# Learn by Doing

## Website UX Research

## for Academic Libraries

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Designing for Digital | March 8, 2023

# Project Partners

## HEATHER L. CRIBBS

Systems Librarian
*Technical administrator of systems,
applications, and platforms*

## DANIELLE T. DAUGHERTY

Institutional Repository Coordinator
*San Jose State University
M.L.I.S. candidate*

# California Polytechnic State University, San Luis Obispo

**Robert E. Kennedy Library**

# Core Tenet

**"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."**

— Learn by doing
https://www.calpoly.edu/learn-by-doing

# **Website History**

### Website support and development

- Custom WordPress theme and design developed in 2013
- Complex web applications and integrations for active *News & Stories* (blog) and promoting library events

### Content management and governance

- Early efforts encouraged content creation and maximalist approach to information delivery
- Web governance taskforce adopted within strategic goals as broken links continued to grow without oversight

### ITS centralization of services

- Campuswide initiatives to rebrand and optimize technology support
- Without dedicated personnel to support website updates and security risks, migrated to external hosting and support Summer 2022

# Project Objectives

## ORGANIZATIONAL OBJECTIVES

- Ease of use
- Meets users' needs
- Strengthen web environment

**+**

## DESIGN OBJECTIVES

- Centralized navigation
- Informative labels
- Predictable organization

## DESIRED OUTCOME

An improved web environment driven by experiential design and user needs and expectations to enhance access to virtual services.

# UX Research Study and Website Redesign

"The Kennedy Library's digital environment, which comprises user-facing web interfaces, discovery platforms, and virtual portals that act as end-user gateways to a range of library materials and services, is being evaluated and improved as part of this project. We are working to understand what our users' need and critically evaluate the current website environment. We will also work with our users to discover the challenges and barriers they experience when using the website. Lastly, we will work to improve the website's user experience by incorporating end-user perspectives within the development and design process."

*- Ari Goodman (Fall 2022-Winter 2023 UX research student Intern)*

# Phase 1
## *Fall Quarter 2023*

- **Accessibility Scans** to identify major issues through Chrome Lighthouse metrics
- **End User Interviews** with students and faculty to discover pain points and expectations for site performance
- **Stakeholder Focus Groups** with REKL staff, librarians, and administrators
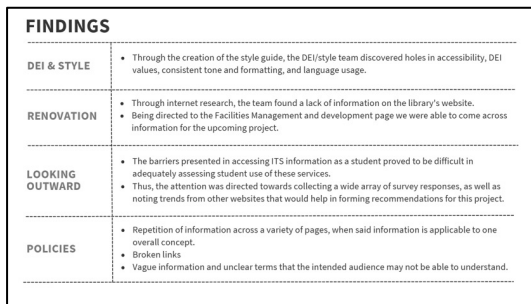- **User Persona Creation** to highlight the diverse needs within our userbase

PAST

# Phase 2
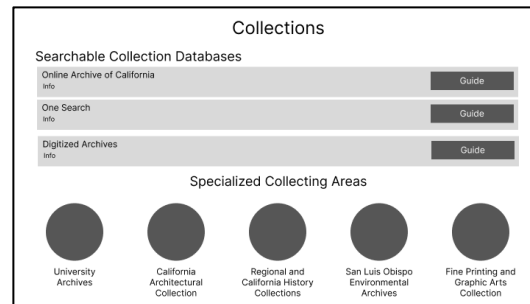## *Winter Quarter 2023*
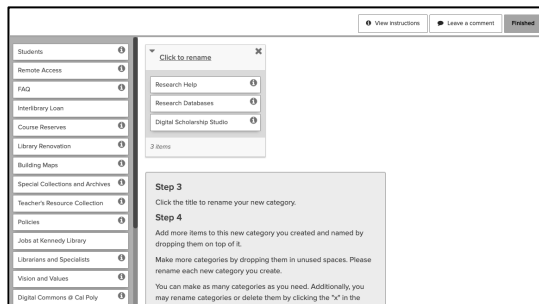
## CARD SORTING

In depth analysis into our information architecture and organization to address jargon and website navigation



## CONTENT ADMINISTRATOR ASSIGNMENT

Consolidate, simplify, and update information, especially content related to accessing services and resources



## PROTOTYPE CREATION

UX student research interns create lo-fi to hi-fi mockups of possible webpage designs using Figma

# Phase 3
## *Spring Quarter 2023*

- Drupal development environment to build new site designs
- Formal usability testing to ensure we are meeting the precepts of HCI
- Marketing of new site by creating campus communication plan and outreach to support transition
- "Ribbon Cutting" ceremony and celebration to document monumental accomplishment

LOOKING AHEAD

# Card Sorting

Qualitative Research Method

*Goal*
Determine information architecture of new website

*Process*
Participants group similar items into categories

*Result*
Data informs new navigation menu based on experiential design

# Qualitative Research:
## Tools and Supplies

**SOFTWARE:** Optimal Workshop OptimalSort

**HARDWARE:** 5 computer terminals in library lobby (one accessible station)

**INCENTIVES:** Coffee and donuts

**METHOD:** 3 in-person, 1-hour sessions

**RECRUITMENT:** Proximity, i.e., UX research student interns engaging with library users as they enter the building

**SUPPLIES:** Laminated list of card labels for participant recall; hand sanitizer; Clorox wipes

# DEI Alignment

"Use the physical spaces of our library building and our digital spaces to foster a welcoming, safe, and inclusive environment by emphasizing the Library's value for diversity, equity, and inclusion and clearly showcasing the Library's efforts and activities that promote the advancement of DEI on the library website, and ensuring that the Library website and building are fully accessible and, as educational spaces, express the diverse cultures and identities of our campus and regional community."

*-REKL 5-year DEI Action Plan*

# Learn by Doing Team

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# ENGL 319 Information Design and Production

**Winter 2023**

1.

Introduction to REKL web ecosystem of systems that deliver library services, including front-facing digital platforms and virtual gateways which assist users in discovering and accessing resources

2.

Content inventory and system's scope to address overwhelming amount of information, out-of-date or inaccurate links, and overall tone of message

3.

Audit and recommendations for current improvements and ongoing oversight

## *Challenges*

Retention of unpaid UX research student interns

Developing and scheduling in depth modules for phases of the project under a fast-paced quarter system

## *Accomplishments*

Successful user research report deliverable shared with all library stakeholders

Conducting UX research in real time through card sorting with motivated and hungry students

# Challenges and Accomplishments

# Questions?

Thank you for listening.

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CONTACT US

Template from Slides Carnival

# References

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