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Website Redesign Update

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Website Redesign Update

with Rachel Vacek and Alexa Pearce

Co-Chairs of Web Presence Steering Committee

Library All-Staff Meeting, December 3, 2018

Web Presence Steering Committee

About the WPSC

- Charged by [TASC](#) (winter 2018)
- Provide ongoing stewardship of library's overall web presence (website and beyond)
- Collaborate with stakeholders to ensure a cohesive and integrated web presence
- Charge and serve in an advisory capacity to groups such as:
  - [Web Content Coordinators Group](#) (WCCG)
  - [Discovery & Access Advisory Group](#) (DAAG)
  - [Website Redesign Project Team](#)
  - [Intranet Team](#)
  - [Search Communication Task Force](#) (SCTF)

Members

Alan Piñon
Director of Marketing & Communications

Heidi Burkhardt
Web Project Manager & Content Strategist

Whitney Townsend
Informationist

Robyn Ness
Senior User Experience Specialist

Rachel Vacek (co-chair)
Head of Design & Discovery

Alexa Pearce (co-chair)
Head of Social Sciences & Clark Library

Ken Varnum
Senior Program Manager

Accomplishments

- Website Redesign
  - Created [vision and guiding principles](#) for the library's website
  - Created a charge for the Website Redesign Project Team
  - Outlined a communication strategy for the website redesign
  - Sponsored and participated in the Listening Tour
  - Supported creation of Website Champions
  - Reviewed website redesign project charter, project plan, timeline, assessment plan, content strategy

Accomplishments, cont.

- Web Presence
  - Drafted definition of web presence, along with vision and guiding principles
- Teams
  - Wrote a new charge for Discovery & Access Advisory Group
  - Created and charged the Library Search Communication Task Force

Ongoing and Future Work

- Continue supporting the Website Redesign Project
- Strategic and holistic planning across the web presence
  - Create vision and guiding principles for all user interfaces
  - Provide feedback on specific web presence elements as requested
  - Identify and support prioritization of large and small-scale areas for improvement
  - Collaborate with groups across the library to assess stakeholder needs
  - Share broadly about our work in support of the web presence through ongoing, library wide communication

Website Redesign Project

Website Redesign Project Teams

Teams

Core Team. Sub-teams for: Content Strategy, UX Research & Design, Back-end Development, Front-end Development, Accessibility

Membership of Core Team

Heidi Burkhardt (project lead)
Web Project Manager & Content Strategist

Robyn Ness
Senior UX Specialist

Eliot Scott
Drupal Developer

Jon Earley
Front-End Developer & Accessibility Specialist

Mary Morris
Communications & Marketing Officer

Website Redesign Project Sub-teams

Content Strategy

Heidi Burkhardt, Mary Morris, Emily Buckler

Back-End Development

Eliot Scott, Albert Bertram

UX Research & Design

Robyn Ness, Ben Howell, Denise Leyton, Ellen Schlegelmilch

Front-End Development

Jon Earley, Bridget Burke, Senior Front-End Developer (vacant)

Accessibility

Jon Earley, Ben Howell, Bridget Burke

Roles and Responsibilities

WPSC

- Define vision and guiding principles
- Develop charge, scope, and deliverables
- Communicate updates and milestones
- Advise and review on assessment & project planning

WEBSITE REDESIGN TEAM

- Plan the details of the project
- Conduct user research
- Create communication and assessment plans
- Create and iterate on designs
- Develop new content and workflows
- Build the infrastructure

WHY we are redesigning the website

- In the 10 years since the current website launched:
  - User needs and expectations have evolved
  - Library itself has changed: new services, new departments, new roles
  - Technology has changed
- We have never looked holistically across web presence before
- We need more cohesion across the web presence, which encompasses hundreds of interfaces and services
- Next Century Library Initiative encourages us to re-imagine the role of the library
- Service Design Task Force encourages us to re-imagine how we provide current services and how we create new services to deliver as one library

Communication

We've been talking with the library about the project through:

- Library newsletters and all-staff emails
- Library All Staff Meeting (February 7)
- ShareFest Poster Session (July 24)
- Senior Managers Meeting (July 25)
- Library Executive Council (September 6)
- Public Services Communication Forum (September 21)
- LIT All Staff (October 15)
- Library All Staff Meeting (December 3)

Our Approach

- Starting from scratch
- Focus on user (not organizational) perspective
- Commitment to user research, including library staff, students, faculty
- New information architecture and content workflows
- Embracing the library's new service philosophy
- Setting the stage for an iterative approach to improvement

Scope

WEBSITE REDESIGN PROJECT

- Content strategy, content authoring permissions and workflows, and content creation
- Information architecture, overall design, navigation, header, footer, etc.
- Staff profiles, staff directory, division and department pages, functionality for Subject Specialists and Library Expertise
- Hours, location information (maps, directions, etc.), and integrating floor plans
- Specialized content types such as webforms and website alerts, as needed
- Research around Browse pages as a feature
- We don't know what we don't know, but anticipate work to facilitate dynamically connecting our services, spaces, expertise, and collections, among other new features

FUTURE PROJECTS

- My Account/Dashboard
- Library Blogs
- Course Reserves application
- Outages
- New Books tool
- Subject Vertical Files
- Student Employment System
- Backend functionality that is used exclusively by staff
- Best Bets
- Search Tools (i.e. Databases) management
- Password Keeper pages

Accomplishments

WORK DONE	STATUS
Website vision & guiding principles	✔
Project plan	✔
Assessment plan	✔
Content strategy and information architecture	In progress, ongoing
User research	In progress, ongoing
Competitive analysis	✔
Listening tour	✔

User Research: User Priorities Survey

159 Participants: 37% undergrads, 25% graduate students, 38% faculty and research staff

TOP REASONS FOR VISITING THE LIBRARY WEBSITE

1. Library Search
2. Online Journals list
3. Research Database list
4. My Account
5. Locations and Hours
6. Document Delivery / ILL
7. Ask a Librarian

"I would like it if the website had a bit more splash of color."

"I don't necessarily think I'd miss anything, but I do feel it would significantly change how the average student uses the university library system."

User Research: User Priorities Survey

159 Participants: **37% undergrads, 25% graduate students, 38% faculty and research staff**

RESOURCES MENTIONED BY NAME

- PubMed
- PsycInfo
- Proquest
- Web of Science
- JSTOR
- Google Scholar
- Wall Street Journal
- WorldCat

"I find the current mode of finding content on the web site to be difficult, so any improvements would be great."

Read more in the User Priorities Survey (October 2018) report on the Intranet.

User Research: Personas

User Group: Undergraduates

Goals
- Academic Success
- Entertainment and Socializing
- Sense of Belonging
- Exploration and Skills Building
- Jobs and Internships

Limitations
- Time
- Money
- Distance to on housing
- Expectation school cou

Needs for Library
- Locating appropriate resources
- Developing research skills
- Choosing paper topics

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- Unfamilia conventi

User Group: Graduate Students

Goals
- Mastery of Discipline
- Professional Networking
- Sense of Belonging
- Job Searching

Limitations
- Time
- Money
- Distance to in-library services based on housing location
- If ESL, language barrier

Needs for Library
- Performing deep, thorough searches
- Using Interlibrary Loan and Document Delivery
- Finding quiet study spaces

Frustrations
- Unfamiliarity with campus
- Missing family and friends, especially if far from home

User Group: Visitors

Goals
- Use of Collections
- Access to Technology
- Seeing the Sights
- Lifelong Learning

Limitations
- Access (non-UMich)
- Expectations of what libraries have to offer (based on non-academic library use)
- Distance (for those using online services)
- Time (for out of town visitors)
- If ESL, language barrier

Needs for Library
- Accessing materials, including unique and distinctive special collections
- Asking reference questions

Frustrations

User Group: Researchers

Goals
- Advancing Their Research
- Mentoring Students
- Publishing
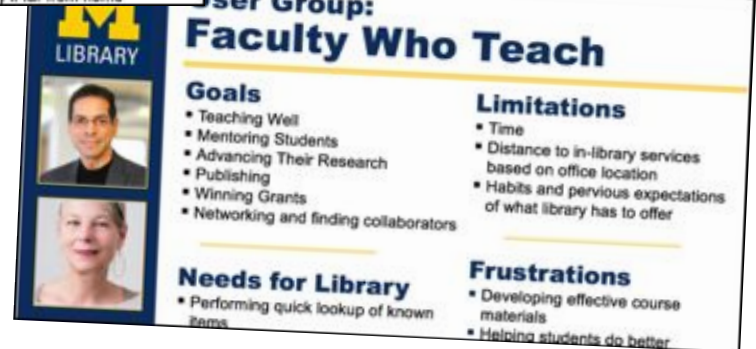- Winning Grants
- Networking and finding collaborators

Limitations
- Time
- Distance to in-library services based on office location
- Habits and pervious expectations of what library has to offer

Needs for Library
- Performing quick lookup of known items
- Performing deep, thorough searches

Frustrations
- Pressure to publish
- Seeking grants to fund research
- Changes to familiar systems and

User Group: Faculty Who Teach

Goals
- Teaching Well
- Mentoring Students
- Advancing Their Research
- Publishing
- Winning Grants
- Networking and finding collaborators

Limitations
- Time
- Distance to in-library services based on office location
- Habits and pervious expectations of what library has to offer

Needs for Library
- Performing quick lookup of known items

Frustrations
- Developing effective course materials
- Helping students do better

User Research: Card Sorting

Card Sort Test: 59 Participants, 40 cards, 5 categories)

Card Sort Results Matrix

	Locations & Hours	Find, Borrow & R...	Visit & Study	Research & Scho...	About Us	NOT SURE
Borrowing and Circulation		57	1	1		
Course Reserves		41	6	2	1	9
Serials and Microforms Services	2	22	6	18		11
Document Delivery	1	50	1	3	2	2
Bookable study rooms	2	3	54			
Open study spaces	1	2	56			
Study carrels		3	50			6
ScholarSpace	6		18	23		12
Shapiro Design Lab	19	1	26	5	2	6
Reflection Room	15		41		1	2
Computers	1	3	51	2		2
Printing, Scanning & Copying	4	13	27	4	2	9
Subject Specialists		10	4	26	14	5
Research Guides		11	2	44		2
Research Data Services		9	1	46	1	2
Data Visualization Services	1	12	7	27	2	10
Undergraduate Research Award			1	50	3	5
Instruction and Learning in the Lib...		1	24	12	17	5
Publishing Services	1	8	5	22	8	15
Digital Collection Services	1	24	7	20	1	6

User Research: Tree Testing

Tree Test: 42 Participants, 11 tasks, 6 open-ended follow-up questions

High-Success Pie-Tree

Low-Success Pie-Tree

Listening Tour: Stats

24 **Sessions facilitated**

1,124 **Observations captured**

189 **Library staff reached**

187 **Tags created to categorize observations**

Listening Tour: Top keywords / tags

- This is an observation tag bubble chart

- It excludes the "Library_Search" tag

- The size of the bubble is relative to the number of times the tag was used

Listening Tour: Top 10 Themes

1. Audiences' needs both intersect and vary substantially.
2. Staff have minimal attachment to the current site overall.
3. Library Search came up in virtually every session.
4. We need to do a better job of demonstrating everything that we offer and facilitating their discovery.
5. The site needs to be focused on serving the needs of our users instead of our internal structures.
6. All of the ways that we get materials for people are highly valued services and should be more intuitive to find.
7. Being able to find people is important for both library staff and users.
8. The Ask a Librarian chat service is valuable and should remain prominent.
9. The website should better support wayfinding in our physical locations.
10. Events make the website look alive and show our users what is happening in our locations.

Website Champions

Purpose

- Foster engagement among all library staff in support of website redesign
- Share information among library staff, in support of transparency & robust communication
- Share questions and feedback from staff to the website redesign team

Timeline

- Support of the library website redesign project will continue throughout the length of the project (anticipated May 2020), or until an individual no longer wants to fill the role

Website Champions

Naomi Binnie
Digital Education Librarian

Heidi Burkhardt (Convener)
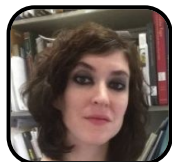Web Project Manager & Content Strategist

Erin Davis
Operations Processing Supervisor

Jason Imbesi
Librarian for Music, Theatre, and Dance

Evyn Kropf
Librarian for Near Eastern & Religious Studies; Curator, Islamic Manuscripts Collection

Sheila McFolley
Circulation & Access Services Manager

Tashia Munson
Access Services Outreach Librarian

Rachel Woodbrook
Data Curation Librarian

LIBRARY

Assessment Plan

In May 2020, we will be able to:

- Measure the redesigned site against the legacy site across a variety of metrics
- Know how well the structure of the project team worked and whether communication and outreach were successful

ASSESSMENT WILL ENCOMPASS:

- Formative evaluations throughout the project
- Summative evaluations leading up to and following launch
- Application of programmatic strategies for achieving desired outcomes

MEASURING ACROSS 7 METRICS:

1. Usability
2. Accessibility
3. Mobile experience
4. Site performance
5. Content authoring experience
6. Project management and structure
7. Internal communication and outreach

What to expect in May 2019

- New information architecture
- Sample layouts for a variety of pages
- Site navigation
- Theme and colors

Estimated Timeline

TIME FRAME	WORK BEING DONE	STATUS
Summer 2018	project planning, start of content strategy and UX work	✔
Fall 2018	listening tour, information architecture, content strategy, user research	In progress
Winter 2019	start design, development, and content creation, continue user research and testing	
Summer 2019	continue design, development, testing; begin releasing components for feedback	
Fall 2019	public beta of website available; continue design, development, refining content and testing as needed	
Winter 2020	continue iteration, site usable as primary as desired; development on adjacent projects	
May 2020	cutover	

Thanks! Questions?

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