

# Website Redesign

## I n t e r a c t i o n   D e s i g n

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Instructor D. Fluckiger

Section 01

Fall 2015

# Introduction

Design the interface for a university library website.

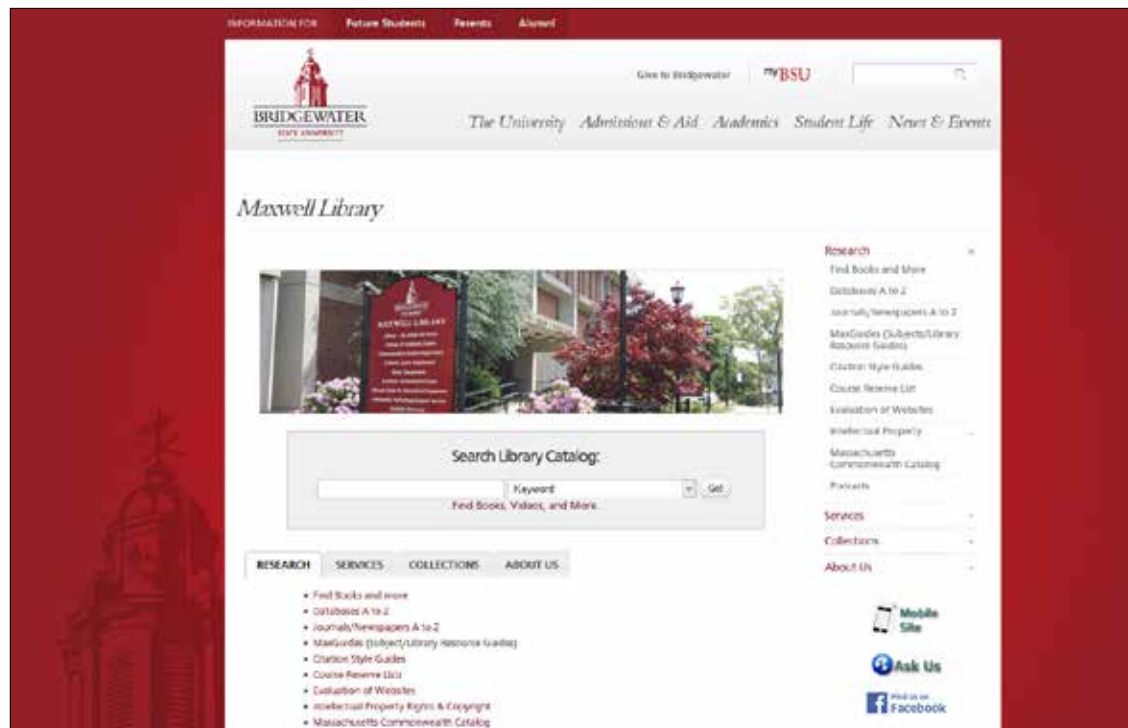
Design the homepage, search results pages and three to five additional pages.

Develop desktop versions of these pages using responsive web principles.

Design for desktop monitor screen size.

Focus specifically on the search function and search results.

I chose for this project library of the Bridgewater University from Massachusetts.



# Research

The background of the slide is composed of three distinct geometric regions. The top region is a solid teal color. The bottom-left region is a solid dark blue color. The bottom-right region is a solid grey color, which is separated from the teal region by a diagonal line and from the dark blue region by another diagonal line.

Academic libraries serve colleges and universities, their students, staff and faculty. Larger institutions may have several libraries on their campuses dedicated to serving particular schools such as law and science libraries. Many academic librarians become specialists in an area of knowledge and can have faculty status.

Academic libraries must determine a focus for collection development since comprehensive collections are not feasible. Librarians do this by identifying the needs of the faculty and student body, as well as the mission and academic programs of the college or university. When there are particular areas of specialization in academic libraries these are often referred to as niche collections. These collections are often the basis of a special collection department and may include original papers, artwork, and artifacts written or created by a single author or about a specific subject.



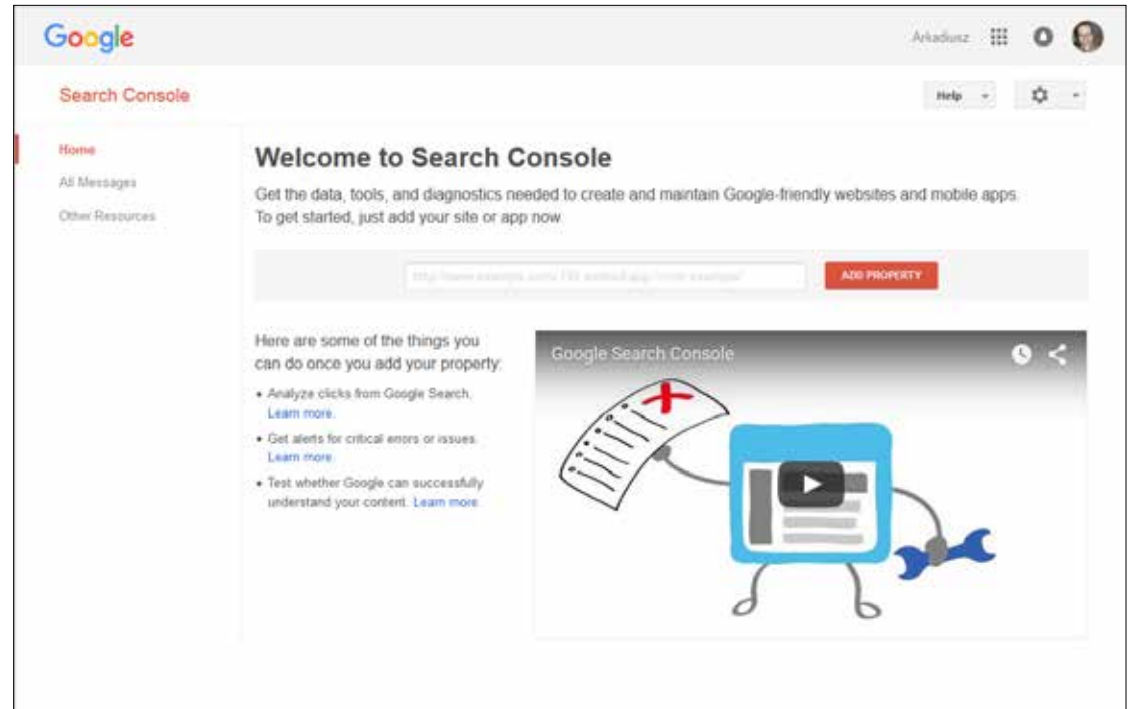
**Research Guides by Subject:** Subject guides are web resources designed by University of Chicago Librarians which provide an overview of resources in a subject area. They include staff contacts, print collections, electronic resources, as well as links to other relevant Web sites. Subject guides are a good place to start when you are beginning research on a specific topic. You can locate subject guides from our Database Finder page or go to our Web site and select Research Guides by Subject.

Google Search Console allows you to not only diagnose the problems on your site but also to report the actions you have taken to solve some of those problems directly to Google so there is a clearer understanding between you two.

Google Analytics gives you some of the most useful data that you are ever going to get about your visitors and traffic sources. It lets you track the way users access your site, what pages they enter into, where they exit, and all of the sources that drive traffic to your website.

The Google AdWords Keyword Planner gives you related terms, search volume, search trends, and ad cost estimates for any keyword. You can use the Keyword Planner to search based on words or phrases, based on a URL, or based on categories of keywords.

Soovle is a free tool which allows you to type in a search query and displays related search terms in real time as you type. These keywords come from a variety of sources and are ordered by popularity.



Information architecture (IA) focuses on organizing, structuring, and labeling content in an effective and sustainable way. The goal is to help users find information and complete tasks.

Rosenfeld and Morville referred to this as the “information ecology”

- Context: business goals, funding, politics, culture, technology, resources, constraints
- Content: content objectives, document and data types, volume, existing structure, governance and ownership
- Users: audience, tasks, needs, information-seeking behavior, experience

## The Principle of Objects

The idea behind this principle is to treat content as a living, breathing thing with a lifecycle, behaviors, and attributes.

## The Principle of Choices

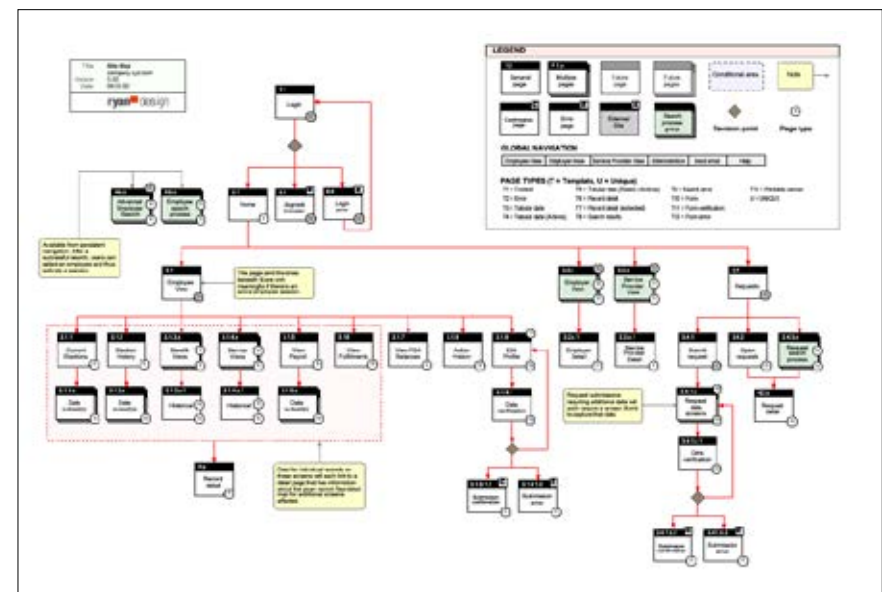
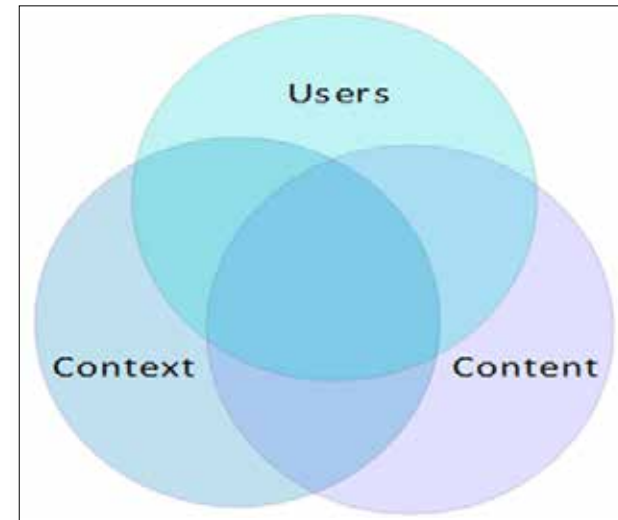
Each extra option means more cognitive effort is required to choose any one option. This principle says to keep choices to a minimum, particularly at the top level of the hierarchy. Wherever possible keep the choices users have to make as few as possible.

## The Principle of Disclosures

Progressive disclosure tells us to prevent information overload by only presenting as much information as necessary to complete the given task. We can then present additional information in layers that can be displayed on request.

## The Principle of Exemplars

The idea is to describe the contents of a category by showing examples of that content. be displayed on request. Human beings learn by example. Concrete details stick with us more than abstract concepts.



By default the search engine tries to locate pages which have exact matches for all of the words entered in your search query. If that fails, it then tries to locate pages which contain any words in your search query. If that happens a short message is displayed at the top of the search results indicating this has been done. In addition, there are several ways to modify the default search behavior.

The search engine supports three types of phrase search.

- To match an exact phrase, use quotes around the phrase - Example: "free search engine"
- To match a near (within a couple of words) phrase, use square brackets [around the words] - Example: [free search engine]
- To match a far (within several words) phrase, use braces { around the words } - Example: {free search engine}

Other reasearch functions:

Wildcards

Boolean search

Check spelling

Use multiple words

Use similar words

Use appropriate capitalization

Use quotation marks

Use field searches

**Advanced Search** Search Clear

Select a database to search

The following databases will be searched:

- African American Newspapers
- American National Biography Online
- American Song - United States
- AMS Journals
- Annual Reviews
- Banking Information Source
- Biography and Genealogy Master Index
- BioOne
- Black Women Writers
- Business Insights: Essentials
- Business Source Complete
- Classical Music Library - United States
- CQ Almanac
- CQ Researcher

[Add / Remove databases >>](#)

Enter search terms in at least one of the fields below

Keyword:

Title:

Author:

**Popular Limits (optional)**

☐ Only return peer-reviewed articles

**Narrow your search (optional)**

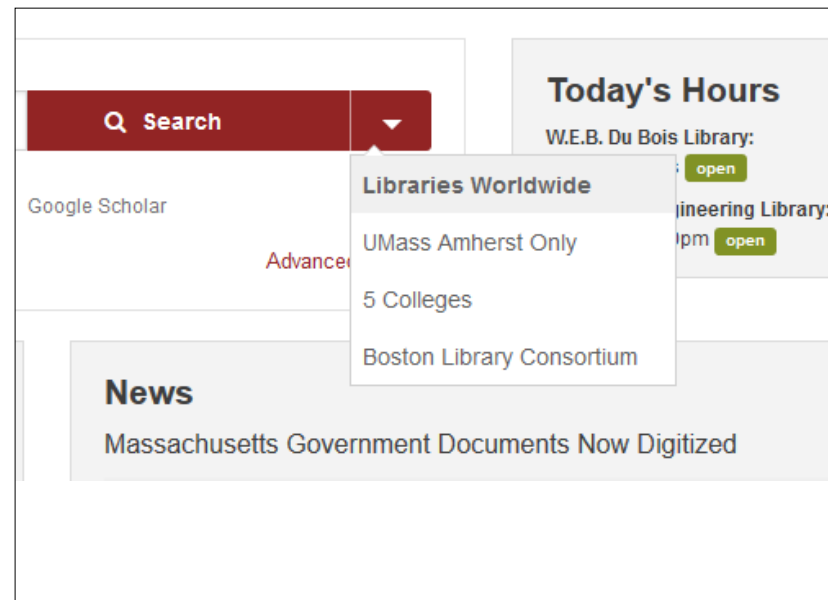
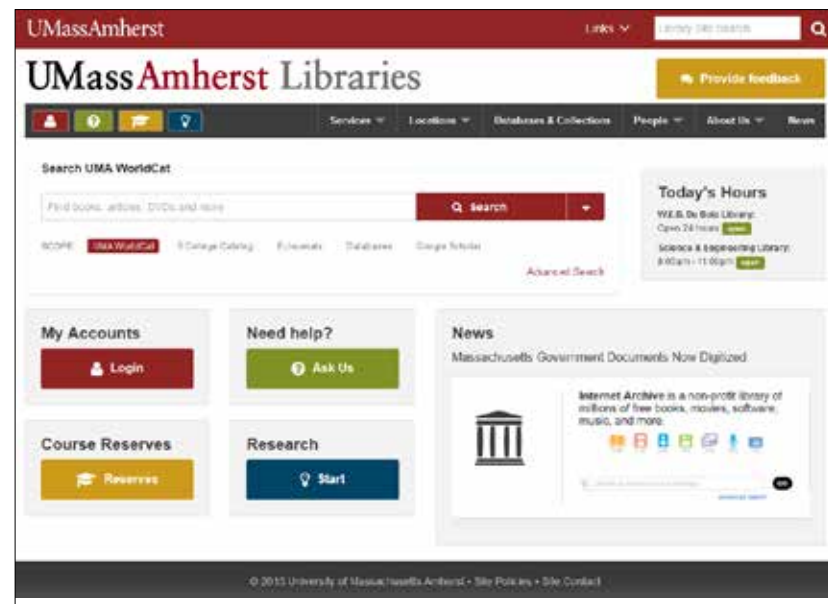
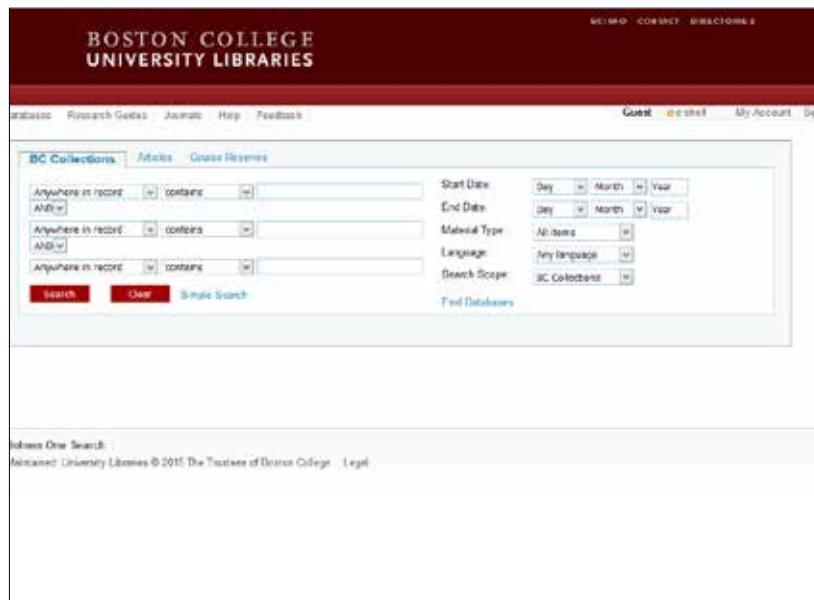
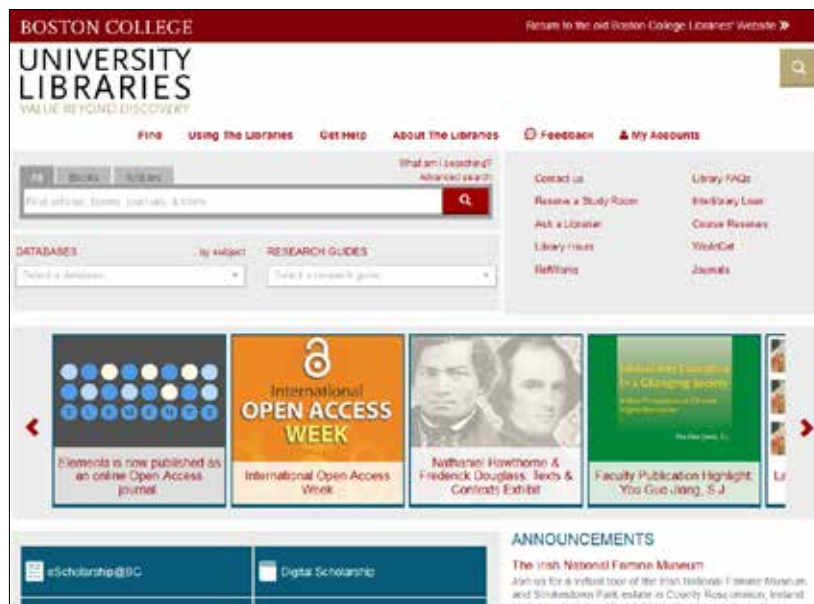
Limit to:

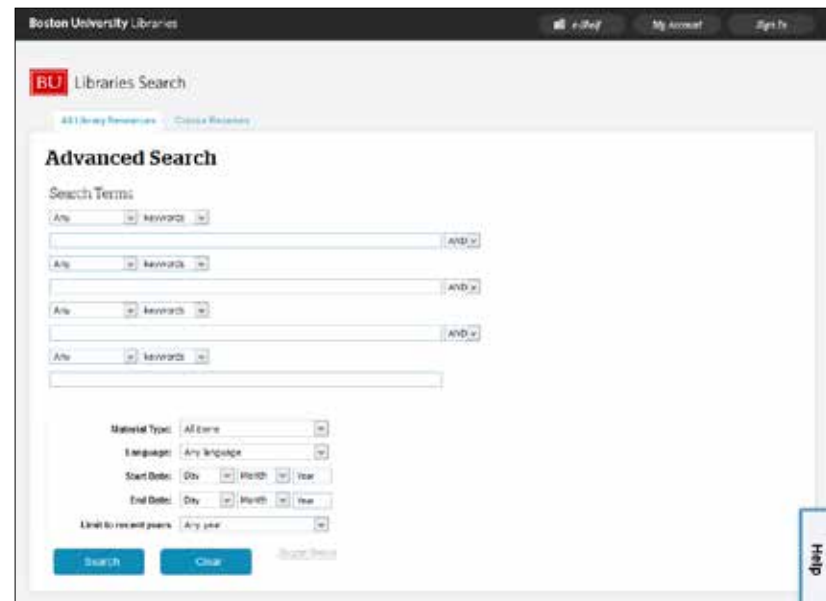
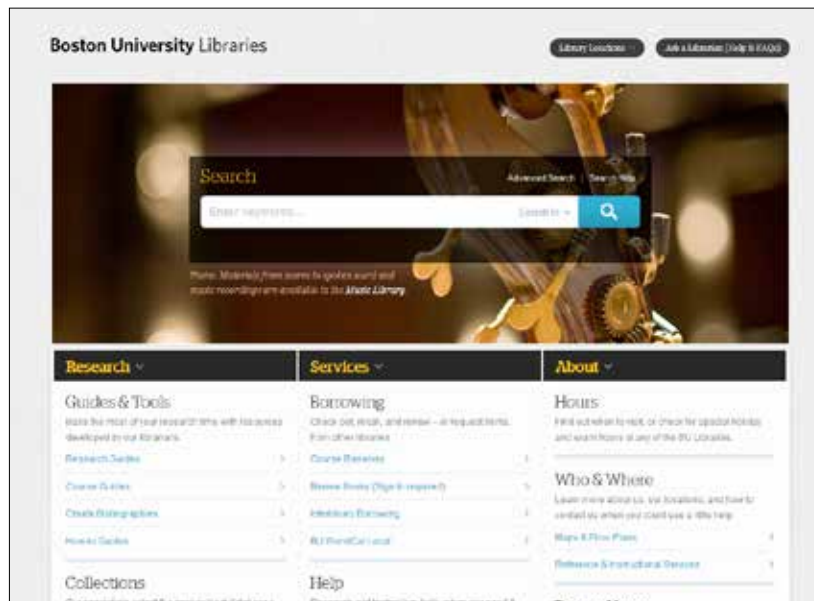
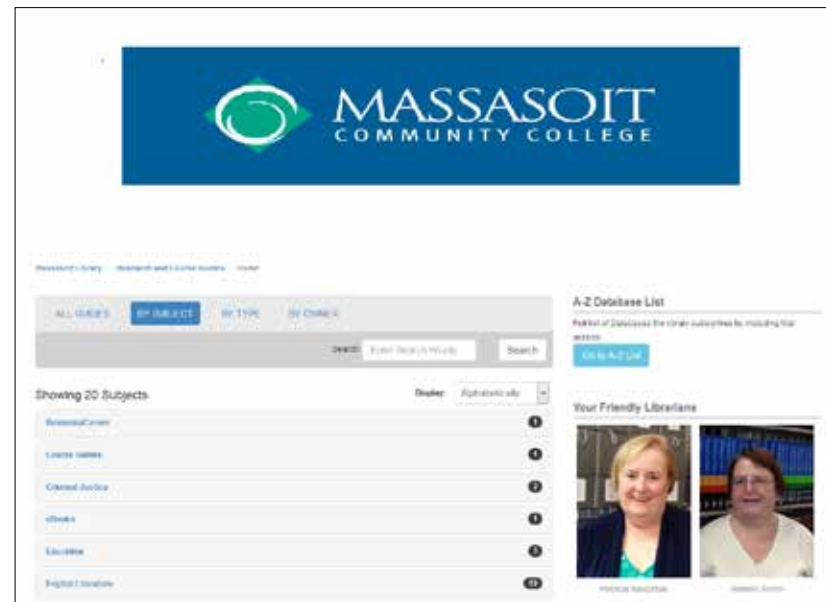
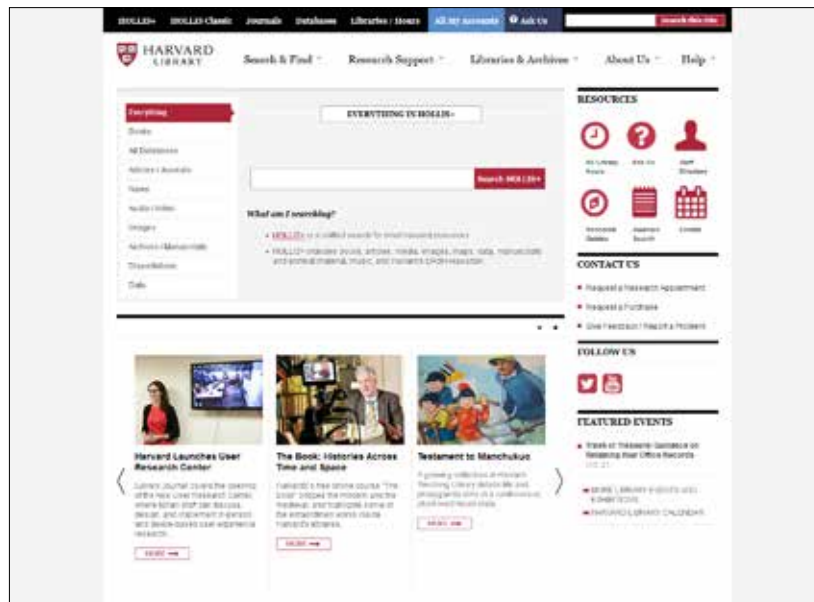
Year:  to:   
e.g. 1971 e.g. 1977

Format:   
Return only items in the format

Search Clear







# Target Audience

I tried to talk with librarian, but at the one I found was unfamiliar with this technology which was a bit strange.

Most of the students I talk to said that they did not use the library's website.

Practical things that the students didn't like were no responsive design fully developed. What they have looks amateur and is not appealing.

Time of response after click is longer than expected and they don't know what is going on because of lack of feedback from the system.

Design differs from page to page, e.g. quick search looks like it is on third party website which takes more time to get familiar with the system.

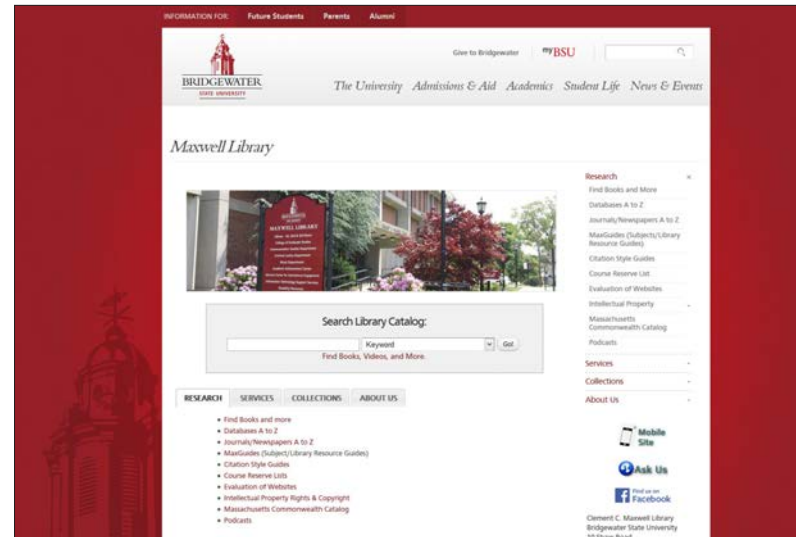
Important or useful information/links are kind of hidden in the side navigation bar.

X instead arrow in side drop-down menu is kind of confusing because an 'x' implies shut something out permanently rather than just pull that section up.

There is no "Ask a Librarian" chat tool.

Design wise things were the large red background is a bit distractive. Space could be better used and there seems to be no grid at all.

Two different addresses on the home page.

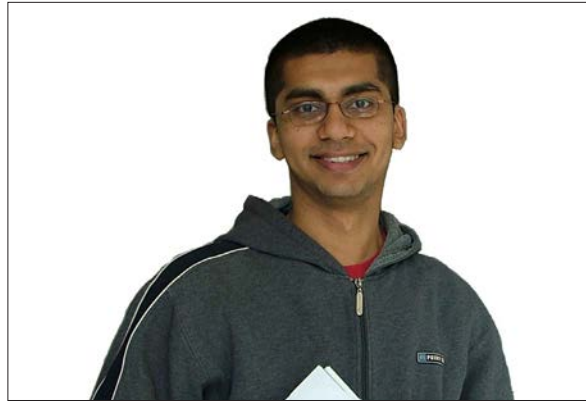




**Kim Kwon**

20, Computer Science major.

Kim uses computer technology extensively. She knows a lot about, but this also brings high expectations from both, hardware and software she uses. She prefers minimalistic design and great user experience.



**Imani Afolayan**

19, Literature major.

Imani is still at the beginning of his college experience. He loves to read and spend time outdoors. He is not a fan of technology, but he uses it every time is necessary. He likes good user experience and all kind of technology issues frustrate him.



**Martiza Coates**

21, Public Administration major

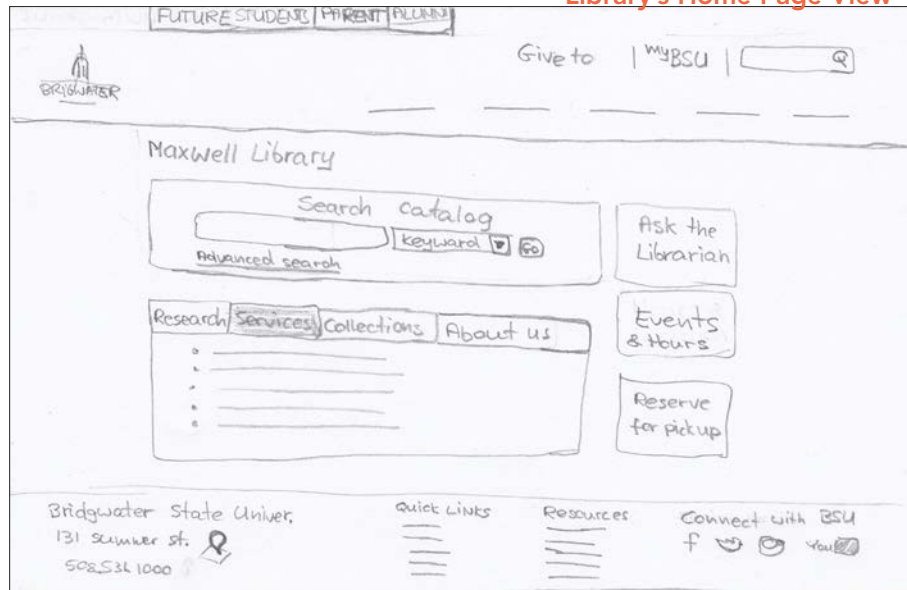
Martiza has quite busy life. She has part time job, participate in volunteer program, and she is on the middle of her degree. With all this things, she relies a lot on mobile devices, regularly using her tablet to do the assignments.

# Prototypes

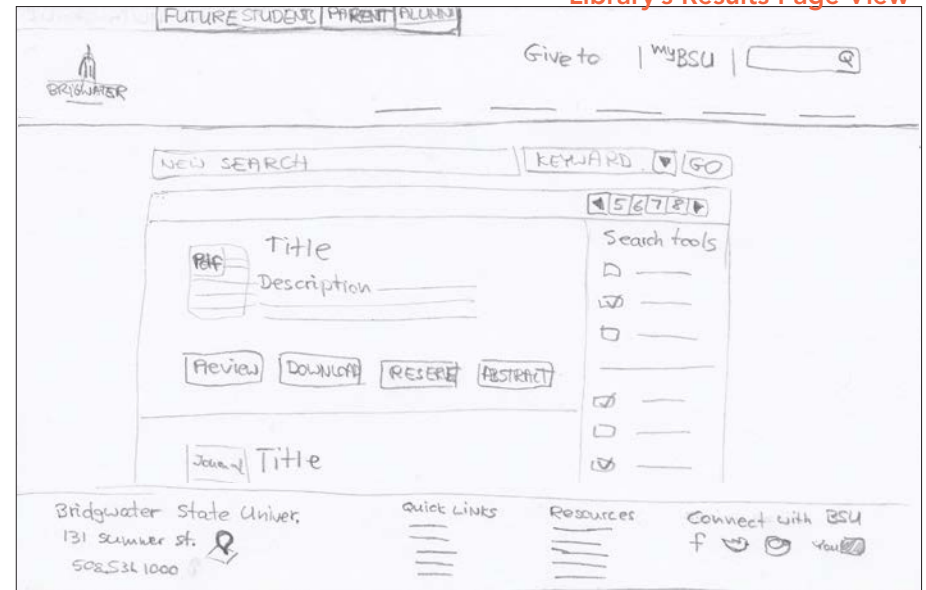
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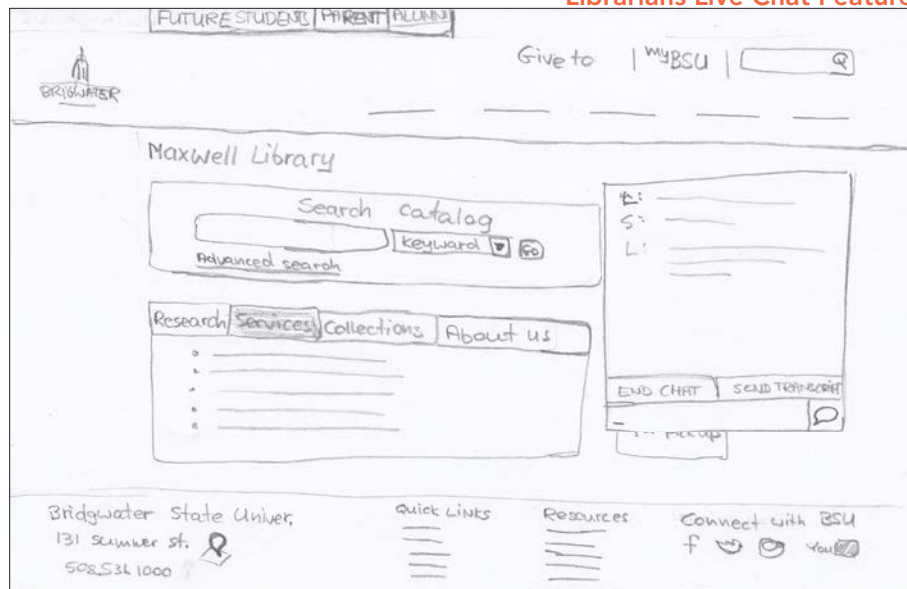
Library's Home Page View



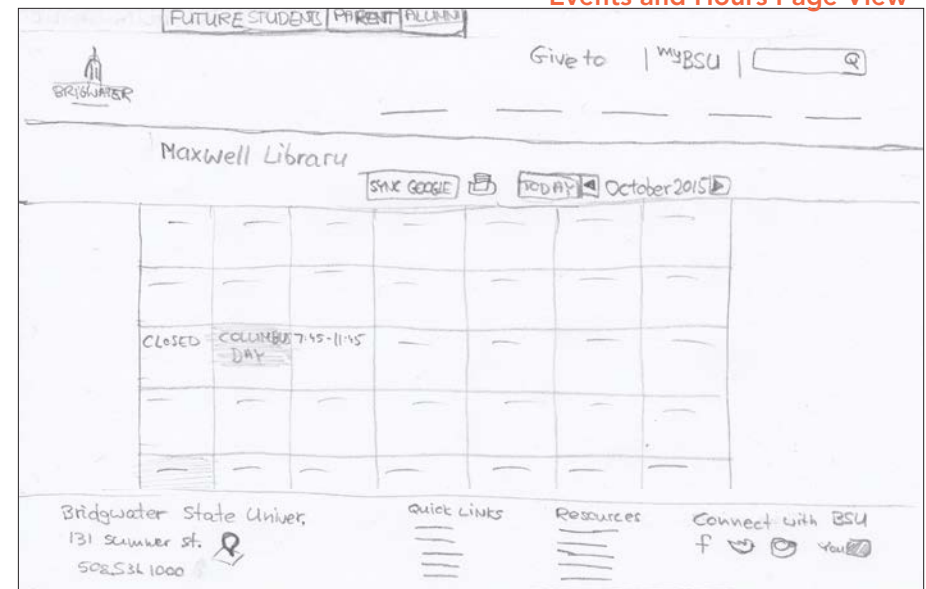
Library's Results Page View



Librarians Live Chat Feature



Events and Hours Page View



### Scenario 1

User is not sure where to start his research. He tries a couple of options, but there are no results. He decides to chat with a librarian to ask for some directions.

### Scenario 2

User needs to find an article for her research paper. She has a broad topic she wants to explore. After she chose one, she wants to save the PDF file of it in her notebook.

### Scenario 3

User wants to plan her studies this week and this entails a couple of visits in the school's library. She needs to check their operation hours and schedule the blocks in her calendar.



### User Testing

The users I had an opportunity to test my prototype with, had no difficulties to find proper buttons to test my scenarios. I must admit that the scenarios were quite simple in nature, as it was my design. I wanted to include the more important functions or features visible at the first glance and others available through the tab menu.

# User Tests

### TEST 02

After this serie of testI concluded that 'Reserve for Pickup' button on the home and search page doesn't make sense before actually chose something to pick up. Clicking it would take the user to the search page, only the user is already there. i don't want to take this button out just yet. I want to find some replacement for it.

### TEST 03

After this one I found that 'Reserve' button on the results page cause to ask question 'reserve for what?' Possible fix would be add the words 'for pickup,' although I'm still thinking about solution.

### TEST 04

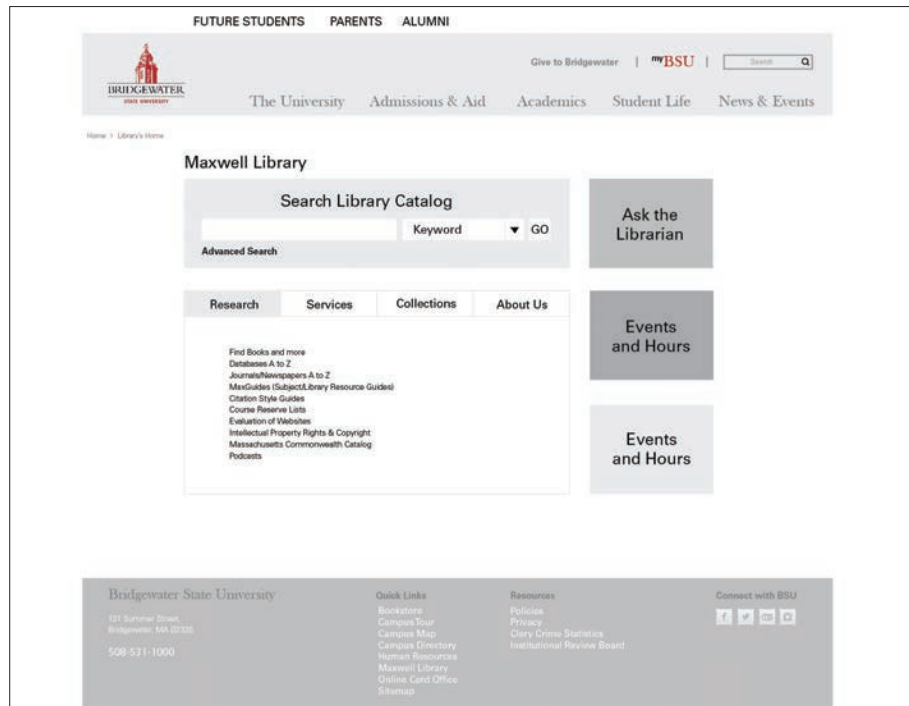
In this test's serie another detail emerged. I decided to change words 'end chat' to 'close window' (in Ask Librarian chat box) to clearly state action because of question – how do I close the window now? I also noticed dificulties to come back to the librarie's home page. User is send to the BSU's home page, so I resolved to add breadcrumbs because there is no direct link to that home page.

### TEST 05

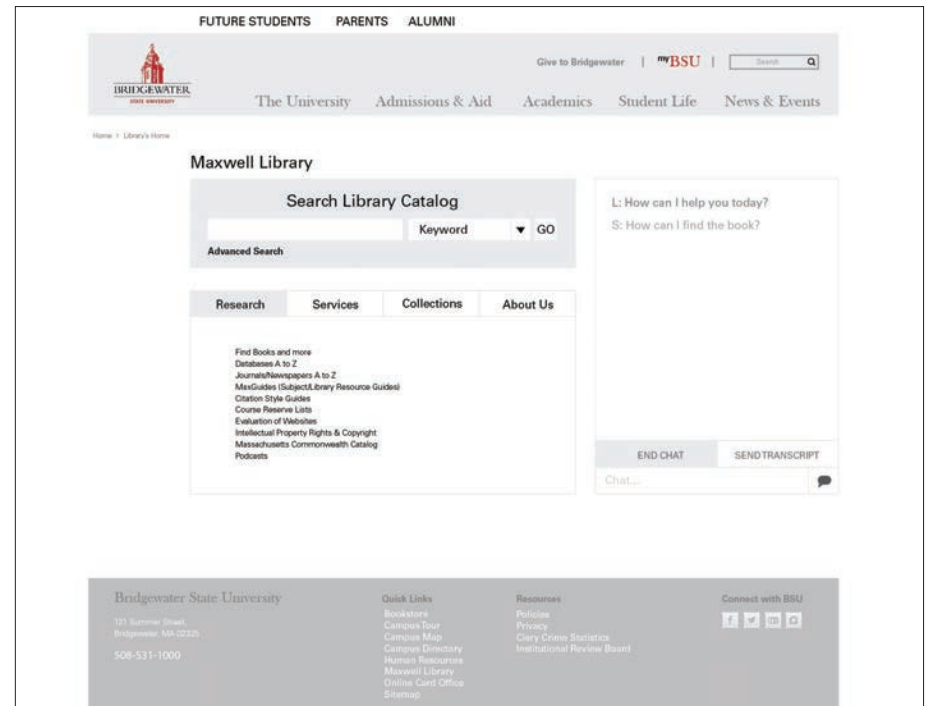
That serie worked quite well, but I noticed problems with search tool on theresult's page. 'Update' button in additional search tools was necessary because the multiple choice boxes couldn't work with automatic update.

# Digital Prototype

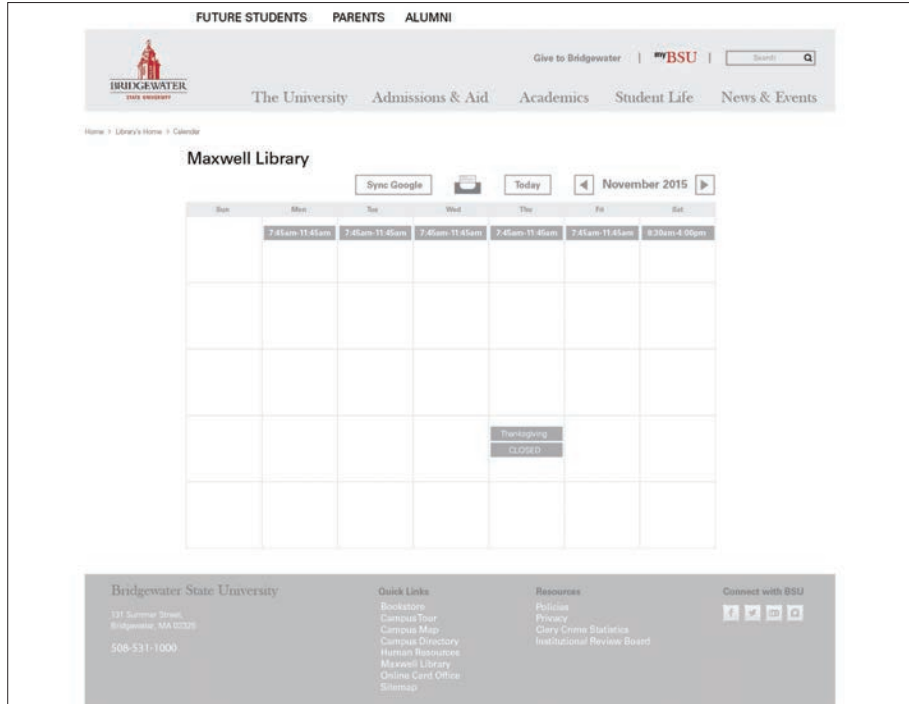
Library's Home Page View



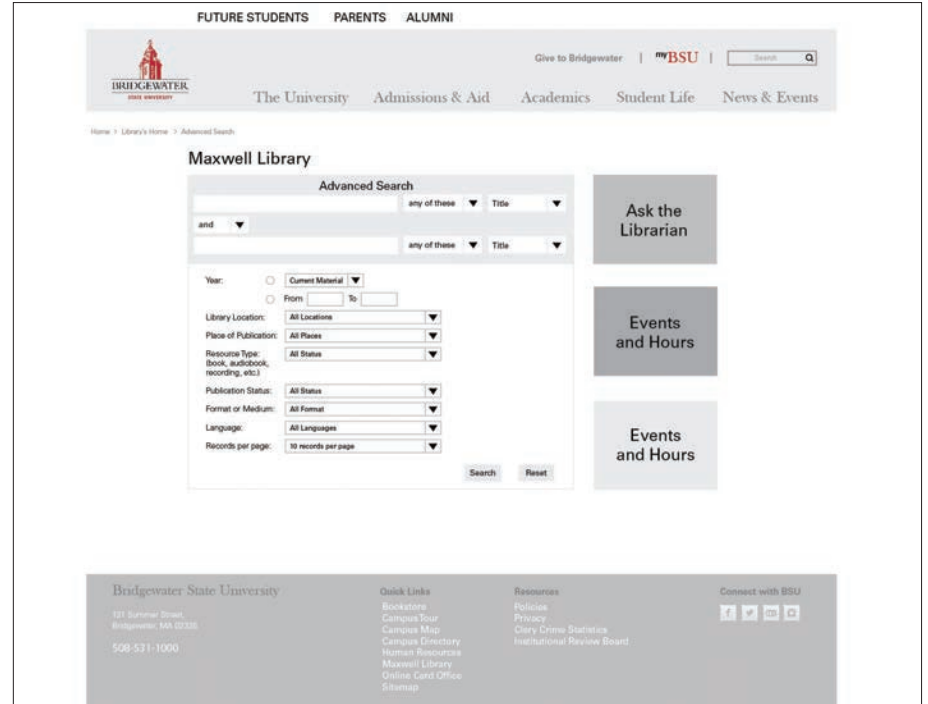
Librarians Live Chat Feature



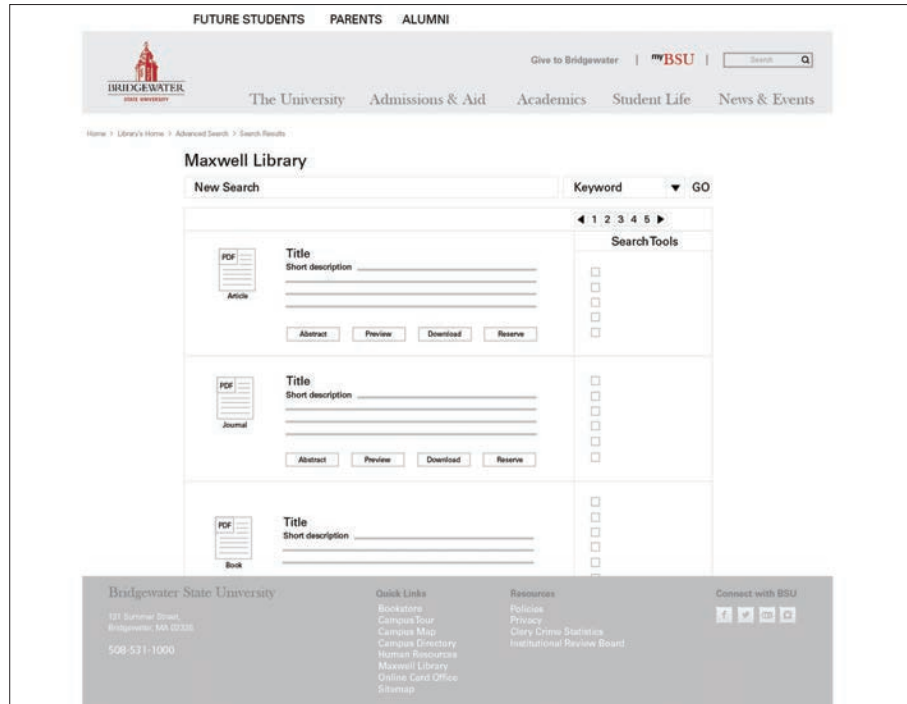
## Hours and Events Page View



Advanced Research Page

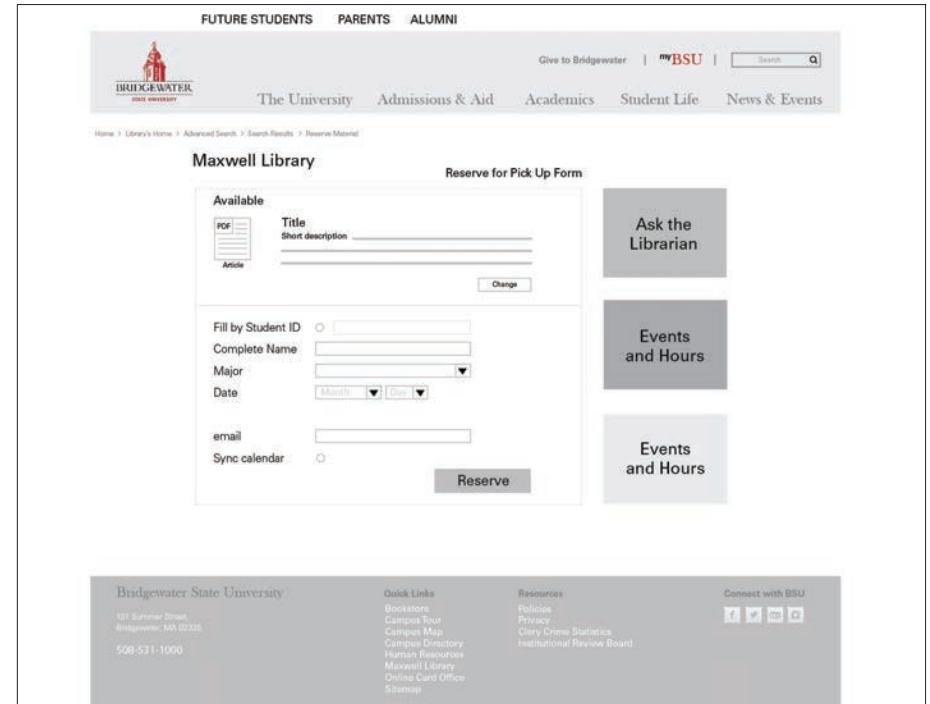


## Result's Page View

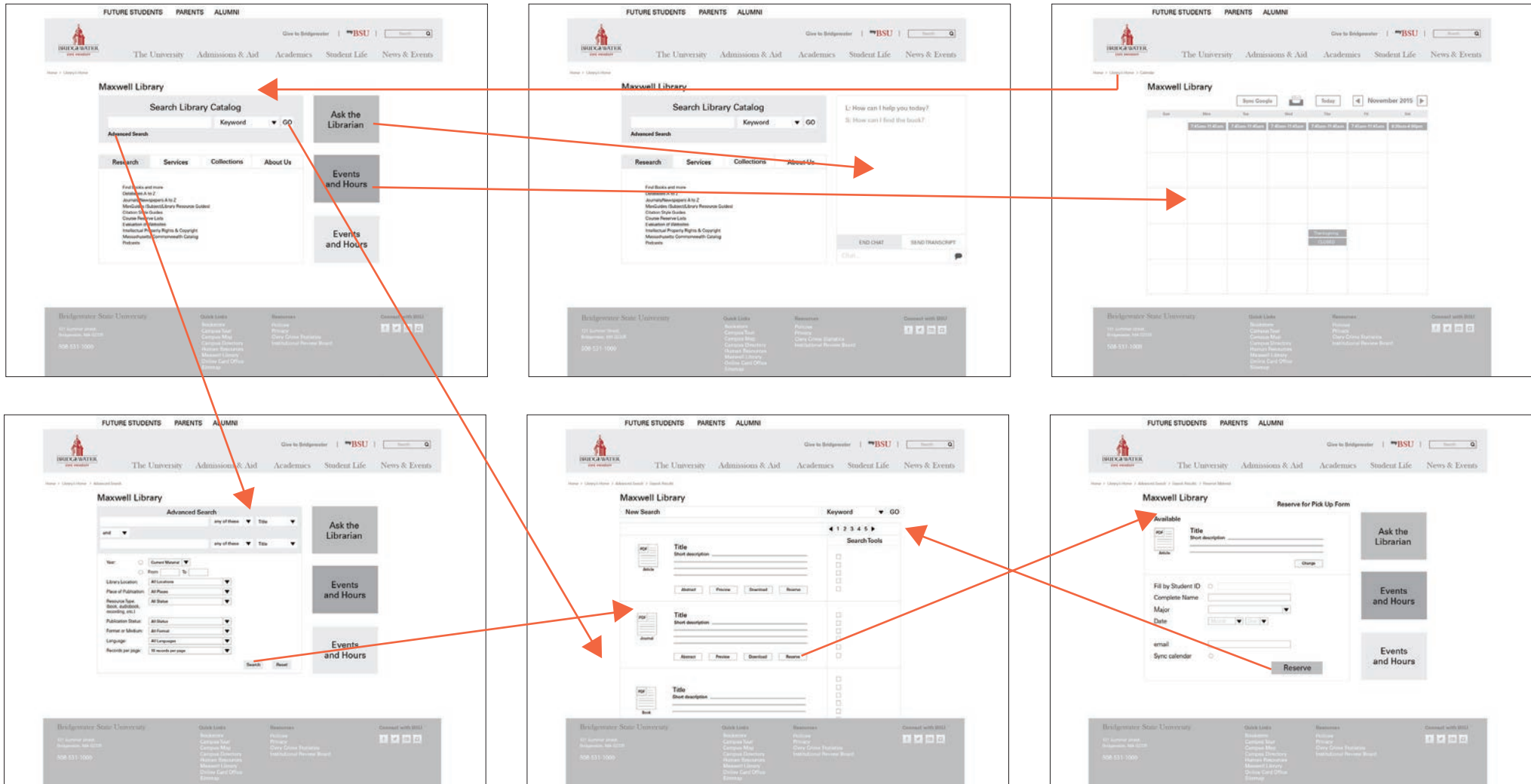


The image shows a digital prototype of a search results page for the Maxwell Library. At the top, there is a navigation bar with links for 'FUTURE STUDENTS', 'PARENTS', and 'ALUMNI'. Below this is a header section with the Bridgewater State University logo and a search bar. The main content area is titled 'Maxwell Library' and features a 'New Search' button and a 'Keyword' search bar. The search results are displayed in a table with columns for 'Title', 'Short description', and 'Search Tools'. The table contains three rows of results, each with a PDF icon, a title, a short description, and buttons for 'Abstract', 'Preview', 'Download', and 'Reserve'. The footer section includes contact information for Bridgewater State University, quick links, resources, and social media icons.

## Reserve for Pickup Feature



The image shows a digital prototype of a 'Reserve for Pickup Form' for the Maxwell Library. The form is titled 'Reserve for Pickup Form' and includes a 'Reserve' button. The form fields are organized into sections: 'Available' (with a PDF icon, title, short description, and a 'Change' button), 'Fill by Student ID' (with a radio button, complete name, major, date, email, and sync calendar options), and 'Reserve' (with a 'Reserve' button). To the right of the form are three buttons: 'Ask the Librarian', 'Events and Hours', and 'Events and Hours'. The footer section is identical to the search results page, featuring contact information, quick links, resources, and social media icons.





### TEST 06

I added the 'available' button to the reserve for pickup page because of the user's concern about how to make sure that given publication is available.

### TEST 07

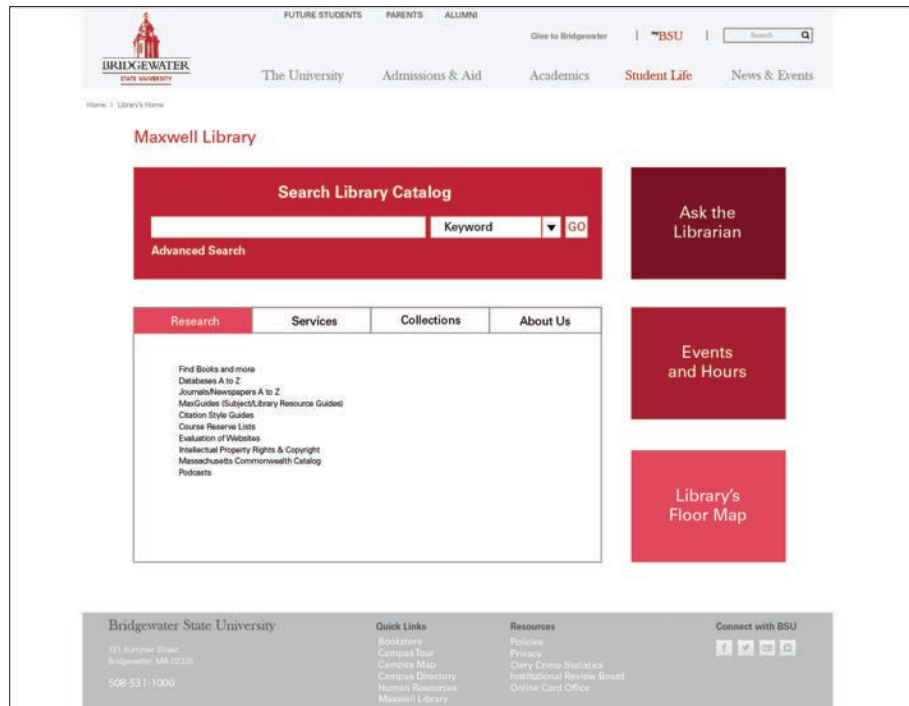
After this one I found that is necessary to inform the user of availability of the publications before they go to the 'reserve for pickup' page. I did add another feature on the result's page, aside of the publication. Furthermore, I muted (gray colored and disable) the 'reserve' button when the book is not available.

### TEST 08

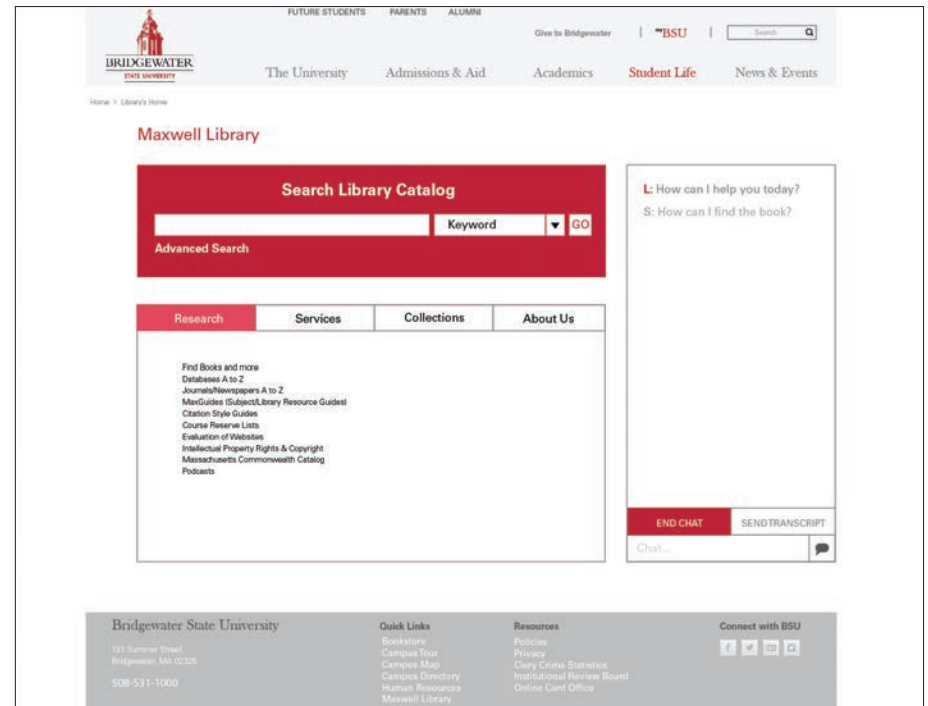
To improve overall hierarchy and visibility, I reduced the area of both, footer and header. Moreover, I used saturated colors for areas of the most interest such as search box or action buttons.

# Final Design

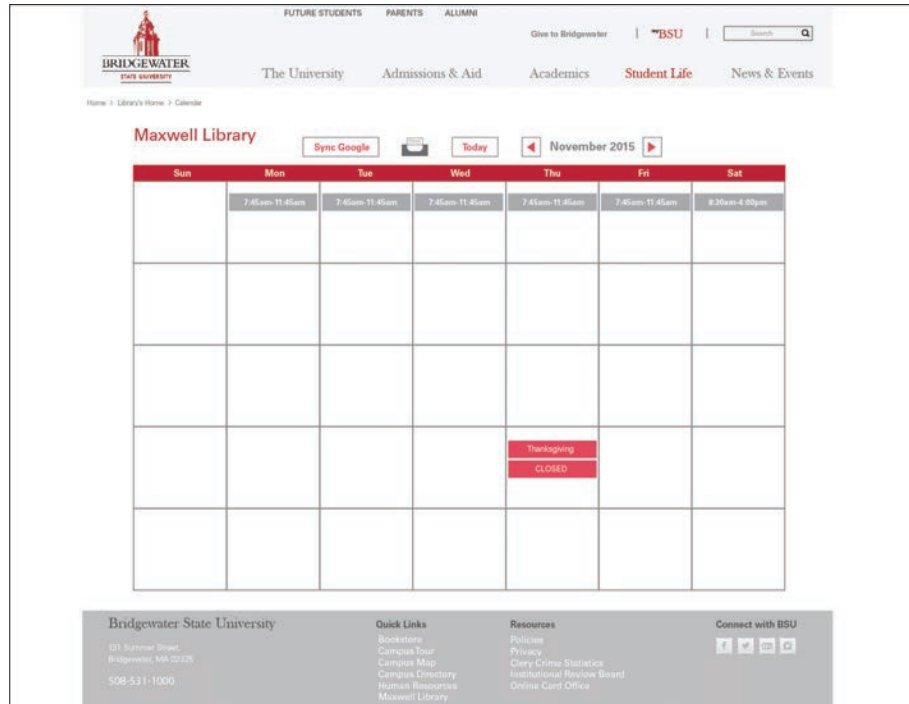
## Library's Home Page View



## Librarians Live Chat Feature



## Hours and Events Page View

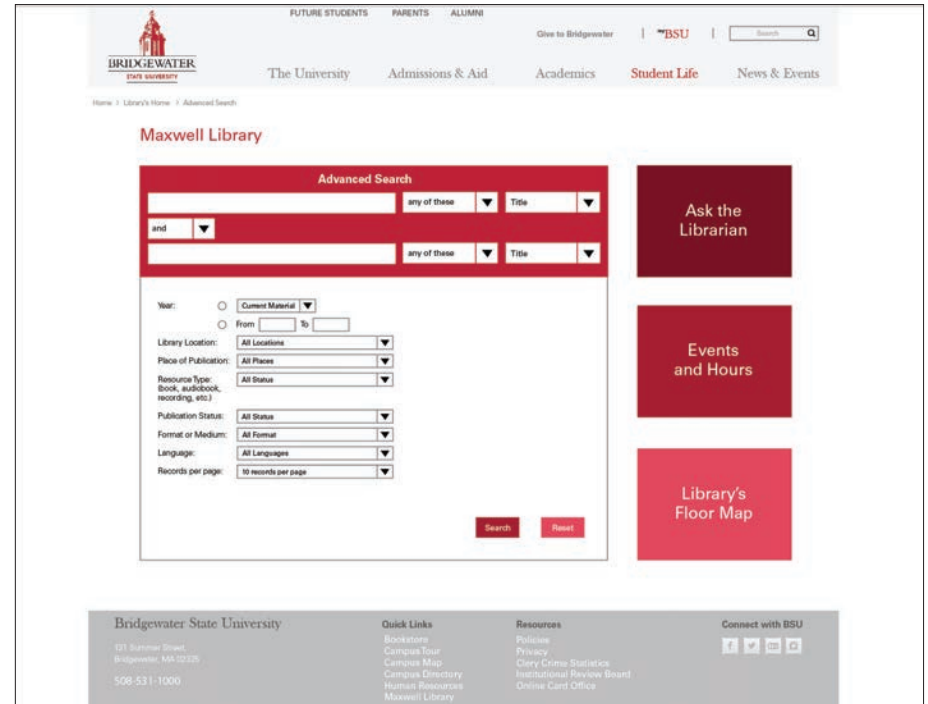


The screenshot shows the Maxwell Library website's hours and events page. The header includes navigation links for Future Students, Parents, and Alumni, along with a search bar and a link to 'Give to Bridgewater'. The main content area features a calendar for November 2015. The calendar shows the following hours:

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	7:45am-11:45am	7:45am-11:45am	7:45am-11:45am	7:45am-11:45am	7:45am-11:45am	9:30am-4:30pm
				Thanksgiving CLOSED		

The footer contains contact information for Bridgewater State University, quick links, resources, and social media icons.

## Advanced Research Page

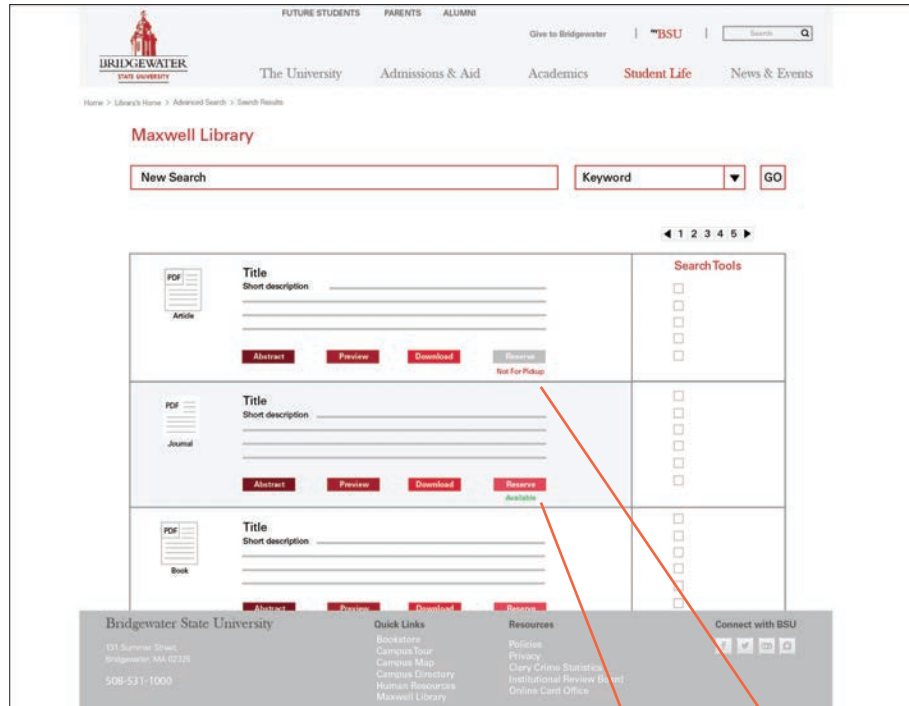


The screenshot shows the Maxwell Library website's advanced search page. The header is identical to the previous page. The main content area features an 'Advanced Search' form with the following fields and options:

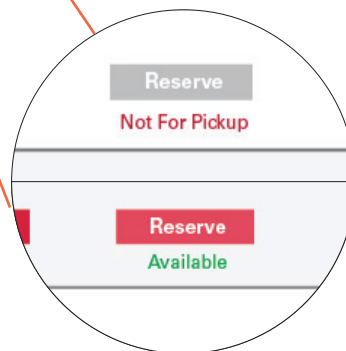
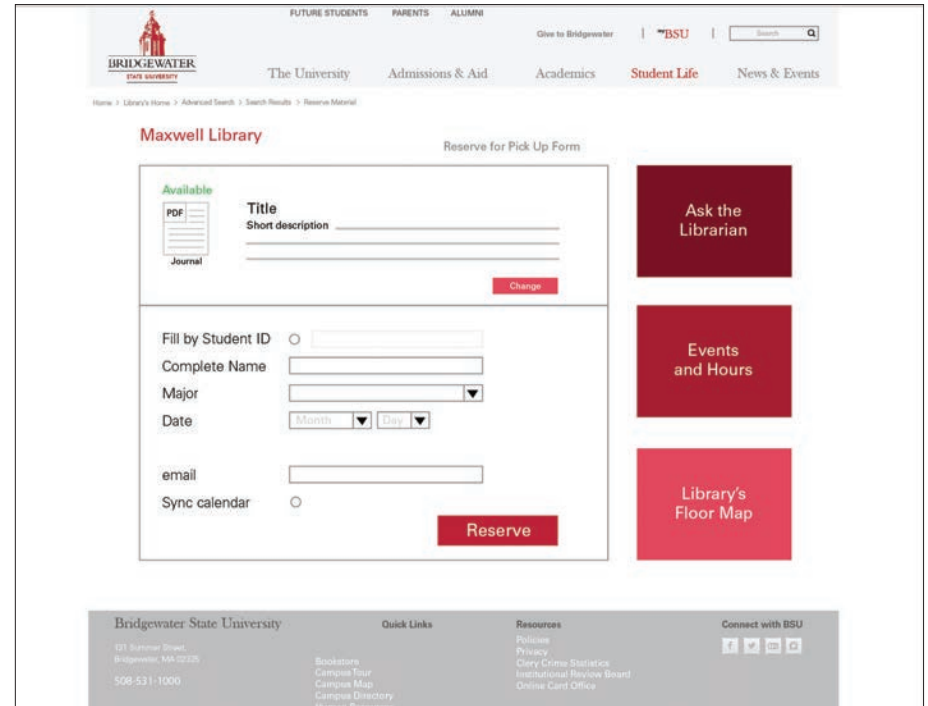
- Search bar with a dropdown menu for 'any of these' and a 'Title' dropdown.
- Year: Radio buttons for 'Current Material' and 'From' to 'To'.
- Library Location: All Locations (dropdown)
- Place of Publication: All Places (dropdown)
- Resource Type: Book, ebook, recording, etc. (dropdown)
- Publication Status: All Status (dropdown)
- Format or Medium: All Format (dropdown)
- Language: All Languages (dropdown)
- Records per page: 10 records per page (dropdown)

On the right side, there are three red buttons: 'Ask the Librarian', 'Events and Hours', and 'Library's Floor Map'. The footer is identical to the previous page.

## Result's Page View



## Reserve for Pickup Feature



Muted 'Reserve' button when the book is not available (constrain)

[FUTURE STUDENTS](#)[PARENTS](#)[ALUMNI](#)[Give to Bridgewater](#)[myBSU](#)[The University](#)[Admissions & Aid](#)[Academics](#)[Student Life](#)[News & Events](#)[Home](#) > [Library's Home](#)

## Maxwell Library

### Search Library Catalog

[Advanced Search](#)[Ask the Librarian](#)[Research](#)[Services](#)[Collections](#)[About Us](#)

[Find Books and more](#)  
[Databases A to Z](#)  
[Journals/Newspapers A to Z](#)  
[MaxGuides \(Subject/Library Resource Guides\)](#)  
[Citation Style Guides](#)  
[Course Reserve Lists](#)  
[Evaluation of Websites](#)  
[Intellectual Property Rights & Copyright](#)  
[Massachusetts Commonwealth Catalog](#)  
[Podcasts](#)

[Events and Hours](#)[Library's Floor Map](#)

### Bridgewater State University

131 Summer Street,  
Bridgewater, MA 02325

508-531-1000

#### Quick Links

[Bookstore](#)  
[Campus Tour](#)  
[Campus Map](#)  
[Campus Directory](#)  
[Human Resources](#)  
[Maxwell Library](#)

#### Resources

[Policies](#)  
[Privacy](#)  
[Clery Crime Statistics](#)  
[Institutional Review Board](#)  
[Online Card Office](#)

#### Connect with BSU



[FUTURE STUDENTS](#)[PARENTS](#)[ALUMNI](#)[Give to Bridgewater](#)[myBSU](#)[The University](#)[Admissions & Aid](#)[Academics](#)[Student Life](#)[News & Events](#)[Home](#) > [Library's Home](#)

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[Citation Style Guides](#)  
[Course Reserve Lists](#)  
[Evaluation of Websites](#)  
[Intellectual Property Rights & Copyright](#)  
[Massachusetts Commonwealth Catalog](#)  
[Podcasts](#)

**L:** How can I help you today?

**S:** How can I find the book?

[END CHAT](#)[SEND TRANSCRIPT](#)

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#### Resources

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[Institutional Review Board](#)  
[Online Card Office](#)

#### Connect with BSU



## Maxwell Library

[Sync Google](#)

[Today](#)

**November 2015**


Sun	Mon	Tue	Wed	Thu	Fri	Sat
	7:45am-11:45am	7:45am-11:45am	7:45am-11:45am	7:45am-11:45am	7:45am-11:45am	8:30am-4:00pm
				Thanksgiving CLOSED		

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#### Resources

[Policies](#)  
[Privacy](#)  
[Clery Crime Statistics](#)  
[Institutional Review Board](#)  
[Online Card Office](#)

#### Connect with BSU





## Maxwell Library

### Advanced Search

<input type="text"/>	any of these	▼	Title	▼
and	▼			
<input type="text"/>	any of these	▼	Title	▼

Year: ☐ Current Material ▼  
☐ From  To

Library Location:  ▼

Place of Publication:  ▼

Resource Type:  
(book, audiobook,  
recording, etc.)  ▼

Publication Status:  ▼

Format or Medium:  ▼

Language:  ▼

Records per page:  ▼

[Search](#)[Reset](#)[Ask the Librarian](#)[Events and Hours](#)[Library's Floor Map](#)

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[Human Resources](#)  
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[Privacy](#)  
[Clery Crime Statistics](#)  
[Institutional Review Board](#)  
[Online Card Office](#)

#### Connect with BSU



## Maxwell Library




New Search

Keyword



GO

◀ 1 2 3 4 5 ▶

 Article	<p>Title</p> <p>Short description</p> <p>Abstract</p> <p>Preview</p> <p>Download</p> <p>Reserve</p> <p>Not For Pickup</p>	<p>Search Tools</p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p>
 Journal	<p>Title</p> <p>Short description</p> <p>Abstract</p> <p>Preview</p> <p>Download</p> <p>Reserve</p> <p>Available</p>	<p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p>
 Book	<p>Title</p> <p>Short description</p> <p>Abstract</p> <p>Preview</p> <p>Download</p> <p>Reserve</p>	<p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p>

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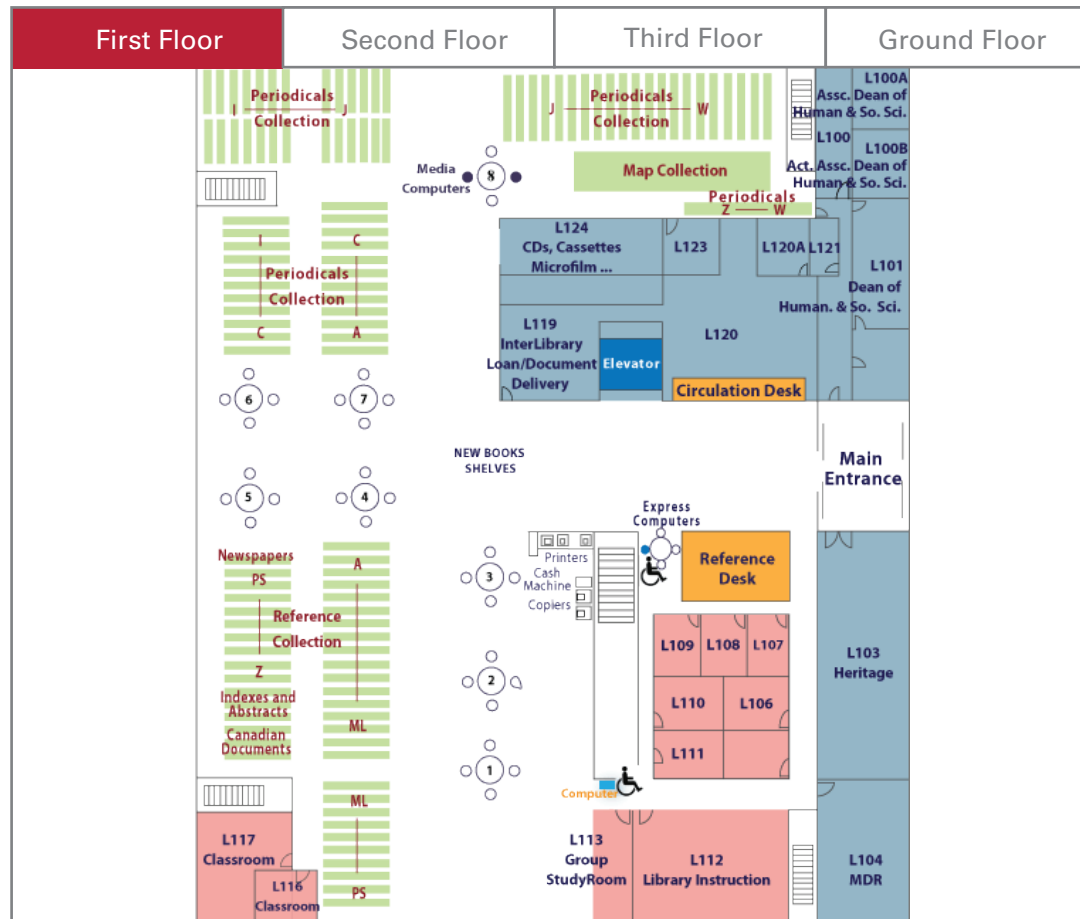
### Resources

Policies  
Privacy  
Clery Crime Statistics  
Institutional Review Board  
Online Card Office

### Connect with BSU



## Maxwell Library



Ask the  
Librarian

Events  
and Hours

Library's  
Floor Map

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131 Summer Street,  
Bridgewater, MA 02325

508-531-1000

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## Maxwell Library

### Reserve for Pick Up Form

Available



Journal

Title

Short description

Change

Fill by Student ID



Complete Name

Major

Date

Month



Day



email

Sync calendar



Reserve

Ask the  
Librarian

Events  
and Hours

Library's  
Floor Map

Bridgewater State University

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