

# Responding to Users' Needs When Redesigning a Library Website

*Towson Conference for Academic Libraries – July 25, 2017*

## Introduction

User research was conducted in spring 2017 to provide data for determining Loyola Notre Dame Library website design, prioritizing and deciding on content and content revisions, and informing the navigation scheme.

How did we learn that:	Surveys	Faculty Group	Student Group	Google Analytics
Users wanted a contemporary, less cluttered look	X	X		
Hours should remain prominent	X	X		X
Chat should be more accessible	X	X		
Increase visibility of research guides and ILL	X			X
A library events calendar is needed	X			
Users need a database subject list	X	X		
Eliminate redundant links	X			
Web navigation page to page consistency	X		X	X
Users frustrated with multiple clicks	X			X

## Faculty & Student Surveys

Participants: 34 faculty; 79 students. Questions: multiple choice & open ended

### Questions

1. Demographic questions: Institution, what department
2. What do you use the library website for? Check all that apply.
3. If you could wave a magic wand and change the library's website, what would you change?
4. What's working well on the website that we should leave alone?
5. What doesn't work well on the website?

## Faculty Focus Group

Participants: 5 faculty. Focus group exercise – questions 3 and 4 above and:

- What new or redesigned features would make your job easier?
- Do you have any other thoughts about the website?

## Student Card Sort Exercise

Participants: 6 students. Instructions: Sort the 36 topics (identified topics from the existing main page), into between 2 and 6 categories. Name the categories.

Additional rules:

- You may rename. Soda=pop
- If you don't understand what a term means, guess or cross through and note you don't understand term
- If you think another category is needed, add.

## Google Analytics

From Feb 1, 2016 to Jan 31, 2017. Data on hardware and browsers used, top views, etc.

## Librarian and Staff Input

This poster focused on our external user research. However, most LNDL librarians and staff shared their perspectives on the existing web page through focus groups and interviews. Their insights were also used when making decisions about the website design.

If you have further questions, please contact Beth Layton @ [blayton@loyola.edu](mailto:blayton@loyola.edu).

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## Responding to Users' Needs When Redesigning a Library Website



Youlanda Halterman, Digital Technology/Web Supervisor  
Jasmine Johnson, Customer Services Supervisor  
Cat Staley, Online Learning Librarian  
Matthew Treskon, Technology Librarian  
Beth Layton, Assessment Librarian



### What Did We Learn?

#### Design

- Users wanted a contemporary, less cluttered look

#### Homepage Design & Content

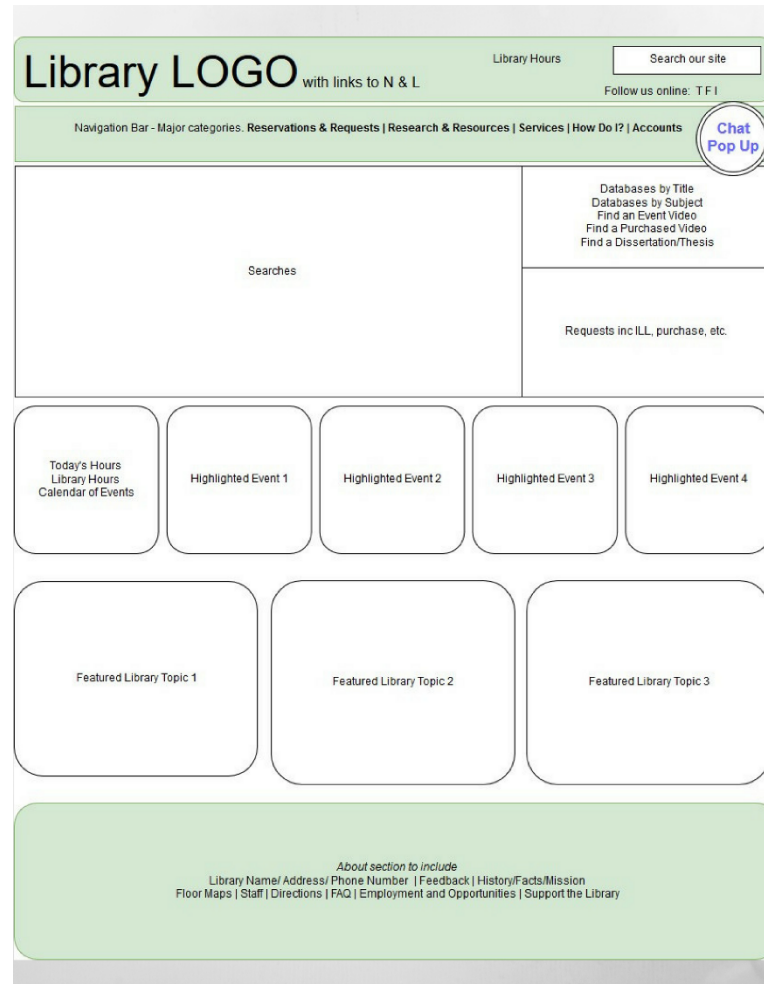
- Hours should remain prominent
- Chat should be more accessible – homepage pop up
- Increase visibility of research guides and ILL
- A library events calendar is needed
- Users need a database subject list
- Eliminate redundant links

#### Site Architecture

- Web navigation should be consistent from page to page
- Users frustrated with multiple clicks to get to content

### Further Research

- Search box configuration – one box or tabs?
- Category titles; they're not easy to understand
- Determine if mobile use changes after implementation of responsive design



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