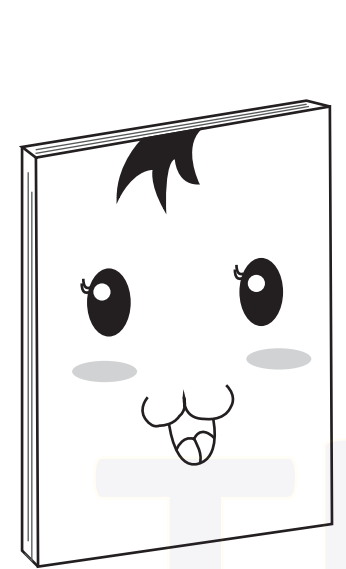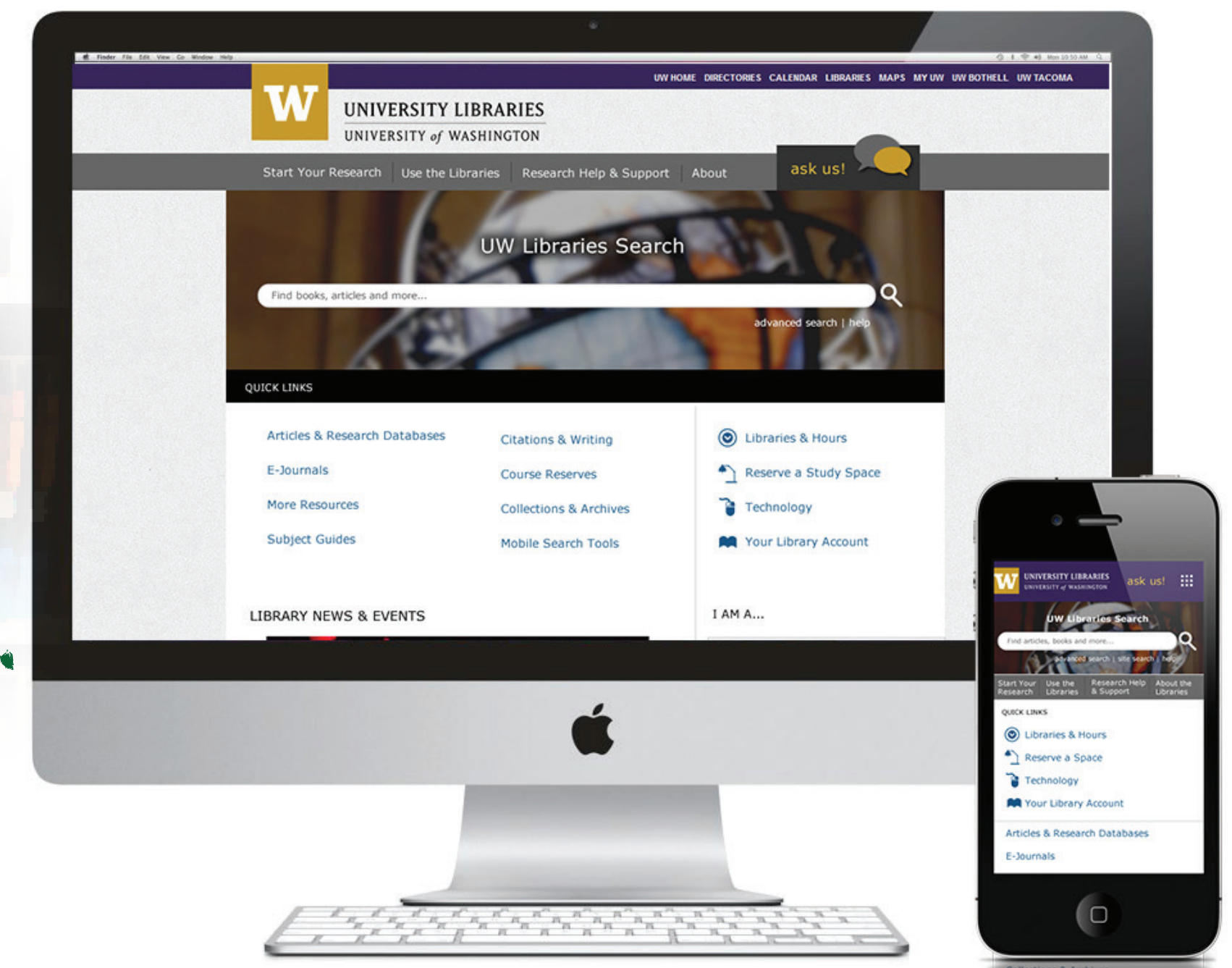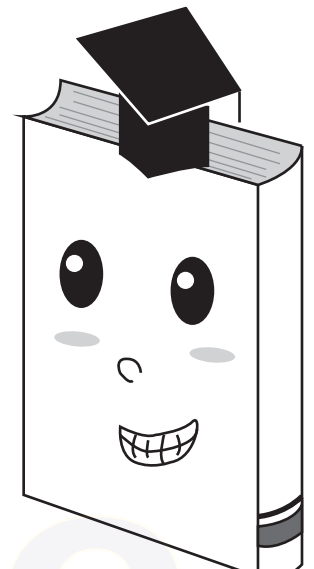# UW LIBRARIES WEBSITE REDESIGN
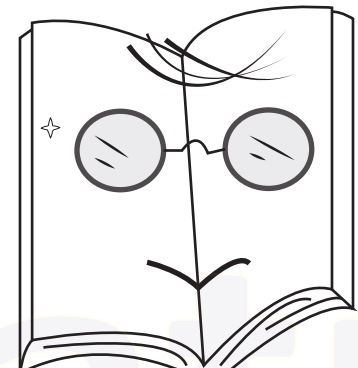
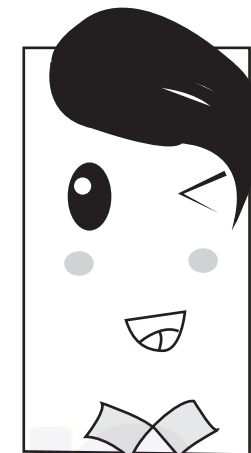*- Accessing the library any time, any place, on any device.*

The Patrons

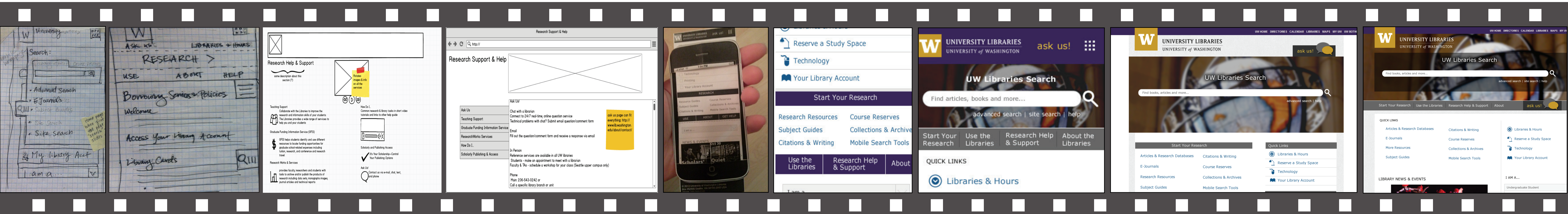Undergraduate Graduate University Faculty and staff Professional/Part-time Students

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

Process:

User Experience Research & Design Methodology:

• Heuristic evaluation
• Competitive analysis
• Persona design
• Focus group

• Contextual inquiry
• Stakeholder interview
• Card sort
• Wireframe

• Prototype
• A/B testing
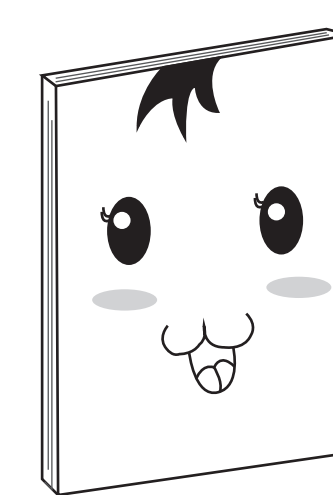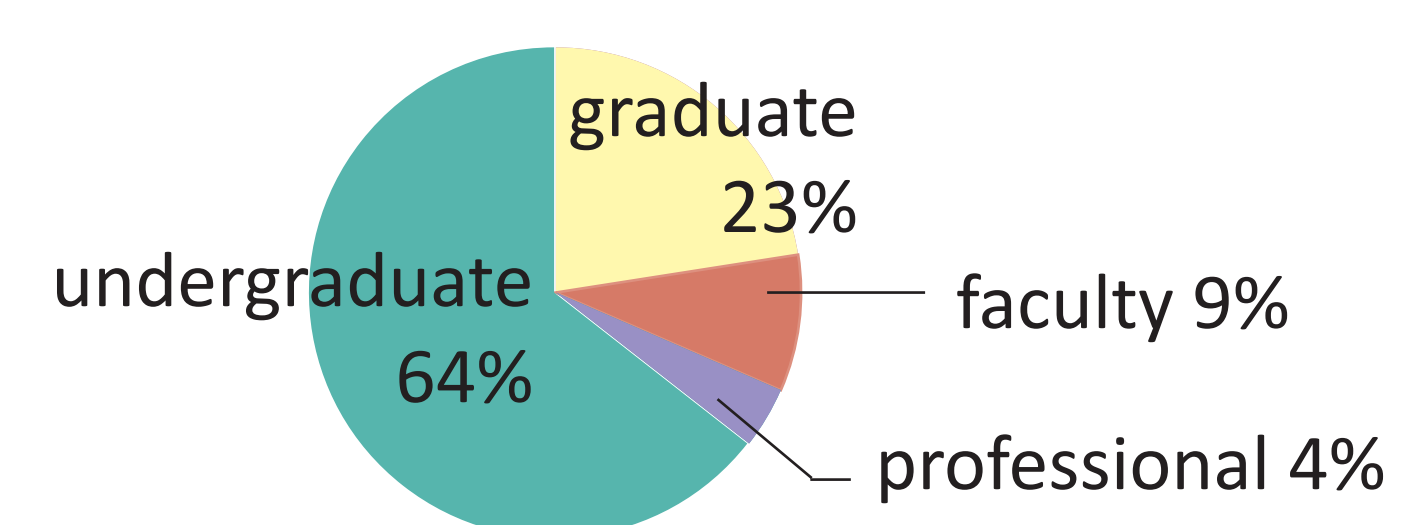• Rapid Iterative Testing and Evaluation

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**
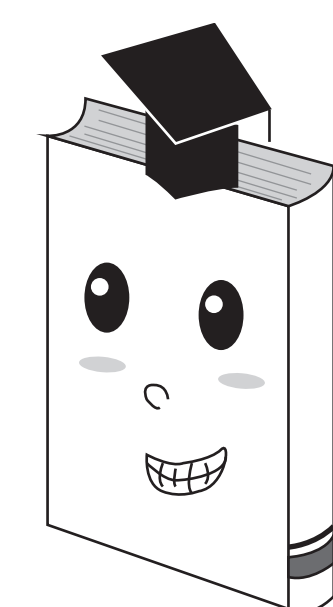 Organized and usable content for each patron.

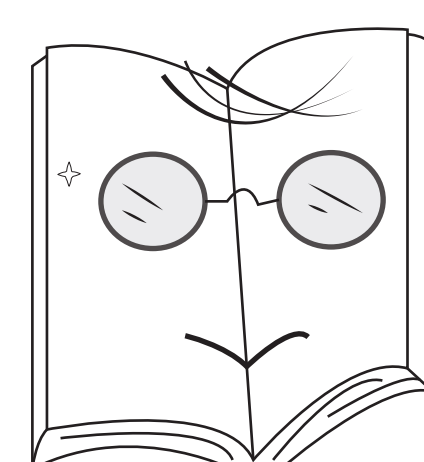Experience it Yourself!

Primary Users:

undergraduate 64%
graduate 23%
faculty 9%
professional 4%

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

Undergraduate

Richard Researcher
• Dedicated full time graduate student working on a 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

Graduate

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

Faculty

Information School
UNIVERSITY of WASHINGTON