

UH Libraries Website Redesign

STAKEHOLDER FOCUS GROUPS AFFINITY REPORT

Web Services, October 2014

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Affinity Summary

In the spring and summer of 2014, Web Services conducted 14 focus groups with website content area stakeholders across UH Libraries. The team aggregated comments from all focus groups and applied them to post-it notes.

Over the course of two initial working sessions followed by two weeks of refinement, Web Services arranged the notes on the wall by perceived affinities. Grouped notes yielded a consolidated stakeholder need. We worded these needs as requests articulated in the voice of the stakeholder.

At times they were abstract principles to consider applying across the site, and at others specific feature or design requests. For example, several participants identified cases across the research tools on our website where users had little or no guidance for refining their searches to bring up the results they needed. We grouped these individual comments together under the stakeholder need, "Guide Users to More Relevant Results." Other comments pointed to a more concrete feature request: "Integrate Digital Signatures."

These articulated needs were then grouped under descriptive themes that pertained to general aspects or functional roles of our site. For instance, the need/request "Guide Users to More Relevant Results" was placed under the theme, "Targeted Research." This produced an affinity diagram with three levels: Individual Comment, Consolidated Need, and Overarching Theme. Rather than separate notes by stakeholder or content area, we looked at them all together. We wanted to see how needs and themes might span content areas and inform design and strategy across the entire website.

To maintain the ability to identify each department's comments, we assigned every department or stakeholder post-it notes with a distinct color (see Appendices C and D). Then, when looking at the affinity diagram from a distance we could see how department comments were distributed across these needs and themes.

Below are the overarching areas or themes we found in the focus group comments with the relevant stakeholder needs listed under each. On succeeding pages, more granular views show the individual comments that informed each stakeholder need.

Themes and Consolidated Stakeholder Requests

1. SERVICES: WHAT, WHERE, HOW?

- Give users a guided tour of our services
- Provide clearer procedures
- Provide clearer information about research tools
- Make privileges make sense
- What can I do here in the library?
- What can I use in the library right now?
- What is open now and in the future?
- Need higher visibility of mobile resources
- Provide a smooth transition into ILL
- Integrate digital signatures
- Find a home for "Suggest a Purchase"

2. CURATION: ACCESS AND ENGAGEMENT

- Provide more touchpoints to digital assets
- Provide context through exhibits
- Engage with collecting areas
- Feature collections
- Know and engage different user groups
- Provide easier access to more items
- Connect to outside archives

3. TARGETED RESEARCH

- Guide users to more relevant results
- Organize results to fit research context
- Provide more direct path to content
- Scope searches for Branches

4. PARTNERING WITH FACULTY

- Show who can help them
- Show what we can do for them
- Define who we are now

5. IDENTITY

- Give UH Libraries a unique identity
- Give Branches unique identities
- Give departments unique identities
- Give our people unique identities
- Call out services through branding
- Call out databases through branding

6. COMMUNICATION AND SOCIAL MEDIA

- Integrate throughout the site
- Give social media one (polished) voice
- Use social media for outreach

7. GETTING ANSWERS

- Make it easier to find the right librarian
- Expand use of LibAnswers
- Provide the right help at the right time
- Design a more manageable display of FAQ's

8. WHAT'S HAPPENING

- Push events to users
- Show our news on the homepage and on our page
- Give a sense of "Breaking News"
- Preserve Library history

Themes and Consolidated Stakeholder Requests

9. EASIER GIVING

- Show users how to give
- Make it easier to take action
- Show they can make an impact
- Put their name in lights

10. UH AND COMMUNITY CONNECTIONS

- Provide context through exhibits
- Actively engage
- Feature academic partnerships

11. VISUAL FOOTPRINT

- Use more, larger, and better images
- Exploit video
- Use fewer images in some cases
- Incorporate better flow of image and text

12. WAYFINDING

- Connect call number to physical location
- Map out rooms and services
- Provide parking info that speaks to our users

13. CONTENT STRATEGY

- Write with a voice that engages millennials
- Clarify our website's goal
- Make content shorter and easier to digest

14. INTERNAL CONTROL

- Have control over content
- Have control over the user interface
- Provide content guidance
- Streamline communication

Themes and Requests with Supporting Comments

1. Services: What, Where, and How?

GIVE USERS A GUIDED TOUR OF OUR SERVICES

- Nice to have a video showing the reading room, bring in a class, a "what is Spec Coll" video. Video tour. (SC)
- UC San Diego did a good video on how SC works and what to do. (SC)
- Welcome video to spec coll, how to use spec coll. (SC)
- Primary things? How you visit and use spec colls, what do you have, search collecting areas. (SC)
- Not obvious to see where to find stuff (Spec Coll information). Most information is within the site, but hard to see how to get to it. (SC)
- What about information on the tour? Currently nothing about the tour. Hard for the casual user. Users stumble across the cool things within Spec Coll. (SC)
- Like basic information about instruction, what research guides are, communicate ideas that don't get talked about. (RS)

PROVIDE CLEARER PROCEDURES

- Display shorter version of the procedure document on. (SC)
- Like to have researchers schedule a time for a specific material. Form to fill out for when they're coming what materials they are looking at, etc. (SC)
- Users are looking for particle materials, questions how to visit, what the rules are, hours. (SC)
- Clearer display on where to go for current procedures (SC)
- Reading room procedures, what can I do, do I need gloves, etc. (SC)

- Would be helpful to have to list SC forms and access those forms. (SC)
- Stuff asked in the reference desk "What is Special Collections," wanting to simplify some of the content aka Request Copies & Scans.(SC)
- Email attachments to printers are not on the site. Lots of questions about how to print, but users don't know about it. Not obvious to people to get the information, not intuitive on the site to even find the information. (B)

PROVIDE CLEARER INFORMATION ABOUT RESEARCH TOOLS

- Not really sure how to use LibGuides within the liaison instructions. (SC)
- Research support. LibGuides, data management, lightning talks, ETD's, copyright issues, consultations, going to research labs (other groups on campus). (RS)
- Info should talk about service itself and the LibGuides should house the information to use it in detail. (RS)
- Do you know if people know what ILL is? Once they use the system they know what it is. (IB)
- How does branches fit into borrowing? Excluding Spec Coll, branches try and mimic the same process, however, they can have differences. For example like Catherine is changing their printing services. Might be nice to take a look at the differences. Not differences for lending time. Some special materials might have different needs. (IB)
- Borrowing is seen as borrowing just from the library. (IB)

Themes and Requests with Supporting Comments

1. Services: What, Where, and How? (cont'd.)

MAKE PRIVILEGES MAKE SENSE

- Lot of different delivery services for different users. Not a lot of distinction between the different users, every year the services are expanded. So there will be changes. (IB)
- Another name for privileges? What else to call it. Covers a lot of other services in the library. There are many different ways to pull material for Paging. (IB)
- Like to have one page to cover library privileges. (IB)
- Like having a matrix, or dynamic information based on selections made by the user. Drop to select undergrad and then display only privileges for undergrad. (IB)

WHAT CAN I DO HERE IN THE LIBRARY?

- Lot of different delivery services for different users. Not a lot of distinction between the different users, every year the services are expanded. So there will be changes. (IB)
- Another name for privileges? What else to call it. Covers a lot of other services in the library. There are many different ways to pull material for Paging. If a new model could be made with all these services, there still isn't a good term for it. (IB)
- Like to have one page to cover library privileges. (IB)
- Like having a matrix, or dynamic information based on selections made by the user. Drop to select undergrad and then display only privileges for undergrad. (IB)

WHAT CAN I USE IN THE LIBRARY *RIGHT NOW*?

- What about equipment availability? Might want a different format, kind of what we have right now. Like to extend the LC to show what's available. (CT)
- Other services you want highlighted? Better way to reserve the rooms. Easier to see, maybe on the home page. (CT)
- Go to one page with computers and software and then brake it out from there. (CT)
- Software list are current, updated in the fall. (CT)

WHAT IS OPEN NOW AND IN THE FUTURE?

- Hours are harder to find for Spec Coll (SC)
- A prominent box with today's hours (B)
- In general the hours are bad, "terrible." Hours need to be accurate, correct and project future dates. Like to see 6 months out at any given time. Not just current semester or next week. (CT)

NEED HIGHER VISIBILITY OF MOBILE RESOURCES

- EDBS: How do you see mobile databases? Don't know, need to figure out how to show somewhere that the database has a mobile version: App, Web App, etc. (SE)

Themes and Requests with Supporting Comments

1. Services: What, Where, and How? (cont'd.)

PROVIDE A SMOOTH TRANSITION TO ILL

- Like to see the ease of access to login and information about ILL. (IB)
- Anything about the design that frustrates users? ILL page, the login on the right side loses people. Lots of confusion from other libraries on what to do regarding ILL. Like to split the information, one for students and one for other libraries. (IB)
- Users are searching other places to get to the ILL pages, like from the databases or catalog to get to the pages. Don't believe they just find it. People get to it from instruction (as an assumption) from liaisons. Liaisons are talking about these services. (IB)

INTEGRATE DIGITAL SIGNATURES

- Like all forms to be online with digital signatures (SC)
- Forms need to be signed, but they do not know what to do about digital signatures. (SC)
- Like forms with digital signature to agree to copyright, but digital signatures are hard to agree within Spec Coll to use them.
- Improve functionality with digital replication request forms, form with digital signatures. (SC)

FIND A HOME FOR “SUGGEST A PURCHASE”

- Where do you envision the “suggest a purchase” page? It is being used. Used for anybody, doesn't really belong in a section. Some people really don't like it, but it can't be removed. (RS)

SC Special Collections
IB ILL, Borrowing, Delivery

RS Research Support
NE About, News, Events

HC Help Content
GD Giving Department

SE SFX, EDBS, ER Help

CT Computers and Technology

B Branches

Themes and Requests with Supporting Comments

2. Curation: Access and Engagement

PROVIDE MORE TOUCHPOINTS FOR DIGITAL ASSETS

- We would like to see something in house to deliver digitization items done in Spec Coll and PDF's. Something that has an expiration to download (via 30 days to download). Something other than using Dropbox. (SC)
- Like to take data from other places, Digital Library or IR, show latest updates on a research page. (RS)
- Spec Coll can be listed under research support, also link to software services/applications within the learning commons, citation metrics, and ICPSR for demographic. Include the digital library and IR, describing what it is. (RS)
- Lots of requests for images from the digital library. (CT)
- Have access to the digital library or spec coll from the home page. (CT)

PROVIDE CONTEXT THROUGH EXHIBITS

- Spec Coll wants people to see real things. Faculty is interested in providing a context, real things, interested in getting the students excited about research (that is the goal). (SC)
- How do you feel about online exhibits? Valerie really want to do an online exhibit. Online presents that compliments the physical exhibits and libes by itself as online. Scans and information put in an online exhibit that people can visit long after the physical exhibits. (SC)

ENGAGE WITH COLLECTING AREAS

- The portal pages have worked really well. Like them a lot. (SC)
- Love the portal pages. Like to hand off areas to the patron to get people started in their research. (SC)
- What about pages that aren't collections or exhibits, what is the future? Want to keep them, those pages could move under a portal page. (SC)

FEATURE COLLECTIONS

- UH Through Time has not been used, a project that started but didn't finish. Like to see that project finish. (SC)
- Like to see a lot of "did you know" things regarding university archives and university history. (SC)
- Top 5 rare books, top 5 used stuff. Asked, "What old books do you have?" (SC)
- Like to see a rare books page go up. (SC)

KNOW AND ENGAGE UNIQUE USER GROUPS

- Would like to see separate pages between the different types of users: Researchers/Students. Differences between knowledge. The Researchers are very different from the students. (SC)
- 2 types of users: never been to an archive, professional researcher (Indiana Jones) (SC)

Themes and Requests with Supporting Comments

2. Curation: Access and Engagement (cont'd)

PROVIDE EASIER ACCESS TO MORE ITEMS

- Users can find things in the portal pages, but it's buried. (SC)
- How integrated do you see the digital library? Considered one of the access points for Spec Coll. Spec Coll does get requests for ETD's as well. Would like to include IR but not clean to find anything. (SC)
- "Look at all their stuff" as opposed to "I guess they have stuff . . . somewhere?"
- Love the idea of making Spec Coll more accessible and friendlier to use. (SC)

CONNECT TO OUTSIDE ARCHIVES

- How important is it to engage the user? Trying to do more of. Important for donor relations. People engage with archives. It's often times within other archives. People get engaged from the community. Interested in linking out to other archives (i.e. UT archives or other institution). (SC)

Themes and Requests with Supporting Comments

3. Targeted Research

GUIDE USERS TO MORE RELEVANT RESULTS

- Have a guided search, narrative of the steps to search. Like having a treasure map to get to your results. (SC)
- Wonder what the different searches are from the point of the user. What to use and when. (SC)
- Spec Coll's stuff is hard to search in the catalog. Users like to have things more specific, can have a hard time with detail results within the catalog. (SC)
- Have topical divisions (SC)
- OneSearch is useless (SC)
- Users are not searching for known items. Looking for search by topic or subject. (SC)

ORGANIZE RESULTS TO FIT RESEARCH CONTEXT

- Like a custom search result for spanning Spec Coll items (Finding Aids, Rare Books, etc.) (SC)
- Spec Coll search results should come up with oldest stuff first. (SC)
- SFX: The search results have too much information that comes back to the ser and they don't understand what it all is. BYU has a better way of returning information. People hate the fact the date ranges are not clear as to what item it belongs to. (SE)
- Provide more direct paths to content
- SFX: What about eBooks? eBook is going away and will just be within a Book search. Same with eJournals, and just do a search in Journals. (SE)
- SFX: Advanced search is a mess. Like to see advanced search go away. (SE)

SCOPE SEARCHES FOR BRANCHES

- Search box: Catalog, Research Guides, Site, eJournals for Opt and Health only, Databases (B)

Themes and Requests with Supporting Comments

4. Partnering with Faculty

SHOW WHO CAN HELP THEM

- Still confusing as to who to contact for SC instruction. Other curators aren't really teaching, but could. Trying to increase the number of classes and involvement. (SC)
- How do Faculty contact SC for instruction? Julie has been the main person to contact for classroom visits. Terry teaches her own stuff. Currently in flux because everything goes through Julie, Lisa is going out and meeting with Faculty. (SC)

SHOW WHAT WE CAN DO FOR THEM

- Let Faculty know about what Spec Coll can do for them. Examples on how to tailor the classroom instruction for research. (SC)
- Liked giving suggestions for Faculty. (What to show students stuff from Civil War but don't know what to do). Have some way to walk them through some options to show students. (SC)
- Easy way to see what is available for instruction. (SC)
- Faculty doesn't want students spending the time in finding things within the Catalog. Finding aids, etc. makes the most sense for the instruction to target Faculty. (SC)
- Don't really need availability of classes. Might be interested but the way they schedule classes is specific to the Faculty and class. (SC)
- Instruction pages? Don't like pages, many are library centric and not towards faculty and students. (RS)
- Still need request form. Might have options for more requests in different areas. (RS)

- Faculty information about course reserve, syllabus design with a library, and special collections (RS)
- Researchers/Teachers grouping: can cover more information that either group can get to. Want faculty to know that students can also get the same information
- Show faculty more about what is meant by an objective, or have faculty give quotes about how they used these services and library instruction.

DEFINE WHO WE ARE NOW

- Get rid of Instruction and turn it into Teaching and Learning
- Defining what teaching and learning means for everyone.
- Break things away from services for these groups: research support, instruction support, and teaching support. Living outside of these faculty, student groups.
- Scholarly communication – Need to find the correct term, not really used around the campus. Could be under research support.

Themes and Requests with Supporting Comments

5. Identity

GIVE UH LIBRARIES A UNIQUE IDENTITY

- Don't know if students really notice a change between the college site and the Librarians site. (CT)
- About the Libraries – Would be good to get information from Spec Coll on the history of the library. Might be good to have something to say Law, Hilton, etc. are separate. Like to have stats on this page, just highlights. (NE)
- Hard to tell that branding is from the library. UH branding is nice but hard to tell that branding is from the library. Like to see something unique to show from the library branding. (HC)

GIVE BRANCHES UNIQUE IDENTITIES

- Identity – each branch has its own logo (B)
- Like to keep everything under the branch page instead of taking users to the main library page (i.e. not changing the header). (B)
- About Us module – including photo and links (directions/contact info/hours). (B)
- Would like to see links on the pages go to the colleges. (B)

GIVE DEPARTMENTS UNIQUE IDENTITIES

- More general information about the department, how quickly to get to staff information, mailing address. (SC)

GIVE OUR PEOPLE UNIQUE IDENTITIES

- Staff directory, looking in the department list the titles are stripped. It would be nice to see all the departments and title information in the list. (CT)
- Information about the Dean/library administration. Like to see a more detailed or chart. Like to see more description about the sections. What to get more information on each person in administration. (NE)
- Headshots for librarians would be great. Love all to be standardized (Don't think it's realistic). (NE)
- Subject library directory still meets it's need? Yes. Like to have better profile pages. (RS)

CALL OUT SERVICES THROUGH BRANDING

- NCSU have all delivery services under one name. Like how they group everything and put it under one name. UT has in under Inner Library Services. Not the same as NCSU but still under one section. (IL)
- Most other libraries have just as bad or worse pages and very text heavy. For UT it is much clearer, less text. They also have some branding to distinguish it. NCSU was more about the branding of Tripsaver, still very text heavy but the branding makes it better. (IL)
- Dewy marketing was never officially asked to stop. If new branding is done, then can look into changing it. (IL)
- ER Help: People don't understand what ER Help really is. Like a new terminology for ER Help, need something more. (SE)

Themes and Requests with Supporting Comments

5. Identity (cont'd)

CALL OUT DATABASES THROUGH BRANDING

- Like to see database images for important databases instead of just a link (CT)
- Like to see a “new databases” slideshow (CT)
- A simple layout with ample imagery, including database logos (CT)

Themes and Requests with Supporting Comments

6. Communication and Social Media

INTEGRATE THROUGHOUT THE SITE

- Like to see the blog integrated more in the site, not just a link (SC)
- Archivists are using Facebook, Twitter, blogs to create a network (SC)
- Like to see social media in the footer. Don't know what role social media will play (NE)
- News, like to keep users on our site. Instead of taking them off the site, like YouTube (NE)

GIVE SOCIAL MEDIA ONE (POLISHED) VOICE

- Would like to remove the word "blog" everywhere. Not make it a 'blog' site and more of a 'news' site. Like to redo the theme of weblogs. (NE)
- Digital Library blog – Annie is not ready to move away from the blog. Maybe have Drew be a poster to the Spec Coll blog. Need backing from Admin to provide different solutions. (NE)
- Don't want Wordpress, would like Drupal. Concern the blog looks amateurish. If it's published in UH there's a major difference when viewing it with weblogs. (NE)

USE SOCIAL MEDIA FOR OUTREACH

- Seeing the blog and Facebook more for outreach (GD)
- Mail heavy school, mailers and send out forms to donors. They get information through snail or email. (GD)

Themes and Requests with Supporting Comments

7. Getting Answers

MAKE IT EASIER TO FIND THE RIGHT LIBRARIAN

- Want to see what librarians are over what collection areas (SC)
- People need direction on where to find things (women suffrage, military history, etc.), people don't know who to talk to about an area. (SC)
- Primary things? Need to know the librarian to contact once a patron finds something. (SC)
- Like to have more information on what Spec Coll has, while not using a lot of text. "I have a question" but don't know who to go to. (SC)
- Need something better than general "ask a librarian." (SC)
- Have no problem with the SDS subject librarians, but access to that list is an issue, navigation is in a bad spot. Would like a better way to be clear to get information on a subject librarian. (HC)
- The option to get people to the subject librarian. Chat is nice but getting people to the right person is best. Something within OPAC or Databases. Having that type of contact within the search results. Help that is most useful is the point of need where a librarian isn't available from outside the library. (HC)

EXPAND USE OF LIBANSWERS

- Would have some time if contacts are directed into LibAnswers instead of direct contact and have to remember to put things into LibAnswers (SC)
- Lib Answers can be helpful. Like to use it. (SC)
- Helpful for FAQ. Spec Coll is using LibAnswers (SC)

- Like to see an FAQ regarding the university archives. (SC)
- Currently don't have FAQ, but would be helpful for non hard-core researchers. Researchers just ask what are the hours. (SC)
- Do Spec Coll have anything in LibAnswers? They do but very random. Some collection specific stuff. They don't seem to use it a lot. They don't have anyone setup for a workflow. Josh has done 2 different training on it, but they don't seem to do that. Spec Coll doesn't go in and claim questions, they seem to want someone to assign them. There aren't a lot of Spec Coll questions that come through the system. (HC)
- All the content in LibAnswers, do you have plans to maintain that regularly? What is the workflow for the public knowledge base? Josh asks for changes to make to them, people like Liasons will give him a list of this, which he will standardize and put it all in one voice. (HC)

PROVIDE THE RIGHT HELP AT THE RIGHT TIME

- High frequency reference questions would be nice to see on the page. "Here's what's often asked for" would be nice on the front page. (SC)
- Like the idea of embedding FAQ in spots along with video. One of the biggest places to help would be in OPAC. Showing help content within search results or while in a record. (HC)
- Need to try and separate where people need help verses teaching people how to use something (HC)
- Like to shield users from all the terminology. Like to have a

Themes and Requests with Supporting Comments

7. Getting Answers (cont'd)

- 'request' button to the user and the back office figures out how to get it. No need to have users know how, or what (i.e. ILL, Paging, or something else.) (HC)
- ER Help: Standard users really just want to report a problem. (SE)
- ER Help: Like to see the "report a problem" in search results in Primo. (SE)
- ER Help: People want the Report a Problem page, not really the front page. (SE)

DESIGN A MORE MANAGEABLE DISPLAY OF FAQ'S

- ER Help: Like the LibAnswers FAQ to have collapsed titles instead of displaying everything. (SE)

Themes and Requests with Supporting Comments

8. What's Happening

PUSH EVENTS TO USERS

- Do you want to have something like 'Spot Lights?' Spot Lights could be featured in the newsletters. (GD)
- Add an option to opt-in to the newsletter from the website (NE)

SHOW OUR NEWS ON THE HOMEPAGE AND ON OUR PAGE

- Make the content feel more dynamic, blog more prominent, showcase brown bags, exhibits, etc. (SC)
- Might like to see a teaser about the latest blog post on the main page. (SC)
- Would like to see a tie-in from the blogs that are marked as instruction (like the portal pages). (SC)
- What about events that have pages? Constitution Day and Poetry and Prose? Maybe have a 'Programs' section under 'News and Events' (NE)
- Music college has events and would like to display these events on a page. (B)
- Want to add in information like events (much like the Data Management page and display the classes). (RS)
- Looking at event, being brought in for pages (RS)

GIVE A SENSE OF "BREAKING NEWS"

- Dropdown announcements, showing closing or something like that (SC)
- Events – Don't want past events showing
- Want to see a news feed since project happen faster and it's a way to show students what's going on. (B)
- Like to see something new every time a student visits the page. Pulling blog feeds and newsletters (B)

PRESERVE LIBRARY HISTORY

- News, Modules – Used it for just e-news letters, no one else is using the content management or events, doesn't look like we'll be using it because campus doesn't use those things. Like to integrate on the site to show past news, just displayed or archived. Not will be using iModules for news since campus is not. (NE)
- Strategic Directions – Do you think that microgrants should live on its own page? (NE)

Themes and Requests with Supporting Comments

9. Easier Giving

SHOW USERS HOW TO GIVE

- Ways to Give should be more of a process on how to give money. (GD)
- More about how to do it, not really about where (like Acorn or other endowments). (GD)
- As a fundraiser, how do I give the money: CC, money order, etc. More important to tell people how to send money (GD)

MAKE IT EASIER TO TAKE ACTION

- Wish list would be nice, easy to find, easy to make a transactional gift, showcasing the library as it is today "no old people standing around." (GD)
- See more calls to action for each endowment, something that guides them more to the different funds (GD)
- What works/doesn't work? Really hard to find
- The Spot Lights page has some dated stuff. Might be a place to put the designation items. Change "Spot Light" to something like "Contribute to library technology." (GD)
- "I have this really old book, can I donate it?"-- Would like to have information on the site regarding donation, even a page if no donations are being accepted. (SC)
- Any types of forms? Just the online gift form for donation (GD)

SHOW THEY CAN MAKE AN IMPACT

- Planned gifts are more about where money could go. Different area that talks about how you can make an impact with your gift. (GD)
- How important we are for student success. That is a huge sell for donors. "Why is it important to support us?" (GD)
- Put their name in lights
- Might want to do stories and pictures with people that did a donation (GD)
- Photos of the named rooms with the donor might be more effective (GD)
- Naming opportunities would be nice to put up, a way for gifting. Showing the room to name and show the price it would take to name the room. (GD)

Themes and Requests with Supporting Comments

10. UH and Community Connections

SHOWCASE WHAT WE'VE DONE AND WHAT WE CAN DO

- Like to have a video for outreach (SC)
- Like to see the connections between Spec Coll and the community (SC)

ACTIVELY ENGAGE

- Community Support section (RS)

FEATURE ACADEMIC PARTNERSHIPS

- Many people do more with other departments in the university, like to see that shown on the main site. (SC)
- Do you have anything about partnerships? Nope. Would like to draft something for the site on partnerships. (NE)

Themes and Requests with Supporting Comments

11. Visual Footprint

USE MORE, LARGER, AND BETTER IMAGES

- Have images of samplings within their collection uses throughout SC pages (SC)
- Are you interested in getting photos of your spaces? Yes. (SC)
- Much more real estate in the portal pages and other pages for images. Like to see large images. (SC)
- For images, don't like little images. Like large images with minimal text. Like to see that more throughout the site. (NE)
- Images on the home page. Like images to be dynamic, but willing to work within the confines of responsive design (SC)
- In general, the users like to read less and just interact with images and touch (CT)
- Like to have a visual element to it (GD)
- Photos of events are nice but only happen once a year (GD)

EXPLOIT VIDEO

- Wanting videos for giving? Like to have something on the landing page. Working on video for a very short interaction about the library, like the intro video but 75% shorter. (SC)
- Videos have been done during brownbag talks. Like to see them on the site. (SC)
- Like having a multimedia space. Not hosted on YouTube. But like to have an area to showcase them. (NE)
- Thoughts on the current site? Don't have a lot of dislikes. Recently looking at UH technology page, has a lot more on their page than ours. Useful to have an FAQ on the page. Some way to engage people on the virtual PC. Just has information on the page, somewhere to make it bigger

on its own thing. Links to download, but that's it, needs to have ore content, maybe a video or something to get more people instead. (CT)

- There are screenshots, no video, Librarians have not looked at a lot of that stuff. (SE)

IN SELECT CASES, USE FEWER IMAGES

- Want something boxy and focus more on just links, not a lot of images, optometry students don't want flashy pages. (B)
- Text that is large and easy to read (B)
- Like to limit images for pages that should be text (NE)

INCORPORATE BETTER FLOW OF IMAGE AND TEXT

- Well balanced between images and text. (SC)
- Like to see images have more finesse, not just blocked images everywhere. (SC)
- Key Tools and Information should be dead center (B)
- EDBS: EDBS pages are cluttered. Lots of information is redundant. (SE)
- SFX: Seems out of the box, what do you plan on customizing? Design changes and make it look cleaner. (SE)

Themes and Requests with Supporting Comments

12. Wayfinding

CONNECT CALL NUMBER TO PHYSICAL LOCATION

- Call number guide on the site is just the letters, would be nice to improve that page with more information, like what letters reference a subject. Would be nice to have the call number guide to be interactive. Students don't know where to go based on the call number. Nice to see subject areas that are within the call number range. (SE)
- Interactive maps might be helpful, type in a call number and show where on the map it's located. Nice for services and locations as well, check out laptop and have a map showing where to do that. (SE)

MAP OUT ROOMS AND SERVICES

- Bulk of questions are directions or very broad questions about resources. Some are questions like "How do I search in Art & Arch?" Like to have maps that label services like study room, tech. maps that have study rooms available, something that could work along with digital signage. NCSU has a good example of maps that pop up information about that space. (CT)
- Are users confused about where the rooms are? Yes they are. Like to put all the rooms in the reservation system. People want super easy immediate action. (CT)
- What about maps? We do have the architecture maps. Can we get maps from Josh/Nate that are more accurate? (CT)

PROVIDE PRACTICAL PARKING INFO THAT SPEAKS TO OUR USERS

- Information about parking for schools (they are different about bus parking and drop-off). (RS)

Themes and Requests with Supporting Comments

13. Content Strategy

WRITE WITH A VOICE THAT ENGAGES MILLIENNAIS

- Lots of personality regarding exhibit or using materials for classes, etc. even some humor (SC)
- Like to attract millennials (GD)

CLARIFY OUR WEBSITE'S GOAL

- Not sure what the website's goal is. Seems to do everything but nothing. (CT)

MAKE CONTENT SHORTER AND EASIER TO DIGEST

- For questions asked all the information is on the site, but lots of information. It would be easier for the information was shorter and easier to digest. (SC)

Themes and Requests with Supporting Comments

14. Internal Control

HAVE CONTROL OVER CONTENT

- Want control over the image carousel
- Should be direct integration between images in the digital signage with the web site. Would be nice to have communications new person to handle both digital signage and tiny gallery. (NE)
- Would be nice to have pages that anyone can edit and update content. (RS)
- Like a way to pick and choose what LibGuides are visible. Doesn't have to only exist in the staff directory section. (RS)
- Maintain control over content. Like to make policy changes. Need to be able to change content without having to ask for it. Changes to policies frequently. (IB)
- Some of the stuff on the pages can change location, policy or privilege. Any content that changes might be better served in a LibAnswer. Everything that changes often. (IB)
- Anything you would like and want to keep? Open to change. Want to keep an eye on the content. (IB)
- Modules that are flexible to allow us to customize content for our user groups. (CT)

HAVE CONTROL OVER THE USER INTERFACE

- Some of the information is far down the page for the portal pages (SC).
- Like to have a voice in the design process. (HC)
- Want widgets for content: About, hours. Like to have these widgets be turned on/off. (B)
- Like a website that works very much like a LibGuide (B)
- Want something that can be changed as areas change. (B)
- Compartmentalized modules sectioned off for easy interpretation. (B)

PROVIDE CONTENT GUIDANCE

- Look at and define the differences between the CMS and LibGuides. (RS)
- Like to have a template for a page displaying what should be there for content (HC)

STREAMLINE COMMUNICATION

- Backend: Lots of messages get passed around to find the correct librarian within Spec Coll over correct collection areas.
- LibAnswers is currently filtered through Josh, but would like to have a separate filter for questions to go directly to someone in Spec Coll, and come up with a workflow for LibAnswers. Want a more generic contact throughout the site. (SC)

Appendix A: Remove Requests

We separated explicit requests to remove content or functionalities from the rest of the comments.

- Don't know how necessary the sections currently on the homepage are-- Services, About, Collection Areas, Exhibits & Events. (SC)
- Don't know if we need a huge message from the dean (GD)
- Don't need the "What's your library story," it really doesn't get used. (GD)
- News RSS feeds – like to see them go (NE)
- Any FAQ that might be needed for news? Could be office of communications contact. Other than that, no. (NE)
- Any FAQ that might be needed for news? Could be office of communications contact. Other than that, no. (NE)
- ILL video can go. Do you want video for ILL? Don't have any real sense of how effective that is used. (IB)
- If Spec Coll wants Josh to be totally hands off, we're totally fine with that. (SE)
- SFX: Like to not use SFX in the feature instead of using it directly. (SE)

Appendix B: Uncategorized Comments

Fifteen comments were left uncategorized. These will still inform our design process.

- Future creation of LibGuides? Would like to see that. Will be working on future instruction librarian in Spec Coll that would take on the role for LibGuides and instruction. (SC)
- What do you think about the same as liaisons? Spec Coll doesn't map well to what liaisons use (Teaching Learning Support). (SC)
- What is working for instruction and how do you see it? The site as 2 things 2) the form: Faculty does not like using it and do not need it. 2) Current page is a lot of after thoughts. (SC)
- Julie has 2 guides about manuscripts and early printed books. No matter what class is coming from they can review the guides. No individual guides per class. (SC)
- Rockwell Pavilion: The form is being used by users. Don't know if Carolyn is using the form. (NE)
- Some way to refresh data without interaction (RS)
- Nice to theme Pharos that it can too be used on mobile (CT)
- Link to DocuTek, ILL, Renew Online (CT)
- Have to deal with Downtown and Clearlake policies, really for back of the house, but information should be accessible to all. No simple answer. (IB)
- Not really doing tours for physical library building. Do not offer tours as a service, but will do them on request. Informational tour and not information literacy. (RS)
- Cover the different areas of copyright or fair use in some areas (RS)
- Other things to talk about which instruction or research? Need to figure out how to deal with distance support (RS)
- EDBS: Liaisons didn't know if students use A-Z since they don't teach it. (SE)
- EDBS: Databases are always handled differently. The batch process will still remain for some time, it will just move over to the new ILS much further down the road. (SE)
- ER Help: The front desk might be using the ER Help to see what's going on. (SE)
- EDBS: Subjects in EDBS don't match LibGuides. RDS has nothing to do with EDGS, RDS only helps with getting the data to populate the system. (SE)
- GA results showed that links in EDBS did get used. (SE)

Appendix C: Post-It Note Image Captures

Services: What, Where, How?										
Guided Tour	Clear Procedures	Clearer Info About Research Tools	Make Privileges Make Sense	What Can I Use Right Now?	Higher Visibility of Mobile Resources	What is Open Now and In the Future?	What Can I Do Here In The Library?	Find a Home for "Suggest a Purchase"	Smooth Transition into ILL	Integrate Digital Signatures
Nice to have a video showing the reading room, bring in a class, a "what is Spec Coll" video. Video tour.	Display shorter version of the procedure document on.	Not really sure how to use LibGuides within the liaison instructions.	Lot of different delivery services for different users. Not a lot of distinction between the different users, every year the services are expanded. So there will be changes.	What agent expects in a postcard? Maybe want a different format, kind of what we have right now. Like to extend the LL to show what's available.	EDBS: How do you see mobile databases? Don't know, need to figure out how to show somewhere that the database has a mobile version: App, Web App, etc.	Hours are harder to find for Spec Coll	Services currently be offered that aren't on the website? Nothing about playback equipment or any equipment to use. Valerie has talked about a reading room page. Good to show what equipment is available.	Where do you envision the "suggest a purchase" page? It is being used. Used for anybody, doesn't really belong in a section. Some people really don't like it, but it can't be removed.	What are you expectations for this part of the site? Like to see the ease of access to login and information about ILL.	Like all forms to be online with digital signatures.
UC San Diego did a good video on how SC works and what to do.	Like to have researchers schedule a time for a specific material. Form to fill out for when they're coming, what materials they are looking at, etc.	Research support. Libguides, data management, lighting talks, ETDs, copyright issues, consultations, going to research labs (other groups on campus).	Another name for privileges? What else to call it. Covers a lot of other services in the library. There are many different ways to pull material for Paging. If a new model could be made with all these services, there still isn't a good term for it.	Other services are more integrated? Better way to navigate the menu. Expect to have modules on the home page. Need modules to show digital library or open access. Have the homepage to access these. Lots of categories to navigate from the digital library all the time.		A prominent box with Today's Hours	Show space available in Spec Coll and what you can do them in.		Anything about the design that frustrates users? ILL page, the login on the right side focuses people. Lots of confusion from other libraries on what to do regarding ILL. Like to split the information, one for Students and one for other libraries.	Forms need to be signed, but they do not know what to do about digital signatures.
Welcome video to spec coll, how to use spec coll.	Users are looking for particle materials, questions how to visit, what the rules are, hours.	Users should talk about the service itself and the LibGuides should house the information to use it in detail.	Like to have one page to cover library privileges.	Go to one page with computers and software and then break it out from there.		In general Bio hours, no last number. There need to be accurate, correct and prompt hours info. Like to see it month out at any given time. Not just current semester or next week.	For online learning information we need. They may not want to go to the web site for registration. "What can I do here?", using photos and images to explain how to use the space.		Users are searching other places to get to the ILL pages, like from the databases or catalog to get to the pages. Don't believe they just find it. People get to it from instruction (as an assumption) from liaisons. Liaisons are talking about these services.	Like forms with digital signature to agree to copy right, but digital signatures are hard to agree with within Spec Coll to use them.
Primary things? How you visit and use spec colls, what do you have, search collecting areas.	Clearer display on were to go for current procedures	Do you know if people know what ILL is? Once they use the system they know what it is.	Like having a matrix, or dynamic information based on selections made by the user. Drop to select undergrad and then display only privileges for undergrad.	Software that are current, updated in the app.			In training a part of UCH don't know the answer to that. It's a live question. The space is in the LL and when it's not being used during training, the computers are used like the other LL computers. The user thinks training is part of LL, users really don't care who's responsible for what, they just expect information about training to be a part of LL.			Improve functionality with digital replication request forms, form with digital signatures.
Not obvious to see were to find stuff (Spec Coll information). Most information is within the site, but hard to see how to get to it.	Reading room procedures, what can I do, do I need gloves, etc.	How does borrowing work? Excluding Spec Coll, branches try and mimic the same process however, they can have differences. For example like Catherine is changing their printing services. Might be nice to take a look at the differences. No differences for lending time. Some special materials might have different needs.					In regards to getting help in the physical areas, it's difficult to give people help on the site because it's not always correct, need to say how that will work until the solution is done with their work. Currently, people don't have problems using the computers, but do have difficulty figuring out what the differences are between the two sites.			
What about information on the tour? Currently nothing about the tour. Hard for the casual use. Users stumble across the cool things within Spec Coll.	Would be helpful to have to list SC forms and access those forms	Borrowing is seen as borrowing just from the library.								
Like basic information about instruction, what research guides are, communicate ideas that don't get talked about.	Stuff asked in the reference desk "What is Special Collections", wanting to simplify some of the content aka Request Copies & Scans.									
	Small appointments to printers, are not on the site. Lots of questions about how to print, but users don't know about it. Not obvious to people to get the information, not location on the site to even find the information.									

Appendix C: Post-It Note Image Captures

Curation: Access and Engagement						
More Touch Points To Digital Assets	Provide Context Through Exhibits	Engage with Collecting Areas	Feature Collections	Know And Engage Different User Groups	Easier Access to more Items	Connect to Outside Archives
New services you want to offer? Would like to see something in house to deliver digitization items done in Spec Coll and PDF's. Something that has a expiration to download (via 30 days to download). Something other than using Dropbox.	Spec Coll wants people to see real things. Faculty is interested in providing a context, real things, interested in getting the excited about research (that is the goal).	The portal pages have worked really well. Like them a lot.	UH Through Time has not been used, a project that started but didn't finish. Like to see that project finish.	Would like to see separate pages between the different types of users: Researchers/Students. Differences between knowledge. The Researchers are very different from the students.	Users can find things in the portal pages, but it's buried.	How important is it to engage the user? Trying to do more of. Important for donor relations. People engage with archives it's often times within other archives. People get engaged from the community. Interested in linking out to other archives (i.e. UT archives or other institution).
Like to take data from other places, Digital Library or IR, show latest updates on a research page.	How do you feel about online exhibits? Valerie really wants to do an online exhibit. Online presents that compliments the physical exhibits and lives by itself as online. Scans and information put in a online exhibit that people can visit log after the physical exhibits.	Love the portal pages. like to hand off areas to the patron to get people started in their research	Like to see a lot of "did you know" things regarding university archives and university history.	2 types of users: never been to an archive, professional researcher (Indiana Jones).	How integrated do you see the digital library? Considered one of the access points for Spec Coll. Spec Coll does get requests for ETDs as well. Would like to include IR but not clean to find anything.	
Spec Coll can be listed under research support, also link to software services/applications within the learning commons, citation metrics, and ICPSR for demographic. Include the digital library and IR, describing what it is.		What about pages that aren't collections or exhibits, what is the future? Want to keep them, those pages could move under a portal page.	Top 5 rare books, top 5 used stuff. Asked, "What old books do you have."		"Look at all their stuff!" as opposed to "I guess they have stuff....somewhere?"	
Lots of requests for images from the digital library.			Like to see a rare books page go up.		Love the idea of making Spec Coll more accessible and friendlier to use.	
Have access to the digital library or spec coll from the home page.			Something to get the users interested than just links. Showcase of random things to people.			

Appendix C: Post-It Note Image Captures

Targeted Research				
Guide Users To More Relevant Results	Organize Results To Fit Research Context	Simplify Search Options	More Direct Path To Content	Scope Search for Branches
Have a guided search, narrative of the steps to search. Like having a treasure map to get to your results.	Like a custom search result for spanning Spec Coll items (Finding Aids, Rare Books, etc.).	SFX: What about eBooks? eBook is going away and will just be within a Book search. Same with eJournals, and just do a search in Journals.	Like to see list of finding aids under headings instead of just one long list within the portal page.	Search box : Catalog, Research guides, Site, eJournals for Opt and Health only, Databases
Wonder what the different searches are from the point of the user. What to use and when.	Spec Coll search results should come up with oldest stuff first.	SFX: Advanced search is a mess. Like to see advanced search go away.	SFX: Like to have a scoped search in Primo to deal with eJournals and eBooks.	
Spec Colls stuff is hard to search in the catalog. Users like to have things more specific, can have a hard time with detail results within the catalog.	SFX: The search results have too much information that comes back to the user and they don't understand what it all is. BYU has a better way of return information. People hate the fact the date ranges are not clear as to what item it belongs too.		Students want information quickly and don't want to go searching for it. Just want links to specific things.	
Have topical divisions				
OneSearch is useless				
Users are not searching for known items. Looking for search are, topic, or subject.				
Students just search in the catalog, like to see a guided search.				

Partnering w/ Faculty		
Show Who Can Help	Show What We Can Do For Them	Define Who We Are Now
How do Faculty interact with instruction? Julia has been the main person to contact for classroom visits. Terry teaches her own stuff. Currently in flux because everything goes through Julie. Lisa is going out and meeting with Faculty.	Let Faculty know about what Spec Coll can do for them. Examples on how to tailor the classroom instruction for research.	Get rid of Instruction and turn it into Teaching and Learning
Still confusing as to who to contact for IG instruction. Other courses aren't really teaching, but could. Trying to increase the number of classes and involvement.	Liked going to graduate for Faculty. What to show students stuff from Civil War but don't know what to do. Have some way to walk them through some options to show students.	Always shared what teaching and learning means for everyone.
	Easy way to see what is available for instruction.	Break things away from services for these groups: research support, instruction support, and teaching support. Living outside of these facilities, student groups.
	Faculty don't want students spending the time in finding things within the Catalog, finding aids, etc. Makes the most since for the instruction to target Faculty.	Scholarly communication - Need to find the correct term, not really used around the campus. Could be under research support.
	Don't really need availability of classes. Might be interested but the way they schedule classes is specific to the Faculty and class.	
	Instruction pages? Don't like pages, they are library centric and not towards faculty and students.	
	Old used request form. Might have options for more requests in different areas.	
	Faculty information about course reserve, syllabus design with a library, and special collections.	
	Researchers / Teachers, grouping, can cover more information that either group can get too. Want faculty to know that students can also get that same information.	
	Show faculty more about what is meant by a objective, or have faculty give quotes about how they used these services and library instruction.	

Appendix C: Post-It Note Image Captures

Identity					
Call out Services Through Branding	Call out Databases Through Branding	Unique Identity For UH Libraries	Unique Identity For People	Unique Identity for Branches	Unique Identity for Departments
NCSU have all delivery services under one name. Like how they group everything and put it under one name. UT has in under Inner Library services. Not the same as NCSU but still under one section.	Like to see database images for important databases instead of just a link.	Don't know if students really notice a change between the college site and the Libraries site.	Staff Directory, looking in the department for the files are clipped. It would be nice to see all the departments and file information in the list.	Identity – each branch has its own logo	More general information about the department, how quickly to get to staff information, mailing address.
Most other libraries have just as bad or worse pages and very text heavy. For UT it is much cleaner, less text. They also have some branding to distinguish it. NCSU was more about the branding of Triposner, still very text heavy but the branding makes it better.	Like to see a "new databases" general	About the Libraries - Would be good to get information from Open Call on the history of the library. Might be good to have something to say Law, Wilson, etc. are separate. Like to have some on this page just highlights.	Information about the OpenLibrary administration - Like to see a more detailed org chart. Like to see more description about the sections. What to get more information on each person is administration.	Like to keep everything under the branch page instead of taking users to the main library page. (i.e. not changing the header).	
Dewey marketing was never officially asked to stop. If new branding is done, then can look into changing it.	A simple layout with ample imagery, including database logos	Hard to tell that branding is from the library. UH branding is nice but hard to tell that branding is from the library. Like to see something unique to show from the library branding.	Headshots for librarians would be great. Love all to be standardized. (Don't think its realistic)	About Us module – including photo and links (directions/contact info/hours).	
ER HELP: People don't understand what ER Help really is. Like a new terminology for ER Help, need something more.			Subject Library directory still meets it's need? Yes. Like to have better profile pages.	Would like to see links on the pages go to the colleges.	
				Links to our Colleges and Schools	

Appendix C: Post-It Note Image Captures

Communication/Social Media		
Integrate On Site	One (Polished) Voice	Social for Outreach
Like to see the blog integrated more in the site, not just a link.	Don't want LibAnswers, avoid the Chat, consider the blog for announcements. If it's published in Lib there's a major difference when viewing it with weblogs.	Seeing the blog and Facebook more for outreach.
Archivists are using facebook, twitter, blogs to create a network.	Engage in blog - I say that but want to come back from the blog, maybe have Drew be a poster to the Spec Coll blog. Need backing from Admin to provide different solutions.	Mail heavy school, mailers and send out forms to donors. They get information through snail or email.
Like to see social media in the footer. Don't know what role social media will play.	Would like to make the site look everywhere. Need more of a blog site and more of a "news". Like to redo the theme of weblogs.	
Hope the LibAnswers page can be moved or having them off the site, also possible.		

Getting Answers			
Easier to Find the Right Librarian	Expand Use of LibAnswers	The Right Help At The Right Time	More Manageable Display of FAQ's
Want to see what librarians are over what collection areas	Would save some time if contacts are directed into LibAnswers instead of direct content and have to remember to put things into LibAnswers.	High frequency reference questions would be nice to see on the page. "Here's what's often asked for" would be nice on the front page.	ER HELP: Like the LibAnswers FAQ to have collapsed titles instead of displaying everything.
People need direction on where to find things (women suffrage, military history, etc.), people don't know who to talk to about an area.	LibAnswers can be helpful. Like to use it.	... the idea of building FAQ in spots along with other. One of the biggest pieces to help would be in LibAnswers. Showing help content with search results or while in a record.	
Primary things? Need to know the librarian to contact once a patron finds something.	Helpful for a FAQ. Spec Coll is using LibAnswers	Need to try and separate when people need help versus teaching people how to understand.	
Like to have more information on what spec coll has, while not using a lot of text. "I have a question" but don't know who to go to.	Like to see a FAQ regarding the university archives.	Like to shield users from all the terminology. Like to have a "request" button to the user and the back office figures out how to get it. No need to have users know how, or what (i.e. SLL, Paying, or something else)	
Need something better than general "ask a librarian".	Currently don't have FAQ, but would be helpful for non hard core researchers. Researchers just ask what are the hours.	ER HELP: Standard users really just want to report a problem.	
... no problem with the 2015 website redesign, but access to that site is an issue. navigation is a real work. Would be a better way to be able to get information on a subject branch.	Do Spec Coll have anything in LibAnswers? They do but are messy. Some collection specific stuff. They don't seem to use it well. The staff have anyone using for a workflow. Just has some different training on it, but they don't seem to use that. Spec Coll doesn't go to end user questions. They seem to need someone to handle that. There aren't a lot of Spec Coll questions that come through the system.	ER HELP: Like to see the "report a problem" in search results in Primo.	
The option to get people to the subject librarian. One to show but getting people to the right person is key. Something other than SLL or LibAnswers. Having that type of contact within the search results. They that is most useful is the point of need where a librarian isn't available from outside the library.	All the content in LibAnswers, on you have plans to maintain that regularly, what is the workflow for the public knowledge base? Just ask for changes to make them, people like LibAnswers and question is that of this, which has with maintenance and put it all in one place.	ER HELP: People want the Report a Problem page, not really the front page.	

Appendix C: Post-It Note Image Captures

What's Happening			
Push Events to Users	Show Our News on the homepage and on Our Page	Give A Since Of "Breaking Now"	Preserve Library History
Do you want to have something like "Spot Lights"? Spot Lights could be featured in the newsletters	Make the content more dynamic, blog more prominent, showcase brown bags, exhibits, etc.	Drop down announcements, showing closing or something like that	When thinking about the past or present, it's important to have the context. Management or events, don't just list them. It's important to have the context. When thinking about the past or present, it's important to have the context. When thinking about the past or present, it's important to have the context.
With a link to open in the newsletter from the website	Might like to see a teaser about the latest blog post on the main page.	Images on the homepage. Use images to tell stories, but using or using within the context of the website design. Use to tell stories or within the context of the website design. Use to tell stories or within the context of the website design.	Strategic Direction - the idea that management should have on the past and future.
	Would like to see a se-in from the blogs that are marked as instruction (like the portal pages).	Stories - Don't want just more reading	
	Other about events that have pages. "Contribution Day and Poetry and Play" "Museum and a "Museum" section under "News and events"	Want to see a news feed since project happen faster and it's away to show students what's going on.	
	Music college has events and would like to display these events on a page.	Like to see something new every time a student visits the page. Pulling blog feeds and newsletters	
	Want to add in information like events (much like the Data Management page and display the classes).		
	Looking at what being brought in for pages		

Easier Giving			
Show Users How to Give	Make it Easier to Take Action	Show They Can Make an Impact	Put Their Name In Lights
Ways To Give should be more of a process on how to give money. More about how to do it, not really about where (like Acorn or other endowments).	Wish list would be nice, easy to find, easy to make a transactional gift, showcasing the library as it is today "no old people standing around".	Planned gifts are more about where money could go. Different area that talks about how you can make an impact with your gift.	Might want to do stories and pictures with people that did a donation
As a fundraiser, how to I give the money: CC, money order, etc. More important to tell people how send money	See more calls to action for each endowments, something that guides them more to the different funds	How important we are for student success. That is a huge sell for donors. "Why is it important to support us?"	Photos of the named rooms with the donor might be more effective
	What works/doesn't work? Really hard to find		Naming opportunities would be nice to put up, a way for gifting. Showing the room to name and show the price it would take to name the room.
	The spots lights page has some dated stuff. Might be a place to put the designation items. Change "Spot Light" to something like "Contribute to library technology".		
	"I have this really old book, can I donate it?", would like to have information on the site regarding donation, even a page if no donations are being accepted.		
	Any types of forms? Just the online gift form for donation		

Appendix C: Post-It Note Image Captures

Visual Footprint			
Use More Larger, Better Images	Exploit Video	Fewer Images In Some Cases	Better flow of Image, Text
Have images of samplings within their collection uses throughout SC pages	Wanting videos for giving? Like to have something on the landing page. Working on video for a very short interaction about the library, like the intro video but 75% shorter	Want something boxy and focus more on just links, not a lot of images, optometry students don't want flashy pages.	Well balanced between images and text.
Are you interested in getting photos of your spaces? Yes.	Videos have been done during brownbag talks. Like to see them on the site.	Text that is large and easy to read	Like to see images have more mixed, not just blocked images everywhere.
Much more real-estate in the portal pages and other pages for images. Like to see large images.	Like having a multimedia space. Just needed an interface that like to have a area to showcase them.	Like to limit images for pages that should be text	Key Tools and Information should be dead center
For images, don't like the images. Like large images with images that come to and that work throughout the site.	Thoughts on the current what I don't like is in it. Recently looking at the technology page. They are the same on that page that come. Should be have a F&Q on the page. Something to image about on the page. Just has information on the page. Something to make it happen on an on-line thing. Like to download. But that's it. Needs to have some content. Maybe a video or something to get more people interested.		EDBS: EDBS pages are cluttered. Lots of information is redundant.
In general, the users like to read text and not interact with images and text.	Trying to get something, like video. Like to have more on each at a lot of that stuff.		SFX: Seems out of the box, what do you plan on customizing? Design changes and make it look cleaner
Like to have a visual element to it			
Photos of events are nice but only happen once a year			

Wayfinding		
Connect Call Number to Physical Location	Map Out Rooms and Services	Parking Info That Speaks to Our Users
Call number guide on the site is just the letters, would be nice to improve that page with more information, like what letters reference a subject. Would be nice to have the call number guide to be interactive. Students don't know where to go based on the call number. Nice to see subject areas that are within the call number range.	Bulk of questions are directions or very broad questions about resources. Some are questions like "how do I search in art&arch". Like to have maps that label services like study rooms, tech. Maps that have study rooms available, something that could work along with digital signage. NCSU has a good example of maps that pop up information about that space.	Information about parking for schools (they are different about bus parking and drop-off).
Map interactive might be helpful, type in a call number and show where on the map it's located. Nice for services and locations as well, checkout laptop and have a map showing where to do that.	Are users confused about where the rooms are? Yes they are. Like to put all the rooms in the reservation system. People want super easy immediate action.	
	What about maps? We do have the architecture maps. Can we get maps from Josh/Nate that are more accurate? Yes.	

Appendix C: Post-It Note Image Captures

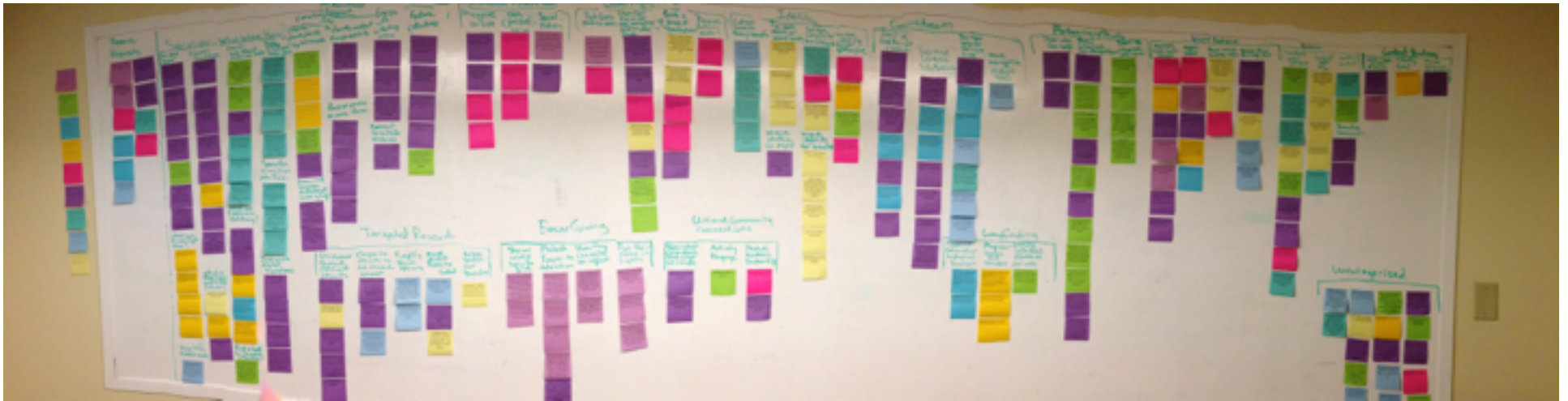
UH and Community Connections		
Showcase What We've Done and What We Can Do	Actively Engage	Feature Academic Partnerships
Like to have a video for outreach.	Community Support section	Many people do more with other departments in the university, like to see that shown on the main site.
Like to see the connections between Spec Coll and the community.		Do you have anything about partnerships? nope. Would like to draft something for the site on partnerships.

Content Strategy		
Voice That Engages Millenials	Clarify Goal	Shorter and Easier to Digest
Lots of personality regarding exhibit or using materials for classes, etc. even some humor.	Not sure what the web sites goal is. Seems to do everything but nothing.	For questions asked all the information is on the site, but lots of information. It would be easier for the information was sorter and easier to digest.
Like to attract millennials		

Appendix C: Post-It Note Image Captures

Internal			
Control Over Content	Control Over UI	Content Guidance	Streamline Communication
Some of the information is too far down the page for the portal pages. What control over the image carousel.	Like to have a voice in the design process.	Looking at the content being brought in for pages. Look and define the differences between the CMS and LibGuides.	Backend: lots of messages get passed around to find the correct librarian within spec coll over the correct collection areas.
What control over the image carousel	Want widgets for content. About, hours. Like to have these widgets be turned on/off.	Like to have a template for a page displaying what should be there for content.	LibAnswers is currently filtered through both, but would like to have a separate filter for questions to go directly to someone in Spec Coll, and come up with a workflow for LibAnswers. Want a more generic content throughout the site.
Good to have integration between content in the digital design with the web site. Should be able to have recommendations like people to books both digital signage and the policy.	Like a website that works very much like a LibGuide		
Would be nice to have pages that anyone can edit and update content.	Want something that can be changed as areas change.		
Like a way to pick and choose what LibGuides are visible. Doesn't have to only exist in the staff directory section.	Compartmentalized modules sectioned off for easy interpretation		
Maintain control over content. Like to make policy changes. Need to be able to change content without having to ask for it. Changes to policies frequently.			
Some of the stuff on the pages can change location, policy or privilege. Any content that changes might be better served in a LibAnswer. Everything that changes often.			
Anything you like and want to keep? Open to change. Want to keep an eye on the content.			
Modules that are flexible to allow us to customize content for our user groups			

Appendix D: Diagram Photos



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