# Course Correction:

## Integrating User Feedback to Make Changes Big & Small

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Attendees will be able to:

-Compare methods for gathering user feedback at your library.

-Assess feedback to prioritize changes to space, services, and collection.

-Describe how changes have been implemented as a result of user feedback.

## Reflection

1. For what areas would you like feedback at your library?

2. Using the Feedback Alignment Chart (p.2) , what method of inviting feedback would make sense for your institution?

# Feedback Alignment Chart

| Mode of Gathering Feedback | Tool | Feedback Gained | Benefits | Drawbacks | Tips |
|---|---|---|---|---|---|
| Email Survey | Trello | Candid, open-ended feedback | Speedy response, very low cost or free | Impersonal, can be ignored easily | Organize and respond to results |
| Survey Link on Site | Google Forms, Survey Monkey | Qualitative information | Speedy response, very low cost or free | Impersonal, can be ignored easily | Use a scale for responses whenever possible |
| Telephone survey | Phones and a tracking form | Open-ended feedback | Higher response rates, more expensive, higher control of interview standards | Time consuming and expensive | Potentially use to target specific users for more in-depth feedback |
| Mobile Survey | Survey Monkey | Quantitative information | More and more people are accessing their email on their phones, look at phone more than 150 times per day, if you run events, expos, etc, this is a good way to get surveys to people fast | Might be limiting in who provides feedback | Time it right.  Consider sending it between 6-8pm.  Use it at/after events. |
| Paper Feedback Form | Paper form, tracking tool | Qualitative and/or quantitative | brings back the human element | More time consuming to track | Use a scale whenever possible, add branding (adds credibility), consider stating your purpose |
| Focus Group | Physical space | Qualitative information | Allows for interaction and brainstorming | Time consuming | Keep numbers low, integrate short (30min) focus groups in to other events |
| Usability Testing | Mystery shopping, GoPro Cameras, Observing users formally or informally | Watch customer use your product | Very useful information about how your services are actually used | Time consuming | Make informal testing part of your everyday activities, decide how to track what you see |
| Monitor Social Media | Sprout Social, Social Bro and Google Alerts to help with tracking when your keywords are mentioned on a site | Candid, open-ended feedback about your services and product | Free! | The tools might already be set up, you might just need to start tracking them! | Use these tools to be proactive in dealing with the feedback  88% of customers trust online reviews just as much as  personal recommendations |
| Verbal Feedback | Sorry log, Complaint tracking | Qualitative information | Free!  Only need to track it | Need to make sure it is all recorded so you can use it | Make it easy to record your comments. This makes it more likely to happen and become routine. |
| Demographic information | Businessdecision, RefereceUSA, census American Fact Finder, FastFact, CCSES | Quantitative information | Free! | Not personal, only statistics | Make sure you design it with the user in mind.  Avoid requiring much typing but rather use ratings. |

## Feasibility Criteria

- How many people are currently impacted by the issue/change?

- How will changes be communicated internally/externally?

- Are there alternatives you can consider?

- Can you pilot test the change?

- What risks are associated with change?  With status quo?

- Who will be involved in the change?

## Reflection

3. Based on the feedback you receive, what will you need to prepare for in making the change at your institution?

## Implementation Checklist

- Do you have (or need) buy-in from your department/colleagues, library administration, IT, patrons, or faculty?

- Are there adequate financial resources? Need grant or special funding?

- Can you articulate expected outcomes?

- How will you handle IT issues that arise?

- How will you handle vendor issues? Ex. Products ordered not arriving as expected or deadlines missed.

- Who will do the change work? Do you need to delegate? How will shifting priorities impact implementation?

- Where do you fit with the phases of change? Are you a delegator, doer, or big picture person? Where do you need to ask for help from others?

- What will be your backup plan?
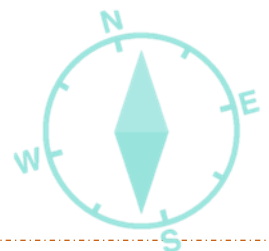
# Further Reading

## Capturing Feedback and Usability

-Steve Martin's *Stop Listening to Your Customers* (2012) discusses the value of watching your customers, not asking what they will do in the future. His book, *The Small Big — small changes that spark big influence* was a top business book from 2014.

-*The 5 Best Ways to Get Feedback from Your Customers* by Kissmetrics highlights the best ways to gather usable feedback from your customers. This blog is available at https://blog.kissmetrics.com/best-ways-to-get-feedback/

-*6 Smart Ways to Collect Actionable User Feedback* by Misha Abasov provides useful questions, tips and ideas about gathering feedback that you can use including recommended tools for your survey and managing data.

-*Quantifying the User Experience* by Jeff Sauro (though any of Jeff's books are great!) for an into to web usability.

-Joe Hardenbrook and Jessica Olin's presentation on *Kindness Audits* describes how to conduct a low-tech usability study for any library: https://mrlibrarydude.wordpress.com/2015/04/28/killing-it-with-kindness-incorporating-sustainable-assessment-through-kindness-audits/

-John Kupersmith's "Library Terms That Users Understand," is a great introduction to web usability for any type of library: http://escholarship.org/uc/item/3qq499w7

-Wondering about usability of signage and physical space? Aaron Schmidt's short article is will help you start seeing through the lens of your users: http://lj.libraryjournal.com/2011/02/opinion/aaron-schmidt/signs-of-good-design-the-user-experience/#

## Evaluating Feedback

-John A. Goodman's *Customer Experience 3.0 : High-Profit Strategies in the Age of Techno Service* forms a valuable introduction to approaching customer experience research, data evaluation, and implementation.

-*Shooting the Executive Rapids* by John D. Arnold (1981) was the first to use Achieve, Preserve, and Avoid as easy to remember, yet powerful criteria for strategic planning in his advice to new leaders.

-The "Hedgehog concept" from Jim Collins' *Good to Great* (2001) asks "What are you deeply passionate about? What can you be best in the world at? What drives your resource engine?"

-*Blunder: Why Smart People Make Bad Decisions* by Zachary Shore (2008) focuses on seven cognitive pitfalls we commonly fall into. Infomania, for instance, encompasses both infomisers and infovoiders whose obsession with controlling or avoiding information causes stumbles (we've never met people like that, have we?)

-*The Psychology of Judgment and Decision Making* by Scott Plous (1993) is a very scholarly take on how we make decisions, with several decision-making models presented, as well as discussions of biases, social influences in decision making, and common traps like overconfidence. An oldie but a goodie!

## Implementation

-Ben Bizzle's (2015) *Start a Revolution: Stop Acting Like a Library* offers terrific ideas for out-of-the-box communication and marketing to reach not just current users, but non-users in your community. In his 2014 ALA program, Bizzle advised, *"Don't explain the development, explain the impact." "Don't explain the advertisement, explain the reach."*

-*Crucial Conversations* (2012) by Patterson, Grenny, Switzler, and McMillan is still a fantastic book on workplace communication with practical suggestions for talking with stakeholders about change.

**Questions? Feedback? We'd love to hear from you!**

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