Re-Imagining the Library Website

Rachel Vacek, Head of Web Services, University of Houston Libraries

OK-ACRL Conference | 11.6.2015 | slideshare.net/vacekrae

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Web Services department

We specialize in web and software development, user research, usability testing, interaction design, graphic design, system administration, system integration, content strategy, digital library development, and project management.

re-imagine

verb re·imag·ine \ˌrē-i-ˈma-jən\

: to imagine again or anew
: to form a new conception of
: re-create

imagineer

imagine + engineer = imagineer

Imagineering
~~Re-Imagining~~ the Library Website

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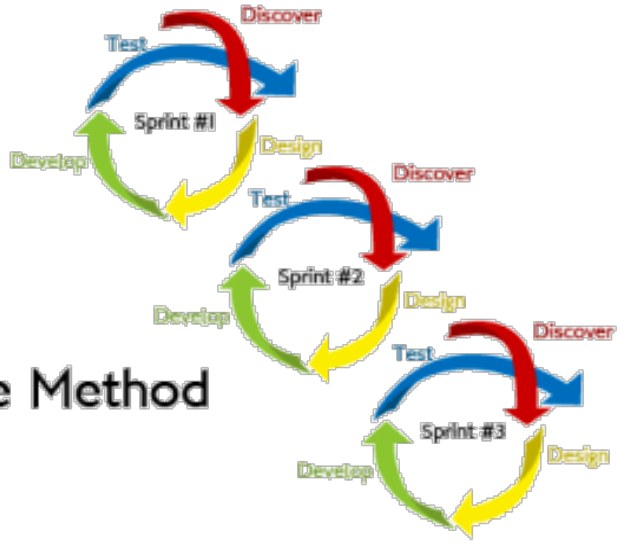
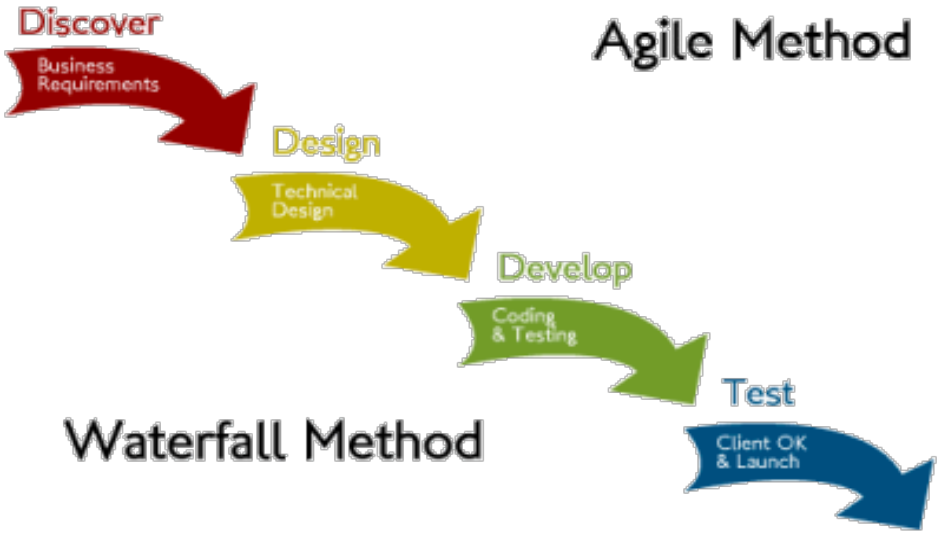
I. Evolution of website redesign
II. Web design trends
III. User expectations
IV. How libraries can imagineer

I. Evolution of website redesign

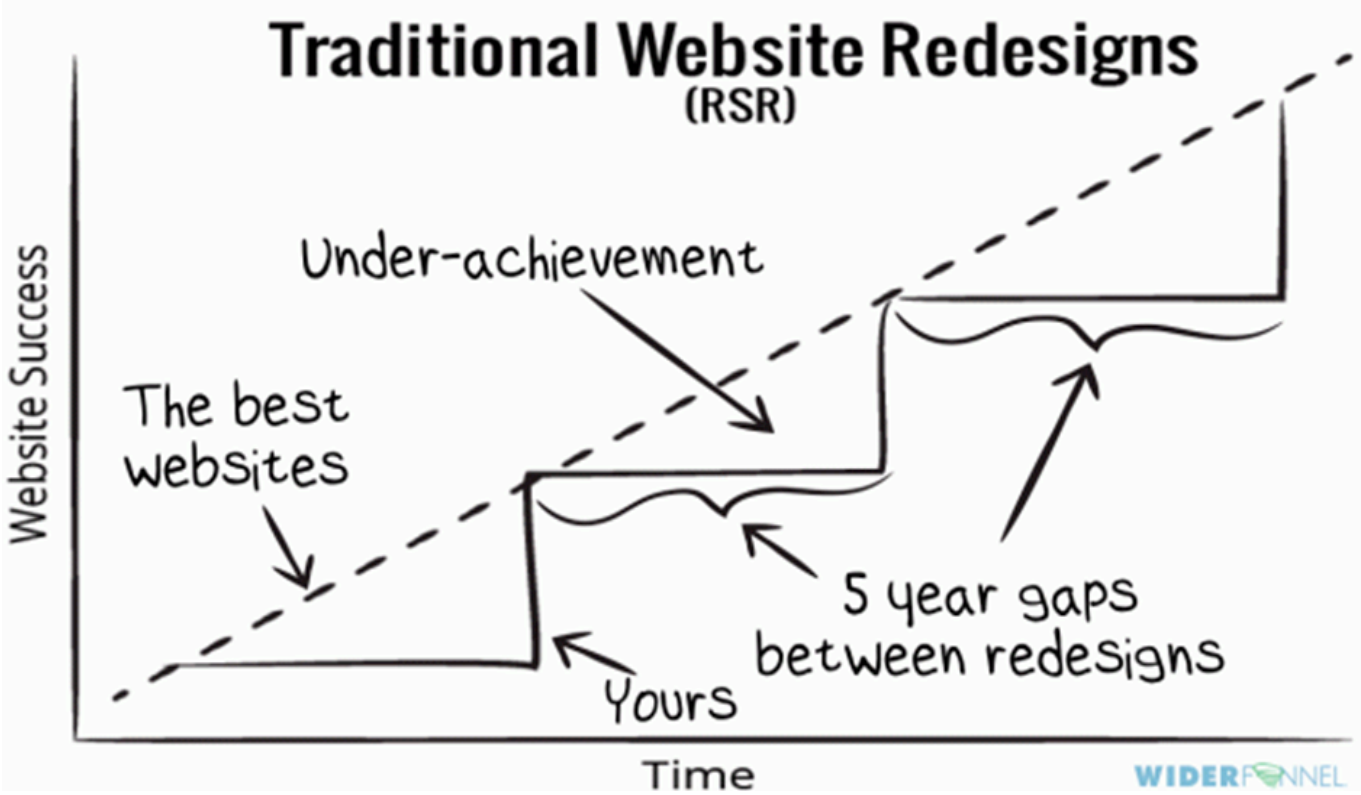
Development Methodologies

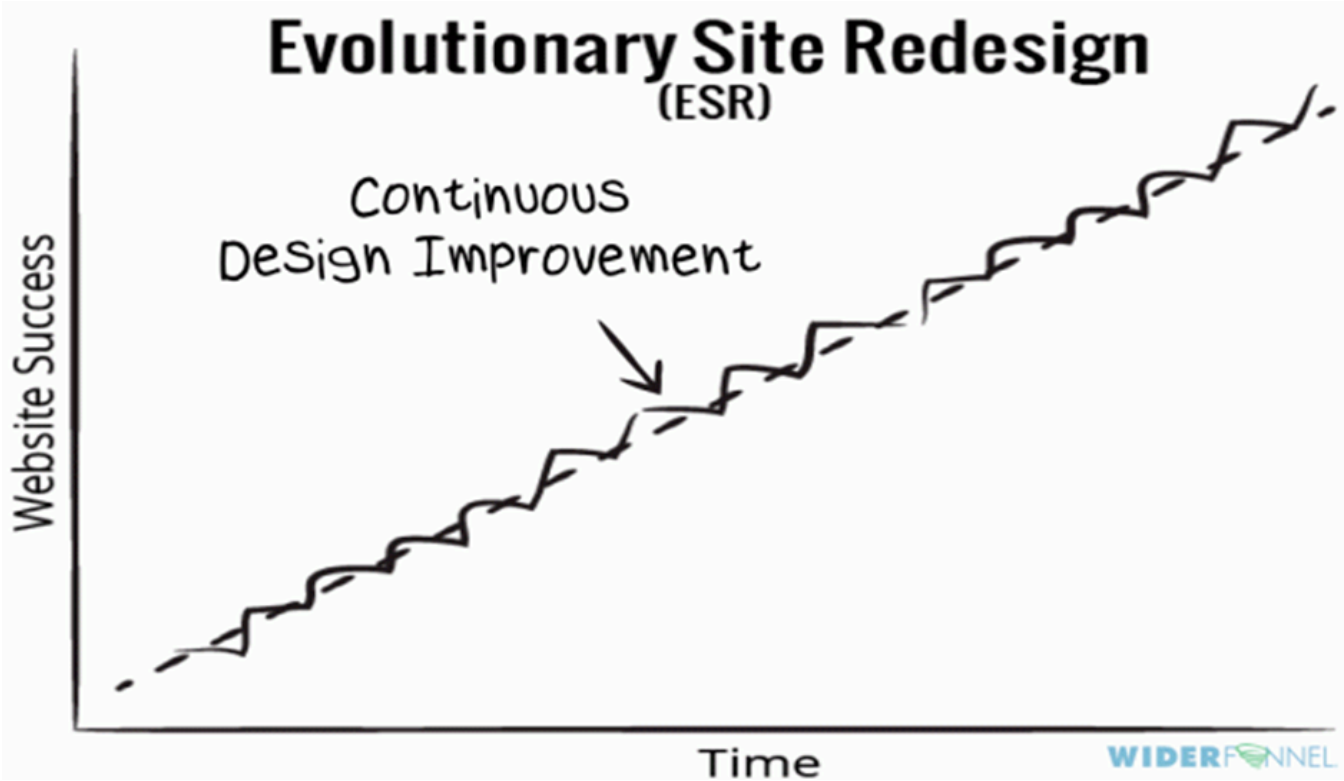


Agile Method



Waterfall Method


Traditional Website Redesigns
(RSR)
Website Success
Under-achievement
The best websites
5 year gaps between redesigns
Yours
Time
WIDERFUNNEL


Evolutionary Site Redesign
(ESR)
Continuous
Design Improvement
Website Success
Time
WIDERFUNNEL

Small **iterative** change
spreads out the cognitive load
required to learn new things
on a site.

- Aaron Schmidt, INFLUX

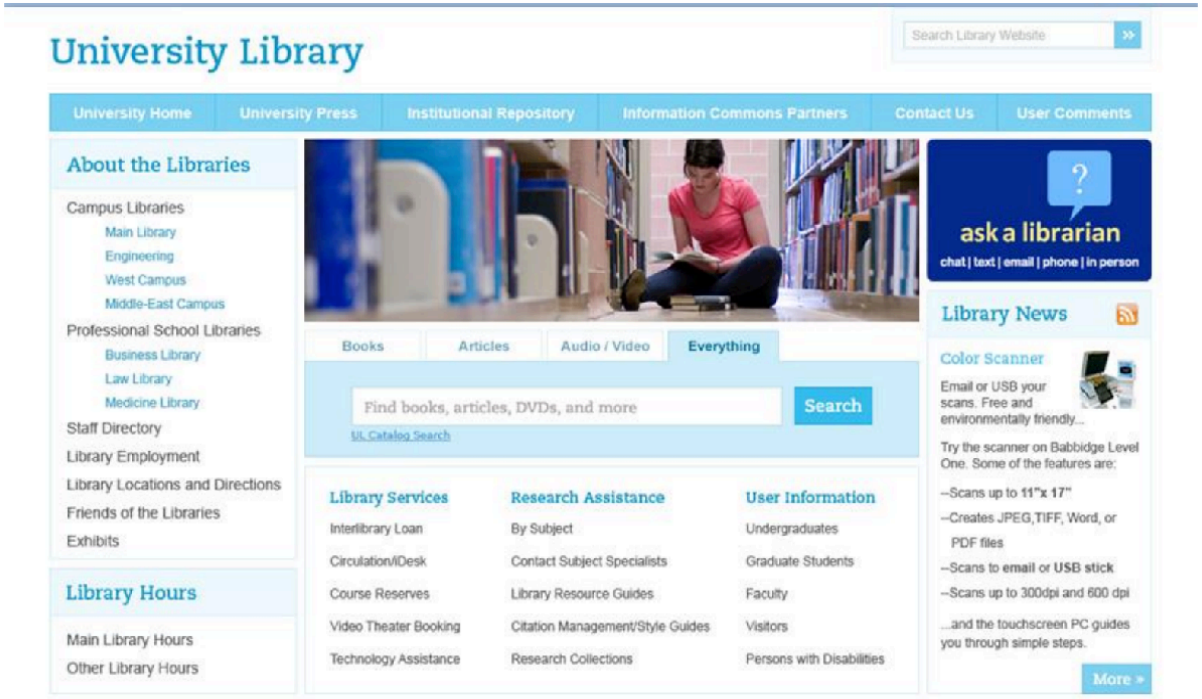
http://www.uie.com/articles/death_of_relaunch/

@vacekrae

II. Web design trends

Best practices in 2011

Table 5: A Prototype of a "Best Practice" in Academic Research Library Website Design



Web design trends

Responsive design

More emphasis on typography

Large and beautiful background images

Large and unobtrusive video

Scrolling instead of clicking

More and larger touch targets

Flat design

Microinteractions

Personalized storytelling

Personalized user experience

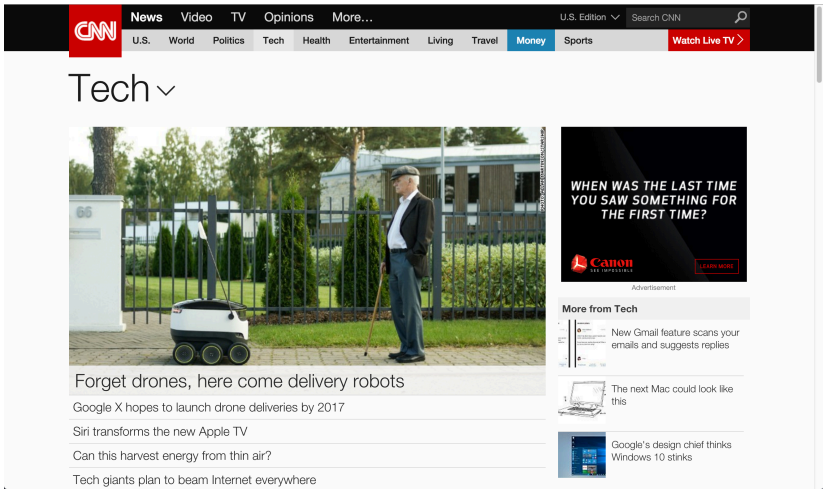
Grid style layouts

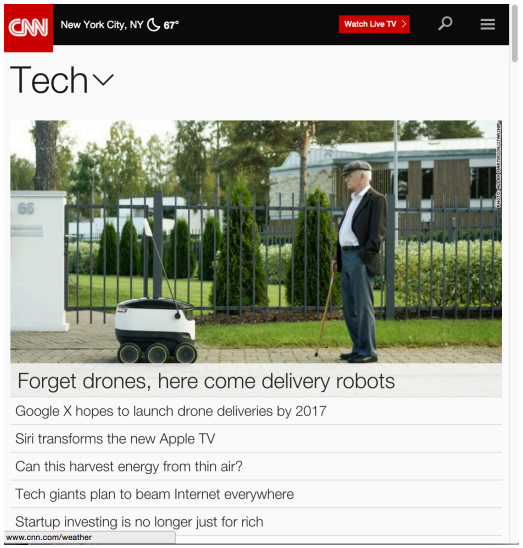
Scalable vector graphics

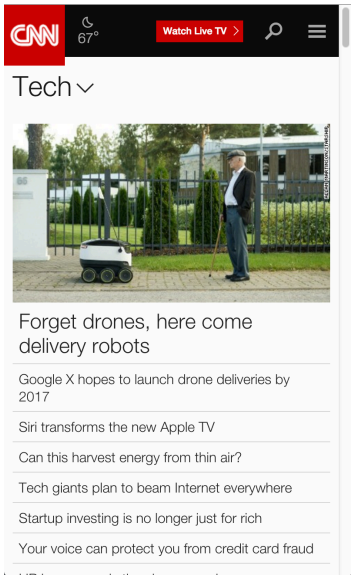
Mega navigation menus

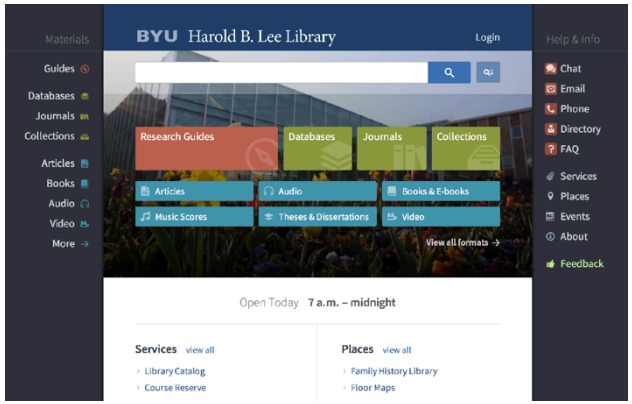
Expanding search bars

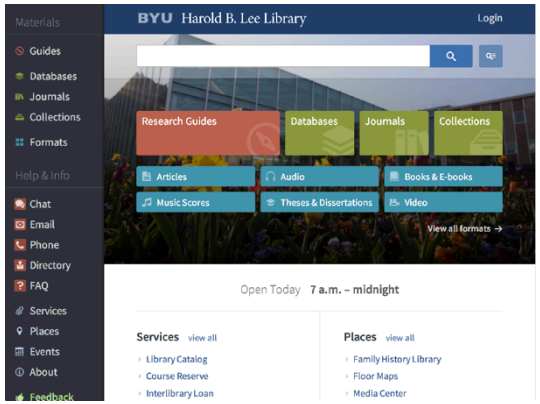
Responsive design

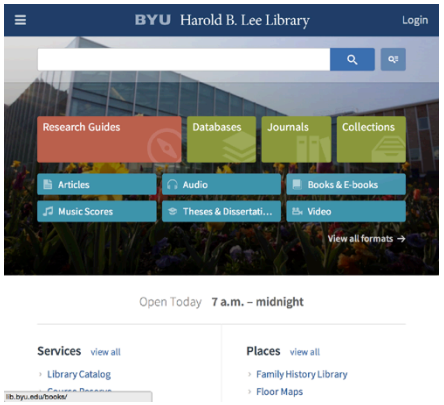


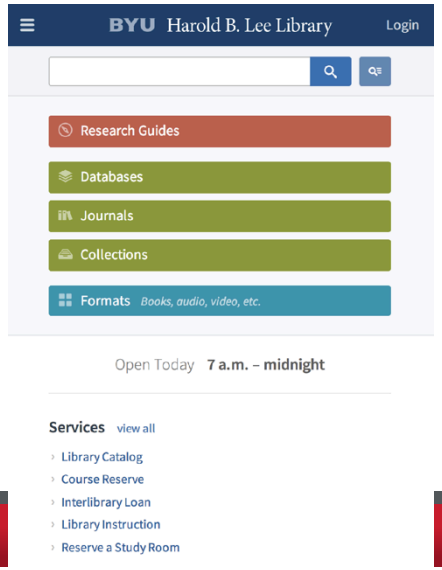


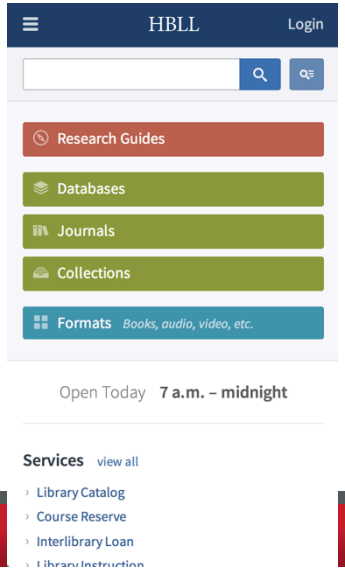










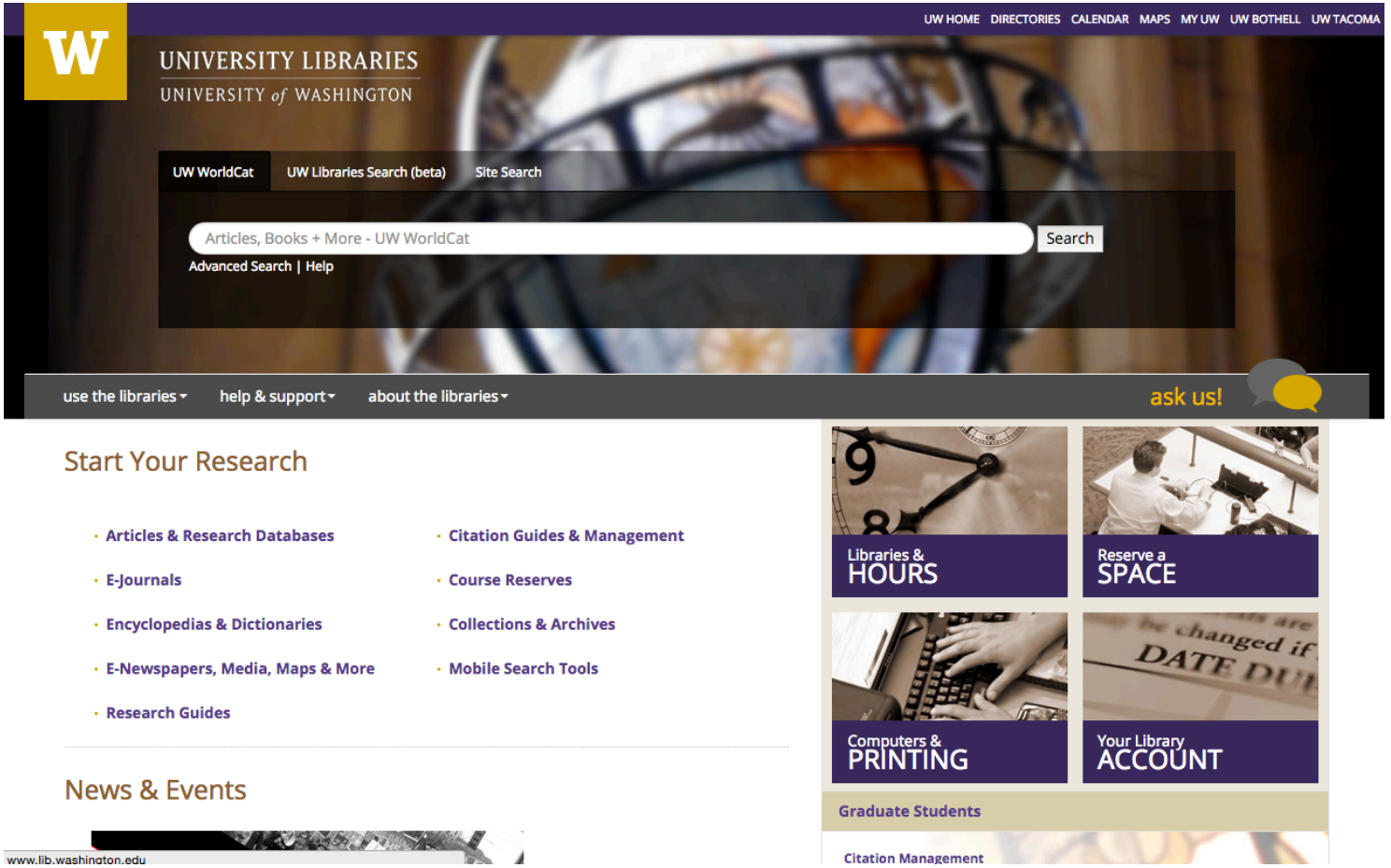


5 different responsive sizes for BYU's library website

Large background image

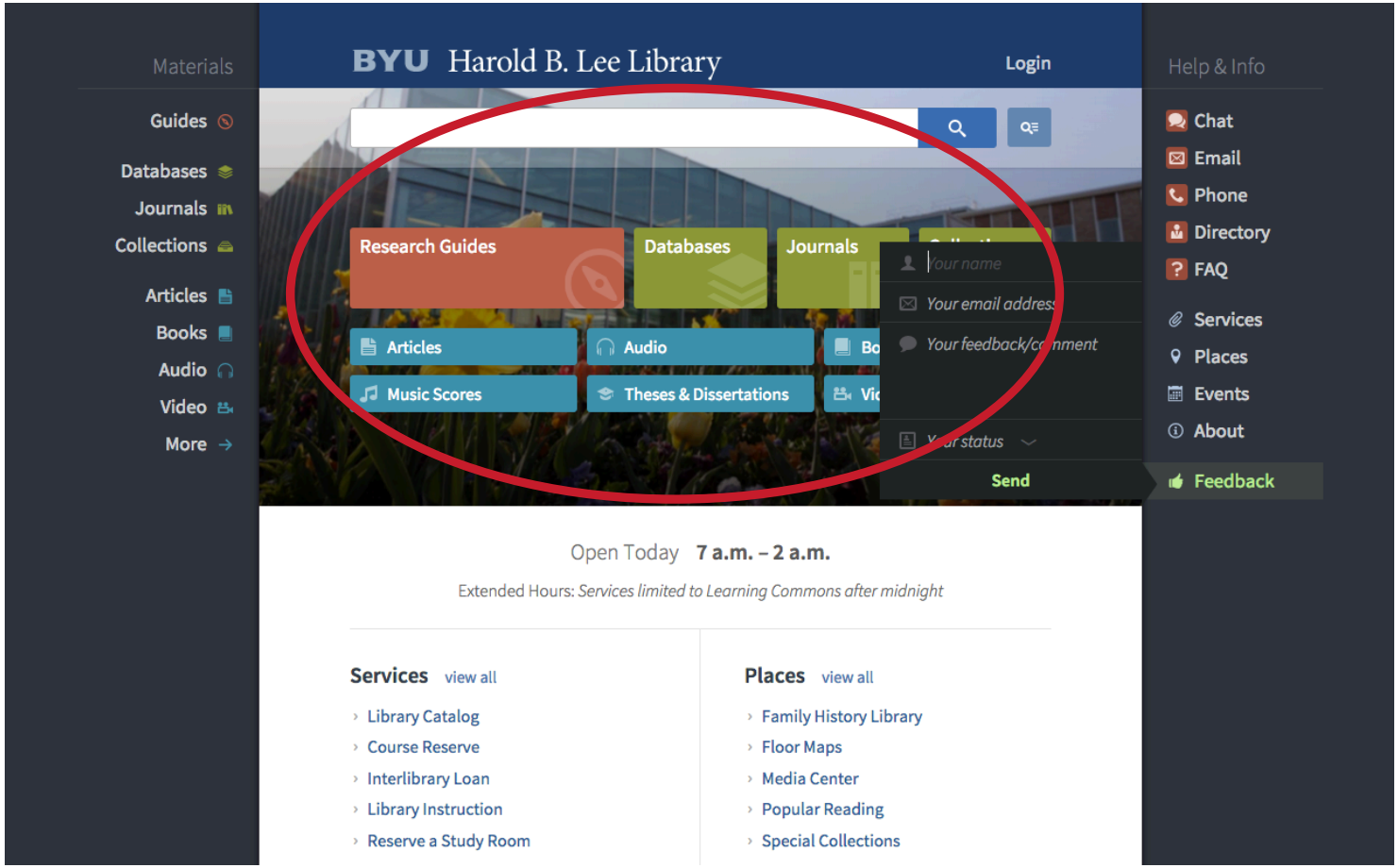
Large touch targets

Grid style layout



Large touch targets

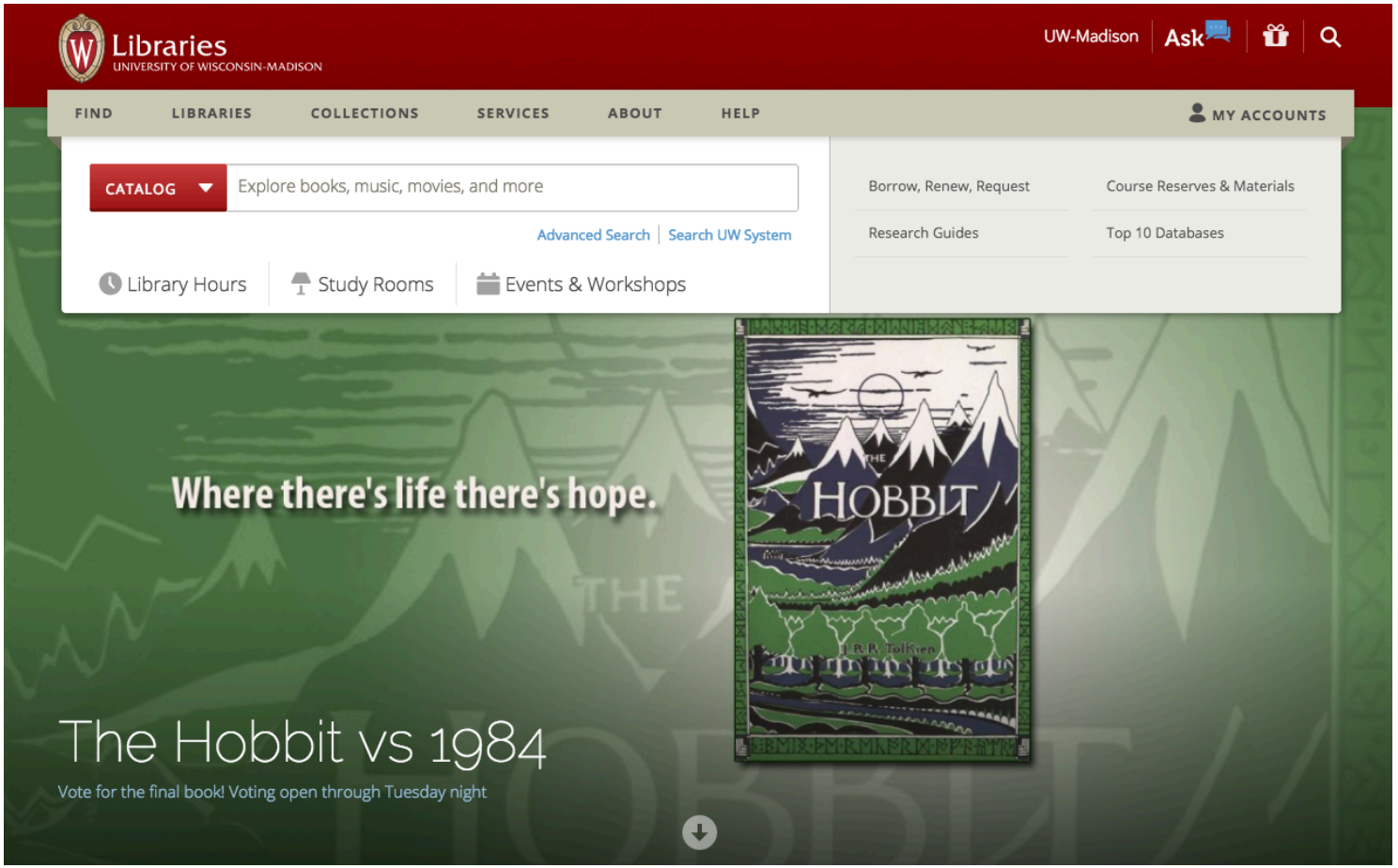
Large background image



Large background image

Parallax scrolling

Flat design

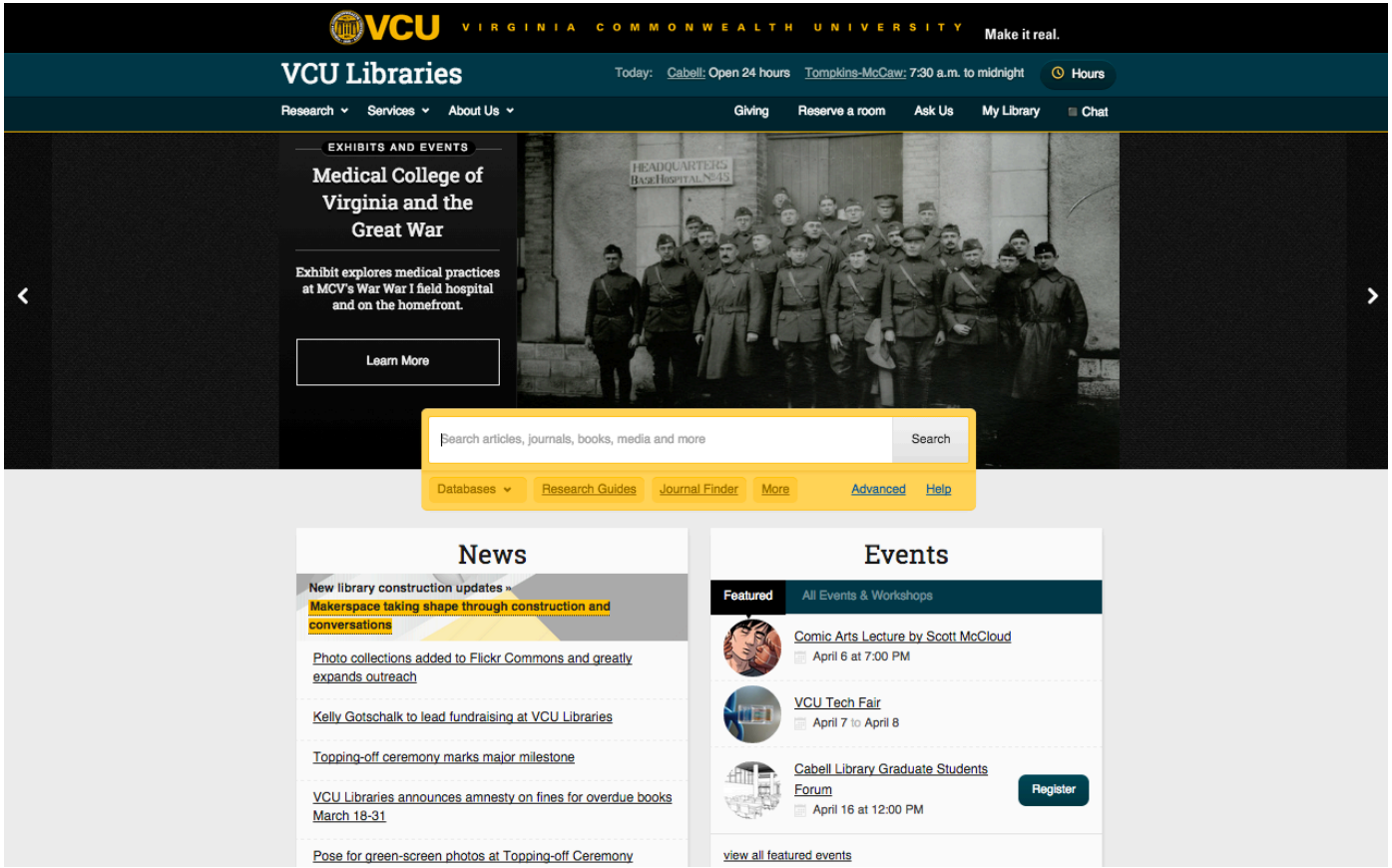


Large background image

Long pages that scroll

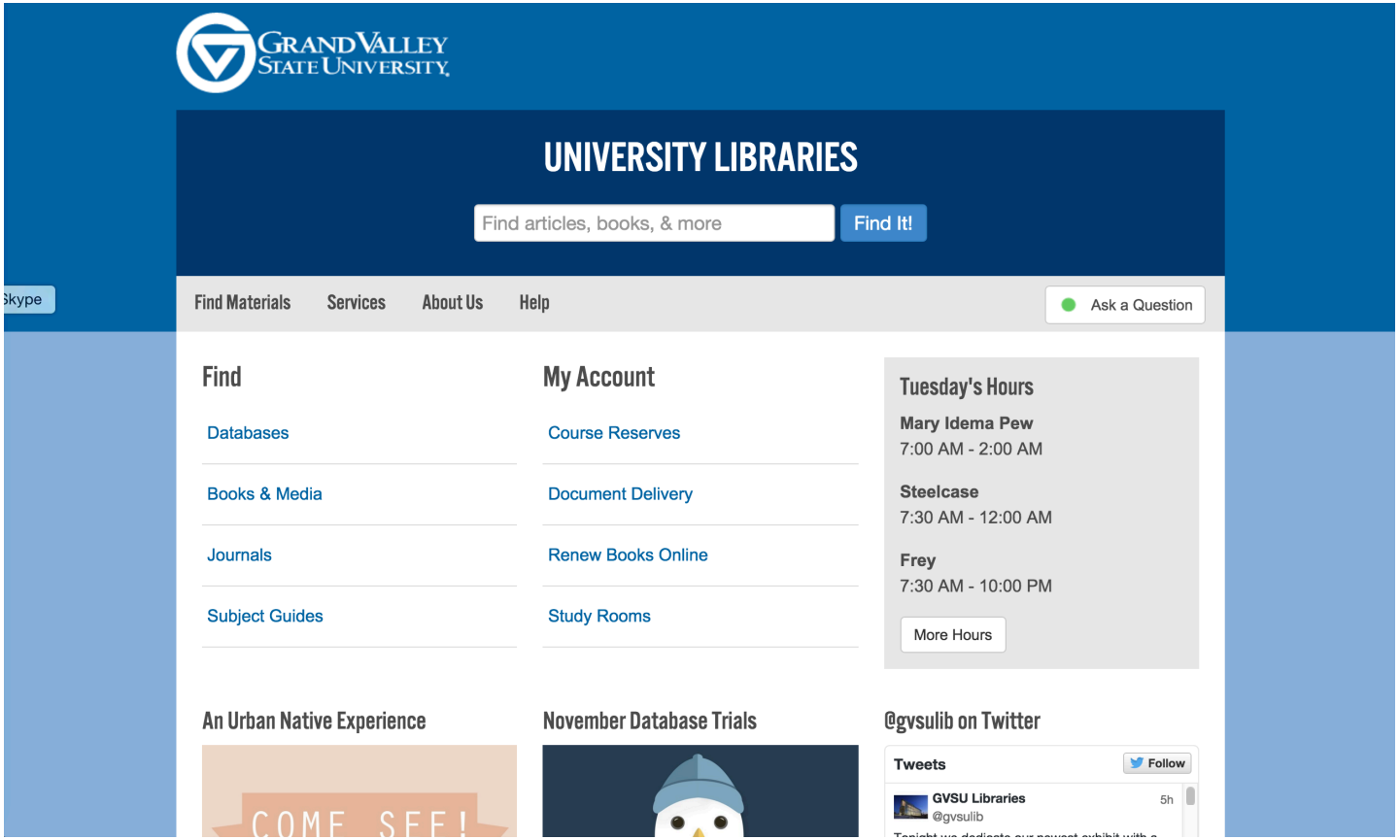
Scalable vector graphics

Flat design



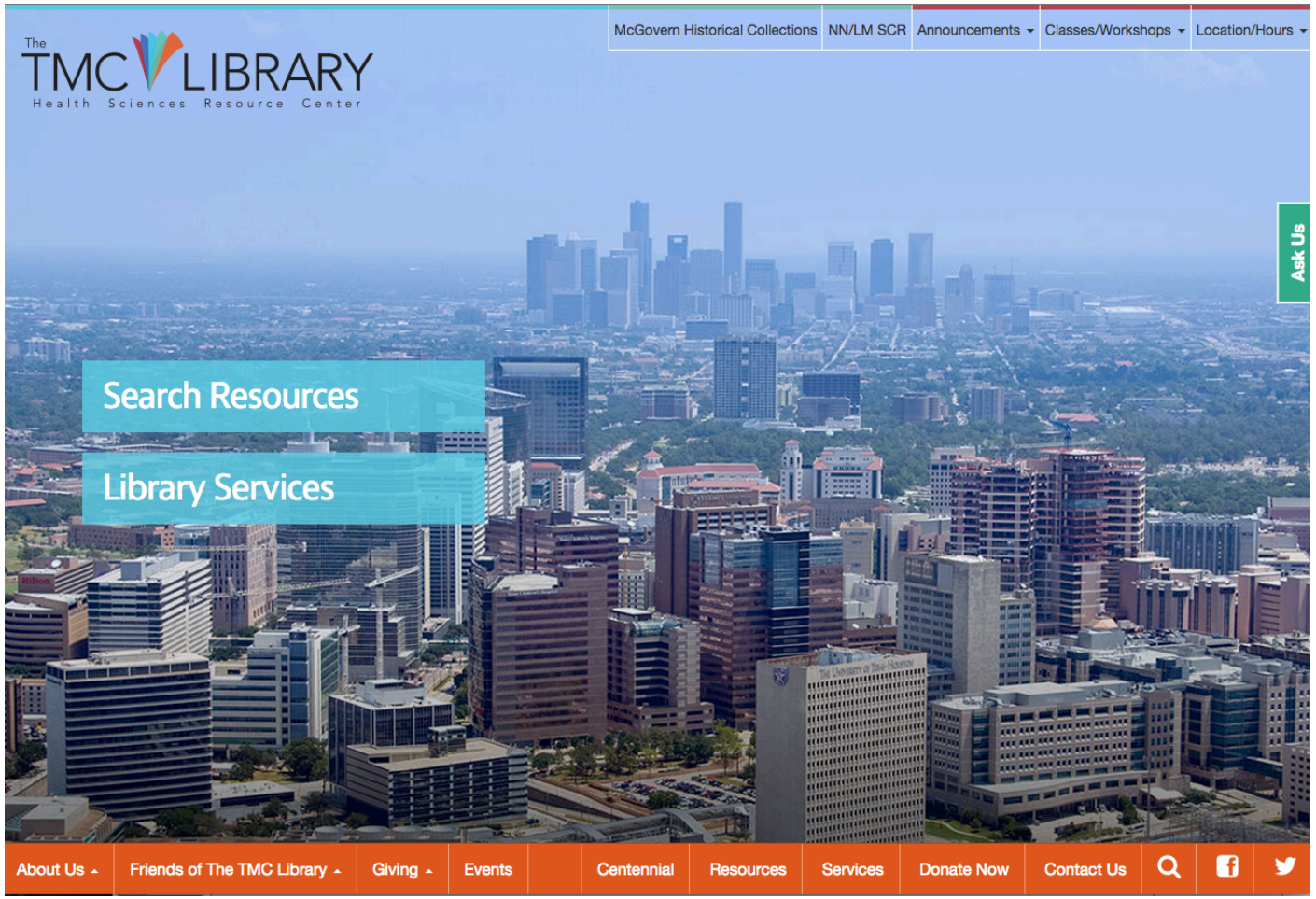
Longer pages that scroll

Flat design

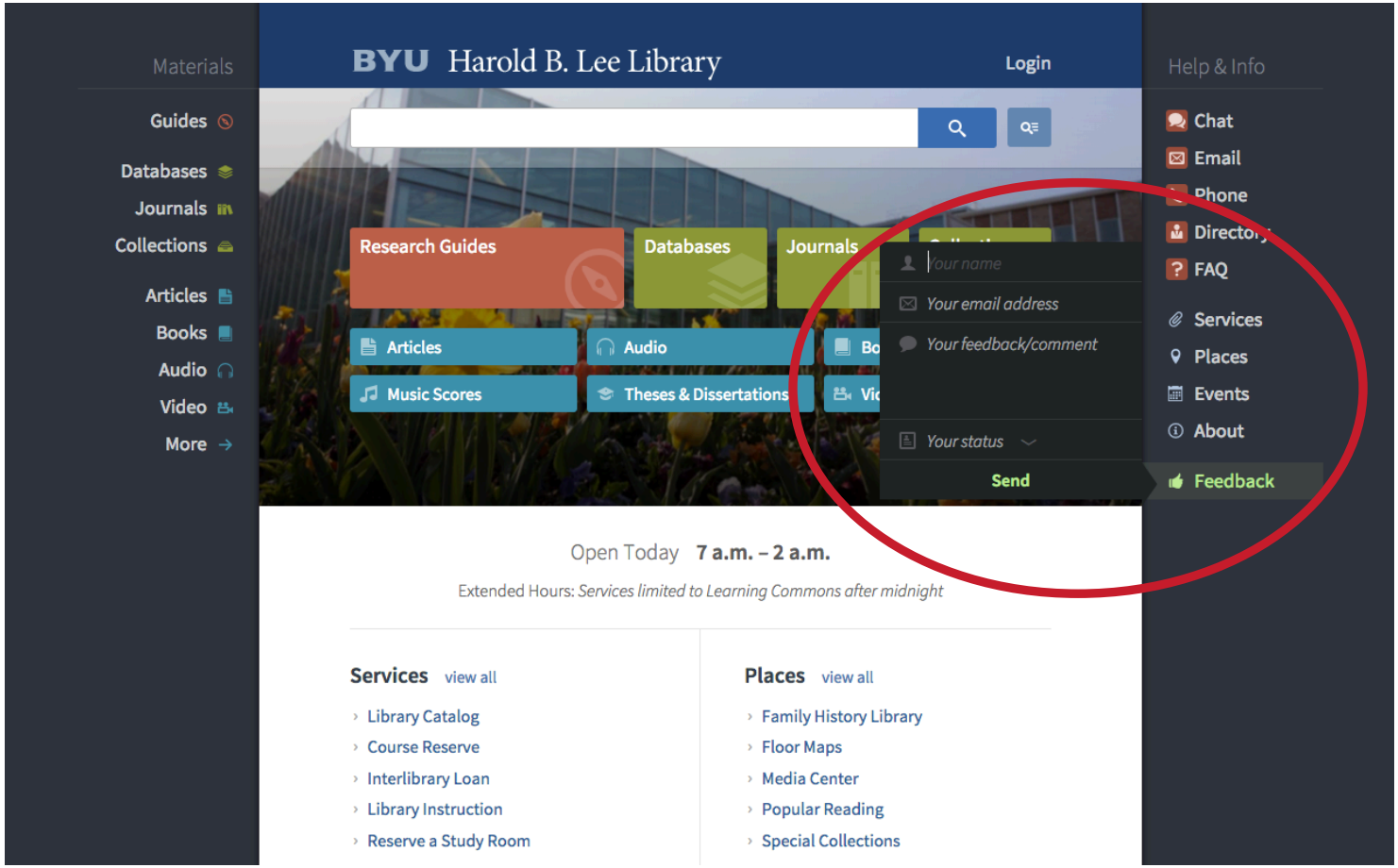


Large background Image

Scalable vector graphics



Micro-interactions

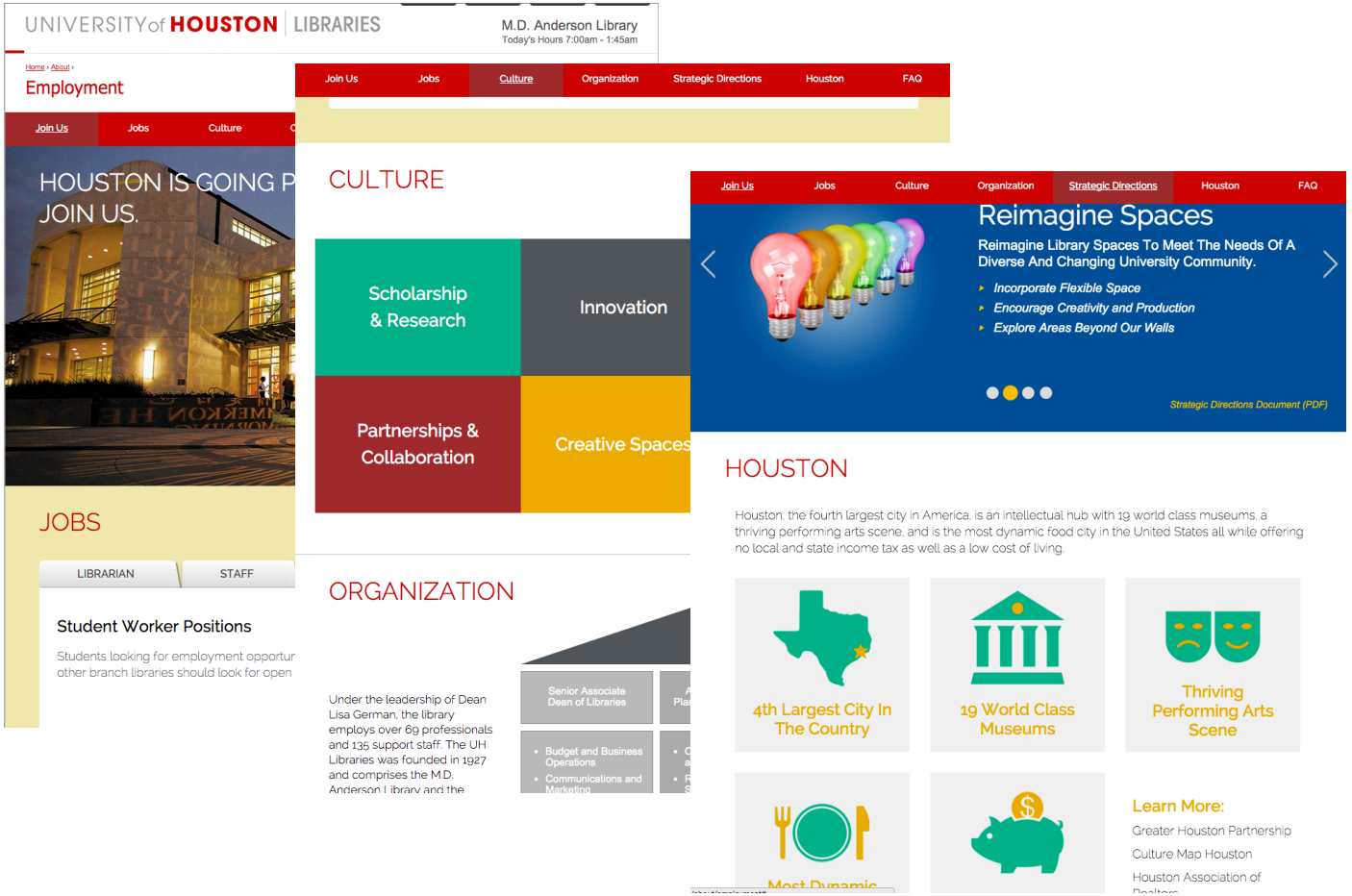


Long scrolling pages

Large background images

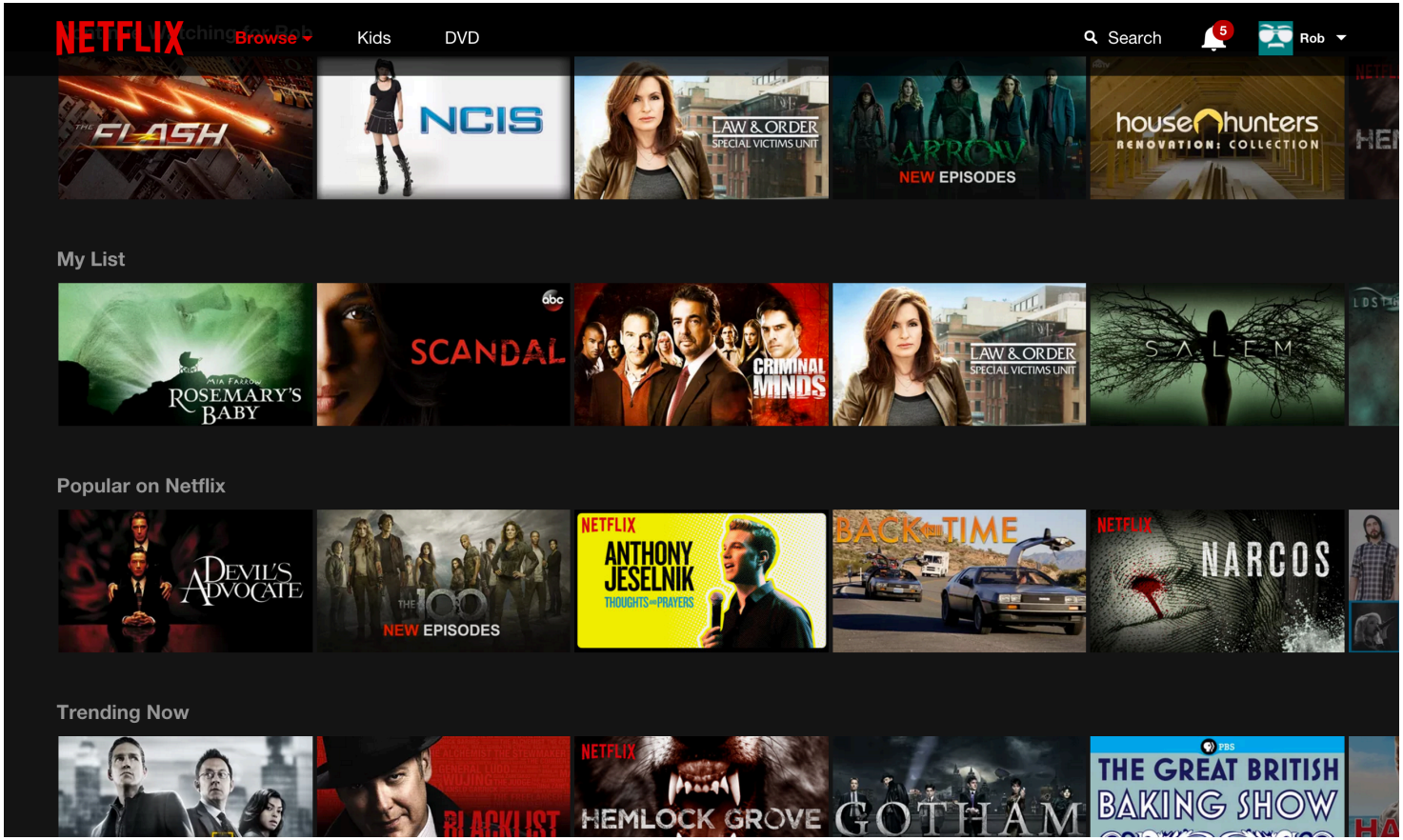
Flat design

Grid layout

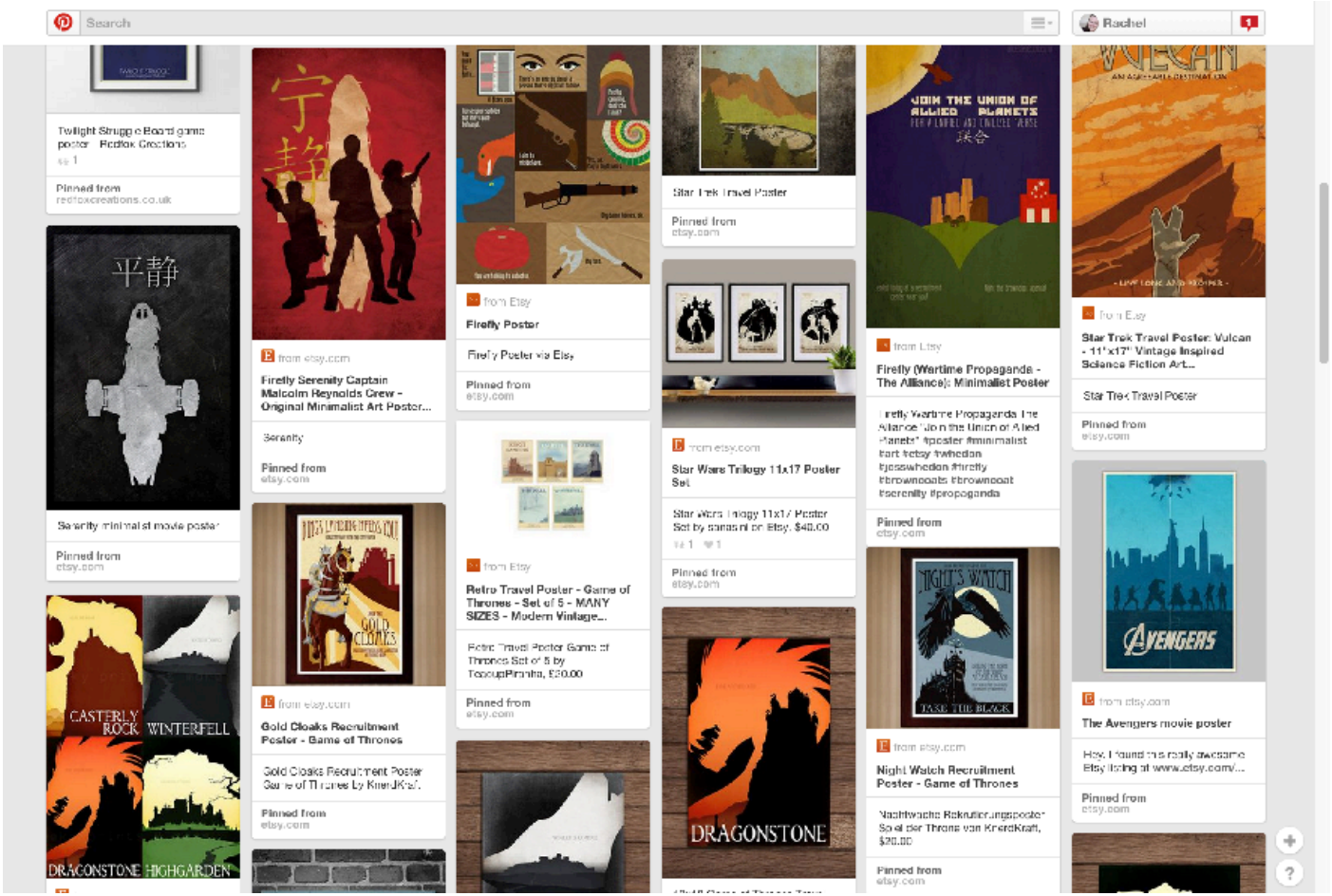


Grid or tile layout

Personalized user experience



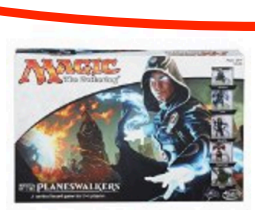
Grid or tile layout



Personalized user experience

Customers Who Bought Items in Your Wish List Also Bought

Page 1 of 8



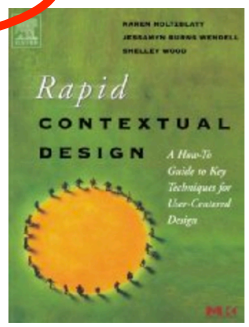
Magic: The Gathering Arena of the Planes...
(82)
$29.73 Prime
Add to Cart
Add to Wish List

Roll for The Galaxy Board Game
(57)
$41.10 Prime
Add to Cart
Add to Wish List

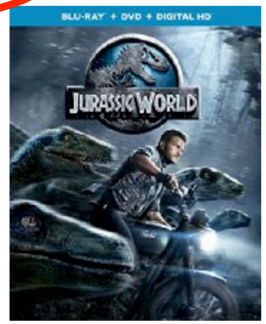
Descent Second Edition: Visions of Dawn ...
(5)
$24.93 Prime
Add to Cart
Add to Wish List

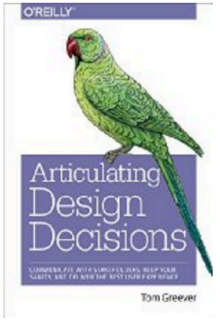
Mysterium Board Game Game
(11)
$37.20 Prime
Add to Cart
Add to Wish List

Get Yourself a Little Something See more



New For You See more





Grid layout at NCSU

Long pages that scroll

oft Outlook

Naming Opportunities

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Raleigh, NC 27606

919-515-7110

huntlibrary@ncsu.edu

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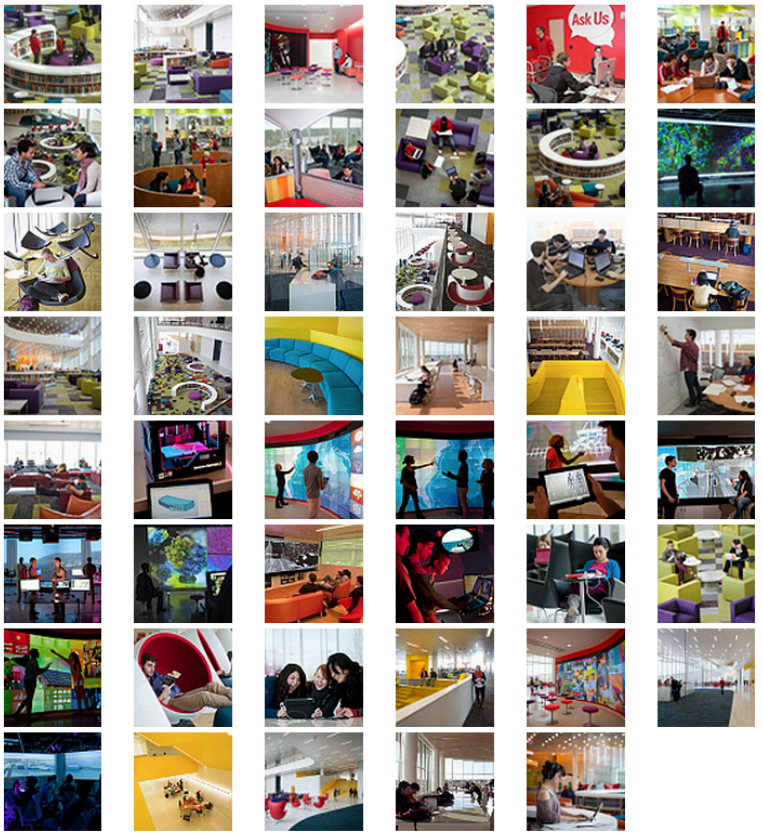
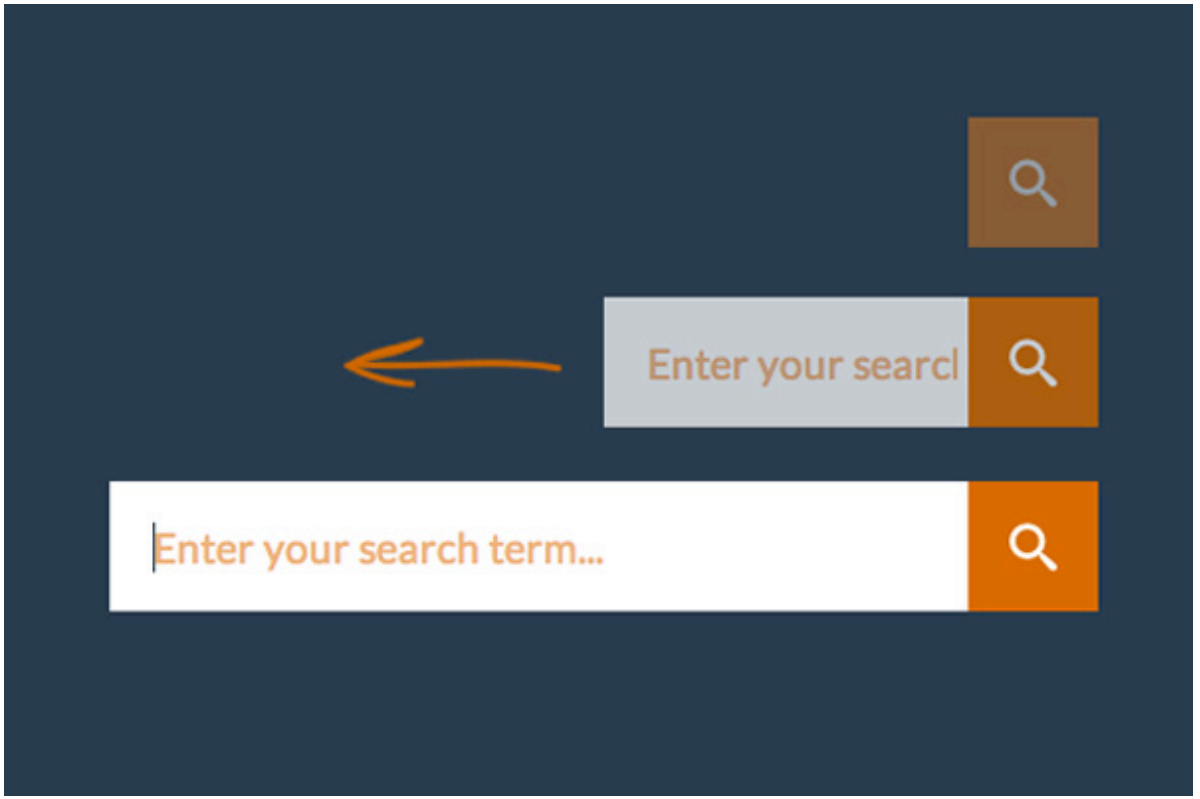
Interior Photos



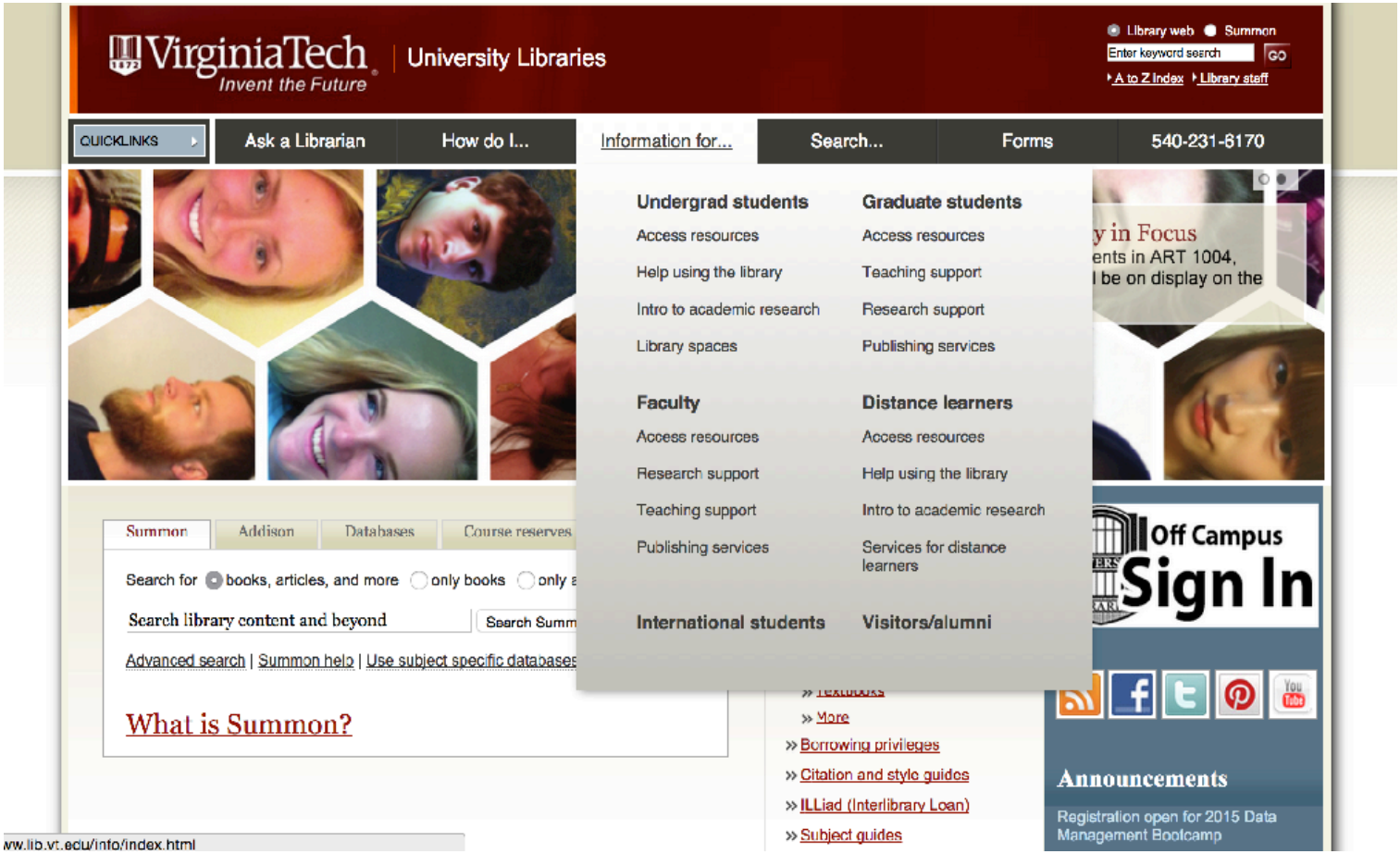
Exterior Photos

Give us feedback

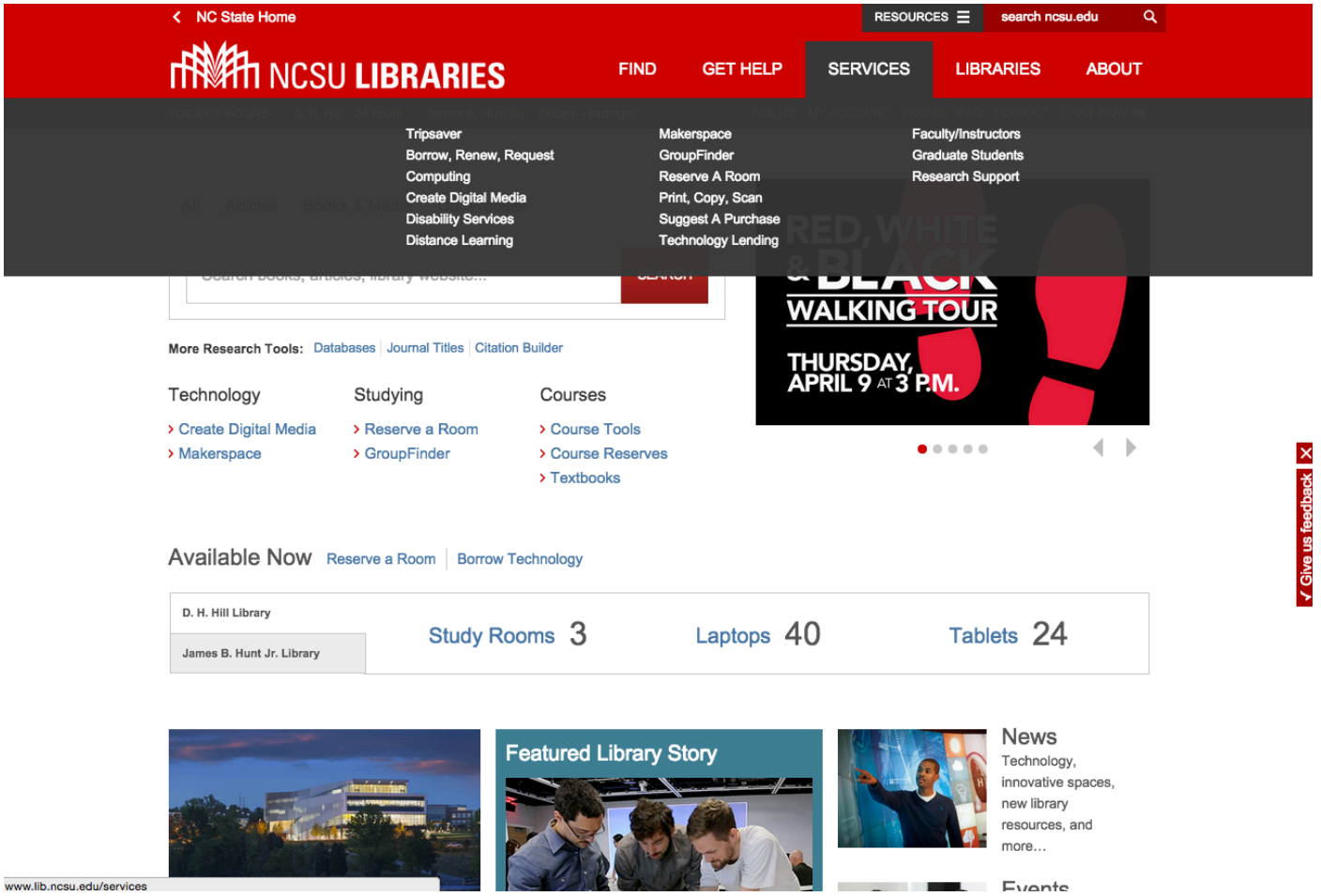
Expanding search box



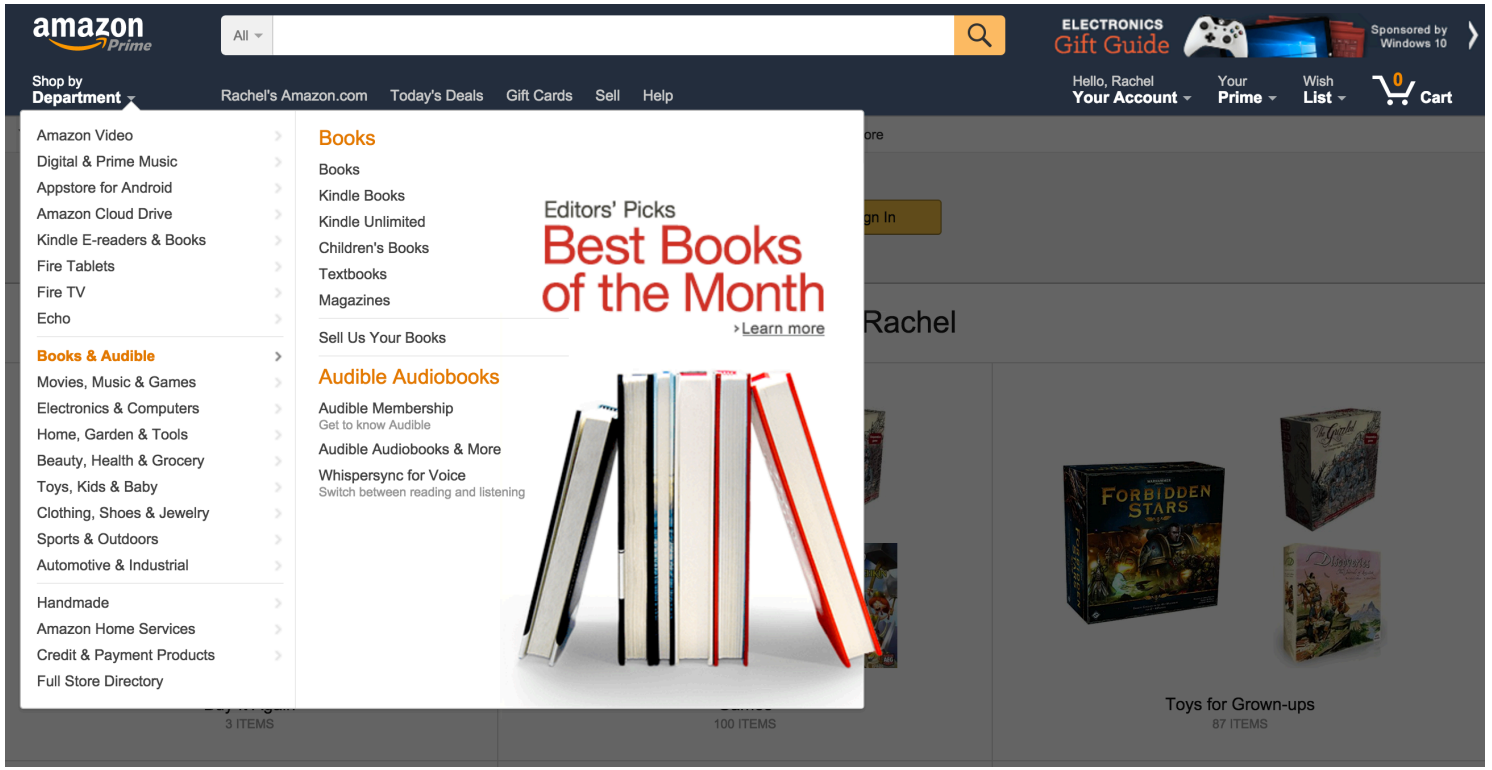
Mega navigation menus



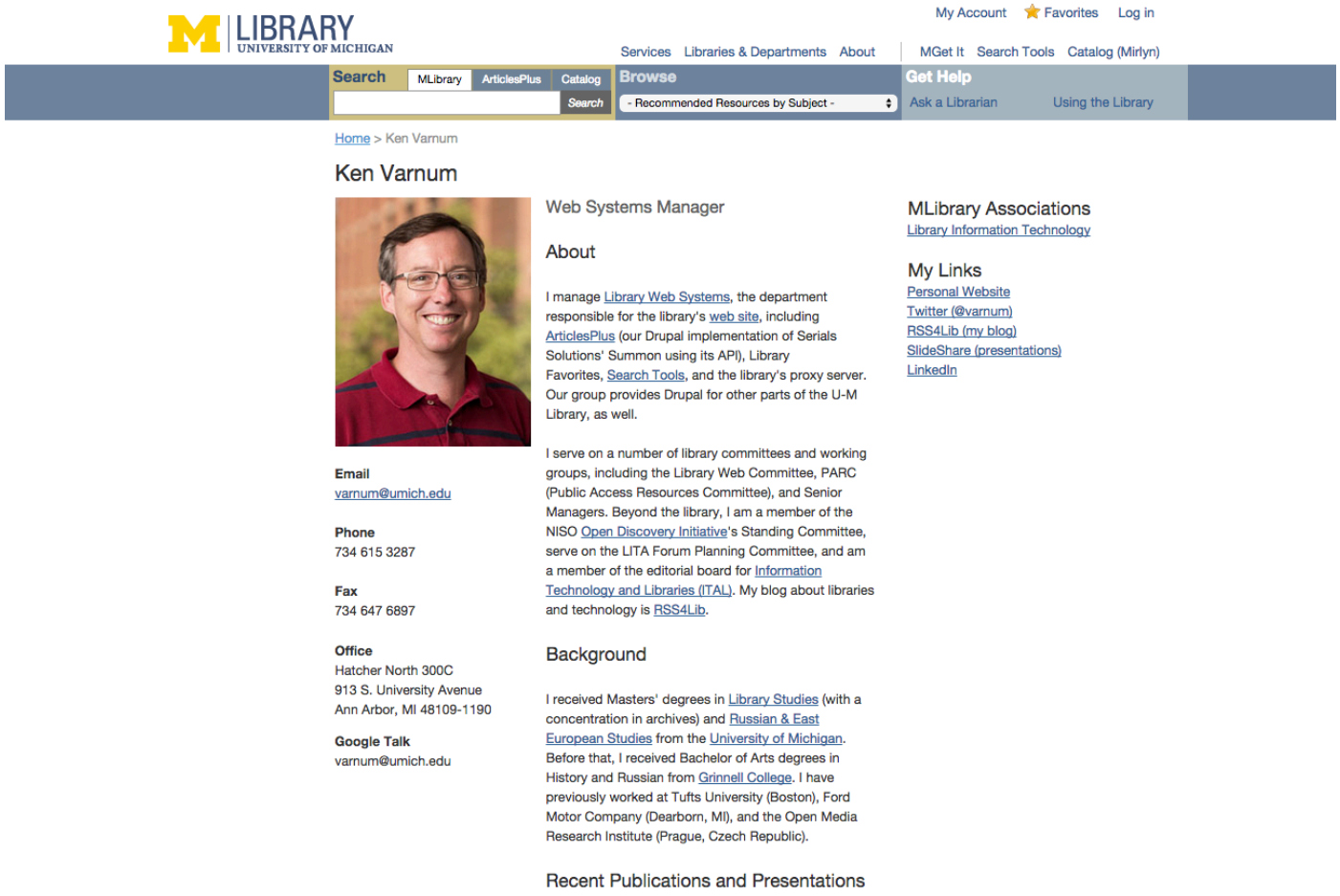
Mega navigation menus



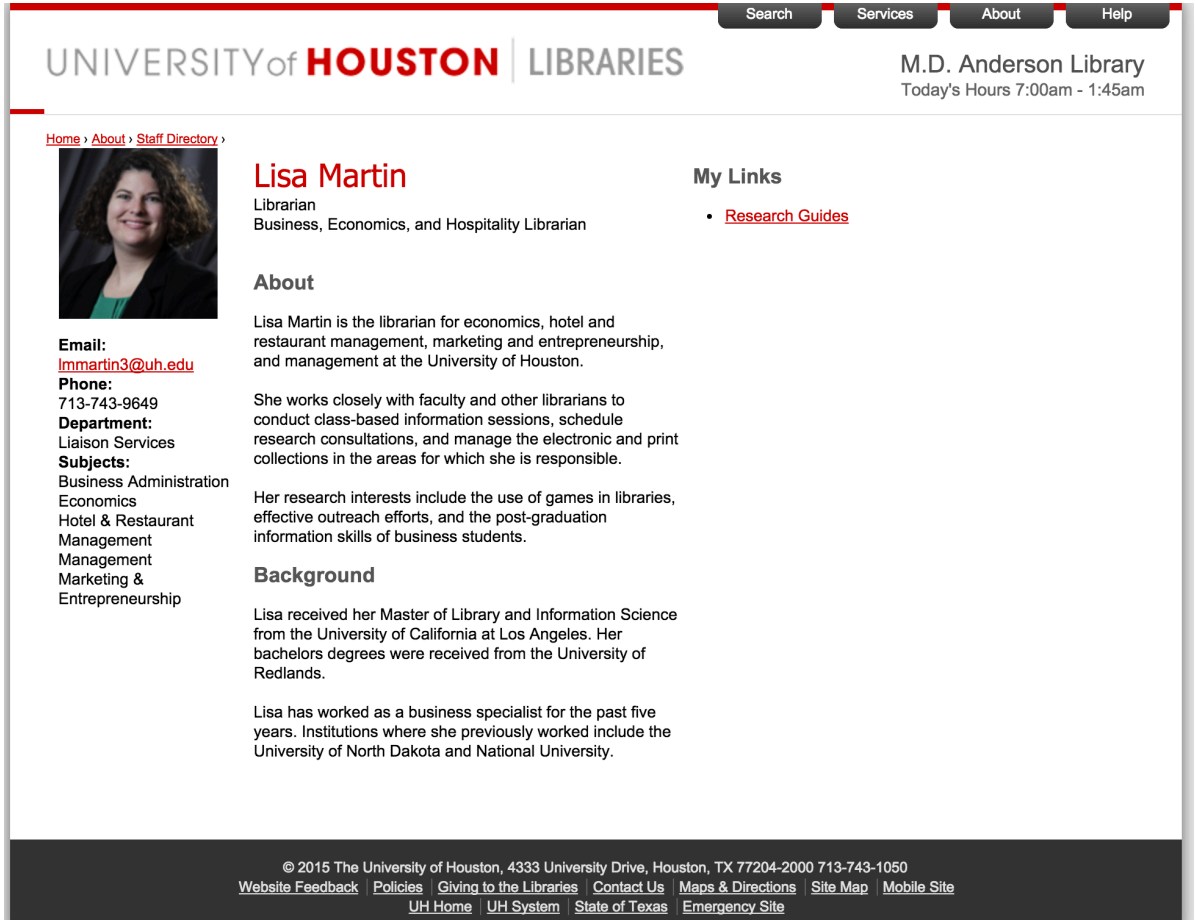
Mega navigation menus



Personal portraits

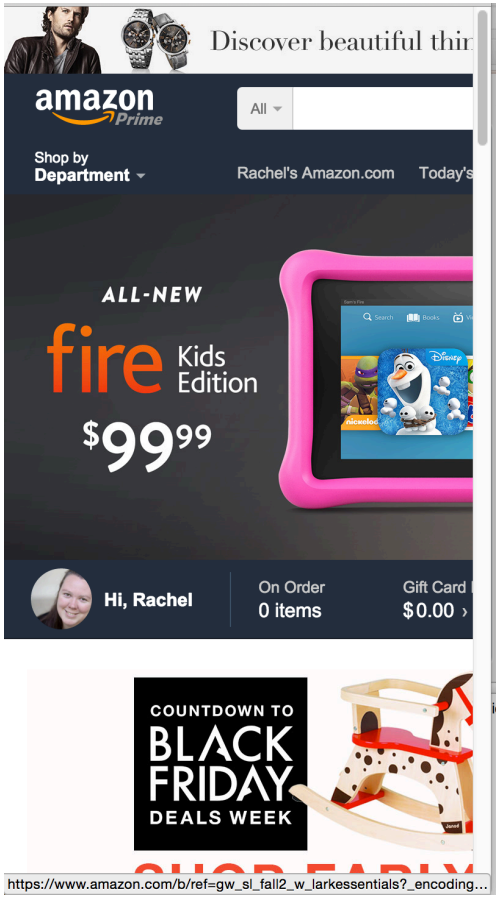


Personal portraits

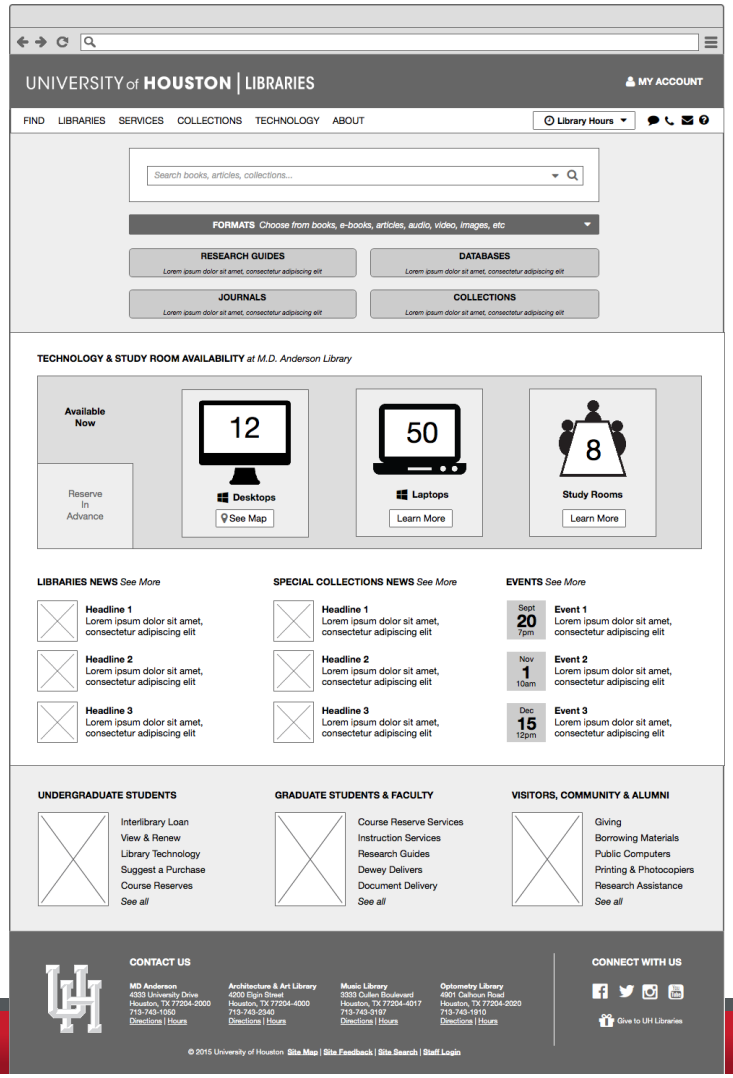


Lots of info crammed into a page + Lots of layers = Too complicated to make responsive

That's why Amazon has an app users can download instead



Amazon's website is clearly not responsive to smartphone sized devices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TECHNOLOGY & STUDY ROOM AVAILABILITY at M.D. Anderson Library
Available Now
Reserve In Advance
12
Desktops
See Map
50
Laptops
Learn More
8
Study Rooms
Learn More
LIBRARIES NEWS See More
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Headline 2
Lorem ipsum dolor sit amet, consectetur adipiscing elit
Headline 3
Lorem ipsum dolor sit amet, consectetur adipiscing elit
SPECIAL COLLECTIONS NEWS See More
Headline 1
Lorem ipsum dolor sit amet, consectetur adipiscing elit
Headline 2
Lorem ipsum dolor sit amet, consectetur adipiscing elit
Headline 3
Lorem ipsum dolor sit amet, consectetur adipiscing elit
EVENTS See More
Sept 20 7pm
Event 1
Lorem ipsum dolor sit amet, consectetur adipiscing elit
Nov 1 10am
Event 2
Lorem ipsum dolor sit amet, consectetur adipiscing elit
Dec 15 12pm
Event 3
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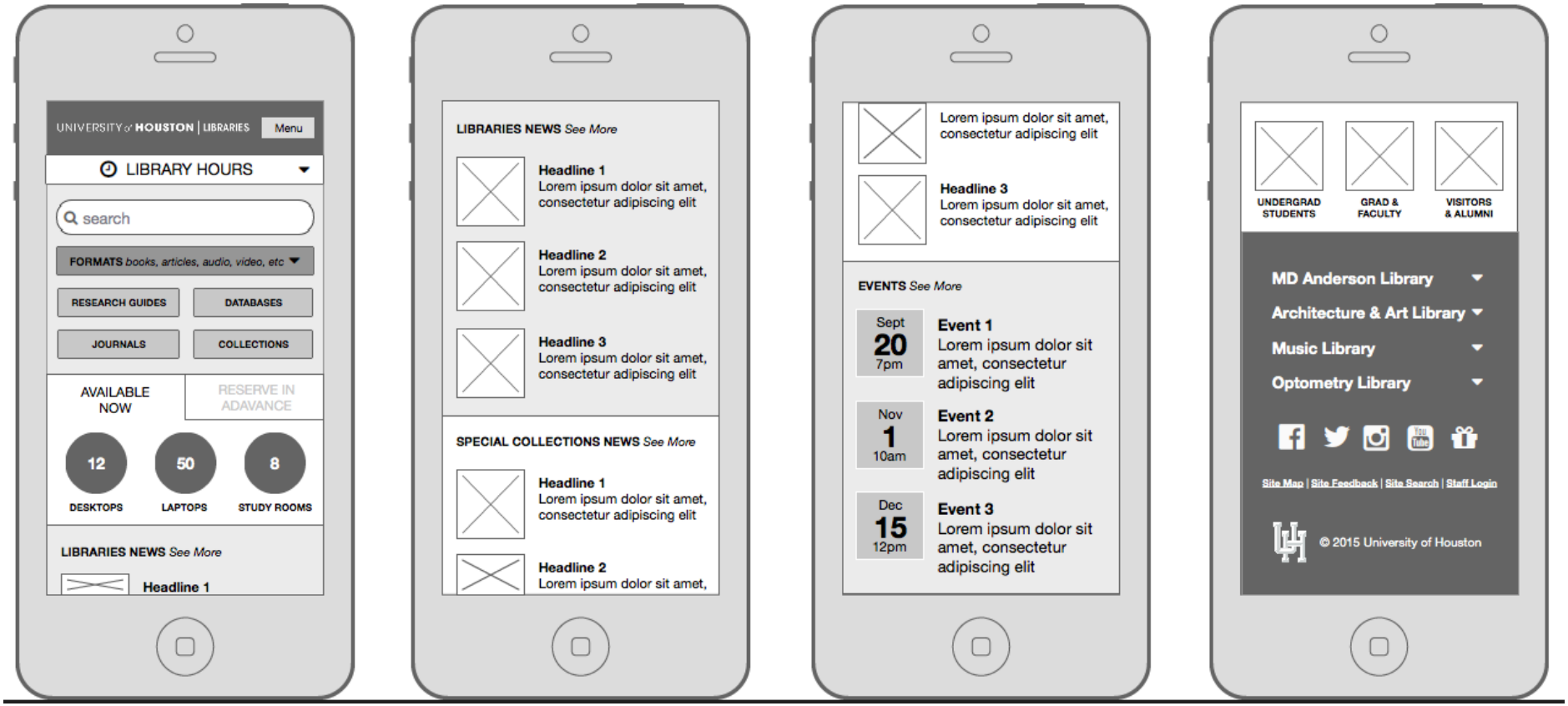
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12
DESKTOPS
50
LAPTOPS
8
STUDY ROOMS
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Headline 1
LIBRARIES NEWS See More
Headline 1
Lorem ipsum dolor sit amet, consectetur adipiscing elit
Headline 2
Lorem ipsum dolor sit amet, consectetur adipiscing elit
Headline 3
Lorem ipsum dolor sit amet, consectetur adipiscing elit
SPECIAL COLLECTIONS NEWS See More
Headline 1
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Headline 2
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Headline 3
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EVENTS See More
Sept 20 7pm
Event 1
Lorem ipsum dolor sit amet, consectetur adipiscing elit
Nov 1 10am
Event 2
Lorem ipsum dolor sit amet, consectetur adipiscing elit
Dec 15 12pm
Event 3
Lorem ipsum dolor sit amet, consectetur adipiscing elit
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III. User expectations

Contextual Inquiry @ UH Libraries

A research study that involves in-depth interviews where users walk through common tasks in the physical environment in which they typically perform

Used to better understand the intents and motivations behind user behaviors

Ethnographic data

I use google to initiate my research

User expectations

Full library discovery

Personalized user experience

Get to resources and info quickly - not buried in site

Find resources library has through Google

DRM free resources

E-resources are printer-friendly

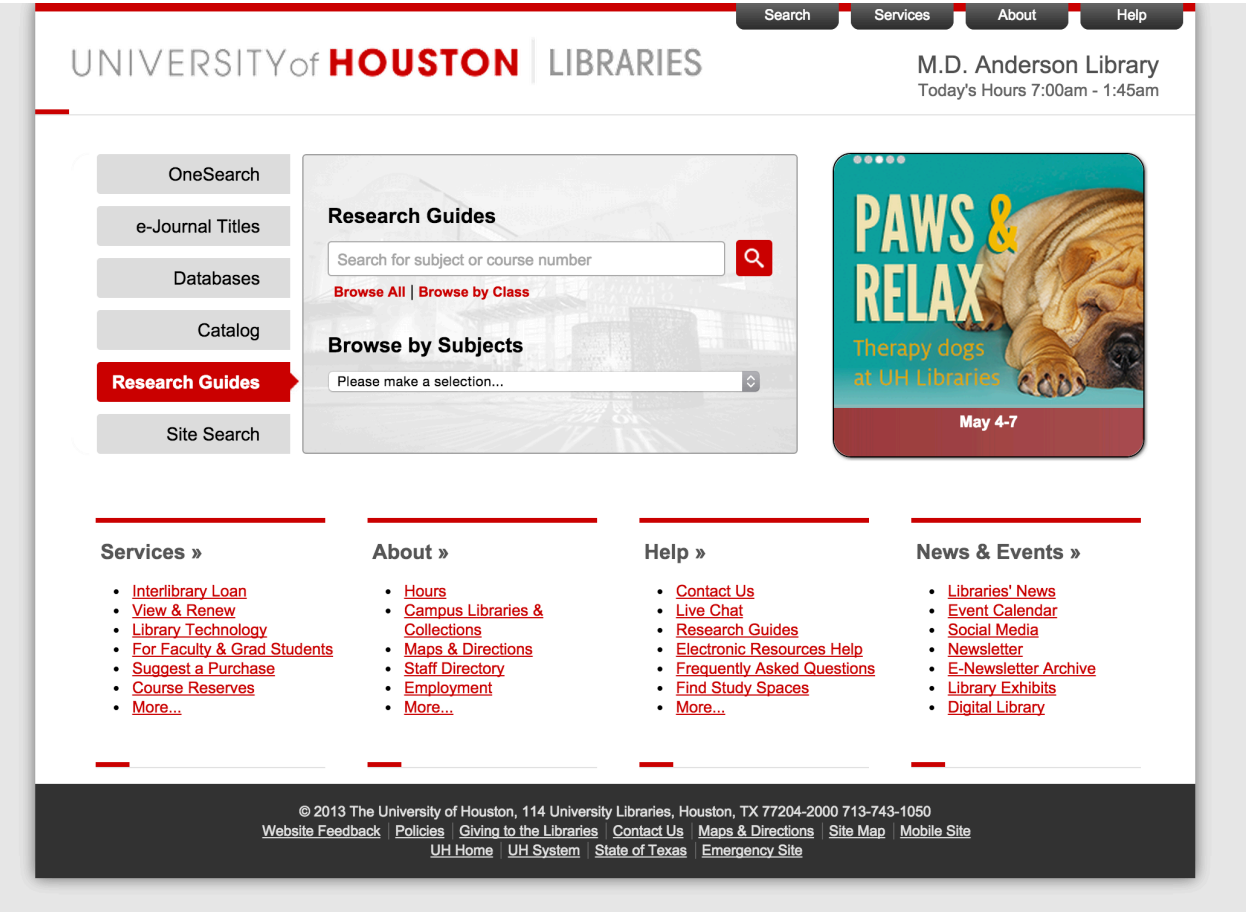
Simple, clean design

Subtle, large background images

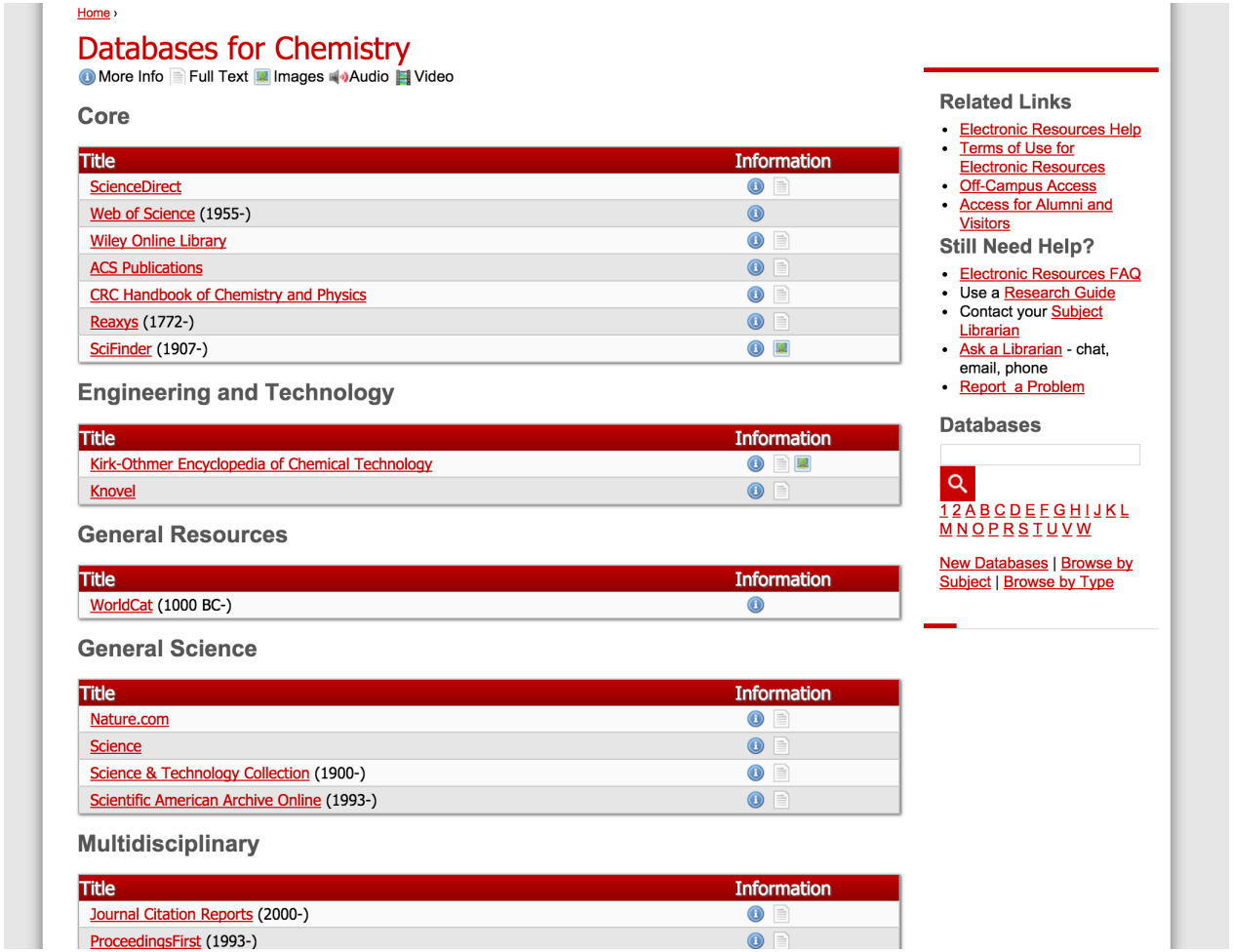
Point of need assistance

Mobile friendly

Image gallery gets ignored because it looks like an advertisement



Too many options for most users



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Databases for Chemistry

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CRC Handbook of Chemistry and Physics	
Reaxys (1772-)	
SciFinder (1907-)	

Engineering and Technology

Title	Information
Kirk-Othmer Encyclopedia of Chemical Technology	
Knovel	

General Resources

Title	Information
WorldCat (1000 BC-)	

General Science

Title	Information
Nature.com	
Science	
Science & Technology Collection (1900-)	
Scientific American Archive Online (1993-)	

Multidisciplinary

Title	Information
Journal Citation Reports (2000-)	
ProceedingsFirst (1993-)	

Related Links

- Electronic Resources Help
- Terms of Use for Electronic Resources
- Off-Campus Access
- Access for Alumni and Visitors

Still Need Help?

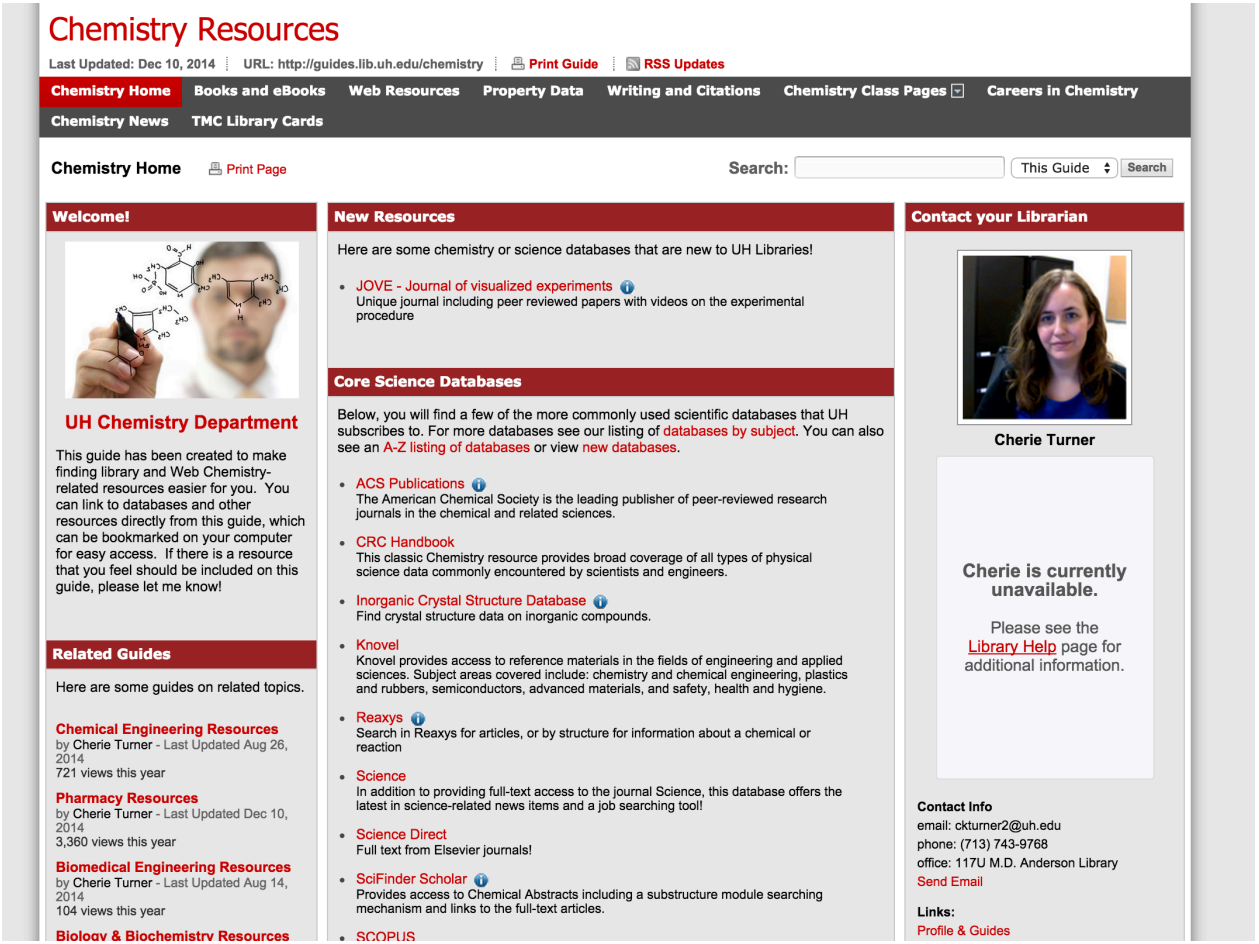
- Electronic Resources FAQ
- Use a Research Guide
- Contact your Subject Librarian
- Ask a Librarian - chat, email, phone
- Report a Problem

Databases

1 2 A B C D E F G H I J K L M N O P R S T U V W

New Databases | Browse by Subject | Browse by Type

Too many options for most users



Chemistry Resources

Last Updated: Dec 10, 2014 | URL: http://guides.lib.uh.edu/chemistry | Print Guide | RSS Updates

Chemistry Home | Books and eBooks | Web Resources | Property Data | Writing and Citations | Chemistry Class Pages | Careers in Chemistry | Chemistry News | TMC Library Cards

Chemistry Home | Print Page | Search: | This Guide | Search

Welcome!

UH Chemistry Department

This guide has been created to make finding library and Web Chemistry-related resources easier for you. You can link to databases and other resources directly from this guide, which can be bookmarked on your computer for easy access. If there is a resource that you feel should be included on this guide, please let me know!

Related Guides

Here are some guides on related topics.

Chemical Engineering Resources
by Cherie Turner - Last Updated Aug 26, 2014
721 views this year

Pharmacy Resources
by Cherie Turner - Last Updated Dec 10, 2014
3,360 views this year

Biomedical Engineering Resources
by Cherie Turner - Last Updated Aug 14, 2014
104 views this year

Biology & Biochemistry Resources

New Resources

Here are some chemistry or science databases that are new to UH Libraries!

- JOVE - Journal of visualized experiments
  Unique journal including peer reviewed papers with videos on the experimental procedure

Core Science Databases

Below, you will find a few of the more commonly used scientific databases that UH subscribes to. For more databases see our listing of databases by subject. You can also see an A-Z listing of databases or view new databases.

- ACS Publications
  The American Chemical Society is the leading publisher of peer-reviewed research journals in the chemical and related sciences.
- CRC Handbook
  This classic Chemistry resource provides broad coverage of all types of physical science data commonly encountered by scientists and engineers.
- Inorganic Crystal Structure Database
  Find crystal structure data on inorganic compounds.
- Knovel
  Knovel provides access to reference materials in the fields of engineering and applied sciences. Subject areas covered include: chemistry and chemical engineering, plastics and rubbers, semiconductors, advanced materials, and safety, health and hygiene.
- Reaxys
  Search in Reaxys for articles, or by structure for information about a chemical or reaction
- Science
  In addition to providing full-text access to the journal Science, this database offers the latest in science-related news items and a job searching tool!
- Science Direct
  Full text from Elsevier journals!
- SciFinder Scholar
  Provides access to Chemical Abstracts including a substructure module searching mechanism and links to the full-text articles.
- SCOPUS

Contact your Librarian

Cherie Turner

Cherie is currently unavailable.

Please see the Library Help page for additional information.

Contact Info
email: ckturner2@uh.edu
phone: (713) 743-9768
office: 117U M.D. Anderson Library
Send Email

Links:
Profile & Guides

Users look for PDF icon to download or print

Want consistency in use of icons across systems

Usable ≠ Good user experience

Full library discovery ≠ Discovery system

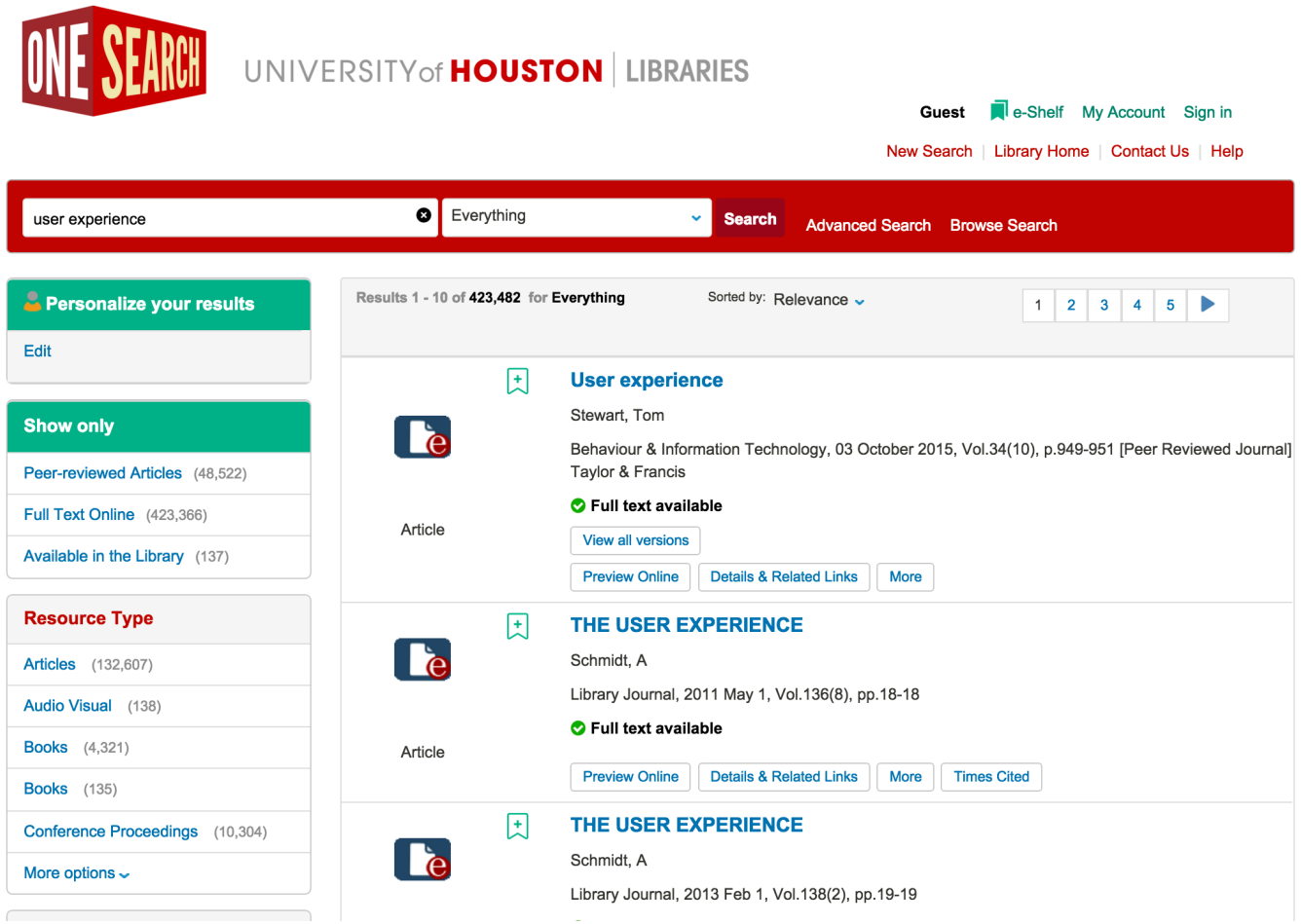
Full library discovery

Discoverability of more than just content and collections

Integrates many existing systems in the library to create search results into “bento box” – results presented by type or resource

Includes:

- People and expertise
- Research guides
- Unique collections and local repositories
- Exhibits
- Specialized services
- Library website content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Search
Advanced Search
Browse Search
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Show only
Peer-reviewed Articles (48,522)
Full Text Online (423,366)
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Resource Type
Articles (132,607)
Audio Visual (138)
Books (4,321)
Books (135)
Conference Proceedings (10,304)
More options
Results 1 - 10 of 423,482 for Everything
Sorted by: Relevance
1 2 3 4 5
User experience
Stewart, Tom
Behaviour & Information Technology, 03 October 2015, Vol.34(10), p.949-951 [Peer Reviewed Journal]
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THE USER EXPERIENCE
Schmidt, A
Library Journal, 2011 May 1, Vol.136(8), pp.18-18
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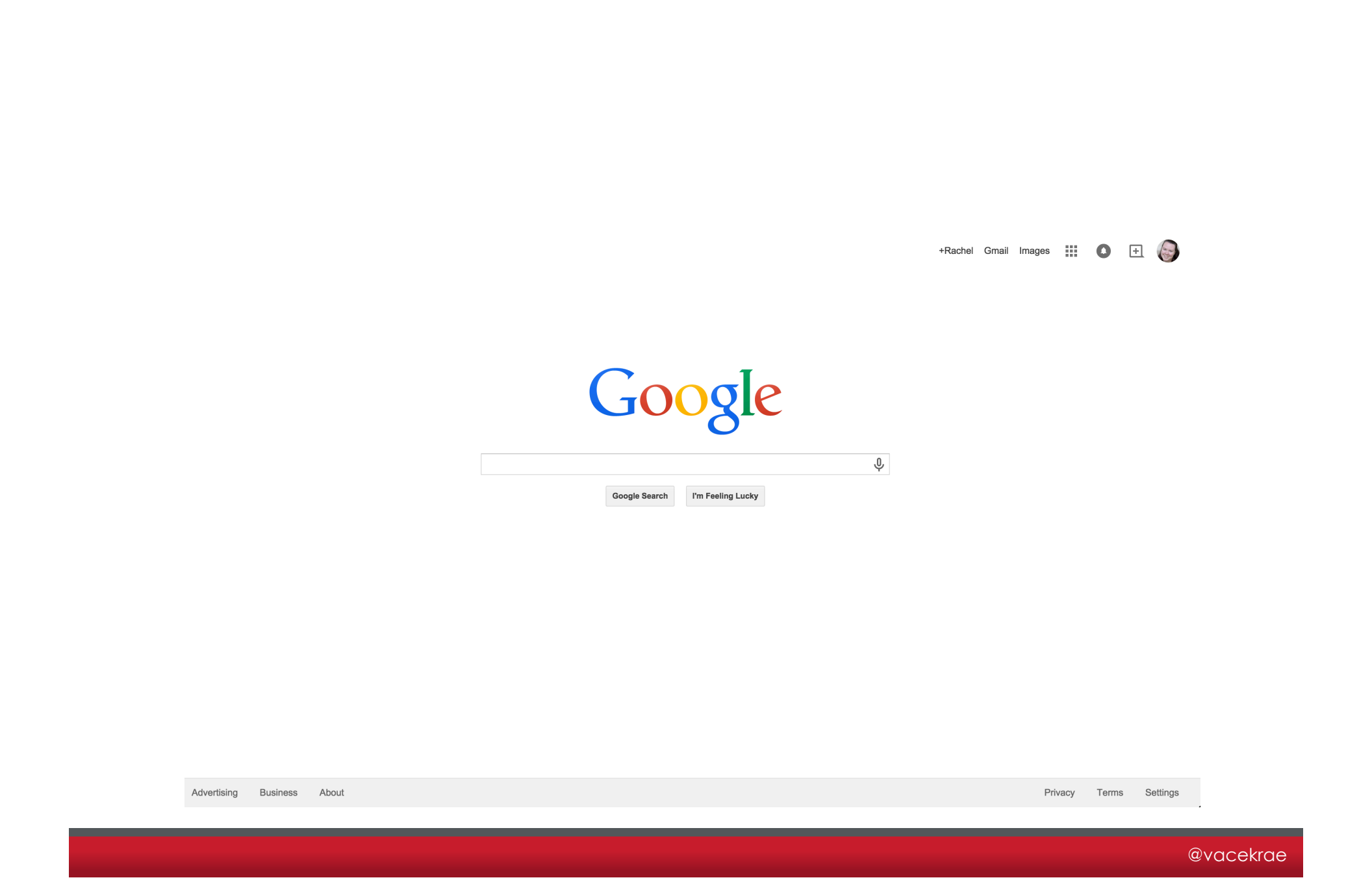
Times Cited
THE USER EXPERIENCE
Schmidt, A
Library Journal, 2013 Feb 1, Vol.138(2), pp.19-19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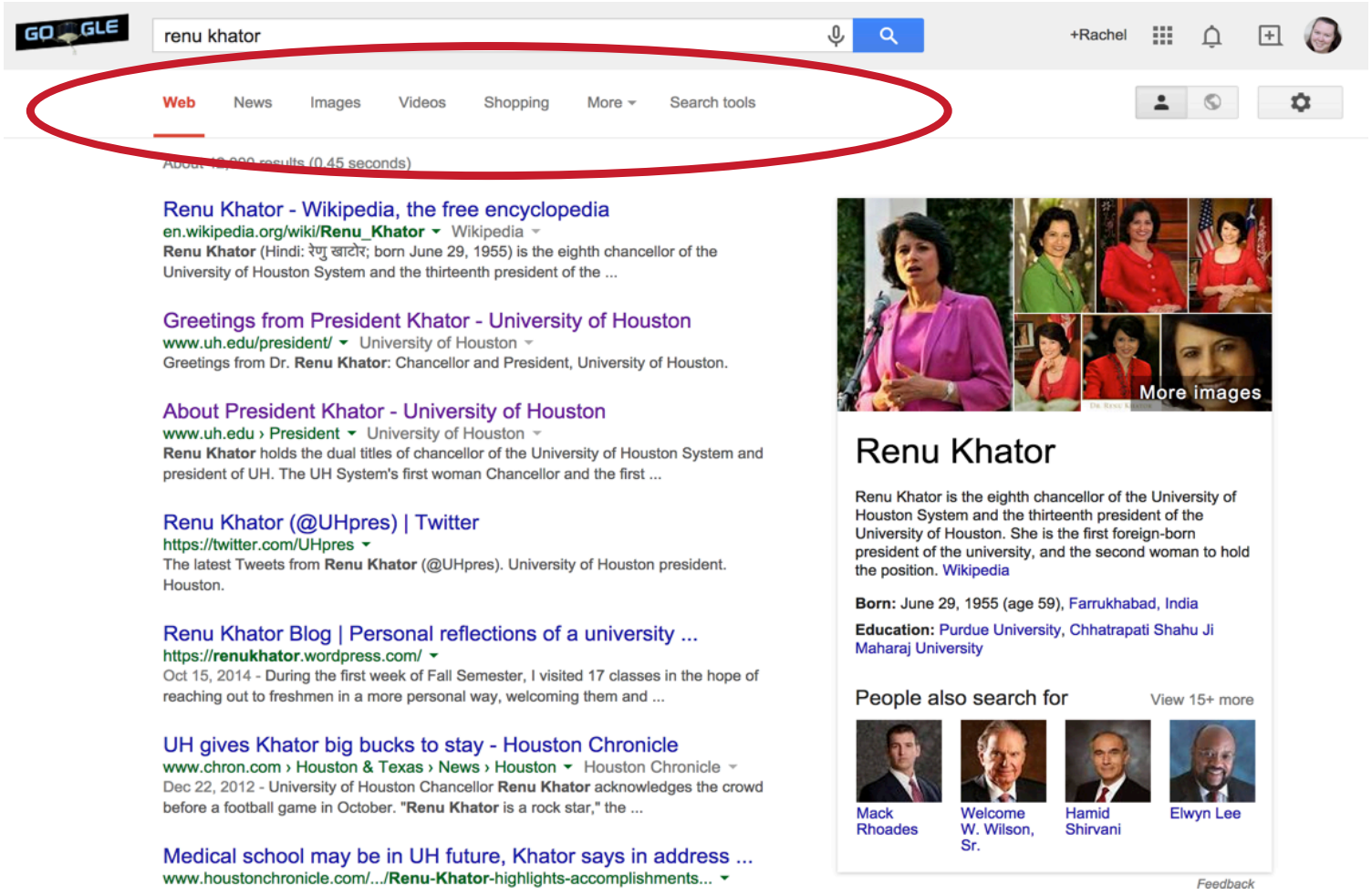
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Renu Khator (Hindi: रेणु खाटोर; born June 29, 1955) is the eighth chancellor of the University of Houston System and the thirteenth president of the ...
Greetings from President Khator - University of Houston
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Greetings from Dr. Renu Khator: Chancellor and President, University of Houston.
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Renu Khator holds the dual titles of chancellor of the University of Houston System and president of UH. The UH System's first woman Chancellor and the first ...
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https://twitter.com/UHpres
The latest Tweets from Renu Khator (@UHpres). University of Houston president. Houston.
Renu Khator Blog | Personal reflections of a university ...
https://renukhator.wordpress.com/
Oct 15, 2014 - During the first week of Fall Semester, I visited 17 classes in the hope of reaching out to freshmen in a more personal way, welcoming them and ...
UH gives Khator big bucks to stay - Houston Chronicle
www.chron.com › Houston & Texas › News › Houston Houston Chronicle
Dec 22, 2012 - University of Houston Chancellor Renu Khator acknowledges the crowd before a football game in October. "Renu Khator is a rock star," the ...
Medical school may be in UH future, Khator says in address ...
www.houstonchronicle.com/.../Renu-Khator-highlights-accomplishments...
More images
Renu Khator
Renu Khator is the eighth chancellor of the University of Houston System and the thirteenth president of the University of Houston. She is the first foreign-born president of the university, and the second woman to hold the position. Wikipedia
Born: June 29, 1955 (age 59), Farrukhabad, India
Education: Purdue University, Chhatrapati Shahu Ji Maharaj University
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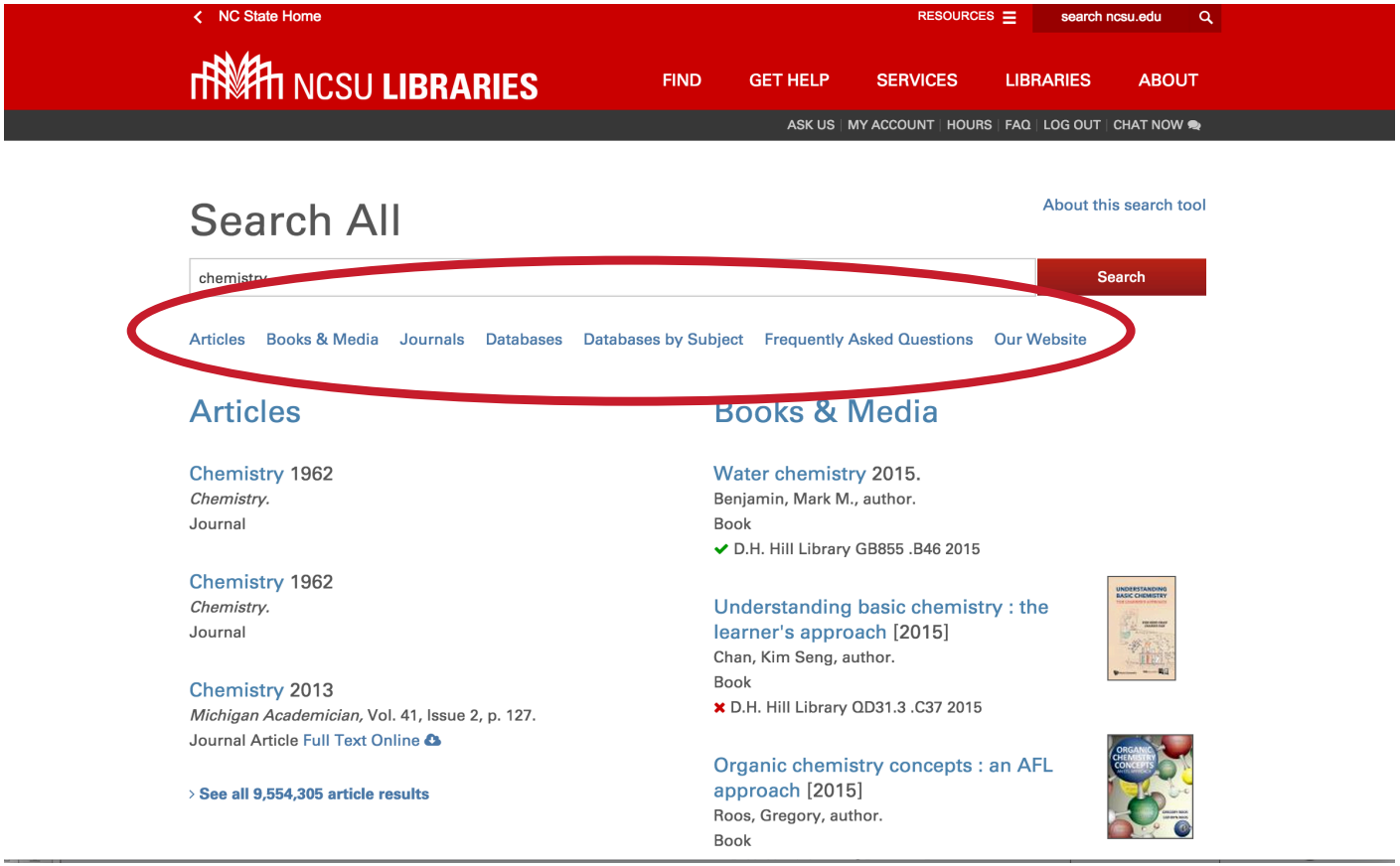

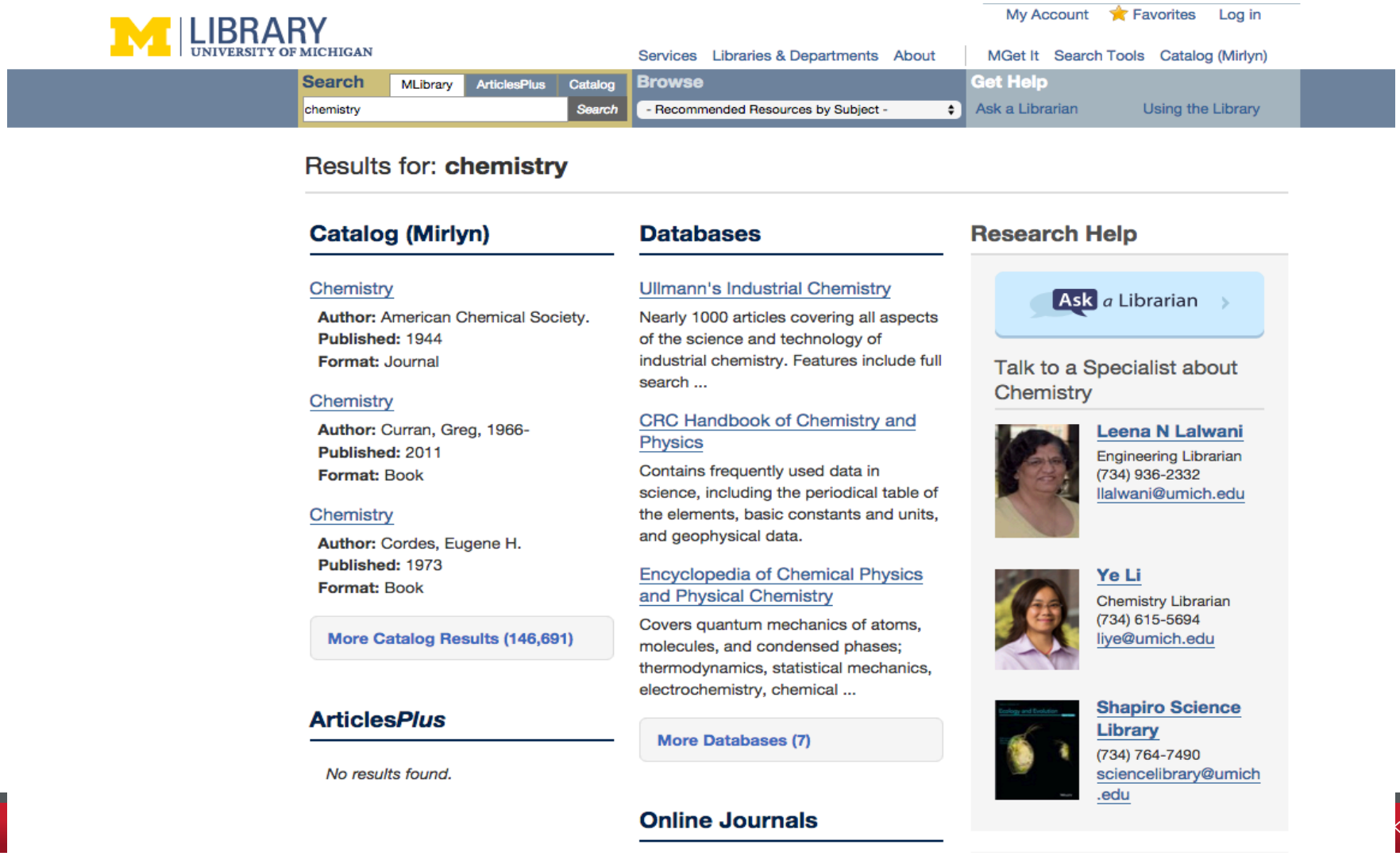
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Results for: chemistry
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Chemistry
Author: American Chemical Society.
Published: 1944
Format: Journal
Chemistry
Author: Curran, Greg, 1966-
Published: 2011
Format: Book
Chemistry
Author: Cordes, Eugene H.
Published: 1973
Format: Book
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Databases
Ullmann's Industrial Chemistry
Nearly 1000 articles covering all aspects of the science and technology of industrial chemistry. Features include full search ...
CRC Handbook of Chemistry and Physics
Contains frequently used data in science, including the periodical table of the elements, basic constants and units, and geophysical data.
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(734) 615-5694
liye@umich.edu
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(734) 764-7490
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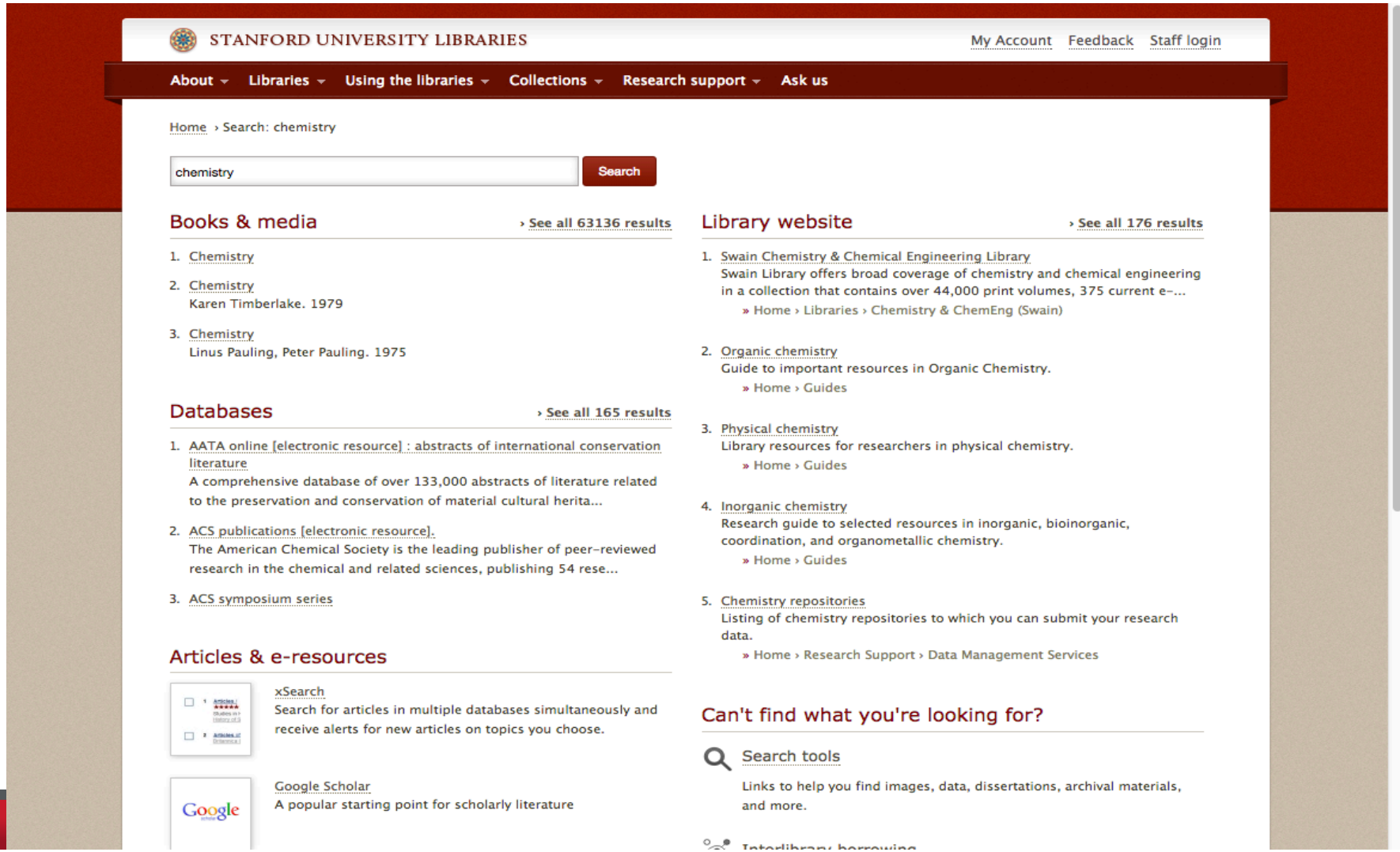
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A comprehensive database of over 133,000 abstracts of literature related to the preservation and conservation of material cultural herita...
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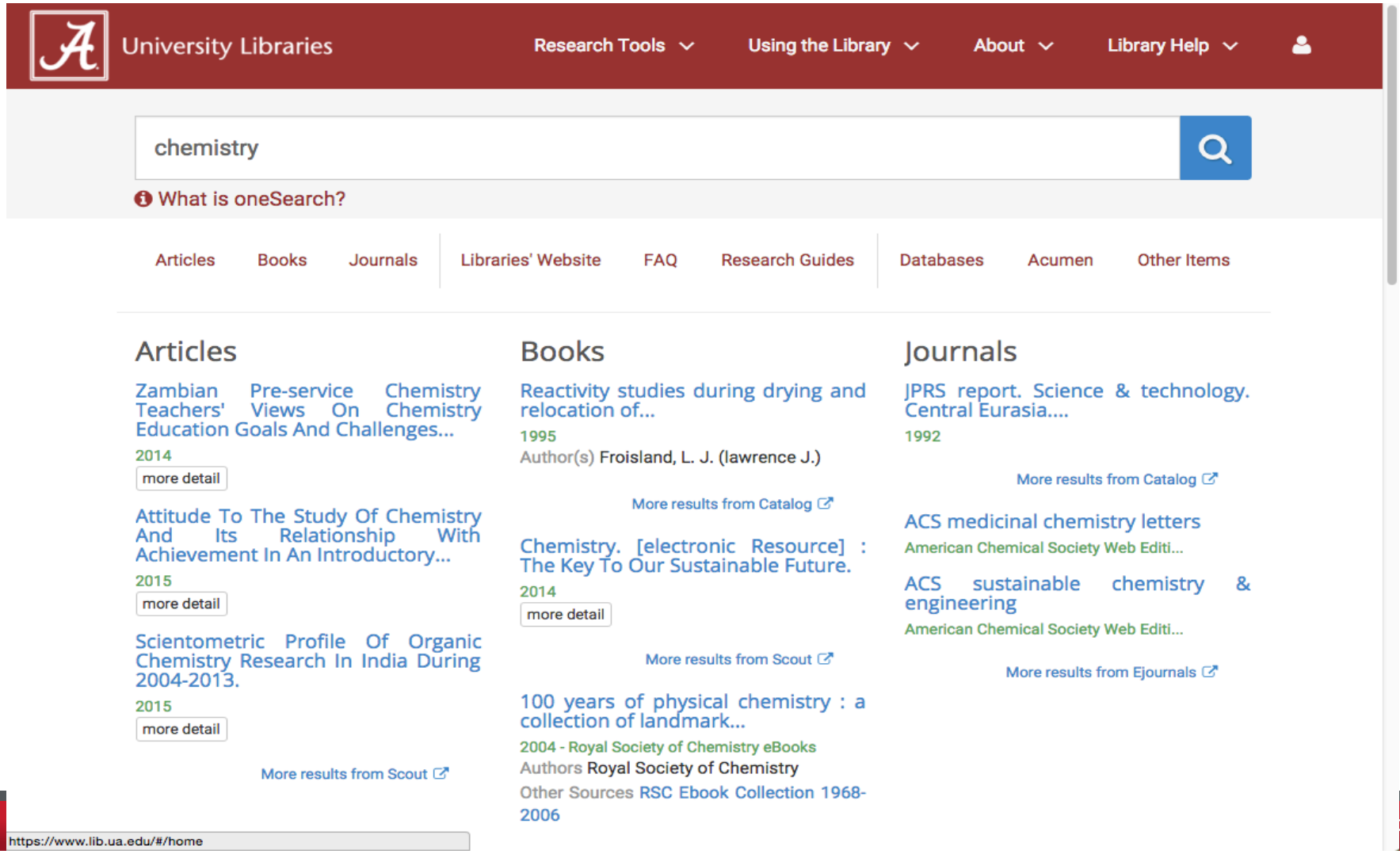
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Attitude To The Study Of Chemistry And Its Relationship With Achievement In An Introductory...
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Scientometric Profile Of Organic Chemistry Research In India During 2004-2013.
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Reactivity studies during drying and relocation of...
1995
Author(s) Froisland, L. J. (lawrence J.)
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100 years of physical chemistry : a collection of landmark...
2004 - Royal Society of Chemistry eBooks
Authors Royal Society of Chemistry
Other Sources RSC Ebook Collection 1968-2006
Journals
JPRS report. Science & technology. Central Eurasia....
1992
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ACS medicinal chemistry letters
American Chemical Society Web Editi...
ACS sustainable chemistry & engineering
American Chemical Society Web Editi...
More results from Ejournals
https://www.lib.ua.edu/#/home

Articles | Books | Journals | Libraries' Website | FAQ | Research Guides | Databases | Acumen | Other Items

Biography. Chemist, university professor, dean. Born– December 25, 1864, Tuskegee. Parents– Bennett Battle and Charlotte Augusta (Walker) Ross. Married– ...

More results from GoogleCS

Apr 3, 2013 ... What are the noise levels for the floors in Gorgas Library? Do I need an appointment for math, chemistry, and physics tutoring in Gorgas?

More results from Faq

Aug 27, 2015 ... Laboratory Scale Chemical Prices ... Includes many magazine and trade publications with chemical ... Search for "Chemical Market prices".

More results from Libguides

Databases

Academic Search Premier

Indexing/Abstracts—Beginning dates vary considerably from 1865 to 2000; Full text–Dates vary, many titles as early as 1965.

Academic Search Premier contains the full text for nearly 4,700 publications, including more than 3,600 peer-reviewed publica...

BIOSIS Previews

1926-present

Covers 5,000 journals, as well as non-journal literature from published reports, annual or irregular reviews, books, and pate...

CHEMnetBASE

Chemistry handbooks online.

More results from Databases

Acumen

Chemistry lab

Image

View of chemistry laboratory building, UA

Chemistry lab

Image

View of chemistry laboratory building from southwest UA

Chemistry lab

Image

View of chemistry laboratory classroom, UA

More results from Acumen

Other Items

Chemistry. [electronic Resource].

2010 - Video Recording

more detail

Chemistry.

more detail

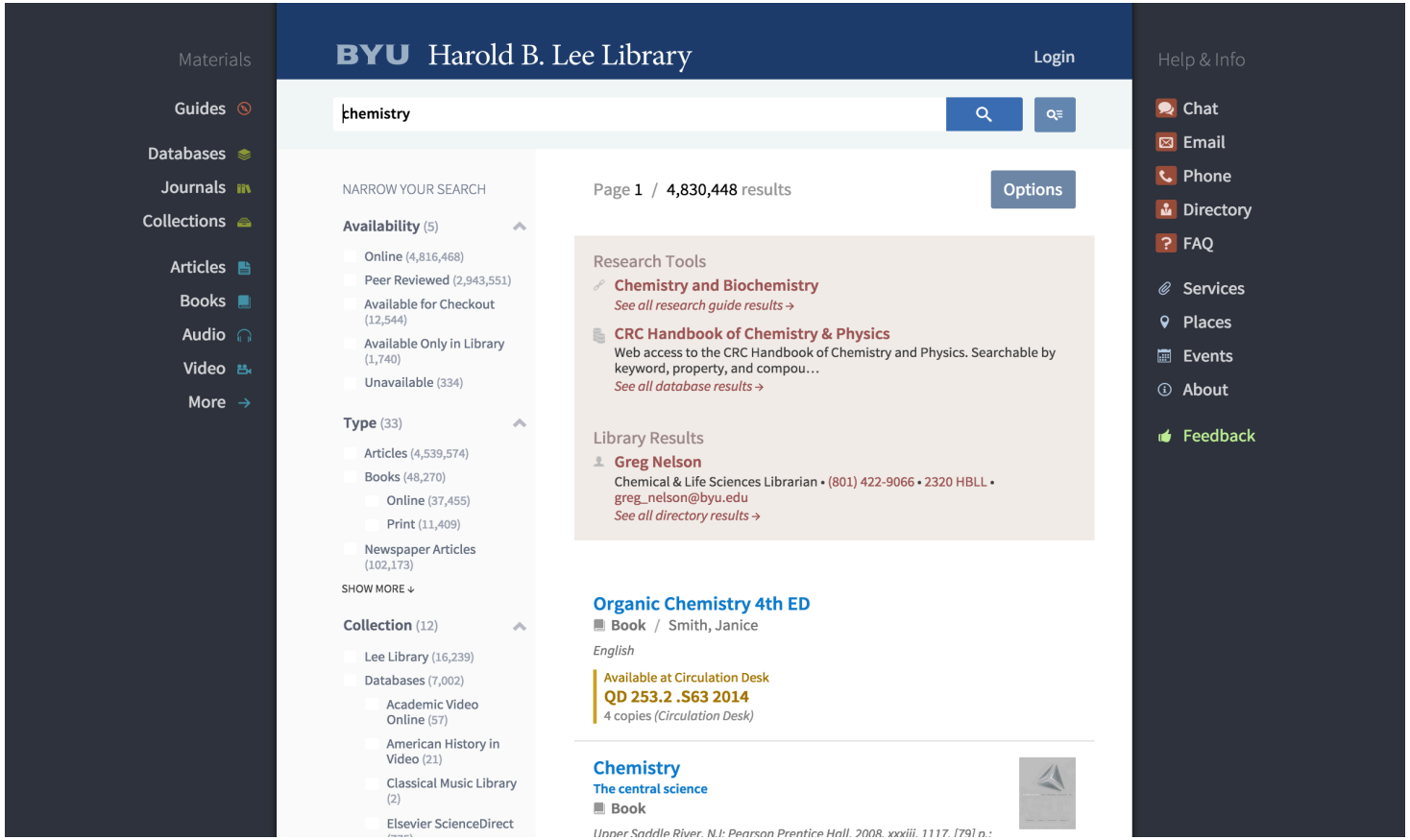
Chemistry. [electronic Resource] : A European Journal.

1995

more detail

More results from Scout

Not quite bento box approach, but still highlighting other library resources while keeping facets



Libraries with “bento box” search results

Stanford
UNT
Dartmouth
UNC Chapel Hill
Michigan
Alabama
Rice
Vanderbilt
NCSU

Duke
Yale
Brown
Cornell
Princeton
Toronto
Wayne State
… and the list is growing

New services in libraries

- Data management services
- Data visualization services
- GIS services
- Social and collaborative citation tools and bibliometrics
- Mobile content delivery
- Enhanced and more accessible scholarly content
- Electronic publishing
- Identity management
- Web-scale discovery tools
- Cross-institutional systems and development partnerships
- Multidisciplinary research
- Liaisons embedded in curriculum development
- Capturing and archiving campus digital research outputs

IV. How libraries can imagineer

Stop doing major website redesigns

KEEP
CALM
AND
JUST SAY
NO

Integrate usability testing into your iterative development and design lifecycle

Discover
Test
Sprint #1
Design
Develop
Discover
Test
Sprint #2
Design
Develop
Discover
Test
Sprint #3
Design
Develop

Embrace current and upcoming web design trends seen primarily outside libraries

WEB
DESIGN
UI
DESIGN
RESPONSIVE
DESIGN

Conduct more user research

Create or highlight personalization options within the site

My account

My favorites

Customized RSS feeds

Subscribe to X

My wishlist

My saved resources

Popular resources from similar searches

Highlight unique digital assets more

Digital Collections

[Physics]

Photograph of two men from the North Texas physics department looking at a machine on a table.

[Physics Machine]

Photograph of two men from the physics department looking at a machine on a table.

[Physics Class]

Photograph of a professor and students in a North Texas physics class. They gather around a table with a ruler, scales, and other materials on it.

Physics Building (1959-11-25)

by Douglass, Neal

Exterior of University of Texas Physics Building, University Dr. north of 24th

Physics and Government (1999-08-24)

by Hendry, Nancy H.

In defining the powers and duties of the three branches of government, the U.S. Constitution never explicitly referred to Science, except in the patent clause. But many technical ...

See all results from the Digital Collections about *physics* ...

Background Materials

PHYSICS — From British Qualifications 2014: A Complete Guide to Professional, Vocational and Academic Qualifications in the United Kingdom, 2014

...\n\nMembership of Professional Institutions and Associations\n\nINSTITUTE OF PHYSICS AND ENGINEERING IN MEDICINE\nFairmount House\n230 Tadcaster Road\nYork...

Physics — From The Twenties in America, 2012, pp. 675 - 677

...Throughout the 1920s, physics took on a new significance in the United States. Nearly one thousand Americans earned Ph.D.'s in physics in that time, twice...

physics — From The Oxford Companion to Classical Civilization, 2014-01-01

physics — From Mosby's Dental Dictionary, 2013

Physics — From The Thirties in America, 2011, pp. 781 - 784

See all results for background materials about *physics* ...

Library Website

Department of Physics Collection | University Archives

The slide collection was used as promotal material for the Department of Physics. The slides contain images of the general campus, student activities, as well as ...

Department of Physics (1901 to present) | University of North Texas ...

Historical Note: Physics was taught as a science class in 1901. In 1913 all the sciences were gathered in one Department of Science. The school tried several ...

UNT: The First 50 Years : Physics Class Yearbook Photo, 1900 ...

UNT: The First 50 Years : Physics Class Yearbook Photo, 1900. This image was taken in the spring of 1900 in the

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poetry

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Articles | Books & More | Journals | Databases | Guides | Digital Collections | Background Materials | Library Website | Other Searches

Articles

Poetry

by Billy Collins

The Sewanee Review, 2015-01-01, Volume 123, Issue 1, p. 8

Journal Article Get it online Report Broken Link

Poetry

by N Pick

Interdisciplinary Studies in Literature and Environment, 2014-12-01, Volume 21, Issue 4, pp. 923 - 926

Journal Article Get it online Report Broken Link

Poetry

by Jena Salon

The Literary Review, 2014-06-22, Volume 57, Issue 3, p. 5

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Books & More

The poetry of personality: the poetic diction of Dylan Thomas

by William Greenway,1947-

EBOOKS Get it online

A history of American poetry

by Richard Gray,1944-

EBOOKS Get it online

Hölderlin's Dionysiac poetry: the terrifying-exciting mysteries

by Lucas Murrey

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Poetry of Haitian independence

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Communication Studies

Creative Writing

English

Middle & Old English

Technical

License resources that have
the least restrictions
on saving or printing
and that have good user interfaces

Offer full library discovery, not just content discovery

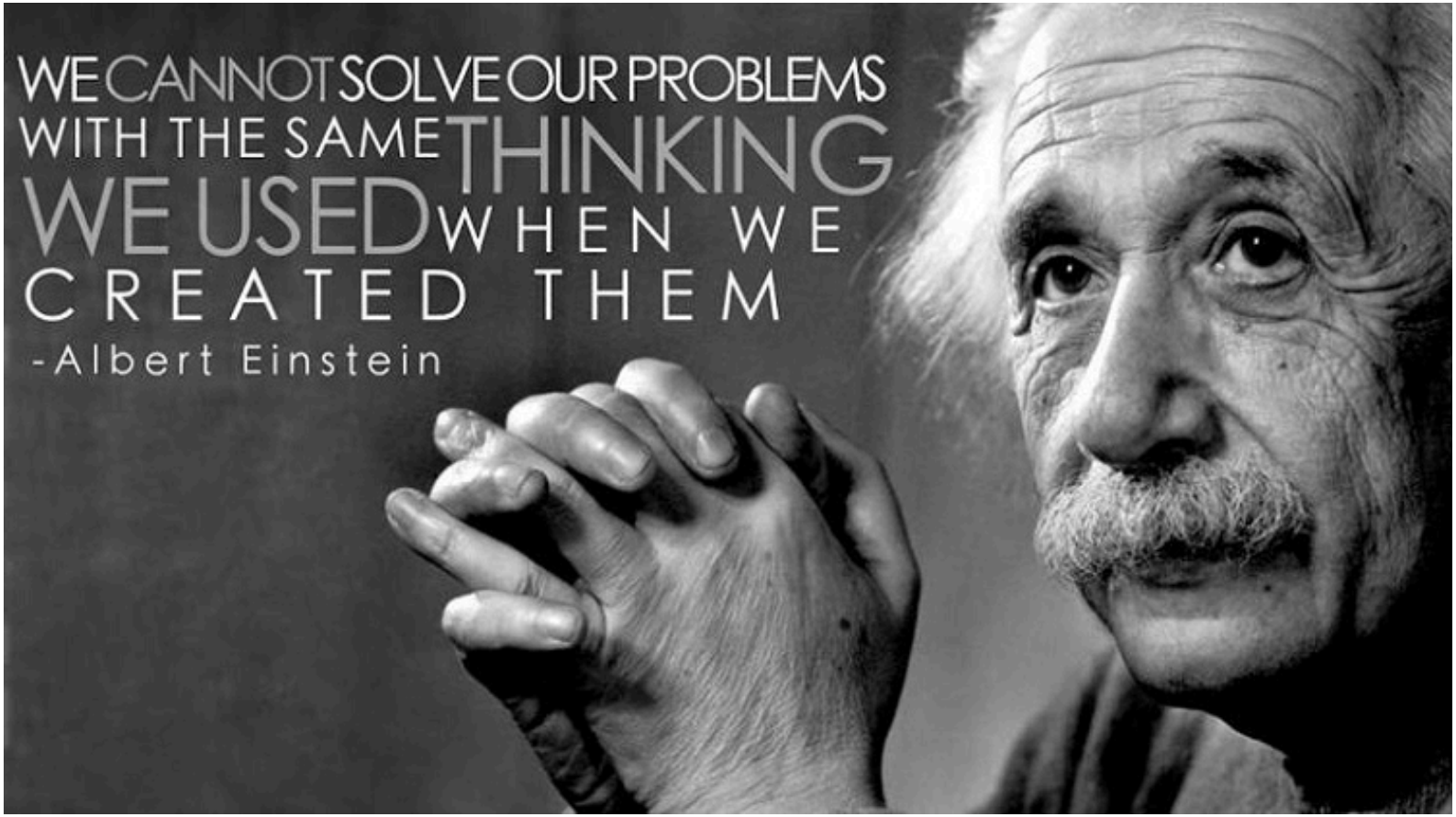
strive to provide

~~Offer~~ full library discovery,
not just content discovery

Connect users to resources and services **in their own workflows** by making those resources and services more familiar, discoverable, usable, desirable

useful
usable
desirable
valuable
findable
accessible
credible

The resources and services
we provide and the
way in which we present them
need to be meaningful


WE CANNOT SOLVE OUR PROBLEMS
WITH THE SAME THINKING
WE USED WHEN WE
CREATED THEM
-Albert Einstein

How will **you** help your library **imagineer** your website?

Thanks!

Rachel Vacek
Head of Web Services
University of Houston Libraries

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vacekrae@gmail.com
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Follow my department's work:
http://sites.lib.uh.edu/wp/website-redesign/

Credits

Web Design Trends To Look Out For In 2015
http://www.elegantthemes.com/blog/resources/web-design-trends-to-look-out-for-in-2015

Dempsey, Lorcan, Constance Malpas, and Brian Lavoie. 2014. "Collection Directions: The Evolution of Library Collections and Collecting" portal: Libraries and the Academy 14,3 (July 2014): 393-423.
http://www.oclc.org/content/dam/research/publications/library/2014/oclcresearch-collection-directions-preprint-2014.pdf

Thirteen Ways of Looking at Libraries, Discovery, and the Catalog: Scale, Workflow, Attention
http://www.educause.edu/ero/article/thirteen-ways-looking-libraries-discovery-and-catalog-scale-workflow-attention

Varnum, K.J. "Library Discovery From Ponds to Streams." The Top Technologies Every Librarian Needs to Know. A LITA Guide, Chicago, IL: ALA Techsource (2014): 57-65.

Stop Redesigning And Start Tuning Your Site Instead
http://www.smashingmagazine.com/2012/05/16/stop-redesigning-start-tuning-your-site/

The Redesign Must Die talk, by Lou Rosenfeld
http://louisrosenfeld.com/home/bloug_archive/2008/04/the_redesign_must_die_talk.html

Thinking about Technology … Differently, by Locan Dempsey
http://www.slideshare.net/lisld/thinking-about-technology-differently

New Media Condortium Horizon Report; 2014 Library Edition
http://redarchive.nmc.org/publications/2014-horizon-report-library

Does Discovery Still Happen in the Library? Roles and Strategies for a Shifting Reality, by Roger Schonfeld,
http://www.sr.ithaka.org/blog-individual/does-discovery-still-happen-library-roles-and-strategies-shifting-reality