

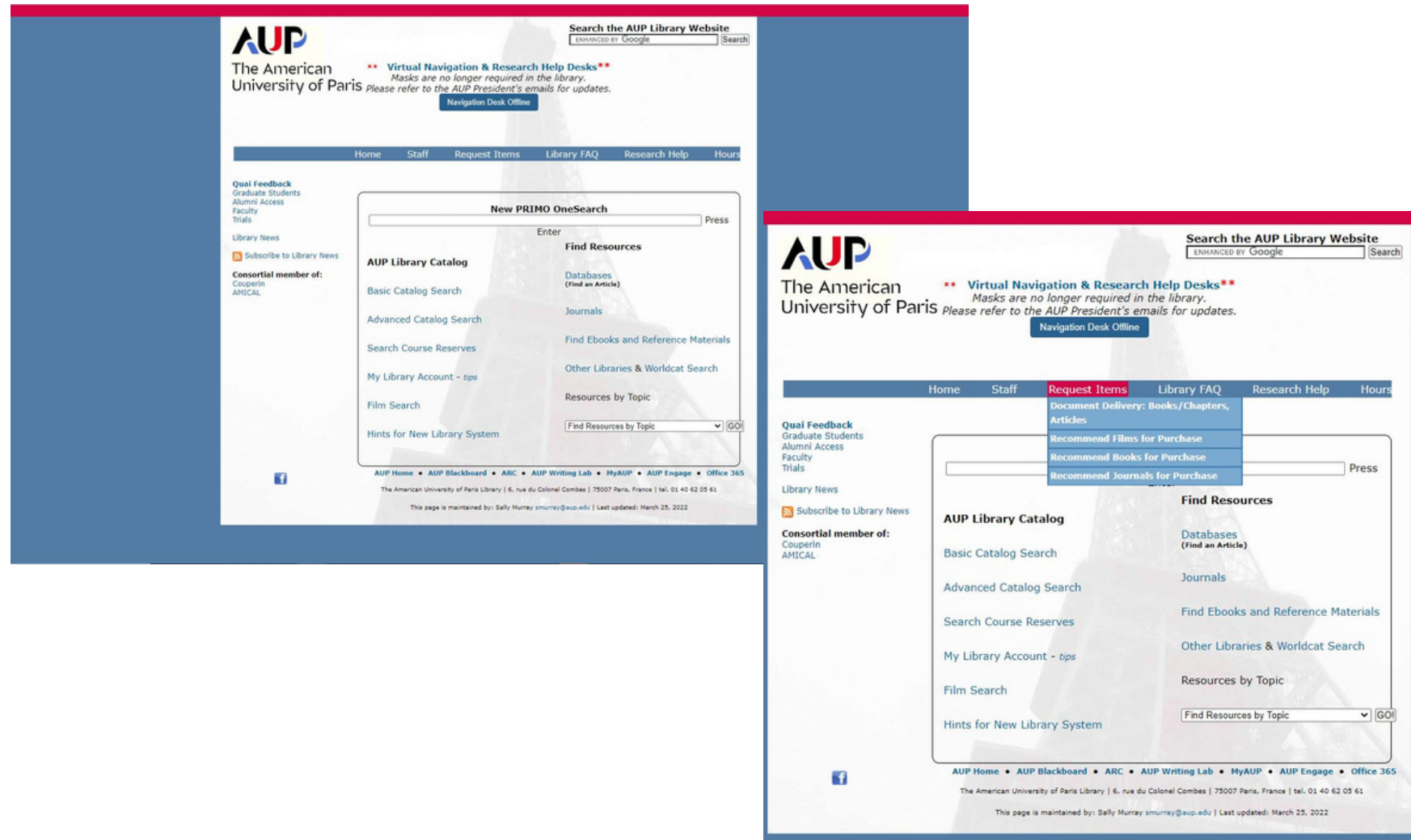
# Upgrading the AUP Library Homepage using Focus Groups and Surveys

By Sally Murray and Lily Serval

# INTRODUCTION

August 2021 - August 2022, project new Library landing page

Focus groups and surveys (students, faculty, staff and library staff)



# DESIGN

Design dated from 2011

## Old library landing page

- designed 11 years ago
- not user-friendly
- coding difficult

## Path to new page

- move pages to LibGuides
- 2020 got LibGuides CMS
- 2021 goal: update landing page & look

# PROBLEM

Old-fashioned homepage, not user-friendly

# Timeline

August 2021 - August 2022

**PHASE 1**

**PHASE 2**

**PHASE 3**

**PHASE 4**

**August - December 2021**

Gathering ideas and meeting with the Library Staff

**April- July 2022**

Focus group sessions with students, faculty and staff members

**January - April 2022**

Learning, applying coding and creation of the live draft

**August 2022**

Finalization and putting the new landing page live

### **1ST STEP**

Select a variety of library websites, mostly using libguides CMS.

Library staff shared likes and dislikes for each site.

**8 meetings with library staff**

### **CONFIGURING THE LANDING PAGE**

Create draft page from library staff input and existing page.

Update look, menus, buttons and placement (then ask staff) then update again.

**December 14, 2021 :**

ALA workshop: Getting It Right: Busting Library Website Myths  
***Paid with AMICAL grant***

### 1ST VERSION, OCT. 2021

The screenshot shows the initial website layout. At the top left is the 'AUP Library' logo. A search bar is located at the top right with the placeholder text 'Search the entire website'. Below the logo, the current hours are listed as 'Today's hours 9:30 am - 8:00 pm (week hours)'. A navigation menu includes links for 'Subject Guides', 'Research Help', 'Library FAQ', 'Staff', 'Faculty', 'Graduates Students', and 'Alumni'. Below this is a secondary menu with 'Catalog Only', 'Advanced Search', 'Course Reserves', and 'Film Search'. The main content area features a large search bar with the text 'Primo OneSearch' and a 'Chat with Navigation Desk' button. Below the search bar are buttons for 'Databases/Articles', 'Ebooks', 'Journals', and 'Films'. A footer section contains icons for 'Chat Librarian Appt Research Help', 'Reserve a Room', 'Request Item ILL, purchase', 'Subject Guides', 'My Account', and 'Other libraries Worldcat Google Scholar'. At the bottom, there are two empty rectangular boxes labeled 'Books - Faculty or new books' and 'Could be News list and/or photos'. The footer includes links to 'AUP Home', 'Blackboard', 'ARC', 'MyAUP', 'AUP Engage', and 'Office 365', along with contact information and a 'Last date updated - webmaster contact' notice.

### 8TH VERSION, DEC. 2021

The screenshot shows the updated website layout. The 'AUP Library' logo remains at the top left. The search bar now says 'Search the library website'. The current hours are 'Today's hours 9:30 am - 8:00 pm (more hours)'. The navigation menu has been updated to include 'Services/How to' and 'About'. The secondary menu now includes 'Journal Title', 'Search Ebsco Only', and 'Advanced Search'. The main search bar contains the text 'Search Articles, Books, Films in Primo'. Below it are buttons for 'Databases', 'Ebooks and more', 'Journal title list', and 'About Films Collection'. The footer icons are more detailed, including 'Chat Librarian Appt Research Help', 'Reserve a Room', 'Request Item ILL, purchase', 'My Account Tips to My Account', and 'Other libraries Worldcat Google Scholar'. The content area now features two sections: 'Library News' with three article thumbnails and 'New Books Available' with three book covers, including 'RISE OF THE MACHINES' by Thomas Rid and 'LUMUMBA'. The footer includes links to 'AUP Home', 'Blackboard', 'Teaching and Learning Center', 'ARC', 'MyAUP', 'AUP Engage', and 'Office 365', along with contact information and a 'Last date updated - webmaster contact' notice.

See the full version





## **2ND STEP**

### **4 months**

- learn coding (html, CSS, Bootstrap and libguides)
- build the website, based on the library team's feedback.

### **Main websites**

- <https://www.w3schools.com/>
- <https://training.springshare.com/>
- <https://getbootstrap.com/>

## **CREATING A LIVE TEST PAGE**

- Need a live test page for focus groups with students, faculty and staff.
- First draft created by library input, showing services, resources.

### Survey

**AUP** | Library

Library homepage usability

Please enter your preferred name (required)

Enter your AUP email address (required)

What year are you at AUP? (required)

How often do you use the library website? (required)

What do you use most often on the library website, if you use it? What do you like best on the site that shouldn't disappear?

If you don't use the library website, what do you use for resources? If you don't need resources, what classes are you taking?

What, if anything, do you wish was on the library website that is not there?

Would you be willing to help us with some usability testing and discussion about a new design for our landing page and/or give your opinion on certain aspects?  
It will take about 30 minutes. Testing is planned for April, dates to be set according to availability. There will be food and a drawing for a gift certificate for taking part in the testing. (required)

Back Submit

### 3RD STEP

Email all students with link to a survey (~1000 students).

Ask if they will participate in focus group.

Gift certificate prizes for 3 students answering survey (for the student cafe, the AMEX).

QR-code to the student survey



**25 replies**  
**23 students willing to meet and participate in focus groups.**



April 2022 - July 2021



**5 Focus Groups with students:  
3 in-person sessions and 2 online sessions**



## IN-PERSON SESSIONS

Hand out a print version of the homepage and ask them to mark what they like, what they didn't like, what is missing.

During conversations - new ideas were suggested– Librarian's recommendation section





## ONLINE SESSIONS

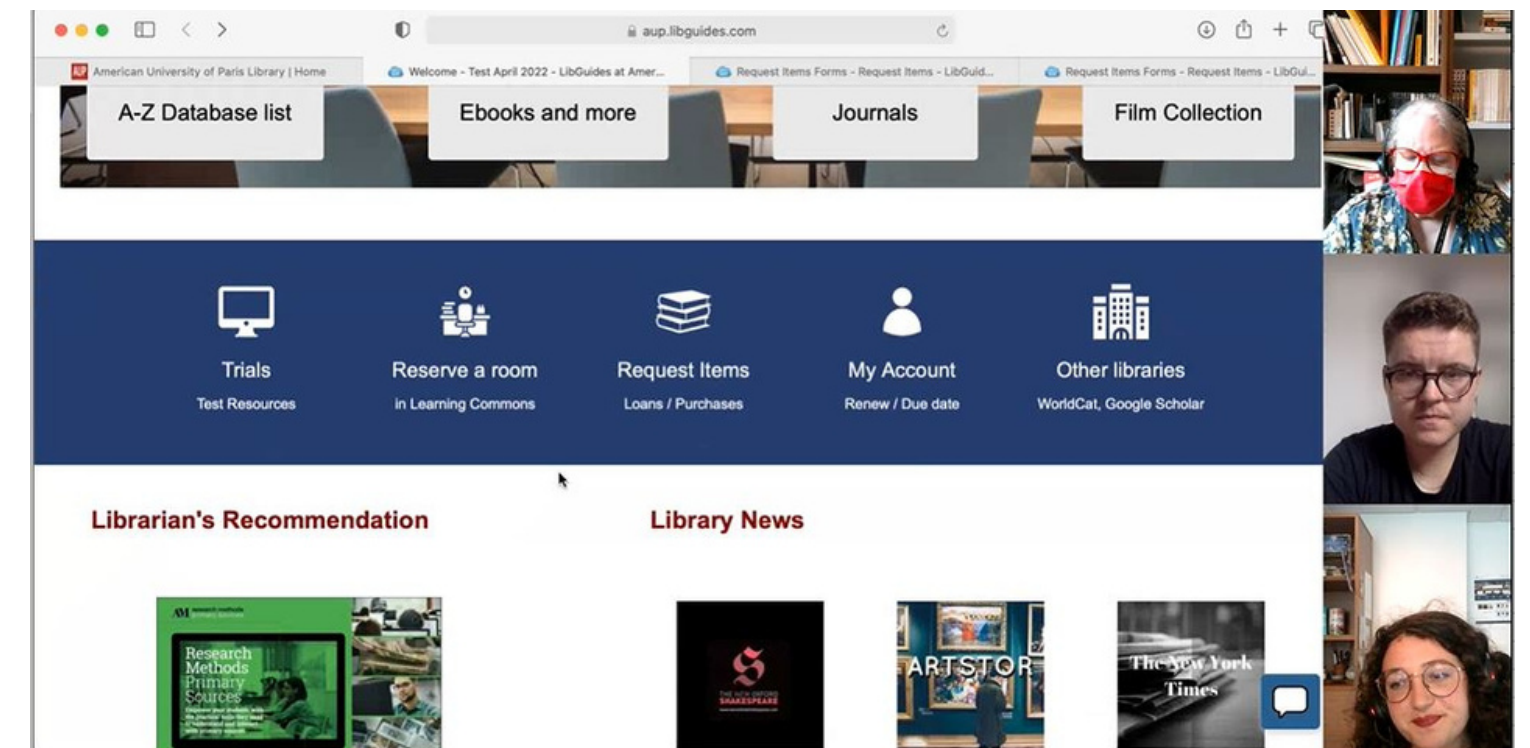
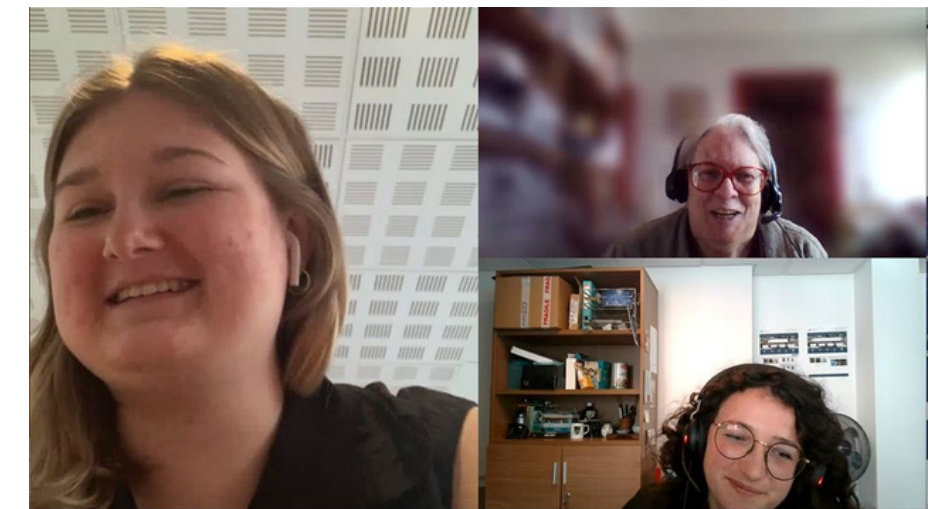
### Usability test

Show the student the new version of the homepage.

Send the test link and request the student share their screen.

Ask first impression of the new website.

Ask where to find specific information, pages, etc...





## SUCCESS!

Student survey and focus groups have good suggestions.

Examples:

- "Librarian's recommendations" section
- "Resources you love" section
- rewording of many headings
- placement of links
- added links

Students were eager, helpful and excited to be involved.





April 2022 - July 2021



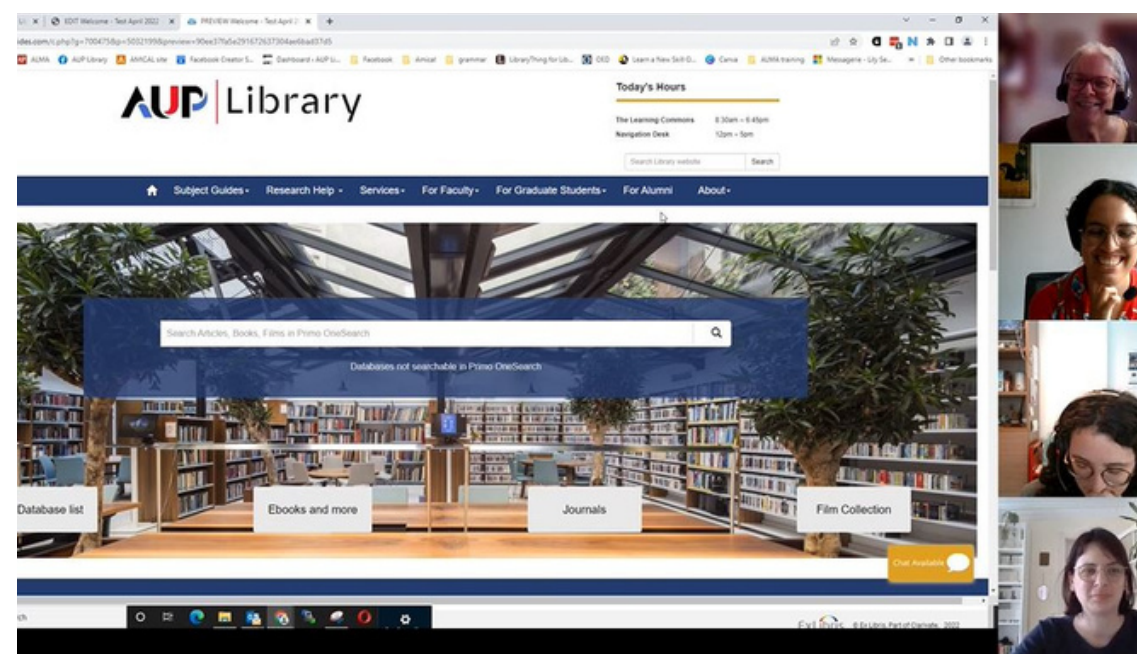
## FACULTY AND STAFF SESSIONS

Send a survey, with the same questions as the ones in the students' survey.



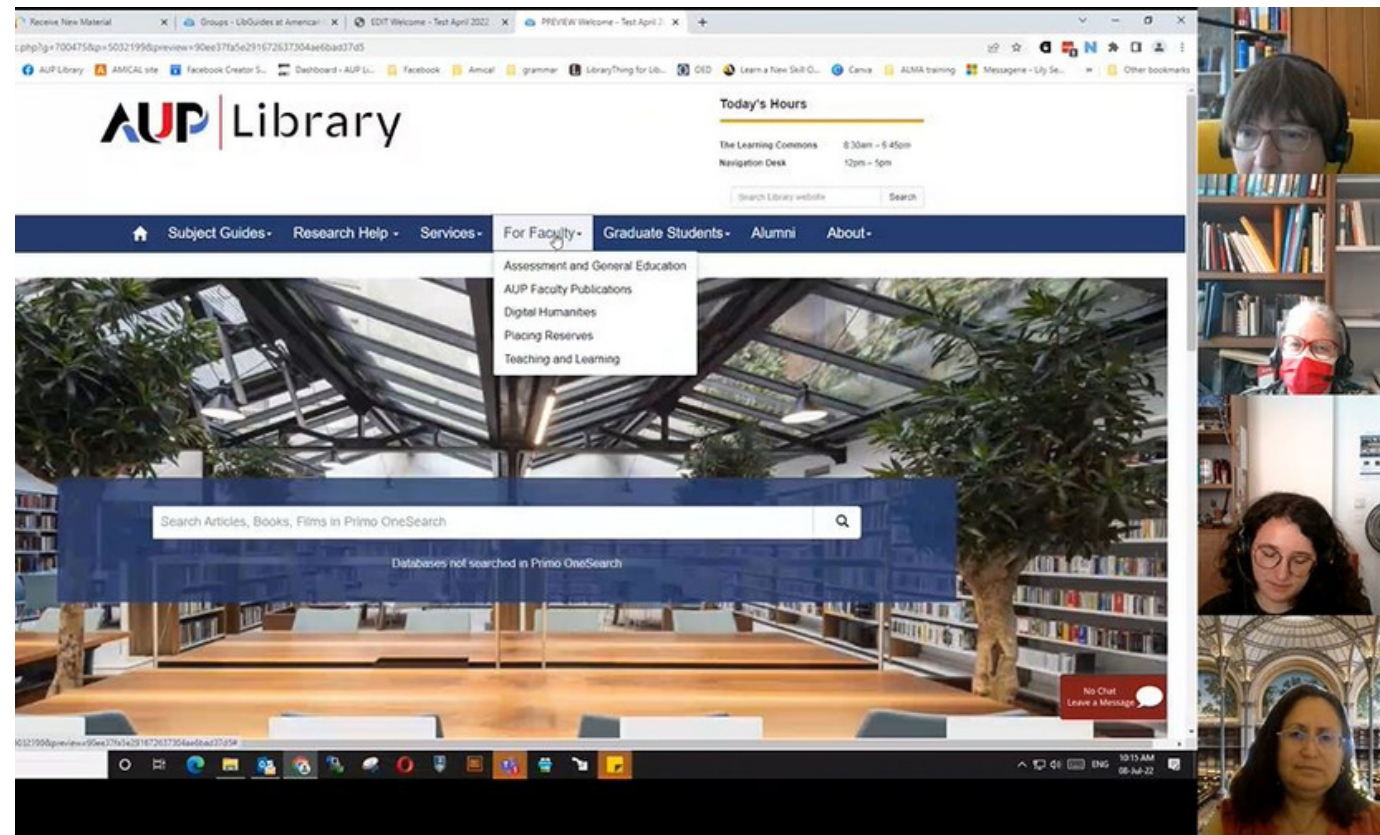
31 replies  
23 willing to participate in focus groups.

5 focus groups:  
1 in-person session  
4 online sessions





April 2022 - July 2021



## FACULTY AND STAFF SESSIONS

Interesting discussions and survey results, but they didn't focus on library homepage changes.

Received feedback about:

- improving their subject pages
- new services using our spaces
- feedback of what they thought student would want

From their feedback we spoke to or met with faculty to make changes to other library pages (not the landing page). It gave us another goal to meet after we updated the landing page.

A few suggestions from faculty and staff were used on the landing page.



## **Meeting with Communications**

**Meet with Communications before  
the focus groups**

**Communications are in charge of  
the University websites and  
communications.**

**Need to make them aware of the  
change landing page and get tips  
on how to conduct focus groups.**

**Hopefully get them on board with  
our project**

## **MEETING WITH IT DEPARTMENT**

Meet with IT department after the  
focus groups. Just before launching  
the new landing page:

- redirect the Libguides URL  
<https://aup.libguides.com/home>  
to [library.aup.edu](https://library.aup.edu)
- Change the library server  
address

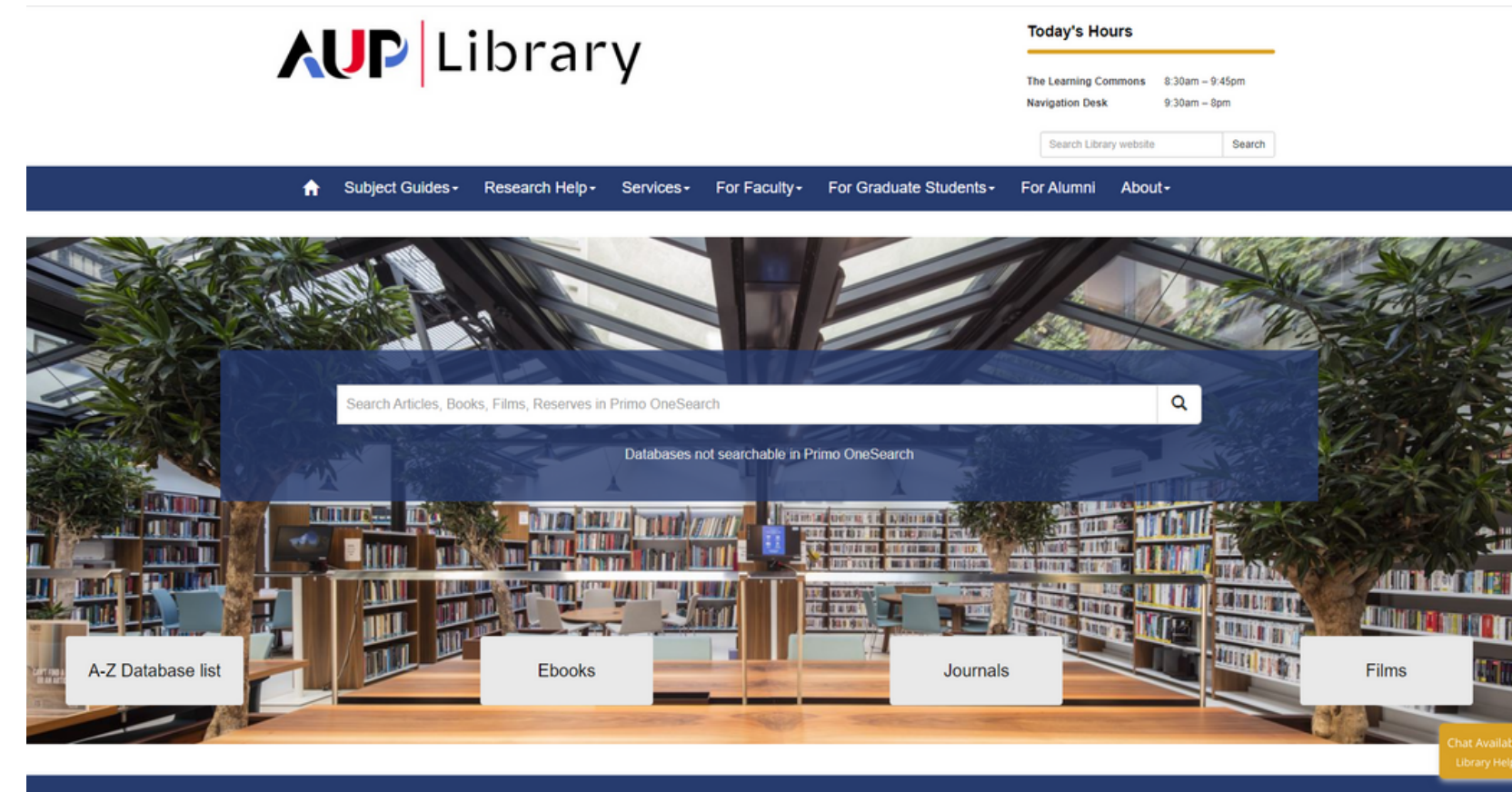
## LAST STEPS

Update the landing page with suggestions collected during the focus groups.

Show the library team the final page and tell them about the process.

Still fixing the coding on certain aspects, improving the usability.

**18th of August 2022** we launch the new library landing page, and work during the week to fix problems.



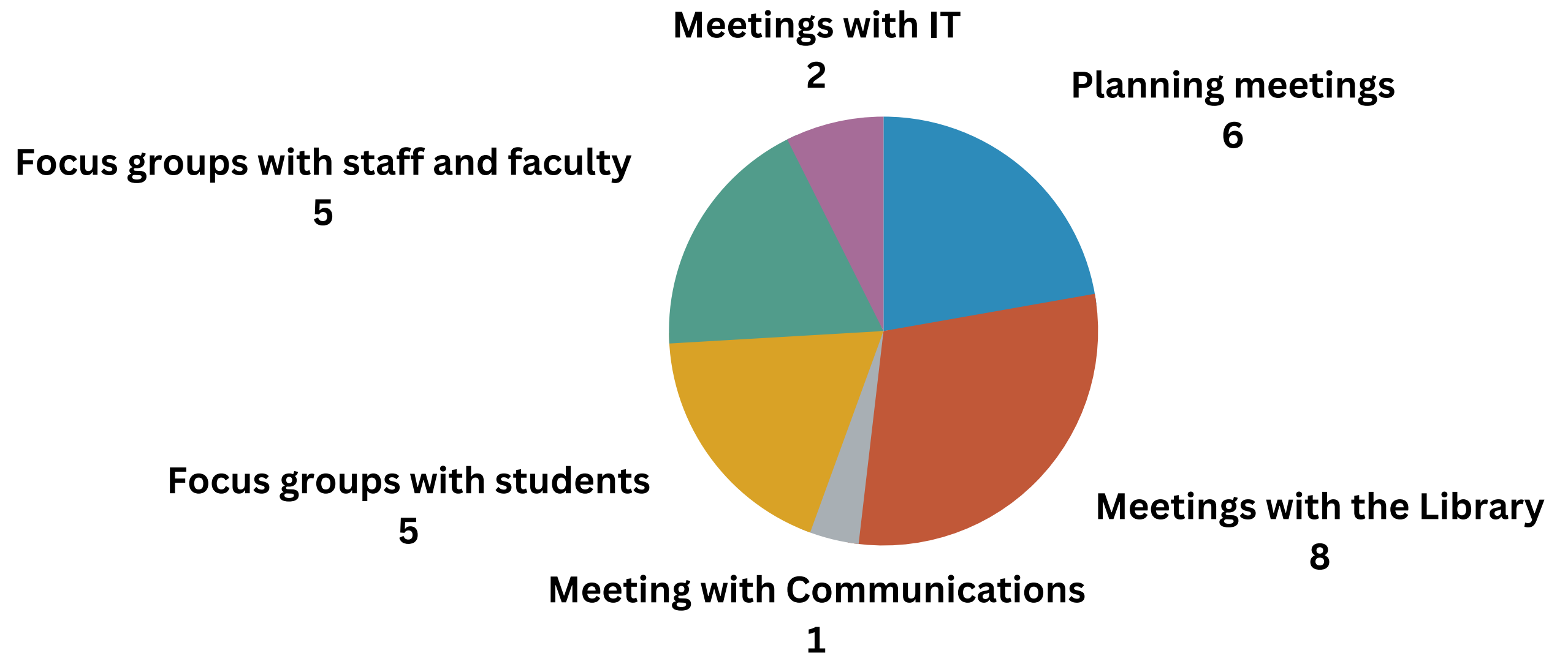
## NUMBER OF MEETINGS ABOUT THE NEW LANDING PAGE

27 meetings, many emails and discussions later we have a landing page!

### A 1-YEAR PROJECT

Crucial not to rush  
Plan but be flexible  
Include maximum number/type of constituents  
Give time for preparation

- possible coding
- images
- class to help with design



# CONCLUSION

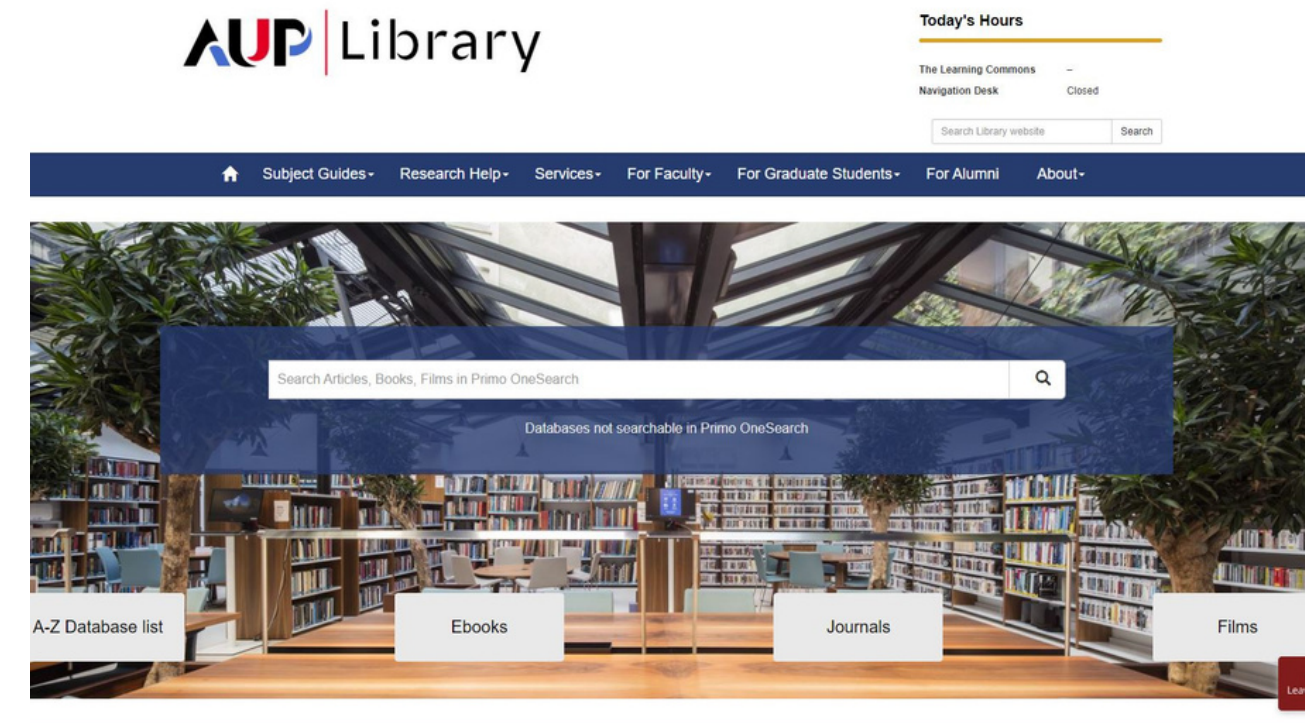
## CONCLUSION AND TIPS

It is an iterative process.  
These steps will repeat when necessary.  
Test the page, get input and make changes.

We created a homepage feedback survey  
<https://aup.libwizard.com/f/homepage-feedback>

It was a very satisfying and successful project.

We received a variety of input and tried to please the most people while creating the most useful page possible.



Scan the QR-code  
to see our new  
landing page



### FOR MORE INFORMATION

If you want more details or to know more about our experiences please feel free to ask.

---

# THANK YOU

## Contact information

Sally Murray - [smurray@aup.edu](mailto:smurray@aup.edu)

Lily Servel - [lservel@aup.edu](mailto:lservel@aup.edu)

by Sally Murray and Lily Servel