CREATING & EXECUTING A WEBSITE RE-DESIGN SIMULTANEOUSLY: A HYPER RATIONAL APPROACH

JANE SCOTT
“It is time for architecture to do things, not just represent them.”

Architect Joshua Prince Ramus

SOURCE:  http://www.ted.com/talks/joshua_prince_ramus_on_seattle_s_library
WHAT IS A HYPER RATIONAL PROCESS?
CHALLENGE GENERIC "ONE SIZE FITS ALL" DESIGN CONCEPT
NO MASTER ARCHITECT

HYPER RATIONAL PROCESS
CREATION AND EXECUTION ARE ONE PROCESS
USE EDITING AND TEAMS

Technical Team

- Campus Search Discontinuation
- Discovery Service Selection & Installation
- Data Feed Integration
- LinkID System Evaluation
- Server Migration
- Web Engineering
- WordPress Blog Migration

Librarian/Faculty Team

- Subject Resources & Portals Evaluation
- Product Eval. Team
  - Events Calendar Addition
  - LibGuides Trial
  - Live Chat Evaluation
  - Room Reservation System
- Design Team
  - Graphic Design
  - Improved Navigation
  - Special Collections Redesign
  - Template Design
  - Web Interface Creation

Marketing Team

- Social Media Evaluation

HYPER RATIONAL PROCESS
DESIGN SHAPED BY ISSUE RESOLUTION, DELIVERABLES, AND CONSTRAINTS.

**TECHNICAL MANDATES**
- New Server (6 MONTH DELAY)
- WordPress Blog Migration (6 MONTH DEADLINE)

**TRANSPARENCY & FACILITIES SUPPORT**
- Live Chat Evaluation (6 MONTH TRIAL PERIOD)
  - Events Calendar
  - Room Reservation System

**CAMPUS SUPPORT**
- Campus Publications Feed
  - Improved Navigation
  - Web Interface Creation
  - Special Collections Redesign
  - Template Design
  - Graphic Design

**ACCESSIBILITY & USER EXPERIENCE**
HOW DO YOU DO YOU IMPLEMENT A HYPER RATIONAL PROCESS?
DETERMINE CORE VALUES

QUESTION STAFF & CLIENTS ABOUT OUR LIBRARY & WEBSITE

• Tell me about your library?
• What do you want to achieve with the design?
• Who is your target audience?
• What do you want produced?
• What exists already?
• What would I like to see?
• Why should I go to your site everyday?
SYNTHESIZE DATA

- Evaluate usage statistics to determine if pages are kept
- Evaluate our LinkID data to see how often people click on various offerings
- Evaluate search box data
- Evaluate client interaction data
- Evaluate instruction data
- Evaluate archives requests
Our website is the only centralized component of our UT Southwestern Library system/collection/resources. Our website needs to unite all those areas with the flexibility of expansion and user experience. The usage experience and expectation need to be flexible with our various users and clients. Our access structure is becoming dated and limiting our growth and usage of computer technologies. Our staff is not associated with place. We are not fully aware of our new servers capabilities to address multiple computer languages.
Our clients shouldn’t have to click more than 3 times to get to a resource.
Our search box is not client friendly.
Our LinkIDs are our website resource links and services only, they are not reflective of our collection, our archives, our exhibits, our remote storage, or our journals.
Link resolvers are generally not an effective editor of current content.
Only certain portals have substantial resources.
Our catalog is not the same experience.
Has tools which can provide accurate, current content.
We have too many entrance points to searches.
We need metadata for LinkID content (excluding electronic books).
We need to challenge vendor functionality and make decisions with accessibility and integration.
We have statistical opportunities that provide insights to our clients and staff.
WHAT DECISIONS WE MADE

- Relegate Library website search box
- Remove dynamic subject resources pages due to lack of usage and outdated content in relation to staff support and upkeep realities
- Acquire a Discovery Service
- Implement LibCal for comprehensive room reservation system and instruction/training/event statistics tracking
- Pass on LibGuides due to lack of staff buy-in, incompatability
- Implement Databases A to Z functionality like LibGuides
- Replace resource alert system with a tweak to our existing Library News blog system.