**BCLA Conference 2019**

**What if we do this COMPLETELY differently? Tips, tricks and strategies for bring a UX perspective to what we do in libraries**

It is well documented in UX that providing too many choices makes users ‘turn off’ rather than become engaged.  The best practice is to offer just enough details to enable users to start exploring - this includes simple messaging and avoiding library jargon.

This exercise in intended to get us thinking outside of the box (visually rather than reliant on text) while keeping the message simple.

1. Find a partner or form a group of three
2. Individually draw a story or a message that tells your users about one of your library’s services. ***Pictures only - do not use words.***  (5-10 mins)  
   ***Think about the intended audience and focus on only one or two key points***
3. Exchange your drawing with your partner and share. (10 mins)
   1. What are the key messages in the drawing?
   2. Who is the intended audience? Will the message likely resonate with this audience?

You can also use this exercise with your users to solicit ideas and most importantly, share stories about their needs and experiences.

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