We're the Problem

Mapping Our Way Out of Printing Purgatory
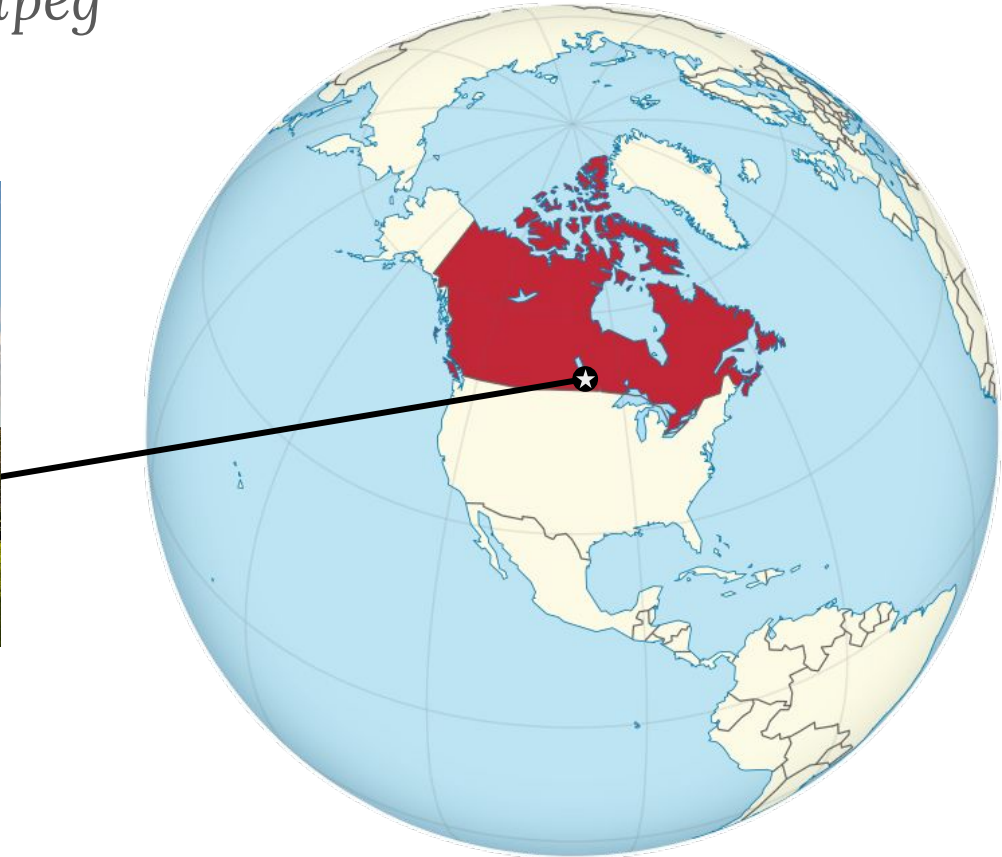
Josh

Sydney

Introduction | *UWinnipeg*

The University of Winnipeg
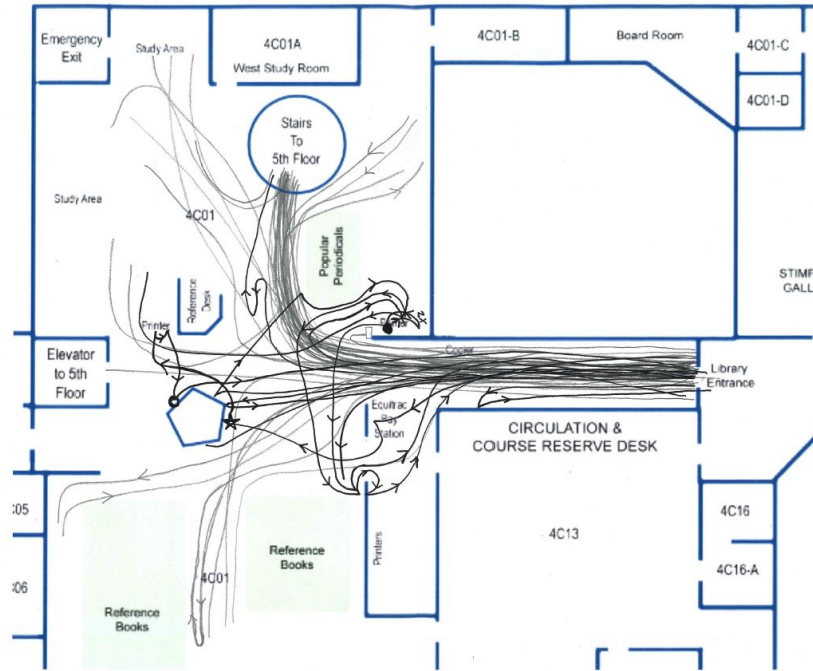*Winnipeg, MB, Canada*

Background | *A Toxic Relationship*

We are **never**
*Ever ever, ever, **ever***
Getting back together

Example #1

Sydney's first map

Methodology | *Behavioural Mapping*

Example #2

Josh's first map

Example #3

Josh's second map
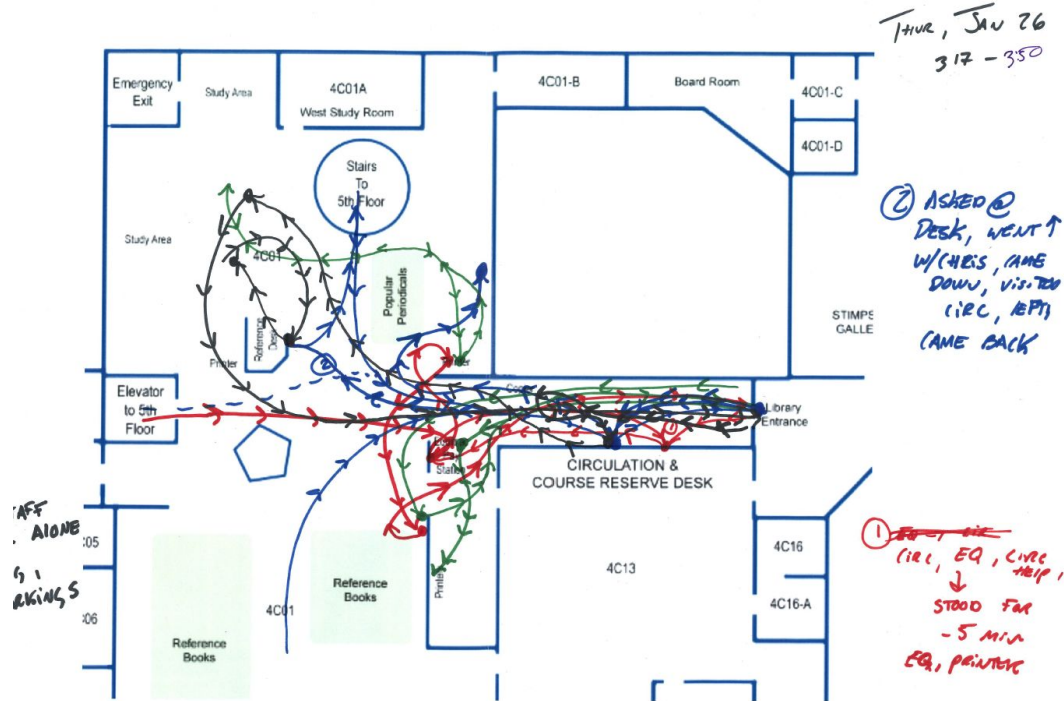
Interlude | *A Conversation*

josh look at this

holds up map LOOK AT IT

Bit of a mess, huh?

😬

understatement

Would you say...We. Hi.

we've created a labyrinth of mayhem and despair

We're the problem it's we?

no

%$#@mmit josh

^ transcript edited for dramatic purposes

Methodology | *Behavioural Mapping*

Final Scheme

Created together

EN SS BWP ST

Coding Scheme	
*	Denotes Staff Assistance
EN	Library Entrnace
CI	Circulation Desk (Window Facing)
CR	"Course Reserve" Desk (Printer Facing)
CO	Copier
BWP	Black-and-White Printer
CP	Colour Printer
EQ	Equitrac Station
SS	Standing Stations
LO	Lounge Area
REF	Reference Desk
EL	Elevator
ST	Spiral Stairs
CL	Computer Lab
SA	Study Area
PC	Pitcarin Commons
RB	Reference Books
RFP	Reference Printers
4C10	Wall Along 4C10
CA	Catalogue Computer
SPL1	Stapler on BD Side
SPL2	Stapler On BWP Side
NB	New Books
PP	Popular Periodicals
BD	Book Display
WSR	West Study Room
ESR	East Study Room

Methodology | *Behavioural Mapping*

Date	ID	Time	Researcher	WP1	WP2	WP3	WP4	WP5	WP6	String
20230126	LP1	09:00	SN	EN	SS	BWP	ST			ENSSBWPST
20230126	LP2	09:01	SN	EN	ST					ENST
20230126	LP3	09:03	SN	EN	ST					ENST
20230126	LP4	09:04	SN	EN	ST					ENST
20230126	LP5	09:04	SN	EN	EQ	CP	CI	CP		ENEQCPCICP

Methodology | *Behavioural Mapping*
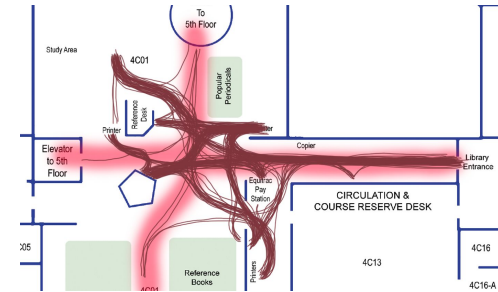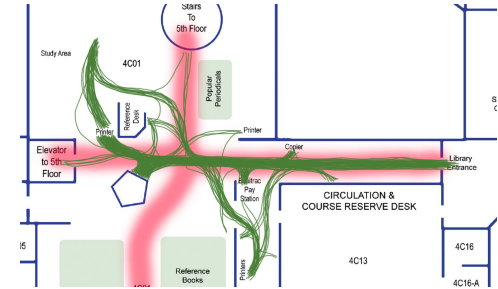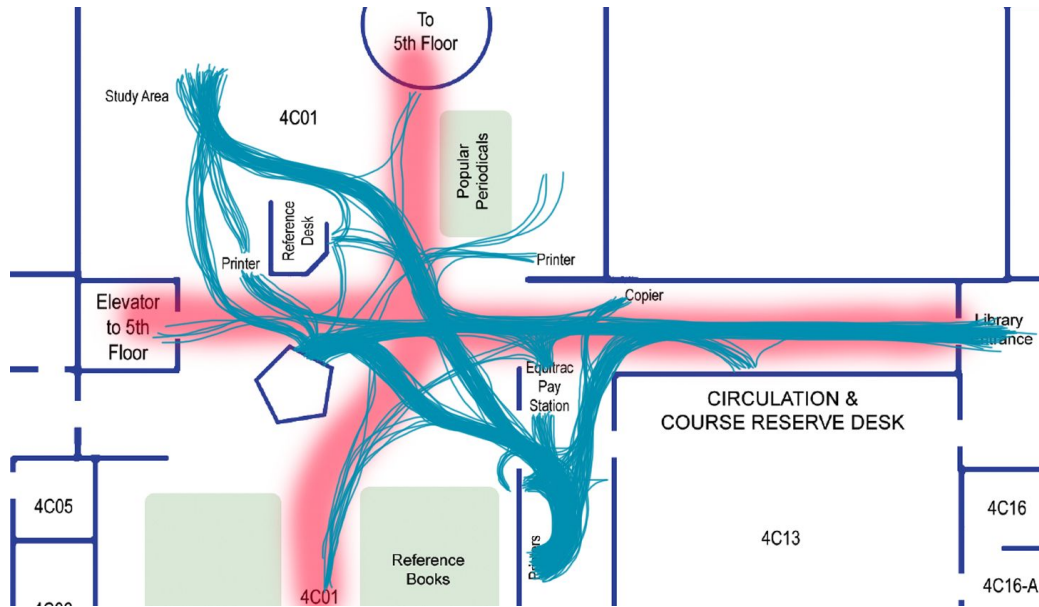
Methodology | *Unstructured Interviews*

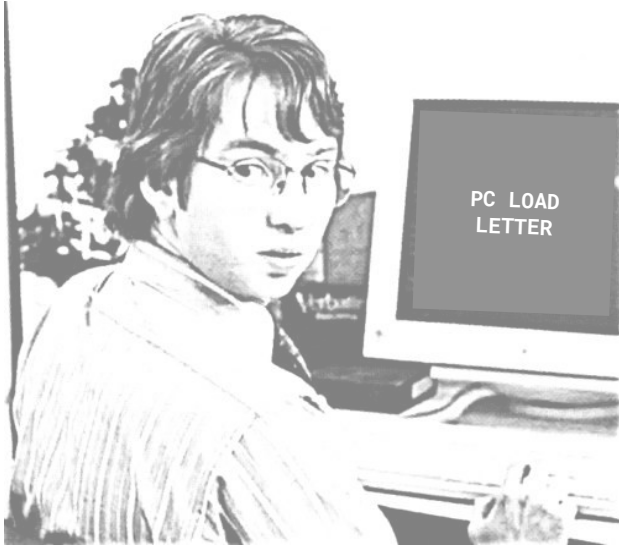## Confirm Assumptions
Test validity, provide context

Clarify Behaviour
Explore outliers and unexpected actions

Build Empathy
Solicit feedback and build trust

Findings | *What We Learned*

"WTF does that mean!?"

Ineffective Feedback Mechanisms
Difficult for users to prevent, diagnose, recover from errors

Inconsistent Features and Affordances
Variety of devices, options, and features are confusing

Scattered Deployment
Physical infrastructure lacks a clear, intuitive workflow

Staff-Centric
System does not match student expectations from the "real world'

Minimal Communication & Training
Users do not receive adequate information before point-of-need

Action | *What We're Doing*

Create a "Print Centre" in the Library
Consolidate infrastructure in single location with good visibility

Improve Device Consistency
Only deploy print stations that share affordances and hardware that appropriately implies the intended use

Update Printing Communications
Remove jargon, reconsider timing, and ensure language matches experience

Reflection | *Room for Improvement*

Not an Easy Process
Freedom to iterate came at the cost of emotional labour

Original Problem Remains Unaddressed
Signage remains a major issue

Mobilization is Difficult
Post-project stakeholder engagement is cumbersome

Reflection | *What Went Well*

The Data Tells a Good Story
Mix of visual and quantitative data is compelling, recognizable, and mutable

Developed a Scalable, Reusable Toolkit
Resulting methodology can be refined, appended, expanded

Changed Attitudes, Inspired Action
Built empathy and encouraged positive, proactive solutions

Image Credit