Keeping UX Practical: Integrating User Experience Practices into Projects

Vacek, Rachel

http://hdl.handle.net/2027.42/138151
Keeping UX Practical
Integrating User Experience Practices into Projects

Rachel Vacek,
Head of Design & Discovery
University of Michigan Library
UX is about the user’s meaningful interaction with and perception of a product, service, or system
Benefits of UX research and testing

- See the experience from user’s perspective
- Appreciate significance of cultural differences
- Understand motivations behind actions
- Observe hidden behaviors
- Learn routines in doing research
- See how the user recovers from problems
- Embrace user’s individual experiences
User testing tips

● Keep tests practical
● Choose the right method
● Consider taking a guerilla approach
● Beware of confirmation bias
● Let the participant be the expert
● Test for accessibility and usability
Testing for accessibility & usability

- Accessibility testing involves measuring the ease in which users can complete common tasks (on your website)
- A website can be technically accessible but might still be unusable
- Recruit participants through the office on campus that helps students with disabilities
- Increases your understanding of how people with disabilities use your website
- Improve experience for all – universal design concept
Making UX iterative

- Make user research and user testing a priority as you design and develop websites.
- Taking an agile approach and doing rapid prototyping brings in stakeholder and user feedback frequently.
- Test on small, specific features throughout design and development lifecycle -- don’t only test the whole application.
When UX is integrated into projects

● Better **understand** your users
● Apply **gradual** improvements
● **Tailor** services appropriately
● Adapt to **changing demands**
● Make **evidence-based** decisions
● Expand the **knowledge** of our colleagues and profession
Want more info?

Contact me:
rvacek@umich.edu

Library IT Division Blog:
https://www.lib.umich.edu/blogs/library-tech-talk