

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



Laura
visual design

Me

Jenica
talk-back boards

Bob
UX design

Emma
writing & research

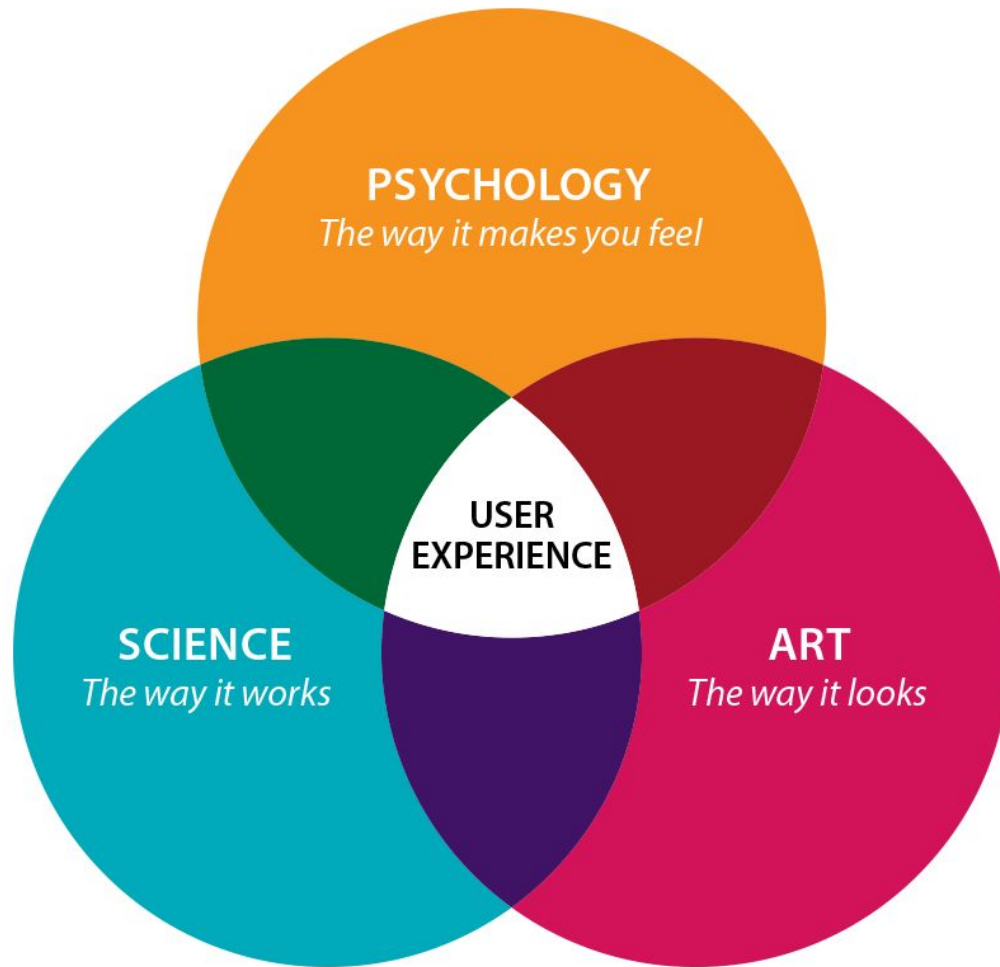
America
engagement & content

Yashu
data & analysis

User Experience (UX)

A multi-disciplinary venture





EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

IMPLEMENT



UNDERSTAND

EXPLORE

MATERIALIZE

Nielsen Norman Group

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



UX@UA

[HOME](#) [LEARN ABOUT UX](#) [GET INVOLVED](#) [INITIATIVES](#) [TOOLS & TEMPLATES](#) [ABOUT UX@UA](#)

Hey, friends!
We're a community
for UX learners and
enthusiasts.



What is UX?

UX stands for "user experience." New to UX?

[LEARN ABOUT UX](#)

How can I be a better UXer?

We have tools, templates, and resources to help.

[BROWSE TOOLS AND TEMPLATES](#)

How can I get involved?

There are many ways to join the conversation.

[GET INVOLVED IN UX@UA](#)

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 soooooooo good to meet you all! I'm brand new in UX, so I'm seeking to learn more from you guys!



Faculty & instructors

Grad & PhD students

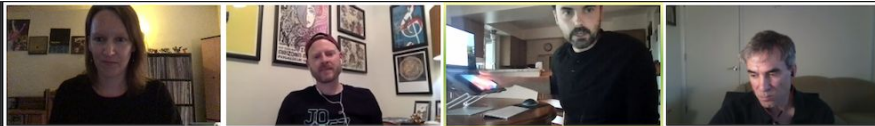
Staff

Undergrads

Monthly meetups

- Networking
- Presentations
- Guided activities





America Darlin...



Recording...



Participants (23)

Search

- Suzanne P Weisband
- Tony Zavas
- Valentin R. Mancha
- Yahula
- Yashu Vats

- yes
- no
- go slower
- go faster
- more
- clear all

Mute All Unmute All More ▾

Chat

- let more work to set it up and collapse it down.
- From [Kristin D Powell](#) to **Everyone**:
How about ergonomic keyboard for Mac?? Any recommendations?
Oh and which laptop stand is that, it looks great?
- From [Tony Zavas](#) to **Everyone**:
lol
- From Me to **Everyone**:
I think you'd be an instant celebrity at a coffee shop.
- From [Kristin D Powell](#) to **Everyone**:

To: **Everyone** ▾



UX Initiatives

Reducing barriers to UX research and design





TINY CAFÉ

Free drinks and snacks for
10 minutes of your time.

University Libraries



THE UNIVERSITY OF ARIZONA
University Libraries

Code of
Conduct

SECURITY NOTICE
VIDEO SURVEILLANCE
IN USE ON THESE PREMISES

HEALTH
SCIENCES
LIBRARY

HEALTH
LIBRARY

Get 1
Book
Check



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.

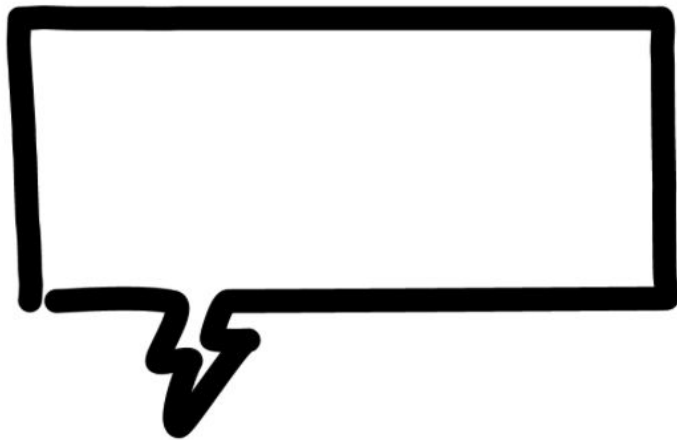
[DISCOVER UX TEMPLATES](#)

Methods



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

[EXPLORE UX METHODS](#)



Help improve the university.

Sign up to receive occasional invitations for feedback sessions, usability testing, and more.

Email address

Sign up

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



THE UNIVERSITY OF ARIZONA

University Libraries

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.

Start

press Enter ↵

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

How to best layout the User Experience with Menus.

In our current efforts to re-design our website, what UX best practices can we make use of to better plan our future website.

Asked about breakout rooms and best ways to show lo-fi prototypes on a zoom class.

I asked about the design of my blog and overall layout.

I was curious about icon design choices, font placement, attention hierarchies, etc.

How to recruit students without compensation.

How can I create a form that calls for participates in a study about the transfer student experience

Class partnerships

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

Course: UX & Justice



SPRING 2020

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**.

Course: UX Research



SPRING 2020

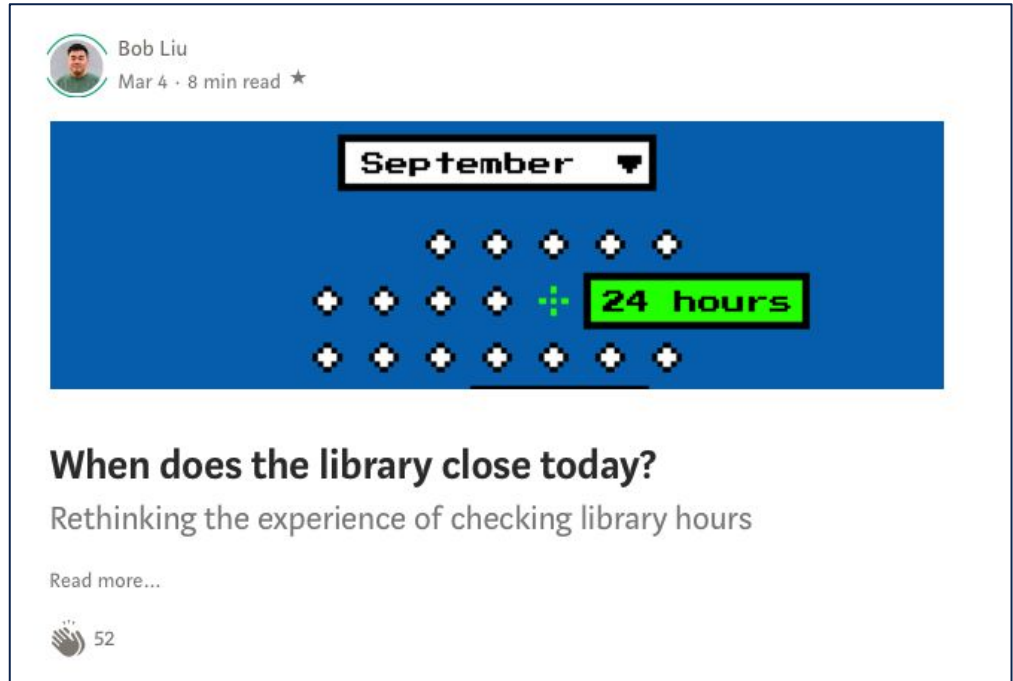
ENGL430: User Experience (UX) Research is being taught for the first time in spring 2020. Contact **Ann Shivers-McNair**.

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



Bob Liu
Mar 4 · 8 min read ★

September ▾

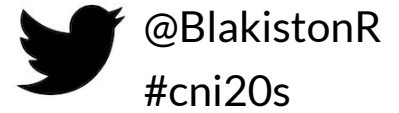
24 hours

When does the library close today?
Rethinking the experience of checking library hours

Read more...

👏 52

The image shows a Medium article preview. At the top is the author's profile picture and name 'Bob Liu', followed by the date 'Mar 4 · 8 min read' and a star icon. Below this is a blue rectangular image showing a calendar for the month of 'September'. The calendar grid consists of white plus signs on a blue background. A green box highlights the number '24' in the calendar, with the word 'hours' next to it. Below the image is the article title 'When does the library close today?' in bold, followed by the subtitle 'Rethinking the experience of checking library hours'. Underneath the subtitle is a 'Read more...' link and a clapping hands icon with the number '52' next to it.



Questions & discussion

Stay in touch

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More about UX@UA:
uxua.arizona.edu