Purpose

The Assessment & User Experience Research (AUXR) department for Yale University Library is seeking a grant to purchase equipment in support of a new AUXR service that will make it easy to deploy quick surveys in a variety of locations. We request $700 to purchase equipment to support this service. The equipment purchase would include a mobile stand mounted with an iPad in a secure mount. The iPad will be equipped with software to run surveys and sign up forms in kiosk mode.

With the equipment in hand, AUXR will build out a service offering that will include:

1. A service that will work with staff to design and deploy effective, fun, engaging instruments to gather student feedback in a wide variety of environments (orientation, classes, public service points, etc.)
2. A report that will provide staff with summary reports as well as the underlying raw data gathered during the event

Methodology

AUXR will utilize service design techniques to outline the new Mobile Survey Station service. Service design is the activity of planning and organization the people, infrastructure, communication and material components of a service to improve its quality and the interaction between the service provider (AUXR) and the customer (YUL Librarians).

The service will include:

- Consultation for survey design
- Survey Templates
- Report Templates
- Web site for projects, templates, and results

Timeline

- July 2019: Purchase equipment
- August 2019: setup, testing, build templates and workflows for deployment
- September 2019: AUXR outreach to departments involved in Orientation activities for new students
- October-December 2019: AUXR will partner with service desks, programs, events to test out the Mobile Survey station in a variety of environments.
- December 2019: Final Report
### BUDGET

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### BENEFIT

This service is a great way to build out capacity to do user engagement. “User engagement” here is defined as attracting and keeping the attention of users (Yale community members) in order to convey information about participating in research studies and informing them of events, services, collections, and exhibits throughout the library system. We believe that user engagement should become more embedded on our public service offerings. This is best way to gauge user thoughts, feelings, and needs (present and future). We believe this small pilot program would serve as a catalyst for AUXR in partnership with staff involved in outreach, teaching, and liaison activities. It supports the strategic direction of 'Focus on library users':

*Keep the needs of our diverse users at the center of our physical and online environments and services. Continuously assess and improve the library experience of students, faculty, researchers, practitioners, and visitors.*

Reference: