Step-by-Step Template for Redesign

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Please take out your phones!
Imposter syndrome

- “I’ve never done this!”
- “I don’t know where to start!”
- “I’m not a Web Designer.”
- “I’m not a UX expert.”
- “Shouldn’t I get a master’s degree in web design first?”
Who are we?

St. Francis College (SFC)
◎ Brooklyn, NY
◎ 2,300 students
  ○ 19% African American
  ○ 21% Latinx
  ○ 5% Asian
◎ Solo Digital Services Librarian/Webmaster
◎ LibGuides CMS

Metropolitan College of New York (MCNY)
◎ Lower Manhattan, NY & South Bronx, NY
◎ 1,100 students
  58% African American
  24% Latinx
  Average Age: 34
◎ No one librarian in charge of web services
◎ Wordpress.com CMS
Why redesign?

SFC
- LibGuides v1 retirement
- 5 year-old site
- Tiny pictures
- Too many homepage links
- ADA compliancy issues
Why redesign?

MCNY

- MCNY decided to streamline entire campus website
- Predecessor left
- Migration happened in a hurry
- Confusing to students
Step 1: Goals

**SFC**
- Reduce redundant links
- Embed social media
- Create more intuitive site
- Bigger pictures

**MCNY**
- Reduce redundancies
- Make important information visible
- Arrange information into logical chunks
- Making the initial picture smaller
Step 2: Data

**SFC**
- Google Analytics
- Springshare Analytics
- Student UX Survey
- Usability Study w/Pratt Institute

**MCNY**
- Lost Google Analytics data in the migration
- Light on the UX studies
Step 4: Wireframe Prototyping
Step 5: Implementation

- Meetings!
- SFC coded their template in bootstrap;
  MCNY was not granted access
- IT made final update
Step 6: Marketing
Step 7:
Go Live!
Step 8: Do it all over again!

- More user and usability testing!
- Website assessment should be an iterative process
- Fine tuning Google Analytics
- Future Proofing
  - What if LibGuides goes out of business?
  - Archive your site
    - Don’t rely on the Wayback Machine
  - What if I leave my institution?
Thanks!

Any Questions?

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