Customization, transparency and proximity
A user-centered content strategy applied to the design of a virtual library website

1 Methodology: User-Centered Design

- **Analysis**
  - User tests
  - User consultations
  - Statistics
- **Design & prototype**
  - User feedback
- **Benchmarking**
  - Focus groups
  - User interviews
  - User consultations
- **High-fidelity wireframes**
  - Data model
  - Site map

2 Results & Actions

- **Single search box**
- **Concise, structured and contextualized content**
- **Proximity and encouraging feedback**
- **Customization by user profile**
- **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.

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