

UX & USABILITY STRATEGIES AND WEBSITE ASSESSMENTS

CONTENT STRATEGIES & CONTENT REVIEWS

Systematic review of content is an essential part of site maintenance. In Content as UX, we discuss content strategies and maintenance cycles. To support contributors and divisions, we have provided content inventories and data about usage to help contributors strategically review their content, identify needs and gaps, and archive outdated content.

CONTENT AS USER EXPERIENCE (UX)

Content keeps users returning and is what users are looking for when they come to a website. The design, navigation, and architecture provide the structural bones of a site, but the content is what the users need. The Content as UX seminar series focuses on effectively creating content and writing for the web. We explore how people read online and in print, look at eye-tracking studies of print and online media, and discuss what we know about online behaviors (our own and our users).

PERSONAS

Personas represent the specific audiences who will use the site, and are composites created based on research and observations of users from a variety of user groups. Using personas and scenarios allow us to imagine our users and how they might use the site in much the same ways that stories allow us to imagine and understand characters and their actions. Our personas include user's background information, examples of library transactions, key interactions or issues with the systems used, and the necessities or comforts the user wants or expects.

COGNITIVE WALKTHROUGH

The Cognitive Walkthrough is a usability assessment method used to uncover discrepancies between the creators' and users' mental models of a system. This is done by developing series of tasks and questions from the perspective of users that are then worked through by evaluators. Personas help to enrich the cognitive walkthrough both as its tasks are being developed and as it is being performed.

DATA & ANALYSIS

Gathering meaningful data and devoting time to its analysis are challenging undertakings, and we have been evolving our approach to this over several years. We began using Google Analytics (GA) when we implanted our Adobe AEM/CQ web content management system in 2011. We have used GA to continue to make informed decisions about our content and to begin to learn more about how people use our website. Usage has both increased and changed since the redesign. We

have begun to track what our users click on in the site and are continuing to expand that tracking. We have used this event tracking to analyze how people use content so that we can make informed choices about making changes, and we have also used event tracking to see whether users are aware of drop-down menus and other options for navigating the site. We are continuing to explore how our GA data can help us analyze how people use our site, what devices they use to access our site, and where users go once they get to the site.

GOOGLE ANALYTICS DATA

We average more than 450,000 Sessions per month, even during the summer. In fall semesters, it's more than Half a Million sessions. We average between 650,000 and 750,000 pageviews per month (also, higher in the Fall semester, but not significantly lower in summer).

Academic Year 2014-2015

4,398,344 Total Sessions	3,553,398 Users	5,691,208 Pageviews
4,214,714 Desktop Sessions	3,229,317 Firefox	644,226 Chrome
137,451 Mobile Device Sessions	84,764 iPhones	52,687 Other
46,179 Tablet Sessions	38,892 iPads	7,287 Other

FEEDBACK & USER-CENTERED DESIGN STRATEGIES

We continue to gather feedback on the site, and are hoping to conduct surveys and focus groups to learn more about specific user groups. We continually explore user-centered design strategies, how usage is changing, how technologies and the Internet are changing, and what that all means for our users. We employ user-centered design strategies thoughtfully to serve the needs of our researchers and community, who have unique teaching, research, and learning needs that aren't always consistent with the needs of commercial websites.

THINKING HOLISTICALLY ABOUT UX

We think holistically about User Experience, exploring what contributes to our users' experiences, what kinds of users we want and need to engage, and what we want them to be able to do as a result of using our site. We can help you think holistically about UX as well: how you can use personas to identify content and design needs, how to evaluate the effectiveness of content, and what analytics and systematic content reviews can reveal.

APPLYING OUR FINDINGS

We are using data combined with our other assessments to make informed decisions about where to focus development efforts, what kinds of changes to make to the website, and how to approach content creation. We are applying all that we learn to improve our websites, online services, and application development processes. And we will continue to combine UX and user-centered design with meaningful assessments to enhance our online offerings.