

Contents

<i>Acknowledgements</i>	<i>iii</i>
<i>Foreword</i>	<i>vi</i>
UX eats culture for dinner <i>Andy Priestner</i>	1
Embedding UX in organizational culture <i>Daniel Forsman</i>	20
Harnessing our superpowers: because organizations are a design problem <i>Rebecca Blakiston</i>	31
Use your power as a leader <i>Anneli Friberg and Anna Kågedal</i>	42
Ask not what your organisation can do for UX; ask what UX can do for your organisation <i>Ned Potter and Paul Harding</i>	64
Winning them over one by one: four years of trial and error in embedding UX culture at an academic library <i>Nadia Marks</i>	74
How UX methods helped the transition of the library teams into a new library building <i>Julie Willems</i>	81
Step by step: how to involve staff in UX projects on a long-term basis (case study at the University Libraries in Lille) <i>Natacha Leclercq-Varlan</i>	87
The Web User Experience Working Group: one academic library's grassroots and outside-the-org-structure effort to create an inclusive culture of UX <i>Ashley Brewer</i>	94
Standing alone together: your secret UX buddies might be hiding in other departments <i>Larissa Tijsterman</i>	105

Ripples of UX – sharing techniques and practice with students and staff <i>Pete Hanna and Sarah Halliday</i>	122
The Photo Challenge: a collaborative UX project <i>Åsa Forsberg</i>	134
Ask the Experts: student support interventions designed and delivered by students <i>Nick Russell</i>	141
A fresh perspective: the impact of interns on research and culture <i>Naomi Baguley and Harri Endersby-Marsh</i>	150
“Did you already post that in our library channel?” – instant messaging as a tool to improve staff engagement in discussing user-related issues <i>Ninon Franziska Frank and Jarmo Schrader</i>	157
User experience session to improve information literacy education <i>Leonie M. Kamminga</i>	167
The Great UX Culture Challenge or ‘for the love of mascots’ (UXLibsVI team challenge) <i>Andy Priestner</i>	179
Workshops:	
Integrating intersectionality – re-imagining user journeys <i>Dr Arun Verma</i>	195
An agile, user-centred approach to the vaccine response <i>Natasha den Dekker</i>	199
Mapping UX: the Cultural Web and cultural change <i>David Clover</i>	207
First steps towards data visualisation for your UX work <i>Luis Moßburger</i>	213
Perspectives from delegates with sponsored places:	
First-timer from Croatia enters the realm of UX in Libraries <i>Petar Lukačić</i>	227
A UX advocate origin story <i>Prakash Chauhan</i>	230