



Library
UNIVERSITY OF TORONTO
SCARBOROUGH

UTSC Library UX Research Project Final Report

Supervisor: Sarah Guay, Liaison & Web/UX Librarian

University of Toronto Scarborough Library
Scarborough, ON
1265 Military Trail
M1C 1A4

Joshua Shum

CONTACTS


For more information about this final report or the projects detailed within, please contact Joshua Shum at joshua.shum@mail.utoronto.ca, or +1 (647) 981-1026.

Contributors:

Joshua Shum (UX Librarianship Intern) – Master of Information Candidate, Faculty of Information
Sarah Guay (Supervisor) – Liaison & Web/UX Librarian, UTSC Library

Cover image by Joshua Shum.

This final report has been reviewed and approved by:

Joshua Shum:  _____ Date: _____

Sarah Guay:  _____ Date: _____

CONTENTS

EXECUTIVE SUMMARY	2
PROJECT OUTCOMES	2
PROJECT 1: Card-Sorting Study of the UTSC Library Website (Phase 3)	2
PROJECT 2: Tree-Testing of The BRIDGE Website	3
PROJECT 3: UX Consultation (UTSC Library Space Planning Committee)	3
PROJECT 4: Introduction to UX & Entrepreneurship Workshop	4
WORK PLAN REVIEW	5
Project Timelines and Communications	5
Difficulties and Obstacles	5
GENERAL	5
PROJECT	6
PROFESSIONAL DECISIONS	7
THE EXPERIENCE	8
Previous Coursework and Experiences	8
Personal Reflection	9
APPENDIX	11
INDEX	11

EXECUTIVE SUMMARY

This report is a summary of the projects completed by Joshua Shum, a Faculty of Information practicum student, in collaboration with the University of Toronto Scarborough (UTSC) Library staff over the course of January–April 2020. Additionally, this report includes a review of the initial work plan and the work experience in relation to my personal and professional development.

PROJECT OUTCOMES

Below are summaries of the four projects and their respective outcomes. *Italicized outcomes* are deliverables in progress that will be completed in the following weeks.

PROJECT 1: Card-Sorting Study of the UTSC Library Website (Phase 3)

Design and conduct user experience studies for virtual library spaces in a third round of student-centred user research for the UTSC Library website: <utsc.library.utoronto.ca>.

Outcome Exceeded maximum requirements.

- Acquired license for digital suite of usability testing software.
- Planned, and executed a card-sorting study (See Appendix A–C).
- Designed posters and promotional material (See Appendix D–F).
- *Upon completion, creating a UX report with key findings, insights, proposed recommendations, and areas for further testing.*
- *Presenting a summary at an upcoming staff meeting.*

What Worked Using Optimal Workshop, an online usability testing software suite.

- Enabled us to include all UTSC members in research scope.
- Streamlined data collection, analysis, and interpretation process.
- Allowed collection of qualitative and quantitative data with ease.

37 of 80 recruited participants successfully completed the study:

- Far exceeded the minimum objective of 20 participants.

Obstacles Encountered Study participation was initially slow.

- Working with Raquel Russell, Communications Assistant at UTSC Library, we planned and executed a recruitment strategy including social media promotions and posters.
- Number of participants increased from 4 to 50 over one week.

A large number of participants abandoned the study.

- Data suggested that many participants abandoned the study before completing the pre-study questionnaire.

Insights Understanding and making use of the skills and expertise of colleagues was essential to the success of this project

- Coordinate with these individuals earlier (e.g. during the planning phase of the study) to attract participants in a more effective way.

Questionnaires should not be limited to one question per page.

- This may improve the overall study experience for participants.

Include a list of pre-set cards and categories for reference in post-activity questionnaire.

- Several participants noted that they could not recall the exact labels as they did not have a list to refer to.

PROJECT 2: Tree-Testing of The BRIDGE Website

Design and conduct user experience research with a tree-testing study of The BRIDGE website: <www.uts.utoronto.ca/thebridge/welcome-bridge>.

Outcome Met minimum requirements.

- Based on testing objectives, proposed, planned, and executed a digital tree-testing (or tree-jacking) study instead of guerilla UX testing (See Appendix G)
- At the time of this report, the launch of this study has been postponed until mid-April.
- *Upon completion, creating a UX report with key findings, insights, proposed recommendations, and areas for further testing.*

What Worked Using Optimal Workshop, an online usability testing software suite.

- Will allow for collection of qualitative and quantitative data to resolve questions from previous testing, with ease.
- Increased efficiency of data collection, analysis, and interpretation phase by using a digital alternative.

Obstacles Encountered Circumstances outside of my control caused the initial project kick-off meeting to be delayed till mid-February.

- Ontario teachers' strike restricted scheduling availability.
- Common illnesses and pandemic contingency planning caused delays in meeting scheduling and study pre-launch testing.

Insights N/A

PROJECT 3: UX Consultation (UTSC Library Space Planning Committee)

Collaborate with Web/UX Librarian in a consultative role to the Space Planning Committee.

Outcome Exceeded maximum requirements.

- Conceived and conducted a low-cost weekly UX pop-up study for 2 weeks (See Appendix H for photos).
- Developed a plan for future research (for Summer & Fall 2020)
- *Creating and presenting key findings, insights, and proposed recommendations to the Library Space Planning Committee.*

What Worked Gathered 28 user suggestions and feedback with minimal cost.

- Spent less than \$50 CAD in supplies and printing.
- Made use of existing floor plans, sticky notes, and sharpies.

Participants expressed excitement with this initiative to collect user feedback about its spaces and services for future renovations.

- Some participants encouraged or came back with friends or colleagues to offer feedback and suggestions.

Obstacles Encountered Estimated printing costs for the floor plans were too expensive.

- By consulting with Nina Adamo, Operations Coordinator & Assistant to the Chief Librarian, we were able to print them at a lower price.

Pandemic-related cancellations and reduction of foot traffic.

- Original plan was to conduct 4 weeks of study—however, due to the COVID-19 outbreak, we were unable to accomplish this runtime.

- Insights** Coordinate with colleagues throughout the planning process.
- Involving Nina earlier would have provided a much more reasonable budgetary proposal to the Chief Librarian for approval.
 - Involving Raquel would likely have boosted the number of participants and overall interest in the study.

PROJECT 4: Introduction to UX & Entrepreneurship Workshop

Co-develop and co-lead an Introduction to User Experience (UX) Design & Entrepreneurship workshop with UTSC Students.

- Outcome** Met maximum requirements.
- Developed and led a one hour “Introduction to UX Design” workshop as part of U of T entrepreneurship week, with 15 registered attendees. (See Appendix I for workshop planning draft, and Appendix J for event photos).
 - Event listings (See Appendix K if links do not work):
 - <https://libcal.library.utoronto.ca/event/3532647>
 - <http://entrepreneurs.utoronto.ca/event/introduction-to-ux-design-2>
 - [Google Drive Folder \(Shared with Participants\)](#)

- What Worked** Conducting informational interviews with related industry professionals to develop an understanding of the target audience.
- Interviewed business and UX librarians at New York University, UTSC, and York University in order to gather feedback and insight into the motivators and mindset of entrepreneurship students.
 - This helped to ensure that the workshop would be relatable and understandable.
- Gathering feedback from Faculty of Information colleagues and instructors throughout the workshop’s development process.
- Weekly pitch and feedback sessions were instrumental in developing coherent learning objectives for the workshop and its design challenge, within the strict one hour time constraint.

- Obstacles Encountered** Workshop was limited to one hour and went slightly overtime.
- Feedback forms were collected, and we coordinated with Sarah Shujah, Liaison Librarian for Business and Entrepreneurship to follow up participant questions with answers on a [Google Doc](#).
- One group of participants experienced difficulty with the short time restrictions in the steps of the design challenge.
- I sat down and worked directly with them to explain the activity.
- Global pandemic may have reduced the number of attendees.
- Of the 15 registered attendees, only 6 participants attended.

- Insights** Future workshops of this nature should be at least 1.5 hours, if not 3.
- Time constraints prevented us from going further in depth about topics that participants expressed interest in.
- Consider using a larger space.
- While the UTSC Library Makerspace was a learning environment which supported learning, it was not wide or open enough to support a higher number of participants.
 - Other library patrons in the room may have been disturbed by the noise generated by the workshop.

WORK PLAN REVIEW

Project Timelines and Communications

The work plan was useful in preparing me to complete four projects concurrently. By creating and frequently updating the [Live Project Tracking \(Combined\)](#) timeline, I was able to identify the critical path for each project, the phases that would likely take up a significant amount of time, and thus, the phases that could be shortened if needed. Furthermore, communicating the list of minimum/maximum outcomes and goals, I felt that both my supervisor and myself were on the same page about how we should be prioritizing the projects given my limited time. Finally, establishing expected methods and frequency of communication was vital throughout the course of these projects. Despite both expected and unexpected circumstances, we were able to communicate possible delays, issues, or concerns ahead of time such that neither I nor my supervisor were unprepared to handle it.

However, many changes had to be made to the timeline as the projects progressed. The following is a link to the [Expected Timeline \(Combined\)](#) (Appendix L) from the initial work plan. When comparing the actual timeline, [Live Project Tracking \(Combined\)](#) (Appendix M), with the former, we can see that I was mostly accurate in predicting the timeline for Project 1 and 3. However, with Projects 2 and 4, both experienced significant delays at certain phases.

Project 2's initial kick-off meeting was delayed till mid-February due to unforeseeable circumstances, while the study phase was also delayed due to a change in design as well as more urgent matters arising (contingency planning for COVID-19 by project supervisor). As for Project 4, the development of the workshop was meant to be a gradual process—but it ultimately ended up being a “rush” project.

Difficulties and Obstacles

In the initial work plan, a list of potential difficulties and obstacles was included, separated into two categories: General and Project. Each item included its impact on the project (*critical*, *moderate*, or *minor*), risk of occurrence (*high*, *medium*, or *low*), details, and potential solutions or strategies to overcome them. The following includes a review for each item of the list, and any additional difficulties and obstacles that occurred.

GENERAL

1. Supervisor is Absent: *Moderate Impact, High Risk*

- As predicted, this occurred multiple instances throughout my time.
- I made use of the four previously listed solutions and strategies with great success, and ultimately, this only had a *low impact*.

- Most times, my supervisor and I were able to identify an alternative date or time for me to come in, so this obstacle was mostly mitigated.
- 2. Conflicting Schedules: *Critical Impact, Medium Risk***
 - This ultimately did not occur as I was able to make arrangements to prevent conflicting schedules ahead of time.
 - 3. Travel Delays: *Moderate Impact, Low Risk***
 - This ultimately did not occur as I adequately planned ahead of time and ahead of schedule nearly every day.

PROJECT

- 1. Unexpected Delay in Developing Study Protocols: *Critical Impact, Low Risk***
 - This somewhat occurred with Project 2, as the project supervisor was held up by unpredictable circumstances, such as the Ontario teachers' strike and the COVID-19 pandemic.
 - However, I am proud that I made every effort to complete tasks that were assigned to me, and responded to emails promptly and succinctly.
 - Furthermore, with the approval of all involved parties, we negotiated an extension of the study period past the April deadline, such that I will continue to support and complete the project in the following weeks.
- 2. Difficulty Recruiting Participants: *Critical Impact, Medium Risk***
 - While this was an initial obstacle, this was handled by working with Raquel Russell, Communications Assistant, to create and launch a promotional campaign with great success, including:
 - a. Social media posts
 - b. Posters
 - c. Paid ads
 - This was well within our expected timeline, so ultimately, this only had a *moderate impact*, as by the conclusion of the study period, we had well exceeded (almost double) the minimum number of participants required.
- 3. Invalid or Unreliable Participant Data: *Minor–Moderate Impact, Low Risk***
 - The initial concern for this obstacle was if we did not have enough participants for Project 1 or 2.
 - While this occurred many times throughout Project 1, this was ultimately a non-factor as the number of valid participant data sets far exceeded the minimum number.
 - Furthermore, Optimal Workshop's tools allowed us to create screening questions that would easily allow us to identify and exclude participant data if it was deemed invalid (below the age of 17 or not a member of the targeted audience) or unreliable (e.g. falsified or motivated by incentive).

PROFESSIONAL DECISIONS

As a User Experience Librarianship Intern, I made the following professional decisions throughout the course of this work experience:

- **Time & Project Management:**
 - Created proposals for 3 UX research studies and 1 UX workshop, balancing time, scope, and cost.
 - Identified critical path of projects, and when certain project components needed to be prioritized given delays or obstacles.
- **Research:**
 - Evaluated previous study protocols for reliability.
 - Established the design and study protocol (Projects 1, 2, and 3).
 - Including type of study (card-sort, tree-test, and UX pop-up)
 - Study environment (*Digital* for Projects 1 and 2; *Physical* for Project 3)
 - Making final recommendations (Projects 1, 2, and 3).
 - Conducting informational interviews with information professionals in relevant roles, and ethnographic research to develop an understanding of users (Projects 1, 2, and 4).
- **Workshop Instruction:**
 - Co-Identified and refined learning objectives for a specific audience.
 - Developed a design challenge appropriate for the topic and audience.
- **Data Analysis, Evaluation & Interpretation:**
 - Decided whether or not a participant's data is reliable or should be discarded.
 - Identified the critical threshold for actionable items based on secondary sources (e.g. other usability tests and literature)
 - Determining what percentage of participants need to agree before an issue is considered significant and actionable: **60%**.
 - Determining the number of research participants before the project can continue to the next phase.
 - **Project 1:** 20
 - **Project 2:** 10
 - **Project 3:** 20
 - **Project 4:** N/A

THE EXPERIENCE

Previous Coursework and Experiences

I entered this program with the goal of gaining practical experience before the completion of my degree, whether it be in the form of Co-Op, or one or more practicum placements. As such, I purposefully designed my previous coursework to prepare myself for this goal. The success of the four practicum projects was a result of the following recent or current courses and experiences:

1. **INF1322H: Communities and Values**
 - Emphasized the importance and effectiveness of community-centred research design and information literacy.
2. **INF1323H: The Information Experience**
 - Introduced me to ethnographic research methods.
 - Increased understanding of best practices for user-centred research design.
3. **INF1602H: Fundamentals of UX**
 - Introduced me to principles of user experience research and design, and the design thinking methodology.
 - Introduced me to concepts I brought to Project 4.
 - Introduced me to prototyping and usability testing software and tools which was a major point of interest for workshop participants.
4. **INF2040H: Project Management**
 - Contributed to my experience and understanding of formal project management methods and terminology, which I used in preparing my work plan timelines to keep myself on schedule.
5. **INF2169H: User-Centred Information Systems Development**
 - The final deliverable for this course was to develop a UX-related workshop, with weekly feedback sessions with peers and instructors.
 - These sessions allowed me to confidently develop Project 4 with great success—as evidenced by post-workshop feedback forms by participants.
6. **INF2170H: Information Architecture**
 - This course offered practical experience with community partners in both card-sorting and tree-testing usability testing best practices, which allowed me to offer considerable contributions to the success of Project 1 and 2.
 - My experience with Optimal Workshop enabled UTSC Library to broaden the scope of its target audience without sacrificing time or reliability.
 - This also greatly reduced the time and cost required during the data collection, analysis, and interpretation phase.
7. **INF2304H: UX for Galleries, Libraries, Archives, and Museums**
 - This course offered practical experience with another library to conduct in-person ethnographic user experience studies in the form of surveys and semi-structured interviews.
 - Additionally, this course prepared me for this practicum experience by offering another application of UX in academic libraries.

Personal Reflection

1. What have you learned about yourself?

With very limited experience integrating into new workplace environments, I was initially nervous about having to get to know so many new people at once, and figure out how to partner with them to successfully complete the projects.

Now, I feel much more confident about entering a new workplace, as I have an idea about what I should do to best establish myself as someone who brings value to the team. For example, I now understand the importance of familiarizing myself not only with existing workplace policies, but also speaking with colleagues to understand the expertise that my colleagues can bring.

Prior to this practicum, I also did not have much experience with public speaking outside of an academic environment, but due to these projects, I was able to gain more experience with speaking and presenting to stakeholders, users, and participants. As a result, I feel I have become better at delivering information effectively and succinctly.

2. What you learned about your professional abilities, and what you need to continue to learn and develop?

I came into this practicum project with a strong background in user experience theory, but only some practical experience in academic settings. However, I now feel confident that I was able to translate my knowledge and skills toward the success of these practicum projects, and that I am well prepared for employment in this industry.

Furthermore, I feel that while I have gained more experience at delivering presentations at both staff meetings and workshops, I need to continue to learn more and develop in this area. Given my minimal teaching experience, I would like to participate in co-instructing more workshops—particularly those related to UX and information literacy.

3. What did you find to be most rewarding and interesting about the project?

- Meeting fellow information professionals while working on projects with real-life impacts and benefits.
- Developing personal and professional connections, instructional experience, and becoming familiar with an academic library workplace environment.
- The most rewarding thing about these projects is that I felt I was trusted and valued as an expert in my field, encouraged to make important decisions, and thus, empowered to contribute to the organization in a responsible, communicative, and beneficial way.

4. How does completing this experience impact your future choice of professional work?

I would describe this experience as an *affirmation* as to my imagined choice of work. Throughout most of my time at the Faculty of Information, I have had the goal to become a User Experience Librarian, and had designed my coursework to prepare me for this objective. After completing this experience, I am not only certain about my choice of work, but confident that I have the personality, knowledge, and skills for employment in similar roles.

5. Describe how accurate you found your Enneagram Personality

My Riso-Hudson Enneagram Type Indicator result was *The Loyalist*, described as the following:

The Loyalist. The committed, security-oriented type. Sixes are reliable, hard-working, responsible, and trustworthy. Excellent “trouble-shooters,” they foresee problems and foster cooperation, but can also become defensive, evasive, and anxious—running on stress while complaining about it. They can be cautious and indecisive, but also reactive, defiant and rebellious. They typically have problems with self-doubt and suspicion. *At their Best:* internally stable and self-reliant, courageously championing themselves and others.

—The Nine Personality Types of the Enneagram, “The Loyalist”

Based on my experience and actions in the workplace, I find this description to be very accurate. Once I am committed to a project, I like to try and ensure the likelihood of its success in every way possible. Due to the amount of uncertainties throughout the course of the project, I often found myself trying to plan for or address as many potential obstacles or scenarios as I could, in advance. In doing this, I definitely felt anxious and “ran on stress”, but I believe that as a result of this preparation, I was able to build and foster cooperation between several parties to contribute to the projects’ successes.

Projects 1 and 3 are prime examples of this. Given the agile workplace and shortened time frame of things, I found myself quite stressed out as things were (unavoidably/reasonably) left until the last minute. Initially, I often experienced self-doubt about whether or not I had adequately prepared contingency plans for potential obstacles (e.g. lack of participants, lack of funding, etc.). However, once executing the project, we found that many of the concerns we had were either unfounded, or we had already prepared for. As a result, this early vigilance resulted in a stronger execution of the project, in that I felt I was prepared to tackle any challenge that we experienced.

APPENDIX

INDEX

- A.** UTSC Library Website Card-Sorting Study — User Interface
- B.** UTSC Library Website Card-Sorting Study — Data Analysis — Standardization Grid
- C.** UTSC Library Website Card-Sorting Study — Data Analysis — Similarity Matrix
- D.** UTSC Library Website Card-Sorting Study — Recruitment Flyer (A4)
- E.** UTSC Library Website Card-Sorting Study — Twitter Promo (Feb. 24, 2020)
- F.** UTSC Library Website Card-Sorting Study — Instagram Promo (Mar. 10, 2020)
- G.** UTSC The BRIDGE Website — Tree-Testing Study — User Interface
- H.** UTSC Library Space Planning — UX Pop-Up Table — Photos
- I.** University of Toronto Entrepreneurship Week — *Introduction to UX Design* — Workshop — Planning Draft
- J.** University of Toronto Entrepreneurship Week — *Introduction to UX Design* — Workshop — Event Photos
- K.** University of Toronto Entrepreneurship Week — *Introduction to UX Design* — Workshop — Event Promos
- L.** UTSC Practicum Work Plan — Expected Timeline (Combined)
- M.** UTSC Practicum Work Plan — Live Progress Tracking (Combined)

APPENDIX A



Library
UNIVERSITY OF TORONTO
SCARBOROUGH

Welcome!

Welcome to the UTSC Library Website card-sorting study, and thank you for agreeing to participate!

Your responses will help us **organize the content on our website**, and make it **easier and more intuitive** to use. It's very important to us to find out how *you* think the website should be designed, not what *we* think.

This shouldn't take longer than **10 to 15 minutes** to complete, and after completing this activity, you may choose to sign up for a chance to **win a \$25 Starbucks gift card** (on a separate form to keep your responses anonymized).

NOTE: Please do not navigate away from this window or look at the library website during this activity!


Find out how on the next page...

Continue

Appendix A. UTSC Library Website Card-Sorting Study – User Interface.

APPENDIX B

Standardization grid [?](#)

Total participants 0  38

Name	About	Ask/Help	My Acco...	Research	Services	UTSC	Not standardized
Group Study Rooms	5		3		20	13	2
How to Cite	1	12	1	16	8	3	2
Information and Reference De	10	13	1	2	10	5	2
International Students	6	7	3	1	3	23	
Job and Volunteer Opportunit	6	2	6	2	14	11	2
Lib4Life	10	1	1	2	19	10	
Library 101	14	16	1	2	7	3	
Location and Maps	17	3		2	6	13	2
Makerspace	6	1	1	2	20	12	1
Mindfulness Space	6		1		21	14	1
News and Events	13		1	5	6	17	1
Newspapers	3	1	1	27	7	4	
Old Exams Repository	2		1	10	13	16	1
Peer Review and Ulrich's	4	4	1	24	8		2
Renew and Pay Fines	5	3	25	1	7	1	1
Research Appointment	1	2	4	27	7		2
Reuse Depot	4	2	4	3	19	11	
Review My Account	1	2	38		1	1	
Seed Library	8	1		11	13	8	2
Suggest a Book, Film, or Othe	3	16	9	2	9	4	
Technology Lending	5	2	3	2	25	4	2
UTSC Library Staff	19	6			6	12	
Workshops	6		2	2	26	6	1

Appendix B. UTSC Library Website Card-Sorting Study — Standardization Grid.

APPENDIX C

Books, eBooks, Journals, and More																																					
71	Archives & Special Collections																																				
69	66	Newspapers																																			
69	66	69	Articles and Databases																																		
52	52	58	55	Audio, Images, and Video																																	
64	57	57	52	52	Digital Special Collections																																
52	47	47	57	33	47	Peer Review and Ulrich's																															
40	42	46	44	34	40	47	Citation Management																														
30	38	35	33	28	33	42	59	How to Cite																													
40	40	39	55	32	33	45	41	40	Research Appointment																												
38	52	30	30	26	33	26	23	23	35	Course Reserves																											
28	38	25	27	23	26	26	32	26	23	40	Old Exams Repository																										
9	11	2	4	9	11	14	18	14	27	28	41	Assignment Planner																									
16	16	16	14	26	26	21	30	19	16	19	30	40	Technology Lending																								
16	21	16	6	18	19	16	23	4	13	21	37	34	47	Mindfulness Space																							
14	21	13	9	18	19	19	25	11	13	21	32	25	35	55	Lib4Life																						
19	19	16	6	16	30	19	27	21	18	19	25	23	45	48	41	Makerspace																					
23	28	20	11	11	26	9	18	16	18	33	32	27	40	46	34	46	Reuse Depot																				
30	38	33	40	28	26	16	14	11	16	28	30	14	30	42	23	30	50	Seed Library																			
45	45	45	42	40	42	35	35	28	23	21	28	11	21	28	21	21	19	35	Data and Maps																		
35	26	27	27	27	28	16	18	9	16	21	13	11	21	23	27	23	23	35	40	Government Information																	
16	14	26	16	23	9	9	16	4	7	11	21	7	9	26	26	28	16	28	21	35	News and Events																
21	21	23	13	23	33	19	30	14	16	28	34	34	45	48	37	46	30	30	23	23	30	Workshops															
7	7	11	7	11	21	7	19	11	9	23	33	30	40	45	30	26	28	23	19	19	19	35	Group Study Rooms														
9	11	7	14	19	19	4	19	14	14	19	26	21	38	23	23	19	26	23	16	21	14	26	40	Borrowing and Renewing													
2	0	7	0	19	7	4	9	9	9	14	4	23	11	7	9	9	9	2	7	19	11	14	21	42	Renew and Pay Fines												
9	0	0	2	4	2	4	0	4	9	11	4	34	9	4	2	2	11	2	0	4	2	4	7	26	52	Review My Account											
14	9	13	6	18	19	19	13	26	6	14	9	16	16	11	6	16	25	14	9	11	7	11	16	30	19	20	Suggest a Book, Film, or Other Purchase										
2	2	2	0	4	0	11	19	26	9	9	4	14	16	9	9	11	7	7	9	2	0	11	9	9	7	4	35	Ask a Librarian Chat									
9	11	9	4	11	11	16	13	23	9	9	11	9	14	13	16	9	16	9	11	2	9	9	9	7	7	2	23	54	Ask Scarby								
2	2	0	0	6	2	9	9	26	9	4	2	9	9	4	2	6	4	2	9	9	7	2	4	16	16	4	25	42	53	Frequently Asked Questions							
9	16	6	9	25	14	9	9	23	6	21	13	13	16	18	16	11	18	19	9	16	19	23	16	23	14	2	32	35	39	39	Library 101						
4	16	6	4	16	7	7	13	21	0	11	13	6	7	20	23	20	13	23	16	18	30	16	21	7	11	4	18	19	11	20	39	UTSC Library Staff					
7	7	4	0	9	7	4	6	7	4	14	27	11	9	23	20	27	23	9	4	20	30	11	30	11	21	9	9	9	11	18	11	13	30	International Students			
2	9	7	2	2	9	11	19	16	7	21	26	26	23	11	19	19	7	9	14	16	28	23	40	30	16	11	19	11	4	11	9	21	30	Job and Volunteer Opportunities			
19	16	14	11	19	26	9	9	4	2	14	21	9	19	28	23	26	14	28	33	23	23	26	30	21	11	4	7	2	9	11	23	19	21	14	Location and Maps		
16	14	16	9	14	16	19	28	23	9	19	11	11	23	30	19	23	23	19	30	19	11	16	19	21	11	7	19	28	28	30	23	28	4	9	23	Information and Reference Desk	

Appendix C. UTSC Library Website Card-Sorting Study – Similarity Matrix.

APPENDIX D



DO POORLY DESIGNED WEBSITES MAKE YOU ANGRY? US TOO!

Help us make our website better, and get
a chance to win a **\$25 Starbucks gift card!**



Who?

Any **UTSC student, alumni, staff**, or faculty with **6–10** minutes to spare.

Where/When?

Online, and at **any time** you are free!

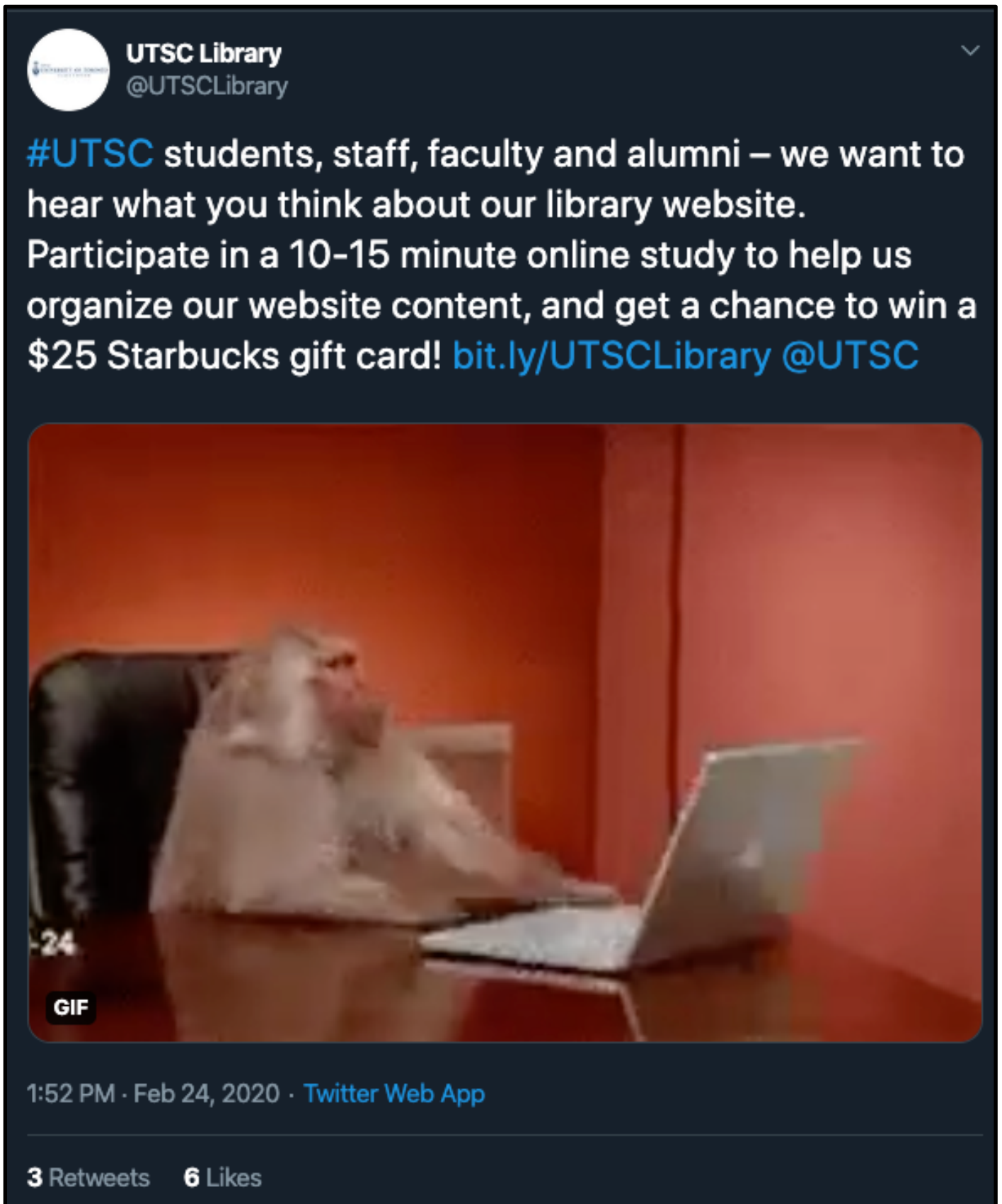
What does this involve? How long will it take?

Sorting **existing UTSC Library website pages** into **menu labels** in an online study.

Only **6–10** minutes! At the end of the study you will receive a chance to enter yourself into a draw for a **\$25 Starbucks gift card**.


Interested? Scan the QR code above or visit this link to get started: <http://bit.ly/UTSCLibrary>

APPENDIX E




Appendix E. UTSC Library Website — Card Sorting Study — Twitter Promo (Feb. 24, 2020).

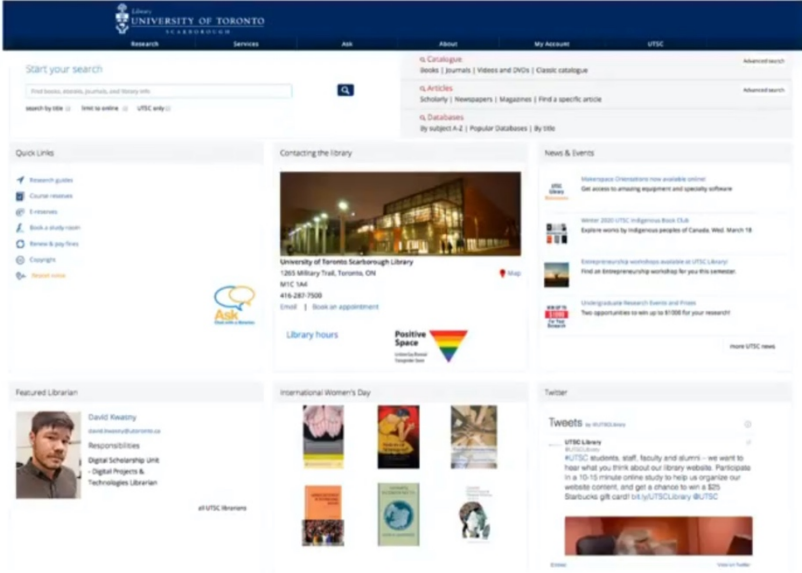
APPENDIX F

utsclibrary 39m

UTSC students, staff, faculty and alumni – we want to hear what you think about our library website.



Participate in a 10-15 minute online study to help us organize our website content, and get a chance to win a \$25 Starbucks gift card!



http://bit.ly/UTSCLibrary

Link in Bio

#UTSC

Appendix F. UTSC Library Website – Card Sorting Study – Instagram Promo (Mar. 10, 2020).

APPENDIX G



Welcome

Welcome to The BRIDGE Website tree-testing study, and thank you for agreeing to participate!

Your responses will help us organize the content on our website, and make it **easier and more intuitive** to use. It's very important to us to find out how you think the website should be designed, not what we think.

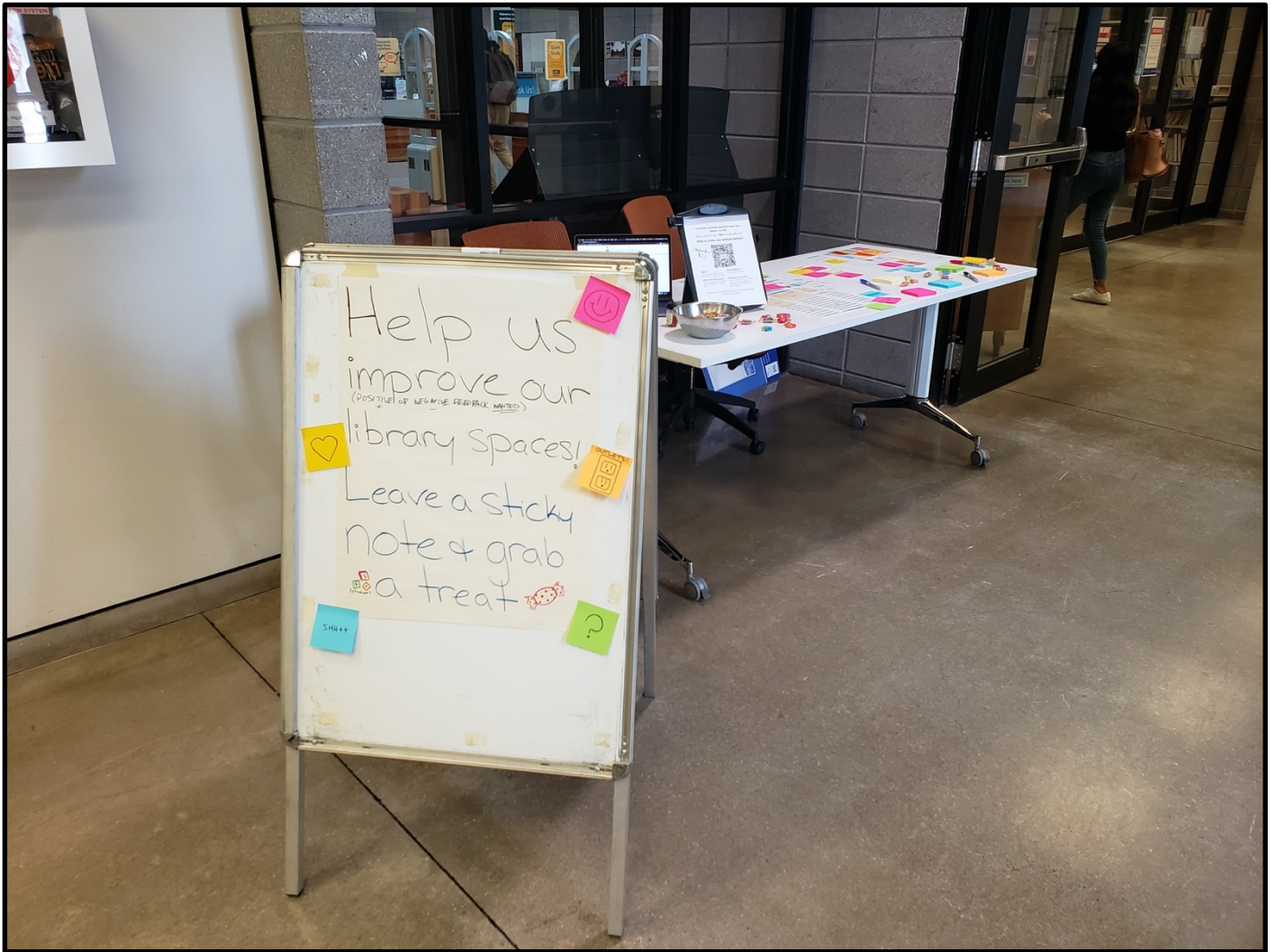
This shouldn't take longer than **10 to 15 minutes** to complete, and after completing this activity, you may choose to sign up for a chance to win **1 of 2 Starbucks gift cards** (on a separate form to keep your responses anonymized).

NOTE: Please do not navigate away from this window or look at The BRIDGE's website during this activity!

Find out how on the next page...

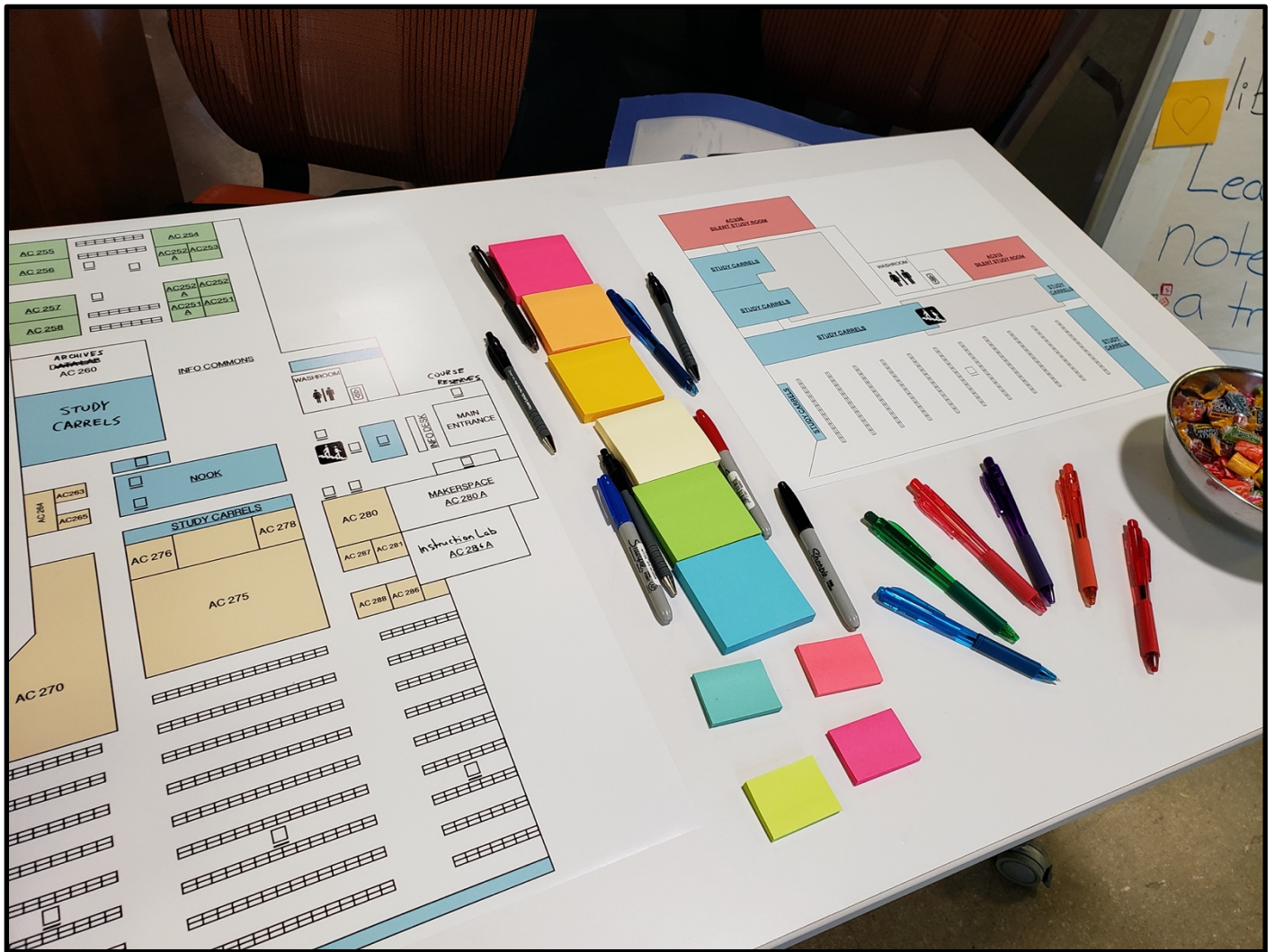
Appendix G. UTSC The BRIDGE Tree-Test Study — User Interface.

APPENDIX H



Appendix H1. UTSC Library Space Planning — UX Pop-Up Table — Overview.

APPENDIX H



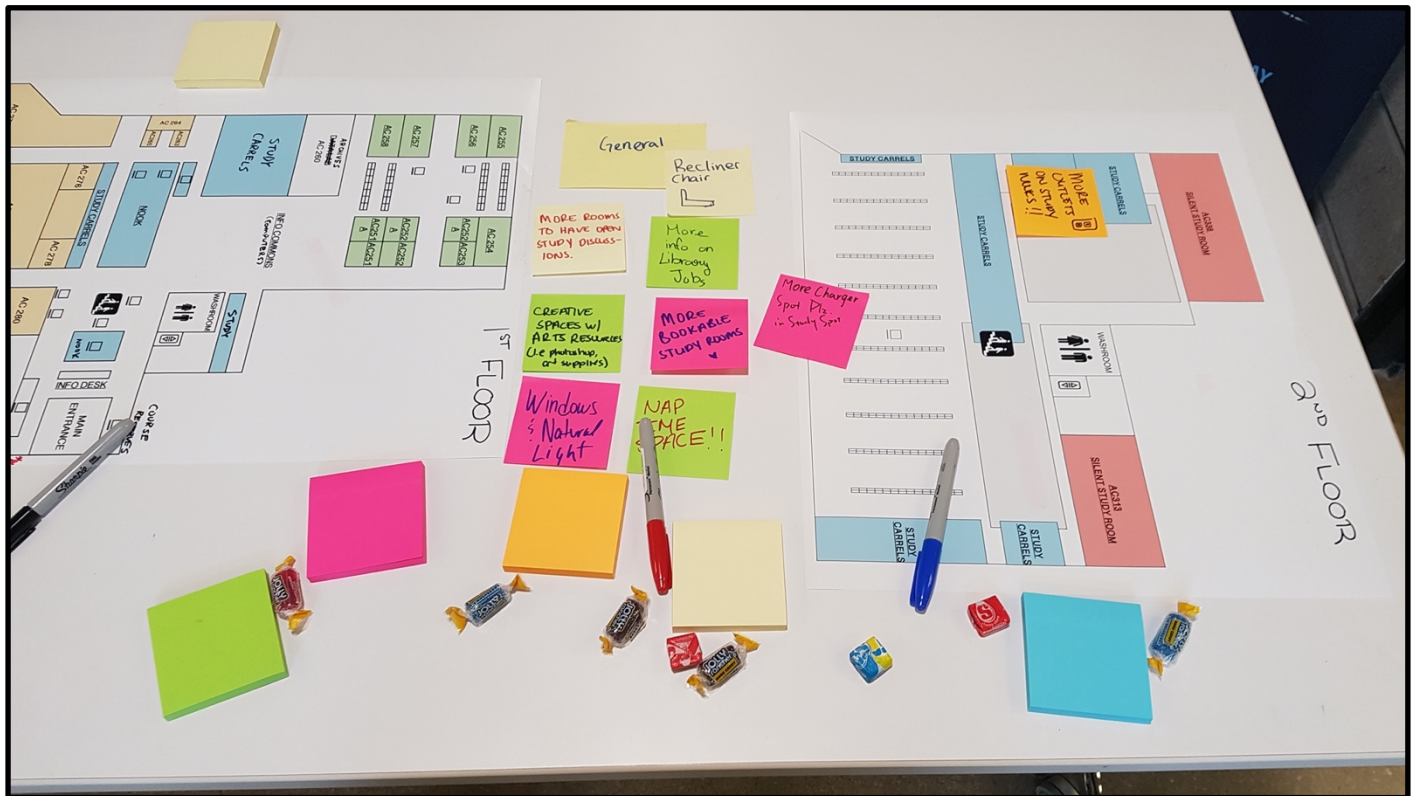
Appendix H2. UTSC Library Space Planning — UX Pop-Up Table — Session 1 (Before).

APPENDIX H



Appendix H3. UTSC Library Space Planning — UX Pop-Up Table — Session 1 (After).

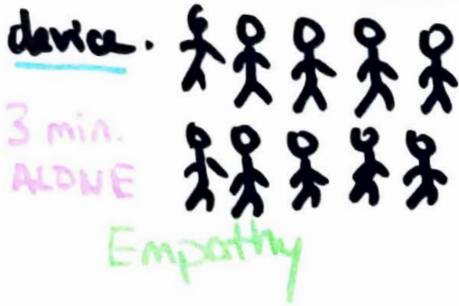
APPENDIX H



Appendix H4. UTSC Library Space Planning — UX Pop-Up Table — Session 2 (After).

① DIVERGE (THINK)

Prompt: Think about the last time you purchased an electronic device.



② PAIR + CONVERGE (SHARE)

Researcher + Customer

* Ask questions to understand their experience.

* What is their process?

Decision-making?

Purchasing? Delivery?

Empathy & "Sx" why?

3 min. A → B

3 min. B → A

④ Place sticky notes on 5 boards. Walk around and add/comment/build on everyone's insights silently.

5 min. ALL silent

Define + Empathy

Quantity



⑤ Prompt: How might we make this (decision-making) process easier/faster/reliable/streamlined?

DIVERGE 3 min. ALONE Ideate



⑥ Group like ideas, in groups of 5.

Ideate

CONVERGE

Plot on

⑧ Matrix Grid



③ INSIGHTS

3 min. ALONE

Prompt: What is important to users? (use sticky notes)

availability?

considerations

delivery time?

Avg. B?

BRAINSTORMING!

⑦ Discuss & vote individually (no bias from others!)

6 min. Discuss

4 min. Voting

Ideate

4x Feasibility

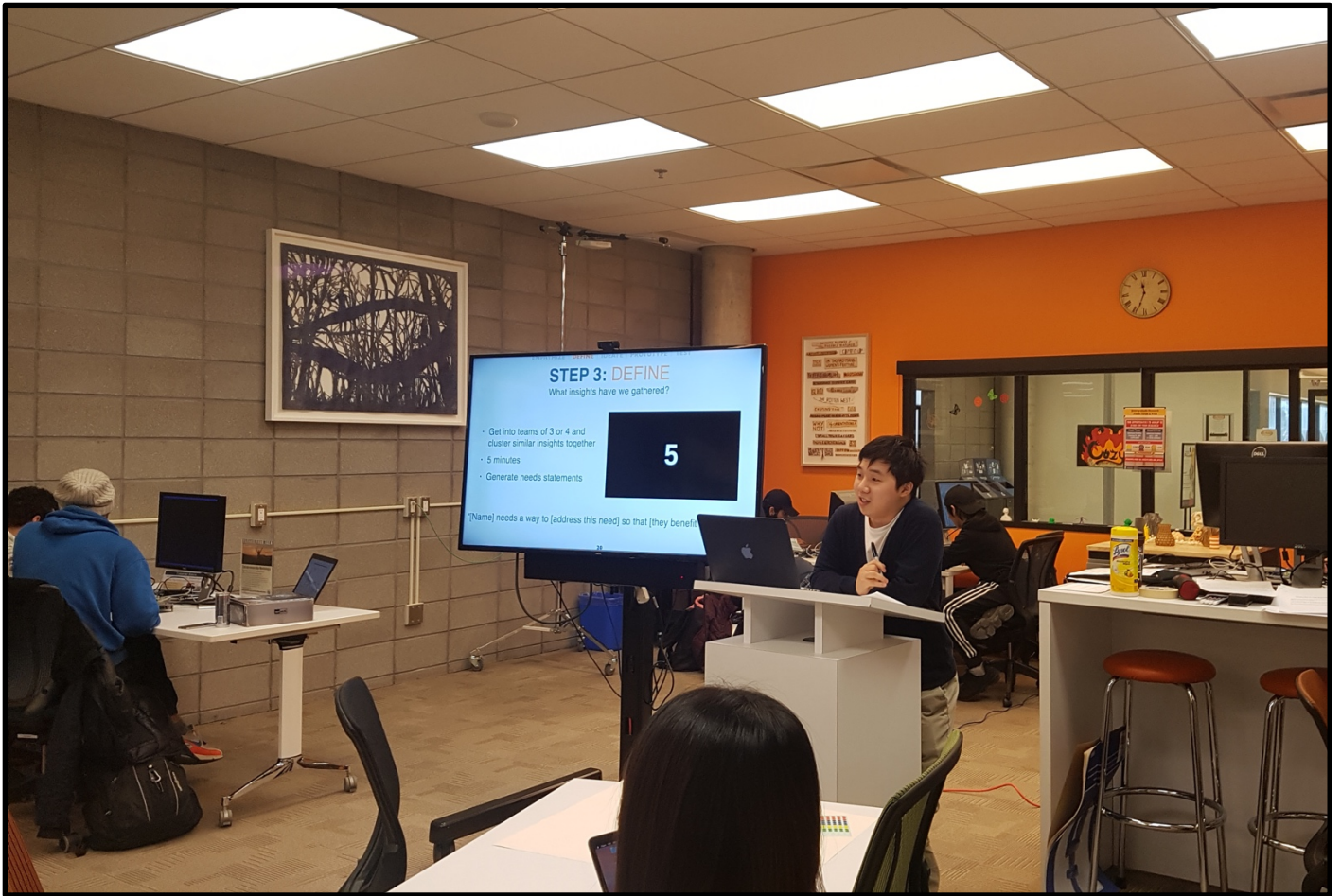
4x Impact

Each

Vote for what you think is best

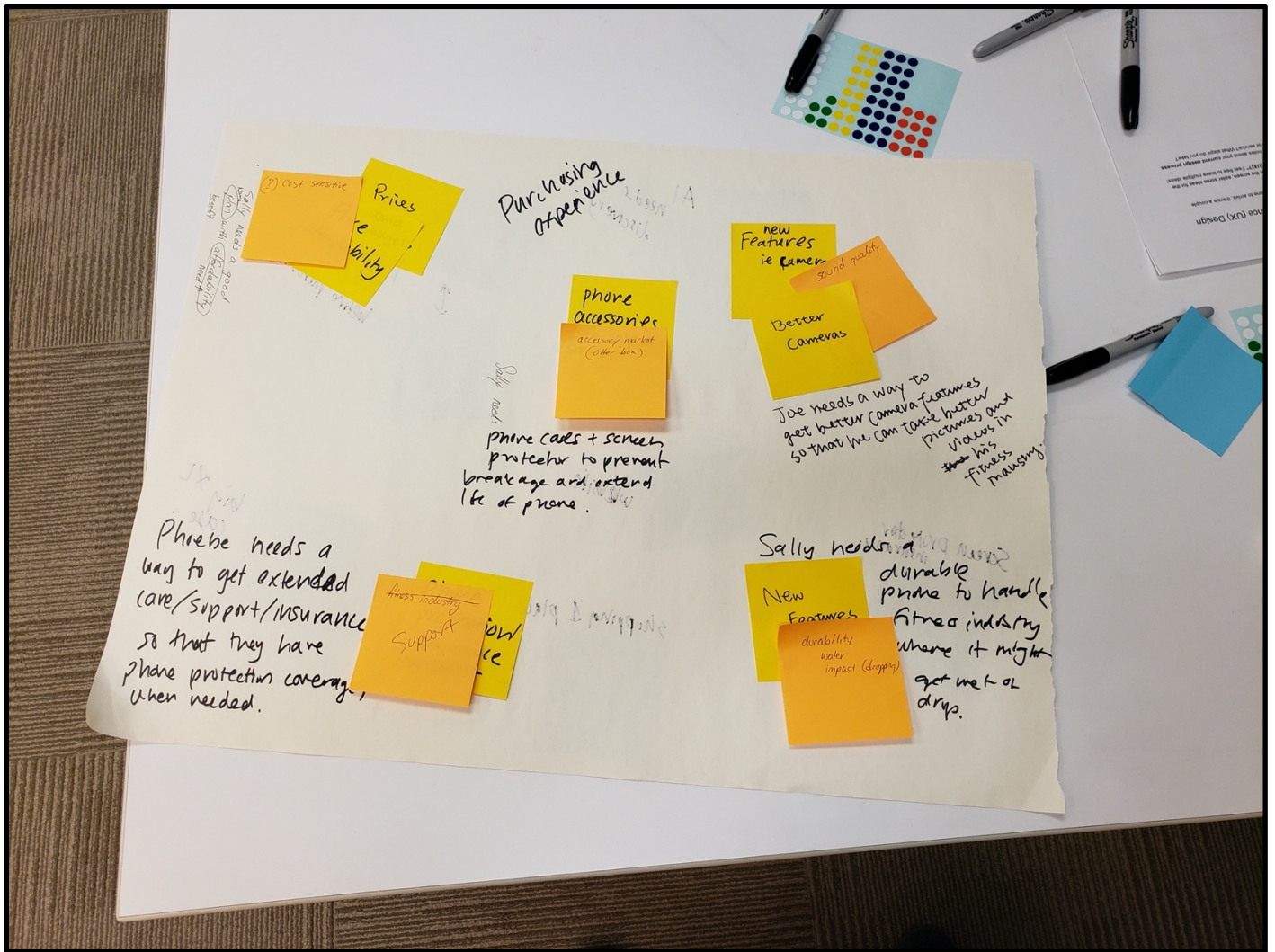
⑨ Paper Posttype (time allowing)

APPENDIX J



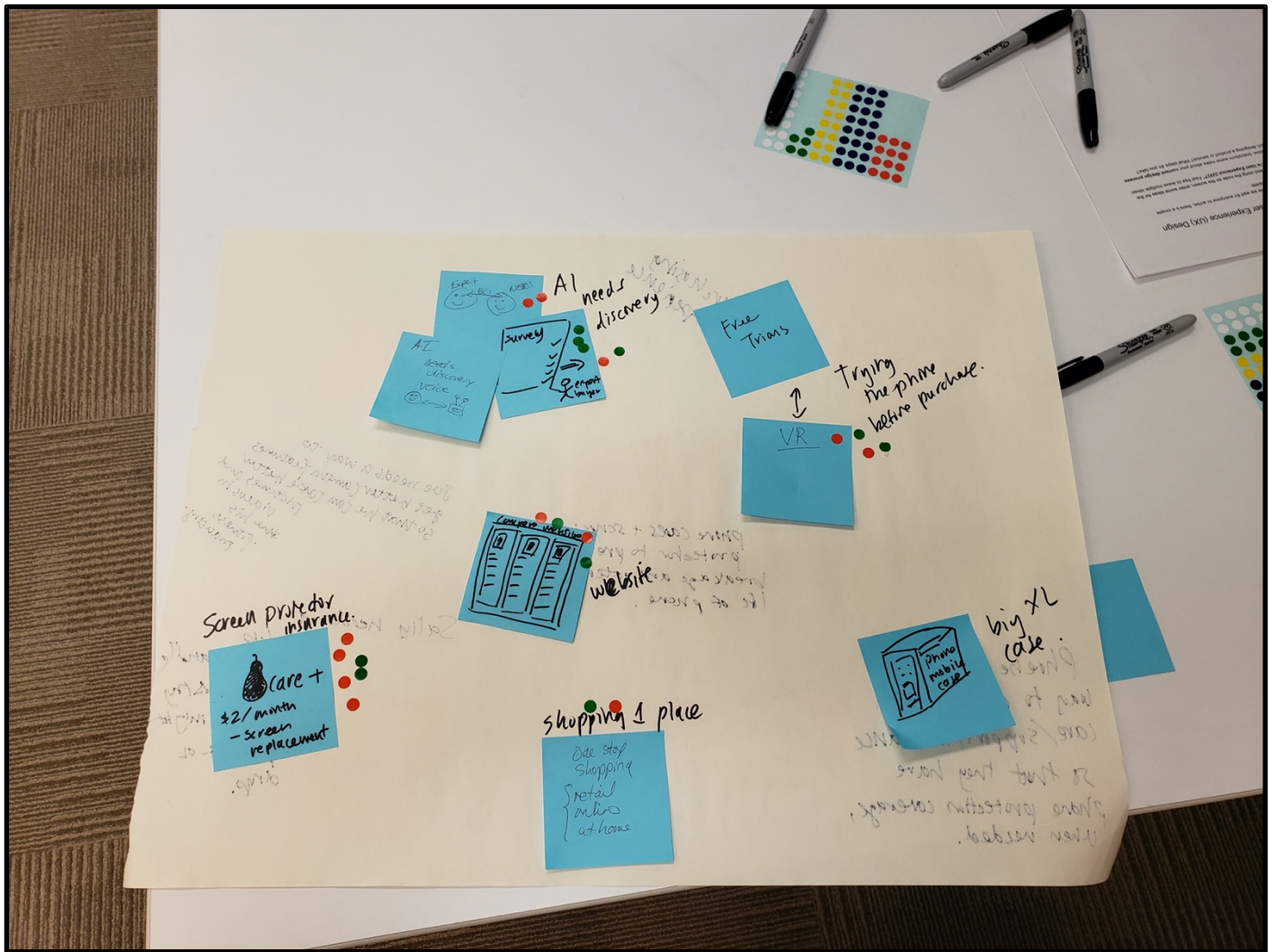
Appendix J1. *Introduction to UX Design Workshop* — Introducing the participant design challenge.

APPENDIX J




Appendix J2. Introduction to UX Design Workshop — Participant insights and needs statements.

APPENDIX J



Appendix J3. Introduction to UX Design Workshop — Participant ideation and dot-voting.

APPENDIX K








UNIVERSITY OF TORONTO
LIBRARIES

WORKSHOPS

ResearchServicesVisitAskAboutMy accountU of T

University of Toronto / LibCal / St. George Library Workshops / Introduction to UX Design (Library Makerspace, UTSC Library)

Introduction to UX Design (Library Makerspace, UTSC Library)



When: Thursday March 12, 2020, 11am-12pm

Location: Library Makerspace, UTSC Library, 1265 Military Trail, Scarborough, ON M1C 1A4

Instructor: Sarah Guay, Liaison Librarian and Web & User Experience Librarian, UTSC & Joshua Shum, Masters of Information candidate, iSchool, University of Toronto

During this workshop, you will learn the essentials of User Experience (UX) research, design, and testing geared towards product development.

You will leave with:

- An overview of the User Experience (UX) field, including common methods and tools used in UX research and design
- Knowledge of how integrating UX research and testing can improve your product by discovering and fully understanding user needs

Additional details to be added closer to the event.


Related LibGuide: [Entrepreneurship Research Workshops by Carey Toane](#)

Date: Thursday, March 12, 2020

Time: 11:00am - 12:00pm


Location: UTSC Library

Campus: UTSC

Categories:  Business & Entrepreneurship

Begin Registration

Event Organizer



Sarah Shujah

Appendix K1. University of Toronto Libraries — *Introduction to UX Design Workshop* — Listing.

ELEVATE YOUR IDEA



Entrepreneurship Workshops

Want to create a startup? Interested in business resources?
Sign up for UTSC Library entrepreneurship workshops:

Jan. 14 // 3-4pm	LaunchPad (CCR)
Feb. 4 // 3-4pm	Industry Research for Startups (CCR)
Feb. 6 // 4-6pm	Women Entrepreneurship Makerspace Orientation & Social
Feb. 11 // 3-4pm	Introduction to Company and Competitor Research (CCR)
March 3 // 12-2pm	Primary Research Strategies and Tools for Startups (CCR)
March 12 // 11am-12pm	Introduction to UX Design
March 19 // 2-4pm	Data Resources for Entrepreneurs
March 26 // 2-4pm	Data Visualization for Startups

Register and learn more:
<https://uoft.me/UTSC-entrepreneurship-workshops>
Have additional questions? Email sarah.shujah@utoronto.ca.

**@UTSCLibrary**

APPENDIX K

Introduction to UX Design

March 12 @ 11:00 am - 12:00 pm Free

During this workshop, you will learn the essentials of User Experience (UX) research, design, and testing geared towards product development.

You will leave with:

- An overview of the User Experience (UX) field, including common methods and tools used in UX research and design
- Knowledge of how integrating UX research and testing can improve your product by discovering and fully understanding user needs

This session is being hosted as part of U of T Entrepreneurship Week. [View our full calendar.](#)

[+ GOOGLE CALENDAR](#)

[+ ICAL EXPORT](#)

Details

Date:

March 12

Time:

11:00 am - 12:00 pm

Cost:

Free

Event Category:

U of T Libraries

Website:

<https://libcal.library.utoronto.ca/event/3532647>

Organizer

University of Toronto Libraries

Appendix K3. UofT Entrepreneurship Week – *Introduction to UX Design Workshop* –Listing.

APPENDIX L

[illegible]

APPENDIX M

28/03/2020 13:46:41									
1. UTSC Library (IA Testing)									
Deadline	Actual Hours (Total: 105)	% Complete	12 Week Timeline						
			1	2	3	4	5	6	7
			01/16 WK 1	01/23 WK 2	01/30 WK 3	02/06 WK 4	02/13 WK 5	02/20 WK 6	02/27 WK 7
Create Project Plan	02/05/20	100.00							
Secondary Research	02/06/20	100.00							
Design UX Studies	02/13/20	100.00							
Conduct UX Testing	03/20/20	100.00							
Conduct Data Analysis	03/26/20	100.00							
Evaluation	03/30/20	100.00							
Compile UX Report	03/31/20	50.00							
2. The BRIDGE (Tree-Testing)									
Create Project Plan	02/19/20	100.00							
Secondary Research	02/20/20	100.00							
Design UX Studies	02/27/20	100.00							
Conduct Tree-Testing	04/18/20	25.00							
Conduct Data Analysis	01/05/20	0.00							
Evaluation	01/05/20	0.00							
Optional: Compile UX Report	08/05/20	50.00							
3. UTSC Library Space Planning Committee (UX Consultation)									
Review Current Options & Develop Proposal	02/26/20	100.00							
Optional: UX "Cafe" Study	03/26/20	100.00							
Disseminate UX Consultation Proposal to Committee	04/02/20	50.00							
4. Intro to UX & Entrepreneurship (Workshop)									
Meet with Entrepreneurship Librarian	02/06/20	100.00							
Review Existing Material	03/05/20	100.00							
Develop Materials	03/05/20	100.00							
Optional: Practice Run	03/05/20	100.00							
Conduct Workshop	03/12/20	100.00							
Post-Workshop Debrief	03/12/20	100.00							
TOTAL									
		105.00							
		81.52							