



No one reads reports

Sharing your work with your library at-large and why it matters

Daniel Pshock

UX & Web Content Strategy Coordinator
University of Houston Libraries



- 1. A few words on reports**
- 2. Examples of sharing**
- 3. Concluding thoughts**

Part 1

A few words on REPORTS



What do I mean by reports?

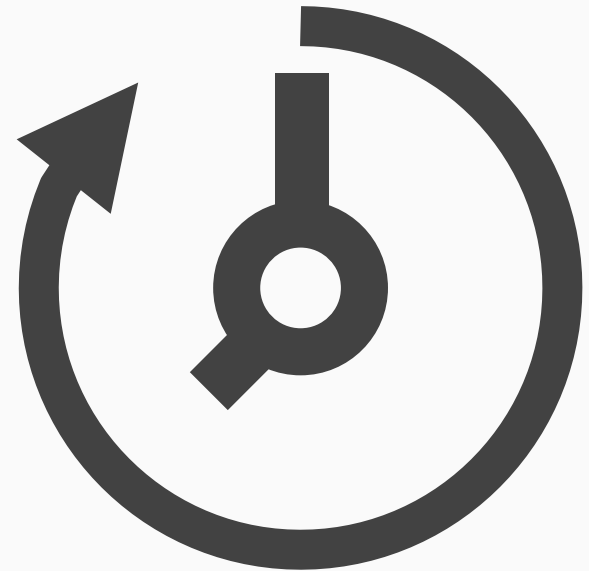
For my purposes, I say **report** to mean an internal document that

- Is written in a formal or semi-formal style
- Is mostly text
- Longer than a memo
- Contains methods, analysis, lit review (yikes)
- Is the **end product** of some project

Writing reports takes **time**

Writing can take hours, days, potentially weeks to complete, depending.

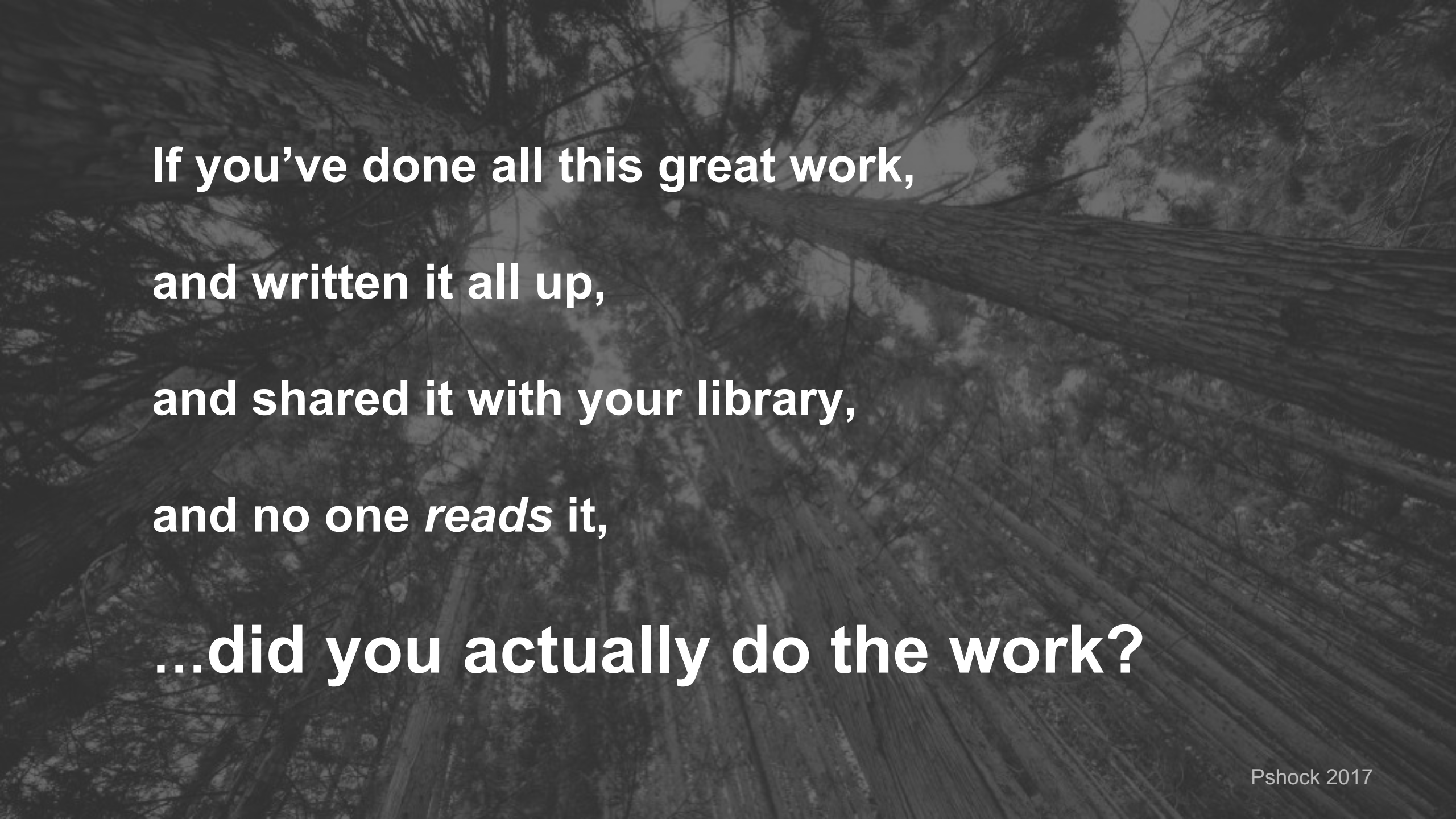
After a certain point, reports become **more trouble** than they're worth.



Reports are a **chore**

We write reports so other people understand work you or your team have already done

In other words, it can be
boring and **tedious**



If you've done all this great work,
and written it all up,
and shared it with your library,
and no one *reads* it,
...did you actually do the work?



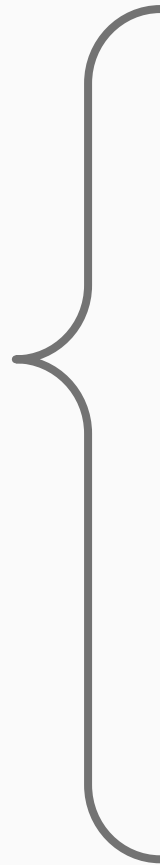
More bluntly

**If you've done research no one cares about,
or can't meaningfully communicate what your
design solves,
*you've wasted your time.***

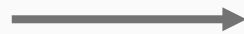
SHARING INFLUENCES ADOPTION



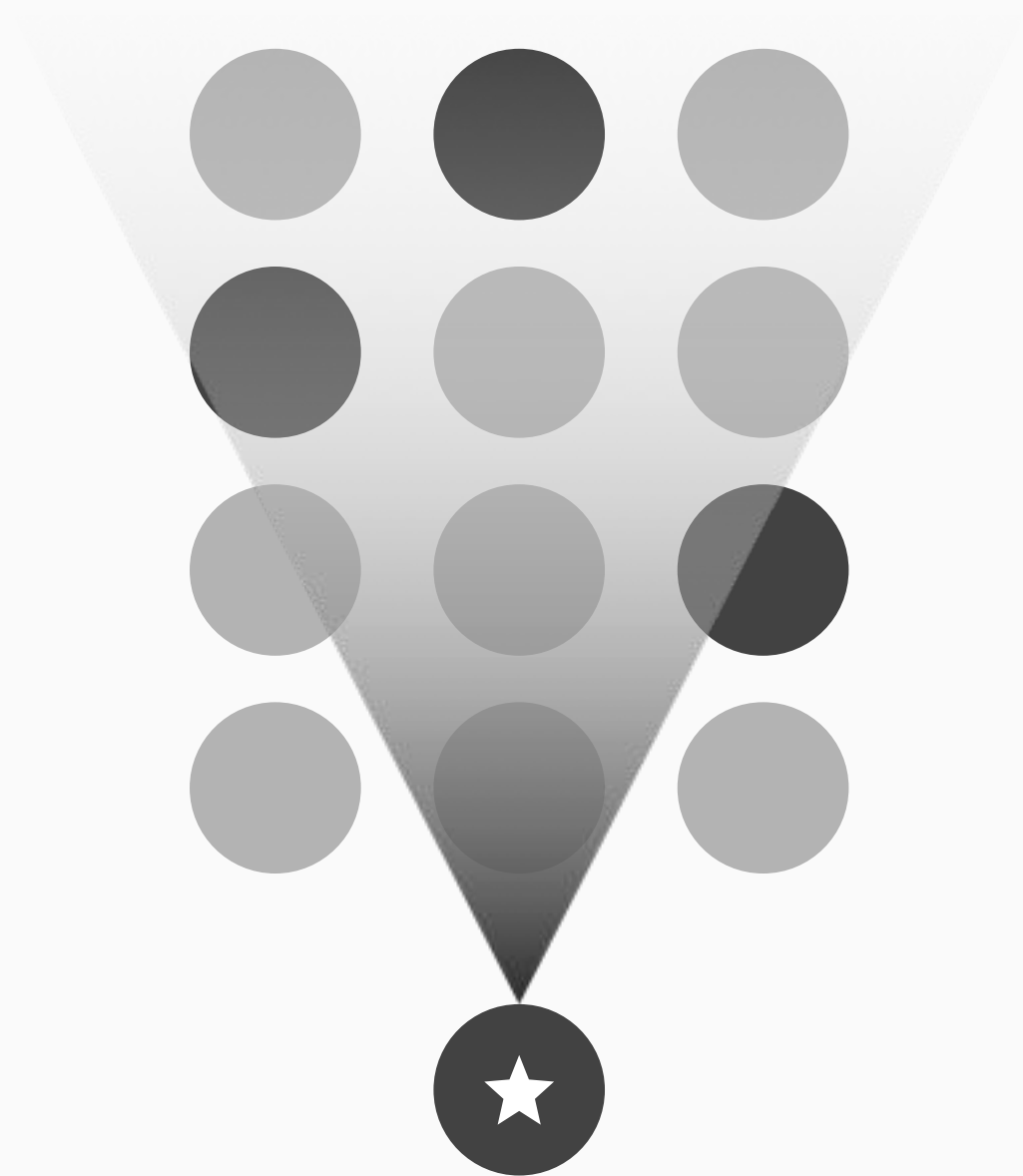
Does not care about UX



Cares about UX



Sharing effectively =
more adoption





**Giving busy people
A REPORT
is a good way to
GET IGNORED**

A grayscale photograph of an office environment. In the foreground, a man and a woman are seated at a round table, looking at a laptop. In the background, another person is visible at a desk. The room has large windows and whiteboards.

Treat your **COLLEAGUES** like you would **USERS**

Bring a UX perspective to your communication

My experience

- Joined UH Libraries in June 2016
- First librarian with *UX* in their title
- Wide interest in UX – “user experience” appears in strategic plan
- Many misunderstandings and confusion as well
- The dilemma of being **team-of-one** and **isolated** in a large library



I'm a shameless PROPAGANDIST

And you should be too



I'm kidding, but I'm also not

I'm a shameless PROPAGANDIST

And you should be too

Part 2

Examples of SHARING



Scale of UX engagement among colleagues

Beginner

- Most people
- Simple points, “What does this mean for me”

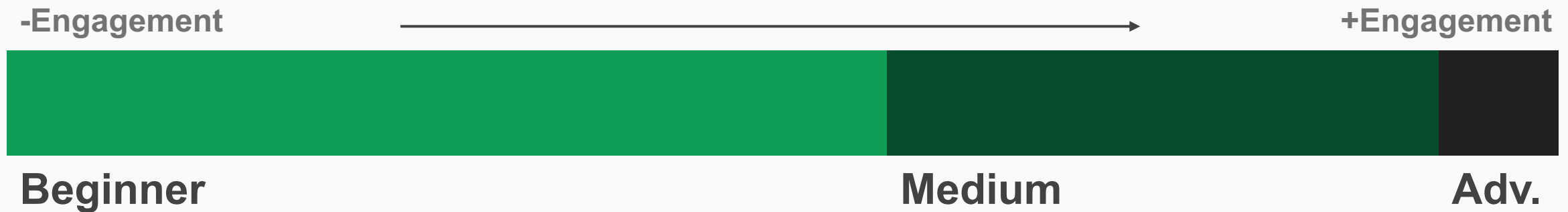
Medium

- Chunk of people
- Details and explanations, “This is interesting”

Advanced

- Handful of people
- Explain **everything**, work on projects together

UX engagement visualized



**Always try to raise engagement,
but also meet colleagues where they are**

Alternatives to writing reports

- UX blog
- Internal newsletters
- Flyers in staff areas
- Stakeholder meetings
- UX briefs
- Internal training

Alternatives to writing reports

- **UX blog**
- **Internal newsletters**
- **Flyers in staff areas**
- **Stakeholder meetings**
- UX briefs
- Internal training



I'm currently doing these

User Experience at
University of
Houston Libraries

Updates, projects, & guides for UH
Libraries' web presence & overall
user experience (UX)

About & Contact

UX Resources for Staff

Monthly newsletter

CATEGORIES

Content strategy

Design

Research

Signs & spaces

ARCHIVES

March 2017

February 2017

January 2017

October 2016

September 2016

August 2016

Search

User research

Follow-up tree testing, March 2017

Two horizontal bar charts. The first chart, labeled 'Benchmark 1', shows a green bar at 100% and a blue bar at 100%. The second chart, labeled 'Benchmark 2', shows a green bar at 100% and a blue bar at 100%.

Tree tests were recently conducted with MD Anderson Library visitors. The tests asked participants to complete 3 tasks using a virtual tree of potential navigation categories for info.lib.uh.edu.

These tests are a follow-up to [benchmark tree testing](#) and [card sorting](#) conducted in January and February, respectively.

In this article

- [Method](#)
- [Results](#)
- [Conclusions](#)
- [Next steps](#)

Method

Tree testing is a method that "evaluates the findability of topics in a website." Participants are given a specific finding task and then must pick where they think the needed information is located.

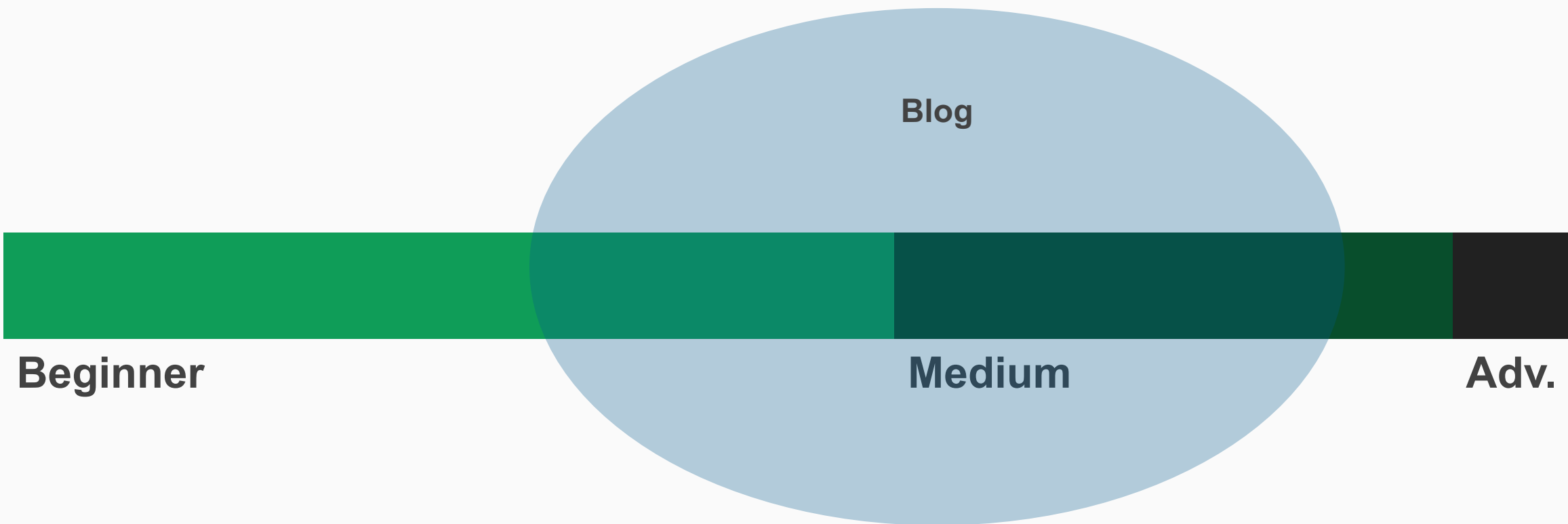
Three screenshots of a tree testing interface. The first shows a search bar and a list of categories. The second shows a selected category with a list of sub-categories. The third shows a selected sub-category with a list of items.

Example of a tree test task and answer.

Tree tests were created using the free version of Treejack by Optimal Workshop.

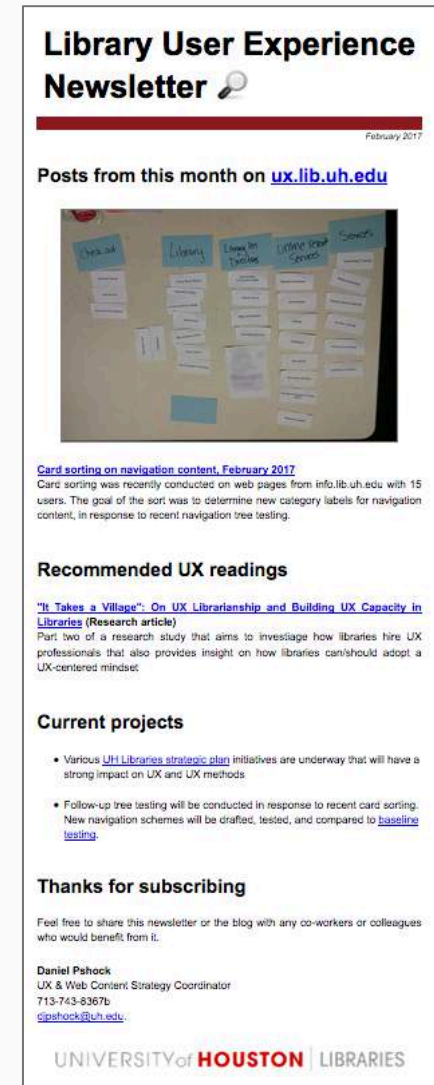
- Pithy explanations
- Charts, screenshots, etc.
- Subjects include:
 - Design
 - User research
 - Content strategy
 - Signs & spaces
- Homepage for UX topics

Pshock 2017



Internal newsletter

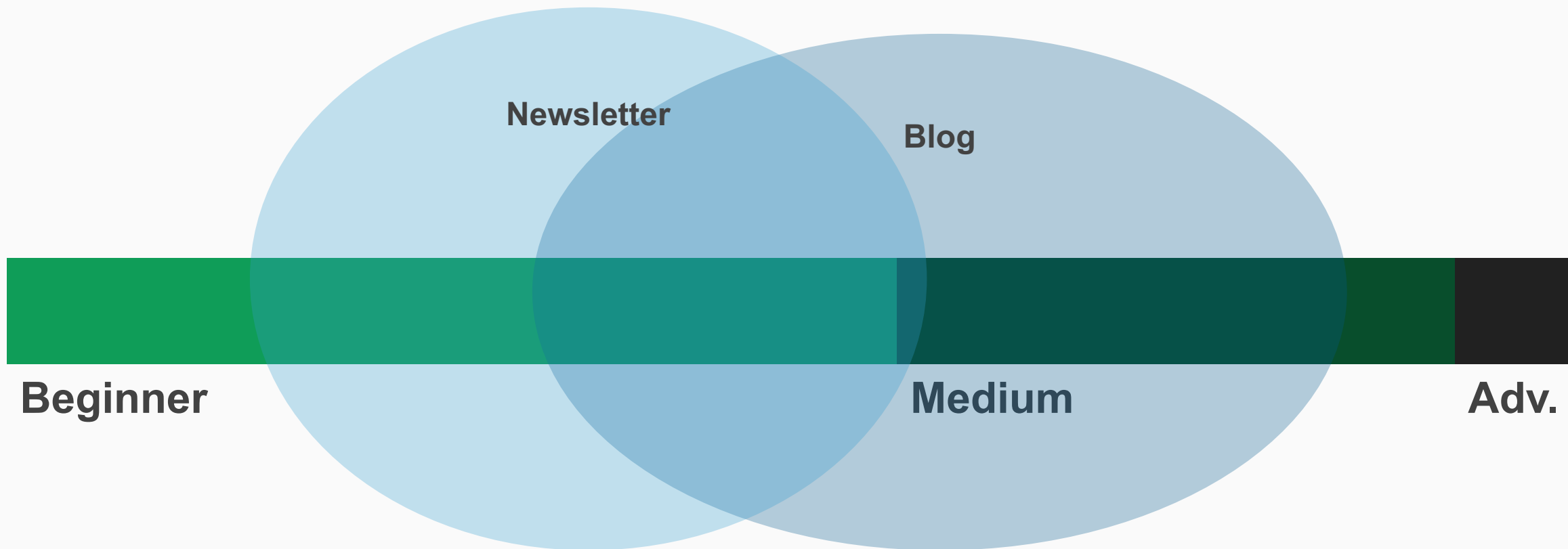
- Sent at the end of the month
- HTML copy/pasted into an email
- Blog promotes newsletter
- 28 sign-ups – including 2 deans
- Open to non-employees



Recent blog posts

Recommended readings

Current projects



Flyers in staff areas

Do users understand our site's navigation?

Summary of recent UX research

What we did

A recent tree test evaluated **findability of content** on info.lib.uh.edu to test navigation performance (Navigation is currently *Search*, *Services*, *Help*, and *About*)

This is a benchmark to compare with future navigation designs.

What we found

6 participants completed all 3 tasks, which asked what page they would use to

- Find a specific database (Correct answers: Databases, OneSearch)
- Read information about printing (Correct answers: Print & Scan)
- Reserve a study room (Correct answers: Study Spaces, Academic Research Center)

Overall, there was **44% success** in locating the correct page for every task.

- Database: 33% success
- Printing: 34% success
- Room: 66% success

Directness refers to completing a task without backtracking. Overall, there was **56% directness**.

- Database: 83% directness
- Printing: 50% directness
- Room: 33% directness

Success and directness are low for relatively simple tasks. A new navigation with new titles and organization is needed. These results were expected! They will serve as a benchmark to compare with future designs.

Next steps

Card sorting will be conducted to evaluate how users naturally organize the site's content, after which new trees will be created, evaluated, and compared.

Learn more

Read more about this project at ux.lib.uh.edu/tree-jan17

Learn about user experience (UX) services at intranet.lib.uh.edu/ux

For more information, contact
Daniel Pshock, UX & Web Content Strategy Coordinator
djpshock@uh.edu | 713-743-8367 | Office 110F (in Systems)

- As simple as possible
- Show what's most important
- Footer points to blog and intranet
- Literally for anyone walking by



Flyers in staff areas

Do users understand our site's navigation?

Summary of recent UX research

What we did

A recent tree test evaluated **findability of content** on info.lib.uh.edu to test navigation performance (Navigation is currently Search, Services, Help, and About)

This is a benchmark to compare with future navigation designs.

What we found

6 participants completed all 3 tasks, which asked what page they would use to:

- Find a specific database
- Read information about printing
- Reserve a study room

Database: 33% success

Printing: 34% success

Room: 66% success

Overall, there was **44% success** in locating the correct page for every task.

- Database: 33% success
- Printing: 34% success
- Room: 66% success

Directness refers to completing a task without backtracking. Overall, there was **56% directness**.

- Database: 83% directness
- Printing: 50% directness
- Room: 33% directness

Success and directness are low for relatively simple tasks. A new navigation with new titles and organization is needed. These results were expected! They will serve as a benchmark to compare with future designs.

Next steps

Card sorting will be conducted to evaluate how users naturally organize the site's content, after which new trees will be created, evaluated, and compared.

Learn more

Read more about this project at ux.lib.uh.edu/tree-jan17

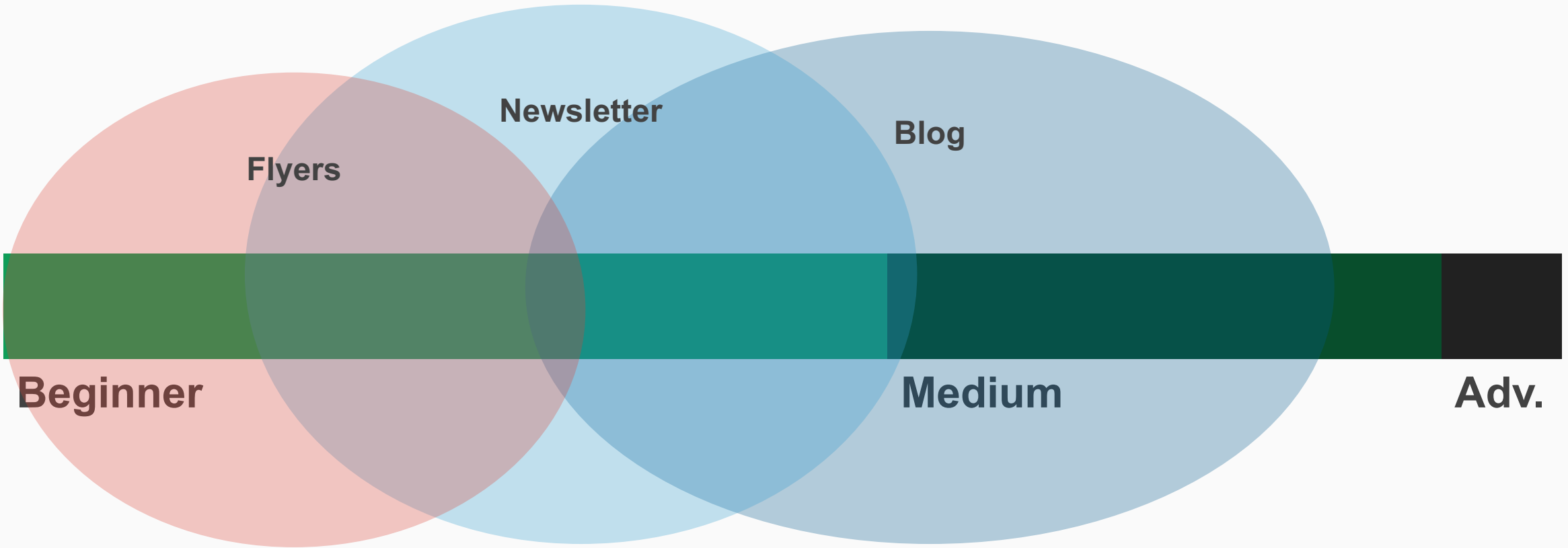
Learn about user experience (UX) services at intranet.lib.uh.edu/ux

For more information, contact
Daniel Pshock, UX & Web Content Strategy Coordinator
djpshock@uh.edu | 713-743-8367 | Office 110F (in Systems)

- As simple as possible
- Show what's most important

I adapted this idea from the UX department
at Fondren Library at Rice University

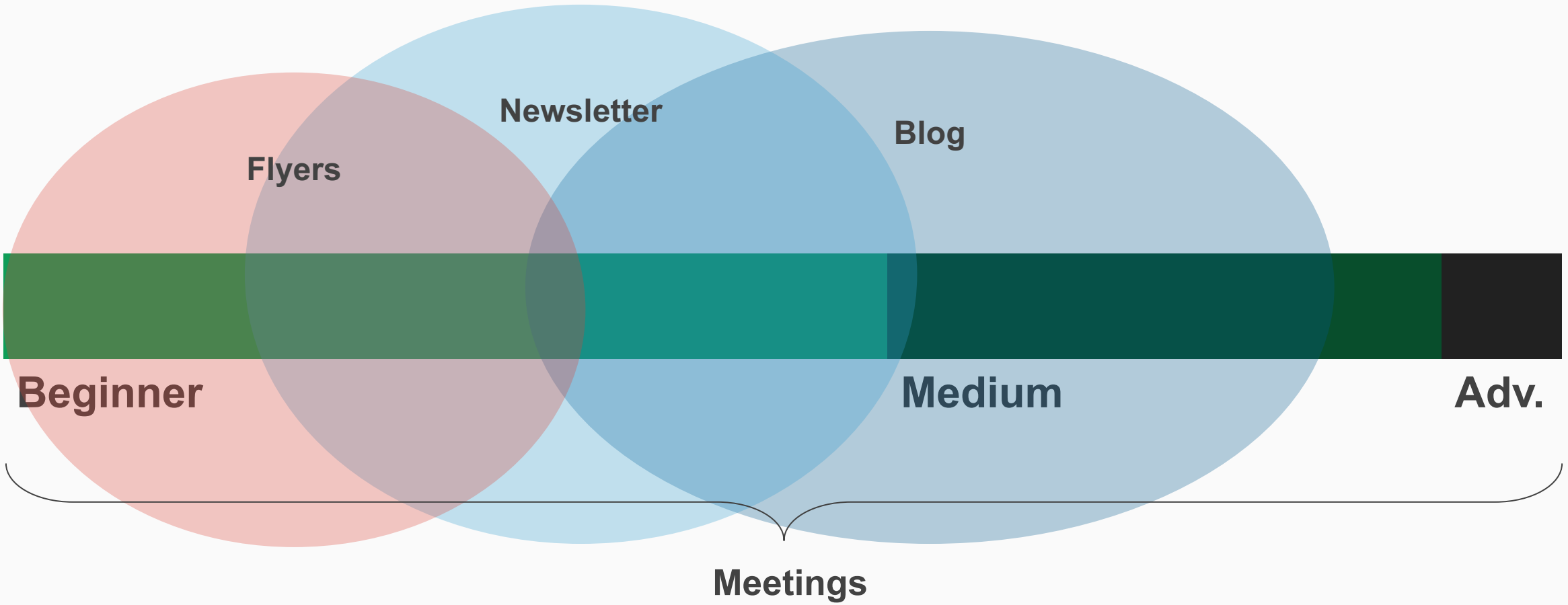




Stakeholder meetings

Learn to do meetings well

- Only invite those who *need* to be there
- Good to provide consumable resources – handout, webpage
- The answer *OK* is your secret weapon
- It behooves to learn about meeting design

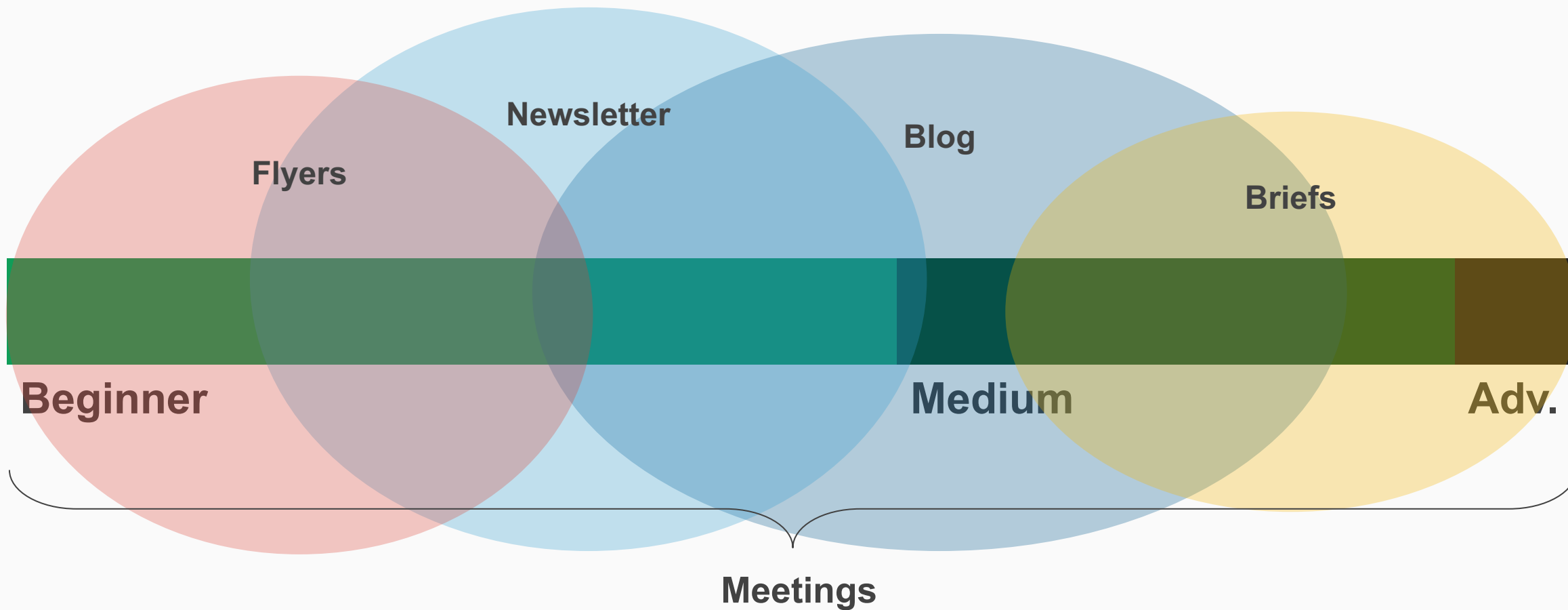


UX briefs

Purpose

Include engaged colleagues in understanding new insights, interpreting research findings, and brainstorming design solutions

- New idea, as yet untried
- Quick, informal meet-ups where a new insight or design is shared
- Similar format to lunch-and-learn session
- I'll do all the talking – just listen and provide feedback if you want

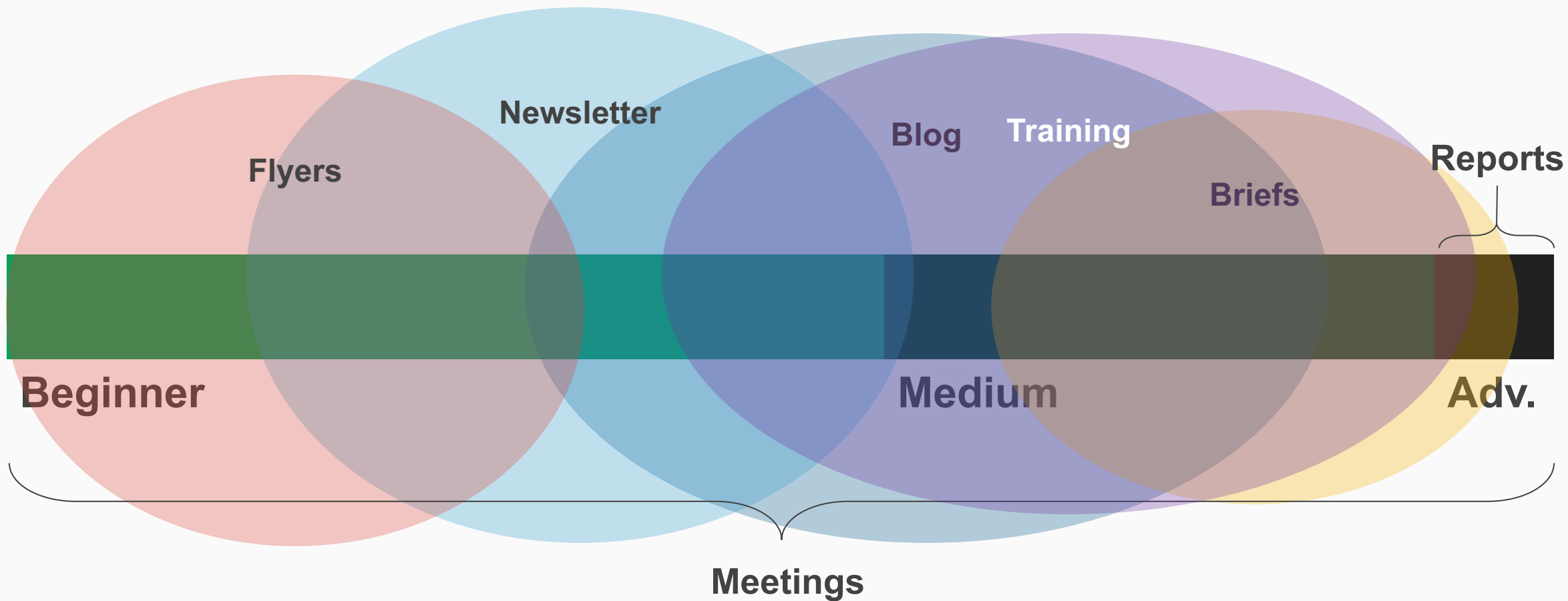


Internal trainings

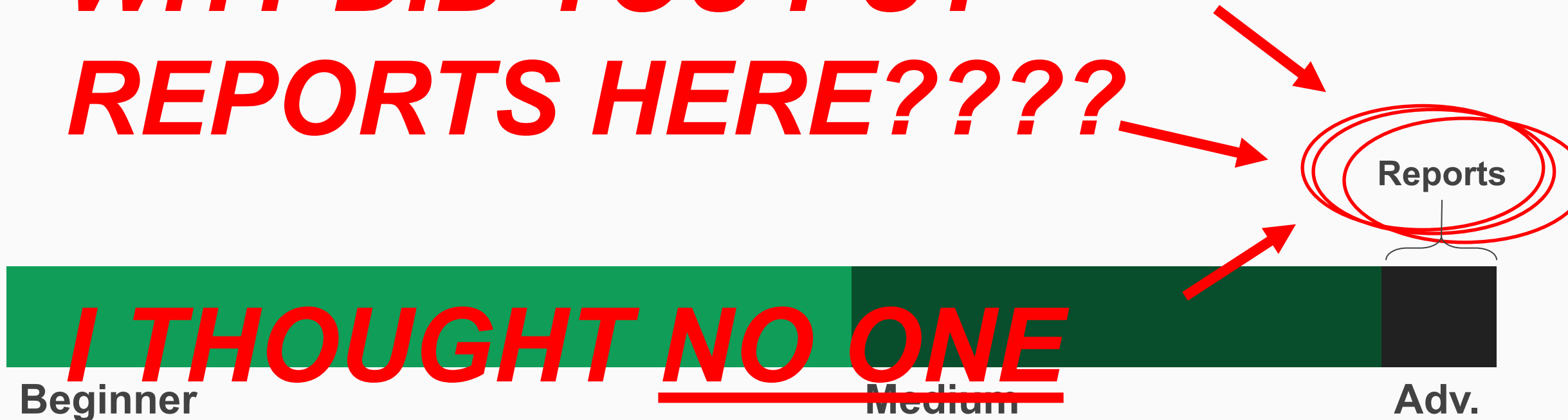
Purpose

Conducted when an organizational initiative is enacted where success depends on the actions of a large number of staff

- New idea, as yet untried
- In-depth explanation of concept or system
- Example: Content strategy training for content authors
- Not just what to do – *why* we need to do it



***WHY DID YOU PUT
REPORTS HERE?????***



***I THOUGHT NO ONE
READS***

REPORTS????????

**LIKE ANY GOOD
PROPOGANDIST
I LIED**





WRITE REPORTS FOR *YOURSELF*

They can inform all the other methods I've described

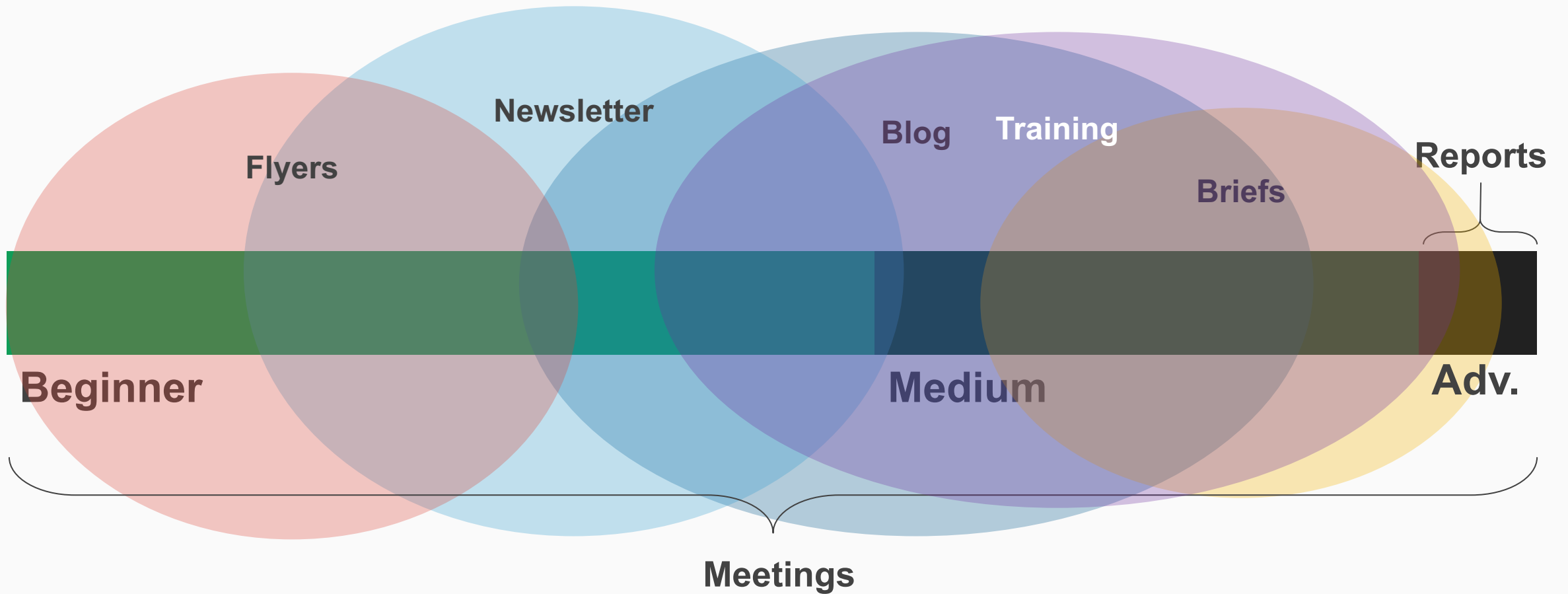
For any given project, I can

- Write a (short) report, for me
- Write a blog post
- Write about it in my newsletter
- Put up a flyer about it
- Call a meeting
- Hold a brief on it (pending)
- Conduct training (pending)

Each targets different staff groups

Methods are included or omitted depending on resources/scope

Do more than just reports



REMEMBER YOUR ROLE



Part 3

Concluding THOUGHTS



The effect

A better communication strategy means

- Inter-department meetings are smoother
- People know what you're doing
- Less surprises or pushback to changes
- Adoption & acknowledgement of UX can rise
- Perk: Work of documentation is more fun!

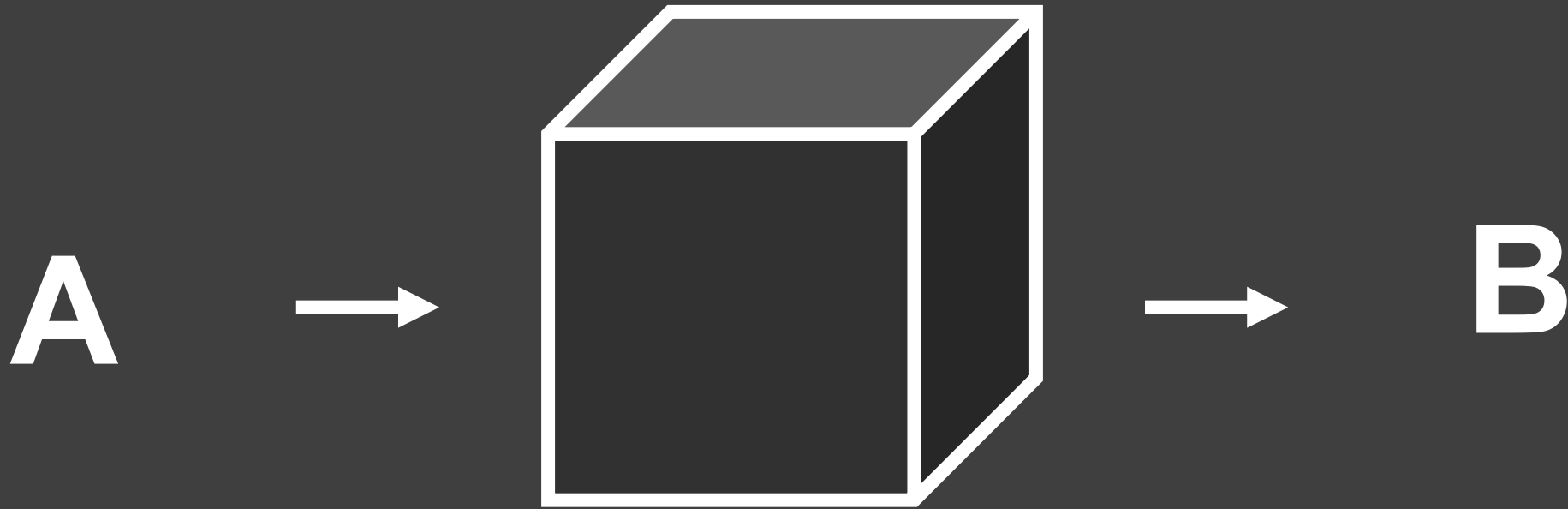
50% of user experience is **SELLING IT**

Building an effective communication strategy is within your interest

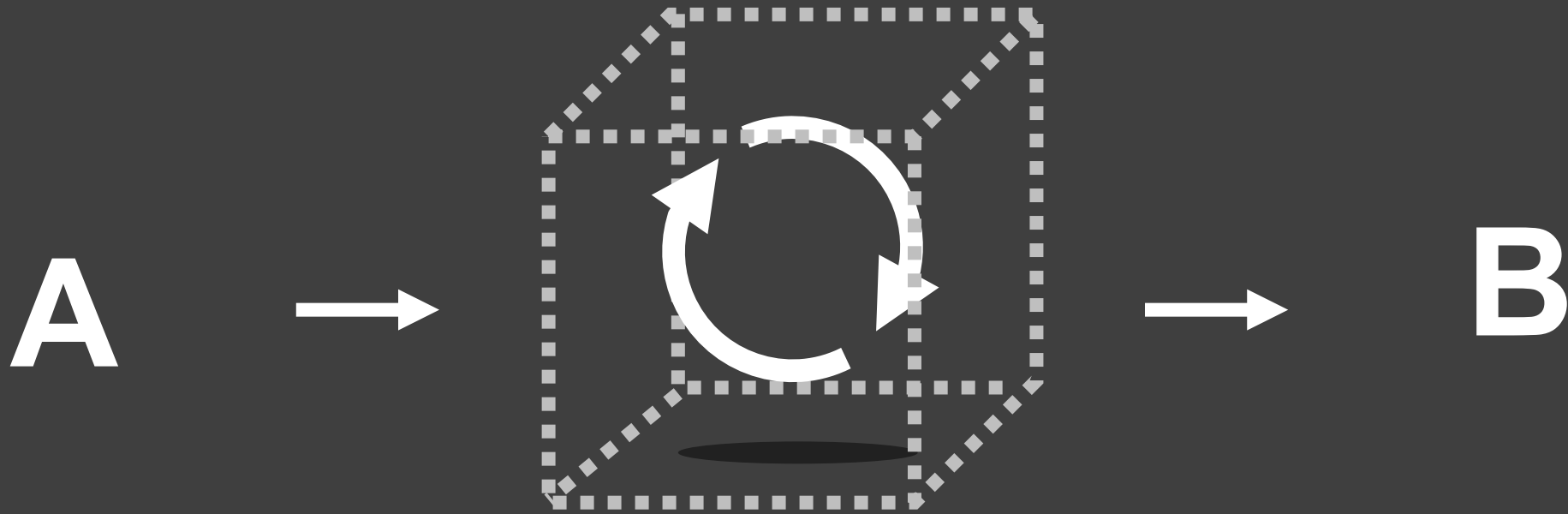
Where does this come from? Anyone know?

**50% of user experience is
SELLING IT**

Building an effective communication strategy is within your interest



**Don't make design a
BLACK BOX**



Take time to show your work

Thanks

Daniel Pshock

UX & Web Content Strategy Coordinator
University of Houston Libraries

djpshock@uh.edu

Resources from this presentation are available at
ux.lib.uh.edu/d4d2017