



ACT | a division of
Anatolia College



Like a Phoenix:

Delivering a new library website

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*(developed from the presentation by Dimitris Diamantis,
Redesigning a library home page for improved information
access: information hierarchy and user experience research)*



Old Website

ACT » Library » Bissell Library Website » Bissell Library

Bissell Library

HOME Print Page

Research

- Library Catalog
- E-books
- Databases A-Z
- Databases by Subject
- Database Tutorials & Guides
- Journals A-Z
- Open Access Journals
- Institutional Repositories
- Google Scholar
- Research Guides
- Special Collections & Archives

About the Library

- Brief Description
- Access & Use (FAQs)
- Become a Member
- Hours & Locations
- Staff
- Contact Us
- Past News & Events

Library Services

- Ask A Librarian!
- Borrowing
- Copying, Printing, & Scanning (FAQs)
- Course Reserves
- My Library Account
- Library Classes (FAQs)

Research Guides

- Business Research Guide
- Humanities & Social Sciences Guide
- Science & Technology Research Guide
- Online Library Catalog Help Guide
- MLA Citation Guide
- Citation Management Guide
- Small Business Guide
- Math Tutoring Guide

Tools

- Off-Campus Database Access
- Easybib (citation maker)
- Moodle (course management system)
- Student e-mail
- Diigo (bookmarks, highlights, sticky notes)

News & Events

NEW DATABASES!

Project MUSE
OXFORD Handbooks on Literature, Classical Studies, and History

NEW DATABASE (access until end of 2015):
Palgrave Macmillan (55 journals!)

NEW: HARVARD CITATION GUIDE
Check the examples and create your reference list and in-text citations

Library Schedule Spring 2015

Monday - Thursday: 10:00a.m. - 8:00p.m.
Friday: 10:00a.m. - 6:00p.m.
Saturday: 11:00a.m. - 2:00p.m.

Follow Us

Digital Archives & Special Collections

Anatolia College Digital Archives & Special Collections

Ebsco Discovery Service

Search All Resources at Once

Keyword Title Author

Harvard Library mobile view or offline app

HOLLIS HOLLIS Classic Articles

SEARCH

Libraries

- Hours and Locations
- List of Harvard Libraries
- Archives and Special Collections
- Users with Disabilities
- Visitor FAQ
- Library News
- The Harvard Library Transition
- Advisories: Library Catalogs and E-Resources

Books, videos, and more

- HOLLIS
- HOLLIS Classic
- VIA: Visual Resources
- OASIS: Archives/Manuscripts
- Get It (Borrow Direct, ILL, Scan & Deliver)
- More...

Articles and more

- Find E-Resources
- Find E-Journals
- New!** Find Articles Using Primo Central
- Citation Linker
- Get It (Borrow Direct, ILL, Scan & Deliver)
- More...

Tools

- Citation Linker
- RefWorks
- Harvard LibX
- More...

My HOLLIS account

- Help
- Ask a librarian / Requests

Digital Collections

Yale University Library

Your Library Account
Ask Yale Library
Reserve Rooms
Places to Study

RESEARCH SERVICES LIBRARIES & COLLECTIONS INFORMATION & POLICIES

SEARCH ORBIS CATALOG

Go

Go to Orbis

SEARCH BORROW DIRECT

SEARCH WORLD CAT

SEARCH FINDING AIDS

RESEARCH

- Search Law Library Catalog (MORRIS)
- Search Articles
- Search Digital Collections
- Search Google Scholar
- Subject Guides
- Find Databases by Title
- Find eJournals by Title
- Overdrive Audio Books & eBooks
- Primary Sources

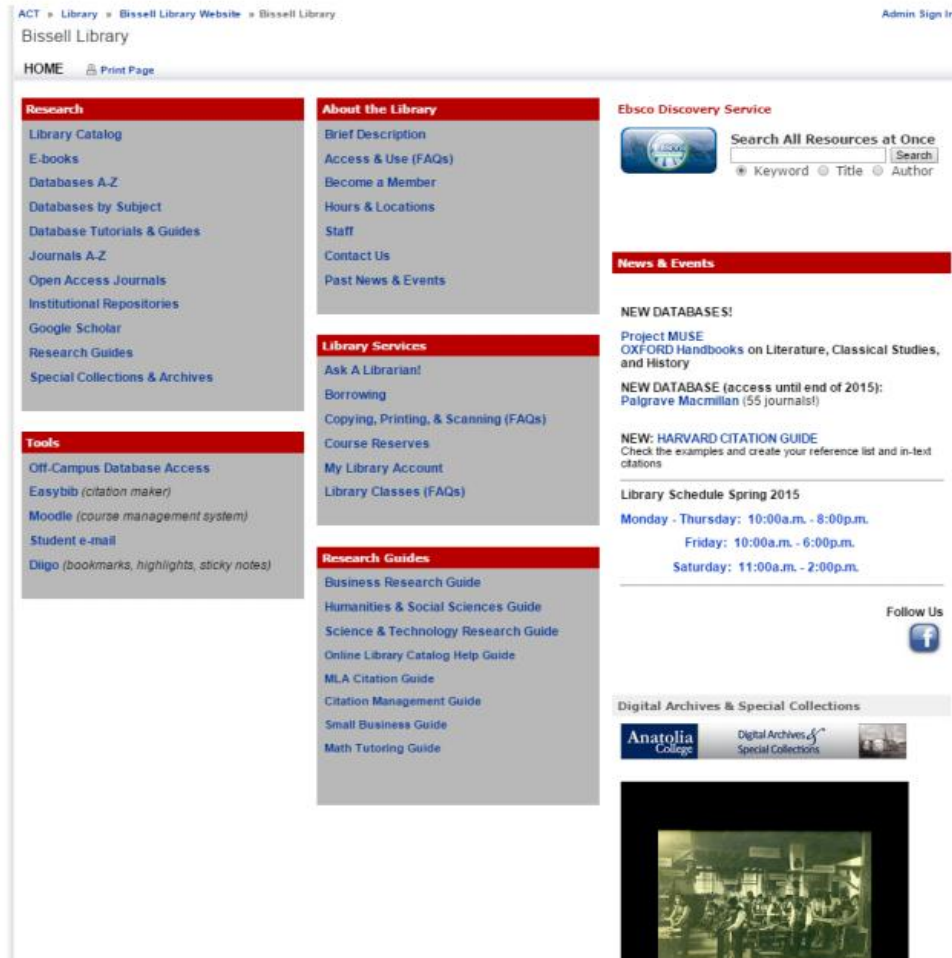
SERVICES

- Your Personal Librarian
- Subject Specialists
- Workshops & Research Education
- Citation Tools
- Get It @Yale (Borrow Direct, Interlibrary Loan, Scan & Deliver)
- Course Reserves
- Off-Campus Access

TODAY'S HOURS

Bass	8:30am - 4:45pm
Beinecke	9am - 4:45pm
CSSSI	8:30am - 8pm
Divinity	8:30am - 4:50pm
Haas Arts	8:30am - 5pm
Law	8am - 6pm
Medical	8am - 10pm
Sterling	8:30am - 4:45pm
All Library Hours	

Old Website



Assumptions to test:

Could students easily find what they were looking for?

Did students like it?

Our conclusions:

Too busy and noisy

Students were getting lost in too many options

Organization, categorization and naming needed improving

In technical terms:

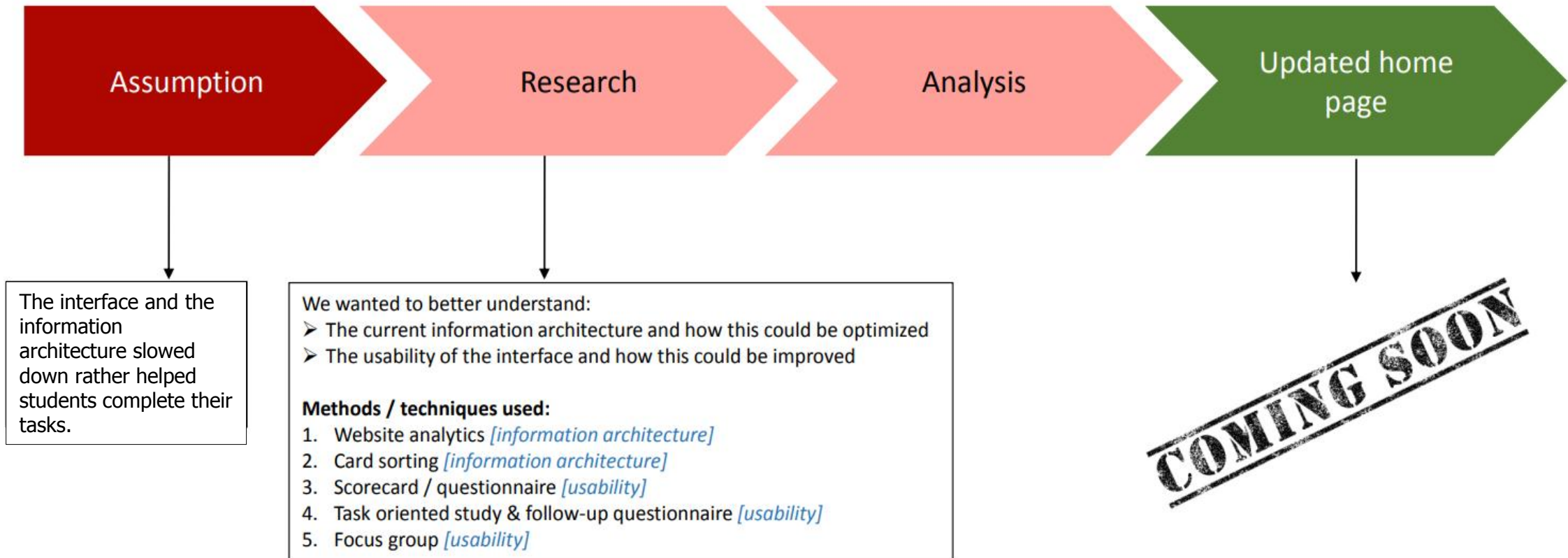
Information hierarchy / categorization

Interface / look & feel

Usability

Website redesign procedure

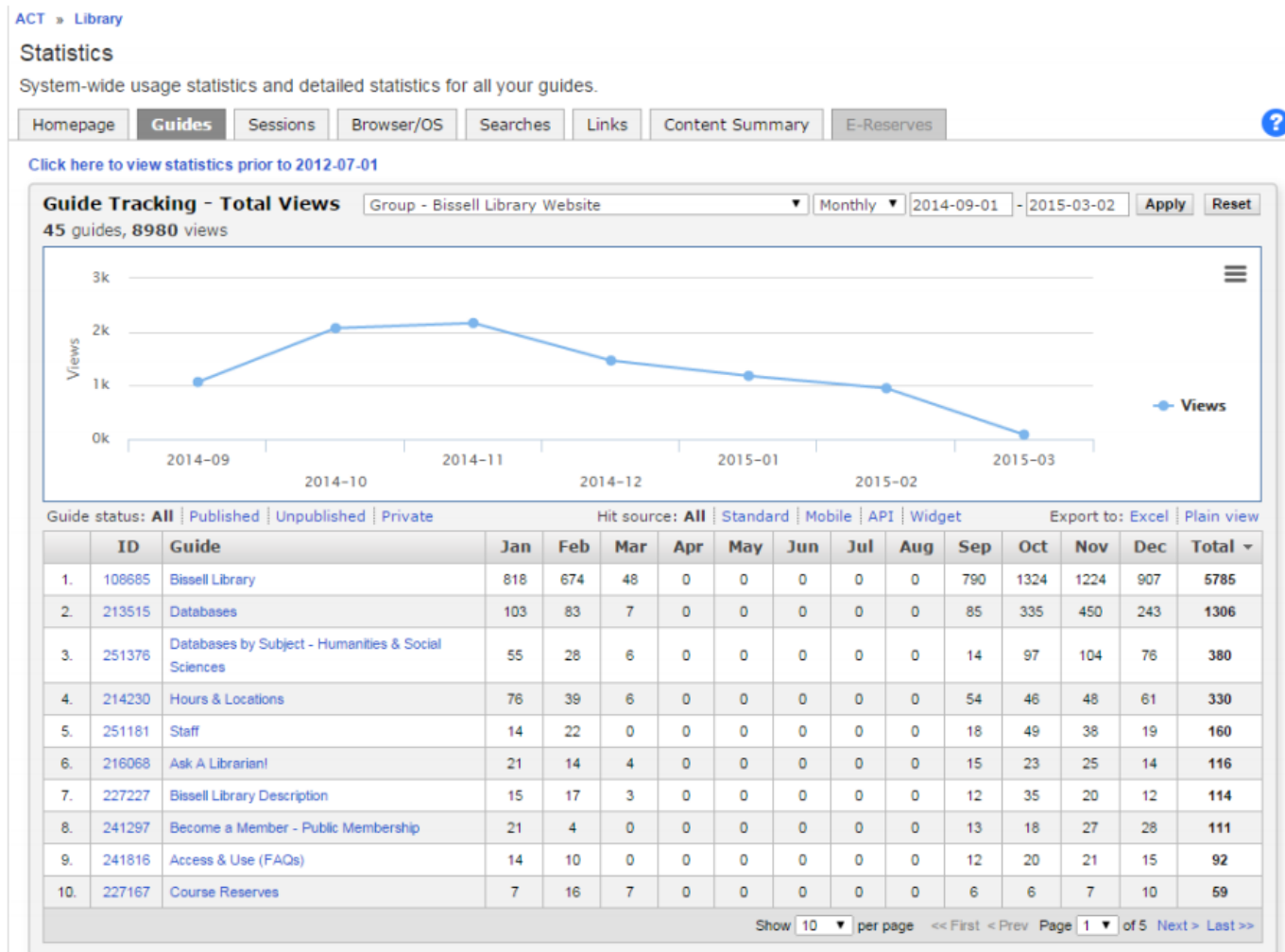
Restructure the Bissell Library's home page in order to make the information more accessible to students (easier, faster).



Website Analytics

According to this 5-month report, most of the site visitors were looking for:

- >Databases / resources
- >Hours of operation
- >Connecting with the staff





Card Sorting

Card Sorting details:

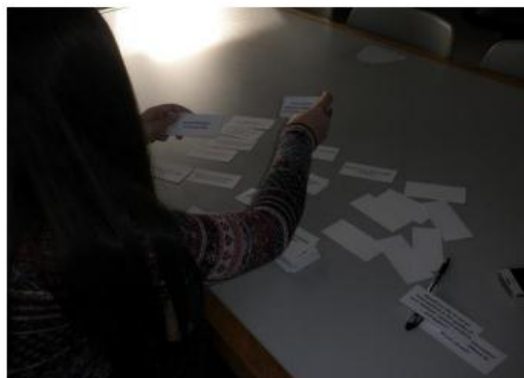
March 2015

11 students

ACT Bissell Library

90

content
categories



11 students

Initial grouping

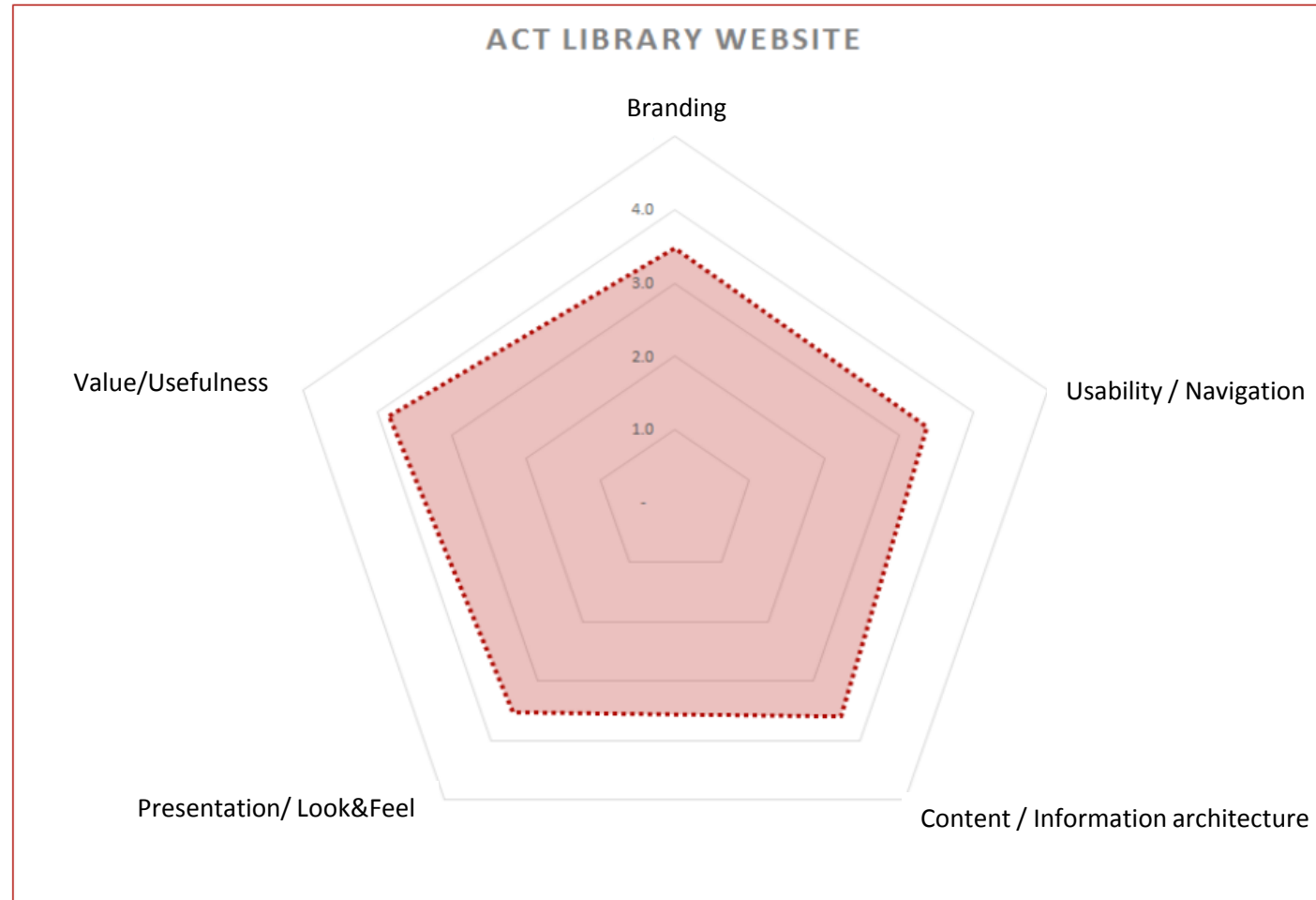
1. About
2. Ask a Librarian
3. Databases
4. Facilities
5. FAQ (How to)
6. Special collections & Archives
7. Catalog
8. E-Books
9. Facilities
10. Journals
11. Library Services
12. Membership
13. My account
14. Policies
15. Research/Resources
16. Tools
17. Writing Center

Final grouping

1. About (Policies)
2. Ask a Librarian / Live chat
3. Resources (Databases, e-books, Journals, catalog)
4. Help & Tutorials (FAQs)
5. Services & facilities (Writing Center, Special Collections & Archives)
6. Membership
7. My account

Scorecard results

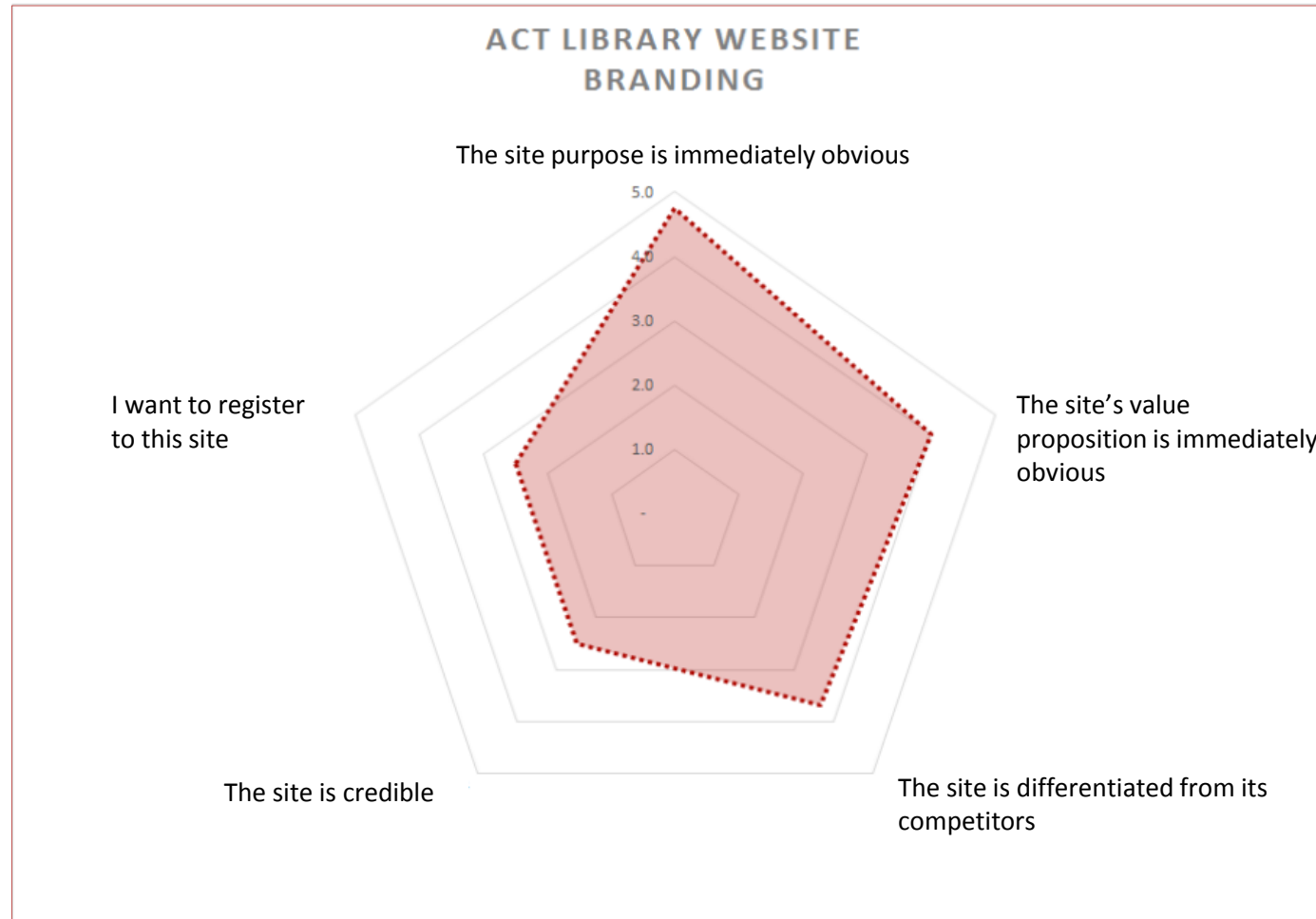
In summary, the site was useful and helped students, but with a non-user friendly interface and less-than-optimal structure.



Scorecard results

Students were asked to rate the website based on parameters related to **branding**.

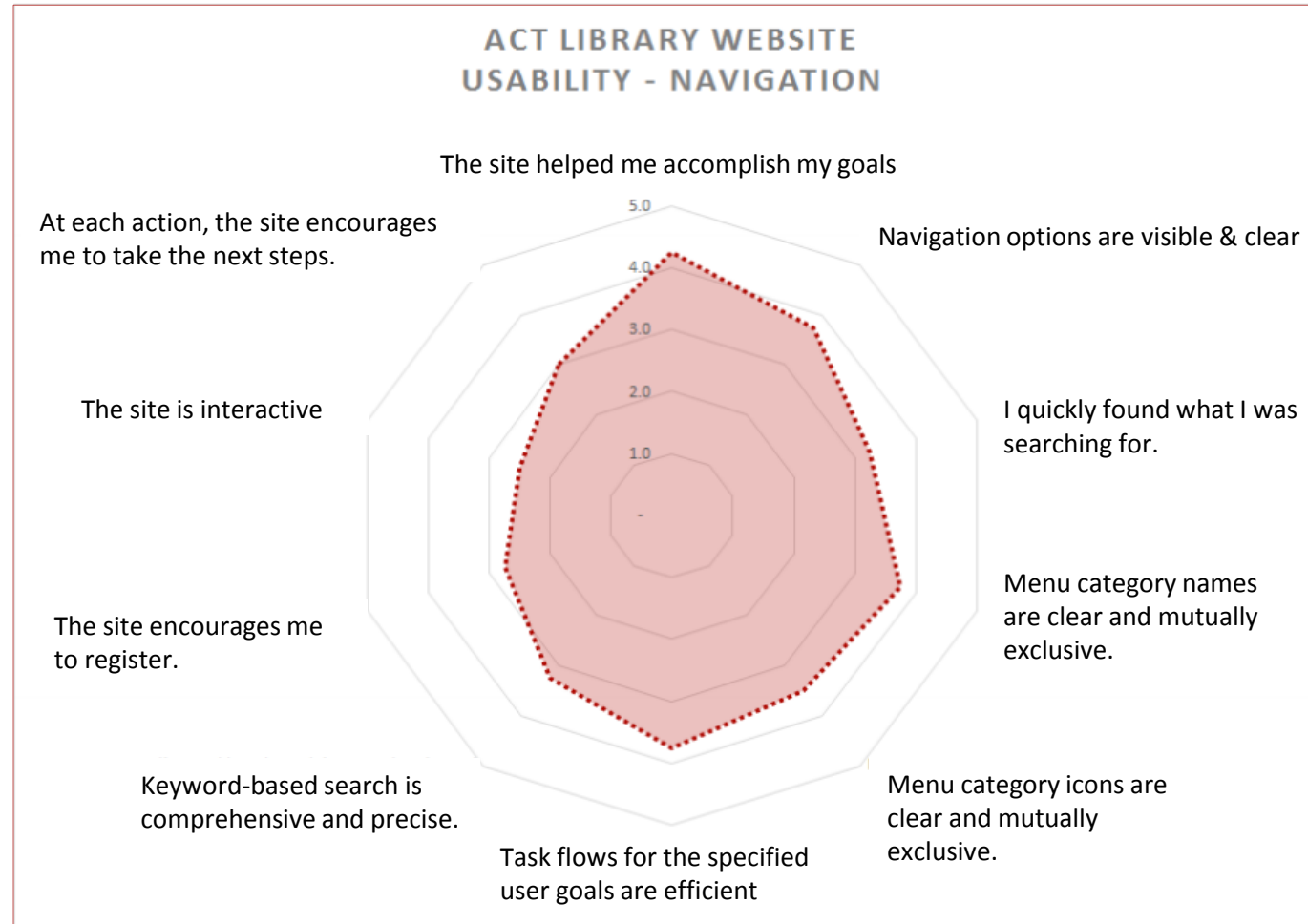
According to this, students perceived that the site was not credible enough and they didn't want to register, e.g. for receiving news.



Scorecard results

Students were asked to rate the website based on parameters related to **usability/navigation**.

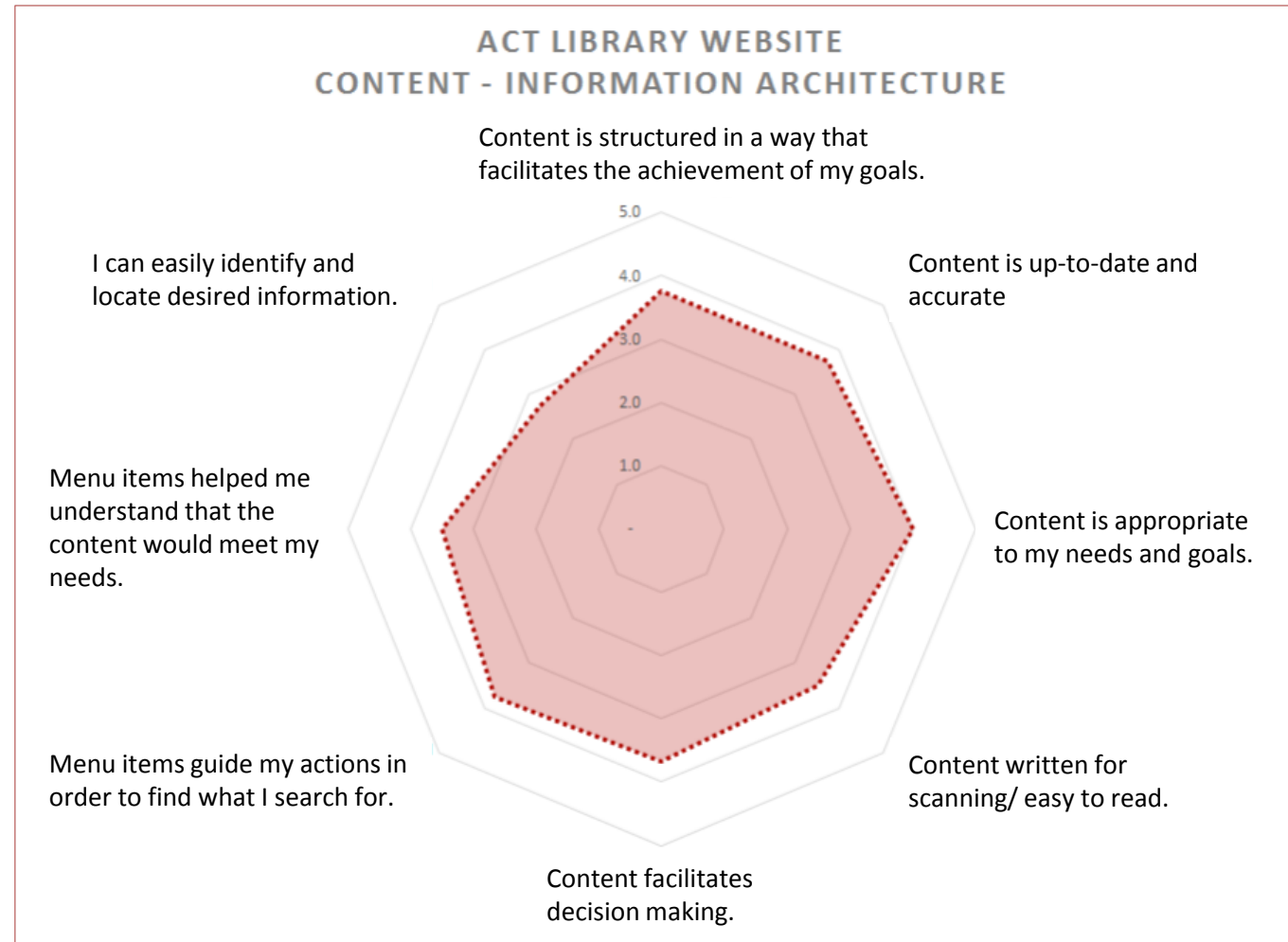
According to this, students did accomplish their goals, but in a not very user-friendly environment.



Scorecard results

Students were asked to rate the website based on parameters related to **information architecture**.

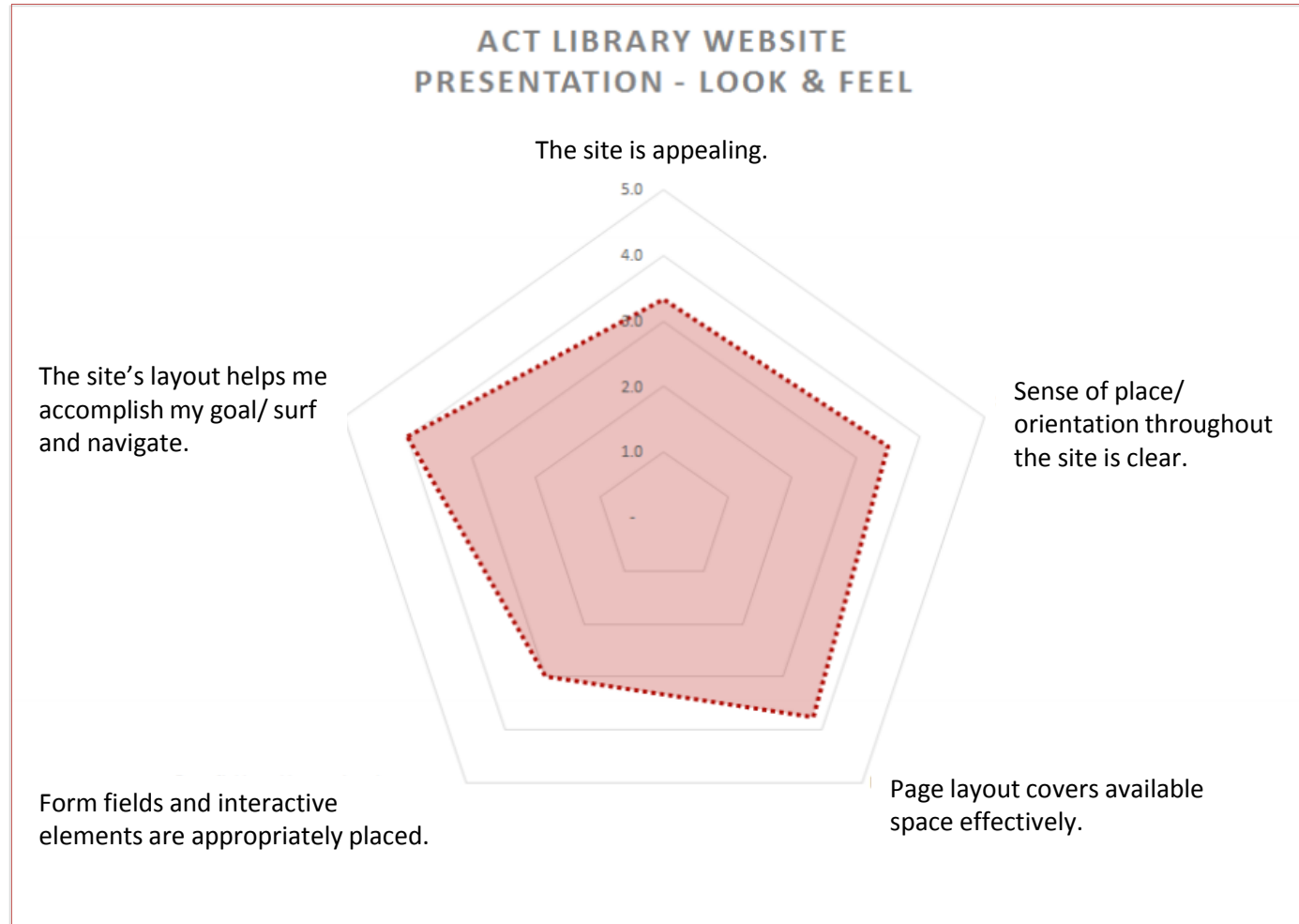
Although content was relevant and up-to-date, it was not easy to find.



Scorecard results

Students were asked to rate the website based on parameters related to **look & feel**.

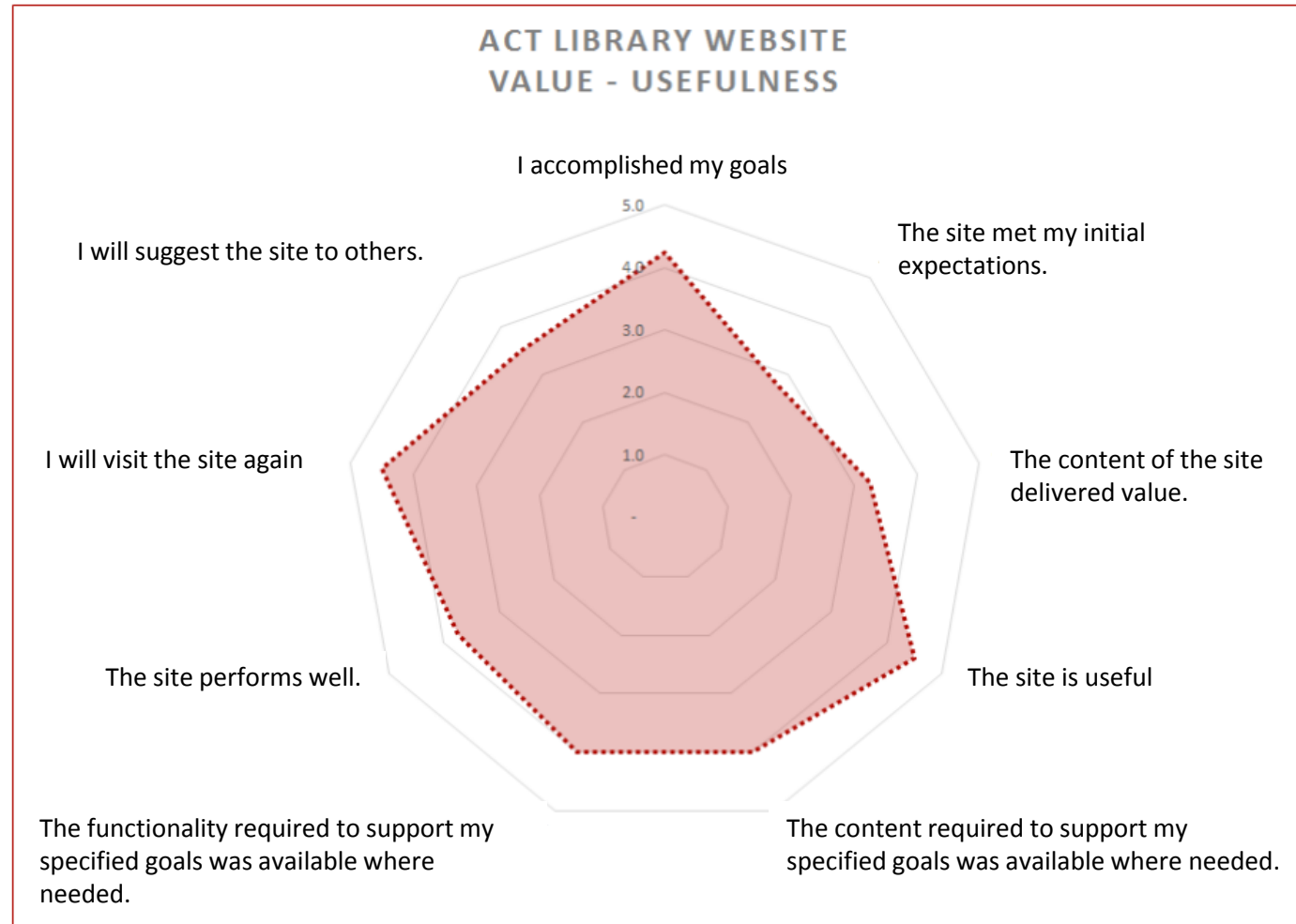
Although students managed to complete their goals, they did so in an environment that was neither very appealing nor interactive.



Scorecard results

Students were asked to rate the website based on parameters related to **usefulness/value**.

Students did accomplish their goals, but the site didn't meet their expectations.



Task oriented questionnaire

Task oriented study details:

March 2015

8 students

ACT Bissell Library



Key observations:

- Content was good, but needed better organization
- It should be simpler
- There were too many options
- Database presentation was confusing
- **Ask a librarian** was too hard to find
- The search box was extremely useful

Key Observations:

- Students seemed to have a harder time completing their tasks than what they recorded on the questionnaire!
- Often, they were just looking at the screen for long time; we assumed that they were speculating where each option would lead them, trying to mentally complete their task (or, at least, the next step) before "risking" to click anything.

Focus Group

Focus Group details:

April 2015

4 students

ACT Bissell Library



Key findings:

Look & feel:

- Boring/ Could become more visually attractive
- Too busy – had to be more clear
- Links could take the form of big squares with images
- Colors were too dark

Searching:

- Brought irrelevant results

Content organization:

- Better classification/organization of the databases (i.e. by subject)
- Unnecessary duplication of information with regard to the subject guides
- Top/ most used links could become icons (i.e. databases, journals, My library)
- Little used links could be placed in a less visible area

Help

- Tutorials for freshmen (ideally, video tutorials); have a specific section for freshmen

Overview of the results

Analytics

- ✓ Databases / resources
- ✓ Hours of operation
- ✓ Connecting with the staff

Card Sorting

- ✓ About (Policies)
- ✓ Ask a Librarian / Live chat
- ✓ Resources (Databases, e-books, Journals, catalog)
- ✓ Help & Tutorials (FAQs)
- ✓ Services & facilities (Writing Center, Special Collections & Archives)
- ✓ Membership
- ✓ My account

Questionnaire & scorecards

- ✓ Doesn't inspire students to register
- ✓ Doesn't inspire credibility
- ✓ Cannot easily identify / locate desired information
- ✓ Content is not structured in a way to facilitated the achievement of the user's goals
- ✓ At each action, it doesn't encourage the user to take the next step
- ✓ Is not interactive
- ✓ Delays users from finding what they are looking for
- ✓ Task flows are not efficient
- ✓ It is not appealing
- ✓ Disorients users
- ✓ Fields & elements are not appropriately placed

Focus group

- ✓ Boring / busy look and feel
- ✓ Databases are not well classified
- ✓ Confusing duplicated information
- ✓ Most useful links should be more apparent
- ✓ Include tutorials

Task oriented study & follow-up questionnaire

- ✓ Speculating next step
- ✓ Too long to make the next step
- ✓ Claims did not reflect the actual difficulties encountered when using the site

KEY FINDINGS:

- ✓ Less categories, better labelled
- ✓ More simple/slick look & feel
- ✓ Easy access to most useful elements, with efficient task flows
- ✓ Keep a sense of orientation, control and confidence for the next step



New website draft Layout

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The image shows a draft layout for a library website. The header is light blue and contains two buttons: "My account" and "Reserve study room!". Below these is a box showing "Today's hours: 8am – 9pm" with a clock icon and a link "click to see full library schedule". The main content area is also light blue. On the left, there is a "Database search" label and a large search input field, followed by a "GO" button. Below the search field are four buttons: "CATALOG", "e-BOOKS", "JOURNALS", and "DATABASE LIST". In the center, there is a large box labeled "Announcements". At the bottom, there is a row of five buttons: "About", "Services & Facilities", "Help & Tutorials", "Membership", and "Contact". On the right side, there is a green chat window titled "Live 24/5" with a close button. The chat window contains the text "Introduce yourself *", a form for "Name, Email" with a dropdown for "or" and social media icons, a dropdown for "What can we help with? *" with the selected option "Billing matters", a "Message *" text area, and a green "Start Chatting" button. The chat window is attributed to "zopim".



Task force in action

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New website – Launched Sep. '17

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The screenshot displays the homepage of the ACT Bissell Library website. The header is a dark red banner featuring the ACT logo on the left and the text "ACT Bissell Library | a division of Anatolia College" on the right. Below the header is a navigation menu with links: Home, Using the Library, About, Collections, Information Literacy, Subject Guides, Learning Hub, For Faculty, Archives, News, and Contact Us. The main banner image shows the exterior of the Bissell Library building with pink cherry blossoms in the foreground. Below the banner is a search bar with the text "Online Library" and a search icon, with the example text "ex: creative society". To the right of the search bar, it displays "Today's hours: 9:30 am - 8:00 pm" and a link "For Full Schedule Click Here". Below the search bar is a "Quick Links" section. The "News & Events" section features a carousel of four items: "BISSELL LIBRARY EVENTS" with two portraits, "GREECE" with a colorful abstract painting, "Group Study Rooms may now be booked online via our website" with a "BOOK NOW!" button, and "YOU CAN SING!" with musical notes and a microphone. At the bottom right is a "zendesk chat" widget with the text "Ask a Librarian" and a "Type your message here" input field.

ACT Bissell Library | a division of Anatolia College

Home Using the Library About Collections Information Literacy Subject Guides Learning Hub For Faculty Archives News Contact Us

BISSELL LIBRARY

Online Library ex: creative society

Quick Links

Today's hours: 9:30 am - 8:00 pm
For Full Schedule Click Here

News & Events

BISSELL LIBRARY EVENTS

Tassos Nikakis
a second look

GREECE

Group Study Rooms
may now be booked
online via our website

Click here

BOOK NOW!

YOU CAN SING!

zendesk chat

Ask a Librarian

Type your message here

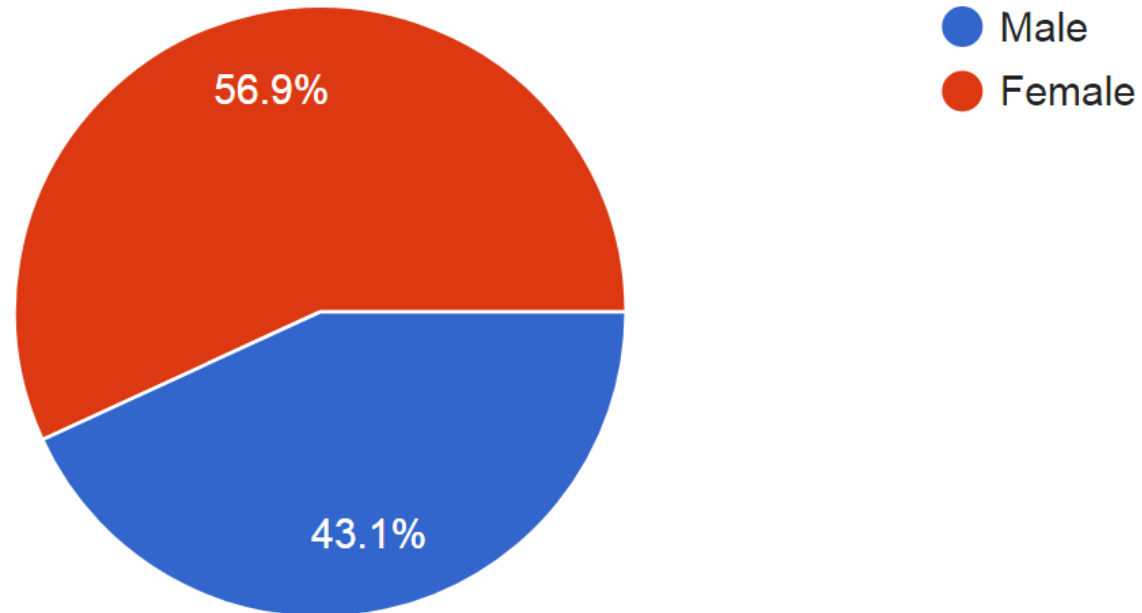


Website Questionnaire - Results

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Gender

51 responses



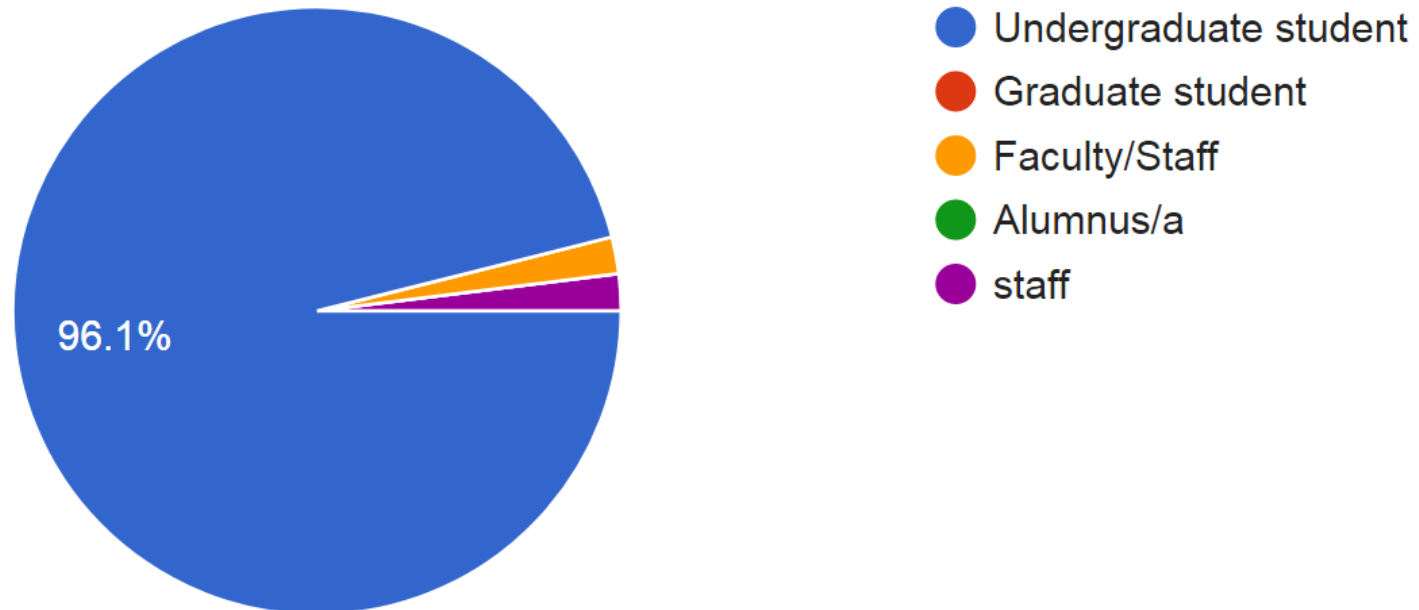


Website Questionnaire - Results

ACT | a division of
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ACT status

51 responses



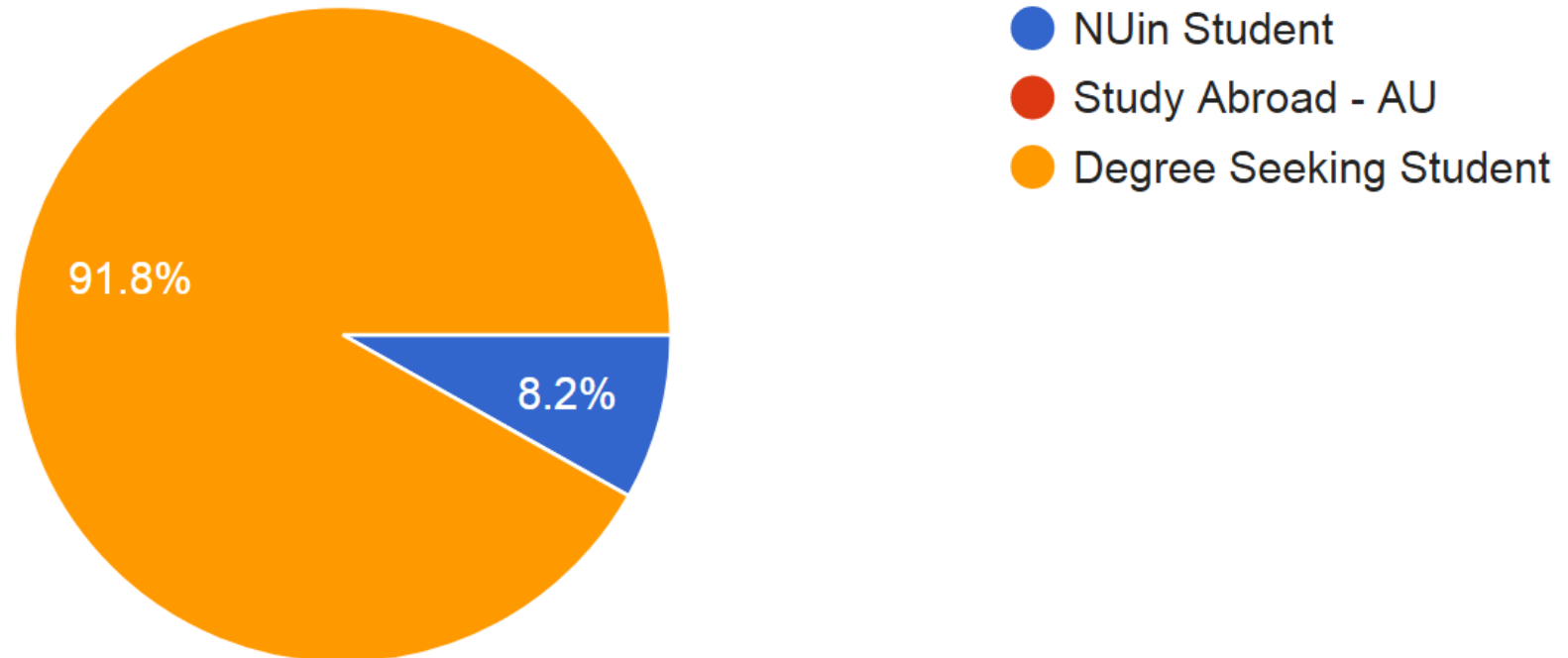


Website Questionnaire - Results

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If you're an undergraduate student, please indicate category

49 responses

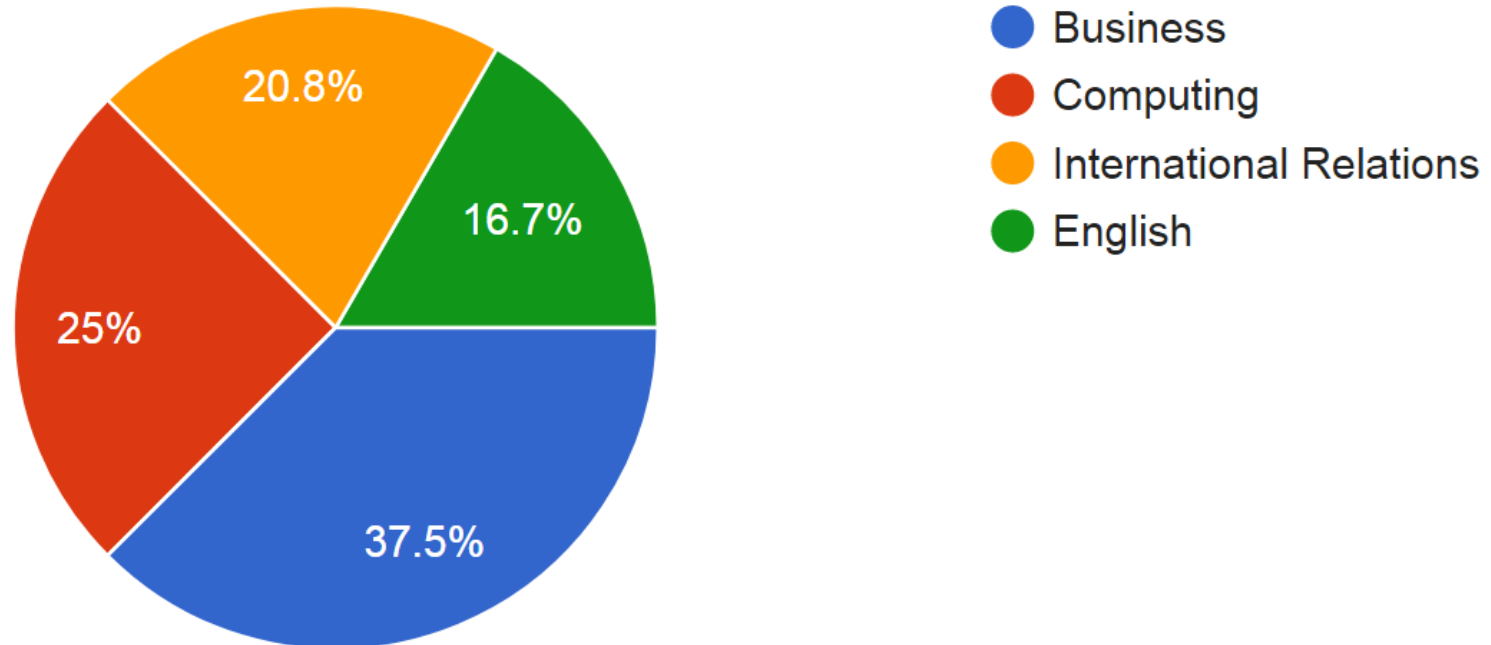




Website Questionnaire - Results

If you're an undergraduate student, please indicate your concentration (major)

48 responses



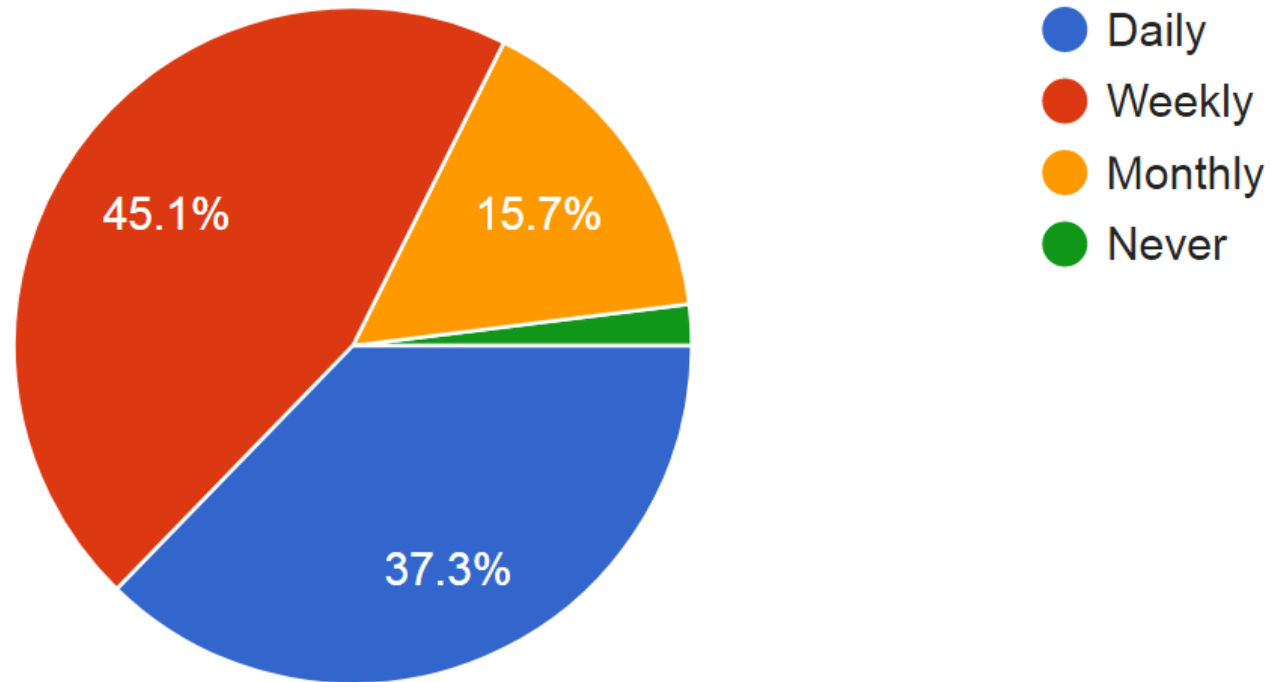


Website Questionnaire - Results

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How often do you visit the library website?

51 responses

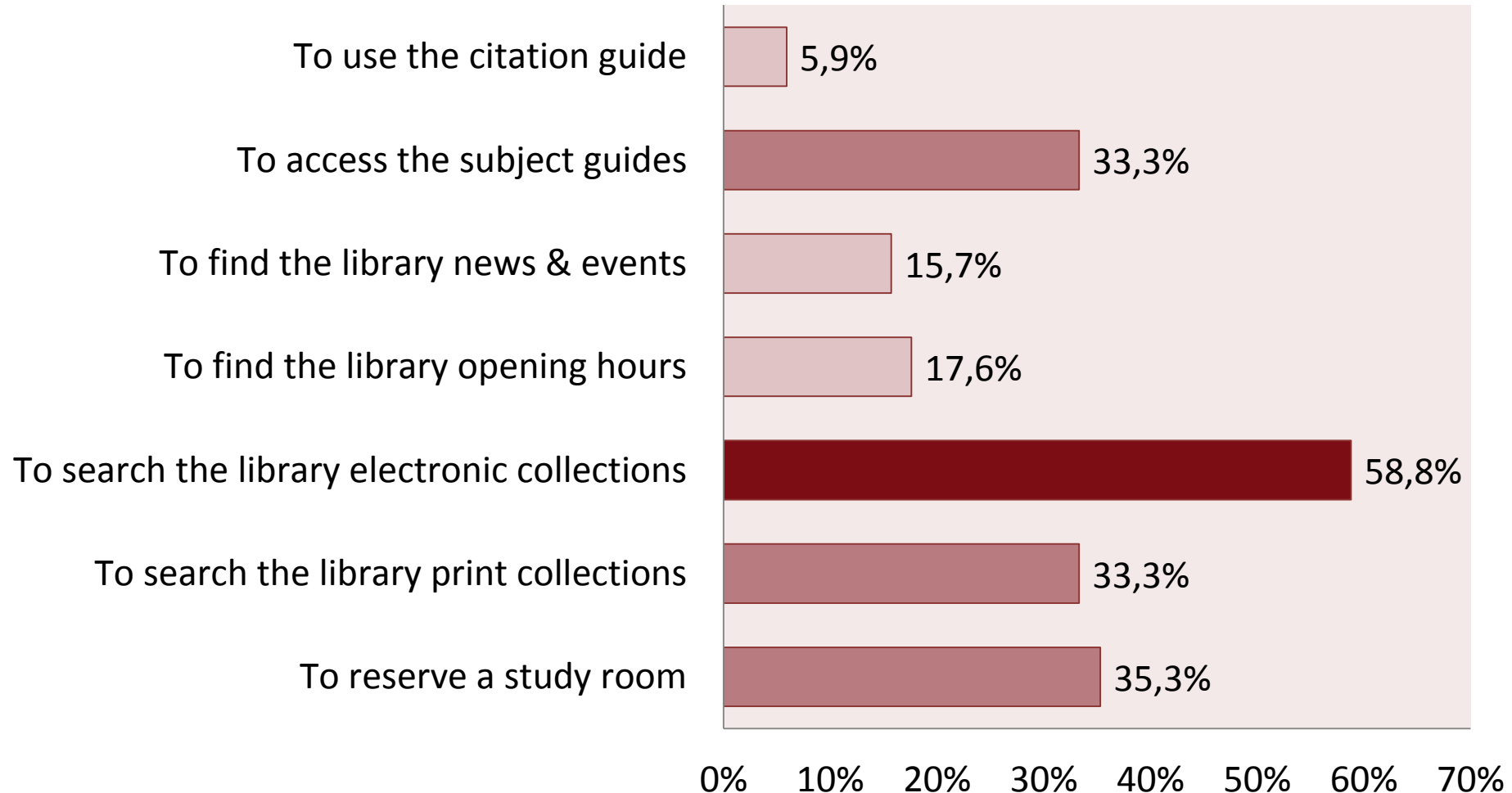




Website Questionnaire - Results

ACT | a division of
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What are your main reasons for using the library website?

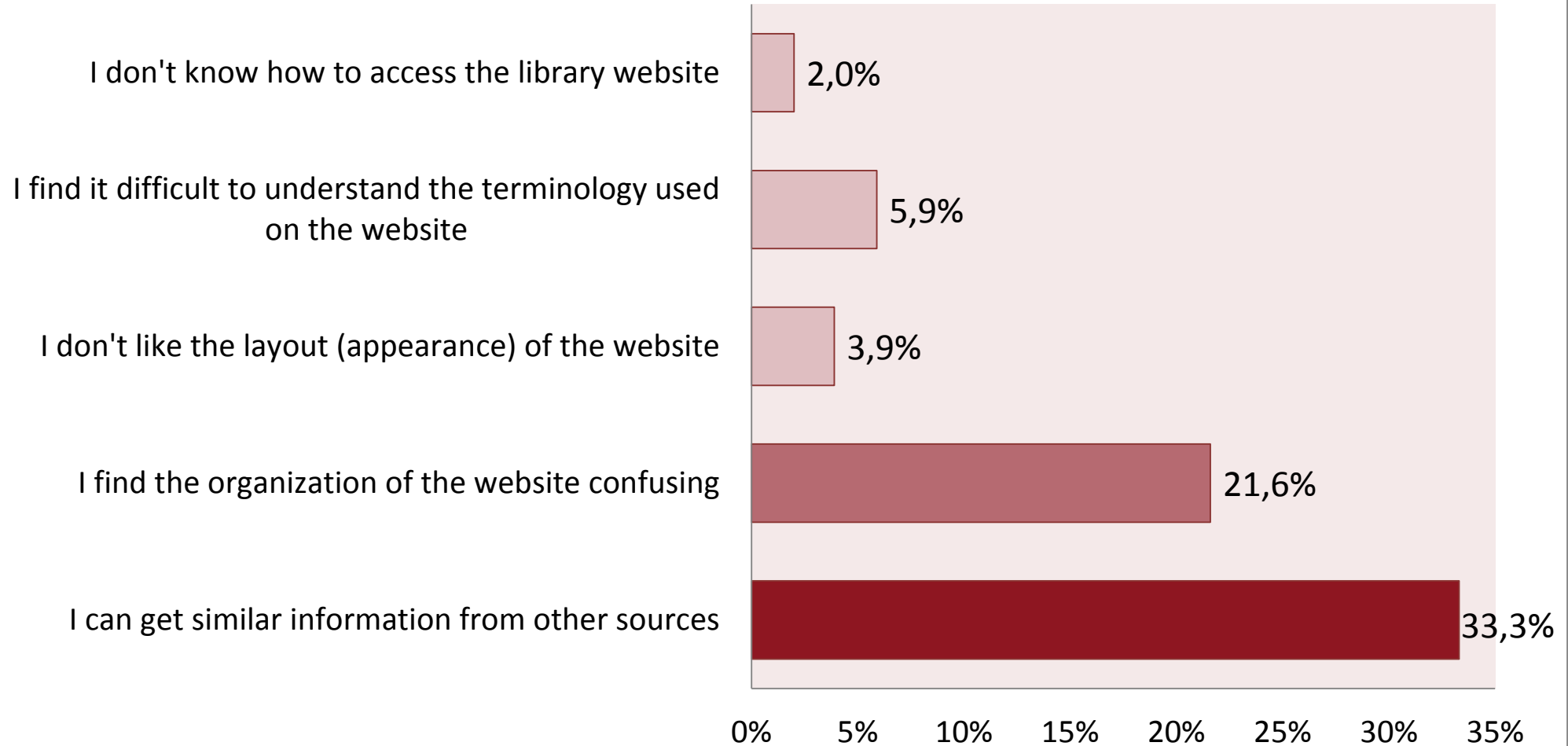




Website Questionnaire - Results

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What are your main reasons for NOT using the library website?



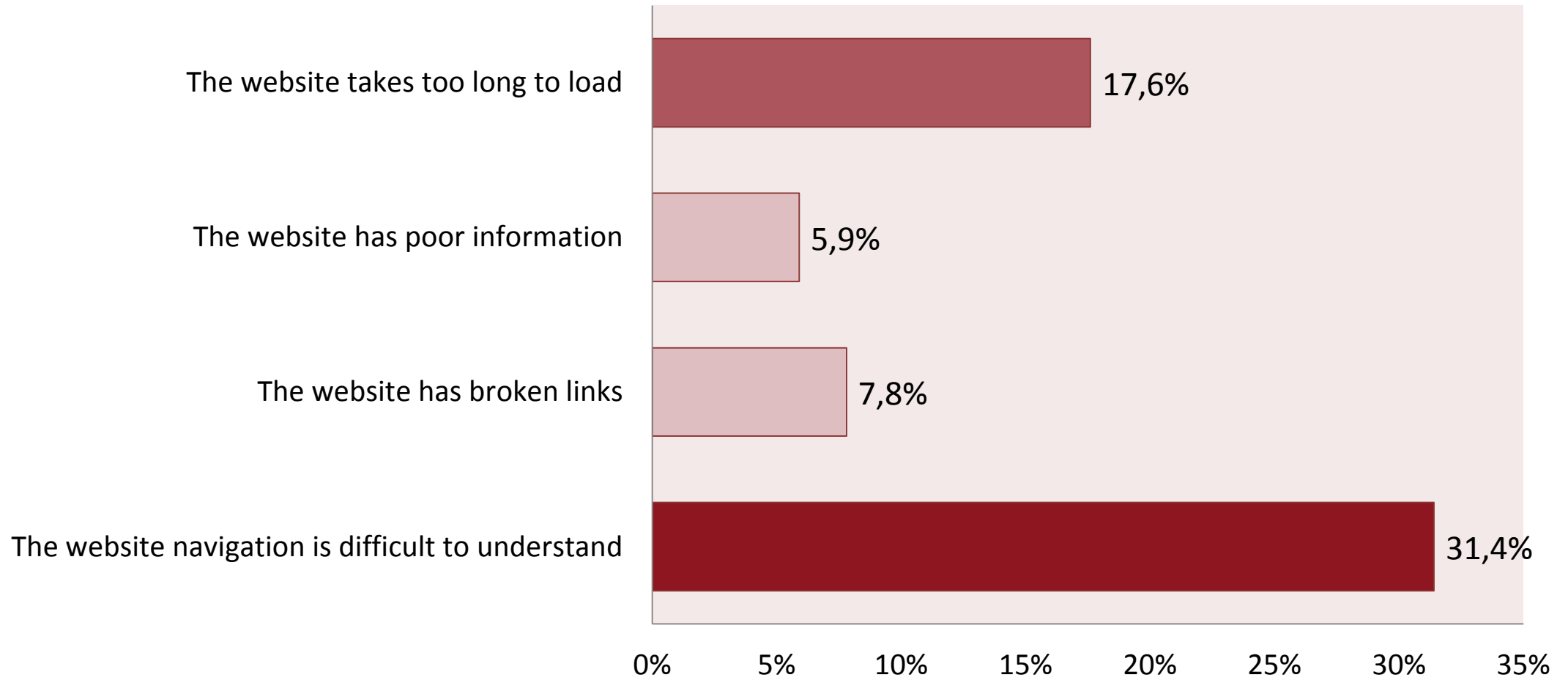
"I had a hard time figuring out how to use the website. But I use it now."



Website Questionnaire - Results

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**If you were not able to find what you were looking for,
please mark possible reasons**

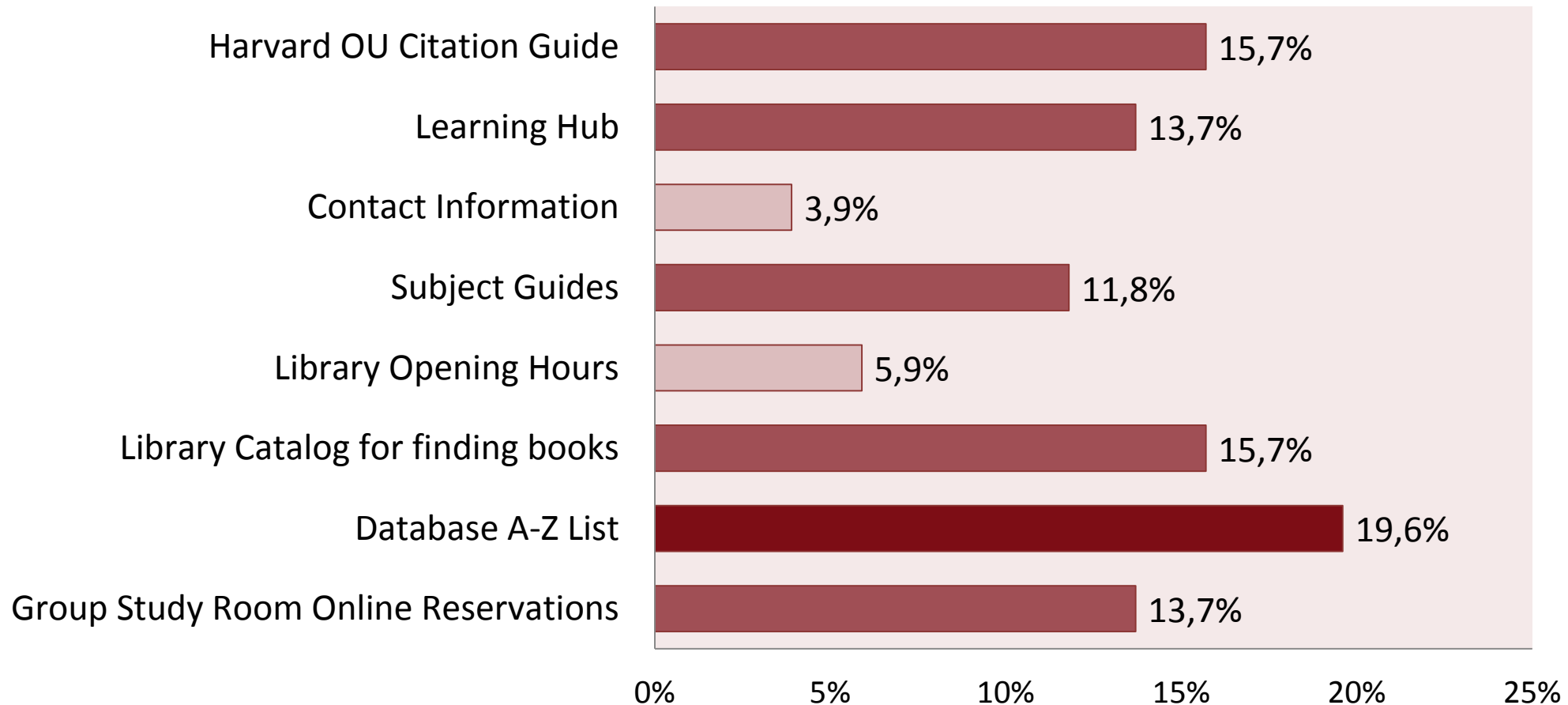




Website Questionnaire - Results

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Of the following, which do you find difficult to access via the library website?

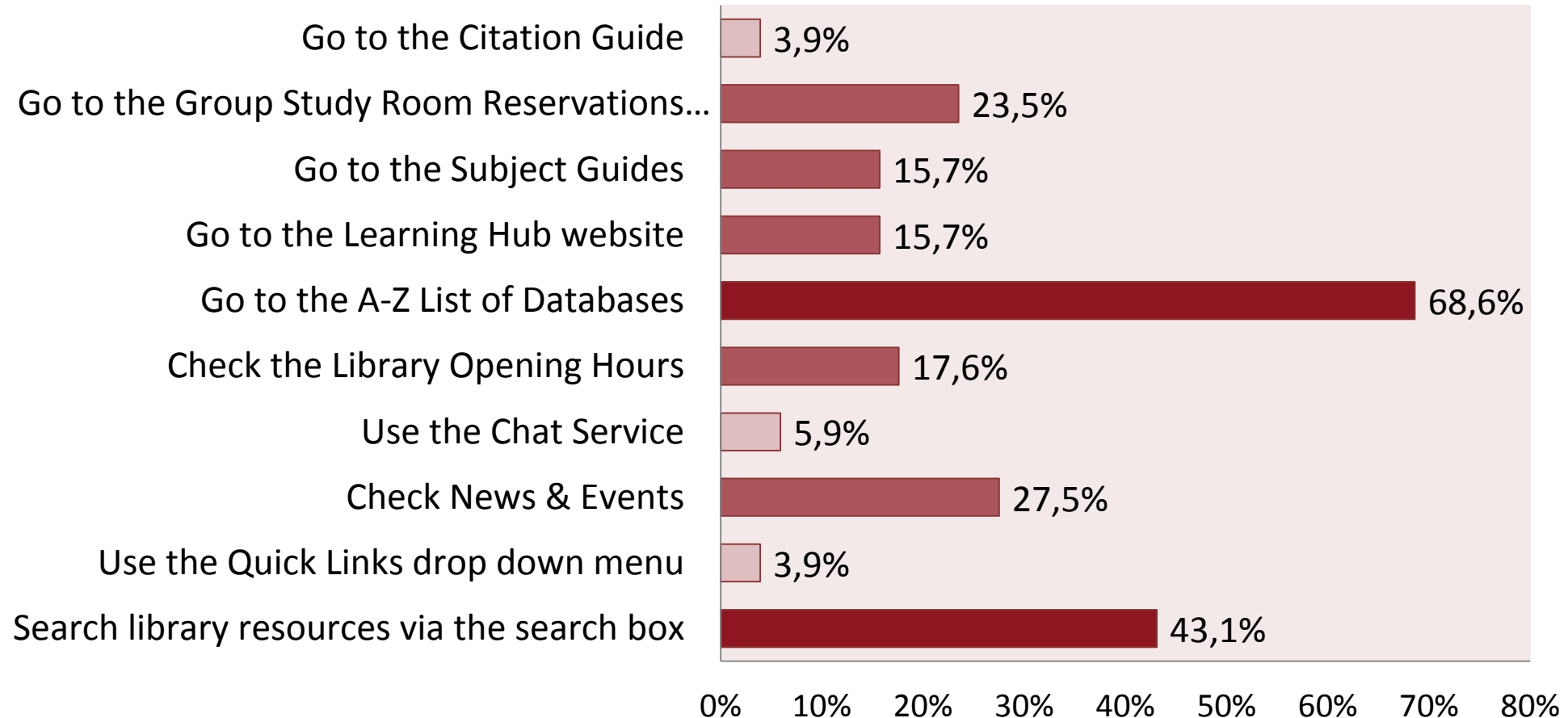




Website Questionnaire - Results

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What are the three things you do most frequently via the library homepage?

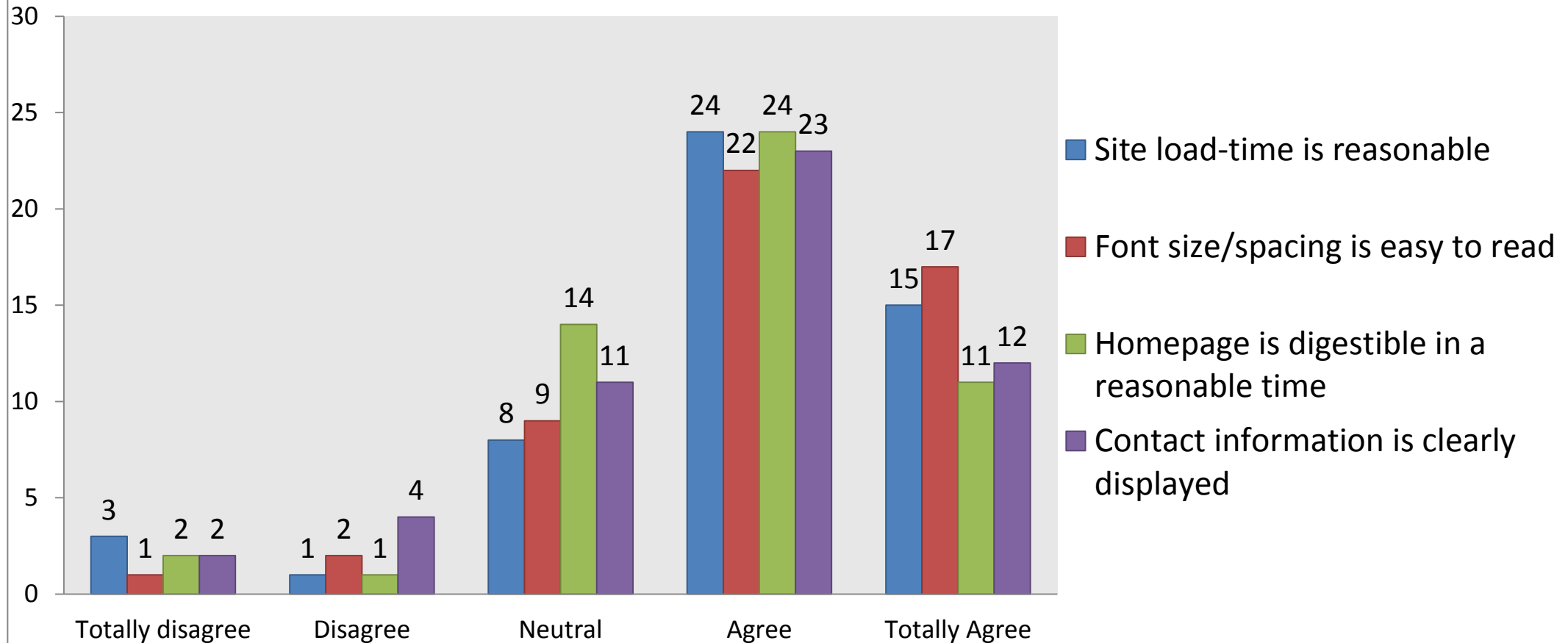




Website Questionnaire - Results

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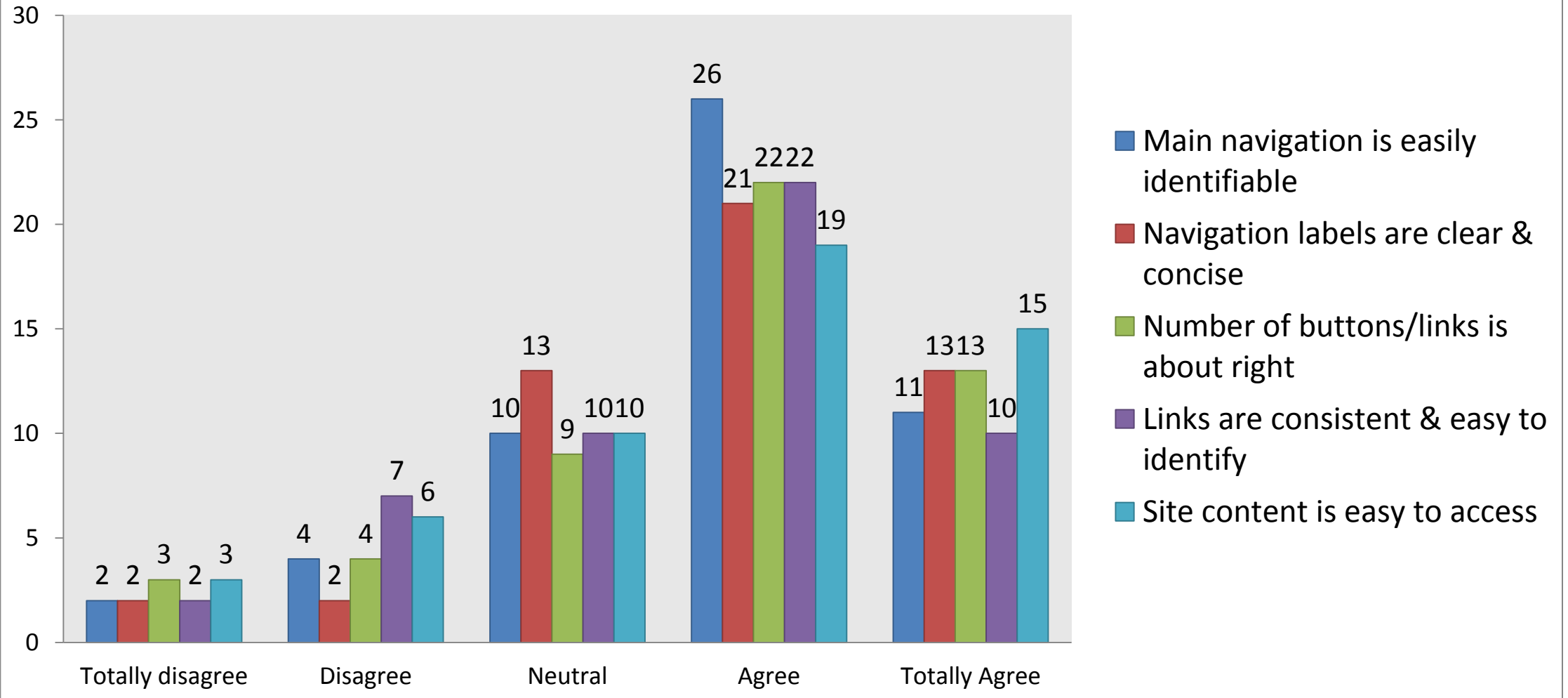
Please rate website accessibility





Website Questionnaire - Results

Please rate website navigation

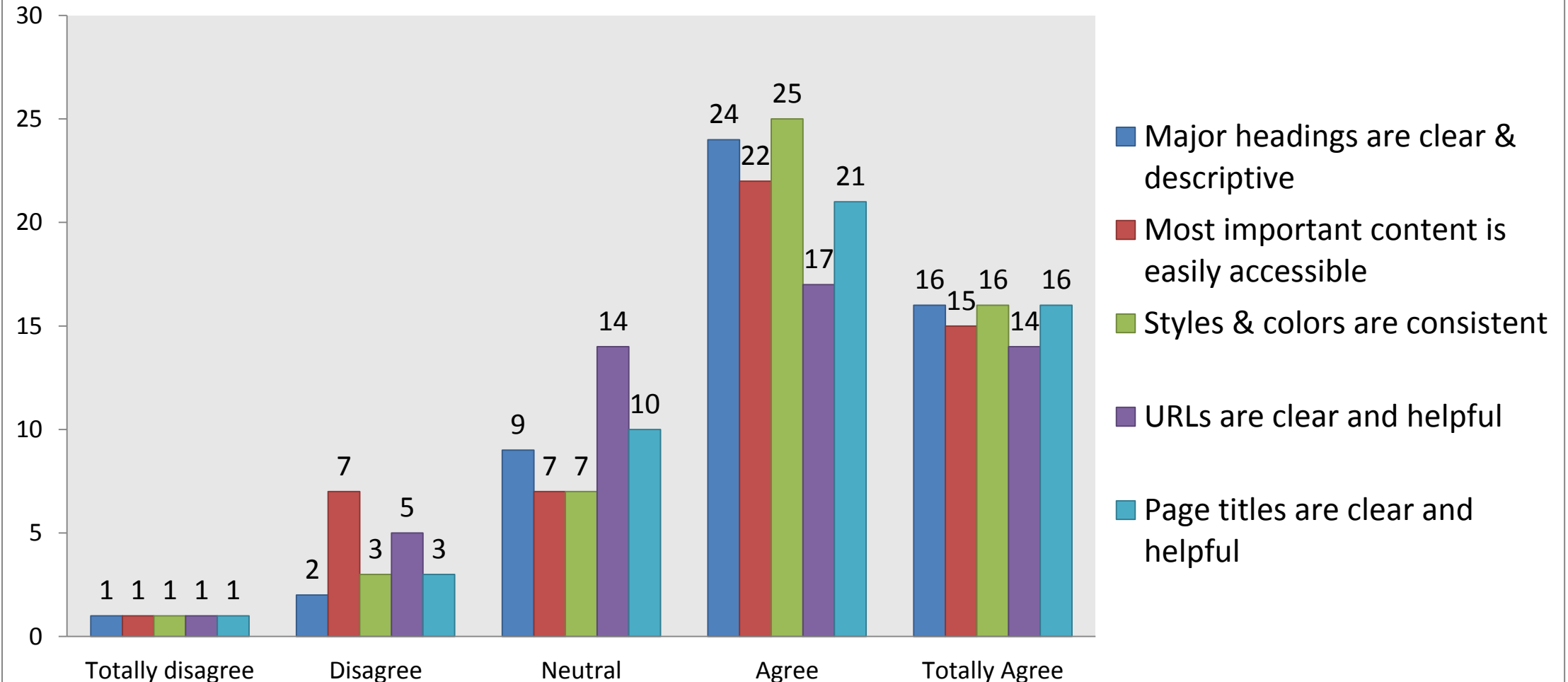




Website Questionnaire - Results

ACT | a division of
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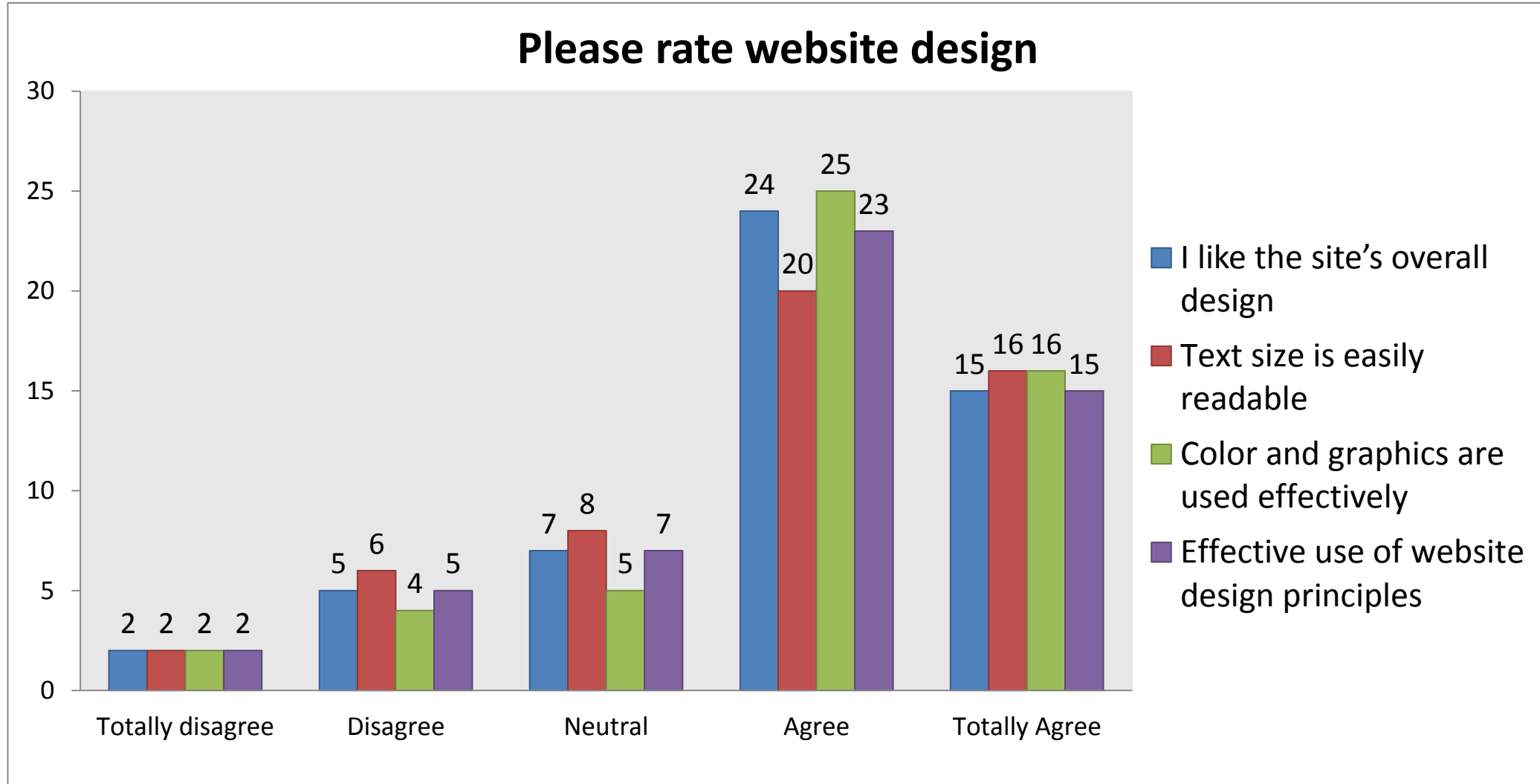
Please rate website content





Website Questionnaire - Results

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Website Questionnaire - Results

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Do you have any suggestions for improving the library website?



More dense colors  Try to mimic the ACT site



Make it clearer and easier to access research databases



Study rooms reservation should be clearly displayed



Add more information about citation for Harvard OU and also some essay guides



Make it easier to use and not so complicated



Better Organization  Clearer navigation



It 's very “busy” for a website Be simpler



Things that cannot be changed

- Mimic ACT's website layout – outsourced
- Colors... we have to use the institutional ones



Solutions

- GSR Google appointment booking will soon be switched to LibCal bookings (Libguides)
- GSR link to booking system should appear straight on the landing page
- A button on the landing page should be added to link to the Databases A-Z list
- Consider which content could be transferred to Subject Guides, e.g. Information Literacy
- Remove Learning Hub from the navigation tabs; place as a button on the landing page
- Enhance Citation Guide with more detailed information about citing
- Consult with the Learning Hub so that tutors create essay guides

Usage Statistics

All Guides / Bissell Library

Page Views

Assets

Bissell Library

Monthly

2017-09-01

2018-04-30

Views

2017-09

2017-10

2017-11

2017-12

2018-01

2018-02

42 pages, 14876 views, 8 months

Page ID	Page Name	2017-09	2017-10	2017-11	2017-12	2018-01	2018-02	2018-03	2018-04	Total Views
4591345	Home	488	1593	2141	1074	853	1251	1138	490	9028
4591491	Reserve a Study Room	62	375	351	204	134	182	232	39	1579
4592065	Books	58	166	207	103	86	116	93	86	915
4592413	Open Hours	35	67	60	74	83	52	39	81	491
4592073	Periodicals	45	80	105	36	24	54	23	57	424
4597243	Collections	26	57	106	40	20	27	38	13	327
4591349	Access and Use	31	44	53	34	35	18	25	28	268
4596354	Using the Library	19	35	58	49	22	20	22	14	239
4591359	News	13	42	21	16	21	13	14	8	148
4591351	Membership	8	20	34	12	16	22	19	13	144

Bissell Library (American College of Thessaloniki)

All Statuses

Monthly

2017-09-01

2018-04-30

Run Report

Views

10k

2017-10

2017-11

2017-12

2018-01

2018-02

2018-03

2018-04

Views

8 guides, 20743 views, 8 months

Guide ID

Guide Name

2017-09

2017-10

2017-11

2017-12

2018-01

2018-02

2018-03

2018-04

Total Views

653923 Bissell Library

971

2604

3307

1792

1400

1823

1714

926

14537

653649 Harvard OU Citation Guide

9

4411

574100 Learning Hub

1

1248

653856 Anatolia College Archives and Special Collections

9

468

654306 Summer fiction

6

48

653660 Zotero Help Guide

2

31

653825 2017 Bissell Website - OLD (DO NOT CLICK HERE)

0

0

657394 Blog Entries for Library Website

0

0

A-Z Databases Page Tracking

Monthly

2017-09-01

2018-04-30

Run

Views

2k

2017-09

2017-10

2017-11

Views

2017-10: 347

8 months, 3737 views

3737 views

Date

Views

2018-04

143

2018-03

443

2018-02

541

2018-01

182

2017-12

456

2017-11

1555

2017-10

347

2017-09

70

Thank you!



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