Contents

List of tables vii
List of figures viii
Preface and acknowledgements ix
List of contributors xi

1 Uncovering complexity and detail: the UX proposition 1
ANDY PRIESTNER AND MATT BORG

2 Using ethnographic methods to study library use 9
BRYONY RAMSDEN

3 Embracing an ethnographic agenda: context, collaboration, and complexity 21
DONNA M. LANCLOS

4 Holistic UX: harness your library's data fetish to solve the right problems 38
MATT BORG AND MATTHEW REIDSMA

5 Applying human-centred design to the library experience 49
PAUL-JERVIS HEATH

6 The why, what and how of using ethnography for designing user experience in libraries (and a few pitfalls to avoid) 68
LEAH EMARY

7 Identifying the barriers: taskscapes and the social contexts of library UX 84
ANDREW D. ASHER

8 Illuminating study spaces at Cambridge University with spacefinder: a case study 94
ANDY PRIESTNER

9 WhoHas?: a pilot study exploring the value of a peer-to-peer sub-lending service 103
HELEN MURPHY

10 User experience beyond ramps: the invisible problem and the special case 108
PENNY ANDREWS

11 Changing the dialogue: the story of the award-winning Alan Gilbert learning commons 121
ROSIE JONES AND NICOLA GRAYSON

12 UX and a small academic library 137
MARGARET WESTBURY

13 Understanding our students and ourselves: transformative library instruction through an ethnographic lens 145
MICHAEL COURTNEY AND CARRIE DONOVAN

14 What makes an informal learning space?: a case study from Sheffield Hallam University 155
BEA TURPIN, DEBORAH HARROP, EDWARD OYSTON, MAURICE TEASDALE, DAVID JENKIN AND JOHN MCNAMARA

15 Spaces for learning?: using ethnographic techniques: a case study from the University Library, Edge Hill University 173
HELEN JAMIESON

16 Are you sitting comfortably . . . ? 178
ELIZABETH TILLEY

17 UX in libraries: leaping the chasm 190
ANDY PRIESTNER AND MATT BORG

Index 197