

# CHAPEL HILL PUBLIC LIBRARY

## VISUAL MEDIA UX RESEARCH PROJECT

**Project Brief:** The Town of Chapel Hill Public Library wanted help understanding how their users interacted with the library's visual media offerings, namely DVDs and their video on demand (VOD) service. The library operates on tight public budgets and therefore wanted to ensure that their investment in visual media was well placed.



### AT A GLANCE

#### Project Timeline

- Eight Weeks

#### My Role

- UX Researcher

#### Methodologies Used

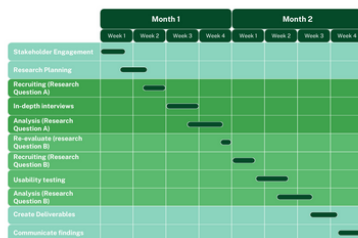
- Enhanced Screener Survey
- In-depth interviews
- Usability testing

#### Insights

- Ascertained 3 key reasons why users borrow
- Unearthed 2 dominant user behaviors when borrowing
- Highlighted user pain points with app and website

### MY ROLE

The library hired me to design and conduct an end-to-end qualitative research project. Before beginning the research I engaged with multiple stakeholders from varied teams within the organization. I collaborated with the deputy director to turn the project brief into a tightly focused research agenda. We then met weekly to report progress and check-in.



### TIMELINE

I conducted the project over an eight-week period, split into four major time blocks:

1. Stakeholder engagement and research planning.
2. Research for Question A.
3. Research for Question B.
4. Deliverable creation and findings communication. (Follow image link for detailed timeline)

### RESEARCH OBJECTIVES

The key goal of the project was to understand who uses the library's DVD collections and VOD service, why they use it, and if the collections are useful and useable.

### RESEARCH QUESTIONS

- **A)** Why do users borrow library visual media and how do they currently decide which materials to use?
- **B)** Can library users efficiently find the visual media they want to watch in the library website and app?

### PARTICIPANT RECRUITMENT

83

Survey Participants

7

Interviewees

5

Usability Participants

I recruited participants in person using an enhanced screener survey that was based on user borrowing behavior, not demographics. The library staff knew very little about the kind of person who borrowed visual media, so screening for users of varying borrowing frequency would help to understand multiple user experiences.



"The rest of the universe is mean and random, but the library is a consistent source of something."

#### Library User

Quote taken from In-depth Interview

## RESEARCH METHODOLOGY



### Enhanced Screener Survey

**Why?** A thorough screener survey allowed me to productively combine recruiting time with research. I used the survey to find visual media users for the in-depth interviews.

**Result:** Ascertained rough data of users with DVD players (78%), gaining an insight into the vast potential market for DVD borrowing.



### In-depth interviews

**Why?** Without talking to library users and asking them questions how could we find out why users continue using library DVDs, what kind of DVDs they borrow, and how they decide what to borrow.

**Result:** Gained key insights into user motivations and borrowing behaviors

#### Interview Guide



### Usability Testing


**Why?** Because the website and app were designed with book borrowing in mind, it was key to conduct activities attuned to how useable it was for other media. The tests included six activities.

**Result:** Activity 1: 80% pass.  
Activity 2: 60% pass.  
Activity 3: 100% pass.  
Activity 4: 60% pass.  
Activity 5: 20% pass.  
Activity 6: 80% pass.

## DELIVERABLES

I created three **personas** of visual media users which presented reasons why and how users borrowed library visual media.

**Research Report** including all findings and screenshots outlining user pain points. I presented a shortened report to the stakeholders that I engaged at the start of the project.




**Casual Movie Watcher**

**Why they borrow:**

- Availability of old titles
- Utilizes public services

**How they borrow:**

- Browsing the stacks
- Rarely uses catalog



**Film Buff**

**Why they borrow:**

- Library DVDs are free
- Excellent DVD collection

**How they borrow:**

- Makes curated watchlist
- Uses catalog to locate



**Kids DVD User**

**Why they borrow:**

- Keep kids entertained
- Allows kid to explore interests

**How they borrow:**

- Browse library as activity
- Borrow lots of materials



## INSIGHTS

1. Library visitors borrow visual media for three main reasons: **affordability**, **availability**, and **accessibility**.
2. Borrowers fall into two main categories: **browsers** and **finders**.
3. The website and app have a few key shortcomings including incorrectly named features, and lack of sorting and filtering capabilities.

2

Recommendations regarding maintaining the DVD collection and encouraging future research

4

Recommendations for changes to website and app to improve User Experience



## IMPACTS

- My research reified stakeholder confidence in the value of the visual media services to many library users. As a result the library will continue to maintain the DVD collection.
- Design staff on site are working to implement website and app changes to improve the usability of the website and app.