

MCPL Website Redesign: Center our users in alignment with the Strategic Plan

I. Background:

Impetus for work: Koha Implementation, Aspen Discovery, Strategic Plan and recovering services post-covid [more on this to come]

II. Objectives:

1. At the conclusion of this redesign Montgomery County Public Libraries' website will expand customer access to library resources and services through inclusive design, logical information architecture and intuitive online discovery.
2. At the conclusion of this redesign, Montgomery County Public Libraries will share best UX practices for public library website design and contribute knowledge, resources and guidelines through open-source platforms and professional organizations in order to advance digital equity and inclusion within the greater public library community.
3. Design website templates that seamlessly usher library users between content platforms and digital services in support of strategic initiatives.

III. Team and Partners:

MCPL Digital Strategies Team

Maddie Hines: Digital Strategies Manager UX Research and Content Strategy lead

Raymond Bryson: Digital Strategies Program Manager: Web Development and Analytics lead

Jason Turner: Digital Strategies Program Specialist: Dynamic media and Racial Equity and Social Justice lead

Laurie White: Digital Strategies Program Specialist: Editorial Content, Branding and Marketing lead

Montgomery County Government Innovation Team

Evan Chan-Service Design

Susanne Brunhartt-Wiggins- Service Design, MCGOV Web dev

MCPL Marketing Team:

Central Programming Team- Subject Matter experts

Director's Team- Graphic Design and External Comms

Outreach Team- Customer outreach

IV. Overview and Timeline:

- A. MCPL Home Page Information Architecture and Content Redesign
- B. Early Literacy, Teen and Children's Subsite Content Redesign

A. Homepage Menu Redesign

Date	People	Activity	Rationale	Status
Preliminary Phase				
September-October	DS	Competitor Audit	The Digital Strategies team will conduct a robust competitor audit of other public library systems' home page navigation and early literacy subsites. The audit will include public library systems of similar size, budget and community makeup as well as neighboring library systems and larger, influential public library institutions. We are looking at direct competitors in addition to industry leaders in order to identify common design and navigation themes, trends and best practices while also using this information as a baseline to challenge assumptions in order to improve the customer journey in accessing library resources in alignment with the strategic plan.	Done
October-ongoing	DS	Embed digital analytics on home page and other targeted subsites to show user trends	Gathering user insights	On-going
10/27/2022	Central Staff	Forced ranking: Dot voting	Smaller pool, Challenging assumptions about our info architecture and how it's perceived by our users vs. our staff.	Done
11/15/2022 EC Meeting	Executive Committee	Present plan to EC and get permission		Done

		to move forward with work.		
User Research Phase				
January-March	Customers	Customer Survey	Qualitative Website Survey for MCPL customers to supplement our web analytics. Racial Equity and Social Justice: -Must be translated into multiple languages -Consult with RESJ on questions about race and socio economics -Plain, inclusive language Questions: How do we capture participant's demographics? Should we capture their demographics?	Done
Analyze and Implement				
02/02/2022 All Staff Meeting	All Staff	Guided activity in Mural	Customer needs vs. our assumptions: Based on our customer insights, dot vote the menu items	Done
Late February	DS	Wireframe new homepage menu and layout		In progress
March	DS	Begin making small incremental changes.	Incremental changes allow less disruption of our website to the customer, while gradually easing customers and staff into new design. Communication plan will include weekly change log and email to staff about upcoming changes prior to implementing them.	Not Yet Started
Feedback and Iteration				
April	All Stakeholders	Present results to our stakeholders (Customers, LAC, Library Board, Council, etc.)	Encouraging buy-in from our partners while showing off our work and advocating for human centered service design in libraries and gov. Customers-Thank you! Here's what we did with your feedback!	

			Staff, LAC, Board and Council: Presentation and Q&A	
April- December	DS	Embed feedback loops (surveys, home page analytics, usability testing, etc)	Continue to test our assumptions and see if our designs actually met the needs of our customers.	
April- December	DS	Make incremental improvement s to the initial design based on our feedback loops	Continually improve the user experience on our website.	

B. Targeted Subsite Redesign and Development

Early Literacy, Kids, Teens, English Language Learners, Digital Literacy and Technology

Subject Matter Experts:

1. Develop user problem statements and goals, user personas and journey maps
2. Brainstorm website layout, content and structure
3. Create Wireframes, discuss, iterate
4. Finalize language and text
1. Implement changes
2. Iterate based on analytics and usability testing