Website Redesign
A User-Centered Approach

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Montgomery College Library

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Outline

- Institutional Background
- History and Issues with the Website
- User Research Plan
- Deliverables
- Lessons Learned
- Next Steps
Montgomery College

- Serves about 54,000 students, 8,000 FTE
- Staffed by over 3,000 employees
- Montgomery College Library has three locations across the three main campuses
  - Germantown, Rockville, Takoma Park/Silver Spring
  - 45 library employees
Web Services Committee

- Internal library committee with six members
- Chaired by the web services and communications librarian
- “The Web Services Committee is charged with the general oversight of the MC Library website, with a focus on ongoing development of the library web presence to facilitate seamless and intuitive user access to the library’s services and resources.”
MC Library’s Web Services Committee

Jenny Hatleberg
Nancy Nyland
Grace Gu
Brandon Mollock
Bobby Reeves
Anne Briggs
Website Usage

- Page Views: 500,000+
- Users: 140,000+
- LibGuides Views: 180,000+
- Sources of analytics:
  - Google Analytics
  - Crazy Egg
What Problems Are We Trying to Solve?

- Office of Information Technology began migration from Ektron CMS to OmniUpdate CMS almost three years ago
- Library currently scheduled to migrate by April 30, 2019
- Ektron CMS to be retired June 30, 2019
What’s Past Is Prologue

- Library website last overhauled in 2010
- MC Library’s homepage over the years…
Welcome to Montgomery College Libraries
---a three campus service

Electronic Resources

Webvoyage, the Library’s Catalog

All Databases:
On Campus
Off Campus

Electronic Journal List

Information for
Students
Faculty
Community

Guides and Help
Copyright
Talk to a Librarian
Tutorials
Web Subject Guides

New index page by Daniel Ball. Maintained by Brenda Braham.
Last updated: 03/13/02 [db]
Welcome to Montgomery College Libraries ---a three campus service...

Please Note: WiFi is now available in all 3 campus libraries! WiFi FAQ

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Last Updated: 12/19/05 [bsb]
LibQUAL+ 2014 & 2017

Results

- LibQUAL+ survey asks participants to rate statements on a scale of 1-9 for minimum, desired, and perceived levels of service.

- How did we do on "A library website enabling me to locate information on my own"?
  - Largest decline in adequacy mean between 2014 and 2017 for any area.
LibQUAL+ 2014 & 2017

Comments

- "The library webpage…must be updated to be more user friendly and clean." (2014)

- "The physical library is more dependable to me than the online version. The layout is confusing and I find it’s so much harder to try to find information there than on google." (2017)

- "Understanding of the website just doesn’t come until someone shows you how to do something." (2017)
Why User-Centered Research?

- Usable websites are essential for education.
- User-centered designs focus on the end-user and their needs and make data-driven decisions based on empirical testing.
- User-centered websites are:
  - Usable
  - Useful
  - Desirable
  - Findable
  - Credible
  - Accessible
Value of Usability Testing

- Provides an opportunity to incorporate findings from real users into the design rather than basing on "assumptions of users' needs and information seeking behaviors" (Becker and Yannotta 16)

- Identifies what might be "hindering users from accomplishing tasks" and thereby helps to determine improvements in need (Azadhakht, Blair and Jones 34)

- Captures users' "aesthetic and emotional responses" and "satisfaction with the layout and logic of the site" (Ipri, Yunkin and Brown 181)
Optimal Workshop for User Research

- A web platform including a suite of usability testing tools
  - Open/closed card sort: OptimalSort
  - Tree testing: Treejack tool
  - First click testing: ChalkMark
- Free plan for unlimited studies in limited scale
- More info and demo at https://www.optimalworkshop.com
User Research Plan

Content Organization Studies

1. Open Card Sort
   - Conduct open card sort to get an idea of how to categorize and label content, then create a proposed site structure

2. Closed Card Sort
   - Test proposed site structure, revise and retest as needed

3. Site Map/Navigation Diagram
   - Develop a site map laying out the complete architecture of the new site

4. Tree Testing
   - Test site map/information architecture of site with tree testing

5. Revise and Repeat
   - Revise site map and repeat testing as needed
Open Card Sort

- Conduct open card sort to get an idea of how to categorize and label content, then create a proposed site structure.
- Test proposed site structure, refine and retest as needed.
- Develop site map/laying out the complete architecture of the site.
- Free testing: Test the site map/information architecture of the site with brief testing.
- Revise and repeat: Make site map and repeat testing as needed.

Open Card Sort

OptimalSort

- Research Help
  - Library Instruction
  - Contact the Libraries for Research Help
  - Library Tutorials and Quizzes
  - Research Guides and Course Guides
  - Citation Help (How to Cite Sources)
  - Research Tips Handouts
  - How to Access Library Resources from Home (Off-Campus Access)
- Facilities
  - Technology in the Libraries
  - Reserve a Study Space
  - Library Hours
  - Library Facsimiles
  - Study Spaces Policies
- Resources
  - A-Z List of Databases
  - Library Catalog
  - Databases by Subject
  - Renew Materials or Check Your Library Account
  - Suggest a Library Purchase
  - Streaming Videos
  - Raptor Search
  - Borrowing Materials, Check-Out, Periodicals, Fines
  - Find Journals by Title or Subject
  - Course Reserves/Textbooks (Course Reserves)
  - Special Collections/Archives
- Misc
  - About the Libraries
  - Distance Education
  - Faculty Services
  - Borrowing Items from Other Libraries (Interlibrary Loan)
  - Copyright Information

MC Montgomery College
Closed Card Sort
Site Map/Navigation Diagram

- **Open Card Sort**: Conduct open card sort to get an idea of how to categorize and label content, then create a proposed site structure.
- **Closed Card Sort**: Test proposed site structure, revise and retest as needed.
- **Site Map/Navigation Diagram**: Develop a site map laying out the complete architecture of the new site.
- **Tree Testing**: Test site map/information architecture of site with tree testing.
- **Revise and Repeat**: Revise site map and repeat testing as needed.
Task 2 of 3
You are taking a psychology class and need to find articles for a paper you are writing. You don't know what databases the library has that contain psychology resources. How would you find out?

MC Library Homepage
Research
Research by Subject
Psychology

I'd find it here
User Research Plan

Layout and Design Studies

One Question Survey
- Ask website visitors what they came to the site to do to get homepage layout ideas and prioritize content.

Site Review
- Review other library websites to get design ideas.

Wireframes
- Incorporate one question survey data, site review, and Google Analytics results to design wireframes of homepage and content pages.

First click testing
- Test wireframes, as developed in consultation with OIT, with first click testing.

Revise and Repeat
- Revise wireframes and repeat testing as needed.
One Question Survey

Library Website One Question Survey

Why did you come to the library website today? (Check all that apply.) (required)

- Take a library tutorial or quiz
- Find articles, books, videos, etc. for a class
- Find library hours, locations, maps, or phone numbers
- Ask for help with research
- Find library information for faculty
- Find course reserves/textbooks information
- Access a course page or subject guide
- Reserve a study room, One Button Studio, or Collaborative Workstation
- Learn about check-out periods or fines
- Find best-sellers, movies, music, etc. for fun
- Renew items or check my library account
- Other

Submit
Site Review

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Wireframes

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Task 1 of 3

You learned that we can provide a textbook and other materials for student use in the library and want to know how to do that. Where would you go to find this information?
Website Redesign Fundamentals

- Website audiences
- Goals of priority audiences
- Purpose of website
- Issues with current website
- Website redesign goals
Site Navigation Diagram
Displays the hierarchy of every page on the website.
Site Navigation Diagram - Highlights

- Home
  - About: Policies, Locations, Hours, Maps, Directory, Director’s Corner, etc.
  - Borrowing: Borrowing Policies, Course Reserves, ILL, etc.
  - Faculty Support: Tutorials/Quizzes, Copyright Info, Instruction Request, Course Reserves, etc.
  - Research: Catalog, RaptorSearch, Databases, Course/Subject Guides
  - Technology and Study Spaces: Technology Info, Room Reservations, DSS
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Lessons Learned

1. It really is important to establish a baseline understanding of your goals, priorities, and audiences.
Lessons Learned

2. Sometimes “quick and dirty” leaves you with more questions than answers.
Lessons Learned

3. It's very hard to accept that we are NOT our users!
Next Steps

- Additional user research activities
- Prototyping website with OIT
- Usability testing on live prototype
- Developing plan for continual enhancement of website based on regular user research and usability testing
Questions?

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