Making a Commitment to User-Centered Design

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Today’s Agenda

1. Describe
   A. Process
   B. Roles
   C. Product

2. Capture user needs

3. Prioritize and organize content

4. Consider heuristics

5. Design pages
1A. Describe Process

• How are changes made on your library’s website?

• Is your process…
  – Political?
  – Collaborative?
  – Creative?
  – User-focused?
1B. Describe Roles

- User needs
- Objectives
- Content
- Design
- Programming
- Usability Testing
- Functional Testing
- Maintenance
1C. Describe Product

- Staff and patron perceptions
- Site map drawing on a whiteboard
- Language and use of jargon
- Web site inventory
2. Capture User Needs

What do your users need to be able to do?

Sources:
- Library staff
- Users
- Literature review
- Usability testing
3. Prioritize and Organize Content

- Prioritize
  - Benchmark other sites
  - List the content/features on your site
  - Prioritize the list based on documented user needs and library staff experience
3. Prioritize and Organize Content

- Organize
  - Develop “buckets” of related content for major areas of your site
  - Focus on tasks
  - Balance priorities and logical groupings
3. Prioritize and Organize Content

- What is a card sort?
- What is the purpose?
- Type of
  - Open
  - Closed
  - Combination
Open Sort
Closed Sort
4. Consider Heuristics

- Follow convention
- Be consistent
- Learn by testing
  - Other sites
  - Your library site
5. Design Pages

• User interface designer role
• Start from documented requirements
• Create wireframes, page designs
5. Design Pages

• Ongoing role for design
  – Style guidelines help maintain consistency for improved ease of use (interface, language)
  – Input from meetings and issue tracking
Build a usability testing program

• How many people do you need?
  – Organization size
  – Resources available
  – Site size
• Read books and articles
• Create a schedule
• Practice and iterate
Education

• Demonstrate the importance of testing
  – Make work process open
  – Hosting brown bag or open houses
  – Contributing to the larger library community

• Create a new atmosphere
  – User needs are primary
Usability Reading Material


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