



I HATE THIS WEBSITE:

*UPDATING WEBSITES WHILE KEEPING
YOUR PATRONS HAPPY AND YOUR
OWN SANITY*

The University of Wisconsin Law Library

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THE CHILDHOOD AND TEEN YEARS: 2002-2014



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Hours, Maps, Tours

How to search for non-law articles using library resources

- December 7th 2015

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START YOUR RESEARCH HERE

Not sure where to start in your research process? The Law Library is here to help.



THROUGH THE YEARS – WHAT HAS CHANGED? WHY?

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Or, reach us in person, by phone, or email

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SPECIAL CONSIDERATIONS FOR LIBRARY WEBSITES

What are we selling?

What constitutes a successful interaction with an online patron?

How do we prioritize our online presence along with other community outreach and interactions? What about social media?

Remember: The website is in service to the library and its mission.

THE MECHANICS OF WEBSITE REDESIGN: THE PHANTOM WEBSITE

1. Build your crew – be inclusive.
2. Review your current site – be honest, be critical, be thorough!
3. Align your website with your library's mission, prioritize patron usage – get feedback
4. Figure out WHO to get feedback from.
5. Put the match and gasoline away.
6. Play dream date – with a website – and prepare justifications.



BUILDING YOUR TEAM AND BUILDING YOUR WEBSITE

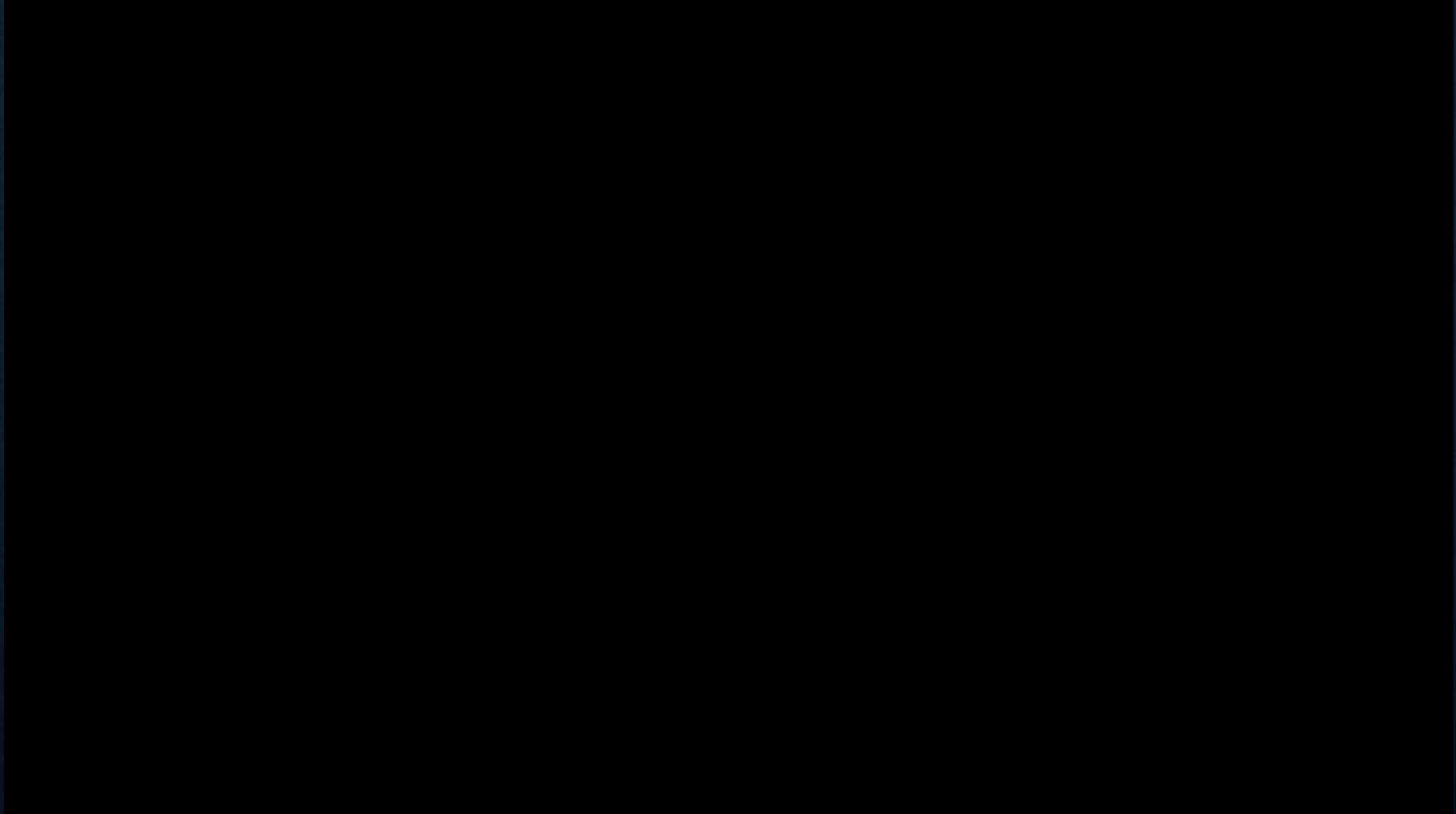
- Who do you include? What options are out there?
 - IT?
 - Librarians?
 - Support Staff?
 - Administration?
 - Library Board?
 - Outside Consultant?
 - Volunteers?
 - Patrons?





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ACCESSIBILITY – AN IMPORTANT ASPECT OF UX



ACCESSIBILITY CONTINUED:

Patrons accessing our websites:

- Visually-challenged
- Auditory-challenged
- Motor skills impairments
- Cognitive impairments

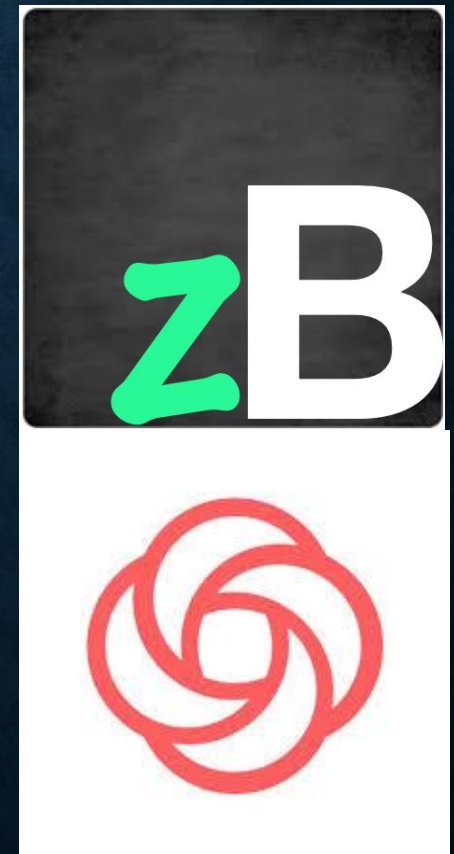
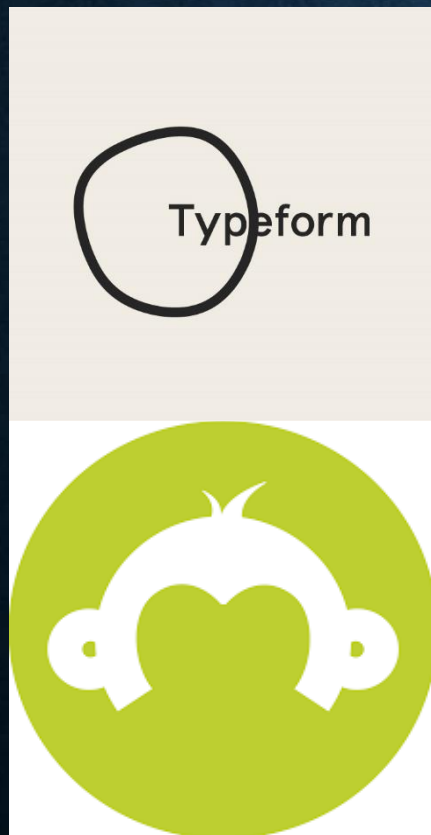


Tips for accessibility

- Use headings wisely!
 - Header 1 = Title
 - Header 2 = Subheading
 - Header 3 = Subdivision
 - Paragraphs = spread out
- Alt text for images
- Thoughtful use of color
- Make link text make sense
- Plan ahead for videos
- Avoid tables and think carefully about PDFs
- Evaluate your site: <https://wave.webaim.org/>

POWER TO THE PEOPLE – SURVEYS, FEEDBACK AND MORE

- You will almost certainly have willing participants – just ask!
 - If not – entice!
 - If possible, include new community groups that are not super-users.



BEYOND THE GUT FEELING – COLD HARD DATA



LET'S TRY TO BUILD A USER SURVEY!



This is a partial sample survey. To get access to the complete survey, [Sign Up Now](#)

* Required Information

Customer Satisfaction Survey.

This questionnaire gathers information on consumer behavior and product purchases, and measures the level of satisfaction with sales, technical support, and customer service representatives.

Dear Customer,

As the Customer Service Manager of [COMPANY], I wish to thank you for giving us the opportunity to serve you.

Please help us serve you better by taking a couple of minutes to tell us about the service you have received so far. We value your business and want to make sure we meet your expectations.

Thank you for your time.

How easy is it to find a Consumer Shopping website over the internet?

- Extremely easy
- Very Easy
- Moderately easy
- Slightly easy
- Not easy at all

QUESTIONS YOU WANT ANSWERED

- Can your (non super-user) patrons find what they are looking for?
 - Choose specific items for patrons to find (hours, library catalog, phone number, etc.)
- Are features where your users 'expect' them to be? Think of search boxes and other CTAs.
- How long does an average user spend on your 'hot' pages? What is appropriate?
- What is broken?
- Did you lose any usability from your own site? How do you make up for it?
- What else?

WHERE WEBSITES ARE NOW (BASED ON UX)...

- Increasingly mobile and featuring responsive design (3 out of every 4 adults have a smartphone...)
- Taking advantage of the full page – fewer pages with empty ‘wings’
- Less is more – overwhelming your visitor gets them nowhere.
- Clean and colorful (for accents and CTAs)
- Smart but clear advanced search options
- Longer pages for scrolling (as opposed to clicking)

...AND WHERE THEY ARE GOING (BASED ON UX).

- Accessibility!
- Clean Search boxes – Google has restructured searching
- Fresh content
- The less library-ese, the better
- Quicker connections to resources (via IP or simple discoverability)
- Brand-building

- Remember – more and more people first interact with your library online. This is now your first impression.

QUIZ TIME!

The world's worst website Ever!

COMING SOON: An even worse site! Look for it sometime later, eventually! we PROMISE!

Traffic Stats SELF SERVE


THIS WEEK	9	9	9	9/10
LAST WEEK	9	9	9	9/10
DAILY RECORD	1.4	0	58	

>>>>> You've found  The World's
Worst Website Ever! 

TWWWE is a project to highlight errors in web design by breaking every single design rule imaginable. [Click here](#) for an incomplete list of errors found on this site.



WATCH OUT! This site is under construction! =)

 <-- send us email!

See how we helped TAI Diagnostics secure investors.

[SEE THE STORY](#)



OHHH BOY!

v 2.0

of TWWWE coming SHORTIY!

USER

- Start with a plan when you are reviewing your website – a team, a timeline, and an open mind.
- Take advantage of low-cost tools to confirm (or disprove) your intuition about your website...but don't ignore traditional UX sessions.

EXPERIENCE

- Accessibility is increasingly a legal requirement, but it is something that helps everyone.

TAKEAWAYS

- Take advantage of your colleagues – review other websites.
- The website is a chance to make a statement - take advantage to spread some library love and your mission statement. Reach out!

USER EXPERIENCE AND THE “DIGITAL DIVIDE”

- All tech abilities should be considered when conducting UX.
- Which group of users will be using your site the most? Should you market to them or try and attract all the types of your patrons?
- Consider offering classes that both teach those not confident in tech skills and showcase your new website.
- Communication...early, consistent and transparent...is important...but maybe you already knew that.
- Website comprehension is one area where digital natives excel. Their intuition can be used to your advantage.
- Criticism (frustration) will come. Welcome it. Learn from it.

QUESTIONS?
KRIS.TURNER@WISC.EDU

Resources:

Maximize your online presence

Develop Accessible Websites

Website Monitoring and Measurement Tools

General Homepage Redesign Examples and Explanations

Seattle Public Library website redesign – a two year effort

A smaller local library UX redesign