UH Libraries Website Redesign

PEER WEBSITE COMPETITIVE REVIEW

Web Services, November 2014

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Project Summary

One of Web Services' research goals for the redesign was to assess the current design landscape across academic library websites. In November 2014, Web Services looked at select peer institution websites to evaluate their effectiveness and better understand design trends. Four team members-- the Head of Web Services, the Web Services Coordinator, the Digital Projects Manager, and a developer/visual designer-- established criteria for heuristic analysis, viewed select library websites, and collaborated on creating actionable design recommendations. We generated 35 recommendations which we will use with both user and stakeholder data to guide the planning and design of the new site.

STATEMENT OF PURPOSE

The purpose of this competitive analysis is to evaluate how select peer and aspirational institutions' websites address specific key design components and functionalities. The data collected will inform the information architecture, features and behavior, and visual design of the Libraries' new website. Evaluation criteria include the look and feel of the site, the experience across devices, the discovery process, and access to archival collections as well as library support, services, and resources.

PEER INSTITUTIONS

- Brigham Young University Libraries
- North Carolina State University Libraries
- University of Wisconsin Libraries
- Virginia Commonwealth University Libraries
- University of Washington Libraries
- Vanderbilt University Libraries

HOW DID WE SELECT THEM?

Websites were chosen based on any combination of the following criteria:

- High ARL ranking
- Library highly regarded among peers
- Website highly regarded among peers
- Library matches UH Libraries in size and technological resources

Review Criteria

1. LOOK AND FEEL

- home page layout
- secondary/tertiary page template/layout
- university and library branding
- fonts and colors
- use of image and video
- balance of text, image, and whitespace
- dynamic display of content
- consistency

2. EXPERIENCE ACROSS DEVICES

- responsive
- optimized for touch (ex. big touch targets, limited hover behavior and tooltips)

3. DISCOVERY OF RESOURCES

- discovery interface
  - location and presentation of search tools
    - architecture (categories)
    - interaction elements (tabs, buttons, etc)
    - which tool(s) is/are featured
  - presentation of search results (aggregated or bento box)
    - usability
    - satisfaction

4. FINDABILITY OF MOST FREQUENTLY NEEDED INFO/SERVICES

- clarily of separation of research and library operations info
- hours
- ILL/borrowing
- reserves
- study rooms/using or reserving a space
- coputer/equipment/room availability
- research guides
- my account

5. SUPPORT

- point of need help
- Ask Us

6. USER GROUPS

- presenting information to different types of users
  - user groups
    - grad students
    - faculty
    - alumni
    - those with disabilities
  - criteria
    - findability of services
    - unified location

7. CONTENT STRATEGY

- meeting student needs vs. library marketing objectives

8. SPECIAL COLLECTIONS

- findable from home page
- physical/digital distinction

9. BRANCHES

- findable from home page
- often found in footer as well as navigation - should be accessible from any page on the site
- is there a different look and feel/layout between the branches? Would users instantly know they are on a different site?

10. GIVING TO THE LIBRARIES

- findable from the home page

Review Criteria

11. PRIMARY AND SECONDARY NAVIGATION

- room to grow navigation options
- hidden options
- quick access links in appropriate and expected places

12. NAVIGATION WITHIN MICROSITES

- Branches and Special Collections; how are they handled?
- Easy access to closely connected microsites (ex. Spec Coll and Giving)

13. MY ACCOUNT

- what services (library or campus) are listed
- interaction with settings and content

14. STAFF PROFILE PAGES

- what information is presented
- standardized images
- publications/scholarshiop

15. MAPS & DIRECTIONS

- How are branch locations presented to users?
- directions to different service points within the library

16. NEWS & EVENTS

- past events
- regularly occurring events -- their own home page?
- How broad is scope of events?
- How do users keep current with neews? RSS, email, subscription, other?

- Are there other sources of news (like spec coll blog) and how are they presented with the other news (separate or aggregated?)
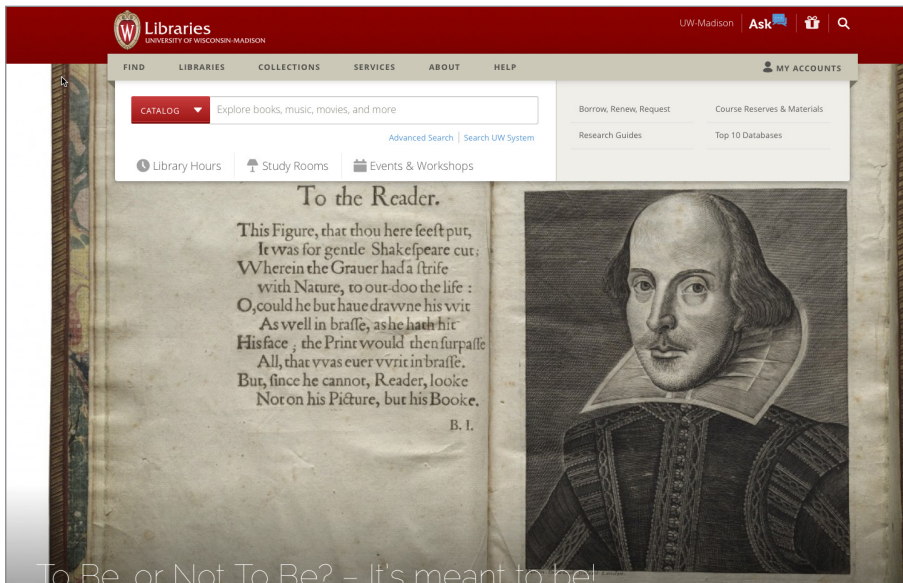
17. ELECTRONIC RESOURCES

- How are these presented to the user?
- Dedicated page? Where is it?

Recommendation *Look and Feel*

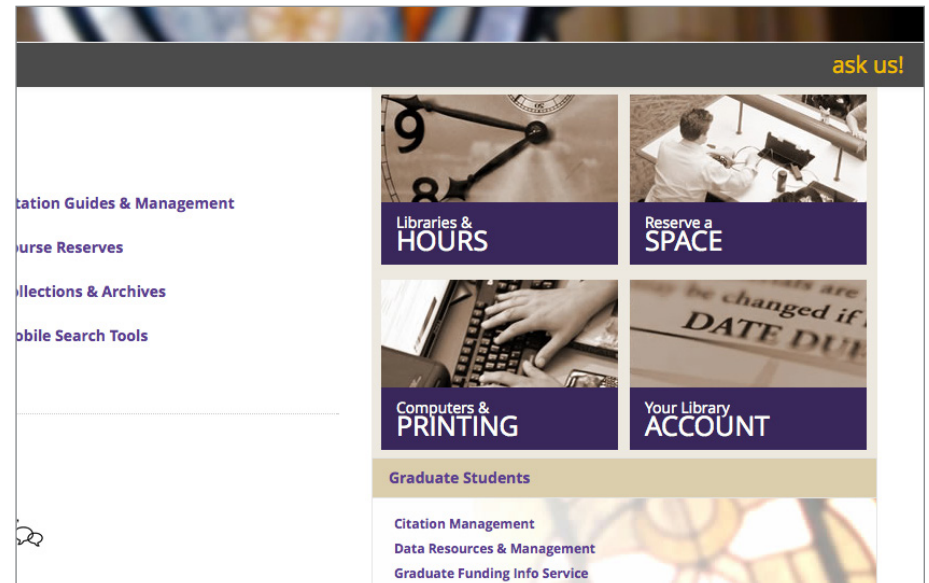## Make our site more visually dynamic and engaging

Our peer sites creatively use images from their collections and employ updated style and interaction design best practices.

Rather than promote library news, events, and collections in a typical front page carousel, the University of Wisconsin Libraries uses the content to populate the page's background. Scolling through these images activates parallax scrollling behavior.

The University of Washington Libraries adds images to links.

TAKE AWAYS

- Use large full-bleed images where possible
- Add images to section links
- Use more images on secondary pages that are relevant to the content on the page
- Exploit images from Special Collections throughout the site
- Exploit images within library itself

CONSIDERATIONS

- Develop and implement graphic icons (or a color schema) to represent sections fo the site
- If using a carousel, rather than use dots or numbers as links to carousel items, use buttons or thumnails with images and/or text
- Integrate digital exhibits into the site
- Employ parallax scrollling of images

Recommendation *Look and Feel*

Give our site pages a clean, uncluttered layout with a nice balance of image and text.

Several of the sites use whitespace and flat simple colors and graphics to reduce cognitive load and make links easier to identify.
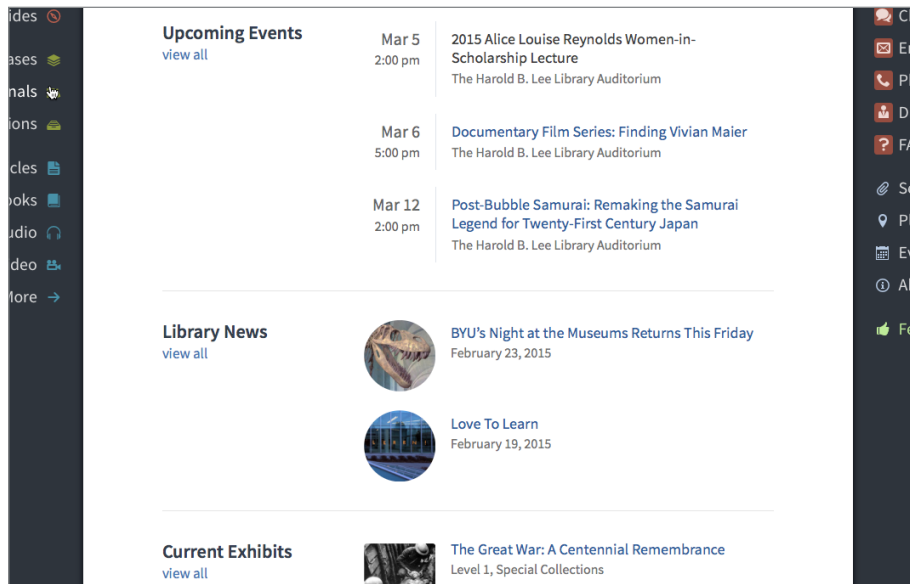
BYU uses plenty of whitespace and presents most content in one column, creating a long, but uncluttered and easily readable page.
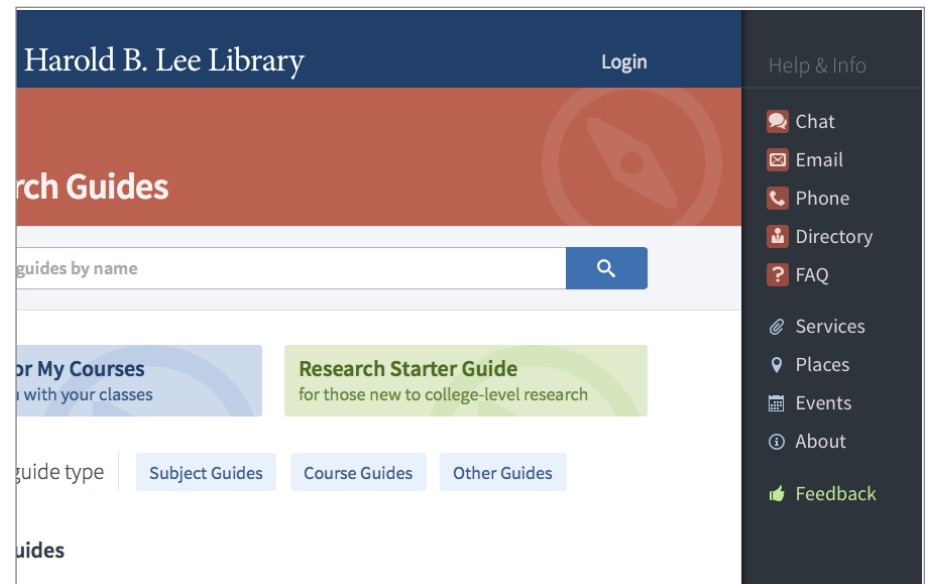
BYU also relies heavily on flat icons and simple graphics.

TAKE AWAYS

- Use borders, dividing lines, and underlines as sparingly as possible
- Incorporate flat visual design of images, graphics, and content section backgrounds; limit use of gradients and drop shadows
- Separate page elements through a generous use of whitespace

CONSIDERATIONS

- Simple but strong contrasts between light and dark section backgrounds
- Use icons or graphics instead of text links where possible

Recommendation *Experience Across Devices*

Make mobile layout meet needs of mobile users rather than reflect a simplified full screen layout

The most effective mobiile layouts of our peer sites surface and highlight what users might need, such as library hours and computer availability.
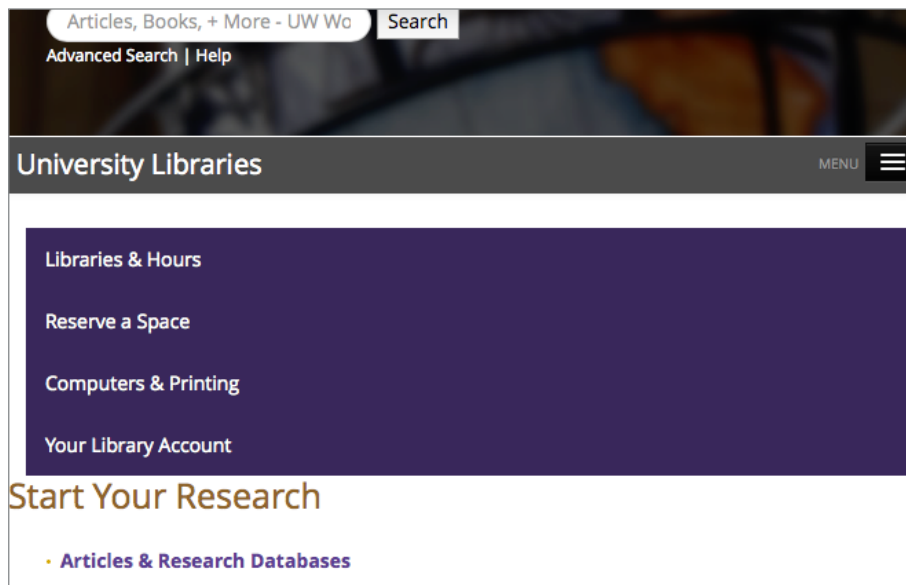
The University of Washington features links commonly needed in a mobile context--such as library hours and access to the user's account--in the mobile layout.
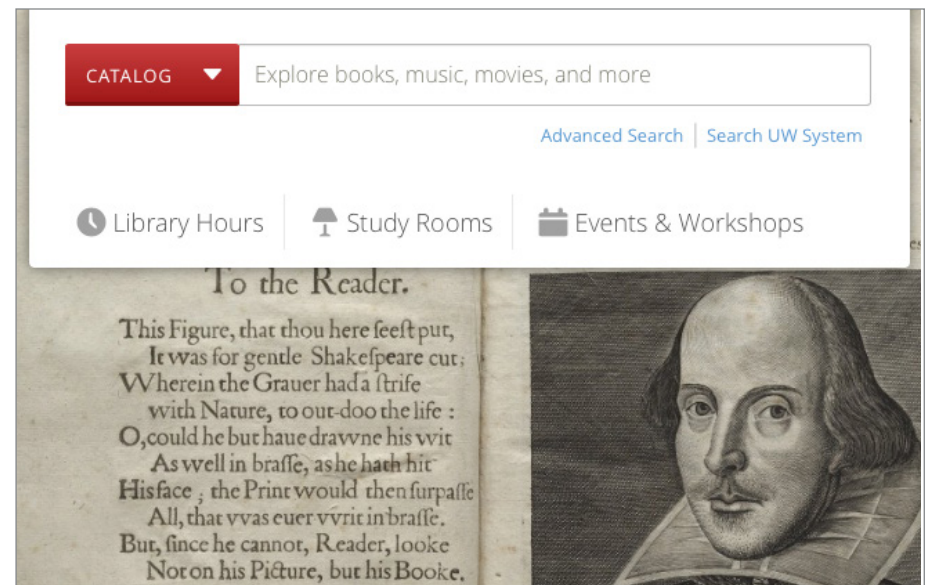
The Universtiy of Wisconsin uses multiple sizes of an image to accommodate multiple formats and aspect ratios.

TAKE AWAYS

- In mobile layout, feature links and content related to most common mobile user tasks
- Make images responsive either by shrinking or using multiple assets, or removing images all together
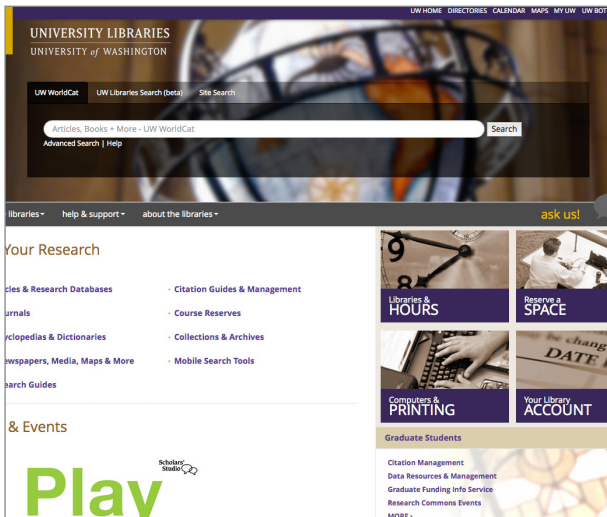
CONSIDERATIONS

- Design mobile layouts first
- Include resolution sizes for both tablets and smartphones

Recommendation *Discovery of Resources*

## Make research the priority on the home page

Many peer sites use layout and style elements to draw focus to the discovery interface and research services links on the home page.

The image behind the search interface on Washington's site immediately draws your focus. Research resources start on the left side and take up much of the middle third of the page.
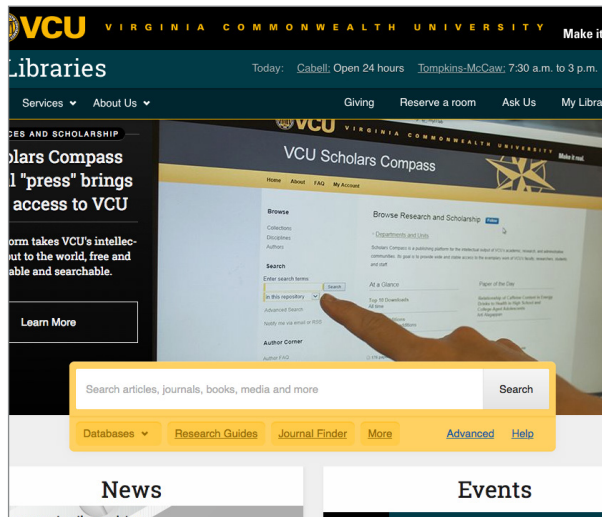
VCU draws attention to its search interface with a bold yellow background. However, placing it in the vertical center of the page does not match where users look first-- the top third. Instead, it looks like the focus of their site is library news.
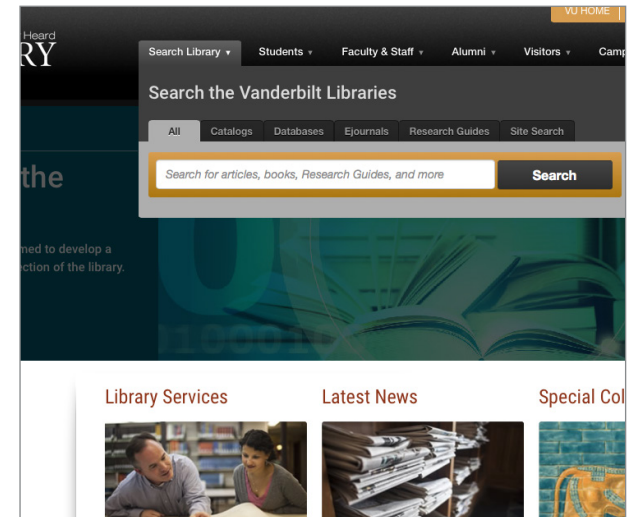
Vanderbilt's search interface is hidden inside a dropdown. No search interface is displayed when the page loads.

TAKE AWAYS

- Make the search interface the most prominent element on the home page
- Place interface in the top third of the page
- Visually separate or elevate the interface by using a background image, graphic, or color and/or adding a drop shadow
- Make the search bar, buttons, and everything around it larger

CONSIDERATIONS

- Employ translucent or out of focus fills around the search bar to make it visually more interesting and provide greater visibility for the background image

Recommendation *Discovery of Resources*

Implement a single search box but have other needed resources nearby

All sites incorporate a single search box in the search interface that searched multiple collections at once. Some include tabs to narrow the scope of the search with a website search as an option. Only BYU and VCU group research resource links with the search box.
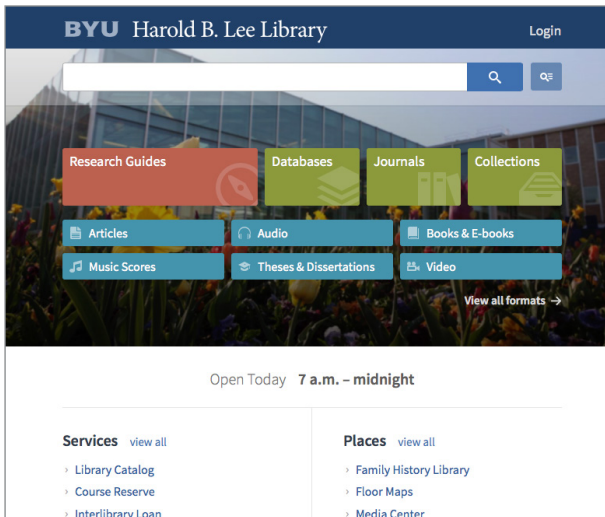
BYU uses a single search box without tabs. Research resources are positioned just below the search box, within easy reach. Resource links are represented as tiles which are sized and shaded according to resource type.
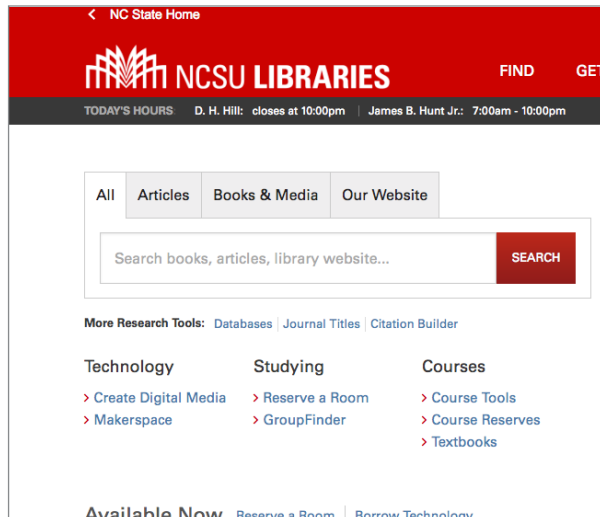
NCSU employs helper text and a default "All" tab to indicate the search interface will search all holdings. Notable is that they do not include the omnipresent but ambiguous "and more" in their helper text.
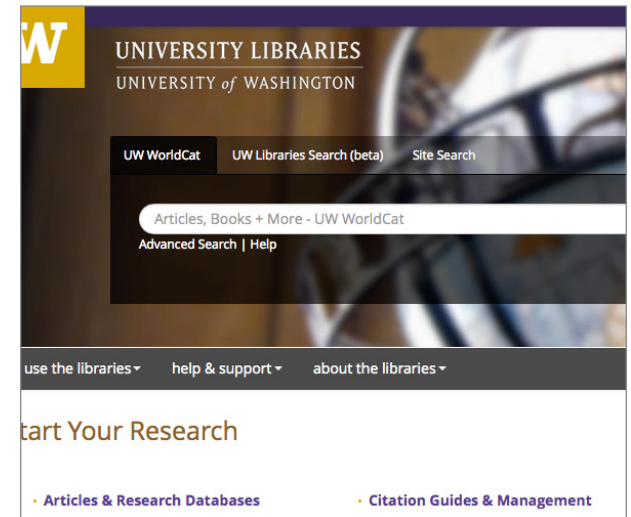
Washington uses helper text in their single search box with tabs representing a catalog and site search. Unlike BYU's site, research resource links are further down on the page.

TAKE AWAYS

- Don't use branding or name the search tool, but instead make it clear that it searches everything
- Include placeholder text to inform users what they are searching for
- Emphasize resources visually by importance; Offer users easy and direct access to resources (databases, journals, collections, research guides, reserves,) as well as an easy way to search directly for material types

CONSIDERATIONS

- Put Reserves and Research Guides together, as those are for students and the other resources are for anyone

Recommendation *Discovery of Resources*

Provide easy access to advanced search options while keeping the path for basic searches clear

Our peer sites either sent users to a separate page, provided a flyout, or automatically displayed the most popular advanced options for each search type. Since most were hidden, the options did not distract from or overcomplicate basic searches. However, moving back and forth between the home page and an advanced search page can slow or disrupt the search experience.
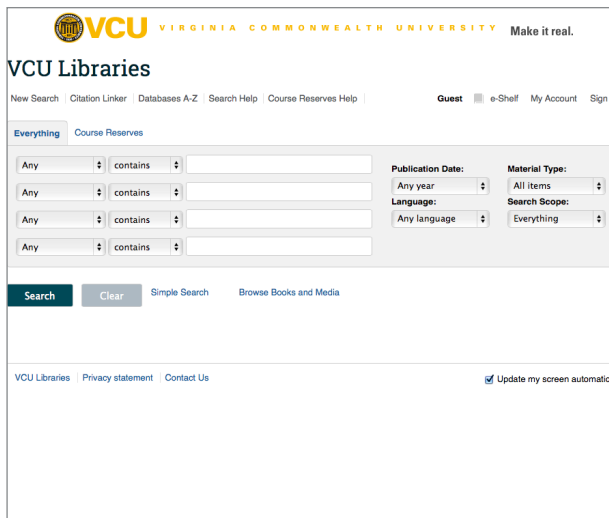
Washington and Virginia Commonwealth provide an advanced options link that takes users to a separate page. This requires users to return to the home page to start over with a basic search.
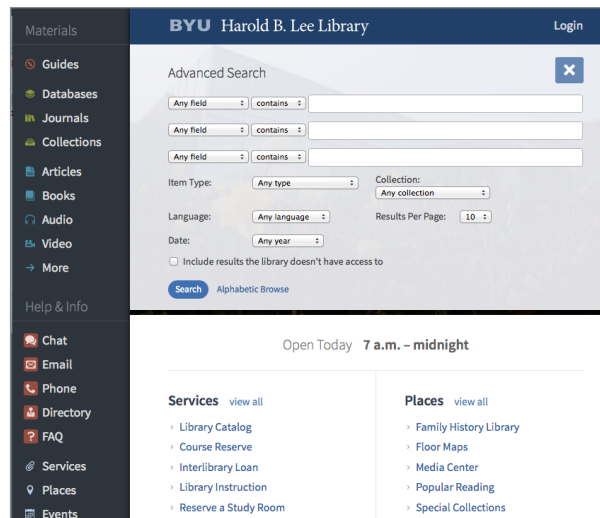
BYU hides advanced search options behind an easily recognizable search icon in the search interface. Rather than sending users to a separate page, clicking on the icon expands and hides the options. This is much less disruptive to the search experience.
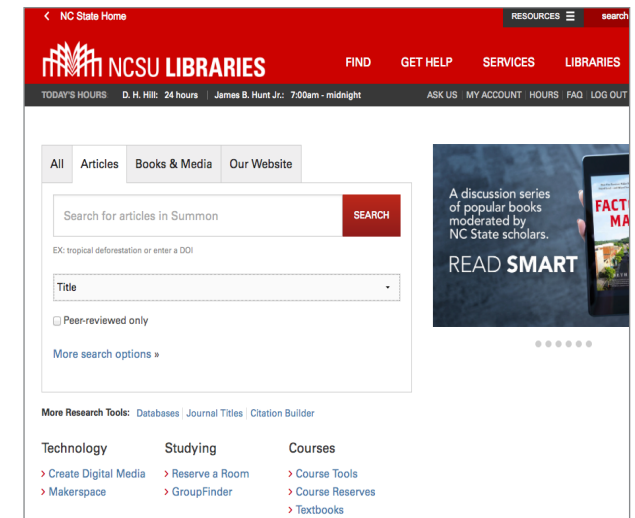
NCSU does not provide global advanced search options. Rather, they display separate advanced options for article and catalog searches respectively. They only display the most popular search parameters for each, with links to separate pages for more options.

TAKE AWAYS

- Hide or minimize advanced search options, but clearly and easily accessible
- Display search options visually, without text if possible

CONSIDERATIONS

- Expand/hide advanced search without taking users to a separate page.
- Remove advanced search alltogether, distributing advanced options across the faceted searches where relevant

Recommendation *Discovery of Resources*

Provide research guidance and resources info in search results and on item level pages

Most peer sites not only separate results by resource type, but also provide links to related library resources and services, such as research guides and a subject librarian.
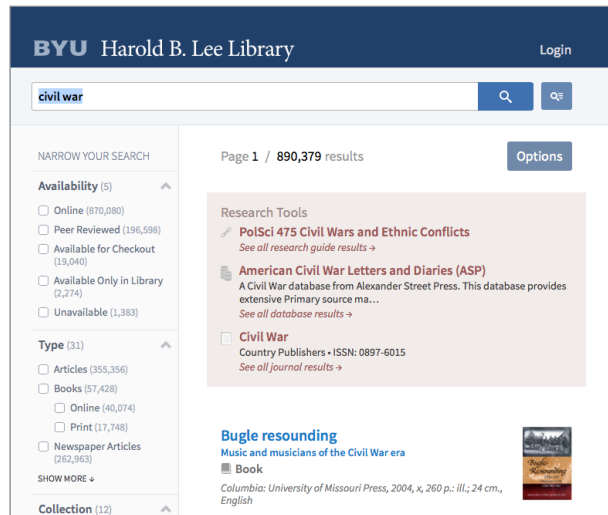
BYU offers a top research guide, database, and journal result grouped as "Research Tools" above the catalog results.
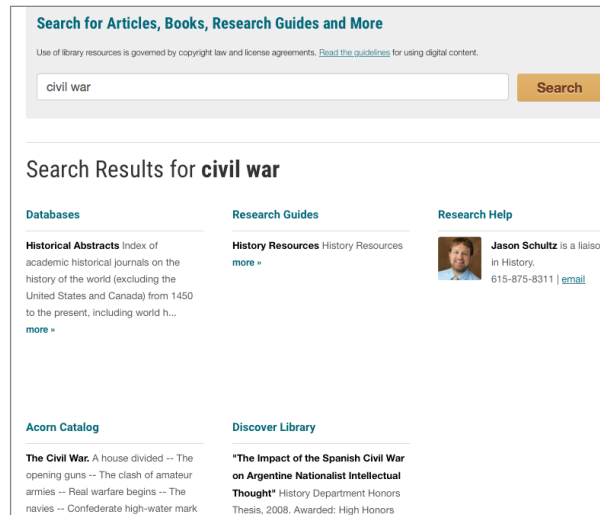
Vanderbilt displays the top result from databases and research guides above their catalog results. They also provide information on the appropriate subject librarian.
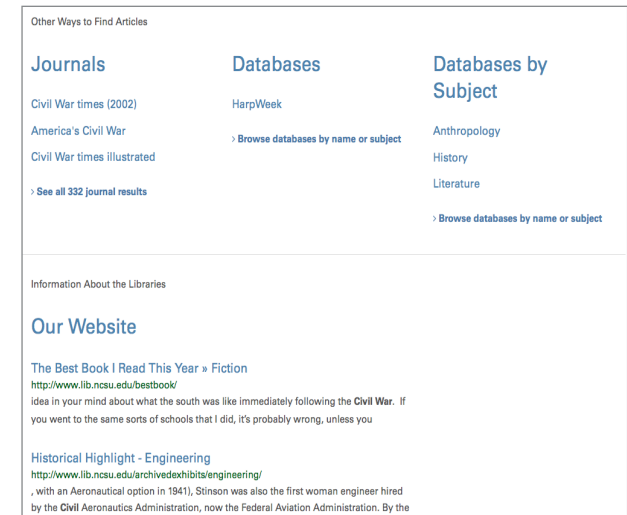
NCSU provides not only database suggestions by subject, but also content such as reviews and exhibits at the bottom of the page.

TAKE AWAYS

- Display related items based on subject headings
- In search results, display tools such as databases and research guides that would help with search subject

CONSIDERATIONS

- Present appropriate Subject Liaison Librarian
- Present relevant FAQ from LibAnswers
- Include "Report a Problem with this record" and have it utilize the Feedback box (BYU)

Recommendation *Discovery of Resources*

Make it easier for the user to find unique physical as well as digital collections

Both BYU and NCSU allow users to search both physical and digital collections in one unified search on pages devoted to collections. However, neither integrate this search into the aggregated home page search.
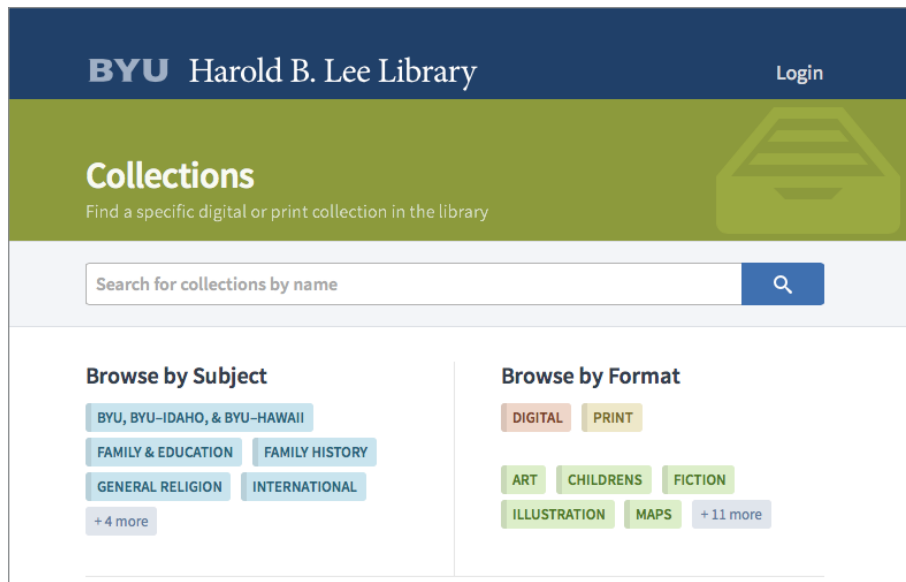
Both BYU and NCSU offer a separate unified search of all physical and digital collections.

NCSU displays aggregated search results by resource type and format, but does not include Special Collections in the search scope. They do include exhibit results, but they are buried at the bottom of the page under "Our Website."

TAKE AWAYS

- Devote separate federated search for all collections, including both digital and physical collections, rare books and manuscripts, finding aids, and digitized materials (BYU, NCSU)
- Provide quick access from the results page to individual collection items without going into external systems

CONSIDERATIONS

- Users could access item as well as all record and supplemental information from the results page. For example, images could appear with content in a lightbox, videos could play.

Recommendation *Findability of Most Frequently Needed Information and Services*

Highlight most needed services for students on homepage outside of main navigation

Peer websites let users see library hours and perform common tasks such as reserving a room or checking computer availability on the home page.
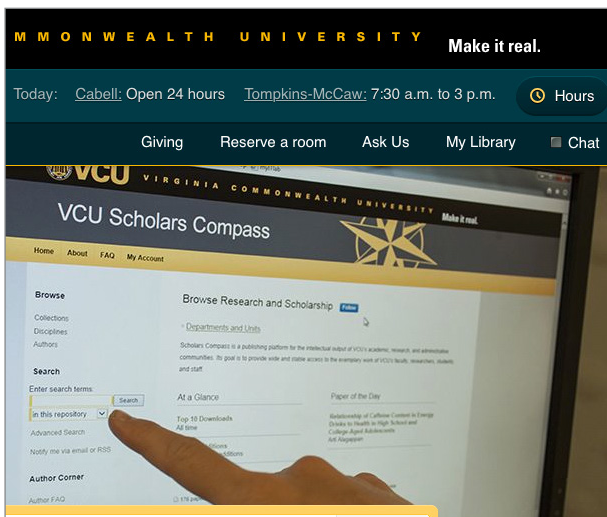
VCU includes current hours of multiple libraries and an icon-based link to more hours into.
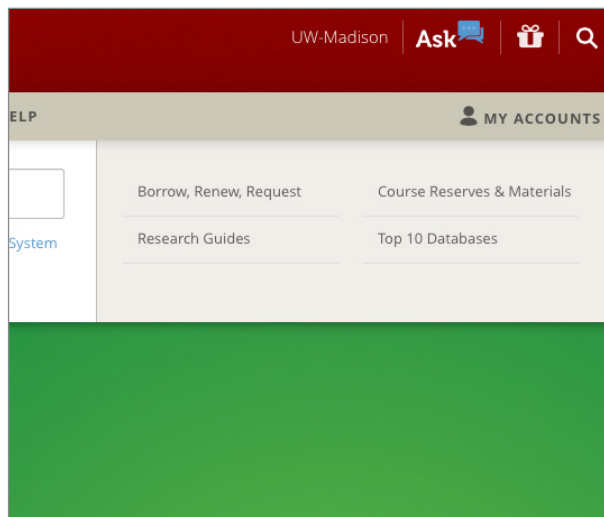
Wisconsin provides access to user accounts in a familiar place (top right) and calls out the link with an icon.
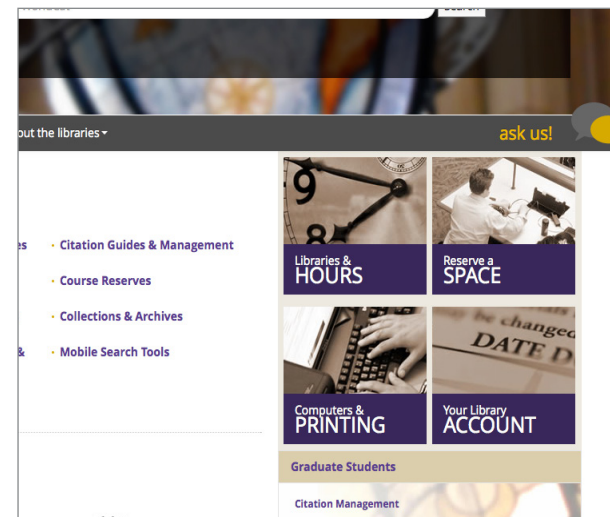
Washington provides quick access to library hours and user accounts as well as computer and space availability. Since they are often useful in a mobile context, these links are prominently featured in the mobile layout.

TAKE AWAYS

- Make these links persistent where applicable
- Hours needs to be prominent and have a visual component, but separate from other prominent links (VCU, NCSU)
- My Account should be prominent (Wisconsin, VCU, BYU)
- Links to the following services should be prominent and grouped together
    ◦ Reserve a room and Room availability
    ◦ Computer availability

CONSIDERATIONS

- Style and lay out these links to align with mobile layout, where needs are more targeted

Recommendation *Findability of Most Frequently Needed Information and Services*

Provide easy access to main UH websites and common UH-wide resources

All peer websites except BYU's site include access to their university's website and other services in the banner at the top of the page. UH Libraries buries these links in the footer.
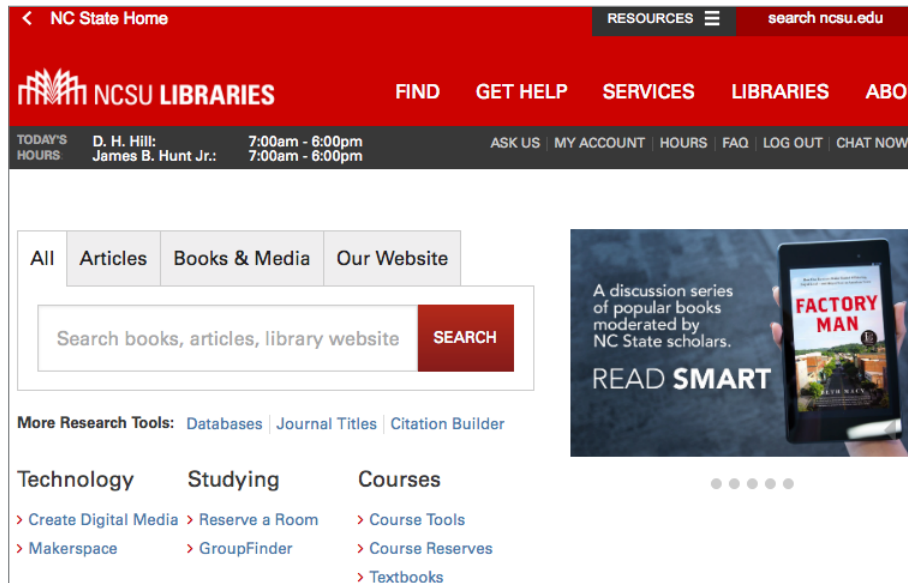
NCSU provides in the banner a link to the university website as well as other resources and a main site search.
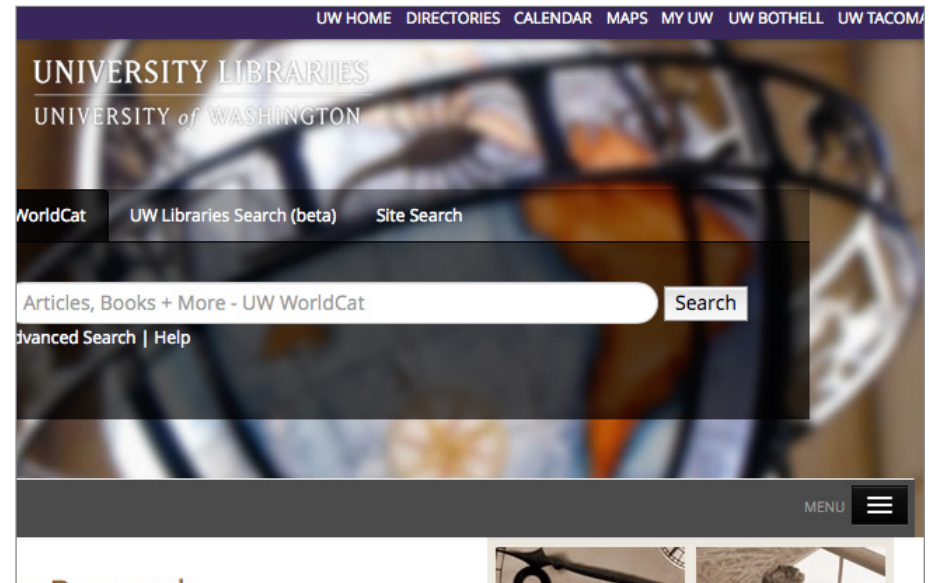
Washington provides links to the main university site as well as directories, maps, the user's main student account and UW branch campuses. All of these are in the banner.

TAKE AWAYS

- Have a bar at the top of the page with UH (non-library) links
- Could include links to UH Home, AccessUH, Directory, Calendar, Maps
- Work with content providers to reduce amount of content on pages

CONSIDERATIONS

- Include a search box of the UH site that expands (Wisconsin)
- Perhaps add useful links (ex. Staff Directory) with drop-down menu via mobile menu (hamburger) button

Recommendation *Findability of Most Frequently Needed Information and Services*

Make Help options findable from across the site and provide non-disruptive access during research

On some peer sites, Help options, including chat features, persist in a header or side panel across the site. Links include graphics to make Help more identifiable and display useful information, such as librarian availability.
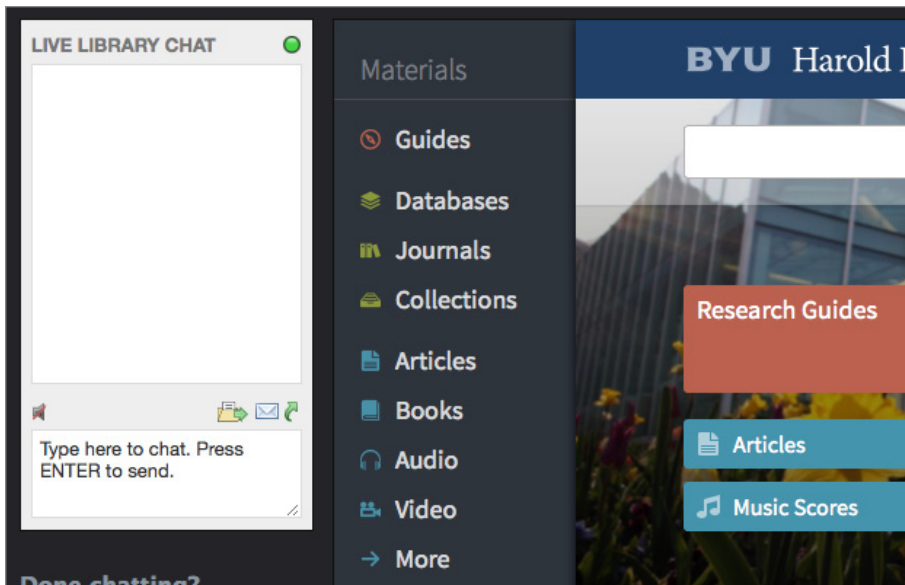
When accessing Chat on BYU's site, a panel opens up in page, allowing interaction without disrupting user's activity.
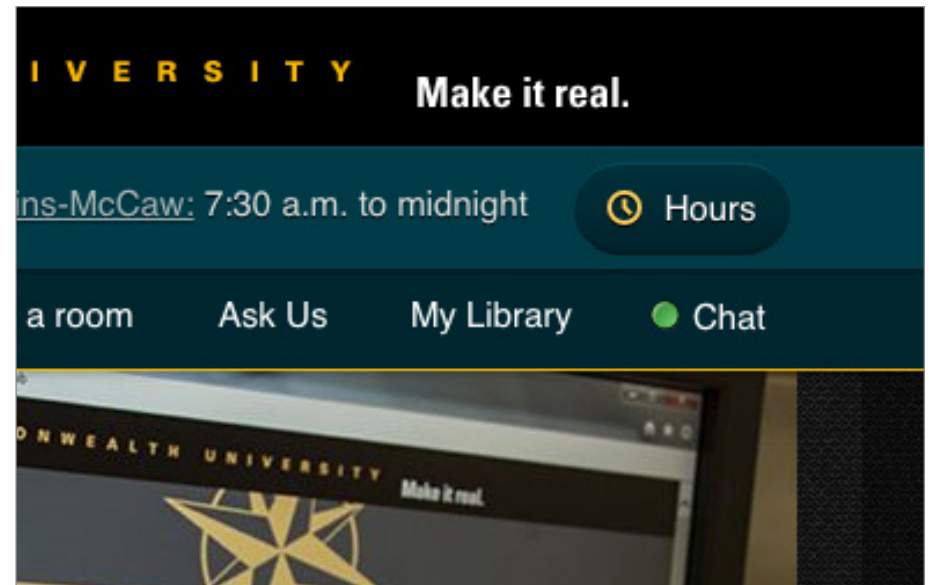
VCU includes a status icon next to the Chat link, indicating when a librarian is available.

TAKE AWAYS

- Provide access to chat without leaving the page
- Indicate whether someone on chat is currently available
- Include texting option with calling options
- Email should be a simple form that opens up on same page

CONSIDERATIONS

- Include video tutorials, technology consultation (in the Learning Commons), tech workshops, copyright help
- Make getting one-on-one help easy
- Bring LibAnswers (FAQ) into site

Recommendation *User Groups*

Give user groups a clear direct path to resources that meet their respective needs

Surprisingly, only two of our peers-- Washington and Vanderbilt-- group resources on the home page to target specific user groups. However, we think the strategy is a very effective way guiding users to exactly what they need.
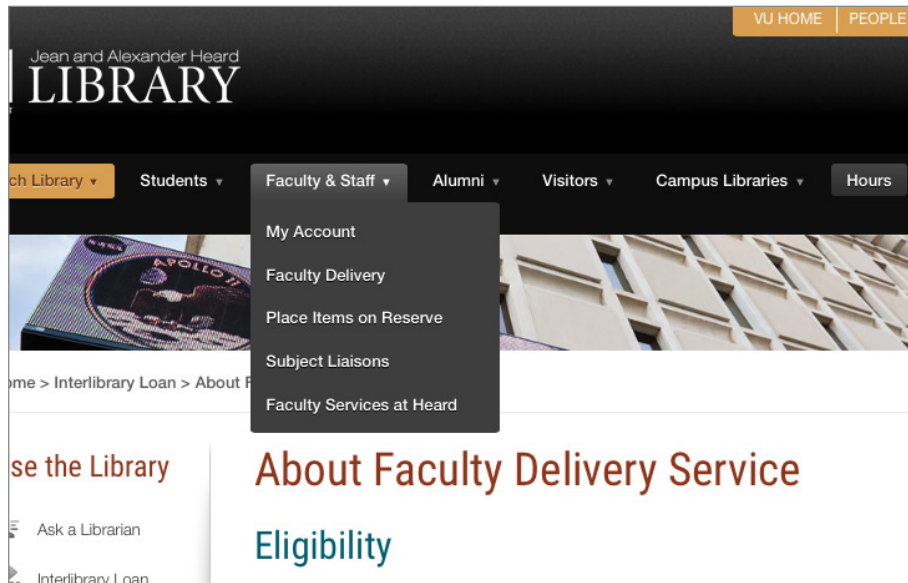
Vanderbilt organizes global navigation by user groups. However, rather than provide a dedicated page, the site directs users straight to the services they might need most.
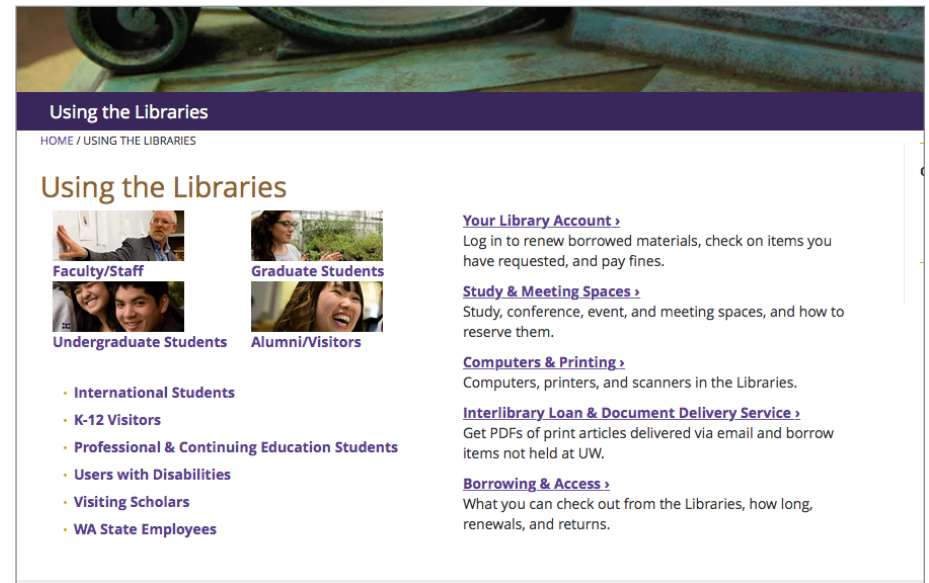
Washington provides a portal for many different user groups, and provides access to them not just on the home page, but on a secondary Using the Libraries page as well. Washington also effectively highlights these portals with tiles as portal links.

TAKE AWAYS

- Devote a page to each user group, or a page that organizes content by user group
- User groups should have portals accessible from the homepage
- Draw out user group portals with creative design choices such as tiles
- Work with content providers to reduce amount of content on

CONSIDERATIONS

- Feature user group portals in multiple locations (e.g. on homepage outside of main navigation, and again on Services/Using the Libraries page

Recommendation *Special Collections*

Integrate Special Collections content more effectively within the site

Some peer sites provide access to all print and digital collections through a single portal page and search. Wisconsin uses digital objects throughout the site to make it more visually engaging.
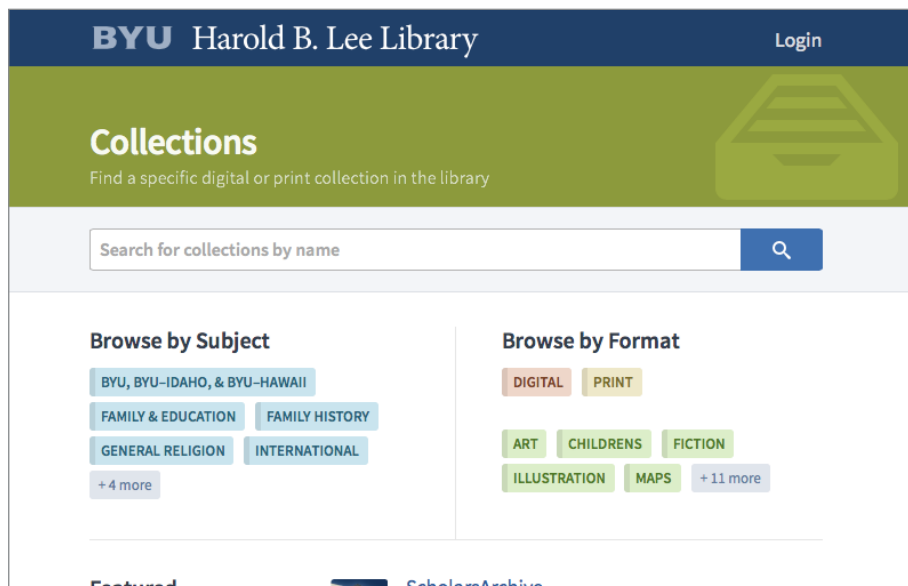
BYU provides a single portal to all special collections content, with an aggregated search of digital and print collections, including rare books, manuscripts, finding aids, and the digital library.

Wisconsin creatively leverages images from their digital collections to establish a visually engaging look and feel on their site's home page.

TAKE AWAYS

- Make physical and digital collections searchable in a single result on the Special Collections page (include rare books, manuscripts, finding aids, and digital library)
- Digital collections are displayed within Special Collection pages and not separated. Work with content providers to reduce amount of content on pages

CONSIDERATIONS

- Include physical and digital collections results when searching
- Pull more item information from the digital lbrary to display dynamic and engaging content

Recommendation *Giving to the Libraries*

Make content meaningful to prospective donors and provide clearer calls to action

Rather than provide lengthy narratives and testimonials, many peer sites clearly and directly state library needs and ways to give.
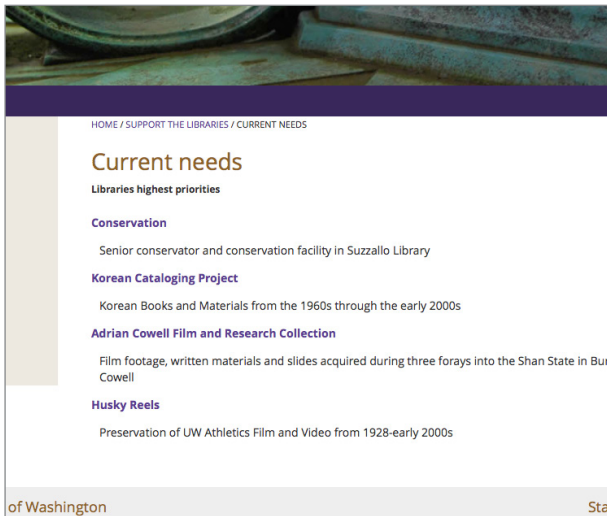
Washington lists highest priority needs of the library.
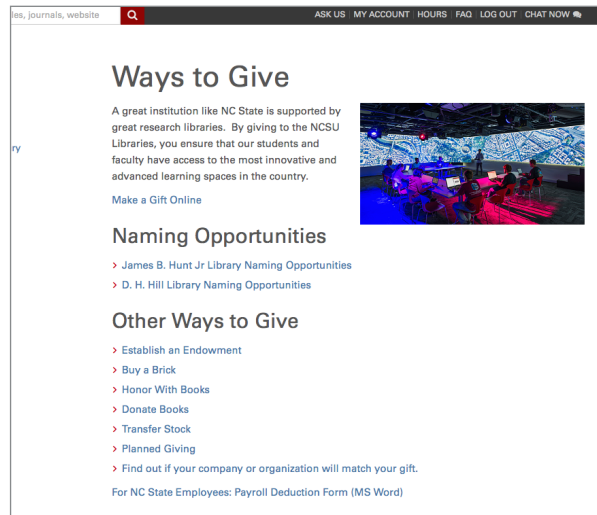
NCSU provides a page that succinctly explains ways to give to the library and naming opportunities .
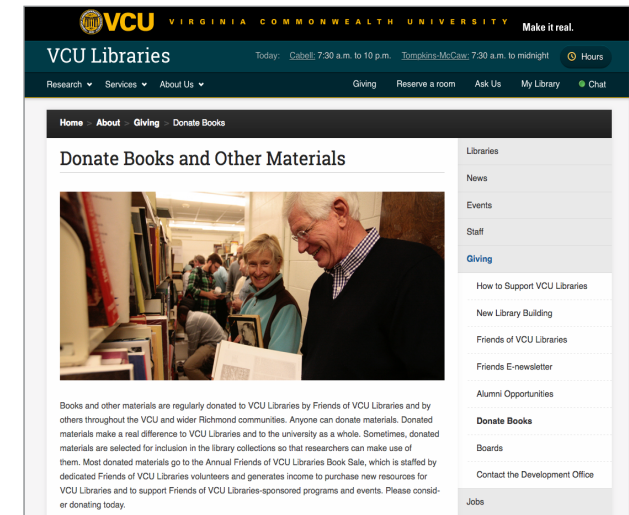
VCU provides information in their Giving section on how to donate books to the library.

TAKE AWAYS

- Don't use unfamiliar terms
- Include Friends of the Library information
- Include images that show success or demonstrate need
- List current needs
- Include naming opportunities
- Include giving related events and news/newsletters
- Be clearer on ways to give vs. how to give vs. what to give
- Include information about donating RARE materials

CONSIDERATIONS

- Use an icon for Giving and put in either footer or header
- Include information specifically for alumni
- Include info on UH Capital Campaign

Recommendation *My Account*

Make My Account easily accessible from all pages

Many peer sites use layout and style elements to draw focus to the discovery interface and research services links on the home page.
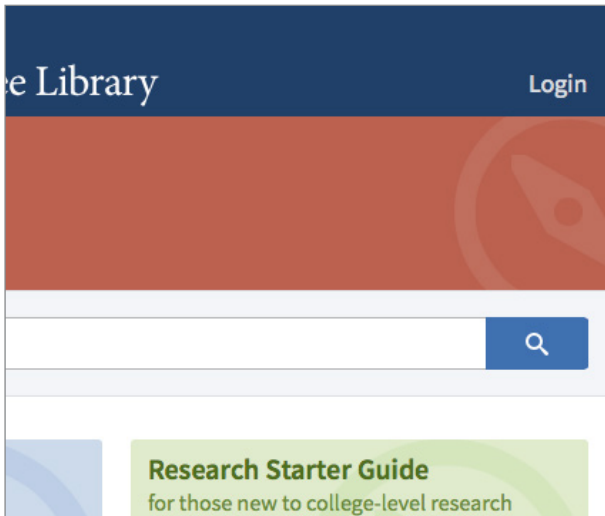
BYU's website displays a persistent Login/Logout link in a consistent and familiar place -- the top right corner of every page.
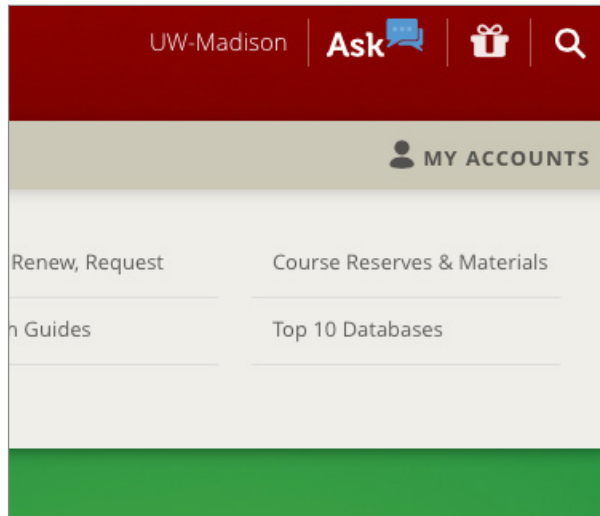
Wisconsin places a persistent My Accounts link in the top right as well, and makes it easily identifiable with an icon.
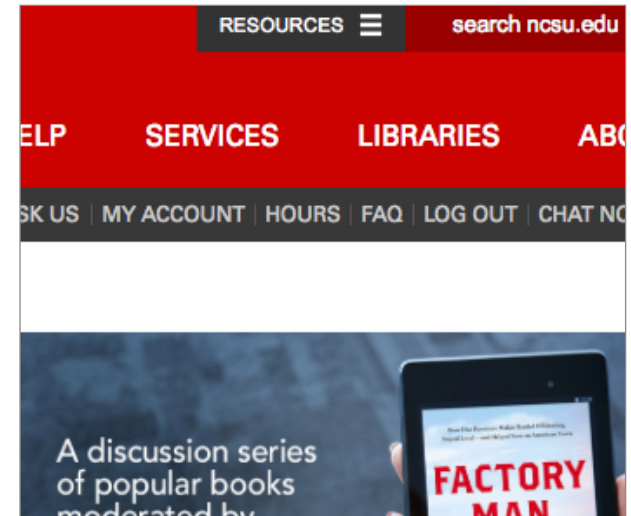
While NCSU provides links a My Account link and a link for logging in/out, this redundancy does not reflect the pattern of the rest of our peer sites.

TAKE AWAYS

- Provide a link that uniquely identifies access to library account information
- Once logged in, users should have access to info from ILL, Primo, catalog, and have off campus access
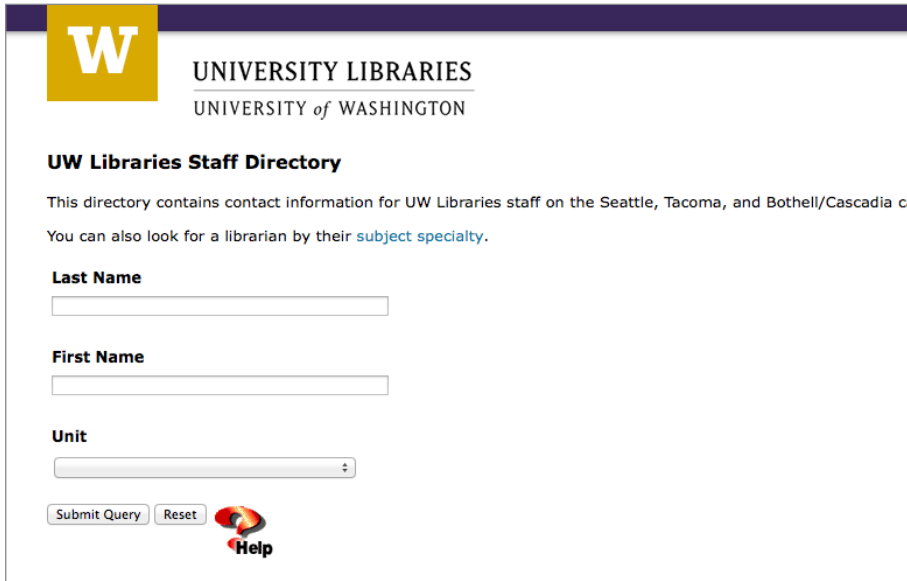
CONSIDERATIONS

- Provide account link near but separate from the main navigation
- Don't leave a Logout link on the page

Recommendation *Staff Profile Pages*

Differentiate ourselves with an innovative, polished, and comprehensive staff directory
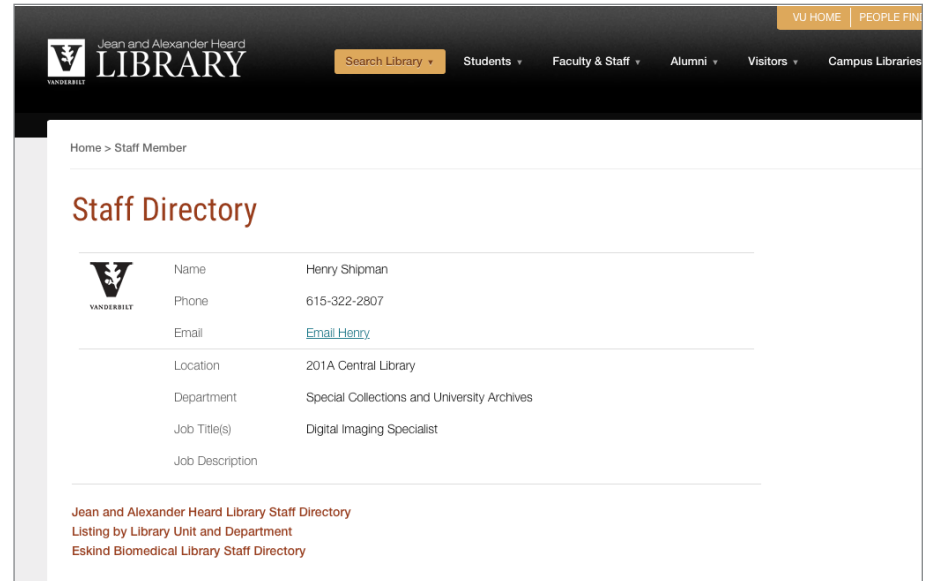
All peer sites' directories are fairly spare and lacked content and image consistency. Innovating with professional profile images and ORCID integration can set ours apart.

Washington's staff directory page requires users to know a staff member's name, or un-necessarily dig into a dropdown of library units. What if you don't know how to spell the user's last name and you don't know what unit they might be in? Quick access to an alpha listing of all staff would help.

Many of Vanderbilt's staff directory entries don't include a profile image or anything beyond basic contact information. Unfortunately, many users searching for a librarian's professional profile through Google will land on this page first.

TAKE AWAYS

- Display professional, visually uniform profile photos for as many faculty and staff as possible
- Be able to search profiles by name or department
- Profiles are thorough and include publications
- Staff should be well represented

CONSIDERATIONS

- Multiple views -- by alpha, by department, controlled by easy-to-see toggle or tabs
- Include way to download to csv or xls for library staff (although this could be included on the intranet)
- Integrate ORCID

Recommendation *Maps and Directions*

Provide access to maps when needed during a user's research task flow

On most peer sites, a catalog record only gives the item's call number and does not provide a map or directions to its location in the physical library. Consequently, there is a breakdown in the user's research task flow to find a physical object. BYU has implemented the best example we can find of guiding users to the item in the library.
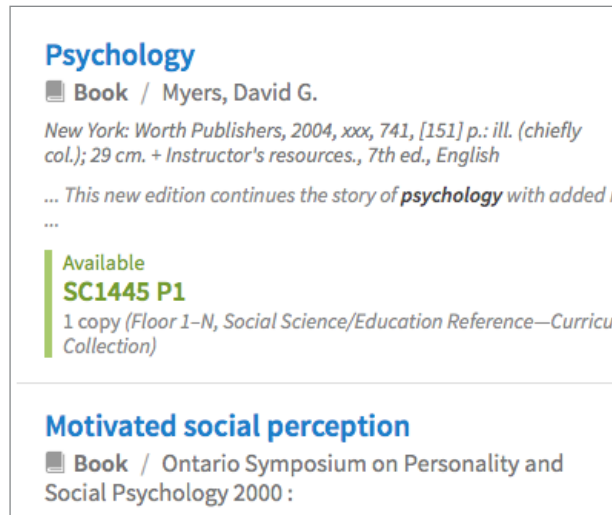
BYU provides three options within a research task flow for finding information on an item's location in the library. First, the catalog item record mentions the floor and section of the item in the stacks.
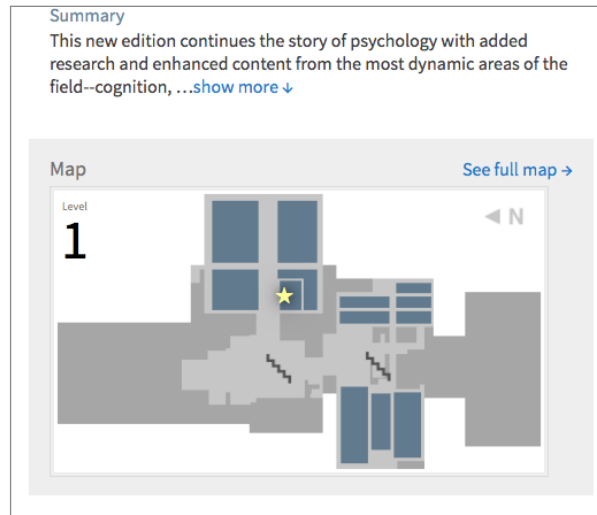
Second, the result provides a simple map further down on the item record. This image works well in a mobile context.
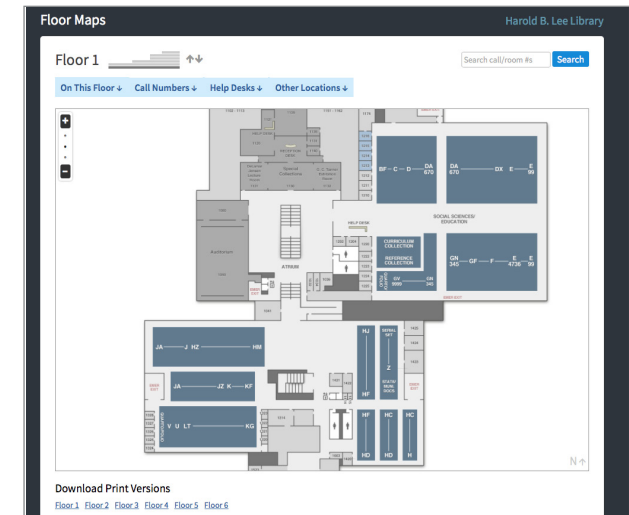
Finally, users can open a full detailed map from a link in the item record.

TAKE AWAYS

- Provide library floor/call number map access when users view a record of a physical item available in the library
- Make maps usable on mobile

CONSIDERATIONS

- Implement a map system that locates an item in the library by call number
- Implement a map system that can geolocate the user in relation to the item, as in consumer maps software
- Make site on mobile change with location and library floor-- ex. if on 3rd floor, when mobile site is displayed, 3rd floor library map is featured for easy access

Additional Recommendations

Look and Feel

Make sections of content links easier to distinguish and read as well as visually more engaging

TAKE AWAYS

- Use much more whitespace to separate content sections, text, and links
- Use more visually interesting ways to organize section content such as with tiles or expanding menus
- Use only sans serif fonts

CONSIDERATIONS

- Use one column of text on all text-heavy pages (BYU)
- Attach images, graphics, or icons to sections of content
- When scrolling through images, implement parallax scrolling

Experience Across Devices

Exploit opportunities for links with larger touch targets

TAKE AWAYS

- Provide more whitespace between and around text links
- Use tiles, buttons, images, or shapes when-ever possible to represent content links

CONSIDERATIONS

- Bump up default font size and line height

Additional Recommendations

Discovery of Resources

Standardize visual and text elements to provide a cleaner less distracting search experience

TAKE AWAYS

- Use consistent icons and colors to represent search results
- Use similar color tones and similar sized icons to represent the different material types, such as research guides, librarians, databases, articles, books, journals, reviews, audio, etc., If an item is available or checked out, use color in addition to text to help represent its availability

CONSIDERATIONS

- Have icons that also match colors and sizes of other icons on site

Minimize the amount of clicks/steps the user takes to actually get to the item

TAKE AWAYS

- For books, include availability, location, and call numbers through text, whitespace, and color
- On item level page, display request and other options in easy touch target that also works as a dropdown menu
- Also include floor map location on item level

CONSIDERATIONS

Additional Recommendations

Findability of Most Frequently Needed Information and Services

Hours for MD Anderson should be displayed on UH Libraries homepage rather than behind a link

TAKE AWAYS

- While location of hours should be persistent, they should reflect those of library or service represented on that page
- It shouldn't be like how we have it now on the UHL site, as the whole site is not about MD Anderson
- Text should be small, in close proximity to the persistent Hours button and show today's hours, hyperlinked
- Hours should be displayed on branch hoomepages

CONSIDERATIONS

- Use text, color or icon to represent Open and Closed
- Maybe more customized descriptive text -- "Closing in fifteen minutes"

Separate site search from research tools search(es)

TAKE AWAYS

- Include a site index of major sections browseable by a-z with large touch targets
- Include a site search

CONSIDERATIONS

- Place site search in footer

Additional Recommendations

Separate site search from research tools search(es)

TAKE AWAYS

- Include a site index of major sections browseable by a-z with large touch targets
- Include a site search

CONSIDERATIONS

- Place site search in footer

Highlight most heavily used or most significant items when using lists to reduce amount of text on screen, and let user be able to see more on another page if interested

TAKE AWAYS

- Use "more" sparingly
- If it must be used, consider putting "more" or "view all" at top of list so user doesn't have to scroll or accidentally miss it at the bottom.

CONSIDERATIONS

Clarify information architecture for technology services

TAKE AWAYS

- Include link on homepage to borrow technology (nearby the equipment availability)
- Make it clear how many computers are available in each location (BYU, NCSU) by using icons to represent OS and numbers in a visual way
- Include information about and link to location on floor maps
- Include information/links to wifi, printing, off campus access,

CONSIDERATIONS

- Include links to other computer labs on campus
- Put unique services on separate pages for easier access (having long descriptive lists of services that are all technology related but are different devices isn't easily usable)

Additional Recommendations

Support

Distinguish between different types of help/support

TAKE AWAYS

- Separate building/services/library help from research assistance
- Include proxy and off campus support under Help
- Use visual icons to represent different types of help Research support should include services like Research Guides, Citation management, GIS and Data, Grants and Funding, Data Management, Copyright/Open Access, Visualization, Measuring Research Impact
- Many of these might already exist in LibGuides

CONSIDERATIONS

- Help should be more about using the building, services, technology help, etc. whereas Research Support should focus more on getting research assistance
- Provide balance between specific customized options for point-of-need help and clean display of one persistent help resource

User Groups

Stratify users in multiple ways to reflect their complex profile

TAKE AWAYS

- Groups should include Students, Faculty/Staff, Alumni, Visitors, K-12 Visitors

CONSIDERATIONS

- Maybe separate Undergraduate and Graduate Students since we offer so many things specifically to grads (and it's in our strategic directions)
- Consider including International Students
- Possibly include Users with Disabilities in this section

Additional Recommendations

Content Strategy

Use simple, unbranded, non-librarian language to describe services

TAKE AWAYS

- Don't use ILL, OneSearch, MDA, Tripsaver

CONSIDERATIONS

- Hide OneSearch logo/term on site

Include meta information for links that go to files

TAKE AWAYS

- Either include something like (pdf) behind a link that goes to a PDF or include a tiny Adobe Acrobat logo

CONSIDERATIONS

- Don't put any Microsoft Word, Powerpoint, Excel, or Publisher files on the site

Use statements, not sentences, about services to keep site easy to read

TAKE AWAYS

- If more description is needed, have it on another page that goes more in depth about that particular service
- If there isn't much more that's needed, keep sentences short - no lengthy paragraphs

CONSIDERATIONS

- Use tables or tabbed interface to visually lay out complex or detailed info (like privileges for each library)

Additional Recommendations

Branches

Define Branches in a way that makes sense to the user (expand and clarify later)

TAKE AWAYS

- Branches are labeled as Libraries
- Each Library section is tied to a physical location
- Combine hours, service points, contact info, brief description, pic, all on one page

CONSIDERATIONS

- Label Branches as Libraries
- Libraries should only be listed if a physical building exists

Navigation

Utilize on-page local navigation

TAKE AWAYS

- Having both navigation on the left in conjunction with breadcrumbs is helpful, but showing a deep hierarchy in both areas is a bit much

CONSIDERATIONS

- If also using breadcrumbs in addition to local navigation, minimize importance of breadcrumbs

Additional Recommendations

Maps and Directions

Make floor maps clear and interactive

TAKE AWAYS

- Be clear in listing out service points/help desks, computer labs, departments, and call number ranges

CONSIDERATIONS

- Don't make them all pdfs and that's it
- Include hover over floor plan, and show info about space
- Include printable versions of the floor maps

Provide interactive maps for directions to various libraries

TAKE AWAYS

- Provide a Google-like map of libraries on campus, where each pin provides basic information about the library
- Include information about parking, cost, locations of lots (or links to that info)
- Have more specific information about parking for K-12 Visitors

CONSIDERATIONS

- Implement a way for mobile users to look at the map and see where they are in relation to the library they are wanting to go to

Appendix: Competitive Review Data Sheet

Website		Brigham Young University	North Carolina State University	University of Wisconsin	Virginia Commonwealth University	University of Washington	Vanderbilt University
Evaluation Criteria		Robert Newell	Rachel Vacek	J Fisher	Sean Watkins	Robert Newell	Rachel Vacek
		http://lib.byu.edu/	https://www.lib.ncsu.edu/	https://www.library.wisc.edu/	http://www.library.vcu.edu/	http://www.lib.washington.edu/	http://www.library.vanderbilt.edu/
Look and Feel	home page layout	modern, clean, very few lines; big flat colors and icons; discovery ui dominates top 1/3 of screen; big image behind discovery ui; library news is way down on the page, must scroll to see it. No dynamic display of information -- no carousels or video	clean, very thin gray lines used only in tabbed systems; search box and image gallery layout similar to ours; most heavily used services and links of interest to undergrads and equipment and room availability is also high up on the page; news, events, exhibits at bottom, large footer; not much scrolling, gallery easy to control; lots of important links in appropriate places	modern vertical site with parallax scrolling. large images. responsive. Wordpress site. not very library-esque. Navigation works differently depending on viewport width. sticky nav and search box	More modern looking site. Different focus areas in the page have a different background color showing separation of information. Large images to highlight information interest in top carousel. Images are used to in information carousel and highlighting collections; small icons within the events. Responsive design on smaller viewports takes out the information carousel.	Like BYU-- top third is image with search interface as an overlay. left two thirds (when full size) has chunks for research and news & Events with columns of links. Right side has (most needed?) library info and resources as tiles with specific user group sections below that on left side. Good use of chunking of info and breaking up layout between columns, tiles and expandable menus. I really like the layout-- meets a lot of user needs and business objectives--Discovery interface dominates at top with research tools expanded in center of page Info for common tasks as tiles on left side, different user groups below that, and News & Events beginning and present just above the fold. Help is called out well with Ask us! and icon.	Big image carousel of news, collections, services, with smaller preview icon on right (mimics carousel on Vandy homepage), some touch buttons, emphasis is not on research (search is a button in navigation - no search box on page unless you hover over search), not a lot of scrolling, flat colors with slight gradient in header, black and gold Vandy colors, plus complimentary color palate, responsive design removes image carousel, homepage fits on screens easily, "Use the Library" box has icons and links of most heavily used services
	Secondary/tertiary page template/layout	left ("materials") and right ("Help & "Info") panels persist on all tertiary pages; Layout of body is simple, flat, with items listed usually in one long well spaced column. A lot of scrolling, not a lot of emphasis on top-of-fold layout. Thick solid color banner with simple flat icon watermark.	on most 2nd and 3rd level pages, there is a list of links that serve as navigation on the left side; lots of whitespace, clear headers; often links have short description as to what you'll find under each, and this is consistent on all secondary pages.	lots of whitespace. few images. keeps things easy to read desktop -> mobile. most pages have right side section for related info/links. sticky nav	Very little description text. Few images. Uses lots of white-spacing with headings and bullets containing links to more information or 1 to 2 description sentences. Has a secondary nav to pages contained with in the parent nav. Breadcrumbs are displayed in the top section of the page.	Consolidated pages for headers (ex. "Start your Research") not accessible through header links but through "more" when present or not at all. Must get to these pages by going down a level and clicking on links in breadcrumbs. E-Journals, Databases, Encyclopedias, E-Newspapers, are all LibGuides templates. Page layouts are a mix of columns and tabs, with no single unified layout. Non LibGuides pages basic 2-3 columns of headers and list items/links, no images.	2 different colors used for page name and headings (h1, h3), but not always consistently used, image bar at top of every secondary and many tertiary pages that is random on
	university library branding	Only one case -- "BYU Harold B. Lee Library" in top banner; Serif fonts that do not match modern website fonts	NCSU branding is consistent, with small link to "NC State Home" at the top and dropdown of resources and search box for NCSU site, but NCSU bar looks integrated and well planned; because so many of their systems are homegrown, they are seemlessly integrated and all have consistent branding.	keeps same colors, updated modern San-serif fonts and flat appearance. campus sites and older library pages still uses plenty of old style (drop shadows, gradients, rounded corners)	Campus logo is kept in a smaller block at the top of the site. No unique library branding other than consistent font in the name. Consistent colors used in the library site is kept consistent, a few different usage of colors are used compaired to campus site.	University of Washington Libraries branding prominent in banner with UW logo. UW colors (purple and gold) throughout as headers and links. However, Gold UW logo looks like it's part of University Libraries branding. Actually, it is separate, and takes you to UW home page.	Consistent logo throughout, small persistent bar at top to campus website, and other links
	fonts and colors	uses solid colors frequently behind text to indicate features, navigation, categories; modern sans serif font except for university branding	uses very basic color scheme including shades of red and black/gray; some gradation, but mostly solid, flat colors; clear as to what a link is and is not; uses sans serif font; main navigation uses all caps to help distinguish	uses popular open source font 'Open Sans', color palette is simple and easy to read (red, gold, and black)	Roboto Slab' font is used for headings and Helvetica for other text. Text color is only used in links, all other is black text in white background, with the exception of the footer and top nav.	Headers and body text all sans serif, but weird (very little) spacing between page headers and text. Beige/Gold not a very strong choice for headers. The purple sub-headers stand out much more. Similar to UH, they seem stuck with a very narrow range of University-branded colors-- purple, gold and sometimes dark grey.	Helvetica, lots of whitespace, black, gold, turquoise colors
	use of image	large image behind discovery ui; after homepage, heavy reliance on flat icons rather than images; headers use flat icons; icons simple, flat, and color coded to match their function	images of people, buildings, or meaningful icons; image carousel contains 5 controllable slides; images are consistently small or smaller, nothing fills the screen or entire background. There are sections of the site where you can go to see mass amounts of images, so they don't clutter their pages with them; some simple icons (usually a gray or a red) throughout site, but not overwhelming or essential to understanding the page - just helps with quicker understanding	sparse except for homepage and older pages not yet re-branded. when viewport changes, landing pages of major nav sections have nice photo headers	Homepage contains images for their information carousel, event icons and highlighted collections. Other 16x16 icons are used in the footer for Hours, Directions, and Floor Maps. Some images are used in secondary pages, but not all. Those pages contain at most 1 image which is viewed at the top of the page. Footer contains a background image. A few pages did use a image carousel to highlight areas of interest. PDF icons were used for links that took you to a PDF instead of a web page, this was seen mainly in the Policies section.	Use of full bleed image on home page behind search and use of images in tiles very effective. Not much of a visual grammar in terms of images after that. Different shapes and sizes positioned sporadically throughout the site. No full bleed images I can find other than home page. Nice use of image in banner on pages below home page, although they used the same image for every page. Good or Bad?	Lots of images, images in headers on secondary/tertiary pages are scalable and still display on mobile, 2 images also always display in the "Use the Library" box (latest news and special collections), use of icons match theme and are unique, use of oak leaf and acorn consistent throughout site
	use of video	video not prominent, not on home page; could not find any video other than video library items	video not very prominent on site, but occasionally embedded in course tools and research guides	few, found some under Help->resource tips & tricks	Videos are in the past events area. Links directly to YouTube.	Very thorough well organized library of research instruction videos. Found under Support>How Do I . . . Cannot find any promotional use of video.	Video tutorials (Camtasia) under some branches, but not necessarily at point of need
	balance of text, image, white-space	home page --- image 1/3 of screen, lots of white-space in body and side panels; nice contrast of black side panels with white behind body content	nice use of white-space, makes site look very clean; font in images is consistent and all images have similar style	good balance on secondary pages to help keep site easy to read	Good use of whitespace. Fonts make text easy to read. Use of images were nice and sharp and filled up the page content area, with the exception of the news articles. Bullets were spaced out and didn't feel cramped or hard to find. All the News pages didn't seem to use spacing as much as other areas of the site.	Very good balance of text in short columns with images and tiles breaking up the layout, clarifying the different chunks of information.	Nice balance, good spacing, many images, but not necessarily relevant to content on page

Appendix: Competitive Review Data Sheet

Website				Brigham Young University	North Carolina State University	University of Wisconsin	Virginia Commonwealth University	University of Washington	Vanderbilt University
Evaluation Criteria				Robert Newell	Rachel Vacek	J Fisher	Sean Watkins	Robert Newell	Rachel Vacek
				http://lib.byu.edu/	https://www.lib.ncsu.edu/	https://www.library.wisc.edu/	http://www.library.vcu.edu/	http://www.lib.washington.edu/	http://www.library.vanderbilt.edu/
Experience Across Devices	responsive			yes; right panel combines with right, columns collapse, image moves backward to "shrink"	yes! Everything stacks on top of one another, with search at the top, followed by most needed links, then gallery, then availability services, then everything else; navigation turns into menu tat swings out from right; images don't shrink as they are already all appropriately sized for mobile	newer pages are (no-go on equipment checkout), hamburger button nav; slides viewport over. homepage images become worthless, poorly executed. main section landing pages only accessible through mobile view. right section slides to bottom of page in mobile	Pages within the site were responsive. Many page images were not responsive and caused issues with padding. Many of the image carousels became useless under smaller viewports, however, the homepage carousel was removed when scaled down. Main nav had a slide-out nav. Secondary nav was either non-existent for phones or seem to take up to much space for tablets.	Yes. Navigation hides under menu icons and columns collapse as needed. Images do not really adapt however. Mobile view also retains graphical and image elements, breaking up the text columns. I really like how the most needed tasks when someone is on mobile are called out in the mobile view.	Yes, very nice. Big images are removed, smaller images are SVG, and some content is rearranged so much used services (like hours and locations) are at top in buttons, site designed for both tablets and smart phones, Primo doesn't become responsive for tablet sizes, but does for smart phone size, and it looks terrible. Also, all navigation goes away - no more user portals. Campus libraries link changes to Locations button.
	optimized for touch	big touch targets		Include big(ish) touch targets with big tiles and well spaced text/links. However, some of these big tiles are meant to be headers and are not clickable. This can be confusing.	somewhat yes; some of the links that were smaller on the homepage stay small when browser resolution changes; Buttons on site are big and stay big on mobile display	nothing out of the ordinary to focus on mobile	Link target areas were big to accommodate for touch. However in tablet viewports the main nav used CSS pull-down menus depending on portrait or landscape view.	Other than tiles on expanded home page, big touch targets aren't implemented. Mostly traditional text links.	Yes. Buttons or big images are links. No hamburger buttons anywhere. On pages deeper in site that have internal navigation (giving, scholarly communication), navigation stays the same (links) and are difficult to touch.
		limited hover behavior, tooltips		NO HOVER; none on home page or selected tertiary pages	main navigation is hover - menus expand when hovering, and clicking on them takes you to a landing page for that section; also hovering in their homegrown Course Tools application; no tool tip type hovering anywhere	hover effects on most links. nav is click and expand. tool tip hovers are limited	Top nav had a hover menu which shows up on tablets. No other hover behavior or tooltips were seen.	Hover is present, but can open menus with touch. No real concerted use of tooltips	Hover in main navigation, but in responsive design, all user portals disappear, so no more hover. No noticeable use of tooltips.
Discovery interface	Location and presentation of search tools	architecture		single search bar - advanced search hidden. and appears as overlay by clicking icon/button on the right. Accessible below search bar -- Research Guides, Databases, Journals, Collections. Then by (select) object format below that -- Articles, Audio, Books & E-books, Music Scores, Theses & Dissertations, Video. The link to hidden comprehensive list of object formats	search box with tabs across the top: All, Articles, Books & Media, Our Website; permanent links underneath: "Research Tools: Databases, Journal Titles, Citation Builder". No links to advanced search or ways to find other types of materials; no ability to pre-faceting or known item searching.	search box on homepage. magnifying glass in upper right hand corner of all pages. Find in sticky nav on a ll pages to select different catalogs/databases/journals	One search box with buttons below it for Databases, Research Guides, Journal Finder and More. In addition to Advanced search and Help. More button takes you to 'Research' page. Same as the 'Research' menu option in top nav.	I really like the presence of the search interface in top right on all pages after home page. It is always visible which I think works better than hidden behind a dropdown (UH). Three paths -- WorldCat, UW Libraries, and Site Search. First two have unclear helper text, Site Search has clear helper text. I really like the Site Search/Item Search distinction, but WorldCat vs UW Libraries is confusing. Searching by database is hidden behind Advanced search. Search tools well organized in center of page under "Start your Research," However the categories seem to overlap and are confusing. BYU does a really good job of consolidating tools under understood categories. Also-- I really like a discovery section "Start Your Research" that includes research tools plus course reserves and collections	A search box is not visible anywhere on the site. A gold search button is prominent in the header main navigation, and when you hover over that, a tabbed search box appears. A search for all gives bento box approach with names of tools, not items you find in them (pictures, articles, books, etc.). DiscoverLibrary is one of the options. Then under Catalogs tab, DiscoverLibrary is listed there, and they treat it like a catalog. Makes me think they are going to phase out Acorn soon. I like that search is available from anywhere on the site, but not that it's perpetually hidden.
		interaction design (tabs, buttons, etc)		Big buttons with text/supporting icons. All take user to new page except for Advanced Search button next to search button -- reveals advanced search options over search interface.	Each tab displays new content in same area of page. On Articles tab: text within search box says "search for articles in Summon" and a example is listed. There is a dropdown menu that allows for more known-item searching (dropdown choices are Anywhere, Title, Author). There is a checkbox for "Peer-reviewed" only and a link to More Search Options page that leads to an awkwardly laid out page that gives a few help options. The Books & Media tab present more typical catalog search options and dropdown menu choices as well as 3 radio buttons for limited to how broad you want to search across locations. The Our website tab is a simple search box.	links take user to catalog page -- old layout. click through links under "Find" in nav. dropdown menu on the homepage search box	Simple design. Databases tab expands to a A-Z list, popular databases, and links to main database page.	The search as three tabs effectively distinguishes search paths. Other than that, Search tools are represented in body as traditional links. Users interact with specific tools (e.g. databases, research guides) through LibGuides templates, usually involving bright yellow tabs. FOUR DIFFERENT layouts organizing info by alpha-- Articles, e-Journals, Research Guides, Subject Librarians. Terrible use of tabs in LibGuides templates. Using them as links not as actual tabs.	6 options are present: All, Catalogs, Databases, E-Journals, Research Guides, and Site Search. All have helper text, some have additional info. New users won't know what DiscoverLIbrary, Acorn, or WorldCat are. They don't use the word "articles" anywhere, so it leaves users (me) confused. I feel jerked around a bit by jargon and my personal understanding of how libraries typically use discovery systems to find articles vs. books and other types of materials.
		which tool(s) is/are featured		Single search bar -- don't know the discovery tool. Research Guides featured with largest tile and red color. Databases, Journals, and Collections given same emphasis with smaller green tiles. Object formats featured, but on third row and smaller blue tiles.	All tab (default) has custom page with bento box style search results; Articles goes directly into Summon; Books & media goes directly to catalog	discovery system results page	Search box takes you into Primo. Along with Journal Finder and Advanced links in search box. Help takes you to a libGuide with outdated video for both website and Primo instances.	WorldCat is featured, followed by the Catalog (UW Libraries Search). E-Journals, Databases all given equal weight as links, Research is the bottom link and not emphasized. Interesting-- they include "Mobile Search Tools"	Not sure if one tool is featured more than any other,
				the checkboxes make the ability to manipulate, and drill down with, the filter very easy. But the filter selection causes page to reload so it's clunky; Availability is first, then type, then collection. Wasn't immediately clear to me the sort options	uses bento box approach	discovery system results page	Search takes you into Primo and uses the Primo options. Facets are available along with a Publication Date scroller to adjust from/to year.	UW Worldcat results restricted to those with UW NetID. UW Library search is primo. Aggregated display of results. Facet options and controls are typical of Primo. I don't understand why you can continue to refine, but	Uses bento box approach

Appendix: Competitive Review Data Sheet

Website / Evaluation Criteria			Brigham Young University Robert Newell http://lib.byu.edu/	North Carolina State University Rachel Vacek https://www.lib.ncsu.edu/	University of Wisconsin J Fisher https://www.library.wisc.edu/	Virginia Commonwealth University Sean Watkins http://www.library.vcu.edu/	University of Washington Robert Newell http://www.lib.washington.edu/	Vanderbilt University Rachel Vacek http://www.library.vanderbilt.edu/
Discovery interface	Location and presentation of search tools	architecture	single search bar - advanced search hidden. and appears as overlay by clicking icon/button on the right. Accessible below search bar -- Research Guides, Databases, Journals, Collections. Then by (select) object format below that -- Articles, Audio, Books & E-books, Music Scores, Theses & Dissertations, Video. The link to hidden comprehensive list of object formats	search box with tabs across the top: All, Articles, Books & Media, Our Website; permanent links underneath: "Research Tools: Databases, Journal Titles, Citation Builder". No links to advanced search or ways to find other types of materials; no ability to pre-faceting or do known item searching.	search box on homepage. magnifying glass in upper right hand corner of all pages. Find in sticky nav on a ll pages to select different catalogs/databases/journals	One search box with buttons below it for Databases, Research Guides, Journal Finder and More. In addition to Advanced search and Help. More button takes you to 'Research' page. Same as the 'Research' menu option in top nav.	I really like the presence of the search interface in top right on all pages after home page. It is always visible which I think works better than hidden behind a dropdown (UH). Three paths -- WorldCat, UW Libraries, and Site Search. First two have unclear helper text, Site Search has clear helper text. I really like the Site Search/Item Search distinction, but WorldCat vs UW Libraries is confusing. Searching by database is hidden behind Advanced search. Search tools well organized in center of page under "Start your Research," However the categories seem to overlap and are confusing. BYU does a really good job of consolidating tools under understood categories. Also-- I really like a discovery section "Start Your Research" that includes research tools plus course reserves and collections	A search box is not visible anywhere on the site. A gold search button is prominent in the header main navigation, and when you hover over that, a tabbed search box appears. A search for all gives bento box approach with names of tools, not items you find in them (pictures, articles, books, etc.). DiscoverLibrary is one of the options. Then under Catalogs tab, DiscoverLibrary is listed there, and they treat it like a catalog. Makes me think they are going to phase out Acorn soon. I like that search is available from anywhere on the site, but not that it's perpetually hidden.
		interaction design (tabs, buttons, etc)	Big buttons with text/supporting icons. All take user to new page except for Advanced Search button next to search button -- reveals advanced search options over search interface.	Each tab displays new content in same area of page. On Articles tab: text within search box says "search for articles in Summon" and a example is listed. There is a dropdown menu that allows for more known-item searching (dropdown optons are Anywhere, Title, Author). There is a checkbox for "Peer-reviewed only" and a link to More Search Options page that leads to an awkwardly laid out page that gives a few help options. The Books & Media tab present more typical catalog search options and dropdown menu choices as well as 3 radio buttons for limited to how broad you want to search across locations. The Our website tab is a simple search box.	links take user to catalog page -- old layout. click through links under "Find" in nav. dropdown menu on the homepage search box	Simple design. Databases tab expands to a A-Z list, popular databases, and links to main database page.	The search as three tabs effectively distinguishes search paths. Other than that, Search tools are represented in body as traditional links. Users interact with specific tools (e.g. databases, research guides) through LibGuides templates, usually involving bright yellow tabs. FOUR DIFFERENT layouts organizing info by alpha-- Articles, e-Journals, Research Guides, Subject Librarians. Terrible use of tabs in LibGuides templates. Using them as links not as actual tabs.	6 options are present: All, Catalogs, Databases, E-Journals, Research Guides, and Site Search. All have helper text, some have additional info. New users won't know what DiscoverLibrary, Acorn, or WorldCat are. They don't use the word "articles" anywhere, so it leaves users (me) confused. I feel jerked around a bit by jargon and my personal understanding of how libraries typically use discovery systems to find articles vs. books and other types of materials.
		which tool(s) is/are featured	Single search bar -- don't know the discovery tool. Research Guides featured with largest tile and red color. Databases, Journals, and Collections given same emphasis with smaller green tiles. Object formats featured, but on third row and smaller blue tiles.	All tab (default) has custom page with bento box style search results; Articles goes directly into Summon; Books & media goes directly to catalog	discovery system results page	Search box takes you into Primo. Along with Journal Finder and Advanced links in search box. Help takes you to a libGuide with outdated video for both website and Primo instances.	WorldCat is featured, followed by the Catalog (UW Libraries Search). E-Journals, Databases all given equal weight as links, Research is the bottom link and not emphasized. Interesting-- they include "Mobile Search Tools"	Not sure if one tool is featured more than any other,
Discovery of resources	Aggregated and faceted display of search results (discovery system default results)	usability	the checkboxes make the ability to manipulate, and drill down with, the filter very easy. But the filter selection causes page to reload so it's clunky; Availability is first, then type, then collection. Wasn't immediately clear to me the sort options were behind Options button. Layout with well spaced, big text entries made it very easy to make sense of the results.	uses bento box approach	discovery system results page	Search takes you into Primo and uses the Primo options. Facets are available along with a Publication Date scroller to adjust from/to year.	UW Worldcat results restricted to those with UW NetID. UW Library search is primo. Aggregated display of results. Facet options and controls are typical of Primo. I don't understand why you can continue to refine, but not expand again. BYU results have checkboxes that allow your to refine multiple facets at once, and apply any combination in any one action. "Check for Availability" and "Check for online access" seem redundant over "Availability" and "Access Options" links. On search results page, you lose Libraries logo and way home.	Uses bento box approach
		satisfaction	leaves some options like Request to the full item record page. More clicks to the process, but I like the progressive disclosure of info better than trying to cram everything on one page. "Available" instead of "Check the holdings at _____ Library." Simpler, less info and clutter. I really like "Availability" as the top results filter.	n/a			I really prefer BYU's search results that put research tool options above the search results. I am not satisfied with the way facets work in this Primo configuration.	N/A
Presentation of results		usability	no bento box	yes, they have federated and separated display of search boxes, and it is easy to use; lots of horizontal scrolling to see the different areas; didn't initially notice the categories at the top that correspond to whether or not there were results under that category; only top 3 results display so...		N/A	n/a	Displays search results in Bento box style, with practically unusable results. I think I'd get better results just going into the discovery system (which if you remember is only directly accessible under catalogs tab) than trying to comprehend the jargon and poor display of search results...

Appendix: Competitive Review Data Sheet

Website				Brigham Young University	North Carolina State University	University of Wisconsin	Virginia Commonwealth University	University of Washington	Vanderbilt University
Evaluation Criteria				Robert Newell	Rachel Vacek	J Fisher	Sean Watkins	Robert Newell	Rachel Vacek
				http://lib.byu.edu/	https://www.lib.ncsu.edu/	https://www.library.wisc.edu/	http://www.library.vcu.edu/	http://www.lib.washington.edu/	http://www.library.vanderbilt.edu/
Discovery of resources	Presentation of search results	Aggregated and faceted display of search results (discovery system default results)	usability	the checkboxes make the ability to manipulate, and drill down with, the filter very easy. But the filter selection causes page to reload so it's clunky; Availability is first, then type, then collection. Wasn't immediately clear to me the sort options were behind Options button. Layout with well spaced, big text entries made it very easy to make sense of the results.	uses bento box approach	discovery system results page	Search takes you into Primo and uses the Primo options. Facets are available along with a Publication Date scroller to adjust from/to year.	UW Worldcat results restricted to those with UW NetID. UW Library search is primo. Aggregated display of results. Facet options and controls are typical of Primo. I don't understand why you can continue to refine, but not expand again. BYU results have checkboxes that allow your to refine multiple facets at once, and apply any combination in any one action. "Check for Availability" and "Check for online access" seem redundant over "Availability" and "Access Options" links. On search results page, you lose Libraries logo and way home.	Uses bento box approach
			satisfaction	leaves some options like Request to the full item record page. More clicks to the process, but I like the progressive disclosure of info better than trying to cram everything on one page. "Available" instead of "Check the holdings at _____ Library." Simpler, less info and clutter. I really like "Availability" as the top results filter.	n/a			I really prefer BYU's search results that put research tool options above the search results. I am not satisfied with the way facets work in this Primo configuration.	N/A
		Federated "bento box" display of search results	usability	no bento box	yes, they have federated and separated display of search boxes, and it is easy to use; lots of horizontal scrolling to see the different areas; didn't initially notice the categories at the top that correspond to whether or not there were results under that category; only top 3 results display so the page doesn't get cluttered; can look at x more articles; related searches seems to be pulling on LC subject headings, and it seems less useful being at the bottom of the page.		N/A	n/a	Displays search results in Bento box style, with practically unusable results. I think I'd get better results just going into the discovery system (which if you remember is only directly accessible under catalogs tab) than trying to comprehend the jargon and poor display of search results.
			satisfaction	n/a	I feel satisfied with the search results, mostly because I am presented with different options; don't feel overwhelmed; even the categories that didn't yield results presented other options; the two most important categories (articles and books & media) are first and have images; can clearly if the item is available by the indication of a green checkbox or a red X next to the location; can immediately click on a link to get the full text of the article from this search results page without going through 5 other systems to get there.		N/A	n/a	NOT satisfied. Can't tell what the search results material types are. I apparently have to know that acorn = books (mostly?) and that DiscoverLibrary = articles (mostly?), and that one, which would be the most important to students, is at the bottom of the page! Also, the word "more" is confusing. I thought it meant more results, but apparently it instead takes you to the record or page. Only some categories (DiscoverLibrary and Acorn) offer to "See All results" which take you into Primo or the catalog. Additionally, Liaison librarians show up under Research Help and don't seem to have consistent or logical matches to the queried topics. Eg., a search for "science" returns no science databases and instead a library developer's test page. Also, this federated approach makes the page load considerably slow at times, or time out completely. Good in theory, but poor implementation. NCSU and BYU's versions are much better
	clarity of separation of research and library operations info			Info clearly separated in layout-- search interface above, library operations/services below; but no searching library info/services	Very separated and clear where to go for what; website search is available but returns insane amounts of results, and doesn't seem to be relevancy ranked	Clearly laid out in nav, Find and Services	Clearly separated by a Services menu verses a Research tab. Research is kept in the search bar on the homepage.	Clarity in Search interface; Common info/tasks about using the library separated out and featured; Start Your Research and Use the Libraries I think is a good way to separate these kinds of info	There is clarity of separation for sure. Research is hidden under a tab. Homepage is all about the news, services, events, and collections. Anything about the library itself (About, Employment, Staff) is in the footer. The Use the Library bar is persistent throughout the site, always on the left, and contains helpful links. I like user portals, and I understand why so much info is in footer. Just weird.
				middle of page -- very clear and easy to see; however, they only have one library	hours for two main libraries on homepage under logo (other 3 branch hours are on hours page, just not on homepage), and HOURS link under main navigation; on Hours page, library information, branches, and spaces within the buildings as well	system has 44 libraries, website covers all of them, link on homepage below search box and home -> libraries -> library hours.	Hours in the in the top right corner showing both libraries. You can also get to hours by the "Hours" button in the header and footer.	Like Wisconsin, they have a bunch of libraries so cannot display hours on home page (although I think they can show 2 biggest libraries). Easily findable behind tile, however, hours page is long lists of libraries and	Button on top right in main navigation, goes to page with table of every library (9 places) and shows all hours for a week. No display of current hours on homepage - all libraries are treated equally. Page is full of horizontal bars and not

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Evaluation Criteria		Robert Newell	Rachel Vacek	J Fisher	Sean Watkins	Robert Newell	Rachel Vacek
		http://lib.byu.edu/	https://www.lib.ncsu.edu/	https://www.library.wisc.edu/	http://www.library.vcu.edu/	http://www.lib.washington.edu/	http://www.library.vanderbilt.edu/
Findability of most needed info services	hours	middle of page -- very clear and easy to see; however, they only have one library	hours for two main libraries on homepage under logo (other 3 branch hours are on hours page, just not on homepage), and HOURS link under main navigation; on Hours page, library information, branches, and spaces within the buildings as well as hours, a description, picture, address, and phone number are all presented on single page within a tabbed navigation system; clear to see when spaces are open by green open or red closed label.	system has 44 libraries, website covers all of them, link on homepage below search box and home -> libraries -> library hours.	Hours in the in the top right corner showing both libraries. You can also get to hours by the "Hours" button in the header and footer.	Like Wisconsin, they have a bunch of libraries so cannot display hours on home page (although I think they can show 2 biggest libraries). Easily findable behind tile, however, hours page is long lists of libraries and numbers and then another link to their hours. They are featuring phone number before hours? Could include open/closed status and maybe hours for two main libraries on home page and highlight them on hours page. Also reduce clicks to hours.	Button on top right in main navigation, goes to page with table of every library (9 places) and shows all hours for a week. No display of current hours on homepage - all libraries are treated equally. Page is full of horizontal bars and not visually attractive or easy to use quickly . Not as friendly or clear what's open NOW as NCSU's hours page.
	ILL/borrowing	Home page under Services -- "Interlibrary Loan"	not on homepage, and under services; ILL isn't a term used anywhere - all borrowing services are under "Borrow, Renew, Request" or under the Tripsaver links; "Interlibrary Loan" is mentioned scarcely, but not ILL.	found under services. clearly states what it is, doesn't use ILL	Displayed as Interlibrary Loan. Accessed by the Services menu and through the Borrow, Renew, Request page.	Easy to find under Use the Library (expected). Question: Is this where students will need access to ILL? Or is it in the search result?	Listed with icon in the "Use the Library" menu, and sometimes listed under each of the user portals. ILL/Faculty Delivery is commonly used.
	reserves	Home page under Services -- "Course Reserve"	link under Courses block on homepage, under search feature; also, available under "FIND" in main navigation.	link on homepage below search box and home -> services ->course reserves & materials	Course Reserves is found under Research menu	Very findable as visible link under Start Your Research	This is buried on the Student Portal page. You then have to click on Student Services, and read to then discover that you need to log into Acorn to find print reserves and OAK to find electronic reserves. Not very prominent or clear.
	study rooms/using or reserving a space	Under Services -- "Study Room Reservations"	Clear as day on homepage, in Available Now area; click on Reserve a Room or on the link to the number of rooms available; there are too many rooms to count. Seriously.	link on homepage below search box and home -> libraries -> library-study-rooms. gives a map for location and then a right side list for room info	Study Spaces are available under Services. Can quickly reserve a room from the main top nav. Floor maps show study rooms, however, it is displayed in small text.	Reserve a Space very easy to find as a tile on home page. However, study rooms are listed on specific library sites, so hard to find and a bit confusing.	Getting to the "Study Rooms/Carrels" page is easy as it's listed in the "Use the Library" menu and under the Student portal. However, it's a long page with procedures and policies, and there really aren't that many rooms to reserve. Each library is different. Also, the page "Find quiet study areas" is a narrative list that goes through each library and tries to describe floors and areas. Visuals would really help with this instead. Also, this info is completely separate from just finding a study space.
	computer/equipment/room availability	hard to find -- behind View All then Computer Labs -- no "availability"	Groups with the Available now section; very easy to see and understand	different system. equipment availability is older site, not responsive, clunky. found under services in nav	Possible that room availability was behind required login. Computer availability is done through Primo. No information on how many are left, or any detail except Available. Display show both PC and Mac but they are not separated.	Basic computer info is very findable -- however the equipment is managed by Learning Technologies in IT -- must follow link there, but no info on availability.	The info is available under Student portal. You can look at availability of circulating iPads and laptops in each library, not presented anywhere else on site. Also, you can see the total number of all other types of equipment and computers available for checkout/use in each of the libraries, but doesn't display live availability data.
	research guides	Very findable -- under search bar -- big red tile; also top item in left side panel	Course Tools are grouped under Courses section on the homepage; easy to find; however, it has an annoying pop-up box without a close button; once you get past that, there is some interesting hover action that attempts to be an instructional tool and show you how to use the course tools. Research Guides are totally separate and listed under GET HELP under Guides. Very hidden and clearly not as important. They don't use LibGuides.	found on homepage to the right of search box, also under help. old site, removes you from newer environment	Research Guides are accessed through the homepage search bar and in the Research tab.	Research guides link is present but not featured-- at bottom of list items under Start Your Research header.	Research and course guides available under Student portal. They have a LibAnswers box on their Research Guides homepage. Nice theming. All navigation except VU goes away.
	my account	Top right corner as expected -- all alone in white text/dark background -- easy to see	Top right corner, takes me to a shibboleth page for authentication. Easy to find, but landing page is ugly (because it's a campus IT page, not a library page).	easy to get to in navigation (on newer pages)	Under My Library in the top nav	Very prominent as a tile. (Could not log in.)	Only visible under the Students and Faculty/Staff portals.
Support	point of need help	Help & Info persistent in right panel across all pages; couldn't find contextual point of need help	There is the GET HELP in the main navigation above the top row of links on all pages. No contextual help elsewhere on site because this help was ever present.	there are some related info/link on pages to help with some topics. help section under nav	Ask Us menu is available in the top nav. The same Ask Us page is available under Research menu. Could not find dynamic point of need help on other pages.	Help & Support persistent in global nav and ask us! persistent and very visible in top right corner	The only place to get help is on the Ask a Librarian page, and it's as sparse as can be. NOT really helpful, unless you type in something and go to LibAnswers. Also, there are no email addresses visible for any librarian on the staff directory - you have to use webform on site to contact them. There are email addresses available for service points or libraries, but those are more buried. No way to get help by calling, emailing (unless you search first), texting and chat not options.
		email opens in fly-out, not a new window; chat in	It's one of the links listed in the top bar of links	ask us link in header. also found under help in nav	Ask Us in in the top menu and under Research	ask us! graphic is persistent and highly visible	There is the Ask a Librarian page, but to get any

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Support	point of need help			Help & Info persistent in right panel across all pages; couldn't find contextual point of need help	There is the GET HELP in the main navigation above the top row of links on all pages. No contextual help elsewhere on site because this help was ever present.	there are some related info/link on pages to help with some topics. help section under nav	Ask Us menu is available in the top nav. The same Ask Us page is available under Research menu. Could not find dynamic point of need help on other pages.	Help & Support persistent in global nav and ask us! persistent and very visible in top right corner	The only place to get help is on the Ask a Librarian page, and it's as sparse as can be. NOT really helpful, unless you type in something and go to LibAnswers. Also, there are no email addresses visible for any librarian on the staff directory - you have to use webform on site to contact them. There are email addresses available for service points or libraries, but those are more buried. No way to get help by calling, emailing (unless you search first), texting and chat not options.
	ask us			email opens in fly-out, not a new window. chat is cool -- opens in a new left pane, but can still navigate the website. Keeps it in one window. Both make experience easier to manage on mobile	It's one of the links listed in the top bar of links under the main navigation on all pages; includes phone, chat, email, text, consultation requests options for contact.	ask us link in header, also found under help in nav	Ask Us is in the top menu and under Research.	ask us! graphic is persistent and highly visible. However, chat takes you to a new page that replaces current page.	There is the Ask a Librarian page, but to get any help, you have to do a search. No contact info immediately available. No chat. No text. No service desk numbers or emails listed, just link to Subject Librarians page, Contact page, and Staff Directory - none of which are that immediately helpful.
User Groups	presenting information to different types of users	grad students	findability of services	Databases easy to find; Theses & Diss easy to find; other than that, other services/resources not called out or easy to find; services are distributed across the website	Yes, a specific section under SERVICES in the main navigation - Faculty/Instructors and Graduates were separated out from all the other categories. Contains 3 sections of content - Research, Teaching and Learning, and Spaces	found some stuff under services->borrow, renew, request->borrowing policies. have to search to find more stuff	Only found separation under Borrowing privileges	Quite findable -- grad student-specific resources visible on homepage and a page is dedicated to them	Grads are lumped under student services. One of the major portals in the main navigation
			dedicated page	No	Yes	nope	None	Yes	yes
		faculty	findability of services	At bottom of Services page; only found by scrolling	Yes, a specific section under SERVICES in the main navigation - Faculty/Instructors and Graduates were separated out from all the other categories; Contains 3 sections of content - Research, Teaching and Learning, and Spaces	under services	For Faculty' under Services	as with grad student resources, visible on home page. However, going straight to those resources puts user into the middle of the site.	Faculty and Staff are put together as one of the major portals in the main navigation
			dedicated page	Yes	Yes	services->Services for faculty/Instructors	Yes	Yes	yes
		alumni / visitors	findability of services	very hard to find; donations here-- About>Contribute>Donate to the Library; Visitors section on Services page	Looked under Giving to the Libraries, and nothing specific about alumni to be found anywhere on site	under services	None	Same as grad students/faculty. They even break up visitors into K12 and Alumni/Visitors. However, borrowing privileges hidden under Visit logistics	These are separated out with entirely different links under them. They are 2 of the major portals in the main navigation
			dedicated page	No	no	services->Services for Alumni	None	Yes	Yes, and Yes
		those with disabilities	findability of services	services not featured; couldn't find any featured	yes, very prominent with link to disability services in Footer as well as under SERVICES in main navigation	have to search "disabilities"	Found under Services	Pretty good, but under "MORE" which takes you to Using the Libraries. Also under Using the Libraries	Buried under the About Page, which is only accessible through the footer.
			dedicated page	no	yes, 4 pages dedicated to this area	yes, older layout	Yes	No	yes
Content Strategy	balance of meeting student needs and library marketing objectives			meeting student research needs is the focus; promoting events and collections de-emphasized, at the bottom of (long) home page; Giving to the library is very hard to find. No info promoting BYU or the library.	good balance of news/services with student research and faculty support; homepage focus is on student needs and news, events, and exhibits; almost equally balanced, but research and student needs are higher on the page.	focus is research and services for generic patron. giving events and events available, but not stressed. little importance given to segmenting of patron audience	Homepage seems very targeted for information about the library, news and events. Search bar is in the middle but very surrounded by other information.	Focus is definitely on research/using the library, but News & Events are visible slightly above the fold. Giving, however, not present at all.	Focus is definitely on news, events, collections, exhibits, and less emphasis on student services or research. Very odd for a research library and a campus with as many graduate students as undergraduate students, but I know why this is the case, unfortunately.
	voice			Very little content. Almost no complete sentences. No paragraphs. No lengthy descriptions. All bullet points. Simple terms -- "Places" "Spaces" "Databases" "Journals" "Collections"; the minimal promotional content actually pretty standard for a library -- a lot of text not very lively, only one small image.	news is APA style, feels very professional and business focused; news includes media mentions from other news sources, news from admin about budget or campus/other institutional collaborations, news about librarian presentations and major projects and initiatives, news about services, resources, unique collections, interviews of staff, technology spaces, special collection news, etc.; voice on rest of site is professional, full sentences in some places, others only have phrases that describe something, sometimes there still is a lot to read - inconsistent.	short statements to describe services	Very short statements and descriptions. Little is told in more than 2 sentences	Uses a lot of bullet points. In cases of narrative, however (ex. dropdown menus), it's too wordy. On specific library sites there is some narrative, but still it's all in bullet points.	Some bullets, mostly narrative in short sentences. Too wordy in some places. Too much library jargon, abbreviations (ILL). Professional in voice, but typos and spacings wrong in many places and was distracting.
				Special Collections not prominent but under	not prominent, but listed under FIND and ABOUT	no, under nav in Collections. has a blog	Found under Research nav	yes, link under Start your research, but not	Yes, in the "Use the Library" menu. Not

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			http://lib.byu.edu/	https://www.lib.ncsu.edu/	https://www.library.wisc.edu/	http://www.library.vcu.edu/	http://www.washington.edu/	http://www.library.vanderbilt.edu/
Special Collections	findable from home page		Special Collections not prominent but under Places. Collections page easy to find as clear link from home page -- Special Collections also linked on that page not prominent, link to site at bottom of long Collections page, very hard to notice.	not prominent, but listed under FIND and ABOUT in the main navigation.	no, under nav in Collections. has a blog	Found under Research nav	yes, link under Start your research, but not really called out	Yes, in the "Use the Library" menu. Not accessible anywhere else. Not even in About section.
	physical/digital distinction		Physical/Digital collections are searchable together on Collections page; Special Collections is linked from the Collections page. physical/digital distinguished by Collections/Digital Collections links. (Physical) Collections has its own page (not linked from the Collections tile on home page) while Digital Collections loops back to the "Collections" page linked from home page.	physical and digital collections are searchable together in a single search box; search results are in a bento box approach, but OMG the styling is awful; can browse collections or digitized collections; isn't separate branding for the digital library- it's simply called "NCSU Libraries' Rare and Unique Digital Collections" and again looks like a homegrown system that seamlessly integrates into the site	yes, two separate sites -- both very old, not updated	Digital Collections is separated from Spec Coll. Found under Research	Very good physical/digital distinction on Collections & Archives page. in two widely separated columns.	Spec Coll homepage and navigation is odd. Nothing but images with text, so you have to read everything, and everything has equal weight. It also says featured collections, but not everything is a collection. You can search collection by subject, but you can't easily see what subjects there are unless you read everything on the length of the page. Also, under ANOTHER area where there are 4 main collections, they list Book, Manuscript, Photographic, and University Archives. None of these are digital. Can't easily find digital collections.
Branches	each findable from home page		cannot find any branch information; no branches	Yes, there is a Libraries tab, and all 5 branches are listed. They are also listed in the footer.	under "Libraries" in nav	Found under 'About Us' and Libraries. Can so be found in the Footer showing addresses, Hours, Directions, and Floor Map links for both libraries	Yes, under Libraries & Hours	Yes, under Campus Libraries. (There aren't other campuses, just branch libraries.)
	link in footer		n/a	yes	no	yes	Believe it or not, yes. (there's a bunch)	Nope, because they are all listed in the main navigation.
	different look and feel/layout between branches? Users think it's a different site?		n/a	slightly different layout for branches compared to rest of site, but design trends stay the same; as for design across branches, design is controlled and consistent, no search boxes, but has lists of resources, basic info about the branch, news, and several small images; exception: Hunt Library, which is the new technology filled library	each site is different, no common feel/layout	Much like the same site. Some differences in the main body like Research, Services, About blocks. Different News/Events and a twitter block	Branch libraries have the same layout framework. Local nav is in the same place and styled the same. Very clear you're on the same site. The layouts of each libraries' sites' body text can vary. Some similar blocks and some very different layouts, depending on (clearly) the resources of the individual library	Branches all look the same, almost too much the same because of the repetitiveness of the images. Links are different, but categories are all the same. The only site that's different is the Biomedical Library.
Giving to the Libraries	findable from home page		no; very hard to find on About page: About>Contribute>Donate to the Library	yes, very prominent in the footer, but that's it! Also, under each of the libraries, there is a Give to X library, and Hunt Library has a very cool and interactive "Naming and Support Opportunities" page	yes, top of homepage. under about on nav	Located in the top nav under Giving	Under about the libraries as Support the Libraries. Not very prominent.	Yes, in the footer, very prominent. Can't miss it.
Navigation	Primary and secondary	getting back to the home page	Home is through the logo only; top banner is not fixed when scrolling, making it difficult at times to get to the logo	no breadcrumbs to be seen, forcing users to use back button or to click on library logo to return to home; navigation still seems to be easy; since most pages aren't very long, scrolling back up to top is not an issue	have to click libraries logo or find link to library depending on layout	Can get to the homepage by clicking VCU Libraries header and through the Breadcrumbs	Lose Home icon in UW Libraries Search results page. Only way home is link in footer. Home is redundant in global navigation on lower level pages. W logo is confusing, because it seems part of the libraries logo	Getting back to the homepage from anywhere in the site is very easy, although once you are in DiscoverLibrary (Primo) or Acorn (Catalog), you can only click on the logo in the footer. Breadcrumbs seem to work well.
		How flexible (can options grow?)	navigation in side panels under Materials and Help & Info can grow a lot because of space below. Research discovery tools could grow in Discovery UI, but changing tile size/layout might be needed. Because of long scrollable page design, all sub-navigation can grow quite a bit. They hide some options behind "view all."	Options in the main navigation can grow because they are just lists, but # of links can't because they go horizontally; tabs on search box are across the top and cannot handle additional tabs; if other areas needed more content, there would need to be a redesign as everything is tightly packed	Can add more under secondary nav	Navigation menu is located on the right. Clear view of where you are within the main nav, and what's available within that nav.	Global nav could add 1 more option on full size screen;	Main nav doesn't have more room, although in tablet view, it moves below logo. Use the Library menu can grow because it's a list instead of a horizontal row.
		Number of links	37 in body of page, 19 in side panels	35 in page body, 18 in footer, 5 expanding navigation menus	7 main in nav, 57 in secondary	9 in main header nav, 29 in secondary		
		How are options (other content) that are not displayed handled?	"view all". "view all formats." Advanced Search hidden behind a button/icon. Rather than fly-outs that expose other options on hover, clicking will link to new page.	links to more info or view all isn't available, and not all content that is in the main navigation is showing unless you click on landing page; this is problematic		Main nav menus are accessed via hovers.	Navigation both vertically and laterally can be accessed through "More". (BYU puts "view all" closer to header, which makes more sense.) Start your Research is not displayed in global navigation on home page, but appears on all pages below. On home page, it is at the same level as News & Events, but that's not in the global nav. Unclear where user group pages are in the architecture.	There is no "More" in the navigation, so that's not a problem. However, like Washington, for many other things, you have to scroll to the bottom of a list to see "more" options. It's also used on pages where there could be a lot of content, and instead they only display 1 sentence and then have the "more". Also, "more" is consistent throughout the site because they use a little yellow arrow, so it becomes familiar. On the homepage alone, there are between 5-6 mores.
		quick access links in appropriate/expected places	Materials and Help & Info links persistent in side panels; are very visible and expected. Quick links to featured items sometimes hard to see (e.g. Upcoming Events or Current Exhibits). Home button (logo) hard to find when scrolling down the	main navigation and row of links underneath are persistent in header and visible and expected; interestingly, there is absolutely no way to get to news, events, or exhibits except from the homepage; Give Feedback link floating on side of		Everything seemed to be in the expected places	Excellent job of providing quick links to common info needs on home page-- hours, computers & printing, etc.; Cool idea -- Quick Fact Resources in right side panel on Start your Research page.	I like the Use the Library Menu. It's almost always there on the left, and the little icons are nice. Not many other links, seriously. Hours is a button, and Search is also persistent, but no real Help or My Account prominent. Force users to

Appendix: Competitive Review Data Sheet

Website			Brigham Young University	North Carolina State University	University of Wisconsin	Virginia Commonwealth University	University of Washington	Vanderbilt University
Evaluation Criteria			Robert Newell	Rachel Vacek	J Fisher	Sean Watkins	Robert Newell	Rachel Vacek
			http://lib.byu.edu/	https://www.lib.ncsu.edu/	https://www.library.wisc.edu/	http://www.library.vcu.edu/	http://www.lib.washington.edu/	http://www.library.vanderbilt.edu/
Navigation	Primary and secondary	getting back to the home page	Home is through the logo only; top banner is not fixed when scrolling, making it difficult at times to get to the logo	no breadcrumbs to be seen, forcing users to use back button or to click on library logo to return to home; navigation still seems to be easy; since most pages aren't very long, scrolling back up to top is not an issue	have to click libraries logo or find link to library depending on layout	Can get to the homepage by clicking VCU Libraries header and through the Breadcrumbs	Lose Home icon in UW Libraries Search results page. Only way home is link in footer. Home is redundant in global navigation on lower level pages. W logo is confusing, because it seems part of the libraries logo	Getting back to the homepage from anywhere in the site is very easy, although once you are in DiscoverLibrary (Primo) or Acorn (Catalog), you can only click on the logo in the footer. Breadcrumbs seem to work well.
		How flexible (can options grow?)	navigation in side panels under Materials and Help & Info can grow a lot because of space below. Research discovery tools could grow in Discovery UI, but changing tile size/layout might be needed. Because of long scrollable page design, all sub-navigation can grow quite a bit. They hide some options behind "view all."	Options in the main navigation can grow because they are just lists, but # of links can't because they go horizontally; tabs on search box are across the top and cannot handle additional tabs; if other areas needed more content, there would need to be a redesign as everything is tightly packed	Can add more under secondary nav	Navigation menu is located on the right. Clear view of where you are within the main nav, and what's available within that nav.	Global nav could add 1 more option on full size screen;	Main nav doesn't have more room, although in tablet view, it moves below logo. Use the Library menu can grow because it's a list instead of a horizontal row.
		Number of links	37 in body of page, 19 in side panels	35 in page body, 18 in footer, 5 expanding navigation menus	7 main in nav, 57 in secondary	9 in main header nav, 29 in secondary		
		How are options (other content) that are not displayed handled?	"view all". "view all formats." Advanced Search hidden behind a button/icon. Rather than fly-outs that expose other options on hover, clicking will link to new page.	links to more info or view all isn't available, and not all content that is in the main navigation is showing unless you click on landing page; this is problematic		Main nav menus are accessed via hovers.	Navigation both vertically and laterally can be accessed through "More". (BYU puts "view all" closer to header, which makes more sense.) Start your Research is not displayed in global navigation on home page, but appears on all pages below. On home page, it is at the same level as News & Events, but that's not in the global nav. Unclear where user group pages are in the architecture.	There is no "More" in the navigation, so that's not a problem. However, like Washington, for many other things, you have to scroll to the bottom of a list to see "more" options. It's also used on pages where there could be a lot of content, and instead they only display 1 sentence and then have the "more". Also, "more" is consistent throughout the site because they use a little yellow arrow, so it becomes familiar. On the homepage alone, there are between 5-6 mores.
		quick access links in appropriate/expected places	Materials and Help & Info links persistent in side panels; are very visible and expected. Quick links to featured items sometimes hard to see (e.g. Upcoming Events or Current Exhibits). Home button (logo) hard to find when scrolling down the page.	main navigation and row of links underneath are persistent in header and visible and expected; interestingly, there is absolutely no way to get to news, events, or exhibits except from the homepage; Give Feedback link floating on side of page - only relates to new library website design		Everything seemed to be in the expected places	Excellent job of providing quick links to common info needs on home page-- hours, computers & printing, etc.; Cool idea -- Quick Fact Resources in right side panel on Start your Research page.	I like the Use the Library Menu. It's almost always there on the left, and the little icons are nice. Not many other links, seriously. Hours is a button, and Search is also persistent, but no real Help or My Account prominent. Force users to use portals.
	Within micro-sites	managing unique navigation needs for sites within sites (like Spec Coll, Giving and Technology pages)	Front page for individual dig. collections matches rest of site. Below that it jumps into CONTENTdm and a very different (poor) look and feel. Uses Mappify for putting collections on a map. No link to Giving from Collections page.	list of links on left side that serve as navigation; no overarching logo for micro-site, but you can tell by page titles where you are		Navigation was consistent throughout the site. Research Guides and Primo search had different interfaces	User group pages -- take you to pages under main site categories, but you don't know where you are or how to get back. Also -- navigation to sections of UW main site and other campuses present above banner	This is done fairly well on branch pages as well as pages like Scholarly Communication and Giving to the Libraries. It's a box with links and a picture on the right side of the page. Very clear. However, it doesn't translate well on mobile.
My Account	What services (whether library or campus services) are listed under the link, and what the interaction is like		Could not access. Must have BYU Net ID.	No clue. Got NCSU's shibboleth page managed by campus IT.	Library account, Endnote Basic, ILL, Learn@UW, My UW, Email/calendar	Unknown	Quite visible as a tile on the home page, but no idea what services lie behind it. Many services, like reserving a room, required UW NetID log in. Library Account is authenticated with UW NetID.	Only visible under the Students and Faculty/Staff portals. My Account takes you to an Acorn (catalog) login page, must have VUnet ID. No access to any other services except faculty delivery, which is through the catalog.
Staff profile pages	what information is presented		Directory>Department>Employees; No pics, no bios, just basic department and location information; link to profile/website; most are LibGuides pages; some just link back to department	About>Staff. Pics, some bios, some have chat, and they have an "Ask me About" section that they can put in links to services online they they are responsible for. Also, there are multiple directories, and they are handled differently.	name/email/address research specialties	Name, title, phone, email, office location. Some pages had more detailed information, but not consistent. Some images of staff were present.	Staff Directory is bad. Browse by searching with no search terms. Only contact info for staff, while subject librarians have very extensive LibGuides pages.	Not spectacular. Contains basic contact info, and mostly only librarians have pictures. Email addresses aren't listed - have to use contact form. Individual email addresses are listed on separate library pages, under "Ask ____"
	are images standardized across profiles?		no images	some images, not standardized	no images	No	no	Sort of. Either small head-shot or the Vandy logo.
	how publications/scholarship is presented		none	not at all, but instead, departments have pages and list projects, and presentations and publications about those projects are listed there.	none	Publications, presentations, education, and experience was displayed on some profiles. Some were consistent while others won't. Many did not have detailed information.	Some list publications in separate tab on LibGuides. Profile Link is a loop.	Nope.
Maps & Directions	how are the various branch locations presented to users?		no branches	not very well; lengthy narrative directions and a few links	campus libraries map under 'Libraries'	Link to directions are in the footer, just takes you to a google map link.	Home>Libraries & Hours>Hours & Contact Info>click on map>big map with location highlighted. No directions, however.	The are small images that lead to PDFs. That's it. PDFs.
	how are locations and directions to different service points within the library handled? (e.g. Spec Coll, ARC, LC, Rockwell)		Only one building; Directions to building/campus with maps + floor maps accessed through About>Location and Parking. Includes BYU interactive campus map. Different rooms linked from Home>Places. Presented by floor with floor maps showing call number and subject locations. Can search by call number on website and mobile. Spec Coll has page with text directions/static map on its site. Does not link to Location and Parking.	student study rooms are easy to find from homepage; can also select a library from LIBRARIES>name of library. I looked at Hunt Library, and on the side, there are links to "Explore Spaces" and "Explore Technology" but this took some digging. GroupFinder and Reserve a Room under SERVICES, but still not a good understanding of what all spaces, labs, services are or in which library, unless you look at Hunt	College & Steenbock both have floor maps easily found on front pages	Floor maps are provided and do label the locations. A legend is available but hard to read.	No map for the individual libraries, only lists of service points by floor. Service point info found	They aren't. Service point info found on some of the individual library pages, not consistent.

Appendix: Competitive Review Data Sheet

Website / Evaluation Criteria		Brigham Young University	North Carolina State University	University of Wisconsin	Virginia Commonwealth University	University of Washington	Vanderbilt University
		Robert Newell	Rachel Vacek	J Fisher	Sean Watkins	Robert Newell	Rachel Vacek
		http://lib.byu.edu/	https://www.lib.ncsu.edu/	https://www.library.wisc.edu/	http://www.library.vcu.edu/	http://www.lib.washington.edu/	http://www.library.vanderbilt.edu/
Maps & Directions	how are the various branch locations presented to users?	no branches	not very well; lengthy narrative directions and a few links	campus libraries map under 'Libraries"	Link to directions are in the footer, just takes you to a google map link.	Home>Libraries & Hours>Hours & Contact Info>click on map>big map with location highlighted. No directions, however.	The are small images that lead to PDFs. That's it. PDFs.
	how are locations and directions to different service points within the library handled? (e.g. Spec Coll, ARC, LC, Rockwell)	Only one building; Directions to building/campus with maps + floor maps accessed through About>Location and Parking. Includes BYU interactive campus map. Different rooms linked from Home>Places. Presented by floor with floor maps showing call number and subject locations. Can search by call number on website and mobile. Spec Coll has page with text directions/static map on its site. Does not link to Location and Parking page on new site;	student study rooms are easy to find from homepage; can also select a library from LIBRARIES>name of library. I looked at Hunt Library, and on the side, there are links to "Explore Spaces" and "Explore Technology" but this took some digging. GroupFinder and Reserve a Room under SERVICES, but still not a good understanding of what all spaces, labs, services are or in which library, unless you look at Hunt Library page.	College & Steenbock both have floor maps easily found on front pages	Floor maps are provided and do label the locations. A legend is available but hard to read.	No map for the individual libraries, only lists of service points by floor. Service point info found on site of individual library	They aren't. Service point info found on some of the individual library pages, not consistent.
News & Events	How are past events handled?	Past events not present; Lectures Archive linked at bottom of Events page; Exhibits page has Past Exhibits tab.	Past events seem to disappear (past news doesn't go away).	search for event. click See more events on events page to click through calendar of main campus events page	Past events are labeled in nav as year spans. Content is displayed as long blog post fashion	Do not see any past events	No events. Just news (Wordpress) and there is an archives of that, and an extensive category list.
	How are regularly occurring events handled? Do they have a homepage existing outside of an event calendar? (like Poetry & Prose does)	No event calendar. Events page with listings that link to pages of departments sponsoring event. Ex. Visual Effects Basics links to Multimedia dept page and course description/sign up.	Exhibits has its own area/navigation, and there is a page that lists "Archived Exhibits"; page called "About Events" handles three ongoing speaker series	yes, from main campus news & events page	Repeating events have their own page with short description and list of upcoming and past event information.	New page header is NEWS EVENTS EXHIBITS	None that I can tell.
	How broad is the scope of events?	Tech classes, exhibits, lectures, Documentary films series, Motion Picture Archives Series	Events, Classes and Workshops, Exhibits	workshops, classes, events, tours	Events just give a time and description. 'Add to Calendar' button to add event to a selection of calendars: Outlook, Google, Yahoo, Hotmail, iCal	NEWS EVENTS EXHIBITS; provides links to College of Arts & Sciences calendar and UW calendar; Calendar can only be reached by clicking on individual event	Events are mixed in with News. However, Special Collections Exhibits site lists events. There are also events on Scholarly Communications page. No calendars, no sign-ups, just news about it.
	How are users able to keep current with news? RSS, email, subscription, other?	No RSS or subscriptions apparent; no way to keep up with library news except to check website.	use Wordpress for their main news; Storify is what they use on the Hunt Library page and it brings in lots of images and tweets about the library; RSS, no newsletter subscriptions	email reminder, iCalendar export	None	Library Calendar, News & Info and Blog feeds on separate pages. Can subscribe to each. Stay Connected has Social Media + Sign up for E-News	RSS. That's it.
	Are there other sources of news (like spec coll blog) and how are presented with the other news (separate or aggregated)?	News is in Wordpress. Spec Coll features its own events, exhibits, news and a blog on its own Wordpress site. both with different look and feel from top pages.	Spec Coll has their own Wordpress blog, and the news and exhibits is integrated in their site.	has a blog that lists events and seminars after searching in events	There does not seem to be a separation of news or events under other sources. Everything appears in one place.	Don't see any blog posts on Events page, but may exist, I just haven't found any.	Exhibits are handled completely separate, and there is some news there.
Electronic resources issues	How are these presented to the user?	Can separate online resources in results filter. For Journals, Journal Title listed-- click to see entry with Either Full Text Online (E-Journal) or We Have a Copy (Print) and links to both	nowhere on the site. They don't seem to communicate ER issues to their users.	thank goodness, no. search for electronic resources for info	No information could be found about ER issues		Mixed in with news, if at all.
Notes	General notes that don't fit any criteria	Pages are very long with information surrounded by lots of whitespace. Commits users to a lot of scrolling -- makes the site much more shallow, more mobile friendly; To reduce amount of information, they feature most popular items (FAQ's, read books, videos, etc.), then link to the rest. Top pages look great, optimized for mobile, but lower level pages like Spec Coll and News and Link Resolver (SFX) bring a break with the overall look and feel and are usually not responsive.	Give feedback is unobtrusive and on the right side/available from any page. Lots of heavy text in some areas. Lots of information, mostly in places where you need it. Overall, they have almost all homegrown systems (except for Summon, the catalog, and Wordpress), so everything is tight, consistent in branding, and looks completely integrated. This therefore really helps with the mobile look and feel.	new layout is nice, Wordpress gives interior pages a nice, well organized, easy to read look. Libraries homepage is less effective, search box is nice	Pages are very clean and easy to read. Short text tells you exactly what it is quickly. Right navigation is clear where you are within the top nav section and what pages are children of other pages/services. The option for 'Text Only' accessed in the very bottom footer is nice for screen readers.		
		Exemplifies favoring user needs over other objectives (ex. Marketing, promoting Spec Col)	Consistent branding/theme and design styles throughout all levels of site (except IR and catalog)	Homepage has a modern updated feel	Clean modern look and feel	Home page meets a lot of needs (search, common tasks, user groups, promote events)	Clean, consistent design
		Visual design for all devices -- visually appealing with simple banners, buttons and graphics, big touch targets. Only 1 image. Use of whitespace.	Lots of engagement through news, exhibits, and events	nice, easy to read, responsive Worpress theme	No long narratives telling you about services, and directs you right where you need to go.	Nice use of images	Most used services, news, and Special Collections access available throughout in "Use the Library" box
		Accessible on all devices -- big touch targets, no hover.	Lots of images of library spaces and technology - gives real sense of what you can do there, and where	Library Hours are handled well for such a large system of collections and libraries	Text is spaced out evenly throughout the site	Nice use of tag lines to give more info about a section or page	Responsive design is very nice, and some content is removed and some moved to top with nice touch targets
		Very clear taxonomy of research tools in search interface. Effective push to research guides.	Responsive design throughout	nice map that shows all branches/collections	Secondary Nav shows you where you are and what other areas are available within that level	Responsive (to some extent)	Nice information architecture of scholarly communications
		Simple, clear text, only what is directly useful.	Nice balance of colors, lots of effective whitespace	search box is easy to get to on homepage on both desktop and mobile experiences	Fonts and colors are consistent throughout the site.	Easy access to common tasks on mobile	Services split out by users so info is more relevant and not overwhelming
		Conventional search results, but easy to understand/use facets	Custom search results presented effectively, good taxonomy.	you can use generic help or choose a specific dept under "Ask A librarian"	Organized within the Research and Services sections	Nice distinction between site and item search	

Appendix: Competitive Review Data Sheet

Website	Brigham Young University	North Carolina State University	University of Wisconsin	Virginia Commonwealth University	University of Washington	Vanderbilt University
Evaluation Criteria	Robert Newell	Rachel Vacek	J Fisher	Sean Watkins	Robert Newell	Rachel Vacek
	http://lib.byu.edu/	https://www.lib.ncsu.edu/	https://www.library.wisc.edu/	http://www.library.vcu.edu/	http://www.lib.washington.edu/	http://www.library.vanderbilt.edu/
Strengths	Exemplifies favoring user needs over other objectives (ex. Marketing, promoting Spec Col)	Consistent branding/theme and design styles throughout all levels of site (except IR and catalog)	Homepage has a modern updated feel	Clean modern look and feel	Home page meets a lot of needs (search, common tasks, user groups, promote events)	Clean, consistent design
	Visual design for all devices -- visually appealing with simple banners, buttons and graphics, big touch targets. Only 1 image. Use of whitespace.	Lots of engagement through news, exhibits, and events	nice, easy to read, responsive Worpress theme	No long narratives telling you about services, and directs you right where you need to go.	Nice use of images	Most used services, news, and Special Collections access available throughout in "Use the Library" box
	Accessible on all devices – big touch targets, no hover.	Lots of images of library spaces and technology - gives real sense of what you can do there, and where	Library Hours are handled well for such a large system of collections and libraries	Text is spaced out evenly throughout the site	Nice use of tag lines to give more info about a section or page	Responsive design is very nice, and some content is removed and some moved to top with nice touch targets
	Very clear taxonomy of research tools in search interface. Effective push to research guides.	Responsive design throughout	nice map that shows all branches/collections	Secondary Nav shows you where you are and what other areas are available within that level	Responsive (to some extent)	Nice information architecture of scholarly communications
	Simple, clear text, only what is directly useful.	Nice balance of colors, lots of effective whitespace	search box is easy to get to on homepage on both desktop and mobile experiences	Fonts and colors are consistent throughout the site.	Easy access to common tasks on mobile	Services split out by users so info is more relevant and not overwhelming
	Conventional search results, but easy to understand/use search	Custom search results presented effectively, good taxonomy	you can use generic help or choose a specific dept under "Ask A librarian"	Organized within the Research and Services sections.	Nice distinction between site and item search	
	Effective use of side panels to distinguish research/services navigation	Users still have ability to find other research tools without using search	Short statements about services keeps site light and easy to read	Responsive design was clean and provided a different order of information	Addresses needs of different user groups	
	Help always present	Many homegrown systems provide seamless integration	pages showing Study room equipment and seating are well layed out and easy to read		Presents one research across several (on-campus) libraries, but each library has a separate space for describing their resources	
	Well organized presentation of library space and excellent use of same maps to locate items	Help is always present in main navigation	Nice use of breadcrumbs for easy navigation			
		Priority of services based on page location: Research at top, Important services for students (Technology, Studying, Courses, and Room/Technology Availability) in middle, and News, exhibits, and events at bottom	Nice use of "My Account" . Allows acces to both Library and Campus accounts			
		Logical information architecture (mostly)				
		Small NCSU resources and search bar at top of library website is consistent with NCSU main website				
		Well organized presentation of library space within Hunt Library (not the others)				
		User portals for faculty, grad students, and those with disabilities				
Weaknesses	Very little promotion of News, Events and Special Collections	Hover in main navigation	Reserving a Study room uses old system. hard to use on mobile	Too little information about services.	Over-reliance on LibGuides; info may not map well to templates governed by (ugly yellow) tabs.	Very trim site, not a lot of info, and what's there is often very narrative although some attempts to reduce content with "see more" yellow arrow
	Very little focus on pushing discovery by engaging users by featuring items and collections	Not all links are big touch targets in mobile views	Reserving/checking out equipment uses old system. hard to use on mobile	Some areas (like News/Events) did not provide the same text spacing making it harder to read.	Easy to get lost (site map not always clear)	Noticed several typos (misspellings)
	No use of images from any collections	Hidden links in main navigation - not clear there's more info unless click on link	some pages, such as main nav landing pages are only accessible through mobile or some tricky clicking on desktop	Image carousels did not scale well in mobile	UW WorldCat/UW Libraries Search clear to user?	Help not prominent, and only self-help is really emphasized; No way for users to easily call or email (both buried or forced to use webform); Chat and Text options not present
	Important information often at bottom of long pages	Clean design, but not very modern feeling (no BIG pictures, same layout on homepage that you have seen past 5 years in libraries, pages aren't long)	would like to see more images on the site	Having right side nav and breadcrumbs seemed to be more information than needed.	Touch targets just links and hover	Research not prominent; search hidden, search results slow and not entirely relevant; Primo interface needs improvement
	Only unique user group site targets is faculty	Text in some areas are too narrative, could use more simple text (less sentences to get to point quicker)	44 branches/collections = 44 different experiences on each site. no cohesive theme or CMS used for all the different sites. all sites have varying levels of info (floor maps, help, etc)	Primo was used for equipment and room availability providing less information about the items.	IT manages computers, determining availability on site difficult	Too much jargon and branding of tools: DiscoverLibrary, OAK, Acorn, ILL, etc.
	Lower level pages like Events and Special Collections in Wordpress, loss of look and feel	Giving to the Libraries and Special Collections seem to be a bit buried	the events listings kicks you to the main campus website - no way to get back to Library site	Floor maps are hard to read	Experience varies across different libraries' sites. Some have research resources, some just description (users would use these two kinds of sites differently).	Services split out for different types of users makes a lot of assumptions - Technology not usable by faculty? Students don't need subject liaisons?

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Weaknesses	Very little promotion of News, Events and Special Collections	Hover in main navigation	Reserving a Study room uses old system. hard to use on mobile	Too little information about services.	Over-reliance on LibGuides; info may not map well to templates governed by (ugly yellow) tabs.	Very trim site, not a lot of info, and what's there is often very narrative although some attempts to reduce content with "see more" yellow arrow
	Very little focus on pushing discovery by engaging users by featuring items and collections	Not all links are big touch targets in mobile views	Reserving/checking out equipment uses old system. hard to use on mobile	Some areas (like News/Events) did not provide the same text spacing making it harder to read.	Easy to get lost (site map not always clear)	Noticed several typos (misspellings)
	No use of images from any collections	Hidden links in main navigation - not clear there's more info unless click on link	some pages, such as main nav landing pages are only accessible through mobile or some tricky clicking on desktop	Image carousels did not scale well in mobile	UW WorldCat/UW Libraries Search clear to user?	Help not prominent, and only self-help is really emphasized; No way for users to easily call or email (both buried or forced to use webform); Chat and Text options not present
	Important information often at bottom of long pages	Clean design, but not very modern feeling (no BIG pictures, same layout on homepage that you have seen past 5 years in libraries, pages aren't long)	would like to see more images on the site	Having right side nav and breadcrumbs seemed to be more information than needed.	Touch targets just links and hover	Research not prominent; search hidden, search results slow and not entirely relevant; Primo interface needs improvement
	Only unique user group site targets is faculty	Text in some areas are too narrative, could use more simple text (less sentences to get to point quicker)	44 branches/collections = 44 different experiences on each site. no cohesive theme or CMS used for all the different sites. all sites have varying levels of info (floor maps, help, etc)	Primo was used for equipment and room availability providing less information about the items.	IT manages computers, determining availability on site difficult	Too much jargon and branding of tools: DiscoverLibrary, OAK, Acorn, ILL, etc.
	Lower level pages like Events and Special Collections in Wordpress, loss of look and feel	Giving to the Libraries and Special Collections seem to be a bit buried	the events listings kicks you to the main campus website - no way to get back to Library site	Floor maps are hard to read	Experience varies across different libraries' sites. Some have research resources, some just description (users would use these two kinds of sites differently).	Services split out for different types of users makes a lot of assumptions - Technology not usable by faculty? Students don't need subject liaisons?
	Special Collections not integrated well into the site	Although lack of breadcrumbs made site clean, on occasion I found myself lost or going in circles			Confusing when most research info on big Libraries site, but physical resource info on specific libraries sites; for room resources, can alternate between main site, a specific libraries' site, and IT site	Special Collections info only about print, and exhibits totally separate site, with some "collections" there (curated online exhibits?)
	Conventional search results page, not innovative	Logout link was persistent though I was never logged in				Weak staff profile pages
	Sometimes narrative text might be useful to engage users	Chat (LibraryH3lp) looked old and didn't match site design				No calendar
	Contribute page not featured, hard to find	Special Collections custom search results lack consistent design and layout				
	Staff directory contains very little staff/faculty info	Staff directory contains inconsistent and very little info about people				
		Branch pages overloaded with information				