

The User Experience: Pieces of the Puzzle Fall into Place

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- Welcome
- Different style today
- It's a risk for me – putting my mouth where my body is.

Grow from the customer in

- Think like a customer – your experiences
- My health – cancer – Medline - Susan Murray at TPL
- Medline
- My context
- My website – connecting – circles of friends NELI
- Moments of truth

Honour our customers

- Diffusion
- Innovation
- Making technology real – in terms of the human experience – family, work, society, friends, colleagues

- Would those who say it can't be done please get out of the way of those of use who are already doing it?!

US Military libraries

- Audiobooks
- Real books
- Barbara Christine
- Pro war or anti-war we learned from Vietnam that we have to be pro soldier
- I fly – I see – bomb disposal story
- 95% boredom, 5% fear

Buffalo and Erie County Public Library

- 14 lost branches
- Recovered
- Budget request – accompanied by advocacy work
- \$500K more than requested
- They proved their value to decision makers – **from the voter in.**

Miami-Dade Public Library

- Budget has grown more than 5 fold in less than a decade
- Listen to Raymond Santiago!
- He knows
- Connect with your communities
- Connect with users in circles
- Choose to make a BIG HORKING difference

SchoolRooms

- 2500+ Schools
- All with a library and staff
- Trained 1000's of teachers
- Communicated with ODE and principals
- Hundreds of teachers and librarians built this

Mississauga PL

- K-12 Information Literacy Curriculum
- Network of relationships – key assignments
- Grade 1
- 3
- 6
- 9
- 12

Boston Public Library

- Homework help
- Real difficulty for PL's
- Gee – I wish they'd tell me project before they arrived!!
- SchoolRooms
- New proposed partnerships

- John Adams Room – repository on steroids

Hennepin County PL

- MySpace
- Blog
- DDR
- Gaming tournament
- OPAC
- Kid's clips
- Tagging and Reviews

Public Library of Charlotte and Mecklenberg County

- Library Loft – real and virtual
- MySpace – have a library card
- EYE4YOU Alliance – Teen Second Life
- Just passed my police test
- See latest OneSource for an article

Alliance Library System

- Second Life Library 2.0
- Tours
- Library Tower
- Mystery castle
- Auditorium
- Law Library
- Medical Library

- OMG – this is soooooo cool!

McMaster University

- Engineering Library
- Immersive Instruction Librarian (Gaming!)
- Transformation
- Jeff Trezciak's Blog – transparency with staff, students, admin, community, the world

Yarra Plenty Library in Melbourne

- Second Learning 2.0 and first international
- Huge success
- Front page news in that major urban centre

- Build the capacity to excel

- User experience message – understand your use's space

Edmonton Public Library

- RFID innovation
- Productivity
- Capacity to build more with more!

- User experience message – independence!!!!

The Alberta Library

- And U of Alberta et al
- 10's of millions for repositories for academia and local history preservation and cultural properties
- User experience message: My culture reflected back at me, in context and enagaging.

Next Generation Interfaces

- Visual and faceted
- Queens' AquaBrowser
- Sun Libraries Grokker
- Abilene – TouchGraph Anacubis
- McMaster and NCSU and Endeca

- User message – meet me in my comfort zone.

Toronto Public Library

- Book Lovers' Ball
- Rock Concert
- Upcoming diversity portals
- Front Page News

- User message: Partner with a Winner

Topeka and Shawnee Public Library

- Books by mail
- Virtual branch

- User experience – They're there for me!

Bucknell; Babson, U of Leiceister; Indiana

- E-learning
- Rooms
- User experience: Learning Success at my ppint of need.

Seattle Public Library

- 4% plus of all tourism
 - Chamber of Commerce
 - Staffing
 - Value
-
- User experience: My neighbourhood

Bibliocentre

- Streaming media
- Nursing videos
- OPAC centric

- User experience – next gen learning, better health care

Wyoming State Library

- Statewide Marketing campaign
- Repositories
- User experience – my trusted, local partner.

Listen Illinois

- Overdrive
 - Audiobooks
 - Audio, video, gaming
 - Reconnect to the commuter
-
- User experience: They have something for me. I'll vote for their bond issue...

Community Portals

- Cherry Hill
- Warren Newport
- Pikes' Peak
- Hamilton PL

- Local relevance!!!
- Meets my needs – dog license

MySpace

- Hennepin County PL
- Public Library of Charlotte & Mecklenberg County
- Topeka & Shawnee

- Raise hands

Others

- Blogs
- Teddy bear nights
- Pajama nights
- Podcasts
- Reviews
- YouTube film fests
- DDR
- Gaming
- Competitions

RSS

- Dozens of libraries
- U of Alberta

- Networked relevance
- Not necessary to know it's RSS

Digitization

- Project Alouette Canada
- York U
- U of Alberta
- U of Toronto
- Plus many more
- OCA, MS, Yahoo! – the better alternative to Google

Knowledge Ontario

- BiblioCommons
- Oakville PL
- Calgary PL
- Vancouver PL
- National partnership

- Social life of books.
- OurOntario – historical, province wide tool for archiving – scanning parties, search, community

Pennsylvania State University

- IM Pilots – go campus wide
- Daniel Mack and Ashley Robinson
- Most at risk students

- User need met - Success – measurable increase
- Political – institutional need met

New Zealand Schools and National Library

- K-12 IM and co-browsing
- Separated
- Nation wide
- Makes a difference
- BIG honking vision
- IM story of young girl

Gwinnett County Public Library

- Library 2.0 Michael Casey
- Rock the Shelves
- His new book.

- 2.0 conversation. Keep the conversation going by asking the questions

10 Tips

1. Work from the end-user in. What are their goals? What are their primary and secondary goals? It sounds simple. It isn't.
2. Understand your end-users' in context.
3. Understand that users have great diversity in the way they process information.
4. Are you ready for true interaction?
5. Understand that learning is the way information becomes knowledge.
6. Review the information density of your portals.
7. Are you focusing on end-user comfort?
8. Count things.
9. Are you looking at the right metaphors?
10. Have we organized for success?

We have the best clients

- We learn from you
- We are your partners
- Your success is our success

Tribute to Pat Sommers

- Industry veteran – 35 years
- Built the best ILS company in the world
- Commitment to Leadership – e.g. NELI
- Commitment to Vision
- Commitment to Research
- Commitment to SDI
- Building Better Communities Awards
- Commitment to me personally, blog, independence

My Story – A Passion for Libraries

- Violence
- Home and school
- Knives, extension cords, yardsticks, 2X4's
- East York PL – safe
- Elementary library - safe
- High School Library – TDSB - safe
- University Library - safe
- All clients
- I grew up

My Book

- Up Front with Stephen Abram
- Thanks Judy Siess, Jonathan Lorig
- Jane Dysart foreword
- Author signing the foyer
- Embarrassing

- Thank you for listening.
- Please keep your minds and eyes open
- Critical thinking and criticism

