

Leveraging User Data to Drive a Website Redesign

Introduction:

In the spring and summer of 2013, Himmelfarb Health Sciences Library began a redesign of the library website. A crucial component of the redesign was gathering user input and feedback and using that data to shape the design of the new website.

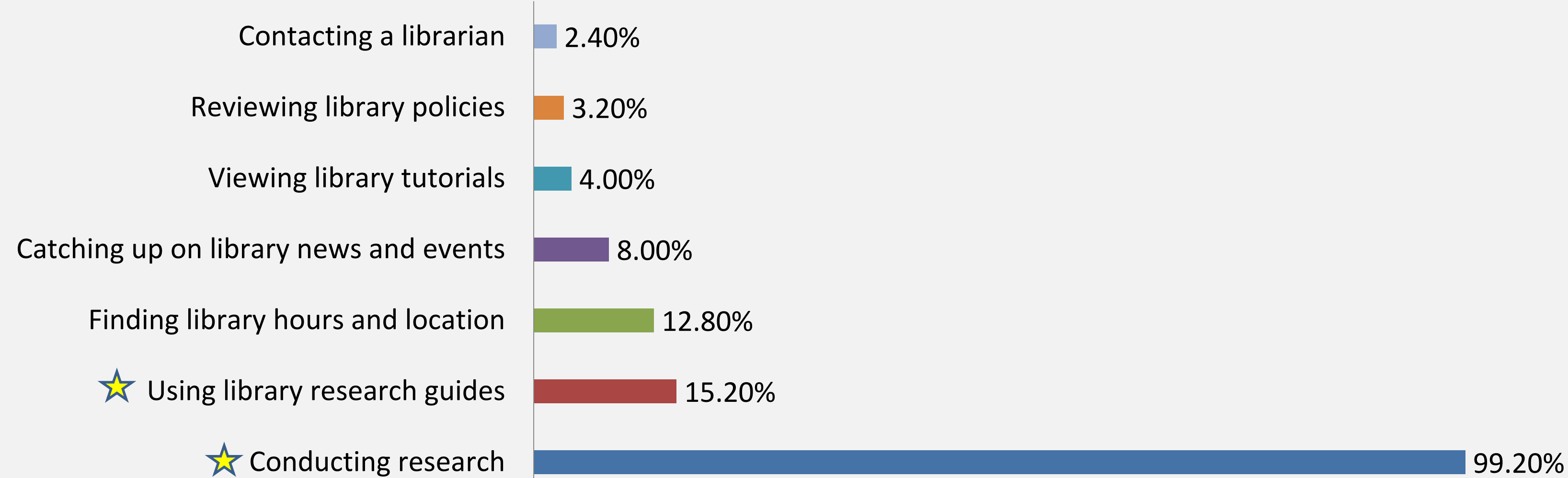
Methods:

- Analysis of user behavior statistics provided by Google Analytics.
- Survey of faculty and students.
- Usability testing of new website by faculty and students.

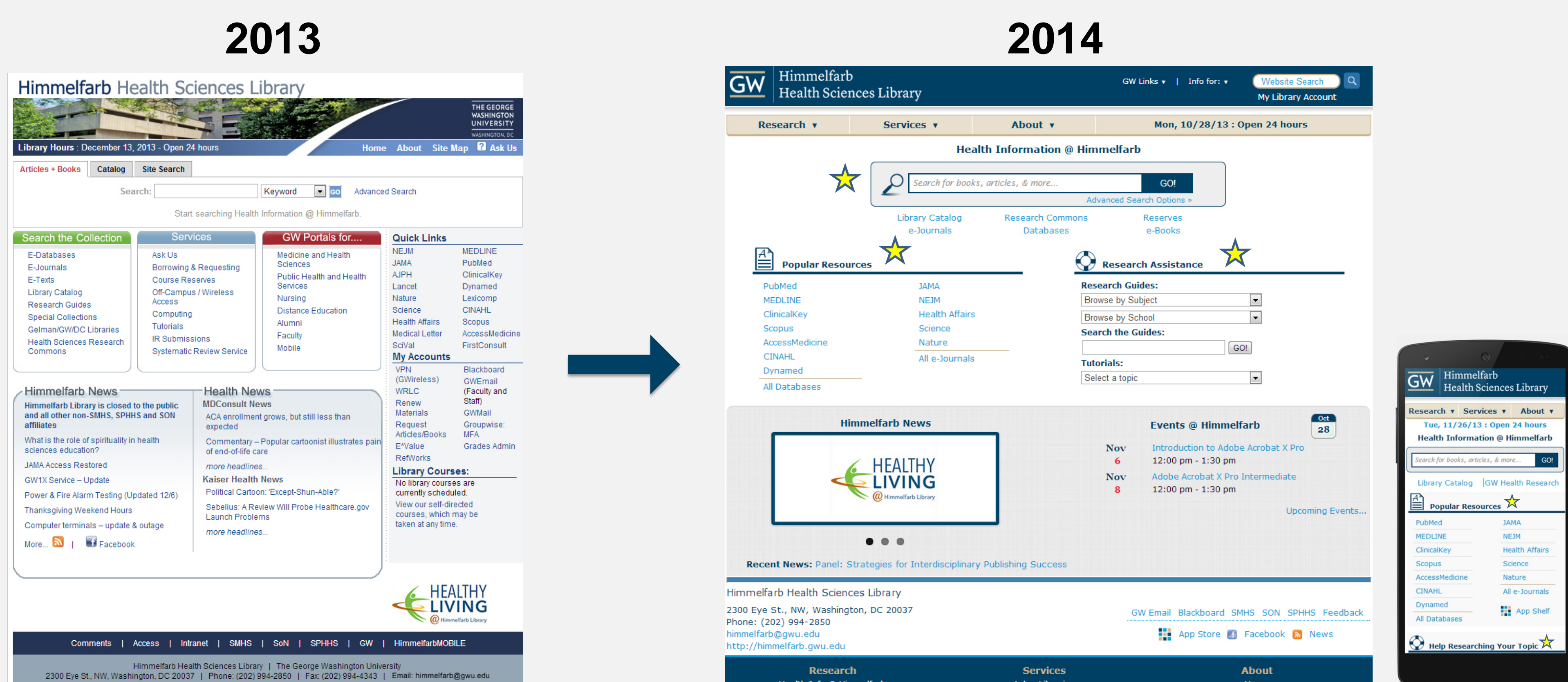
Key design considerations based on testing results and analysis of user behavior:

- Cleaner, less cluttered interface allowing easier access to **research materials**.
- Greater visibility of library **research guides**.
- Improved **mobile** interface.

Primary Purpose(s) of Faculty and Students When Using the Himmelfarb Website – Survey Results



Comparison of Himmelfarb Website:



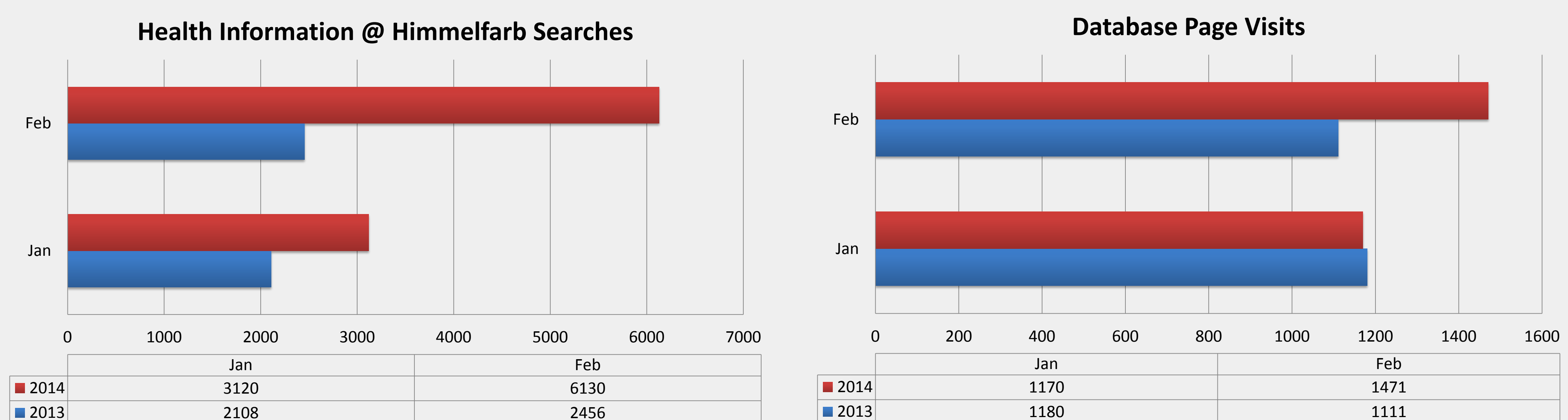
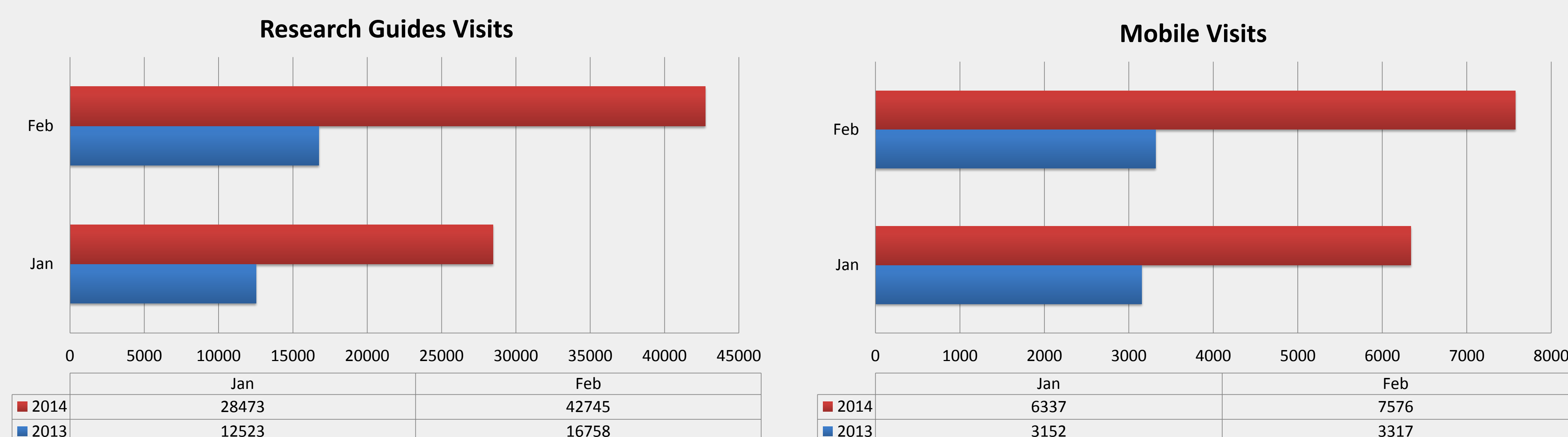
★ Represents area identified as significant in survey results

Conclusion:

By incorporating user feedback into the redesign process, Himmelfarb Library was able to create a new website that better serves its patrons' needs. The areas of the website most important to users have seen increased usage on the new website.

Results:

Comparing the usage of key components (as identified by users) of the library website for the months of January and February from 2013 and 2014 showed dramatic increases in use. Mobile visits to the Himmelfarb website also increased significantly.



Analysis:

- As a result of the less cluttered interface, searches of Health Information @ Himmelfarb have increased by 103% and visits to the Himmelfarb database page have increased by 15%.
- The greater prominence given to research guides has led to a 143% increase in usage.
- Responsive design has led to a 115% increase in mobile web traffic to Himmelfarb's website.