

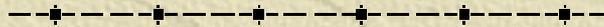


FLICC Discussion Series



Web Site Redesign

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The Web Phenomena

- ✦ Millions of public and Intranet web sites
- ✦ Web sites trickling down to the lowest level of an organization
- ✦ Many web sites have been around for 5-8 years

Web history links: http://www.elsop.com/wrc/h_web.htm

Some Reasons for a Redesign

- ✦ New web staff
- ✦ New management staff
- ✦ Organization pushing web template down
- ✦ Change in focus
- ✦ ADA/Section 508
- ✦ Web site design 3+ years old

Types of Redesigns

✦ Quick Fix

- ◆ Update graphics (new, flashy icons)

✦ Major Redesign

- ◆ New structure (change 1st and 2nd level)
- ◆ Upgrade back-end (database-driven web site)

The NRL Environment

- ✦ Four sites (D.C.; Monterey, CA; Stennis, MS; Arlington, VA)
- ✦ Special library focused on Chemistry, Physics, Electronics and Space Sciences
- ✦ Five year old web site, maintained by on-site contractors

Current web problems

- ✦ Loose organization of web pages w/ad hoc security
- ✦ Multiple instances of links manually kept in sync
- ✦ Slow process to eliminate dead external links
- ✦ Unwieldy monthly maintenance process
- ✦ Frequently rotating contract web staff
- ✦ Deep and confusing web site layout
- ✦ Some sections no longer in scope of library services
- ✦ Coordinating multiple web page maintainers

Path to the Solution

✦ Created web team including:

- ◆ Webmaster (on-site contractor)
- ◆ Reference Section Head
- ◆ Reference Librarian
- ◆ Reports Section Head
- ◆ HCI expert (external to library)
- ◆ Access Services Rep.
- ◆ Web Librarian
- ◆ Library IT Head

Path to the Solution (cont.)

- ✦ Developed Goal and Objectives for the Web Planning Team
- ✦ Decided upon 1st and 2nd level structure
- ✦ Debated merits of various interface options

Proposed solution

✦ Database driven web site based on:

- ◆ ColdFusion Enterprise Server
- ◆ Sybase SQL database

✦ Decided to not use:

- ◆ Java
- ◆ Active Server Pages (ASP)
- ◆ Frames
- ◆ Browser-specific tags

Useful Sites:

- ✦ Every web browser ever made! - [http:// browsers.evolt.org](http://browsers.evolt.org)
- ✦ Good web principles - <http:// www.gooddocuments.com>
- ✦ Human Factors - <http:// www.usableweb.com>
- ✦ Jakob Nielsen's Web Design - <http:// www.useit.com>
- ✦ Northwestern redesign – <http://staffweb.library.northwestern.edu/redesign>
- ✦ Philip and Alex's Guide - <http:// www.arsdigita.com/books/panda>
- ✦ Usability Test – <http://gamma.rwu.edu/users/smcmullen/usable.html>