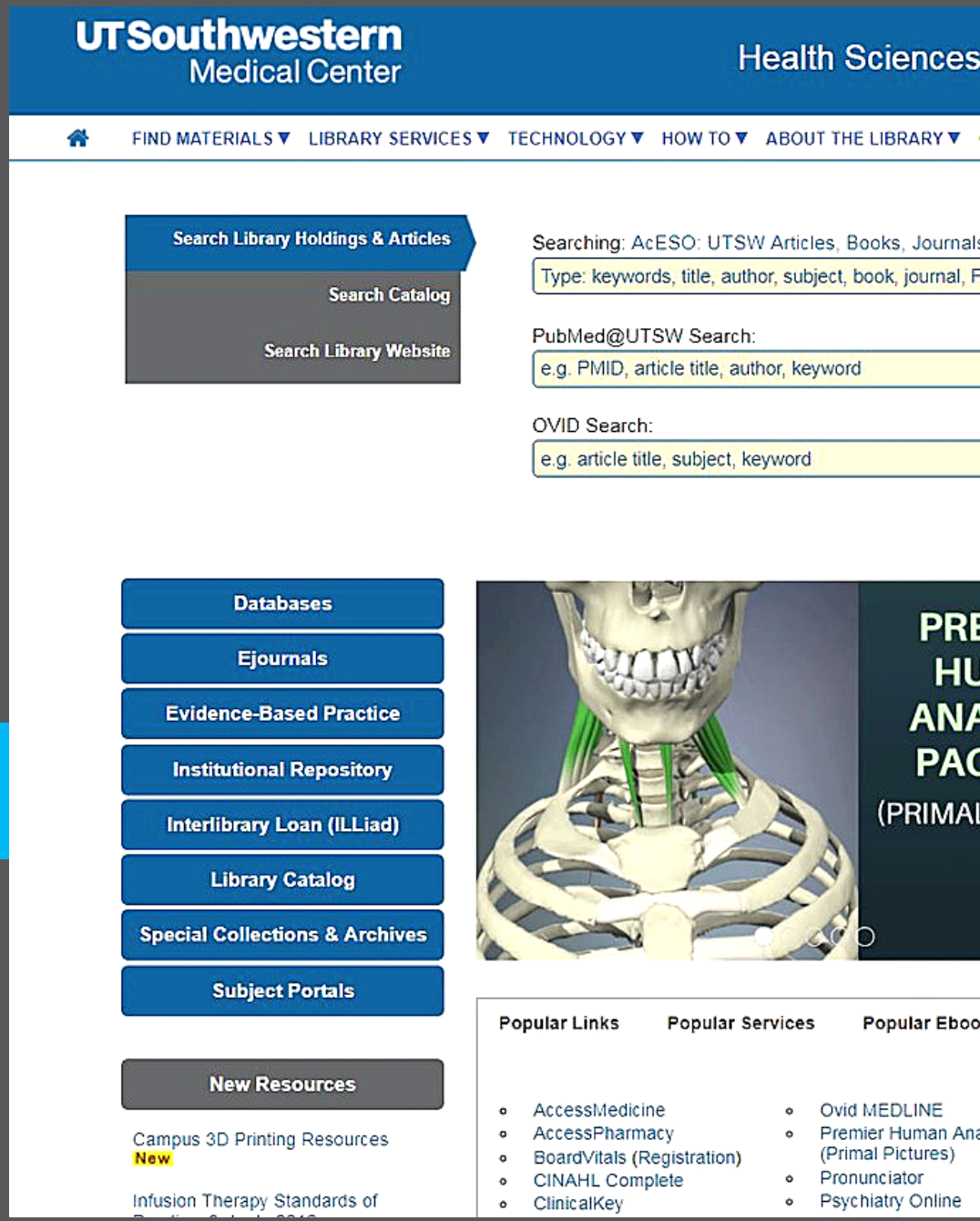
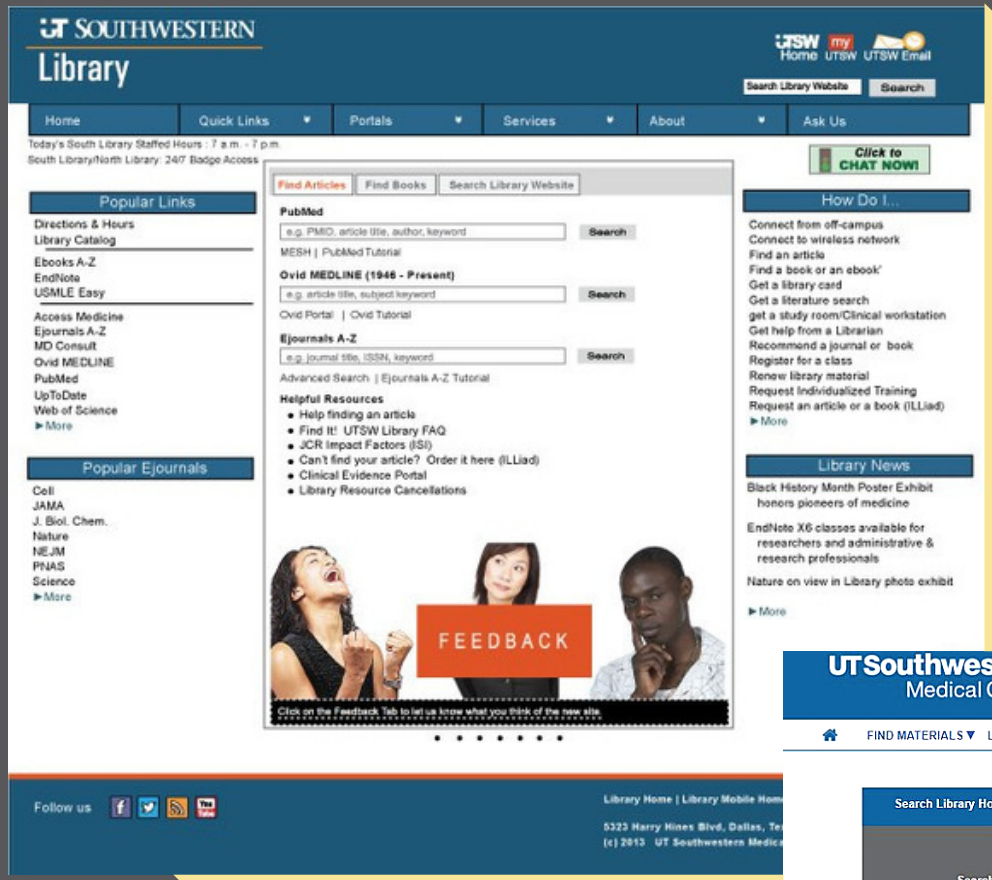
CREATING & EXECUTING A WEBSITE RE-DESIGN SIMULTANEOUSLY: A HYPER RATIONAL APPROACH

JANE SCOTT

UT Southwestern Medical Center

Health Sciences Digital Library & Learning Center

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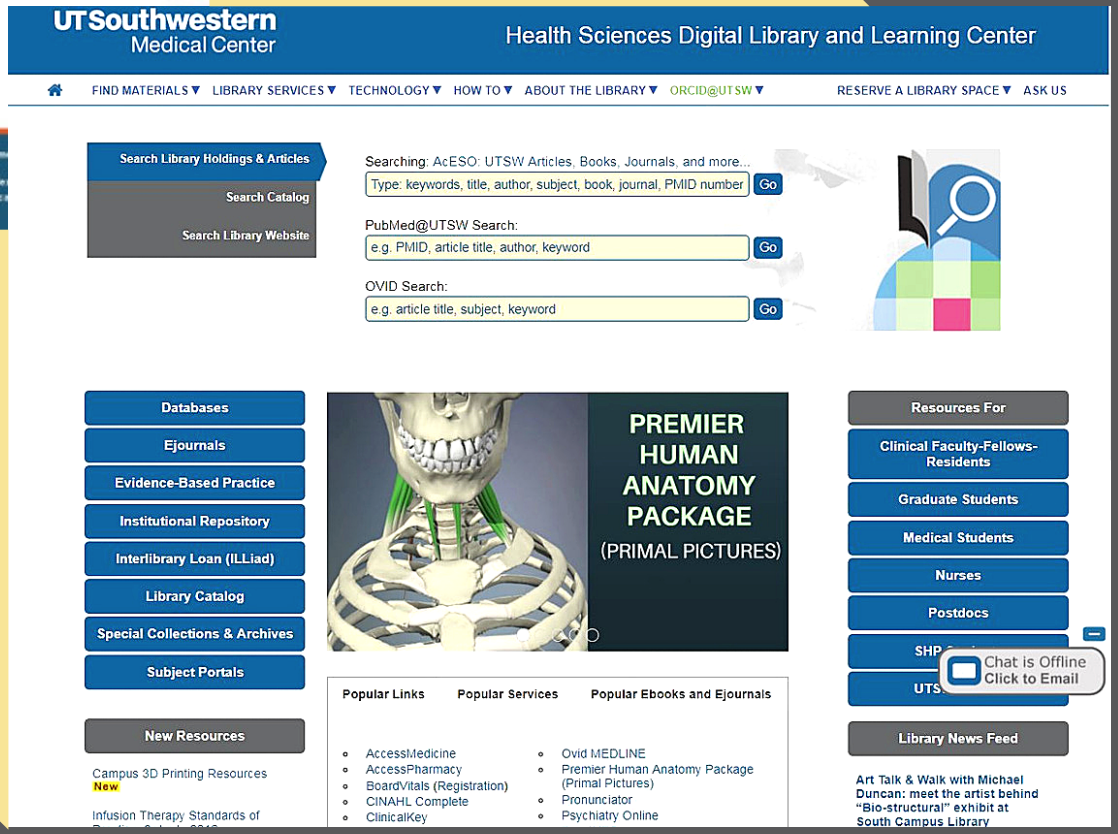
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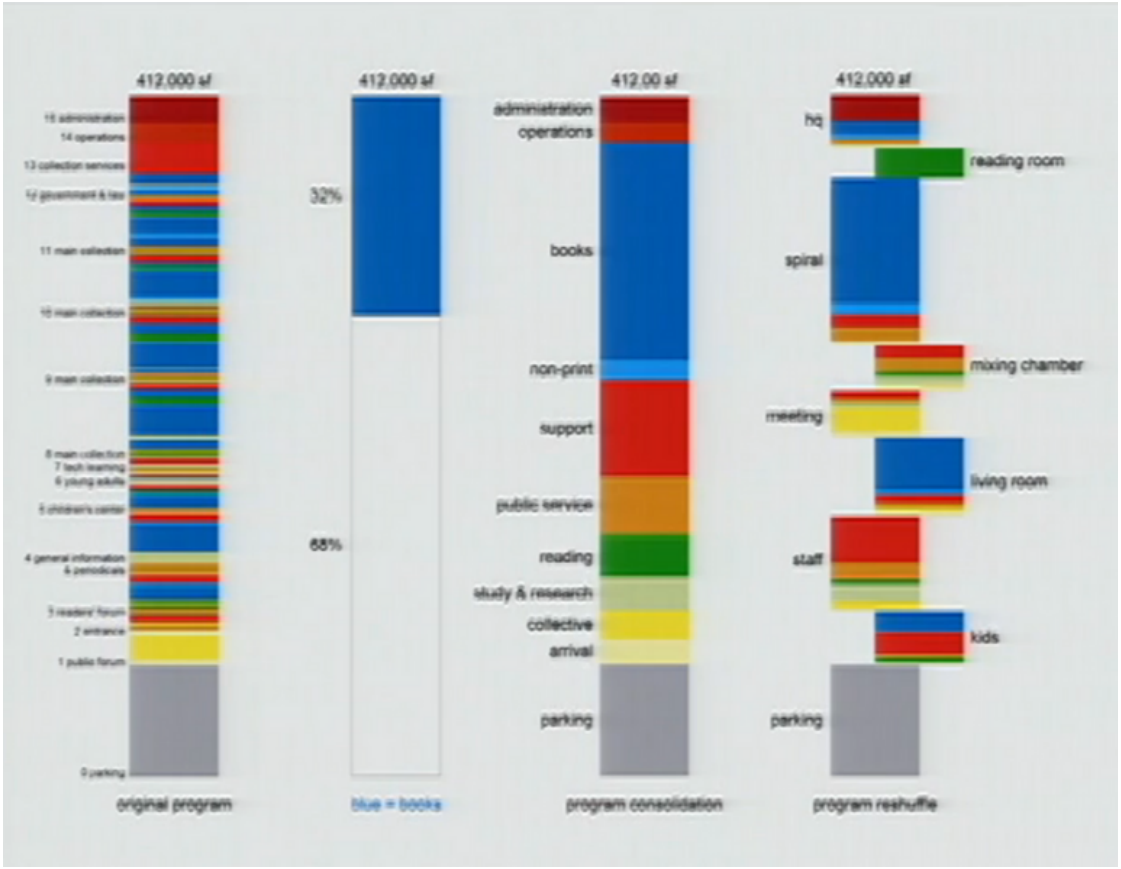
CINAHL Complete
ClinicalKey
Ovid MEDLINE
Premier Human Anatomy Package (Primal Pictures)
Pronunciator
Psychiatry Online
Library News Feed
Art Talk & Walk with Michael Duncan: meet the artist behind "Bio-structural" exhibit at South Campus Library

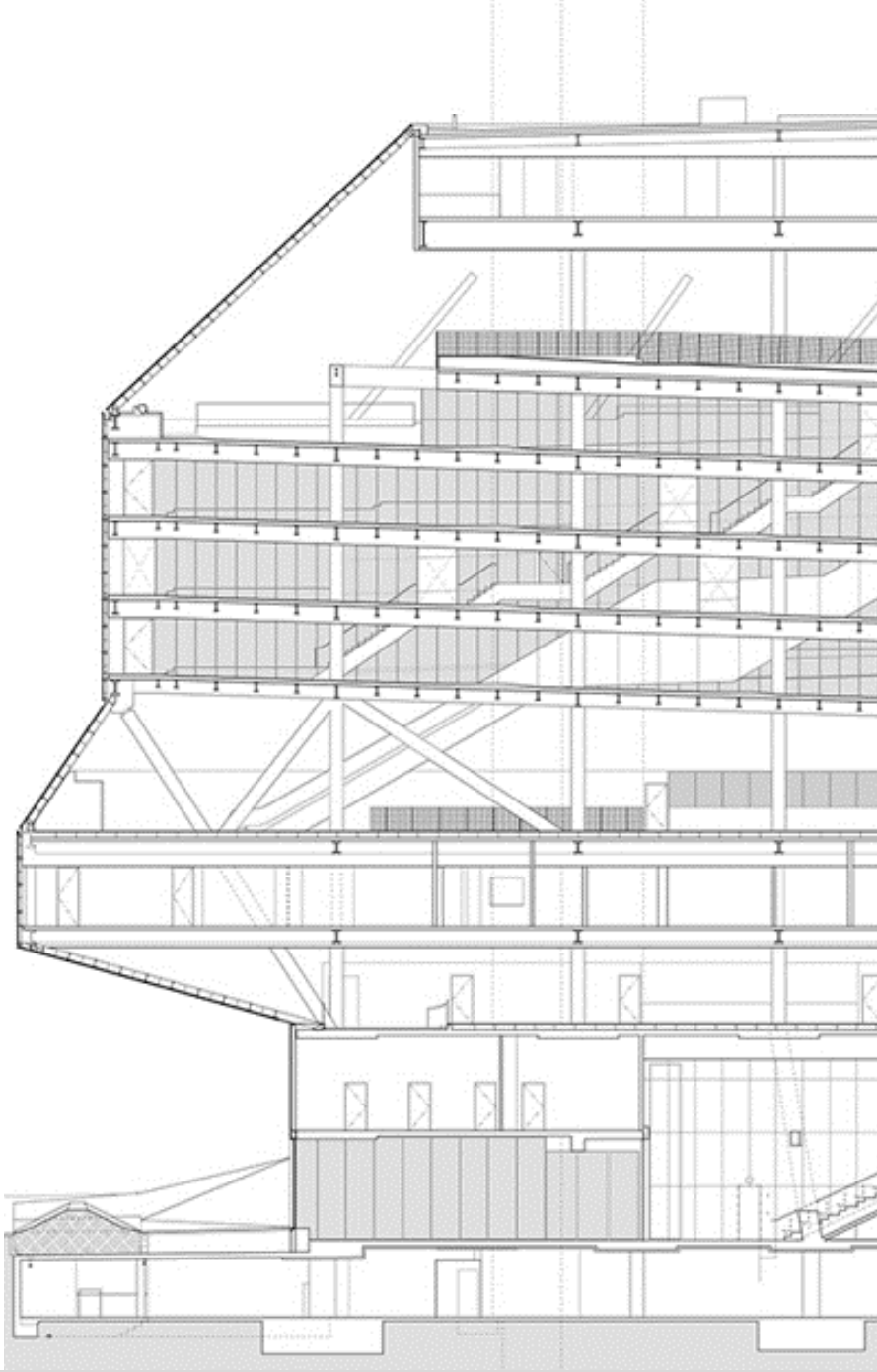
WordPress
Blog Migration
Improved Navigation
Web Interface
Creation
Events
Calendar
Addition
Google Mini
Campus Search
Discontinuation
FEEDS
INTEGRATION
Room
Reservation
System
Special
Collections
Redesign
WEB ENGINEERING
Server
Migration
Graphic
Design
Live
Chat
Evaluation
Social Media
Evaluation
SUBJECT
RESOURCES
& PORTALS
EVALUATION
LinkID
System
Evaluation
LibGuides
Trial
Template Design
DISCOVERY SERVICE
SELECTION & INSTALLATION

“It is time for architecture to do things, not just represent them.”

Architect Joshua Prince Ramus

SOURCE: http://www.ted.com/talks/joshua_prince_ramus_on_seattle_s_library





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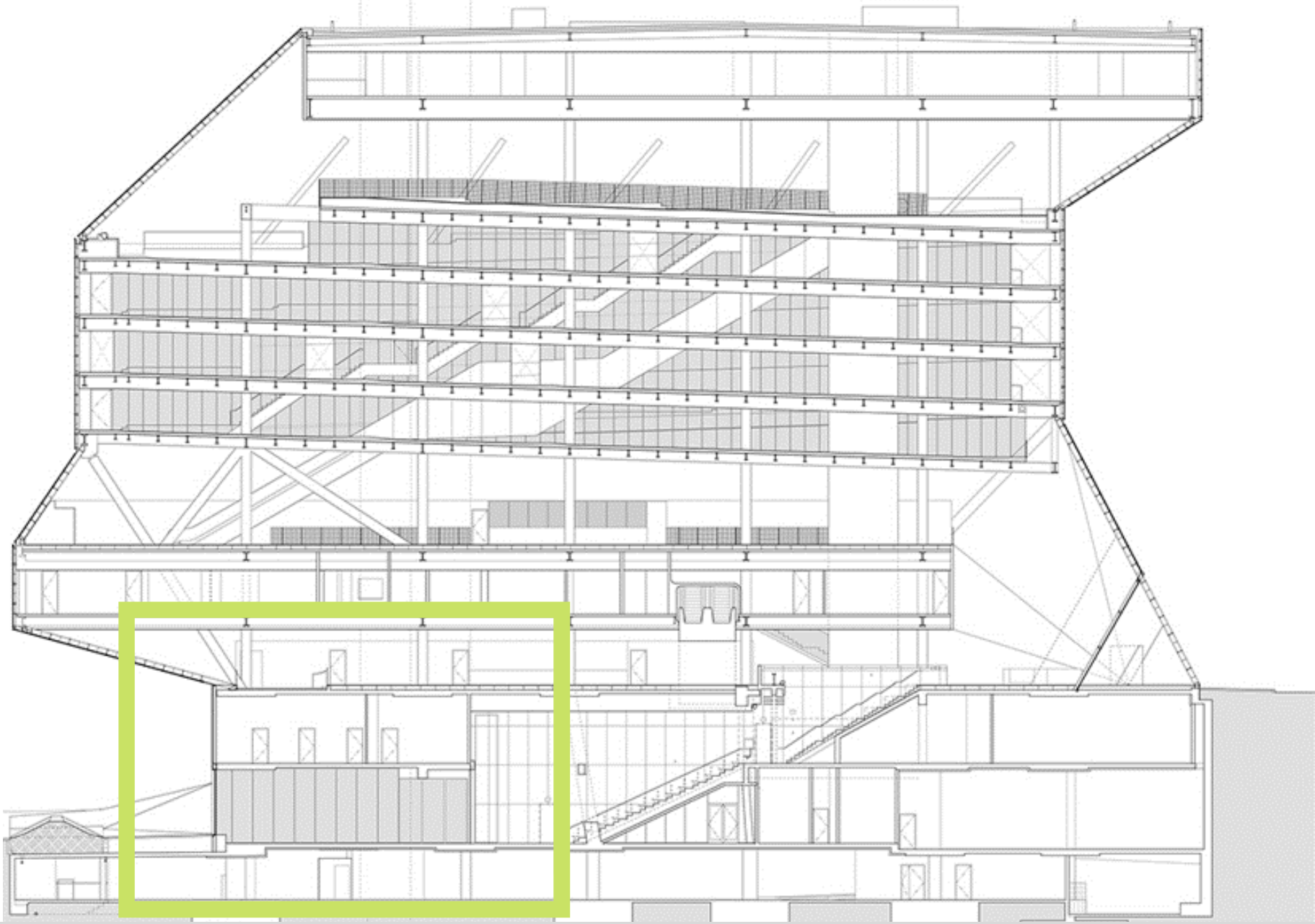

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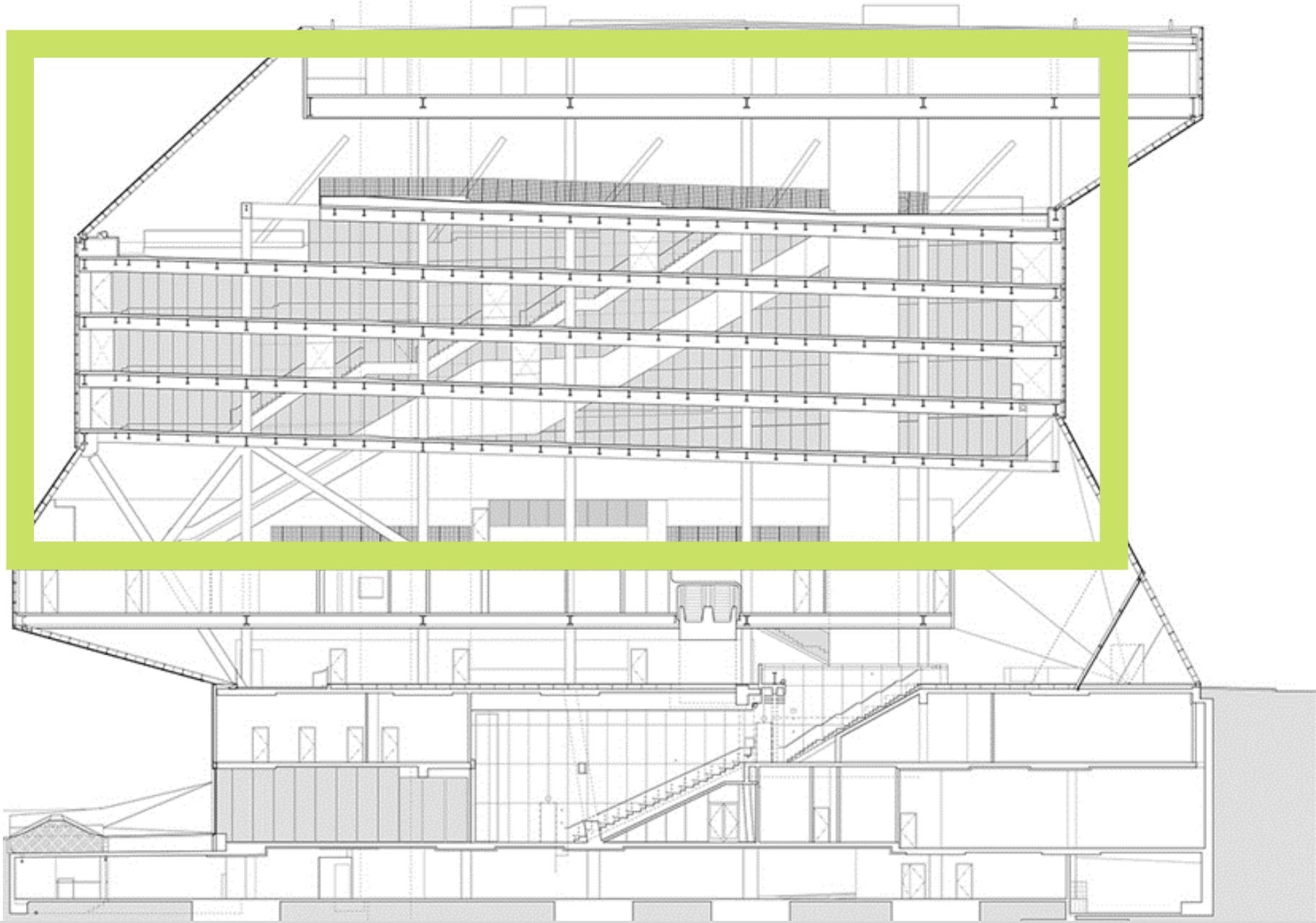

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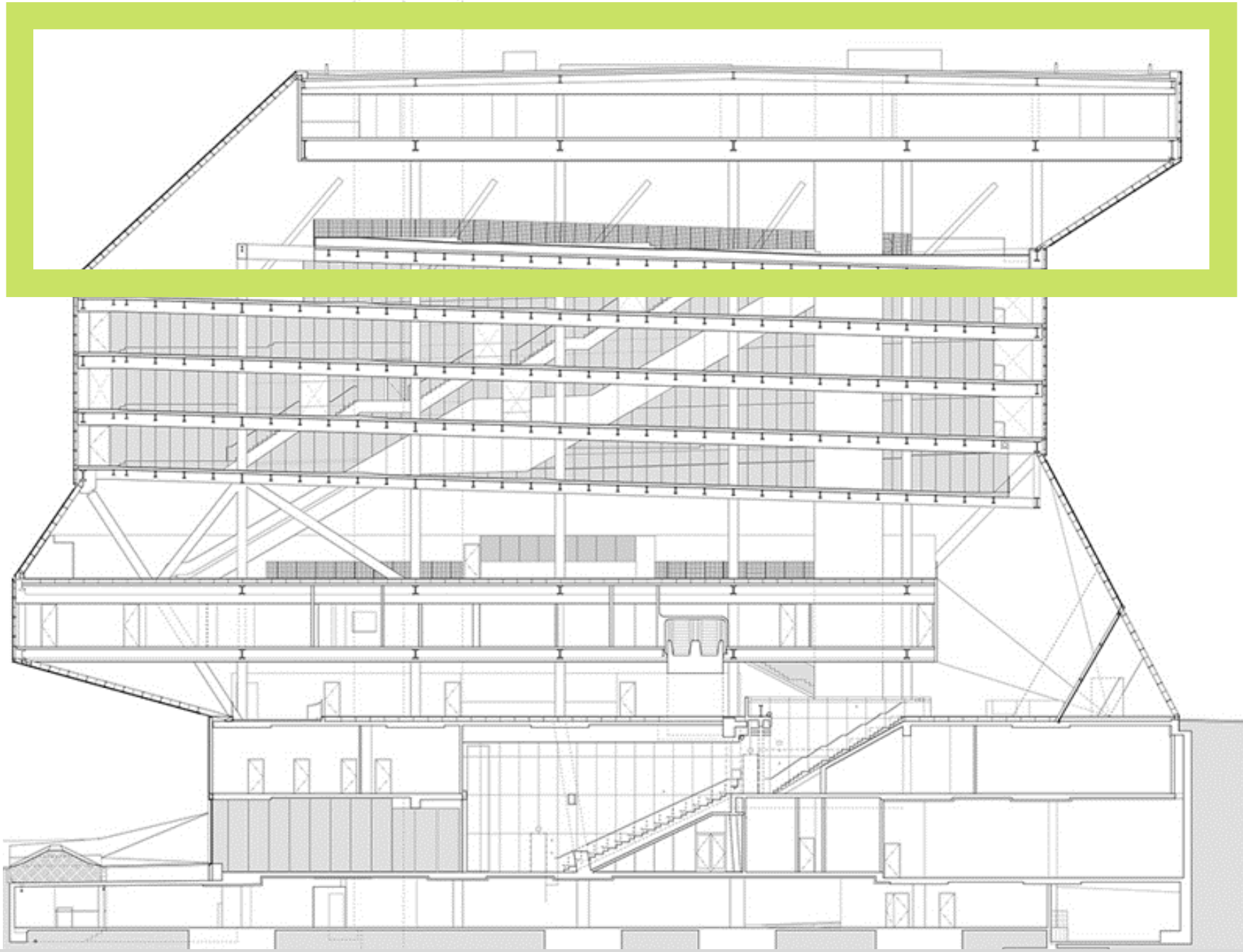


SOURCE: http://www.ted.com/talks/joshua_prince_ramus_on_seattle_s_library

WHAT IS A HYPER RATIONAL PROCESS?

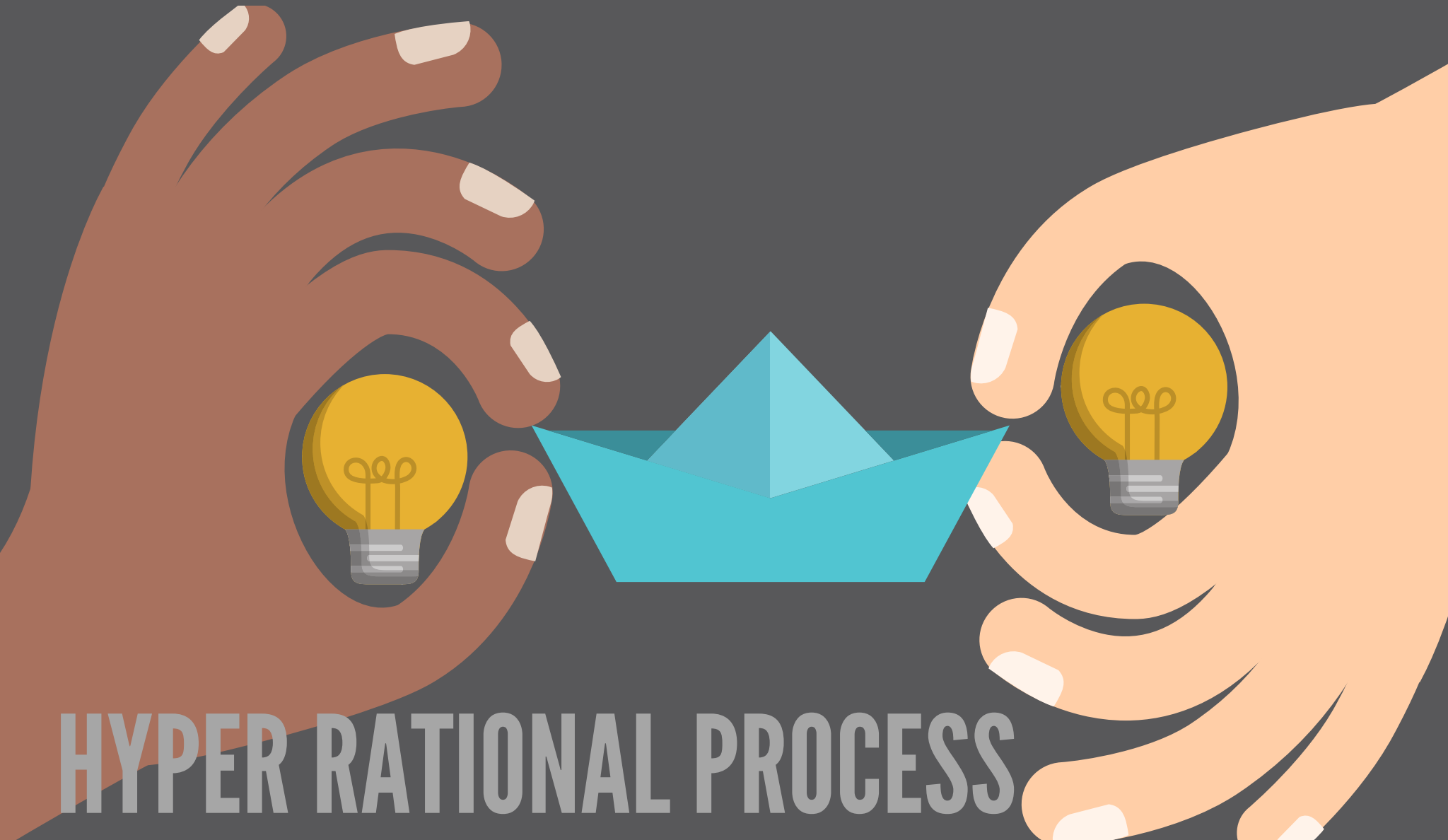
CHALLENGE GENERIC "ONE SIZE FITS ALL" DESIGN CONCEPT

HYPER RATIONAL PROCESS

NO MASTER ARCHITECT

HYPER RATIONAL PROCESS

CREATION AND EXECUTION ARE ONE PROCESS



HYPER RATIONAL PROCESS

USE EDITING AND TEAMS

Technical Team

Campus Search Discontinuation

Discovery Service Selection & Installation

Data Feed Integration

LinkID System Evaluation

Server Migration

Web Engineering

WordPress Blog Migration

Marketing Team

Social Media Evaluation

Librarian/Faculty Team

Subject Resources & Portals Evaluation

Product Eval. Team

Events Calendar Addition

LibGuides Trial

Live Chat Evaluation

Room Reservation System

Design Team

Graphic Design

Improved Navigation

Special Collections Redesign

Template Design

Web Interface Creation

HYPER RATIONAL PROCESS

DESIGN SHAPED BY ISSUE RESOLUTION, DELIVERABLES, AND CONSTRAINTS.

New Server — 6 MONTH DELAY

WordPress Blog Migration — 6 MONTH DEADLINE

Live Chat Evaluation
Events Calendar
Room Reservation System — 6 MONTH TRIAL PERIOD

CAMPUS PUBLICATIONS FEED

Improved Navigation
Web Interface Creation
Special Collections Redesign
Template Design
Graphic Design

HYPER RATIONAL PROCESS

HOW DO YOU DO YOU IMPLEMENT A HYPER RATIONAL PROCESS?

DETERMINE CORE VALUES

QUESTION STAFF & CLIENTS ABOUT OUR LIBRARY & WEBSITE

- Tell me about your library?
- What do you want to achieve with the design?
- Who is your target audience?
- What do you want produced?
- What exists already?
- What would I like to see?
- Why should I go to your site everyday?

SYNTHESIZE DATA

- Evaluate usage statistics to determine if pages are kept
- Evaluate our LinkID data to see how often people click on various offerings
- Evaluate search box data
- Evaluate client interaction data
- Evaluate instruction data
- Evaluate archives requests

IDENTIFY CORE ISSUES

- Our website is the **only centralized component of our UT Southwestern Library system/collection/resources**
- Our website needs to **unite all those areas with the flexibility of expansion and user experience**
- The **usage experience and expectation need to be flexible** with our various users and clients
- Our **access structure is becoming dated and limiting our growth** and usage of computer technologies
- Our **staff is not associated with place**
- We are **not fully aware of our new servers capabilities** to address multiple computer languages.

TAKE A CORE POSITION

OUR WEBSITE IS A VIRTUAL LIBRARIAN

- Our clients shouldn’t have to click more than 3 times to get to a resource.
- Our search box is not client friendly.
- Our LinkIDs are our website resource links and services only, they are not reflective of our collection, our archives, our exhibits, our remote storage, or our journals
- Link resolvers are generally not an effective editor of current content.
- Only certain portals have substantial resources
- Our catalog is not the same experience.
- Has tools which can provide accurate, current content
- We have too many entrance points to searches.
- We need metadata for LinkID content (excluding electronic books).
- We need to challenge vendor functionality and make decisions with accessibility and integration.
- We have statistical opportunities that provide insights to our clients and staff.

WHAT DECISIONS WE MADE

- Relegate Library website search box
- Remove dynamic subject resources pages due to lack of usage and outdated content in relation to staff support and upkeep realities
- Acquire a Discovery Service
- Implement LibCal for comprehensive room reservation system and instruction/training/event statistics tracking
- Pass on LibGuides due to lack of staff buy-in, incompatability
- Implement Databases A to Z functionality like LibGuides
- Replace resource alert system with a tweek to our existing Library News blog system.