

Exploring User-Centric Training and Service Enhancement in Library Digital Platforms

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ACADEMIC BACKGROUND

- ▶ Knowledge Management and Innovation in Academic Libraries: BIS Hons (UP)
- ▶ Service Innovation in Higher Education Institutions: MSc Technology & Innovation Management (UP)
- ▶ UX Design and Gamification in Digital Learning: MIS Multimedia (UP)

CAREER HIGHLIGHTS

- ▶ Information Specialist: Digital Product Design (UP)
- ▶ Digital Learning & Design Specialist (GIBS)
- ▶ Digital Learning Practitioner (SA Reserve Bank)
- ▶ Creative Director (Innovate Design CC)



Presentation

Exploring User-Centric Training
and Service Enhancement in
Library Digital Platforms



1. Introduction

2. Digital Learning and Training Platforms

3. User Experience (UX) Design Principles for Library Platforms

5. Gamification of Training Programs

6. Measuring Impact and Future Considerations

7. Conclusion

Introduction



Evolution of Digital Learning in User Training

Transition from traditional in-person workshops to online training modules.



The Rise of User-Centered Design

Tailoring training materials and modules to meet individual user preferences and skill levels.



Advent of E-Learning Platforms

Introduction of Learning Management Systems (LMS) and online training platforms



Integration of Multimedia and Interactivity

Utilizing multimedia resources such as videos, diagrams, and interactive modules for visual and auditory learners.

Digital Learning Platforms

Technology-based system or software that:

- Facilitates the delivery, management, and tracking of educational content and experiences.
- Provides a centralized online environment.
- Includes tools and features for creating and delivering courses, assessments, and interactive content.

Digital library platforms

LibGuides

- A platform used by libraries to create and manage digital research guides. It allows libraries to organize and share resources, tutorials, and information.

ProQuest Ebook Central

- ebook platform that offers a vast collection of academic and scholarly ebooks across various disciplines. It is widely used by academic libraries to provide access to digital textbooks and research materials.

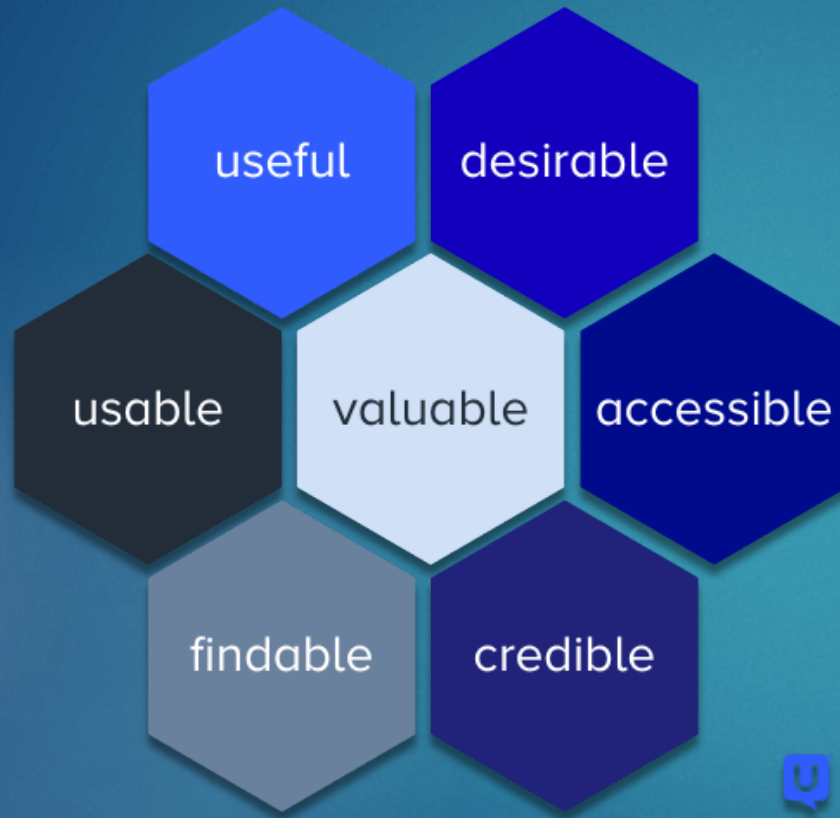
Learning Management Systems

- These systems are designed to streamline the process of organizing, tracking, and administering training initiatives within a library setting.

Introduction to User Experience (UX)

"User experience (UX) refers to a person's emotions and attitudes about using a particular product, system, or service."
- Nielsen Norman Group

"User experience design is the creation of products and services with the focus on the quality and enjoyment of the overall experience."
- Jesse James Garrett



UX Honeycomb

A conceptual framework that outlines seven key qualities or elements that contribute to a positive user experience in digital design.

Image Source:
<https://www.usertesting.com/blog/what-is-user-experience>

User Experience (UX) Design Principles for Library Platforms

Understanding the User



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graph TD; A[Understanding the User] --> B[Accessibility and Inclusivity]; B --> C[Information Architecture and Navigation]; C --> D[Visual Design and Branding]; D --> E[Feedback and User Engagement];
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Accessibility and Inclusivity

Information Architecture and Navigation

Visual Design and Branding

Feedback and User Engagement

User Experience (UX) Design Principles for Library Platforms

Understanding the User

- Putting the needs and preferences of users at the forefront of platform development.
- Usability testing to gather insights into user behaviors and preferences.

Accessibility and Inclusivity

- Ensuring that library platforms are usable by individuals with various abilities, including those with disabilities.
- Providing alternative text for images, using clear and simple language, and ensuring compatibility with screen readers.

User Experience (UX) Design Principles for Library Platforms

Information Architecture and Navigation

- Organizing content in a logical and structured manner for easy navigation.
- Providing easily accessible menus and search features for efficient content discovery.

Visual Design and Branding

- Maintaining a cohesive look and feel with colours, fonts, and imagery that align with the library's brand
- Employing icons, buttons, and graphics to guide users and improve overall user experience.

User Experience (UX) Design Principles for Library Platforms

▶ Feedback and User Engagement

- ▶ Acknowledging user actions with visual or auditory cues to confirm successful interactions.
- ▶ Encouraging user engagement through features like quizzes, and interactive content.



Gamification of Training Programs

- Gamification involves incorporating game elements and mechanics into non-game contexts
- By leveraging elements from games, training becomes more interactive and enjoyable.

Gamification of Training Programs

- ▶ Enhancing:
 - ▶ Engagement
 - ▶ Motivation
 - ▶ Retention
 - ▶ Learning Outcomes

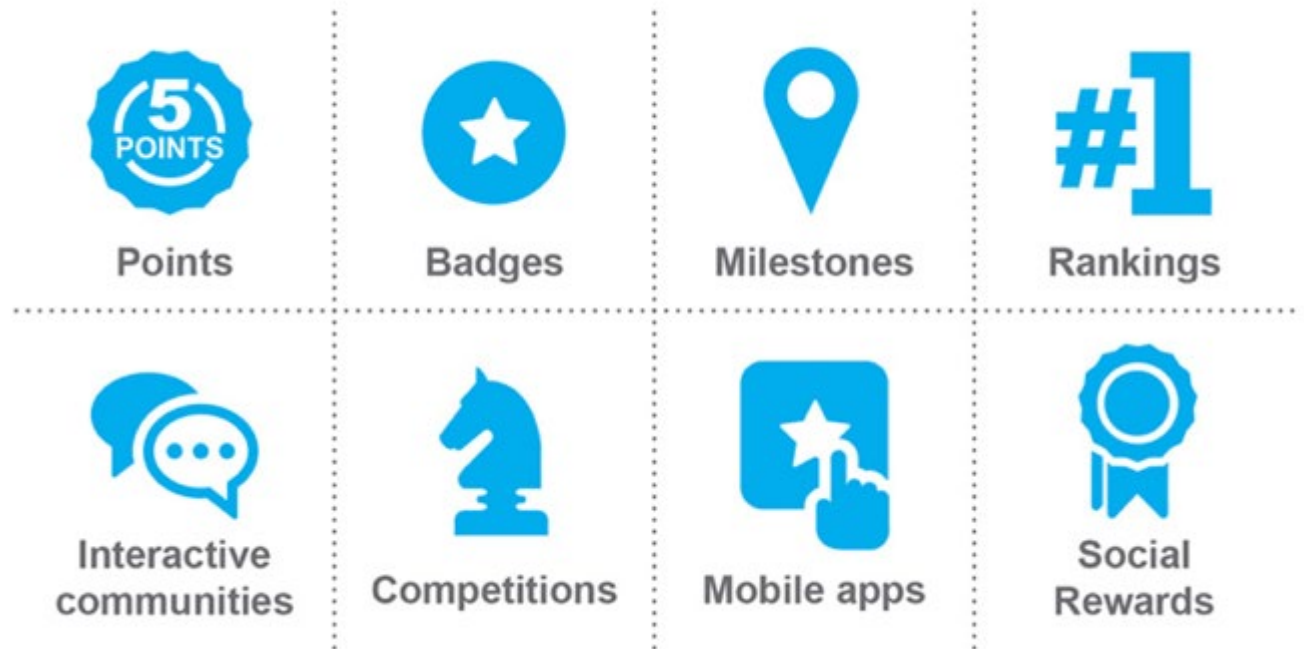


Image Source:
<https://appsamurai.com/blog/5-effective-elements-of-gamification-for-mobile-apps/>

Gamification of Training Programs

Integration with Learning Management Systems (LMS)

- ▶ SCORM
- ▶ Tracking and analytics for performance evaluation
- ▶ Seamless user experience within the training program



Google Classroom



Adobe Captivate

Gamification of Training Programs

Case Study

- ▶ University of Illinois Urbana-Champaign Library - The Great Library Escape
 - ▶ A gamified orientation program to help incoming students familiarize themselves with library resources and services.
 - ▶ A series of interactive challenges and puzzles that required students to navigate through the library, locate specific resources, and learn about different services. Each completed challenge earned participants points and rewards.

Measuring Impact



Measuring Impact of UX Design

Key Performance Indicators (KPIs)
User Feedback and Surveys
Analytics and Data Analysis



Measuring Impact of Gamification

Engagement Metrics
Completion Rates and Progression
Feedback and User Satisfaction

Future Considerations

User Experience

- Iterative Design and Continuous Improvement
- Emerging Technologies
- Incorporating Accessibility Standards
- User-Centered Innovation

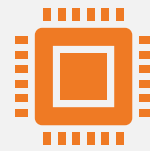
Gamification

- Personalization
- Integration with Emerging Technologies
- AI-Powered Gamification
- Involving users in the design and development of gamified experiences

Reflection



In what ways can we challenge conventional design norms to create truly innovative and transformative digital products?



Are we harnessing the full potential of emerging technologies to push the boundaries of digital user experiences?



What steps can we take to foster a culture of continuous learning and improvement in our approach to digital design?

"Design is not just what it
looks like and feels like.
Design is how it works."

STEVE JOBS

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Thank You!

