

YOU'VE GOTTA FIGHT FOR YOUR RIGHT TO A GOOD WEBSITE



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INTRODUCTION: WHAT I WILL COVER

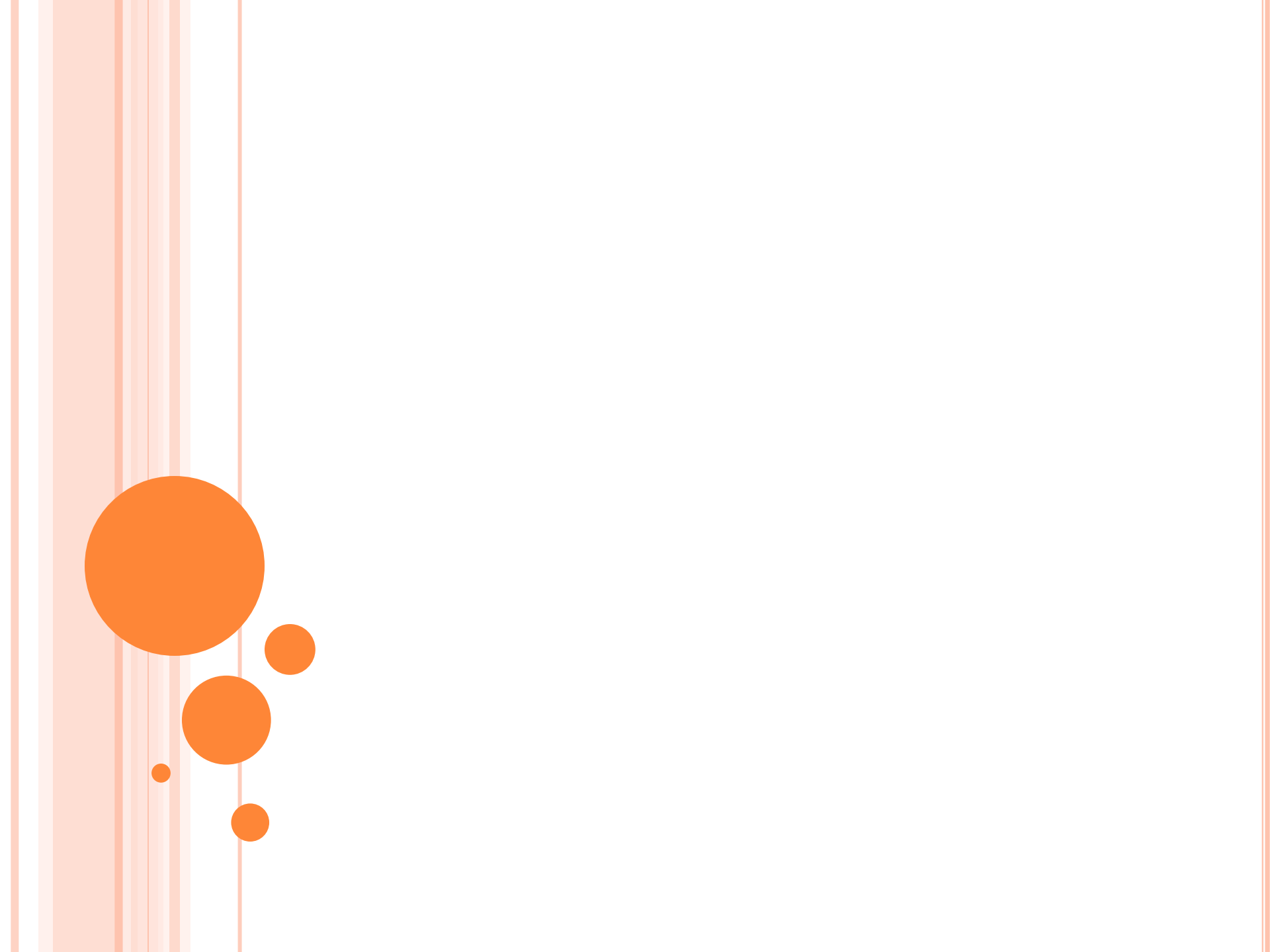
1. Introduction
2. Clear Vision
 - Information architecture
3. Evidence based case
 - Usability testing and research
4. Building a proof of concept
 - Make sure you have the technical skills
5. Building relationships
 - Decision Makers
 - IT Staff



INTRODUCTION: CAVEAT/THE FINE PRINT

- I cannot guarantee that the ideas in this presentation will work in your institution
- Your deans, VPs, managers, IT department, organizational structure etc... are probably very different
- I have a fairly unique position and what I do may not translate to larger institutions



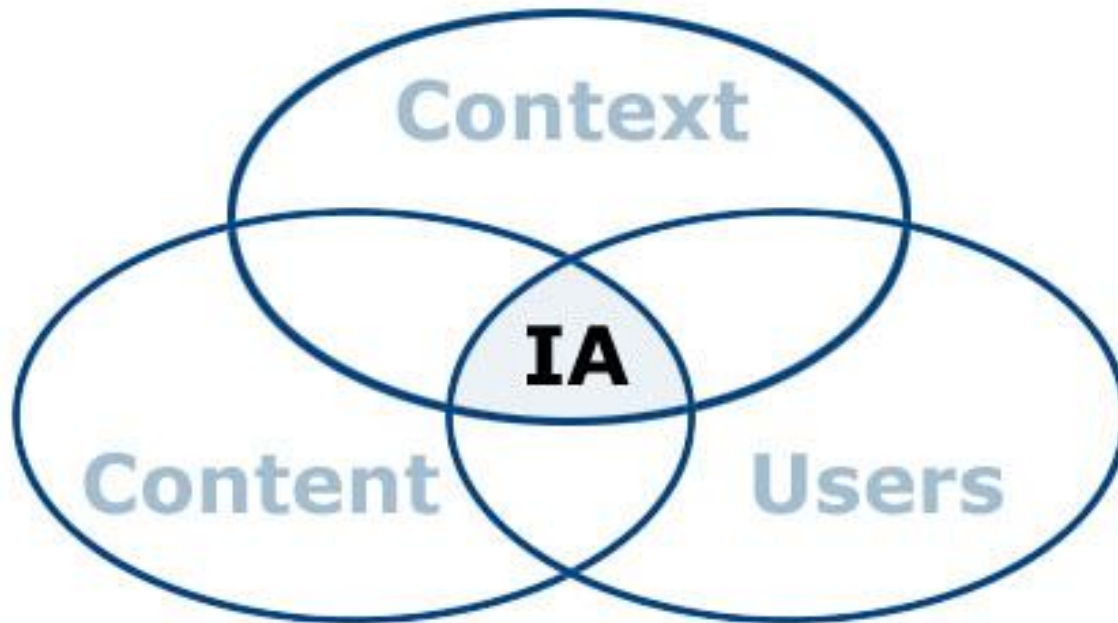


HAVING A CLEAR VISION

- It is important to have a clear vision that you are passionate and confident enough to fight for.
- You have to know what you are fighting for, and which arguments matter and which ones don't matter.



INFORMATION ARCHITECTURE



INFORMATION ARCHITECTURE: A DEFINITION

- What is information architecture?
 1. The structural design of shared information environments
 2. **The combination of organization, labeling, search, and navigation systems within websites and intranets**
 3. The art and science of shaping information products and experiences to support usability and findability
 4. An emerging discipline and community of practice focused on bringing principles of design and architecture to the digital landscape*

*Morville, P., & Rosenfeld, L. (2006). *Information architecture for the World Wide Web* (3rd ed). Sebastopol: O'Reilly.



INFORMATION ARCHITECTURE

- I will focus on the big three
 - Organization Systems
 - Labeling Systems
 - Navigation Systems

- Can also include: search, metadata, thesauri, etc...



ORGANIZATION

- Think about how you organize files on your computer
- Generally a hierarchical structure
- Can be organized by topic, audience, task, alphabetically, geographically, chronologically
- Almost all library websites use a mixed approach
 - [NAIT Library](#)
 - [MacEwan Library](#)
- [How I do it](#)

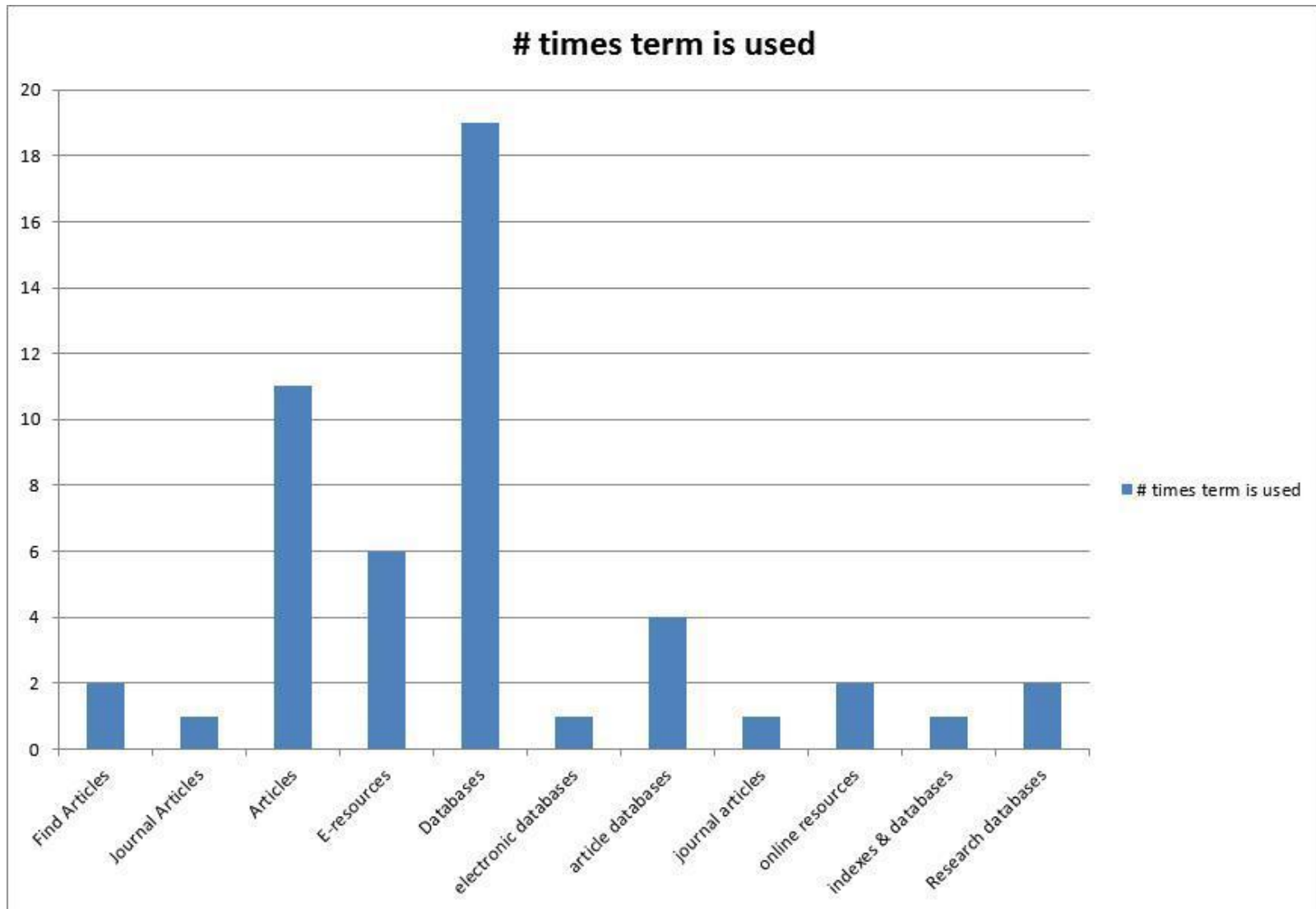


LABELING SYSTEMS

- Very important to make your website intuitive
- Should be user-centred
 - Hard to determine
 - Card sorting exercise
 - Avoid jargon
- What do you call the page where you list your databases?
 - e-resources? articles? databases? find articles?



LABELING



According to a review of 51 usability studies of library websites

Most misunderstood terms

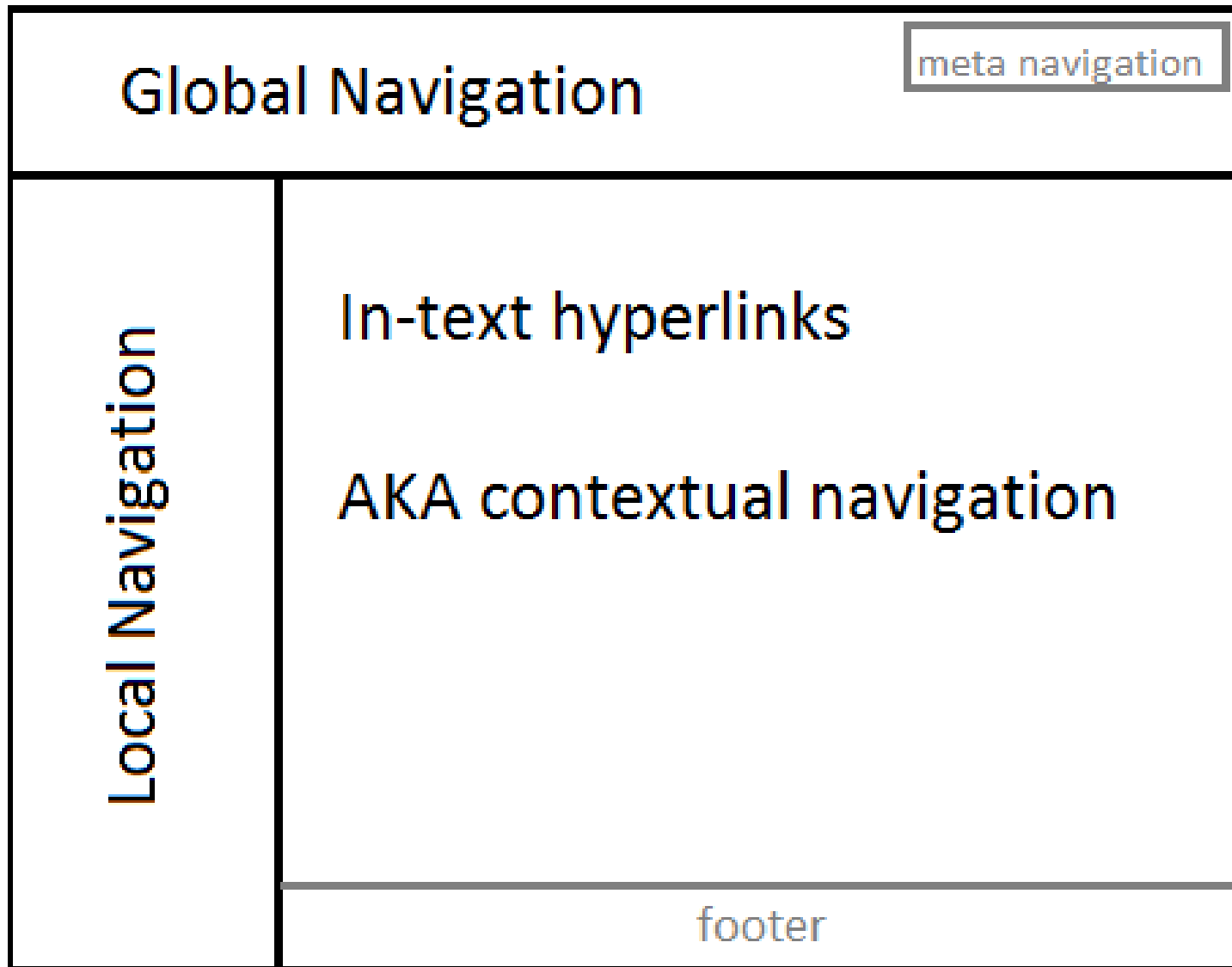
- Acronyms & Brands
- Database
- Catalog
- E-journals
- Index
- Interlibrary Loan
- Periodical/Serial
- Reference
- Resource

Most understood terms

- Find books
- Find articles
- Borrow from other libraries
- Other combinations using natural language “target words”

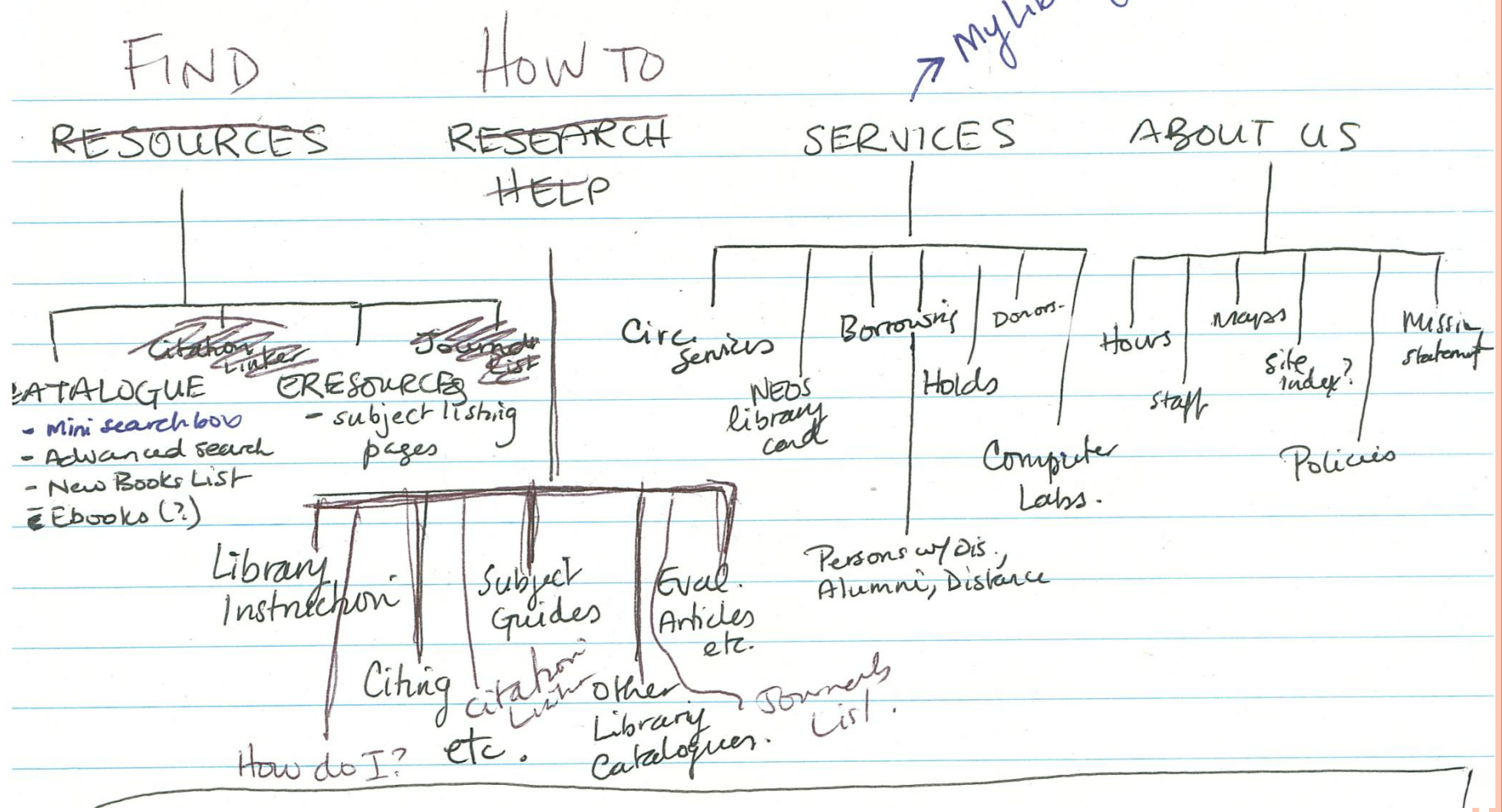


NAVIGATION SYSTEMS



HAVING A CLEAR VISION

→ MyLibrary?



HAVING A CLEAR VISION

Logo/Home@link

CONCORDIA INFORMATION CENTER

QUALITY my account |
HOAS citation guides

about us

- history Hoas
- history contacts
- library policies
- mission
- map

books@concordia

FIND BOOKS

- DVDs
- ebooks
- music
- podcasts

FIND ARTICLES

- databases by subject
- find by citation
- mobile

services

- circulation
- for faculty
- for alumni
- ILL requests
- disabilities
- my account

GET RESEARCH HELP

- citation guides
- chat
- email
- how to find
- research by subject
- chat widget

Books | video | articles

pretty good the way it is

scrolling new images

- news items
- new databases/resources
- promotions



library logo/home link

meta navigation

Home Find a Person CCMS Library eMail

LIBRARY



CUCA logo /link to cuca homepage

content navigation

Find Books	Find Articles	How To	Services	About Us
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Find books, Videos and More in Worldcat

Everything

Books

Videos

Articles

Neos Libraries

GO

[Advanced Search](#)

[Worldcat FAQ](#)

[Search the Neos Library Catalogue](#)

Quicklinks:

[My Account](#)

[Hours](#)

[Citation guides](#)

[Faculty Resources](#)

I'm a widget

right sidebar for widgets possible widgets: rss feed (from blog) twitter feed meebo chat widget

I'm a widget

1

2

3

4

5

Image rotator for News Items, new databases, etc....

I'm a footer

Potential widget but probably some housekeeping similar to CUCA homepage



library logo/home link

meta navigation

LIBRARY

Home Find a Person CCMS Library eMail



CUCA logo /link to cuca homepage

content navigation

Find Books	Find Articles	How To	Services	Hours	About Us
------------	---------------	--------	----------	-------	----------

Circulation
Faculty
Alumni
ILL Request
My Account

custom local navigation menu only one widget in the left sidebar widget area

I'm a Page Title

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Quicklinks:

- [My Account](#)
- [Hours](#)
- [Citation guides](#)
- [Faculty Resources](#)

I'm a widget

right sidebar for widgets possible widgets: rss feed (from blog) twitter feed meebo chat widget

I'm a widget

left sidebar that can include widgets one of which can be local navigation

I'm a widget

I'm a footer

Potential widget but probably some housekeeping similar to CUCA homepage

EVIDENCE BASED

- Not separate from information architecture
 - Should come first or during IA work

- 4 types of evidence I use:
 1. Literature review
 2. Web usability best practices
 - See Nielsen, Krug, etc...
 3. Knowing what your competition/similar organizations are doing
 4. Conducting usability testing on your own



EVIDENCE BASED

- Usability testing is actually easy to do
- The voices of students and potential students hold a lot of sway over administrators
- Research gives you a level of certainty that allows you to better argue your point with confidence
- Warning: be prepared to be wrong!!!
 - Your research may not give you the answer you wanted



USABILITY TESTING

- Know exactly what you want to find out
- Develop your method and test guide
- Get ethics approval!!!
- Recruit participants
- Sample Interview Guide
- Sample Guide #2



HINTS FOR USABILITY TESTING

- Buy a USB microphone
 - TEST IT!!!
- Record the screen and audio with Camtasia
- Recruiting is the hardest part
- Get buy in from someone
 - Ask a prof to talk to their class
 - Get someone in the Student Association to help you
- Be patient
 - You will get no-shows



EVIDENCE BASED NEVER ENDS

Library

Library

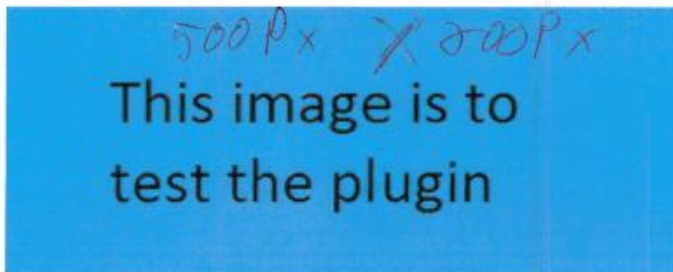
HOME FIND BOOKS AND MORE FIND ARTICLES HOW TO SERVICES ABOUT US HOURS

Library Quicklinks

- My Account
- Citation Guides
- Hours
- Faculty Resources
- Mobile Apps



Here?
left or right?



? 500 x 150 ?
? 505 x 150 ?

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do we want this footer?

There are already here
When can we get away with it
could we put our quicklinks here
<http://library.dev.concordia.ab.ca/>

possible confusion

How do I... (get research help)
more confusion
confusion

What's the deal with this?
CONCORDIA UNIVERSITY COLLEGE OF ALBERTA
What's the site?

Need Help? Ask Us!
L staff contact search
pole too tight
figure out how to fix
might have to



shrinking
what box
align: right

height = 300px
total?
try 150px
maybe 100px?
I tested 150px
looks better



WHY IT MATTERS

- It's only when you know exactly what you need, backed up with evidence of why you need it that you can properly articulate and advocate for it.
- Important even before you decide on a CMS and start working on a website
 - It never stops. Usability testing is iterative.
- Think about it from the other side.



TECHNICAL SKILLS

- Knowledge of content management systems
- Knowledge of various coding languages
 - HTML
 - CSS
 - PHP
 - Javascript
- It's not as scary as it sounds



DEVELOPING TECHNICAL SKILLS

- There are intensive classes online, at NAIT, and other continuing education places
- w3schools.com
- Just do it!!!
 - Experiment
 - Don't be afraid to fail
 - Volunteer on web projects



BUILDING A PROOF OF CONCEPT

- Wish I knew this sooner!!!
- Changes the nature of the conversation
- Demonstrates that it can work
- Demonstrates that you have the skill set to finish your project
- <http://test.wp.library.concordia.ab.ca/>



BRINGING IT ALL TOGETHER

- It's all about relationships/people!!!
 - Be warned: there is a lot of politics in a web project
- Identify your key gatekeepers
 - VP Academic – budget, visual consistency
 - IT department – FTP access
- Identify your key issues
 - Autonomy
 - Independent global navigation



ADMINISTRATION

○ Budget

- How much is it going to cost?
- How much time is it going to take from other projects?
- How many staff will need to be involved?

○ Branding

- Will you maintain visual consistency?



ADMINISTRATION

- You are going to need some political savvy
- You are going to have to compromise
- You are going to need to be able to clearly articulate your visions
 - Make it clear that the goals of a library website are different than the main university website.
- Don't be afraid to stand up for your vision
- Story time with Dana!



IT

- Security
 - Are you going to break the server?
- Do you have the skills to know what you are doing?



IT

- You need to know what you are doing!
- You need to demonstrate to IT that you know what you're doing
- It's about building trust
- Story time



ADVOCACY SKILLS

- That skill of writing an email that is polite and professional but makes it unquestionably certain that the proposed course of action is not acceptable.
- Be smart with your relationships
- You can't be afraid of volunteering
 - Especially for technical projects
 - Share and prove your technical expertise
- It's ok to say no



THANK YOU!!!

Questions?

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