Impacts on Web Presence

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Learn by doing: Core tenet of Cal Poly

"It is a deliberate process in which students, from day one, acquire knowledge and skills through active engagement and self-reflection inside the classroom and beyond it."

https://www.calpoly.edu/learn-by-doing
WordPress CMS

Developed in 2013, homegrown theme and custom applications to support hours widget, News & Stories blog, and library events.
Project objectives

Organizational Objectives
- Ease of Use
- Meet user needs
- Strengthen web environment

Design Objectives
- Centralized navigation
- Informative labels
- Predictable organization

Desired Outcome
An improved web environment driven by experiential design and user need to enhance the success of virtual services
Project partners

Heather L. Cribbs
Systems Librarian
Technical administrator of REKL systems, applications, and platforms

Danielle T. Daugherty
Institutional Repository Coordinator
SJSU MLIS student

Student Library Advisory Council (SLAC)
Discussion and advice on issues that affect students

Iter8
Marissa Thai, Director UX Student Group at Cal Poly
https://calpolyiter8.com/
Iter8 partnership

Grassroots, student-led group specializing in UX design, project management, and brand consultation. Emulate the work of design teams in the industry as they tackle investigation based on real-world problems.
Previous project: developed and designed the campus bus app.
ITER8

Recommendations

Final presentation with Lo-Fi Figma Prototypes and Hi-Fi wireframes included all 4 student Project Managers (PMs) and design team members.
Gaining end user, student perspectives.
Creating an IRB for usability research

Understanding the IRB process at your institution, i.e. what are the requirements and timelines for approval?

Relevant Methods: Card sorting activities, interviews, focus groups, A/B prototype testing, Formal Usability studies, surveys.

Recruitment for research interns and end user testing including marketing materials for Cal Poly Handshake and emails to Faculty in Graphic Design and Computer Engineering.

Detailed data plan for consent forms and raw transcripts secure storage and disposal. No deception in study.
Project potential and future directions

Fall 2022
USER RESEARCH
Focus groups with internal library department and interviews with faculty and students (end users).

Winter 2023
EXPERIENTIAL DESIGN
Card sorting, wireframing, and student-driven design and templates.

Spring 2023
USABILITY TESTING
Formal prototype creation and testing, mockups evaluation, and marketing strategy for new website release.
Bigger picture

Seamless look and feel across all platforms and digital gateways.

Align with Cal Poly branding and establish formal review process for shared governance, sustained oversight, and incorporate UX in ongoing website maintenance and design.
## Related web projects

<table>
<thead>
<tr>
<th>Other related platforms</th>
<th>Aligning with larger campus initiatives</th>
<th>Support for digital services during renovation</th>
<th>Establish system scope</th>
<th>Current user needs</th>
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</thead>
<tbody>
<tr>
<td>SpringShare LibGuides and LibCal header and footer templates.</td>
<td>Cal Poly branded Drupal templates.</td>
<td>Ensuring core library services are fostered.</td>
<td>Identify instruction related content to move from WordPress to LibGuides.</td>
<td>User assessments based on web analytics.</td>
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### Establishing current and ongoing web oversight

Creation of internal Web Governance Committee for consultation with website redesign project and for future website maintenance practices.
DEI Component

Planned collaboration with DEI campus coordinator to review wireframes, prototypes, and website content prior to release of redesign, aligning with the library’s 5-year DEI Action Plan.

Important to use the redesign project as an opportunity to apply a critical lens to the website’s content and design.
Web analytics

Making better decisions based off user traffic data through Google Analytics and accessibility scans.
Thanks!

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SLAC logo: https://lib.calpoly.edu/about-and-contact/slac/
ITER8 logo: https://calpolyiter8.com/
Kennedy Library exterior images: Cal Poly San Luis Obispo