



Advancing User-Centered Design in the UiTM Library

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Agenda

- Introduction
- User Centered-Design Example
- Key Principles of User-Centred Design
- Challenges and Considerations
- Conclusion
- Future Direction

Library and User-Centered Design (UCD)

Library user-centered design is a strategic methodology that tailors library services and spaces to patrons' needs. By engaging users in design decisions, libraries create accessible, intuitive, and enriching environments.

This approach enhances user experiences, promotes information discovery, and cultivates a sense of belonging within the library community.





UiTM Libraries User-Centered Design (UCD)

- A notable example of User-Centered Design implemented by UiTM libraries is the creation of a mobile app tailored to students' needs.
- The app offers intuitive navigation, personalized book recommendations, and easy access to electronic resources. By considering user feedback and preferences, the library maximizes convenience, promoting seamless information access and enhancing the overall learning experience.

PERSONALISED

Analytic

Fact Sheet

Open Access

Digital

FUTURE DIGITAL EDUCATION

Archive

Big Data

Achievement



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Tun Abdul Razak

Unleashing Potentials
Shaping the Future

An Ideal
Choice for
Your Learning

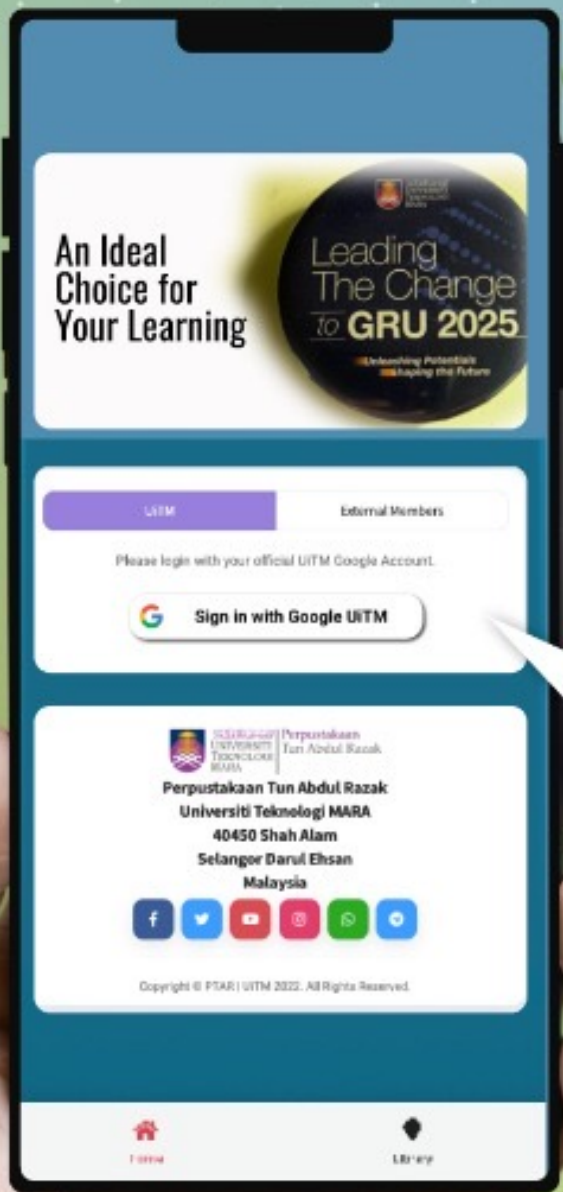
Leading
The Change
to GRU 2025

Unleashing Potentials
Shaping the Future




MOBILEAPP@UiTM LIBRARY

<https://mobileptar.uitm.edu.my>



1. Click --> ADD TO HOME SCREEN

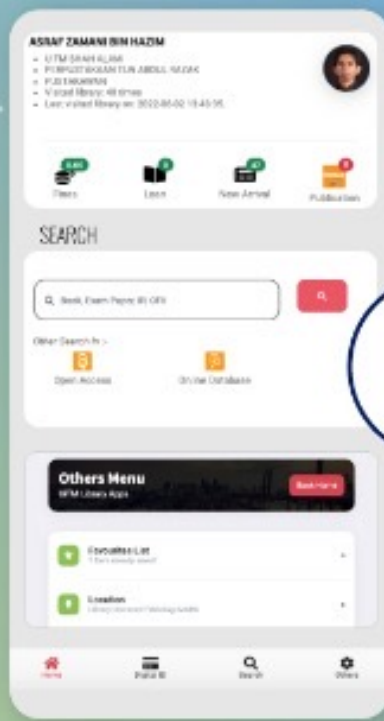


Add UiTM Library on your Home Screen

Install UiTM Library on your home screen, and access it just like a regular app. It really is that simple!

ADD TO HOME SCREEN

MAYBE LATER



Key Principles of User-Centered Design

- **User Research:** Engaging users through surveys, focus groups, and observations to uncover their needs, challenges, and aspirations.
- **Persona Development:** Creating representative user profiles to inform design decisions and facilitate empathy with different user segments.
- **Information Architecture:** Designing intuitive information structures that enable users to navigate resources effortlessly.
- **Prototyping and Testing:** Developing prototypes of services, interfaces, or spaces and testing them iteratively with users to gather feedback.
- **Iterative Design:** Continuously refining and enhancing designs based on user feedback, leading to optimized solutions.



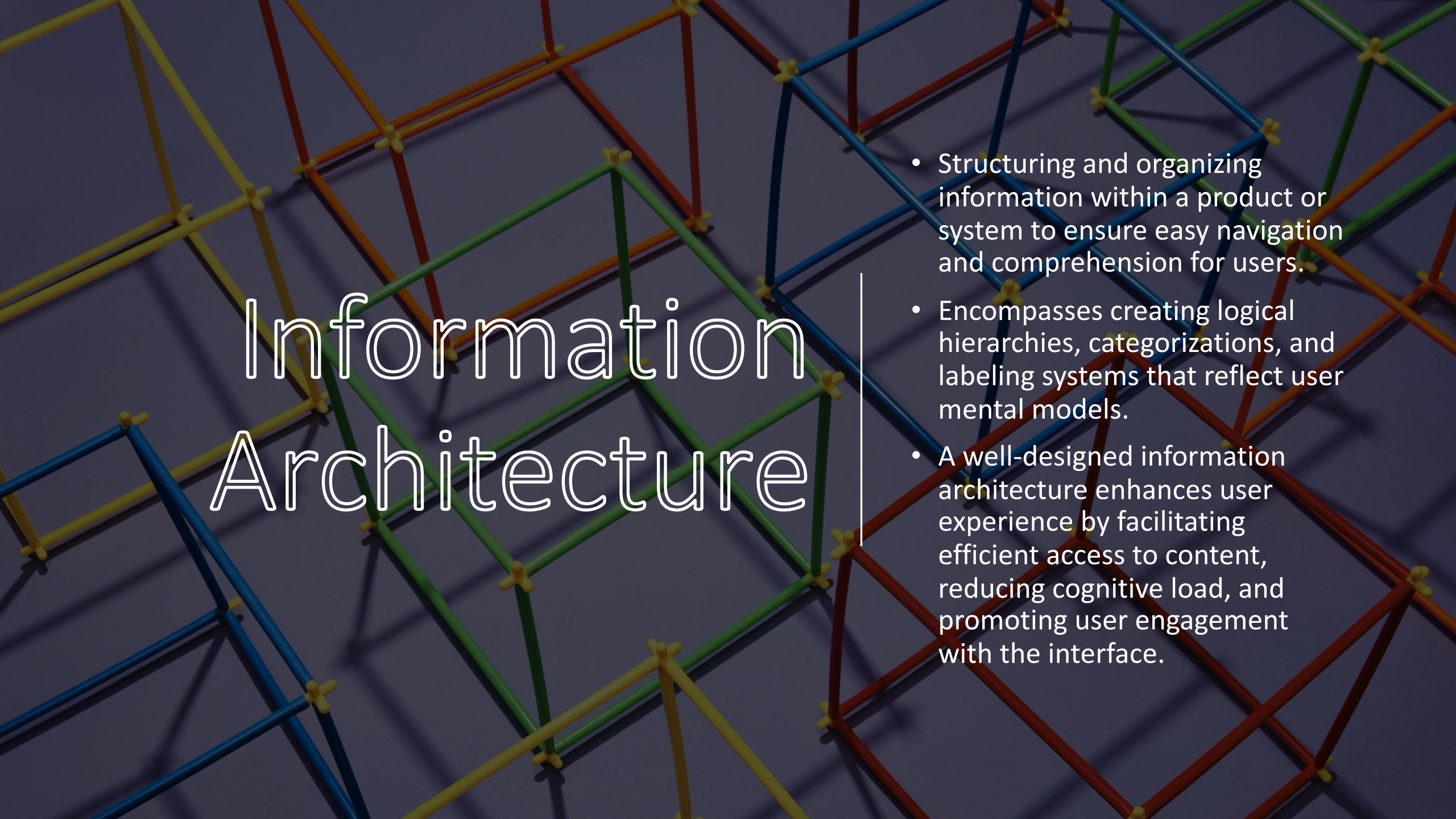
User Research

- Gathering insights and feedback from target users to inform the creation of products or services tailored to their needs.
- Methods like interviews, surveys, and observation, aiming to understand user behaviors, preferences, and pain points.
- The obtained data guides design decisions, resulting in more effective and user-friendly solutions that enhance the overall user experience.

Persona Development



- Crafting fictional but representative profiles of typical users based on research data.
- Embody user characteristics, goals, behaviors, and needs, helping designers empathize with and design for real users.
- Design teams can better align their decisions and strategies with users' perspectives
- Enhancing the likelihood of creating products or services that genuinely resonate and fulfill user requirements.



Information Architecture

- Structuring and organizing information within a product or system to ensure easy navigation and comprehension for users.
- Encompasses creating logical hierarchies, categorizations, and labeling systems that reflect user mental models.
- A well-designed information architecture enhances user experience by facilitating efficient access to content, reducing cognitive load, and promoting user engagement with the interface.

Prototyping and Testing

Prototyping: creating simplified versions of a product to visualize its functionality and design. These prototypes can be low-fidelity sketches or high-fidelity interactive models.

Testing: entails exposing these prototypes to actual users to gather feedback on usability, identifying areas for improvement.

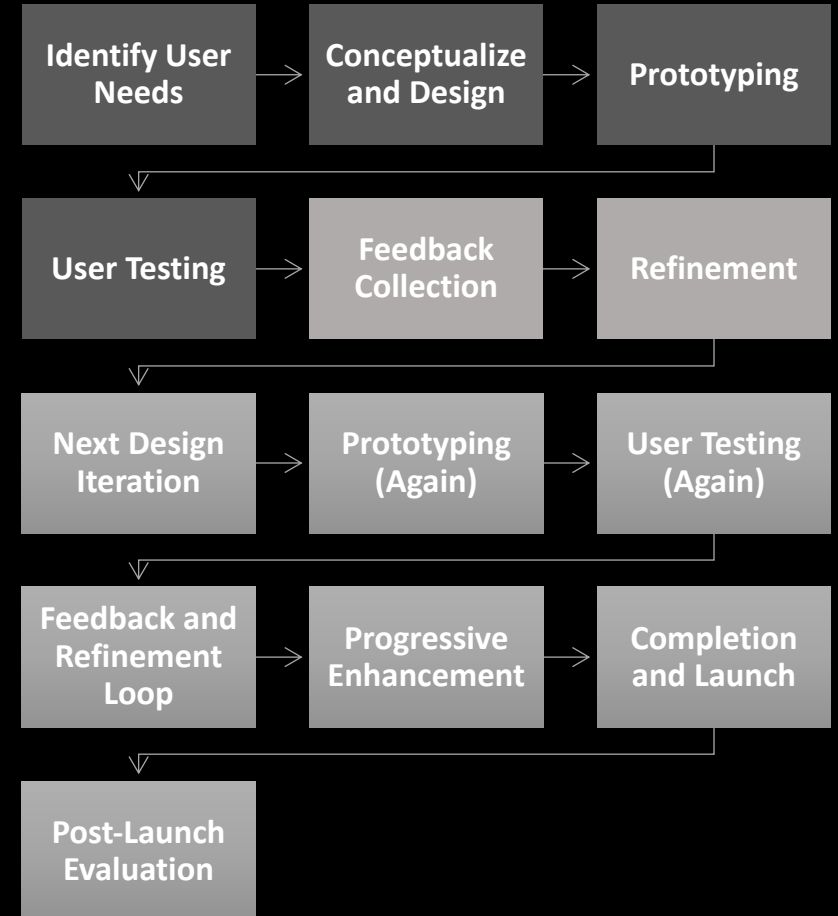
User Group: Supportive, Open-Minded, Hostile



Iterative Design

- The iterative design process involves a continuous loop of designing, testing, gathering feedback, and refining to ensure that the final product is optimized for user satisfaction and usability.
- This approach minimizes the risk of developing a product that does not align with user expectations and maximizes the chances of creating a successful and user-centric solution.

Iterative Design





Challenges and Considerations

- Resource Allocation
- Organizational Culture
- Diverse User Needs

Conclusion

- User-Centered Design represents a transformative approach for libraries to engage with users, creating experiences that resonate with their expectations.
- By embracing UCD principles, the UiTM Library can position itself as a dynamic, user-centric institution that serves as a vital resource for its academic community.



Future Directions

Technology
Integration

Partnerships

Inclusivity