

Understanding how MIT faculty, students, and researchers work

The new MIT Libraries User Experience Group



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March 7, 2011

Why do libraries need a user experience group?

Focus on...

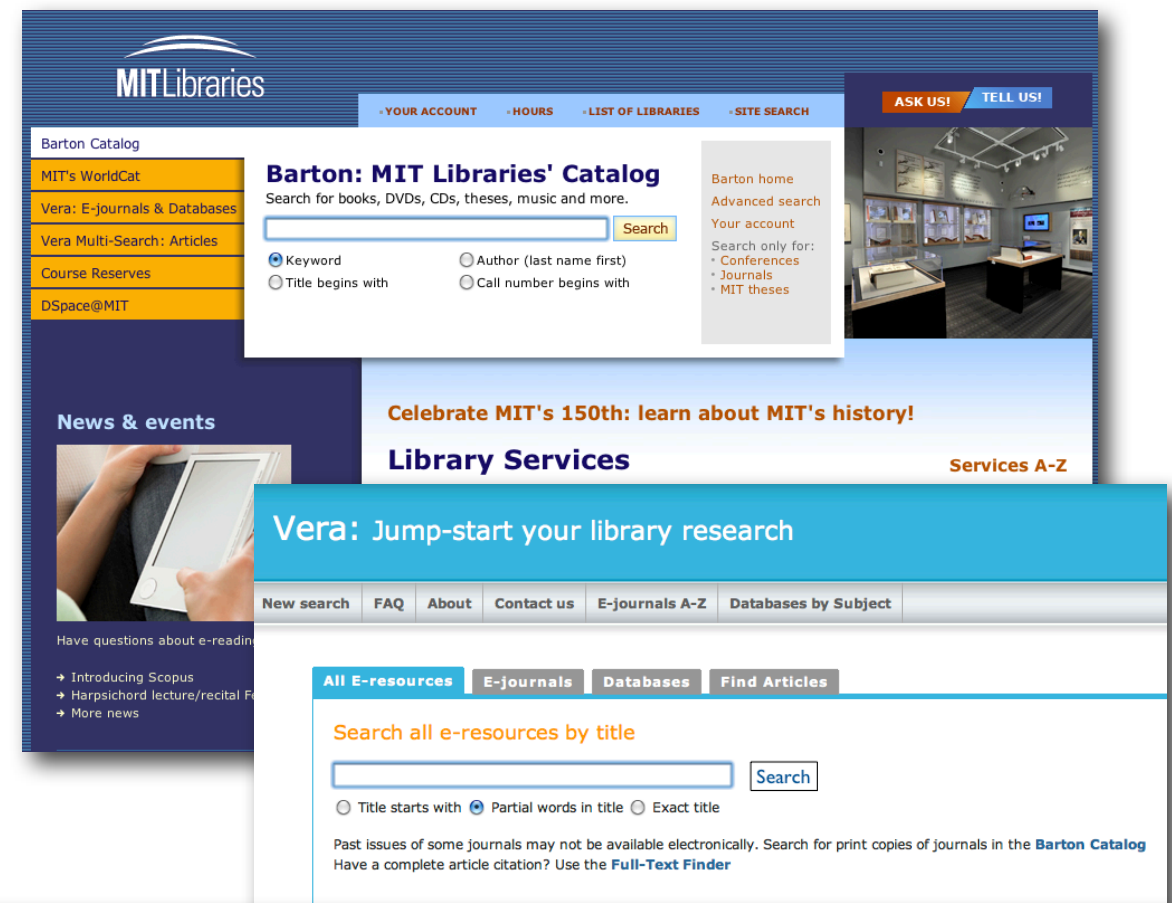
All aspects of the user's interaction with the product or service:

.... how it is perceived, learned, and used.

physical



virtual





Vera: Jump-start your library research

New search FAQ About Contact us E-journals A-Z Databases by Subject

All E-resources E-journals Databases Find Articles

Search all e-resources by title

Search

☐ Title starts with ☒ Partial words in title ☐ Exact title

Past issues of some journals may not be available electronically. Search for print copies of journals in the library.

Have a complete article citation? Use the [Full-Text Finder](#)

users

Basic Search of Full Catalog

[Search Tips](#)

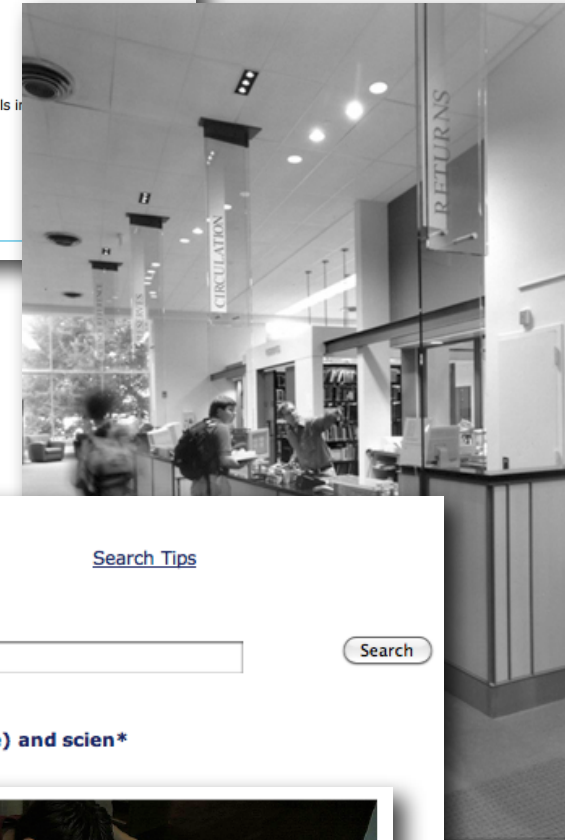
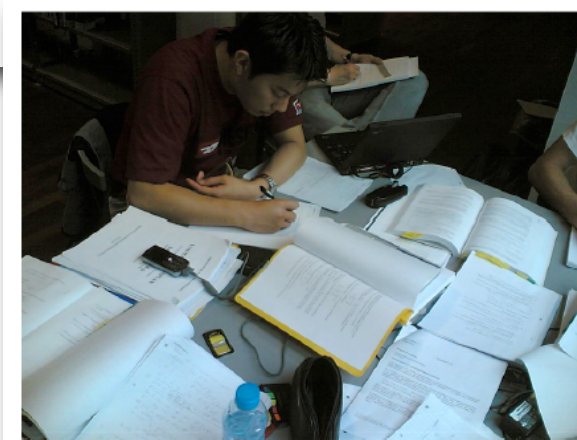
Search type:

- Keyword
- Title begins with...
- Title Keyword
- Author (last name first)
- Author Keyword
- Call Number begins with...
- Scroll down for more choices -----

Search for:

Search

Example(s):
darwin origin
(wom!n or female) and scien*



physical + virtual

UX design & strategy

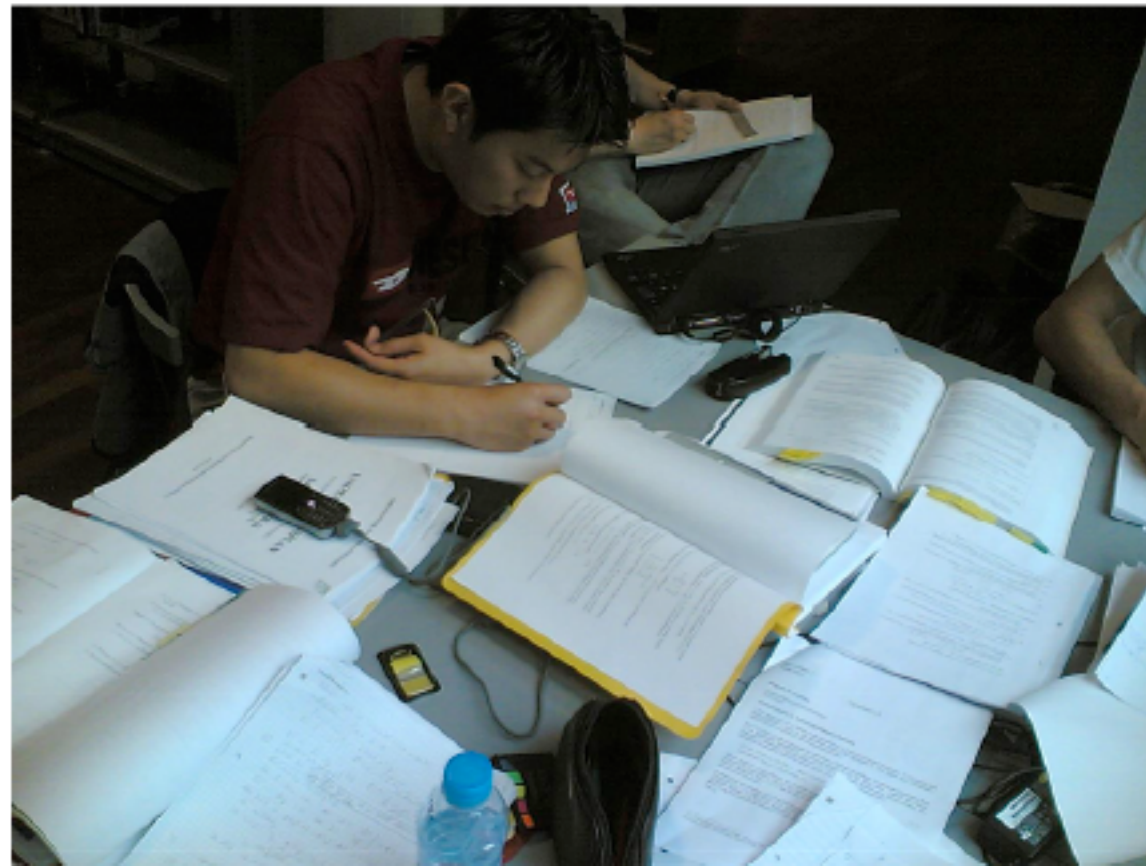
UX is multi-disciplinary

- psychology
- anthropology
- sociology
- computer science
- graphic design
- industrial design
- cognitive science

Ethnography



Study of people
and communities
within their own
environment

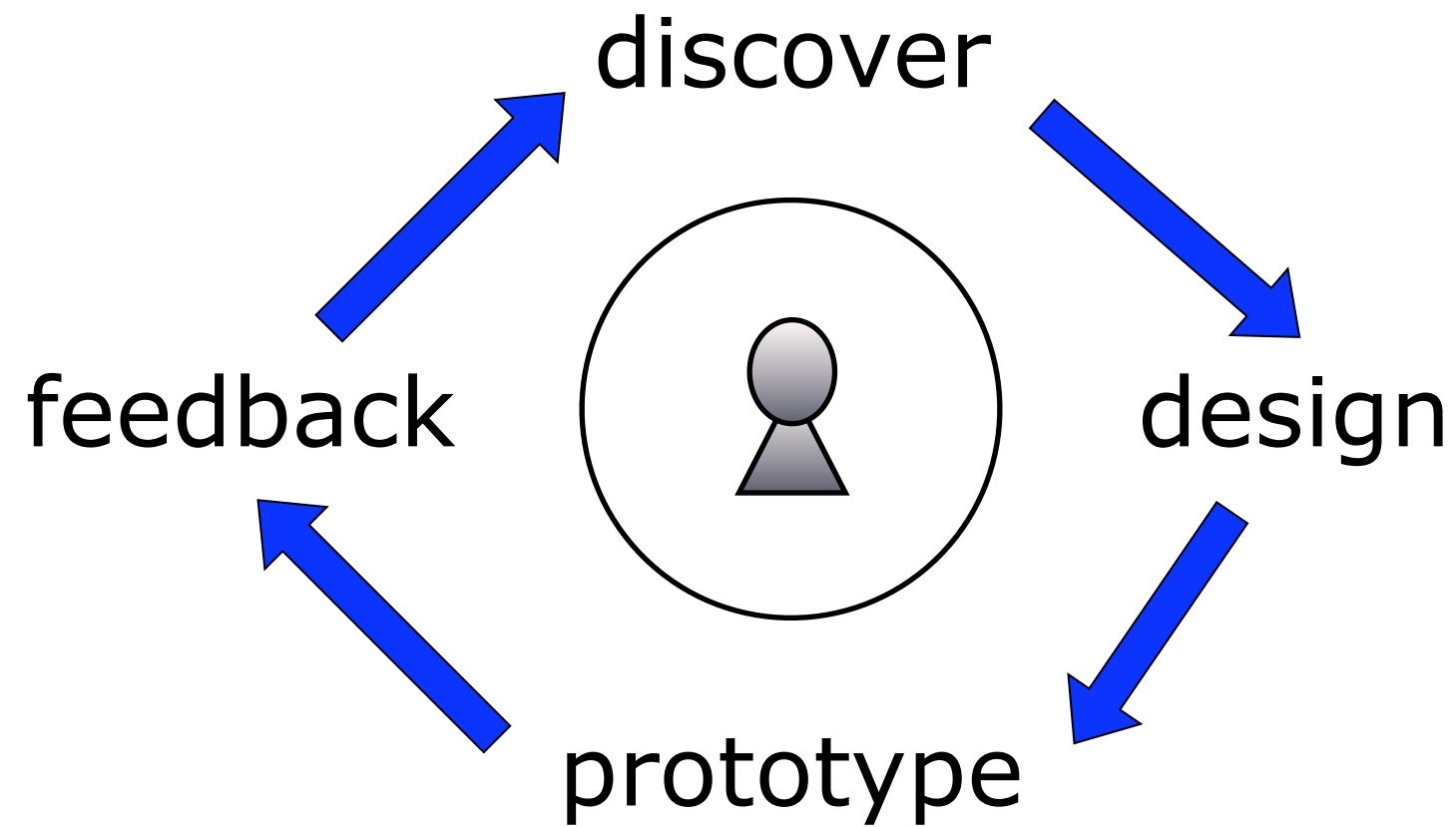


Ethnographic methods

Primary methods:

- participant observation
- formal/informal interviews

The UX cycle



Scope - UX group

- **Assessment**

user needs studies, usability testing, surveys of our users' needs, gathering and interpreting stats on use of *virtual and physical spaces*

- **Virtual sites design and production**

libraries web site, including all web, mobile and other public-facing interfaces that we can control or customize


- **Physical locations design and strategy**

the design and strategy related to services in our libraries physical locations

- **Marketing & communication**


Work together with Marketing & Communications area to set the direction for system-wide marketing and communication.

Examples of our work



MIT HISTORY

[MIT History Home](#)
[The Institute](#)
[Community / Life@MIT](#)
[Education & Research](#)
[Initiatives & Impact](#)
[Fun MIT History](#)



Welcome to MIT History


Celebrate MIT's rich history with the Institute Archives & Special Collections.

This site will connect you to exhibits, information, and interesting facts about the rich history of MIT.

[MORE INFO ▶](#)

SPOTLIGHTS


"Technology Through Time: 150 Years of MIT History" exhibit



Original documents, photos, video and sound in the Maihaugen Gallery showcase the history of MIT.

[Continue →](#)


150 Years in the Stacks



Commemorate MIT's 150th anniversary with a look through its library collections and find some surprises.

[Continue →](#)


MIT Timeline



Celebrate MIT150 by diving into MIT's rich history with an interactive timeline.

[Continue →](#)

Learning about MIT: Bibliography



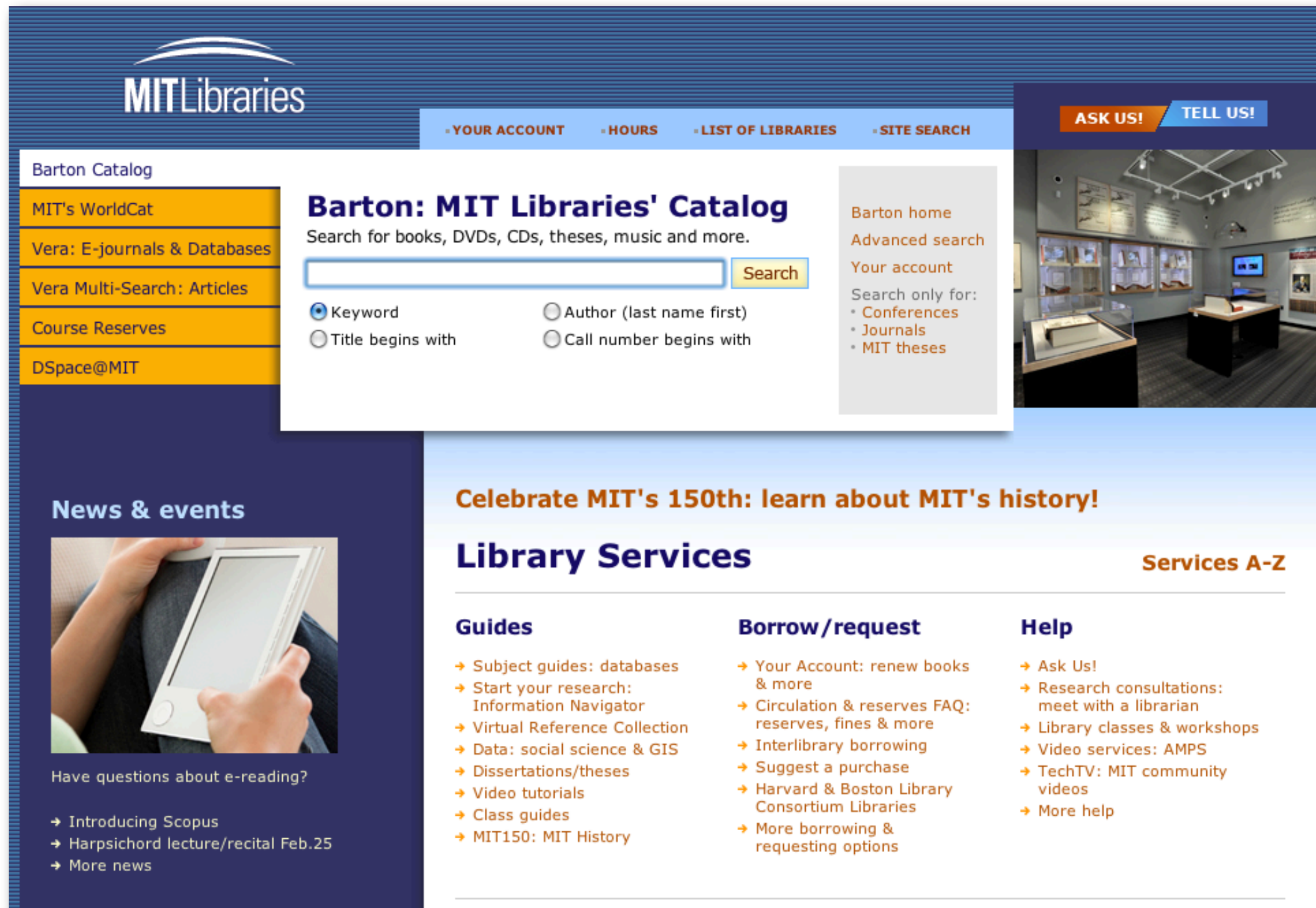
Looking for some useful sources on the history of MIT? We've compiled a bibliography

MIT HISTORY BY TOPIC

- ▶ [The Institute](#)
- ▶ [Community / Life@MIT](#)
- ▶ [Education & Research](#)
- ▶ [Initiatives & Impact](#)
- ▶ [Fun MIT History](#)

SEARCH THIS SITE

INSTITUTE ARCHIVES



The screenshot shows the MIT Libraries website interface. At the top is the MIT Libraries logo. Below it is a navigation bar with links: YOUR ACCOUNT, HOURS, LIST OF LIBRARIES, and SITE SEARCH. On the right of this bar are buttons for ASK US! and TELL US!. The main content area is divided into several sections. On the left, there's a sidebar with links to Barton Catalog, MIT's WorldCat, Vera: E-journals & Databases, Vera Multi-Search: Articles, Course Reserves, and DSpace@MIT. The central part features the 'Barton: MIT Libraries' Catalog search interface, which includes a search box, a 'Search' button, and radio buttons for search criteria: Keyword (selected), Title begins with, Author (last name first), and Call number begins with. To the right of the search box is a list of links: Barton home, Advanced search, Your account, and Search only for: Conferences, Journals, MIT theses. Below the search interface is a 'News & events' section with an image of a person using a tablet and a list of links: Introducing Scopus, Harpsichord lecture/recital Feb.25, and More news. To the right of the news section is a 'Celebrate MIT's 150th: learn about MIT's history!' banner. Below this is the 'Library Services' section, which is organized into three columns: Guides, Borrow/request, and Help. Each column contains a list of links to various services and resources.

MIT Libraries

YOUR ACCOUNT HOURS LIST OF LIBRARIES SITE SEARCH

ASK US! TELL US!

Barton Catalog

MIT's WorldCat

Vera: E-journals & Databases

Vera Multi-Search: Articles

Course Reserves

DSpace@MIT

Barton: MIT Libraries' Catalog

Search for books, DVDs, CDs, theses, music and more.

☒ Keyword ☐ Author (last name first)

☐ Title begins with ☐ Call number begins with

Barton home

Advanced search

Your account

Search only for:

- Conferences
- Journals
- MIT theses

News & events

Have questions about e-reading?

- Introducing Scopus
- Harpsichord lecture/recital Feb.25
- More news

Celebrate MIT's 150th: learn about MIT's history!

Library Services

Services A-Z

Guides

- Subject guides: databases
- Start your research: Information Navigator
- Virtual Reference Collection
- Data: social science & GIS
- Dissertations/theses
- Video tutorials
- Class guides
- MIT150: MIT History

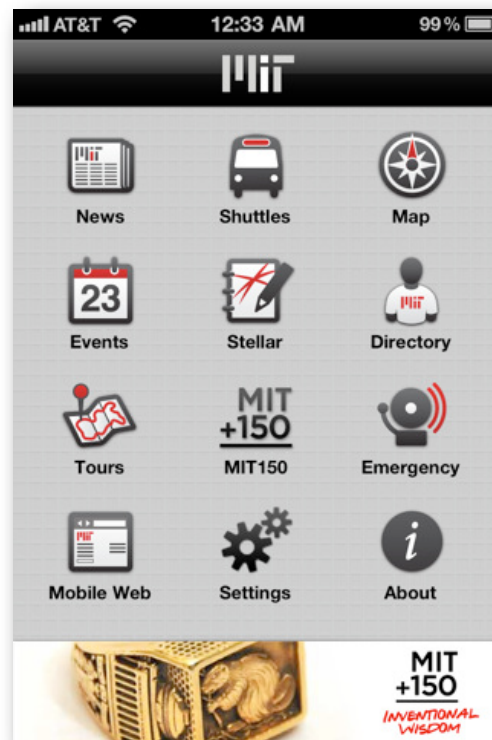
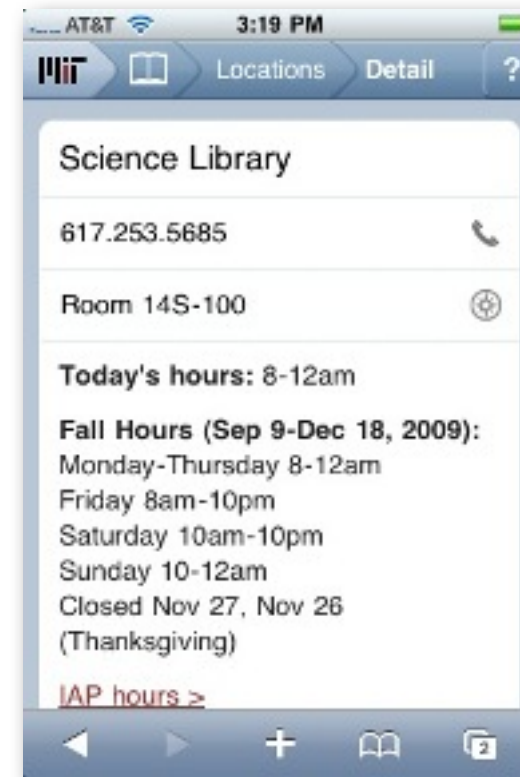
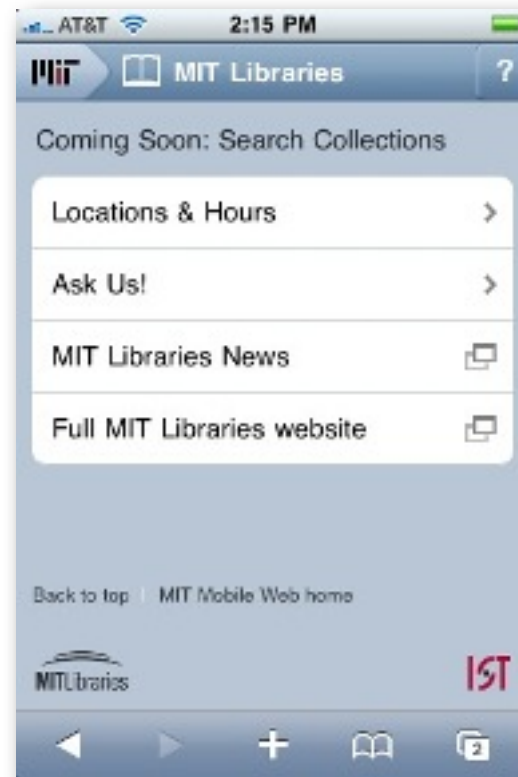
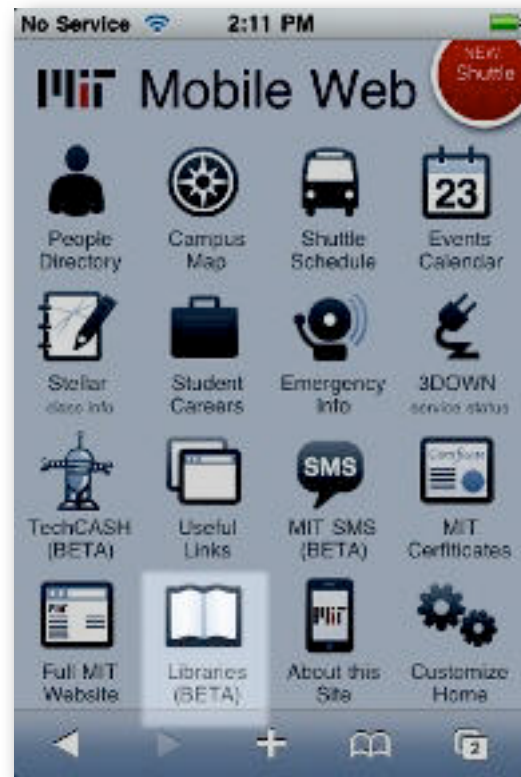
Borrow/request

- Your Account: renew books & more
- Circulation & reserves FAQ: reserves, fines & more
- Interlibrary borrowing
- Suggest a purchase
- Harvard & Boston Library Consortium Libraries
- More borrowing & requesting options

Help

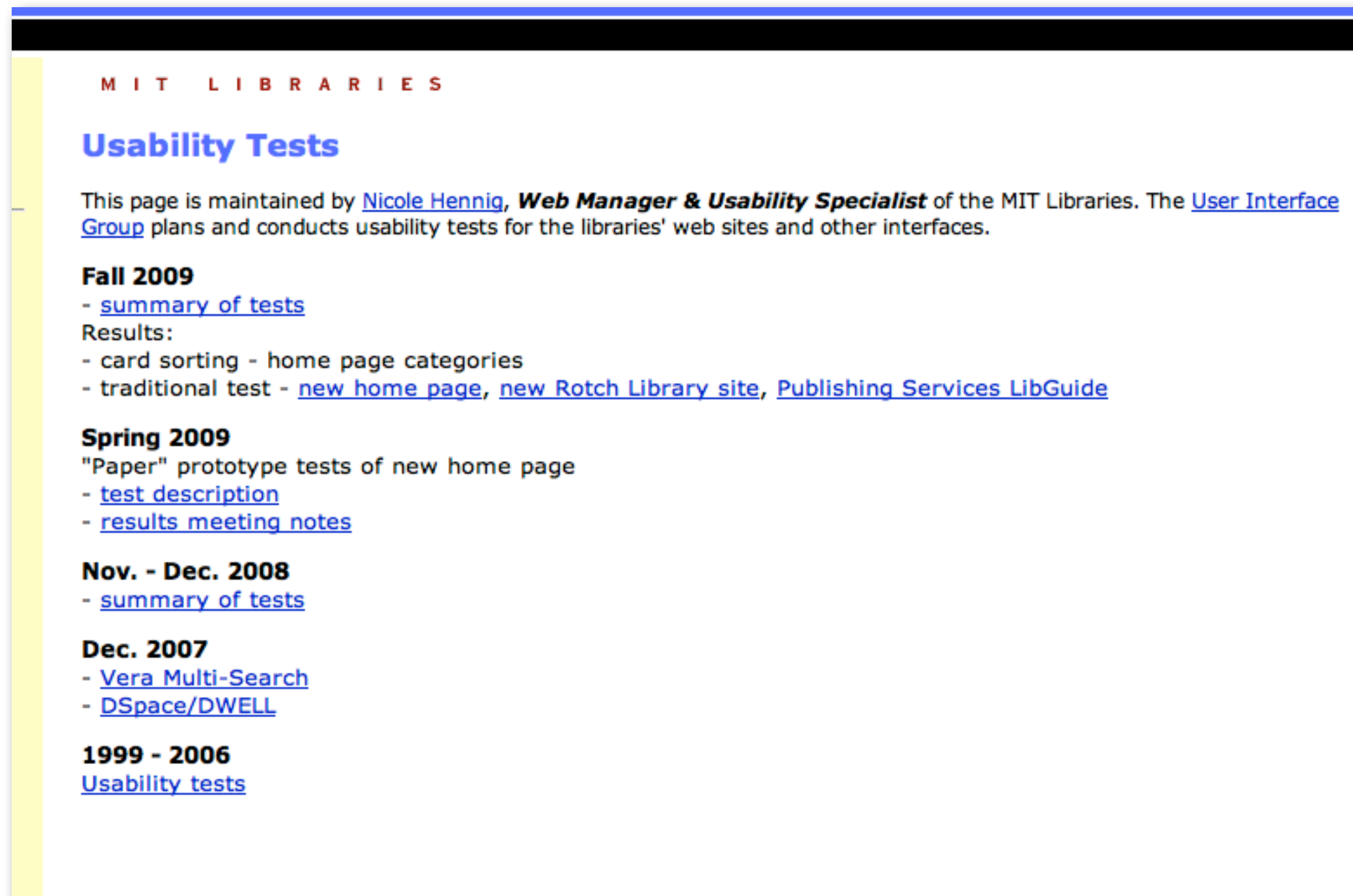
- Ask Us!
- Research consultations: meet with a librarian
- Library classes & workshops
- Video services: AMPS
- TechTV: MIT community videos
- More help

mobile web sites



later this year, MIT iPhone app

Continuous cycle of usability testing



The screenshot shows a web page titled "MIT LIBRARIES Usability Tests". The page is maintained by Nicole Hennig, Web Manager & Usability Specialist. It lists usability tests conducted from 1999 to 2009. The page has a yellow sidebar on the left and a black header bar at the top.

MIT LIBRARIES

Usability Tests

This page is maintained by [Nicole Hennig](#), **Web Manager & Usability Specialist** of the MIT Libraries. The [User Interface Group](#) plans and conducts usability tests for the libraries' web sites and other interfaces.

Fall 2009

- [summary of tests](#)

Results:

- card sorting - home page categories
- traditional test - [new home page](#), [new Rotch Library site](#), [Publishing Services LibGuide](#)

Spring 2009

"Paper" prototype tests of new home page

- [test description](#)
- [results meeting notes](#)

Nov. - Dec. 2008

- [summary of tests](#)

Dec. 2007

- [Vera Multi-Search](#)
- [DSpace/DWELL](#)

1999 - 2006

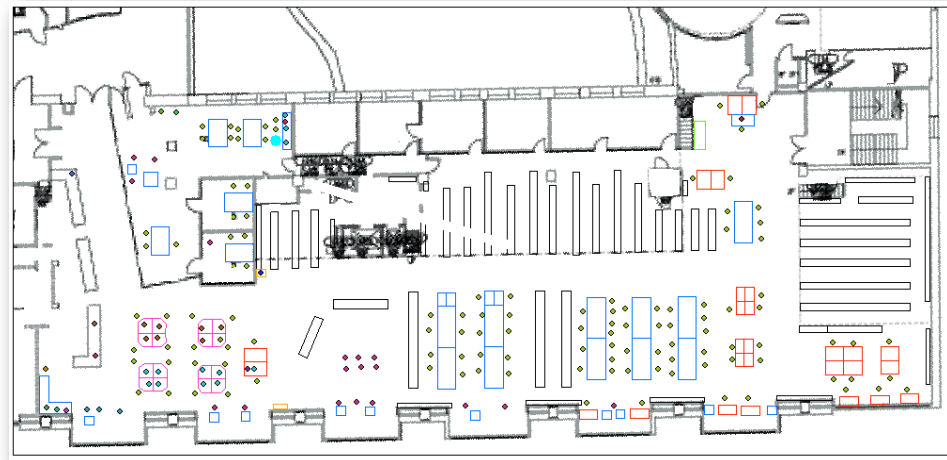
[Usability tests](#)

<http://libstaff.mit.edu/usability/>

Study of Library Spaces

A study of why, when, and how library spaces are used by the MIT community

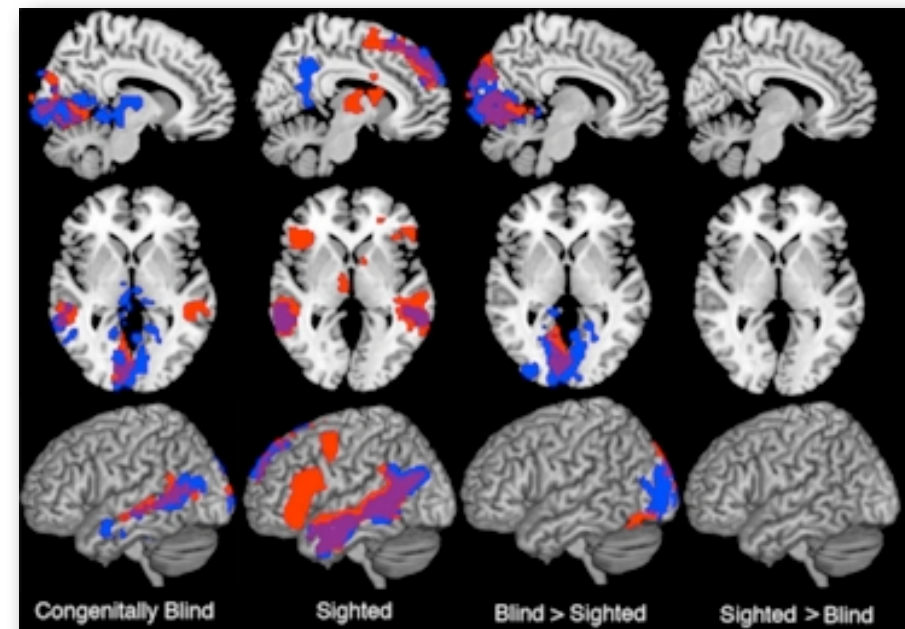
- a. Hours study
- b. Task survey
- c. Flip charts



Digital scholarship at MIT

a study of how ***new technologies and formats*** are changing how MIT scholars find and use information

- 15 users: undergrad, grad, faculty, researchers
- keep a diary of their academic lives for 1 week in March or April
- 1.5-hour interviews



Sample interview questions

- Describe any tasks you did during the one-week period related to finding information, including understanding, organizing, sharing, citing, teaching, presenting, or publishing.
- How is your studying or research changing because of new technologies?
- What are some typical or common pain points in your processes?
- For the tasks described above, how did you do them differently five years ago? What has become easier and what is still difficult?

MIT's culture

- figure it out on your own
- didn't always think of libraries as a place to get help
- some unfamiliarity with our more innovative services

Improvements made

- more self-help services, video tutorials
- liaisons program (Tracy's group)
- new marketing group

A place to test new services

MIT Libraries

MIT Libraries

Admin Sign In

Betas & Widgets

Current betas

Beta graduates

Beta graveyard

Widgets & more

Mobile apps & sites

Current betas

Print Page

Betas, widgets, & mobile tools

Betas:

- Current betas
- Beta graduates
- Beta graveyard - discontinued beta tools and services

Widgets

- bookmarklets, browser extensions, & more

Mobile apps & sites

Current betas

- PubGet for MIT & PubGet Mobile
- MIT's WorldCat Mobile
- Borrow an iPad from the Lewis Music Library
- Mobile web category in the news blog
- Amazon Kindles in the Hayden Library
- Mobile site on the MIT Mobile Web
- Browse and tag Humanities DVD collection in Delicious
- Search for journals in Vera with the Firefox search bar

About betas

The MIT Libraries are experimenting with new technologies and services to help make access to information easier. The tools below are in "beta" form and have been created or adapted for the MIT community. They are still being tinkered with, but we'd like you to try them out and tell us what you think!

To receive updates on new betas & widgets, follow the [betas & widgets category of the news blog](#).

What works well? What doesn't? Have you written any scripts or tools yourself? Let us know! Email us at betas-lib@mit.edu.

PubGet for MIT & PubGet Mobile

Pubget makes getting access to full-text documents in life science easier and faster. Instead of search results requiring several clicks to view the papers, with Pubget, the search results *are* the papers. Pubget allows you to save, manage and share papers.

To try Pubget for MIT, visit [Pubget](#) and set your institution to MIT. After entering your affiliation, when you search for articles, Pubget will display the full text articles that MIT subscribes to right in the search results screen. If MIT doesn't subscribe to the full text, you'll see the abstract along with links to order it from another institution.

Have a mobile device? Try [Pubget Mobile](#) to find articles and open them with your favorite mobile pdf reader or reference manager, like Papers, iBooks, Evernote, & Stanza.

pubget

Find papers fast.

sickle cell anemia

MIT Change...

- Posted December 10, 2010

MIT's WorldCat Mobile

AT&T

2:56 PM

Harry Potter and the deathly hallows by J. K. Rowling - Published 2007



You may already be familiar with [MIT's WorldCat](#) for searching libraries beyond MIT,

Some current betas

Borrow an iPad from the Lewis Music Library



Want to check out an iPad for a few hours? The [Lewis Music Library](#) has purchased an iPad to lend to MIT faculty, students, and staff. It contains over 85 music apps, along with an iTunes library holding over 3,000 sample tracks and video clips from the library's recently-received CDs and DVDs. Borrow an iPad for 4 hours (no renewals or overnight loans). First come, first served.

The iPad was purchased with money from the Class of 1982 Music Library Fund.

We'd love to hear ideas on how you would use an iPad in your work at MIT, especially with library research. [Tell us about it!](#)

- Posted May 6, 2010

Amazon Kindles in the Hayden Library



Have you caught on to the Kindle craze? Want to try one before you commit to buying one?

The [Humanities Library](#) owns 3 [Amazon Kindle e-book readers](#) that are available to borrow for one week. Each Kindle comes with a few books already installed, and you can also download free book previews from Amazon. [Ask us](#) or stop by the front desk of [Hayden Library](#) to add your name to the waiting list to borrow, and we'll contact you when one is available.

Have thoughts or comments about the Kindle? [Contact us.](#)

- Posted October 8, 2009

Some betas “graduate”

About beta graduates

The following tools & services started out as betas, but proved to be successful enough to graduate. They've earned their place as graduates by passing these criteria:

- The beta has received positive user feedback (from more than a handful of users).
- It has been demonstrated that the MIT community is using it.
- MIT staff are able to provide long-term support, or the tool is supported by a trusted and reliable resource outside of MIT.



Dewey Research Advisor

starting points for specific research questions in the fields of business, management, and economics.

Firefox button for off-campus journal access

bookmarklet button that allows quick, easy access to journals from off campus.

LibX - MIT Edition

a Firefox extension that adds a toolbar for quickly searching the Barton catalog, Vera, and Google Scholar. Embeds links to MIT resources in Amazon, Google Scholar, and more.

Podcasts on scholarly communication

series of podcasts organized by the Libraries' Scholarly Publishing and Licensing Consultant.

RSS feeds for new books

RSS lists of new books, CDs, and DVDs by subject.

Twitter

latest news on events and services through the @mitlibraries Twitter feed

Vera Multi-Search

new version of Vera adds the ability to simultaneously search several databases at once.

Video tutorials

short online videos that show how to use library tools and resources.

Virtual Reference Collection in del.icio.us

integrates many free and recommended resources and makes them available via RSS, or to browse.

Some don't

About the beta graveyard

While many beta tools and services of the MIT Libraries are great successes, others haven't been as fruitful. Some criteria that we use to take a beta out of service include:

- No way to support it
- Superseded by another tool or service
- Unproven user need for the service

As Henry Ford said, "Failure is only the opportunity to begin again more intelligently." We've learned something from each of the tools that we've tried and have used the knowledge in planning future services.



Emerging technology subgroup

Who: 3-4 members - any area of the libraries

When: 1 semester only, then rotates to new members

What:

- each member chooses one technology to explore
- research it during the semester
- report findings back to the group
- bring ideas that show promise to the UX strategy group - consider as betas

Marketing

Social media



The image shows a screenshot of the MIT Libraries Twitter profile page. The profile name is "MIT Libraries" (@mitlibraries) with a bio stating "The MIT Libraries provide research help and support learning and discovery among the MIT community." and a link to "http://libraries.mit.edu". The page shows a timeline of tweets, including several "#MIT150 Book of the day" tweets and a tweet about "MIT TechTV - The International Music Score Library Project". There are also tweets from other users like "winneonmusic" and "@AnkitPrasad". On the right side, there are statistics (416 Tweets, 405 Following, 2,633 Followers, 264 Listed) and a "Connections" section showing who the account follows. Several blue speech bubble annotations are overlaid on the image:

- MIT 150 timeline Tuesday**: Points to the first "#MIT150 Book of the day" tweet.
- MIT 150 book of the day**: Points to the second "#MIT150 Book of the day" tweet.
- conversations**: Points to the tweet from "@AnkitPrasad".
- Retweeting happy users**: Points to the "Following" section on the right.
- promoting study space**: Points to the tweet about "MIT TechTV - The International Music Score Library Project".

Workshops

Apps4Academics

iPhone/iPad apps & mobile web sites for your academic life



<http://libguides.mit.edu/apps>

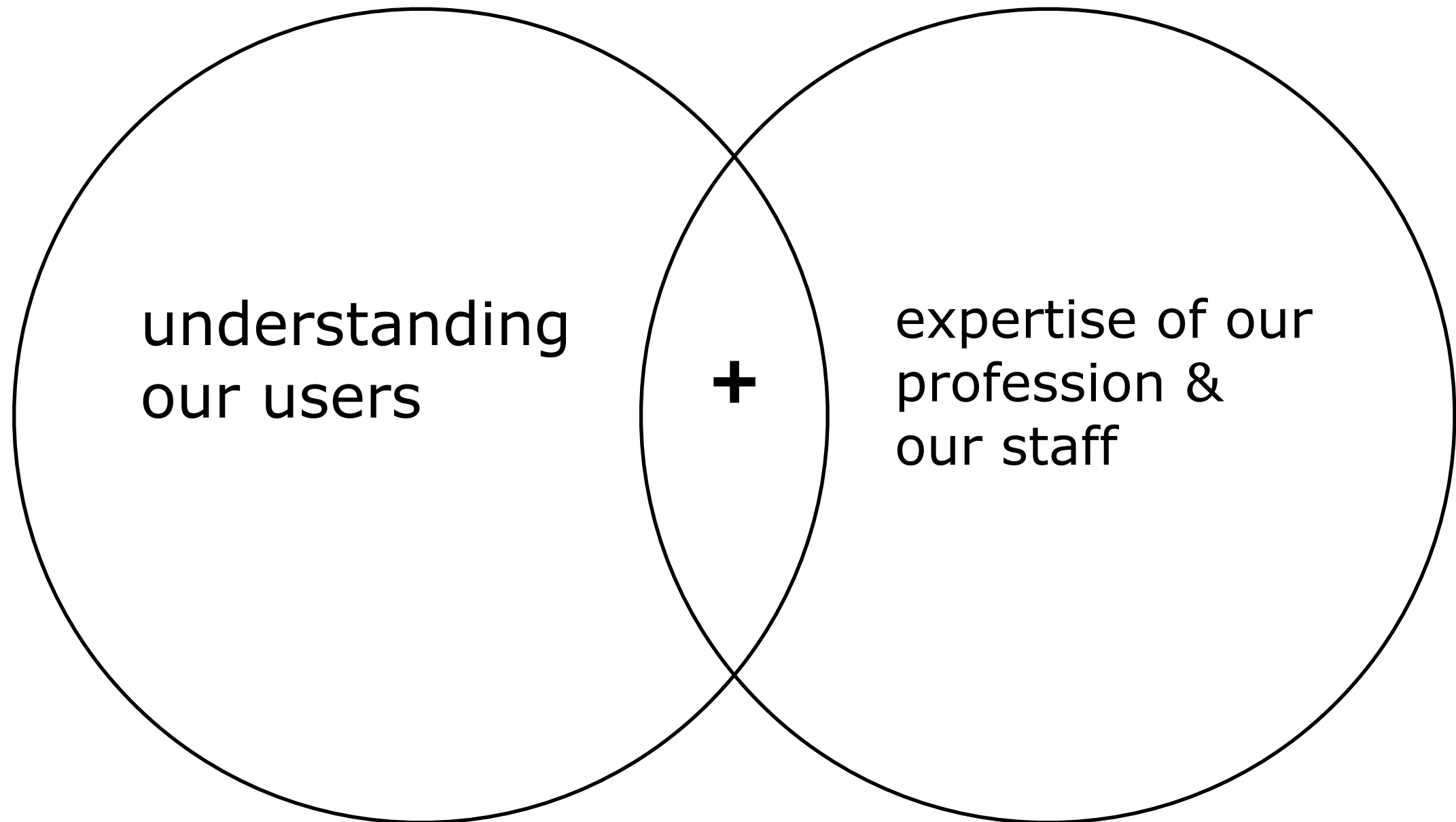
Challenges

- meeting the needs of the diverse MIT communities
- they are working globally, not just on campus at MIT
- new & changing fields of study, more interdisciplinary work

Challenges

- moving away from a focus on physical collections
- new formats, not just text
- changing technologies

Why have a User Experience Group?



leads to....

Innovative services.....

Read ACS Publications on iPhone & iPod Touch

Posted May 7th, 2010 by Remlee Green

The American Chemical Society has released an app for iPod Touch, iPhone, and iPad users. ACS Mobile provides readers with a live stream of peer-reviewed research content published in ACS journals and "Latest News" from Chemical and Engineering News (C&EN).

MIT users can access content from an on campus network connection. Articles may only be read from on campus, but you can read and save abstracts from anywhere.

ACS Mobile allows you to:

- Filter journals to see your favorite ACS publications quickly.
- Save favorite abstracts in a folder for offline reading.
- Search for articles published by ACS and read them on your iPhone.
- Share links and via e-mail, Facebook, and Twitter.



[Video demo and more info](#)

[Buy for \\$2.99 in the Apple App Store.](#)

For comments or more information, contact



Posted in [All news](#), [Engineering](#)

Borrow an iPad from the Library

Posted May 6th, 2010 by Christie Moore



Want to have your own iPad? The Library has a limited number of iPads available for borrowing. It's free, and it's a great way to access digital resources on the go.

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MIT Libraries

Overview of Citation Software at MIT: Managing Your References

Overview of Citation Software at MIT

Comparison of Citation Software

Training

Upcoming classes

Managing Your References (1:01:18) - describes three different tools for managing citations: EndNote, RefWorks, and Zotero. Recorded in Spring 2008. MIT ONLY.

[Video tutorials on citation management tools](#)

More About Citation Software

- [Overview of Citation Software at MIT](#)
- [Comparison of Citation Software at MIT](#)

Citation Management at MIT

• [Overview of Citation](#)

What is citation software?

Citation software (also called "bibliography")

- import citations from your favorite sources
- build and organize bibliographies.
- format citations for papers.
- take notes on articles and save them
- save and organize pdfs, screenshots

Which program is right for you?

The MIT Libraries support EndNote, RefWorks, and Zotero. Think about when you choose:

- What programs are your colleagues using? You might consider RefWorks if you want to share citations.
- Use what you like! There is no one "right" program.
- You can use more than one software program, but you are limited to choosing only one.

	EndNote	RefWorks	Zotero
Strengths?	<ul style="list-style-type: none"> • Excellent for organizing citations for papers and theses 	<ul style="list-style-type: none"> • Allows users to share citations • Good for organizing citations for papers 	<ul style="list-style-type: none"> • Simple download of records • Good for managing a variety of



geographic information systems services

@ mit



[Help Yourself : Subject Guides](#)

Data Management and Publishing

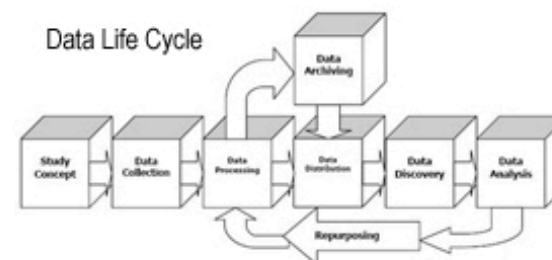
Manage Your Data

Managing your data before you begin your research and throughout its [life cycle](#) is essential to ensure its current usability and long-run preservation and access. To do so, begin with a planning process. See also our page on [data management plans](#).

[A Data Planning Checklist](#) | [Guides to Data Management](#)

A Data Planning Checklist:

1. What [type of data](#) will be produced? Will it be reproducible? What would happen if it got lost or became unusable later?



Source: DOI Structural Reform Group. "DOI Version 3.0 Conceptual Model." DOI Alliance. 2004. Accessed on 11 August 2008. <<http://www.icpsr.umich.edu/DOI/committee-info/Concept-Model-V3.pdf>>

... that improve the work & lives of MIT students, faculty & researchers



impact

In the lab or in the field, MIT impacts all walks of life through the technology developed at the Institute and through the people who learn, work and train here. MIT's students, faculty and staff — supported by our alumni, donors and industry partners — are able to turn hands-on research into answers for the world's most pressing problems.

industry



Since its founding, MIT has fostered a problem-solving approach that encourages researchers to work together across departments, fields, and institutional boundaries. The resulting collaborations have included thousands of fruitful partnerships with industry and other leading research institutions.



global



MIT is committed to solving the world's most pressing problems, and its students and faculty eager to do the hard — but fulfilling — work that entails.

energy



The MIT Energy Initiative (MITEI), established in September 2006, is an Institute-wide initiative designed to help transform the global energy system to meet the needs of the future and to help build a bridge to that future by improving today's energy systems.

Thank you!

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