User Research, A Strategic Priority: Why Your Library Needs A UX Team

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Introduction

"Great things in business are never done by one person. They're done by a team of people."

– Steve Jobs

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Why is UX important in libraries?

- Changing user expectations
- Digital transformation
- Meeting user needs in an increasingly digital environment (& Physical).

https://nsse.indiana.edu/research/blog/2022/2022-11-30.html

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Building a UX Team

- Roles and responsibilities
- Required skills
- Team structure
- Outcomes and impact

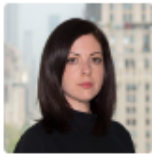https://www.grow.co.za/products/copy-of-basic-plastic-building-blocks-jumbo-in-refill-bag

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Required Skills & Team Structure

UX researchers

UX designers

UI designers

Information architects

Usability experts

UX writers

https://codilime.com/blog/ux-team-structure-everything-you-should-know/

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NYU UX Team

People

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UP UX TEAM

Kabelo Kgarosi

Co-ordinator: User Experience Unit

Elmar Snyman

UX Librarian

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UP UX TEAM

Scholarly Communication

Marketing

Access & Lending

Faculty Libraries

Technical Services

Quality Assurance

Collections
Marguerite/Lungile
MK

Spaces
Ephenia/Piet
MK

Teaching & Learning
Chipa/Gerda
AS

Research Enablement
Susan/Sunette
LM/AS

Data Collection & Analysis
Zenzi/Carike
AS

User Experience
Elmar/Kabelo

Community Engagement & Outreach
Christine/Jacob
MK

Fundraising
Elsabé/Viveka
LS & LM

Open Science
Fundiswa/Veliswa
LM

Digital Innovation
Isak/Lidia/Sagren/Leonard
LM/MK

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Outcomes and impact

- User Satisfaction
- Improved User Engagement
- Reduced Errors
- Competitive Advantage
- Innovation
- Accessibility and Inclusivity
- Data-Driven Decision-Making

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Steps to get started

https://cezannehr.com/hr-blog/2021/09/overcoming-resistance-to-change/
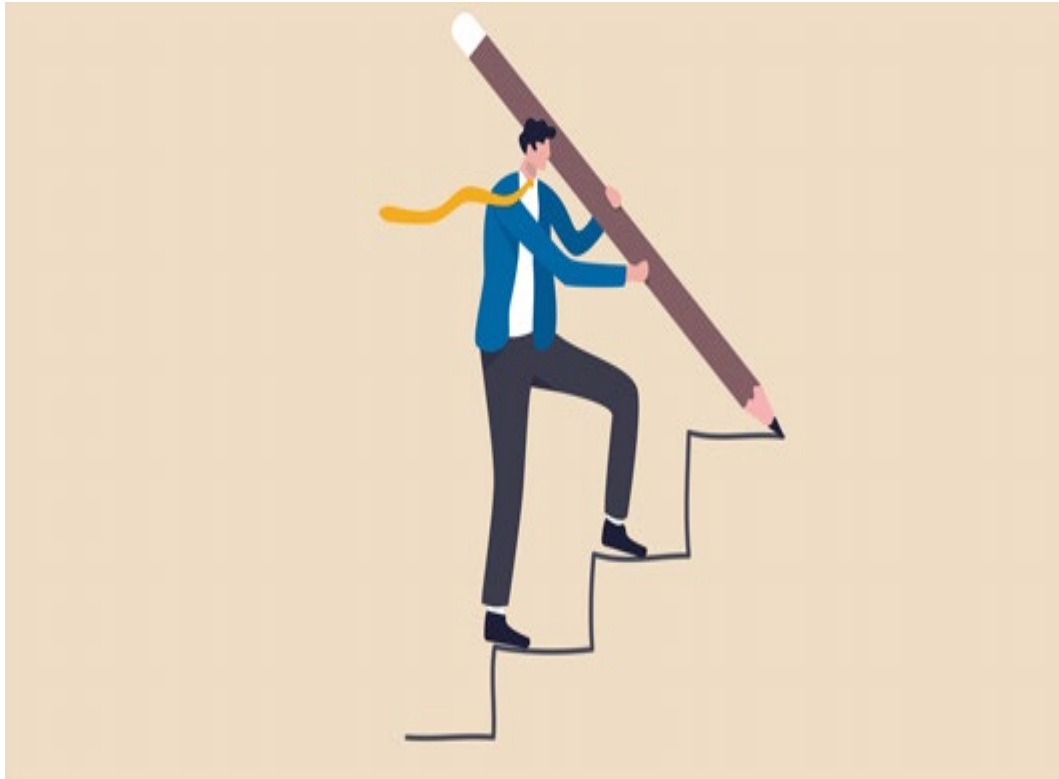
- Allocating staff and time resources.
- Overcome resistance
- Budget considerations for UX initiatives.

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Overcoming Resistance

- Addressing scepticism
- Demonstrating value of UX
- Building support among stakeholders
- Buy-in from management

https://cezannehr.com/hr-blog/2021/09/overcoming-resistance-to-change/

Measuring Success

Key performance indicators

- Identifying relevant metrics to gauge UX success.
- Tracking improvements over time.
- Feedback and Iteration
- Continuous feedback and improvement
- The iterative design process in library services.

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Communication & Collaboration

- Collaborating with different stakeholders Stakeholders
- Involving staff and administration
- Building a culture of user-centered design

In conclusion

- Establish a dedicated UX team or advocate for UX specialists within library teams.
- Encourage ongoing UX education and training for library staff.
- Collaborate with user communities and other institutions to share best practices.