

II Congreso de Bibliotecas Digitales Universitarias  
Santiago de Chile  
Junio 2015

La biblioteca que  
tus usuarios necesitan:  
Arquitectura de información y  
experiencia de usuario.

Javier Velasco Martín, Ph.D.  
Investigador Informática - CITIAPS  
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@mantruc

















## I ♥ MY HSL!

[Health Sciences Library, University of North Carolina at Chapel Hill](#)

### Tweets

[Follow](#)**HSL at UNC-CH**

3h

@hslunc

Next up in our Systematic Review Series: Power Searching: Searching for Published & Grey Literature on 6/10. [ow.ly/Ncd5A](#)

**NC TraCS Institute**

8h

@NCTraCS

Research to Revenue Workshop (learn the practical aspects starting a company based on university research) 8/4-5, RTP [ow.ly/NRVH7](#)

↻ Retweeted by HSL at UNC-CH

Expand

### Quick Comment

Posted on January 27, 2015 by Editor | [Leave a comment](#)

I love my HSL because I can call for help on a myriad of topics....even all the way from Rhode Island :)

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Be the first to like this.

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### "I'm so grateful that you took the time to help us"

Posted on December 10, 2014 by Editor | [Leave a comment](#)

Hi Dr. Renner,

CLICK HERE TO  
SHARE YOUR  
♥ STORY ♥

SHARE A  
QUICK COMMENT!

#### WELCOME!

Tell us about your favorite place to study (or sleep!) in the HSL. How the resources of HSL helped you with your research or paper. How a librarian helped you. Just tell us what you love about the HSL!

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Search for articles

Search

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- UpToDate <sup>12</sup>
- ClinicalKey <sup>12</sup>
- CINAHL <sup>12</sup>
- Web of Science <sup>12</sup>
- Google Scholar <sup>12</sup>

More health databases >>

## Subject Resources

 <b>Allied Health</b> Barbara Renner is the librarian for Allied Health.	 <b>Medicine/Clinical</b> Lisa Hendler and Karen Crowell are your librarians.
 <b>Bioinformatics</b> Barrie Hayes is the librarian for Bioinformatics.	 <b>Nursing</b> Elizabeth Morrison is the librarian for Nursing.
 <b>Consumer Health</b> Christa Sitagoria is the librarian for Consumer Health.	 <b>Pharmacy</b> Rachel Posey is the librarian for Pharmacy.
 <b>Dentistry</b> Kate McGraw is the librarian for Dentistry.	 <b>Public Health</b> Melanye Lackey is the librarian for Public Health.

more subjects >>

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The UNC HSL is located on South Columbia Street in front of the UNC School of Medicine.



Outreach Spaces Collections

## Featured Services

**CAROLINA  
BLU**

BRINGS THE LIBRARY TO YOU

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## News and Events

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February 3, 2015

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EVENT POSTPONED - "Doctoring the Civil War: American Physicians and the Transformation of American Medicine"

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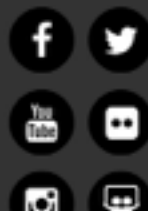
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NC Health Info  
Nursing  
Pharmacy  
Public Health  
UNC Health Care  
UNC Libraries

### CONNECT



Give to the Library

## Being an Informed Patient

Good Health Information | Patient & Family Issues | Recommended Websites | Talking with Your Doctor

## Managing Your Health Care

Choosing a Doctor or Health Care Service | Health Care Policy | Health Insurance | Medical Records | NC Licensing Boards

## Staying Healthy

Exercise & Physical Fitness | Healthy Eating | Immunizations | Managing Stress | Quitting Smoking & Tobacco | Sexual Health

## Staying Safe

Falls Prevention | Motor Vehicle Safety | Preparedness

## People

Seniors' Health | Veterans' Health | Women's Health

Other Groups >>

## Go Local

Find web sites of health services for your community

## Diseases & Conditions

Asthma | Cancer | Chronic Obstructive Pulmonary Disease (COPD) | Dental Health | Diabetes | Flu & Contagious Illnesses | Heart Disease | HIV/AIDS | Kidney Disease | Obesity | Sexually Transmitted Infections | Stroke | Tick Related Diseases

Websites for Other Topics >>

## Mental Health & Developmental Disabilities

Anxiety, Bipolar Disorder & Depression | Autism Spectrum Disorder | Eating Disorders | Obsessive Compulsive Disorder | Substance Abuse

Websites for Other Topics >>

## Medications

Drugs & Pharmaceuticals | Herbs & Supplements

## Treatments & Procedures

Acupuncture | Chiropractic | Clinical Trials | Complementary & Alternative Therapies | Lab Tests & Diagnostic Procedures

## Ask a Librarian

## Health Alert

**Flu Season has arrived!**  
Protect yourself from the flu with these helpful resources

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Measles is an infectious disease that spreads easily from person to person. Learn more about the disease and how to prevent it here.

**Health Insurance Enrollment**

Open enrollment is over. Use this link to see if you can still get coverage.

## Featured Topic: Asthma



Today's Health News ...



We comply with the HONCode standard for trustworthy health information; verify here

NC Health Info is a service of Health Sciences Library at the University of North Carolina at Chapel Hill and is maintained by volunteer librarians statewide.



# Conceptos Básicos en UX



# Ciencias de la Información



Gary Marchionini

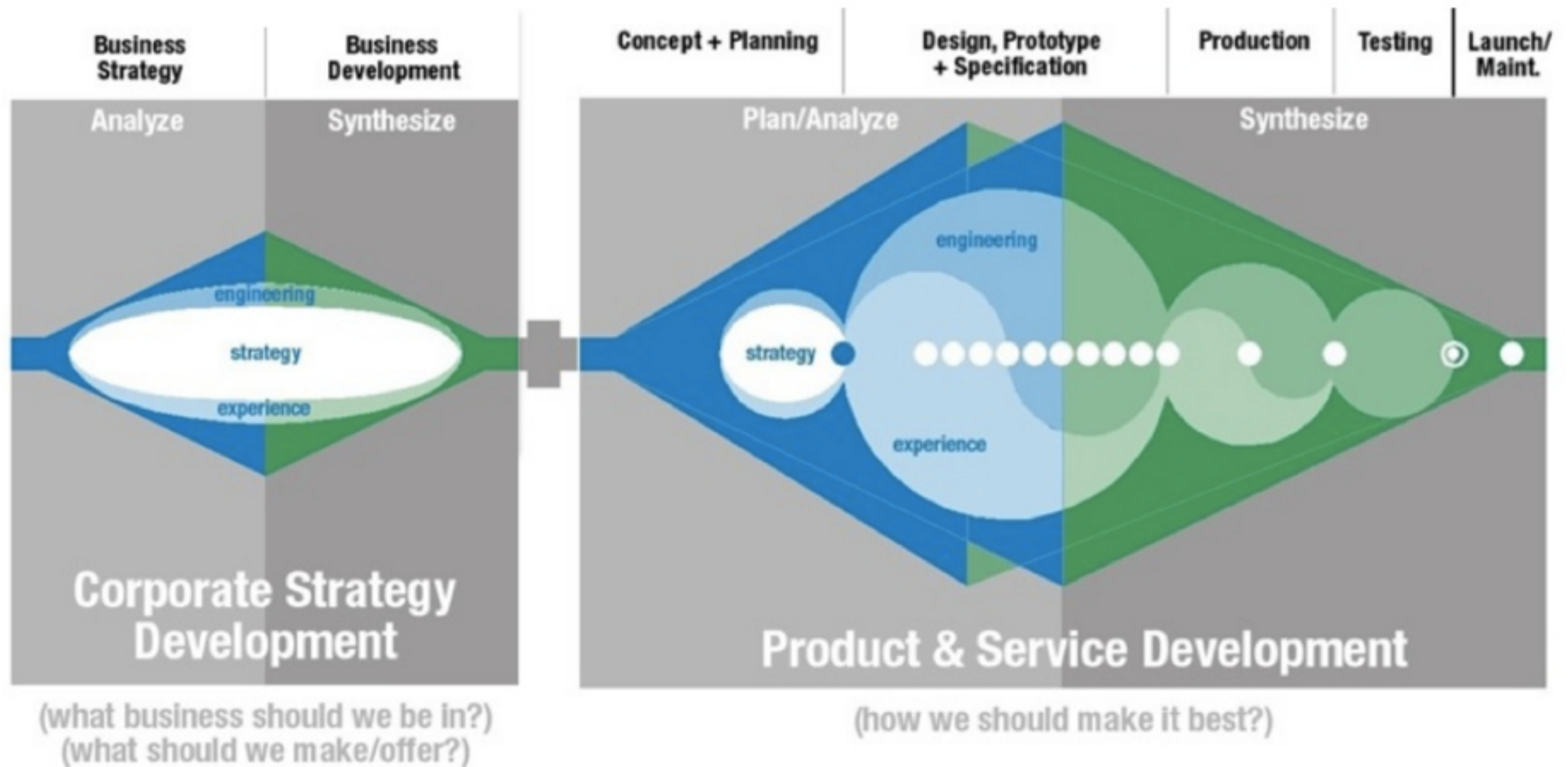


## *Primera Ley UX de Eric:*

*Si un sitio no resuelve los  
problemas de tu usuario,  
tampoco resolverá los problemas  
de tu compañía.*



# Experiencia en Proceso

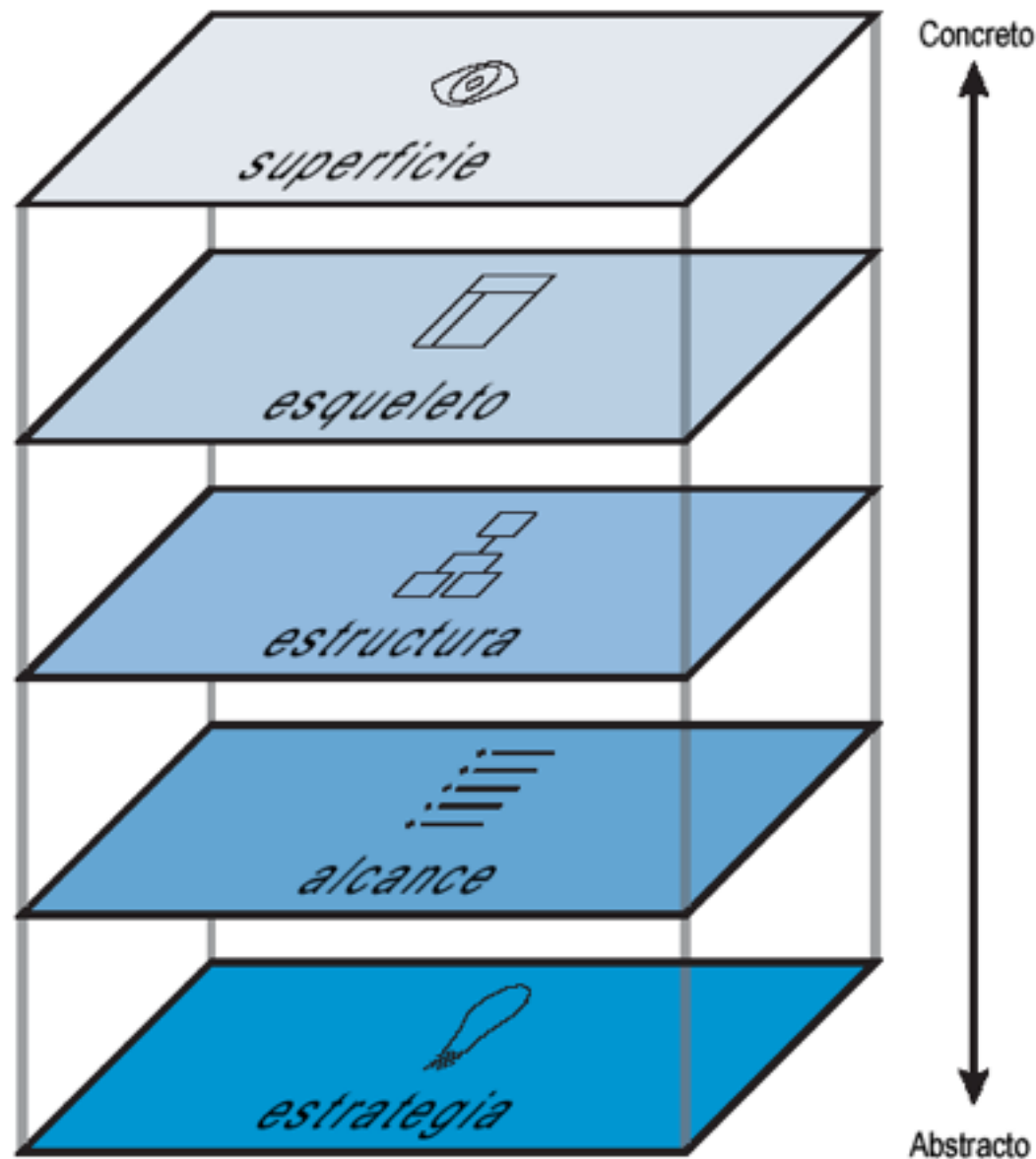


Nathan Shedroff



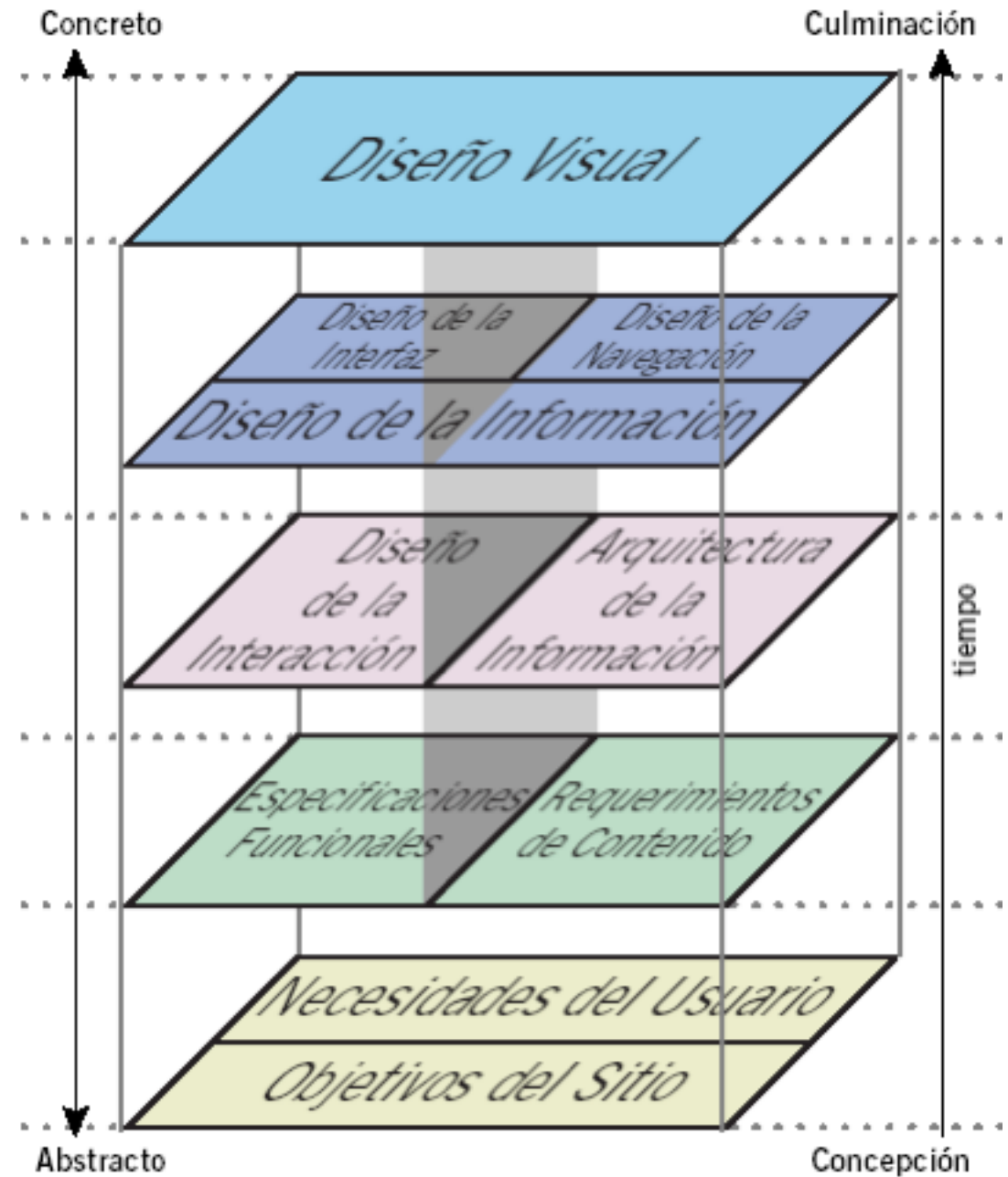
# Elementos de la Experiencia de Usuario

Jesse James Garrett 2000, 2002

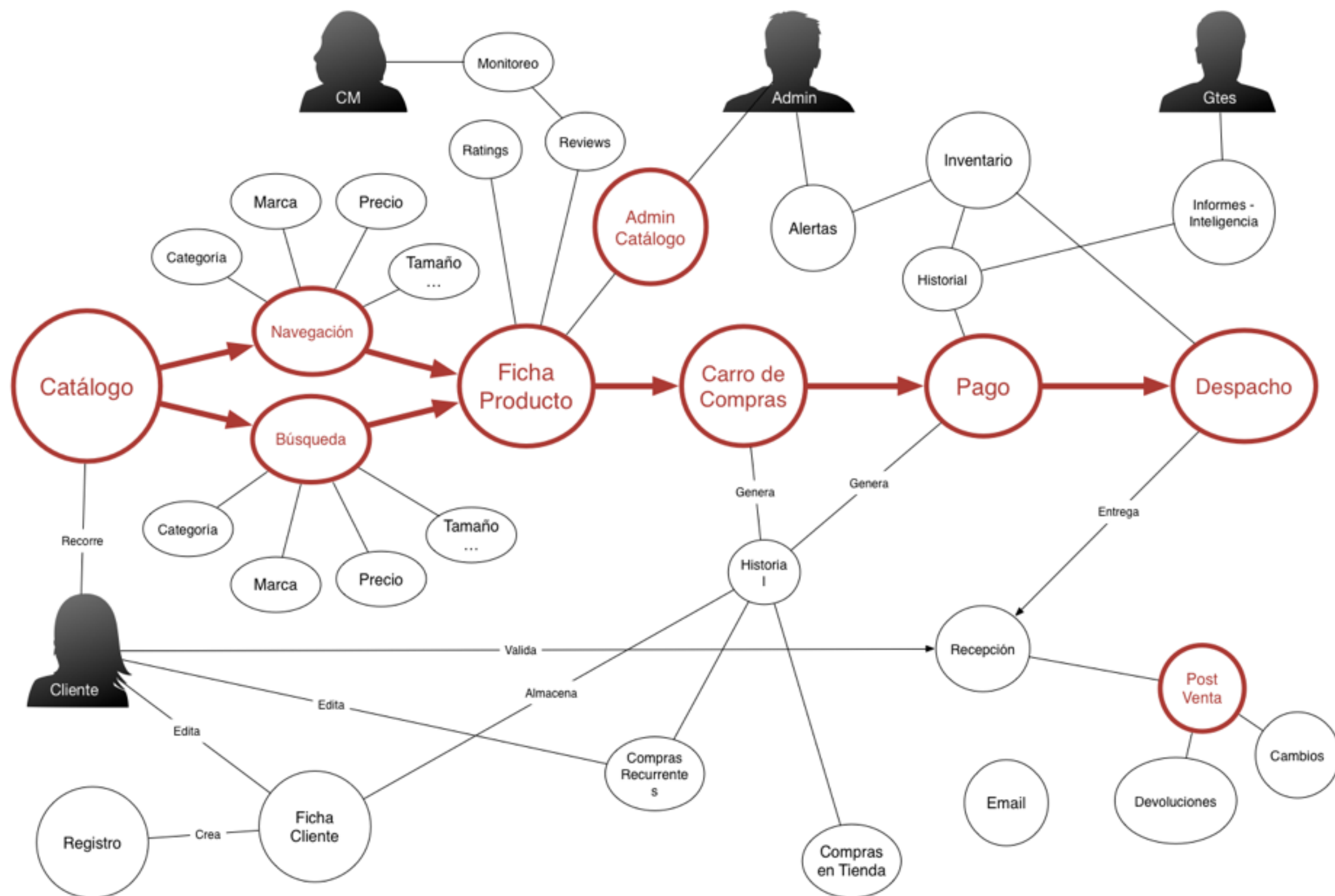


Web como  
Interfaz de Software

Web como  
Sistema de Hipertexto









UX en HSL



# NC Health Info

Inventario de Contenido

Card Sorting, n=15

Taxonomía

Wireframes



## Vision

### Meeting E-Patients Where They Are: Rethinking Health Information for the Public

Our environmental scan, and research such as Susannah Fox's, with the Pew Internet Project related to health and health care (<http://www.pewinternet.org/Commentary/2011/November/Pew-Internet-Health.aspx>), show strong and steady trends toward eHealth and mHealth (see more detail in that section of this report). Moving our services in these directions builds on the infrastructure and services of NC Health Info. The Library is re-conceptualizing the **health information needs of the public as a continuum from wellness to acute conditions to survivorship and chronic conditions**. The aim is to provide personalized, interactive information services delivered electronically and available to all to support informed decision-making and empowerment of "e-patients."

This will be accomplished by focusing on **new models for information delivery and interactivity between librarians and users** ("Ask a Librarian" becomes "Ask your Health Information Specialist"), and **among users themselves** (expert information is integrated with peer-to-peer social networking). This new service suite will rely upon existing excellent sources of information on the universe of health topics, namely MedlinePlus, while providing more customized health information for North Carolinians. This information will

- concentrate on the most important health conditions affecting NC citizens;
- help users navigate the evolving, complex health care system;
- do proactive linking of users to local services and quality support networks;
- **facilitate connections among users**;
- help users to **manage their personal health information and records** (knowledge management); and
- be a resource in the **patient-centered medical home** (PCMH) model of health care delivery.
- Visitors to the web site will be encouraged to consult with a health sciences librarian through more **prominent displays and links to assistance for answering questions** (added as a statement by DM 2/19/2013)



# Inventario de Contenidos

	A	B	C	D	E	F	G	H	I	J
1	Level 1	Level 2	Level 3	Level 4	Resource	Main Section	Also In	Status	Notes	Owner
1679		Treatment & Procedures				Road Map				
1680			Acupuncture			Road Map				
1704			Alternative Medicine			Road Map				
1726			Chiropractic			Road Map				
1752			Lab Tests & Diagnostic Procedures			Road Map				
1791		Reference & Tools				Road Map				
1792			Ask a Librarian			Road Map				
1793				Ask a Librarian (UNC Health Sciences Library)		Road Map				
1794				Find Local Libraries		Road Map		Rename	Change this to consult a health sciences librarian	
1795			Librarian Tools			Road Map				
1796				The Reference Interview		Librarian Tools				
1798				Myths & Quackery		Road Map				
1801				Medical Terms		Road Map				
1807				Drug Information		Road Map	Other?			
1812				Other Frequently Asked Questions		Road Map				
1818				Teaching & Writing for the Health Consumer		Librarian Tools			SHOULD this title go away? CHANGE Title to Health Literacy or ??	
1824				Finding & Evaluating Information		Road Map				
1832				Continuing Education		Librarian Tools			Librarian's section??	
1839			Local Services			Road Map				
1842			News & Opinion			Auxiliary				
1843				Local Health News		Auxiliary				
1851				Government Announcements		Auxiliary				
1857				National Health News		Auxiliary				
1863				Opinion & Commentary		Auxiliary				
1867			Statistics			Road Map			add NC Injury and Violence Prevention branch stats	

# Card Sorting

OptimalSort

Health Statistics										
11	Health News & Opinion									
7	7	Health Policy								
6	6	8	NC Licensing Boards & Regulations							
5	4	5	7	Health Record						
4	5	7	6	8	Patient and Family Issues					
4	4	3	3	4	5	Treatment & Procedures				
2	1	1	2	2	1	7	Complementary and Alternative Therapies			
2	3	1	2	1	1	6	6	Diagnostic Testing and Annual Exams		
1	1	0	0	0	0	4	2	8	Immunization	
6	7	3	4	3	3	6	4	4	3	Medical Terms

7	Stress and Stress Management									
1	6	Healthy Eating								
1	5	11	Hygiene at Home							
1	6	10	10	Fitness and Exercise						
2	5	6	8	6	Preparedness					
0	2	7	8	6	9	Air and Water				
0	2	7	7	6	9	9	Food Safety			
1	3	5	7	4	9	7	8	Pedestrian and Motor Vehicle Safety		



# Nueva Taxonomía

- Diseases and Conditions
  - A-Z
  - Mental Health & Developmental Disorders
  - Drugs and Supplements
- Managing your health
  - Becoming an informed patient
  - Drug information online
  - Medical Apps
  - Treatments and Procedures
  - Complementary and Alternative Therapies
- Insurance and Policies
  - Insurance
    - Understanding Health Insurance
      - Health Reform
    - Medicare & Medicaid
    - Free or Discounted Health Services
    - Other Insurance Types
    - NC Insurers
    - TriCare
    - Veteran Benefits & Services
  - Policy and Statistics
  - NC Licensing Boards & Regulations
  - News & Opinion
- Staying Healthy
  - Your Environment
  - Healthy Lifestyle
  - Avoiding Injury
  - Avoiding Illness
- About Us

Health Topics

Local Services

About Us

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### Flu Season has arrived!

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### Health Insurance Enrollment

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## Featured Topic:

### Asthma





# UNC Health Sciences Library

Evaluación Heurística

Prototipos en Papel - n=10

Usabilidad

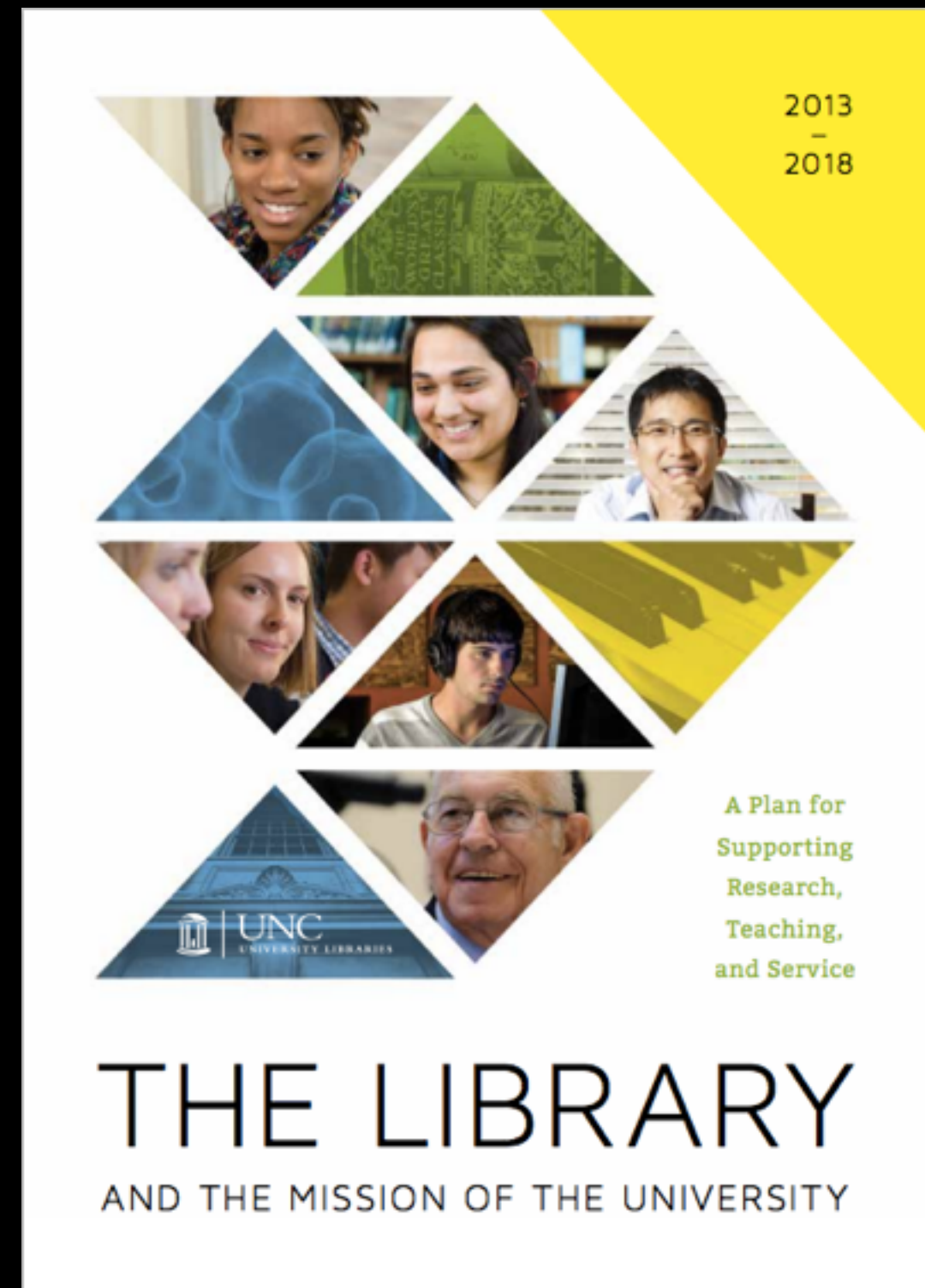
Entrevista, n=6

Encuesta, n=49

# Strategy

## Mission

The Health Sciences Library's mission is to connect people everywhere with knowledge to help them teach and learn effectively, assure quality health care, conduct vital research, and make informed decisions.





UNC Health Sciences Library Logo

335 S. Columbia St., CB 7585 Chapel Hill, NC 27599-7585 | (919) 962-0800

[Today's building hours: 7:30 am - 6:00 pm >>](#)[Ask a Librarian](#) | [FAQs](#) | [Library Account](#) | [Chat Now!](#)[Resources](#) | [Services](#) | [About](#) | [Help](#)[Clinical](#) | [Articles+](#) | [E-Journals](#) | [Catalog](#) | [Site](#)

Q search

Searches across:

[Pubmed](#) | [UpToDate](#) | [ClinicalKey](#) | [CINAHL](#) | [Web of Science](#) | [Google Scholar](#)

Photographs of "library life" (Not animated, randomized)

**Allied Health**  
Barbara Renner is the  
liaison librarian for  
Allied Health**Bioinformatics**  
Barrie Hayes is the  
liaison librarian for  
Bioinformatics**Clinical Reference**  
Karen Crowell is the  
liaison librarian for  
clinical reference**Dentistry**  
Kate McGraw is the  
liaison librarian for  
Dentistry**Medicine**  
Lara Handler is the  
liaison librarian for  
Medicine**Nursing**  
Julia Shaw-Kokot is the  
liaison librarian for  
Nursing**Pharmacy**  
Julia Shaw-Kokot is the  
liaison librarian for  
Pharmacy**Public Health**  
Mellanye Lockey is the  
liaison librarian for  
Public Health

Instruction



Spaces



Technology

**News & Events**

News Headline

Date

Teaser

News Headline

Date

Teaser

AHEC Digital Library

NC Health Info

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[Pharmacy](#)  
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[UNC Healthcare](#)

Give to the Library

# Tasks

1. Library hours today
2. Library hours, weekend
3. Research Journal
4. Contact Librarian
5. Register for a HSL class
6. Reserve a room at HSL
7. Interlibrary Request
8. Find Health Information
9. Endnote & Refworks
10. Site Search
11. Databases search tab
12. Anything else?
13. Subject Resources, expectations
14. Subject Resources, helpful?
15. Subject resources, more
16. Change?
17. Liked?

# Encuesta

**Databases** | E-Journals | Catalog

Select database to search on right

- ☒ PubMed
- ☐ UpToDate
- ☐ CINAHL
- ☐ ClinicalKey
- ☐ Web of Science
- ☐ Google Scholar

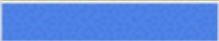






Full listing of [databases >>](#)

Looking at the interface above, do you know what each of these databases mean?




	Yes	No
PubMed	<input type="radio"/>	<input type="radio"/>
UpToDate	<input type="radio"/>	<input type="radio"/>
CINAHL	<input type="radio"/>	<input type="radio"/>
ClinicalKey	<input type="radio"/>	<input type="radio"/>
Web of Science	<input type="radio"/>	<input type="radio"/>
Google Scholar	<input type="radio"/>	<input type="radio"/>










#### 4. How often do you visit the Health Sciences Library (HSL) website?

#	Answer		Response	%
1	Daily		15	31%
2	2-3 Times a Week		17	35%
3	Once a Week		6	12%
4	2-3 Times a Month		5	10%
5	Once a Month		1	2%
6	Less than Once a Month		3	6%
7	Never		2	4%
	Total		49	100%




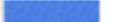


#### 5. When searching for health-science related information, what types of searches do you usually perform?

#	Answer		Response	%
1	I mostly use simple text searches.		19	40%
2	I frequently perform complex searches to find the information I'm looking for. I need advanced search interfaces.		2	4%
3	I use a combination of both, depending on the situation.		27	56%
	Total		48	100%

### 13. How useful is this new interface for searching health-information databases?

#	Answer		Response	%
1	Very Useless		1	2%
2	Useless		3	6%
3	Somewhat Useless		1	2%
4	Neutral		8	17%
5	Somewhat Useful		10	21%
6	Useful		15	32%
7	Very Useful		9	19%
	Total		47	100%

### 14. How simple to understand is this new search interface?

#	Answer		Response	%
1	Very Difficult		0	0%
2	Difficult		1	2%
3	Somewhat Difficult		3	6%
4	Neutral		6	13%
5	Somewhat Easy		8	17%
6	Easy		17	36%
7	Very Easy		12	26%
	Total		47	100%





# UNC

HEALTH SCIENCES LIBRARY

Today's building hours: 10:00 am - 12:00 am >>

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### Nursing

Elizabeth Moreton is the librarian for Nursing



### Consumer Health

Christie Silbajoris is the librarian for Consumer Health



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Rachael Posey is the librarian for Pharmacy



### Dentistry

Kate McGraw is the librarian for Dentistry



### Public Health

Mellanye Lackey is the librarian for Public Health

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**Outreach**



**Spaces**



**Collections**

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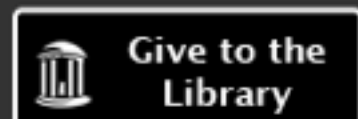
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[Pharmacy](#)  
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[UNC Health Care](#)  
[UNC Libraries](#)

#### CONNECT






























## Places to Study

### Rooms

- ▶ Reserve a Room
- ▶ Classrooms
- Collaboration Center
- Conference Rooms
- Group Study Rooms
- Places to Study
- Video Conferencing Rooms
- Room Use Guidelines

Floor	Quiet Study	Comfy Furniture	Group Study	Standing Desks	Large Tables	Reservable Group Study Rooms	Computers
Basement							
1st Floor							
2nd Floor							
3rd Floor							
4th Floor							

**Basement:** The basement of the HSL is a relatively quiet study space. It has 16 computers which require an Onyen to logon. It features high backed chairs, individual study carrels, comfortable chairs with a swivel platform for your laptop and books. The basement also has a couple of larger tables for more study space.



**1st Floor:** The 1st floor, or entrance level, of the HSL features 35 computers which require an Onyen to logon, 5 computers on the curved table in front of the elevator that require either a PID or a guest login (see main desk), 2 computers with scanners, and 1 computer that has numerous ADA software packages installed on it. The 1st floor has high backed chairs, comfortable chairs with a swivel platform for your laptop and books, large tables for up to four people, and a couple of couches to catch a nap on. The six group study rooms on the 1<sup>st</sup> floor are [reservable online](#) and feature large wall mounted monitors and white boards.



**2nd Floor:** The 2nd floor of the HSL features comfortable chairs with a swivel platform for your laptop

# Conclusión

Bibliotecas digitales como parte integral de la biblioteca universitaria, ayudando a potenciar su sentido de comunidad.



II Congreso de Bibliotecas Digitales Universitarias  
Santiago de Chile  
Junio 2015

¡Gracias!

¿Preguntas?

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@mantruc