

# *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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Learn Drupal  


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Editors &  
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Old site/  
New site



## What's Next?

Ongoing Training  
& Maintenance



# *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



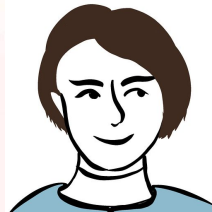
## Elizabeth Kelly

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

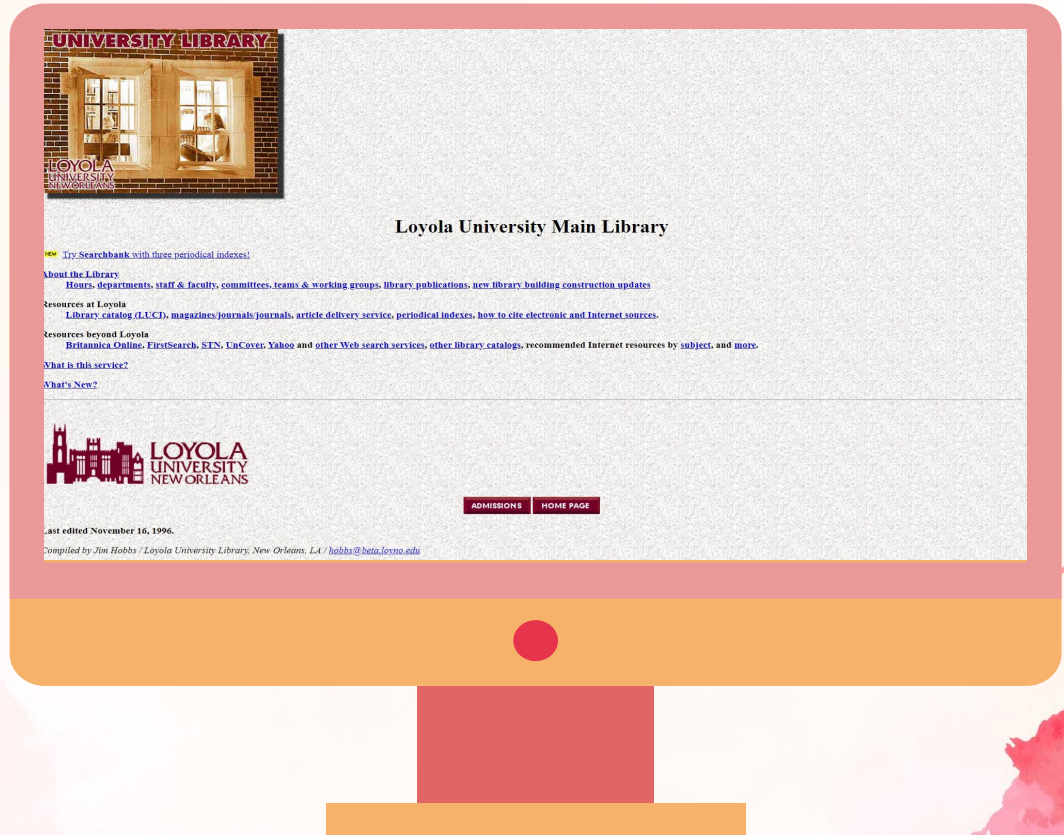


## Michael Truran

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- Outdated design

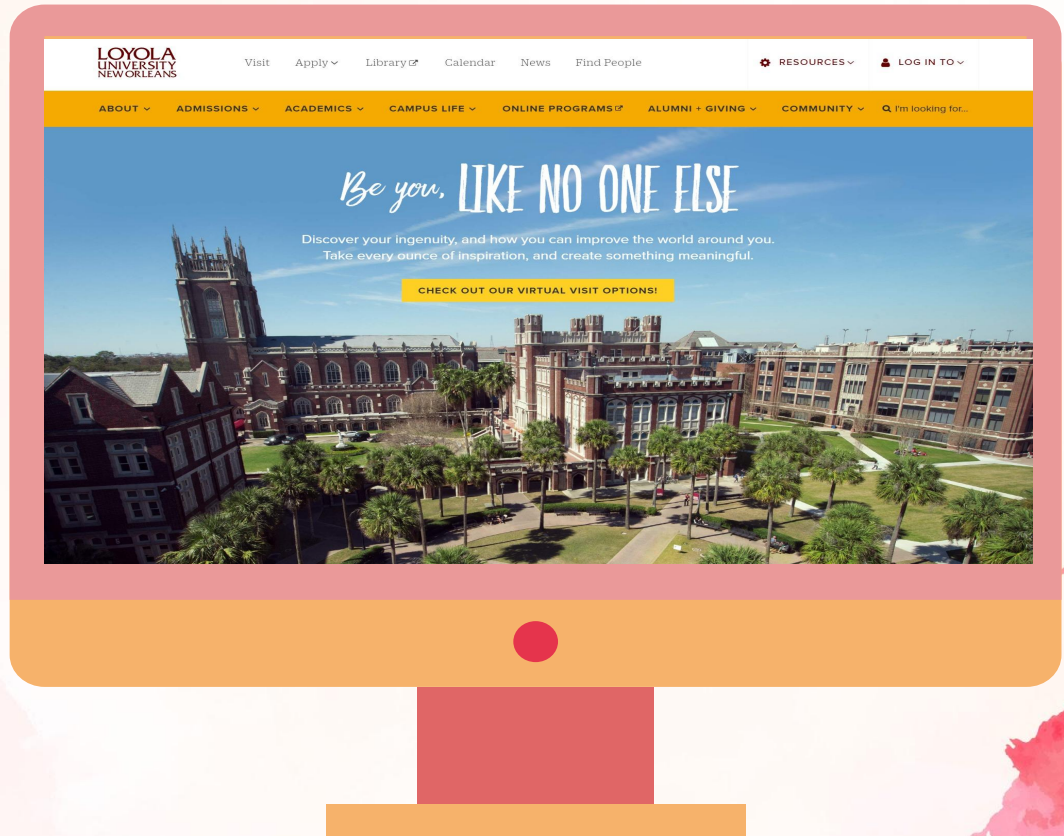




*Drupal?*

# Drupal Pros

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

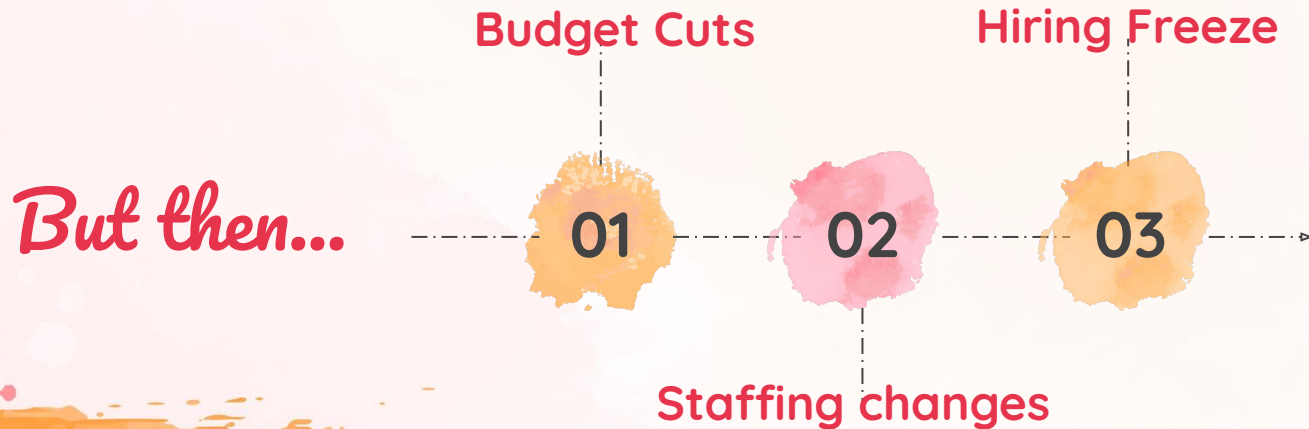




# 2015 Project Exploration

## Literature Review

- CMS migrations
- Project Management best practices



## 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)**~~

The background features a soft, watercolor-style wash of light pink and pale orange. Overlaid on this are several larger, more vibrant splashes of color: a large pink splash at the top center, a large orange splash at the bottom center, and smaller splashes of orange, pink, and red in the corners. The overall effect is bright and artistic.

# Project Planning



25%

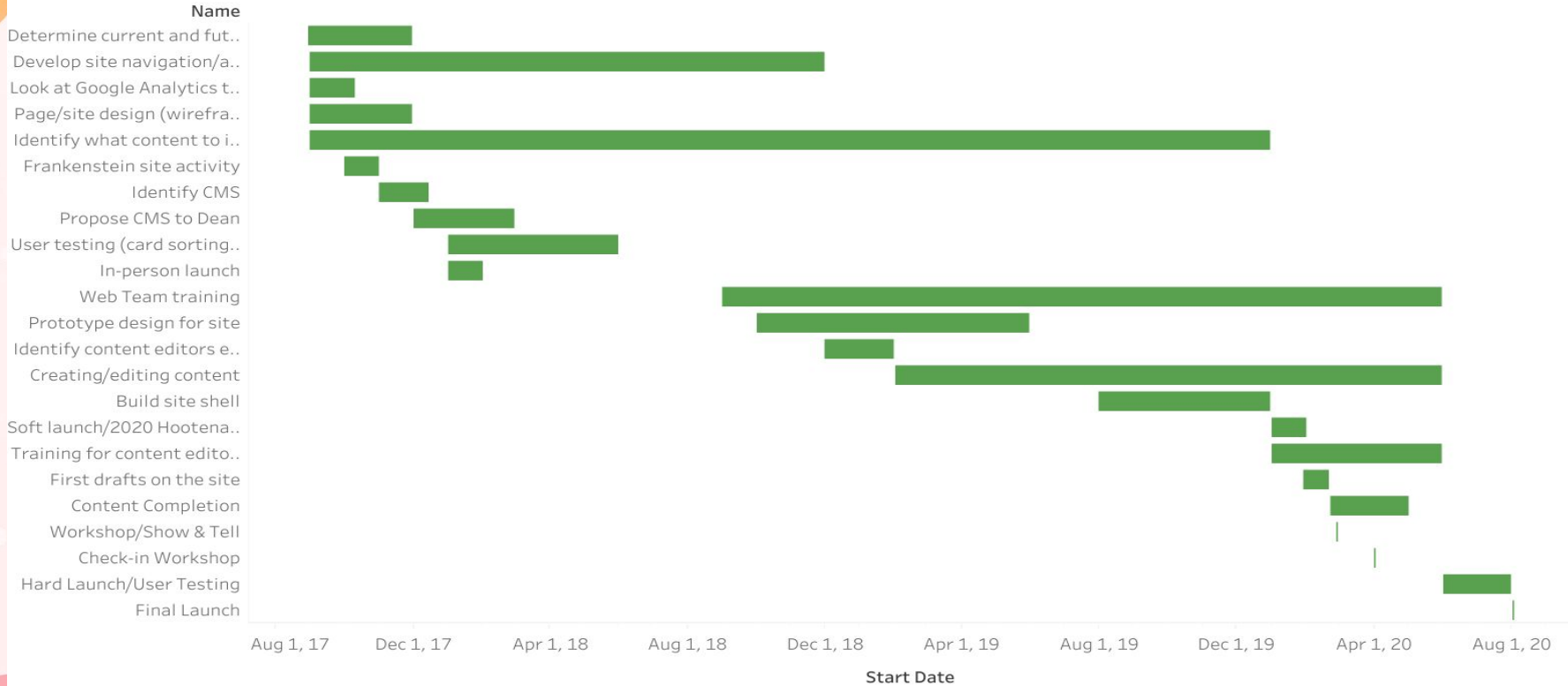
Amount of time (*at least!*)  
that should be spent  
on project planning

# Initial Timeline



# Final Timeline

CMS Roadmap Updated 8/12/2020





# *Training Ourselves*

Future agenda items:

- Learn Drupal 😂

— every Web Team meeting minutes

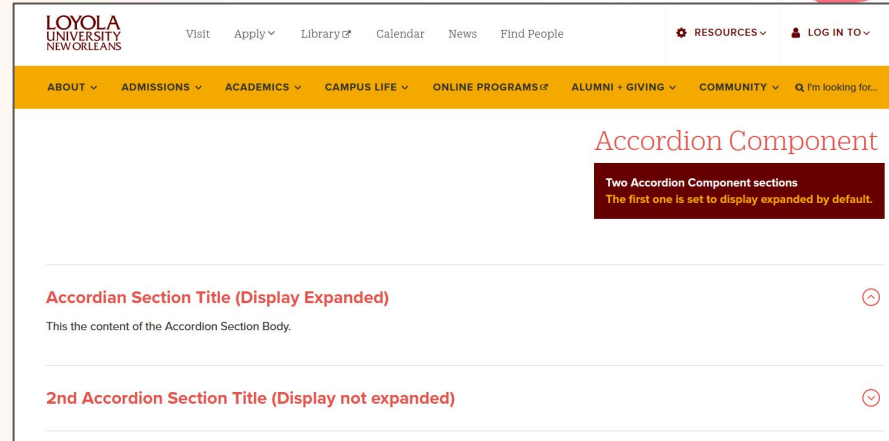


# Open Source Instead of Vendor

- **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



LOYOLA UNIVERSITY NEW ORLEANS

Visit Apply Library Calendar News Find People

RESOURCES LOG IN TO

ABOUT ADMISSIONS ACADEMICS CAMPUS LIFE ONLINE PROGRAMS ALUMNI GIVING COMMUNITY I'm looking for...

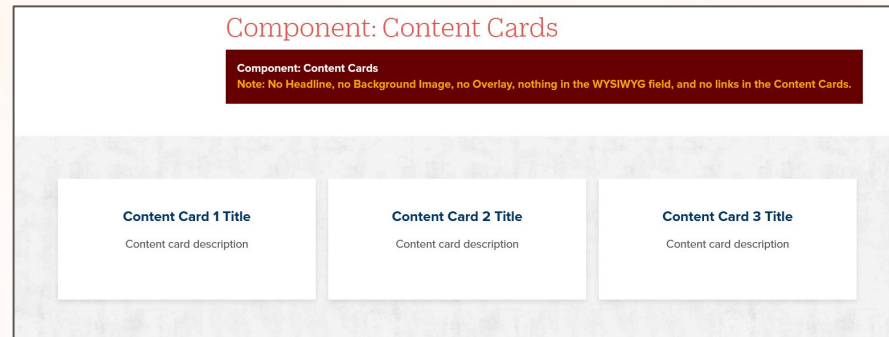
## Accordion Component

Two Accordion Component sections  
The first one is set to display expanded by default.

**Accordion Section Title (Display Expanded)** ⌵

This the content of the Accordion Section Body.

**2nd Accordion Section Title (Display not expanded)** ⌵



## Component: Content Cards

**Component: Content Cards**  
Note: No Headline, no Background Image, no Overlay, nothing in the WYSIWYG field, and no links in the Content Cards.

<b>Content Card 1 Title</b> Content card description	<b>Content Card 2 Title</b> Content card description	<b>Content Card 3 Title</b> Content card description
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# Fall 2018 - Diving In



## Architecture Team

Develop a prototype  
structure



## Design Collective

Experiment with  
Drupal



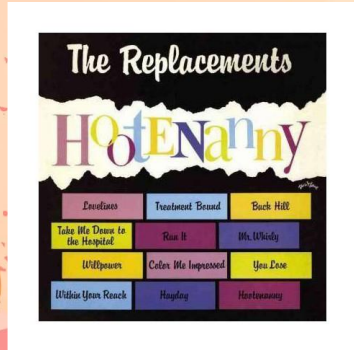
# User Involvement

Library Employee Buy-In &  
Community UX Testing

# User Involvement: Library Employee Buy-In

## Hootenannys

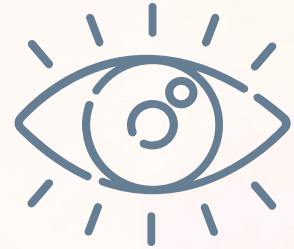
- Presented UX results
- Proposed structural revisions
- Solicited feedback & encourage dialogue
- Demoed & documented how to edit in Drupal
- Communicated style guides & accessibility preferences



**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!

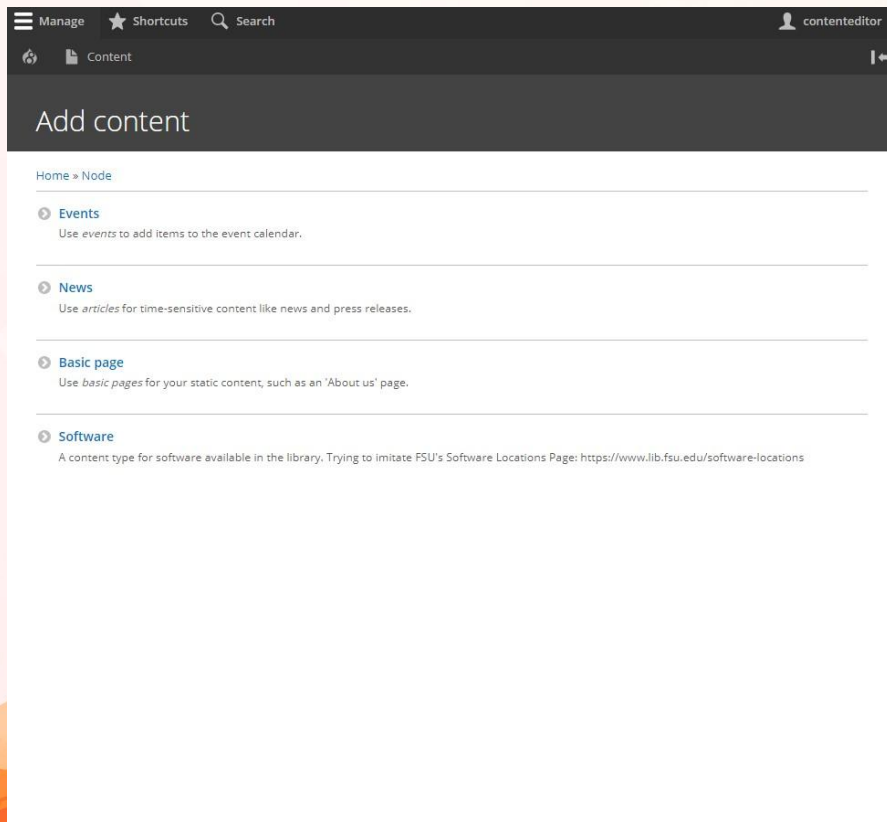
# *Content Editors: What Can They Do?*

- **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?

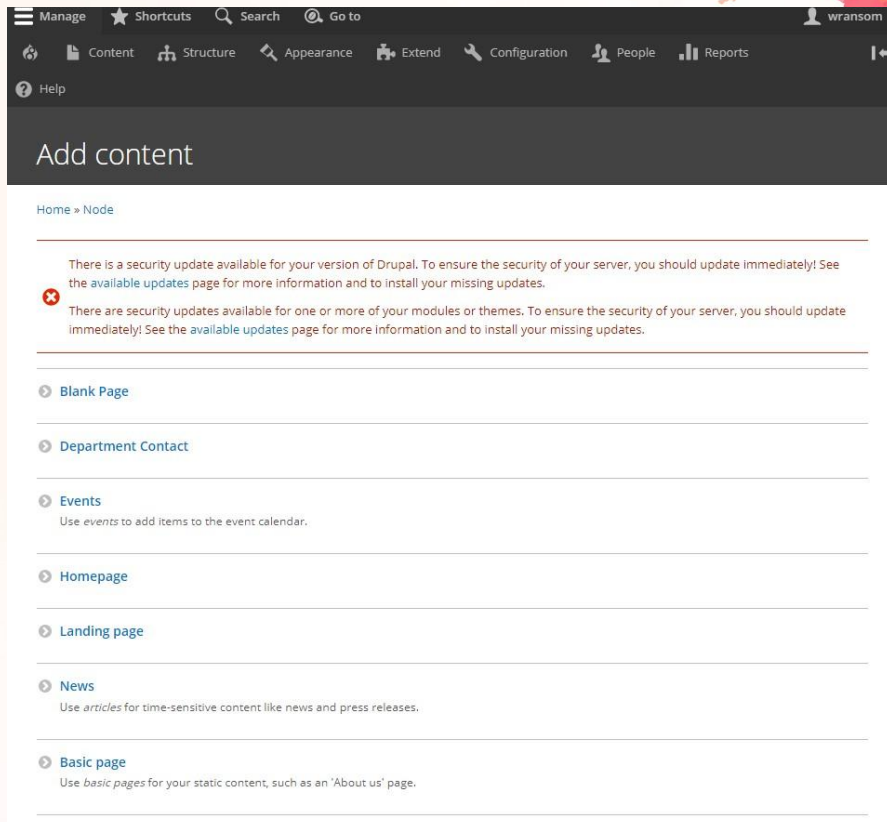
- Create landing pages
- Edit menu options or layouts
- Edit page and block layouts
- Edit block content (header, footer)
- Edit site structure
- Change permissions
- Create new views or other content types
- Change appearances
- Install modules/apis
- ...and quite a bit more

# Content Editors: What Can't They Do?



The screenshot shows the Drupal Content Editor interface for a user named 'contenteditor'. The top navigation bar includes 'Manage', 'Shortcuts', 'Search', and a user profile icon. Below the navigation bar, the page title is 'Add content'. The main content area lists several content types with expandable options:

- Events**: Use *events* to add items to the event calendar.
- News**: Use *articles* for time-sensitive content like news and press releases.
- Basic page**: Use *basic pages* for your static content, such as an 'About us' page.
- Software**: A content type for software available in the library. Trying to imitate FSU's Software Locations Page: <https://www.lib.fsu.edu/software-locations>



The screenshot shows the Drupal Content Editor interface for a user named 'wransom'. The top navigation bar includes 'Manage', 'Shortcuts', 'Search', 'Go to', and a user profile icon. Below the navigation bar, the page title is 'Add content'. The main content area displays a security update warning:

There is a security update available for your version of Drupal. To ensure the security of your server, you should update immediately! See the [available updates](#) page for more information and to install your missing updates.

There are security updates available for one or more of your modules or themes. To ensure the security of your server, you should update immediately! See the [available updates](#) page for more information and to install your missing updates.

Below the warning, the content type list is visible:

- Blank Page**
- Department Contact**
- Events**: Use *events* to add items to the event calendar.
- Homepage**
- Landing page**
- News**: Use *articles* for time-sensitive content like news and press releases.
- Basic page**: Use *basic pages* for your static content, such as an 'About us' page.

# 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

The background features a soft, watercolor-style wash of colors. A large, central pink brushstroke is the most prominent, with a yellow-orange stroke below it. Other smaller strokes in orange, red, and pink are scattered around the edges, creating a vibrant and artistic feel. The overall tone is warm and celebratory.

*Launch*

# Old Site

MAKE A GIFT

## J. Edgar & Louise S. MONROE LIBRARY

HOME

RESEARCH

SERVICES

HELP

ABOUT



**CORONAVIRUS UPDATE:** The Monroe Library building is closed.  
[More information on library operations and services](#)

Quick Search

Catalog Search

Databases A-Z

Journal Finder

Special Collections

Find Books, Articles, and More...

Keyword

Search

Advanced Quick Search  
Schedule Research Help  
Research Guides

### Equipment & Room Availability

MacBooks: 1  
Dell Laptops: 11  
Group Study Rooms: 22  
Headphones: 18

### Quick Links

- Reserve a Library Room
- Reserve A/V Equipment
- Change Reservation
- Request for Purchase Form
- Renew your Books
- ILLiad (Interlibrary Loan)
- Suggestion Box

### Online Learning

**ONLINE  
LEARNING + TEACHING**  
resources for  
**STUDENTS + INSTRUCTORS**

### Librarian Liaisons



Connect with Monroe Library



### 24/7 Monroe Library Chat

Chat is offline.

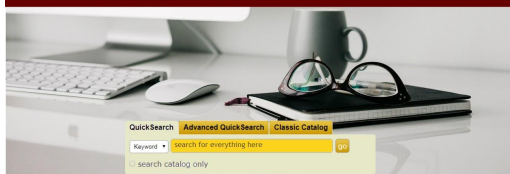


# Initial Design Ideas

J. Edgar & Louise S.  
Monroe Library

THURSDAY OCTOBER 5  
7:30AM - 2:00AM

BIG ONE BIG TWO BIG THREE BIG FOUR



DIY LIBRARY



RESERVE A ROOM



RESERVE EQUIPMENT



CONTACT A LIBRARIAN



TECHNOLOGY



DISTANCE STUDENTS

J. Edgar & Louise S.  
Monroe Library

THURSDAY OCTOBER 5  
7:30AM - 2:00AM

STUDENTS FACULTY & STAFF ABOUT



RESEARCH

Guides to help you find the information you need  
List of all Databases  
Help from a Librarian

QuickSearch Advanced QuickSearch Classic Catalog

Keyword Find Books, Articles, and More...  
search catalog only

Digital Archives | Databases A-Z | Journal Finder | Research Guides

SERVICES

Reserve a room  
Reserve equipment  
InterLibrary Loan

spotlight  
spotlight  
spotlight  
spotlight  
spotlight

POPULAR ITEMS NOW AVAILABLE  
Group Study Room: 13  
Macbook Charger: 5  
Headphones: 17  
Dell Laptop: 19  
Macbook: 10



UP TO DATE NEWS  
Fall Break hours of operation  
FLASH BACK FRIDAY!  
October 4: #AskAnArchivist Day!

LIBRARIAN  
VICTORIA  
ELMWOOD



Liaison to  
English, Institute for Ministry,  
Religious Studies, Languages  
and Cultures

LIBRARY Library  
BLOG Intranet

ABOUT ACADEMICS ADMISSIONS CAMPUS LIFE JESUIT IDENTITY ALUMNI



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Campus  
Community

Admissions Office  
Student Financial Services  
Federal Work Study Program  
LORA | Bulletin | Blackboard  
| Student Email | Workmail |  
Zomba

ASSOCIATION of  
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UNIVERSITIES  
AJCU

J. Edgar & Louise S.  
Monroe Library

THURSDAY OCTOBER 5  
7:30A - 2:00AM

RESEARCH FACULTY SUPPORT STAFF SUPPORT ABOUT



DIY LIBRARY



RESERVE A ROOM



RESERVE EQUIPMENT

EQUIPMENT AVAILABILITY

Macbook: 10  
Dell Laptop: 17  
Headphones: 19  
Macbook Charger: 6  
Group Study Room: 13



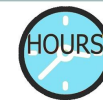
CONTACT A LIBRARIAN



TECHNOLOGY



DISTANCE STUDENTS



Student  
login u  
to LOF  
Fall

Click  
For Updated

LIBRARY Library  
BLOG Intranet

ABOUT ACADEMICS ADMISSIONS CAMPUS LIFE JESUIT IDENTITY ALUMNI



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Federal Work Study Program

ASSOCIATION of  
JESUIT COLLEGES &  
UNIVERSITIES  
AJCU

# New Site!

The screenshot shows the homepage of the Monroe Library website. At the top, there is a navigation bar with links for 'Home', 'About Us', 'Services', 'Hours', 'Contact Us', and 'Library Chat'. Below this is a large banner image of the library interior with the text 'Monroe Library' in a white script font. Underneath the banner is a search bar with a 'Keyword' field and a 'Search' button. To the right of the search bar are links for 'Advanced QuickSearch', 'Research Guides', and 'Schedule Research Help'. Below the search bar is a 'Quick Links' section with six icons and corresponding text: 'Request Circulation Pickup', 'Find Online Support', 'Request for Purchase', 'Request Inventory List', 'Renew Your Books', 'Reserve Equipment', 'Schedule Research Consultation', and 'Make A Suggestion'. The 'Latest News' section features four news items, each with a thumbnail image, a title, a date, and a 'Read more' link. The news items are: 'Two New Book Displays!' (September 07, 2020), 'Get It From the Library!' (September 02, 2020), 'Fall 2020 Library Hours & Services' (August 03, 2020), and 'Monroe Library Student Research Competition Winners!' (August 04, 2020). There is also a 'Nice to Meet you' section with a 'Read more' link. At the bottom, there are two more news items: 'Online Webinars' (July 06, 2020) and 'Returning Forest Darlings' (April 07, 2020).

LOVOLA UNIVERSITY  
MONROE LIBRARY

Home | About Us | Services | Hours | Contact Us | Library Chat

LIBRARY HOME | RESOURCES | PEOPLE AND PLACES | ABOUT | LIBRARY CHAT

Monroe Library

QUICKSEARCH | CATALOG | DATABASES A-Z | JOURNAL FINDER | SPECIAL COLLECTIONS

Find Books, Articles, and More... Keyword Search

Advanced QuickSearch >  
Research Guides >  
Schedule Research Help >

Quick Links

Request Circulation Pickup >  
Find Online Support >  
Request for Purchase >  
Request Inventory List >  
Renew Your Books >  
Reserve Equipment >  
Schedule Research Consultation >  
Make A Suggestion >

Latest News

**Two New Book Displays!**  
September 07, 2020 | [Public](#)  
It's so great to see everyone back! To show how excited we all are, we have two new book displays for you to explore!  
[Read more >](#)

**Get It From the Library!**  
September 02, 2020 | [Community](#)  
Click on the book icon to go to the library catalog. Enter your barcode and PIN. No need for the OWLS!  
[Read more >](#)

**Fall 2020 Library Hours & Services**  
August 03, 2020 | [Monroe Library](#)  
New year - new services and procedures in the Monroe Library.  
[Read more >](#)

**Monroe Library Student Research Competition Winners!**  
August 04, 2020 | [Reference](#)  
[Read more >](#)

**Nice to Meet you**  
[Read more >](#)

**Online Webinars**  
July 06, 2020  
Join Zoom Meeting >

**Returning Forest Darlings**  
April 07, 2020 | [Monroe Library](#)  
Jason Cook, "Returning Forest Darlings": Gay Liberator's Search for the S  
[Read more >](#)

**Media Traditions**  
September 07, 2020 | [Public](#)  
Celebrating Library Traditions and the Importance of Digital Tools



*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?

## Contact Info

Elizabeth Kelly  
ejkelly@loyno.edu  
library.loyno.edu



**CREDITS:** This presentation template was created by **Slidesgo**, including icon by **Flaticon**, and infographics & images from **Freepik**

100% USER FRIENDLY DESIGN  
IT IS OUR GOAL TO DESIGN THE MOST USER FRIENDLY WEBSITE FOR YOU. WE WANT YOU TO BE ABLE TO FIND EVERYTHING YOU NEED IN ONE PLACE. WE WANT YOU TO BE ABLE TO FIND EVERYTHING YOU NEED IN ONE PLACE. WE WANT YOU TO BE ABLE TO FIND EVERYTHING YOU NEED IN ONE PLACE.

*"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*