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Web Presence Update

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Web Presence Update

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Let me tell you a story.
What’s the difference?

**Web Presence**

All products created and/or supported by the University Library that have a public-facing user interface

**Website**

The University Library’s primary website at lib.umich.edu

Taking a deeper look at the web presence means taking a holistic approach to the user experience across all the applications that are integrated into or connected to the website.
Almost a decade since last website redesign
We have never looked holistically across web presence before
We have hundreds of interfaces across our web presence
Many areas within the library have been reorganized
  - New departments, new services
  - New staff, new positions, new roles and responsibilities
Next Century Library Initiative encouraging us to re-imagine the role of the library
Service Design Task Force encouraging us to re-imagine how we provide current and create new services to deliver as one library
What’s been happening?
The request describes a holistic approach to redesigning the library web presence, including the library’s website as the core, but extending more broadly to the library’s whole suite of web-based applications and products that have a public-facing user interface.

Two new positions were funded:

- Senior Front-End Developer
- Senior User Experience Specialist
This **new** group is being charged:

- to create, steward, and champion a focused, clear, and **unified vision** for the library’s public-facing web presence
- to set **direction and standards** broadly for user interfaces
- to make recommendations driven from the perspective of **user needs**
- to provide guidance to ensure a **cohesive and connected** overall web presence
WPSC Reporting Lines

- The Technology Alignment & Stewardship Committee (TASC) is the parent committee for the WPSC.

- Currently, 3 teams will report to WPSC:
  - Web Content Coordinators Group
  - Intranet Team
  - Website Redesign Team (to be charged)
Communications & Marketing is hiring a new Web Content Creator to collaborate on writing content across the web presence.
Design & Discovery has created a collection of helpful best practices that outline an approach to delivering services that increases our ability to be flexible, iterative and, most importantly, to focus on the needs of the people that use our services.
Design & Discovery is in the process of creating a design system that introduces **processes for making user interface changes** at the system level rather than application level to ensure improvements are shared across our web presence.
Search

To see the current beta interface, go to: search.lib.umich.edu
Timeline Recap

- D&D creates Website Technical Assessment & Situation Report
- WebCom creates Status Report
- Service Design Task Force forms
- Provost funds 2 new positions
- Head of D&D creates Web Governance Proposal
- Search Beta goes live
- Web Presence Steering Committee established
- Search set to go live
- Provost positions filled

- May 2016
- July 2016
- June 2017
- July 2017
- September 2017
- July 2017
- November 2017
- February 2018
- May 2018
- Summer 2018
What comes next?
Next steps

February 2018

- TASC approves Web Presence Steering Committee charge and membership

March 2018

- Web Presence Steering Committee meets for the first time
Next steps

April 2018

- Web Presence Steering Committee charges Website Redesign Project Team

May 2018

- Search launches
- Website Redesign Project Team starts work in earnest
Questions?