User Experience = User Interface + Role of the Librarian

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“One of the things I learned ... is that when people have an information need, they’ll always ask people they know before they ask a librarian.

The trick is making sure that librarians are some of the people they know.”
A trained librarian is a powerful search engine with a heart.
The land in-between
There are 438 databases listed on UCT Libraries’ website.
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Designing a good user experience

You are not the user
The user is not broken
A good user experience requires research
Building a good user experience requires empathy
A good user experience must be easy before it can be interesting
Good user experience design is universal
Good user experience design in intentional
Good user experience design is holistic

https://www.youtube.com/watch?v=vTwJzTsB2QQ