

Library Website Redesign: Turning Awful into Awesome

Charissa Brammer

Tania Harden

EVOLUTION OF A LIBRARY COMMITTEE

- 2015, 10 person committee with 4 with formal training in CS
- 2016, formed with 7 people: 4 have formal training in CS, two more with extensive experience
- 2 members of administration, 3 Systems, 1 Electronic Resources and 1 public services

UNIVERSITY-WIDE CONTENT MANAGEMENT SYSTEM

- Introduced University wide
- They control the top level CSS/style of the sites
- Options were given, but there wasn't any full choice
- Very helpful in creating things for us, when it is allowed, like the search box for the front page
- Sometimes, we were just told no

UNIVERSITY BRANDING

- Allowable colors
- AP Style
- Staff Pictures (consulted)



EMOTIONAL NATURE OF WEB DESIGN

- Web design is emotional and political
- Tough to determine what would be an issue for library staff
- You cannot discount this part
- When we tried to include people in decision making, participation was low but people still had emotional reactions
- Bringing in people from outside helped to gain buy in for new concepts - should have done that earlier
- Same issues will reoccur with same emotional reactions

OLD WEBSITE

The screenshot displays the old website for the Eli M. Oboler Library at Idaho State University. The layout is organized into several vertical columns. On the left, there is a navigation menu with links for 'Library - Idaho Falls', 'Library - Meridian', and 'Oliver Law Library'. The main content area features a central announcement for a new website launch on August 1, 2016, with a search bar and various service links. On the right, there are sections for 'Library News', 'Study Rooms', 'Today's Hours', and 'Contact Us'. The website uses a green and white color scheme with orange accents.

Idaho State UNIVERSITY

BengalWeb Quick Links Site Index Search ISU

Eli M. Oboler Library

Information For:
Faculty
Graduate Students
Undergraduate Students
Idaho Residents/Alumni

Library - Idaho Falls
Library - Meridian
Oliver Law Library
Special Collections
Student Employment

Coming August 1, 2016 new Library Website

Try it now

Send feedback to elibrary@isu.edu

OneSearch Library Catalog Quick Articles A-Z Journal List

Search across library resources simultaneously, locating scholarly articles, books, and audiovisual items.

Search

Keyword Title Author

Limit to: Full Text Peer-Reviewed Library Catalog

Find & Explore

Research Guides
Articles
Books | Reserves
Government Documents

Help & FAQ

Ask a Librarian
Report Online Access Problem
Cite Sources
Tutorials
Site Index

Services

Interlibrary Loan
ILLiad Account/Request Form
Library Instruction
Borrow | Renew | Place Holds
Distance Services
Reference Department

Spotlight

Art Exhibit through September
Ginger Kramer & Bernadette Regnier

Library News

- The Dean's Blog
- COMM 1101 Library Workshops Start Sept. 27
- Phil Homan Instruction Workshops Scheduled
- Library Blood Drive Aug. 25
- Idaho Book of the Year Announced

Study Rooms

Reserve Study Rooms

Today's Hours

Eli M. Oboler Library 7am - 12am

General Hours

Monday - Thursday 7:00 a.m. - 9:00 p.m.
Friday 7:00 a.m. - 5:00 p.m.
Saturday 1:00 p.m. - 5:00 p.m.
Sunday 1:00 p.m. - 5:00 p.m.

Contact Us

Eli M. Oboler Library
Idaho State University
850 South 9th Avenue
Pocatello, Idaho 83209-8089
Phone: (208) 282-2958
Fax: (208) 282-5847

Facebook

NEW WEBSITE

The screenshot shows the top navigation bar with the Idaho State University logo on the left and links for APPLY, GIVE, QUICKLINKS, and a search box on the right. Below this is a secondary navigation bar with links for ABOUT US, ACADEMICS, ADMISSIONS, ATHLETICS, FINANCIAL AID, HEALTH AT ISU, LIFE AT ISU, and RESEARCH. The main header area includes 'ISU Libraries' and a list of services: Libraries & Collections, How Do I?, About, Contact Us, My Library Account, and Give to the Library. A secondary menu below the header offers OneSearch, Library Catalog, Databases, Journals by Title, and Research Guides. The central banner features a scenic mountain landscape with the text 'OneSearch' and 'Get started with a quick search of the catalog and multiple databases.' Below the banner is a search input field containing 'Databases, Articles & Catalog' and a red 'Search' button. The bottom section contains three promotional tiles: 'Idaho Health Sciences Library' with a photo of the building, 'Reserve a Study Room' with a photo of a study room, and 'COMM 1101 WORKSHOPS AT THE LIBRARY!' with a graphic and the text 'Register Online Now'. Social media icons for Facebook, Twitter, YouTube, and Instagram are located at the bottom center of the page.

HELP

Guides, Help, and FAQs

Research Help

- Ask a Librarian
- Boolean searching
- Citing sources
- Conducting a literature review
- Locate books and other items in the library
- Specialized research services
- Tutorials

Internet

- Find the best web sites
- Evaluate web sites
- Google search tips
- What is a domain

Computing

- Find computers, computer labs and laptops
- Connect to databases from off-campus
- Get help from the Information Technology Services Help Desk
- Access the wireless network
- Forward my ISU email
- Use adaptive technology
- Make copies, prints, and photocopies

Articles

- Identify scholarly journals
- Get articles not at the Oboler Library
- Get course reserves

Troubleshooting

- Forward my ISU email (gmail) to my preferred email
- Problems connecting from off campus
- Report a problem with a database or an electronic journal
- Why can't I renew a book?

Library Information

- Contact the ISU Library
- Find the library hours
- Find a Library map and bookdrop
- Use adaptive technology
- Reserve group study rooms
- Pay fines
- Locate a typewriter
- Library Policies
- Student Employment

Books

- Search the Library Catalog
 - Search for an ISU dissertation or thesis
 - Search for government documents
 - Search for maps
 - Search for videos or media
 - Find new books in the Library
- Locate books and other items in the Library
- Plug-In Help for E-books
- Check out and renew books
- Request books that are checked out
- Get course reserves
- What is "Your Record"
- Find books at other libraries
- Get books not at the Oboler Library
- Find book reviews
- Suggest a book for our collection (ISU login required)

ISU Libraries

Libraries & Collections

How Do I?

About

Contact Us

My Library Account

Give to the Library

Request Library Instruction

Customized information literacy instruction by Library faculty is available to classes and small groups.

Request Interlibrary Loan

Request books from other libraries when they are not immediately available from the Idaho State University Library.

Get Research Help

Get help finding the best sources of information for your research projects.

Access Course Reserves

Faculty may place books and articles for student use on reserve at the Desk and online.

Access Alumni Resources

Find the database resources available to alumni through the Alumni Association.

Apply for Student Employment

We are always accepting student applications for employment.

Borrow, Renew Books

Services available for books within the Libraries.

Cite Sources

Learn how to cite sources in a variety of citation styles.

View Tutorials

Find out how to use library resources.

Suggest A Book

Suggest books for the library to consider ordering.

CRAZYEGG

- Heatmaps show clicks and scrolling, with individual clicks also recorded
- Can be assigned to any page
- Cost approximately \$20/mo.
- Limited to 20 live snapshots at any one time

Idaho State UNIVERSITY

[BengalWeb](#) [Quick Links](#) [Site Index](#) [Search ISU](#)

Eli M. Oboler Library

[About the Library](#) [Ask a Librarian](#) [Distance Services](#) [Site Search](#)

[OneSearch](#) [Library Catalogs](#) [Quick Articles](#) [A-Z Journals List](#)

Search across many (not all) of our resources simultaneously, locating scholarly articles, books, and audiovisual items.

Search

Keyword Title Author

Limit to: Full Text Peer-Reviewed Library Catalog

Library Quick Links

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- Faculty
- Graduate Students
- Undergraduate Students
- Idaho Residents/Alumni
- Idaho Health Sciences Library
- Library - Idaho Falls
- Library - Meridian
- Oliver Law Library
- Special Collections
- Student Employment

Find & Explore

- Research Guides
- Articles
- Books | Reserves
- Government Documents
- more...

Help & FAQ

- Ask a Librarian
- Cite Sources
- Guides | Tutorials
- Site Index | How Do I...
- more...

Services

- Interlibrary Loan
- ILLiad Account/Request Form
- Library Instruction
- Borrow | Renew | Place Holds
- Distance Services
- Reference Department
- more...

Spotlights

LATINO AMERICANS

50 YEARS OF HISTORY

Linda Groom's Fine Art Photographic Prints, through Feb. 29, 2016

A world traveller with an eye for texture, context, beauty, Ms. Groom's works are brilliant and dazzling. The exhibit may be viewed any time the library is open.

lindagroomphotography.com

more...

Library News

- The Dean's Blog
- New eBooks
- Professor Homan Paper Accepted
- Knowledge Management in Libraries and Organizations
- Film Night at the Library January 28
- Book Club: The Road
- Read all news

Study Rooms

[Reserve Study Room](#)

Today's Hours

Pocatello Library	7am - 12am
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General Hours

Monday - Thursday
7:00 a.m. - Midnight

Friday
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Sunday
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[Complete hours](#)

Contact Us

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Idaho State University
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Fax: (208) 282-5847

[Facebook](#)

IDAHO STATE UNIVERSITY
921 South 8th Avenue
Pocatello, Idaho, 83209

Meridian [Contact](#)
Idaho Falls [Directory](#)
Twin Falls [Email](#)

[f](#) [t](#) [i](#) [v](#)

discovers OPPORTUNITY

OneSearch Library Catalog Databases Journals by Title Research Guides

OneSearch

Get started with a quick search of the catalog and multiple databases.

Databases, Articles & Catalog Search

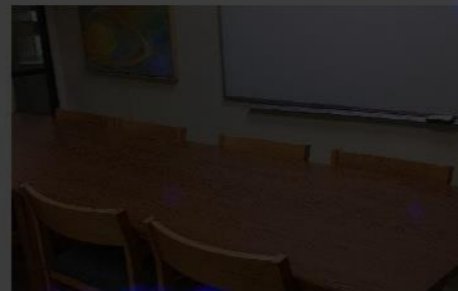
Pocatello Library 7am – 9pm

Idaho Falls Library 10am – 7pm

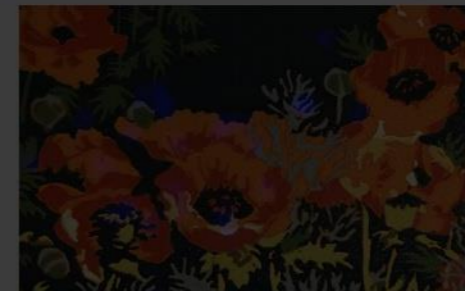
Meridian Library Closed



Idaho Health Sciences Library



Reserve a Study Room



Art Exhibit

IDAHO STATE UNIVERSITY

921 South 8th Avenue
Pocatello, Idaho, 83209



Meridian

Contact

Idaho Falls

Directory

Twin Falls

Email

discover
OPPORTUNITY



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+Library Quick Links

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U.S. Depository Program Member

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lindagroomphotography.com

more...

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New eBooks

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[Knowledge Management in Libraries and Organizations](#)

[Film Night at the Library January 28](#)

[Book Club: The Road to...](#)

Read all news

Study Rooms

Reserve Study Rooms

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Complete hours

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Phone: (208) 282-2958
Fax: (208) 282-5847

Facebook

100%
75%
50%
25%
0%

IDAHO STATE UNIVERSITY
921 South 8th Avenue
Pocatello, Idaho, 83209

Meridian
Idaho Falls
Twin Falls

Contact
Directory
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Navigation: HOME, ABOUT US, ACADEMICS, ADMISSIONS, FINANCIAL AID, HEALTH SERVICES, LIBRARY, RESEARCH, STUDENT LIFE, COMMUNITY ENGAGEMENT, CONTACT US

Search:

CoeSearch
Get started with a quick search of the catalog and multiple databases.

Grid of Images:

- Image 1: A person in a white lab coat in a clinical setting.
- Image 2: A classroom with wooden chairs.
- Image 3: A field of sunflowers.

Footer:

- IDAHO STATE UNIVERSITY
- 421 Bascom Blvd. Avenue
- Pocatello, Idaho, 83202
- Social media icons: Facebook, Twitter, YouTube, Instagram
- Navigation: My Location, My Profile, My Page, My Tools
- OPPORTUNITY

Right Sidebar:

- Dropdown: New vs Returning

Name	Amount
Returning	35043
New	20014
Total	55057

CARD SORTING



AFFINITY MAPPING

How does the current website make our primary user group feel?

Confused
Crazy
FINE
Stressed
Feel good about info avail.
Frustrated
Frustrated
Confused
Confused
Confused
Overwhelmed
Lost
Feel there's too many options (confused?)
Tangled

How do we want them to feel?

Confident
FINE
Gratified
Relaxed
Happy
Feel successful
Confident
Satisfied
Informed & Satisfied & Eager to learn
not confused
ENGAGED
Satisfied
Comfortable

USER SURVEYS

- Eight questions
- Yes/No answers
- Text box answers
- Rating answers
 - Extremely satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Extremely dissatisfied

SPECIFIC CONTENT

- Current, correct information
- Bibliographer -> Subject Librarian
- Fines and Fees
- Ongoing writing for the web battle

BIBLIOGRAPHER → SUBJECT LIBRARIAN

Subject Librarian/Bibliographers & Faculty Liaisons

Department	Faculty Liaison	Phone	Librarian/Bibliographer	Phone
Anthropology	Elizabeth Cartwright	(208) 282-2529	C. Sebold	(208) 282-3246
Art	Andrea Ferber	(208) 282-3974	K. Austin	(208) 282-4073
Biological Sciences	Ken Rodnick	(208) 282-3790	C. Brammer	(208) 282-4325
Business	Marcus Burger	(208) 282-2915	S. Shropshire	(208) 282-2671
Chemistry	Andrew Holland	(208) 282-4278	J. Semenza	(208) 282-2581
College of Technology	Mikel McBride Cosens	(208) 282-5418	M. Beran	(208) 282-2962
Communication, Media, and Persuasion, Department of	Jim DiSanza	(208) 282-3395	R. Koury	(208) 282-4582
Communication Sciences & Disorders	Chris Sanford	(208) 282-3813	M. Montgomery	(208) 373-1817
Computer Information Systems	Thomas Ottaway	(208) 282-2601	T. Harden	(208) 282-1678
Counseling	David Kleist	(208) 282-4315	M. Montgomery	(208) 373-1817
Dental Hygiene	Ellen J. Rogo	(208) 282-3017	S. Shropshire J. Semenza M. Montgomery	(208) 282-2671 (208) 282-2581 (208) 282-1817
Dietetics	Cynthia Blanton	(208) 282-3953	S. Shropshire J. Semenza M. Montgomery	(208) 282-2671 (208) 282-2581 (208) 282-1817
Economics	Tesa Stegner	(208) 282-2393	P. Homan	(208) 282-3047
Education: Organizational Leadership & Performance	Karen Scott	(208) 282-4519	C. Gray	(208) 282-7849
Education: School Psychology & Educational Leadership	Mark Neill	(208) 282-5646	C. Gray	(208) 282-7849
Education: Sport Science & Physical Ed.	Kolby Cordingley	(208) 282-5296	C. Gray	(208) 282-7849
Education: Teaching & Educational Studies	Beverly Ray	(208) 282-4516	C. Gray	(208) 282-7849
Education of the Deaf	David Mercaldo	(208) 282-4262	C. Gray	(208) 282-7849
Engineering	Vitit Kantabutra	(208) 282-3405	J. Semenza	(208) 282-2581
English	David Lawrimore	(208) 282-4020	S. Shropshire	(208) 282-2671
Family Practice Residency Program	John Holmes	(208) 282-4700 (208) 282-3387	M. Montgomery	(208) 282-1817
Global Studies and Languages (Foreign Languages)	Dan Hunt	(208) 282-3556	S. Shropshire	(208) 282-2671

Subject Librarian and Faculty Contacts

Department	Subject Librarian	Phone	Academic Department Contact
Anthropology	Cheryl Sebold	+1 208-282-3246	Elizabeth Cartwright
Art	Kristi Austin	+1 208-282-4073	Andrea Ferber
Biological Sciences	Charissa Brammer	+1 208-282-4325	Ken Rodnick
Business	Sandra Shropshire	+1 208-282-2671	Marcus Burger
Chemistry	Jenny Semenza	+1 208-282-2581	Andrew Holland
College of Technology	Mary Lou Beran	+1 208-282-2962	Mikel McBride Cosens
Communication, Media, and Persuasion	Regina Koury	+1 208-282-4582	Jim DiSanza
Communication Sciences & Disorders	Molly Montgomery	+1 208-282-1817	Chris Sanford
Computer Information Systems	Tania Harden	+1 208-282-1678	Thomas Ottaway
Counseling	Molly Montgomery	+1 208-282-1817	David Kleist
Dance	Kristi Austin	+1 208-282-4073	Lauralee Zimmerly
Dental Hygiene	Molly Montgomery Jenny Semenza	+1 208-282-1817 +1 208-282-2581	Ellen J. Rogo
Dietetics	Molly Montgomery Jenny Semenza	+1 208-282-1817 +1 208-282-2581	Cynthia Blanton
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Education: Teaching & Educational Studies	Catherine Gray	+1 208-282-7849	Beverly Ray

FINES and FEES

Fines and Fees

Fines and fees may be paid at the Library's Circulation Desk or by mailing a check to: Idaho State University Library, Circulation Department, 921 South 8th Ave - Stop 8089, Pocatello, Idaho 83209.

Students, faculty and staff may also pay fines and fees at the Cashier's Office in the Administration Building. Debit and credit cards cannot be accepted at the Library.

Item	Price	
Overdue book	\$0.30/day	Per day per item to maximum of \$25.00.
Overdue periodical	\$1.00/day	Per day per item to maximum of \$25.00.
Overdue reserve item	\$0.50/hour	Per hour per item to maximum of \$25.00.
Maximum fine	\$25.00	Per item.
Recalled material overdue	\$1.00/day	Per day after new due date is assigned to maximum of \$25.00.
Lost item fee book, video, or reserve item	\$100.00	\$60.00 lost book fee + \$25.00 overdue fee + \$15.00 processing fee = \$100 total minimum OR replacement cost of materials whichever is greater.
Lost periodical, document, map or company report fee	varies	Current replacement price + replacement fee + binding fees. If out of print, then at \$0.10 per page for photocopied replacement.
Lost item processing fee	\$15.00/item	*Assessed for all replacement items*
Max Outstanding Balance - distance patrons	\$40.00	
Max Outstanding Balance - graduate students on-campus	\$20.00	
Max Outstanding Balance - undergraduate students and faculty/staff on-campus	\$10.00	
Max Outstanding Balance - Community borrower	\$5.00	
Community Borrower card	\$10.00	

Suspension of Privileges

Patrons who fail to return or renew material, or who incur any fines or fees, are blocked from further check-out until all material and all fines and fees have been paid.

General Information

Bookdrop

For your convenience, a bookdrop is located to the right of the main entrance to the Library. However, materials remain the responsibility of the borrower until they have been checked in at the Circulation Desk.

Searches for Missing Items

Patrons who are unable to locate library material may complete a search request form at the Circulation Desk. Circulation staff will search for missing material and notify you by mail or email when the item is located.

Reminders and Bills

Overdue notices are sent to patrons as a courtesy reminder. Notices for faculty, staff, and students are sent to your assigned ISU

Fines and Fees

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IT'S DONE! - THE FIRST MONTH

- Live link on the old site
- Link for comments
- Actively solicited comments from internal departments
- Aug. 1 went live
- No real comments until school started and then we got a lot from library staff when school started

ADMINISTRATION DESCENDS

- Executive committee told one person, who would then tell us
- Fell into a top down model for decision making
- When we all talked about it together, it was a lot more successful
- Still happening, but to a lesser extent, 1 year later

INITIAL USER TESTING

- Deciding what 10 tasks we want to test
- Writing the script
- Deciding what to include in the release form
- Finding 3 users to test
- Planning on an hour long session for each
- Setting up the technology for testing and recording

ACCESSIBILITY ISSUES

- We noticed that the orange was not accessible based on a staff complaint
- Once we started really thinking about it, these issues are everywhere
- We are now hyper-aware of usability issues, making sure we check it on all kinds of devices, screen readers, accessibility software, etc.
- Accessibility checker

CONTENT STRATEGY

- AP Style
- 8th grade level
- Patron-focus
- Friendly
- Active voice
- Bullet points
- Edit, edit, edit

THE AFTER EFFECTS

- LibGuides are changing now
- People are more accepting of changes
- Brand consistency is more accepted
- People actually agree in surveys
- User testing is moving to proprietary interfaces
- People are slightly less emotional about changes

CONTINUING PROJECTS

- Google Analytics
- CrazyEgg
- User feedback
- On-the-fly usability testing
- A/B testing
- Standardization between “other” and CMS
- Standardization with LibGuides

CONTACT US

- Charissa Brammer
 - bramchar@isu.edu
- Tania Harden
 - hardtani@isu.edu
- <http://isu.libguides.com/libtech2017>