Toward a Responsive Design: UX and the Library Website

Utah Library Association
2015 Annual Conference
1. Evolving User Expectations

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2. Responsive Design & BYU

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3. Managing Transition

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Device Ownership Among College Students, Oct 2014

- Smartphone: 87%
- Laptop: 86%
- Tablet: 30%
- Desktop: 17%

Based on “Student Monitor: Fall 2014” via eMarketer
“Whether you’re reaching somebody on their iPhone, an iPad or a laptop – which may go away as well – every device is going to start to look more and more like a phone.”

- Matt Britton
82% use tablets for academic purposes
58% use phones

14,437,477 hits in the past 12 months

= 500,000
10.8% Mobile

= 500,000
Mobile Traffic Over Time

2010: 0.8%
2011: 2.1%
2012: 4.4%
2013: 7.7%
2014: 10.8%
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Ben Crowder
Web Design Supervisor
- Busy
- Homogenous
- Boring
- Hard to find stuff
- Hard to find Help
- Not responsive
Rapid Prototyping + Lightweight Testing
1. Play around
How do I know which resources to use?

Our awesome subject librarians have collected all the best resources for your research area.

Find your subject

POPULAR SERVICES

- Study Room Scheduler
- Library Floor Maps
- Computer Labs & Laptops
- Camera Checkout
- AV Recording Racks

View All →

UPCOMING EVENTS

- Enn Ann Thomas
  Today: 11:45 am
  House of Learning Lecture by Richard Bennett
- Pro Tools Basics
  Today: 2:00 pm
  10:00 am
  View All →

CURRENT EXHIBITS

- Voices of the Civil War
  Evidence and Artifacts
  Level 1, in Special Collections
- Geospatial Technologies
  Connect You to the World
  Level 3, near entrance

View All →

LATEST NEWS

- William Wordsworth And The Invention of National Parks
  Posted, March 25
- Thinking About Grad School?
  March 5

View All →
INSPIRATION!
Library

Topics
Browse content by the topics that interest you most.

- Android
- Business
- CSS
- Design
- Development...
- Digital Literacy
- HTML
- iOS
- Java
- JavaScript
- PHP
- Python
- Ruby
- WordPress
2. HTML Prototypes
Need help with research?
Our awesome librarians have collected the best resources for your subject.
Find your subject

MORE RESEARCH HELP
Research and Writing Lab
Research Starter Guide
Step-by-Step Guide
Course Guides

Popular Services
Course Reserve
Interlibrary Loan
Study Room Scheduler
Computer Labs
View all services →

Popular Places
Special Collections
Family History Library
Library Instruction
Media Center
View map →

Upcoming Events
Erin Ann Thomas
Today - 11:40 am
House of Learning Lecture
Today - 2:00 pm
View all events →

Current Exhibits
William Wordsworth and The Invention of Nation Parks
Level 3, rear entrance
Voice of the Civil War: Evidence and Artifacts
Level 1, in Special Collections
View all exhibits →

Today’s Hours: 7 am – midnight
Need help with research?
Our awesome librarians have collected the best resources for your subject.
Find your subject
MORE RESEARCH HELP
Research and Writing Lab
Research Starter Guide
Ask a Librarian
3. Refine
In the flesh
Takeaways

• Don’t get bogged down
• Be creative / Try stuff
• Do and don’t trust yourself
• Throw stuff away
Thank you!

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3. Managing Transition

Brian Rennick
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Transition

From 2012: Web Working Group

In 2014:

February: Library-wide meeting
Alpha for library employees

March: Faculty Senate
Public beta
Feedback link

April: Launch
Link to old site for 6 months
Post-launch Study

- Focus groups
- Online survey (719 responses)
- Usability study
Feedback

• Students

• Library community
  • Academic libraries including Harvard University, Ohio State University, University of Miami, University of Montana, Princeton University, and Virginia Commonwealth University
  • OCLC

• Web design community
Student Feedback

“I don't know how long the website has looked like this. But this new design is amazing! I know where everything is now. The 2 menus sorted by color and with the easy to read icons makes me feel right at home. I feel powerful with an interface that is so easy to use. Great color, good contrast, love the flat design. Great job! Give whoever designed this a raise.”
OCLC Web Designer

“Wow, This is a GOOD library website from BYU. Very good. I’ve been playing for 20 minutes now, and am liking a lot of their choices. It’s clear, simple and to the point. I actually like the fixed columns on either side – who would have thought?. (Desktop) Some interesting UI/UX choices going on here. We could learn a lot. Mobile is impressive as well.”
RWD on Twitter

Responsive Design (Ethan Marcotte) @RWD via Twitter

Man, there’re some lovely touches on the responsive design for BYU’s Harold B. Lee Library: http://lib.byu.edu/ (via @rblakejohnson)

Brad Frost @brad_frost (in responce to @RWD above) via Twitter

@RWD @rblakejohnson I like how utilitarian it is.

A.J Kandy @AJKandy (in responce to @RWD above) via Twitter

@brad_frost @RWD @rblakejohnson Love the type and colours. Simple, friendly.
Better Integration of Homegrown and Vendor Tools

Challenge: Avoid Teasing the User with False Advertising

"According to one line of thought, having a state-of-the-art RWD site is a form of false advertising, and it certainly doesn’t take users' full online experience into account. In this way, responsive library websites are a tease; window dressing on a largely undesigned experience that is not in the hands of librarians to design."

- Aaron Schmidt

Vendor Integration

- Templates and Custom CSS
- Modify Vendor Tools via JavaScript
- Application Programming Interface (API) - Web Services
Integration Examples

• My Account
• Interlibrary Loan
• Study Room Scheduler
• Floor Maps
• FAQ
My Account

Courses  more ▼

Course Guides

- BUS M 498 (Benson)
  BusM 498 - Strategic Management • Subject Librarian
How much does it cost to print?

Black & White (B&W) > 7 cents per page
Color > 15 cents per page

Topics
- Printing & Scanning

Updated Jan 26, 2015 • [LibAnswers page](#)
Questions?

Use the Feedback link at lib.byu.edu