Redesigning the Academic Library Website:
When all you ever wanted was a better apple

Joe Marquez, Sonoma State University
What changes need to be made? What are future needs? What needs are not being addressed? What else don’t we know that we think we might need?

Previous Library website

- no global navigation
- no visible “end” to the page
- html only
- 6 software packages
- no uniform branding
- multiple servers
The laundry list

• Friendlier interface
• Global Navigation
• Intuitive structure and architecture
• Branding, (more) consistent across all software packages
• Ease of Updating in case of Alert
• Faculty Outreach
• Advertising/Marketing/Getting the Word out on
• Calendar
• Simplified search *
• More robust OPAC *
• Mobile interface *
Ask the users, sometimes they know
Survey other <body>s and harvest ideas
(and ask users what they want)
What is a wireframe?
What is a wireframe?

A wireframe is a spatial and conceptual representation of a webpage. Its purpose is to illustrate what a webpage will look like before `<html>` is written. The wireframe is about site structure, not about graphic design.

What isn’t a wireframe?

Well...it isn’t a webpage.
Wireframe examples – v1

University Library homepage redesign

Today's Hours: 7:30AM - 7:00PM v

Research ▾ Services ▾ How Do I...? ▾ About ▾ My Library Login

Search Snoopy Library Catalog
Keyword ▾ Search
Advanced Search | Other Libraries | LINK+ | WorldCat | New Titles | Popular Reading

Research
- Link
- Link
- Link
- Link
|
More...

Services & Tools
- Link
- Link
- Link
- Link
|
More...

How do I...?
- Link
- Link
- Link
- Link
|
More...

About
- Link
- Link
- Link
- Link
|
More...

SSU Library Twitter
Follow SSU Library on Twitter

LIVE-DANCE-PAINT
Works of CeiJa Stojka
8.17.09 to 10.30.09
Library Art Gallery
1 2 3 4 More

Contact Us | Search this Site | Employee Login | plugins | 8-12-09
Jean & Charles Schulz Information Center | Sonoma State University
1801 E. Cotati Avenue Rohnert Park, CA 94928-3609
<table>
<thead>
<tr>
<th>Logo, Library Name</th>
<th>NeedHelp</th>
<th>{alert}</th>
</tr>
</thead>
</table>

**Global Navigation**

**Category Descriptions**

**Search Form**

- Hours, Bldg information, directions, study areas

**Most Popular (links)**

**How Do I...? (or, Key Services)**

**Twitter**

**Calendar**

**Footer**
Wireframe examples – v3

Header (logo, library name) [#989389]

Global Nav (incl, log-in to My Library Record) [#3B5998]

OPAC

Slideshow (no color, as this depends on slide)

Hours

How Do I...?

Calendar

Footer [#ffffff]
<table>
<thead>
<tr>
<th>Homepage – basic layout</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Global Navigation</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Search/Need</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Slideshow</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Reference/Services links</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>TBD</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Footer</td>
</tr>
</tbody>
</table>

University Library
Jean & Charles Schulz Information Center @ SSU
## Secondary page – basic layout

<table>
<thead>
<tr>
<th>Secondary page – basic layout</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header</td>
</tr>
<tr>
<td>Global Navigation</td>
</tr>
<tr>
<td>Search/I Need</td>
</tr>
<tr>
<td>Breadcrumb</td>
</tr>
</tbody>
</table>

### Local Navigation

### Content

### Related Links

### Footer
Almost there....now test!
Xerxes 2

Searches the catalog and Academic Search Premier (at the moment).

Built on Solr which will allow for additional XML libraries to be added such as Dspace, ContentDM, and our LibGuides.
Book record

Includes:

- citation information
- SMS record to your mobile
- the ability to save to a folder
- the ability to request materials from ARS
Conquistadors, Monsters, and Maps: Moby-Dick in a New World Context

By: Antonio Barrenechea
Format: Article
Year: 2009
Published In: Comparative American Studies volume 7 issue 1, pages 18-33
Database: Humanities International Complete

Summary

Herman Melville’s Moby-Dick (1851) is read within a hemispheric American context of transmission across political and cultural borders. A reinterpretation is proposed of what many still regard as the ‘Great American Novel by examining the national concerns of Moby-Dick in relation to a longer New World history of European conquest and settlement in America, North and South. Inter-American hieroglyphic and cartographic sources are identified for the novel and the argument is made that, by redeploying colonial pint and visual archives that form the legacy of New World writers, Melville reverses the course of Jacksonian nation-building, which was rapidly making the US the political successor of the Spanish Empire and was likely to replicate its recent failures.

Covers the topics:
- LITERATURE & society
- HISTORY
- FICTION - 19th century
- CONQUEST, Right of
- AMERICAN male authors
- DISCOVERIES in geography
- UNITED States
- MOBY-Dick (Book)
- MELVILLE, Herman, 1819-1891

Includes:
- citation information
- access to full-text
- basic summary
- the ability to save to a folder
...and another part of the future is mobile (library.sonoma.edu/m)
...and now it’s live….now what?

We ask more questions.

We ask:
- How the users like the new site?
- What suggestions do you have in making this version better?
- What is missing?
- Do they use the site for non-school tasks?

We also observe how the students actually use the site. If you are a faculty member, begin to teach instruction and become an actual user. Your instruction sessions will show you where the site can be tightened up and more user-friendly.

Essentially, the web design process never ends, we just learn more about our users.
Contact Info

Joe Marquez
Sonoma State University

Email:  joe DOT marquez AT sonoma DOT edu
Web:  http://library.sonoma.edu
Mobile:  http://library.sonoma.edu/m/