

Libraries' Website & CLIO Redesign:

Assessment and Communications Strategy

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TIMELINE

Libraries' Website & CLIO Redesign Assessment and Communications Strategy

PHASE 1
February '13

PHASE 2
March '13

PHASE 3
April/May '13

PHASE 4
June-August '13

PHASE 5
Fall '13

Assessment

- Recruit test subjects
- Attain IRB
- Create usability test

- Usability testing
- Build Google Analytics instance
- Build focus group

- Implement changes based on usability test results
- Facilitate focus groups

- Implement changes based on focus group results
- Build surveys

- Facilitate surveys
- Analyze/ disseminate Google Analytics

Communications

- Recruit test subjects
- Campaign Build
- Faculty/CUL message re: strategy

- Campaign Launch
- Faculty/CUL message re: feedback invite

- Campaign Refresh
- Recruit focus groups
- Faculty/CUL message re: upcoming launch

- Soft Launch: June 3
- Public Launch + Campaign: August 5
- Faculty/CUL message re: exact launch/sessions

- Campaign Refresh
- Recruit survey groups
- Faculty/CUL refresher message