

UXLIBS 7

June 6–8 2023, Brighton, UK

**The Experience of  
Non-Users and Ex-Users  
of the Jagodina  
Public Library**  
Sparking the Interest  
in the Library

Jelena Rajić

Radislav Nikčević Public Library  
Jagodina, Serbia

# Jagodina Public Library

- ★ The oldest cultural institution in the town
- ★ Heart of the local community
- ★ Traditional and modern
- ★ Physical and digital
- ★ User-oriented



# The statement of the problem

## Users

- Known demographics
- Usage patterns
- User behaviour
- Overall satisfactions

## Ex-users and non-users

- Unknown demographics
- Unknown reasons for stopping/not using the library's services
- Unknown user behaviour
- Understanding and satisfying their needs

# User interview – UX research survey

- In April 2022
- The user interview- in the streets
- 280 respondents
- The main objective: to attract non-users and ex-users to the Library by understanding their needs and design services and resources adapted to these needs



# Specific objectives of the survey

- to learn the demographics of non-users and ex-users
- to learn reasons for stopping/not using the library
- to learn how the library can meet their needs
- to draw conclusion and recommend suggestions if possible

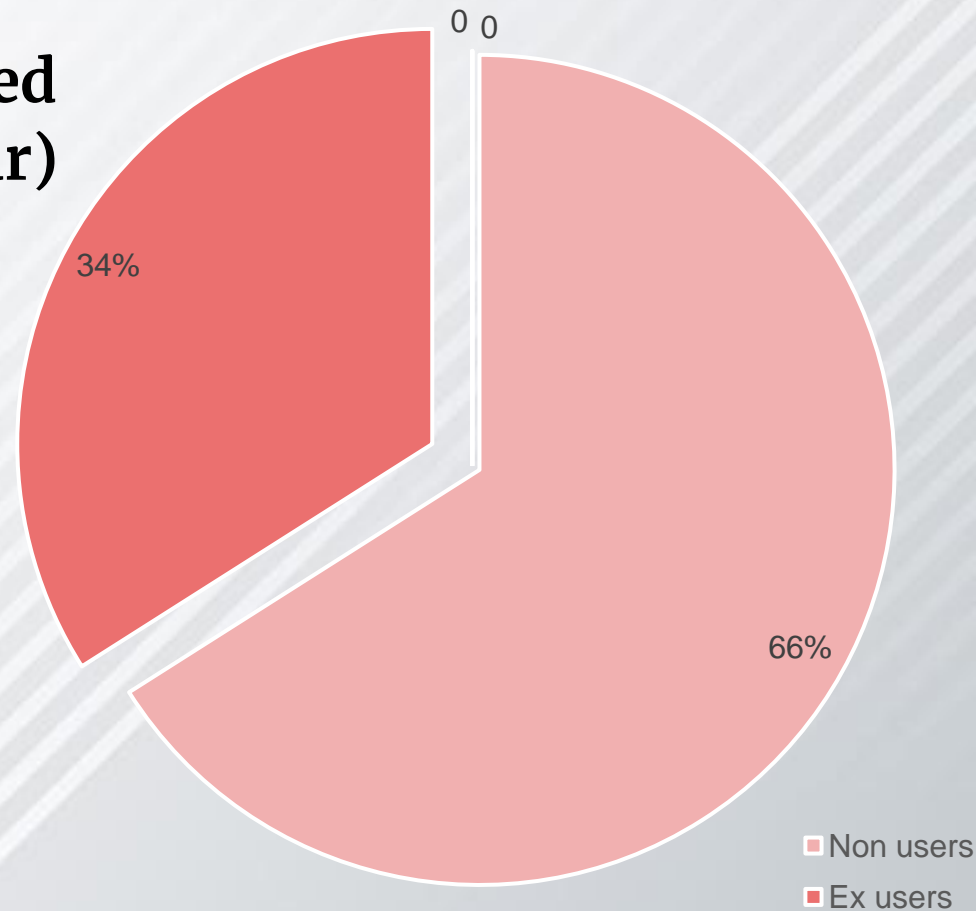
# Distribution of the respondents by status

**Ex-users (not visited  
for more than a year)**

**34%**

**Non-users (never  
visited)**

**66%**



# Distribution of the respondents by age

## Age group

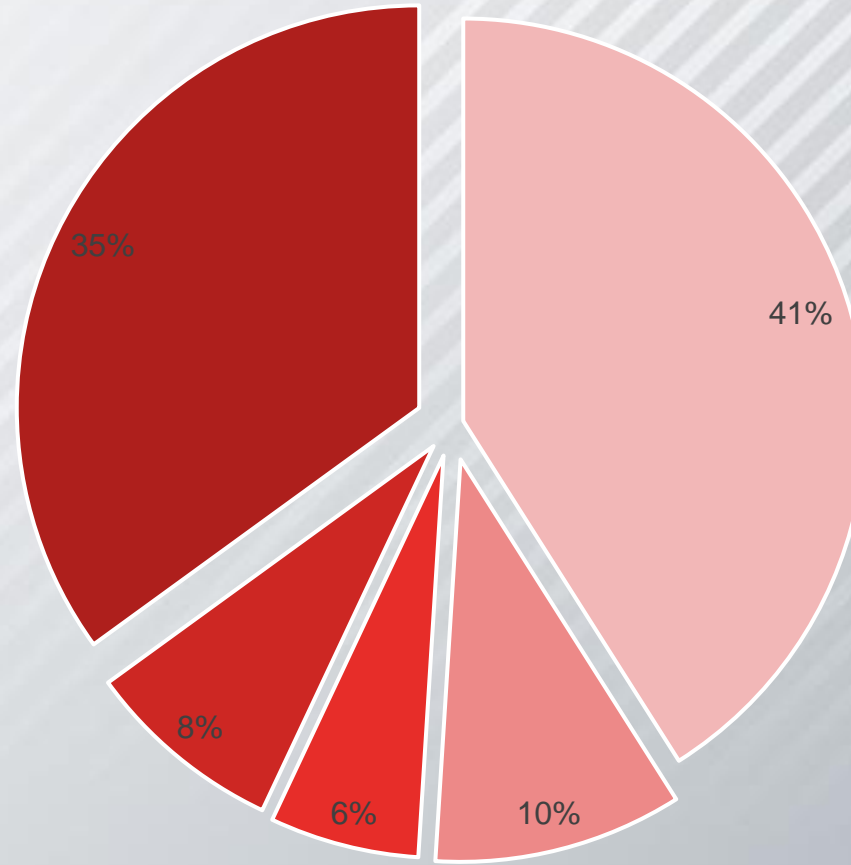
18-29 41%

30-39 10%

40-49 6%

50-59 8%

60+ 35%

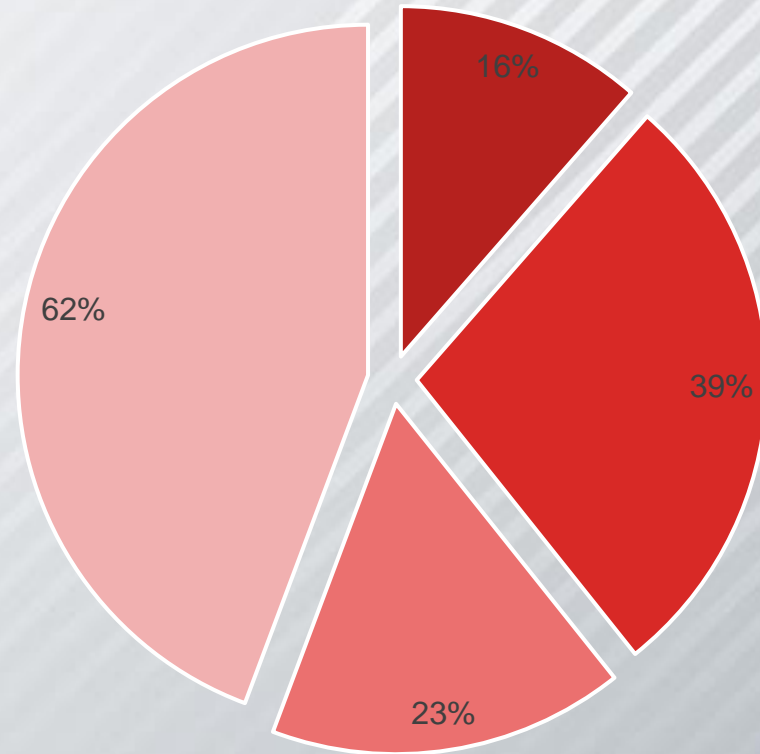


18-29 30-39 40-49 50-59 60+

# Distribution of respondents by occupation

## Occupation

Student	16%
Employed	39%
Unemployed	23%
Retired	62%

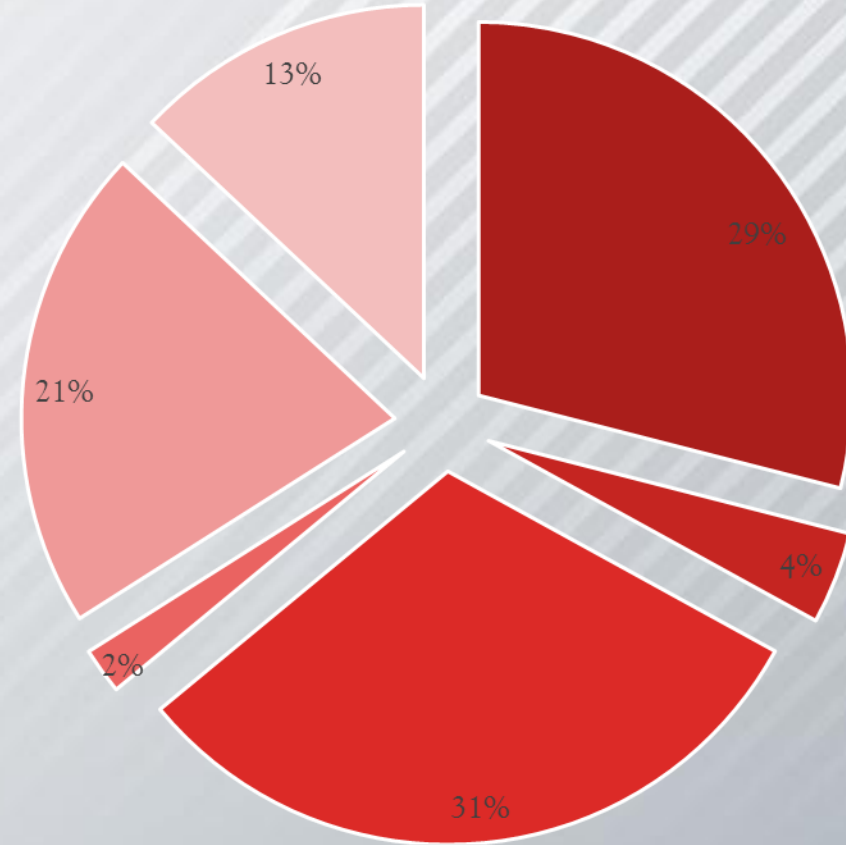


■ Student ■ Employed ■ Unemployed ■ Retired



# Why don't you use the library (anymore)?

- I'm very busy 29%
- I'm not interested in the library's resources/services 4%
- I completed my education and don't need the library's services 31%
- I don't find the library staff friendly 2%
- It is not accessible for me 21%
- Other 13%



# Partnership

- **Creating a list of potential partners (private sector)**
- **Identifying the benefits of the partnership**
- **Approaching the potential partner**
- **Communicating with the partner**
- **Evaluating and sharing results**

# Collaboration

- **Collaboration with Akademija Oxford, one of the best known privately-owned non-formal learning institution**
- **Free online courses for newly-enrolled community local members**



# Special offer

- Special offer during December 2022
- For all newly-enrolled members
- For those who renew their library cards
- Membership discount

Народна библиотека "Радислав Никчевић"  
у сарадњи са "Академијом Оксфорд"

**БЕСПЛАТНИ  
ОНЛАЈН  
КУРСЕВИ**



ЗА СВЕ НОВОУПИСАНЕ ЧЛАНОВЕ



Добро дошли!

- БРЗО ЧИТАЊЕ
- КРЕАТИВНО ПИСАЊЕ
- КРЕАТИВНО ПИСАЊЕ ЗА ДЕЦУ
- МАПЕ УМА
- ОРГАНИЗАЦИЈА УЧЕЊА
- ПИСАЊЕ ЗА ВЕБ И БЛОГ
- ПОСЛОВНА КОМУНИКАЦИЈА
- ПРАВИЛНО УПРАВЉАЊЕ ВРЕМЕНОМ
- ТЕХНИКЕ ПАМЋЕЊА
- ВЕШТИНЕ ПРЕЗЕНТОВАЊА



# Free e-learning

## Online courses:

- Speed reading
- Creative writing
- Creative writing for children
- Mind mapping
- Organizational learning
- Web and blog writing
- Business communication
- Memory techniques
- Time management
- Presentation skills



AKADEMIJA  
OXFORD



**POKLON VAUČER**  
ONLINE KURSEVI  
[akademijaoxford.com](https://akademijaoxford.com)

Ovim kuponom možete aktivirati pristup sledećem modulu za e-učenje:  
**Brzo čitanje**

Imate neograničeni pristup ovom modulu.

Koristite sledeći kod kupona da aktivirate pristup

**RYPfBWHC**



1. Registrujte se na  
<https://online.akademijaoxford.com>  
2. Dobićete e-mail sa URL-om za potvrdu. Kliknite  
na URL da aktivirate svoj nalog.  
3. Unesite kod kupona u blok Kupon  
4. Srećno!

1. Prijavite se na <https://online.akademijaoxford.com>  
2. Unesite kod kupona u blok Kupon  
3. Srećno!

# Staff training

- For the library staff who work in the Lending department
- Introducing the courses to the library members
- Assisting the library members in course registrations if needed

**Novi korisnički nalog**

Korisničko ime ⓘ

Lozinka mora imati minimalan broj znakova: 8, minimalan broj cifara: 1, minimalan broj malih slova: 1, minimalan broj velikih slova: 1, minimalan broj specijalnih znakova (kao što su \*, - ili #) : 1  
Lozinka ⓘ

Adresa e-pošte ⓘ

Adresa e-pošte (ponovo) ⓘ

Ime ⓘ

Prezime ⓘ

Mesto

Država

! neophodno.

# Online E-learning platform

Prezentacija - PowerPoint (Product Activation Failed)

FILE HOME INSERT DESIGN TRANSITIONS ANIMATIONS SLIDE SHOW REVIEW VIEW

4

5

6

7

8

9

**CILJEVI BRZOG ČITANJA**

❖ **CILJEVI BRZOG ČITANJA:**

1. DA SE ZNATNO POBOLJŠA BRZINA ČITANJA
2. DA SE ODRŽI I POBOLJŠA RAZUMEVANJE ONOG ŠTO ČITAMO
3. DA SE UVEĆA NAŠE RAZUMEVANJE FUNKCIJA OKA I MOZGA
4. DA NAM POMOGNE DA OBOGATIMO SVOJ REČNIK I POVEĆAMO OPŠTI NIVO ZNANJA
5. DA NAM UŠTEDI VREME
6. DA NAM ULIJE SAMOPUZDANJE

**BRZINA ČITANJA = BROJ REČI / VREME**

SLIDE 5 OF 51 ENGLISH (UNITED STATES)

NOTES COMMENTS

AKADEMIJA OXFORD Početna stranica Kontrolni panel Moji kursevi

Opšta sekcija

Announcements

1. Pojam i ciljevi brzog čita...

Video

2. Optimalni uslovi za čitanje

Video

3. Upravljanje očima

Video

4. Tehnike brzog čitanja

Video

5. Problemi u čitanju

Video

6. Proces čitanja

Video

7. Saveti za brzo čitanje

Video

8. Spremnost za čitanje

Video

Literatura

Brzo čitanje

Provera znanja

Test

**Brzo čitanje**

Kurs Učesnici Ocene Kompetencije

Opšta sekcija Skupi sve

FORUM Announcements

1. Pojam i ciljevi brzog čitanja

STRANICA Video

2. Optimalni uslovi za čitanje

STRANICA Video


3. Upravljanje očima

STRANICA Video

4. Tehnike brzog čitanja

STRANICA Video

# Online E-learning platform



Početna stranica Kontrolni panel Moji kursevi

×

Opšta sekcija

Announcements

1. Pojam i ciljevi brzog čit...

Video

2. Optimalni uslovi za čit...

Video

3. Upravljanje očima

Video

4. Tehnike brzog čitanja

Video

5. Problemi u čitanju

Video

6. Proces čitanja

Video


7. Saveti za brzo čitanje

Video

Online kursevi / bc / Video

STRANICA


Video



Tehnike brzog čitanja

Watch on YouTube

Poslednja izmena: ponedjeljak, 19. decembar 2022, 13:54



Početna stranica Kontrolni panel Moji kursevi

×

Opšta sekcija

Announcements

1. Pojam i ciljevi brzog čit...

Video

2. Optimalni uslovi za čit...

Video

3. Upravljanje očima

Video

4. Tehnike brzog čitanja

Video

5. Problemi u čitanju

Video

6. Proces čitanja

Video

7. Saveti za brzo čitanje

Video

Online kursevi / bc / Test

TEST

Test

Pred Vama se nalazi 20 pitanja iz oblasti brzog čitanja. Svako pitanje ima više ponuđenih odgovora, od kojih je samo jedan odgovor tačan. Vreme za rešavanje testa je 30 minuta.

Kada završite testiranje kliknite na opciju „završi pokušaj“, kako bi Vaši odgovori bili evidentirani.

Dozvoljen broj pokušaja: 1

Vremensko ograničenje: 30 min

Rezime vaših prethodnih pokušaja

Status	Oцена / 20,00	Pregled
Završeni Predato četvrtak, 1. juni 2023, 00:09	0.00	Pregled

Vaša konačna ocena na ovom testu je

0,00/20,00.



# Results

- In December 2022  
90% more enrolled members- 764
- 75% of new members aged 18-29  
(67% non-users and 33% ex-users)

# Impact

- Sharing our example of good practice with public libraries in the country
- Expanding the initiative
- Replication of the idea by five public libraries

# Further action

- E-courses for other library members (children, seniors, unemployed)
- For seniors: Borrowing/returning library materials on the ground floor (Children's department)

“Individually we are one drop; but together we are an ocean.”

Ryunosoke Satoro