

## ***User Experience Research Methods – with Andy Priestner***

Termin : **21.** (09:00 - 17:00 Uhr) und **22.** (09:30 – 16:30 Uhr) **Februar 2019**

Ort : Bildungszentrum im Bildungscampus, Gewerbemuseumsplatz 2, 90403 Nürnberg, Raum E.05

Veranstalter : Initiative Fortbildung für wissenschaftliche Spezialbibliotheken und verwandte Einrichtungen e.V., in Kooperation mit dem Bildungscampus der Stadt Nürnberg

### **What is UX Research?**

UX or User Experience is everything that happens to your users when they interact with your service in any way (physically or remotely). It includes everything they see, everything they hear, everything they do, as well as their emotional reactions. UX research is about supplementing traditional user research methods such as surveys and focus groups with approaches that record and examine actual user behaviour in libraries, with a view to delivering more relevant and valuable spaces and services.

### **Aims**

The aims of these UX research days are as follows:

- to explain and ensure understanding of key UX techniques
- to explore the application of UX techniques in both physical and digital library environments
- to share examples of UX research success and failure around the world
- to detail best practice techniques for mapping, sorting and analysing UX research data
- to examine how UX data can be translated into ideas for new products and services

### **Course style**

Andy's teaching style is highly practical, engaging and interactive. Attendees will:

- be encouraged to ask questions and debate the content throughout
- explore and learn techniques through a range of individual and team exercises
- learn more about their colleagues (and different perspectives) as they complete training tasks
- enjoy a level playing field as exercises are suited to both introverts and extroverts
- explore and discuss how users really perceive and use libraries

### **Attendees**

No prior knowledge is assumed or expected. Those attending with some experience of UX methods are certain to learn new techniques and approaches. The size of the group will have to be limited to a maximum of 15-20 attendees - any more than that and training becomes less effective as attendees do not receive as much individual attention and are usually less willing to share and ask questions in a large group.

### **Programme**

February 21, 2019 : 09:00 am – 05:00 pm

During Day 1 we will cover the following:

- *What is User Experience?:* Defining user experience and ethnography (the writing down of the culture of a user community) and exploring the value of attitudinal and behavioural user research methods with practical examples of application in libraries
- *User Experience Research Techniques:* The most valuable UX methods are detailed and attendees try many of them out for themselves: observation; behavioural mapping; user research interviews; cognitive mapping; user journey mapping; usability testing; card sorting; love- and break-up letters

- *Idea Generation and Prototyping*: Using idea generation techniques and a divergent thinking approach to turn research data into ideas for new products and services. The importance and value of iterative prototyping and minimum viable products are also explored.

Timings:

09:00 : What is User Experience research?  
 10:30 : Break for 30 minutes  
 11:00 : User Experience research techniques 1  
 12:45 : Lunch for 45 minutes  
 13:30 : User Experience research techniques 2  
 15:15: Break for 20 minutes  
 15:45: Idea generation and prototyping  
 16:50 : Finish  
 19:00 : If desired: dinner together

February 22, 2019 : 9:30 am – 4:00 pm

Day 2 builds on the practical learning of the previous day with direct application of the techniques in a real library setting and with real library users in a workshop:

- *Additional UX Techniques*: The techniques learned on Day 1 are supplemented with some new approaches: touchstone tours, guerilla interviews, card sorting SWOT
- *Collaborative Design Workshop*: A subset of attendees assist me in leading a 1-hour co-design workshop with invited users (incentives required) while remaining attendees conduct ad hoc fieldwork inside and outside of the library
- *Ad hoc Fieldwork*: Everyone conducts ad hoc fieldwork, carefully recording user behaviour, comments and ideas (usability testing, guerilla interviews, observation, behavioural mapping, touchstone tours)
- *Data Collation and Mapping*: Sorting and affinity mapping of data gathered during the morning's fieldwork
- *Idea Generation*: Ideas for services, products and further research are derived from the data gathered
- *Next Steps*: Exploration and discussion of how UX can be taken forward by library staff post-training
- *Learning Summary*: Attendees share with each other what they have learned over the 2 days

Timings :

09:00 Additional UX techniques  
 10:30 Break  
 11:00 Collaborative design workshop with 10 to 15 pre-arranged users (4 volunteer attendees will stay to assist with this) AND start of the ad hoc (not pre-arranged) UX research in the library where we are based for the day with users working in the spaces (all other attendees)  
 12:00 Meet back in room for debrief  
 12:15 Lunch  
 13:00 Second round of ad hoc research in library (all attendees this time)  
 14:00 Data collation and mapping  
 15:15 Break for 20 minutes  
 15:35 Idea generation  
 16:20 Next steps presentation  
 16:40 Learning summary  
 16:50 Finish

### Trainer bio

- **Andy Priestner** is a freelance trainer and consultant who regularly works all over the world delivering training and consulting chiefly in UX, leadership and LEGO Serious Play. Over the past 2 years Andy has taught in 17 different countries.
- Creator and chair of the annual international UX in Libraries conference (see <http://uxlib.org>)
- His book 'User Experience in Libraries' was published by Routledge in May 2016

- Andy led the Futurelib programme at the University of Cambridge which delivered UX-based innovation projects across the University's libraries
- Former Head of Library and Information Services at Cambridge University's business school, Andy has been in libraries for 20 years so understands the library world and the attendant constraints and issues.

## Testimonials

- *'Our Library and Facilities team at the University of South Australia thoroughly enjoyed learning about various UX research techniques and fieldwork with Andy. Andy had us captivated with his knowledge, real-world experience and wonderfully engaging style. And with Andy's coaching we got to do real-life fieldwork with users which was an invaluable way to learn together.'* Robert Lustri, Capital Projects Director at University of South Australia, Adelaide.
- *'I was expecting a lot as I'd already heard about Andy and the course beforehand but it absolutely exceeded my expectations.'* Vernon Fowler, Deakin University, Melbourne
- *'Where did you find Andy? What a find! His UX course was everything I hoped it would be and more. I can't wait to apply the techniques we have learned.'*
- *'Andy helped frame and package UX in the library context, and the course was extremely well presented and organized.'*
- *'I enjoyed every minute of this course - a winning formula!'*
- *'To be honest I was bit nervous about the course, especially as I had no concept of UX techniques before it, but it was both inspiring and fun and I now feel equipped to use UX in my work.'*
- *'After 2 days I was excited to put my learning to the test in my own library. The course was an invaluable springboard!'*

Teilnehmerzahl : max. 25 Personen  
 Kostenbeitrag : EURO 160,-- (early bird-Tarif, bei Anmeldung bis zum 18. Dezember 2018);  
 danach: EURO 190,--  
 Anmeldung : mit Angabe der Rechnungsadresse bei Evelin Morgenstern –  
[morgenstern@initiativefortbildung.de](mailto:morgenstern@initiativefortbildung.de) - [www.initiativefortbildung.de](http://www.initiativefortbildung.de)  
 Anmeldeschluss : 17. Februar 2019  
 Unterbringung : Nürnberg, die Messestadt, ist im Februar eigentlich "dicht". Wir haben dennoch  
vom 20. bis zum 22. Februar 2019

in der **KulturJugendherberge Nürnberg**, der „schönsten Jugendherberge der Welt“ (und sie ist auch die modernste ...) 14 Einzelzimmer à EURO 75,-- pro Nacht u. Person, inklusive Frühstück reservieren können.

Die Zimmer sind per Mail unter der Nummer 125976 abzurufen, bitte mit Namen und vollständiger Anschrift.

[nuernberg@jugendherberge.de](mailto:nuernberg@jugendherberge.de) - [www.nuernberg.jugendherberge.de](http://www.nuernberg.jugendherberge.de)

**Unsere Option auf dieses Zimmerkontingent läuft am 30. November d.J. aus!**

Für die gleichen Daten gibt es eine Reservierung von 10 Einzelzimmern à EURO 104,-- pro Nacht u. Person inklusive Frühstück, im **Hotel „Das Steichele“** : [www.steichele.de](http://www.steichele.de)

Achtung: hier ist die Buchung bitte zeitgleich mit der Anmeldung vorzunehmen bei Evelin Morgenstern – [morgenstern@initiativefortbildung.de](mailto:morgenstern@initiativefortbildung.de)

**Hier läuft unsere Option am 28. Dezember des Jahres aus.**

**Nürnberg, die Messestadt, ist im Februar eigentlich „dicht“!**

