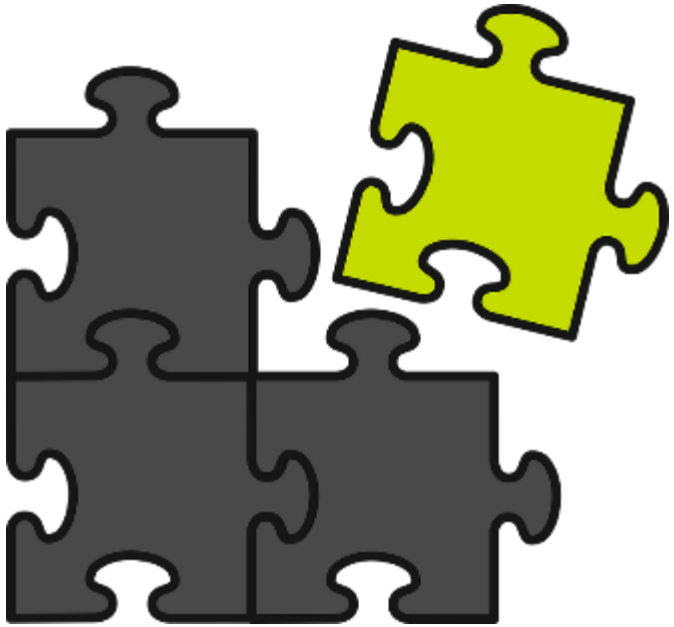
More, more, more? Discovering what our students *really* want. The KU experience of UX.

Simon Collins, Information Specialist, Library & Learning Services
Robert Elves, Information Specialist, Library & Learning Services



Kingston University London

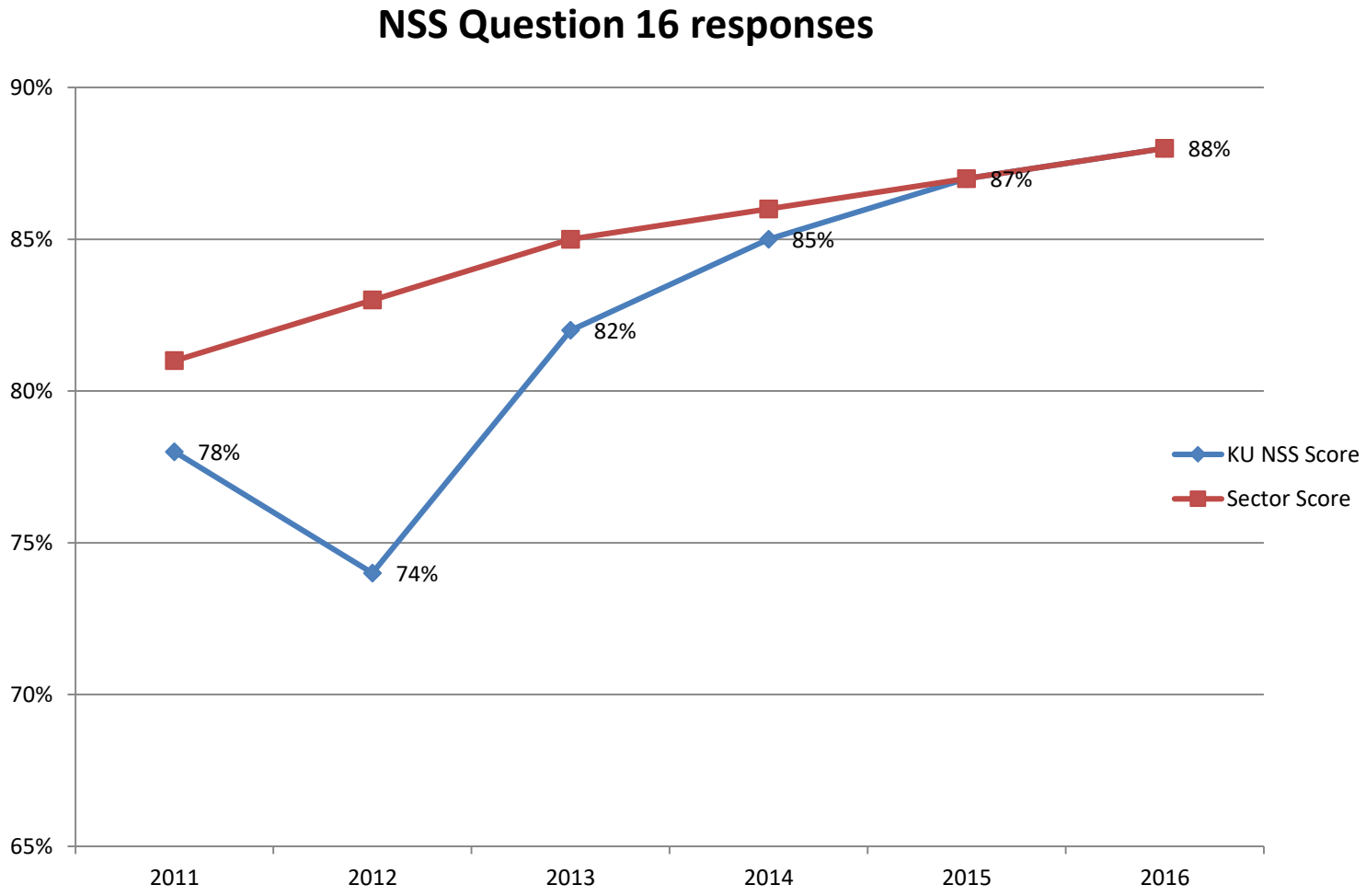
Kingston University

- South West London
- 18,000 FTE students
- 4 campuses
- 5 faculties
  - Kingston School of Art
  - Arts and Social Sciences
  - Kingston Business School
  - Health, Social Care and Education
  - Science, Engineering and Computing

Kingston University Image Bank 2018

National Student Survey

Question 16: The library services were good enough for my needs



Library & Learning Services User Survey

- Run for 13 years – that's a lot of data!
- Trends over time …
  - Usage of print versus digital
  - Ownership of devices
  - Consistent use of space
- Positive changes – evidence to support …
  - Improved learning environments
  - Longer opening hours
  - Better computer facilities eg. laptop loan
  - Enhanced materials budget

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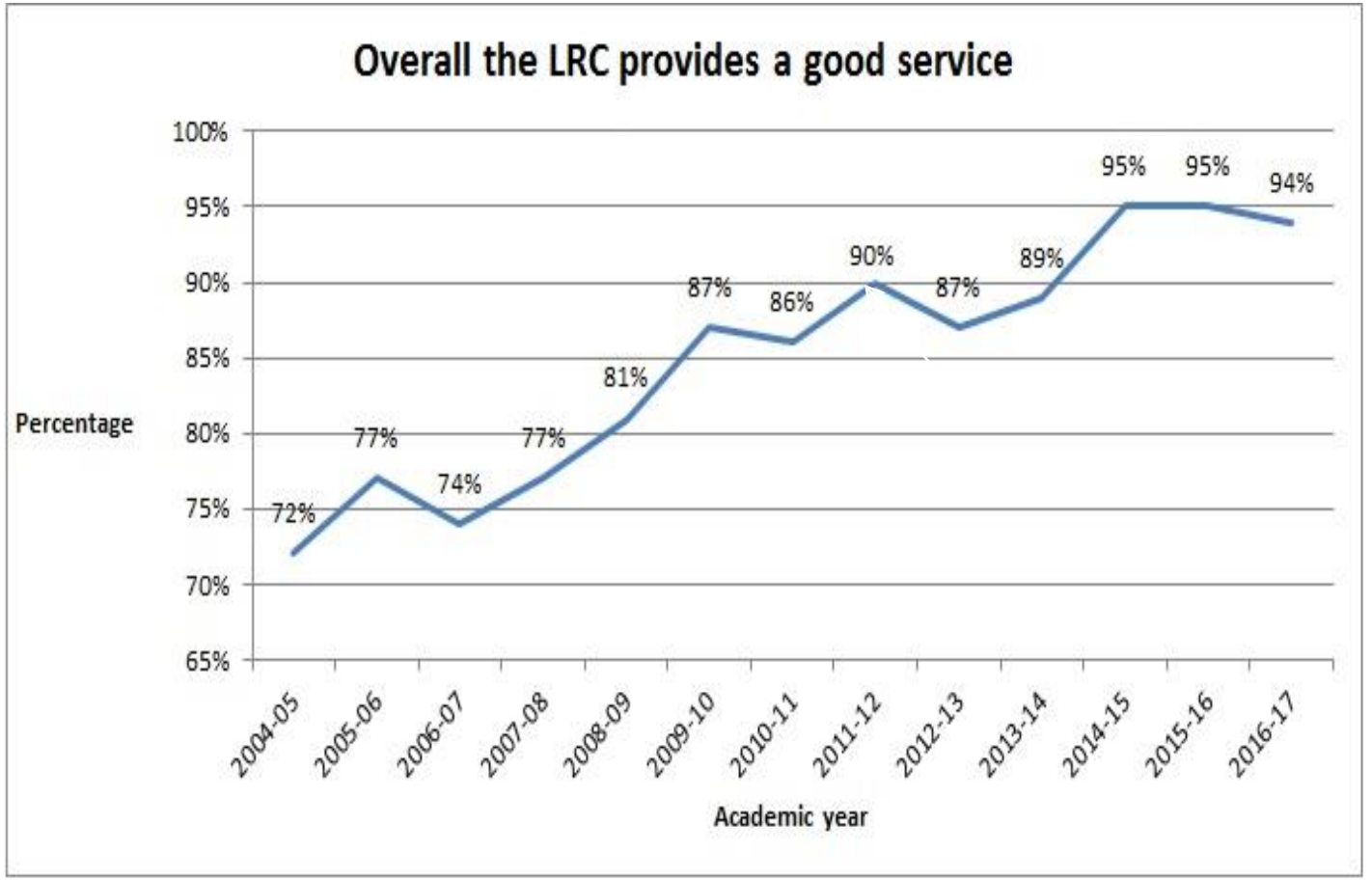
Challenges and limitations of the survey

- Original divergence between internal and external – not useful
- Consistency between LRC and NSS language
- Themed questions to dig deeper
- Student Voice action planning NOT just NSS!
- Continuous service improvement


Overall the LRC provides a good service
Percentage
100%
95%
90%
85%
80%
75%
70%
65%
72%
77%
74%
77%
81%
87%
86%
90%
87%
89%
95%
95%
94%
2004-05
2005-06
2006-07
2007-08
2008-09
2009-10
2010-11
2011-12
2012-13
2013-14
2014-15
2015-16
2016-17
Academic year

The frustration of more!

- More books
- More space
- More PCs
- Longer opening hours
- Been there, done that … can't physically do any more!!

Collins 2017

Inspiration

- Visit from Donna
- UXLibs

=

- Confidence

Barriers

- Institutional focus on metrics
- How to explain what UX is
- Time
- Money

Think outside the proverbial

- We got all staff involved
- Fed back
- All levels
- It is fun and different
- Capitalise on what is happening at your institutions

Collins 2018

Luck!

- SADRAS project
  - Time
  - Funding
  - Student input
  - Deadlines
  - Feedback

Student input

- They recruited
- student to student works well
- Good selling point

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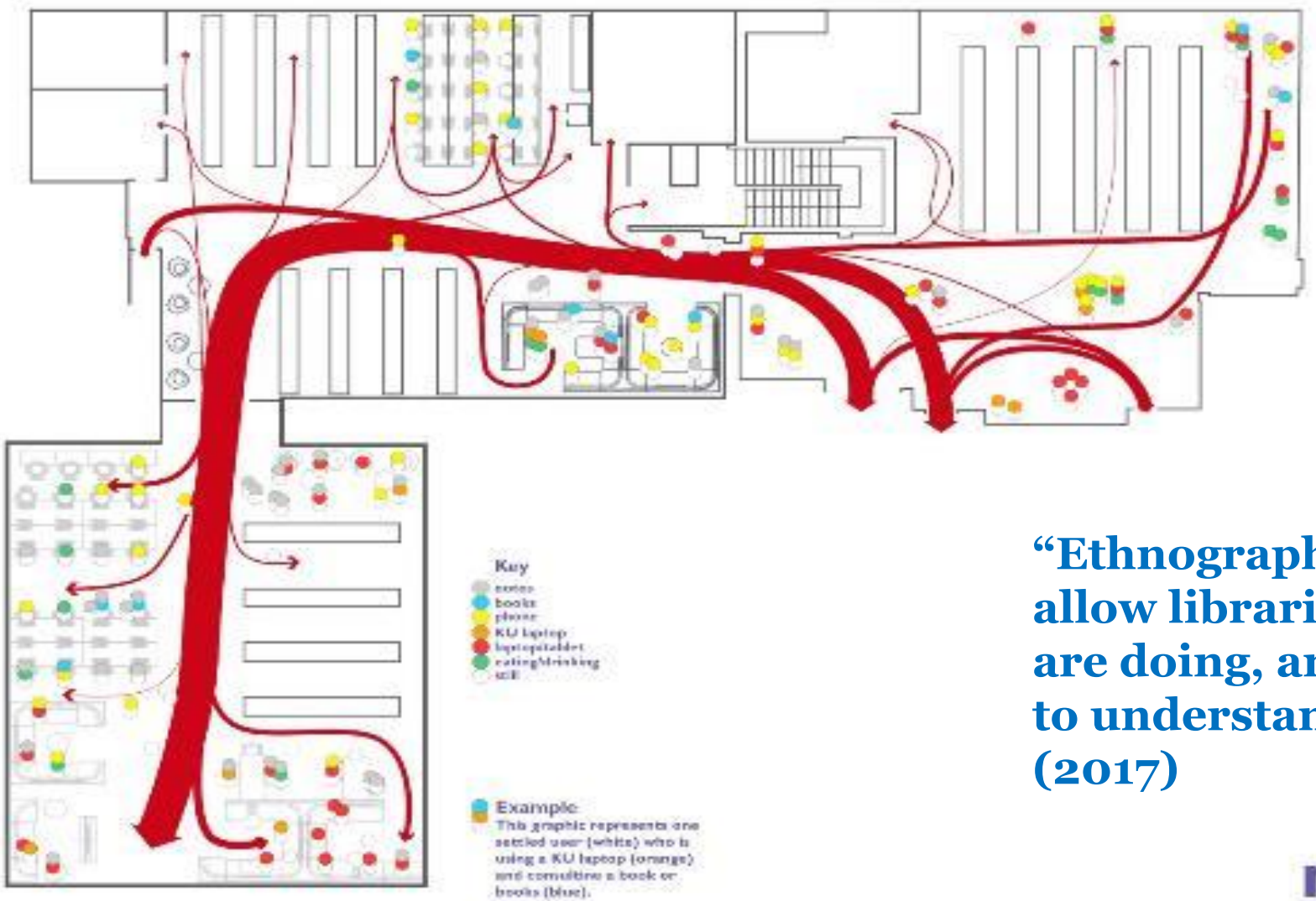
So what did we do

- Cognitive maps
- Observations- part way through
- Later on touchstone tours

Elves 20165

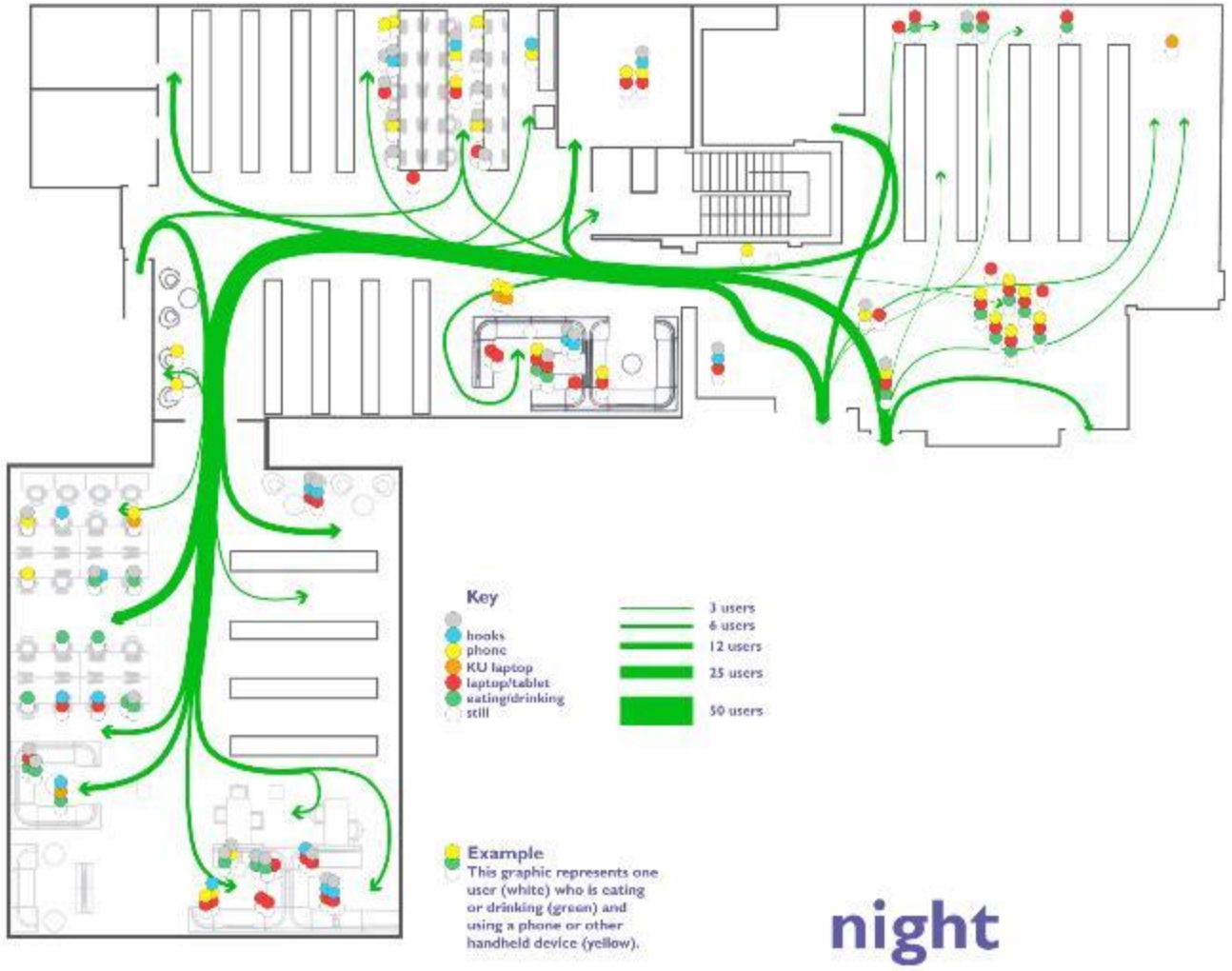
MARMITE
YEAST EXTRACT
Elves 2016

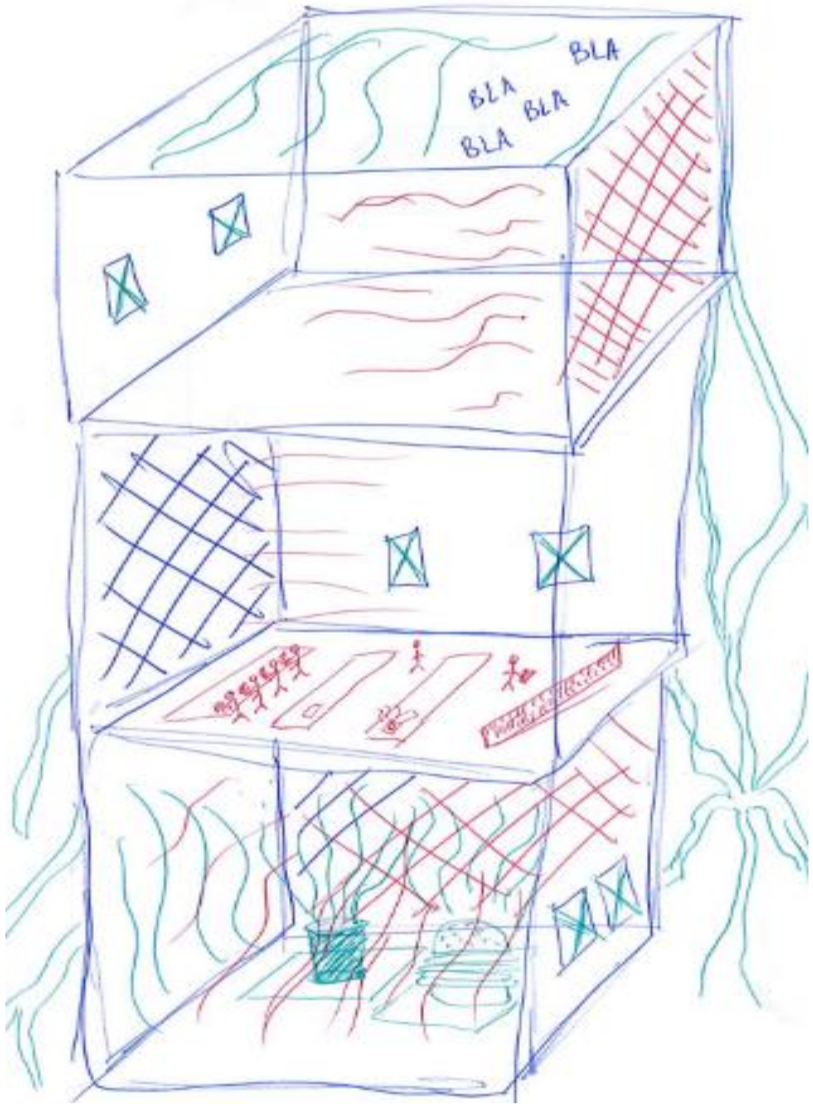


Moving beyond ‘more’

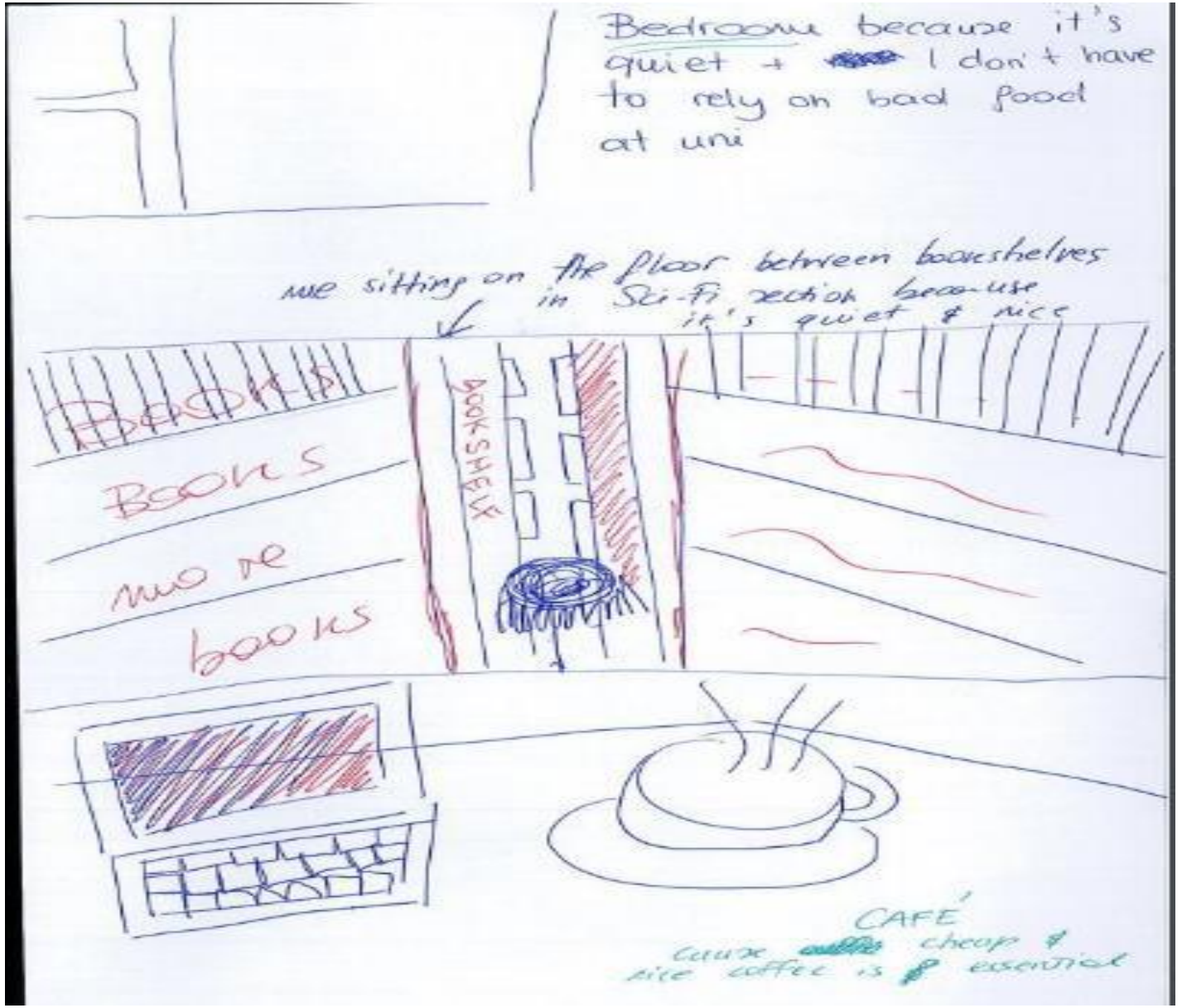
“Ethnography, a way of seeing, can allow libraries to witness what people are doing, and where, and then begin to understand why. “ Lanclos, D. (2017)

Moving beyond ‘more’

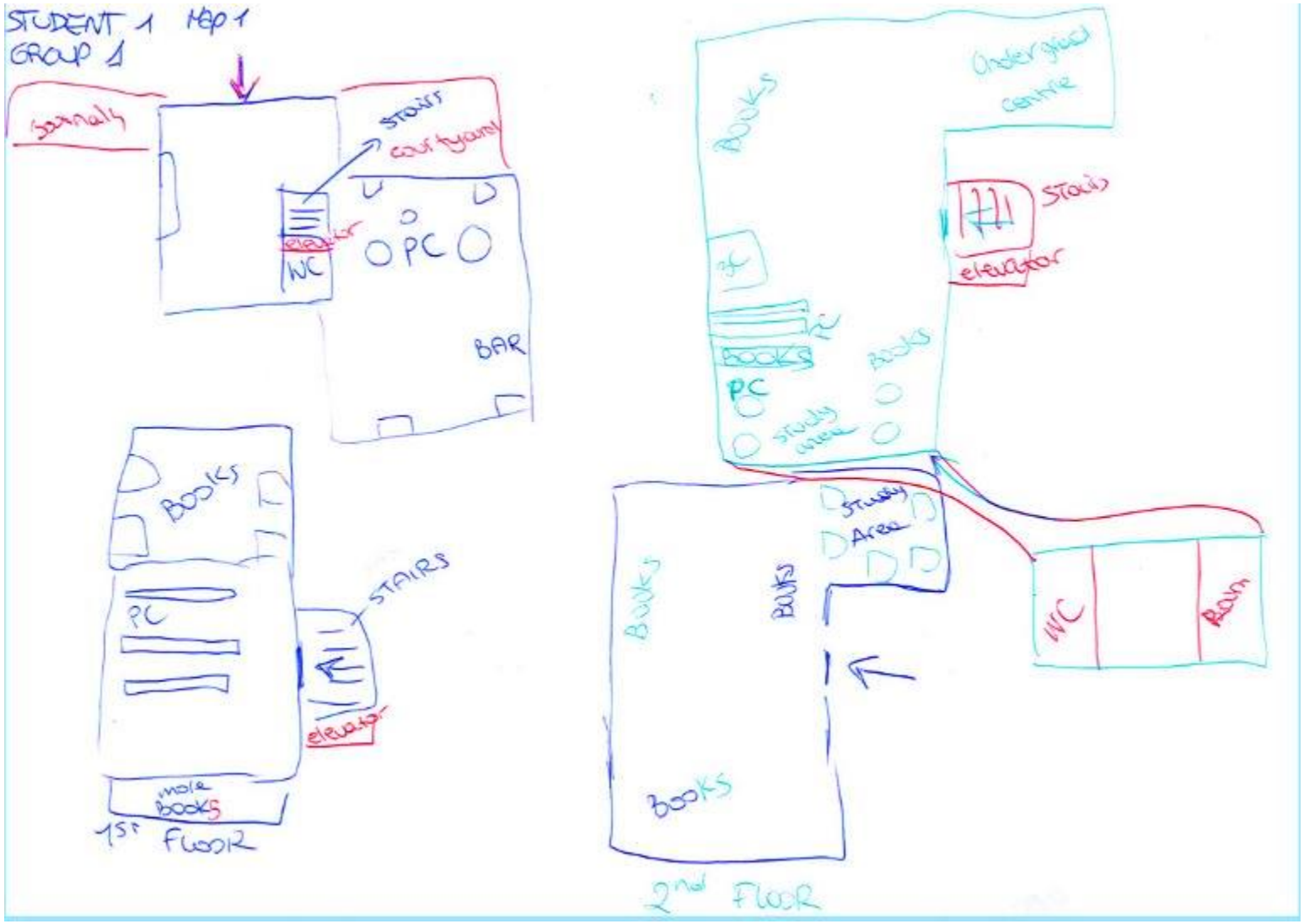


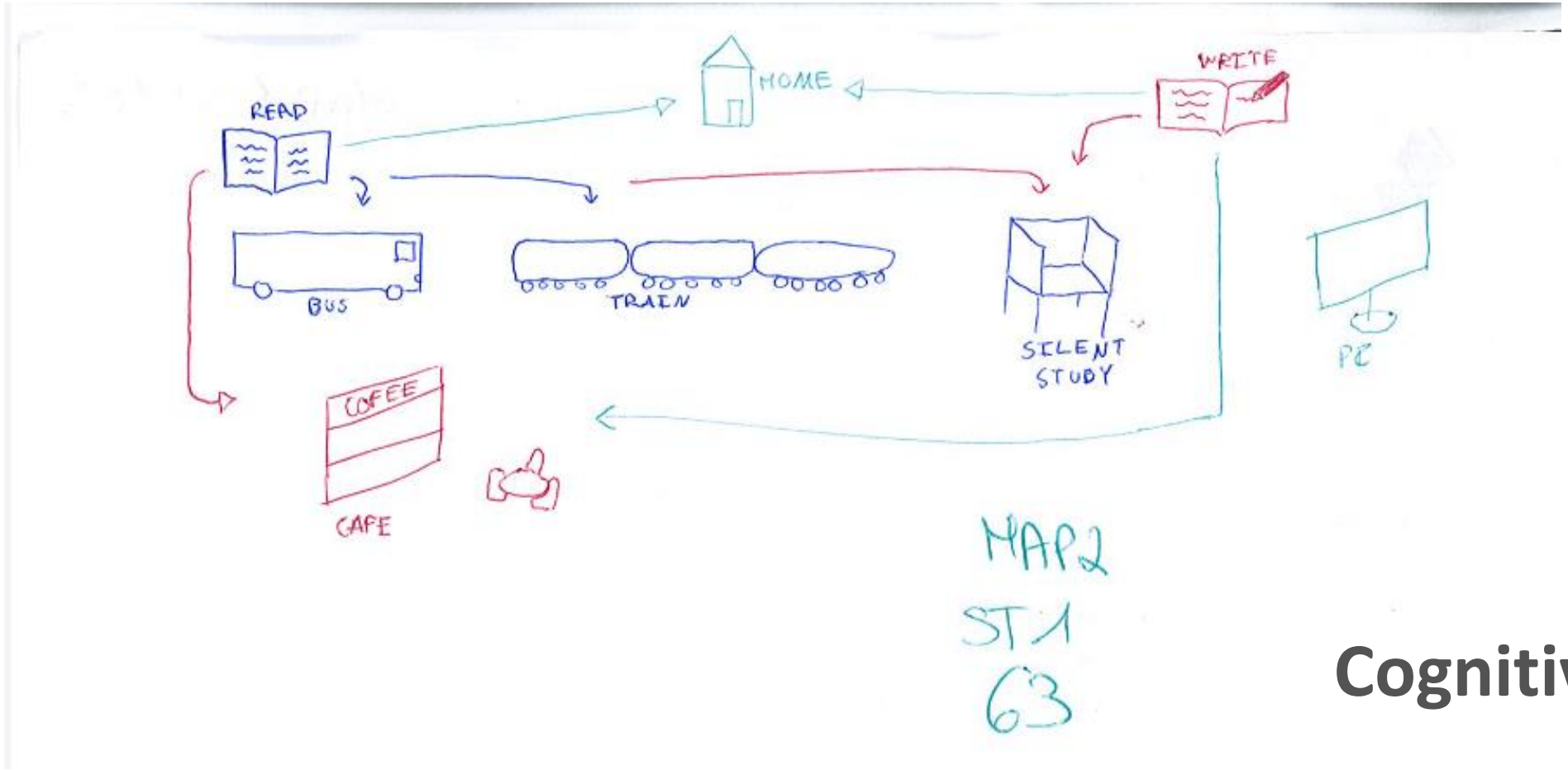


Maps of the LRC

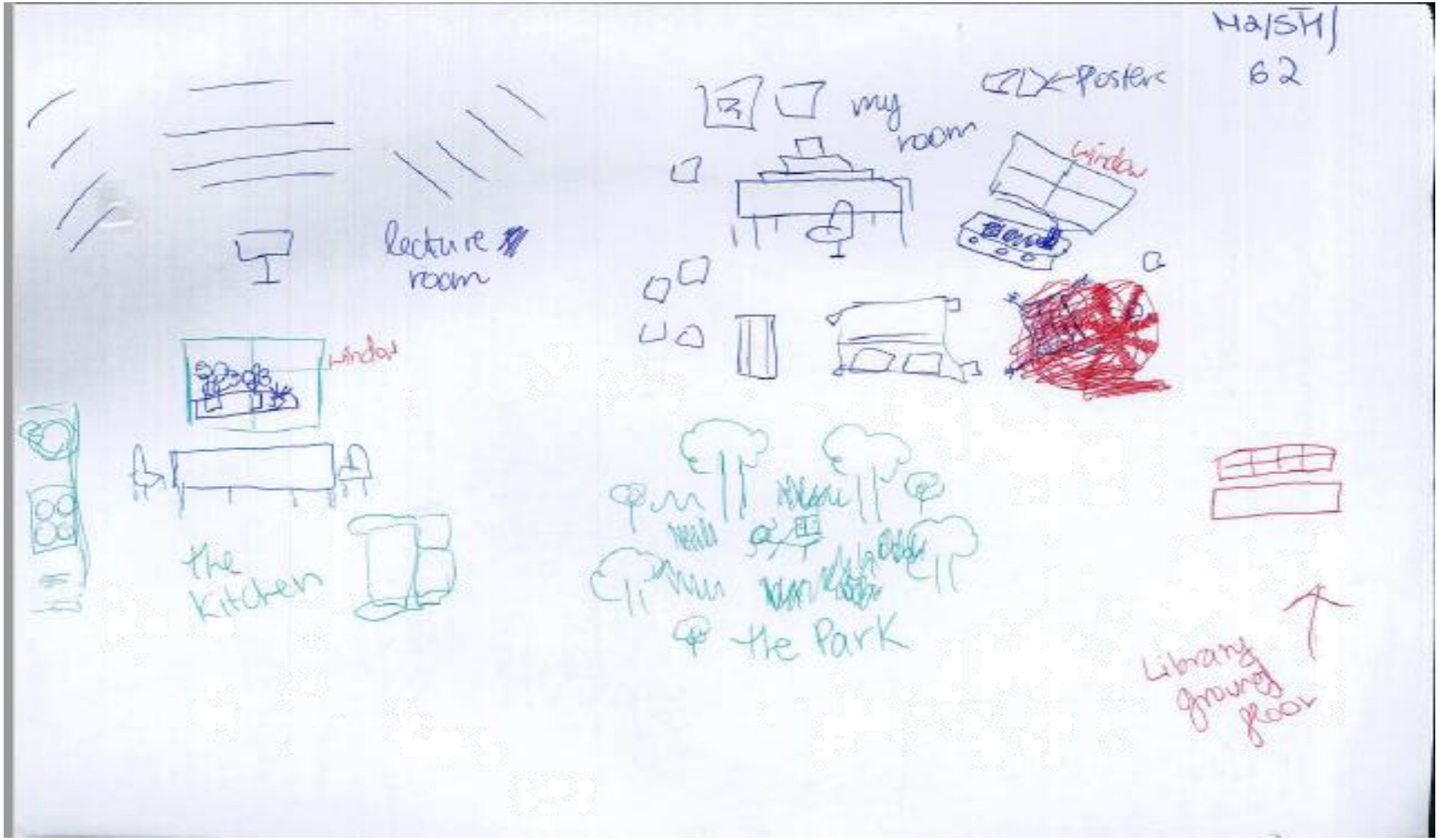


Cognitive maps


STUDENT 1 Map 1
GROUP 1
stairs
courtyard
elevator
WC
PC
BAR
BOOKS
PC
STAIRS
elevator
more BOOKS
1st FLOOR
BOOKS
Underground centre
Stairs
elevator
BOOKS
PC
BOOKS
study area
Study Area
BOOKS
BOOKS
BOOKS
WC
Room
2nd FLOOR



Cognitive maps



Cognitive maps

Touchstone tours

- As already mentioned got staff to do them- example here
- Useful to capture feelings emotions
- See things with new eyes
- Small or large adjustments
- See what students see as important or NOT

The minutiae

Burnett 2016

Outcomes

- ❑ Repurposed an area
- ❑It was evidenced by student comments
- ❑We understand the space more
- ❑“It bust myths”

New furniture

The blue chairs on the 1st floor are really comfortable.

Collins 2018

New building

- £50 million
- Will contain a Library
- Landmark building for the University

Kingston University Image Bank 2018

–New building

Malone 2017

Collins 2018

Kingston University Image Bank 2018

And in conclusion …

- Metrics and surveys have their place but, just occasionally, go wild and leave the questionnaire at home!

References

Stone, G. Pattern, D. Ramsden, B. (2012) 'Library Impact Data Project', *SCONUL Focus,* 54. Available at: https://www.sconul.ac.uk/sites/default/files/documents/8_0.pdf (Accessed: 9 May 2017).

Lanclos, D. (2017) 'Get out of the library', *UKSG e-News,* 394. Available at: http://www.jisc-collections.ac.uk/UKSG/394/Get-out-of-the-library/_ (Accessed: 27 April 2017).