Website Redesign Update

Vacek, Rachel; Pearce, Alexa

http://hdl.handle.net/2027.42/146758
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)
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

<table>
<thead>
<tr>
<th>WORK DONE</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website vision &amp; guiding principles</td>
<td>✔</td>
</tr>
<tr>
<td>Project plan</td>
<td>✔</td>
</tr>
<tr>
<td>Assessment plan</td>
<td>✔</td>
</tr>
<tr>
<td>Content strategy and information architecture</td>
<td>In progress, ongoing</td>
</tr>
<tr>
<td>User research</td>
<td>In progress, ongoing</td>
</tr>
<tr>
<td>Competitive analysis</td>
<td></td>
</tr>
<tr>
<td>Listening tour</td>
<td>✔</td>
</tr>
</tbody>
</table>
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.”

Read more in the User Priorities Survey (October 2018) report on the Intranet.
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 library
- Housing
- Expectations of learning

Needs for Library:
- Locating appropriate resources
- Developing research skills
- Performing quick lookup of known items

**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

**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

**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
- Developing effective course materials
- Helping students do better

**User Group: Visitors**

Goals:
- Use of Collections
- Access to Technology
- Seeing the Sights
- Lifelong Learning
- Distance (for those using online services)
- Time (for out of town visitors)
- If ESL, language barrier

Limitations:
- Access (non-UMich)
- Expectations of what libraries have to offer (based on non-academic library use)

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

**Frustrations**

- Unfamiliarity with campus
- Missing family and friends, especially if far from home
-的压力 to publish

- Seeking grants to fund research
- Changes to familiar systems and
User Research: Card Sorting
Card Sort Test: 59 Participants, 40 cards, 5 categories

Card Sort Results Matrix

<table>
<thead>
<tr>
<th>Locations &amp; Hours</th>
<th>Find, Borrow &amp; Request</th>
<th>Visit &amp; Study</th>
<th>Research &amp; Scholarship</th>
<th>About Us</th>
<th>NOT SURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hatcher Graduate Library</td>
<td>67</td>
<td>1</td>
<td>1</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Bookable study rooms</td>
<td>41</td>
<td>6</td>
<td>2</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Copyright Office</td>
<td>2</td>
<td>22</td>
<td>18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fine Arts Library</td>
<td>1</td>
<td>50</td>
<td>1</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Michigan Press</td>
<td>2</td>
<td>3</td>
<td>54</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publishing Services</td>
<td>1</td>
<td>2</td>
<td>56</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media Production Rooms</td>
<td>3</td>
<td>50</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instruction and Learning in the Library</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibits</td>
<td>6</td>
<td>18</td>
<td>23</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Policies</td>
<td>19</td>
<td>1</td>
<td>26</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Undergraduate Research Award</td>
<td>15</td>
<td>41</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Events</td>
<td>1</td>
<td>3</td>
<td>51</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

| | 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 Library | Publishing Services | Digital Collection Services |
|-------------------|-----------------|-------------------|----------------|-----------|-----------------------------|-------------------|------------------|------------------------|-------------------------------|-----------------------------|----------------------|-----------------------------|
| Locations & Hours | 67 | 1 | 1 | 9 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Find, Borrow & Request | 41 | 6 | 2 | 11 | 1 | 50 | 1 | 2 | 64 | 2 | 2 | 56 | 50 |
| Visit & Study | 2 | 22 | 18 | 6 | 2 | 2 | 56 | 50 | 12 | 1 | 2 | 9 | 2 |
| Research & Scholarship | 1 | 50 | 1 | 3 | 2 | 2 | 56 | 50 | 12 | 1 | 2 | 9 | 2 |
| About Us | 3 | 50 | | | | | | | | | | | |
| NOT SURE | | | | | | | | | | | | | |
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

Read more in the Website Redesign Listening Tour: Wrap-up Report on the Intranet.
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.

Read more in the Website Redesign Listening Tour: Wrap-up Report on the Intranet.
"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

Read more about the Website Champions on the Intranet.
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

Thank you for answering the call!
### 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

Read more about the Assessment Plan on the Intranet.
What to expect in May 2019

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

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

library-web-presence@umich.edu

lib-website-redesign@umich.edu