**UW LIBRARIES WEBSITE REDESIGN**

- Accessing the library any time, any place, on any device.

**Background:**
In order to integrate a new catalog search system, the UW Libraries initiated a project to create a device-agnostic responsive website that allows the website and services to be accessed at any time, any place and by any user.

**Challenge:**
- Patrons come from a wide range of disciplines and research skill levels
- Difficult to design appropriate interfaces and information architecture for a diverse audience

**User Experience Research & Design Methodology:**
- Heuristic evaluation
- Competitive analysis
- Persona design
- Focus group
- Contextual inquiry
- Stakeholder interview
- Card sort
- Wireframe
- Prototype
- A/B testing
- Rapid Iterative Testing and Evaluation

**Impact:**
- **A More Structured Information Architecture**
  Helping both novice and expert researchers to utilize the website
- **Mobile First**
  The new website is device-agnostic, simple to navigate, and contains concise content.
- **"Research Help and Support" page**
  Created to promote and surface the many resources and services the UW library provides.
- **Portal pages**
  Organized and usable content for each patron.

**Process:**

**Primary Users:**

![Graduate](graduate.png)

- **Brooke Beginner**
  - New to the research process and academia
  - Not aware of library resources, including eBooks
  - On mobile device all the time

![Undergraduate](undergraduate.png)

- **Richard Researcher**
  - Dedicated full time graduate student working on an in-depth project
  - Organized research material using Zotero and EndNote
  - Go-to familiar databases/pages
  - Very important to be able to access to full text

![Faculty](faculty.png)

- **Sharon Scholar**
  - Has her own go-to databases. Often start with Google Scholar too
  - Not always aware of what the library has to offer. Learns about library related info through emails and colleagues
  - May call upon librarians only to supplement research instructions

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