Wayfinding: A Tale of Two Libraries and their Methods for Understanding Library Navigation

OLA 2016

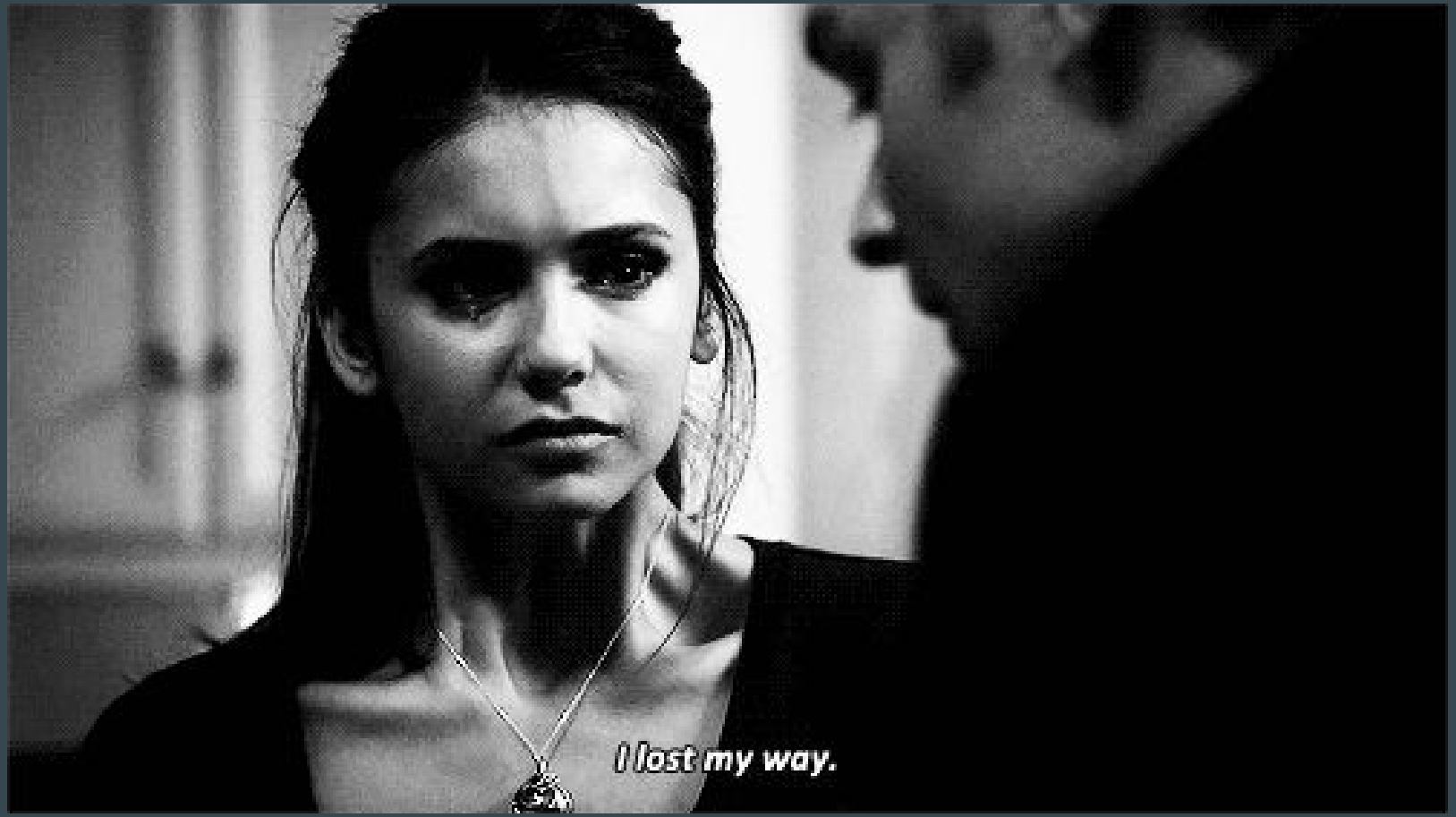
https://www.flickr.com/photos/20776494@N00/2299711506/

Activity:

Draw how you get to your favorite spot (or your office) in your library

- Where did you start?
- What obstacles may get in your way?
- What do you call where you are? Is it the same as what others call it?
- Were there signs along the way?

HOW DO WE GET THEM FROM HERE



TO
HERE

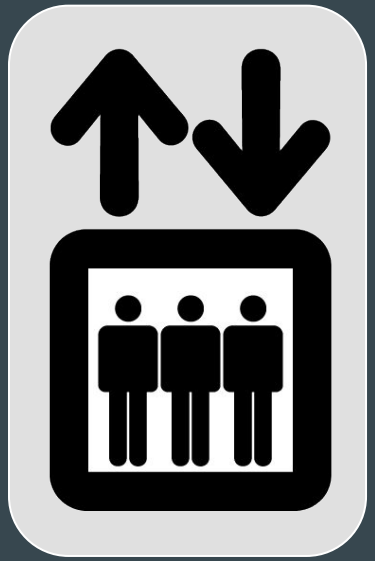
wayfinding, n.

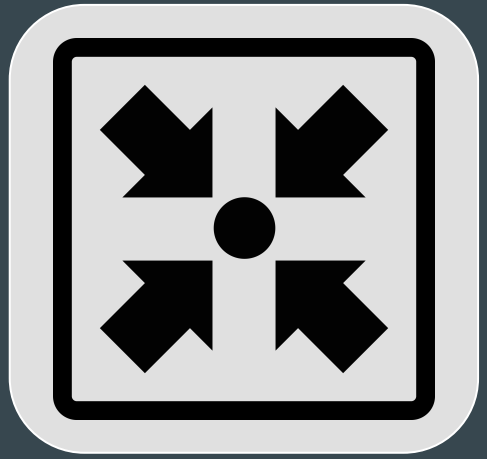
The act of finding one's way to a particular place; navigation.

It tells us what's here, it tells us how to use the site, and it gives us confidence in the people who built it.

- Steve Krug

http://www.aiga.org/symbol-signs/





Wayfinding & Symbols

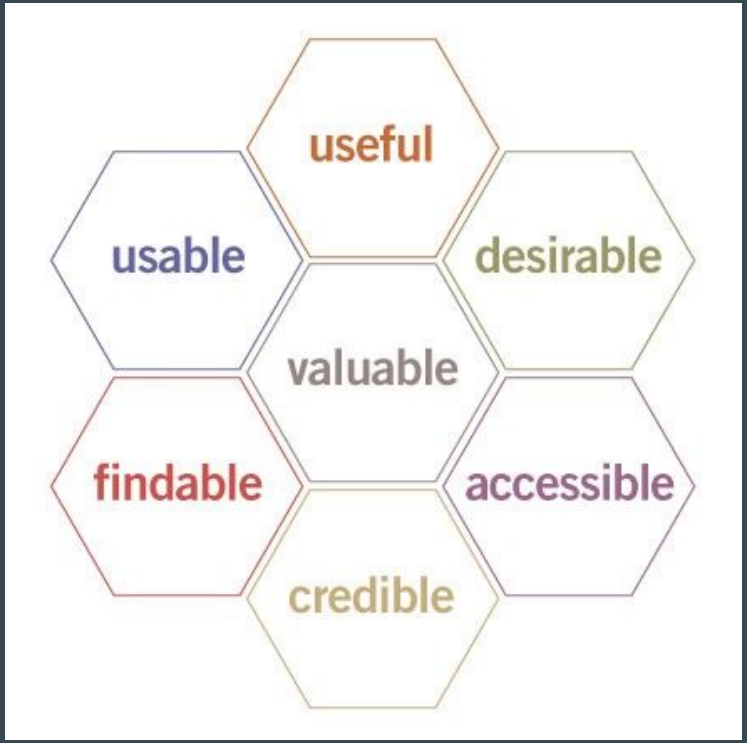
Wayfinding… why do we care?

The FIRST impression sticks

Feelings matter (useful usable DESIRABLE)

Virtual and physical library = connected for users

USER centered service design



Peter Morville

OSU Valley Library Entrance

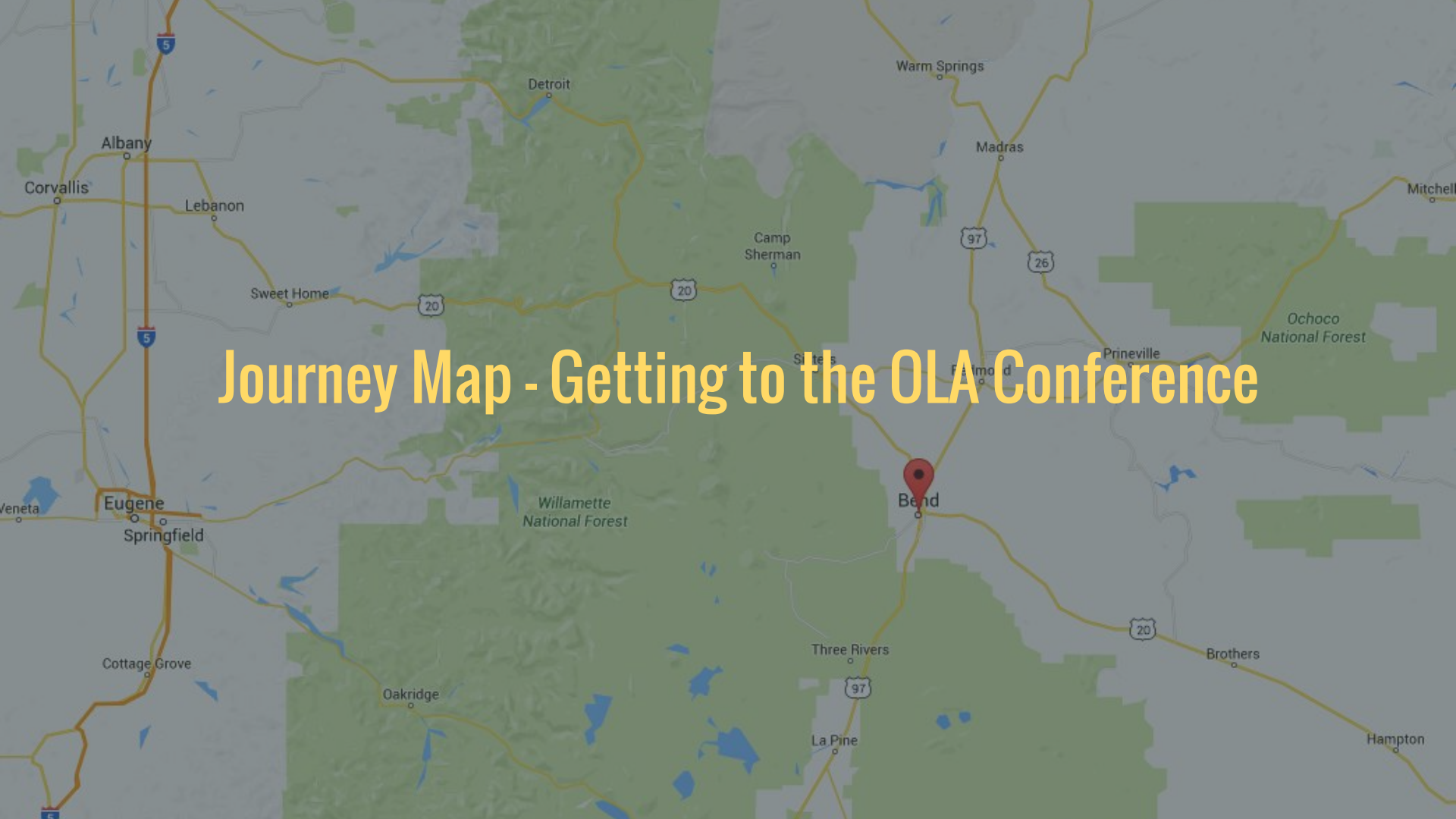
https://youtu.be/EUgE16_sEYw

Reed College Library Entrance

https://youtu.be/9gYSyJij4-I

Front Entrance Discussion:

- How do users know where to go when they enter your library?
  - Are there signs?
  - Is there a person or service desk for help?
- What kind of first impression does it make?
- What would you change?



Journey Map - Getting to the OLA Conference

When does a journey begin?

- When we received the email about the conference?
- When I paid my registration?
- When we hit the submit button for our presentation?
- When I was sitting at my desk thinking, “so, where to go next?”

questar boost

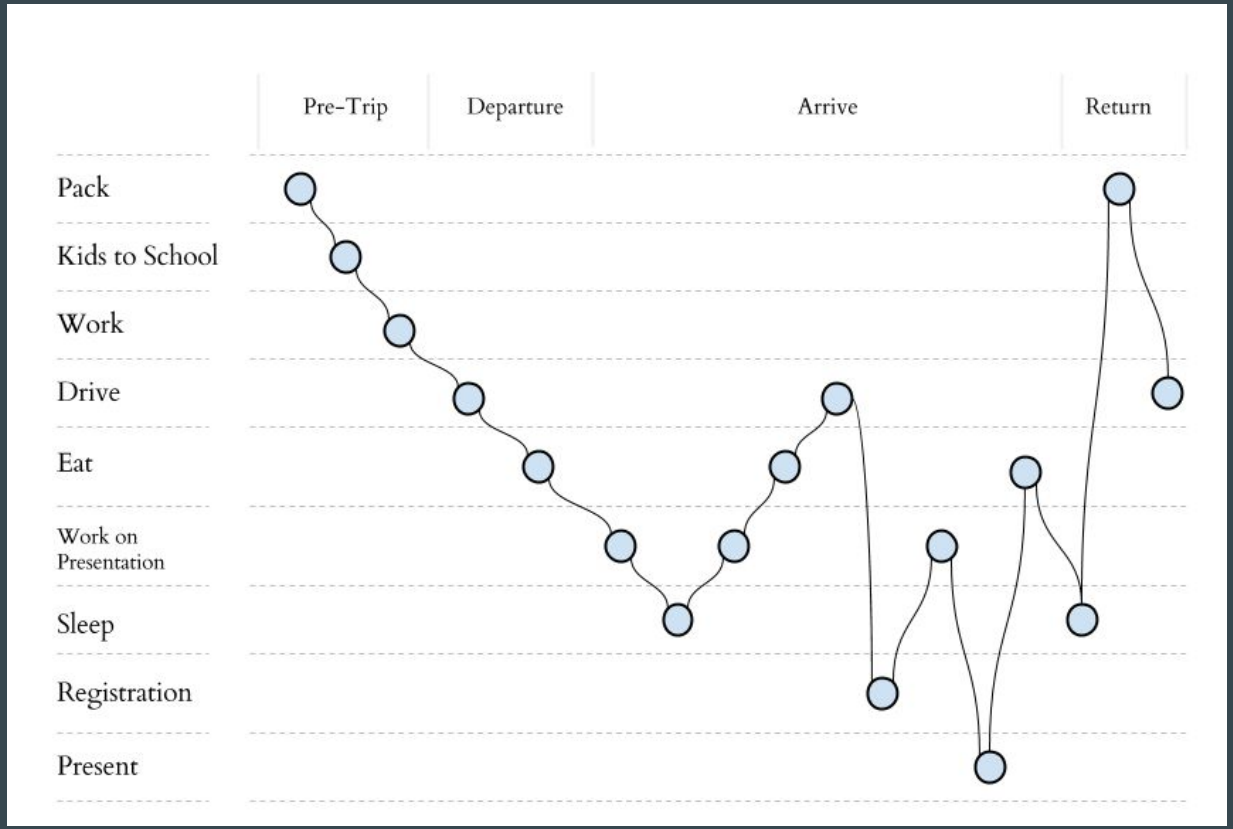
EXIT
BUS COMPANIES ARE MORE ENLIGHTENED THAN NYC ART GALLERIES.
Reference Desk Hours

AT ALL TIMES

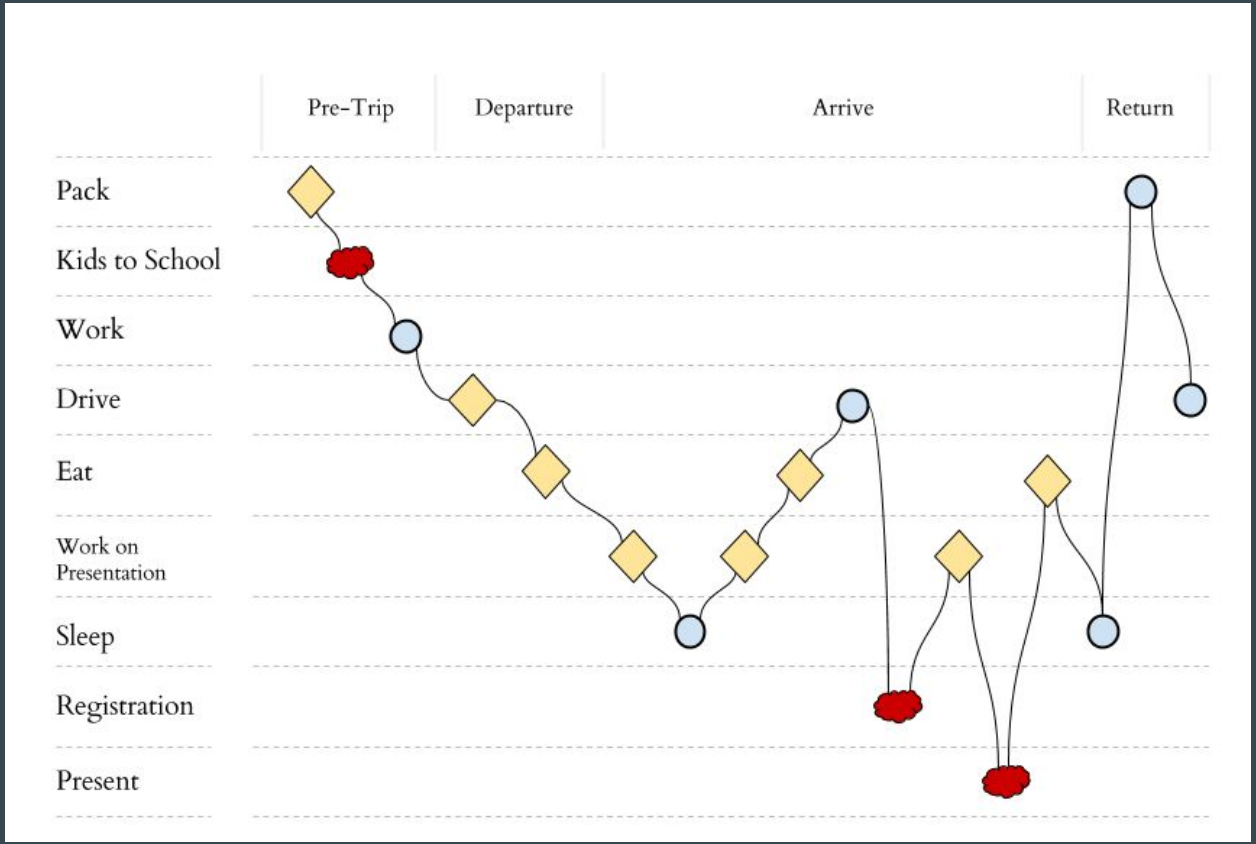
• NO PETS ALLOWED
IN THIS AREA

MAIN
ENTRANCE

Journey Map, Visualized



Journey Map, post-analysis



Journey Map (JM) Activity:

- Form groups of 3
- Roles:
  - Interviewer
  - Interviewee
  - Note taker
- Use paper and post-its to map out the journey
- Ask open ended questions

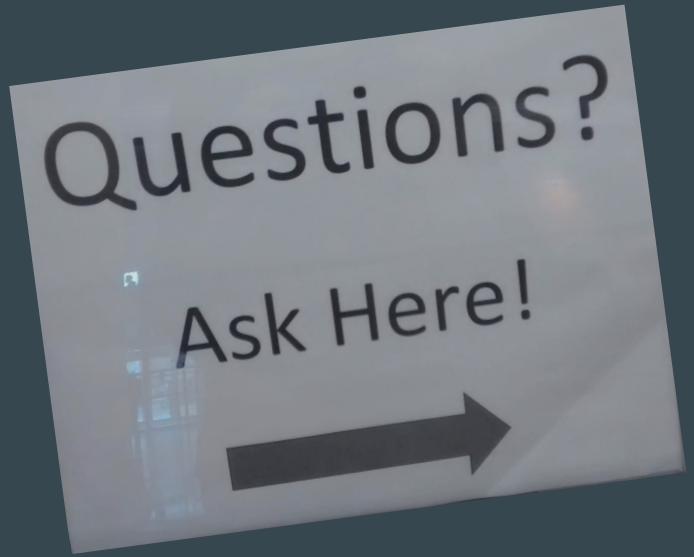
Wayfinding Factors

3 key factors to influence wayfinding behavior:

- differentiation of the environment
  - sizes, colors, forms, codes, architectural styles, signs
- visual access (aka visibility)
  - how much and how far you can see from a specific location
- complexity of the spatial layout
  - possible routes, intersections, and destinations, size

Typical Library Wayfinding Issues

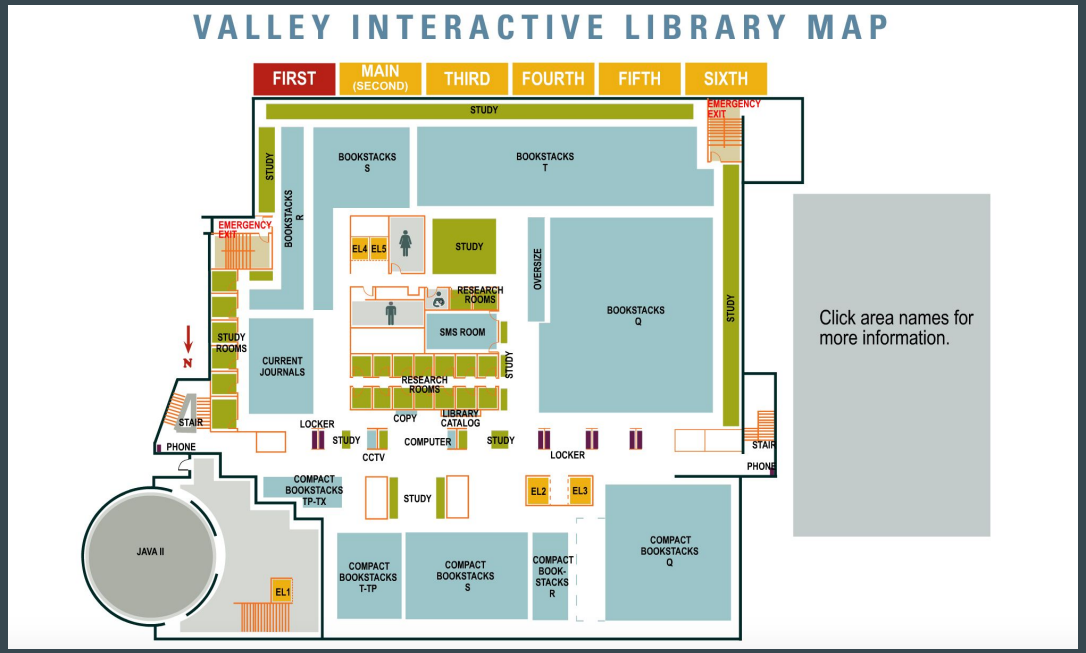
- Naming conventions - official names vs. colloquialisms
- Emotional barriers
- Visibility
- Signage



Solutions...

Interactive maps

University of Portland http://library2.up.edu/floormap/floormap_mainfloor.html
Oregon State University (DRAFT) http://people.oregonstate.edu/~leeseung/



Colloquial Names

Add pictures of our library spaces!

Emotional Barriers

Easing the way with welcoming tools

The Valley Library's Concierge

10-4pm, Monday - Wednesday
1-2 people per 1 hour shift
Fall term 2015 (pilot): 3 days, 3 weeks
Winter & Spring terms 2016: 3 days, 1 week

Signage inventory

Divide and conquer

area	volunteer
☑ 1st floor Java II side	@Katie Warrene
☐ 1st floor library stacks side	
☑ 2nd floor Learning Commons si	
☐ 2nd floor entrance side of aveni	

Powered by Atlassian Confluence 5.2

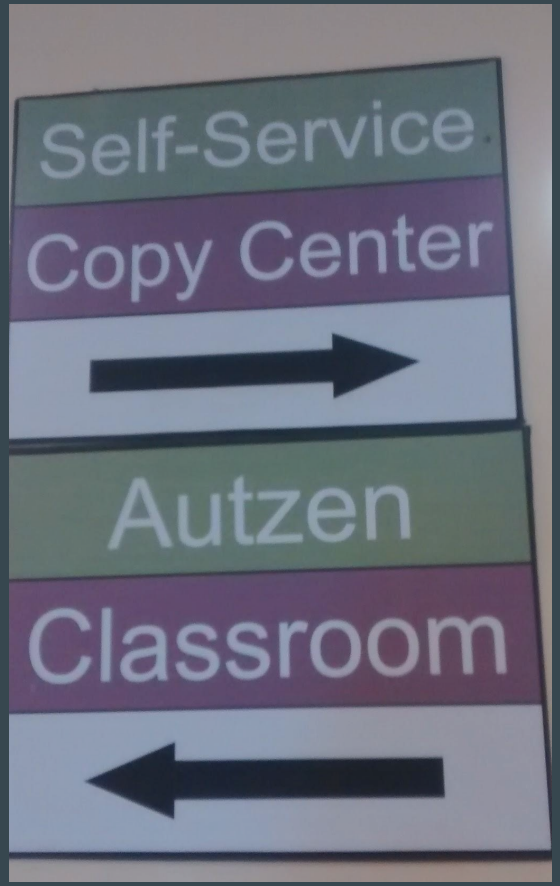
1 Divide and conquer
2 Procedure
3 Parameters
3.1 What to skip
4 Definitions
4.1 Function
4.2 Format

Visual design notes
made with labelmaker - looks kind of chintzy and is showing wear
printed on fluorescent orange paper and laminated
simple, straightforward, look fine, holding up well

Form

Signage inventory: next steps

- Look for patterns in the recommendations
- Remove mis-informing signs
- Prioritize signs for redesign



Nothing to Inventory?

- Focus on the research process
- Ask about obstacles and barriers
- Methods
  - Surveys
  - Customer Journey Maps
  - Focus groups

More than just floor maps: Interpreting the library

“Along with the maps that tell me what letter goes to what section of books in the library, a semi detailed list of what letters are what subjects. I end up going to a fairly wide range of areas and I kind of know what sections are what, but I think if I had a more detailed list along with the maps, it would be easier to keep track and I think browsing books would be very helpful.”

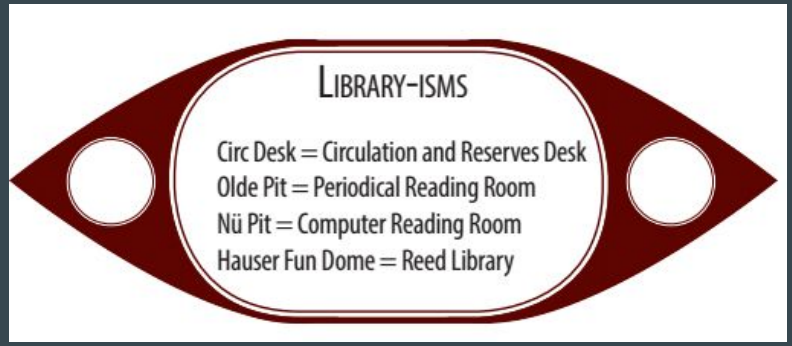
“A map of the library noting where topics are within the stacks. I have no idea how to browse in Hauser because it's so big; I usually just pull a single book by its call number and leave it at that.”

“I would like to have a map of the library that says what types of books are in North Stacks, etc. instead of just having a map that says North stacks, south stacks. I don't know what books are in there. It often helps for me to just browse in one section, but I don't want to go looking all over the library.”

Confusion leads to limited use of the library

- Use only some available resources based on their findability
- Can't find librarians
- Don't know who to ask for help with what
- What study rooms?
- If I hadn't taken this class, ….

Reed College Map



RESOURCES

7 things you should know about service design from EDUCAUSE

Toolkit of lots of service design tool

Integration Blueprint - planning and operations tool for envisioning how the space will be supported

Great library UX ideas under $100. (2015). Weave, vol. 1 no. 3

Hahn, Jim, and Lizz Zitron. (2011). How first-year students navigate the stacks: Implications for improving wayfinding. Reference & User Services Quarterly, vol. 51, no. 1, p. 28-35.

Lasquite, Mydee. Color psychology in marketing and brand identity. Visual Learning Center by Visme.

Lee, Seunghae, Eun Young Kim, and Paul Platosh. (2015). Indoor wayfinding using interactive map. IACSIT International Journal of Engineering and Technology, vol. 7, no. 1, p. 75-80.

Marquez, Joe, and Annie Downey. (2015). Service design: An introduction to a holistic assessment methodology of library services. Weave, vol. 1, no. 2.

McDonald, Courtney Green. Putting the user First: 30 Strategies For transforming Library Services

Schmidt, Aaron, and Amanda Etches. (2014). Useful, usable, desirable: Applying user experience design to your library. Chapter 6: Signage and wayfinding . First ed.

Schneider, J., & Stickdorn, M. (Eds.). (2011). This is service design thinking. Amsterdam, The Netherlands: BIS Publishers.

THANK YOU!

Evaluation: https://goo.gl/oEZAnS

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REED

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