

**Minutes**  
**User Experience Advisory Group**  
**May 6, 2021**

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

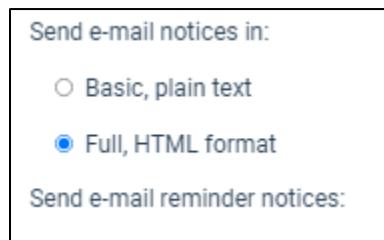
Absent: A. Richio (Fremont), P. Ramirez (Crystal Lake)

1. Mobile v. Desktop view of notices (5 minutes)

K. Weiss (CCS) shared that the improvements made to notices would not solve for the concerns over layout and design for mobile. Email notices on mobile require that users pinch and zoom to view a table horizontally rather than scroll vertically. This concern was reported by Palatine upon joining CCS last summer.

K. Weiss (CCS) shared that it might be easier for patrons to receive free-text notices to solve for the lack of mobile-friendly design. Free-text messages are designed to facilitate a vertical scroll rather than tables. UX group members agreed that the layout for the free-text notices was better on mobile.

K. Weiss (CCS) asked whether the Basic, plain text option should be renamed mobile-friendly to reflect that these notices display better on mobile. A. Rachmaciej (Park Ridge) said that a lot of functionality such as linking is missing in plain text. Mobile-friendly does not accurately reflect what is happening with notices in the same way as Basic, plain text. The UX group agreed that renaming Basic, plain text did not solve for anything. In the future, it would be helpful to see what Basic, plain text and Full, HTML format notices look like side by side so staff might offer that option to patrons knowing the pros and cons of each.



The image shows a screenshot of a form with a white background and a thin black border. At the top, it says "Send e-mail notices in:" in a blue font. Below this, there are two radio button options: "Basic, plain text" with an unselected radio button, and "Full, HTML format" with a selected radio button (indicated by a blue dot). At the bottom of the form, it says "Send e-mail reminder notices:" in a blue font.

2. Translation considerations (5 minutes)

K. Weiss (CCS) explained that any UX group recommendations for notices will need to be translated into other languages. The UX group ought to keep that in mind when proposing email notice changes. Anything too specific to a single library would not allow for translation across all languages.

3. Solution for customization of library information in signature (10 minutes)

K. Weiss (CCS) explained that all email notices share the same footer. Any information listed here would appear across all email notices for all libraries. This represents an opportunity to place important and relevant information across all email notices with a single solution. K. Weiss (CCS) reminded the UX group that patrons had requested library hours and account access information be included in email

notices. It would be possible to place all this information in the footer and change out the links for each library. Each link would need to be written out rather than hidden under a hyperlink, so patrons subscribed to full-text, plain notices are still able to view the links.

- Walk through feedback from UX group (40 minutes)

The UX group worked together to co-edit email notices from Friday April 30 to Wednesday May 5 using Google Docs. The UX group reviewed the comments on each email notices type and made the following recommendations:

- All email notices ought to share a standard footer containing the following information:

<b>Sign off</b>	Thank you for using the library.
<b>Signature with website and phone number</b>	Anytown Public Library <a href="http://www.anytownpl.org">www.anytownpl.org</a> 847-555-5555
<b>Library Hours and Address</b>	Library Hours and Address: <a href="https://www.anytownpl.org/hours/">https://www.anytownpl.org/hours/</a>
<b>Account Access Link</b>	You can view your items out, holds, and other account information at <a href="https://ccs.polarislibrary.com/polaris/logon.aspx">https://ccs.polarislibrary.com/polaris/logon.aspx</a>
<b>Unsubscribe option</b>	Unsubscribe from notices by calling the library or updating your account preferences.

- All email notices ought to feature a friendlier greeting such as: Hello [patron first name].
- All email notices ought to have the to and from fields removed. It was agreed that these fields made email notices feel like a formal business letter rather than an email.
- All email notices ought to feature plain language that communicates information in the simplest possible terms without jargon.

The proposed changes to each email notice may be seen below. These proposed notices still need to be approved by CCS and tested before implementation.

## Overdue Email Notice

### Subject: Overdue Notice

Hello [Patron First Name],

Our records indicate that the following materials are overdue and may be accruing late fees. Please return these items. It may be possible to renew them by contacting the library or accessing your account online.

Title	The testaments
Author	Atwood, Margaret, 1939-author.
Barcode	3117001091557
Format	Book Hot
Due Date	12/9/2019
Check-out Date	11/25/19
Check-out From	Glenview Public Library

Title	One of us
Author	Weiss, Magenta, 1990-author.
Barcode	3117001091588
Format	Book Hot
Due Date	12/9/2019
Check-out Date	11/25/19
Check-out From	Glenview Public Library

Title	The handmaid's tale
Author	Atwood, Margaret, 1939-author.
Barcode	3117001091577
Format	Book
Due Date	12/9/2019
Check-out Date	11/25/19
Check-out From	Glenview Public Library

Thank you for using the library.

Anytown Public Library  
[www.anytownpl.org](http://www.anytownpl.org)  
847-555-5555

Library Hours and Address: <https://www.anytownpl.org/hours/>  
You can view your items out, holds, and other account information  
at <https://ccs.polarislibrary.com/polaris/logon.aspx>  
Unsubscribe from notices by calling the library or updating your account preferences.

## Holds Email Notice

Subject: Requested items are ready for you

Hello [Patron First Name],

The following item(s) are ready for you at the library. Please pick up item(s) on or before the held-till date indicated below.

<u>Title</u>	<u>Author</u>	<u>Format</u>	<u>Barcode</u>	<u>Held-Till</u>
Binge box. Stop saving Matt Damon.		DVD	314680011798594	9/27/2020
Great Smokey National Park: [hiking, camping, scenic drives]	Bloom, Phil, author.	Book	314680011798595	9/27/2020
Hiking Indiana: small town destinations	Frey, Jason, author.	Book	314680011798599	9/27/2020
The Babadook	Nunemaker, Jessica, author.	Book	314680011798457	9/27/2020

Thank you for using the library.

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Fine Email Notice

Subject: Fine Notice

Hello [Patron First Name],

According to our records your account has a balance of over [\$xx]. Make a payment by visiting the library or accessing your account. Contact the library with any questions.

<u>Call No.</u>	<u>Author</u>	<u>Title</u>	<u>Transaction Date</u>	<u>Amount</u>
ILL				\$25.01
ILL				\$5.00
<b>Total Due:</b>				<b>\$30.01</b>

Thank you for using the library.

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## Expiration Email Notice

Subject: Your Library Card Will Expire Soon

Hello [Patron First Name],

Your library card will expire in 31 days. Please visit the library with proof of residency to renew your library card. For information about required residency documents, please contact the library.

Thank you for using the library.

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847-555-5555

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at <https://ccs.polarislibrary.com/polaris/logon.aspx>

Unsubscribe from notices by calling the library or updating your account preferences.

## Due Date Reminder - Autorenew

Subject: Due Date Reminder Email Notice

Hello [Patron First Name],

The following item(s) were eligible for automatic renewal and are now due back on the date indicated below. The library cannot renew items that have been renewed the maximum number of times or are on hold for another patron.

<u>New Due Date</u>	<u>Title</u>	<u>Format</u>	<u>From</u>
1/8/2021	The silence of the girls: a novel	Book	Niles-Maine District Library
1/8/2021	Smoke and mirrors	Book	Niles-Maine District Library
1/8/2021	Promise me, Dad: a year of hope, hardship, and purpose	Book	Niles-Maine District Library
1/8/2021	Future tense fiction: stores of tomorrow	Book	Morton Grove Public Library
1/8/2021	The last Emperox	Book	Morton Grove Public Library

Other items checked out to you:

<u>New Due Date</u>	<u>Title</u>	<u>Format</u>	<u>From</u>
12/21/2020	Fight club	Blu-ray	Niles-Maine District Library
12/21/2020	El laberinto del fauno = Pan's labyrinth	Blu-ray	Niles-Maine District Library
12/21/2020	The lord of the rings. The fellowship of the ring	Blu-ray	Niles-Maine District Library
12/21/2020	The lord of the rings. The return of the kind	Blu-ray	Niles-Maine District Library
12/21/2020	The lord of the rings. The two towers	Blu-ray	Niles-Maine District Library

Thank you for using the library.

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## Billing Email Notice

Subject: Billing Notice

Hello [Patron First Name],

According to our records the following item(s) have not been returned to the library. Your account has been billed. Please return the item(s) or make a payment by visiting the library or accessing your account. Contact the library with any questions.

Title	Berta Isla
Author	Marias, Javier. Author.
Call No.	FICTION, MARIAS, J. (New)
Barcode	31170010968703
Format	Book New
Due Date	2/27/2020
Check-out Date	2/6/2020 11:43:45 AM
Check-out From	Glenview Public Library
Replacement Cost	\$16.36
Processing Fee	\$5.00
Overdue Charge	\$0.00
Total	\$21.36

Title	Drive your plow over the bones of the dead
Author	Tokarczuk, Olga, 1962-author.
Call No.	FICTION TOKARCAUK, O. (New)
Barcode	31170010961428
Format	Book New
Due Date	2/27/2020
Check-out Date	2/6/2020 11:43:44 AM
Check-out From	Glenview Public Library
Replacement Cost	\$15.26
Processing Fee	\$5.00
Overdue Charge	\$0.00
Total	\$20.26

Total Due	\$41.26
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Thank you for using the library.

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Library Hours and Address: <https://www.anytownpl.org/hours/>



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