

**User Experience Advisory Group  
Minutes  
Zoom  
March 4, 2021 // 9:30 – 11:00 AM**

**Attended by: M. Morgan (Winnetka-Northfield), M. Beach (Highland Park), Z. Yeatman (Park Ridge), E. Munoz (Lake Villa), M. Golembiewski (Prospect Heights), M. Bourgeois (Ela), P. Ramirez (Crystal Lake), A. Richio (Fremont), K. Weiss (CCS), A. Rachmaciej (Park Ridge)**

**1. Approve Minutes from February 2021 Meeting**

Members approved the minutes from the February 2, 2021 UX Advisory Group meeting.

**2. CCS Updates**

K. Weiss (CCS) gave an update on the Vega Development Partner Project with an overview of the timeline. K. Weiss explained that CCS would conduct usability during the summer months to determine if Vega could meet CCS patron needs as a discovery product when compared with PowerPAC. K. Weiss mentioned that CCS only plans to adopt Vega if it can meet a list of “must-have” features and essential tasks may be performed with ease.

**3. Update on Cookie Acceptance Alert**

K. Weiss demonstrated how the Cookie Acceptance Alert behaves in training PowerPAC. Members discussed how the Cookie Acceptance Alert does not display properly across all PowerPAC themes. For example, when viewing the Cookie Acceptance Alert with the Highland Park Public Library theme, the Cookie Acceptance Alert rests at the top of the web page above the header. In the Huntley Public Library training PowerPAC, the Cookie Acceptance Alert is indistinguishable from the page graphics. Until the message design may be properly displayed, the UX Advisory Group recommends pausing discussion. At this time, the message is more of a hinderance to usability instead of providing helpful information about how patron data is used with cookies. K. Weiss also explained that the Cookie Acceptance Alert does not truly give the option to “opt out”, but is a declaration that cookies are in place on the web page.

**4. Hold Notice Activity**

K. Weiss explained that after attending Design for Digital, a library conference geared towards user experience design, she learned about an academic library that had tested and redesigned email notices. K. Weiss explained that the user experience Advisory Group had learned a lot about the pros and cons of various notice formats from the first round of notice competitive analysis when comparing Chicago Public Library, SWAN, and CCS notices. Findings from the competitive analysis are below.

After some discussion, the UX Advisory Group noted they would continue to reach the same conclusions after reviewing various notices. K. Weiss explained that she had drafted a second plan that would allow for CCS to get feedback directly from patrons, create prototypes with the UX Advisory Group, share prototypes with patrons for a second round of feedback, and implement the new notices by the end of June 2021. This test plan was presented in Item 5 (below).

Findings from the competitive analysis:

- Subject headers are not always clear.
- Business letter to/from fields are overly formal.
- We are not sure whether patrons are familiar with what CCS is/does in the context of email notices.
- Use of jargon is prevalent throughout many notices.
- Tables in email notices are not mobile-friendly.
- Selected metadata for titles is confusing (example “Book New” v. “Book”).

## 5. User Testing Notices – Next Steps

K. Weiss shared the new test plan for user testing email notices.

The goals of the email notice users testing are to:

- determine what information used in email notices is helpful to patrons.
- identify opportunities to improve email notices.
- discover whether current email notices are helpful to patrons.
- incorporate patron feedback into edits and prototyping of email notices with UX Advisory Group
- implement rewrites into email notices.

The process for the email notice using testing:

- Create and link a Microsoft Survey into each email notice type.
- Collect patron feedback for one month.
- Each notice receives a satisfaction rating and open-ended feedback from patrons.
- Kathleen (CCS) summarizes feedback for UX Advisory Group.
- UX Advisory Group performs a group edit of email notices in Google Docs to create prototypes using patron feedback and lessons learned from competitive analysis.
- CCS shares email notices (prototypes) with patrons for additional feedback via Zoom.
- Feedback is incorporated in final email notices.
- CCS implements final email notices.

For participants CCS needs:

- 3 – 5 libraries to link the Microsoft survey from notices.
- 50 – 100 patrons to respond to email notice survey.
- 5 – 10 patrons to review prototypes and give feedback over Zoom sessions.

The role of UX Advisory Group members as part of this test plan is to:

- determine if their library would like to volunteer to link to the survey from notices and let K. Weiss know by Fri. March 17.
- attend the April UX Advisory Group meeting for summary of patron feedback. This meeting will be recorded so members may watch offline.

- co-edit notices using Google Docs. K. Weiss will send out links to shared notices folder with a "how-to" document the week of May 3.
- attend the May UX Advisory Group meeting to review prototypes.

For future UX Advisory Group meetings in this fiscal year:

- The UX Advisory Group will schedule additional meetings for April and May. The June UX group meeting will be cancelled.

**Next meeting is TBD on Zoom.**