Have:

* content inventory – current
* personas
* interview answers
* HDMI cable, laptop

# Intro

* Casual
* Continuing project, will note things that aren’t in paper since environment has changed
* March 31: Changed path to match header structure, which caused two links in the paper to change.

# Content Strategy

The paper is in three sections, but found I was considering all simultaneously

## Content Inventory

Must know what you have

Student: title, URL, summary

Add analytics for Fall 2013-Spring 2014 school year

Handout: content inventory Living document – now columns mapping current content to new headers

Show home page Analytics not helpful – so many links on home page. Student comment: different landing pages for all links (Banner).

Show Mies link

One portion: finding out that there was an old Mies directory on the GRC site.

## Content Structure

This will be the biggest improvement

Show faculty page – new faculty guide is the last item

Show format on old and new sites– difficult to find

<http://216.47.136.104/databases/538>

* **Not in paper**: Current library page is organized by departments, “designed by committee,” makes sense to us, but not to students
* New structure is shown in the header
  + The header – approval from M&C dept to own. Used stats to show that their users are not my users

Show Research from web.iit.edu

* + The structure used has two types of focus: by item type and user type
  + Many of the header links go to a dummy page: Python script for easy updating
  + Simple header at first, then
  + **Not mentioned in the document**, but new custom breadcrumb trail that will mirror header.

**Not in the document,** but here is current approach to implementing the header

* Started by creating post-it notes for each page on the current site from the inventory (orange)

Show photo

* Then started thinking about Libguides – have useful content that’s on a separate domain: creating library accounts, finding articles, etc.
* Don’t ignore content that has been

**Concern:** “articles” and “databases” links require re-use of code due to limitations of CMS framework.

Show example of going from articles browse to full record to browse by content—path changes.

Want to serve users who use different terms, but may be problematic. Will need to test this specific action to see if it is true.

**Not in document,** Explain LibGuides and how they have hijacked content strategy by default

* Now: use to create quick guides
* After every xx months, review and determine what should go and what should be folded into site.
* Example: tutorials

## Micro interactions

“point of sale” feedback opportunities: like our Facebook page, email form. Keeps user from having to look up our contact information

## Increase Readability

Kaitlin, our practicum student, has been

Also header: wording of links for how students might think of library activities, not department-based.

# User-Centered Design

Talked about the heading before, that’s in the paper

## Custom database sort

Libs tend to think of our resources as a whole, but students concentrate on the thing right in front of them: one assignment, one class.

This is another feature for the new site that does not exist now: the ability to sort databases by relevance, by subject area

Show psychology vs business. psycINFO in a different position.

Log in and show admin sort

## User Personas

Created from several interviews done in the Fall of 2012.

Architecture student: busy but does not necessarily write a lot of papers, not “lazy researcher”

The main takeaway was that users think our current site is far too busy, and they want a more Google-like experience

## User Experience and Testing

*Don't make it look like Google if you can't make it act like Google*

* Using paper prototypes only
* Single search box with prompts so users could see what they were searching
  + Search would pick up database name, description, or associated subjects (MMAE)
* Almost a complete failure – users don’t read directions, even when being watched
* New sample home page, browse options with a search

# Highlight Electronic Resources

Show home page

## Remove Catalog Search

Database finder:

* From user testing
* Using top 3 majors on campus for subject search
* Librarian input for content types.

## Database Quick Search

Rather than include a database search, will try a search of three EBSCO databases