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Making the Case

Before we can start, we need to make the case for the redesign to the library administration. We developed a project brief and presented to library admin group.

• Why Now?
• Project Team(s)
• Projected Timeline
• Deliverables
• Project Phases Overview
Making the Case: Why Now?

Your situation will be different, but for us:

- **Organizational Changes** (new senior management, new Digital Strategies unit, new communications team, new Learning Commons in progress)
- **New & Planned Systems** (Alma/Primo, SubjectsPlus, CONTENTdm replacement, Archon replacement)
- **New Integrations** possible with new systems
- Develop **More Agile/Flexible Web Architecture** & fix underlying architectural issues
- Plan for **Incremental Updates**
- **Improve Accessibility**
- **Modernize & Prettify**
Project Team(s)

We have two teams involved: The Website Redesign Advisory Team (WebRAT) and the UX Team.
Four Phases of UML Redesign Process

- Discovery & Content Analysis
- Plan & Design
- Build Out
- Assess
Discovery Report(s)
Recommendations

Organized into 6 Categories:

• Highlighting Content & Services
• Search & Navigation
• News & Events
• Information Architecture
• Design & Aesthetics
• Technical
e.g. News & Events

• Get more click-throughs on our banner image, either by making it more obviously clickable or providing fresher content so it doesn’t turn into wallpaper (see *Heat Mapping*).

• Showcase library events (see *Staff Focus Groups*).

• Consider including news and events items in second-level pages (see *Peer Website Review*).

• Move blog postings to campus’ News & Events system to increase visibility of library news and simplify our WordPress environment (see *WordPress Audit*).
Using the Recommendations

These recommendations--and by extension the research data--are being used to inform future testing, prototyping, and the final product.

We plan to continue to build on the discovery report and recommendations, since the UX testing is ongoing.
Emphasize library rooms and spaces *(Faculty Interviews, Staff Focus Group)*
e.g.

- Keep Accounts+ prominent & visible. Test current vs. alternate language (*Heat Mapping, Staff Survey*)
- More prominent help (*Staff Focus Groups, One on One*)
Disco Overview

• Bi-Weekly Meetings of WebRAT & UX Teams
• Content Audits
• Research Reports
• UX Activities > Internal
• UX Activities > External

Note: These activities occurred asynchronously
Meetings, Meetings

No one likes meetings, but we:

• Made sure there was an agenda in advance
• Rotated note takers
• Left the meeting with action items
• Cancelled meetings when appropriate

Tip: Don't schedule biweekly meetings with two teams on the same week
Content Audits

I.e., looking at data we already have/collection to get a better handle on our current web environment

- Google Analytics
- Web Template Audit
- Interface Audit
- WordPress Audit
- TalkBack Audit
- Server Audit
- Existing Reports (e.g., Faculty Interviews, Learning Commons, Campus Web Policies, Campus Roadmap, LibQual)
Web Template Audit

**Primary Access Point**
- UML splash
- Branch/Collection

**2nd Level**
- Basic w/sidebar
- Basic -- wide

**Local Application**
- Form
- UDVD

**3rd Party App**
- LibCal
- ILLiad
- Reserve Equipment
- Overdrive
- Archive-It
- Primo
- CONTENTdm
- Archon
- Aeon

**Blog**
- News & Events
- The Blog [CHC]
- Let's Archive It
- DML
- etc.

**Boutique**
Web Template Audit

• **Primary Access Point.** A page that corresponds to a physical space or program and is a logical bookmarkable starting point for a set of users. It might have a news feed tailored to that specific group of users.

• **Second Level Page.** Is findable by search or browse from a Primary Access Point, but is not a starting point within the UML information architecture.

• **Local Application.** This is an application, small or large, that is locally-developed or -maintained.

• **Third-Party Application.** These are products we purchase or license from a vendor.

• **Blog.** WordPress, but custom mechanisms to push content from one blog to another.

• **Boutique.** Exist outside of the main web presence.
Interface Audit
# Interface Audit

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td>Off white</td>
<td>#f2f2f2</td>
</tr>
<tr>
<td>Olive green</td>
<td>#d1d688</td>
</tr>
<tr>
<td>Dark olive green</td>
<td>#a2ad00</td>
</tr>
<tr>
<td>Orange</td>
<td>#f37421</td>
</tr>
<tr>
<td>Pale orange</td>
<td>#004276</td>
</tr>
<tr>
<td>Text link</td>
<td>#21759b</td>
</tr>
<tr>
<td>Text link hover</td>
<td>#004276</td>
</tr>
<tr>
<td>Background grey</td>
<td>#e1e1db</td>
</tr>
<tr>
<td>Light grey</td>
<td>#cccccc</td>
</tr>
<tr>
<td>Medium grey</td>
<td>#999999</td>
</tr>
<tr>
<td>Cream</td>
<td>#e8d3a2</td>
</tr>
<tr>
<td>Off black</td>
<td>#333333</td>
</tr>
<tr>
<td>Black</td>
<td>#000000</td>
</tr>
<tr>
<td>Dark grey</td>
<td>#666666</td>
</tr>
<tr>
<td>Silver grey</td>
<td>#efefef</td>
</tr>
<tr>
<td>Silver grey 2</td>
<td>#eeeeee</td>
</tr>
<tr>
<td>Light grey 2</td>
<td>#e0e0e0</td>
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<tr>
<td>SP text link</td>
<td>#40659b</td>
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<td>SP text link hover</td>
<td>#cc6666</td>
</tr>
<tr>
<td>Bright orange</td>
<td>#ff6600</td>
</tr>
<tr>
<td>Muted orange</td>
<td>#ff9966</td>
</tr>
<tr>
<td>Medium grey 2</td>
<td>#777777</td>
</tr>
<tr>
<td>Sand silver</td>
<td>#bdc3c7</td>
</tr>
<tr>
<td>Sand silver 2</td>
<td>#abb7b7</td>
</tr>
</tbody>
</table>
WordPress Audit

• Managing WP multi-site installation
• 15 active sites, 20 themes
• Numerous custom page templates

Almost 70% of page content is authored by Web & Application Development team

Using a CMS like WordPress vs. static sites like Jekyll
Research Reports

I.e., looking into relevant topics

• Accessibility Review
• Peer Website Review (Brandeis, Carnegie Mellon, Case Western, Emory, NYU, Syracuse, Rochester, Tulane, USC, Vanderbilt)
• Heat Mapping
• Speed Test (vs. peer institutions)
• Advanced Caching
• Https-only
Peer Website Review

A more in-depth heuristic review of our peer institutions seemed like a good place to start.

- University of Houston Libraries used to have a good report posted
- We used this as a model
- It’s the one missing report 😞
- Move on to a more informal and exhaustive peer review, snipping interesting things into a shared doc (OneNote)
Heat Mapping
Speed Test

• Google’s PageSpeed Insight  
  (Mobile vs. Desktop Speed, Mobile Friendly)

• WebPagetest.org  
  (First byte time = delay time before any part of the page shows)

• Helpful to compare performance against other (peer) institutions
### Speed Test

<table>
<thead>
<tr>
<th>Waterfall</th>
<th>Screen Shot</th>
</tr>
</thead>
<tbody>
<tr>
<td>First View (2.46s)</td>
<td><img src="image1" alt="Waterfall Graph" /> <img src="image2" alt="Screen Shot" /></td>
</tr>
<tr>
<td>Repeat View (1.50s)</td>
<td><img src="image3" alt="Waterfall Graph" /> <img src="image4" alt="Screen Shot" /></td>
</tr>
</tbody>
</table>

- **Tip:** Minimize, compress and cache
- **Above-the-fold content should NOT be slowed down by JS/CSS**
UX Activities > Internal

Wait ... Internal Users?

• Staff Awareness
• Staff engagement/buy-in
• Idea generation
• Better understanding of staff needs
UX Activities > Internal

• Survey
• Departmental Focus Groups
• Mini-Design Sprints
Staff Survey

• A 10 question form to assess the current site's usability and look & feel for internal users.
• Used MailChimp software to send and analyze responses
• Reported results in presentation at staff Town Hall
Staff Survey: MailChimp

• Have a nicely formatted email
• See who has opened the email
• See who has clicked within the email
• See which specific links are clicked how many times
Staff Survey: MailChimp

129 Recipients

Delivered: Tue, Oct 18, 2016 10:40 am
View email - Download - Print

0 Orders $0.00 $0.00
Average order revenue Total revenue

Open rate 43.4% Click rate 28.7%

List average 23.8% List average 1.1%
Industry average (Education and Training) 18.2% Industry average (Education and Training) 2.2%

56 Opened 37 Clicked 0 Bounced 0 Unsubscribed
Design Sprint?

5-day framework for validating ideas and solving big challenges

Map
Sketch
Decide
Prototype
Test

https://invisionapp.wistia.com/medias/dkg2ryp17g
Mini Design Sprint

Task
Design your department page in mobile - show the most important content/functions for you or your patrons in the visible area of the screen. You can test out more than one idea.
Mini Design Sprint

Invoke User Research

Would our UX research make you change anything about your design?
Invoke User Research

Provide easy ways for students to communicate with library staff on the website (*User Testing: One on One*).

Consider including news and events items in second-level pages (*Peer Website Review*).

Make sure popular tasks and resources are easily available from the homepage (*User Testing: One on One*).
UX Activities > External

Purpose is research data (awareness is a bonus)

• Card Sorting
• One-on-One Tests
• Focus Groups
• Mini Design Sprints
Card Sorting

- Paper vs. online tools
- Smaller sets, more responses
- Coffee-first incentives
One-on-One Testing

• Current use of the library website
• 12 tasks, grouped & randomized
Focus Groups

- Undergraduate
- Graduate
- Faculty
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• Plan & Design
• Build Out
• Assess
Related Documents

Project Brief:
https://miami.box.com/s/1qxg89kiuyt32k7w2rn29yx46jcmgul6

Master Discovery Report:
https://miami.box.com/s/tvz970mgqe8hfd1f3orsphoezxmuxyze

Focus Group Script:
https://miami.box.com/s/7qchjr6s3nrxq486u3fzmbwpmlswdlf5

Sample Design Sprint Script:
http://slides.com/agdarby/dept-design-sprint#

All (Public) Reports:
https://miami.box.com/v/library-web-redesign

Redesign Blog:
http://library.miami.edu/redesign2017/