

# User Experience (UX)

in Maynooth University Library

## What do users need? What do users want?

Using Ethnographic Techniques to measure UX



### Graffiti Wall

We asked students to write on our graffiti wall by advertising it through social media



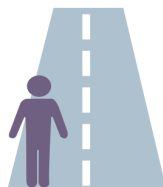
### Engagement

We received over 60 comments and suggestions to enhance service within 48 hours



### Feedback

The Library replied to a number of comments and suggestions on social media



### Journey Mapping

We mapped what direction students went as they came through the Library Foyer



### Touchstone Tours

We conducted tours of the building with students to uncover meaning and value of our space(s)

## Moving Forward



Assess if we are providing enough for our students

Collaborate with academic departments such as Geography to include our Library UX research in student projects

Explore mapping software

Develop an ethics document to facilitate qualitative data collection

