Fostering a UX Culture Across Campus

CNI Spring 2020 Membership Meeting

Rebecca Blakiston
User Experience Strategist
University of Arizona Libraries
Hello!

Rebecca Blakiston
User Experience Strategist & Librarian

- instruction and reference
- user experience
- strategic planning
- consulting & training
- improving all the things
User Experience (UX)
A multi-disciplinary venture
PSYCHOLOGY
The way it makes you feel

SCIENCE
The way it works

USER EXPERIENCE

ART
The way it looks

peoplevendor.com
Why UX matters

- Advancing student success and researcher productivity
- Designing better websites, systems, services, and spaces
- Focusing on what has the most impact
UX@UA

A community for UX enthusiasts
UX@UA Mission

We are a learning community that aims to grow UX expertise at the University of Arizona. We provide a variety of resources including:

- Professional development and networking
- Low-barrier UX tools and techniques

Our aims are for UX enthusiasts of all levels to:

- Feel empowered and inspired
- Develop their skills and toolset
- Connect with UXers in Tucson and beyond
Leadership team

Rebecca Blakiston  Bob Liu  America Curl  Elyssa Naval  Emma Gould

Zuleima Cota  Victoria Ogino  Ann Shivers-McNair  Sarah Mauet  Yashu Vats
Communication channels

- Website
- Slack
- Meetup
- Instagram
- LinkedIn
- Medium

uxua.arizona.edu
Suzie Weisband  2:08 PM
Hi. I'm a prof in MIS, teaching UX and prototyping. Know of what you do, and finally joined your slack channel.

Alexander Kinney  1:38 PM
Hi all, I'm a PhD candidate in Sociology. I'm hoping to get a better handle on UX research as I am interested in considering this as a possible alternative to a career in academia. I am excited to get more information on meetups and events! (edited)

Maya Patterson  8:14 AM
Hi! I work with the Institute of the Environment, and a part of my role is working on the redesign of the Arizona Environment website. I'm hoping to get some nice tips and tricks along the way to help improve the experience of our website visitors/users!

Jason Huang  10:46 AM
Hi everyone! My name is Jason Hung, an UofA student major in Computer Science. It's soooooo good to meet you all! I'm brand new in UX, so I'm seeking to learn more from you guys!
Monthly meetups

- Networking
- Presentations
- Guided activities
UX Initiatives
Reducing barriers to UX research and design
TINY CAFÉ

Free drinks and snacks for 10 minutes of your time.
Tiny Cafe as a campus service

Advising and IT projects.

Biweekly testing of the Student Engagement Hub, a strategic priority for campus.
UX/UI testing zone

Student developers at the College of Management testing research apps in development.
Tools & templates

We've pulled together a few free and low-cost options for UX work. This is a work in progress. Get in touch if you have something to add!

**Tools**

Find design, content, and testing tools that will help you succeed in your UX project.

**Discover UX Tools**

**Templates**

Don’t reinvent the wheel! Download templates for your UX project.

**Discover UX Templates**

**Methods**

Learn about UX methods such as journey mapping, usability testing, and user interviews.

**Explore UX Methods**
Participant pool

Recruitment pool to reduce barriers to UX research across campus.

Partners:

- University IT
- Student Engagement and Career Development
- Research Office
Small-scale pilot

- 85 library student employees
- Remote, mostly asynchronous opportunities

Make an impact without being here physically

You’re invited to join a pool of library employees interested in improving the library's services, spaces, and websites. Projects may include surveys, feedback sessions, usability tests, prototyping sessions, and more. The pool is managed by the library's UX team.

This form takes about 2 minutes to complete. Thank you for your dedication to serving the campus community during this time of disruption.
Leveling Up

Building UX expertise among students, staff, and faculty
Drop-in consulting

Helping people:

- Craft research studies
- Create prototypes
- Make sense of findings
- Improve designs and content
Assessing campus UX needs

What questions or advice did you ask for in the consulting?
11 responses

<table>
<thead>
<tr>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>How to best layout the User Experience with Menus.</td>
</tr>
<tr>
<td>In our current efforts to re-design our website, what UX best practices can we make use of to better plan our future website.</td>
</tr>
<tr>
<td>Asked about breakout rooms and best ways to show lo-fi prototypes on a zoom class.</td>
</tr>
<tr>
<td>I asked about the design of my blog and overall layout.</td>
</tr>
<tr>
<td>I was curious about icon design choices, font placement, attention hierarchies, etc.</td>
</tr>
<tr>
<td>How to recruit students without compensation.</td>
</tr>
<tr>
<td>How can I create a form that calls for participates in a study about the transfer student experience</td>
</tr>
</tbody>
</table>
Class partnerships

- Guest lectures
- Workshop facilitation
- Student assignment review
- Student project showcase

Spring 2020 LAW 672A Innovating Legal Services students are partnering with a state court to conduct UX testing on an online dispute resolution platform. They are designing and testing prototypes using Adobe XD. This is part of a research grant that aims to improve access to justice nationwide. Open to all graduate students and undergrads for independent study with permission. Contact Stacy Butler.

ENGL430: User Experience (UX) Research is being taught for the first time in spring 2020. Contact Ann Shivers-McNair.

A proposed major in Professional and Technical Writing is anticipated to launch in fall 2020.
uxEd: sticky problems and design stories from the University of Arizona community

- Project writeups
- Tutorials
- Reflections

medium.com/ux-ed

When does the library close today?
Rethinking the experience of checking library hours
Read more...
Questions & discussion

Stay in touch

Rebecca Blakiston
rebeccablakiston.info
blakisto@arizona.edu

More about UX@UA:
uxua.arizona.edu