

Don't ask customers what they want

Designing for Digital Austin Tx April 2016

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First some context.....

Context.....

consumerization

<http://en.wikipedia.org/wiki/Consumerization>



WIKIPEDIA
The Free Encyclopedia

Consumerization is the reorientation of product and service designs around the individual end user. The emergence of **the individual consumer as the primary driver of product and service design** originated from and is most commonly seen as a major IT industry shift

The primary impact of consumerization is that it is forcing businesses.. to rethink the way they procure and manage IT equipment and services.

“a shift from bureaucracy to enterprise..”

“Historically, libraries enjoyed stability and a shared understanding of goals. This in turn favored a focus on managing and improving the means towards those goals - building the collection, providing reference service, creating efficiencies in technical processing, and so on. Much of this work is inherently bureaucratic. However, in an environment of change while overall mission and values may remain the same, new and shifting goals become the norm.

As goals shift in a changing environment, so does the need to think about how to marshal the means to meet them. This may need reorganization, new staff skills, changing priorities, reallocation of staff and resources, and so on.

It requires a shift from bureaucracy to enterprise, an adaptive organization that reviews and reshapes what it does in light of changing requirements”.

The enterprising librarian. Lorcan Dempsey. Blog 30 June 2012.

<http://orweblog.oclc.org/archives/002201.html>

The library business is booming.. competition



Libraries are so valuable they attract voracious new competition with every technological advance

LIBRARY**JOURNAL**

<http://lj.libraryjournal.com/2013/09/future-of-libraries/start-ups-take-library-jobs-reinventing-libraries/#>

competition..what competition?

"One of the things we're trying to do is first to catalogue everything in the world you might want to know about.



WIRED.CO.UK

How to access free academia

CULTURE / 07 NOVEMBER 13 / by KATIE M PALMER 

Search smarter

Use **Google Scholar** to search for the full title of the paper you require. Can you see "[PDF]" on the right? Then you're in luck -- some learned and helpful soul has made a copy available elsewhere.

Ask the author

Many academics post copies of their work online. Search for titles with "site: [theirdomain]" and "filetype:pdf". Or **just ask directly**, by sending a brief, slightly fawning message to the author.

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How to access free academia

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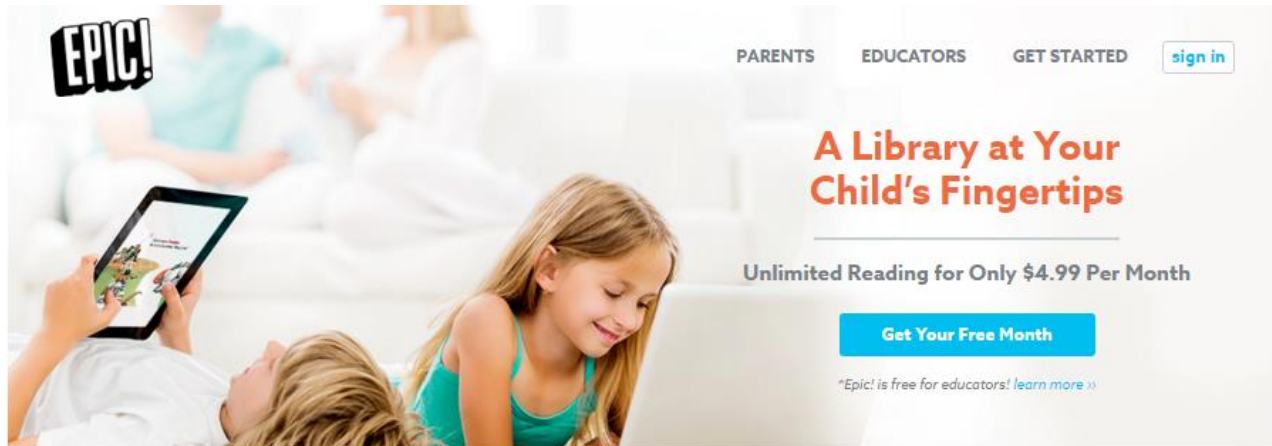
Ask for help

Certain internet-dwellers can do your highbrow dirty work for you. **On Twitter, post the URL** of a paper with #icanhazpdf. Delete the request afterwards, and remember not to thank the sender by name.

Go incognito

If a site offers a limited number of articles for free per month, **try browsing via Chrome Incognito**. Your cookies get dumped when you exit, so sites can't recognise that you've been there before.

alternatives to using (conventional) library services



The banner features the Epic! logo in the top left corner. Navigation links for 'PARENTS', 'EDUCATORS', and 'GET STARTED' are positioned in the top right, alongside a 'sign in' button. The main headline reads 'A Library at Your Child's Fingertips' in a large, bold, orange font. Below this, a sub-headline states 'Unlimited Reading for Only \$4.99 Per Month'. A prominent blue button with white text says 'Get Your Free Month'. At the bottom of the banner, a small note reads '*Epic! is free for educators! learn more >>'. The background image shows a child and an adult looking at a tablet together.

Instantly Access Over 10,000 Books for Kids 12 and Under

POPULAR AGES 0-2 AGES 3-5 AGES 6-8 AGES 9-12 AUDIO AWARD WINNERS SPANISH



alternatives to using (conventional) library services



DISCOVER NEW BOOKS

Personalized Recommendations
Based on Interest and Level



TRACK PROGRESS

Reward System Offers Extra
Motivation to Keep Kids Reading

[more features ▶](#)



READ-TO-ME

Hundreds of Read-To-Me and
Audio Books Included



Epic! is absolutely FABULOUS! Thank you for providing the best online library that I've seen.

ELLI L.

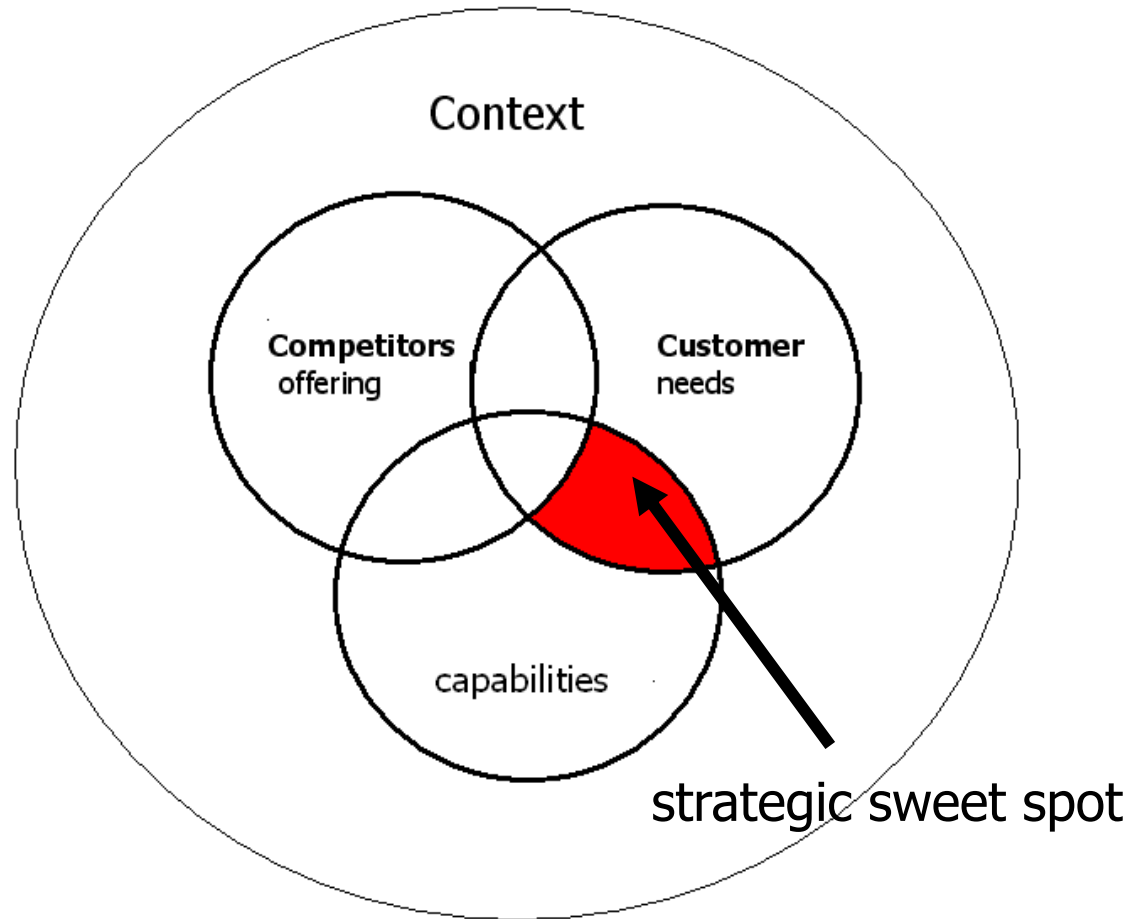
[see all ▶](#)



Epic! is Free for Elementary School Teachers and Librarians!

[Sign Up For Free](#)

What are you going to *do*?— what's your *strategy*?



What are you going to *do*?— what's your *strategy*?

There is increasing pressure on libraries to clearly demonstrate their value in supporting wider institutional goals. For example the current University of Sussex library strategic plan lists critical issues as: “Ensuring that our services align with the strategic priorities of the University”. The library mission statement highlights the provision of services: “particularly those relating to learning, teaching and the student experience, research...”

University of Sussex library strategic plan 2013-1018.

<https://www.sussex.ac.uk/webteam/gateway/file.php?name=strategicplan.pdf&site=269>

Quoted in: Library management system to library services platform. Resource management for libraries: a new perspective. By Ken Chad, Ken Chad Higher Education Library Technology Briefing paper. August 2015

Gartner.

Renovating the customer experience is a digital priority

Digitalization and the digital business are catalysts of change that are affecting the human-machine relationship and driving better customer outcomes.

<http://www.gartner.com/doc/2864817?refval=&pcp=mpe>

Trends: User Experience



NISO Virtual Conference: Interacting with Content: Improving the User Experience

Wednesday, October 28, 2015
11:00 - 5:00 p.m. (Eastern Time)

Sponsored by:

Today's virtual conference is generously sponsored by IET, The Institution of Engineering and Technology Publishing.



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Publishers Put User Experience First, Sky Doesn't Fall

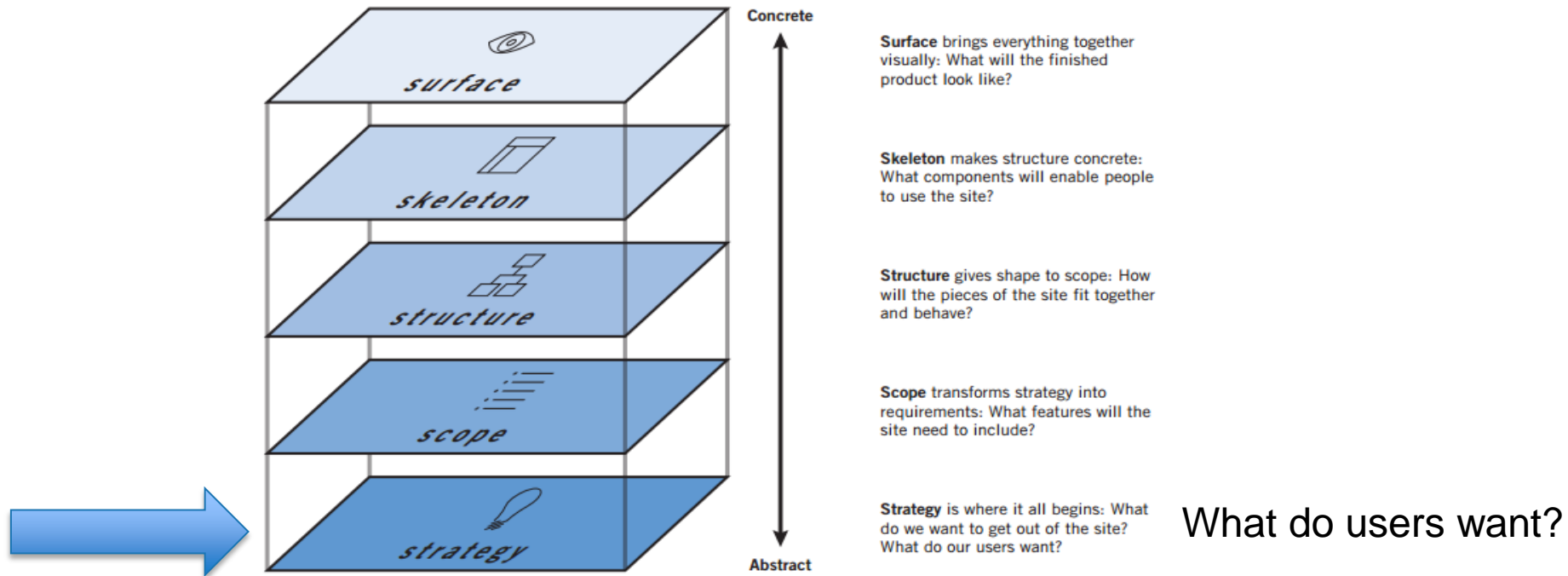
Chris Osche | October 5, 2015

Finally, someone realized that a good experience can still make money.



User needs –where do they fit into the UX picture?

Remember this from Jesse James Garrett's Keynote ?



Jesse James Garrett

THE ELEMENTS OF
USER EXPERIENCE

NOW AVAILABLE
IN BOOKSTORES EVERYWHERE

jig.net/elements



What about the user?



Library patrons, By Liz West. 2008 Flickr Creative Commons

what are they *really* doing?



Flickr Texas A&M University-Commerce Marketing Communications Photography
14284-educational technology 3535.jpg

What are they really doing?



I'm trying to
get a job...

“The meeting room was filled with people for some event, while in the main area other patrons looked at books or worked on computers”.

Library patrons, By Liz West. 2008 Flickr Creative Commons

What about the end user?



14284-educational technology 3535.jpg

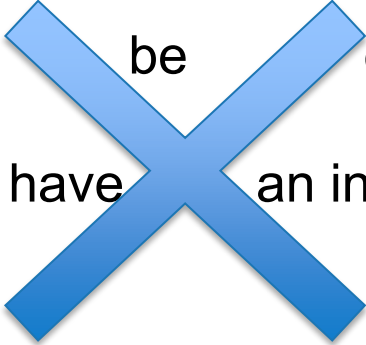
Don't ask customers what they want

“paradoxically the literal voice of the customer does not translate into meaningful inputs”

a 'jobs' and 'outcomes' based approach produces meaningful outputs that can be acted upon

'What customers want.' Anthony W Ulwick. McGraw Hill 2005

“The system should be easy to use”
“the solution should have an intuitive user interface”



The power of asking why.....

Process (each process may help get several jobs done)	WHY	some possible JTBD
search for an ejournal	WHY	complete an assignment
find a book on the shelves	WHY	present a project
download an ebook	WHY	get a good degree
manage research data	WHY	improve my research reputation
(cataloguer) add/edit metadata	WHY	make the resource more discoverable

#JTBD

What is the *job* -problem that needs to be solved?

Who needs to get the job done/solve the problem?

What is the particular *circumstance* of the problem?

Gains/Outcomes-what (measurable) criteria does the user consider in order to decide if the job has been successfully accomplished?

Pain points and barriers to getting the job done

<http://www.kenchadconsulting.com/how-we-can-help/innovation/>

#JTBD

Applying the method

you can use a number of approaches on their own or in combination

Put yourself in the shoes of your users

Focus groups

Interviews with users

Ethnographic approaches

<http://www.kenchadconsulting.com/how-we-can-help/innovation/>

#JTBD

i want  ideas

Sean MacEntee. ideas www.flickr.com

Group ideation with your staff

- You make sure the group is diverse as possible. Outsiders can be useful
- We introduce the JTBD concept
- You provide some starting contexts: the overall problem areas
- Together we provide some background information on the area—something to stimulate and open up people's minds -for example results from research or a provocative article
- We guide the ideation and discussion with the JTBD framework

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Group 3
Example A- Assignment

Using the 'jobs'-to-be done' methodology to understand user needs

PART 1: The job, user and circumstance

Job/Task/Problem to be solved/job-to-be-done (be as clear and succinct as you can)

Completion of assignment
Student wants to do a high quality piece of work
Wants to deliver the assignment on-time

User/customer

BROAD CUSTOMER SEGMENT: First year undergraduate

Attributes:

- On business course — large number of students in the group
- Inexperienced -still trying to find the way round how library services work and the resources on offer
- This is the first or at least an early assignment
- Doesn't have good search/information literacy skills —missed library induction
- Willing-keen to improve-wants to be one of those students that prepare and doesn't leave everything until the last moment
- Somewhat anxious-sometimes the information from lecturers about assignments can be confusing/contradictory

Circumstance (be descriptive and precise) Where is the user? What are the relevant attributes of the environment they find themselves in when they are trying to get this job done?

- On the train with a tablet/smartphone
- Most assignments are on Moodle and may not require additional resources –even reading lists –so the student is trying to improve on that while on the train (to achieve a better grade)
- Has already done a good part of the assignment –looking for stuff that will make it above average
- No time to do all the reading—want some good online resources to quickly improve assignment

**There can be hundreds of
Job/User/Circumstance scenarios**

scoring them helps you focus....

Importance 1=not important; 5=critical	Frequency 1=rarely 5=very frequent	Frustration 1=very happy 5=very frustrated	Score (importance+fre quency) X frustration = a score 2 to 50
4	3	5	35

Why is the specific job important? Why does the user *care*? What is the fundamental problem the user is facing?

Why important

- Student is ambitious-so wants to do a *good* job
 - So the question is *how* to make that added difference to get a good grade
- Fundamental Job
- Get a top class degree

What does the user like about the option (s) used at the moment

- Google will deliver almost anywhere and on any device
- Software is familiar and available
- It's the choice of friends & peers

#JTBD

Applying the methodology—with the users themselves

Focus groups can be especially good at shaping long lists of jobs that come out of ideation sessions. Focus group can also be helpful in identifying jobs which have most promise and to get feedback on specific ideas. However be very wary about getting *solutions* from customers. Customers do tend to latch on to existing solutions so may not see the 'gaps' for innovative products and services. Indeed customers are often not a good source for telling you what they 'need'. That's why it's important to frame the questioning around the overall JTBD approach.

<http://www.kenchadconsulting.com/how-we-can-help/innovation/>

Working through the JTBD method: the Job and the User

Output from workshop/focus group—concentrate of jobs and outcomes

Kind of user	Jobs	Outcome: typically thought of in terms of “minimise (decrease) /maximise (increase)”
University, Faculty Departmental and College Librarians	Align library curated content/resources to Teaching & Learning and Research	Minimise the number of resources that are used little or not at all
		Increase the impact on teaching and research outcomes
		Minimise delivery time of resource to end user
		Increase the number of reading list resources that are accessible/deliverable immediately at all times

#JTBD

Applying the methodology—with the users themselves

One-on-one interviews: Use the structured JTBD approach—remember *“the literal voice of the customer does not translate into meaningful inputs”*

Customer observations/Ethnographic approaches: Customers can find it hard to articulate their frustrations clearly, or they may have compensating behaviours they don't even realise. So actually watching customers can be very helpful in spotting things that might otherwise go unnoticed and unidentified

<http://www.kenchadconsulting.com/how-we-can-help/innovation/>

What doesn't the user like about the process they use now to get the job done

- I don't know I have looked in the *right* place
- Can I trust the resource-book/article? E.g. Is the author to be trusted?
- I am unsure if I have fully/correctly understood what the article/book is about
- Not sure results will deliver high marks
- Have I cited it correctly?

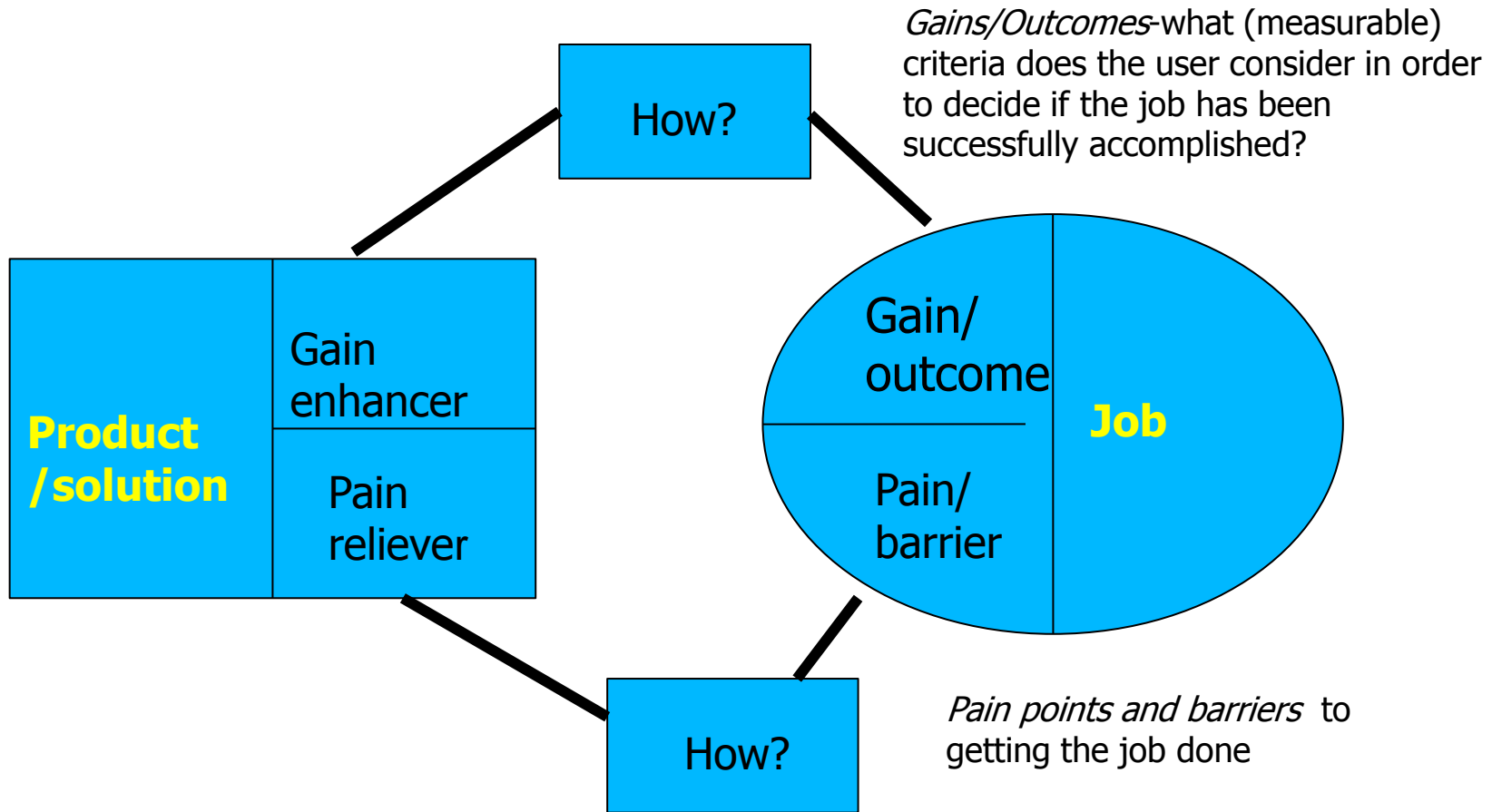
Analysing (potential) solutions focus on the following....

**what outcomes can it address?
(`gain creators`)**

**what barriers does it overcome?
(`pain relievers`)**

for what *jobs* is the solution applicable?

Matching solutions to jobs



Value Proposition

‘A value proposition is a short statement that clearly communicates the benefits that your potential client gets by using your product, service or idea.

It's not enough just to describe the features or capabilities of your offer, your statement needs to be very specific. **Your value proposition must focus closely on what your customers really want and value**

Creating a Value Proposition

<http://www.mindtools.com/CommSkill/ValueProposition.htm>

Value Proposition

What products or services are you offering?	How do you users benefit?	What differentiates your offering or makes it unique



Get Started!

Sign In

Reading designed for kids. Reading designed for fun.

Massive Library

Thousands of high quality, recognizable titles to choose from. Discover your next favorite read!

Reading Log

Track your child's reading progress and discover how much they've read -- a great way to keep track of required reading homework!



Read To Me Books

Epic! offers a huge selection of titles with audio. Your children can read along while their favorite stories are read to them.

Badges & Rewards

Our unique reward system offers extra motivation to keep kids reading. Discover badges & unlock new rewards!

In a world of unlimited screen time, Epic! is a smart alternative to games and videos

What is the job Epic is trying to help get done?



<http://techcrunch.com/2014/02/24/the-epic-app-brings-kids-books-to-the-ipad-and-makes-them-more-fun-too/>

A lot of parents tend to want to limit “screen time” for their kids, and push them to read more books instead.

for many kids under the age of 12 or so, the iPad is for games and movies, and reading is mostly done on physical books.

“It looks like Epic strikes the perfect balance between educational and fun, and should **allow parents to feel more confident about introducing the iPad into their children’s daily lives as a tool, rather than as a guilty pleasure or time-wasting treat**

Shelley Gullikson

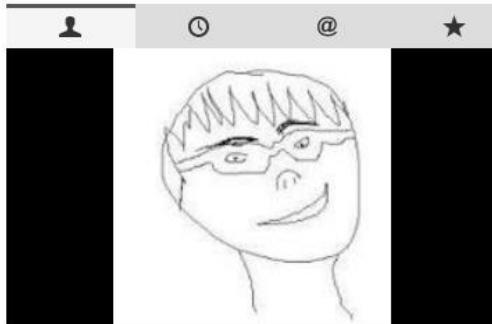
Usability and user experience in academic libraries. Mine mostly.

[HOME](#) [ABOUT](#)

UXLibs conference: thoughts

MARCH 23, 2015 ~ SHELLEY

Shelley Gullikson (shelley_gee)



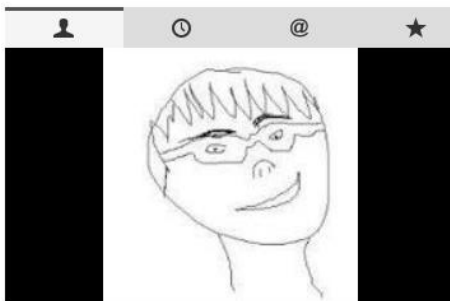
Carleton University, Library,
Faculty Member



Reflections

“One of the many things we did was watch videos of students trying to find information. **A second year student needed to find peer reviewed articles but clearly had no idea what this meant.** A fourth year student came upon an article on her topic from the Wall Street Journal and thought it could be useful in her paper because it sounded like it was on her topic and came from a credible source (not seeming to realize that a credible source is not the same as a scholarly source). **I found it striking that neither of these students seemed to understand what scholarship looked like; what it meant for a thing to be a scholarly source.”**

Shelley Gullikson (shelley_gee)





More effective libraries - creating a great user experience

We work with libraries, businesses and sector bodies. We have proven and innovative methodologies to help create a compelling user experience.

[How we can help](#)

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