Turning the UX lens on ourselves: Achieving the dream of a UX culture
Reflection

Take a minute to think about a particular issue and jot it down on your post-it.
Western Libraries UX Team

• Matthew Barry, User Experience Librarian
• Monica Fazekas, Student Engagement & Outreach Librarian (on leave)
• David Fiander, User Experience Web Services Librarian
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• Miriam Leslie, User Experience Library Assistant
• Alison Wetheral, Student Engagement & Outreach Librarian
• Sarah Woloschuk, User Experience Library Assistant

Turning the UX lens on ourselves
Today’s Agenda

• Intro: Institution & Context
• Building the UX Team
• Our Values
• Building Communication
• Building UX Culture
• What's Next?
Takeaways

• Tips and tricks for building a dedicated UX functional team from scratch

• How to construct team knowledge management best practices

• Strategies for breaking down silos and spreading a culture of UX across an organization
Institution & Context

The Strategic Plan & Organizational Renewal

Turning the UX lens on ourselves
“What does a UX team do?”

BUILDING THE UX TEAM
Building the UX Team

• Our origin story and organizational confusion about "user experience"
• Applying user experience design principles to our own work
The Politics of Contacts

Contact Us

Locations
Departments
Staff Directory

Hours for Chat

› Ask a Librarian
› Ask a Business Librarian

Contact Us

Ask
Chat with a librarian

Ask Business
Chat with the business library

Claverdez avec nous!

Privacy Statement

Text
Text your questions

Phone
Call a service desk

Email
Questions, comments

Visit
Visit the libraries in person

Turning the UX lens on ourselves
Being intentional in our work:

**LIVING OUR VALUES (OR TRYING TO)**
UX Group Values

1) Fail forward
2) Be agile
3) Solve real problems
Failure is not an option.
“Those that catch, correct, and learn from failure before others do will succeed. Those that wallow in the blame game will not.” – Amy Edmonson, *Harvard Business Review*, 2011
Value 1: 
Iteration Failure *is not an* the option.

We iterate. We fail forward.
Value 2: Be Agile.

  - Customer/user first
  - Collaboration is essential
  - Keep it simple
Traditional Project Cycle

- Initiating
- Planning
- Executing
- Controlling
- Closing

Turning the UX lens on ourselves
Agile Project Cycle

Planning

Executing

Controlling

x a billion
Value 3: Solve real problems

• Understand user stories
• Imagine success
• Determine the root cause
The 5 Whys: The robot on the production line stops working.

1) Why did the robot stop?  
The circuit has overloaded, causing a fuse to blow.

2) Why is the circuit overloaded?  
There was insufficient lubrication on the bearings, so they locked up.

3) Why was there insufficient lubrication?  
The oil pump on the robot is not circulating sufficient oil?

4) Why isn’t it circulating sufficient oil?  
The pump intake is clogged with metal shavings.

5) Why is it clogged?  
Because there is no filter on the pump.
Activity

Organize into groups of 3-4.

Share your post-it with your group members.

Pick one issue from the group.

Use the 5 whys framework (ask why 5 times...)

Determine the root cause on the issue.

The 5 Whys Process

1) Collectively develop a problem statement.

2) Ask the first why: Why did X problem take place?

3) Record all possible reasons. Ask why again for sub-reasons and so on.

4) Identify root cause.

5) Take action.

Turning the UX lens on ourselves
How we work together as a team:

BUILDING GOOD COMMUNICATION FROM SCRATCH
Choosing a tool is not the same as developing a plan

Draft Team Charter

Wednesday, June 6, 2018  1:42 PM

UX Charter
Draft 06

As discussed at our last meeting (May 22, 2018) I have posted, here in One Note and on the Shared U: Drive/User Experience Group/Team Charter, a draft version of the UX Team Charter.

We will use this as a jumping off point. All of the information I have included is open for discussion, adaptation etc.

As discussed in our meeting, here is a link to the Draft Team charter stored in OneDrive. Please edit this copy, rather than the one stored above in this note, or in the U:\ drive.
Building a communication plan: the process

1. Determine needs
2. Create a plan
3. Be intentional about using the plan
4. Regularly reflect and make changes
5. Repeat steps 3 and 4
Determining Needs: Holding a communication brainstorming session
Creating a Plan

• What goes into the plan?
• What does it look like?
• What do you do with it?
Being intentional about using the plan

• Commit to using your plan
• Be open and honest about issues
• Set aside time for critique
• Use trial and error
But what about the rest of the library?

Source: https://lotr.fandom.com/
How we engage the broader community:

BUILDING UX CULTURE
UX Library Lab

• What is the UX Library Lab?
• Where did the inspiration behind it come from?
Turning the UX lens on ourselves

TUESDAY, JANUARY 15TH
2PM - 4PM

UX LIBRARY LAB
WELDON LIBRARY
MEZZANINE - WINDOW SIDE

UX LIBRARY LAB
DROP IN HOURS
1ST & 3RD TUESDAY
2PM - 4PM
EMAIL: WL-UXG@UWO.CA

WE'RE ON THE MOVE!!

UX LIBRARY LAB
The UX Lab is now mobile!

TUESDAY, JANUARY 29TH, 2019
2PM-4PM
BANKS ROOM - MAIN FLOOR
LAW LIBRARY

Do you have questions about service challenges, concerns/improvements? Join your colleagues at the Lab to dig deeper.
MicroTalks

• Needed to increase the value & interest of the UX Library Lab, but how?
  • MicroTalks
    • 20-40 minute talks, followed by a Q&A discussion
    • Topics are related to UX or of general interest

• Success?
  • Staff are interested!
  • Staff are engaged!
Our ongoing efforts to build UX culture...

WHAT’S NEXT?
What’s next?

• The UX Café
  • A lightweight pop-up, weekly assessment clinic.
  • Promotes quick and easy user feedback
  • Inspiration from Zoe Chao's article, *Rethinking User Experience Studies in Libraries: The Story of the UX Café*
What’s next?

User Experience can address a wide range of issues, but deeper integration is required to make meaningful, measurable change.

Unconscious Design
- Who’s deciding how users will engage with a solution?
  - Are there conversations about optimal ways users will perceive and interact with a tool?
  - Are there any trained experts guiding key decisions?

User Interface (UI)
- Is it attractive & functional?
  - Is it visually consistent and appealing across screens?
  - Does it align with our brand?
  - Does it deliver initial wow factor?
  - Are the screen elements laid out and sized for the right device?

User Experience (UX)
- Can the solution make a measurable impact?
  - It is usable?
  - Does it meet business goals?
  - Does it make the work easier to complete?
  - Does it drive expected behavior?
  - Is there minimal need for training & support?

End-to-End Experience
- How does solution fit in context of a journey or day-in-the-life of target user?
  - Is it useful?
  - How does tool relate to others used in same target group?
  - How does system of processes & tools need to evolve in order to deliver a better experience?

STAGES OF UX MATURITY
1. Indirect decisions are reflected in a solution
2. Templates for layout & chart objects in BI tools
3. Colors based on brand
4. Measurable impact through usability test
   - Insights inform change management & training
   - Conduct in-depth research methods (ethnography, in-context interviews)
   - Facilitate design thinking process to build solution
What’s next?

• Communicating with the rest of Western Libraries
Resources


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