

Getting Your Library Users Involved in Your Web site Redesign Process



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Where Do You Start the Web Site Redesign



- **Decide on a Purpose or a Mission Statement**
 - Who, What, Why and How
- **Set Up a Timeline and Launch Date**
- **Think about Usability Testing**
 - Card Sorting, Heuristic Testing, Assessment Tests
- **Big Question: How do you get the users involved?**

Create a User List



- Sit down at a staff and generate a list of Users and Needs
- Who does this include at your library?

Know the Steps and Your Resources



- Make a Detailed List of the Redesign Process
- Know Your Users and THEIR Resources
- What does this mean? Time and Talents Evaluation

Activities for your Users



- Surveys (Online and In Person)
- Focus Groups
- Design Process
- Mock-Up Testing
- Jargon Eliminators
- Cart Sorting
- Assessment Tests

Card Sorting



- Gauges usage, perception, and demand
- Need: Post-its or index cards
 - ✦ Write out headings
 - ✦ Participants sort cards
 - ✦ Participants create own headings
 - ✦ Practitioner conducts post-interview
- Results lead to navigation redesign
- Testing and analyzing is time consuming
- [Video demonstration](#)

Assessment Testing



- Asks users to complete tasks or scenarios
- Question development should include goals and objectives
 - ✦ Example: “80% of test participants should successfully find a listing of research databases”
 - ✦ Be reviewed for duplication
 - ✦ Arranged from easiest to hardest
- Best method for feedback on functionality and navigations
 - ✦ Can be done formally or informally
 - ✦ At the end remember to debrief the participant

Choosing the Right Testing Method



- **Examine your user population**
 - ✦ Demographics, types
- **Determine the exact purpose for conducting testing**
 - ✦ Better navigation, jargon elimination, reduce content
- **Select participants from a variety of user groups**
- **Recruitment of participants**
 - ✦ Incentives, timing, location

Tasks and Questions for Web Site Usability Test



<i>Typical Tasks</i>	<i>Example Questions</i>
Find a book in the library collection	Does the library own a copy of <i>Gone With the Wind</i> by Margaret Mitchell?
Find if the library has access to a database	Does the library have access to EBSCOhost <i>Academic Search Complete</i> ?
Find library hours.	What time does the library close on Fridays during summer break?

What we did at Wartburg College



- Teamed up with the computer science student
 - Researched designs, recruited testers, card sorting activities
- Worked with the IT Department and Communication Marketing for design help
- Did focus groups with our users (Provided an incentive)

Questions

