Appendix C
Sample Email Responses

From: To: webmaster@bennerlibrary.com
Subject: FW: New website - deadline for feedback?
Date: Tuesday, October 08, 2013 9:14:22 AM
Attachments: New Website notes from [Name] and [Name] teams.docx

From: [Name]
Sent: Tuesday, August 06, 2013 6:03 PM
To: [Name]
Cc: [Name]
Subject: RE: New website - deadline for feedback?
Okay, I’m just going to go ahead and send this now, since I’ve not received any further comments from our staff anyway.
Thanks again for all your hard work on the new website!
[Name]

From: [Name]
Sent: Tuesday, July 30, 2013 6:27 PM
To: [Name]
Subject: Re: New website - deadline for feedback?
Deadline should probably be for the week that I get back so how about the Friday before (is that the 9th?)
[Name]

From: [Name]
Date: Tuesday, July 30, 2013 5:59 PM
To: [Name]
Subject: New website - deadline for feedback?
Hi to the great Informatics team,
[Name] and I met with our staff today to demonstrate the new website. They really liked the new look and wanted to let you know that they appreciate all your hard work!
We have already gathered some feedback from them but I gave them another week just to test drive the site themselves and then let us know if they had any input to add. Is that acceptable? I didn’t remember hearing a deadline for the feedback. We can get it to you earlier if you prefer.
Thanks!

From: [Name]
To: Webmaster
Subject: add "Ask-A-Librarian" to footer
Date: Tuesday, August 13, 2013 11:03:51 AM
This email originated from: http://library.olivet.edu/playbin/newsite/
One more suggestion/request for the new site, please add the "Ask-A-Librarian" link to the footer on each page.

From: [Name]
Hello web development team,

The new site looks so great. I am excited about using it by the end of the school year and glad that you are taking the time to make it work well for our constituents. After carefully reviewing the new website, attached are my notes. Thanks for giving us a sneak peak, and for your hard work!

From: [Name]
Sent: Wednesday, July 24, 2013 9:22 AM
To: [Name]
Cc: [Name]
Subject: Newsite - review for feedback

Good morning all,

Here is the link to the new website home page http://library.olivet.edu/playbin/newsite/. Keep in mind that the two links on the home page that work are:
- Feedback (which goes back to old website to mail webmaster) in the footer section
- [Name] read more (to show a 2nd level page) in the Benner Bulletin section

On the 2nd level page these links work:
- Feedback (which goes back to old website to mail webmaster) in the footer section
- Home link (the Book in the header, the home in the Breadcrumbs, and the Benner Library wording in the footer)

Any feedback for the site can be sent to webmaster@bennerlibrary.com or through the feedback link in the footer on the site.

Thank you for your time yesterday and throughout this process,

[Name]

[Name]– I’ve cc you in so when you are done showing [Name] you can forward this email on to her.

From: [Name]
To: webmaster@bennerlibrary.com
Subject: Website Feedback - [Name].
Date: Thursday, August 01, 2013 9:55:26 AM

The following comments/suggestions come on behalf of [Name]. She really liked the overall feel of the new site and thought the color scheme was calming.

Thanks,
[Name]

Top Navigation Bar

[Name] would like to see one contact page with all of the library contacts listed—like a directory page.

The contact link should be included under “About.”

Expanded Side Bar
There should be greater distinction between the side bar headings and the links that pop open. Currently it all looks too similar.

[Name] really likes how on our current website there is an image associated with each area on the home page: a stack of books, a library graphic, an owl, etc. She thinks that helps people connect with the section they’re looking for. What about making the sidebar headings a little bigger, left justifying the text, and then adding a small image on the right side of each text. When each of the side bars get expanded, that image could be enlarged and move to a different point on the screen. Just another visual to help you recognize where you’re at on the page. Under the “Collections” side bar, the “Donations” link needs new wording. Tina says donations makes you think of giving something—not a collection of donated items. Perhaps something related to “gifts” would be more appropriate.

On the Books & Media side bar, can all three catalog links be in the same row or column? It looks unorganized with two catalogs on the top row and the other catalog on the second row (and in a different column). They should be better grouped together.

Here’s an idea we both had: Does the expanded sidebar have to start open when you first go to the website? Tina felt like it’s choosing for you where you’re supposed to go and you may not want to use the links that are open. What about having all the sidebars “closed” and in the open space, include a “Welcome to Benner Library” message or something of that nature. Or perhaps a directional message of some kind pointing people to resources or asking a question. I think it might make the home page look a little bit cleaner right at the open and let each user choose where they want to go. As [Name] said, with the sidebar already expanded, it almost feels like you’re using a page that someone else was just using.

The Books & Media side bar needs to be at the top of the list—and if the decision is made to keep the sidebars opening, Books & Media needs to be what users first see. That catalogs are important.

**Benner Bulletin**
The constantly scrolling bulletin was very distracting. Too big, too fast, too many colors—it made it hard to focus on the content on the rest of the page. Could the bulletin be reduced to one box that has rotating images? Perhaps with an option to expand the bulletin if people want to see more at once? If the bulletin remains in its current form the arrows need to be constantly visible so people know they can scroll through the items on their own. [Name] said she never would have found the arrows by just hovering over the images. Could there also be a pause button for the bulletin so users could manually stop the scrolling?

The content of the bulletin is important. [Name] didn’t like seeing [Name] picture immediately because she felt like people would think she’s the director. Tina said that if anyone’s picture should go on the home page it should be [Name].

---

**From:** [Name]
**To:** webmaster@bennerlibrary.com
**Cc:** [Name]
**Subject:** RE: Newsite - review for feedback
**Date:** Wednesday, July 31, 2013 2:26:05 PM

Since we liked the old page – except for the baby poop color—it’s hard to buy in to a new one, but
1. We like
   a. the top banner
   b. the purple/white contrast
   c. and the drop downs – appearance, categories and content
2. The size & brightness of the white ad banner take over the page; every time it moves your eye
drops down to see why.
   a. So really the least important information dominates the page and is distracting
   b. Could it be ½ as high? Or 2/3?
3. We like:
   a. the categories on the left,
   b. the general layout of the subcategories
   c. the fact that any section turns to black on gray-white when you hover over it.
4. The words do not “pop” on the purple – it is tiring to look at and requires too much
   concentration to see what you want to see
   a. Would bold print or a different font help?
[Name]: Apart from page appearance, some suggestions to add to discussion for wording:
   Benner
distance students don’t know what Benner is.)
Illinois catalog might as well be ISHARE or ISHARE catalog
Library Account is better than My account. Should it be Library/ISHARE Account?
World Catalog should just be WorldCat or WorldShare – none of those terms mean anything
until students have instruction. It’s hard to figure out what would make sense to patrons.
[Name]

From: [Name]
Sent: Thursday, July 25, 2013 4:14 PM
To: [Name]
Subject: FW: Newsite - review for feedback
From: Matt Marcukaitis
Sent: Wednesday, July 24, 2013 9:22 AM
To: [Name]
Cc: [Name]
Subject: Newsite - review for feedback
Good morning all,
Here is the link to the new website home page http://library.olivet.edu/playbin/newsite/.
Keep in mind that the two links on the home page that work are
- Feedback (which goes back to old website to mail webmaster) in the footer section
- [Name] read more (to show a 2nd level page) in the Benner Bulletin section
On the 2nd level page these links work
- Feedback (which goes back to old website to mail webmaster) in the footer section
- Home link (the Book in the header, the home in the Breadcrumbs, and the Benner Library
wording in the footer)
Any feedback for the site can be sent to webmaster@bennerlibrary.com or through the feedback
link in the footer on the site.
Thank you for your time yesterday and throughout this process,
[Name]

From: [Name]
To: webmaster@bennerlibrary.com
Subject: Website redesign
Date: Friday, July 26, 2013 10:04:49 PM
My take:
Not counting the header and footer, the sliding notices (Benner Bulletin) take up one half of the home page real estate. I think that's too much. I'd say one third at most.
When the sliding notices get to the end, it zooms back to the beginning. I'd rather it just continue on in a loop. Better yet, I'd rather it not slide to the side at all, but fade out and replaced by a fade in. And try the change every five seconds instead of every three. It reminds me of the blink tag, which is irritating. I like the color scheme.
Put Subject Guides in the third spot in the left nav bar, not the first, everything else the same. As was mentioned in the meeting, something needs to be done to make the left nav bar stand out a little more. A thin line around each left nav bar just doesn't seem enough delineation.
The little arrow does help. Maybe make the arrows a little more bold or stronger? Someone suggested a little darker color. You can try that, but that might make the words harder to read.
You could also try a vertical line separating the left nav bar from its sub headings. Or you could try experimenting with box shadowing. Good luck in figuring this out.
The last element in dropdown lists should have some space under it. E.g., Technology Help --> Database Access Issues.
There's room for two or three more paragraphs about Jasmine. You have the space: it should be used.
Be sure all graphics have alt tags and be sure to test all drop down navigational boxes for accessibility. Test for color blindness, too (shouldn't be a problem since most of the site pages are various shades of purple.
[Name]

From: [Name]
To: webmaster@bennerlibrary.com
Subject: Website Feedback
Date: Thursday, July 25, 2013 3:06:42 PM
The following suggestions come from the Circulation Department. Overall, we think the new website looks great and is going to be a huge improvement over the current one. Thanks for all of your work on this!!
[Name]

Top Navigation Bar
The consensus was that the Contact dropdown and the Departments dropdown were redundant and confusing together. It also made us wonder what pages the Contact links would go to…the same ones as the links under Departments? To take care of this, we thought it would make more sense to move Contact under About. Then, instead of different links unfolding out under Contact, clicking on Contact would take you to a library directory-like page – similar to what we currently have: http://library.olivet.edu/contact.html. This enables the Contact link to go to a simple page with only contact information. Also, the fact that the library phone number is always being displayed in the footer, makes moving Contact under About less of a problem—since a contact
number is always visible, even if you can’t find the actual contact page. Where was the copyright link going to go? Right now it’s not accessible from the top nav bar, the side bar, or the footer. At the very least, I think it should go under Services. However, if the contact link gets moved under About as suggested above, I could make an argument for Copyright to go where Contact currently is—but it least needs to go under Services. The link for the Student Job Application should be moved from the Services section. It really isn’t a service in any way. We thought it would make the best sense under About.

**Expanded Side Bar**
Move Books & Media to the top of the list and have the page load with that open. That way all of the catalog links and the library account link are accessible right away and people won’t have to hunt for them. Move Journals & Articles up as well to keep that next to Books & Media. Subject Guides would fall to third on the list. On the Books & Media page and the Journals & Articles page, make the search box stand out a little more. We thought this might happen naturally if the shape of the expanded links was changed to something other than a rectangle as proposed in the librarians meeting. We feel that a search box makes sense as a rectangle but with so many other rectangular shapes visible on the page, it gets lost.

The “Collections” term has to be changed. We had a hard time coming up with something that would work—but we both feel like “collections” is somewhat misleading and certainly confusing. Change “How Do I” to “How Do I…?” I think having the question mark is important to clearly identify it as a page with answers to that question.

**Benner Bulletin**
We vote for not including all-campus events on the “Campus Events” bulletin – only things pertaining to or affecting the library.