Get Agile: Kill the Website Redesign Project

2014 Internet Librarian | Monterey, Ca | October 27

Tammy Allgood Wolf, Arizona State University
Melissa Johnson, South Mountain Community College

PRINCETON UNIVERSITY LIBRARY
Kenyon College
DUKE UNIVERSITY LIBRARIES
Wheaton College
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
Memorial Sloan-Kettering Cancer Center
VPL
Vancouver Public Library

Costs of Big Bang Redesign

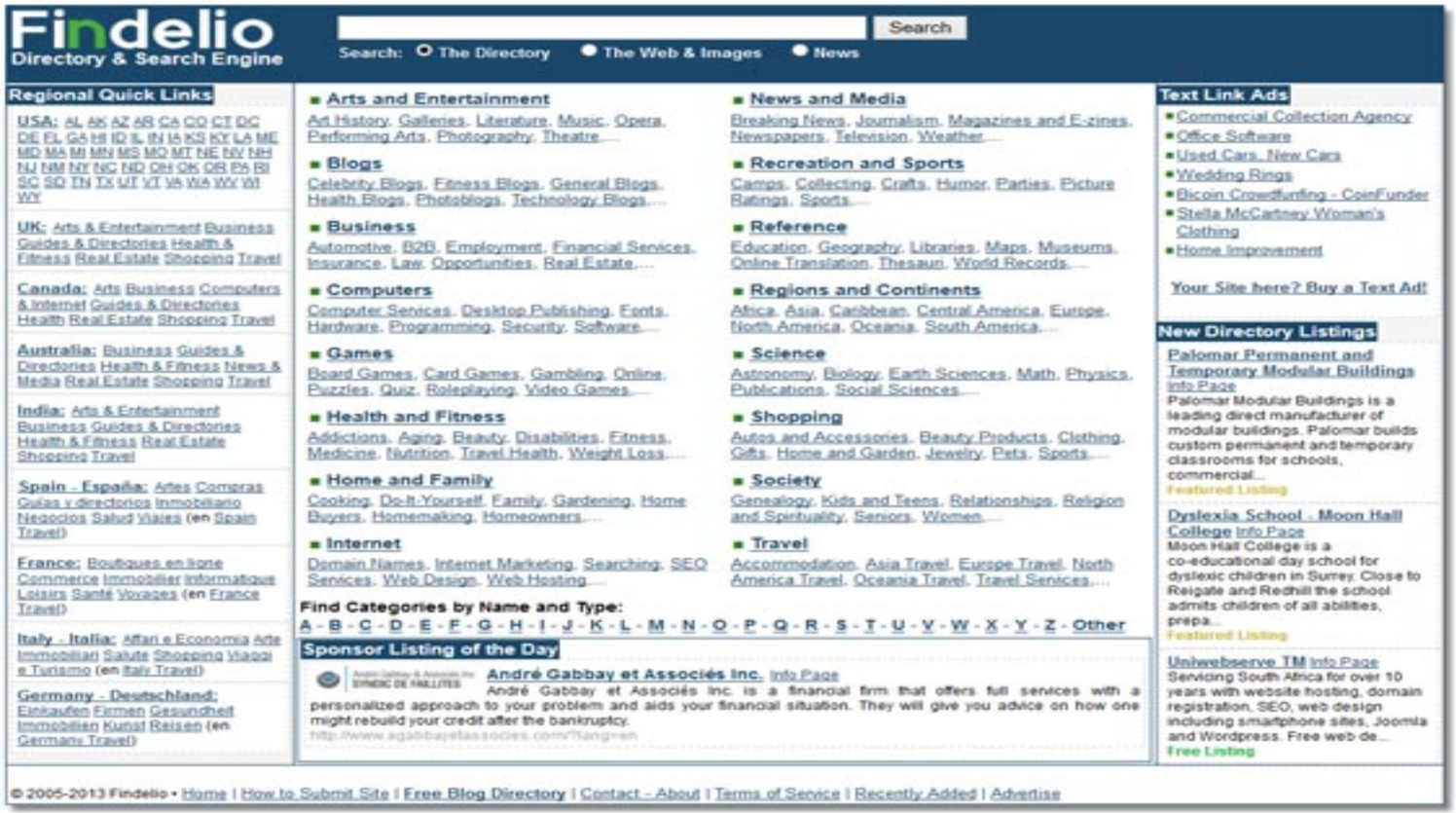
Time

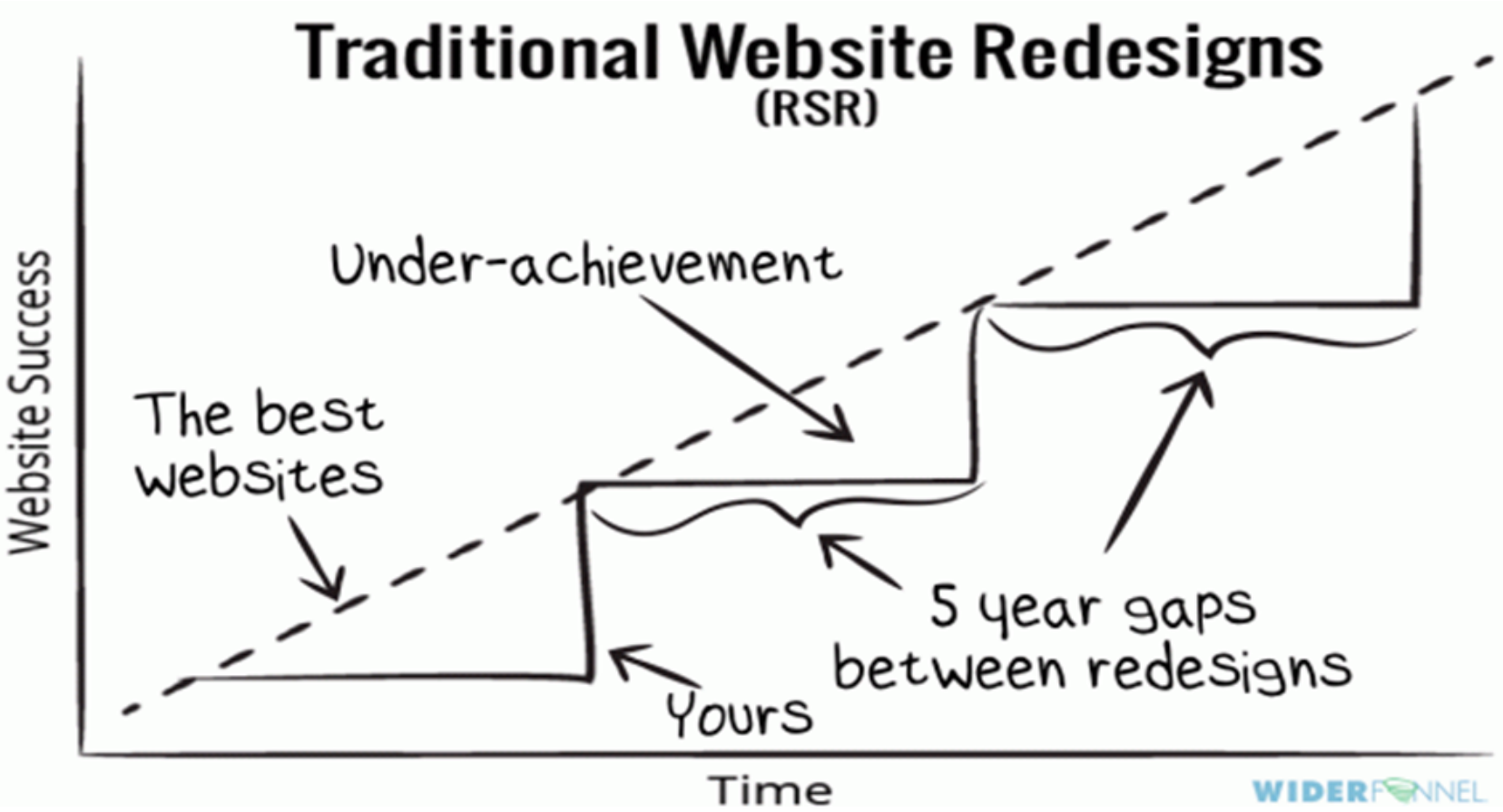
Effort

Money

Assessment

Politics


Findelio
Directory & Search Engine
Search
Search: The Directory The Web & Images News
Regional Quick Links
USA: AL AK AZ AR CA CO CT DC DE FL GA HI ID IL IN IA KS KY LA ME MD MA MI MN MS MO MT NE NV NH NJ NM NY NC ND OH OK OR PA RI SC SD TN TX UT VT VA WA WV WI WY
UK: Arts & Entertainment Business Guides & Directories Health & Fitness Real Estate Shopping Travel
Canada: Arts Business Computers & Internet Guides & Directories Health Real Estate Shopping Travel
Australia: Business Guides & Directories Health & Fitness News & Media Real Estate Shopping Travel
India: Arts & Entertainment Business Guides & Directories Health & Fitness Real Estate Shopping Travel
Spain - España: Artes Compras Guías y directorios Inmobiliario Negocios Salud Viajes (en Spain Travel)
France: Boutiques en ligne Commerce Immobilier Informatique Loisirs Santé Voyages (en France Travel)
Italy - Italia: Affari e Economia Arte Immobiliari Salute Shopping Viaggi e Turismo (en Italy Travel)
Germany - Deutschland: Einkaufen Firmen Gesundheit Immobilien Kunst Reisen (en Germany Travel)
Arts and Entertainment
Art History, Galleries, Literature, Music, Opera, Performing Arts, Photography, Theatre,...
Blogs
Celebrity Blogs, Fitness Blogs, General Blogs, Health Blogs, Photoblogs, Technology Blogs,...
Business
Automotive, B2B, Employment, Financial Services, Insurance, Law, Opportunities, Real Estate,...
Computers
Computer Services, Desktop Publishing, Fonts, Hardware, Programming, Security, Software,...
Games
Board Games, Card Games, Gambling, Online, Puzzles, Quiz, Roleplaying, Video Games,...
Health and Fitness
Addictions, Aging, Beauty, Disabilities, Fitness, Medicine, Nutrition, Travel Health, Weight Loss,...
Home and Family
Cooking, Do-It-Yourself, Family, Gardening, Home Buyers, Homemaking, Homeowners,...
Internet
Domain Names, Internet Marketing, Searching, SEO Services, Web Design, Web Hosting,...
News and Media
Breaking News, Journalism, Magazines and E-zines, Newspapers, Television, Weather,...
Recreation and Sports
Camps, Collecting, Crafts, Humor, Parties, Picture Ratings, Sports,...
Reference
Education, Geography, Libraries, Maps, Museums, Online Translation, Thesauri, World Records,...
Regions and Continents
Africa, Asia, Caribbean, Central America, Europe, North America, Oceania, South America,...
Science
Astronomy, Biology, Earth Sciences, Math, Physics, Publications, Social Sciences,...
Shopping
Autos and Accessories, Beauty Products, Clothing, Gifts, Home and Garden, Jewelry, Pets, Sports,...
Society
Genealogy, Kids and Teens, Relationships, Religion and Spirituality, Seniors, Women,...
Travel
Accommodation, Asia Travel, Europe Travel, North America Travel, Oceania Travel, Travel Services,...
Find Categories by Name and Type:
A - B - C - D - E - F - G - H - I - J - K - L - M - N - O - P - Q - R - S - T - U - V - W - X - Y - Z - Other
Sponsor Listing of the Day
André Gabbay et Associés Inc. Info Page
André Gabbay et Associés Inc. is a financial firm that offers full services with a personalized approach to your problem and aids your financial situation. They will give you advice on how one might rebuild your credit after the bankruptcy.
http://www.agabbayetassocies.com/?lang=en
Text Link Ads
Commercial Collection Agency
Office Software
Used Cars, New Cars
Wedding Rings
Bitcoin Crowdfunfing - CoinFunder
Stella McCartney Woman's Clothing
Home Improvement
Your Site here? Buy a Text Ad!
New Directory Listings
Palomar Permanent and Temporary Modular Buildings Info Page
Palomar Modular Buildings is a leading direct manufacturer of modular buildings. Palomar builds custom permanent and temporary classrooms for schools, commercial...
Featured Listing
Dyslexia School - Moon Hall College Info Page
Moon Hall College is a co-educational day school for dyslexic children in Surrey. Close to Reigate and Redhill the school admits children of all abilities, prepa...
Featured Listing
Uniwebserve TM Info Page
Servicing South Africa for over 10 years with website hosting, domain registration, SEO, web design including smartphone sites, Joomla and Wordpress. Free web de...
Free Listing
© 2005-2013 Findelio • Home | How to Submit Site | Free Blog Directory | Contact - About | Terms of Service | Recently Added | Advertise

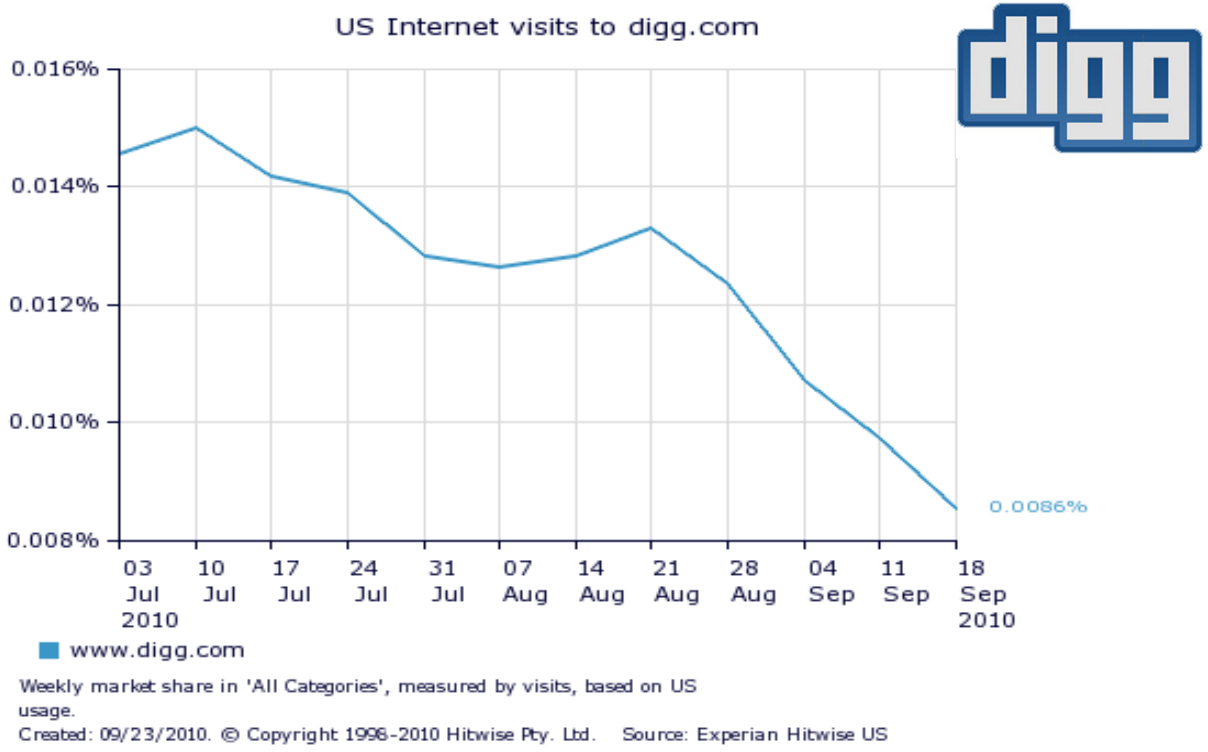

Traditional Website Redesigns
(RSR)
Website Success
Under-achievement
The best websites
Yours
5 year gaps between redesigns
Time
WIDERFUNNEL

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.

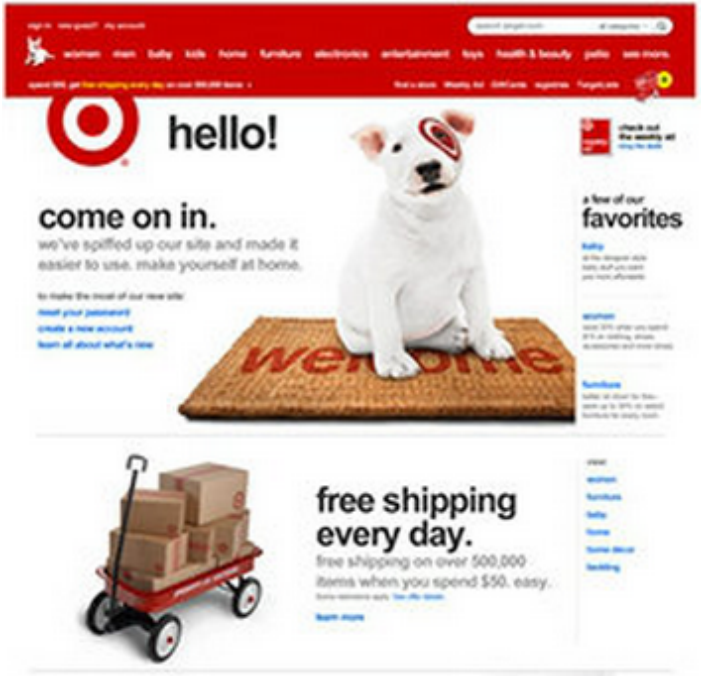
All types of organizations are guilty: large government agencies, Fortune 500s, not-for-profits and (especially) institutions of higher education.

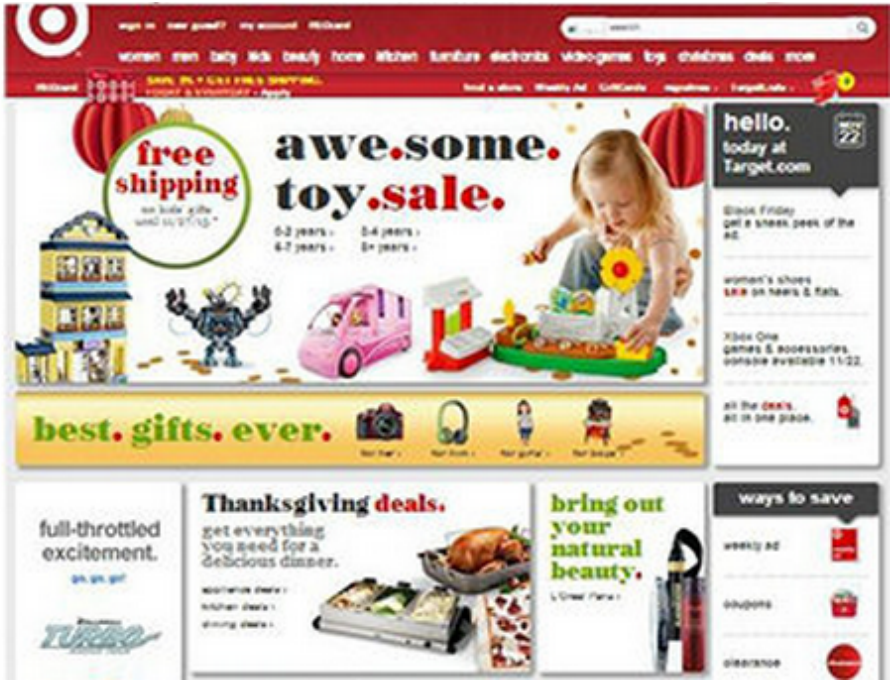
Louis Rosenfeld

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

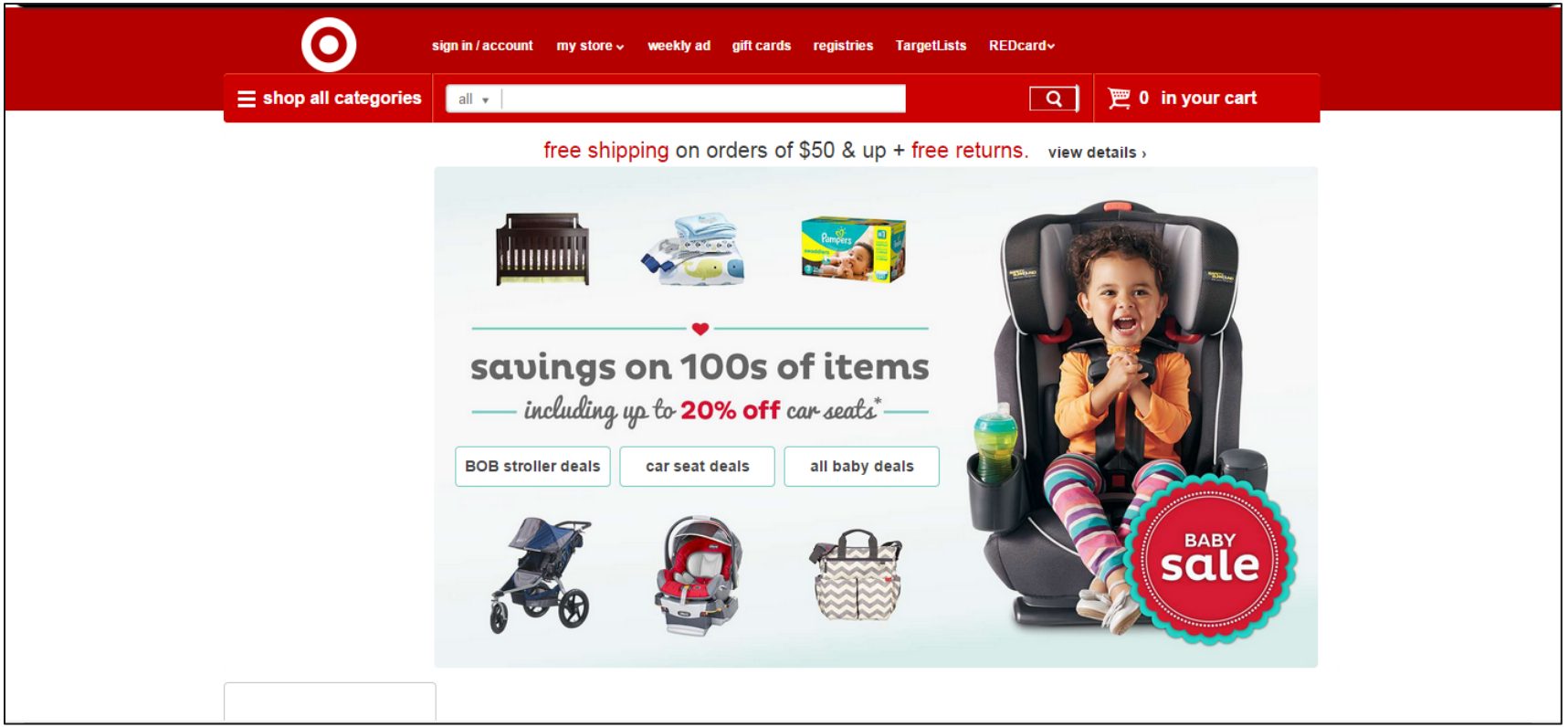


Image: Internet Archive

Target.com

Kraft Foods

Image: Logopedia

Users. Hate. Change

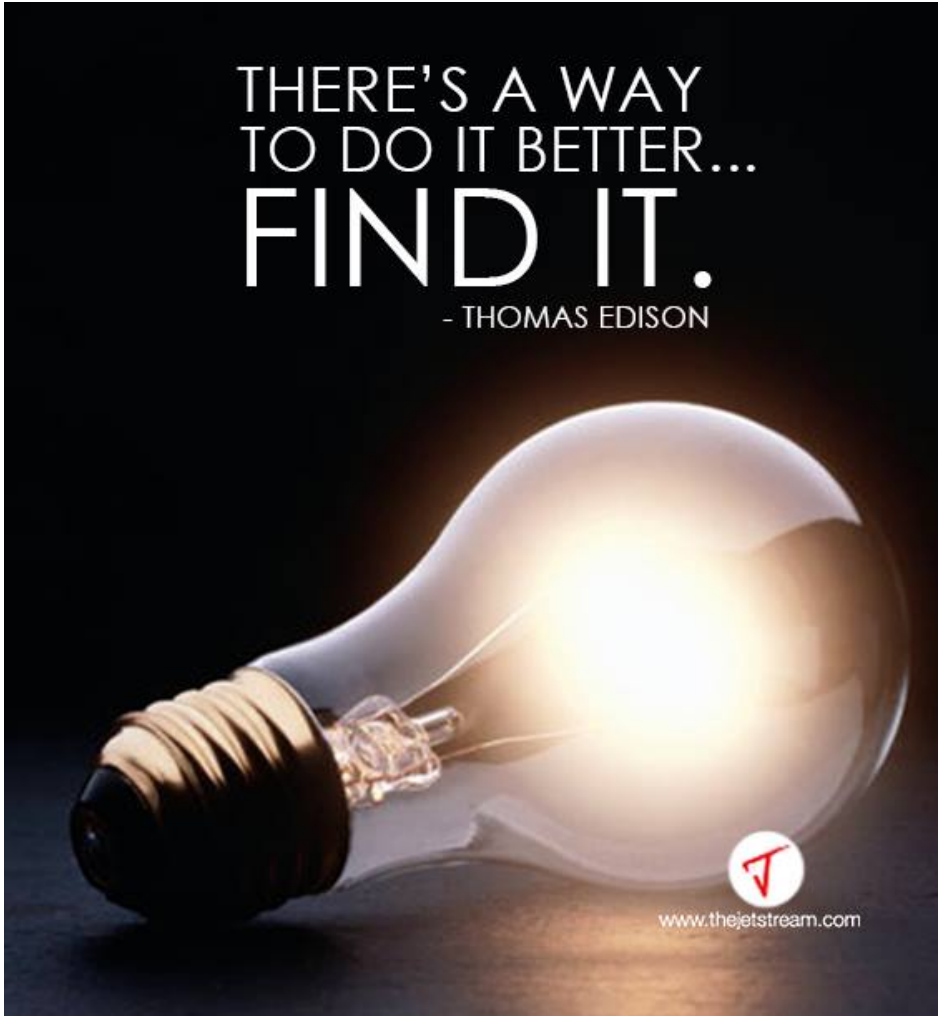
Annoyances matter, because they compound.

Jakob Nielsen, “Does User Annoyance Matter?”

Image: Donald Clark

Image credit: Ayzek

Image: Peugeot

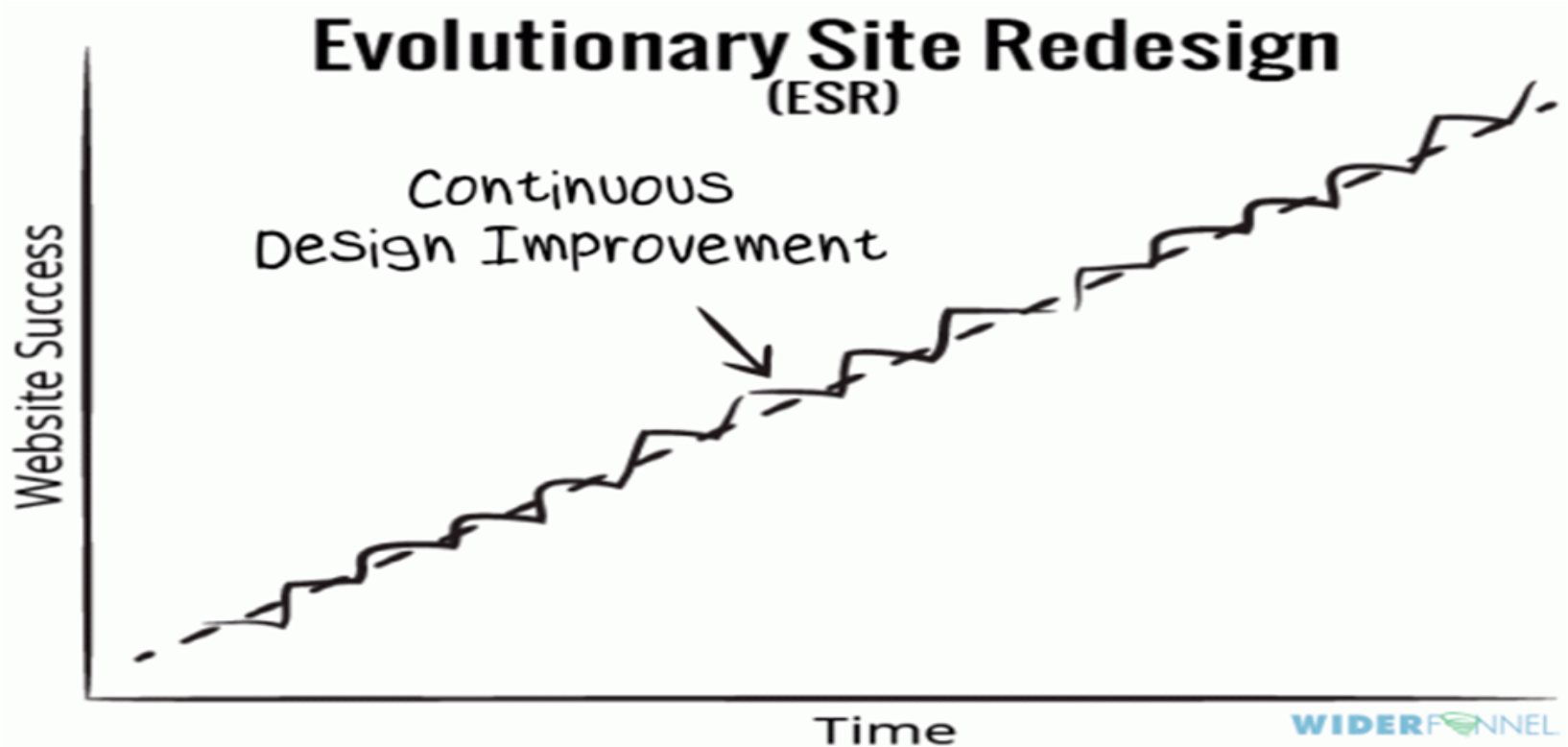

THERE'S A WAY
TO DO IT BETTER...
FIND IT.
- THOMAS EDISON
www.thejetstream.com

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

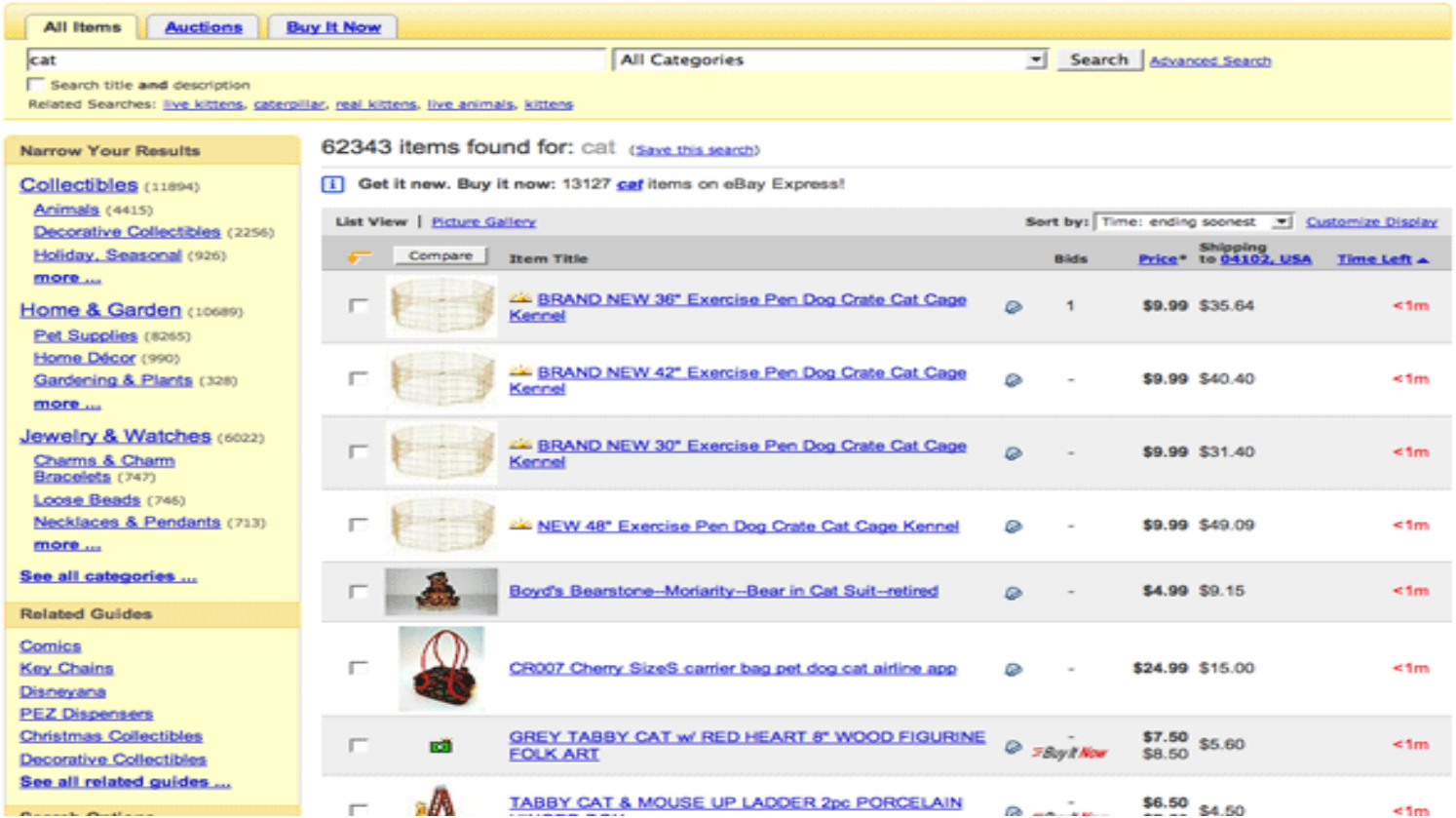


Image: Internet Archive

Ebay.com, 2006

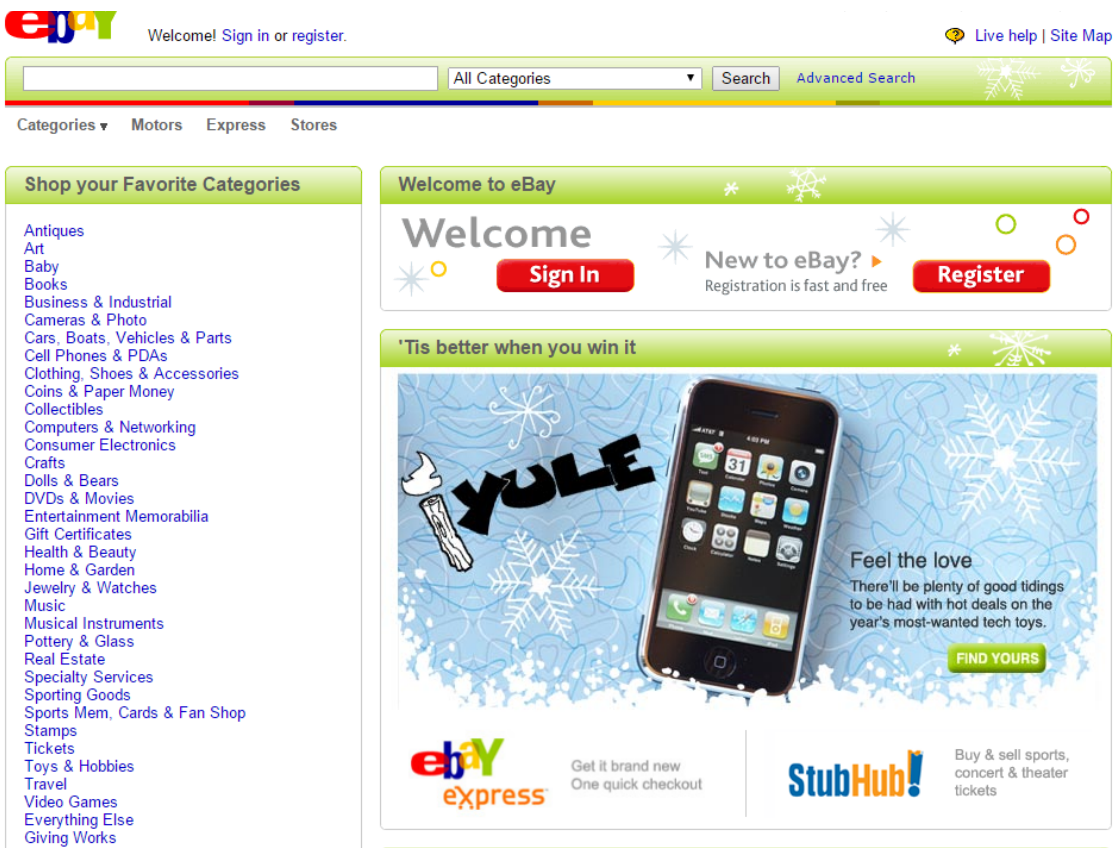


Image: Internet Archive

Ebay.com, 2007

Cognitive Load

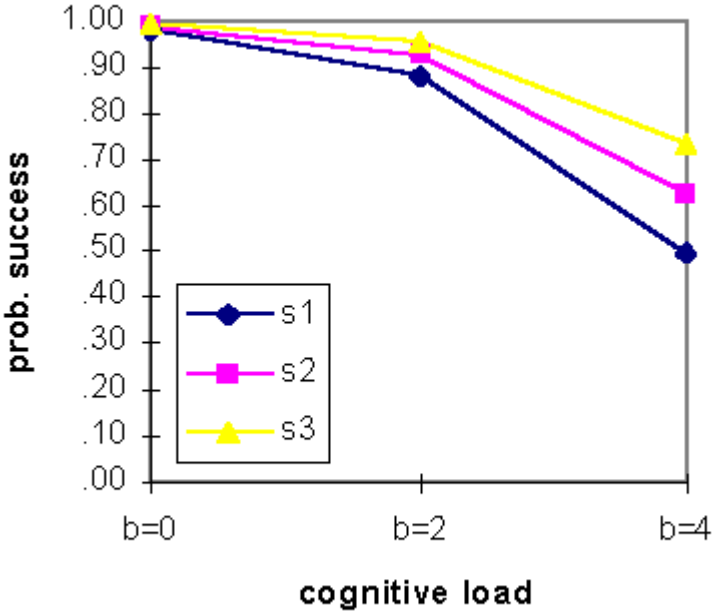
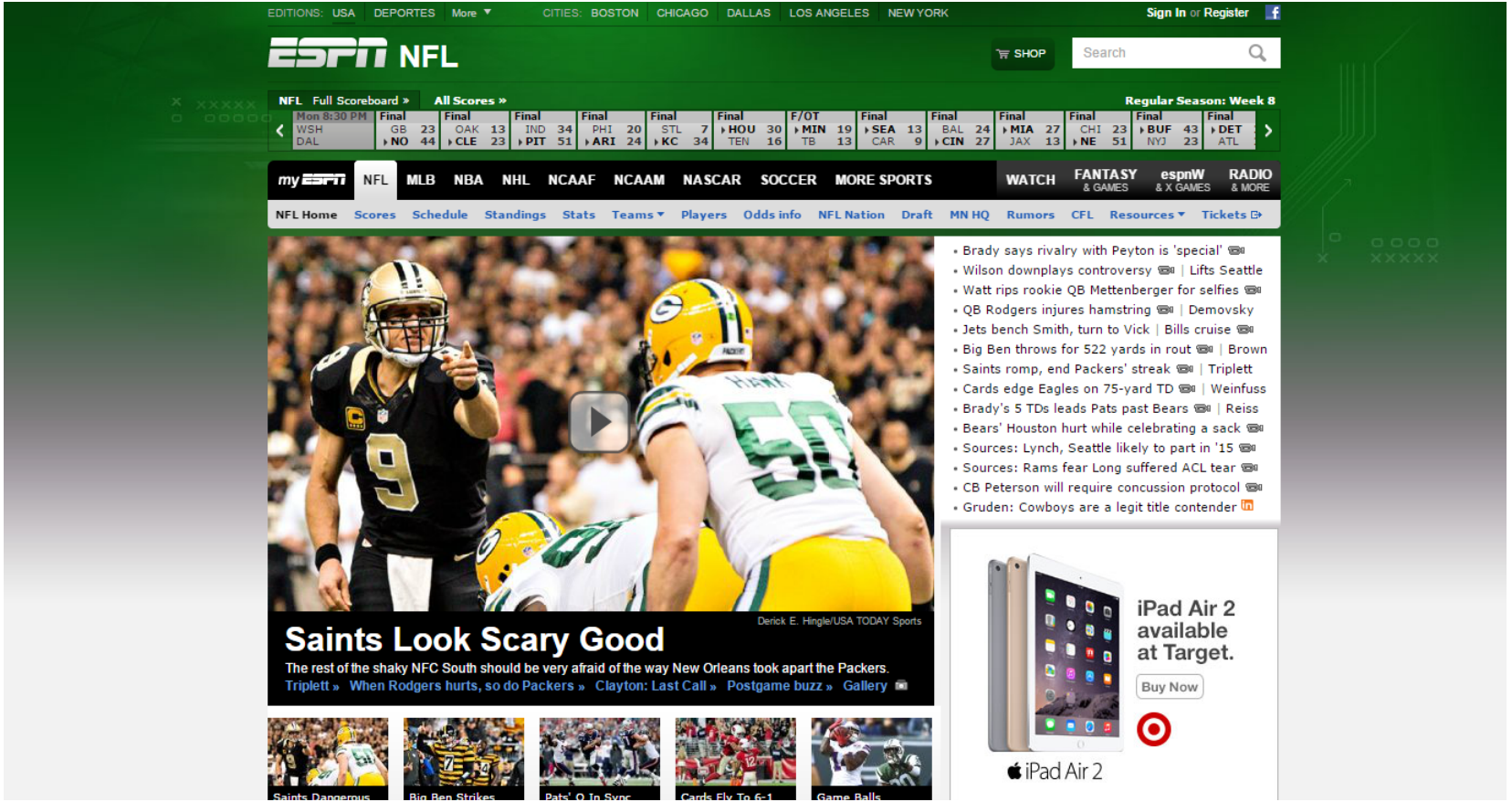


Image: http://www.ijoa.org/imta96/paper52.html

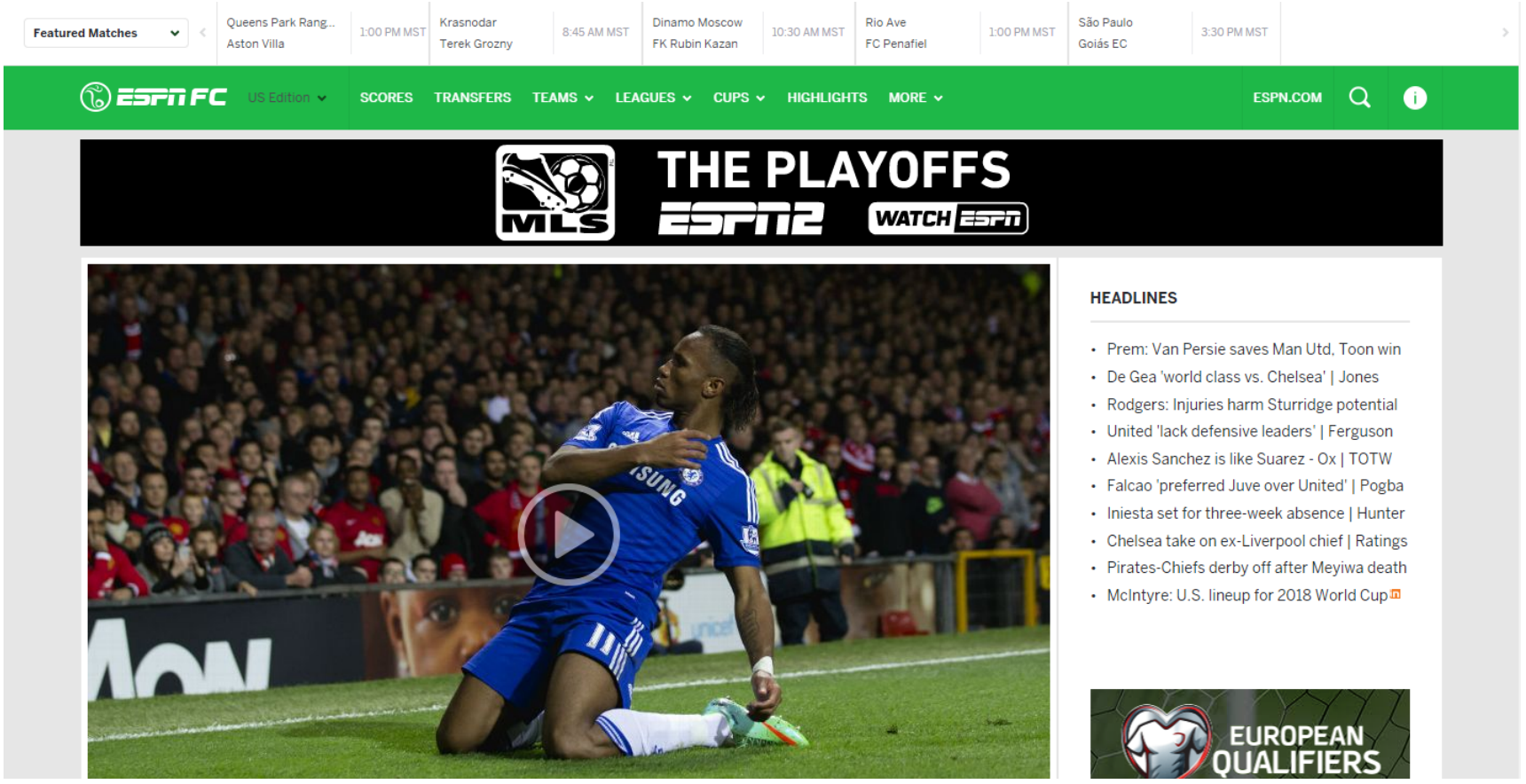
Small iterative change spreads out the cognitive load required to learn new things on a site.

Aaron Schmidt

Image: Aaron Schmidt



ESPN NFL/Soccer, Spring 2014



ESPN Soccer, Fall 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

Advantages of ERS

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

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

Manifesto for Agile Software Development

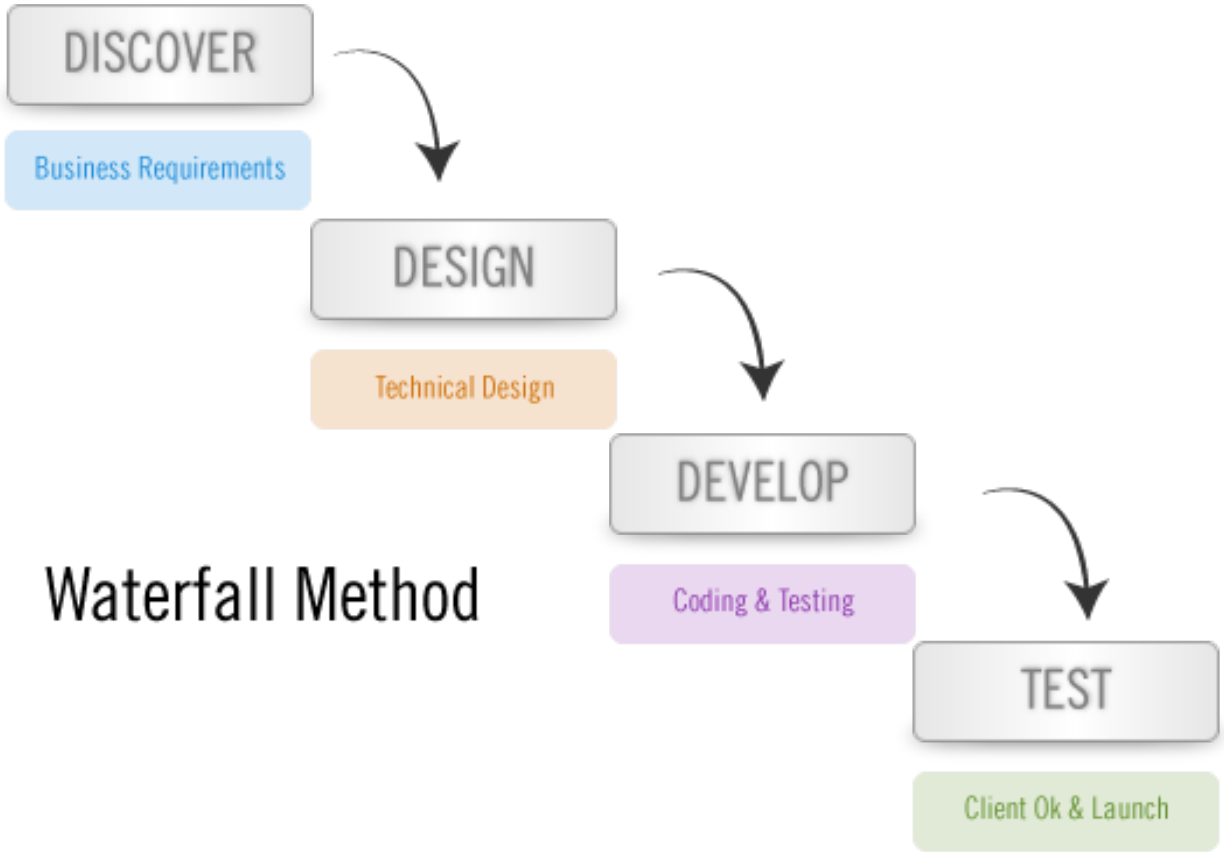
We are uncovering better ways of developing
software by doing it and helping others do it.
Through this work we have come to value:

Individuals and interactions over processes and tools
Working software over comprehensive documentation
Customer collaboration over contract negotiation
Responding to change over following a plan

That is, while there is value in the items on
the right, we value the items on the left more.

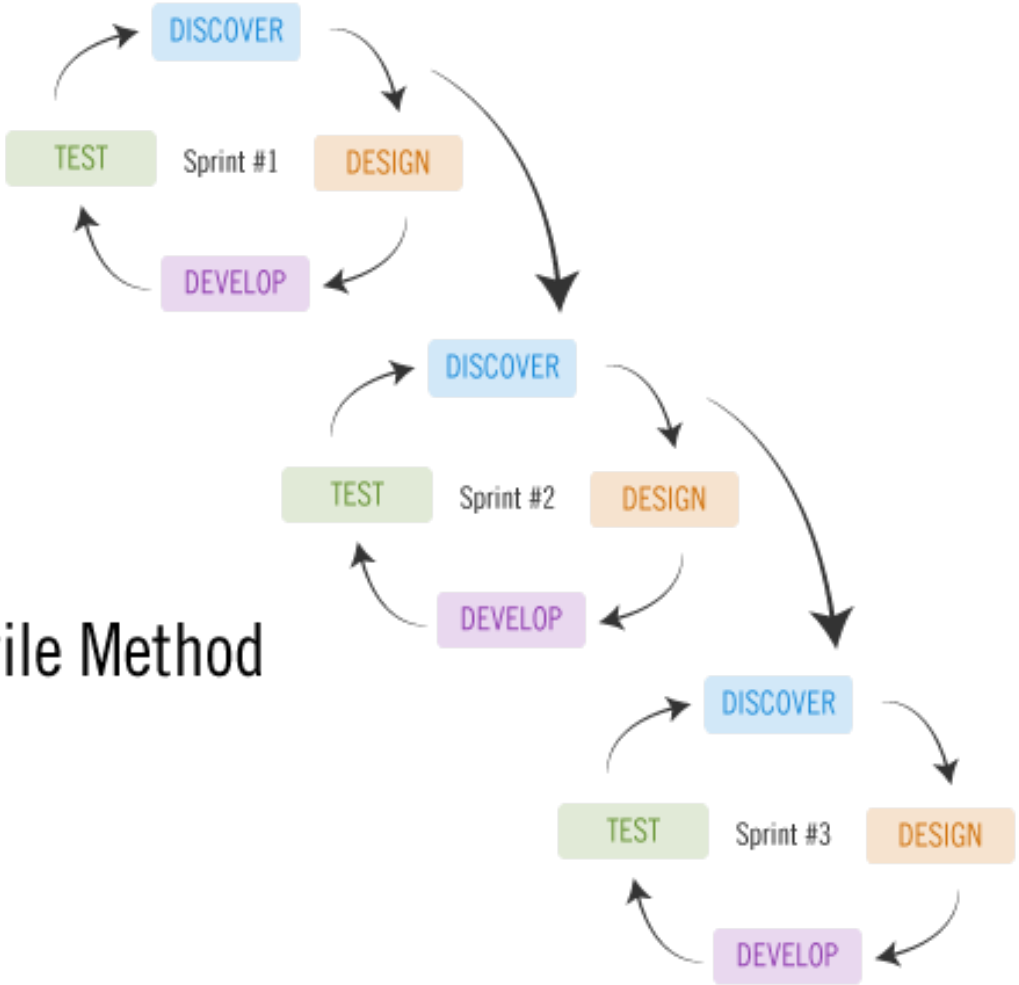
Kent Beck	James Grenning	Robert C. Martin
Mike Beedle	Jim Highsmith	Steve Mellor
Arie van Bennekum	Andrew Hunt	Ken Schwaber
Alistair Cockburn	Ron Jeffries	Jeff Sutherland
Ward Cunningham	Jon Kern	Dave Thomas
Martin Fowler	Brian Marick	

AgileManifesto.org



Waterfall Method

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



Agile Method

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

Specific Agile Methodologies

- DSDM
  - Facilitated workshops
  - Modelling and iterative development
  - MoSCoW prioritization - *musts*, *shoulds*, *coulds* an *won't haves*
- Scrum
- XP (Extreme Programming)

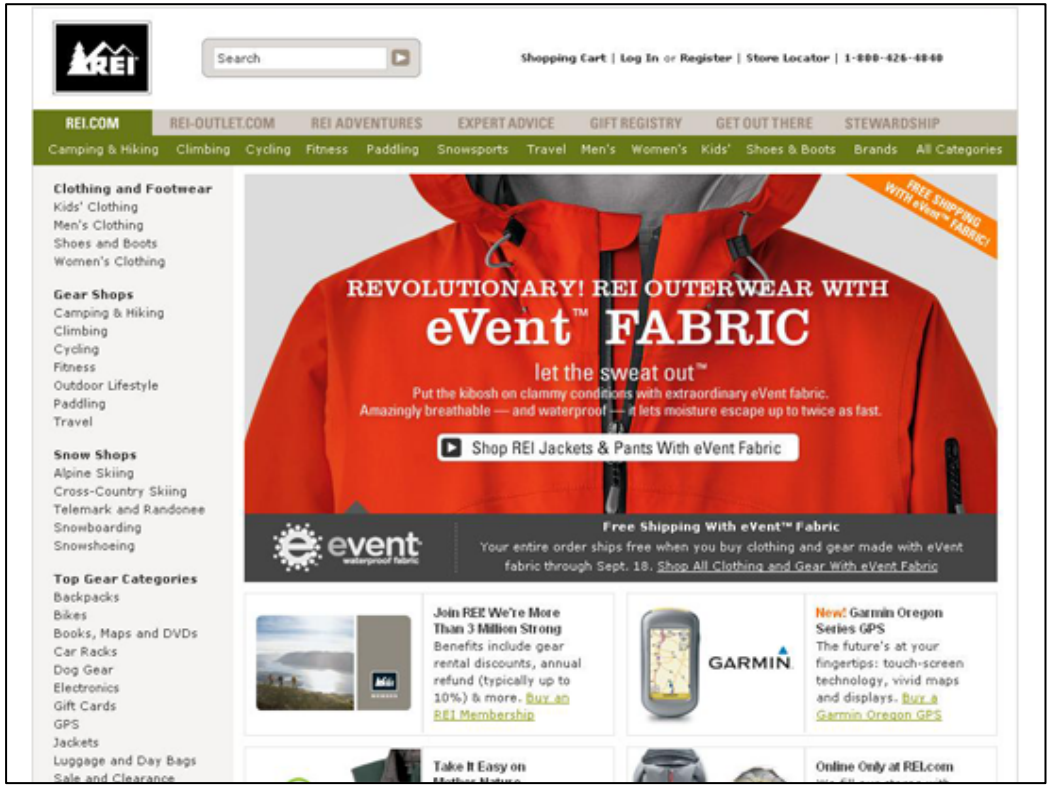
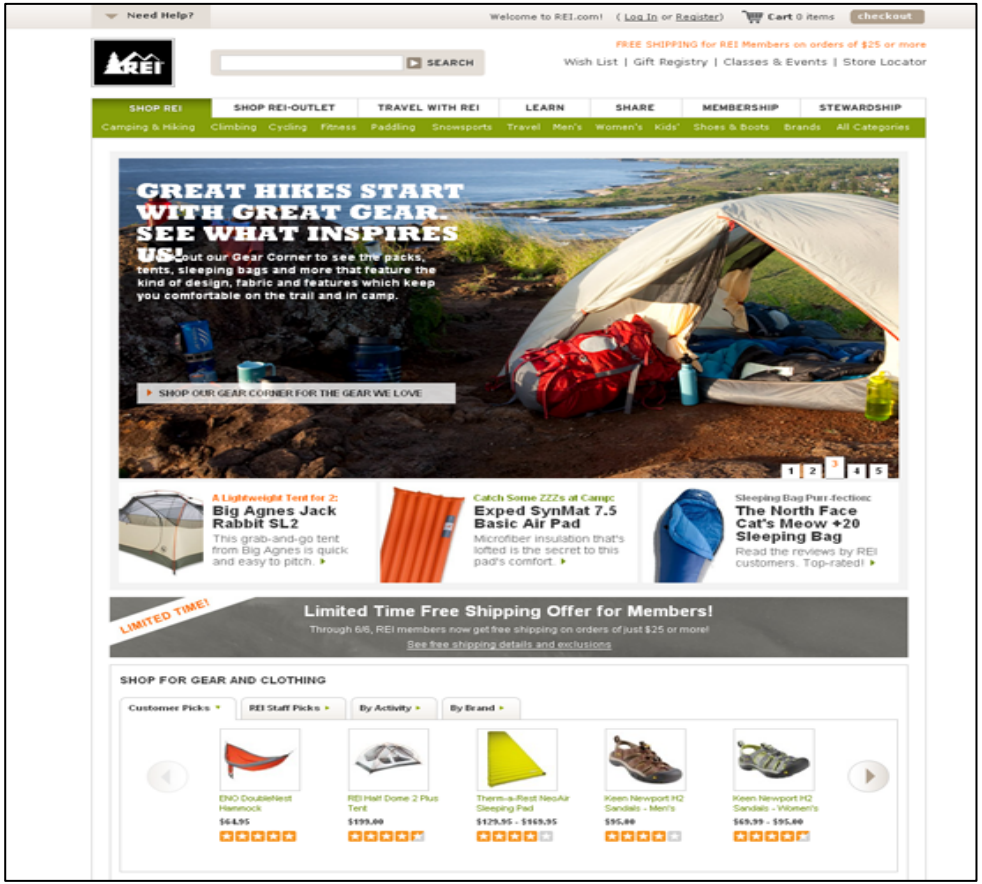


Image: Internet Archive

REI.com, 2010



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REI.com, 2014

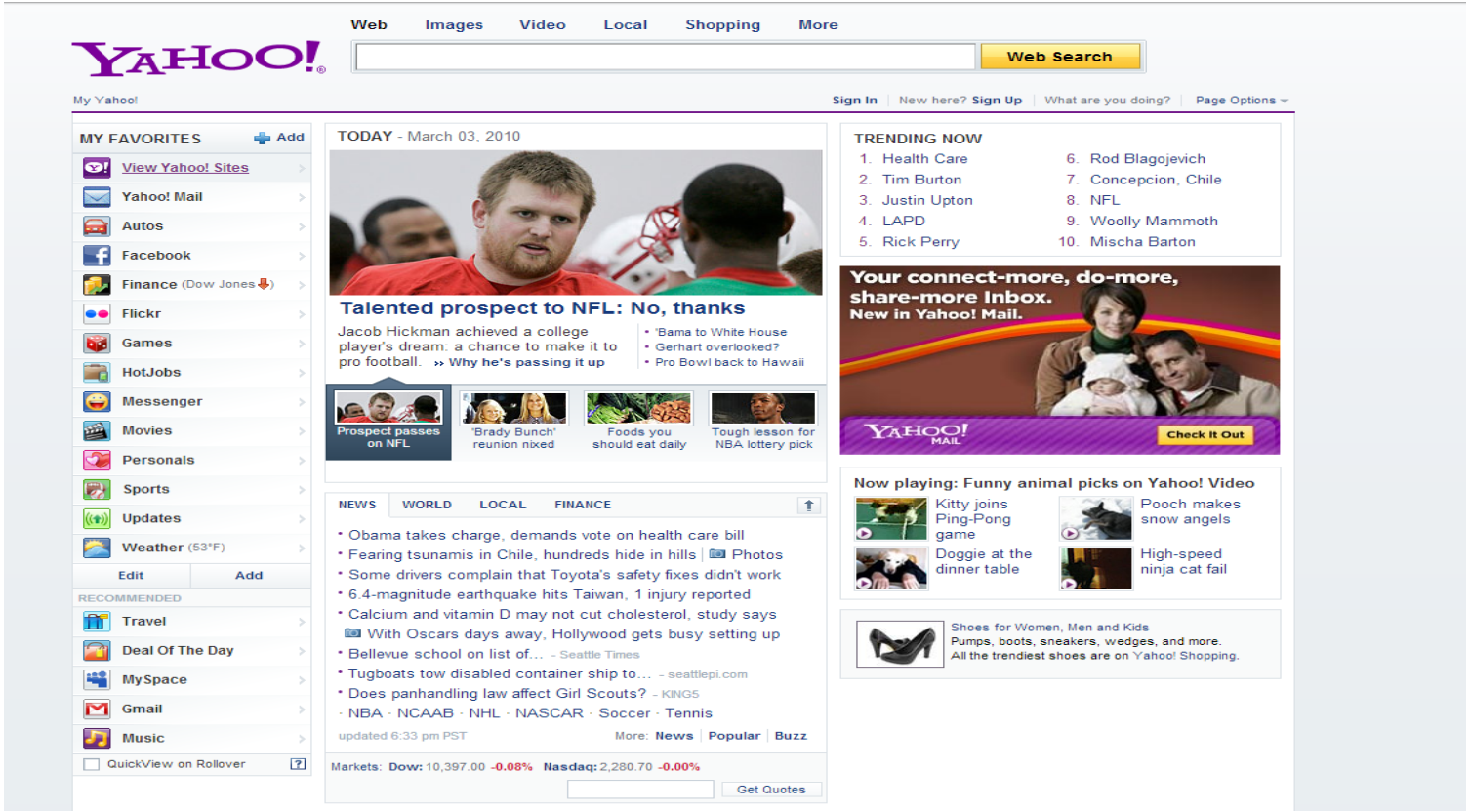
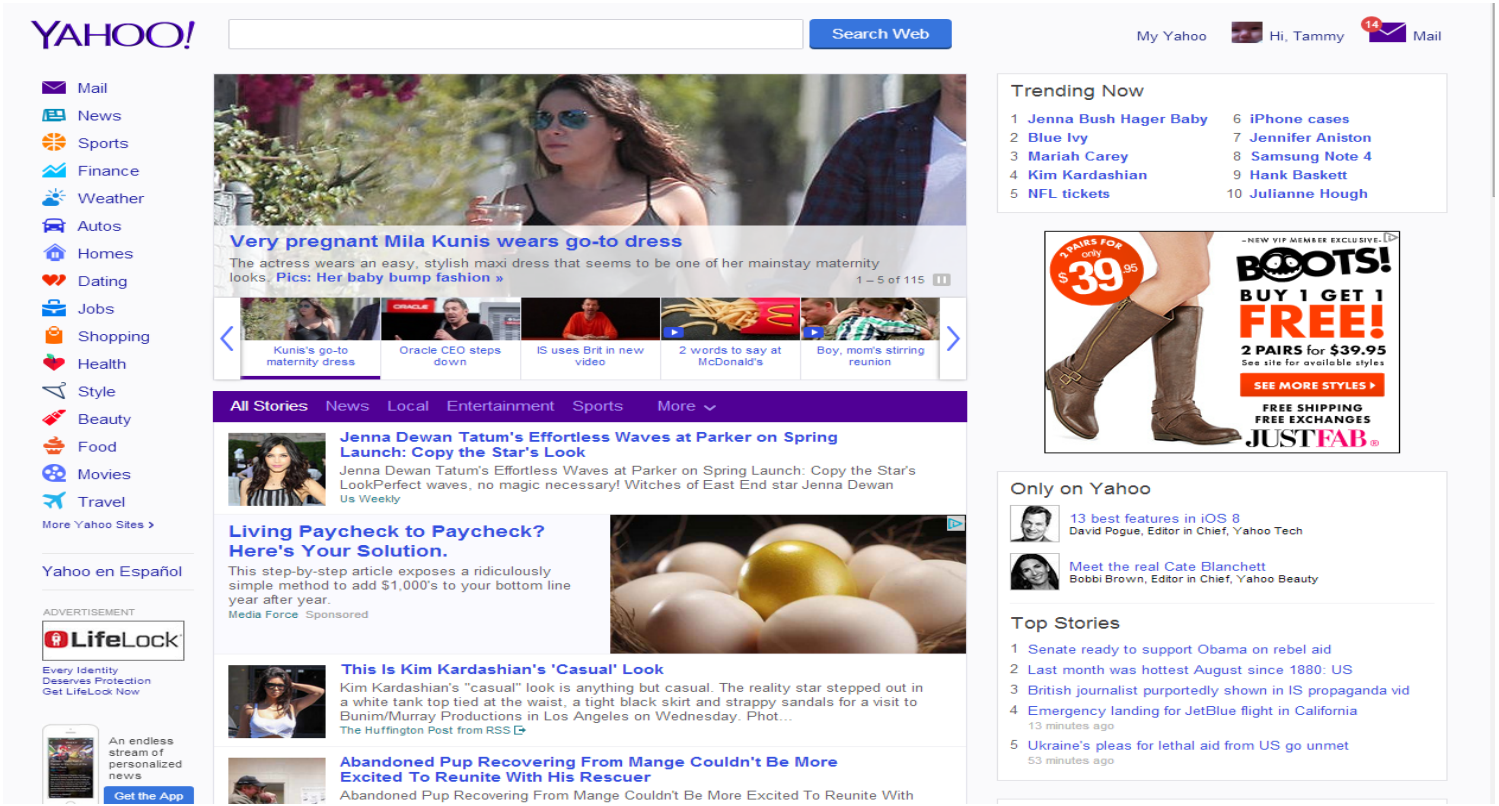


Image: Internet Archive

Yahoo.com, 2010



Yahoo.com, 2014

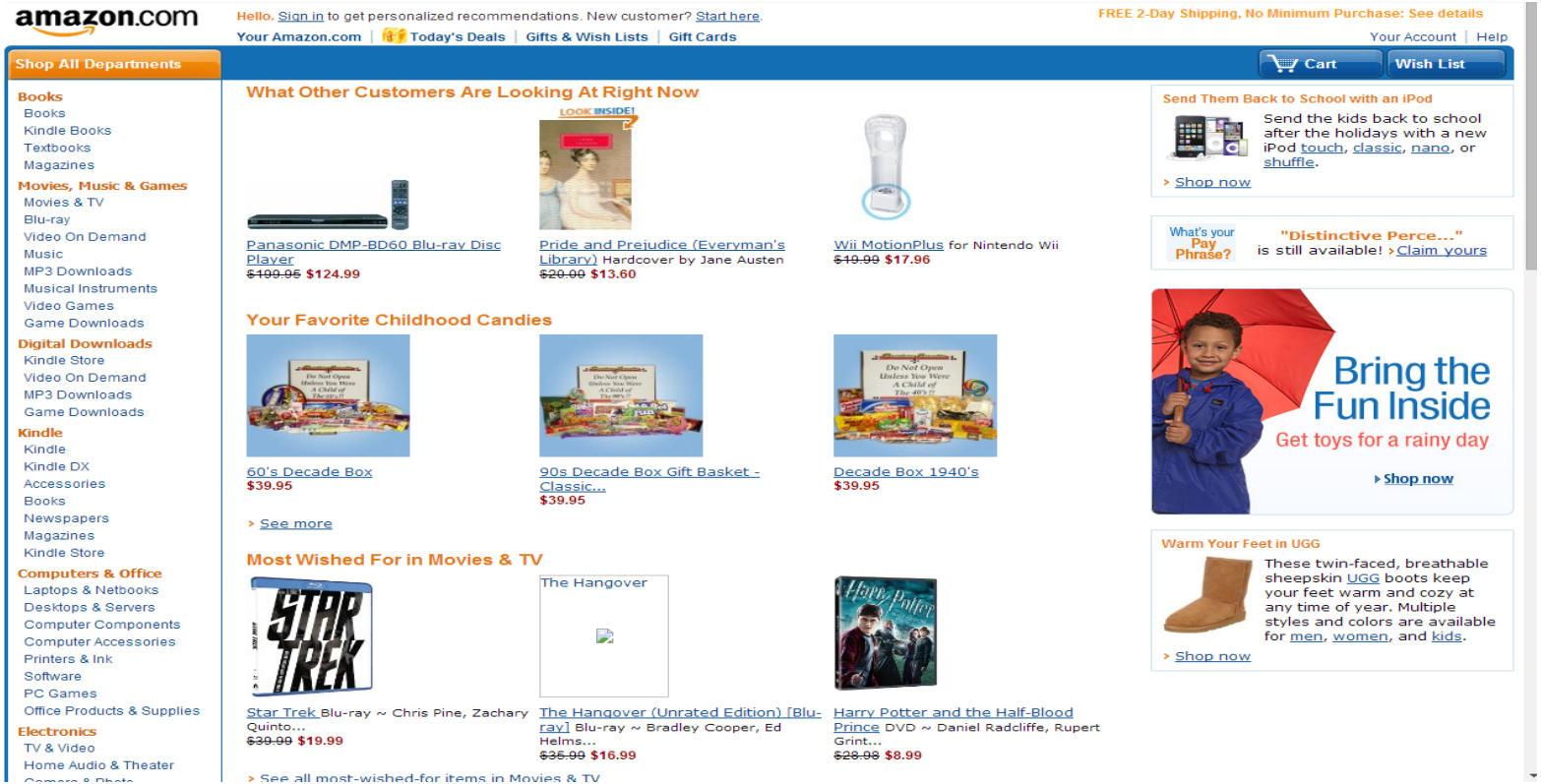
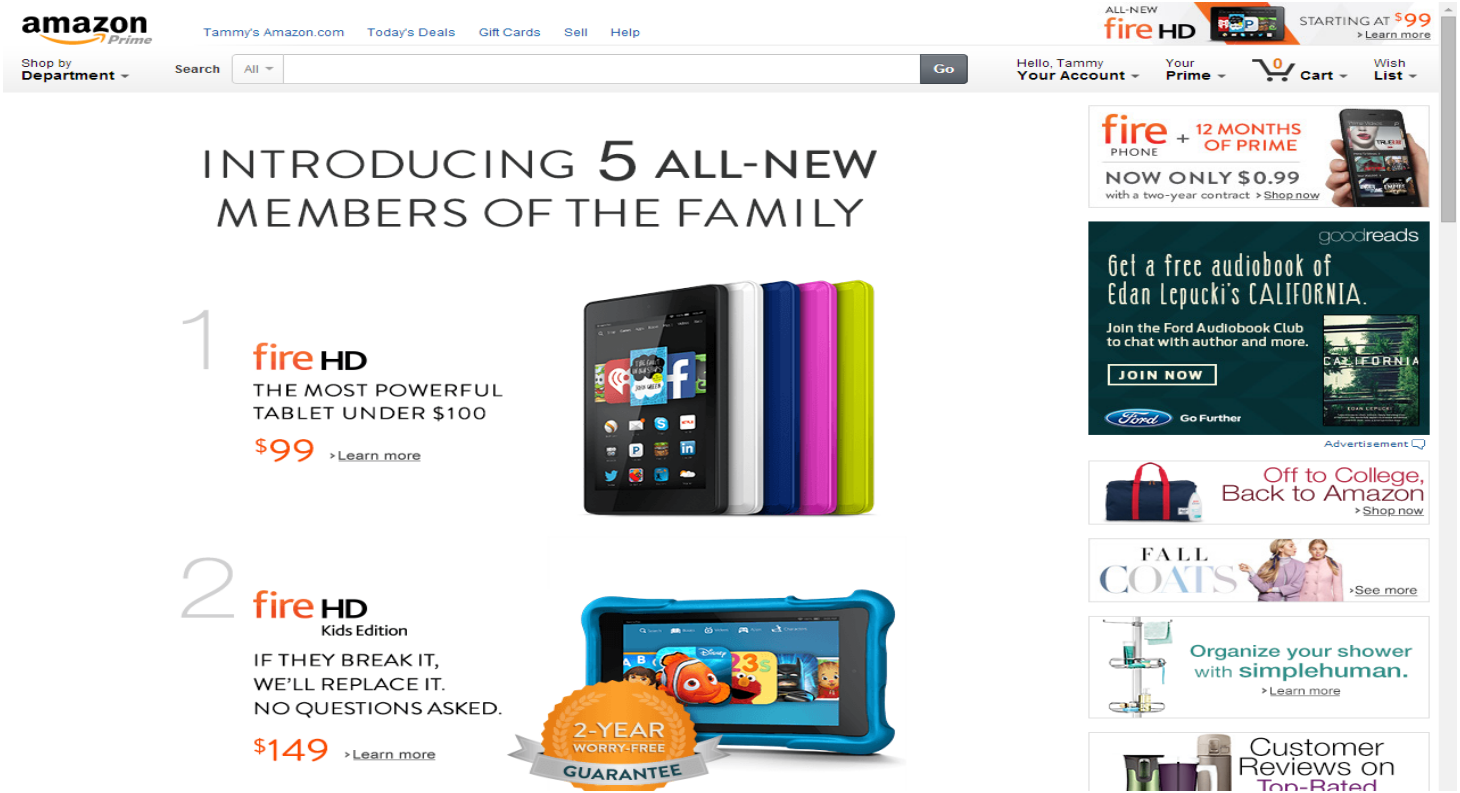


Image: Internet Archive

Amazon.com, 2007



Amazon.com, 2014

Web Experts Agree...

Image: Donald Clark

Image: Jared Spool

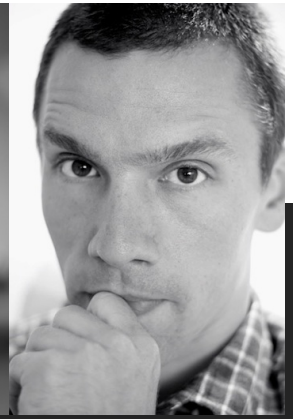


Image: Aaron Schmidt

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

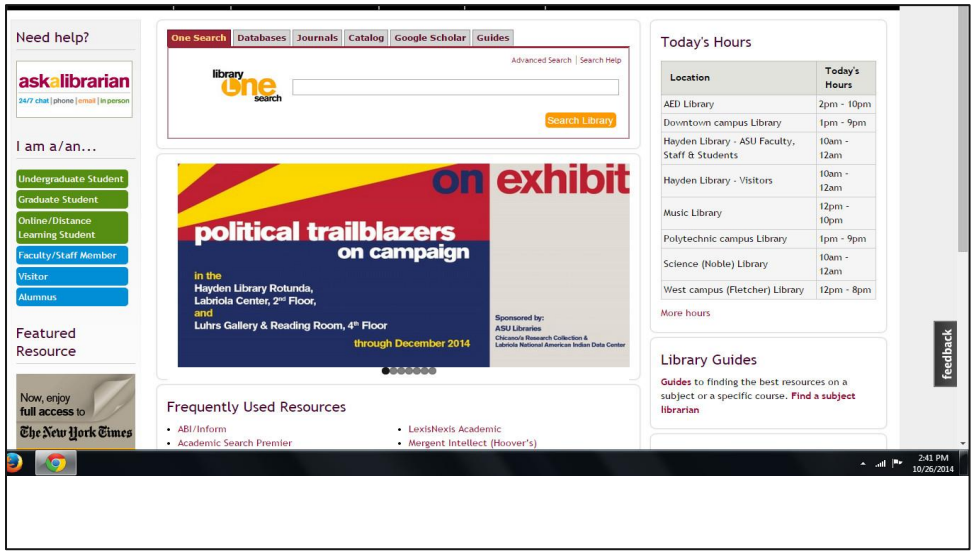
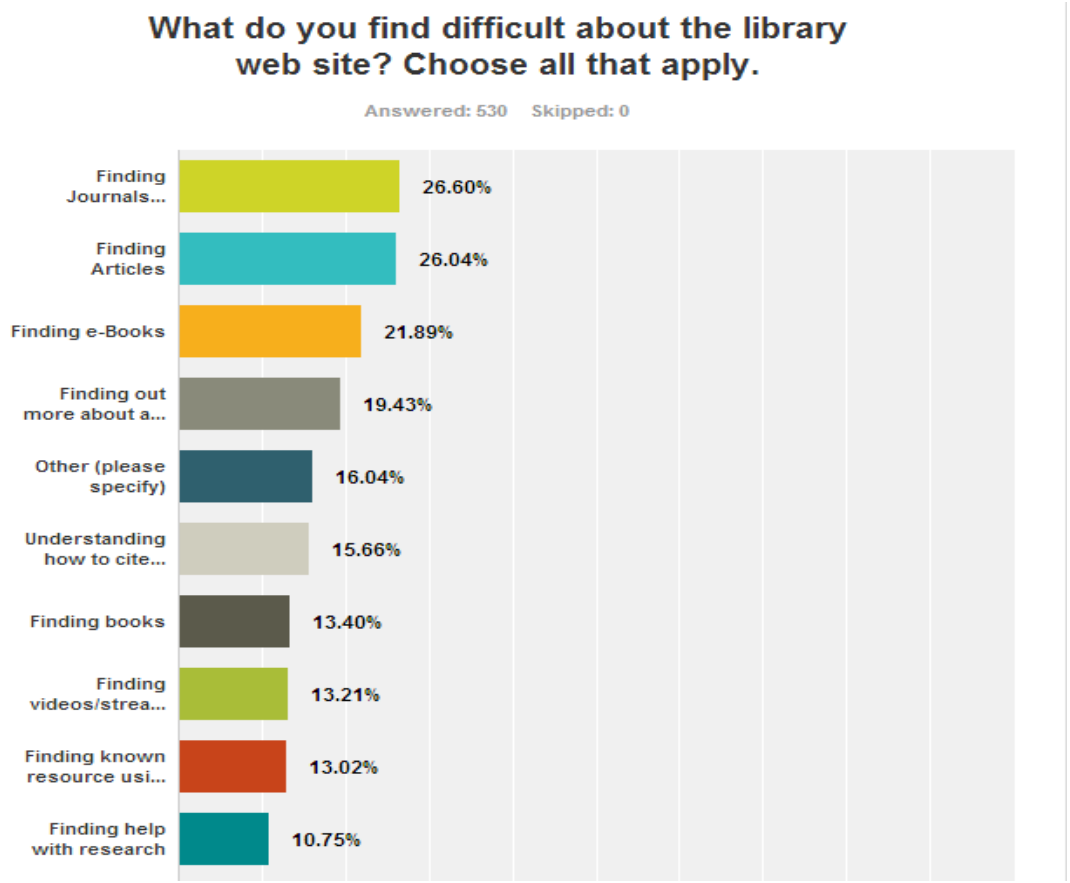


Image: lib..asu.edu

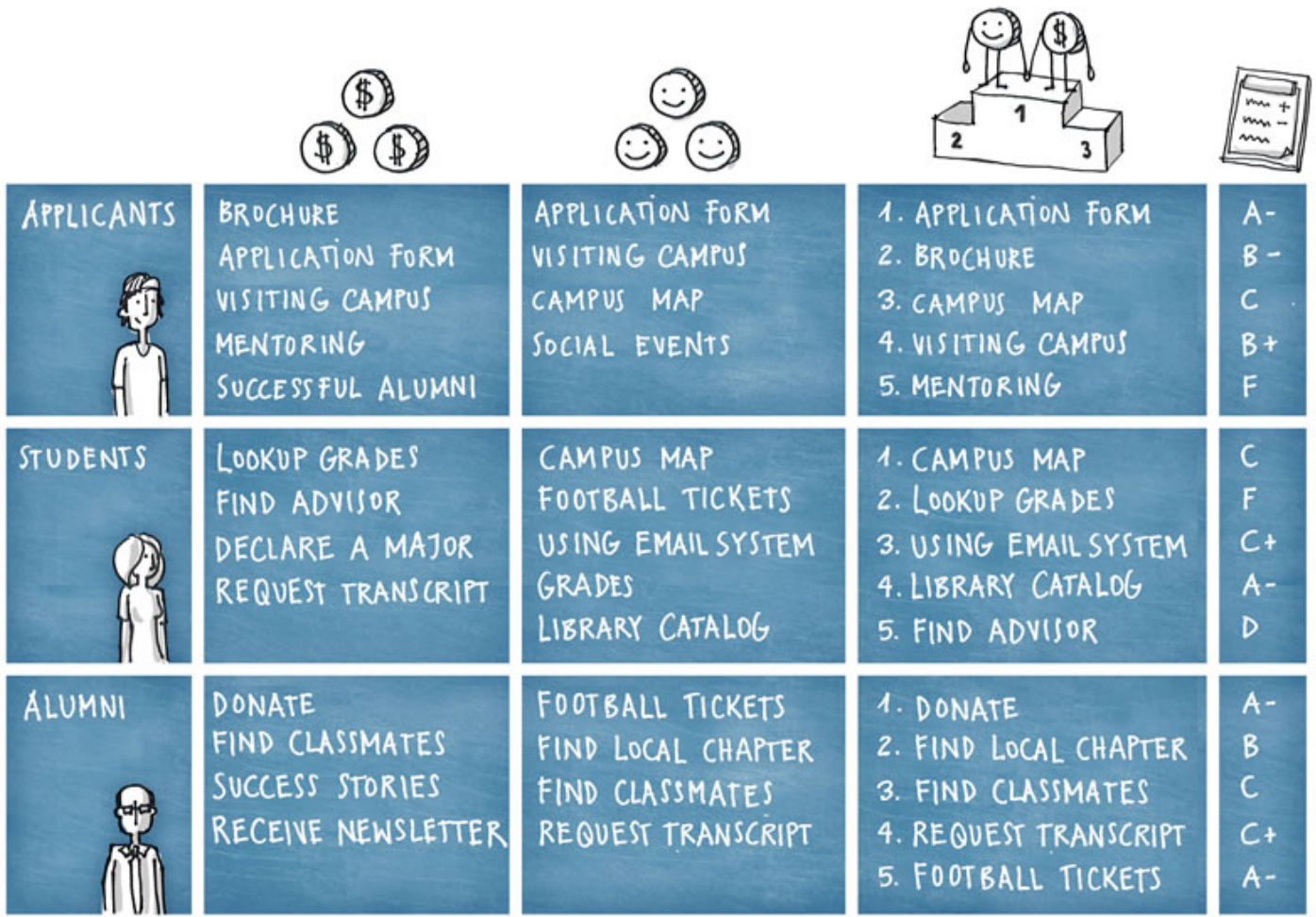
Elevate the discussion



Focus on the stuff people have trouble with

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

Focus on the stuff people need



http://usability-ed.blogspot.com/2011/10/avoid-site-redesign-rosenfeld.html

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*

Image: Iqoncept

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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tammy.allgood@asu.edu

Melissa L. Johnson
South Mountain Community Library | Phoenix, AZ
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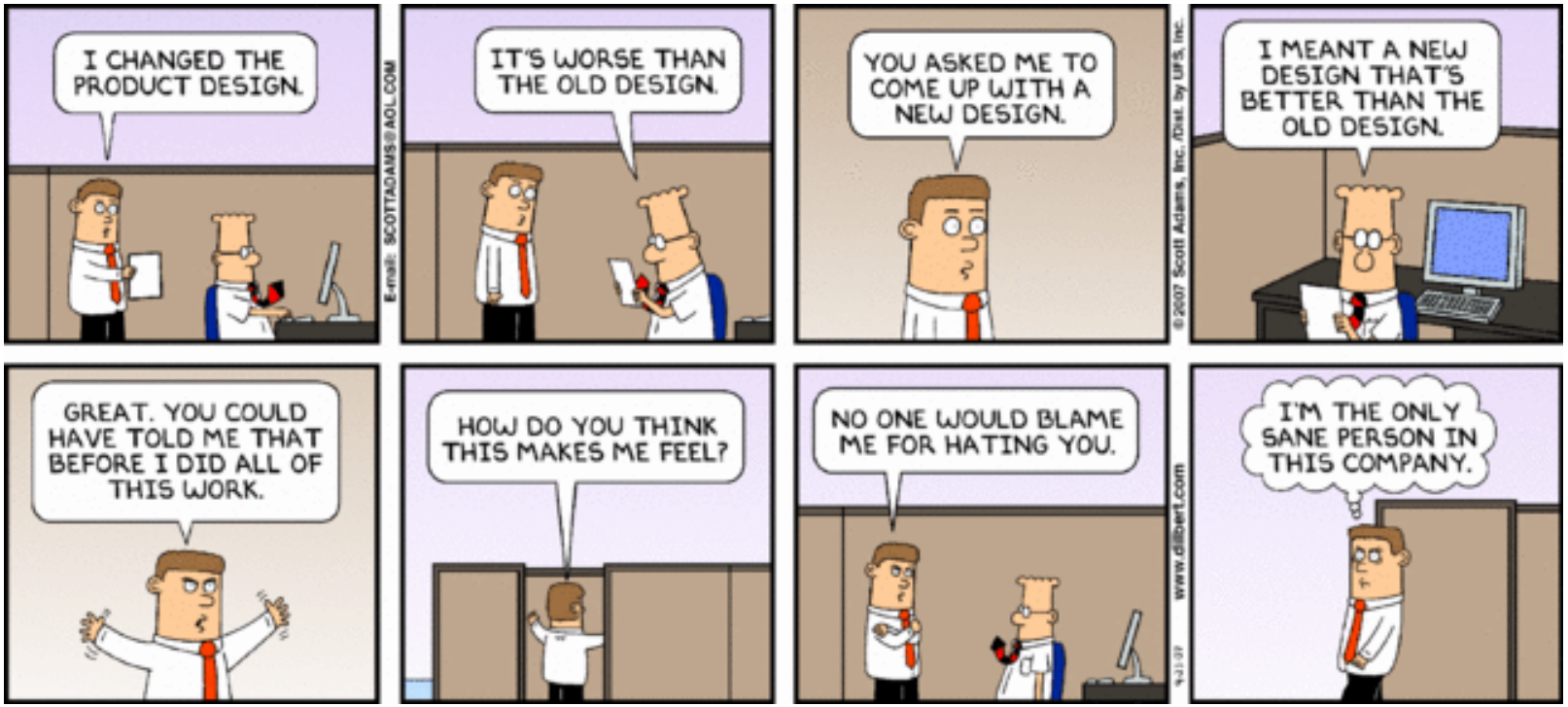

Image credit: Scott Adams