research is about going beyond traditional surveys and quantitative data collection and using methods that record and examine actual user behaviour of libraries with a view to delivering more relevant and valuable spaces and services.

Aim of the course

The course takes a highly practical and interactive approach that details the key techniques and encourages attendees to consider how they might be applied at their institution. Attendees will also be asked to consider the status quo at their place of work: what services are currently working, what is failing, what can be improved? The course should leave attendees enthusiastically equipped to use a range of tried-and-tested methods to research the library experience of their users and deliver new and improved services as a result.

What does the course cover?

The course is divided into three sessions:

1. *What is User Experience?* - Defining user experience and ethnography and exploring the value of attitudinal and behavioral user research methods with practical examples of library application.
2. *User Experience Techniques* - The most valuable UX methods are detailed and attendees try many of them out: observation; behavioural mapping; interview; cognitive mapping; usability testing; cultural probes; card sorting; touchstone tours; love letters and break-up letters.
3. *Idea generation and prototyping* - Using idea generation techniques and a divergent thinking approach to turn research data into ideas for new products and services.

Prior knowledge

The course does not assume any prior knowledge although those attending with some experience of UX methods are certain to learn new techniques and approaches.

Course Leader

Andy Priestner, former head of library and information services at Cambridge University's business school, is now a part-time freelance trainer and consultant in user experience, leadership, and teambuilding. He also leads Cambridge's Futurelib programme which delivers UX-based innovation projects across the University's libraries. His book 'User Experience in Libraries' was published by Routledge in May 2016. He also chairs the annual international UX in Libraries conference.

Praise for the course

'Extremely well presented and organized'; 'Really enjoyable day. So, so useful and the format really works - thank you!'; 'I enjoyed every minute of this course'; 'Very professionally delivered by a talented presenter'; 'Andy helped frame and package UX in the library context'; 'A winning formula!'.