

Web Advisory Committee Annual Report to Library Council 2015-2016

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Overview

The committee had 10 meetings between 1 July 2015 and 31 August 2016. In addition, the Web Renewal Working Group held weekly and bi-weekly meetings during the same period.

Membership:

<u>Name</u>	<u>Role</u>
Margaret Vail	Chair & LITS System Developer
Sarah Stevenson	Web Publisher (until July 1 st , 2016)
Creighton Barrett	Assistant Web Publisher & Archives (until December 31 st , 2015)
Shelley McKibbon	Kellogg representative Assistant Web Publisher (starting January 1 st , 2016)
Marc Comeau	LITS Director
Allison Fulford	AUL Discovery (ex-officio)
Amanda Sparks	Sexton representative & Access Services
Nikki Tanner	Law representative (Fall 2015 & Winter 2016)
Erin MacPherson	MacRae representative & Information Literacy
Joan Chiasson	Archives representative (from January 1 st , 2016)
<u>Guests</u>	
Marlo MacKay	Communications
Michele Charlton	Communications
Stefanie Wilson	Campus Web Team
Linda Bedwell	Assessment Librarian
Emily Colford	Research Assistant Summer 2015
Charlotte MacKeigan	Reading Course Student Fall 2015 / Web Intern Winter 2016
Zhaoxin Li	LITS Co-op Student Summer 2016
Julie Darnbrough	Communications Intern
Mike Smit	SIM Advisor
Andre Richard	Illustrator
Natalie Murray	Campus Web Team
Lindsay McNiff	Information Literacy
David Michels	Focus Group Advisor
<u>Outside Contributors</u>	
Scott Pronych	Graphic Designer from Dalhousie Communications & Marketing
Krista Beck	Campus Web Team

The Web Advisory Committee would like to thank everyone who was involved in the Web Renewal Project. This was a huge project and involved many aspects of the Library system and staff from across the libraries and the university. Thank you to our content providers, content editors, bug reporters, focus group participants, card sort participants, and to our many proofreaders.

Key Activities Completed:

- Launched new libraries.dal.ca website on July 5th, 2016
 - User testing
 - Card sort activity led by Emily Colford (Summer 2015)
 - 40 Students
 - 20 Faculty Members
 - Usability testing led by Emily Colford (Summer 2015)
 - 2 Undergraduate Students
 - 3 Graduate Students
 - 4 High School Students (to represent first year students)
 - 3 Faculty Members
 - Usability testing led by Charlotte MacKeigan and Mike Smit (Fall 2015)
 - 5 Undergraduate students
 - 1 Graduate student
 - 2 Faculty Members
 - Full website card sort activity (November ish)
 - Margaret, Sarah, Shelley, Allison
 - Focus groups led by Charlotte MacKeigan and David Michels with help from the Web Advisory Committee (Winter 2016)
 - 2 with Library Staff
 - 2 with Students (one at Agriculture and one at Studley. The third, scheduled for Carleton campus, did not attract any participants.)
 - 1 with Faculty
 - Usability testing led by Charlotte MacKeigan and Allison Fulford (May 2016)
 - 2 with University staff
 - 3 Faculty Members
 - New content architecture
 - Hours module and widget
 - Developed and modified etc.
 - Thank you to UBC for supplying code on GitHub
 - New homepage
 - Copyediting and proofreading of every page
 - New content

Usage statistics

libraries.dal.ca site stats

	July 1, 2014 – June 30, 2015	July 1, 2015 – June 30, 2016	Difference
Visits	1,387,653	1,403,001	+ 15,348
Unique Visitors	587,467	547,933	- 39,534
Page Views	2,837,061	2,825,780	- 11,281
Average Visit Duration	2:23 min.	2:01 min.	- 22 sec.

Busiest Day: Wednesday, October 14, 2015 with 10,428 page views.

Busiest Week: October 18-24 2015 with 54,529 page views.

Busiest Month: October 2015 with 230,925 page views.

Top 25 Webpages for July 1st 2015 to June 30th 2016

Rank	Page Title	Page views
1	Libraries Homepage http://libraries.dal.ca	934,728
2	Health Sciences Research http://libraries.dal.ca/research/health_sciences_research.html	133,120
3	Research Tools http://libraries.dal.ca/research.html	93,794
4	W. K. Kellogg Health Sciences Library http://libraries.dal.ca/locations_services/locations/w_k_kellogg_healthscienceslibrary.html	39,990
5	Killam Memorial Library http://libraries.dal.ca/locations_services/locations/killam_memorial_library.html	35,372
6	Study Rooms http://libraries.dal.ca/locations_services/workspaces/study_rooms.html	34,394
7	Advanced Search http://libraries.dal.ca/advanced_search.html	29,005
8	Sir James Dunn Law Library http://libraries.dal.ca/locations_services/locations/sir_james_dunn_lawlibrary.html	28,966
9	6 Criteria for Websites http://libraries.dal.ca/using_the_library/evaluating_web_resources/6_criteria_for_websites.htm	28,100
10	Book Reviews http://libraries.dal.ca/writing_and_styleguides/style_guides/book_reviews.html	25,468

11	Collections http://libraries.dal.ca/collection.html	21,114
12	Locations & Services http://libraries.dal.ca/locations_services.html	20,833
13	OWL (BbLearn) for Students http://libraries.dal.ca/locations_services/services/faculty_services/BBL_for_students.html	19,793
14	Using the Library http://libraries.dal.ca/using_the_library.html	18,921
15	Sexton Design & Technology Library http://libraries.dal.ca/locations_services/locations/sexton_design_technologylibrary.html	17,667
16	Library hours http://libraries.dal.ca/library_hours.html	17,380
17	Writing & Style Guides http://libraries.dal.ca/writing_and_styleguides.html	16,710
18	Wallace McCain Learning Commons http://libraries.dal.ca/locations_services/locations/wallace_mccain_learning_commons.html	15,175
19	Library hours http://libraries.dal.ca/locations_services/library_hours.html	12,492
20	RefWorks http://libraries.dal.ca/research/refworks.html	12,121
21	Sciences Research http://libraries.dal.ca/research/sciences_research.html	11,142
22	University Archives http://libraries.dal.ca/collection/archives.html	9,826
23	Document Delivery http://libraries.dal.ca/locations_services/services/document_deliveryservices.html	9,331
24	Legal Research http://libraries.dal.ca/research/legal_research.html	7,767
25	Photocopying, Printing & Copyright http://libraries.dal.ca/locations_services/services/photocopying_printingcopyright.html	6,727

New libraries.dal.ca site stats

	OLD SITE July 6, 2015 – September 13, 2015	NEW SITE July 6, 2016 – September 13, 2016	Difference
Visits	165,730	159,960	- 5,770
Unique Visitors	79,378	70,601	- 8,777
Page Views	412,538	341,292	- 71,246
Average Visit Duration	2:49 min.	2:13 min.	- 36 sec.

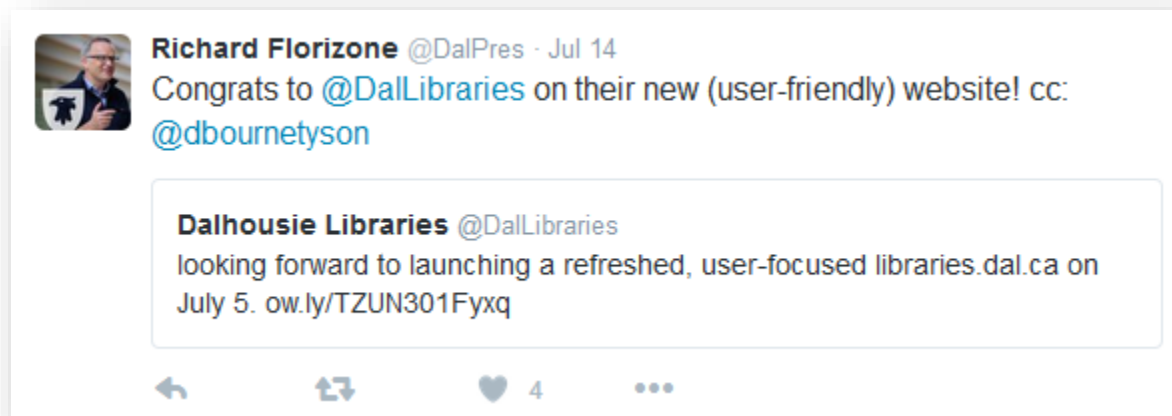
Top 25 Webpages for July 6th 2016 to September 14th 2016

Rank	Page Title	Page views
1	Libraries Homepage http://libraries.dal.ca/	121,101
2	Health Science Resources http://libraries.dal.ca/hours-locations/kellogg/health-science-resources.html	14,200
3	Research http://libraries.dal.ca/research.html	8,312
4	Find http://libraries.dal.ca/find.html	4,572
5	Killam Memorial Library http://libraries.dal.ca/hours-locations/killam.html	3,513
6	Search - Dalhousie University http://libraries.dal.ca/search.html?stype=libraries& charset =UTF-8	3,379
7	W.K. Kellogg Health Sciences Library http://libraries.dal.ca/hours-locations/kellogg.html	3,255
8	Sir James Dunn Law Library http://libraries.dal.ca/hours-locations/dunn.html	2,664
9	Online Tutorials http://libraries.dal.ca/help/online-tutorials.html	2,493
10	Services http://libraries.dal.ca/services.html	2,442
11	My Library Account http://libraries.dal.ca/my-library-account.html	2,263
12	Study Rooms http://libraries.dal.ca/hours-locations/workspaces/study-rooms.html	2,145
13	Sexton Design & Technology Library http://libraries.dal.ca/hours-locations/sexton.html	1,843
14	Document Delivery http://libraries.dal.ca/borrow/document-delivery.html	1,671
15	Contacts http://libraries.dal.ca/about/contacts.html	1,616
16	Borrow http://libraries.dal.ca/borrow.html	1,607

17	Software Downloads http://libraries.dal.ca/help/software-downloads.html	1,312
18	RefWorks http://libraries.dal.ca/research/refworks.html	1,238
19	Photocopying & Printing http://libraries.dal.ca/services/photocopying-printing.html	1,162
20	Help http://libraries.dal.ca/help.html	962
21	Wallace McCain Learning Commons http://libraries.dal.ca/hours-locations/wmlc.html	924
22	University Archives - Dalhousie University http://libraries.dal.ca/find/university-archives.html	923
23	Style Guides http://libraries.dal.ca/help/style-guides.html	919
24	Online Teaching - Copyright Office - Dalhousie University http://libraries.dal.ca/services/copyright-office/for-faculty/online-teaching-guide.html	884
25	Search - Dalhousie University http://libraries.dal.ca/search.html? charset =UTF-8&stype=libraries	845

Feedback from new libraries.dal.ca website

Tweets



Richard Florizone @DalPres · Jul 14
 Congrats to @DalLibraries on their new (user-friendly) website! cc: @dbournetyson

Dalhousie Libraries @DalLibraries
 looking forward to launching a refreshed, user-focused libraries.dal.ca on July 5. ow.ly/TZUN301Fyxq

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Mike Smit @michael_smit · Jul 5

Congrats @DalLibraries on redesigned website launch today, based in part on user studies with @dalsimnews students! blogs.dal.ca/libraries/2016...



CARL / ABRC and 5 others follow



Karim B Boughida @kboughida · Jul 18

@dbournetyson @DalPres @DalLibraries I like it very much. Congrats



Email to Donna

Begin forwarded message:

From: Andrea Power <Andrea.Power@Dal.Ca>
Date: July 7, 2016 at 4:51:39 PM ADT
To: Donna Bourne-Tyson <Donna.Bourne-Tyson@Dal.Ca>
Subject: Love your new library site

Really like the search tool! Great to see the hours posted so clearly too.

Congrats. I am sure it was a ton of work.

Andrea

Andrea Power, MPA, CMP (Prosci)
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Manager, Secretariat Operations

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DALHOUSIE UNIVERSITY
dal.ca/dept/university_secretariat.html

Dal Libraries Launches Refreshed Website w. MLIS Student Assistance

July 7, 2016 [Kimberly Humes](#) — [Leave a Comment](#)

On July 5th, **Dalhousie Libraries** launched a revamped website, featuring a more streamlined look, and added several navigation widgets and features to help improve user experience. MLIS graduates **Emily Colford** and **Charlotte MacKeigan** assisted with usability research, redesign/layout and many other tasks related to this site revamp.

We applaud Dalhousie Libraries and our MLIS students for their hard work on this initiative. User experience is an extremely important consideration when designing (or redesigning) any information system, and we are sure this will help the Dalhousie community navigate their library services much more quickly and easily.

Read the full synopsis of the website project [here](#) and visit the revised site [here](#).

TODAY@DAL

» [Go to news main](#)



Dal Libraries launches refreshed, user-focused website

Posted by Dalhousie Libraries on July 7, 2016 in [General Announcements](#)

[Libraries.dal.ca](#) has a refreshed look and layout, featuring improved navigation, a new front page layout including a tab called "My Library Account," and a tabbed search box. We're especially fond of the new hours widget on the front page, allowing you to see at a glance the hours of all our locations at once.

The changes to [libraries.dal.ca](#) have been made in response to user testing and focus groups that started in the summer of 2015. Usability testing and consulting continued into the spring of 2016. To all students, faculty and staff who took part in our research and provided valuable feedback, thank you!

[Libraries.dal.ca](#) is an integral part of our services. It is our sixth library, providing access to research information for students, researchers and faculty wherever they are. Our website is the most-used website at Dal after [dal.ca](#). Despite its high usage of 1,415,612 unique sessions and 2,890,032 page views in the past year, we knew [libraries.dal.ca](#) needed improvements. Results revealed from the 2013 [LibQUAL+ survey](#) told us that users of the website reported they sometimes had difficulty finding what they were looking for and used Google instead. We also wanted to eliminate confusing library jargon from our website.

The Dal Libraries look forward to serving you better online. We couldn't have made these improvements without the Dal Libraries Web Committee, Dalhousie's Web Team, and Dalhousie's Creative Services Team. Special thanks to the University of British Columbia for sharing the code they developed for the hours widget, and to Computer Science intern Zhaoxin Li for his work on modifying it for our needs. Many thanks to recent SIM graduates Emily Colford and Charlotte MacKeigan for their assistance with usability research, redesign/layout work and more.

Negative Feedback

ccc :

Your library webpage update looks great and really shows all the services you offer; but could you please put the Kellogg search resources (pubmed, web of science, etc) back somewhere where they are fast and easy to access?

Also I was disappointed that as you roll this webpage out that the live help is offline. Would have loved to just quickly ask that way, rather than through a more formal complaint.

Please bring back the Research Link that used to show the various disciplines like Social Sciences, Health Sciences, Agriculture, etc, where I could click on one of those links and it would take me to the common databases that were used in that field.

The web committee only received two negative pieces of feedback during the summer of 2016 after the launch of the new website. The feedback involved being unable to locate Kellogg search resources. Steps were taken to clean up the Kellogg library page to make the link more prominent.

Future Plans / In Progress

- Plan for web assessment and user testing 4 years after launch (2020)
- Launch new website 5 years after this current launch
- Prepare instruction document for future web refresh, web assessment, and user testing
- Post launch web assessment of new webpage
- Review Terms of Reference for Web Advisory Committee

Respectfully submitted,

Margaret Vail
Web Advisory Committee Chair