What a Tangled Web(site) We Weave

Leveraging University Resources to Enhance User Experience on the Library Website

Elizabeth Kelly, Victoria Elmwood, Jessica Perry, Will Ransom, Lucy Rosenbloom, & Michael Truran

Monroe Library
Loyola University New Orleans

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Institutional Context

Loyola University New Orleans

4,422

Total enrollment

20

Library faculty and staff

6

Library Web Team members

Our Team

Victoria Elmwood
Instruction &
User Experience
Librarian

Elizabeth Kelly
Digital Programs
Coordinator

Jessica Perry
Interlibrary Loan/
Distance Library
Services Specialist/
E-Reserves Manager

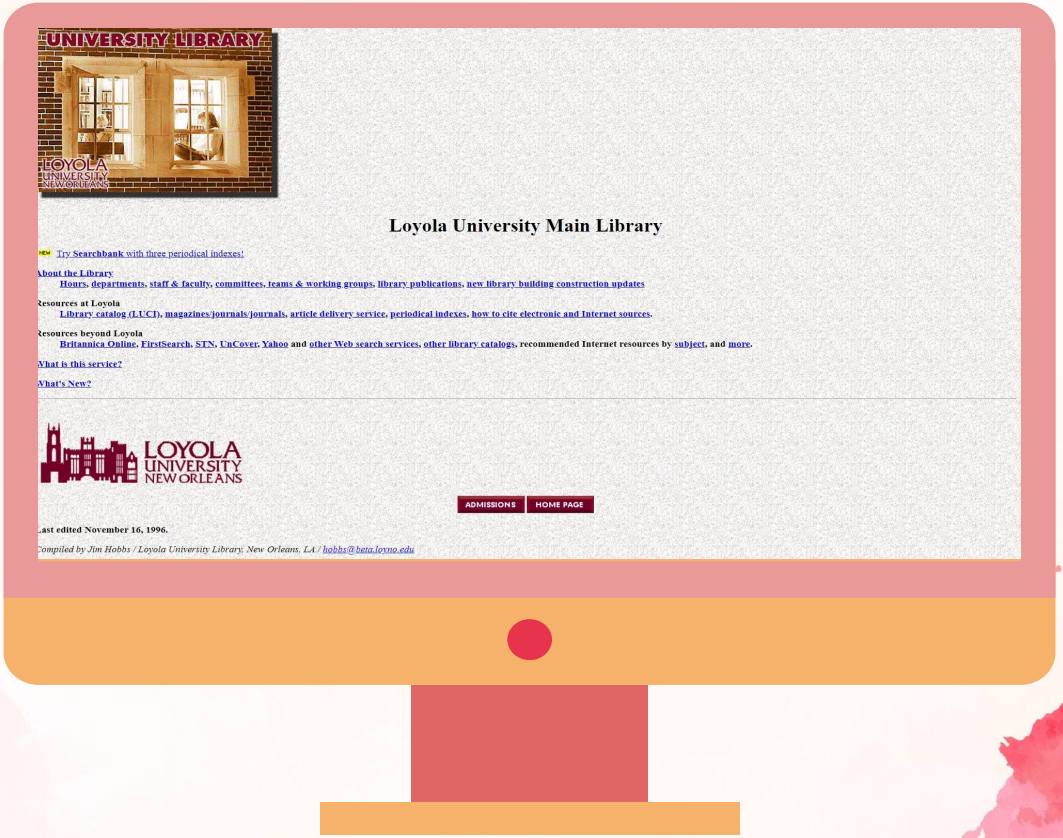
William Ransom
Information
Resources Specialist

Lucy Rosenbloom
Systems & Information
Resources Librarian

Michael Truran
Online Learning
Librarian

Our Website

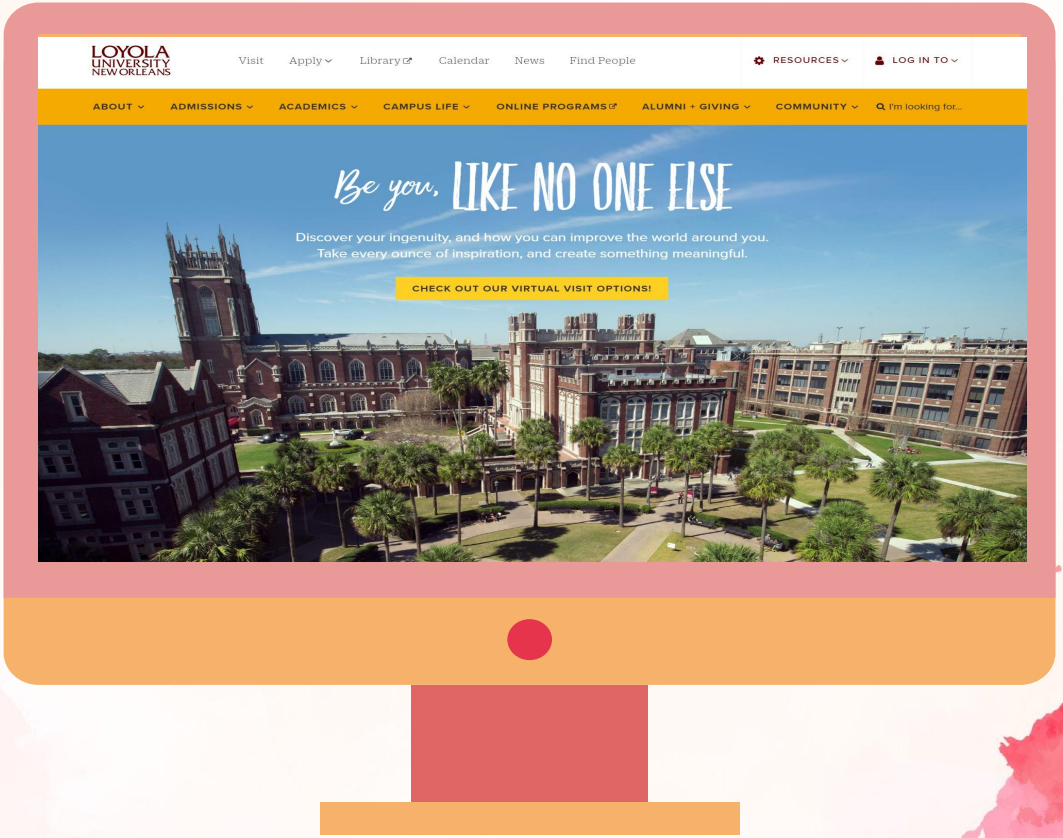
- First university website made by Jim Hobbs in 1996
- Static website
- FTP to edit
- Separate sites for desktop & mobile
- Outdated design



Drupal?

Drupal Pros

- Open source CMS
- Responsive design
- Edit from anywhere
- Supported by the university
- Consistent design
- Accessible
- “Free” (as in puppy, not beer)

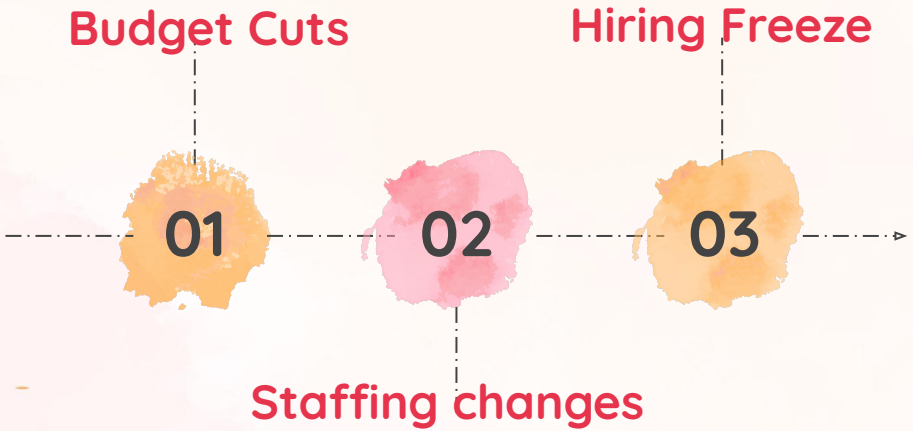


2015 Project Exploration

Literature Review

- CMS migrations
- Project Management best practices

But then...



2017 Project Initiation

Define project: Redesign library website to (1) better meet user needs and (2) distribute content creation across the library

Identify stakeholders: Loyola students (online and in-person), faculty, staff; library student workers, faculty, and staff; alumni; community members (local, AJCU)

Identify who is responsible for what and give them authority to make decisions: Project Management, Architecture Team, Design Collective

~~***Strict and accelerated timeline (1 calendar year)***~~

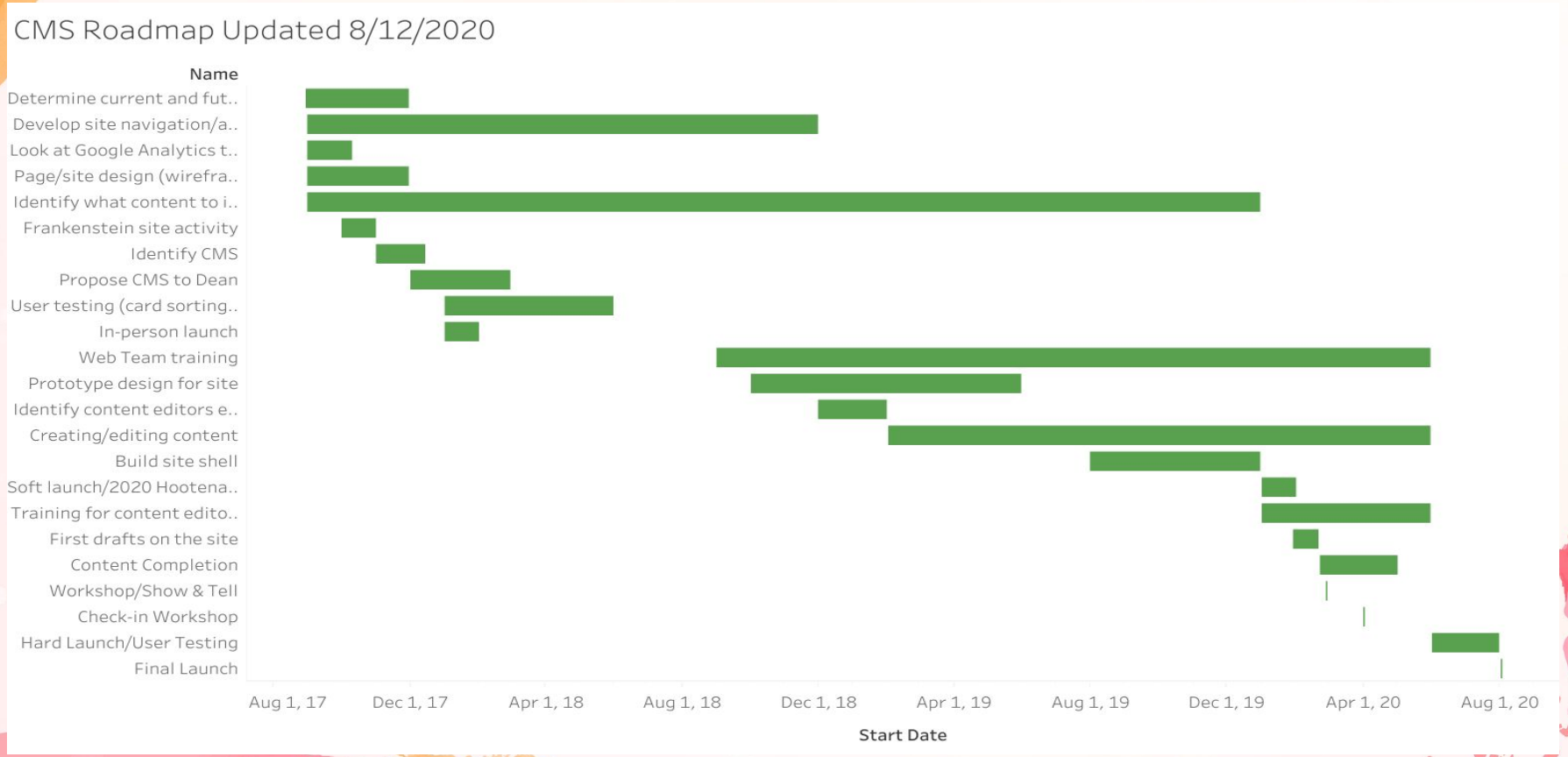
Project Planning

25%

Amount of time *(at least!)*
that should be spent
on project planning

Initial Timeline

Final Timeline



Training Ourselves

Future agenda items:

- Learn Drupal

— every Web Team meeting minutes

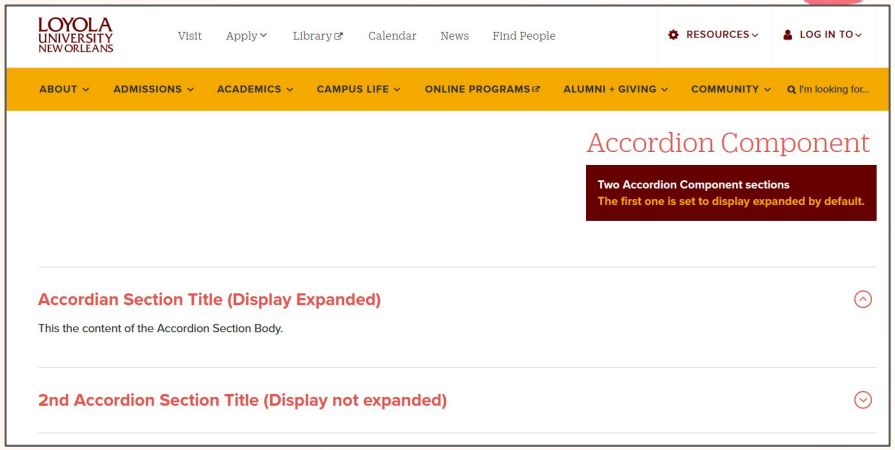
Open Source Instead of Vendor

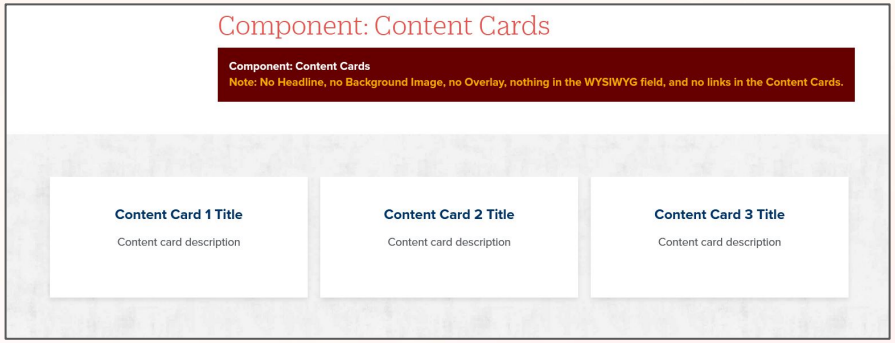
- **Developer Community https://www.drupal.org/**
  - User group directory
  - Documentation
  - Contributed content
    - modules
    - themes

- **Outside Resources We Used**
  - Acquia YouTube Channel
  - *Drupal 8 Explained* by Stephen Burge
  - Lynda.com (subscription required)
  - Drualize.me (paid membership)

Working With University Web Team

- “Component” design elements
- Server administration
- Training sessions
- Library-specific needs





Fall 2018 - Diving In

Architecture Team

Develop a prototype structure

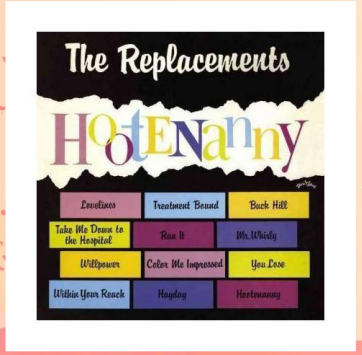
Design Collective

Experiment with Drupal

User Involvement

Library Employee Buy-In &
Community UX Testing

User Involvement: Library Employee Buy-In



Hootenannys

- Presented UX results
- Proposed structural revisions
- Solicited feedback & encourage dialogue
- Demoed & documented how to edit in Drupal
- Communicated style guides & accessibility preferences

Hootenannys started as events to keep non-Web Team employees abreast of the project. As construction on the site got underway, they became important early occasions for training content editors.

User Involvement: UX Testing (overview)

- **Card Sorting & Survey #1 (Early 2018)**
  - First iteration with library employees (notecards)
  - Second iteration with nonlibrary employees (digital)

- **Survey #2 (Summer 2020)**
  - Accessed through link on new site
  - Available for two weeks following soft launch date

UX Testing: Card Sorting and Survey #1

IRB Approval

- NIH course
- UX methodology
- Application to IRB Board at Loyola

Testers

- Librarians recommended
- Diverse
- No incentives ($0)

Release Forms

- Collected & stored
- Password protected

Virtual Card Sort

- Optimal Workshop (free version)
- Open sort (30 cards)

Feedback Form

- Google form
- Demographics
- Open-ended feedback

Analysis

- Consensus difficult
- More user-centered
- Small sample set size

UX Testing: Survey #2

- **Concurrent with soft launch;** self-selecting with access via link on new homepage to Google Form
- **Four simple questions** with open-ended responses
  - Harder/Easier to find?
  - Want to see added?
  - Anything else?
- **Significant feedback** despite summertime (~100 replies)
- **Quickly incorporated** feedback into design revisions
  - Added links for easier access to popular features
  - Changed confusing names & labels
  - Tweaked minor styling details

UX Testing: From the User Side!

- **William joined Web Team in Spring 2019, after participating in the Hootenanny card sort as a user**
- **Impressions from participating:**
  - It was a fun exercise!
  - It was also slightly abstract for me - more hypothetical than a vision of things to come
  - The touchstone was “my” page - where should this go? What does the site structure look like around that?

Content Editors (the Leveraging Continues!)

- **Content editors as an evolution of leveraging library resources**
  - Eased workload on Web Team
  - Transferred content ownership & accountability to units
- **Choosing content editors**
  - Initially planned for a select group
  - Small staff, very little redundancy in departments and areas of responsibility
  - You get a content editor account! And you get a content editor account! Everybody gets content editor accounts!

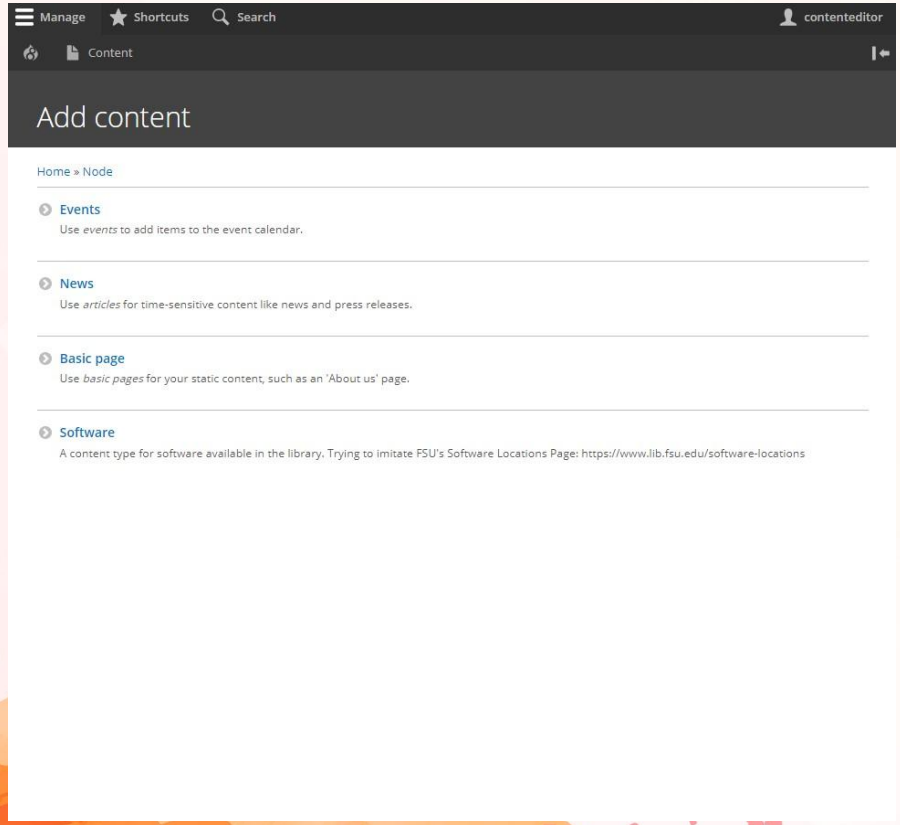
Content Editors: What Can They Do?

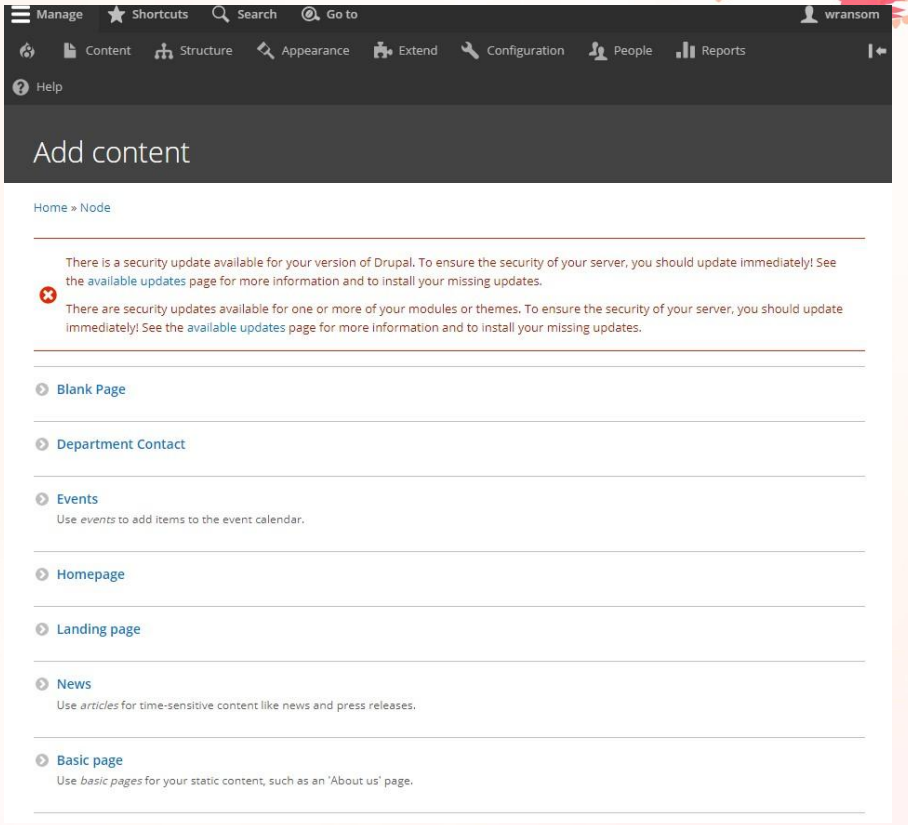
- **Create and edit basic pages (informational, content-heavy)**
  - Policies, procedures, department information
- **Edit landing pages (directional, content-light)**
- **Create news and event items**
  - Departmental announcements
- **Create software entries**

Content Editors: What Can't They Do?

- Create landing pages
- Edit menu options or layouts
- Edit page and block layouts
- Edit block content (header, footer)
- Edit site structure
- Change permissions
- Create new views or other content types
- Change appearances
- Install modules/apis
- ...and quite a bit more

Content Editors: What Can't They Do?



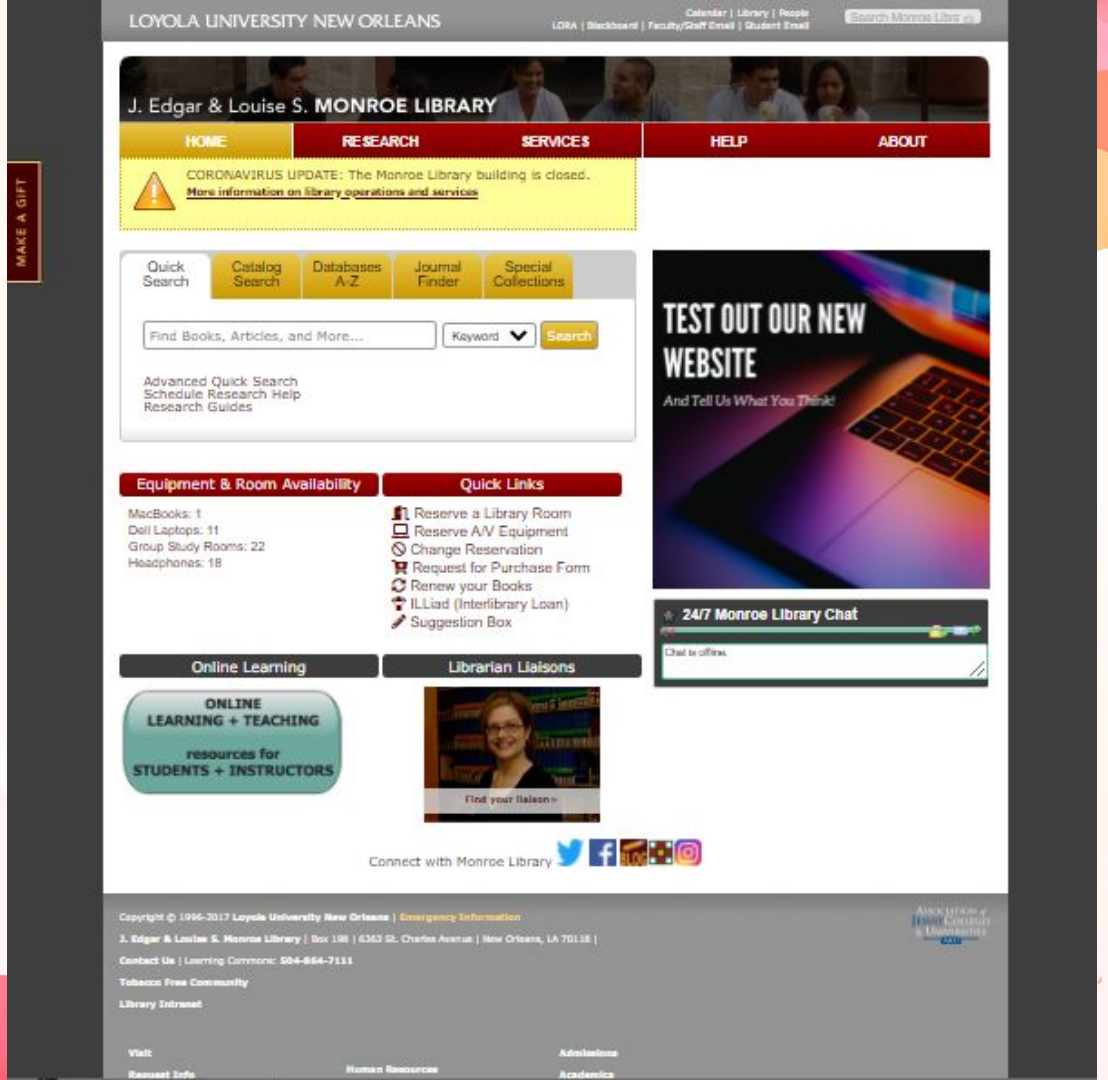


Content Editor Training

- **Hootenanny used for initial training**
  - Content editors strongly encouraged to revise rather than copy
  - Drupal makes editing fairly intuitive
- **Further training**
  - Accessibility
  - Best practices
  - Creating news and events

Launch

Old Site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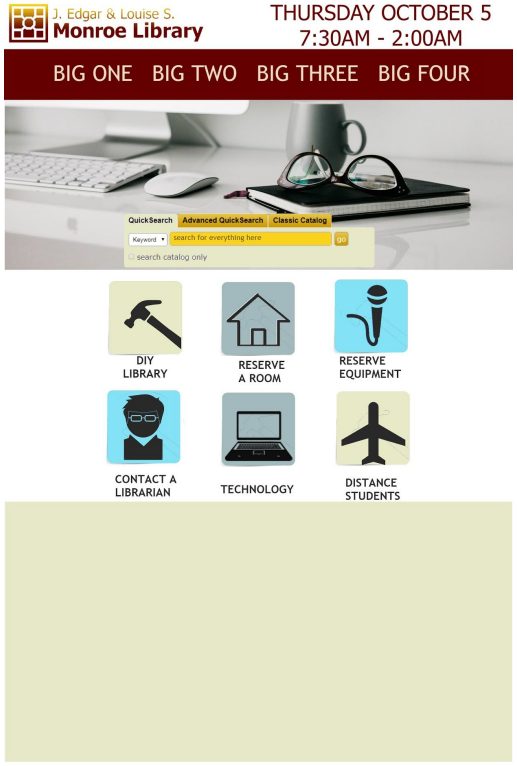
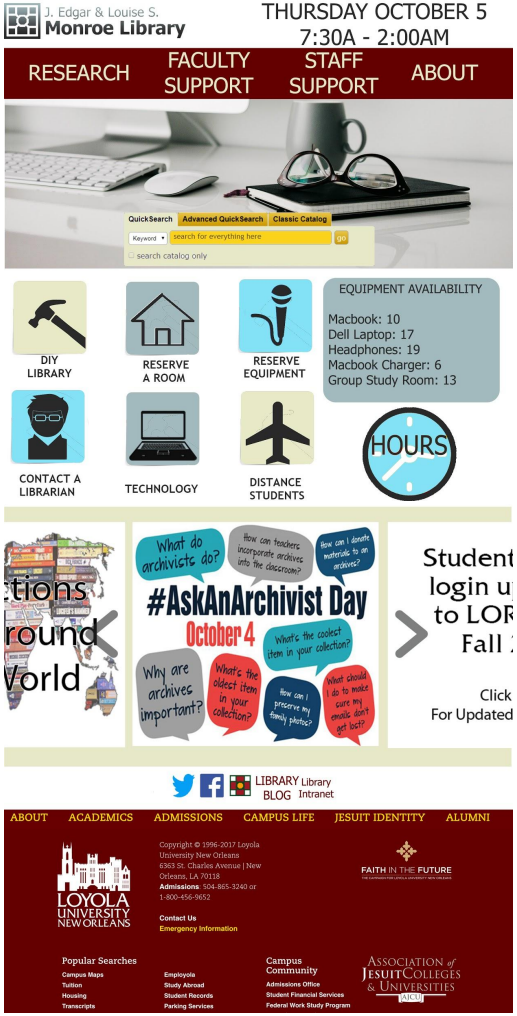
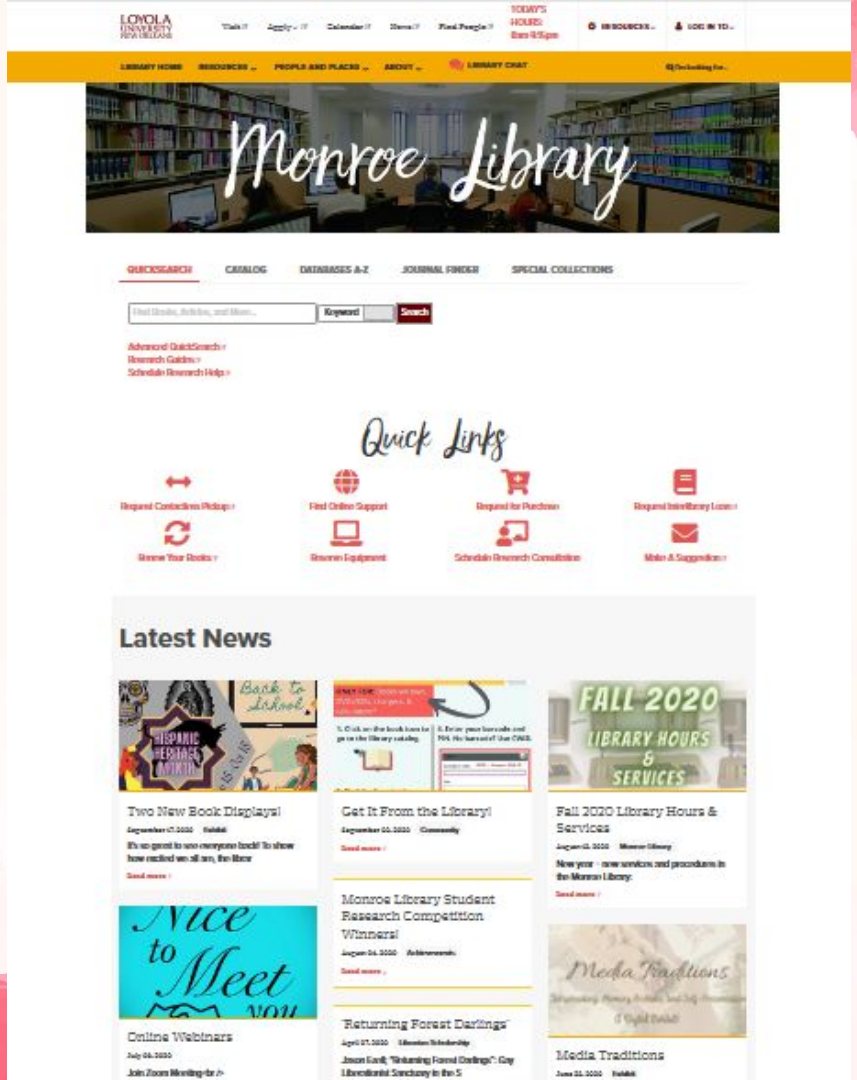
Initial Design Ideas





New Site!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JOURNAL FINDER
SPECIAL COLLECTIONS
Keyword
Search
Quick Links
Latest News
Two New Book Displays!
Get It From the Library!
Fall 2020 Library Hours & Services
Online Webinars
Monroe Library Student Research Competition Winners!
"Returning Forest Darlings"
Media Traditions

What's Next?

Reminder Calendar

* = contact content editors

First meeting of the month

August: university style consistency

September: *contact information & CVs

October: headings

November: *accessibility checker

December: *broken links (include screenshots/instructions)

January: analytics

February: *contact information & CVs

March: *policies

April: *accessibility checker

May: *news/events

Ongoing Training

Research Guide for frequently asked questions and reminders

Transitioning from big Hootenannys to bite-sized, training-focused events recorded on Zoom

Thank You!

Questions?

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"Everything that I need it is easy to navigate"
"the layout is really easy to work with. Everything I could think of needing is there"
"Thank you for working on this!"
"the layout and design looks WAY better!"
"Website page layout was far more user friendly, a cleaner visual/graphic design with great