



# Website Redesign

## A User-Centered Approach

Anne Briggs, web services and communications librarian

Grace Gu, reference librarian

Bobby Reeves, e-resources librarian

Montgomery College Library

December 6, 2018

# Outline

- Institutional Background
- History and Issues with the Website
- User Research Plan
- Deliverables
- Lessons Learned
- Next Steps

# Montgomery College

- Serves about 54,000 students, 8,000 FTE
- Staffed by over 3,000 employees
- Montgomery College Library has three locations across the three main campuses
  - Germantown, Rockville, Takoma Park/Silver Spring
  - 45 library employees



# Web Services Committee

- Internal library committee with six members
- Chaired by the web services and communications librarian
- “The Web Services Committee is charged with the general oversight of the MC Library website, with a focus on ongoing development of the library web presence to facilitate seamless and intuitive user access to the library’s services and resources.”

# MC Library's Web Services Committee



Jenny Hatleberg



Nancy Nyland



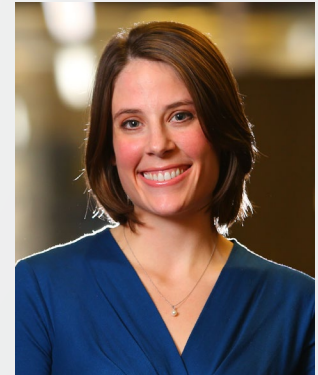
Grace Gu



Brandon Mollock



Bobby Reeves



Anne Briggs

# Website Usage

- Page Views: 500,000+
- Users: 140,000+
- LibGuides Views: 180,000+
- Sources of analytics:
  - Google Analytics
  - Crazy Egg



# What Problems Are We Trying to Solve?

- Office of Information Technology began migration from Ektron CMS to OmniUpdate CMS almost three years ago
- Library currently scheduled to migrate by April 30, 2019
- Ektron CMS to be retired June 30, 2019

# What's Past Is Prologue

- Library website last overhauled in 2010
- MC Library's homepage over the years...



2002

# MONTGOMERY COLLEGE

MONTGOMERY COUNTY, MARYLAND

HOME

Hours

Library News

Maps

Phone Numbers

Information Technology  
Learning Centers

## Welcome to Montgomery College Libraries ---a three campus service

### Electronic Resources

[Webvoyage](#), the Library's Catalog

### All Databases:

[On Campus](#)

[Off Campus](#)

### [Electronic Journal List](#)



◀◀ Change Image ▶▶

### Information for

[Students](#)

[Faculty](#)

[Community](#)

### Guides and Help

[Copyright](#)

[Talk to a Librarian](#)

[Tutorials](#)

[Web Subject Guides](#)

[\[Explore MC\]](#) [\[Admissions\]](#) [\[Academics\]](#) [\[Distance Learning\]](#) [\[Student Services\]](#) [\[Arts and Athletics\]](#) [\[Uniquely MC\]](#)  
[\[Student Info\]](#) [\[Alumni/Friends Info\]](#) [\[Business/Industry Info\]](#) [\[Visitors/Community Info\]](#)  
[\[Site Map\]](#) [\[News and Events\]](#) [\[Calendar\]](#) [\[Directories\]](#) [\[Search\]](#) [\[Home\]](#)  
Montgomery College... "Endless Possibilities" 301-279-5000

New index page by [Daniel Ball](#). Maintained by [Brenda Braham](#).

Last updated: 03/13/02 [db]



**MONTGOMERY COLLEGE**  
MONTGOMERY COUNTY, MARYLAND

## MONTGOMERY COLLEGE LIBRARIES

[ARCHIVES](#)
[CONTACT US](#)
[COPYRIGHT](#)
[HOURS](#)
[LIBRARY NEWS](#)
[SEARCH](#)

Welcome to Montgomery College Libraries  
---a three campus service---

**Please Note: WiFi is now available in all 3 campus libraries! [WiFi FAQ](#)**

Books, Videos & More...	Articles, Databases & More...	Library Instruction...
<a href="#">The Libraries' Catalog</a> , <a href="#">WebVoyage</a> <a href="#">Renew</a> your Books <a href="#">Request Books</a> from other Libraries	<a href="#">From On Campus</a> <a href="#">From Home or Work or Wireless</a> <a href="#">Database Descriptions</a>	<a href="#">Course Related Pages</a> <a href="#">Handouts</a> for Students <a href="#">Handouts &amp; Forms</a> for Faculty <a href="#">Tutorials &amp; Quizzes</a>
Library Information...	Magazine & Journal Titles...	Research Help...
<a href="#">Hours, Maps &amp; Phone Numbers</a> <a href="#">Borrowing Policies &amp; Services</a> <a href="#">Especially for Faculty</a> <a href="#">Especially for Librarians</a>	<a href="#">Print &amp; Electronic Journals</a> <a href="#">Paper Subscriptions by Subject</a>	<a href="#">General &amp; Reference</a> web Guides <a href="#">Academic Subjects</a> web Guides <a href="#">Talk to a Librarian</a>

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Last Updated: 12/19/05 [bsb]





Montgomery County, Maryland

# Montgomery College

[MyMC](#)
[Maps & Directions](#)
[Libraries](#)
[Directories](#)
[A-Z Index](#)

[Parents & Family](#)
[Alumni & Friends](#)
[Business & Industry](#)
[Faculty & Staff](#)
[Unique Populations](#)

[Home](#)
[About the Library](#)
[Site Search](#)
[FAQs](#)

## Montgomery College Libraries



### Locations, Hours, People

Germantown	[+]
Rockville	[+]
Takoma Park/Silver Spring	[+]
Cafritz Arts Center	[+]
Contact Us	[-]

The libraries will be closed for the Labor Day holiday, September 4th through September 6th. We will reopen Tuesday, September 7th, at 8am.

**MC Library Directory**

- Cafritz Center Art Library  
240-567-5813 - Circulation
- Germantown Library  
240-567-7858 - Circulation  
240-567-7853 - Reference
- Rockville Library  
240-567-7117 - Circulation  
240-567-7130 - Reference

### Books, Videos & More

### Articles & Databases

### Course Reserves

### Research Subject Guides

Need more options? Go directly to the [MC Library Catalog](#).

#### For Students

- ▶ [APA & MLA Citations](#)
- ▶ [Library Course Pages](#)
- ▶ [Tutorials & Quizzes](#)
- ▶ [Evaluating Information for Research](#)
- ▶ [Off-Campus Access to Library Resources](#)

#### For Faculty

- ▶ [Faculty Services](#)
- ▶ [Library Instruction](#)
- ▶ [Assignment Assistance](#)
- ▶ [Contact a Faculty Outreach Librarian](#)
- ▶ [Distance Education](#)

### Research

- ▶ [APA & MLA Citations](#)
- ▶ [Research Subject Guides](#)
- ▶ [Primary vs. Secondary](#)

My Library Account

Ask Us

### Quick Links

- ▶ [Academic Search Complete](#)
- ▶ [Opposing Viewpoints](#)
- ▶ [ProQuest Newspapers](#)
- ▶ [Renew Books & other Materials](#)
- ▶ [Get Items from other Libraries](#)
- ▶ [Librarian Tools](#)

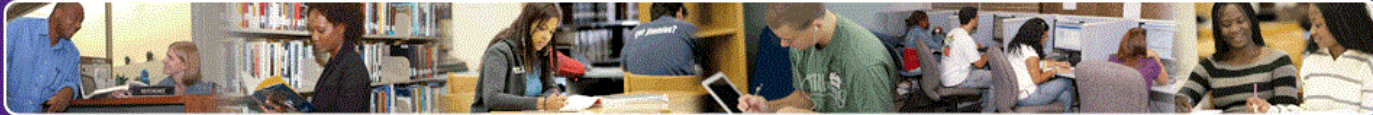
### Library News

- ▶ **September 2, 2010** The libraries are closed for the Labor Day holiday weekend
- ▶ **August 31, 2010** Everything you wanted to know about the Libraries new homepage in 3 minutes and 47 seconds...



[Home](#) | [About the Library](#) | [Ask Us](#)

## Montgomery College Library



### Locations, Hours, People

 Germantown [\[+\]](#)

 Rockville [\[+\]](#)

 Takoma Park/Silver Spring [\[+\]](#)

 Cafritz Arts Center [\[+\]](#)

 Today's Hours [\[-\]](#)

#### Full Schedule and Closures

Germantown 8am – 5pm

Rockville 8am – 5pm

TP/SS 8am – 5pm

Cafritz 8am – 4pm

### Search

[MC Library  
Catalog](#)
[Course  
Reserves](#)
[Research  
Subject Guides](#)
[Renew  
Books & More](#)
[Ask  
Us](#)


### Find articles, books, media & more:

 
☐ Full Text ☐ Peer Reviewed ☐ Catalog Only

 Looking for a specific database, like Access Science?  
Use the A-Z List of Databases link below.

[Databases by Subject](#)
[A to Z List of Databases](#)
[Find Journals by Title or Subject](#)
[Help with RaptorSearch](#)

### Quick Links

- ▶ [Opposing Viewpoints](#)
- ▶ [Online Newspapers](#)
- ▶ [All Guides & Course Pages](#)
- ▶ [Reserve a Study Space](#)
- ▶ [Technology in the Library](#)
- ▶ [Streaming Videos](#)



### For Students

- ▶ [APA & MLA Citations](#)
- ▶ [Library Course Pages](#)
- ▶ [Tutorials & Quizzes](#)
- ▶ [Distance Education: For Students](#)
- ▶ [Off-Campus Access to Library Resources](#)

### For Faculty

- ▶ [Faculty Quick Start Guide](#)
- ▶ [Library Instruction & Distance Education](#)
- ▶ [Copyright Information](#)
- ▶ [Faculty Services](#)

### Research

# LibQUAL+ 2014 & 2017

## Results

- LibQUAL+ survey asks participants to rate statements on a scale of 1-9 for minimum, desired, and perceived levels of service
- How did we do on "A library website enabling me to locate information on my own"?
  - Largest decline in adequacy mean between 2014 and 2017 for any area

# LibQUAL+ 2014 & 2017

## Comments

- "The library webpage...must be updated to be more user friendly and clean." (2014)
- "The physical library is more dependable to me than the online version. The layout is confusing and I find it's so much harder to try to find information there than on google." (2017)
- "Understanding of the website just doesn't come until someone shows you how to do something." (2017)

# Why User-Centered Research?

- Usable websites are essential for education.
- User-centered designs focus on the end-user and their needs and make data-driven decisions based on empirical testing.
- User-centered websites are:

Usable  
Useful  
Desirable

Findable  
Credible  
Accessible

# Value of Usability Testing

- Provides an opportunity to incorporate findings from real users into the design rather than basing on "assumptions of users' needs and information seeking behaviors" (Becker and Yannotta 16)
- Identifies what might be "hindering users from accomplishing tasks" and thereby helps to determine improvements in need (Azadhakht, Blair and Jones 34)
- Captures users' "aesthetic and emotional responses" and "satisfaction with the layout and logic of the site" (Ipri, Yunkin and Brown 181)

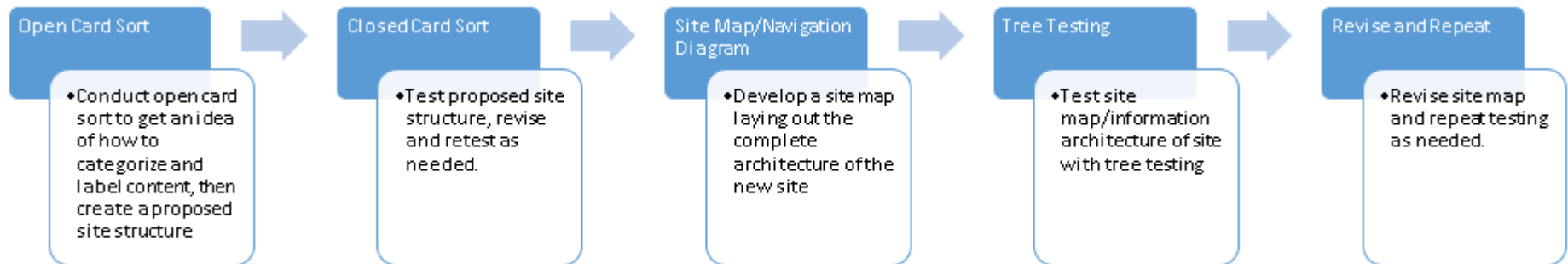


# Optimal Workshop for User Research

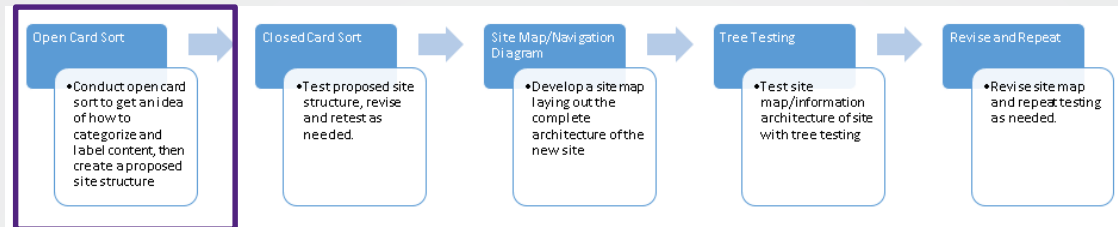
- A web platform including a suite of usability testing tools
  - Open/closed card sort: OptimalSort
  - Tree testing: Treejack tool
  - First click testing: ChalkMark
- Free plan for unlimited studies in limited scale
- More info and demo at <https://www.optimalworkshop.com>

# User Research Plan

## Content Organization Studies



# Open Card Sort



The screenshot shows the OptimalSort web application interface. The top navigation bar includes the OptimalSort logo, a 'View instructions' button, a 'Leave a comment' button, and a 'Finished' status indicator. The main workspace is divided into three columns, each representing a category of items to be sorted. The left column is titled 'Research Help' and contains 7 items. The middle column is titled 'Facilities' and contains 5 items. The right column is titled 'Resources' and contains 11 items. A progress bar at the bottom left indicates '0 of 30 remaining'.

**OptimalSort**

View instructions | Leave a comment | Finished

**Research Help** (7 items)

- Library Instruction
- Contact the Libraries for Research Help
- Library Tutorials and Quizzes
- Research Guides and Course Guides
- Citation Help (How to Cite Sources)
- Research Tips Handouts
- How to Access Library Resources from Home (Off-Campus Access)

**Facilities** (5 items)

- Technology in the Libraries
- Reserve a Study Space
- Library Hours
- Library Floorplans
- Study Spaces Policies

**Misc.**

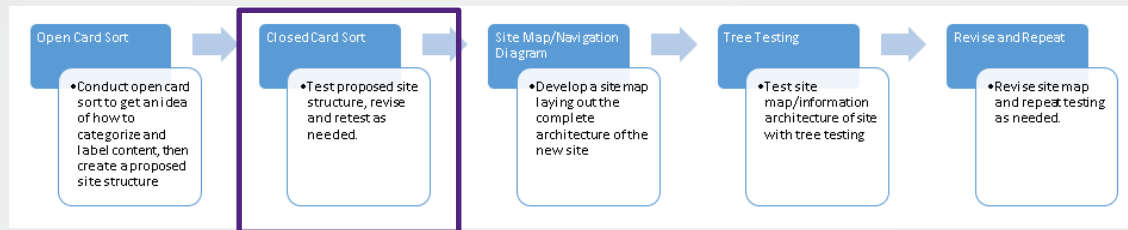
- About the Libraries
- Distance Education
- Faculty Services
- Borrowing Items from Other Libraries (Interlibrary Loan)
- Copyright Information

**Resources** (11 items)

- A-Z List of Databases
- Library Catalog
- Databases by Subject
- Renew Materials or Check Your Library Account
- Suggest a Library Purchase
- Streaming Videos
- RaptorSearch
- Borrowing Materials, Check-Out Periods, Fines
- Find Journals by Title or Subject
- Course Materials/Textbooks (Course Reserves)
- Special Collections/Archives

0 of 30 remaining

# Closed Card Sort

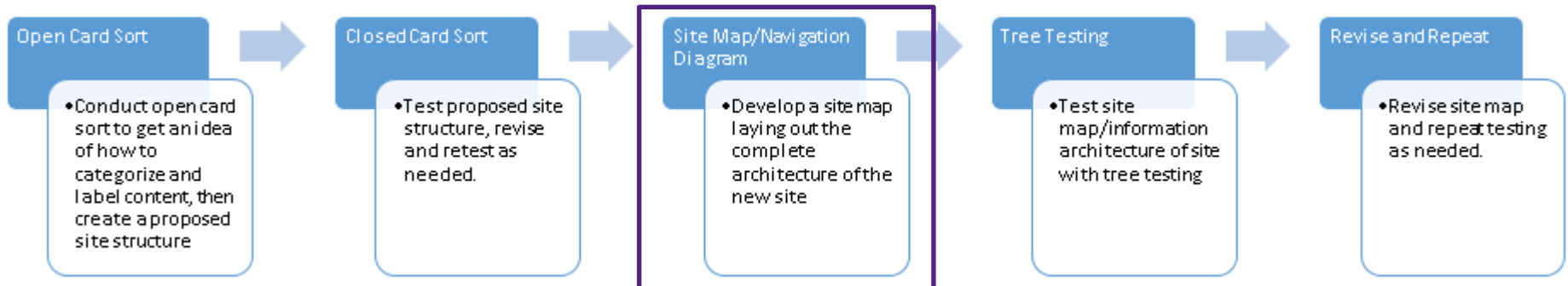


The screenshot shows the OptimalSort web application interface. At the top, there is a navigation bar with the OptimalSort logo, a 'View instructions' button, a 'Leave a comment' button, and a 'Finished' status indicator. The main area displays a hierarchical site map with four primary categories, each containing a list of items and a count of items.

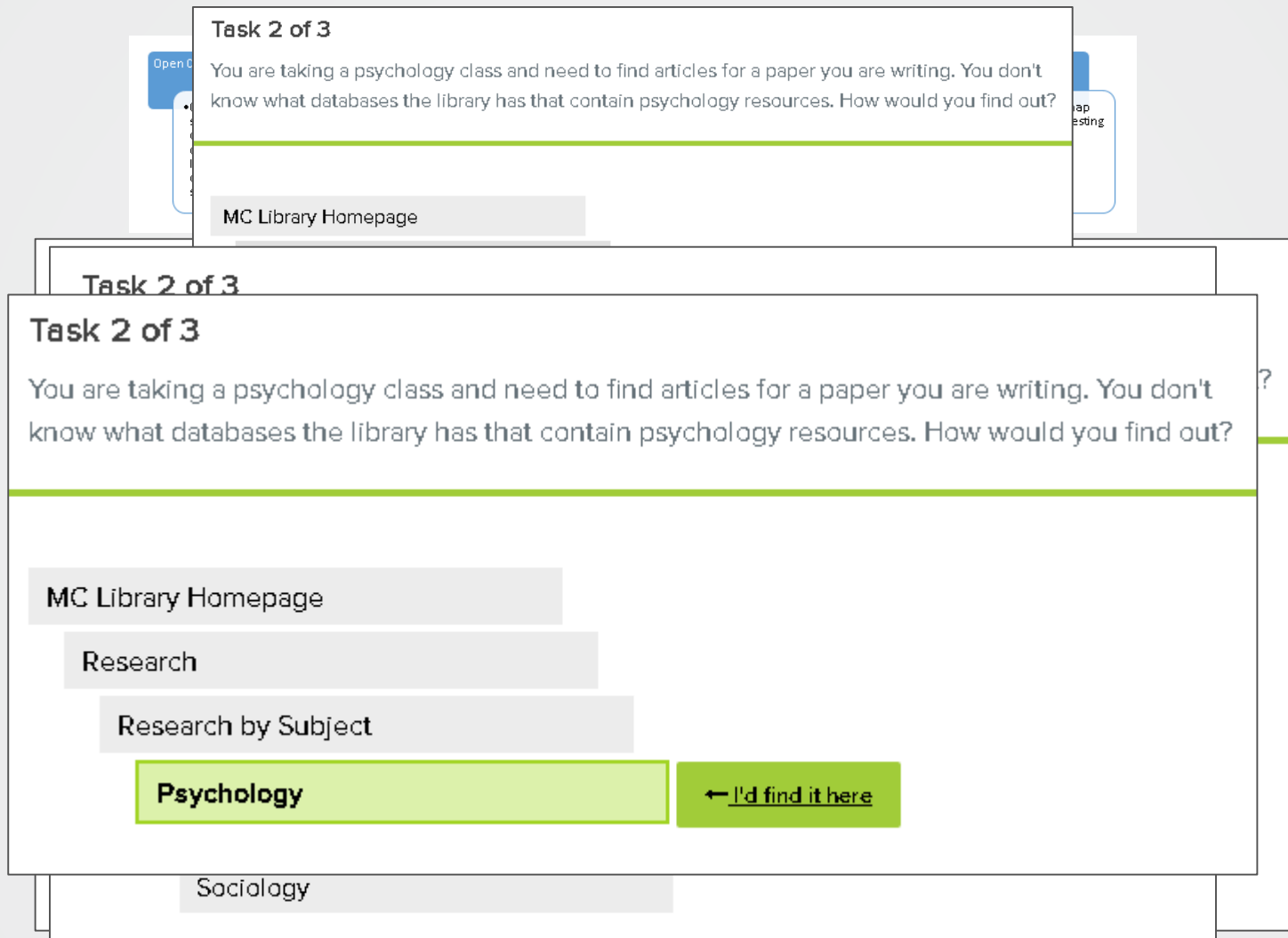
- Borrowing** (5 items)
  - Renew Materials or Check Your Library Account
  - Borrowing Materials, Check-Out Periods, Fines
  - Suggest a Library Purchase
  - Borrowing Items from Other Libraries (Interlibrary Loan)
  - Course Materials/Textbooks (Course Reserves)
- Technology and Study Spaces** (3 items)
  - Technology in the Libraries
  - Reserve a Study Space
  - Study Spaces Policies
- Research Resources** (7 items)
  - Find Journals by Title or Subject
  - RaptorSearch
  - A-Z List of Databases
  - Streaming Videos
  - Databases by Subject
  - Library Catalog
  - Special Collections/Archives
- Faculty and Instructional Support** (4 items)
  - Copyright Information
  - Distance Education
  - Library Instruction
  - Faculty Services
- Research Help**
  - Library Tutorials and Quizzes
  - Research Tips Handouts
  - Contact the Libraries for Research Help
  - Research Guides and Course
- About**
  - Maps of the Libraries
  - Libraries Employee Directory
  - Frequently Asked Questions about the Libraries

At the bottom left, a progress bar indicates '0 of 30 remaining'.

# Site Map/Navigation Diagram

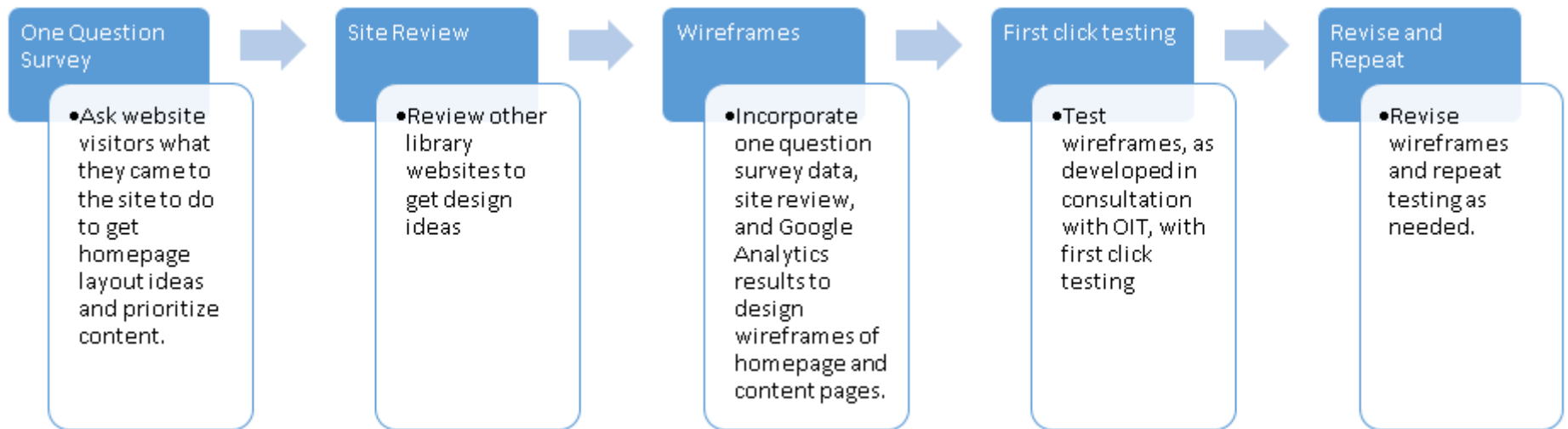


# Tree Testing

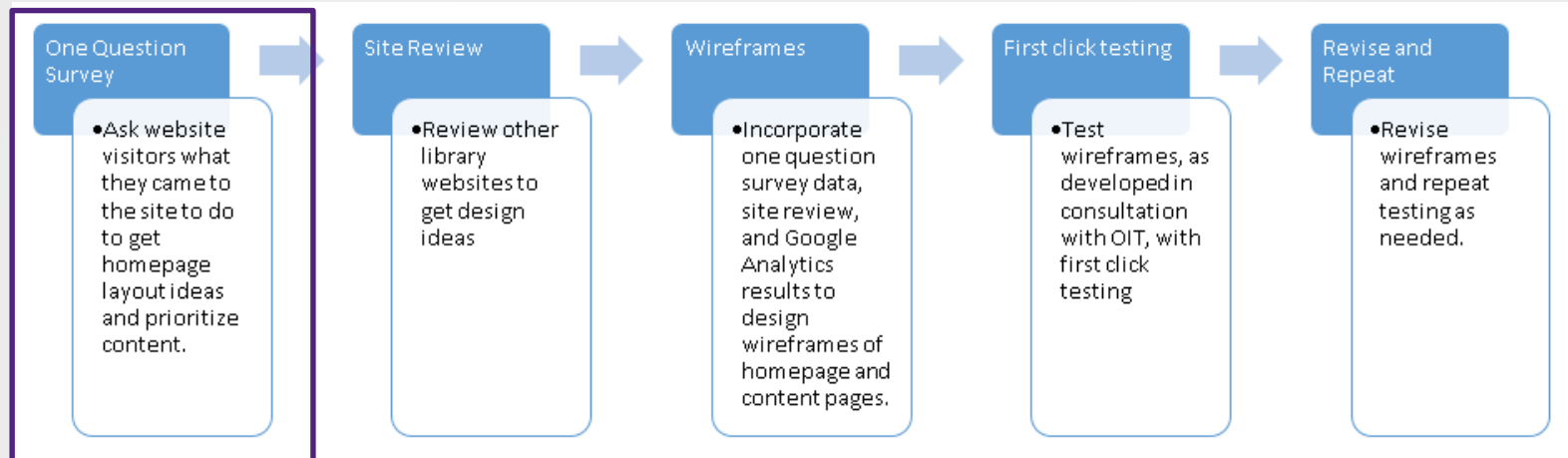


# User Research Plan

## Layout and Design Studies



# One Question Survey



## Library Website One Question Survey

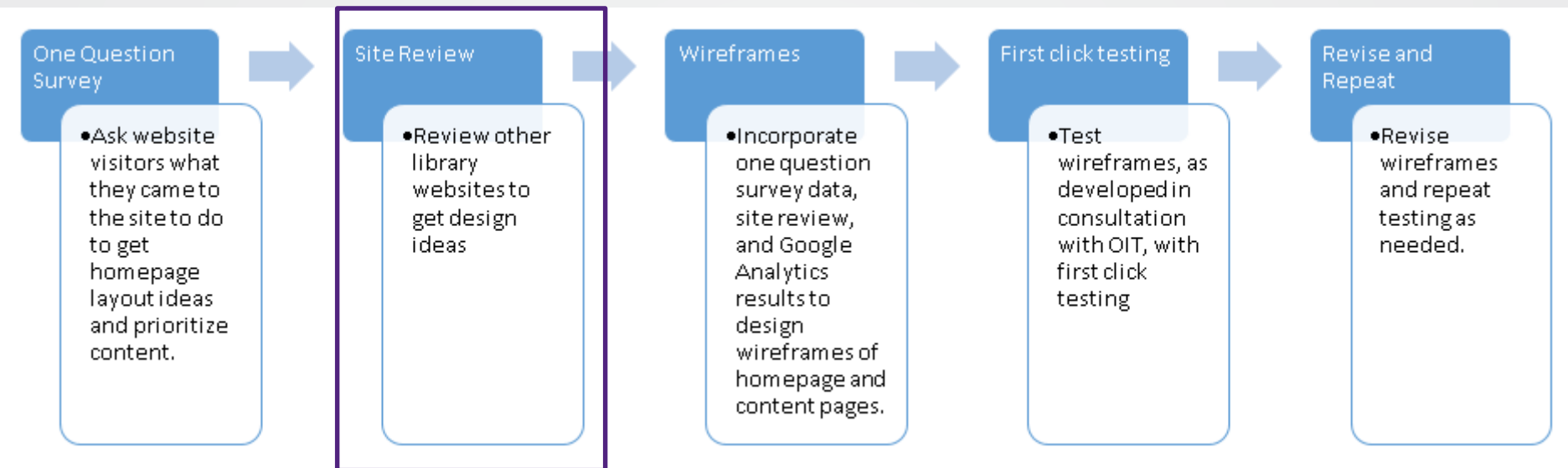
Why did you come to the library website today? (Check all that apply.) (required)

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Take a library tutorial or quiz            | <input type="checkbox"/> Reserve a study room, One Button Studio, or Collaborative Workstation |
| <input type="checkbox"/> Find articles, books, videos, etc. for a class        | <input type="checkbox"/> Learn about check-out periods or fines                                |
| <input type="checkbox"/> Find library hours, locations, maps, or phone numbers | <input type="checkbox"/> Find best-sellers, movies, music, etc. for fun                        |
| <input type="checkbox"/> Ask for help with research                            | <input type="checkbox"/> Renew items or check my library account                               |
| <input type="checkbox"/> Find library information for faculty                  | <input type="checkbox"/> Other   |
| <input type="checkbox"/> Find course reserves/textbooks information            | <input type="text"/>   |
| <input type="checkbox"/> Access a course page or subject guide                 |  |

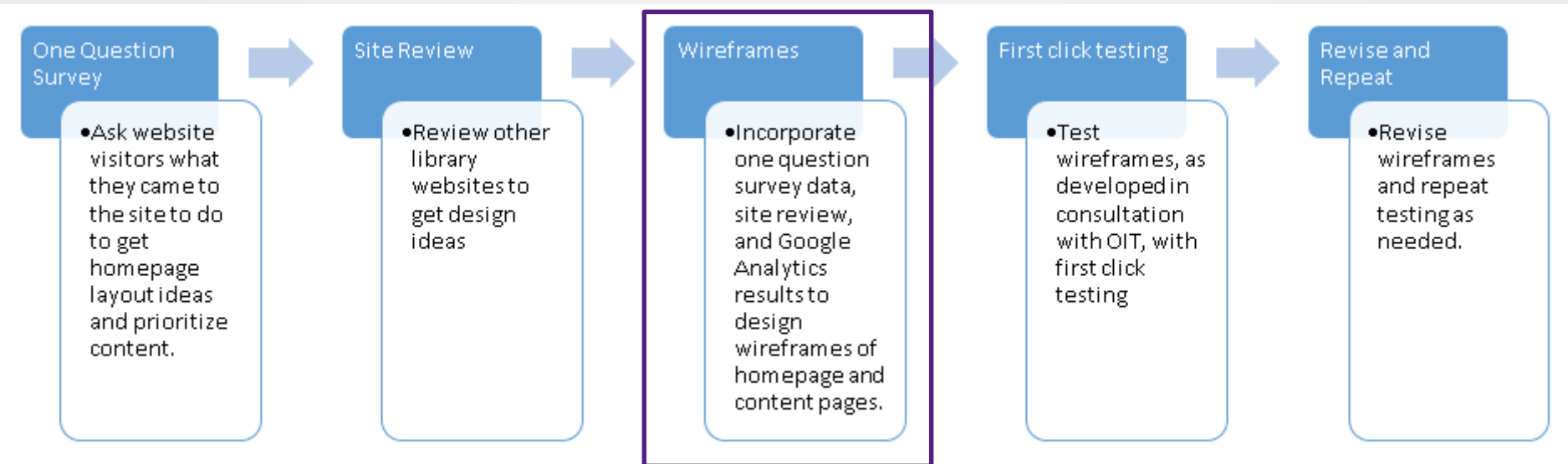
Submit



# Site Review



# Wireframes



# First Click Testing

## Task 1 of 3

[Skip this task](#)

You learned that we can provide a textbook and other materials for student use in the library and want to know how to do that. Where would you go to find this information?

One Question Survey

• Ask visitors what they think the site layout and page content

• e frames repeat ing as ed.

The wireframe represents a library website layout. At the top is a 'College Lite Header'. Below it is a navigation bar with buttons for 'Ask Us', 'Library Account Login', and 'Library Logo'. A secondary navigation bar contains dropdown menus for 'Research', 'Borrowing', 'Technology & Study Spaces', 'Faculty Support', and 'About'. The main content area is divided into three sections. The left section is a dropdown menu with options: 'RaptorSearch', 'MC Library Catalog', 'Journal Titles: A-Z', 'Course Reserves', 'Frequently Asked Questions', and 'Select Search Mode'. The middle section features a search bar with a 'Go' button. The right section lists 'Today's Hours' for Germantown, Rockville, TP/SS, and Cafritz, along with a link to 'Full Schedule and Locations'. Below the main content area are two sidebars. The left sidebar, titled 'Research & Access Quick Links', lists 'Databases: By Subject | A-Z', 'Research Guides', 'Opposing Viewpoints', 'Newspapers', 'Off-Campus Access', and 'Citations Tools: APA & MLA'. The right sidebar, titled 'Class & Instruction Quick Links', lists 'Course Pages', 'Tutorials & Quizzes', and 'Course Reserves'. At the bottom right is a 'Scrolling ads and images' section with navigation arrows and a series of dots.

College Lite Header

Ask Us Library Account Login Library Logo

Research ▼ Borrowing ▼ Technology & Study Spaces ▼ Faculty Support ▼ About ▼

RaptorSearch  
MC Library Catalog  
Journal Titles: A-Z  
Course Reserves  
Frequently Asked Questions  
Select Search Mode ↓

Search Go

Today's Hours  
Germantown: 8am – 10pm  
Rockville: 8am – 10pm  
TP/SS: 8am – 10pm  
Cafritz: 8am – 4pm  
[Full Schedule and Locations](#)

Research & Access Quick Links  
Databases: By Subject | A-Z  
Research Guides  
Opposing Viewpoints  
Newspapers  
Off-Campus Access  
Citations Tools: APA & MLA

Class & Instruction Quick Links  
Course Pages  
Tutorials & Quizzes  
Course Reserves

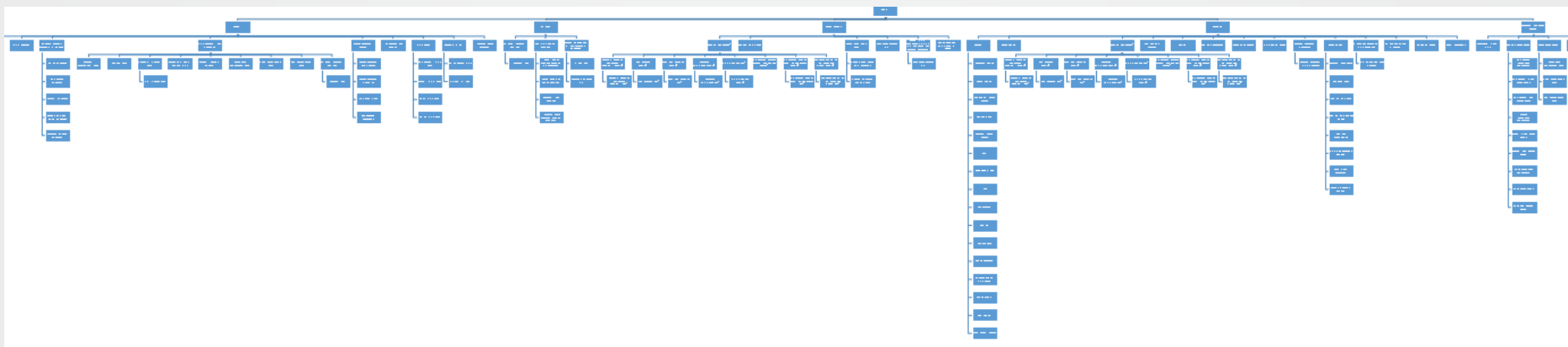
Scrolling ads and images

# Website Redesign Fundamentals

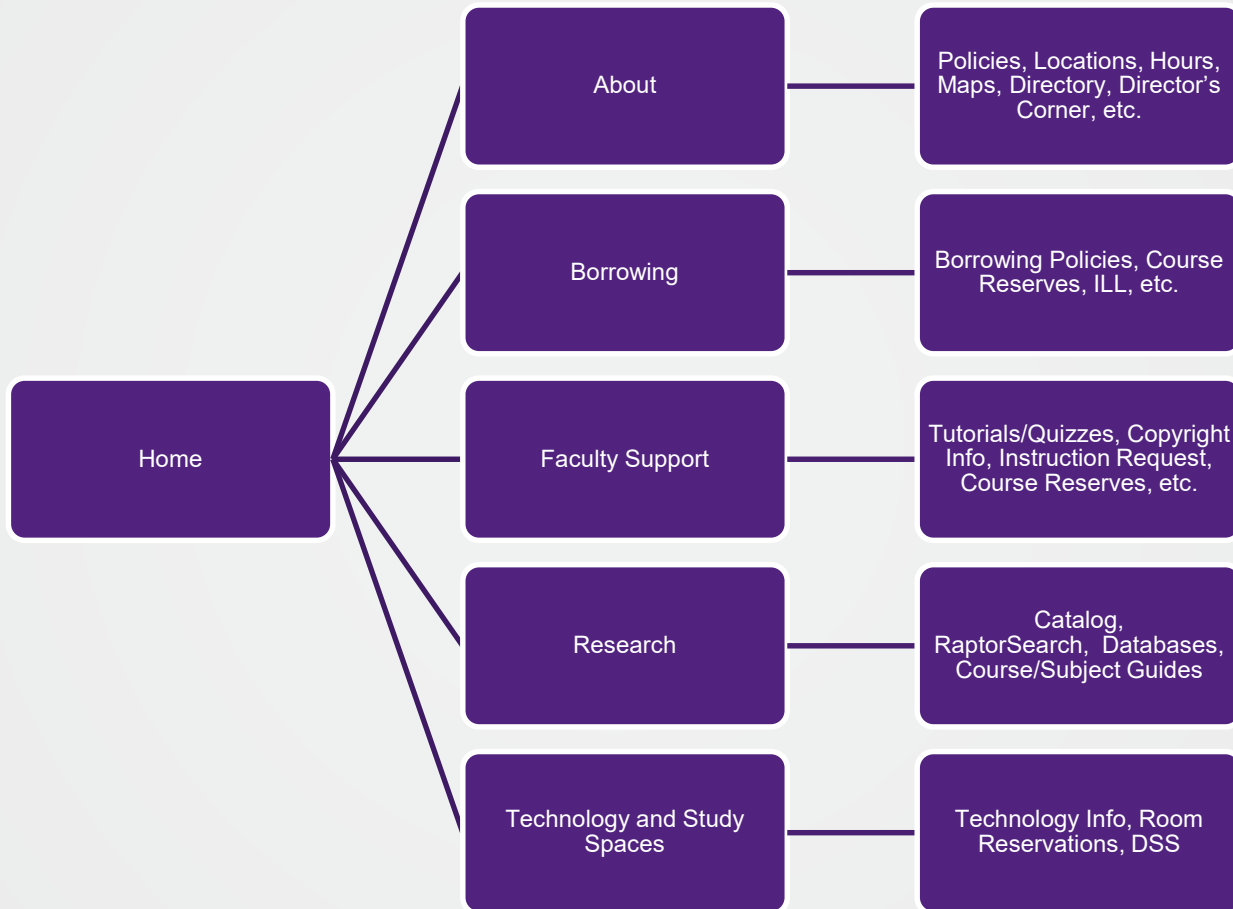
- Website audiences
- Goals of priority audiences
- Purpose of website
- Issues with current website
- Website redesign goals

# Site Navigation Diagram

Displays the hierarchy of every page on the website.



# Site Navigation Diagram - Highlights



MC Header (light if possible)

Ask Us

Library Account Login

Library Logo

Research ▼

Borrowing ▼

Technology & Study Spaces ▼

Faculty Support ▼

About ▼

Search Mode ↑

Search Mode Description

Go

Today's Hours

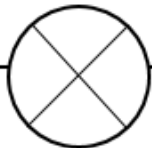
Germantown: 8am – 10pm

Rockville: 8am – 10pm

TP/SS: 8am – 10pm

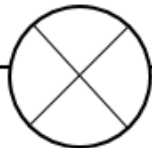
Cafritz: 8am – 4pm

[Full Schedule and Locations](#)



#### Research & Access QuickLinks

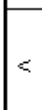
Databases: By Subject | A-Z  
Research Guides  
Opposing Viewpoints  
Newspapers  
Off-Campus Access  
Citations Tools: APA & MLA

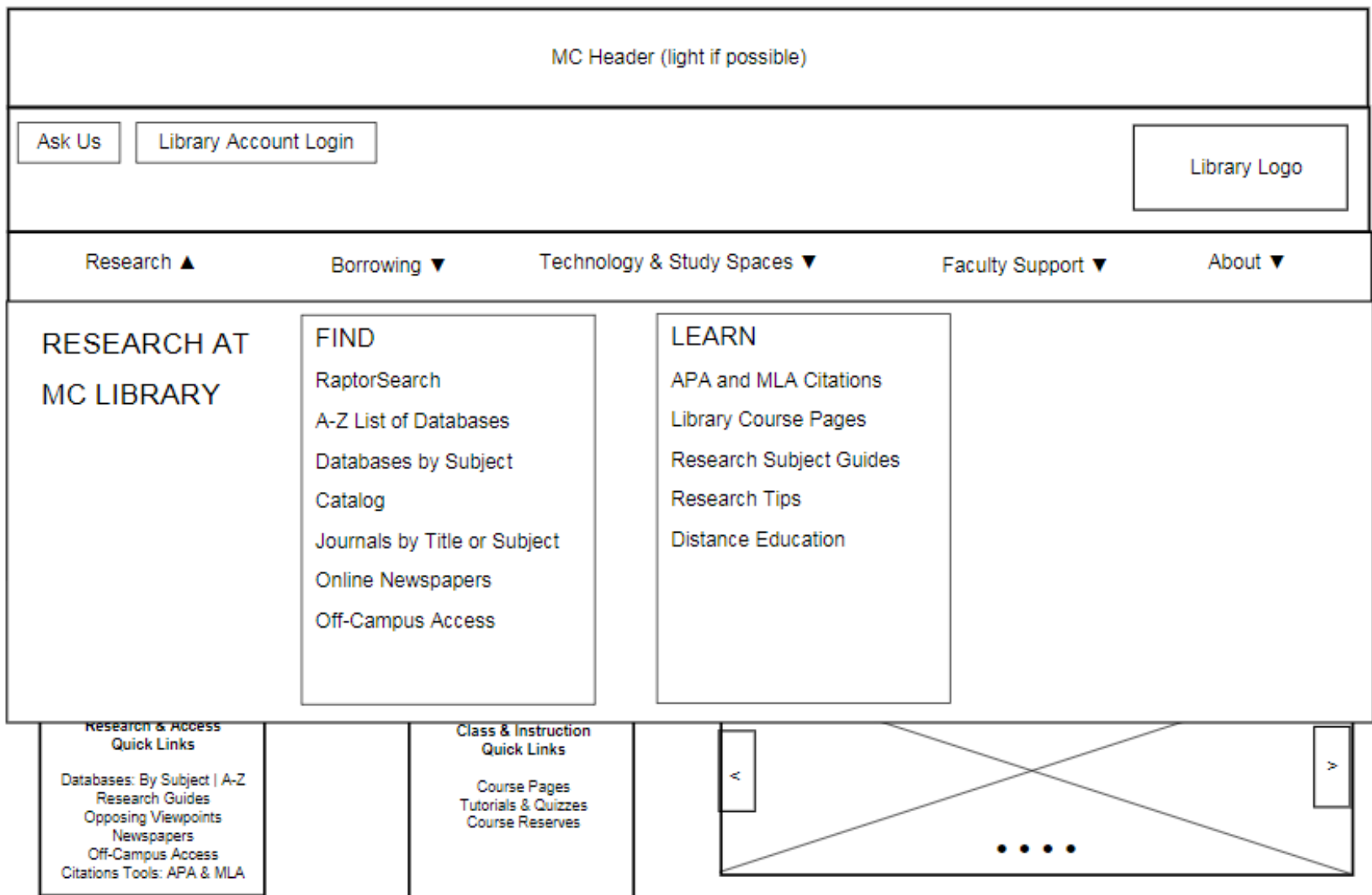


#### Class & Instruction QuickLinks

Course Pages  
Tutorials & Quizzes  
Course Reserves

Scrolling ads and images



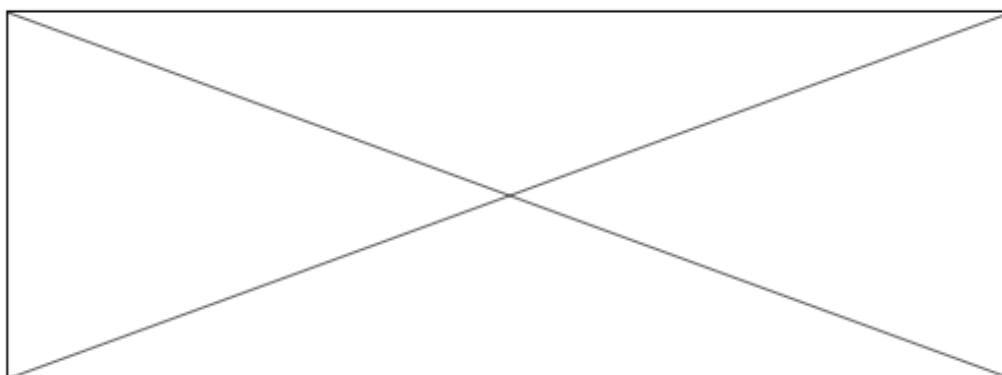




MC Header (light if possible)				
<a href="#">Ask Us</a>	<a href="#">Library Account Login</a>	<div style="border: 1px solid black; display: inline-block; padding: 5px;">Library Logo</div>		
<a href="#">Research ▼</a>	<a href="#">Borrowing ▼</a>	<a href="#">Technology &amp; Study Spaces ▼</a>	<a href="#">Faculty Support ▼</a>	<a href="#">About ▼</a>

[HOME](#) / [FACULTY SUPPORT](#) / [TUTORIALS AND QUIZZES](#)

## TUTORIALS AND QUIZZES



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.

Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.

Suspendisse dui purus, scelerisque at, vulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis eleifend. Ut nonummy.

### FACULTY SUPPORT

[Faculty Quick Start Guide](#)

[About Library Instruction](#)

[Library Instruction Request Form](#)

[MC Library Course Reserves](#)

- [Tutorials and Quizzes](#)

[Copyright Information](#)

# Lessons Learned

1. It really is important to establish a baseline understanding of your goals, priorities, and audiences.

## **Web Services Committee: Website Redesign Fundamentals**

### **Website Audiences**

- Students
- Faculty
- Staff
- Library staff
- Montgomery County community (including community patrons, retired employees, and alumni)
- MCPS staff and students
- Peer librarians at other institutions
- Budget stakeholders (College administrators, elected officials in Montgomery County and Maryland).

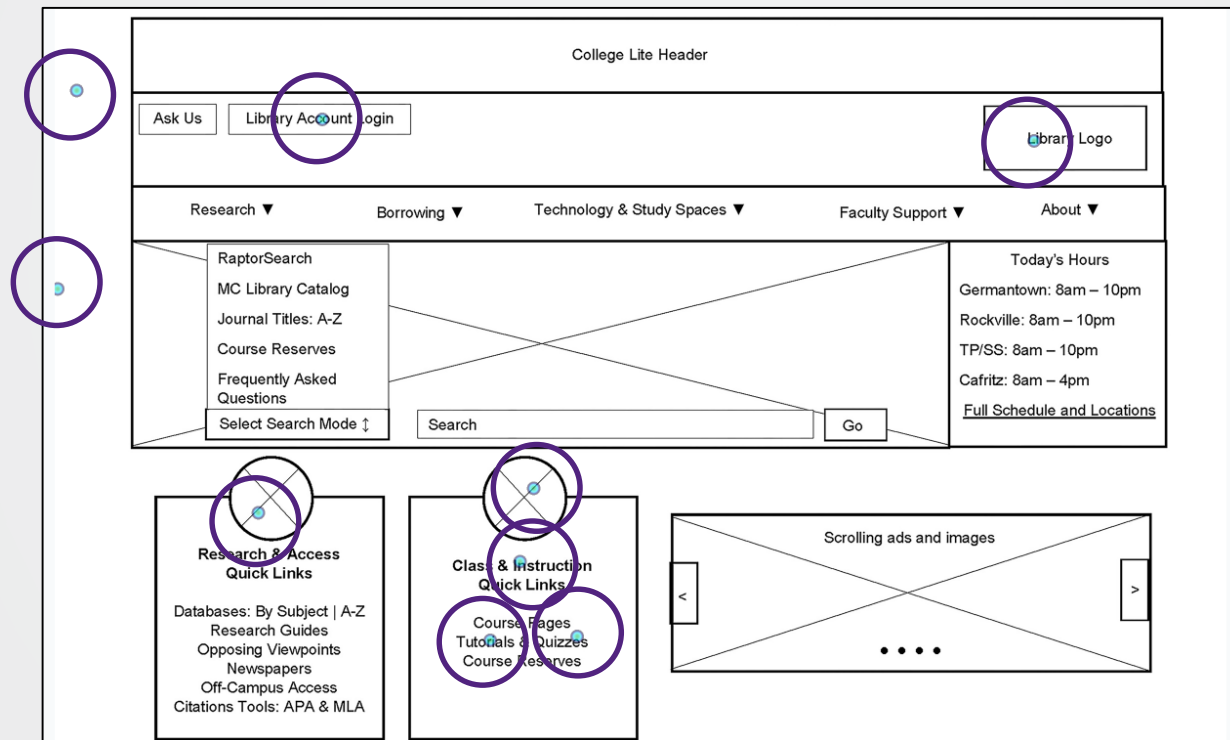
### **Prioritization of Audiences**

We acknowledge that a single website cannot be ideally designed for all users. Therefore, we have prioritized the need of key audience groups, listed in order of highest priority to lowest priority in the context of making decisions about the website. When at odds, the needs of the highest priority users will take precedence over the needs of lower priority users.

1. Students
2. Faculty
3. Staff (including library staff)
4. Montgomery County Community
5. Budget Stakeholders

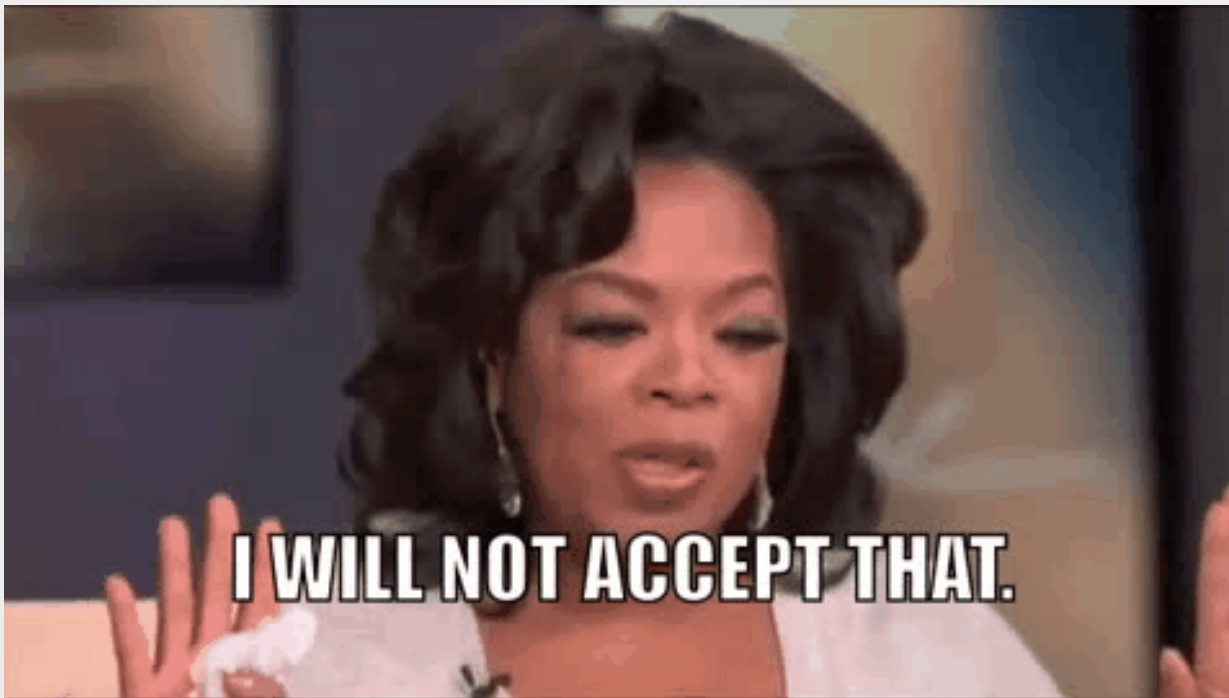
# Lessons Learned

2. Sometimes “quick and dirty” leaves you with more questions than answers.



# Lessons Learned

3. It's very hard to accept that we are NOT our users!



# Next Steps

- Additional user research activities
- Prototyping website with OIT
- Usability testing on live prototype
- Developing plan for continual enhancement of website based on regular user research and usability testing

# Questions?

Contact Us:

- Anne Briggs –  
anne.briggs@montgomerycollege.edu
- Grace Gu –  
grace.gu@montgomerycollege.edu
- Bobby Reeves –  
robert.reeves@montgomerycollege.edu

