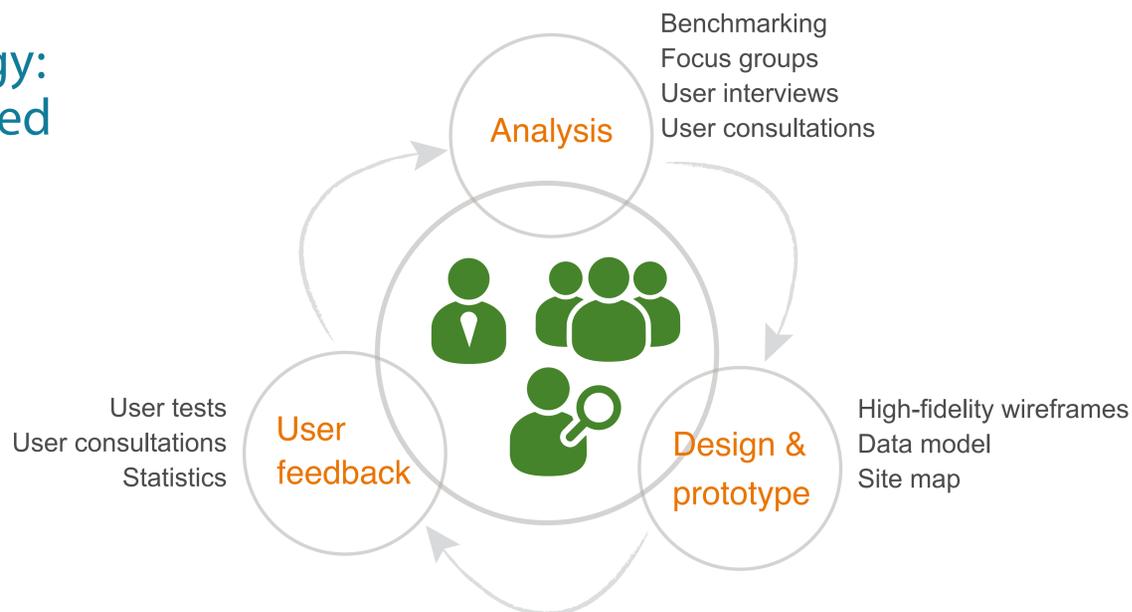


Customization, transparency and proximity

A user-centered content strategy applied to the design of a virtual library website

1 Methodology: User-Centered Design



2 Results & Actions

Single search box

Proximity and encouraging feedback

More content and recommendations

Concise, structured and contextualized content

Customization by user profile

Access to content reflecting user needs

Quality and transparency

3 Best Practices

- **Customize content.** Display the content available to and required by each user, adapting the browsing experience to specific profiles and information needs.
- Conduct a detailed **study of potential site users** (information requirements, likely uses of information, behaviour, habits, etc.). This enables information to be organized in a way that reflects **specific needs**, designing processes that mirror the logic of different patterns of use.
- Provide content **findability solutions** adapted to the different **user profiles** and levels of information skills.
- Ensure that texts are **concise and coherently structured** and written in a familiar style, making information on the site easier to read and understand.
- Prioritize the **quality and transparency** of processes and services. This ensures that the rights and duties of each party (user and provider) are clearly defined and establishes a trust relationship between the two.
- **Devirtualize the service.** Telling users about the team behind a website, service or project creates a trust relationship with the user and encourages mutual feedback.



Paper:



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