Tapping into the User Experience

Simple Techniques to Learn about User Needs

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User Feedback

• Why is it important?
  – Continuous Improvement
  – Demonstrating “Return on Investment”
Anecdotal Evidence
“Data-Driven” Decision-Making

- Quantitative
- Qualitative
- Process
  - Deming
Comment Cards

Location, Location, Location

What Questions to Ask

Incentives and Archiving
Online Surveys

• GoogleDocs Survey
  – Free
  – Easy to convert data into charts

• Survey Monkey
  – [http://www.surveymonkey.com](http://www.surveymonkey.com)
  – Free version vs. Pay version
Focus Groups

- Why focus groups?
- Soliciting participants
- When and Where?
- Coordinating the focus group session
- Archiving and Presenting Data
Flip Charts

• Can be useful for very specific purposes
  – For example: renovation of specific library spaces
"Assessment for the Rest of Us"

- American Library Association (ALA) National Conference (July 2010)
  - http://connect.ala.org/node/107288
  - Many easy and inexpensive assessment techniques discussed during this session
Other Techniques

- Cell phones
  - http://www.polleverywhere.com/
- Cameras
- iPads
- User Advisory Boards
- Anthropological Methods
  - “Studying Students” (U. of Rochester)
Simple ways to learn from your users

- Comment Cards
- Online Surveys
- Flip Charts
- Focus Groups
- “Assessment for the Rest of Us” (ALA 2010)
- Goal: Continual Improvement

A Personal Long-Term Goal:
Creating a more Compassionate Library
Thank you!

Questions?

Please feel free to contact me anytime:
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