



INTERNET LIBRARIAN 2022


Impacts on Web Presence

Heather L. Cribbs

Danielle T. Daugherty

Robert E. Kennedy Library

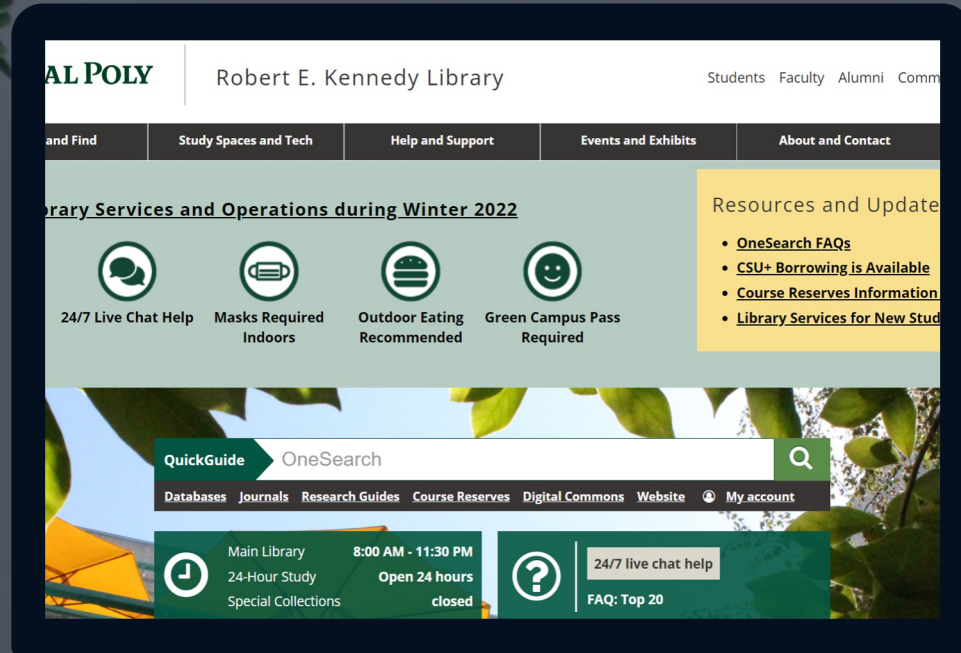
California Polytechnic State University, San Luis Obispo



Learn by doing: Core tenet of Cal Poly

“ It is a deliberate process in which students, from day one, acquire knowledge and skills through active engagement and self-reflection inside the classroom and beyond it. ”

<https://www.calpoly.edu/learn-by-doing>



WordPress CMS

Developed in 2013,
homegrown theme and
custom applications to
support hours widget,
News & Stories blog, and
library events.



Project objectives

Organizational Objectives

- Ease of Use
- Meet user needs
- Strengthen web environment



Design Objectives

- Centralized navigation
- Informative labels
- Predictable organization



Desired Outcome

An improved web environment driven by experiential design and user need to enhance the success of virtual services



Project partners



Heather L. Cribbs
Systems Librarian
Technical administrator
of REKL systems,
applications, and
platforms



Danielle T. Daugherty
Institutional Repository
Coordinator
SJSU MLIS student



**Student Library
Advisory Council**
(SLAC)
Discussion and advice
on issues that affect
students



Iter8
Marissa Thai, Director
UX Student Group at
Cal Poly

<https://calpolyiter8.com/>



Iter8 partnership

Grassroots, student-led group specializing in UX design, project management, and brand consultation. Emulate the work of design teams in the industry as they tackle investigation based on real-world problems.

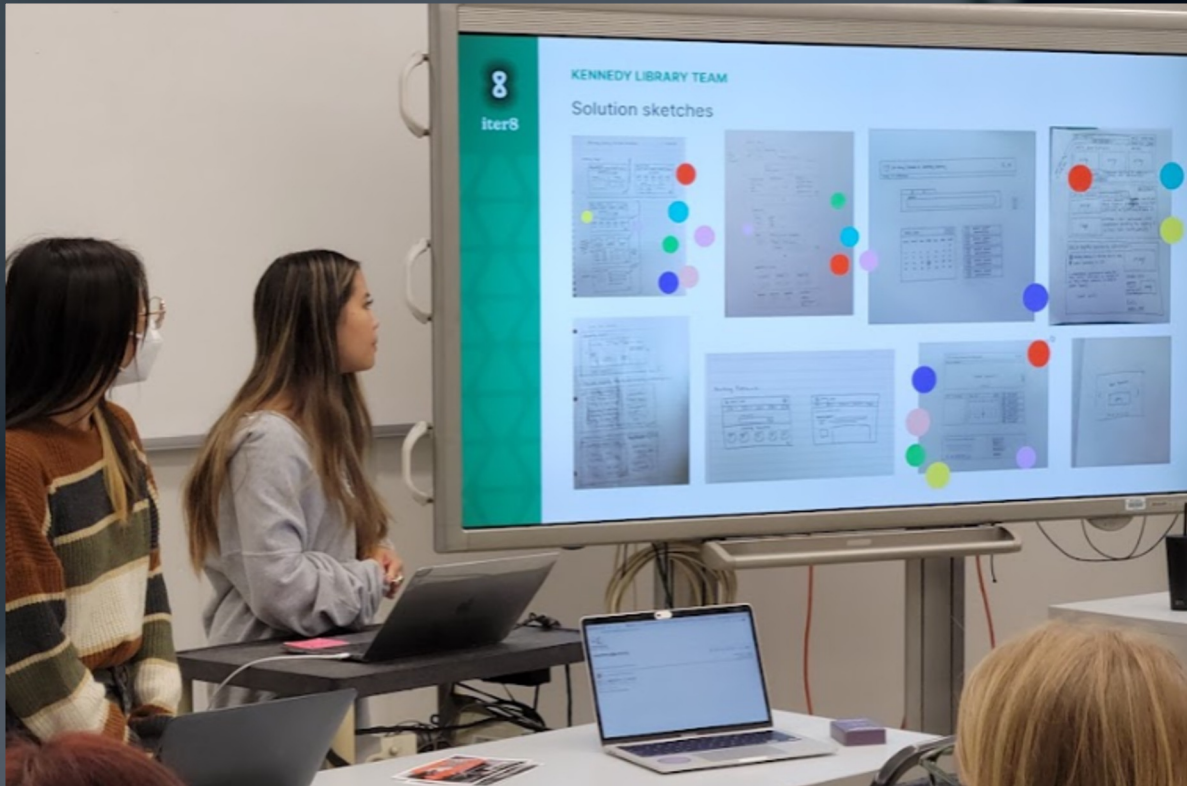
Previous project: developed and designed the campus bus app.

ITER8

Recommendations

Final presentation with Lo-Fi Figma Prototypes and Hi-Fi wireframes included all 4 student Project Managers (PMs) and design team members.





Gaining end user, student perspectives.

Creating an IRB for usability research



Understanding the IRB process at your institution, i.e. what are the requirements and timelines for approval?

Recruitment for research interns and end user testing including marketing materials for Cal Poly Handshake and emails to Faculty in Graphic Design and Computer Engineering.



Relevant Methods: Card sorting activities, interviews, focus groups, A/B prototype testing, Formal Usability studies, surveys.

Detailed data plan for consent forms and raw transcripts secure storage and disposal. No deception in study.

Project potential and future directions



Fall 2022

Winter 2023

Spring 2023

USER RESEARCH

Focus groups with internal library department and interviews with faculty and students (end users).

EXPERIENTIAL DESIGN

Card sorting, wireframing, and student-driven design and templates.

USABILITY TESTING

Formal prototype creation and testing, mockups evaluation, and marketing strategy for new website release.



Bigger picture

Seamless look and feel across all platforms and digital gateways.

Align with Cal Poly branding and establish formal review process for shared governance, sustained oversight, and incorporate UX in ongoing website maintenance and design.





Related web projects

Other related platforms

SpringShare
LibGuides and
LibCal header and
footer templates.

Aligning with larger campus initiatives

Cal Poly branded
Drupal templates.

Support for digital services during renovation

Ensuring core
library services are
fostered.

Establish system scope

Identify instruction
related content to
move from
WordPress to
LibGuides.

Current user needs

User
assessments
based on web
analytics.

Establishing current and ongoing web oversight

Creation of internal Web Governance Committee for consultation with website redesign project and for future website maintenance practices.



DEI Component

Planned collaboration with DEI campus coordinator to review wireframes, prototypes, and website content prior to release of redesign, aligning with the library's 5-year DEI Action Plan.

Important to use the redesign project as an opportunity to apply a critical lens to the website's content and design.



Web analytics

Making better decisions based off user traffic data through Google Analytics and accessibility scans.



Thanks!

Presenters' contact emails:

hcribbs@calpoly.edu

ddaughter@calpoly.edu

Photo credits

SLAC logo: <https://lib.calpoly.edu/about-and-contact/slac/>

ITER8 logo: <https://calpolyiter8.com/>

Kennedy Library exterior images: Cal Poly San Luis Obispo