

Jeanette Hatherill. Presentation slides from “Valuing the User Experience in Library Publishing” Library Publishing Forum. Baltimore, USA. (March 2017). <https://librarypublishing.org/lpforum-2017/>

Valuing the User Experience in Library Publishing
Tuesday, March 21, 2017 3:45 - 4:45pm

Location

Whitehall Ballroom

Presenters

Sonya Betz, University of Alberta
Kevin Stranack, Public Knowledge Project
Jeanette Hatherill, University of Ottawa

Abstract

Libraries are increasingly pushing the boundaries in their roles as content creators and publishers of scholarly journals, monographs, educational resources, and multi-media digital projects. In this rapidly shifting landscape, the tools and platforms we use to create content and make it accessible are critical to our work. However, often little attention is paid to the usability of these tools, less so to the user experience of readers, authors, reviewers, and editors and the role that it plays in the adoption and success of library publishing programs and services. How can improving the user experience of publishing tools contribute positively to advancing the goals of library publishing and open access in the highly competitive commercial world of academic publishing? Why should libraries and developers of publishing platforms care about the user experience of authors, readers, and editors?

This session will explore online user experience (UX) for library publishing programs from three different perspectives:

Sonya Betz, Digital Initiatives Projects Librarian at the University of Alberta, will discuss the critical role UX can play in building the reputation and sustainability of a library-funded and operated journal hosting service.

Kevin Stranack, Associate Director for Community Engagement and Learning at Simon Fraser University Library's Public Knowledge Project will talk about the process and value of incorporating UX into an established software design cycle.

Jeanette Hatherill, Scholarly Communication Librarian at the University of Ottawa, will discuss the benefits of a UX design process from the user perspective

Attendees will leave this session with a better understanding of how editors' and readers' experiences of online publishing tools can influence library publishing services, and a greater appreciation for the value of user-centred design practices in sustaining and building these services.

Valuing the User Experience in Library Publishing



Sonya Betz, University of Alberta, @sfbetz
Kevin Stranack, Simon Fraser University, @stranack
Jeanette Hatherill, University of Ottawa, @jeanetteanneh

Session overview

Intro / UX in the wild

Activity

Speaker presentations

UX & building the reputation and sustainability of library journal services

UX & the software design cycle

UX & the user - what's in it for them?

Q&A

UX is everywhere

Focus on a deep understanding of users with the aim of improving the quality of their interaction

UX is everywhere

Focus on a deep understanding of users with the aim of improving the quality of their interaction

Exists in both virtual and physical spaces

Marked and increasing interest in library land

UX is everywhere

... whether we notice it or not!



In Stock.

Ships from and sold by Amazon.ca.

Gift-wrap available.

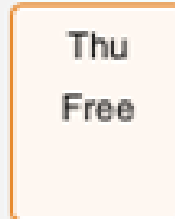
Quantity:



or 1-Click Checkout



Order within **24hr 20min** to get it:







Do you really want to cancel the reservation?

Cancel

Yes

I've been posting my letters in the dog poo box for TWO YEARS



ALF, 91, CONFUSES DISPOSAL BIN FOR NEARBY POSTBOX

Mr. Jones, 91, has been posting his letters in the dog poo bin for two years. The man, who lives in a care home, has admitted to the mistake. He said he had been doing it since he moved into the home two years ago. He said he had been told by the staff that the bin was for letters. He said he had been posting his letters in the bin ever since. He said he had been doing it for two years. He said he had been doing it for two years. He said he had been doing it for two years.





“Terrible Parking. Great variety of stores.”

“Wonderful shops, hell-ish parkade”

“Parking is horrible.”

“Parking is an absolute nightmare”

●●●●○ Reviewed 6 November 2015

“TIME FOR A DO-OVER BAYSHORE”

●●●●○ Reviewed 22 January 2017

I get it- the parkade is not that old, so you've invested a lot into it... but seriously. I no longer shop at Bayshore solely because of your parking. Is the designer of this fiasco still employed? It's just that much easier to go somewhere else where you don't get the hassles, and can find the same stores..... Sorry Bayshore...

More ▾

Helpful?



Thank theresamartin2016

Report



I'm sure it is as much a social experiment as a shopping centre.

**UX matters because users
pay attention**

Activity

Think - reflect on a good and/or bad experience you have had as a user

Pair - turn to your colleagues and discuss what you came up with

Share - we'll ask the group to share some of the main points they discussed

To view Sonya's video, click the link:

<https://drive.google.com/file/d/0BwXbqVc9w ukQlFoSW5ZMFpGeDQ/view?usp=sharing>

To view Kevin's video, click the link:

<https://drive.google.com/file/d/0B3KLkMnEv7PHeXNBWGdqZFZXXzg/view?usp=sharing>

UX & the user

I'm the user so it's all about me!

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Sneak peek and a first look

Helps you think ahead to what changes you may need to prepare yourself (or your users) for

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Library publishing, especially in open source, as community effort

Summary

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Creating software and systems on your own is hard. Working with users makes it better for everyone.

As users we have a role in the process, participation is key in community.

Questions?

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