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Transforming Organizational Culture using UX Strategies

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Hello!

That's Krista Godfrey

That's Rachel Vacek

Understanding your organization

Organizational Cultures

There are many different types of organizational cultures

- Communal
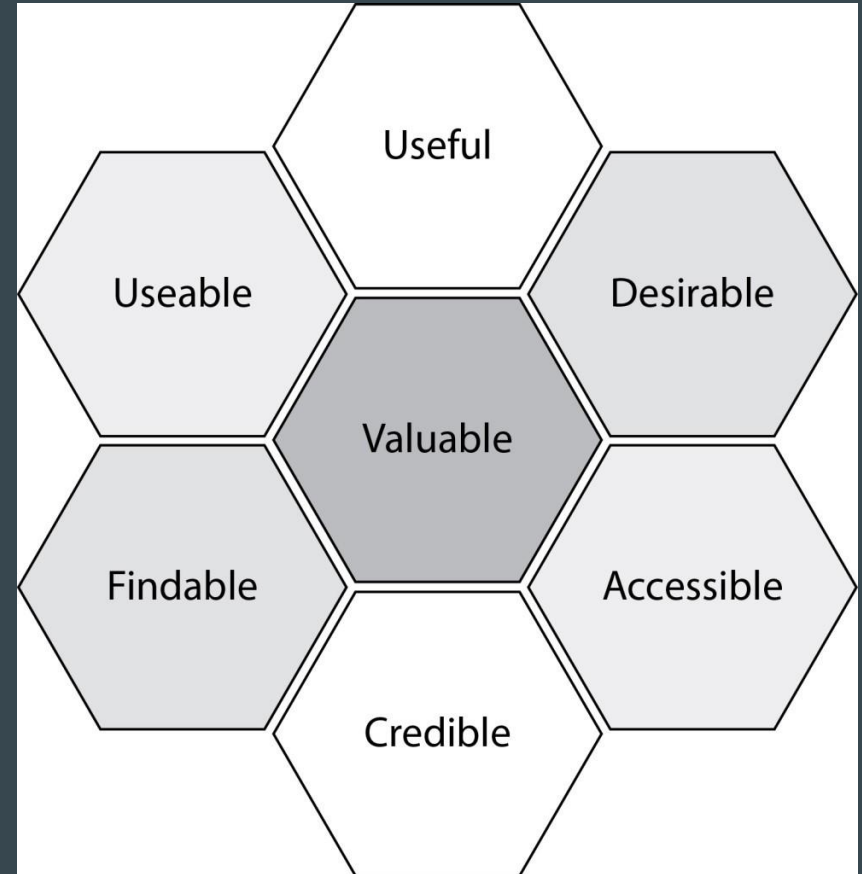- Fragmented
- Networked
- Mercenary

What is User Experience?

"User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products."

- Don Norman and Jakob Nielsen, founders of NN/G

User Experience "Honeycomb" by Peter Morville

UX in Libraries

- Physical vs. virtual
- Individual vs. team vs. department
- Centralized vs. distributed
- Administrative vs. non-administrative

Poll: How is UX work performed in your organization?

A. Solo
B. Team
C. Department
D. Library wide
E. No work is being done

UX Maturity Levels

"When an organization is well and truly steeped in UX, with total awareness of and buy-in on user-centered thinking, its staff enact those principles, whether they're facing patrons or not. In short, UX thinking makes a person considerate."

- Coral Sheldon-Hess

http://www.sheldon-hess.org/coral/2013/07/ux-consideration-cmmi/

5 User experience is so ingrained that staff consider the usability of all of their work products, including internal communications. Staff are actively considerate, not only toward users but toward their coworkers.

4 User experience is a primary motivator; most staff are comfortable with UX principles. Users are consulted regularly, not just for major decisions, but in an ongoing attempt at improvement.

3 The organization cares about user experience; one or two UX champions bring up users' needs regularly. Decisions are made based on established usability principles and studies from other organizations, with occasional usability testing.

2 Some effort is made toward improving the user experience. Decisions are based on staff's gut feelings about patrons' needs, perhaps combined with anecdotes from service points.

1 Decisions are made based on staff's preferences, management's pet projects. User experience [of patrons] is rarely discussed.

Poll: What's your library's UX maturity level?

A. Level 5
B. Level 4
C. Level 3
D. Level 2
E. Level 1

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UX in your organization

Mission, Vision, Values

Poll: How is UX work reflected in your organization?

A. Stated in your library mission, vision, or values statement
B. Stated in your library strategic plan
C. Some of the above
D. All of the above
E. None of the above

Any questions so far?

Why do we care about organizational culture?

Culture drives what we do in the library

Transforming your spaces

Transforming your services

Transforming your culture

Change management is key

The importance of buy in, or even better, **join in**

Do you need a champion to be successful?

...

YES

YOU can successfully transform your organizational culture using UX strategies

Contact us!

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Questions?

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