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

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- 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
National Student Survey

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

NSS Question 16 responses
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
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
The frustration of more!

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

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

- They recruited
- student to student works well
- Good selling point
So what did we do

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

"so come on, see the light on your face. Let it shine just let it shine" Take That
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.
New building

– £50 million
– Will contain a Library
– Landmark building for the University
– New building
And in conclusion …

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