



# How User Experience Shapes Your Everyday Life

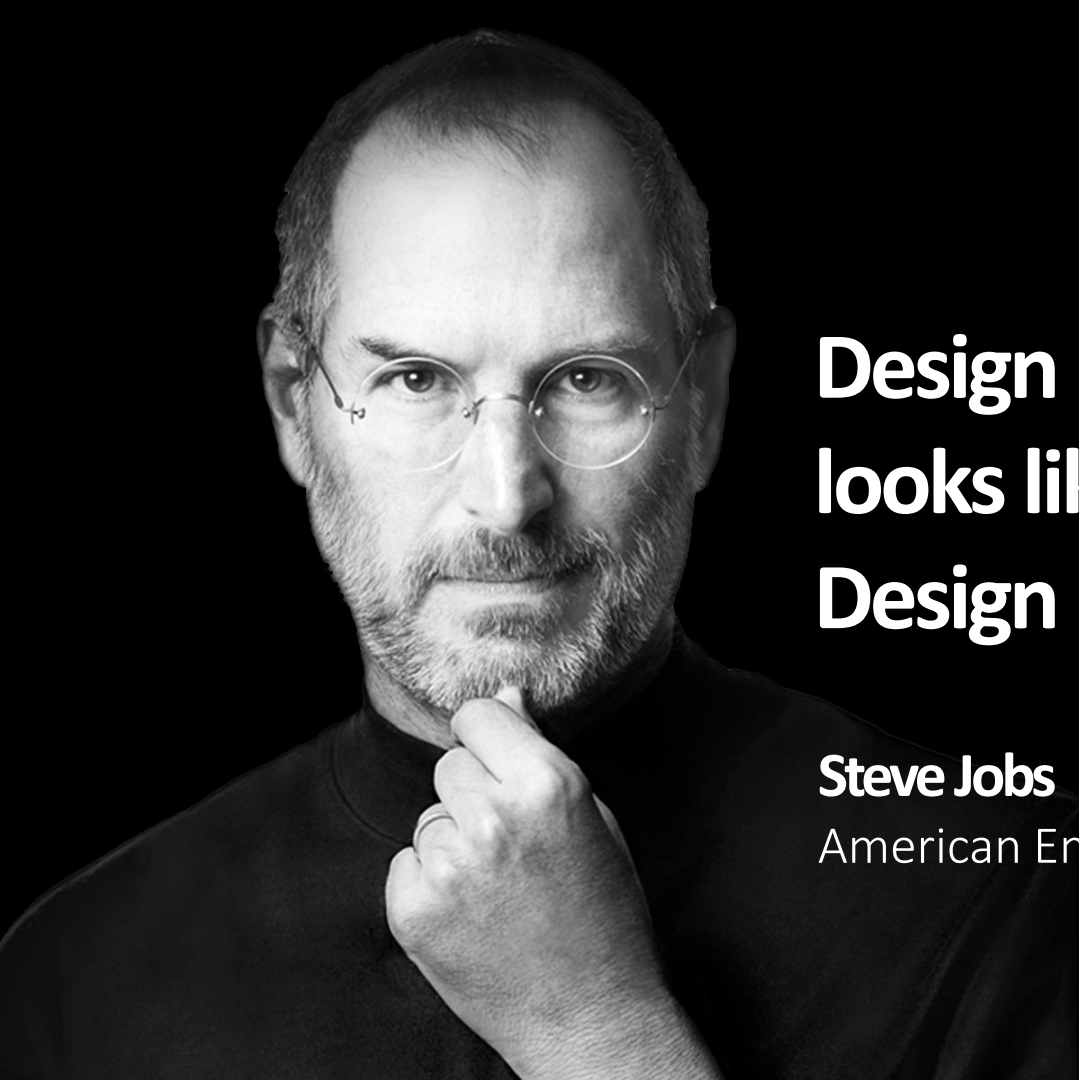
Yael Beller

Product owner, Ex Libris



# What is design?





**Design is not just what it  
looks like and feels like.  
Design is how it works.**

**Steve Jobs**

American Entrepreneur and Inventor

## I'm Yael Beller

Product owner for Leganto



- UX expert
- M.Sc. Industrial psychology  
Human factors & cognitive psychology

UX expert



Industrial Psychology



Human Factors



Cognitive Psychology



# Everything is designed



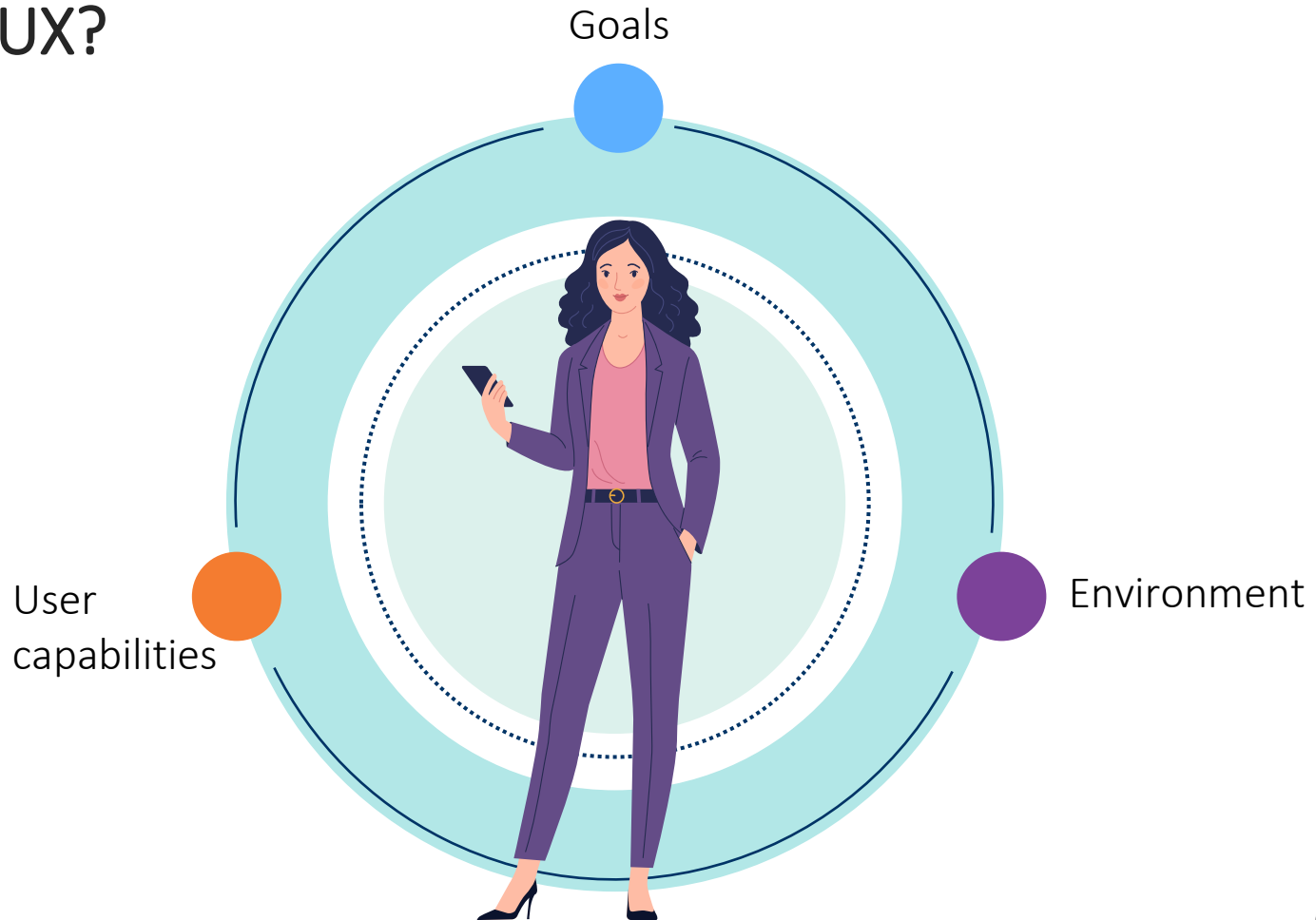
An aerial photograph of a busy city intersection. The road is filled with a variety of vehicles, including cars of many colors (red, blue, white, black, yellow), several large white trucks, and two red and white double-decker buses. The traffic is dense and appears to be moving slowly or stopped. The road has multiple lanes with white and yellow lane markings. There are some green trees and a sidewalk visible around the intersection. The overall scene depicts a complex and busy urban environment.

Everything is designed

A close-up, side-profile photograph of a man with dark hair and a beard drinking from a ceramic mug. The mug is light blue with a white pattern of small dark spots. The man is holding the mug to his lips with his right hand. The background is a plain, light-colored wall.

What is UX?

# What is UX?





Imagine **scissors...**



Left-Handed

Right-Handed

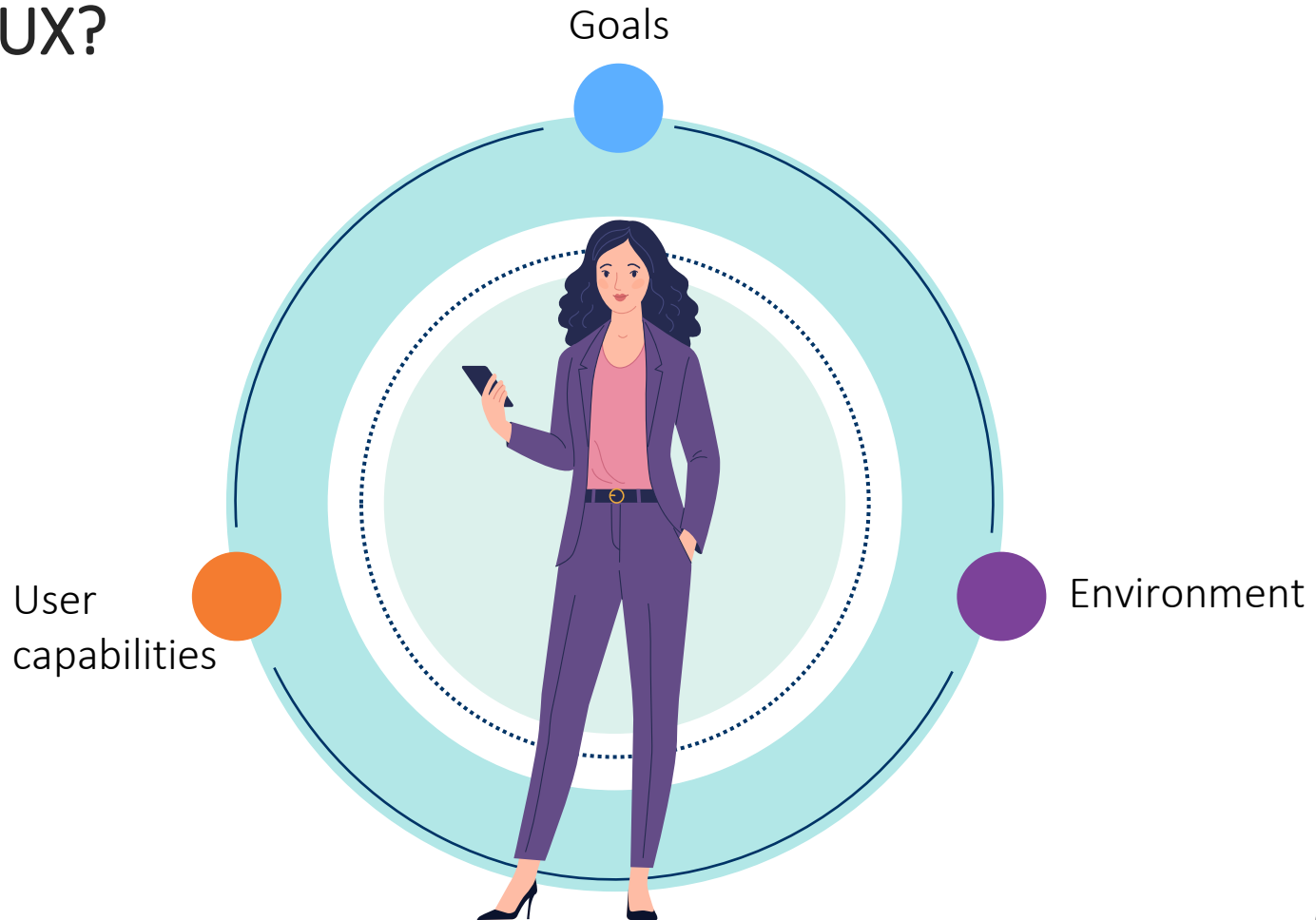








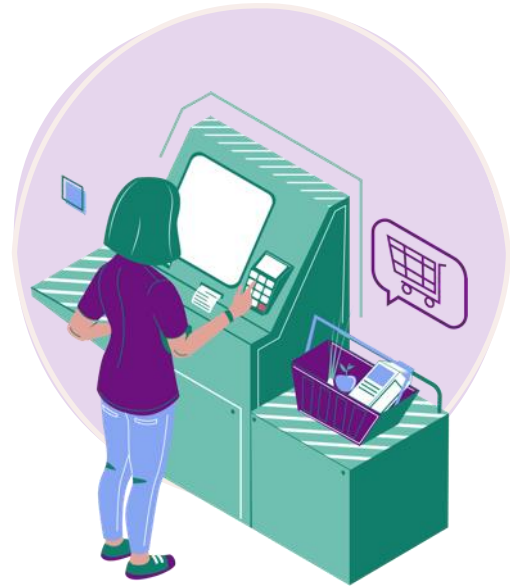
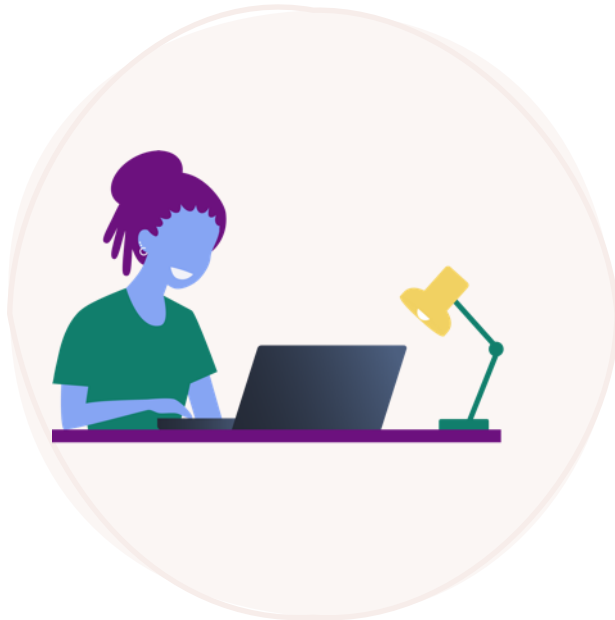
# What is UX?

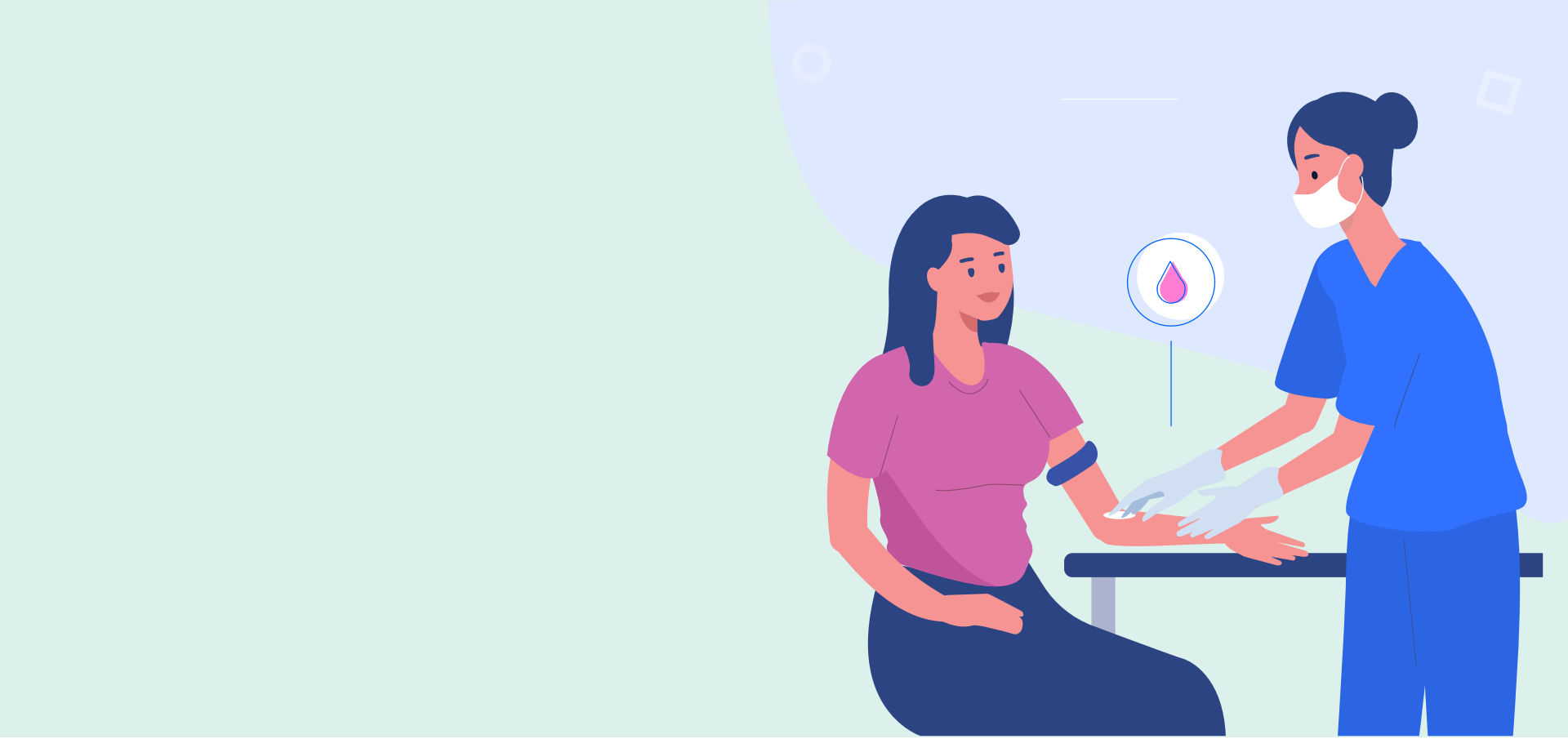




# The Digital World





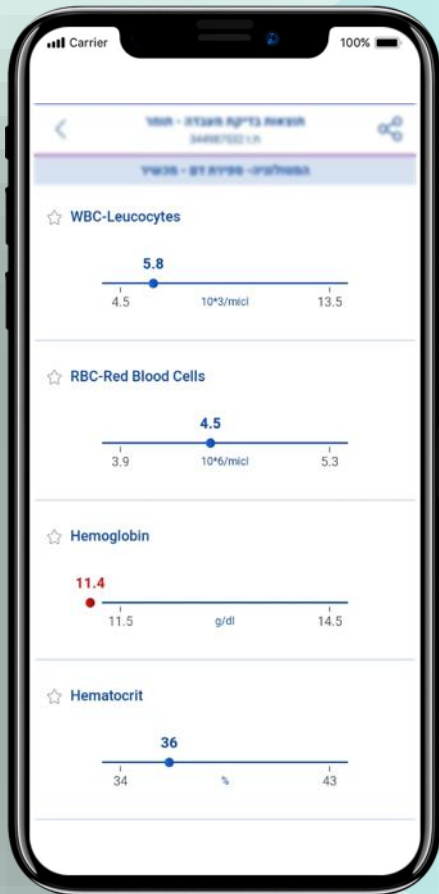


CMP14+3AC

Chemistries

			64 L	mg/dL
			3.6	mg/dL
			16	mg/dL
			0.6	mg/dL
			27	
			141	mmol/L
			4.0	mmol/L
			102	mmol/L
			27	mmol/L
			9.5	mg/dL
			7.2	g/dL
			4.7	g/dL
			2.5	g/dL
			1.9	
			0.6	mg/dL
			104	IU/L
			25	IU/L
			35	IU/L
				**Please note referen
			14	IU/L
			62	ug/dL
				CBC With Differential/Platelet
			6.3	x10E3/uL
			5.31	x10E6/uL
			16.6	g/dL
			47.2	%
			89	fL
			31.3	pg
			35.2	g/dL
			11.9	%
			251	x10E3/uL
			57	%
			27	%
			12	%
			3	%
			1	%
			3.6	x10E3/uL
			1.7	x10E3/uL

# Patient view



Carrier 100%

UCSF Health

MEDICAL TESTS

## WBC count

Definition

A WBC count is a blood test to measure the number of white blood cells (WBCs) in the blood.

WBCs are also called leukocytes. They help fight infections. There are five major types of white blood cells:

- Basophils
- Eosinophils
- Lymphocytes (T cells, B cells, and Natural Killer cells)
- Monocytes
- Neutrophils

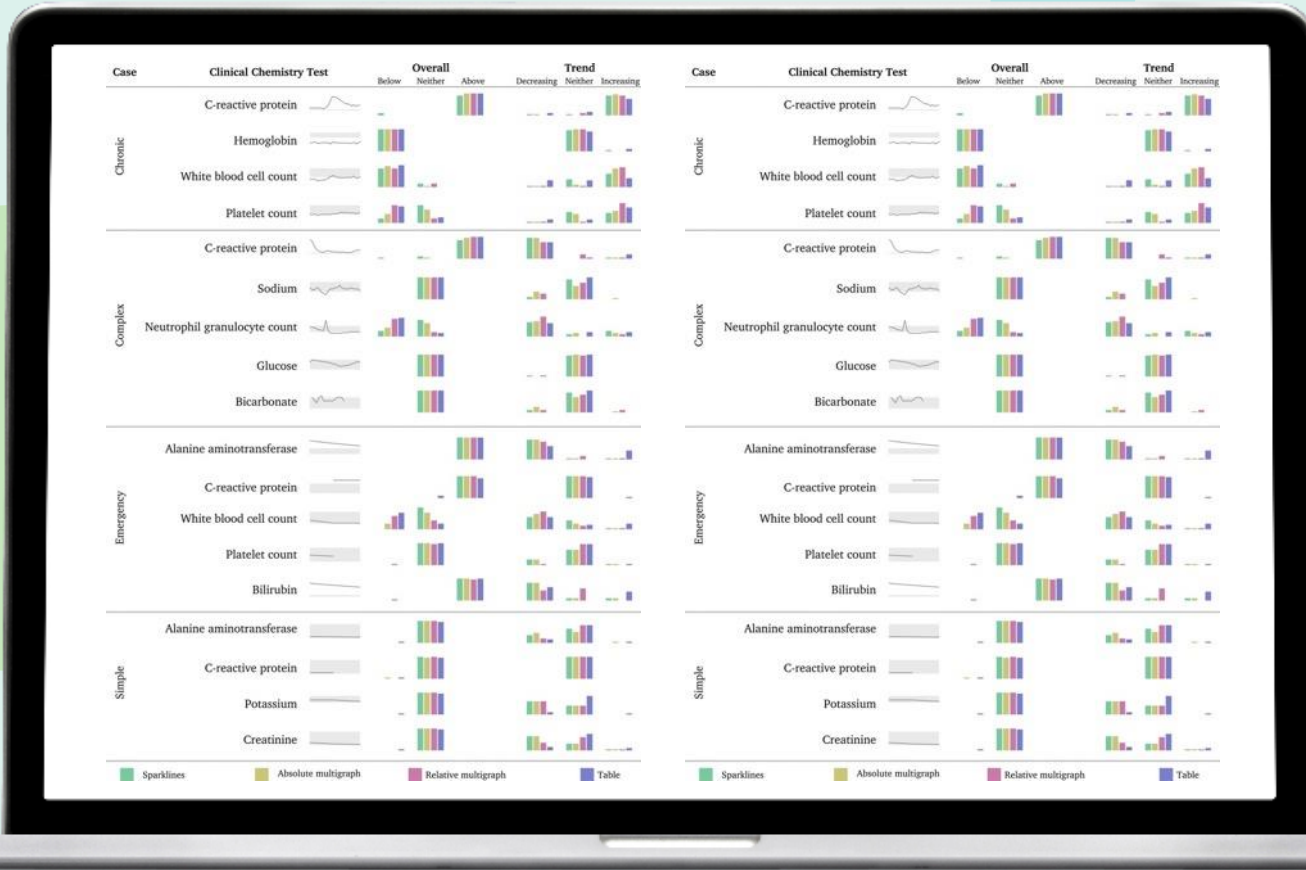
Alternative Names

Leukocyte count; White blood cell count; White blood cell differential; WBC differential; Infection - WBC count; Cancer - WBC count

How the Test is Performed

Detailed description: This smartphone screen shows the 'WBC count' information page from UCSF Health. The page has a header with the UCSF Health logo and a search icon. Below the header is a banner image with the text 'MEDICAL TESTS' and 'WBC count'. The main content is divided into sections: 'Definition', 'Alternative Names', and 'How the Test is Performed'. The 'Definition' section explains that a WBC count measures the number of white blood cells (WBCs) in the blood and lists five major types: Basophils, Eosinophils, Lymphocytes (T cells, B cells, and Natural Killer cells), Monocytes, and Neutrophils. The 'Alternative Names' section lists: Leukocyte count; White blood cell count; White blood cell differential; WBC differential; Infection - WBC count; and Cancer - WBC count. The 'How the Test is Performed' section is partially visible at the bottom.

# Doctor view



# Complex systems - multiple user types



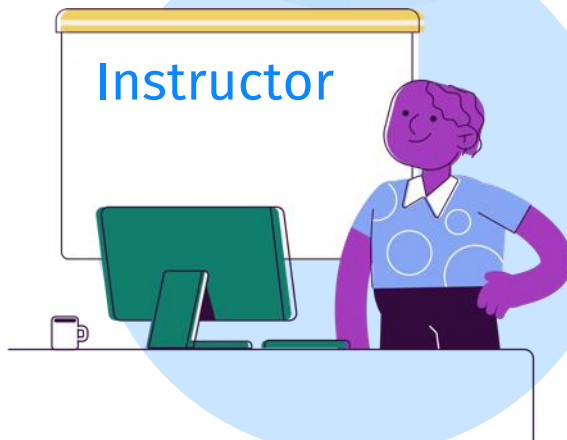
Librarian



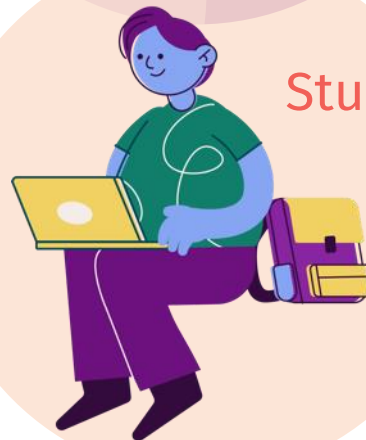
Researcher



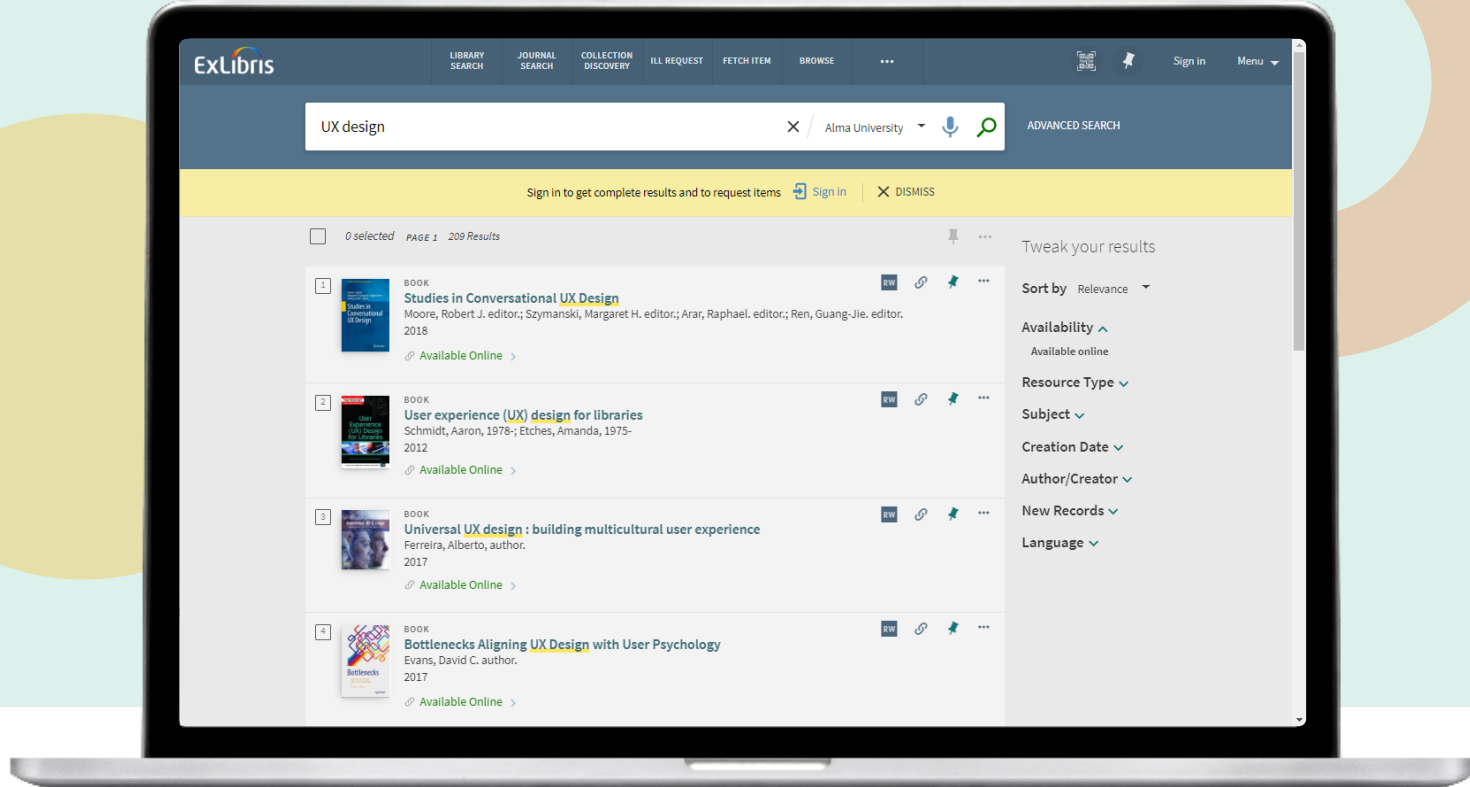
Instructor



Student

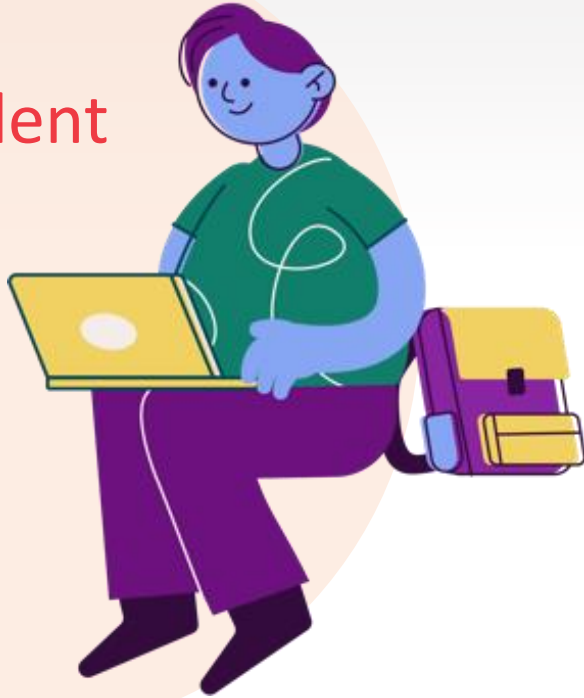


# Primo





Student



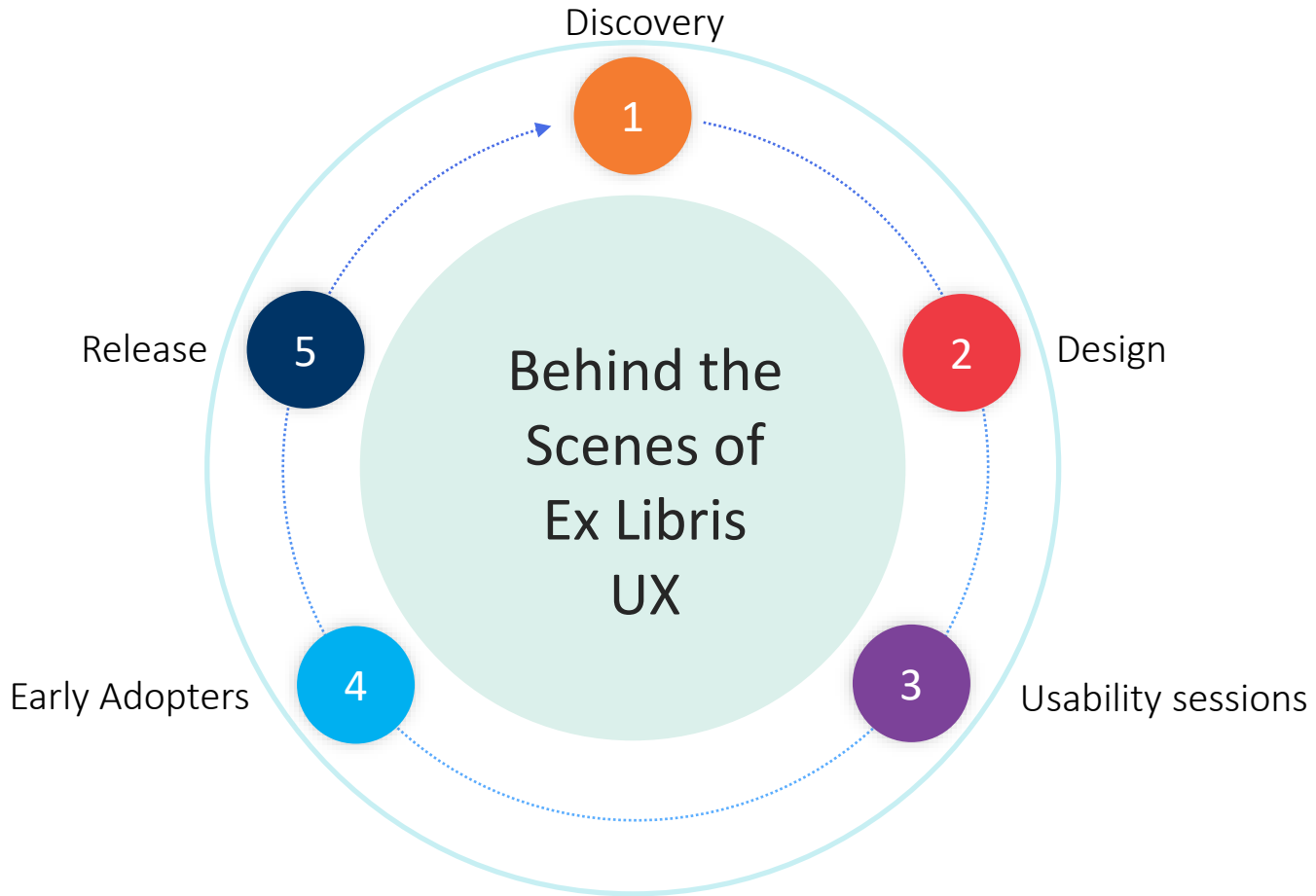
Researcher





## Behind the Scenes





# Discovery - Interviews

Design

Usability sessions

Early Adopters

Release



Discovery

Design

Usability sessions

Early Adopters

Release

# Personas - Instructors

Leganto



PIONEER  
Pam

*"I love to see new technology that helps students to do better. I would love to see more of that."*



AGILE  
Amy

*"I might decide the afternoon before to include something interesting and relevant. I'll ditch what I was going to do and go for the brand new one that just came out and is very current."*



SKEPTICAL  
Susan

*"I don't trust it will always be available to me, so let me make sure I have the document, even if it's in a virtual format"*



OCCASIONAL  
Oliver

*"I update the reading list this time of year and then I forget about it for a year. When I come back, I find that I've forgotten quite a bit and need to do some relearning."*



IMPLEMENTOR  
Ian

*"... this part of our work is really the bottleneck of our process, so we really don't have a lot of time to do more than 'as fast as possible'."*

# Personas - Instructors

Leganto



## Occasional Oliver

*"I update the reading list this time of year and then I forget about it for a year. When I come back, I find that I've forgotten quite a bit and need to do some relearning."*

**Occupation** Assistant Professor  
**Course** Science Education  
**Students** Undergraduate  
**LMS/VLE** Canvas  
**Institution** Public research university  
**Location** United Kingdom

### Goals

- Prepare course materials before the term begins
- Make progress on his research

### Frustrations

- Not very tech savvy
- Has to re-familiarize himself with the tool each time he uses it because he revisits the reading list once a year

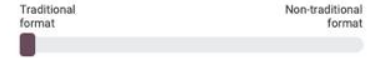
### Key Tasks

- A few weeks before the term begins:
  - Make a copy of last year's reading list
  - Fix broken links and update resources, if needed
- During the term:
  - Periodically add resources to the reading list
- Save interesting articles in My Collection throughout the academic year

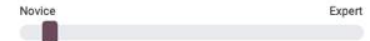
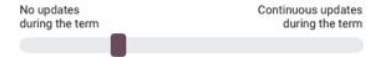
### Background

Oliver revisits the course reading list once a year, in the fall. Each year, he needs to re-familiarize himself with Leganto.

### Materials



### Leganto Usage



### FEATURES USED

Search	Create/Add	My Collection
Sections	Tags	Public Notes
Visibility	Permalinks	Cite It

# User Journey - Instructors

# Leganto

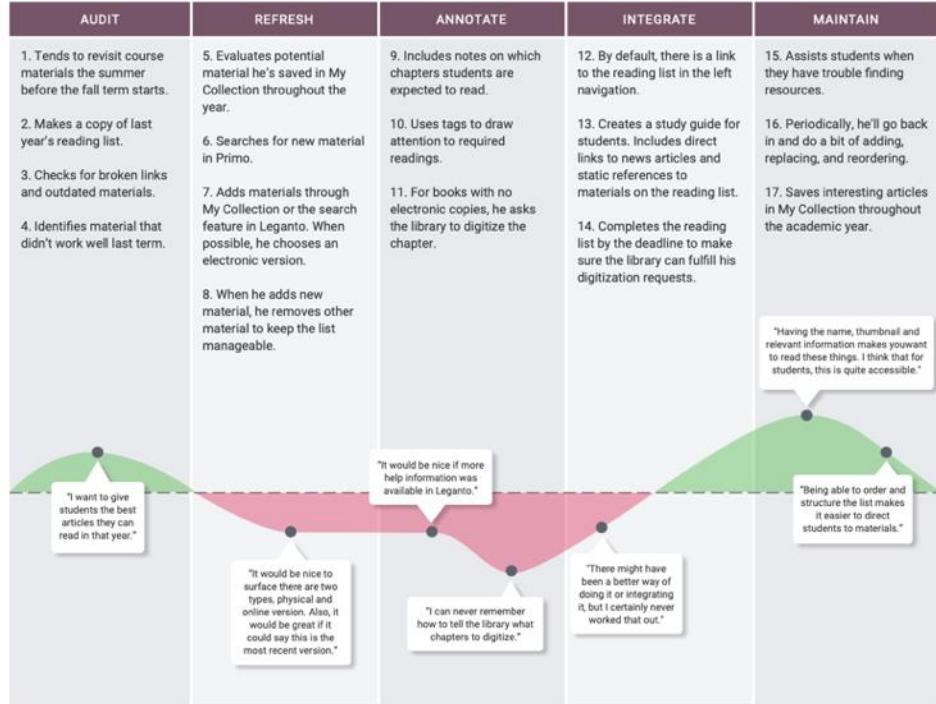


Occasional Oliver

**GOAL:** Refresh course materials

**SCENARIO:** Oliver revisits the course reading list once a year, in the fall. Each year, he needs to re-familiarize himself with Leganto.

*"I update the reading list this time of year and then I forget about it for a year. When I come back, I find that I've forgotten quite a bit and need to do some relearning."*





Discovery

Design

Usability sessions

Early Adopters

Release

# Focus group - bring the users in

Alma

Welcome to UX Customer Group

SL State Library of Queensland

WISCONSIN UNIVERSITY OF WISCONSIN-MADISON

THE GETTY RESEARCH INSTITUTE

Northwestern University

THE UNIVERSITY OF TENNESSEE KNOXVILLE

UNIVERSITY OF MANNHEIM

KU LEUVEN

MONASH University

UNIVERSITAS OSTLENSIS MDCCLXI

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# Design – build a prototype

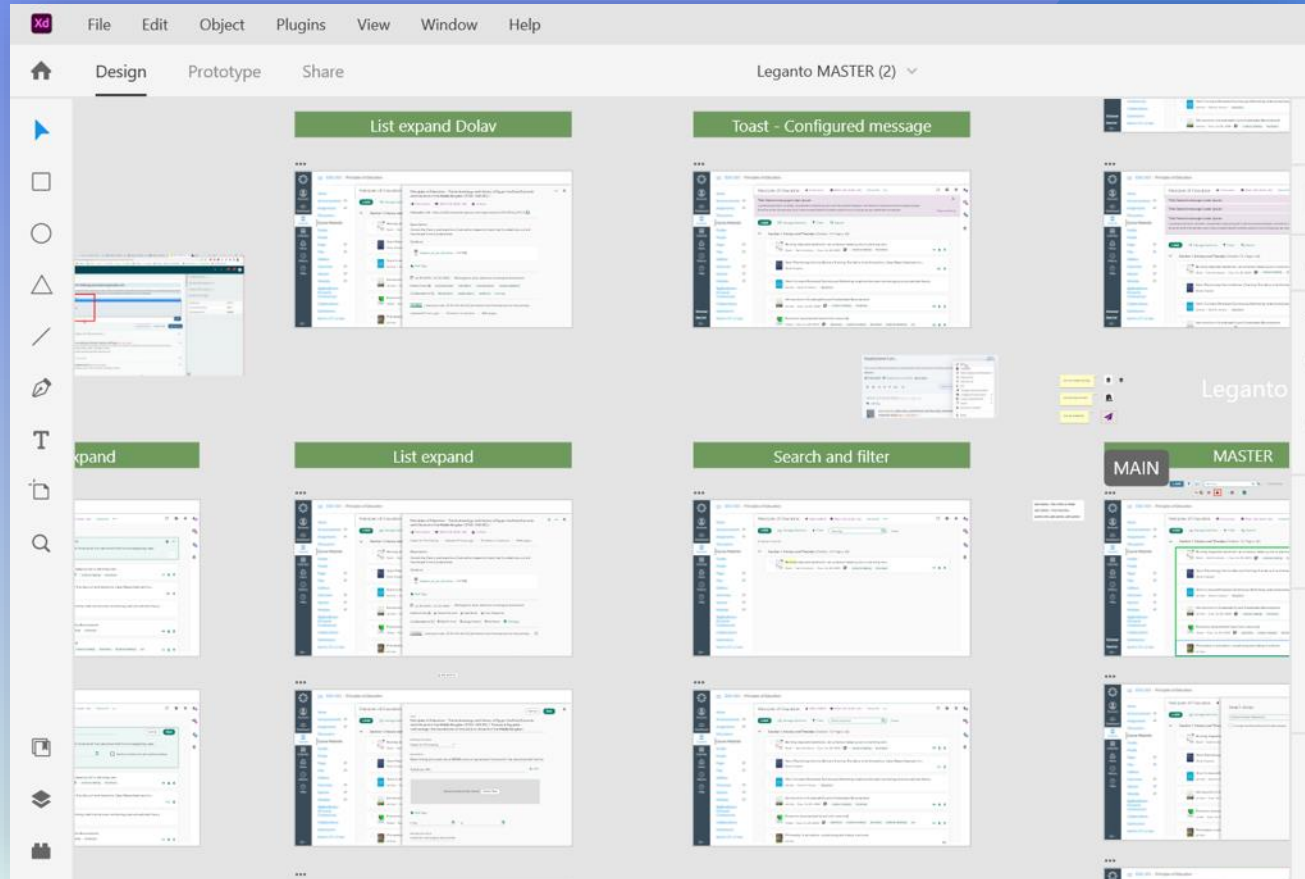
Discovery

Design

Usability sessions

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Release



Discovery

Design

Usability sessions

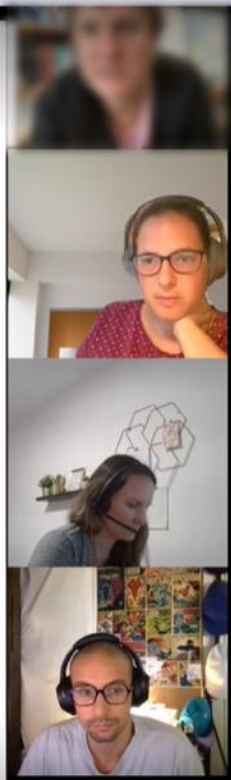
Early Adopters

Release

# Usability sessions

Leganto

The screenshot displays the Leganto library search interface. On the left, a sidebar shows a tree view for 'Principles of Education' with sections like 'Section 1: History and Theory' and 'Section 2: History and Theory'. The main search area is titled 'Search Library' and shows a search bar with the text 'Intro'. Below the search bar, there are options to 'Include records without full-text access' and an 'Advanced search' link. The search results are displayed as a list of items, including articles and books. The first result is an article titled 'Introduction to "An Empirical Assessment of the Contract Based Exception to the Employment-At-Will-Rule"' by Devinatz, Victor, published in the 'Employee Responsibilities and Rights Journal' in 2016. Other results include a book chapter on 'Sport Psychology' and an article on 'Short Cuts and E...'. The interface also includes a 'Filter' button and a 'Manage Sections' option in the sidebar.



Discovery

Design

Usability sessions

Early Adopters

Release

Overlap and Collection Analysis (1 - 9 of 9)

2	ProQuest ebooks BUJ vs. Oxford University Press Books Comparison of ProQuest ebooks BUJ (Z) vs. Oxford University Press Books All Titles collection (CZ) Compare Collections Completed Successfully	Creator: 021587464 Creation Date: 28/12/2021 23:26:56 IST Start Time: 30/12/2021 01:21:02 IST Finish Time: 30/12/2021 01:23:41 IST
3	Springer Open Access ebooks Checkup for Springer OA ebooks in IZ Look Up Titles Completed Successfully	Creator: 021587464 Creation Date: 20/12/2021 07:22:50 IST Start Time: 20/12/2021 07:29:28 IST Finish Time: 20/12/2021 07:29:50 IST
4	Brill ebooks BUJ vs. Brill Open Access Comparison of Brill ebooks BUJ (IZ) and Brill Open Access ebooks (CZ) Compare Collections Completed Successfully	Creator: 021587464 Creation Date: 20/12/2021 06:21:04 IST Start Time: 20/12/2021 06:52:24 IST Finish Time: 20/12/2021 06:53:00 IST
5	Ebsco Academic Collection vs. De Gruyter EBA Overlap analysis of Ebscohost ebook Academic collection vs. De Gruyter EBA package Compare Collections Completed Successfully	Creator: 021587464 Creation Date: 13/12/2021 21:19:00 IST Start Time: 14/12/2021 08:31:51 IST Finish Time: 14/12/2021 24:21:31 IST
6	De Gruyter EBA vs. De Gruyter Open Access Overlap analysis of De Gruyter ebooks EBA package vs. De Gruyter ebooks Open Access Compare Collections Completed Successfully	Creator: 021587464 Creation Date: 13/12/2021 18:59:48 IST Start Time: 13/12/2021 19:08:41 IST Finish Time: 14/12/2021 03:50:04 IST
7	Taylor & Francis ebooks (BUJ) vs. CZ Comparison of Taylor & Francis ebooks (BUJ) vs. selective packages from CZ Compare Collections Completed Successfully	Creator: 021587464 Creation Date: 13/12/2021 14:41:54 IST Start Time: 13/12/2021 18:00:04 IST Finish Time: 13/12/2021 18:05:31 IST
8	Cambridge EBA Cambridge EBA titles in IZ and CZ Look Up Titles Failed	Creator: 021587464 Creation Date: 12/12/2021 10:40:25 IST Start Time: 12/12/2021 10:52:27 IST Finish Time: 12/12/2021 11:02:02 IST



Overlap Analysis Tool

Search & Filter

- Feedback No.106 Done  
Need Ability to Use Multiple Match Methods in Same Report  
Jan 13, 22 - 1 @ - 1 Accepted
- Feedback No.107 Done  
Job confirmation email continued  
Jan 13, 22 - 2 @ - 1 Pending
- Feedback No.106 Done  
Need more details in job confirmation email  
Jan 13, 22 - 2 @ Pending
- Feedback No.105 Done  
Completed job still in "draft" mode  
Jan 12, 22 - 1 @ - 1 Closed
- Feedback No.104 Done  
Need refresh button  
Jan 12, 22 - 1 @ - 1 Closed
- Feedback No.103 Done  
Look up titles General Feedback and Open Access clarification  
Jan 10, 22 - 1 @ - 1 Closed

Powered by usersnap



**It works!**

Discovery

# Summon UX Changes in Q4 2021

Summon

Design

Usability sessions

Early Adopters

Release

**Summon**

Union Catalogue (4,277)

Conference Proceeding (272)

Book / eBook (5)

More...

**LIBRARY LOCATION** ^

**DISCIPLINE** v

- medicine (88,218)
- psychology (45,682)
- education (18,449)
- anatomy & physiology (16,964)
- social welfare & social work (14,342)

More...

**SUBJECT TERMS** v

- science & technology (91,139)
- life sciences & biomedicine (88,525)
- humans (78,310)
- male (53,524)
- female (49,858)

More...

**DATABASE** ^

**NEW RECORDS** ^

**AUTHOR** ^

**LANGUAGE** ^

**Summon**

New Search \* Advanced

**Attention and inhibition in children with ASD, ADHD and comorbid ASD + ADHD: an event-related potential study**

By De C. Smeets, S. Smeets, S.J. Mees, ...

Psychological medicine, 54(2014), Volume 44, Issue 9

Substantial overlap has been reported between attention deficit hyperactivity disorder (ADHD).

Journal Article Full Text Online

Preview - Close / Check by

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**Attention Deficit/Hyperactivity Disorder (ADHD): interaction between socioeconomic status and parental history of ADHD**

electronic resource by Eleanor J. Slone, Beth J. Slone, James L. ...

Journal of child psychology and psychiatry, 62(2014), Volume 55, Issue 3

Background Many studies have reported a higher prevalence of Attention Deficit/Hyperactivity Disorder (ADHD).

Journal Article Full Text Online

Preview - PDF - Close

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**Evaluating Cocaine Reward Pathway in ADHD: Clinical Implications**

by Melissa Biedle, Steve Denenberg, Robert ...

JAMA: the journal of the American Medical Association, 306(2009), Volume 302, Issue 10

**CONTEXT: Attention deficit/hyperactivity disorder (ADHD)—characterized by symptoms of inattention and hyperactivity/impulsivity.**

Journal Article Full Text Online

Preview - PDF - Close

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**Original Research: Impact: Confirmation and extension of association of blood lead with attention-deficit/hyperactivity disorder (ADHD) and ADHD symptom domains at population-level exposure levels**

by Lisa A. Mielke, Mark Mink, Mark Anderson, S. ...

Journal of child psychology and psychiatry, 61(2014), Volume 55, Issue 1

**Background:** Recent studies have suggested that child attention-deficit/hyperactivity disorder (ADHD).

**Summon**

Library Catalogue

- Physical Books in Library Catalog
- eBook Full Text Online
- Add results beyond your library's collection
- Include matches in Full Text

**Content Type** v

Content Type Filter

- Journal Article 59K
- Newspaper Article 59K
- Newsletter 14K
- Dissertation/Thesis 10K
- Book / eBook 1.0K

**Publication Date**

1 Year 3 Years 5 Years 10 Years

**Library Location** ^

**Discipline** ^

**Subject Terms** ^

**Database** ^

**New Records** ^

**Author** ^

**Language** ^

**Summon**

All of Science - Covers over 18,000 of the highest impact journals worldwide, including Open Access journals and over 110,000 conference proceedings

**The disintegrating self: psychotherapy of adult ADHD, autistic spectrum, and somato-psychic disorders**

by Steve Smeets, MSc, Steve Smeets, ...

2015

eBook - Looking for Full Text - View Options -

Preview -

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**The discourse of ADHD: perspectives on attention deficit hyperactivity disorder**

by Steve Smeets, MSc, Steve Smeets, ...

The language of mental health, 2015

This text explores the discourse of attention deficit hyperactivity disorder (ADHD); one of the most debated mental health categories attributed to children and adults across the globe...

eBook - Looking for Full Text - View Options -

Preview -

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**From child to conference: psychotherapy with a little boy with ADHD**

by Steve Smeets, ...

2014

eBook - Looking for Full Text - View Options -

Preview -

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**Helping children with ADHD: a CBT guide for practitioners, parents and teachers**

by Young, Sarah, Smith, James, 2004, author

2017

eBook - Looking for Full Text - View Options -

Book - Check Availability, K1061-19107-2017, Open Knowledge Library



*image: [playdateyakima.com](http://playdateyakima.com)*



# Thank you!

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