

## The Reference User Experience: a 3 D View

The 1<sup>st</sup> two dimensions of the user experience are **customer service** and **staff competence**.  
The 3<sup>rd</sup> dimension spans a continuum or context of library and librarian **visibility**.

**Invisible**

**Visible**

<p>Servant who waits</p> <p>Thoughtful design</p> <p>Institutionally focused</p>	<p>&lt;== General characteristics ==&gt;</p>	<p>Leader who acts</p> <p>Skin in the game</p> <p>Community focused</p>
<p>Facility - Secluded</p> <p>Self-service Interesting spaces Browse-able / easily navigable Systems that are simple</p> <p>Technology Integrated resources</p>	<p>&lt;== In House ==&gt;</p>	<p>Facility Central</p> <p>Staff Available (friendly, polite, responsive) Knowledgeable Reference interview</p> <p>Technology Troubleshooter Demonstrator/Teacher</p>
<p>Privacy / Anonymity</p> <p>Background</p> <p>Assumed</p>	<p>&lt;== In Community ==&gt;</p>	<p>Customer Relations Management</p> <p>Seat at the table</p> <p>Declared</p>

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