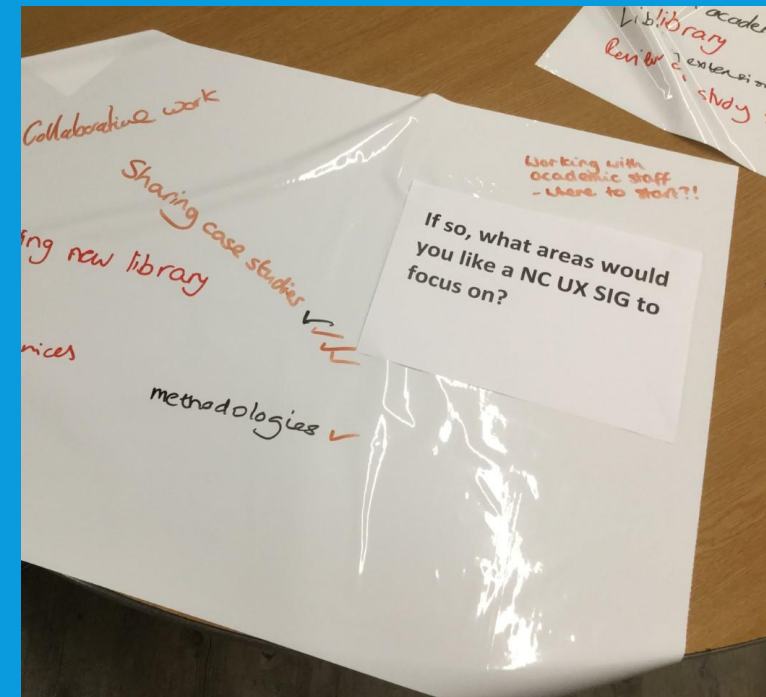
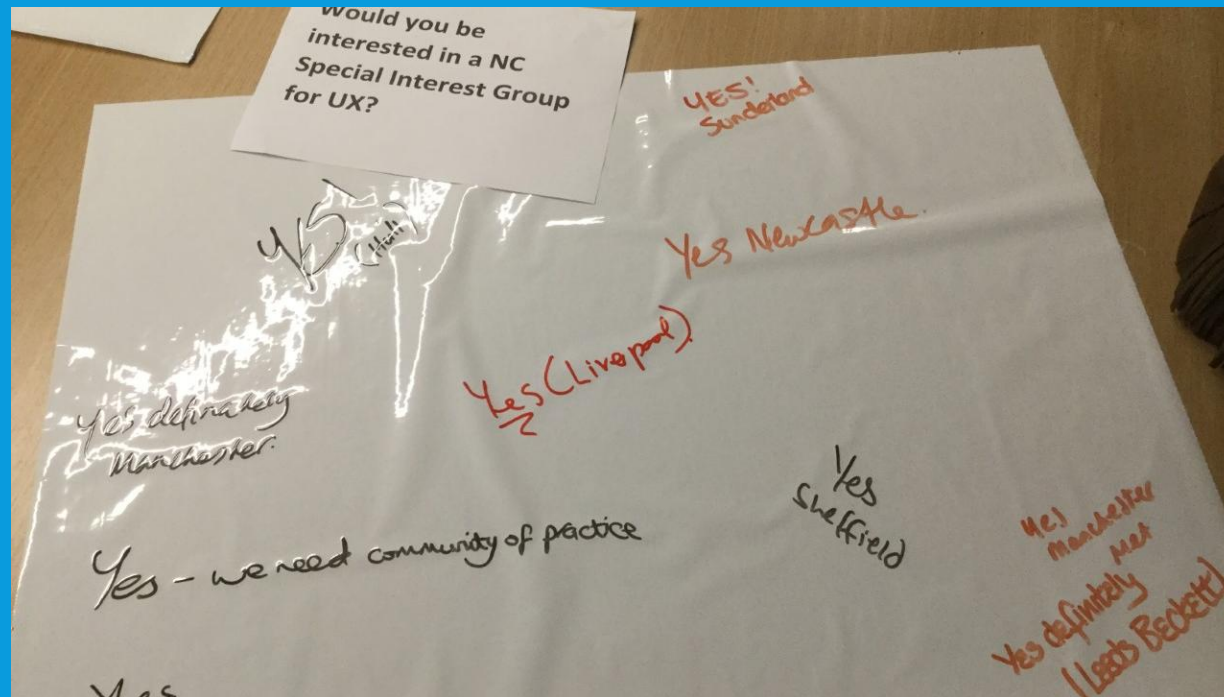




STRONGER TOGETHER: BUILDING A UX COMMUNITY OF PRACTICE

Alison Sharman (University of Huddersfield) and Kathryn
Sullivan (University of Manchester)

STARTED LIFE AS A UX SPECIAL INTEREST GROUP IN 2017



PRIMARY PURPOSE OF THE GROUP

To share best practice, knowledge and experience, which will be achieved via

- The Northern Collaboration UX JISCMail group
- Face to face meetings to be held at least three times a year, hosted and chaired by voluntary member libraries
- Google Drive area NC UX SIG through which members can share documents

To explore, share and learn UX techniques which would enhance the library experience for users and customers

FIRST MEETING: HUDDERSFIELD APRIL 2018

Sheffield
Hallam
University

User experience at
Sheffield Hallam

UX AT
LEEDS
TRINITY



Leeds Trinity
University | Library



BRILLIANT



UX at Teesside University
Library

UX at Leeds Beckett
University Library



UX TOOLKIT

Cognitive mapping

THE NORTHERN COLLABORATION

What it is

This technique involves asking participants to draw a map of a space (e.g. "Draw the University") or more directly, to list the aspects that people will depict the aspects that they use of a particular space and the reasons for their use or annoyance!

Things you need

- A couple of sheets of A3 paper
- Three different colours for each participant
- Number of participants: usually 5-10
- An environment with tables so they can sit around them
- A stopwatch (a watch or smartphone)
- Red, blue and black whiteboard markers

How to do it

1. Start by giving your participants

Love letters and break-up letters

THE NORTHERN COLLABORATION

What they are

Participants are asked to write to a business or organisation about their admiration or ending things! One of the reasons for this is that it's easily understood. It's supposed to be a quick and easy way to get as the resulting letters can offer insight into what people think of the use. However, some groups of people may find it suitable for all situations.

Things you need

- Willing participants - large group
- A pen and paper for everyone
- A timer for a quick activity

Touchstone tours

THE NORTHERN COLLABORATION

What they are

This technique involves asking participants to give you a guided tour of a physical or digital space. The idea is that the person is free to take you wherever they want and point out anything they consider relevant. If they don't go somewhere or don't point something out, it's likely to be because that place or feature isn't important to them. Hopefully, volunteers will feel at ease in familiar surroundings and will feel confident about talking to you.

Things you need

- Willing participant/s
- A physical space or digital environment to tour
- A notepad & pen (or a voice recorder so you won't need to take notes)



X Hudds1.jpg

Post-its

X Hudds1.jpg

Post-its.jpg

WORK BEGAN ON A TOOLKIT




Four stages in the UX journey:



data collection > data analysis>
ideation > prototyping

£££
Costly

TRANSCRIBE EVERYTHING WORD-FOR-WORD

different interpretations by different people → chance to reflect & digest! 

Software

Speech to text apps?

Survey monkey can give overview of common words

TIPS

- ★ get someone else to "peer-review" transcription
- ★ get an intern to do it
- ★ transcribe it A.S.A.P. in a quiet place
- ★ test your equipment every time
 - volume
 - battery
- ★ good recordings on a phone
- ★ slow the recording down so your typing can keep up

except some things...
size of study?
usability studies!

slowing down tape audio to type more easily

code it after

can use NVIVO to code audio & text & video

Pick up intonation & feelings/reactions

improve your technique & become a better user by listening to your technique

"get good quotes"

LEARNING EXCHANGE MANCHESTER 2020



The background of the slide features a blurred image of a large crowd of people, represented by stylized human figures in various colors (brown, blue, white). The figures are densely packed, creating a sense of a large gathering or community. A solid blue horizontal band is overlaid across the middle of the image, containing the text.

DECIDED IN 2021 TO MOVE FROM A
SPECIAL INTEREST GROUP TO A
COMMUNITY OF PRACTICE

CHANGED FROM BEING A SPECIAL INTEREST GROUP

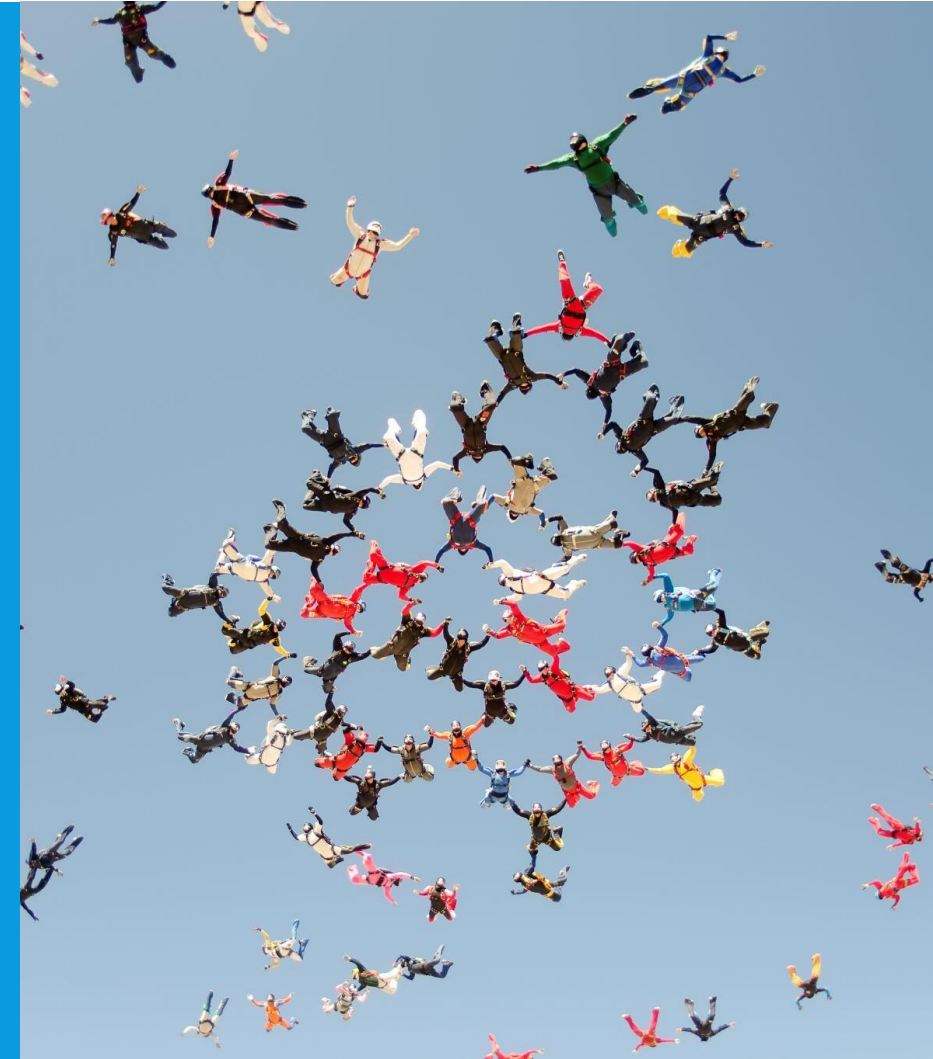


A Special Interest Group (SIG) provides the opportunity for **library staff with a shared interest in a specified theme or area of work to meet, exchange ideas and knowledge, explore new initiatives and develop best practice.** A SIG can also provide CPD opportunities for staff looking to move into a role in that area.

MOVED TO BECOME A COMMUNITY OF PRACTICE

A Community of Practice (CoP) provides the opportunity for **practitioners in a specified area of work, with common interest in that area**, to meet, exchange practice experiences, learn from each other, and develop best practice, using the group to build a sense of community.

(Academic Libraries North, 2021)





<https://bit.ly/3qbeL8S>

**HOW DO YOU TURN A
GROUP OF 34 LIBRARIES
INTO A COMMUNITY OF
PRACTICE?**

NEW REMIT FOR THE GROUP

To be a learning partnership amongst practitioners with a common interest in UX. Share experiences, knowledge, learn from each other and **build a sense of community**. This will be achieved via:

- The ALN UX JISCMail group.
- Meetings to be held at least three times a year, hosted and chaired **online**; virtual coffee meetings held between meetings and one hour training sessions on UX methodology.
- **The ALN UX CoP Teams channel** through which members can share documents, ideas and experiences.

Conduct collaborative research where appropriate.

To explore, share and learn UX techniques which would enhance the library experience for users and customers using a shared learning approach.

The background of the image is a close-up, slightly blurred photograph of a document. A silver pen is visible in the upper right corner, resting on the paper. The document contains faint, illegible text and a line graph with several data points connected by lines. A solid blue horizontal banner is positioned across the middle of the image, containing the text 'USE TEAMS FOR ONLINE MEET-UPS' in white, uppercase, sans-serif font.

USE TEAMS FOR ONLINE MEET-UPS

The background of the image is a close-up photograph of several white ceramic coffee cups filled with dark coffee, arranged on a light-colored surface. A small, round, golden-brown dessert, possibly a cookie or a small cake, is visible in the center. A blue horizontal band with white text is overlaid across the middle of the image.

VIRTUAL COFFEE MEETINGS



**ENGAGED IN SOME
COLLABORATIVE
WORK USING A
COMMON THEME**



WAYFINDING



IDENTIFIED THREE THEMES

- Theme 1 Staff Space
- Theme 2 Student Space
- Theme 3 Collections

THEME 1: STAFF SPACE

Purpose: To understand the challenges of hybrid working and to find out the main issues facing your staff as they return to work following the pandemic.

Possible methods to use:

Observations: find out how staff are using their office space

Cognitive mapping: ask staff to draw how they work at work/home

Love/break-up letters about hybrid working

Conversations/interviews with staff

Photo diary: ask staff to take photos of how they work from home

THEME 2: STUDENT SPACE

Purpose: to better understand how designated library spaces are being used since the pandemic with the aim of improving user behaviour in an existing space or inform new space design.

Has there been a change to the student requirements/usage of library space since the pandemic?

UX METHODOLOGY

Inspired by this article to do head counts on one or two specific spaces:

Gullikson, S. & Meyer, K. (2016). Collecting space use data to improve the UX of library space. *Weave: Journal of Library User Experience*

<https://doi.org/10.3998/weave.12535642.0001.502>

Collect data about where people are sitting and note how they are using the space

THEME 3: COLLECTIONS

Purpose: How are students using/not using the physical collections? Has there been a change since the pandemic/efirst policies?

Are students using ebooks rather than borrowing print?

Have print journals and a printed reference collection passed their sell-by date?

Do we still need short loan collections?

Could these spaces be repurposed?

EXAMPLES OF SOME OF THE PROJECTS

- Durham = The Snug
- Cumbria = Five campus libraries
- Leeds = print journals collections
- Huddersfield = Calm Zone/Online learning suite
- Sheffield University – Group study rooms
- Edge Hill – changes to furniture, was it working?
- Northumbria = use of personal devices in library spaces
- Sheffield Hallam: how is the space being used on level 4 (entry floor)
- Manchester Met: how do students start their research?





UX IN ONE HOUR TRAINING USING TEAMS

TRAINING TO DATE

LOVE/BREAK-UP LETTERS

TOUCHSTONE TOURS/COGNITIVE MAPPING

USER JOURNEY MAPPING/AFFINITY MAPPING

WHAT PEOPLE VALUE FROM THE GROUP

Having a
sounding board

Finding out what others are
doing at different institutions
and being inspired by new
initiatives

The generosity of
colleagues – their
ideas, experiences,
time. It's a very
inclusive and
comfortable space.

A network of people
who will share good
practice and support
me

It really feels like a
community

Hearing the experiences of other
members has been really useful and
has given me ideas for activities
and advice on how to carry them
out here.

People openly sharing
thoughts and ideas –
friendly group

We are practitioners
and share ideas,
mistakes, thoughts
and learn from others
in the community

to share ideas and
examples - training
is a great bonus :)

NEXT STEPS FOR THE GROUP



- Hybrid meetings
- New Co-Chair
- Encourage collaborative research
- Continue with the training
- Work with other groups from the ALN, e.g. space, technology, Academic Librarians
- Improve and share the toolkit
- Mini conference



ANY QUESTIONS?

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