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**STRATEGIC
MANAGEMENT
OF ICT IN
PARLIAMENTARY
LIBRARIES**

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"To the public with the public"

User-centered design

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1. User
2. User-centered design
3. Usability & Web usability
4. Methods
5. Case Eduskunta Library

How do we know
what the users
think, want or need,
if we don't involve them?



ask - observe - participate

User

expectations

experience

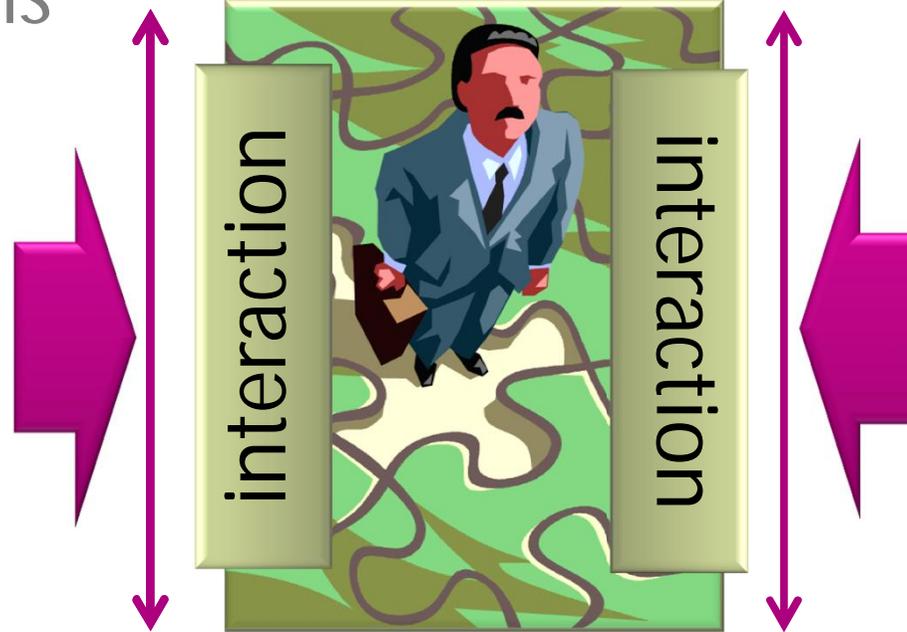
wants

needs

emotions

limitations

motives



thoughts

cognition

skills

culture

perception

likes

dislikes

Product

Service

User-Centered Design

User-centered design

When designing services or products we need to consider the needs, wants, and limitations of the end users.

...user-centered design tries to optimize the product around how users can, want, or need to use the product, rather than forcing the users to change their behavior to accommodate the product. [Wikipedia]

User-centered design is...

...an approach.

...a design philosophy.

...a collection of methods.

- Focus on end users
- Aim on providing better products and services
- Criticism: the user seems to be an object

Related concepts/approaches

- Human-computer interaction HCI
- Human-centered design
- Participatory design
- Co-design
- Service design
- Design thinking
- ...

Participatory design

...to actively involve all stakeholders (e.g. employees, partners, customers, citizens, end users) in the design process in order to help ensure the product designed meets their needs and is usable. [Wikipedia]

- The user is a partner



Usability



Usability, ISO 9241 definition

The effectiveness, efficiency and satisfaction with which specified users achieve specified goals in particular environments.

- effectiveness: the accuracy and completeness with which specified users can achieve specified goals in particular environments
- efficiency: the resources expended in relation to the accuracy and completeness of goals achieved
- satisfaction: the comfort and acceptability of the work system to its users and other people affected by its use

Usability, in other words

Can users...

...do what they need to

...find what they need to

...do it quicky

...do it without frustration



Usability and the Web

“Usability is all about designing an easy to use website that appeals to as many people as possible. Websites should be intuitively usable. Many aren’t.”

Jakob Nielsen

Web site usability

- General rules exist, but...
- Context before all
- User-oriented instead of organization-oriented
- Visual-functional elements
- Content (mainly text)

Web page design

- Use white space - it reduces the cognitive load of the user
- Conventions - use them to your advantage
 - what the users are used to i.e. what else is there on the web
 - your web page is not an isolated island
- Usability tests: test early, test often
 - to find usability problems
 - to gain insight

Writing for the web

- Basic rules exist, so do cultural differences
- Make use of effective writing
- KISS = Keep It Short & Simple
- Plain and objective language
- Scannable
 - use multiple heading levels
 - bulleted lists
 - visual elements
- Avoid professional jargon!

User behaviour on the web

- Users don't read, they scan
- Don't make users think!
- Users don't make optimal choices, they satisfice [*decide on and pursue a course of action satisfying the minimum requirements to achieve a goal*]
- The web page should be obvious and self-explanatory

User experience UX

UX = Usability + (emotions + motives + needs)

- Subjective
- Dynamic
- Experience of using
- Expectations
- Brand
- ...

OPAC & usability

- Simple is better!
- Let Google (and other search engines) find your data
- Consider carefully what data is displayed
- Avoid technical and professional vocabulary
- OPACS are good in finding known items (successful only when structured metadata is retrieved)
- Data-centered and card-catalog retrieval mechanism
- Not user-friendly
- We should have OPACs that are easy and intuitive!

Only librarians like to search,
others like to find!

Methods

Research methods in Human-centered Design by Hanington

- Traditional
- Adapted
- Innovative



Traditional methods

- Market research
- Surveys
- Interviews
- Questionnaires
- Focus Groups
- ...



Adapted methods

- Adapted from other sciences
 - Observational research
 - Ethnographic methods
 - Thinkaloud
 - Heuristic evaluation
 - Cognitive walkthrough
 - ...



Innovative methods

- Creative/participatory
 - Design workshops
 - Collage
 - Card sorting
 - Cognitive mapping
 - Visual diaries
 - Probes
 - ...
- You can invent your own, creativity is allowed!



Ideo Method Cards



Case Eduskunta Library

Case Eduskunta Library

- New Parliament web pages to be published in 2013, library included
- The plan is to involve users in the design process: workshop(s), usability testing
- Insight
- In 2013 will also start a new OPAC (Vufind) project

Questionnaire

- On the web, published in July, still ongoing
- Workshop during autumn 2012
- Usability tests before publishing

Eduskunnan kirjaston verkkosivut uudistetaan. Vastaamalla kyse tapahtuu anonyymisti. Kaikkien vastanneiden kesken arvotaan el

Järjestämme myös suunnittelutyöpajan, johon toivomme käyttäjiä toivotaan. Verkkosivujen uudistamisen edettyä sopivaan vaiheeseen suunnittelutyöpajaan tai käytettävyydestiin, anna yhteystietosi ky

1. Kuinka usein käyt Eduskunnan kirjastossa tai olet yhteydessä

- Lähes päivittäin
- Viikoittain
- Kerran kuukaudessa
- Muutaman kerran vuodessa
- Kerran vuodessa tai harvemmin

2. Kuinka usein käyt Eduskunnan kirjaston verkkosivuilla?

- Lähes päivittäin
- Viikoittain
- Kerran kuukaudessa
- Muutaman kerran vuodessa
- Kerran vuodessa tai harvemmin

Workshops

- Wide range of variety to choose from, e.g.
 - Focus groups
 - Brainstorming
 - Open discussion
 - Future workshop
 - Hybrid



Usability testing

“Usability testing generally involves setting a series of tasks for people to complete, and noting any problems they encounter.”

Guerilla usability testing, Andy Budd

“Teams invariably conclude their initial sessions surprised to learn they had not noticed glaringly obvious design problems.”

Hoekman

Usability testing in practice

- To see what users do in certain situations (behavior vs. opinion)
- Preferably with a prototype before publishing
- ~ 10 tasks
- ~ 5 participants, one at a time
- Think aloud
- Video recording or specialised software and equipment (e. g. Morae, “usability lab”)
- Short interviews before and after

Further reading to start with

- useit.com - Jakob Nielsen's Alert Box and more (web site)
- Krug S. Don't make me think (book)
- Krug S. Rocket surgery made easy (book)
- Hanington B. Methods in the making (article)
- Budd A. Guerilla usability testing (SlideShare:
<http://www.slideshare.net/andybudd/guerilla-usability-testing>)
- Hoekman R. The myth of usability testing (article,
<http://www.alistapart.com/articles/the-myth-of-usability-testing/>)

Thank you!

