

User Experience Advisory Group Minutes

September 24, 2020

9:30 – 11 a.m.

Location: Zoom

Attended by: A. Rachmaciej (Park Ridge), 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), K. Weiss (CCS)

Absent: A. Richio (Fremont)

1. Introductions (5 minutes - discussion)

Members introduced themselves stating their name and role at their library.

2. Intro to the UX Advisory Group (10 minutes - presentation)

This presentation served as a brief explanation of user experience as well as defined the role of the UX advisory group within CCS. K. Weiss (CCS) reviewed the user experience recommendation process as well as the decision matrix for ILS settings and procedure changes.

3. Round up of past UX projects at CCS (20 minutes - presentation)

This presentation detailed past UX advisory group recommendations and outcomes. Round 1: focused on holds status terminology & language used in text notifications. Round 2: focused on searching in the PowerPAC with focus on the PowerPAC home page, Hit List, Brief display, Full Display, and facet usage. Round 3: focused on library account management including: (1) library account access & logging in; (2) items out & renewals; (3) fines & fees; (4) logging out; (5) placing holds; and (6) locating library materials. Round 4: focused on measuring usage of an alternative design of the Find It button. K. Weiss (CCS) explained various test methods used including usability lab testing, open-ended surveys, and A/B testing. K. Weiss (CCS) explained the how user experience reports are written as well as how recommendations are implemented.

4. Proposed projects for FY20-21 (10 minutes - presentation)

This presentation introduced the advisory group to the FY20-21 project: Notices. Notices are the print, email, and text notifications patrons receive from the ILS that communicates everything from renewals, overdue items, and holds.

K. Weiss (CCS) explained that all CCS libraries offer notice options. Patrons can select from the following notice types: print, phone, email, and text. Notices are typically standardized across all CCS libraries; COVID has caused CCS to customize Hold notices for libraries as needed.

K. Weiss (CCS) explained that the User Experience Advisory group will tackle notices in FY20-21 for the following reasons: (1) COVID has severely limited in-person testing, (2) Renewed interest in Notices due to the COVID-related customization, (3) Notices are the primary way of communicating information about patron accounts, holds, and library materials, and (4) Notices have become more important than ever before due to the way libraries are operating.

K. Weiss (CCS) demoed the participatory design activity that may be quickly used to gather impressions about notices. K. Weiss (CCS) also explained that a competitive analysis will also CCS to compare Notices from similar consortia to evaluate design, voice, language, and content.

5. Participatory Design Activity - Notices (30 minutes - activity)

Members used an online pin board called Pinup to complete this activity. Members reviewed four notices (Bill Notice, Almost Overdue Reminder Notice, Overdue Notice, and Holds Notice) and gave feedback about each with the following prompts.

- Why are you receiving this notice?
- What information is important to you in this notice?
- How does this notice make you feel?
- What three words would you use to describe this notice?

Members spent two minutes writing their feedback and two minutes discussing the feedback. K. Weiss (CCS) summarized the feedback.

Bill Notice

General Comments

- Why is the billing notice subject line in all CAPS?
- [It] would be helpful to know what happens if I return [an] item. [Is the] charge removed, but fines due. What about processing fee?
- Use of the word “failure” is very negative
- It would be helpful to have a link to pay online since I am receiving this notice online
- [I am] not sure how to proceed with payment or returning the item
- If I return the item, do I still have to pay?

Why are you receiving this notice?

- Account Billed
- Bill for materials
- Being billed for items on my account
- They want me to return some items or pay for them ASAP
- Lost or unreturned items
- Being put on notice of a billed item
- Account Billed
- Receiving a bill for items I did return
- I am being billed for an item

What information is important to you in this notice?

- The titles, due date, amount due
- Item information, billing amount, that I can return the item
- Unclear what the total amount is. Is there a fee on top of it?
- Lots of information about stuff that was not returned.
- I must look at a lot of information to know how much to pay and then add them together.
- What next steps can I take to resolve?

- Why are there billed amounts for each item?
- Lot[s] of information but the total [money owed] is buried at the bottom. [There is] no link to resolve.
- What the items are, how much I am being billed because the items have not been returned, but I do not know how long it [library materials] has been overdue

How does the notice make you feel?

- Bad that I owe the money and I don't know if I can return items and not pay
- Failure to return an item. I feel bad, like it is a moral judgement.
- Feels like I have done something wrong there's little to do to correct it other than pay
- I feel like a criminal and a failure.

What three words would you use to describe this notice?

- Formal, inflexible
- Very formal
- Mean, failure, pay
- Scary, upset, confusing

Almost Overdue Reminder Notice

General Comments

- This is more clearly formatted
- More clearly laid out
- Confusing amount of information. One item has been renewed, but not the rest of them?
- The title says due date reminder, but the materials are automatically renewed

Why are you receiving this notice?

- I have items that have been auto renewed and I have other items checked out to me
- I have items that are coming up due soon
- item has been auto renewed. Also, due dates on other items on my account
- Reminder of upcoming due dates
- Due Date Reminder
- Due date reminder. But actually, it was renewed? So it's telling me when things are due.

What information is important to you in this notice?

- Item in question; new due date
- The new due date and the other due dates
- An item was automatically renewed, others also have due dates

How does this notice make you feel?

- Nothing
- I feel confused because it said it was due but then it was actually renewed.
- Confused. Subject line is Due Date Reminder, but explains some things have been auto renewed; others haven't.

What three words would you use to describe this notice?

- Simple
- Not that important, confused
- Informative

Overdue Notice

General comments

- [I am] informed but [the notice] could use better formatting.
- It might be helpful to remind how much they [items] accrue (10 cents a day) or what I can do to resolve it. I also wonder how these look for fine free libraries.
- With mixed font and sizes [the notice] looks scattered and unorganized
- [I would like to know] how overdue the item is.

Why are you receiving this notice?

- There is an overdue item on the account
- Items are overdue
- My book is overdue
- My book is overdue
- I haven an overdue item
- Overdue item
- Receiving because item is overdue
- I have an overdue item

What information is important to you in this notice?

- What the item is, when it was due, where it was checked out from
- Item information: the title and due date, and checkout date. The checkout library is not helpful
- Date due, how much I owe
- Due Date
- What item is overdue, when it was originally due, some information seems unnecessary (call number, barcode, maybe format too)
- When it was due, the fact that it may have fees. [The notices] says I might be able to renew items by calling or accessing account. (Maybe link to account log in).
- While the item type and such is helpful maybe for a staff member, I don't know if the patron cares. Probably just a title and author would be enough
- The due date, the title, when I checked it out
- what title, what do I do next?

How does this notice make you feel?

- [I feel] horrible because I hate to have overdue books, but glad I have the information so I can fix it. The formality of the notice (From & To sections) make it feel extra bad.
- Informed about my item, but confused about fine (e.g. it "may" be accruing)
- [It] feels like I have done something wrong; included details to reinforce the feeling of doing wrong
- Makes me feel like I did something bad
- I feel annoyed because I would like to know if there are fines, how much they are for, and a link to my account to pay fines if needed.

What three words would you use to describe this notice?

- Short, formal
- Clear but not enough information, old-fashioned, a little too much unnecessary information
- Boring, unclear (do I have fines?), formal
- Minimalistic, unhelpful (no link to resolve immediately), no description of consequences
- Scattered, Unorganized
- Formal, unapproachable, final
- Boring, Simple, Blah

Hold Notice

General comments

- Would prefer hold information, pickup date, and hours information at top of notice
- Too much information (e.g. call number, barcode)
- [The notice] is somewhat hard to read. The barcode and held-till dates are running together
- Important information is buried library and patron address
- Needs better spacing, everything is close together
- There are several different fonts and sizes of types making it look sort of scattered. No links in email [for more information].
- I am a little confused and had to read and couple times to understand because of the layout. Hours are bulleted etc.

Why are you receiving this notice?

- Receiving because items are being held
- Stuff is ready to pick up
- Holds are ready to pick up
- Items are ready for pick up
- Holds are ready
- Holds are ready for pickup
- Receiving notice because holds are ready to pickup
- I have items ready for pickup

What information is important to you in this notice?

- What is held and when I need to pick it up
- Hours and item information
- [The notice] tells me when the library is open and when to pick them up, which items are available, and when to pick them up by
- Which holds are ready, when I can pick them up, how long I have to pickup them up
- The items [that are] ready, where I need to pick them up
- [The] most important information [is] what items are ready and how long they will be held. Give library hours.
- The title and when they can be picked up by
- Which holds, how long I have to pick them up, where to go to pick them up

How does this notice make you feel?

- It is informative and general – inspires no emotion
- Yay! My holds are ready! But then [I'm] uncertain of how long I have – the pickup date I buried behind the barcode and call number and other information I don't need.
- [I am] happy my holds are ready, but overall confused about when I have to pick them up and if I have other items on hold that are not ready yet.
- The formatting is not consistent and make me feel like I don't know where to look first.
- Excited that I have items ready but confused because it was hard to read. The hold to dates combine with the barcode [are hard to read]
- Feel informed but slightly confused

What three words would you use to describe this notice?

- Informative but overly formal
- Crowded, Informational, Plain
- Plain, Informative, Burying the lead
- Notice seems rather formal based on business letter [format] and to & from field
- Cluttered and overwhelming
- Confusing, a lot of information, holds