User Experience Design

Copyright Office Modernization Webinar Series
April 30, 2020

The webinar will begin promptly at noon ET
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

Natalie
Carlos
Doug
David
Wesley
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
Hierarchy

• Consistent information architecture
• Grouping information intuitively
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

**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.

**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 severity of particular usability issues that may occur during usability testing.

- **Success rate per task** – Participants’ ability to complete a task easily, with difficulty or unable to complete a task.
  - “Complete task with ease” means that a participant is able to complete a task without having to clarify with the facilitator or in a reasonable amount of time.
  - A “Completed with difficulty” means that a participant asks for clarification from the facilitator or is struggling to complete a task.
  - An “Unable to complete the task” means that a participant has struggled completing 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 complete a task will be noted for each scenario.

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

* Time on task was not collected due to lagging issues with the conferencing software used during testing.
• 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
Questions?

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Learn More

For More Information

copyright.gov/copyright-modernization

Send Questions To

askcmo@copyright.gov