The Death of the Library Website Redesign

2014 LITA Forum | Albuquerque, NM | November 8th

PRINCETON UNIVERSITY LIBRARY
Kenyon College
DUKE UNIVERSITY LIBRARIES
WheatonCollege
PhoenixPublicLibrary
UNIVERSITY OF CALIFORNIA
HUNTER COLLEGE LIBRARIES
TOPEKA & SHAWNEE COUNTY PUBLIC LIBRARY
UNIVERSITY of GUELPH
ILLINOIS WESLEYAN UNIVERSITY
SCIENTIA ET SAPIENTIA
1850
STANFORD UNIVERSITY LIBRARIES
CHICAGO PUBLIC LIBRARY
POUDRE RIVER PUBLIC LIBRARY DISTRICT
Georgia Perimeter College
DICKINSON COLLEGE
Cornell University Library
SIMMONS
THE UNIVERSITY of TENNESSEE UNIVERSITY LIBRARIES
NCSU LIBRARIES
UNIVERSITY OF TORONTO LIBRARIES
UNIVERSITY of ST. THOMAS MINNESOTA
OSU Oregon State UNIVERSITY
UNIVERSITY of VIRGINIA LIBRARY
UNIVERSITY OF Cincinnati
CAL POLY
PRINCETON THEOLOGICAL SEMINARY Library
UNC UNIVERSITY LIBRARIES
Lincoln Park Public Library
LAURIER Library
The Seattle Public Library
UNIVERSITY of WASHINGTON TACOMA
BERKELEY PUBLIC LIBRARY
VANDERBILT UNIVERSITY
Memorial Sloan-Kettering Cancer Center
Vancouver Public Library

Costs of Big Bang Redesign

Time

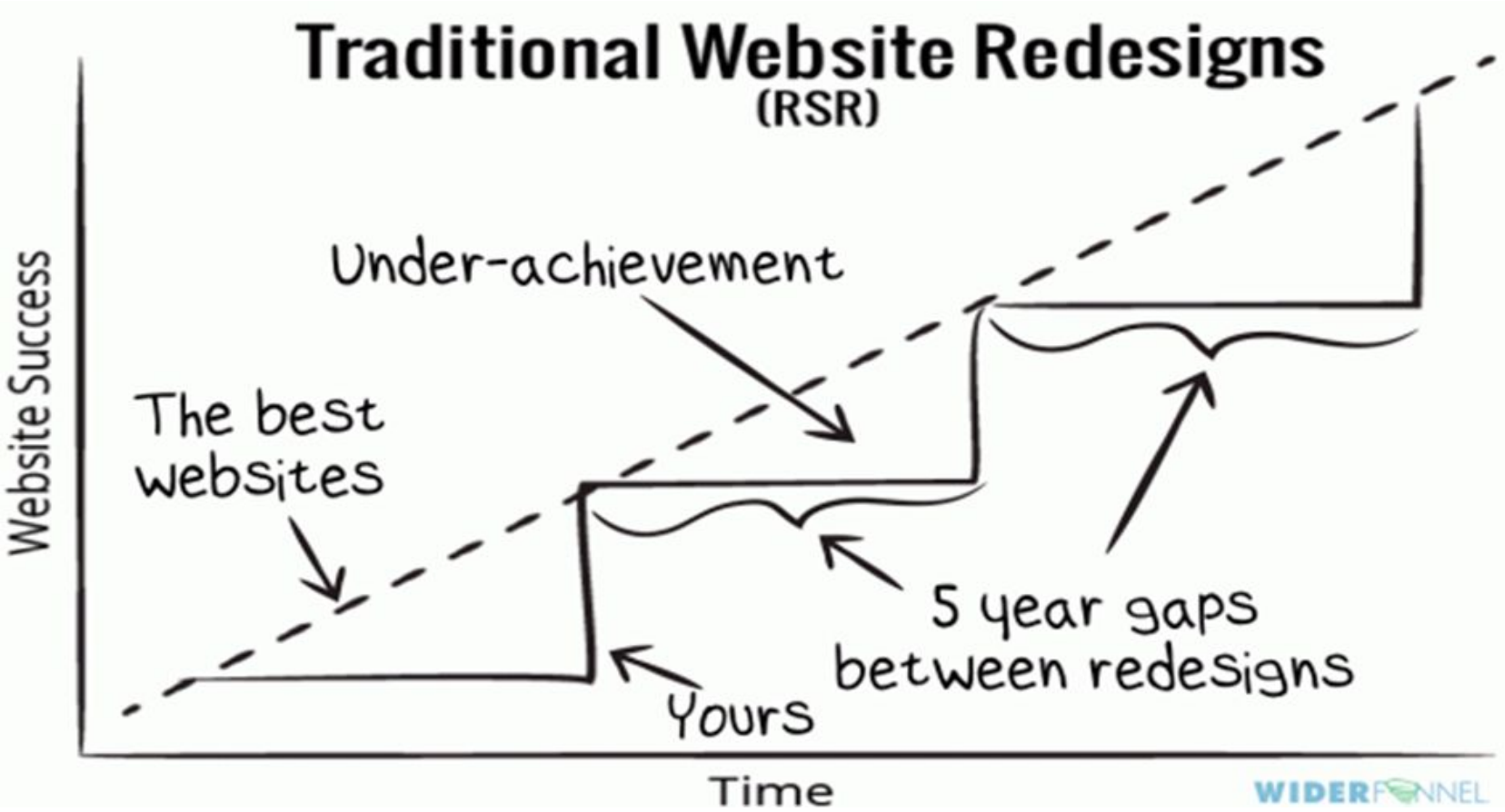
Effort

Money

Assessment

Politics

Homepage Wars

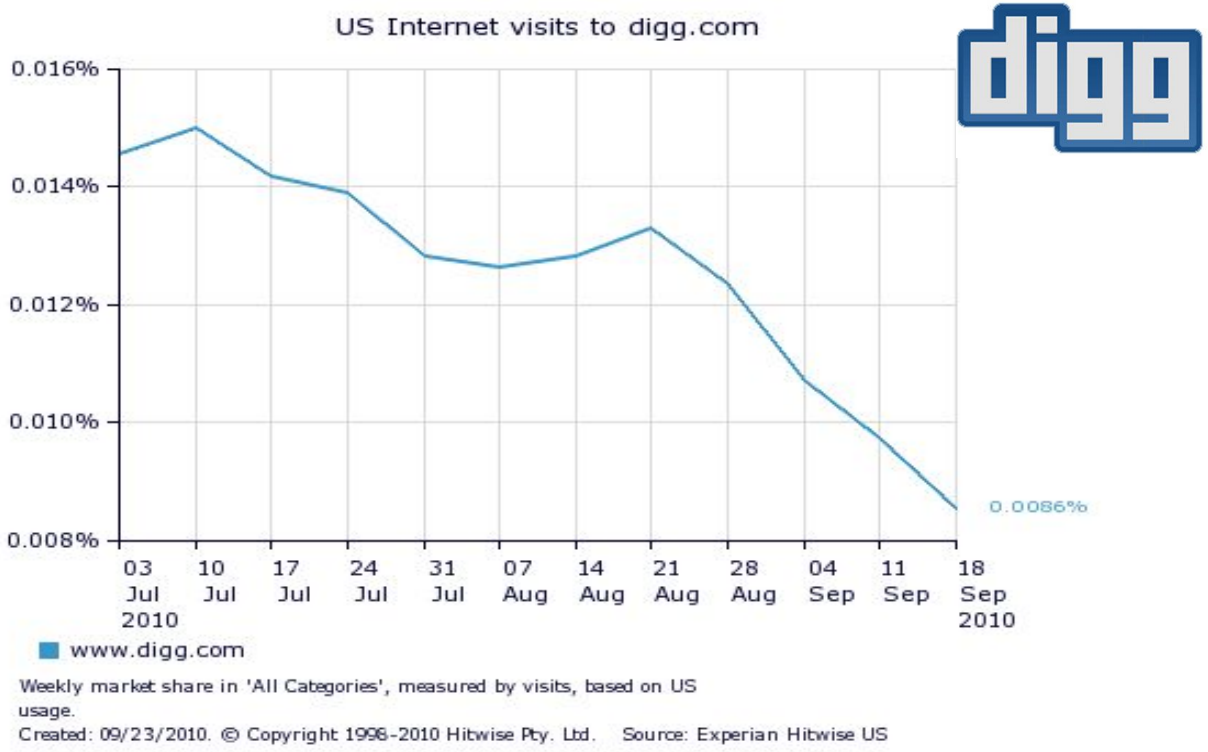

Traditional Website Redesigns
(RSR)
Website Success
Under-achievement
The best websites
5 year gaps between redesigns
Yours
Time
WIDERFUNNEL

In my nearly two decades as an information architect, I've seen my clients flush away millions upon millions of dollars on worthless, pointless, "fix it once and for all" website redesigns.

All types of organizations are guilty: large government agencies, Fortune 500s, not-for-profits and (especially) institutions of higher education.

Louis Rosenfeld

Image: Louis Rosenfeld.com


US Internet visits to digg.com
0.016%
0.014%
0.012%
0.010%
0.008%
0.0086%
03 Jul 2010
10 Jul
17 Jul
24 Jul
31 Jul
07 Aug
14 Aug
21 Aug
28 Aug
04 Sep
11 Sep
18 Sep 2010
www.digg.com
Weekly market share in 'All Categories', measured by visits, based on US usage.
Created: 09/23/2010. © Copyright 1998-2010 Hitwise Pty. Ltd. Source: Experian Hitwise US

Digg.com

Courtesy: Ad Age, 11/22/13

Target.com

Image: Internet Archive

Target.com

Kraft Foods

Image: Logopedia

Users.
Hate.
Change.

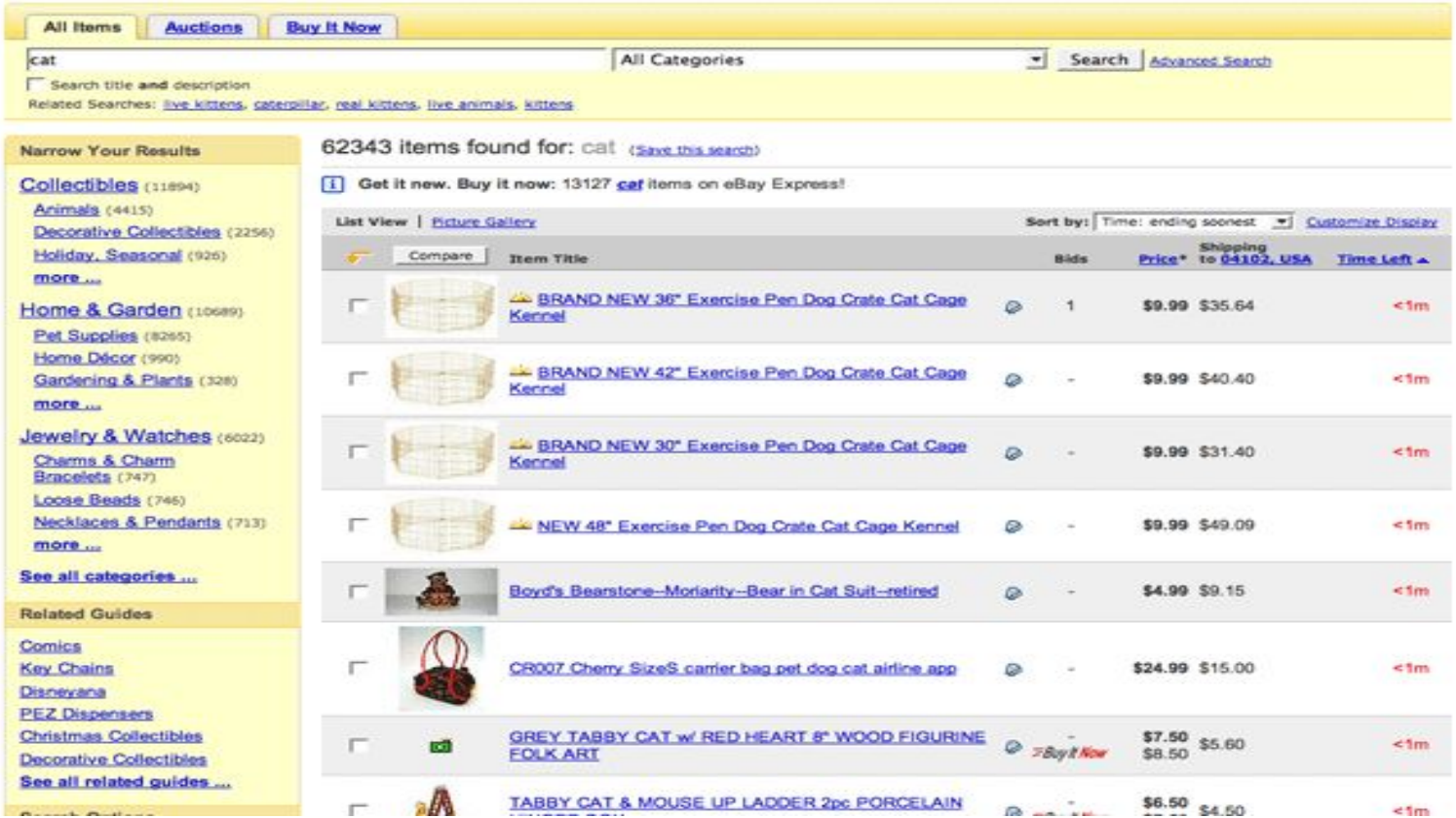
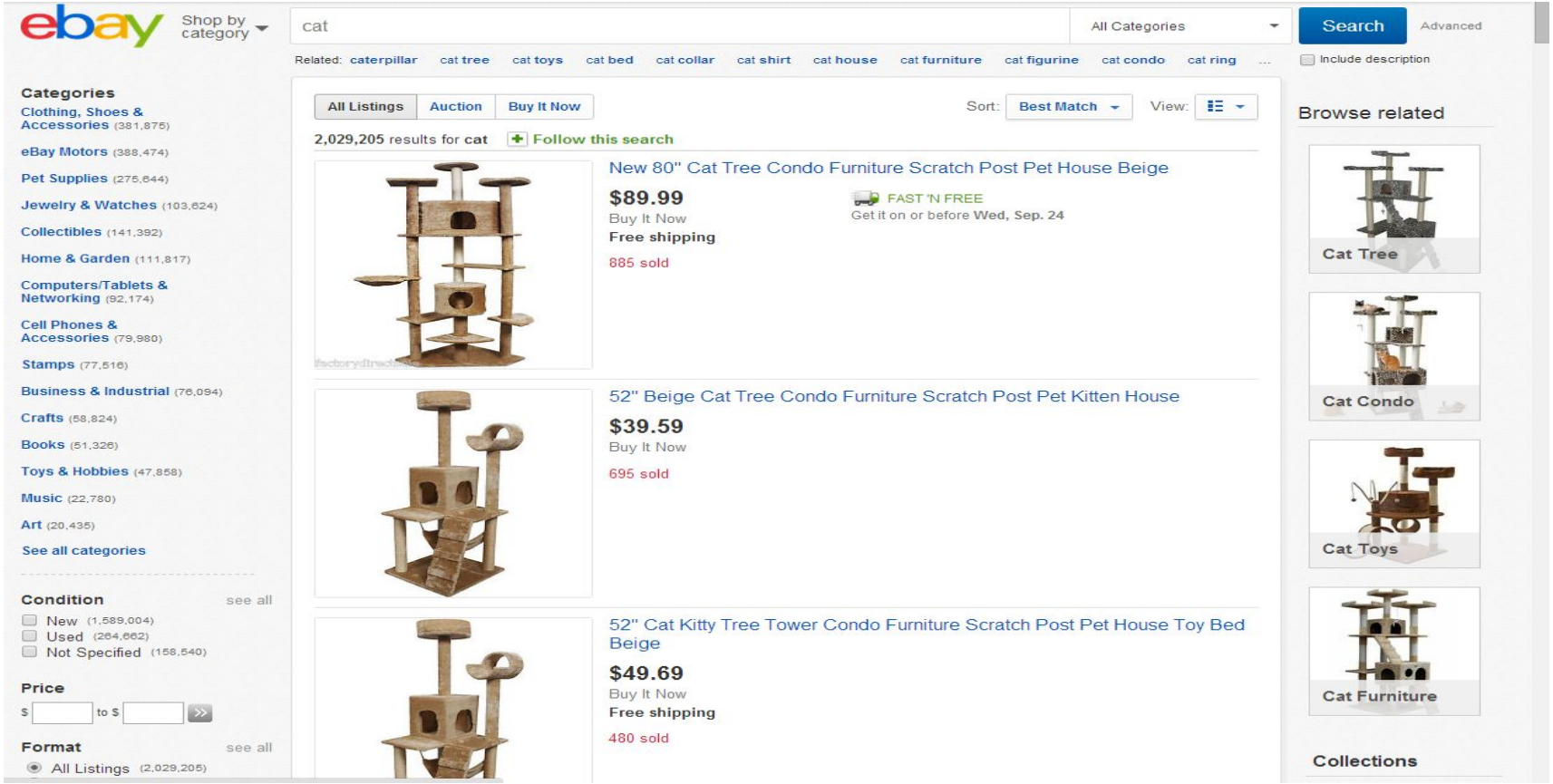


Image: Internet Archive

Ebay.com, 2006



Ebay.com, 2014

Annoyances matter, because they compound.

Jakob Nielsen, “Does User Annoyance Matter?”

Image: Donald Clark

Image credit: Ayzek

Image: Peugeot

Cognitive Load

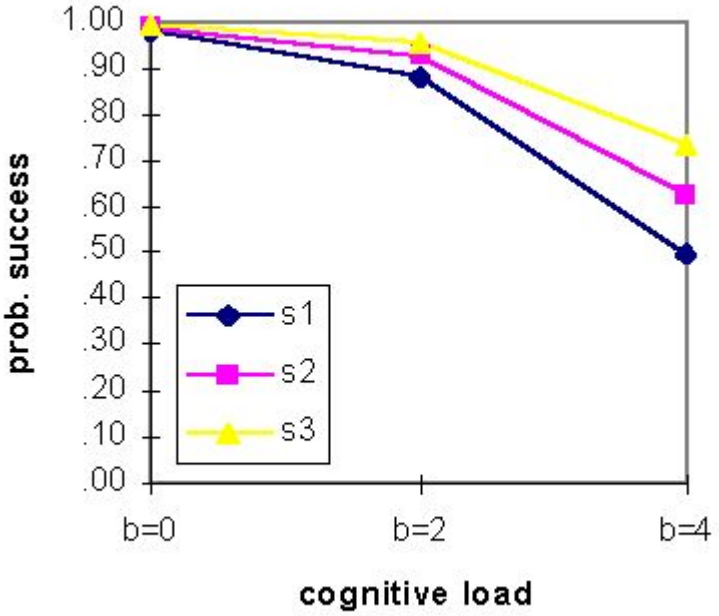


Image: http://www.ijoa.org/imta96/paper52.html

There is always a way

DemotivationalPost.com

"IF THERE'S A WAY TO DO IT BETTER... FIND IT."

THOMAS A. EDISON

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

Aaron Schmidt

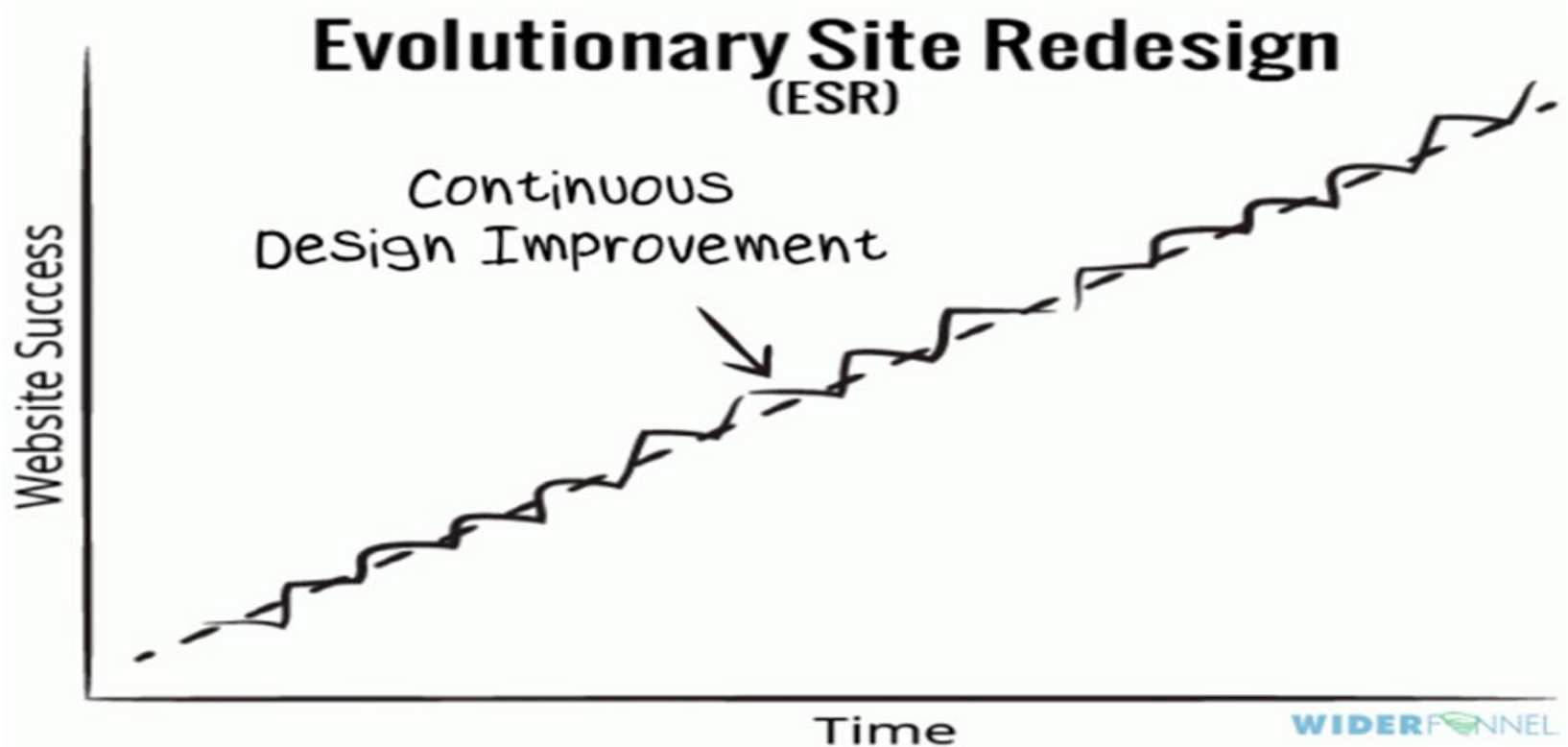
Image: Aaron Schmidt

Small, simple fixes can accomplish far more than expensive redesigns.

Louis Rosenfeld

Image: Louis Rosenfeld.com

Revolution vs. Evolution



Evolutionary Site Redesign (ESR)

- Incremental changes
- Continual A/B testing
- Dedicated staff

Advantages of ESR

- Easy to assess
- Easy to roll back
- Simpler to plan, execute, and manage
- Easy to remain agile

AgileManifesto.org

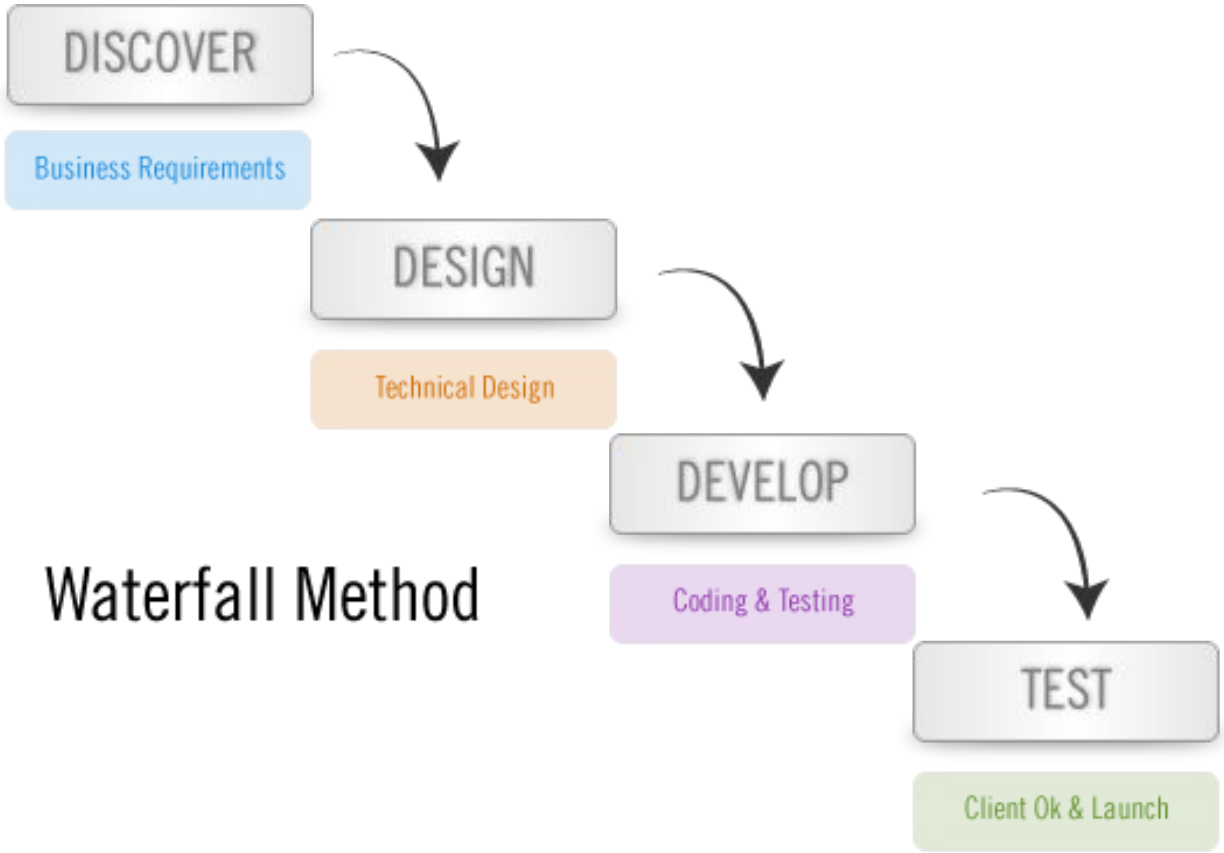
Individuals and interactions over processes and tools

Working software over comprehensive documentation

Customer collaboration over contract negotiation

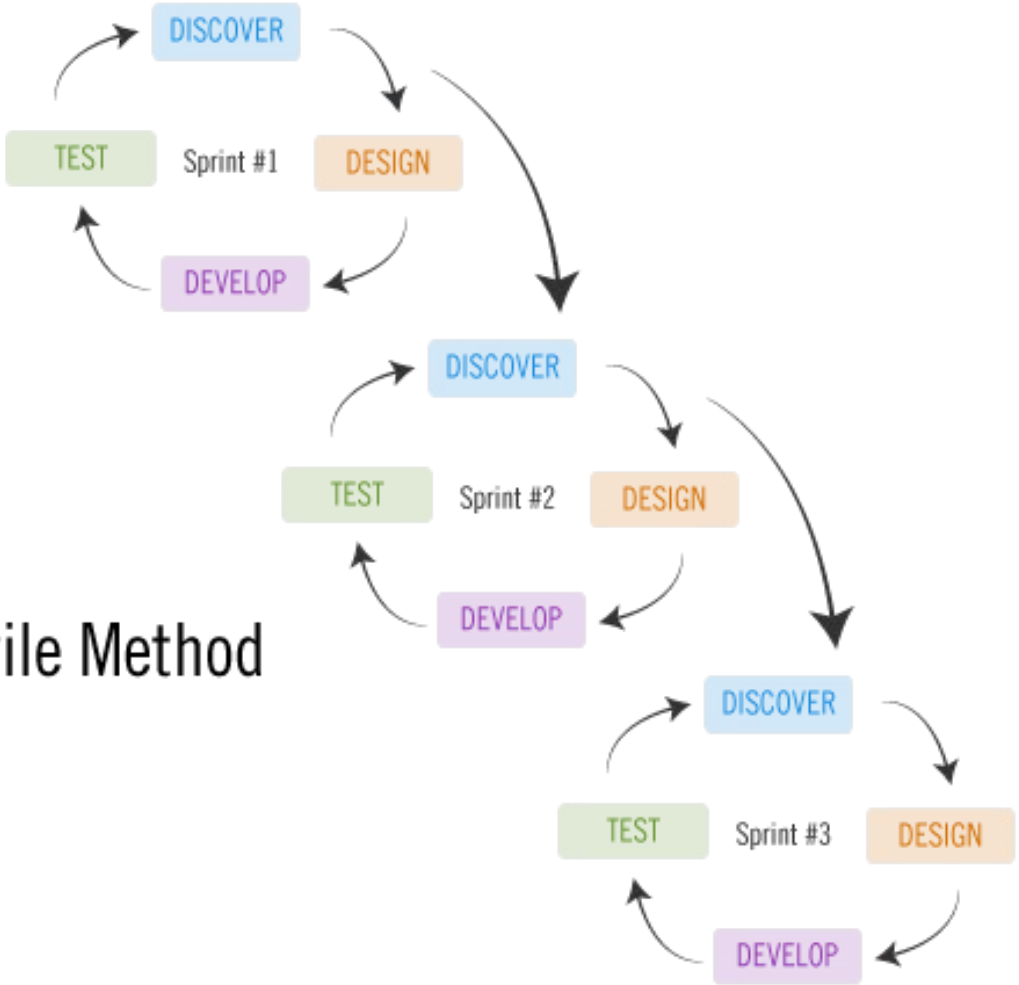
Responding to change over following a plan

AgileManifesto.org



Waterfall Method

http://www.commonplaces.com/who-we-are/our-process



Agile Method

http://www.commonplaces.com/who-we-are/our-process

RISK
NO
YES
REWARD

Specific Agile Methodologies

- DSDM (Dynamic Systems Development Method)
- Scrum
- XP (Extreme Programming)

Dynamic Systems Method

- Facilitated workshops
- Modelling and iterative development
- MoSCoW prioritization - musts, shoulds, coulds and won't haves
- Popular in UK

Scrum

- Management of teams
  - Self organizing
  - Respond quickly to emerging requirements
- Customers can and will change their minds
- Problem cannot be fully defined beforehand

Extreme Programming

- Programming in pairs
- Code review
- Simplicity in code
- Expecting changes in user requirements
- Strong communication channels

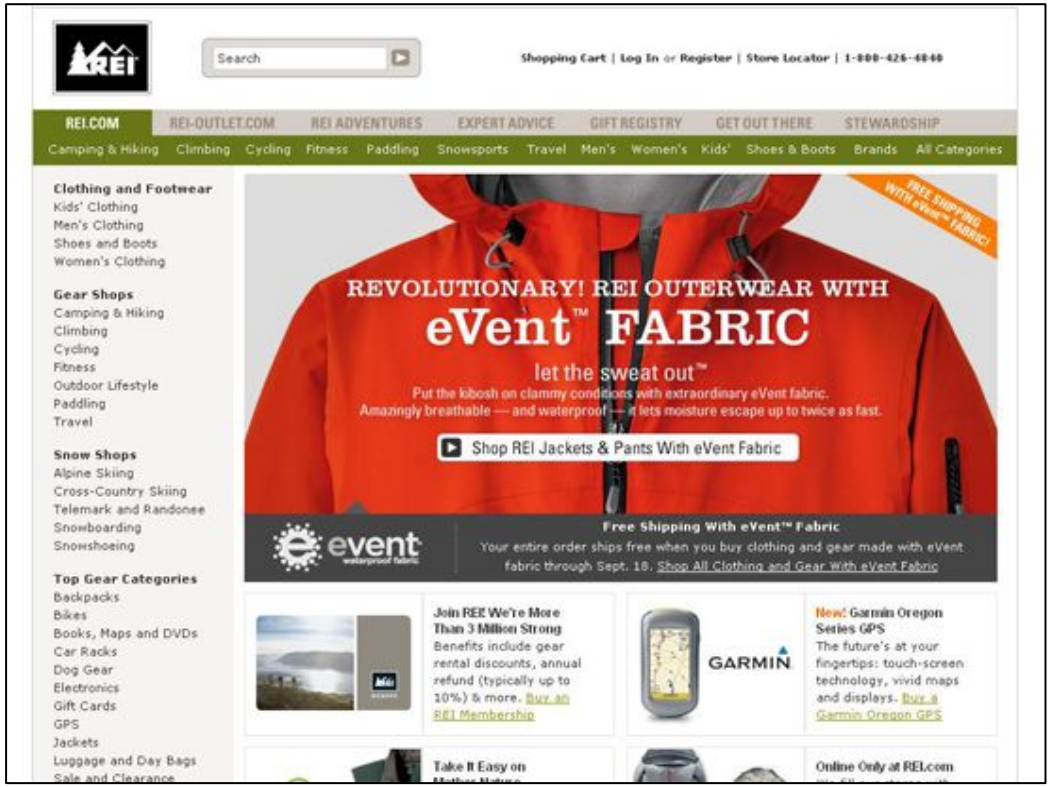


Image: Internet Archive

REI.com, 2010

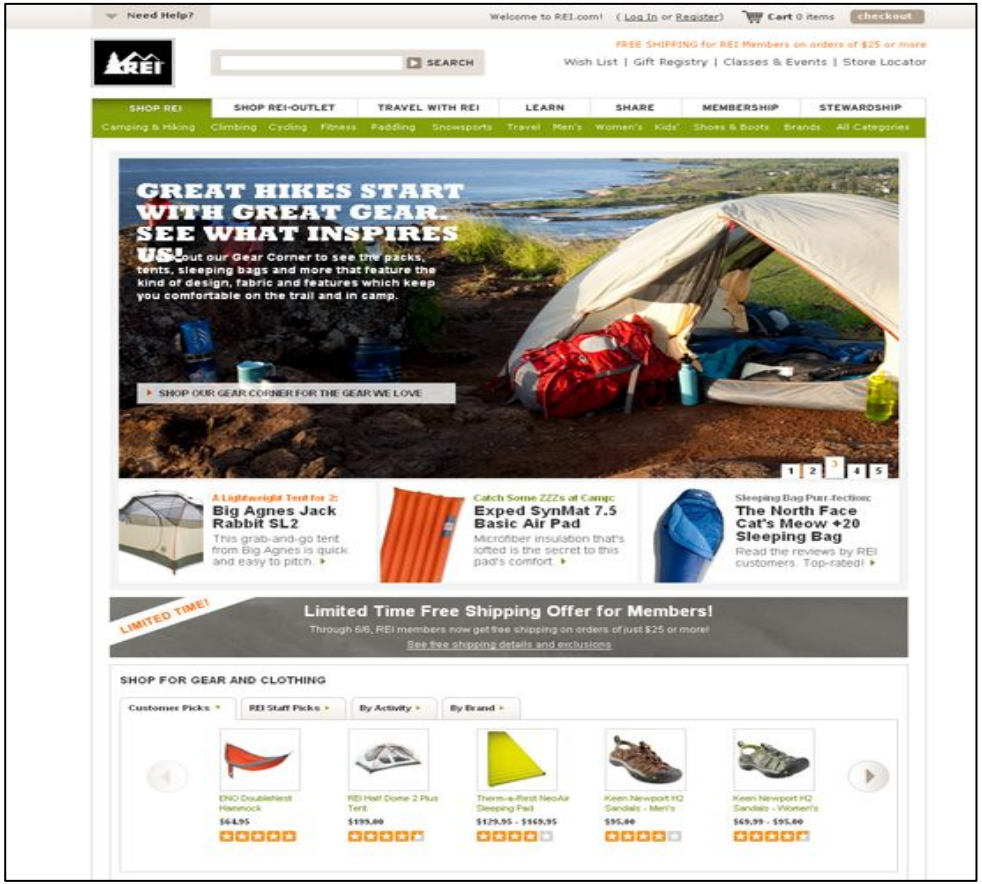


Image: Internet Archive

REI.com, 2014

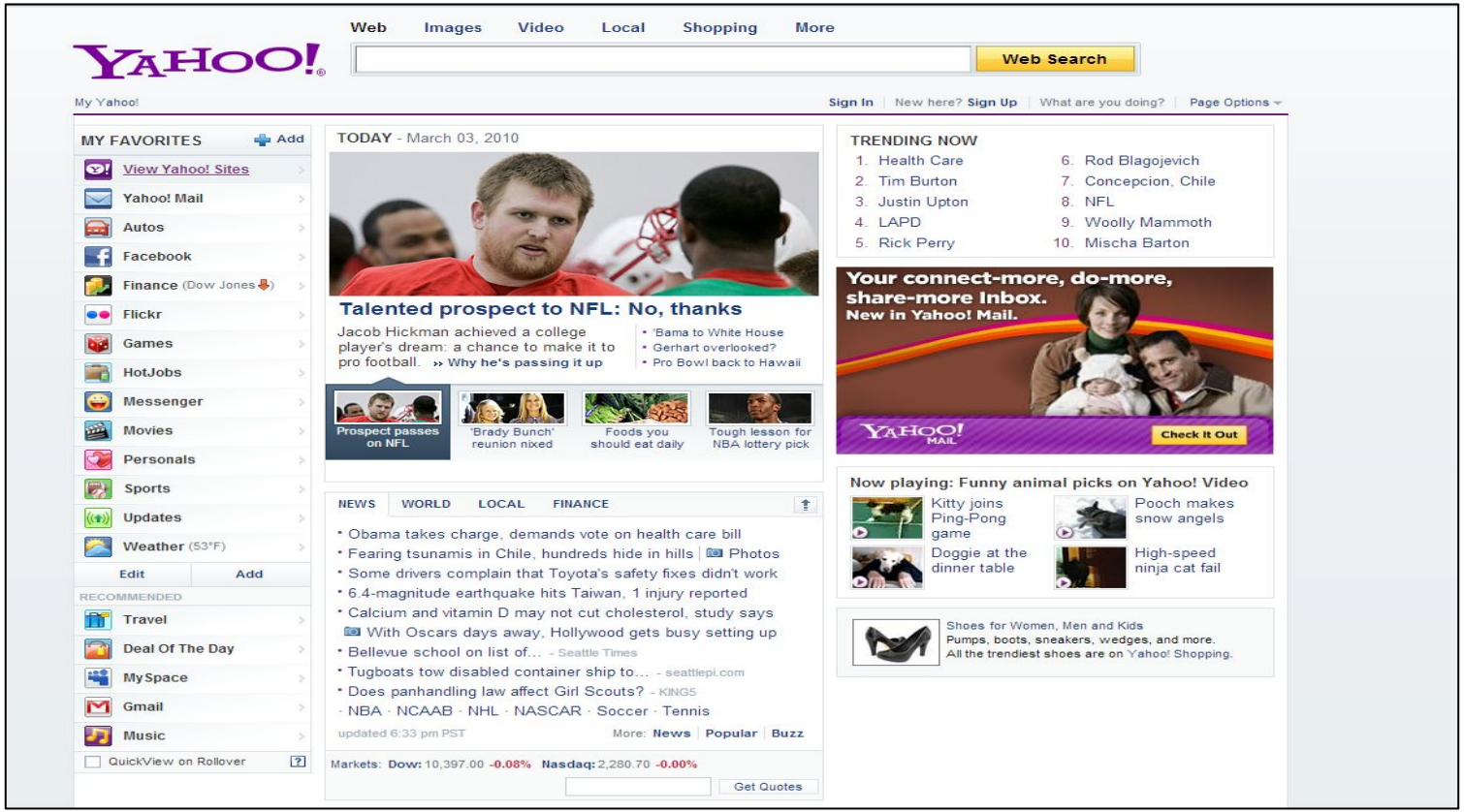
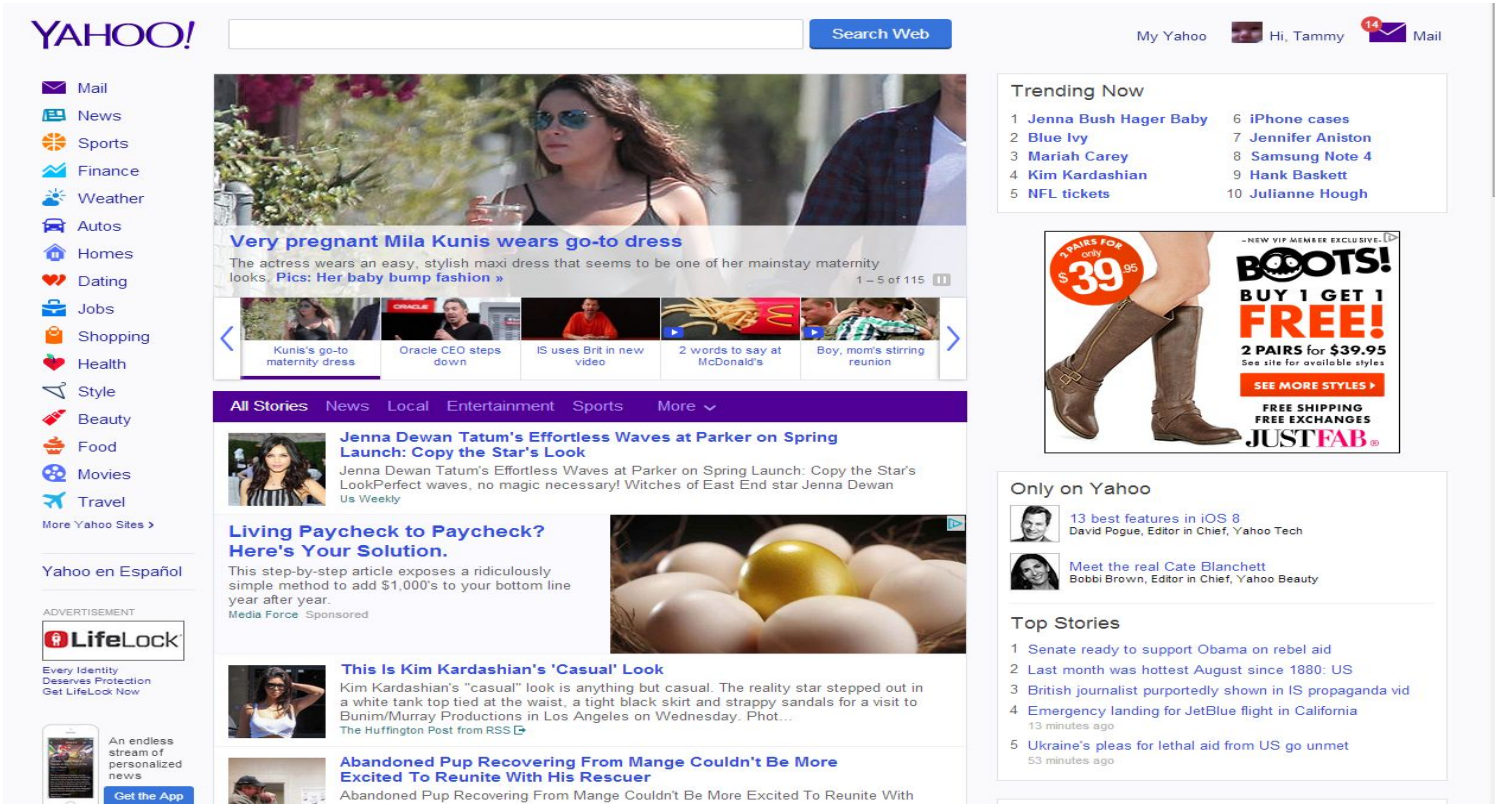


Image: Internet Archive

Yahoo.com, 2010



Yahoo.com, 2014

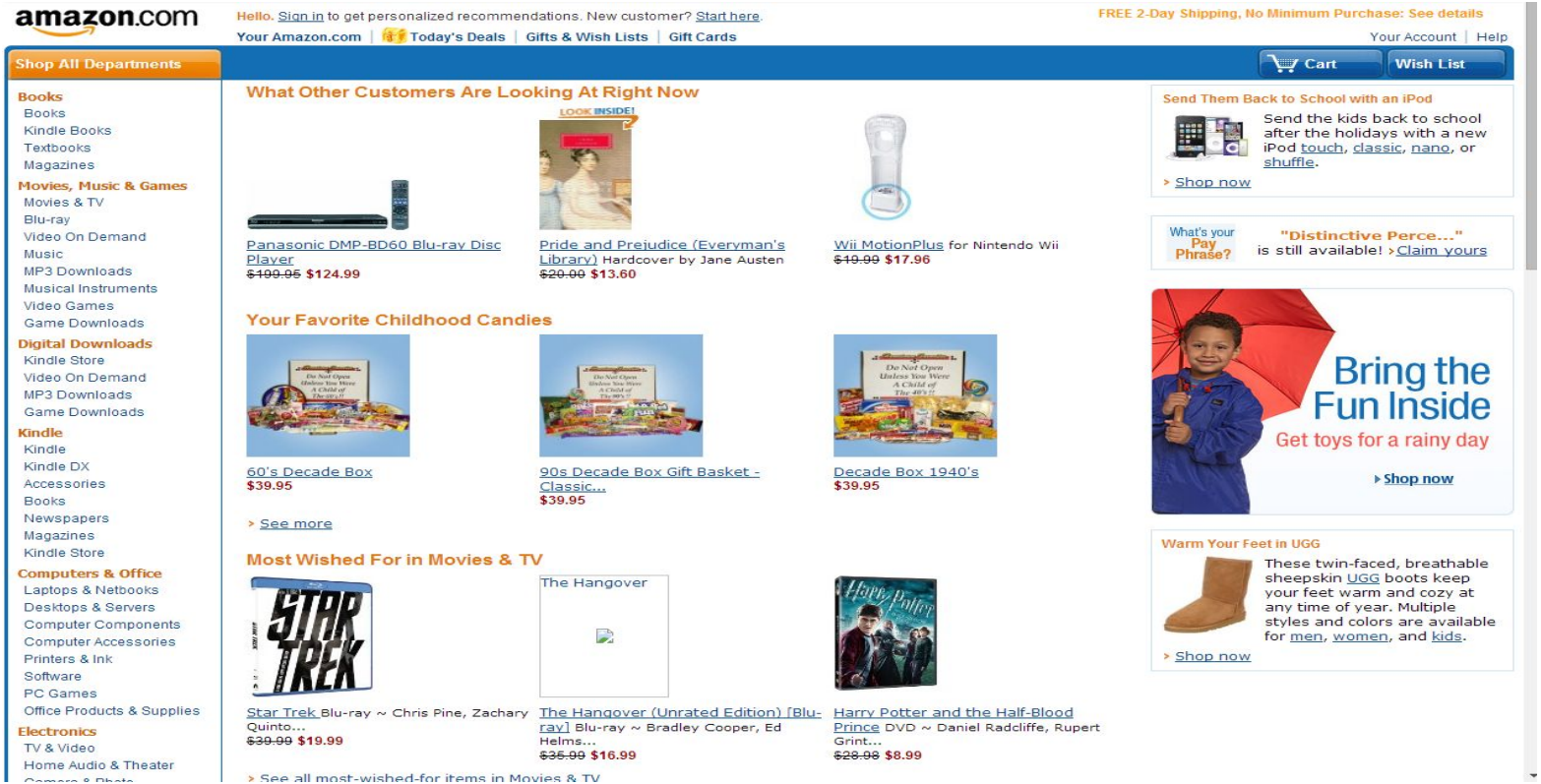
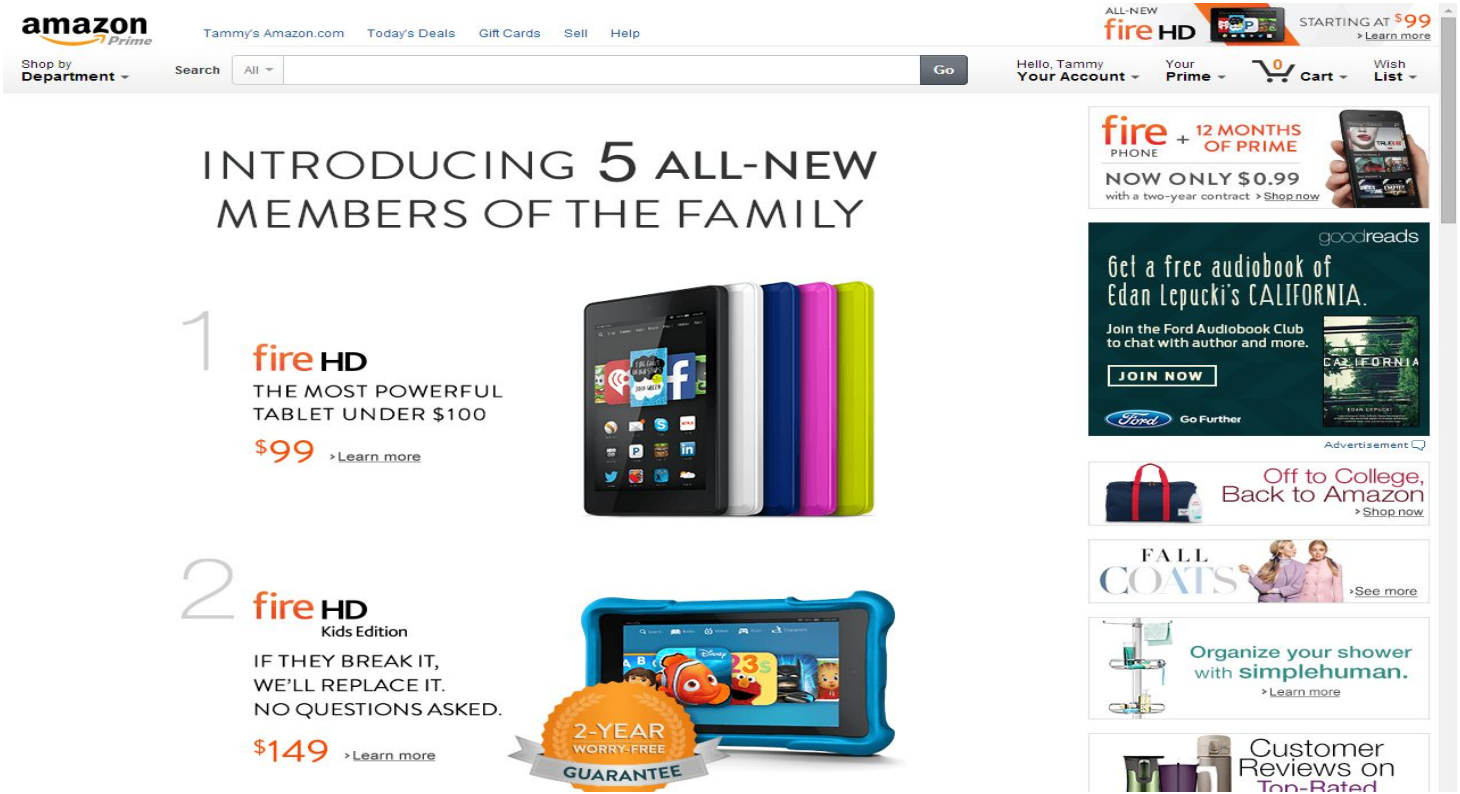


Image: Internet Archive

Amazon.com, 2007



Amazon.com, 2014

Web Experts Agree...

Image: Donald Clark

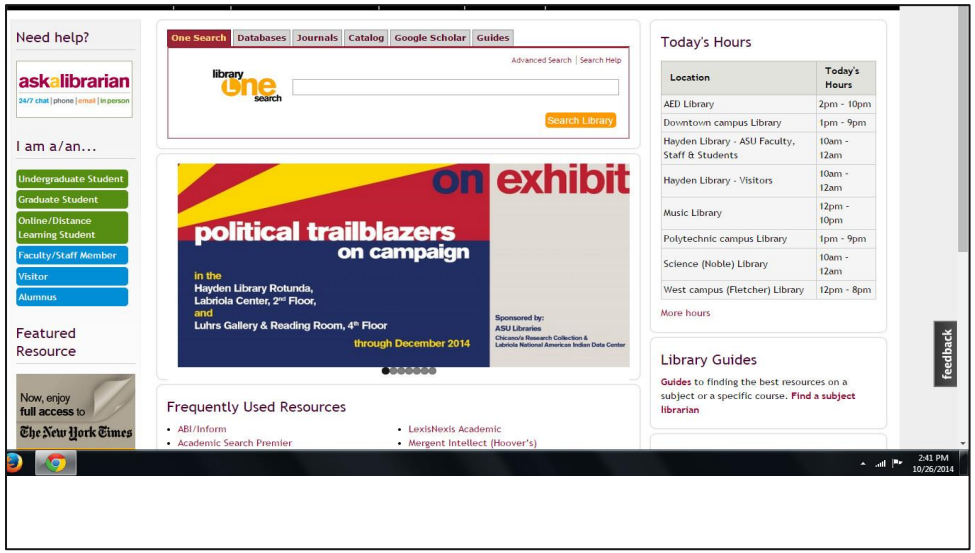
Image: Jared Spool

Image: Aaron Schmidt

Image: Louis Rosenfeld.com

What It Means for Library Websites:

- No big plan followed by a GREAT UNVEILING
- Set priorities
- Work in short sprints to deliver features bit by bit
- Roll out changes
- Assess
- Begin again

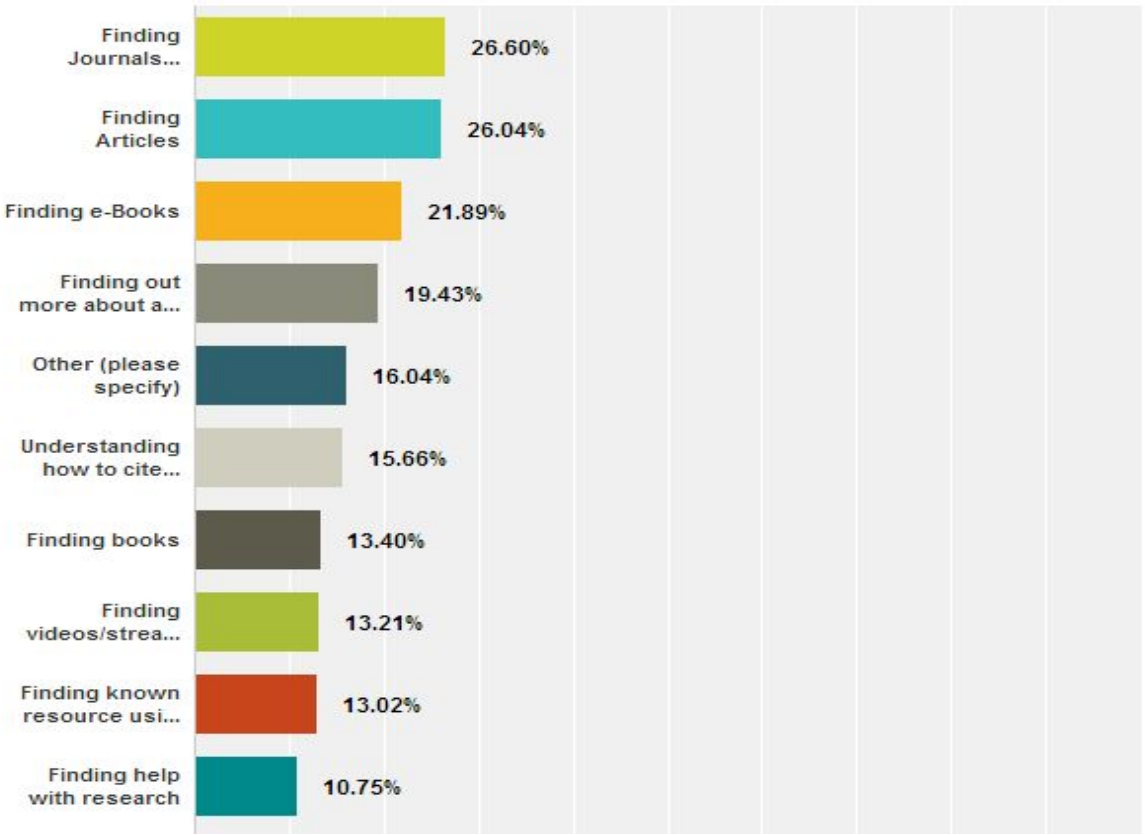


Imagelib.asu.edu

Elevate the discussion

What do you find difficult about the library web site? Choose all that apply.

Answered: 530 Skipped: 0



Summon Queries	Librarian Contact	Searches
Query=		4198
Query=culture pass		905
Query=Shirley Chisholm Congresswoman		777
Query=bacterial transformation		659
Query=social penetration theory		605
Query=gun control		567
Query=osmosis		544
Query=social media		497
Query=abortion		489
Query=global warming		486
Query=online communication		481
Query=autism		472
Query=phoenix police officer shooting		455
Query=communication		454
Query=muted group theory		450
Query=uncertainty reduction theory		428
Query=emotional intelligence		411
Query=Culture pass		404
Query=marijuana		377
Query=domestic violence		371

APPLICANTS	BROCHURE APPLICATION FORM VISITING CAMPUS MENTORING SUCCESSFUL ALUMNI	APPLICATION FORM VISITING CAMPUS CAMPUS MAP SOCIAL EVENTS	1. APPLICATION FORM 2. BROCHURE 3. CAMPUS MAP 4. VISITING CAMPUS 5. MENTORING	A- B- C B+ F
STUDENTS	LOOKUP GRADES FIND ADVISOR DECLARE A MAJOR REQUEST TRANSCRIPT	CAMPUS MAP FOOTBALL TICKETS USING EMAIL SYSTEM GRADES LIBRARY CATALOG	1. CAMPUS MAP 2. LOOKUP GRADES 3. USING EMAIL SYSTEM 4. LIBRARY CATALOG 5. FIND ADVISOR	C F C+ A- D
ALUMNI	DONATE FIND CLASSMATES SUCCESS STORIES RECEIVE NEWSLETTER	FOOTBALL TICKETS FIND LOCAL CHAPTER FIND CLASSMATES REQUEST TRANSCRIPT	1. DONATE 2. FIND LOCAL CHAPTER 3. FIND CLASSMATES 4. REQUEST TRANSCRIPT 5. FOOTBALL TICKETS	A- B C C+ A-

Image: Eva-Lotta

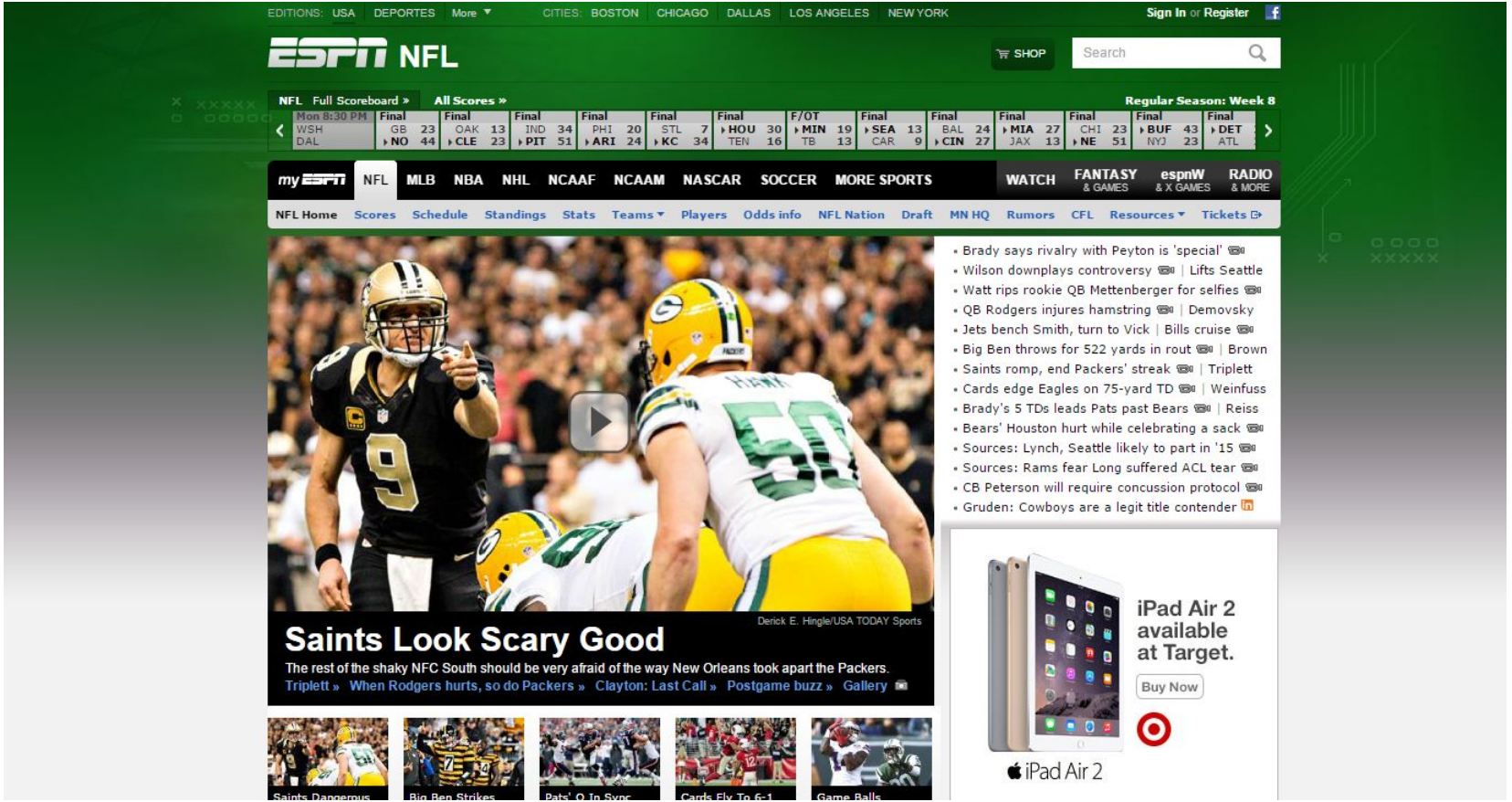
The Bad News: You Are Never Done

Image: Leon Bonaventura

The essence of strategy is choosing what NOT to do.

Michael Porter, *Harvard Business Review*

PERFECT
IS THE ENEMY
OF GOOD.
Voltaire



ESPN NFL/Soccer, Spring 2014

Typically, a fresh design will be a worse design simply because it's new and thus breaks user expectations.

A better strategy is to play up familiarity and build on users' existing knowledge of how a system works.

Jakob Nielsen

Image: Donald Clark

Evolution over revolution...

Process over project...

Realign over redesign...

So, when are you going to redesign your library’s website?

Image: MSLK

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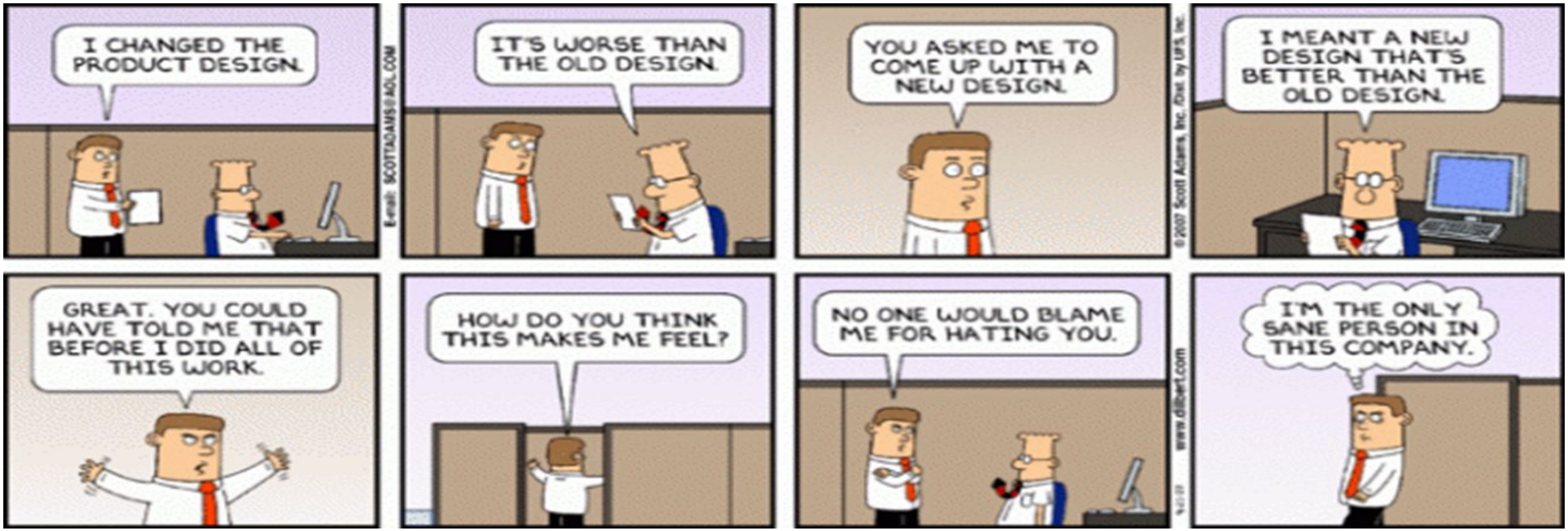

Image credit: Scott Adams