Improving User Experience and the Opportunities for Engagement
Agenda

• Introduction & Some Best Practices
  – Cathy King – Director, End User Services at OCLC

• Personalisation
  – Marc Loman—Information Specialist, Wageningen University and Research Library

• Vertical Library
  – Amada Marcos—Head Librarian, IE University; José Luis Menéndez—Library Director, IE University.

• Questions & Answers
“It is not enough that we build products that function, that are understandable and usable, we also need to build products that bring joy and excitement, pleasure and fun, and, yes, beauty to people’s lives.”

– Don Norman
Bibliothèque Sainte-Geneviève, France
What’s your favorite product & why?

• iPhone?
• News site?
• Shopping site?
• Great mobile app?
Magic formula for engaging experiences...

UX Studies  
Web Analytics  
Design Conventions & Patterns
What do library users seek in library sites?

- Convenience
- Easy to Use
- Follows popular website patterns (e.g. Google, Amazon)

Lynn Silipigni Connaway, Ph.D.
http://www.oclc.org/research/themes/user-studies/synchronicity.html
- No advanced search option
- Needed to "google" advanced search!
- Only 3% of searches are advanced in WorldCat Discovery
Watch Season 4 Now
Piper Chapman doesn’t deserve her prison sentence. Of course, every one of her fellow inmates thinks the same thing.

Popular on Netflix

Trending Now

Top Picks for Cathy
“It is not enough that we build products that function, that are understandable and usable, we also need to build products that bring joy and excitement, pleasure and fun, and, yes, beauty to people’s lives.”

– Don Norman
Personalisation

Marc Loman—Information Specialist, Wageningen University and Research Library