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
* Presenting things in different order than were in the paper
* March 31: Changed path to match header structure, which caused two links in the paper to change.

# User-Centered Design

## User Personas

* Have in your handouts
* Created from several interviews done in the Fall of 2012.
* Came up with a casual user and a more focused user.
* Architecture student: busy but does not necessarily write a lot of papers, not “lazy researcher”
* Users think our current site is far too busy, and they want a more Google-like experience

## User Experience and Testing

* COM525 (User Experience Research and Evaluation)
* Paper prototypes

Show Hawkeye slides

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

# 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

## Custom database sort

* Libs tend to think of our resources as a whole
* 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

## Content Structure

Show “by format” on old and new sites– difficult to find

<http://216.47.136.104/databases/538>

# Content Strategy

## Content Inventory

* Must know what you have
* Created by RHO 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.

## 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.

# Content Structure

* **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

**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

# Summary

* Working with Max
* Keeping the users in mind
* Beta launch for Fall 2015
* Questions?