

Performance Support Roadmap

	Possible Strategy	Step
1	Identify actual user paths (this is how users get to library resources given their own devices) and the points at which people fail or run into barriers or stumble in the website	a) Identify user personas
		b) Identify scenarios and conduct usability tests (use as baseline against quality metric, below)
		c) Interview reference librarians
		d) Mine digital reference questions
		e) Mine web statistics
		f) Review literature
		g) Conduct website (cognitive) walk-throughs
2	Identify success paths (this is how we think users should get to library resources given library-centric practices)	a) This group meets and develops the success paths based on scenarios developed for usability testing
3	Inventory and prioritize the failure points (places where people fail or run into barriers or stumble in the website. These would be the differences between actual user paths and success paths).	a) Map the actual user path to the success path and identify places where people fail/stumble.
		b) Pull together other fail points from strategy 1
		c) Group vote on failure points and identify top 10? 20? failure points this project will address.
4	Identify and prioritize safety nets/fixes for the top x # of fail points.	a) Brainstorm safety nets or fixes for the top x failure points
		b) Identify top solutions
		c) Inventory existing materials that address solutions and identify additional materials that need development
		d) Prioritize top solutions into 2 groups – “easy/fast” solutions and “hard/long-term” solutions
5	Implement easy/fast solutions	a) Identify implementers and get on their agendas
		b) Monitor progress
6	Develop plan for hard/long-term solutions	