



THE UNIVERSITY OF
MELBOURNE

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Services

Journeying
into user
empathy

About me

I am a UXer who is new to the library.

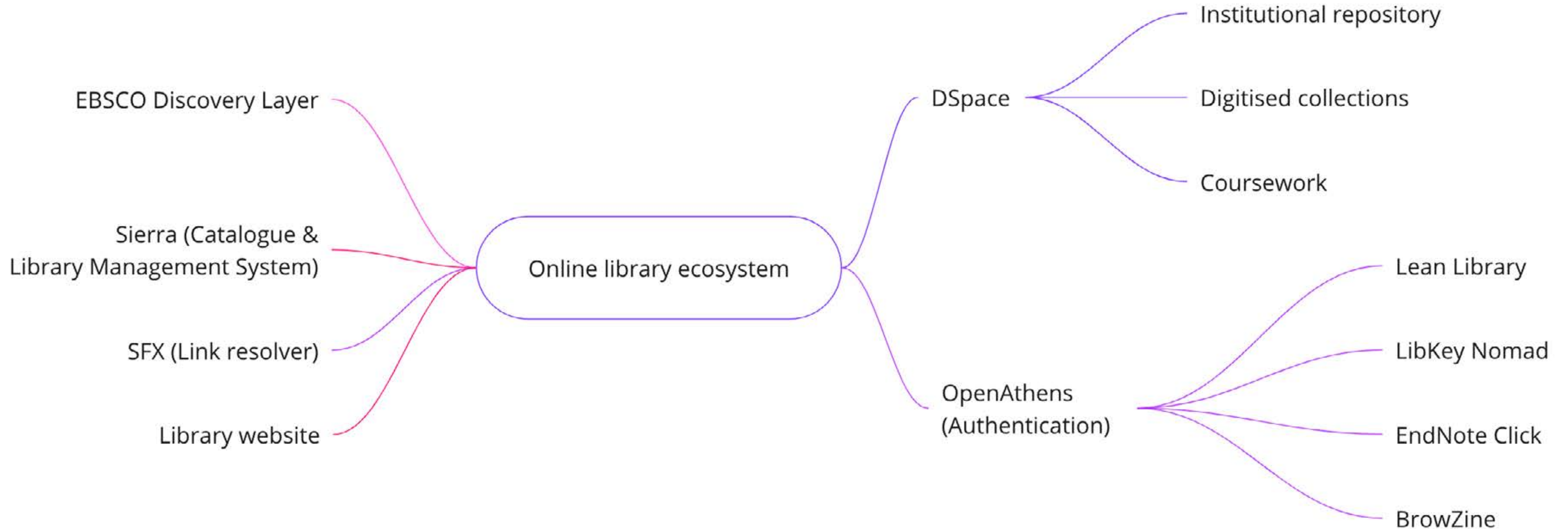
Iterations: Graphic designer, content writer, researcher, UX specialist

My current role: User Experience Specialist/researcher

My team: Discovery team at the University of Melbourne

What we do: Manage the online library ecosystem

Online library ecosystem



Research purpose

How does the online library
fit into our user's **bigger**
picture?

1. Who are our users?

2. What resources are they using?

3. Why are they using these resources?

4. How are they accessing them?

Methodology

A combination of quantitative and qualitative ethnographic methods were used to paint a detailed picture of our users.

Quantitative methods

1. Google Analytics - reviewing the search terms used in Discovery
2. Heat mapping - recording of library homepage
3. NPS score - conducted on the Discovery system.

Ethnographic methods

4. User interviews
5. Observational studies of set task.

Methodology

Participants were drawn from diverse academic backgrounds, representing a wide range of roles and levels of experience within the academic community.

Participants

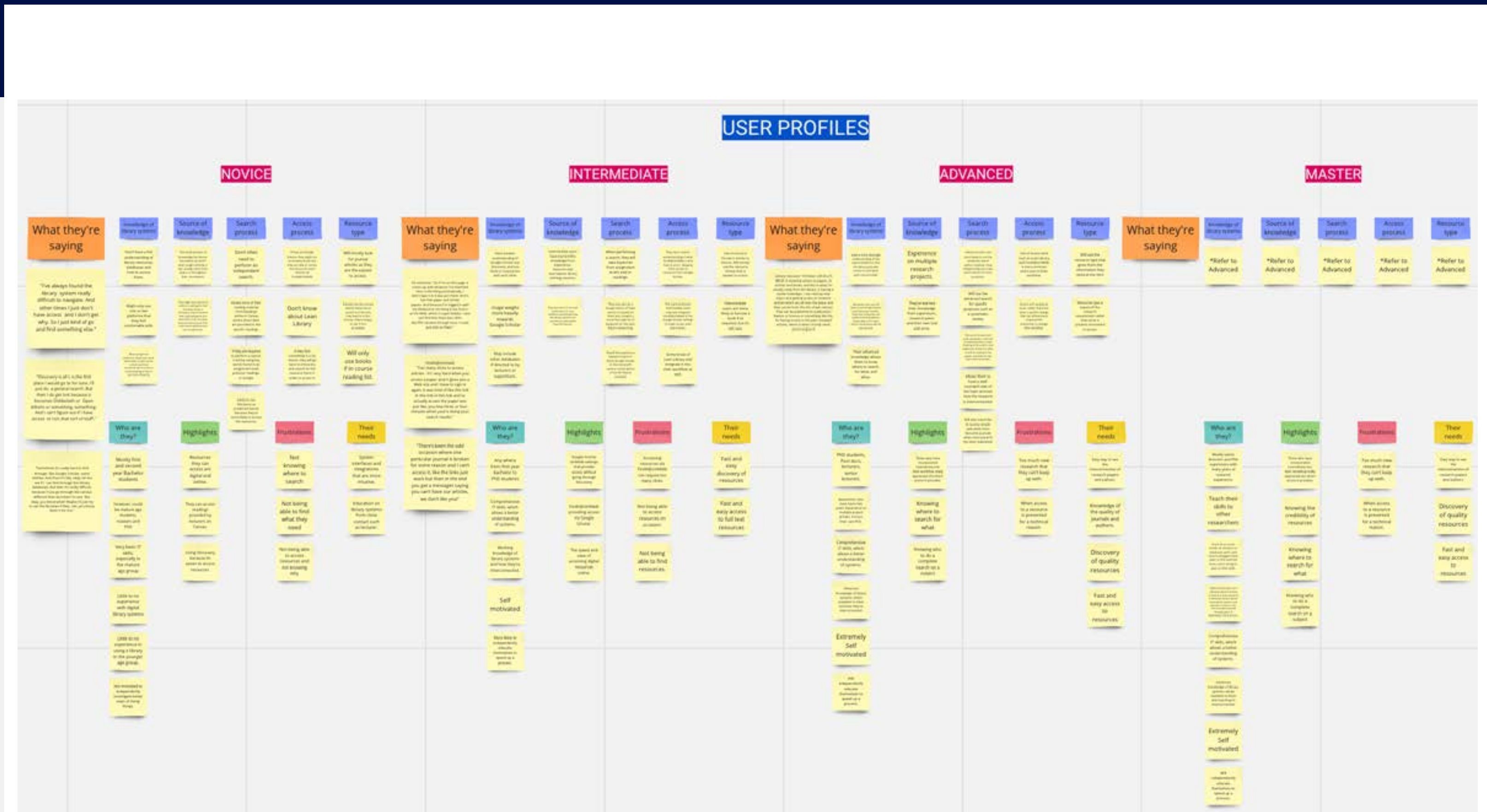
- Under grad students
 - Post grad students
 - Researchers
 - Teaching staff
 - Librarians
- All from various disciplines

Recruitment

- Social media
- Website pop-up
- Email lists
- People in direct contact with users
- OpenAthens records

Methodology

A thematic analysis technique was used to synthesise collected user data.



Archetype scale



- A form of information literacy scale.

- How well users are able to find, access and assess the quality of information online.

- Not restricted to just library information.

- Isn't restricted to traditional user groupings, i.e. students, researchers, teachers, etc.

User type

User description

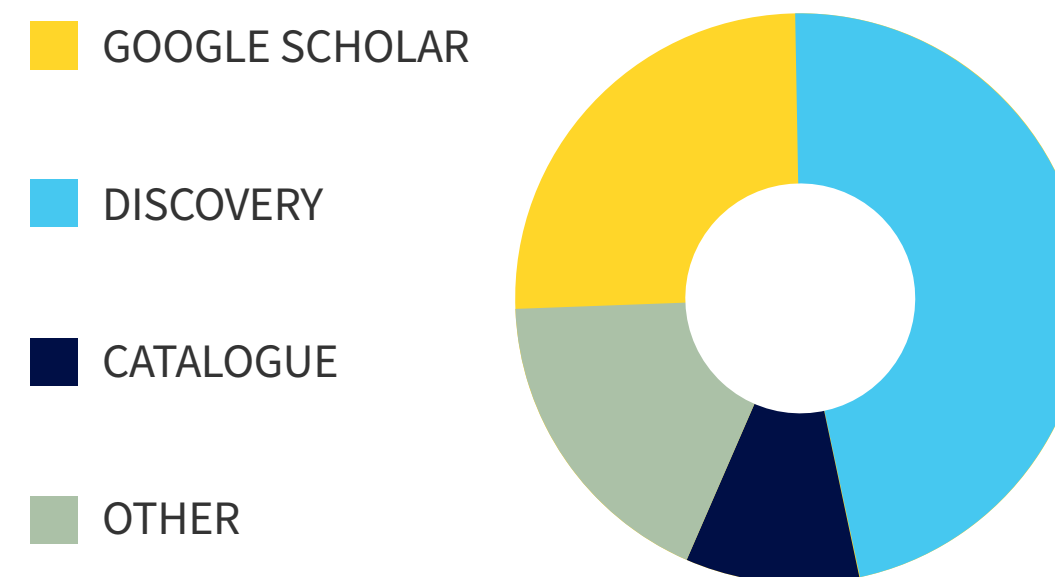
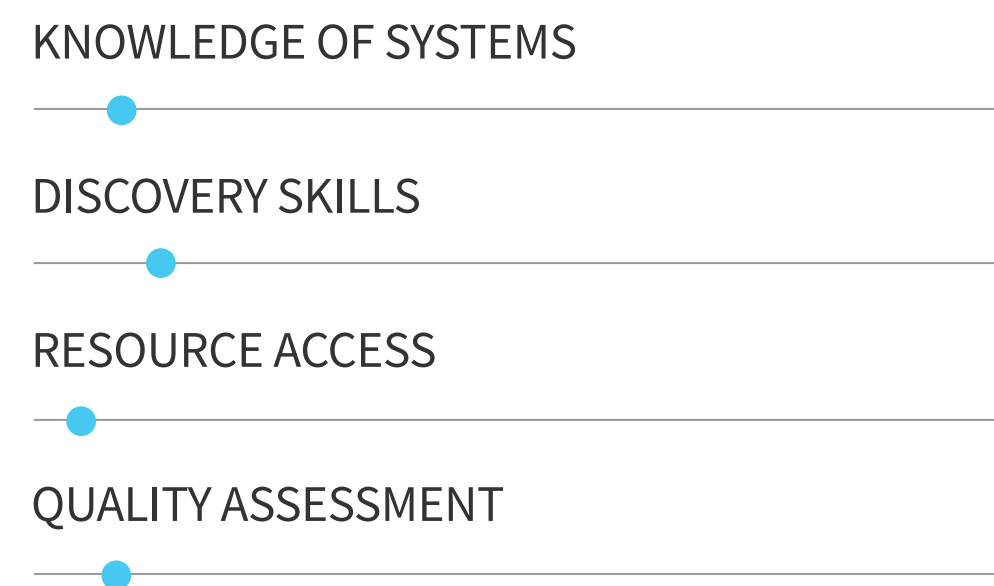
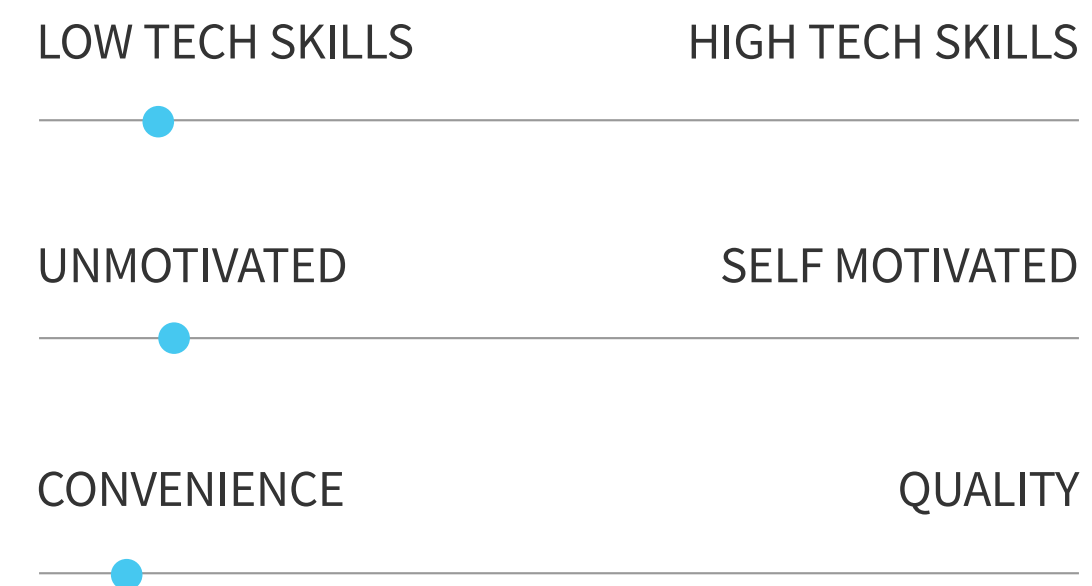


User quote

Who

Motivations

Frustrations



User archetypes

Novice

- First and second year students; mature age post-grad
- Very low tech skills
- Lost within the library ecosystem
- Low motivation due to cognitive overload.

Main goals

To be able to find and access resources that meet minimal assignment requirements.

Intermediate

- From first year students to PhD candidates
- Low to mid tech skills
- Can navigate the ecosystem enough to get by
- Enough self motivation to get by.

Main goals

To be able to find and access the resources they need quickly and easily.

Advanced

- PhD students; Post docs; lecturers; senior lecturers
- Mid tech skills
- Very familiar with the ecosystem
- Very self motivated
- Quality over convenience.

Main goals

To be able to find, access and assess the quality of resources quickly and easily.

Master

- Senior lecturers; supervisors; librarians.
- 20-30 years research experience
- Know the quality of research
- Are teachers of their knowledge.

Main goals

Find better ways of sharing their knowledge.

Moving forward

1. Reviewing our systems, websites and services

2. Deciding which projects to take on and prioritising work

3. Designing UX research studies

4. Consulting with other teams about library users.

How are we using these archetypes to empathise with our users?

Examples

Does this framework have a practical use in project work moving forward?

1. Gaining approval to apply for funding for a new Library Management System

2. Requirements gathering and Implementation of new LMS

3. Library search tools marketing project

Take away

Go away and **test** this framework out, **iterate** on it, **make it better**, then tell me about it!

How might we use this framework within the context of our own library?

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