

English below

| Evenementdetails | (Project)managers | Bibliotheekmedewerkers |
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| Datum | 04-03-2024 Maandag 4 maart | 05-03-2024 & 06-03-2024 Dinsdag & woensdag, 5 & 6 maart |
| Tijd | 09:00-17:00 | 09:00-17:00 |
| Locatie | Universiteit van Amsterdam | Universiteit van Amsterdam |
| Doelgroep | Bibliotheek- (Project)managers, afdelingshoofden en teamleiders | Bibliotheekmedewerkers |
| Beschikbare plaatsen | 25 | 25 per dag |
| Programma (zal in het Engels zijn) | <p>09:00 <i>Why User Experience?</i> The what and why of UX. Why do you need to know about these methods and what does the UX Process involve?</p> <p>10:30 <i>Break</i></p> <p>10:45 <i>User Experience Research Techniques 1:</i> learning about and trying out a few core methods including cognitive mapping and love and break-up letters</p> <p>12:30 <i>Lunch</i></p> <p>13:30 <i>User Experience Research Techniques 2:</i> including user journey mapping</p> <p>14:00 <i>Processing and mapping UX research data:</i></p> | <p>09:00 <i>What is User Experience?</i> Defining user experience and exploring the value of attitudinal and behavioural user research methods with practical examples of global library application</p> <p>10:15 <i>Break</i></p> <p>10:45 <i>User Experience Research Techniques:</i> several valuable UX methods are explored: interview, observation and behavioural mapping, cognitive mapping, love and break-up letters</p> <p>12:30 <i>Lunch</i></p> <p>13:30 <i>Processing and mapping UX research data:</i> a set of pre-prepared user research data is given to attendees to process and physically map on the walls of the training room</p> <p>14:30 <i>Break</i></p> |

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| | <p>how UX data should be processed</p> <p>14:45 Break</p> <p>15:00 <i>Ideation and prototyping</i>: turning data into ideas and rapid prototypes</p> <p>15:15 <i>Core guiding principles of UX</i>: how UX works in practice with examples from around the world</p> <p>15:45 <i>Managing UX</i>: what UX asks of managers and its relevance to managers/leaders</p> <p>16:15 <i>Barriers to UX</i>: the key barriers and threats to embedding UX</p> <p>16:45 <i>Q&A</i>: Participants have the opportunity to ask any unanswered questions about UX work</p> <p>17:00 <i>Course close</i></p> | <p>14:45 <i>Idea Generation</i>: Turning the mapped data into ideas for new services</p> <p>15:30 <i>Devising prototype services for testing</i>: introduction to rapid prototyping and real examples of prototypes from libraries around the world</p> <p>16:30 <i>Learning summary</i>: advice for getting started post-course</p> <p>17:00 <i>Course close</i></p> |
| <p>Doel en belangrijkste leerresultaten</p> | <p>Deze workshop heeft een brede en interactieve benadering waarmee je inzicht krijgt in de waarde van het toepassen van UX-Onderzoeks- en ontwerpmethoden. Tijdens de workshop zul je het volgende leren:</p> | <p>Deze workshop neemt een zeer praktische en interactieve benadering aan om inzicht te krijgen in UX-onderzoek en -ontwerp. Tijdens de workshop zul je het volgende leren:</p> <ul style="list-style-type: none"> • Definitie van UX • Het belang van het verschil tussen attitude(houding, wat gezegd wordt) en het daadwerkelijke getoonde gedrag |

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| | <ul style="list-style-type: none"> • De kerncomponenten, principes en technieken van UX-werk • Je persoonlijk zelfvertrouwen opbouwen en kennis vergroten van het UX-onderzoeks- en ontwerpproces • Hoe UX-werk voor alle bibliotheekdiensten relevanter en effectiever kan maken • Ontdekken wat UX van managers vraagt en wat je kunt doen om personeel te ondersteunen bij het toepassen van UX-principes • Advies en bewustwording van barrières voor het integreren en uitvoeren van UX in bibliotheken | <ul style="list-style-type: none"> • Verkenning van de belangrijkste UX-onderzoekstechnieken en overweging van hoe ze kunnen worden toegepast • Verwerking en in kaart brengen van gebruikersonderzoeksgegevens • Effectieve goeie ideeën genereren en prototypes maken van nieuwe diensten |
| Kosten | Geen, gesponsord door UKB en UvA | Geen, gesponsord door UKB en UvA |

| Event details | (Project)managers | Librarians |
|----------------------|---|---|
| Date | 04-03-2024 Monday the 4 th of March | 05-03-2024 & 06-03-2024 Tuesday & Wednesday the 5 th & 6 th of March |
| Time | 09:00-17:00 | 09:00-17:00 |
| Location | University of Amsterdam | University of Amsterdam |
| Target group | (Project)managers | Librarians |
| Available slots | 25 | 25 per day |

Schedule

09:00 *Why User Experience?* The what and why of UX. Why do you need to know about these methods and what does the UX Process involve?

10:30 *Break*

10:45 *User Experience Research Techniques 1:* learning about and trying out a few core methods including cognitive mapping and love and break-up letters

12:30 *Lunch*

13:30 *User Experience Research Techniques 2:* including user journey mapping

14:00 *Processing and mapping UX research data:* how UX data should be processed

14:45 *Break*

15:00 *Ideation and prototyping:* turning data into ideas and rapid prototypes

15:15 *Core guiding principles of UX:* how UX works in practice with examples from around the world

15:45 *Managing UX:* what UX asks of managers and its relevance to managers/leaders

16:15 *Barriers to UX:* the key barriers and threats to embedding UX

09:00 *What is User Experience?* Defining user experience and exploring the value of attitudinal and behavioural user research methods with practical examples of global library application

10:15 *Break*

10:45 *User Experience Research Techniques:* several valuable UX methods are explored: interview, observation and behavioural mapping, cognitive mapping, love and break-up letters

12:30 *Lunch*

13:30 *Processing and mapping UX research data:* a set of pre-prepared user research data is given to attendees to process and physically map on the walls of the training room

14:30 *Break*

14:45 *Idea Generation:* Turning the mapped data into ideas for new services

15:30 *Devising prototype services for testing:* introduction to rapid prototyping and real examples of prototypes from libraries around the world

16:30 *Learning summary:* advice for getting started post-course

17:00 *Course close*

16:45 Q&A: Participants have the opportunity to ask any unanswered questions about UX work

17:00 *Course close*

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| Aim and key learning outcomes | The course takes a discursive and interactive approach to learning about the value of the application of UX research and design methods in libraries. During the course, you will learn: <ul style="list-style-type: none">• The core components, principles and techniques of UX work• Build your personal confidence in, and knowledge of, the UX research & design process• How UX work can make all library services more relevant and effective• Explore what UX asks of managers and what you can do to support staff employing UX principles• Advice on, and awareness of, barriers to embedding and conducting UX in libraries | The course takes a highly practical and interactive approach to learning about UX research and design. <ul style="list-style-type: none">• Defining UX• The importance of attitudinal and behavioural approaches• Exploring the key UX research techniques and considers how they might be applied• Processing and mapping user research data• Effective idea generation and prototyping of new services |
| Fee | None, sponsored by UKB and UvA | None, sponsored by UKB and UvA |