



CAN UX AND ASSESSMENT WORK TOGETHER?

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Can UX be trusted?

Our research project:

- ◎ 16 interviews with “UX” librarians
- ◎ Canadian and American university libraries
- ◎ 1 hour interviews



1.
UX Librarians
get pushback
from their
colleagues.

*They treat UX like it's a spice you
sprinkle on top of something. Oh, we
should UX that!*

**2.
UX Librarians
get pushback
from their
colleagues.**

Sometimes we find unpopular things. UX is digging and assessing and asking questions... You could view it as we're finding all these great things that we maybe need to tackle. But you could also see it as, 'Oh you're just a bucket of complaints that now we have to deal with'.

**3.
UX Librarians
get pushback
from their
colleagues.**

One thing that is a challenge, especially being in academia, is we hear that ‘the sample size is not meaningful enough for me’, or ‘how is this statistically valid?’ It’s a lot of explaining that UX is about generating insights, not understanding the capital T, Truth of the matter.

**4.
UX Librarians
get pushback
from their
colleagues.**

I think our colleagues think they always know best, and I'm not sure how to get around that. I feel like there are certain people who will never be swayed by evidence. I do always try to start with evidence so that it's not so much to try to convince them but to give the people around them vocabulary to then question the people who are not believing what you're saying.

**Does this
resonate
with you?**

1. Coworkers are unclear about the purpose and unconvinced about the merits of UX.
2. Coworkers perceive UX research as a burden.
3. Coworkers do not trust UX research methods.
4. Coworkers preference their own anecdotes over UX findings.
5. Leads to a lack of follow through on our recommendations.

**This means
UX-ers
spend a lot
of time ...**

1. Building relationships with colleagues.
2. Strategically deciding which projects to take on.
3. On communication strategies.
4. Explaining and defending UX methods.
5. Thinking about buy-in.

Does this resonate with you?

**So what about
Assessment?
Our research
found...**

- ◎ UX most often done off side of desk
- ◎ Reporting to... ALL OVER!
- ◎ Often another person is responsible for Assessment
 - ◎ Level of collaboration varied
 - ◎ Division of work is murky
- ◎ Strategic outlook
- ◎ Org culture

**The research
left me with
more
questions...**

- ⊙ How are UX and Assessment defined?
- ⊙ How are they arranged on the org chart?
- ⊙ How do they work together or not?
- ⊙ What can UX learn from Assessment?

How do UXers think Assessment and UX fit together?

**UX is first
step on a
continuum of
assessment**

For most projects I can't distinguish what is UX and what is Assessment. Usually for UX it will be the starting point of a project, if we're starting a service, or if it's something that hasn't been touched in years. Assessment, I find I use that language when a project has been implemented and we're still monitoring it. In my mind, all of this is one big toolkit of techniques and approaches that I'm drawing from.

UX as a centralized service

I'm making a case that Assessment should live in UX, like UX as a centralized service that Assessment could live in tandem with. It would do a lot of good for UX in the sharing and gathering data processes.

How do UXers think Assessment and UX fit together?

**UX is not just
research**

Now I see UX in a much broader perspective than Assessment; inquiry into the customer experience, and as a problem-solving department, a connector department, asking why and doing sanity checks and a design department. There are so many aspects of the library that lend themselves to design and UX can be a really big part of that.

How do UXers think Assessment and UX fit together?

It depends

I think Assessment and UX can go hand in hand nicely but it depends on the people or the focus of what assessment means to the person who's doing it. If you're assessment is most concerned with people, I think there's a really great overlap with UX. If your assessment is mostly concerned with metrics and reports, then probably less so.

How do UXers think Assessment and UX fit together?

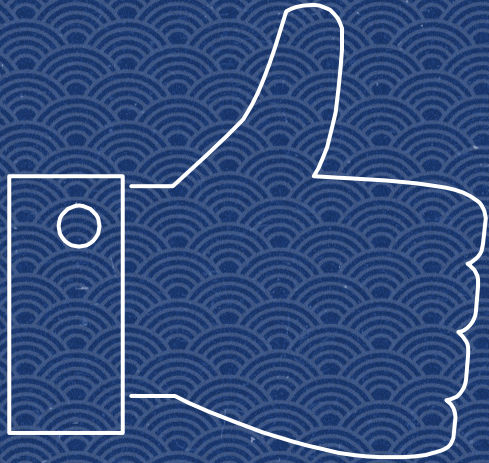
**Imperative
for the future**

UX is a form of Assessment in our organization, especially because we are not so much doing design. We are doing research...I think what probably makes sense to secure the future of UX in libraries, is to align with assessment. I think it's important to have close ties.

**So can UX and
Assessment
work together?
YES!**

- ◎ Assessment and UX are intrinsically linked
- ◎ Create people connections
 - ◎ Collaboration from informal meetings to sharing the workload and integration of techniques
- ◎ Help address pushback
- ◎ Built-in champion
- ◎ More reach esp. in building relationships with colleagues

So, let's join forces!



That's it.

THANK YOU

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