

## User Experience Planning and Organization

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## SHARPENING OUR VISION

## Duke University Libraries Strategic Plan (2010-2012)



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### Improve the User Experience

- 1.1** Frame a systematic process for collecting and sharing information about the ways library users work.
- 1.2** Use a better understanding of user communities to create extensive and deep collaboration with users at earlier stages of their research and teaching.
- 1.3** Institutionalize innovation by employing results from user assessments to improve procedures and services quickly.
- 1.4** Present library programs and services in ways that help users understand the connections to their needs.

### Provide Digital Content, Tools, & Services

- 2.1** Increase the Libraries' capacity to create, acquire, and manage digital scholarly content in an increasingly diverse range of formats.
- 2.2** Facilitate easy, convenient discovery and use of relevant scholarly information.
- 2.3** Create and refine services to support the use of digital tools and digital content.
- 2.4** Provide opportunities for staff to become technologically skilled and adaptable.

### Develop New Research & Teaching Partnerships

- 3.1** Encourage interaction of Libraries staff with all groups of users, with non-library groups at Duke, with other libraries and with additional organizations to identify opportunities for new collaborations.
- 3.2** Be an active partner in the development of infrastructure that supports new types of research and publishing.
- 3.3** Expand Libraries partnerships that serve groups of constituents, such as Duke Engage, services for students studying abroad, and curriculum revision teams.
- 3.4** Develop a flexible organizational structure and encourage cross-department work.

### Support University Priorities

- 4.1** Develop a broad understanding across the Libraries of University priorities.
- 4.2** Address emerging University priorities in library planning and assessment activities.
- 4.3** Connect the Libraries with University priorities in our external communications.

### Enhance Library Spaces

- 5.1** Complete the Perkins Project, a way of continuing to adapt Libraries spaces to user needs.
- 5.2** Regularly assess space usage in all Libraries locations and align space planning with evolving user needs.

DUKE UNIVERSITY  
LIBRARIES

## Improving the User Experience



Understand library users' research and library experiences and use that information to shape collections, spaces, and services.

### Activities

### Goals

1.1

#### Frame a systematic process for collecting and sharing information about the ways library users work.

- Identify a core team of Libraries staff to guide assessment activities and to design instruments to capture how diverse communities use resources, services, space, the library website and library programs.
- Create a central archive for user data.

1.2

#### Use a better understanding of user communities to create extensive and deep collaboration with users at earlier stages of their research and teaching.

- Participate in LibQual+ Lite
- Create a mechanism for exploring discovery interfaces and other user-centered tools.

1.3

#### Institutionalize innovation by employing results from user assessments to improve procedures and services quickly.

- Experiment with more user-driven collection strategies.
- Develop project management expertise in order to implement projects that respond to user needs and that support emerging research methodologies and data needs.
- Review and pilot an article recommender service to provide information to users regarding the behavior of others who have performed similar searches.

1.4

#### Present library programs and services in ways that help users understand the connections to their needs.

- Have a well defined and well understood service model that describes the similarities and differences across locations.
- Market library services, resources and spaces in ways that match users' communication channels and work styles.

### Strategic Plan 2010-2012

#### Overview

#### Strategic Directions

Improve the User Experience

Provide Digital Content, Tools & Services

Develop New Research & Teaching Partnerships

Support University Priorities

Enhance Library Spaces

PDF, entire plan  
[23 pages, 76kb]

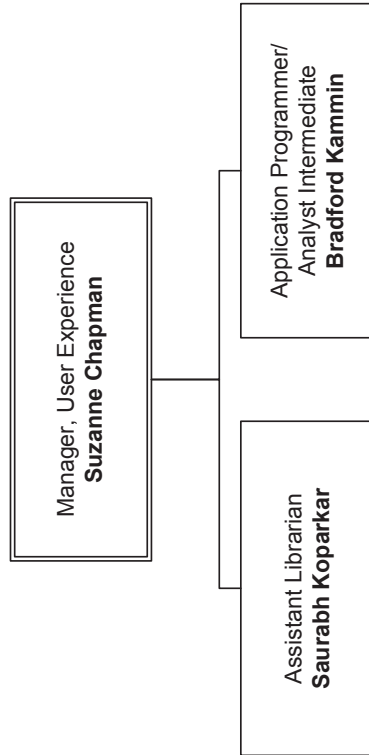
PDF, 1 pg summary  
[1 page, 261kb]

Previous Strategic Plan  
(2006-2010)





Information Technology  
User Experience



Dec 2010