



The Language of Experience:

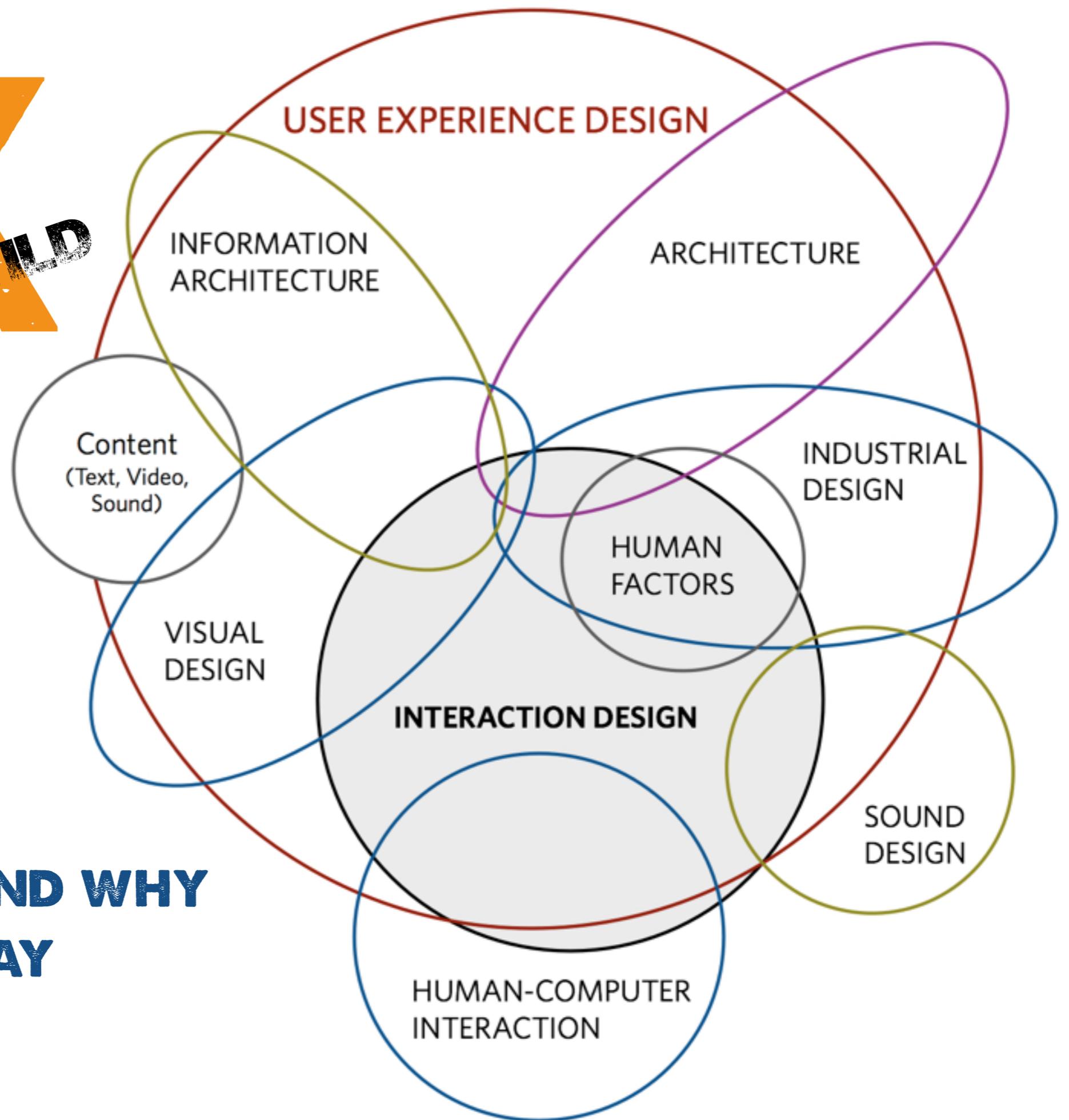
Understanding and Implementing User Experience
Design in Your Library

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Asst. Director, Innovation & UX
Darien Library

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UX

IN THE WILD



(WHAT IS IT AND WHY SHOULD WE PAY ATTENTION?)

THE HISTORY OF UX

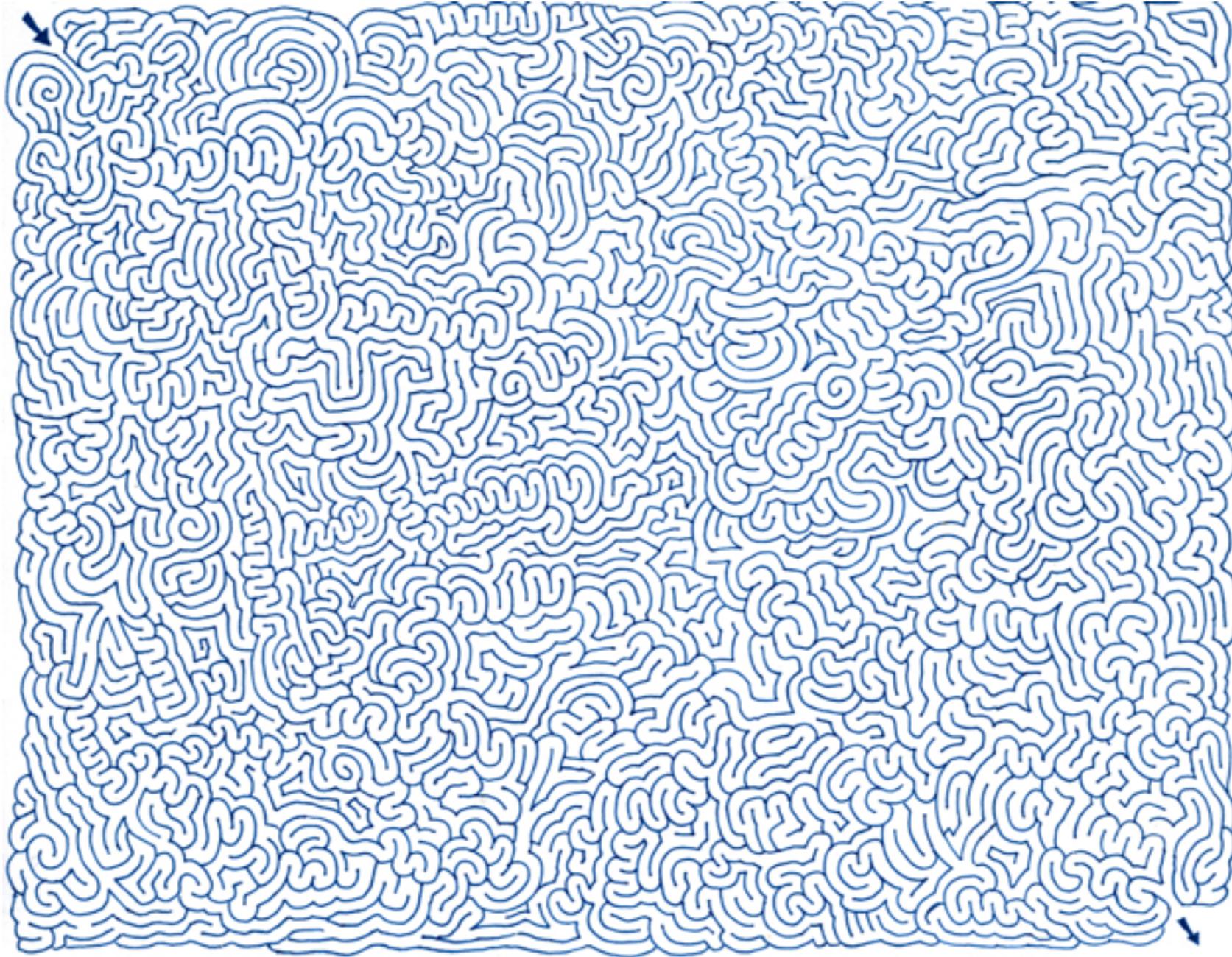
at Darien Library



Everyone else:

"Help!"

LOOK FAMILIAR?



IT

"Did you turn it off and on again?"

EVERYONE ELSE:

"I HAVE AN IDEA!"

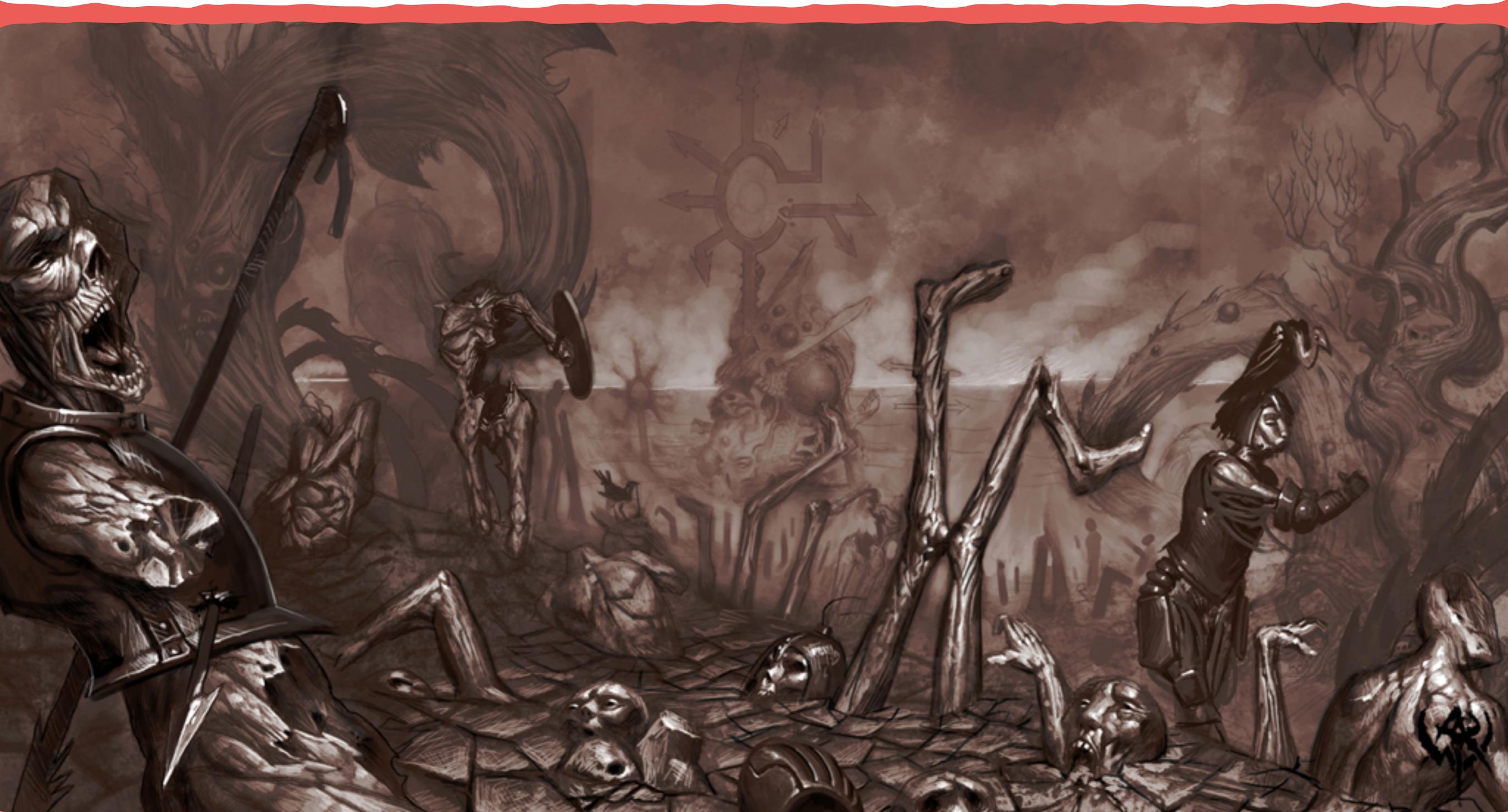
IT:

"HOW CAN WE HELP?!"



YAY!
NICE!

WHAT IT FEARS



THE IT CHALLENGE



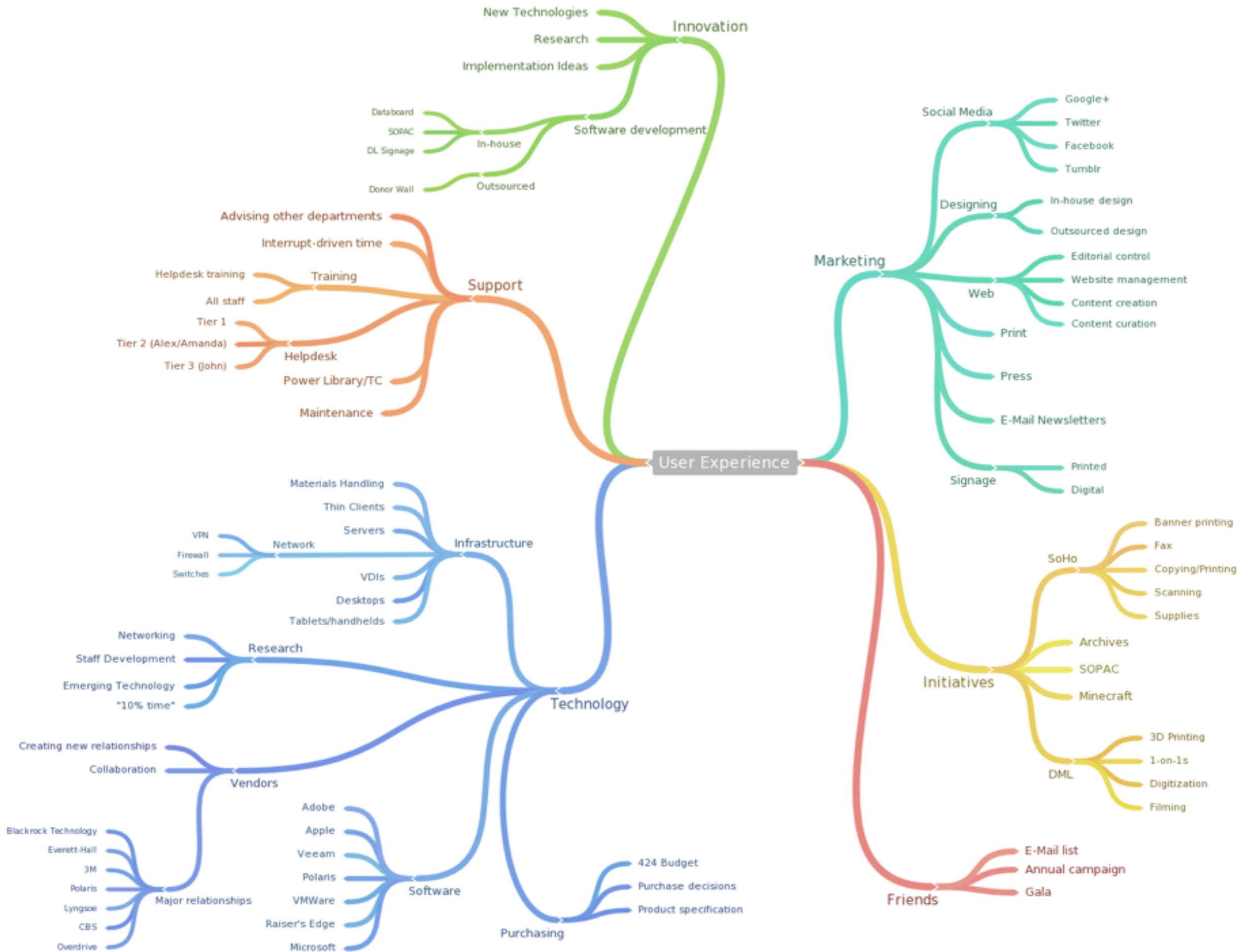
FOUNDATIONS

GOODBYE IT



compassion keeps you fluid @hugh

HELLO UX



UX AS MANAGEMENT **PHILOSOPHY**

Yes, change is the basic law of nature. But the changes wrought by the passage of time affects individuals and institutions in different ways. According to Darwin's Origin of Species, it is not the most intellectual of the species that survives; **it is not the strongest that survives; but the species that survives is the one that is able best to adapt and adjust to the changing environment in which it finds itself.** Applying this theoretical concept to us as individuals, we can state that the civilization that is able to survive is the one that is able to adapt to the changing physical, social, political, moral, and spiritual environment in which it finds itself.

- LEON C. MEGGINSON

Flexibility



AWARENESS

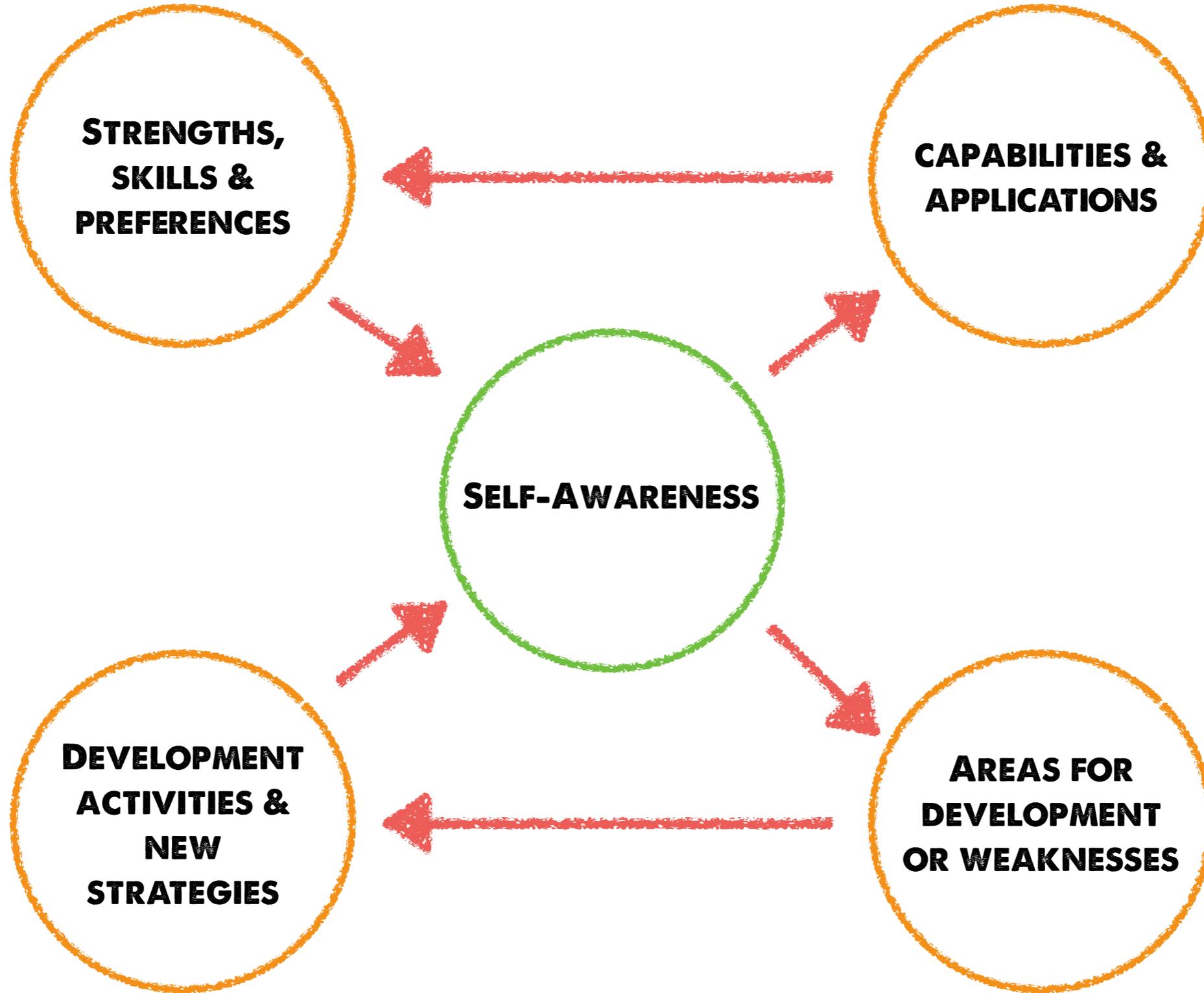


ALIGNMENT



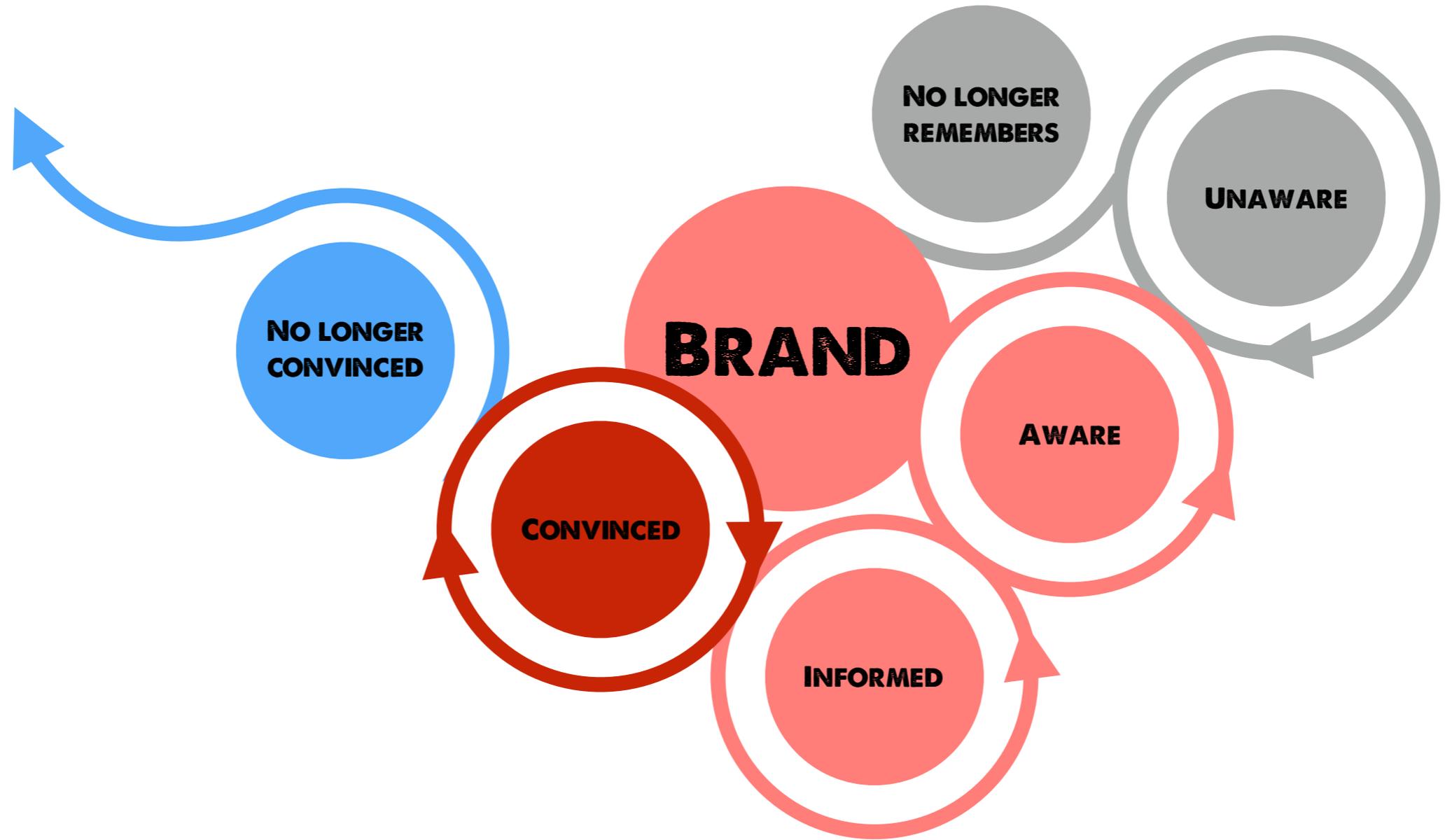
STRENGTH

SELF-AWARENESS



AWARENESS

BRAND AWARENESS



COMMUNITY AWARENESS



Ferguson Municipal Public Library

3 hours ago 

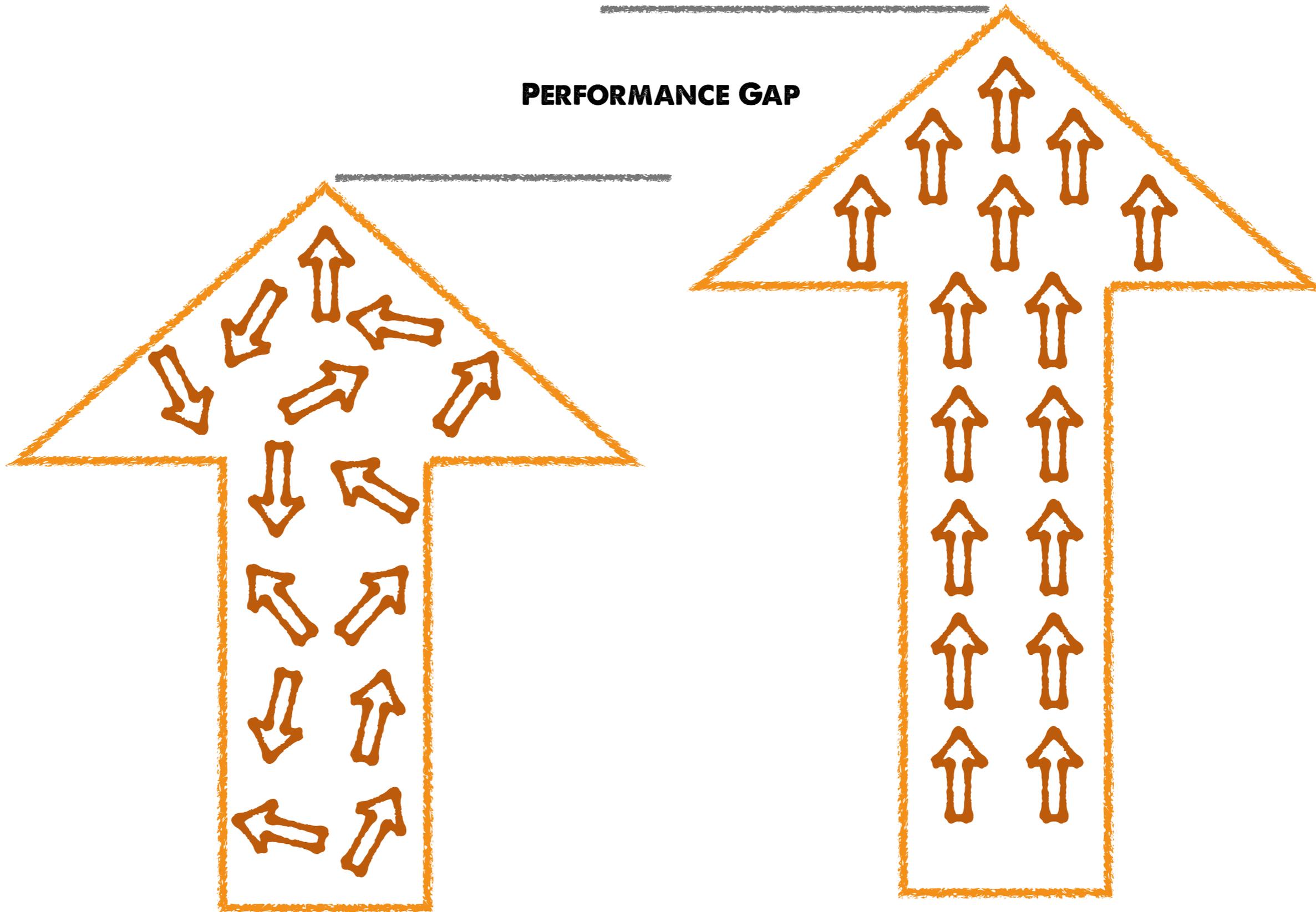
Because of the Grand Jury decision, many organizations will be closed, but the Ferguson Municipal Public Library will stay open as long as it is safe for patrons and staff. If the Ferguson-Florissant schools close, we will be hosting activities for the children. We will do everything in our power to serve our community. Stay strong and love each other.

ALIGNMENT



*HOW TO EXPLAIN THE FAILURE
OF AN IT PROJECT*

ALIGNMENT



ALIGNMENT

DRIVERS

**VISION
MISSION
VALUES**

**PATRON
NEEDS &
DESIRES**

FOCUS

STRATEGY

**MEASURES
TARGETS**

ENGINE

**CORE PROCESSES
TECHNOLOGY**

ENGAGED STAFF

STRENGTH



STRENGTH

**"YOU CAN'T GET
MUCH DONE IN LIFE
IF YOU ONLY WORK
ON THE DAYS WHEN
YOU FEEL GOOD."**

- JERRY WEST

UX AS CONSULTANTS

Empathize

Define

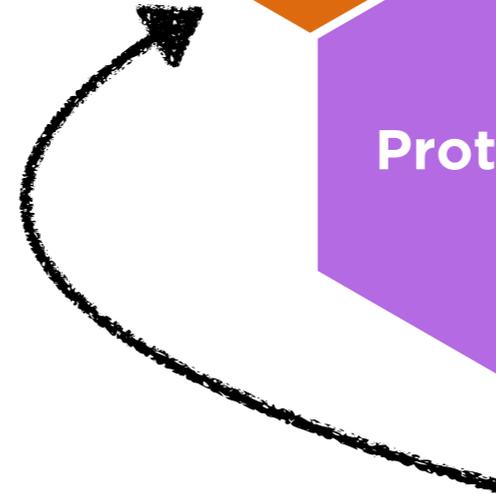
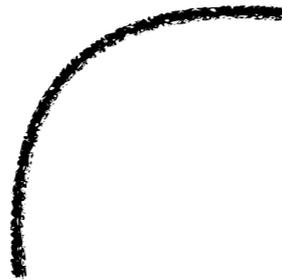
Ideate

Prototype

Test

- Observation
- Conversation
- Focus Groups
- Informal Feedback
- Surveys

- Analytics
- Surveys
- Observation



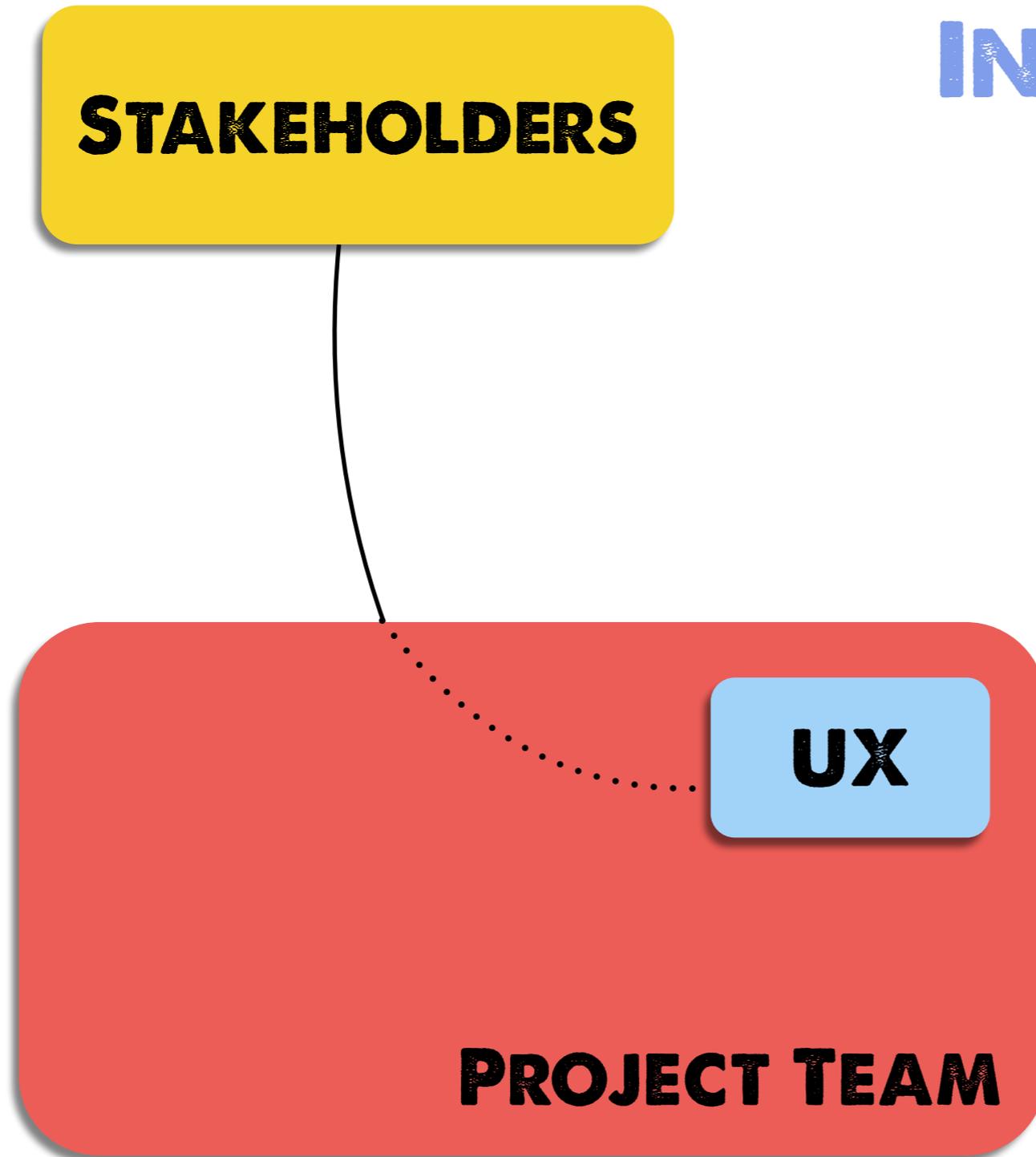
UX AS PROJECT MANAGEMENT

INTERNAL PROJECT MANAGEMENT

STAKEHOLDERS

UX

PROJECT TEAM

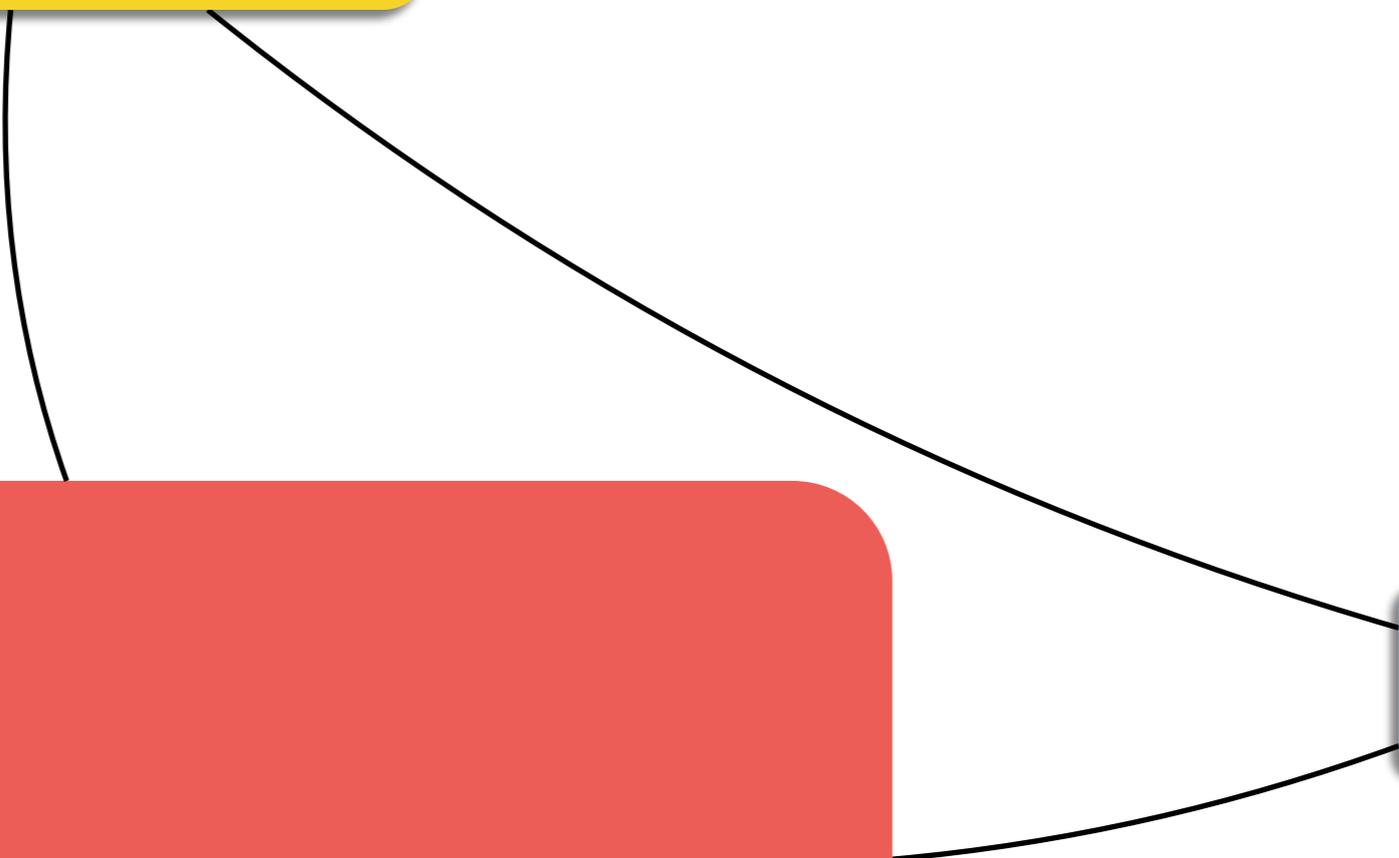


EXTERNAL PROJECT MANAGEMENT

STAKEHOLDERS

PROJECT TEAM

UX



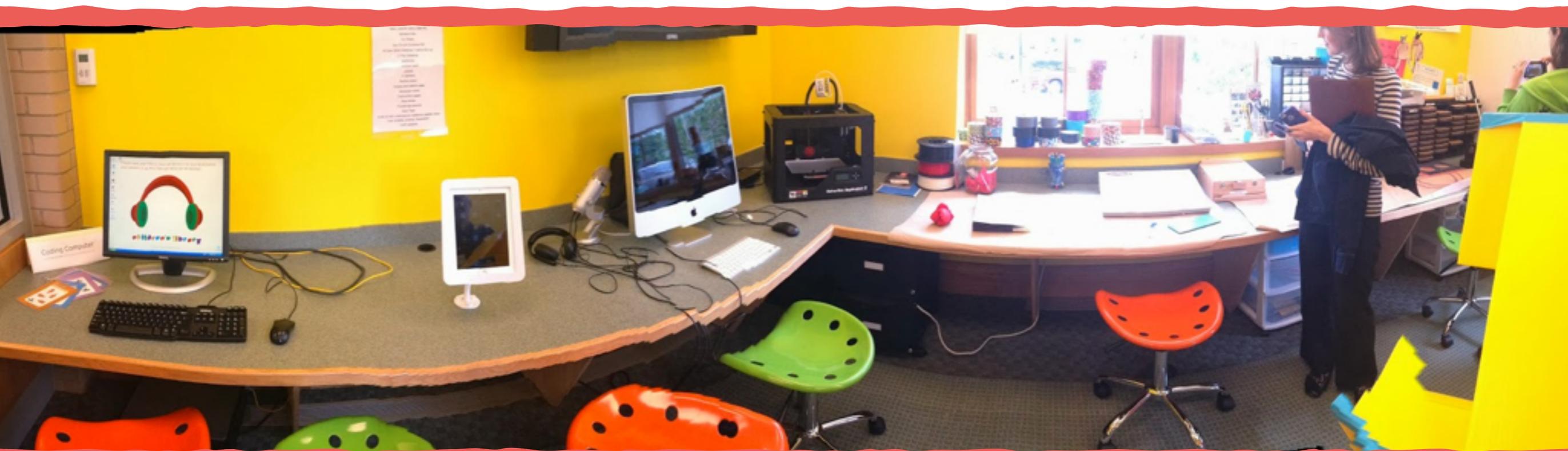
CASE STUDY: EARLY-LITERACY IPADS



CASE STUDY: DIGITAL MEDIA LAB



CASE STUDY: TEA ROOM (TECHNOLOGY, ENGINEERING, ARTS)



CASE STUDY: SOPAC

Fine-tune

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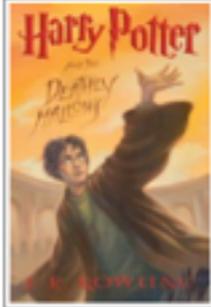
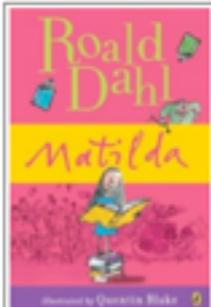
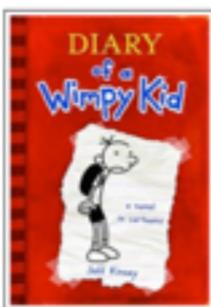
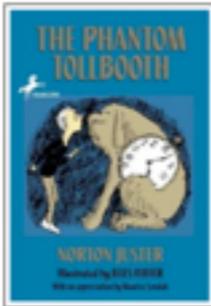
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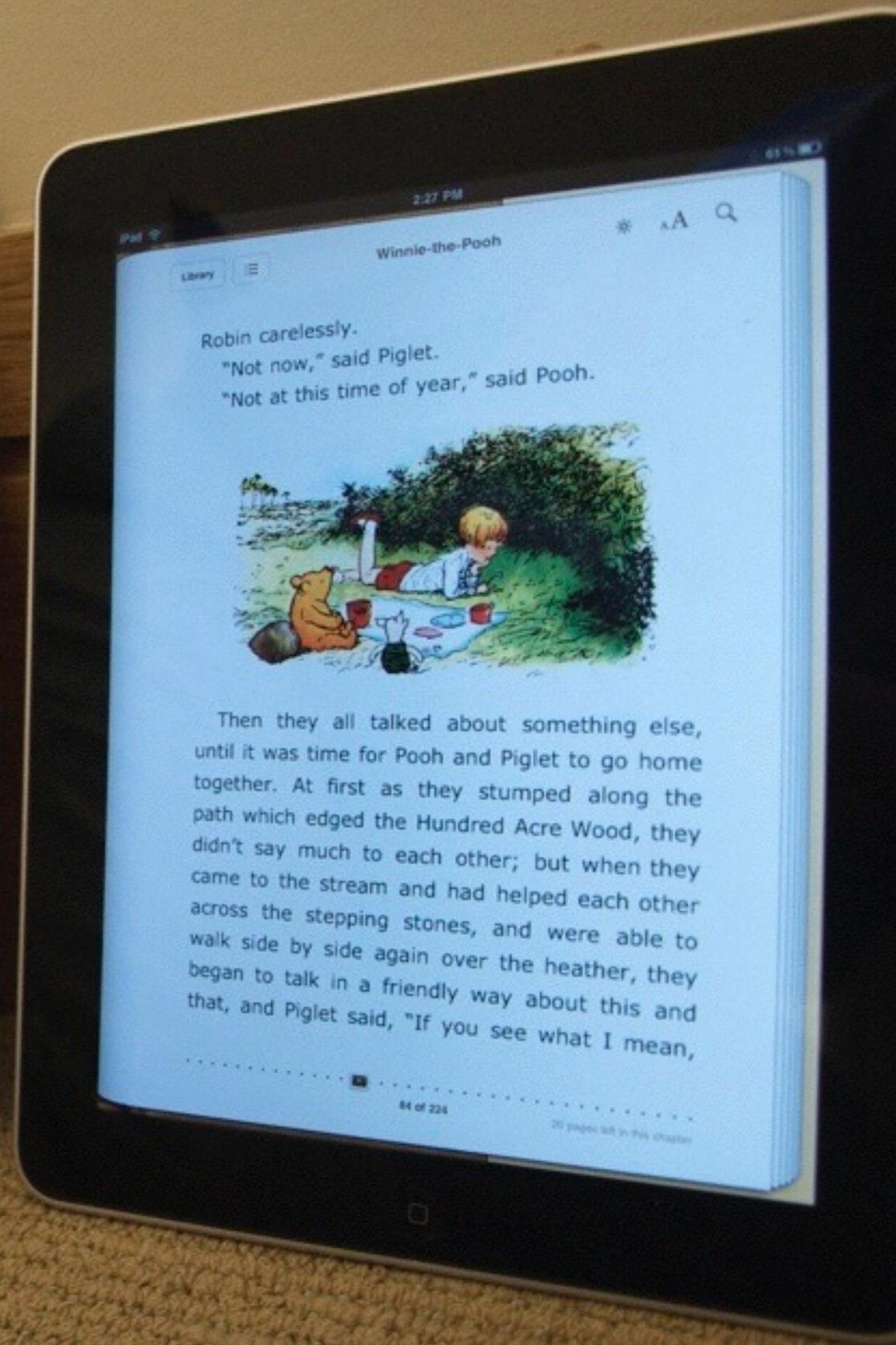
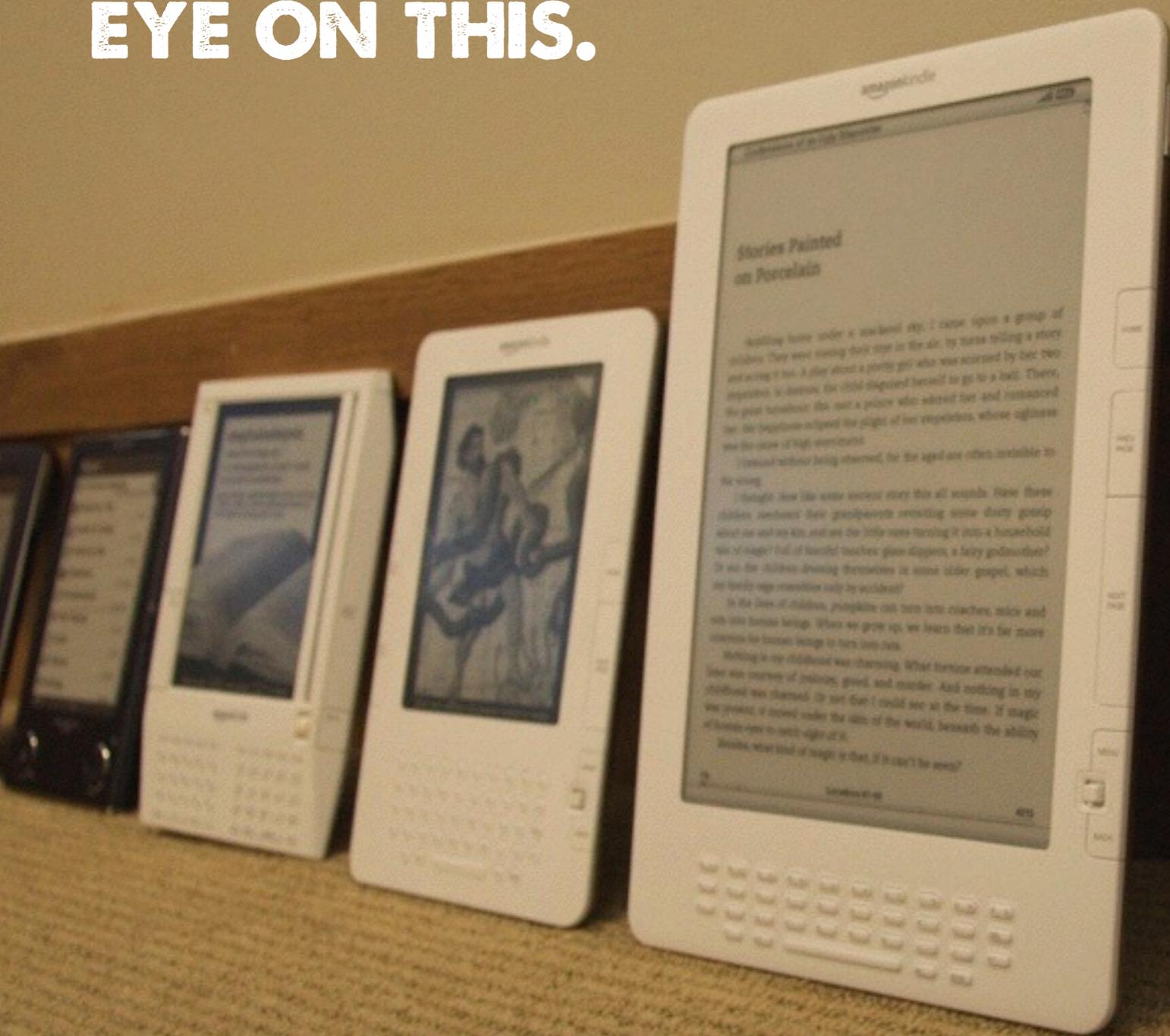
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UX AS A STORY

WE'VE GOT OUR EYE ON THIS.



LIBRARIES ...

How People
Place
Content

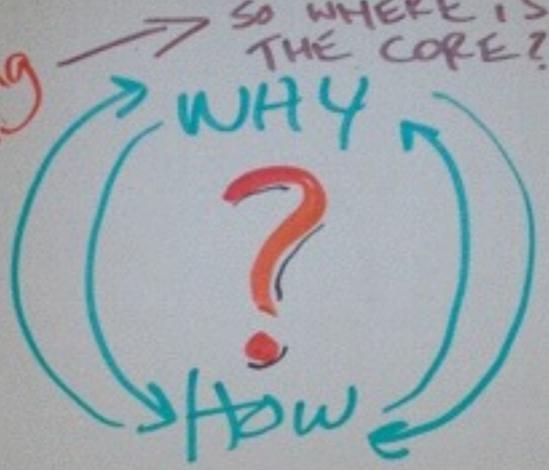
WHAT WE DO

JANE

But this is constantly changing

Tangibles

(Technology) Tools Means



SO WHERE IS THE CORE?

For others

WHY Civic Duty

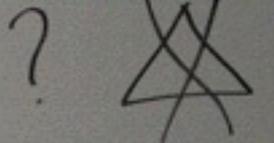
[Intangibles]

Libraries promote the sense of civic duty.

Different

Libraries encourage library type & facilitate but not human cons

Human Connections Ethics



Community



LIBRARIANS

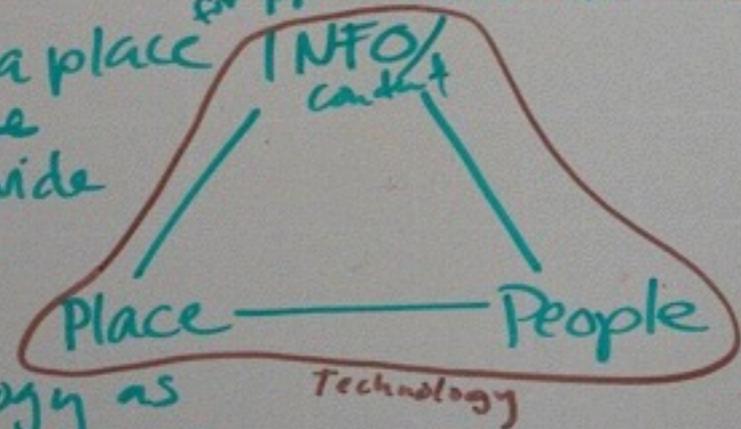
our tools

Libraries provide and connect w/community

Librarians

connect ppl & info for ppl to connect w/info and each other

- " provide a place
- " select & provide access to content



- " use technology as a tool to do all of the above

LIBRARIANS NEED TO CHANGE, NOT LIBRARY.

BUT WE DID SOME THINKING AND DECIDED ...

"THE

... THAT'S NOT THE STORY.

THIS IS.





AND THIS.

THEY TELL THE STORIES.



**THEY
MAKE
MUSIC.**



THEY MAKE FRIENDS.



**THEY MAKE LOUD
MUSIC.**



**THEY TURN CHESS
INTO A SPORTING
EVENT.**



**THEY KNOW GOOD
FOOD WHEN THEY
SEE IT.**



**SO WE SHOW
THEM HOW TO
MAKE IT.**



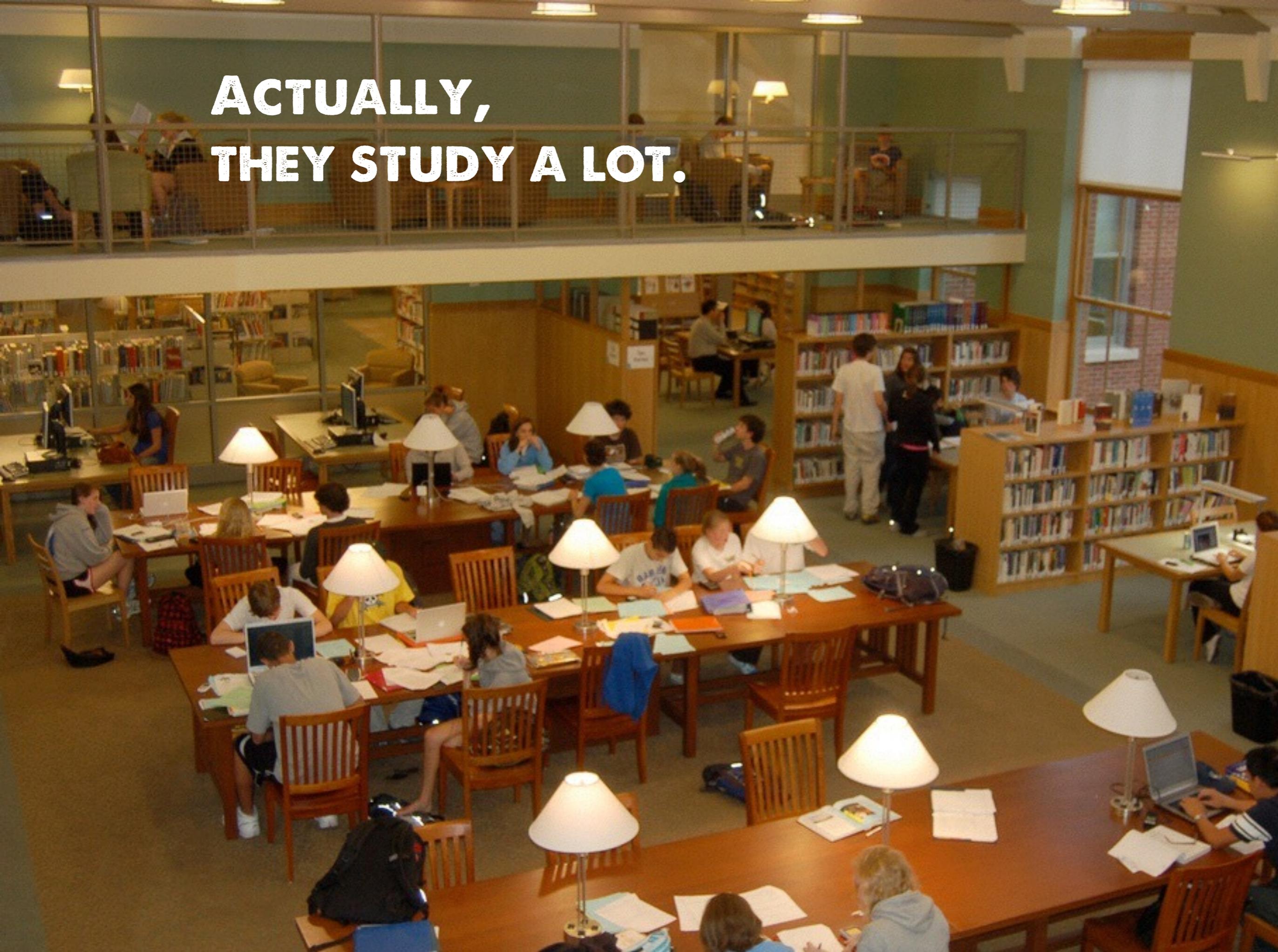


**THEY ARE
MOVED BY ART.**



**OCCASIONALLY, WE
SPOT SOME STUDYING.**

**ACTUALLY,
THEY STUDY A LOT.**





BUT THEY PLAY HARD.

**THESE FOUR SAT STILL
FOR TEN WHOLE
MINUTES!**





**THEY'RE PATIENT WHEN
WE ASK THEM TO BE.**



**BUT IT HELPS TO HAVE
FOOD.
DID I MENTION THE FOOD?**

**THEY LISTEN TO OTHER
SMART PEOPLE.**



THEY SHARE.



THEY LEARN.





THEY'RE PRODUCTIVE.



Fireplace
A gift from the
Family of Fireside
Readers

**AND THEY
READ LIKE
CRAZY!**

BUT ...



THIS IS ALSO THE LIBRARY.



**BECAUSE THIS NEEDS TO
WORK REALLY WELL.**



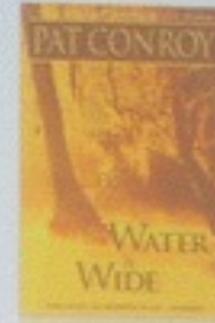
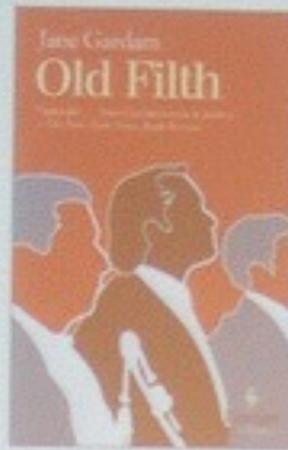
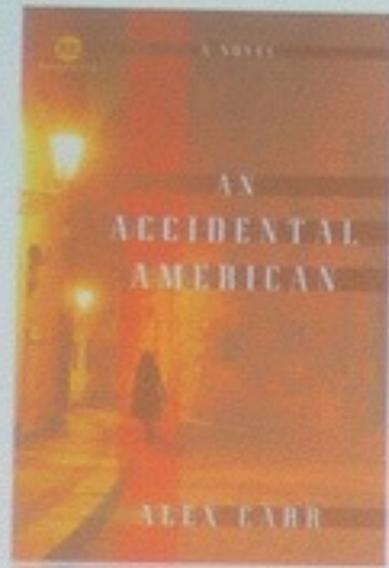
AND THIS.

AND THIS.





THIS TOO.



Marianne's picks...

**BECAUSE MARIANNE
WANTS YOU TO READ
THESE GREAT BOOKS.**



AND MAYBE ADD YOUR OWN TWO CENTS.



Book

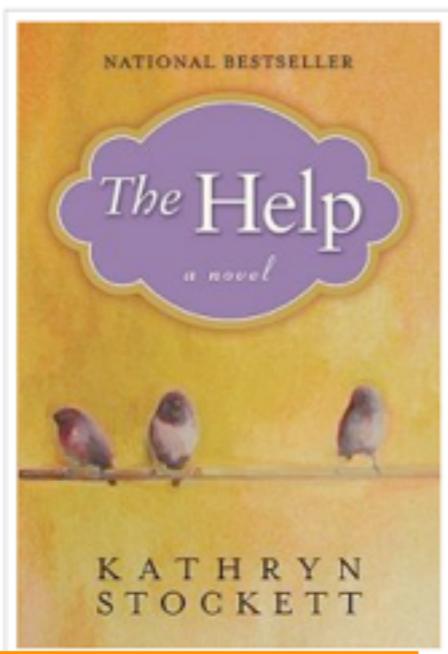
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★★★★☆ (10 votes)

Published: New York : Amy Einhorn Books, c2009

Year Published: 2009

Description: 451 p. ; 24 cm

ISBN/Standard #: 0399155341

Language: English

Format: Book

Subjects

Civil rights movements -- Fiction
 African American women -- Fiction
 Jackson (Miss.) -- Fiction
 Historical fiction.

Tags

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The Help

by Kathryn Stockett

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Additional Details

In Jackson, Mississippi, in 1962, there are lines that are not crossed. With the civil rights movement exploding all around them, three women start a movement of their own, forever changing a town and the way women--black and white, mothers and daughters--view one another

Reviews & Summaries

[Library Journal Review](#)
[Publishers Weekly Review](#)
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Community Reviews

Couldn't put it down

submitted by [cheswilson](#) on [August 10, 2009, 11:24 am](#)

Wonderful insights into life in the early 1960's in Jackson, MS. Very well written, engaging and enlightening.

Story rings true.

submitted by [Emily Lyons](#) on [July 15, 2009, 5:41 pm](#)

In the first paragraph, I was suprised that an author could write African American dialect like this in the 21st century.

**OR SEE WHAT'S GOING ON
IN YOUR LIBRARY.**

Wii
want you to play!
everyday!
hours soon after school

Are yo



R.E.A.D.

Come meet our
new R.E.A.D. dog!

Saturday, April 25
10 a.m.

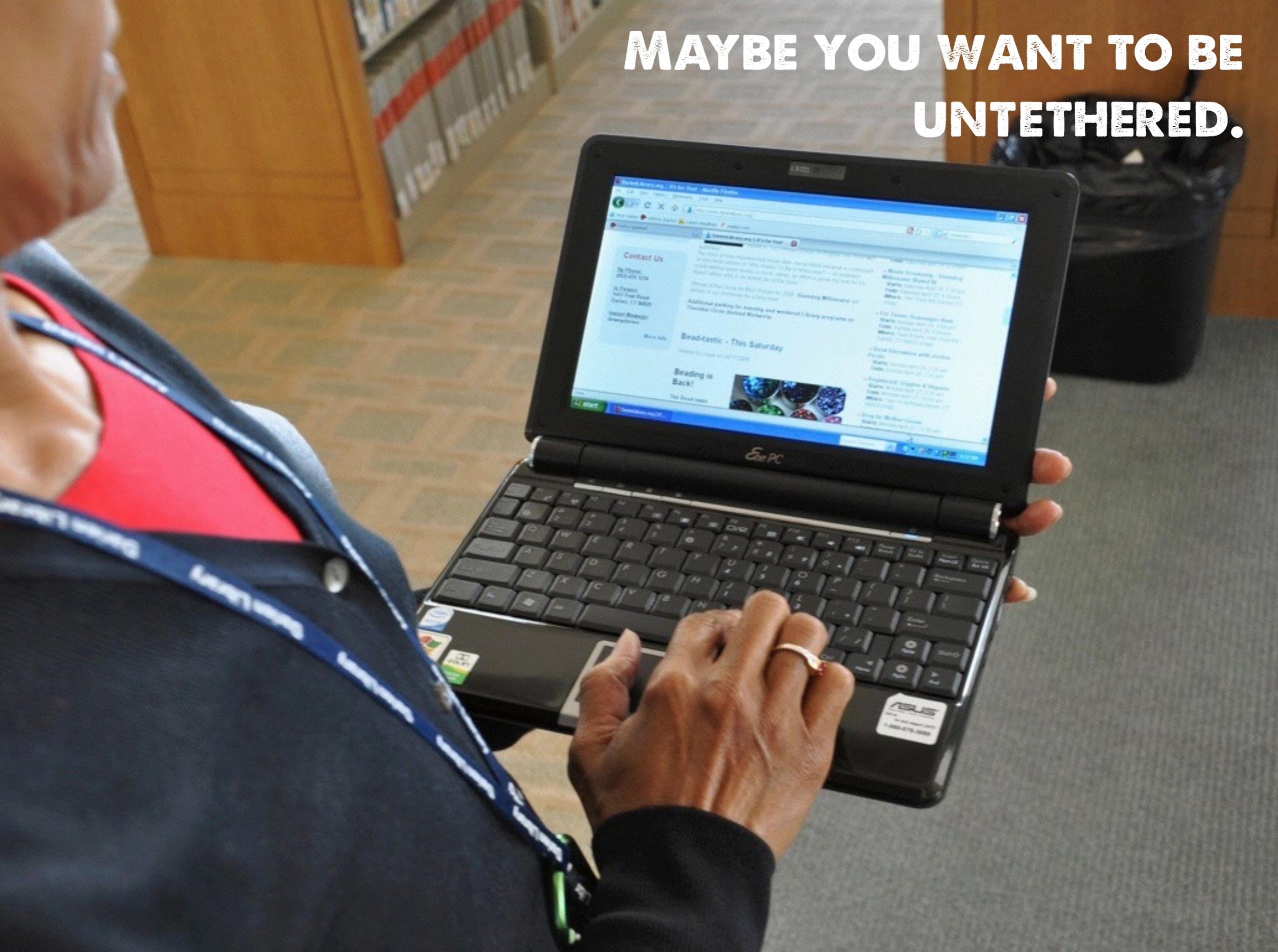
...and readings begin in May!

SAMSUNG



OR THE WORLD.

**MAYBE YOU WANT TO BE
UNTETHERED.**



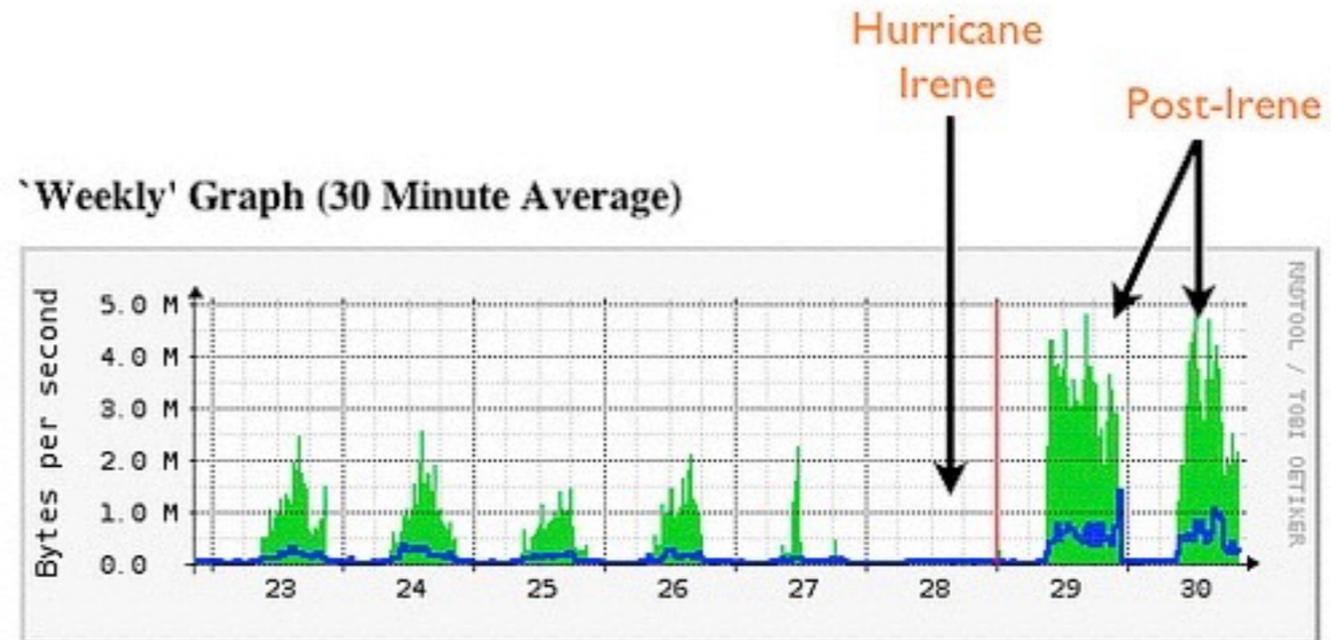
**AND PRINT A HIGH-QUALITY
BUSINESS PROPOSAL.**

B&W Copier

SoHo
Color Printer/
Copier

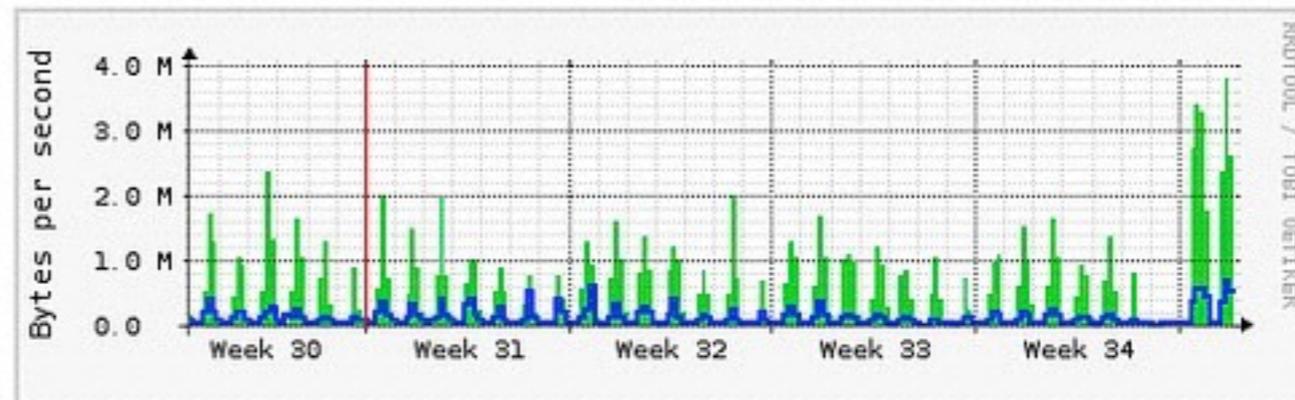


OR STAY CONNECTED



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Max Out: 1379.7 kB/s (11.0%) Average Out: 128.9 kB/s (1.0%) Current Out: 246.0 kB/s (2.0%)

Monthly Graph (2 Hour Average)

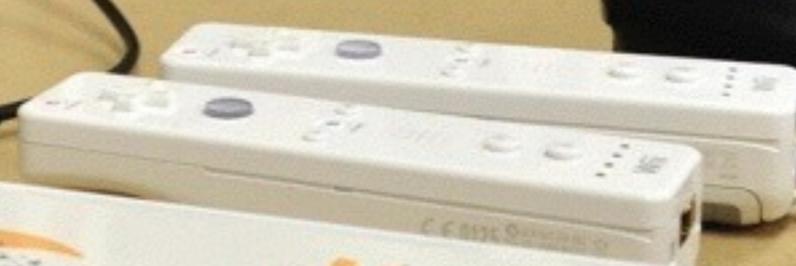
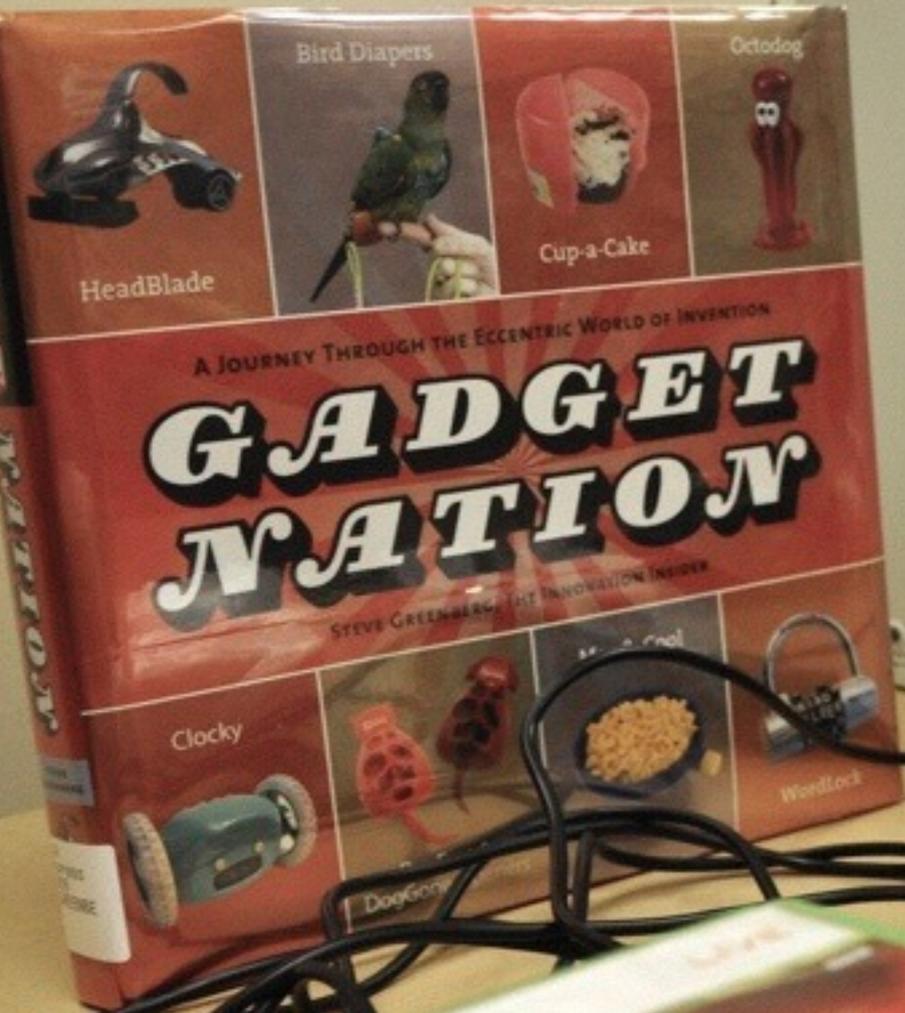


Max In: 3782.2 kB/s (30.3%) Average In: 492.9 kB/s (3.9%) Current In: 2582.8 kB/s (20.7%)
Max Out: 661.7 kB/s (5.3%) Average Out: 112.4 kB/s (0.9%) Current Out: 511.5 kB/s (4.1%)



**OR TRY SOMETHING
COMPLETELY NEW ..**

OR PLAY THE LATEST HOT GAME.



**OR UNLEASH YOUR
IMAGINATION.**





OR PRODUCE AN EVENT ... FROM YOUR CHAIR.

**AND SOMETIMES
YOU JUST NEED A
PLACE TO COOL OFF
OR STAY WARM.**





**AND WE LIKE IT WHEN
YOU'RE GREEN TOO.**

**WHAT WILL YOUR
UX STORY BE?**

THANK YOU!



J.

JOHN@BLYBERG.NET
@JBLYBERG