

Barnard Library

Portfolio Case Study
Elana Altman

Project Overview

Task

A new physical space and expanded services - as well as a new CMS - provided an opportunity to redesign Barnard Library's website

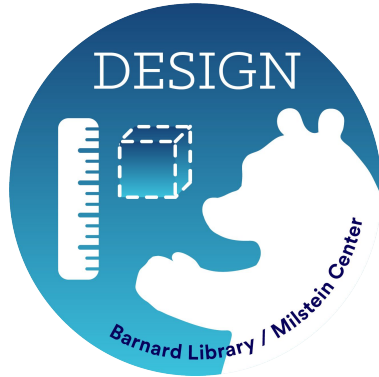


Barnard Library, Fall 2016



Barnard Library, Fall 2018

Our six new centers



Team

My Role:

Project Lead

UX Designer

Content Manager

Collaborators:

Library Leadership Team

Content Editors

Barnard Communications

Graduate Assistants

Student Associates

Project Process

1. Learning & Understanding
2. Ideating & Designing
3. Iterating & Implementing

This case study showcases how this process was applied to the site's information architecture.

Learning & Understanding

Content Audit

Section	A	B	C	D	E
1	Section	Sub-Section(s)	Page Title	What's here?	URL
53	Guides & Tutorials	Workshop, Tutorials, and Other Guides	Evaluating Websites	Headers (the same font as the body text, just bolded) are topics that make a good website, bullets underneath explaining this. Near bottom of page "More Resources" header is divided by lines of asteriks, links to resources	https://library.barnard.edu/evaluatingwebsites
54	Guides & Tutorials	Citation Management	Exporting References to EndNote After Searching a Database or Catalog	Text content: headers and bullets on how to export using the software or on databases. END of page has a link to bring you back to the EndNote Guide page. Bolds navigation words for that software	https://library.barnard.edu/support/endnote-exporting
55	None		Faculty	Photos of select faculty members, with contact info and links to profiles	https://library.barnard.edu/node/94526
56	Guides & Tutorials	Research Guides	Film Studies	Image, general blurb, Personal Librarian. Accordian: Reference Sources, Databases for Journals, articles, etc., Finding Books & Screenplays, Archival Research, Other sources. - All of them have paragraphs with links to sources - Databases : has a search bar - Finding Books: Small headers, indicated by being bolded , Link to Barnard Media Collection NOT FOUND - Archival: Has a big header - Other Sources: Link to Theatre Guide	https://library.barnard.edu/find-books/guides/FILM/FILM
57	Guides & Tutorials	Citation Management	Finding Full-Text Using e-Link Within EndNote	Text: Only bullets. Link to bring you back to "EndNote Guide". Bolds navigation words for that software	https://library.barnard.edu/support/endnote-e-link
58				There is a table. Left column : FYW classes, bulleted by professor and sections. Some of the Professors name is a hyperlink to their libguides page. Some links directly to email.	

Led evaluation of over 130+ pages of existing content

Key Insight, Content Audit:

Outdated or inaccurate information was hiding in the deep corners of our website.

Research Review

Examined data from:

- current Google Analytics
- User interviews & testing from Center websites
- User research from previous redesign (2017)

Key Insight, Research Review:

Students lacked basic information about library services and spaces - especially our new offerings.

Revisiting the Task

Goal

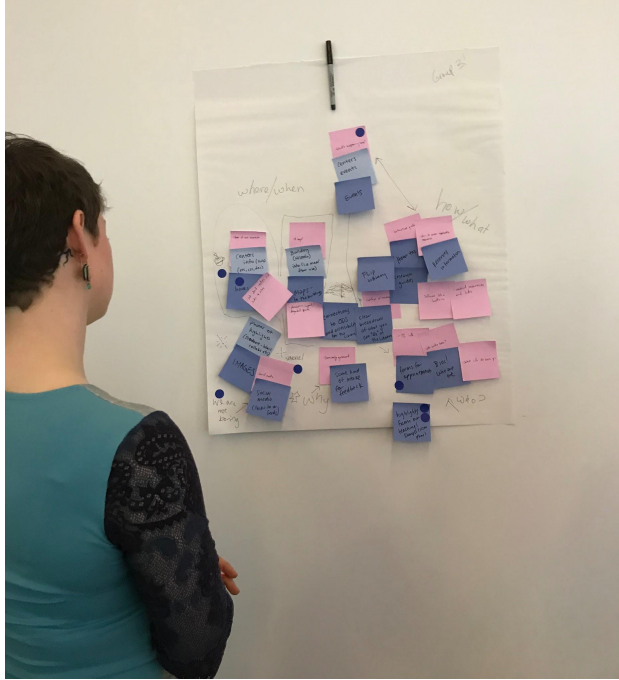
Make it easier for users to successfully understand and utilize library resources, whether new or old

Tactics

- Create a clearer information architecture to simplify the website navigation process
- Streamline the content strategy to convey more information with less clutter
- Remove inaccurate or outdated information

Ideating & Designing

Ideation Session

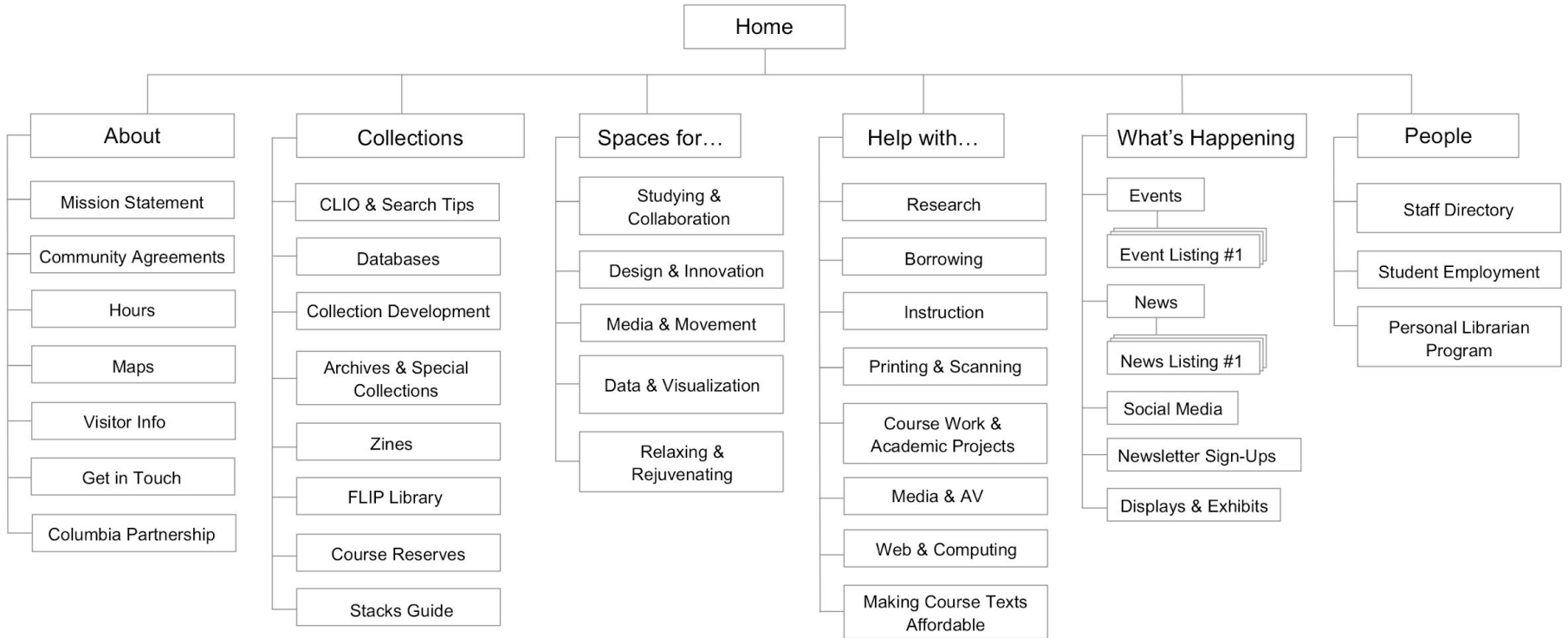


Invited entire library staff to participate in a brainstorming and mapping exercise

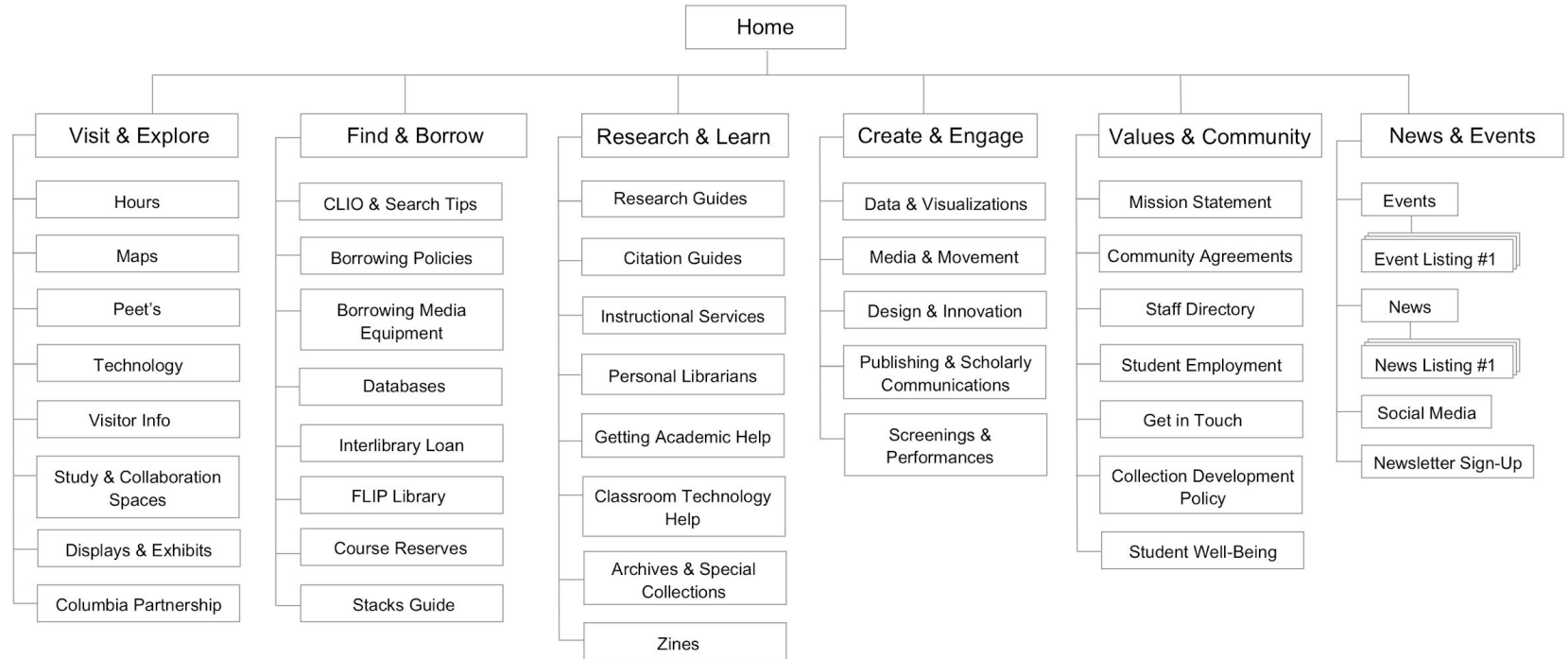
Key Insight, Ideation Session

Staff wanted to clearly highlight connections and distinctions between departments - to help patrons understand our range of services.

Site Map, Version A



Site Map, Version B



Iterating & Implementation

Tree Testing

We tested each site map with 20 students, giving them three navigation-based tasks to complete

success rate,
Version A:

76%

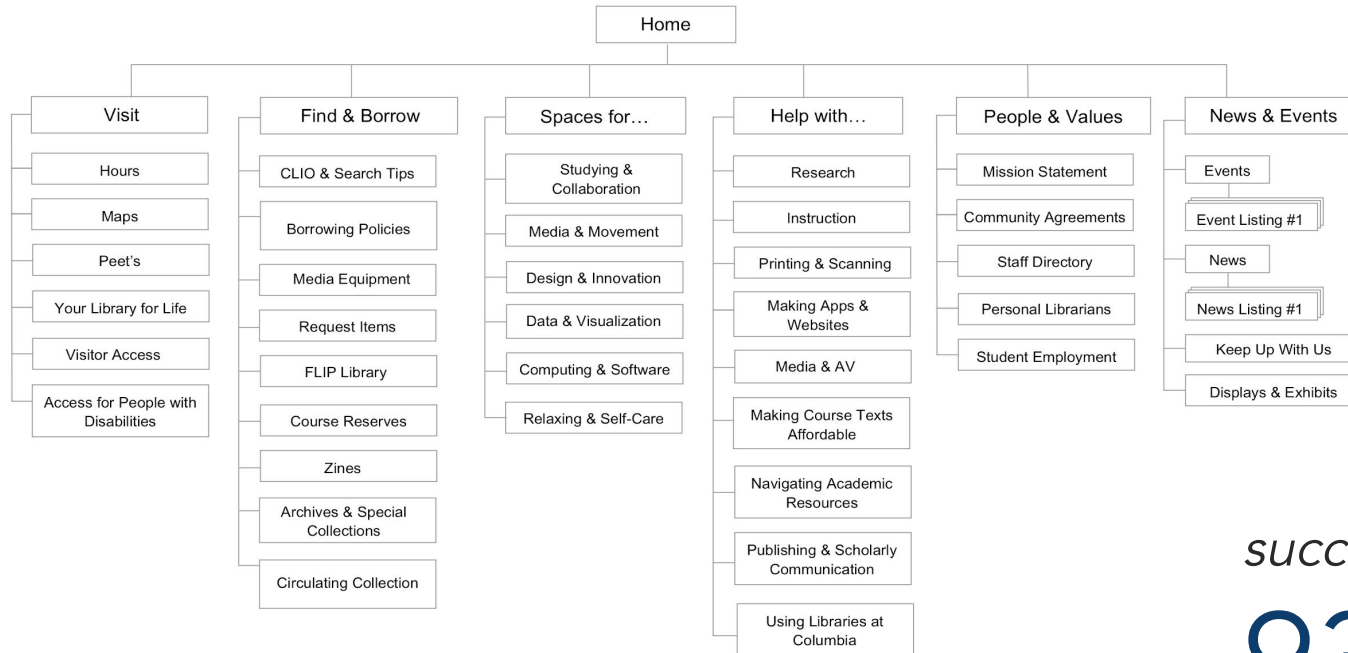
success rate,
Version B:

83%

Key Insight, Tree Testing

Students found information in different ways, but all had the most success with navigation structures that were specific and jargon-free.

Site Map, Version C



success rate:

93%

Implementation

Over the course of 2 months, I:

- Managed a team of 20 that:
 - Manually migrated relevant content
 - Overhauled out-of-date or inaccurate content
- Created new “hub” pages and landing pages
- Prioritized tasks for launch date
- Ensured the site followed the design plan

Going Live

The public site launched on August 27, 2019. View it at library.barnard.edu.

Lessons

- Depending on your organization, including staff in the ideation process can create buy-in
- For content heavy sites, information architecture is a key part of successful UX
- Always prioritize progress over perfection