



What ~~kind~~ of return can investment on UX bring to libraries?

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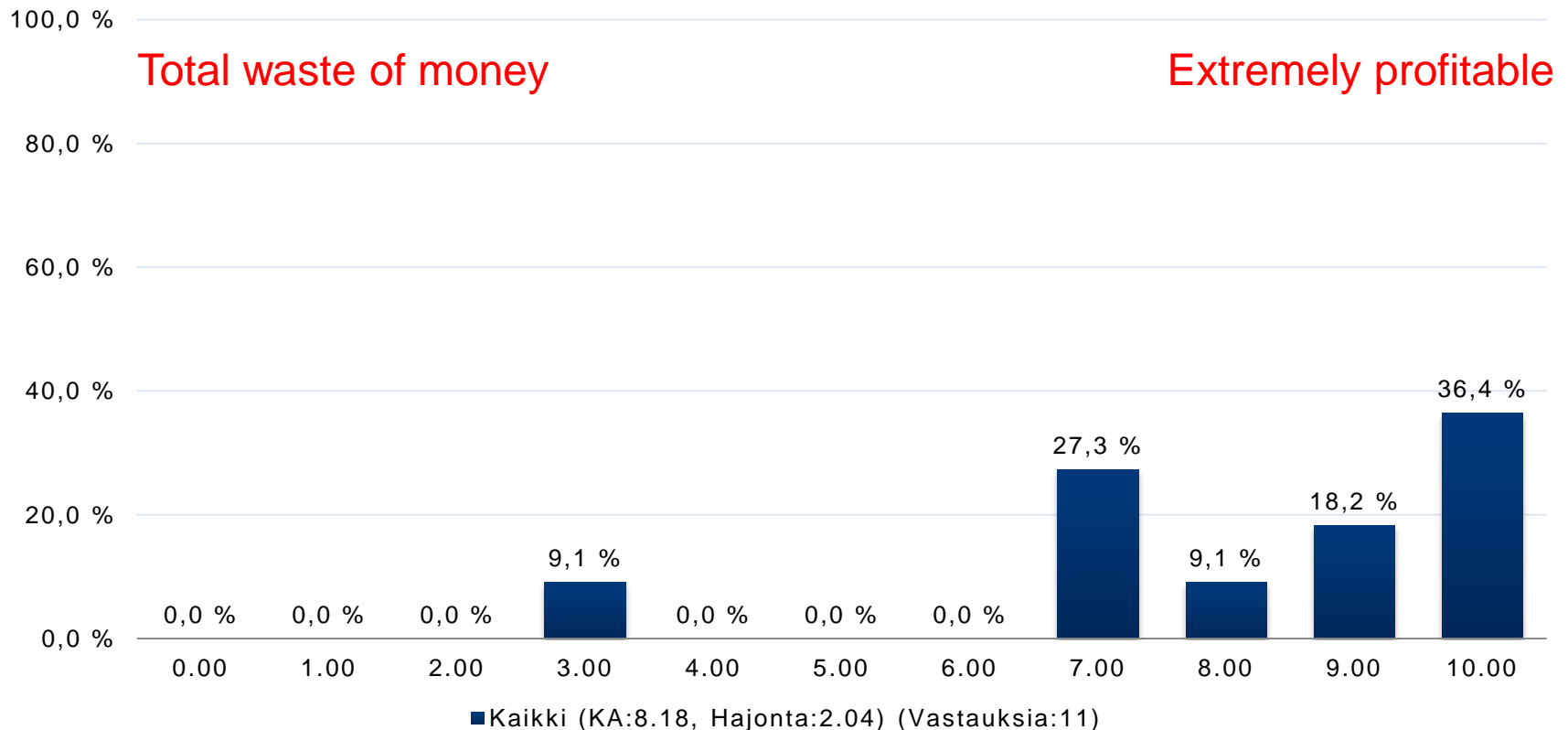
Outline

- **How important is it?** – Results from the questionnaire
- **ROI in private sector business** (Why? & How?)
- **User-Centered design in libraries** (Input – output)
- **Is it worth it?** – Challenges of ROI of UX
- **Which measure to use?**
- **How to measure return?**
- **Let's try calculating the investment, at least...**

How important is it?

– Results from the questionnaire

- In your opinion, investment on UX is...





ROI

= Return on Investment

**= Measure of net benefits of a
project/service against
total costs**

ROI in private sector business

Why?

- *Rational* comparison of projects for feasibility assessment
- Framework for performance expectations
- Forecast of the long-term value of capital expenditure
- Tool for strategic decision making

How?

- Risks, costs, and returns on investments, e.g.
 - break-even analysis
 - net present value (NPV)
 - discounted cash flow (DCF)
 - economic value-added (EVA)
- **NB! Context dependent**

Photo: Helsinki City Museum
Retrieved from Finna.fi

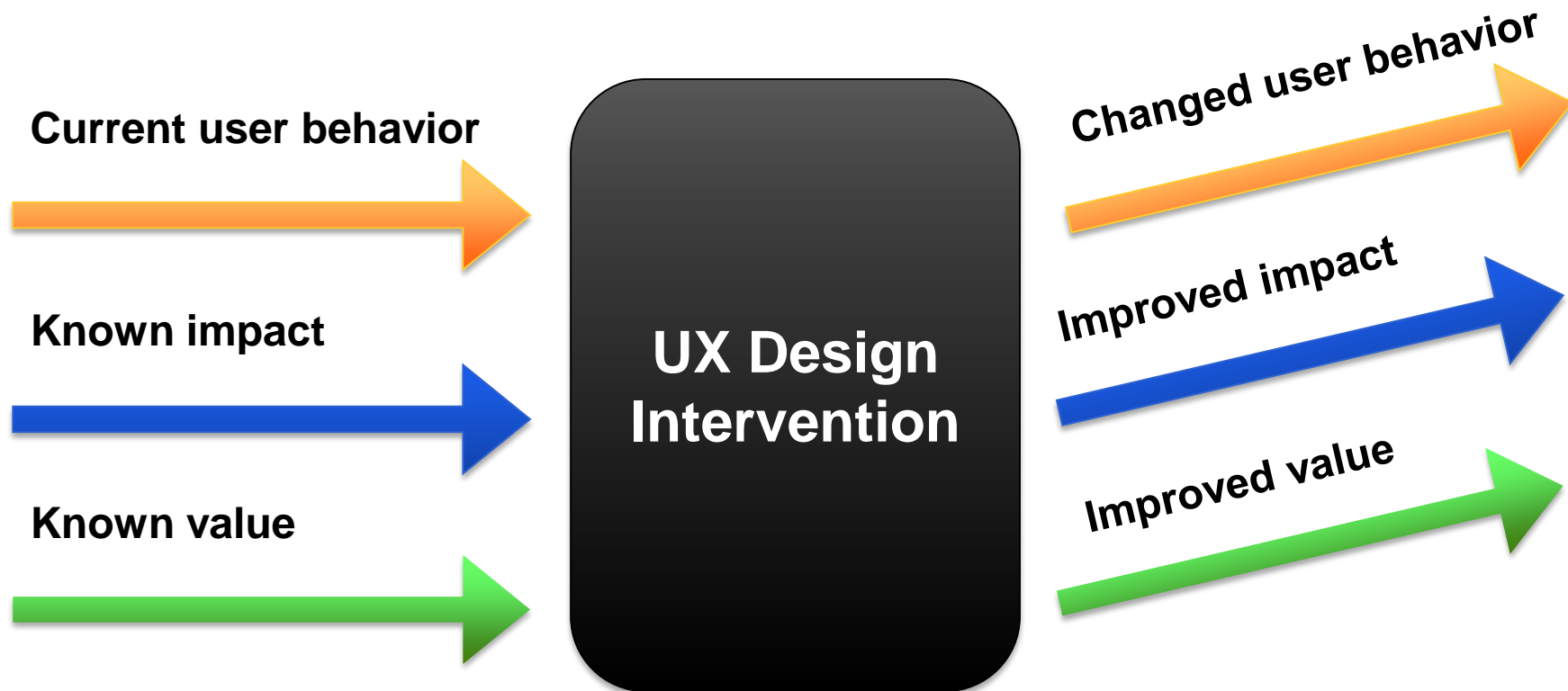


Photo: Veikko Somerpuro, 2014



User-Centered Design in Libraries

Input, output and “black box” design solution
adapted from Hirsch, Fraser and Beckam 2004:



Is it worth it? – Challenges of ROI of UX

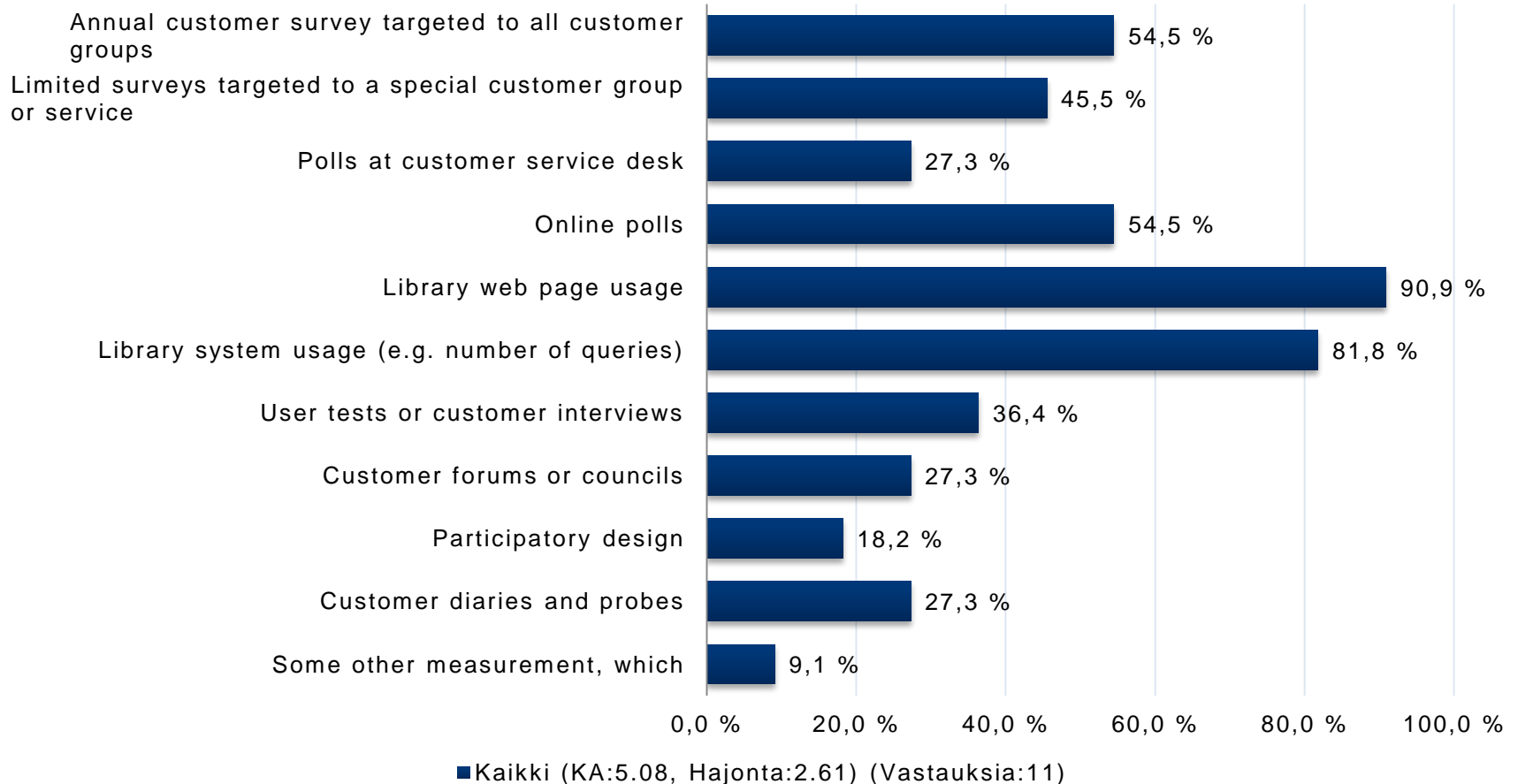
- No convincing and transferrable models easily available
 - Dependent on context and stakeholders
 - Private sector – public sector
- Which metrics to use?
 - **User/customer behavior**
 - **Productivity**
 - **Value**
 - Anthropological theory of value according to Graeber (2001): Sociological, **economic** and linguistic
 - Public value framework according to Crosswell, Burke & Pardo (2006): **Financial**, political, social, strategic, ideological, stewardship (~integrity)

Which measure to use?

- Human Factors International: The ROI of User Experience
 - Inspiring ideas
http://www.humanfactors.com/whitepapers/ROI_of_user_experience.asp
 - Tools for calculating ROI:
<http://humanfactors.com/coolstuff/roi.asp>

Assessing customers' satisfaction

– Results from the questionnaire



How to measure return?

Identifying connection between user behavior and business goals

adapted from Hirsch, Fraser and Beckam 2004:



WEBSHOP

Increase leads

User requests contact

Leads per month

€ per lead

€ per project (per month)

FINNA.FI

Increase use of the service

User visits the service

Unique visits per month

€ per visit

€ per service (per month)

Return per month/year

Investment per month/year



**Let's try calculating
the investment, at least...**

Coffee table – Round 4 Instructions

1. Choose **secretary** for your group
 - The secretary will sum up the outcome of your table.
 2. Have a look at the **case** that your table discussed during the 3rd round
 3. What kinds of **investments on user-centered design and user experience** there could/should be?
 - Use the **service blueprint model** as a starting point
- + *Discuss how the return of the case could be evaluated (in €).*

Thank you for your contribution!

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