FRIDAY NOVEMBER 18, 2016   **Exhibit 13**
Library Services Navigation: Improving the Online User Experience
Brian Rennick, Brigham Young University

Website updated to focus on services, anything that meets the need of a user (150+ identified).
Work to get correct and standardized content.

1. Study- "Find this service." If students didn't find service on homepage they clicked on
"services." "Services" is seen as an effective catch all.
2. Look at all other similar websites, terminology, and deeper pages that list name+location of
service.
Problems
    A. Too many services for 1 page.
    B. Services hidden on department or program pages.
    C. Inconsistent design, organization, and writing voice
    D. Text heavy
    E. Maintenance
3. Identify services and user types
4. Identify relationships between services
5. Use templates with consistent modules to generate consistent service pages.
        A. Use a common menu on all pages.
        B. Use a database to change material living in multiple places.
        C. Overview bullet points at top
        D. FAQs
        E. Related Services
Benefits
    A. A consistent look
    B. Maintenance
    C. Discoverability of services

"Make your best guess at what they need, show it to them, and they will tell you what to fix."

Information Architecture: Competencies for Librarians
Eka Grguric, North Carolina State University Libraries
    A. In regards to evaluating language to be used on the web and content.
    B. Brainstorm, review existing content on web, reports, and news to evaluate language
        used
    C. Talk with Key stakeholders, users, content creators
    D. Use small group brainstorming

    E.   Use Post Its on walls for brainstorming

Get agreement on the WORDS
    A.   Meetings- small and one-on0one
    B.   Use low-fidelity prototypes

Usability testing
    A.   Give out chocolate
    B.   Lean user testing
          a.   Clip board and laptop in busy area (for academics)
          b.   Clip board and one-on0ones with stakeholders
          c.   Gather input in emails, open documents and more!

Sustaining Usability

Sarah Thorngate, North Park University, Chicago

Style guide for web content creators
Problem
    A.   No shared understanding
    B.   No one to enforce standards
    C.   Lack of expertise

Need
    A.   Buy-in
    B.   Shared understanding
    C.   Stealth training by sitting down and talking to peers about style guide input

Local research
    A.   Usability testing
    B.   Web analytics
    C.   BACKED by larger research -usability.gov

Benefits of Styleguide
    A.   User-centered
    B.   Concise
    C.   Convenient- store styleguide in convenient place

Style-guide is a living document!

Measuring Your Message: Using Campaign URLS & Event Tracking to Assess your Library's Marketing Efforts.

Joel Tonyan, University of Colorado

Google Analytics+ Google Tag Manager
       Use Campaign URLS
       Google Analytics Social Reports- out of the box isn't enough!

Why Does Quality Assurance matter in Web Archiving?
Audrey Sage
Waybackmachine
Archive.org
Pandora- Australia's Web archive
Archive-IT

Capture look and feel of the web, behavioral functionality, visual appearance, embedded content

SATURDAY NOVEMBER 19, 2016
UX for Less Bux: Five Tools for UX on the Cheap
Steven Shelton, University of Tennessee Chattanooga Library
    A. "Watch people do stuff while working reference."
    B. No walls of text
    C. Google Analytics- Google Tag Manager
        a. Track how people are moving through your website
        b. Parse out internal vs. external users
        c. Use IPs to get rid of internal users
    D. WAVE Web accessibility evaluation tool
        a. Plug-in for chrome
    E. Optimizely (Not free any longer)
    F. Good Optimize Beta
        a. Allows for A/B testing
    G. Google Data Studio
        a. Allows for A/B testing
        b. Reporting tool
    H. Hot Jar- mouse recording and heatpmap
        a. Collects 300 samples
        b. Stores for 30 days
    I. Mouse Flow
        a. Heat map
        b. Scroll areas

Design Courses
    A. Udacity introduction to Design
    B. Gymnasium- UX Fundamentals
    C. Udemy
    D. Coursera
    E. Springboard ***
        a. 52 Weeks of UX

F. Studio of UXpin

User Experience & Assessment: Building a Framework from Within. (Najmi, Anjum & Clarke, Susan) Slides

Making Maker Literacy || Martin Wallace and Morgan Chivers, University of Texas at Arlington || Texas Ballroom D || Slides

SUNDAY NOVEMBER 20, 2016
Successfully Navigating Change: Lessons Learned from a System Implementation
Michelle Frisque, Chicago Public Libraries

New ILS and website
Have the right tools
"Be flexible and embrace ambiguity."
Need
   A. Patron focus
   B. Patron created content (reviews, lists, comments)
   C. Expand digital offerings
   D. Using Design Thinking
   E. Partnerships and Projects Team

1. Weed
2. Develop guidelines and Style guides
   a. Pinterest feel
3. Develop Project message that evolved with progress
   a. Send a crafted project message to teams based on their interests
   b. How is this change going to benefit them?
   c. Emails, specific email groups, cluster meetings, training clusters and targeted groups
4. Training materials for staff and patrons
   a. FAQs for Patrons and staff
   b. Written scripts for FAQs at reference and web
   c. Scavenger hunts
   d. quizzes to keep skills up
5. Share success stories
6. Share questions

Problem Groups
   A. "This group is not looking forward to the change. Let's talk about this."
   B. Use the right people with the right skills at the right time.

C. Behavior: Do not mad mouth project, you are allowed you opinion, but for this project to be successful you cannot bad mouth project.

Staying Afloat in a Sea of Data: Or How We Stopped Trying to Represent It All - Heather Rayl and Melissa Gustafson
   A. Annual Reports are a sea of data
   B. Visualize tons of data. Bad? Too much content take away from quality?
   C. Parse the data, what is important.
   D. Brainstorm

Inese's Six Best Things at the LITA Forum

1. **Tableau Public** - Tableau Public is a free service that lets anyone publish interactive data visualizations to the web. Visualizations that have been published to Tableau Public ("vizzes") can be embeded into webpages and blogs, they can be shared via social media or email, and they can be made available for download to other users.

   For Example: (WVLS Member Libraries % change in Circulation for 2016)
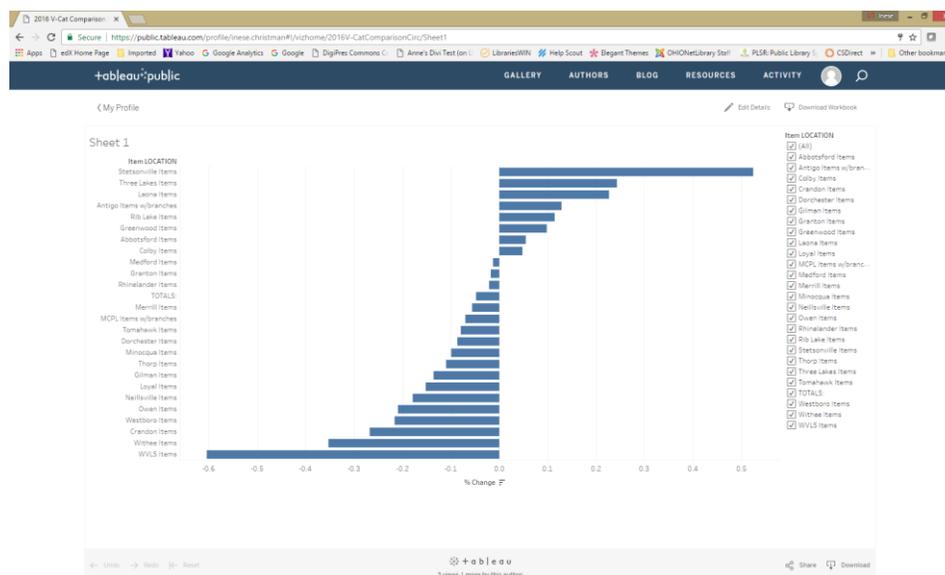
1. **Folio** – The new consolidated library platform to replace vendor supplied Library online catalogs. FOLIO represents a true partnership between libraries and vendors in which each group is making real substantive contributions based on their unique strengths. With FOLIO, the future is open: open to new relationships, open to true collaboration, and open to capacities that will enable libraries to achieve their mission of service to users. For the first time, libraries will be not only participating as customers, but investors with vendor partners in defining the future of library systems.

2. **Digitization for Everyone – Queens New York Memory Project.** The Queens Memory Project is a dynamic testament of collective memory for the residents of Queens, New York; the most diverse county in the United States. The interviews and

archival records gathered here from many sources document the borough's people and places; their differences, their changes over time, and their strong ties to one another. Queens Library offers an online form so patrons can submit their own historic images and oral histories to the library for review and to create metadata.

3. **Virtual Reality** – It can't get any more real than this! Libraries are often places for patrons to discover and explore new technologies that may be later widely adopted. The potential of Virtual Reality to provide enriched experiences for patrons all over the world, along with its high price tag, make it a great fit for libraries wanting to introduce something new to their communities. I had a chance to try this out and found it fascinating. The possibilities are endless. One of the participants was inside a Van Gogh art exhibit and was warned not to try and lay down on the bed in the picture just because it looked so real and 3 dimensional.

4. **Everything librarians need to know about licensing agreements** - In order to license electronic services and resources on favorable terms, librarians must negotiate with vendors, work within bureaucracies, and redraft adverse contracts. Michael Rodriguez's who works at a large public university, talked about the essential principles for favorable licensing, with emphasis on the practical and legal implications.

5. **Patron Privacy** – They can find you anywhere. This presentation opened my eyes to how closely patrons can be identified and tracked. It is one thing to install door counters and monitor incoming traffic, but it is a whole other issue, when library staff can watch patrons via webcams, electronic monitoring, etc. and know what they are doing online.