

Surf, Sand, & Sun: Gathering User Feedback through a Beach-Themed Event

UC San Diego

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INTRODUCTION

The UC San Diego Library offers de-stress events throughout the year to help students withstand long hours of study in the library and the rigor of an 11-week academic term.

Student attendees enjoy activities and snacks, while staff use the opportunities to gather targeted library feedback. One such event was the Spring Beach Party, themed to the campus' location on the Pacific Ocean.

13 beach-themed posters and comment cards invited student feedback. Cards also included related tips about library services.

EVENT DETAILS

- Two-hour, drop-in event in April 2018
- Free lemonade, iced tea, and beach-themed snacks
- Kinetic sand play sets, magnetic poetry, word searches, and coloring sheets
- Attendees turned in up to 13 completed comment cards for an equal number of raffle tickets for prize drawings



PARTICIPATION

- At least 60 students stopped by during the 2-hour event, most staying 30-40 minutes
- At least 25 attendees completed at least some comment cards (219 cards submitted total)
- Later in the year, comment cards were transformed into posters for additional, immediate feedback; an estimated 100 users participated in this subsequent effort
- Feedback from the event and posters is combined with user feedback from other contexts - to confirm user issues/needs, show areas of greatest interest to users, or highlight areas on which to gather more feedback

13 posters like these illustrated event/feedback themes

Crowds

How often do you have trouble finding a seat in Geisel?

During regular weeks: **Every time** Occasionally Most times Never

During midterms/finals: **Every time** Occasionally Most times Never

How often do you have trouble finding an available outlet?

Often **Occasionally** Rarely Never

In what location(s) is it most difficult to find an available outlet?

TIP: Download the Waitz app on your phone for a live map of how busy the library spaces are at any given time.

TIP: No open seats in Geisel? More computers and study space are a 10-minute walk away in the Biomedical Library.

Grub

How often do you eat or drink while studying in the library?

Eat: **Every time** Occasionally Most times Never

Drink: **Every time** Occasionally Most times Never

Geisel Floors 4-7 are intended for quiet study. Should eating be permitted on these floors?

Yes No **Unsure**

How often do you use a hydration station when in the library?

Every time Most times Occasionally Rarely Never

TIP: Audrey's is a convenient café inside Geisel with many drink and snack options. It is open **Mon-Thu 7:30AM-10PM, Fri 7:30AM-5PM, Sat 10:30AM-5PM, Sun 10:30AM-8PM.**

TIP: Did you make a mess or need to clean one up from someone before you? Look for the 11 cleaning stations around the library with self-service supplies.

Grub

How often do you eat when studying in the Library?

How often do you drink beverages in the Library?

Geisel floors 4-7 are intended for quiet study. Should eating be permitted on these floors?

How often do you use the hydration stations in the library?

TIP: Audrey's is a convenient café inside Geisel with many drink and snack options. It is open **Mon-Thu 7:30AM-10PM, Fri 7:30AM-5PM, Sat 10:30AM-5PM, Sun 10:30AM-8PM.**

TIP: Did you make a mess or need to clean one up from someone before you? Look for the 11 cleaning stations around the library with self-service supplies.

Tunes

Do you like to listen to music while studying?

Yes No **It Depends**

Do you prefer to study in a quiet space or an active, noisier space?

Quiet Active **It Depends**

Describe other elements of your ideal study environment.

TIP: Headphones to borrow are available at Geisel's Media and East Commons Desks and the BLB Front Desk.

TIP: Many of our computers have music software for music production. Digital Media Lab staff and equipment can assist students with audio production projects.

Tunes

Participants completed comment cards on each theme to enter prize drawings

Friends

How do you typically study in the library?

Alone In groups of 2-4 In groups of 5+

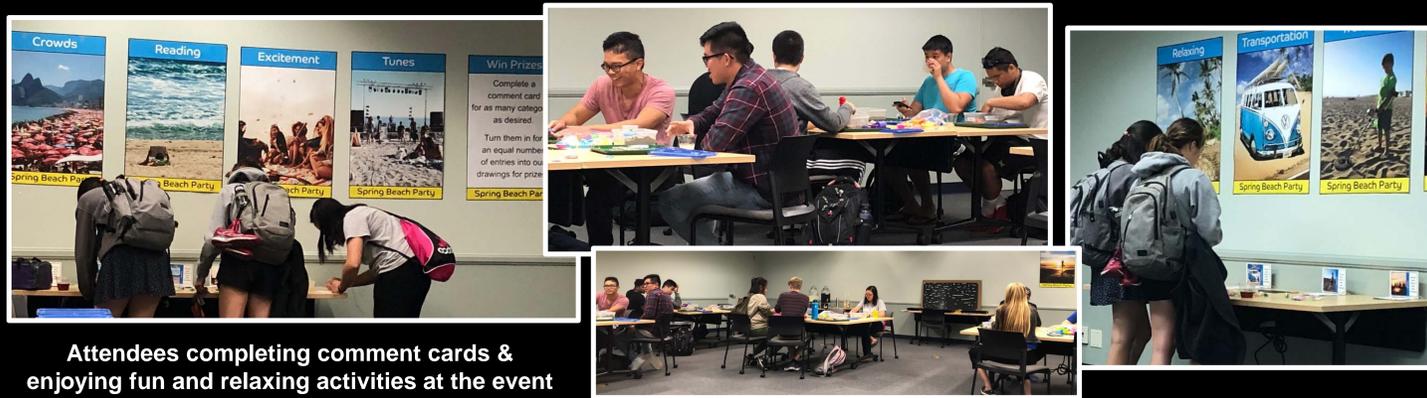
Do you usually:

Come to the library with friends/studymates Meet others in the library A mix of both

How could we improve the library's group study rooms?

TIP: Reserve group study rooms for up to 3 hours online using just your ID card at dibs.ucsd.edu/

TIP: Group Study Room 721 (Geisel 7th Floor) accommodates up to 18 people. Great for large study groups!



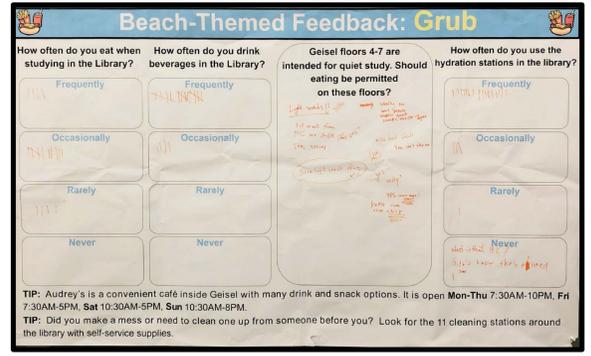
Attendees completing comment cards & enjoying fun and relaxing activities at the event

EVENT THEMES & TOPICS

- Surfing ***
 - Activities & time spent on library computers
 - Likelihood of borrowing laptops, if offered
 - Excitement**
 - Library renovations & color preferences
 - Recharging ***
 - Use of library charging options
 - Relaxing**
 - Use of free time & managing stress
 - Napping in the library
 - Crowds**
 - Finding open seats & outlets in the library
 - Companions**
 - Value of therapy animal activities
 - Tunes**
 - Music/noise/activity while studying
 - One's ideal study environment
 - Reading**
 - Books to add to library collection
 - Use of course reserves and self-checkout machines
 - Transportation**
 - Bringing skateboards into library
 - Finding parking near library
 - Bonfires**
 - Evacuations/fire alarms in library
 - Sense of safety in library
 - Treasures**
 - Library tips and treasures
 - Best book read recently
 - Grub ***
 - Eating & drinking in library
 - Use of hydration stations
 - Friends**
 - Group vs individual study
 - Improving group study rooms
- * Garnered the most user feedback*

POST-EVENT FEEDBACK

Poster versions of the comment cards allowed for additional feedback after the event



FEEDBACK RESULTS

- Showed:**
- Interest in a leisure reading collection
 - Need for more study rooms (both larger & smaller) and improved reservation system
 - Desire for technology in more study rooms
 - Need for study room soundproofing
 - Concern over safety issues in library
 - Need to improve exterior lighting
 - Frequent difficulty finding an open seat
 - Desire for stress-relief activities in library
 - Tips to share with others for library outreach
 - Need to increase awareness of charging options
 - Support for secure skateboard storage
 - Preference for bright colors in collaborative areas
 - Desire for more color in library design
 - Types of books users want in the collection

ADVICE TO OTHERS

This low-cost, easy to implement approach garnered immediate and actionable feedback from users in a fun and unique way that students found compelling. It can easily be adapted to suit the themes, staffing, and budgets of a variety of other libraries.

Decide on several areas of simple feedback you might like from your users, then design themes and methods around them that will excite and engage them. We find students eager to share feedback when it can be provided simply, and when doing so could positively benefit them.