

User Experience Design

Copyright Office Modernization Webinar Series April 30, 2020

The webinar will begin promptly at noon ET

Copyright Office
United States Copyright Office

Submitting Questions

To submit a question, use the Q&A dialog box in the lower right corner. You may submit a question during any portion of this webinar; however, questions will be answered at the end of the presentation.

Please note: we may not be able to answer all questions received in the allotted time. Thank you.



Introduction



Ricardo Farraj-Feijoo

Director of the Copyright Modernization Office



Introduction

User Experience Team at the Library of Congress

Natalie Buda Smith Carlos Alvarado Doug League David Neil Wesley Lindamood





David



Carlos



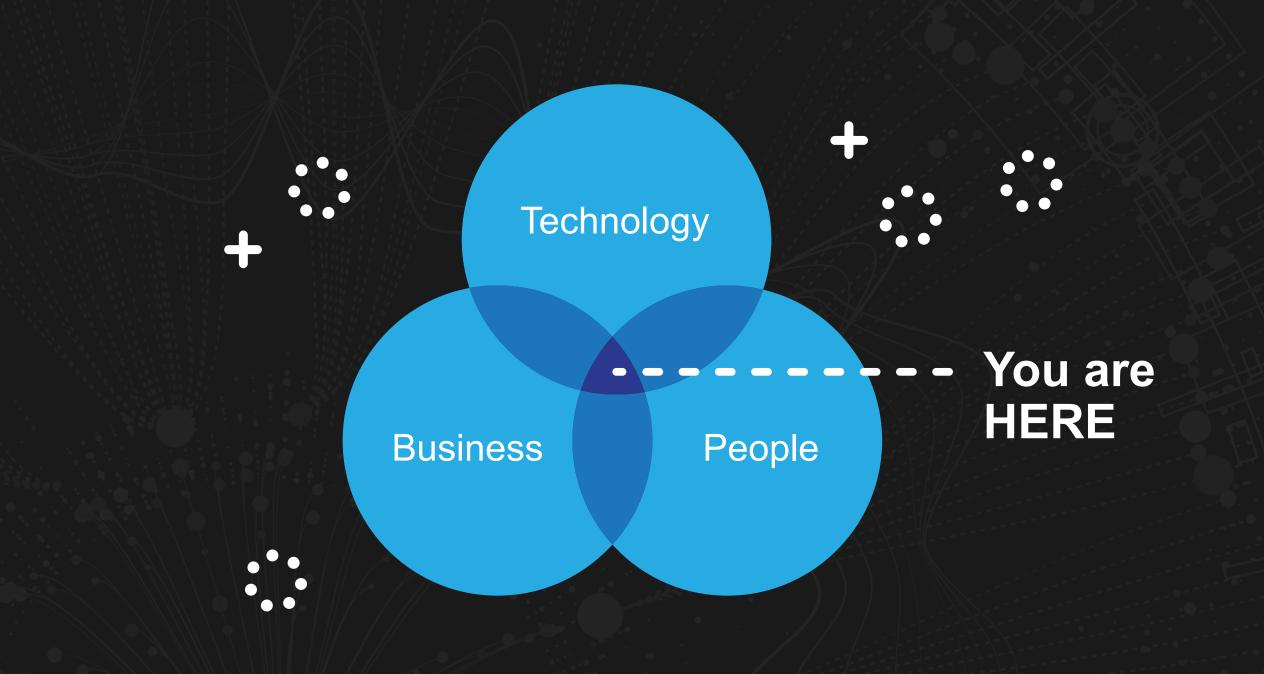
Doug



What is user experience design?







Why are we using user experience design for copyright modernization?





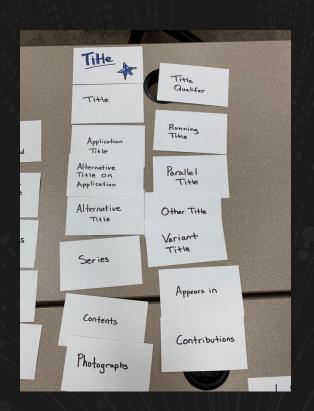
What are the problems with the current copyright systems that user experience design can address?

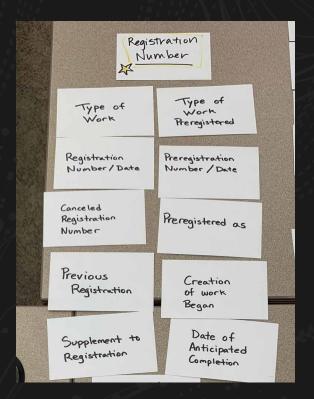




Hierarchy

- Consistent information architecture
- Grouping information intuitively



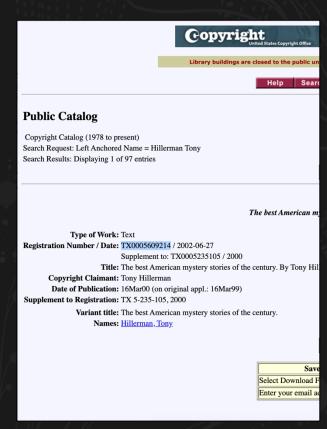


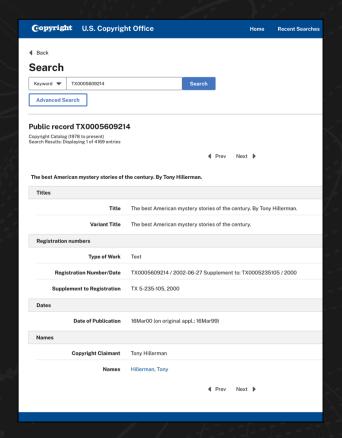


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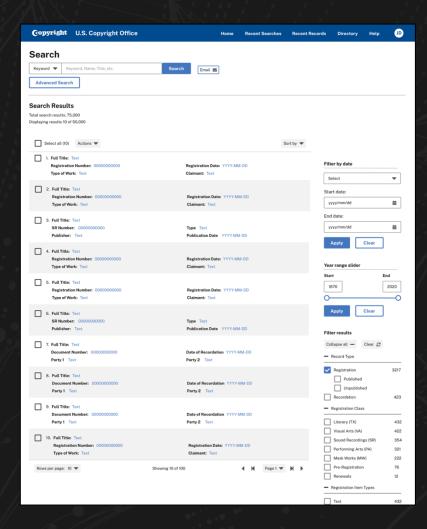


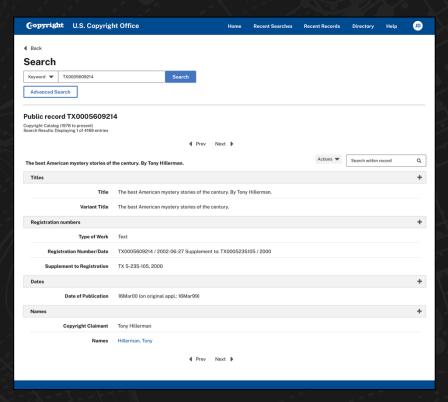


New System

Consistency

- Design system
- Trust
- Familiarity
- Ease of use
- Accessibility





What are the processes used?





Can you describe the user experience design team and their backgrounds?



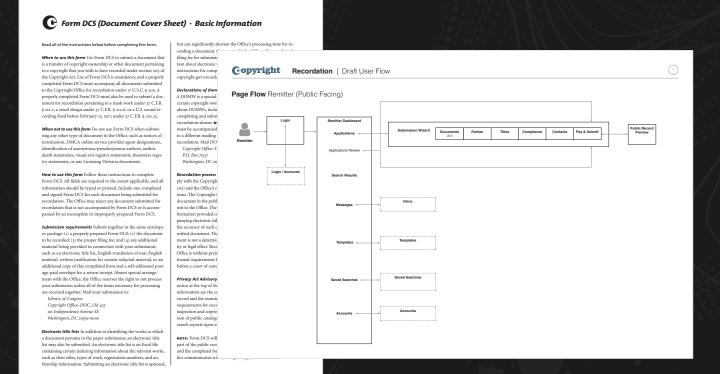


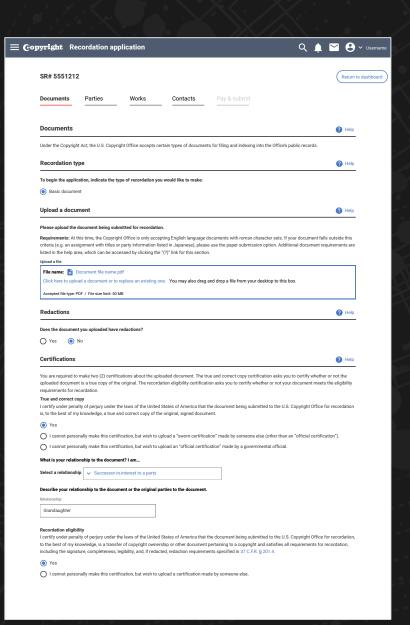
How is the designing the user experience for copyright different than other websites or digital products (like a bank or for shopping)?





- Understand and gather technical requirements
- Create visual journey maps
- Use design system components to build consistent interface



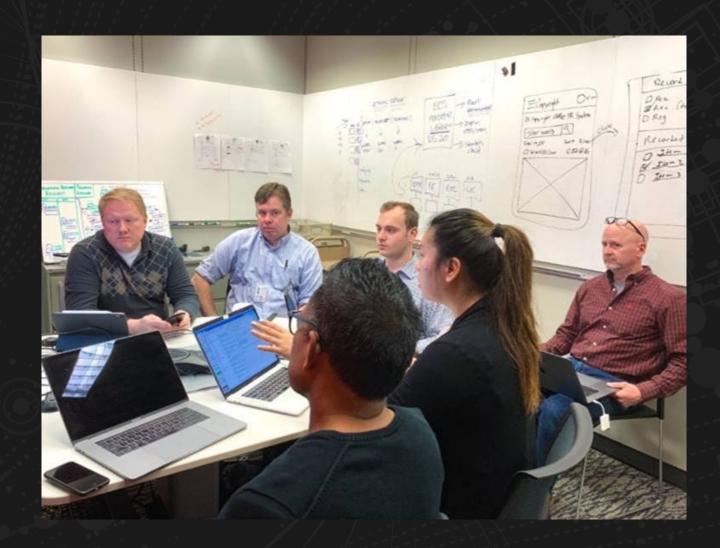


What have you learned? Are there any surprises or lessons learned you can report?





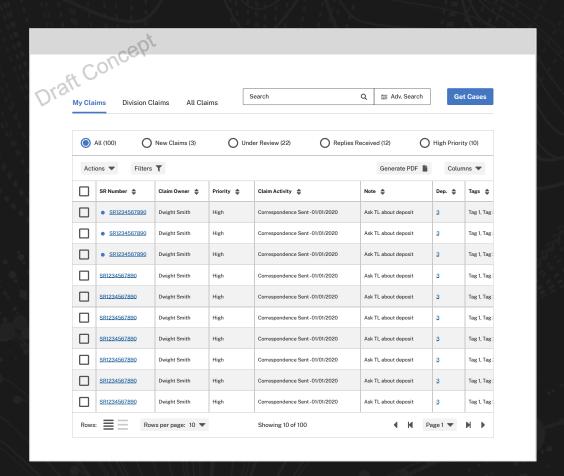
- Great appreciation for copyright law and staff
- Collaborate daily with product owner, subject matter experts, and staff

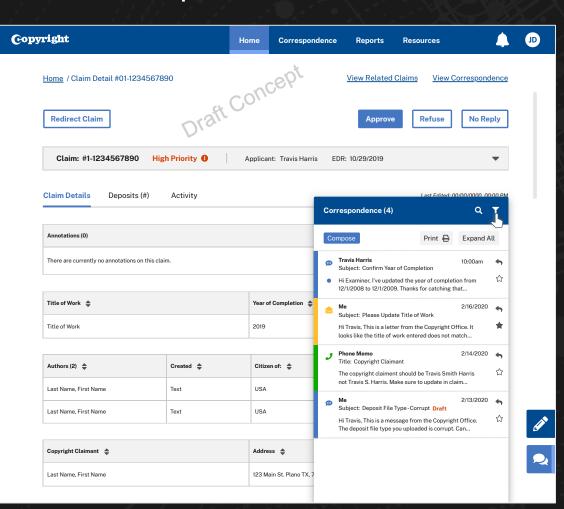


Use common interface elements "to see what user sees" in real time

Create internal process that improves customer experience and

communication





How will the user experience change based on the data from user research, prototypes, and initial releases?





- User feedback and testing is central to the UX process
- Findings are reviewed, prioritized, and implemented
- Testing allows iterative continuous improvement

METHODOLOGY

Metrics

The following metrics were used to gauge the success of the Recordation System:

of errors per task - A determination of where participants do not follow an expected flow of the system. The number of errors per participant will be used to determine the s issues that may occur during usability testing.

Success rate per task -Participants ability to complete a task easily, with difficulty or u

- "Complete task with ease" means that a participant is able to complete a task with facilitator or in a reasonable amount of time.
- · A "Completed with difficulty" means that a participant asks for clarification form the complete a task.
- An "Unable to complete the task" means that a participant has struggled completi what to do or thinks they have completed a task, but they have not.

Navigational paths taken to information – The pages that a participant clicks on to c for each scenario.

Thoughts and opinions of the system – Participants will be asked to comment on the system after each scenario is completed and will be asked about their overall experience post-test section of the usability test.

* Time on task was not collected due to lagging issues with the conferencing sof

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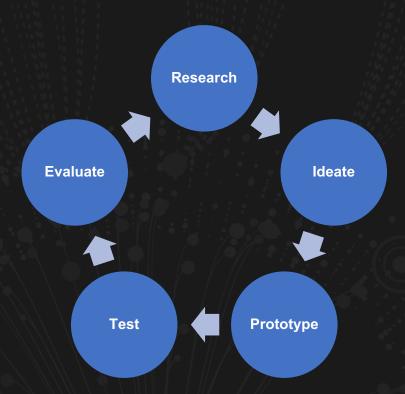


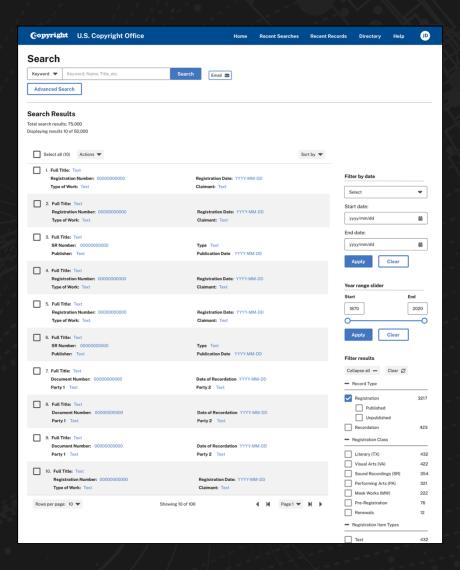
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USABILITY FINDINGS: SUS SCORE

- Participants gave a high SUS score on both variations of the usability test with an overall score of 79.58. A score of 70 indicates a well received website
- Simple usability test participants gave the system a score of 96.88
- Complex usability participants gave the system a score of 70.94 mostly due to the complexity of the Title spreadsheet
- Most of the recommendations in this report are at a lower severity rating due to the overall acceptance of this system. Consider the findings and recommendations in this report as ways to make the system even better than it already is
- Participants are excited to be able to have a system for recordation rather than going through a paper process

- Iterative process
- Search strategies can vary
- Cast a wide net, with the ability to narrow results





How will any of this affect me when I look up a work or record, etc.?





Final Thoughts



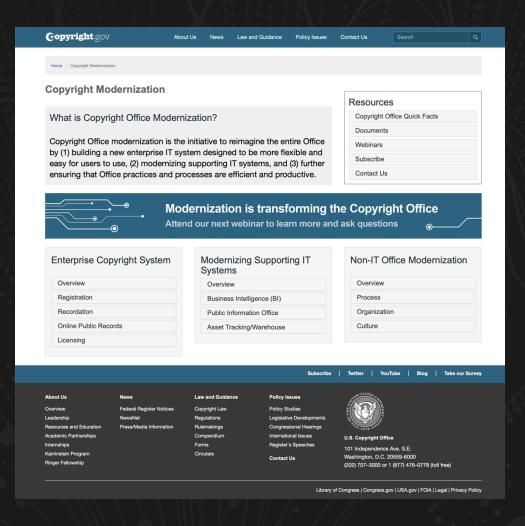


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Learn More

For More Information copyright.gov/copyright-modernization

Send Questions To askcmo@copyright.gov

