



# UTSC LIBRARY USER EXPERIENCE PRACTICUM

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Library

UNIVERSITY OF TORONTO

SCARBOROUGH



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# PROJECTS

1. UTSC Library Website — Card-Sorting Study
2. The BRIDGE Website — Tree-Testing Study
3. UTSC Library Space Planning — UX Pop-Up Table
4. U of T Entrepreneurship Week — *Intro to UX Design* Workshop



Overview

Analysis

Downloads

Sharing

## Participants

### Completion



37 of 80 (46%) participants completed your study. 36 abandoned. 7 applicants (9%) have been rejected by the screening question.

### Time taken



It took your participants a median time of 08:10 to complete the study.

The longest time was 29:20 and the shortest was 02:38.

### Location



Canada

100 %

Your participants were mainly from Canada.

You set up an English (US) language study.

## Categories

### Categories created

Your participants created a total of 223 categories, with a median of 6 categories each.



### Standardization

One step closer to insights!

You've created 218 standardized categories, or 98% of your participants' categories.



Explore the standardization grid

UTSC LIBRARY WEBSITE  
Card-Sorting Study



# UTSC LIBRARY WEBSITE — CARD-SORTING STUDY

Standardization grid ?

Total participants 0 42

Name	About	Ask/Help	My Acco...	Research	Services	UTSC	Not standardized
Archives & Special Collections	3			27	6	6	
Articles and Databases	2		1	35	3	1	
Ask Scarby	3	28	1	2	3	5	
Ask a Librarian Chat	1	31	2	1	5	2	
Assignment Planner		3	13	2	18	5	1
Audio, Images, and Video	7	2	4	20	6	2	1
Books, eBooks, Journals, and	2	3	1	27	7	2	
Borrowing and Renewing	8	3	11	4	13	3	
Citation Management	3	6		16	14	2	1
Course Reserves	3	1	6	12	10	9	1
Data and Maps	7	3		16	7	7	2
Digital Special Collections	3	2	1	20	13	1	2
Frequently Asked Questions	15	24	2			1	
Government Information	13	1	2	10	8	6	2
Group Study Rooms	5		3		20	13	1
How to Cite	1	12	1	16	8	3	1
Information and Reference De	10	13	1	2	10	5	1
International Students	6	7	3	1	2	23	
Job and Volunteer Opportunit	6	2	6	2	14	11	1
Lib4Life	10	1	1	2	19	9	
Library 101	14	15	1	2	7	3	
Location and Maps	17	3		2	6	13	1

## Standardization Grid

- Shows the **distribution of cards across the defined categories**.
- Each table cell shows the **number of times** a card was sorted into the corresponding standardized category.
- Cards with a **60% or more (25 participants)** agreement score were considered “actionable”.
- All cards were **re-evaluated in their contexts** before making further decisions.



# UTSC LIBRARY WEBSITE — CARD-SORTING STUDY

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	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	

## Similarity Matrix

- Shows the percentage of participants who agree with each card pairing.
- Similar cards are clustered along the right edge of the matrix.





## 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 go to The BRIDGE website during this activity!

Find out how on the next page...

# UTSC THE BRIDGE WEBSITE

## Tree-Testing Study

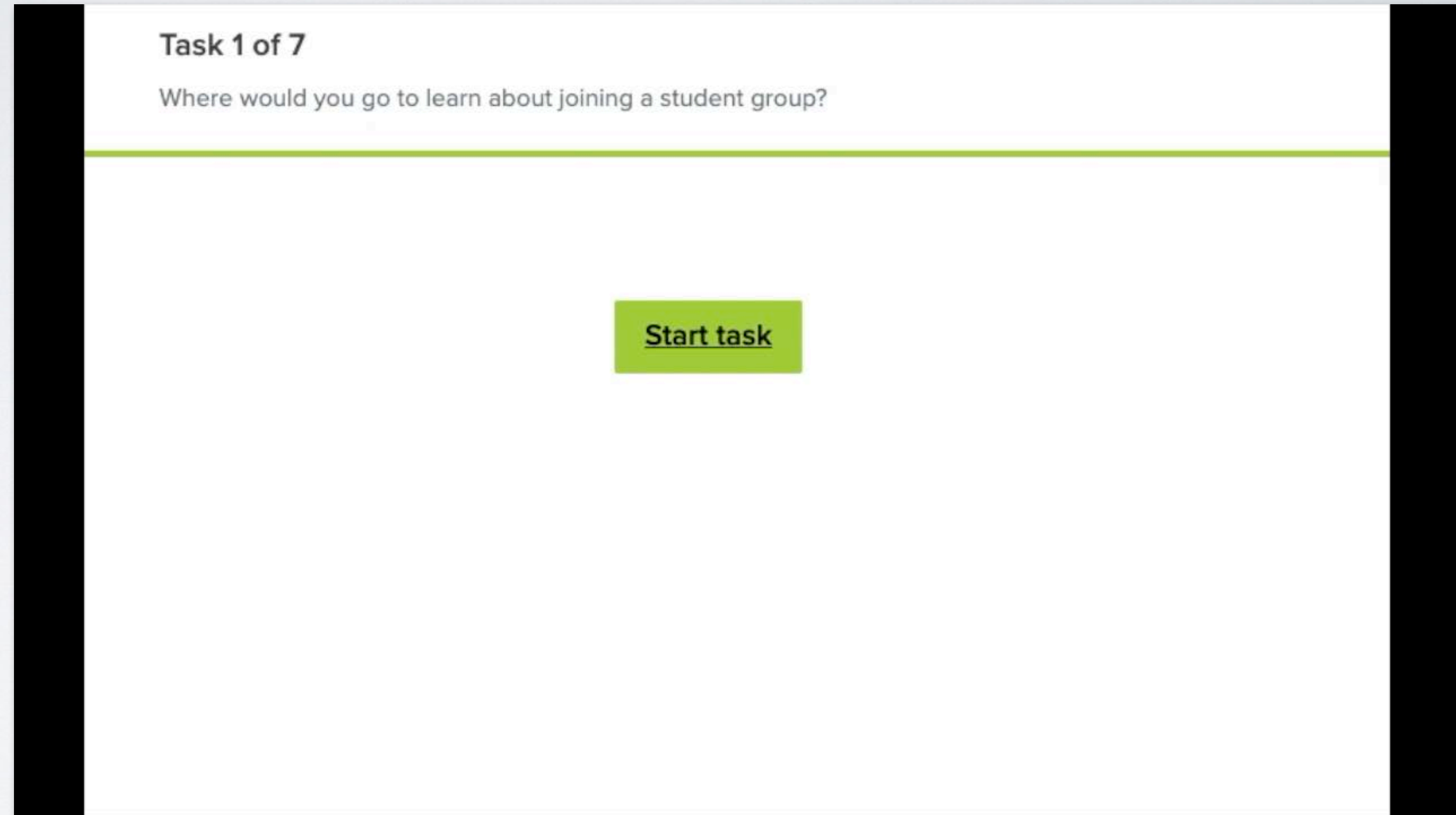


# THE BRIDGE WEBSITE — TREE-TESTING STUDY

## Tree-Testing Study (Video Demo)

I designed and launched a **tree-testing study** to develop The BRIDGE's website to better match **user information-seeking patterns**.

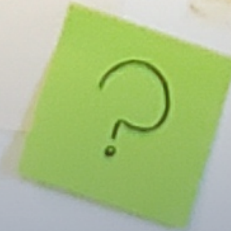
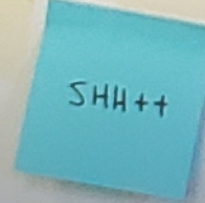
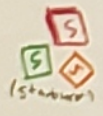
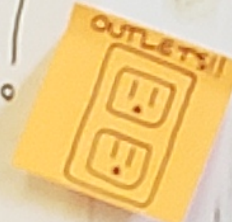
To the right is a **video demo** of the study from a participant's perspective.





Help us  
improve our  
(POSITIVE OR NEGATIVE FEEDBACK WANTED)  
library spaces!

Leave a sticky  
note & grab  
a treat



# UTSC LIBRARY SPACE PLANNING

Weekly UX Pop-Up Table





# LIBRARY SPACE PLANNING — UX POP-UP TABLE



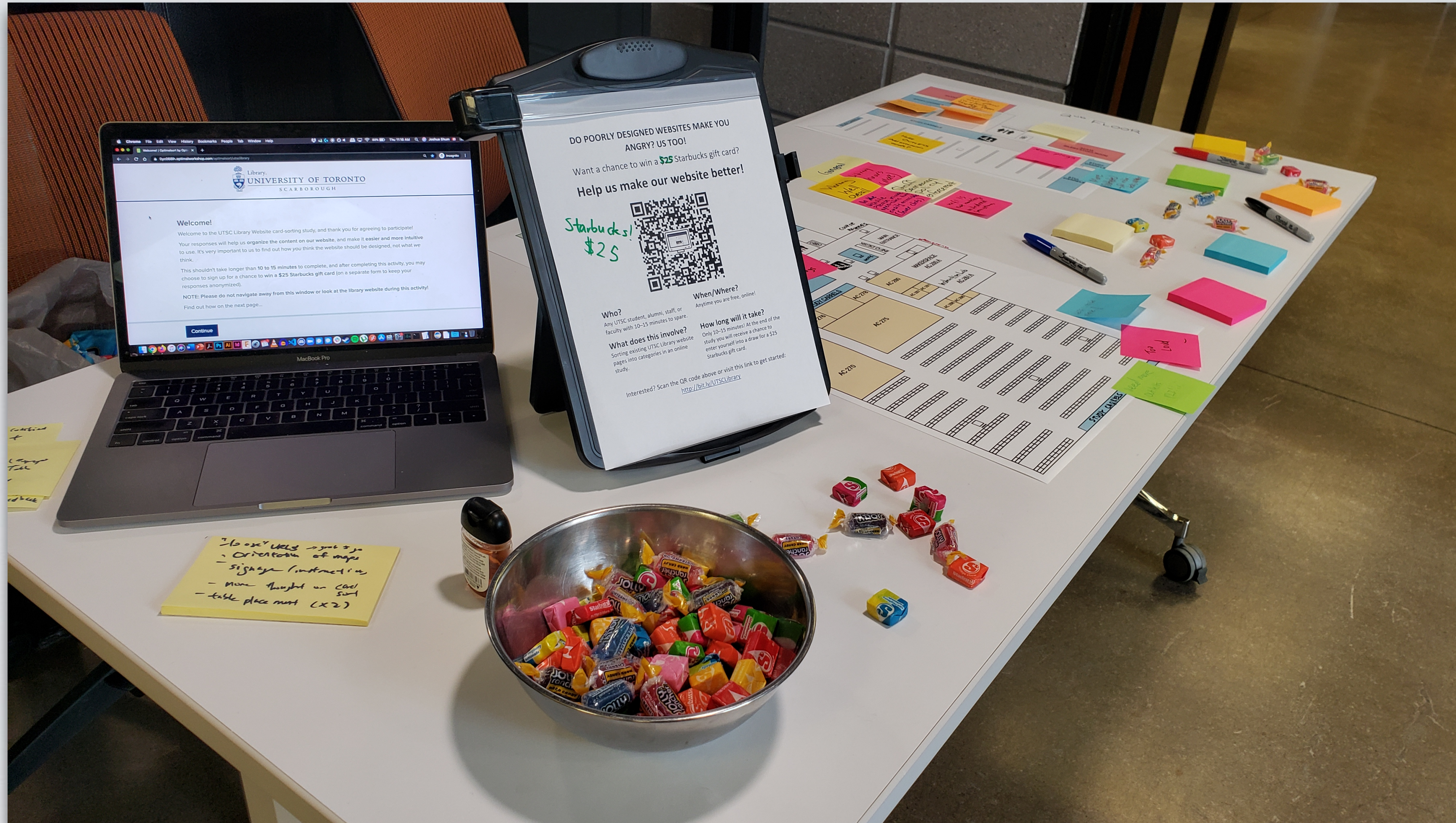
February 27, 2020

## UTSC Library Floor Plans

Gathering user suggestions, comments, and feedback.



# LIBRARY SPACE PLANNING — UX POP-UP TABLE



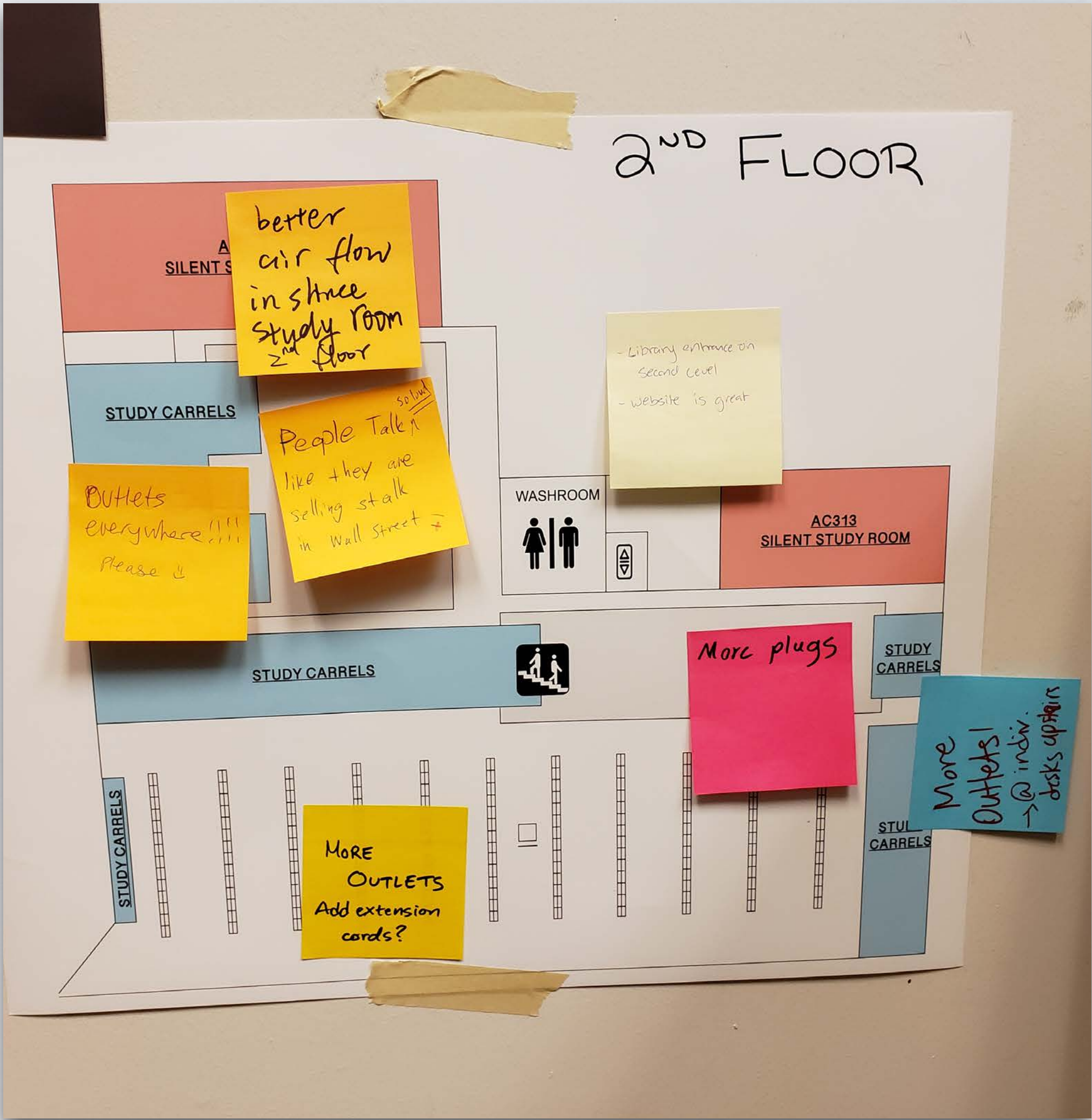
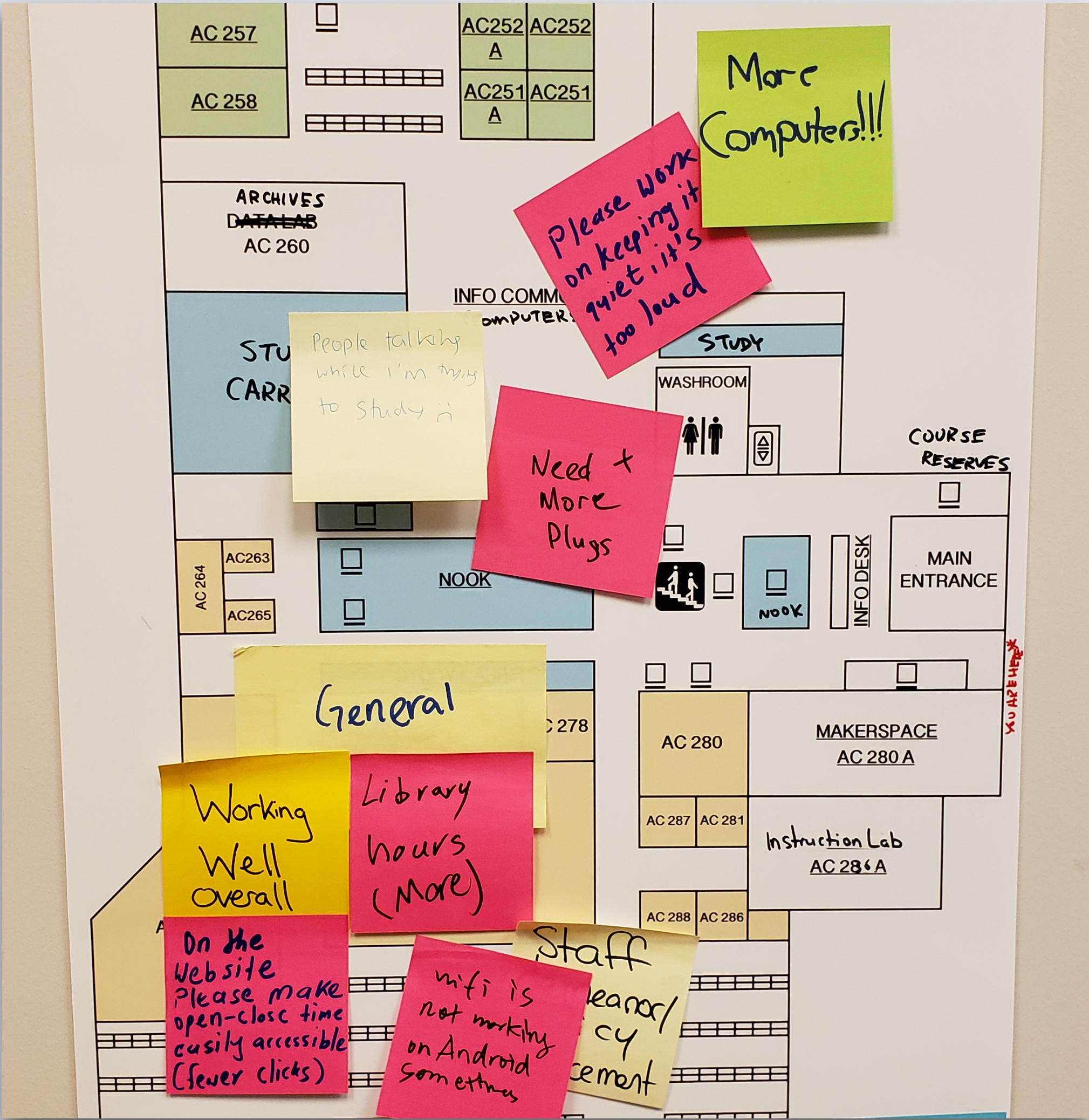
February 27, 2020

## Digital Card-Sorting Study Station

Gathering feedback for both digital and physical spaces.



# LIBRARY SPACE PLANNING — UX POP-UP TABLE



February 27, 2020

## Individual Floor Plan Photos

Close-ups of UTSC community feedback after one hour.



# LIBRARY SPACE PLANNING — UX POP-UP TABLE



March 5, 2020

## UTSC Library Floor Plans

Gathering user suggestions, comments, and feedback.





**STEP 7: IDEATE**  
Other selection methods

- Post-it Voting or Dot Voting
- Feasibility & Impact
- Four Categories Method
- Most rational? Most delightful? Darling? Long shot?
- Idea Affinity Maps
- How-Now-Wow Matrix
- Six Thinking Hats

**Prioritization Grid**

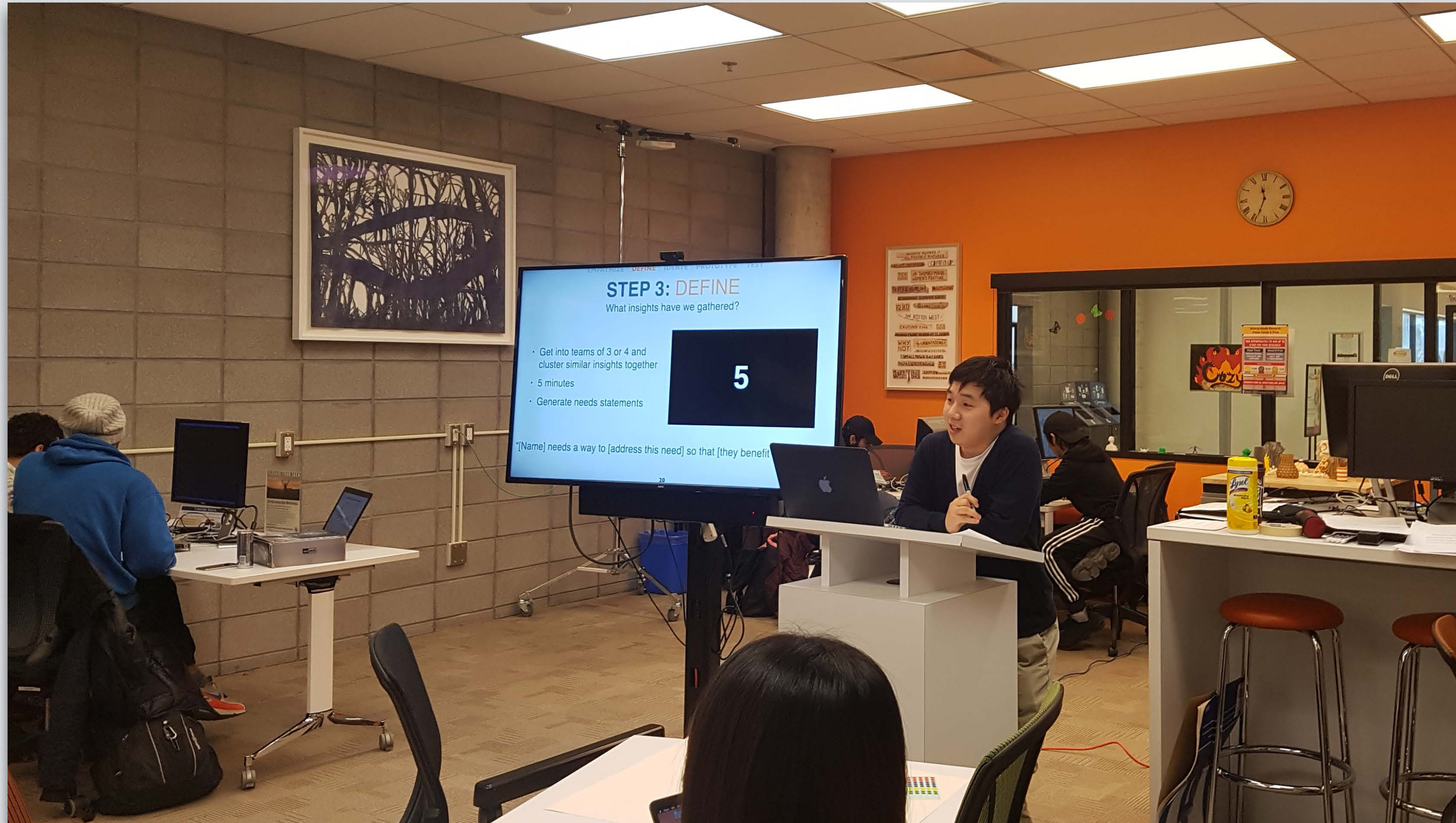
The diagram shows a 2x2 matrix with 'Impact' on the vertical axis and 'Feasibility' on the horizontal axis. It contains several sticky notes representing ideas, with some highlighted in red and blue.

# INTRO TO UX DESIGN

## U of T Entrepreneurship Week Workshop



# INTRO TO UX DESIGN WORKSHOP



March 12, 2020

## Participant Design Challenge

Redesign the electronic device purchasing experience.



# INTRO TO UX DESIGN WORKSHOP

What is User Experience (UX)?

Mentimeter

attitude  
perceptions  
interaction  
surveys  
usability  
online  
iterative process  
design  
interviews  
creativity  
testing your market  
design thinking  
development  
research  
audience

4

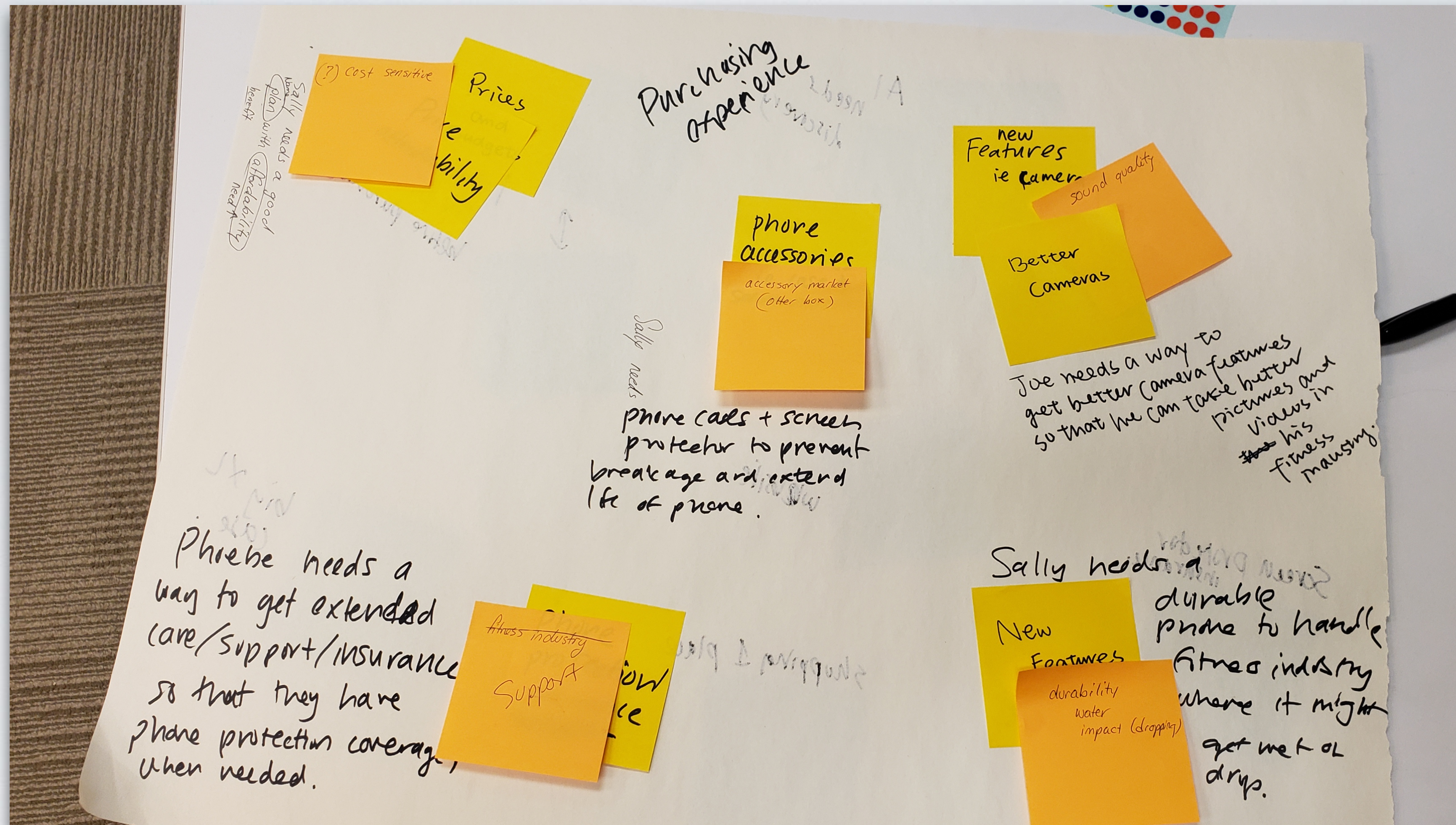
March 12, 2020

## Workshop Icebreaker

Participants were asked to respond to the above prompt while waiting for the workshop to begin.



# INTRO TO UX DESIGN WORKSHOP

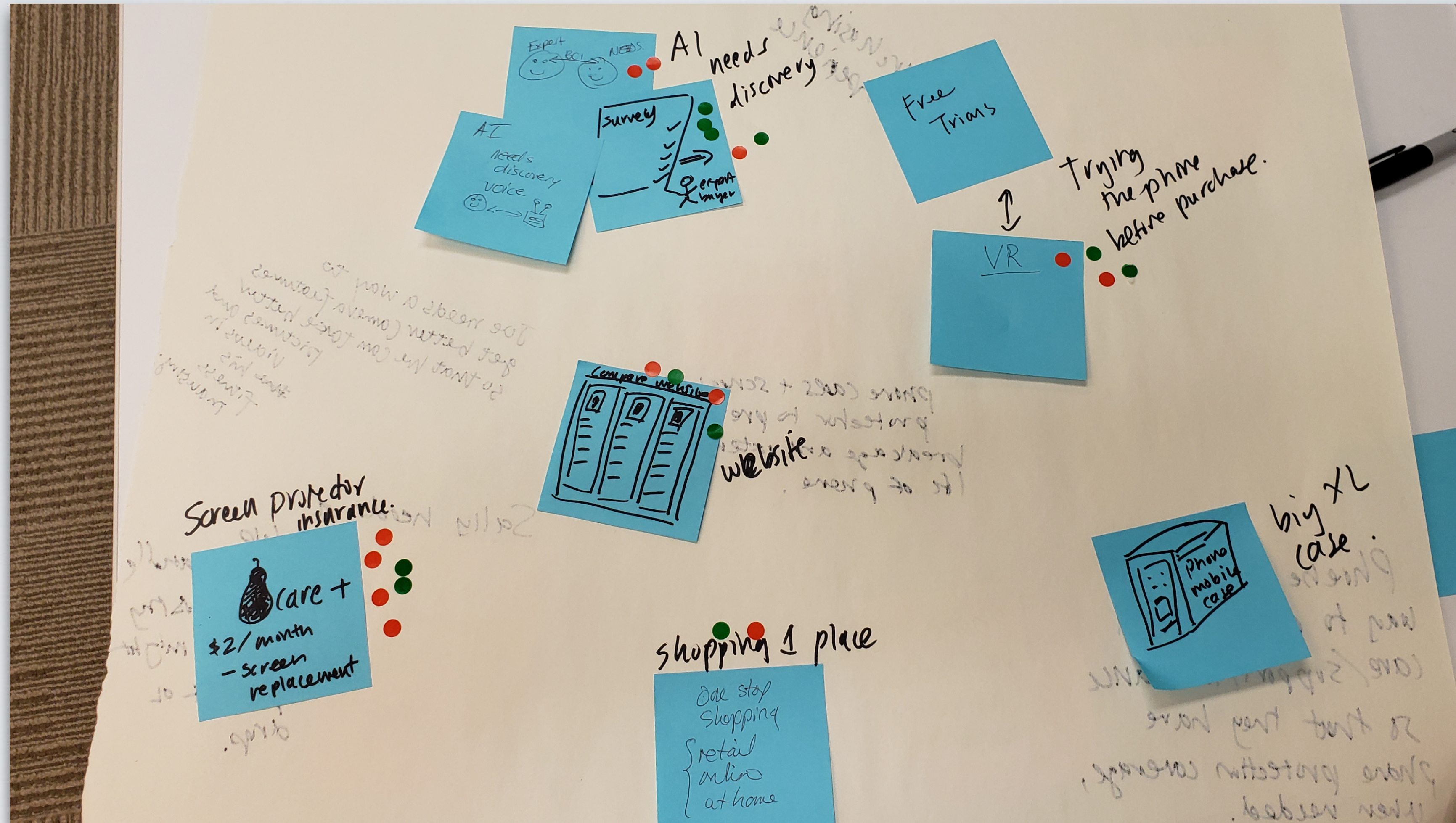


March 12, 2020

**Redesigning the electronic device purchasing experience**  
Clustered user insights and respective user needs statements.



# INTRO TO UX DESIGN WORKSHOP



March 12, 2020

## Redesigning the electronic device purchasing experience

Participants brainstormed potential solutions to their needs statements and selected an idea.