

2018-12-03

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



Heidi Burkhardt

Web Project Manager & Content Strategist



Robyn Ness

Senior User Experience Specialist



Alexa Pearce (co-chair)

Head of Social Sciences & Clark Library



Alan Piñon

Director of Marketing & Communications



Whitney Townsend

Informationist



Rachel Vacek (co-chair)

Head of Design & Discovery



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)

Updates on the Website Redesign Project

Alexa Pearce and Rachel Vacek

Public Services Communication Forum, September 21, 2018



Web Presence Steering Committee

Established: February 2018
Reports to: Technology Alignment & Stewardship Committee (TASC)

What we do

Provide ongoing stewardship for the library website.
Provide vision and direction for the user interfaces of the library's overall web presence.
Collaborate with stakeholders to ensure a cohesive and integrated web presence.
Charge and serve in an advisory capacity to groups such as the Website Redesign Project Team and the Web Content Coordinator Group, among others.

We create, steward, and champion a focused, clear, and unified vision for the library's public facing web presence.

What we can help with

Advise on timelines for changes in the library's web presence.
Provide feedback on specific web presence elements, as requested.
Support and facilitate communication about the library's web presence among stakeholders.

Updates on the Library Search and Website Redesign

Rachel Vacek

LIT All Staff, October 15, 2018



Web Presence Steering Committee

Established: February 2018
Reports to: Technology Alignment & Stewardship Committee (TASC)

Recent accomplishments

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. (in Design & Discovery).
Participated in the search for a new Senior UX Specialist.
Contributed to decision making and communication effort for recent changes to website editing permissions.

Members

Heidi Burkhardt
Head of Project Manager & Content Strategist

Rogyn News
Senior User Experience Specialist

Alexa Pearce (co-chair)
Head of Social Services & Civic Library

Alan Dillon
Director of Marketing and Communications

Whitney Townsend
Information & Knowledge Systems Services
Research Services

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

Ken Varnum
Senior Program Manager

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."

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 location
- Expectation school could offer

Needs for Library

- Locating appropriate resources
- Developing research skills
- Choosing paper topics

Frustrations

- Unfamiliarity with campus



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 previous 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 previous 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



View instructions

Leave a comment

Finished

Hatcher Graduate Library

Bookable study rooms

Copyright Office

Fine Arts Library

Michigan Press

Publishing Services

Media Production Rooms

Instruction and Learning in the Library

Exhibits

Policies

Undergraduate Research Award

Events

Locations & Hours

0 items

Find, Borrow & Request

0 items

Visit & Study

0 items

Research & Scholarship

0 items

About Us

0 items

NOT SURE

0 items

Borrowing and Circulation

Course Reserves

Serials and Microforms Services

Document Delivery

Bookable study rooms

Open study spaces

Study carrels

ScholarSpace

Shapiro Design Lab

Reflection Room

Computers

Printing, Scanning & Copying

Subject Specialists

Research Guides

Research Data Services

Data Visualization Services

Undergraduate Research Award

Instruction and Learning in the Lib...

Publishing Services

Digital Collection Services

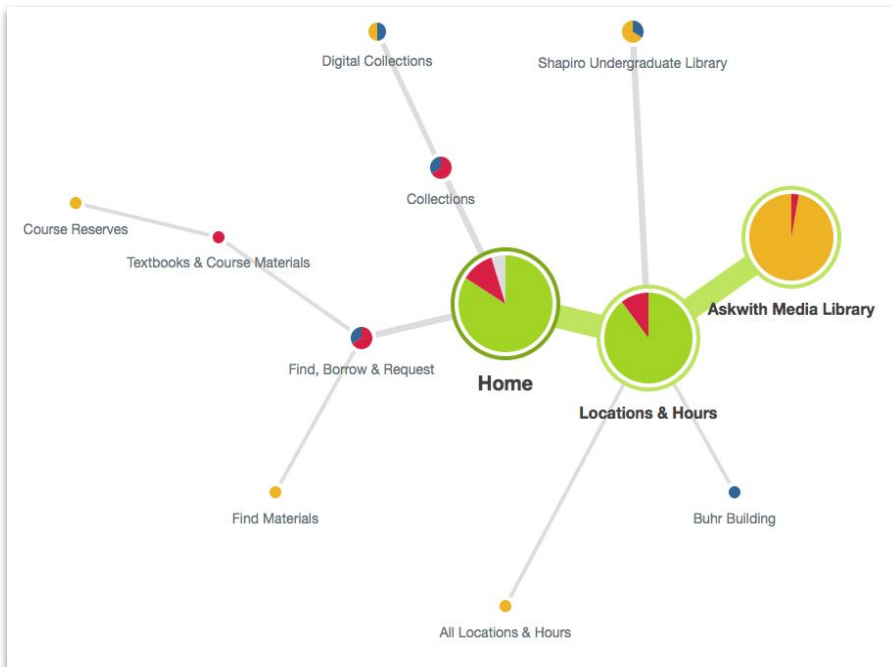
Card Sort Results Matrix

Locations & Hours	Find, Borrow & R...	Visit & Study	Research & Scho...	About Us	NOT SURE
	57	1	1		
	41	6	2	1	9
2	22	6	18		11
1	50	1	3	2	2
2	3	54			
1	2	56			
	3	50			6
6		18	23		12
19	1	26	5	2	6
15		41		1	2
1	3	51	2		2
4	13	27	4	2	9
	10	4	26	14	5
	11	2	44		2
	9	1	46	1	2
1	12	7	27	2	10
		1	50	3	5
	1	24	12	17	5
1	8	5	22	8	15
1	24	7	20	1	6

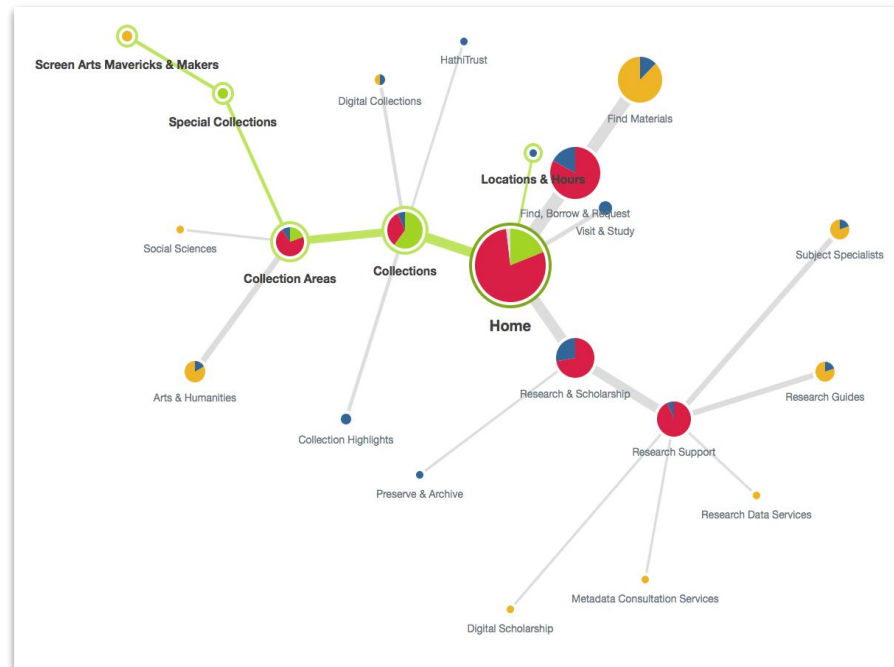
User Research: Tree Testing

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 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.

"I wish there were some way for people to discover services in a more organic way. People don't know all the cool things we do and they don't come across them using our site."

"The current design makes it look like we're the most important thing. We need to build it from the perspective of the users."

When asked about hopes and dreams for the new site: "You can navigate it. I can navigate it. Everyone can navigate it."

"We can't have things organized by who's providing it. We have to be thinking One Library."

"Maybe it's just me, but when I go to [the site], all I see are words and words and words."

"We rely on an 'if they find it, they can get access' sort of approach. You found it! Good for you! You win!"

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



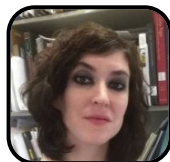
Erin Davis

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

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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