



Leonárd Petró

University and National Library, Debrecen

4th China-CEEC Curators' Forum of Libraries Union

October 19–22, 2025

TRANSFORMING THE
UNIVERSITY LIBRARY: FOCUS
ON THE USER EXPERIENCE



**University and National Library
University of Debrecen**

We provide **services**
for **users**

User



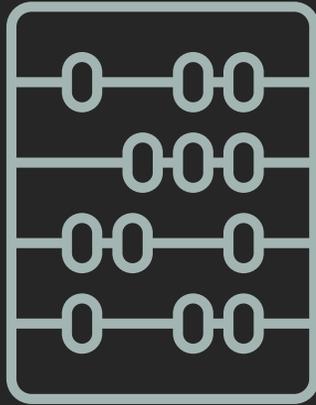
Not a single person

⇒ **Personas:** a profile, representing a particular group of person. An archetype.

Described by their actions & attitudes,
not their attributes.

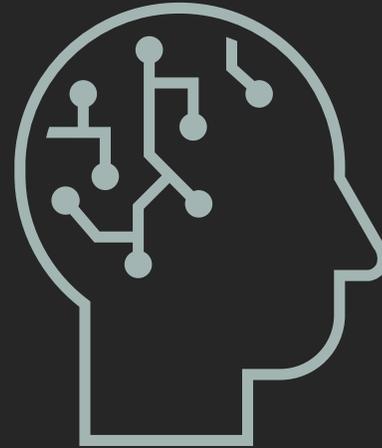
Based on research not (just) assumption.

Quantitative data



What?
How many?
When?

Qualitative data



Why?

In the Arts and Humanities Library

110

seats are available.

Updated: 2025.10.16 13:50



16

seats are available
out of 26

Occupancy: 38.46%



43

seats are available
out of 134

Occupancy: 67.91%



33

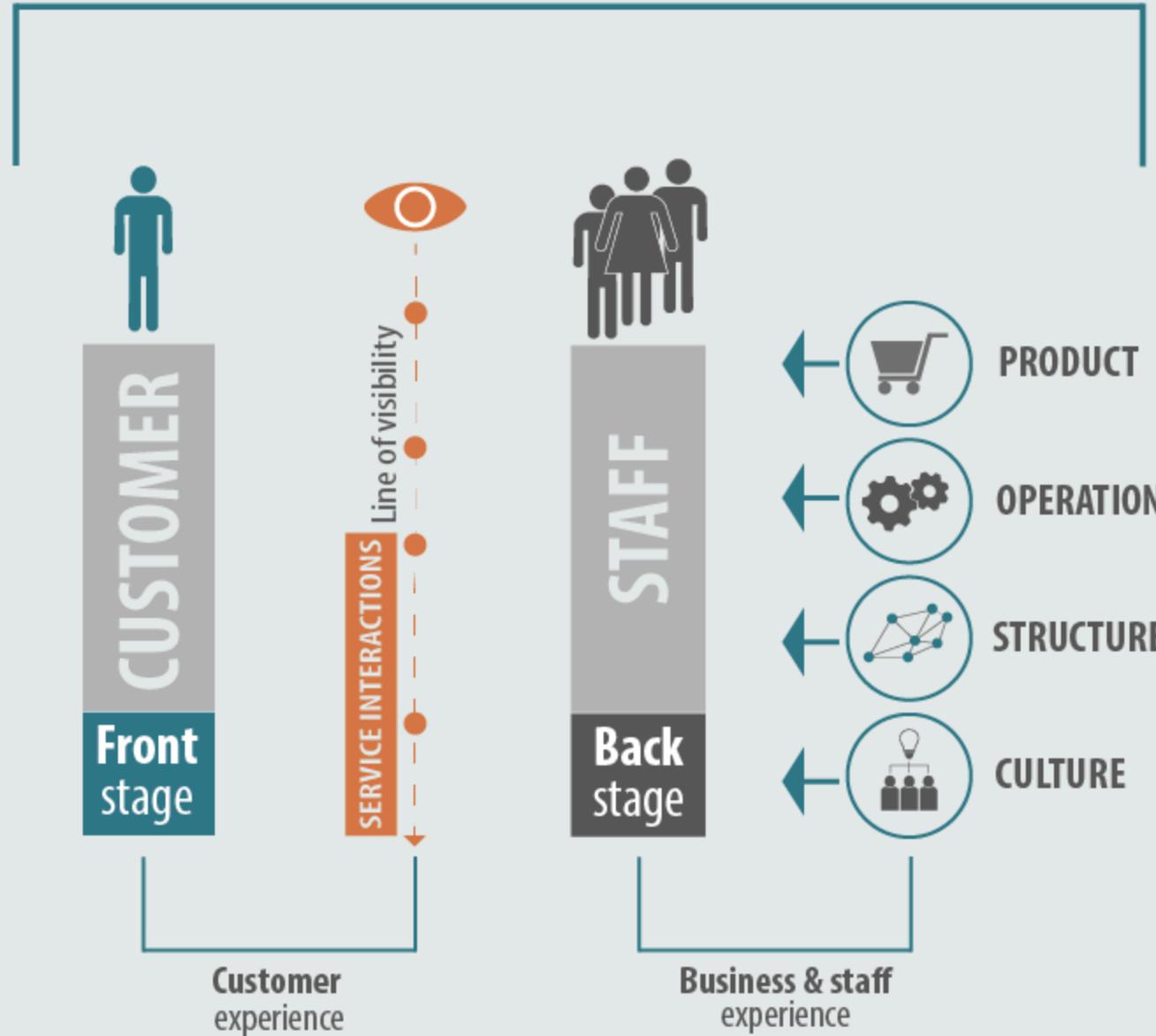
seats are available
out of 48

Occupancy: 31.25%

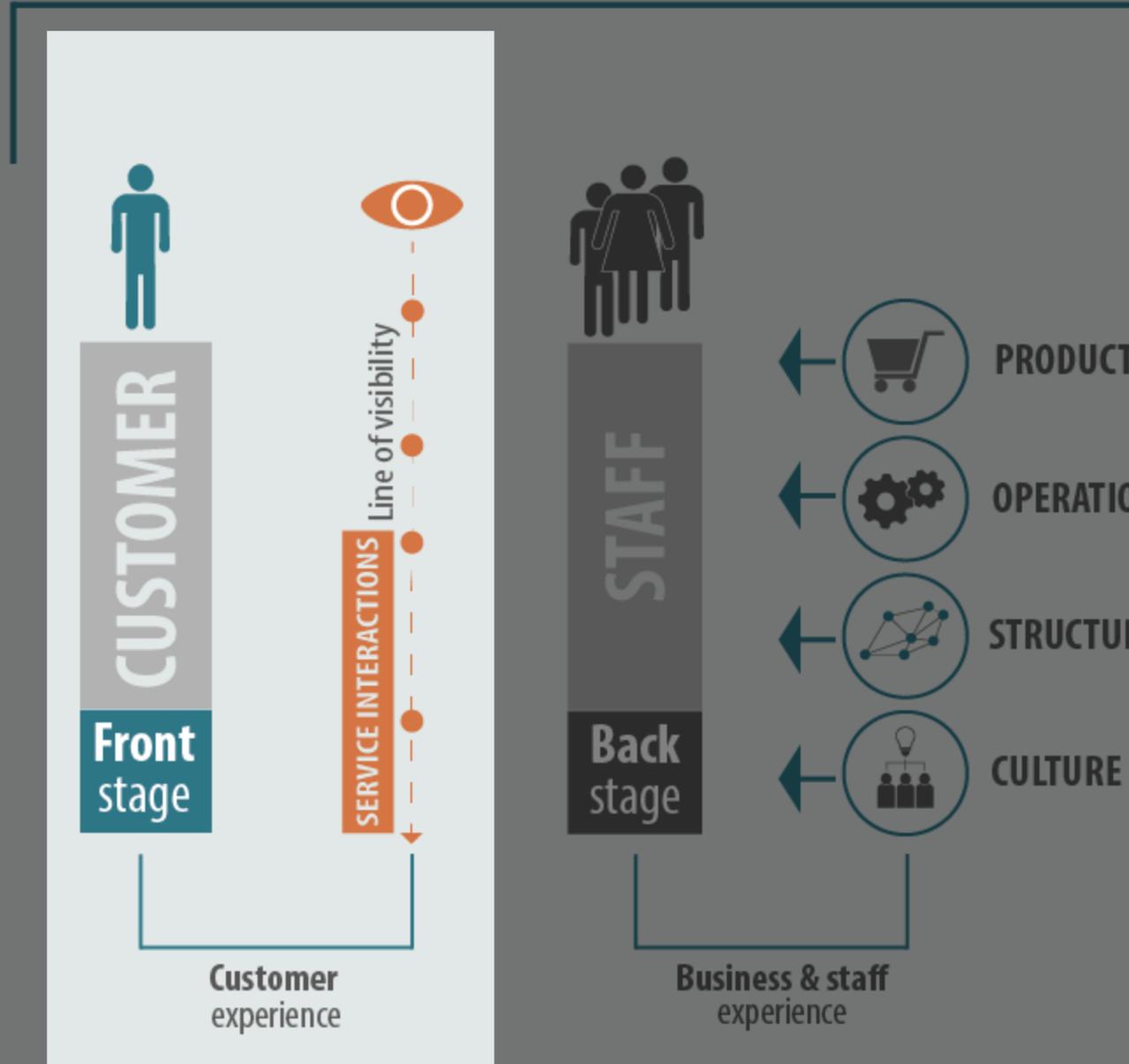


Find a free seat

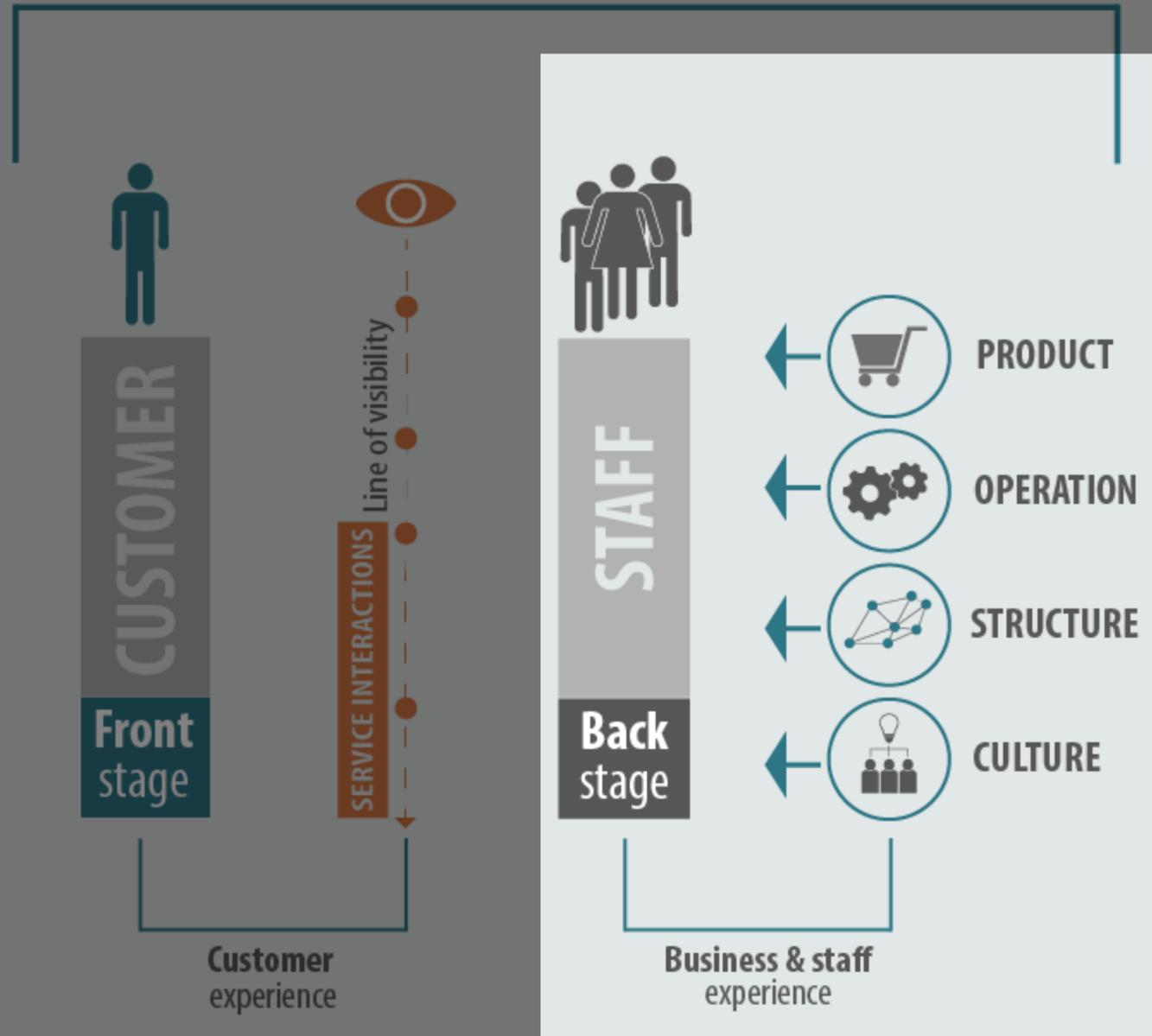
SERVICE DESIGN



SERVICE DESIGN



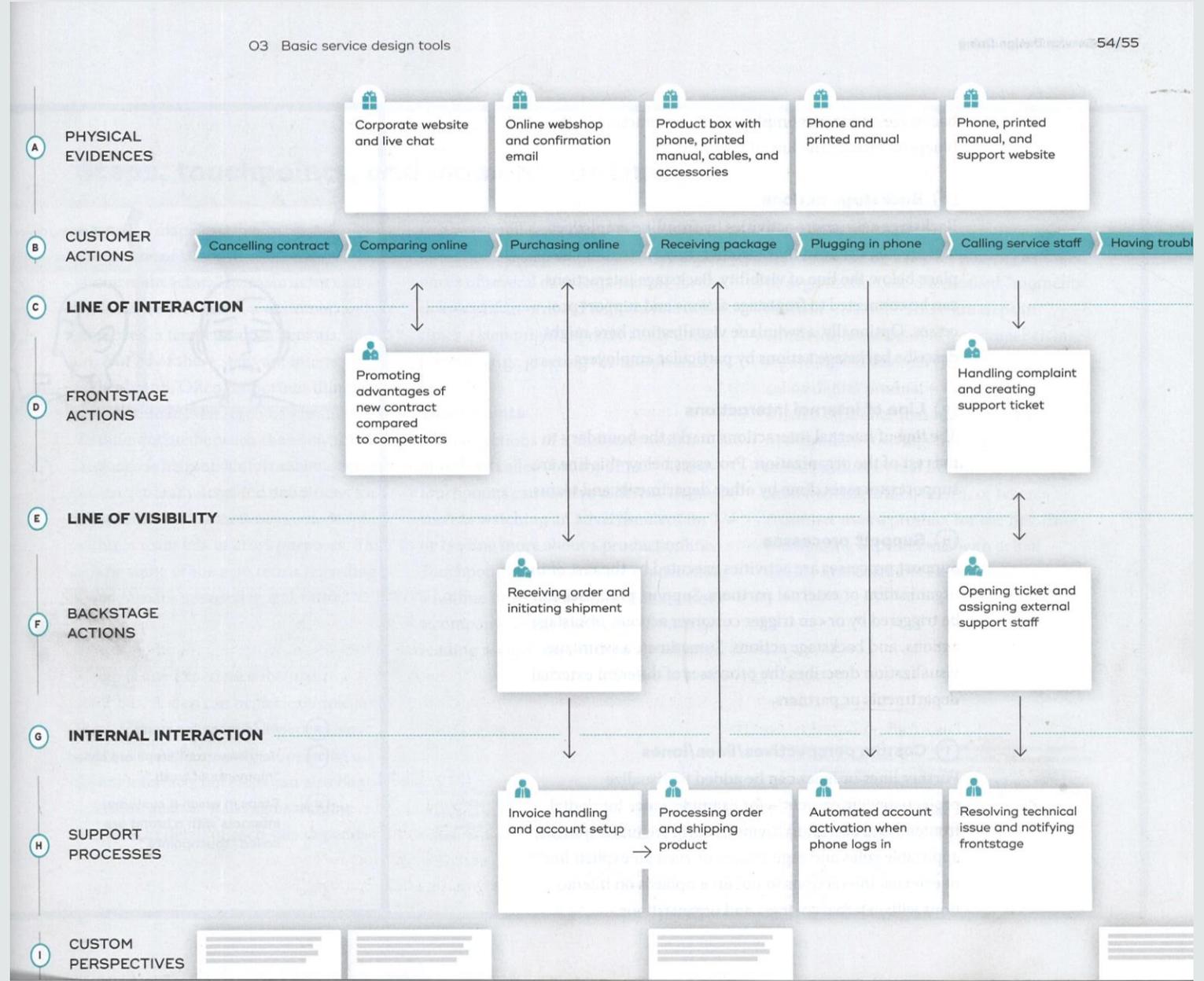
SERVICE DESIGN



Service blueprint

Service journey & emotional journey

Stickdorn, M., Hormess, M., Lawrence, A. & Schneider, J.
This is service design doing : applying service design thinking in the real world : a practitioner's handbook.
O'Reily Media, 2018.



Small

This approach and process „needs a cultural and organizational transformation [...] It requires the alignment of the whole organizational system, including organizational structures, processes, practices, routines, and values.”

project

Problem

User need help uploading their theses to the repository.

Despite the fact we provide:

- FAQs and guides on our website in pdf and video format
- Uploading form is easy to understand and works properly.

The screenshot shows the website header for 'DEBRECENI EGYETEM EGYETEMI ÉS NEMZETI KÖNYVTÁR'. It includes a search bar with the text 'Keresés a könyvtárban', a language selector with 'magyar' and 'english' options, and a navigation breadcrumb: 'CÍMLAP > KERESÉS ÉS KUTATÁS > LÁTHATÓSÁG, ÉRTÉKELÉS, MEGÖRZÉS > Szakdolgozatok feltöltése'. The main heading is 'Szakdolgozatok feltöltése'. Below it, a paragraph states: 'A Debreceni Egyetemen születő szakdolgozatok elektronikus verzióit a [Debreceni Egyetem elektronikus Archívumába \(DEA\)](#) kell feltölteni.' A large green vertical bar is followed by the text: 'A feltöltést a hallgatók önállóan végzik. A feltöltéshez [ITT](#) találnak útmutatókat'. At the bottom, it says: 'A feltöltés bárholnan elvégezhető eduID –val történő bejelentkezést követően.' and provides contact information: 'Kérdés, probléma esetén a dea@lib.unideb.hu e-mail címen vagy a DEA [Kapcsolat](#) menüponton keresztül fordulhatnak a DEA Adminisztrációhoz, amelyre 24 órán belül igyekszünk válaszolni.'

Research

Qualitative method:
Participant observation



Findings

Users not really use the guide, they search the information they need at each stage of the process.

Throughout the journey we identified the pain points.



How might we...

...help students to upload their document without assistance?

Identify main stages of the process and information to be provided

- Website
- Uploading form
- Repository collection



Thank you for your attention

lpetro@lib.unideb.hu

