

Minutes
User Experience Advisory Group
Zoom
April 29, 2021 // 9:00 – 10:00 AM

Present: K. Weiss (CCS), M. Beach (Highland Park), M. Bourgeois (Ela), M. Morgan (Winnetka), E. Munoz (Lake Villa), P. Ramirez (Crystal Lake), Z. Yeatman (Park Ridge)

Absent: A. Richio (Fremont), A. Rachmaciej (Park Ridge)

1. Review Patron Notice Feedback:

<https://ccsliborg.sharepoint.com/:w:/s/CCSTraining/EY9kassFojtPsEVpXp5hyGYBtZfXZIjSE9xp4QJB6vixzA?e=ODMU3G>

K. Weiss (CCS) gave an update on email notice testing.

145 patrons participated in notice testing survey from 8 CCS libraries: Des Plaines, Glenview, Highland Park, Morton Grove, Niles-Maine, Palatine, Park Ridge, and Prospect Heights.

The top ten email notices issued to patrons were tested:

- Almost overdue/Auto-renew reminder
- Hold
- 1st Overdue
- 2nd Overdue
- 2nd Hold
- 3rd Overdue
- Bill
- Expiration Reminder
- Cancel
- Fine

A survey was embedded into the email notices of participating libraries. Patrons were invited to take a survey to review the notice. This included rating the helpfulness of the email to give us a numerical score for each type of notice. The next question was a free response question where we invited patrons tell us how they thought the emails could be improved. This feedback will be summarized.

Patrons were also asked if they would be willing to provide more feedback in the future. Patrons that answered yes and provided contact information will review our prototype email notice to give a second round of feedback.

CCS asked patrons whether the email notice they received was helpful. Email notices were rated from 1 (Not at all helpful) – 5 (Extremely helpful). Overall patrons find our notices to be more helpful than we may have thought. The Almost Overdue Auto-Renew, Holds, and Expiration Notices all received scores greater than 4. Overdue notices were rated a 3.4. The only notice that received a negative rating was the 2nd overdue notice at 1. This rating was given by one patron though, so take it with a grain of salt. Cancellation, fine, and third overdue notices received no feedback, so we were not able to generate a helpfulness rating.

CCS also asked patrons what could be done to improve the email notice. This open-ended question gave patrons the opportunity to write detailed responses about what could be improved.

UX group member, A. Richio (Fremont) and K. Weiss (CCS) reviewed the open-ended feedback for this question. They then coded the responses. This means that they tagged individual observations and quotations from users with tags to discover significant themes.

Patrons were asked: What could be done to improve this email? Richio and Weiss coded the feedback from patrons. In coding the feedback, Richio and Weiss read through the free text responses to identify key themes. 145 patrons gave feedback for five notice types. Feedback is grouped by notice type.

Almost Overdue Auto-Renew

An almost overdue notice alerts patrons to items that are due to the library soon. This notice also includes a list of items that were automatically renewed for the patron.

Fifty-two patrons gave feedback about how to improve almost overdue auto-renew email notices. Feedback is grouped below:

- Overwhelmingly, patrons agree that no changes should be made to the almost overdue auto-renew notices. *(31 of 52 patrons gave this feedback)*
- Patrons desire more information about the renewal such as:
 - an explanation of why renewal was not possible for certain items. For example, an item was renewed the maximum number of times or item is on hold for another patron. *(4 of 52 patrons gave this feedback)*
 - the number of available renewals for each item. *(7 of 52 patrons gave this feedback)*
 - how users might renew items. This might include a link to “My Account”. *(5 of 52 patrons gave this feedback)*
- Patrons said they want a list of all their checked-out materials as part the email notice. *(4 of 52 patrons gave this feedback)*
- Patrons request a due date reminder on the day items became due. *(3 of 52 patrons gave this feedback)*

Hold Notice

A hold notice indicates a hold is now available for pickup at the library.

Seventy-six patrons gave feedback about how to improve hold email notices. Feedback is grouped below:

- Overwhelmingly, patrons agree that no changes should be made to the hold notice. *(55 of 67 patrons gave this feedback)*
- Patrons want to know all material held and which date each item would be held till. *(5 of 67 patrons gave this feedback)*
- Patrons want library hours included in the email. *(3 of 67 patrons gave this feedback)*
- Patrons want a link to My Account so they might manage holds. *(2 of 67 patrons gave this feedback)*

- Patrons want the option to “Skip Your Turn” when an item becomes available for pickup. *(2 of 67 patrons gave this feedback)*
 - This is comparable to the Skip Your Turn option in Libby or Overdrive where a user can request their hold go to the next person in line as they are not ready to borrow the item.
- Patrons want updates about their holds from the time they click Place Hold until the item is available for pickup. *(3 of 67 patrons gave this feedback)*
 - This is comparable to Amazon emailing a user when a package ships and is a certain number of stops away.

1st Overdue Notice & 2nd Overdue Notice

An overdue notice alert patron that materials are overdue.

Nine patrons gave feedback about how to improve overdue email notices. Feedback is grouped below:

- Patrons agree that no changes should be made to the overdue notice. *(3 of 9 patrons gave this feedback)*
- A patron requests a link to My Account to enable renewal of items or payment of fines. *(1 of 67 patrons gave this feedback)*
- Patrons request the notice identify the overdue item by title or include the cover art for the overdue item. *(2 of 9 patrons gave this feedback)*

Expiration Notice

An expiration notice alerts patrons that library card will expire in [x] days.

Eight patrons gave feedback about how to improve expiration email notices. Feedback is grouped below:

- Patrons want to know which documents are needed to provide proof of residency to renew their library card. *(3 of 8 patrons gave this feedback)*

K. Weiss walked through Nielsen-Norman best practices for Transactional Email and Confirmation Messages with the UX advisory group. This will help them keep these guidelines in mind when proposing edits for our email notices.

2. Review How to Edit Notices Using Google Drive

K. Weiss pulled example of all ten email notices included in the survey and upload these to Google Drive.

K. Weiss demoed how the UX advisory group could coedit the notices. The UX group will do that during the first week of May.