Traditional Website Redesigns (RSR)

Website Success

Under-achievement

The best websites

Your's

5 year gaps between redesigns
In my nearly two decades as an information architect, I’ve seen my clients flush away millions upon millions of dollars on worthless, pointless, “fix it once and for all” website redesigns.

All types of organizations are guilty: large government agencies, Fortune 500s, not-for-profits and (especially) institutions of higher education.
Weekly market share in 'All Categories', measured by visits, based on US usage.
Target.com
Target.com

Free shipping on orders of $50 & up + free returns.

Savings on 100s of items including up to 20% off car seats.

BOB stroller deals  car seat deals  all baby deals

Image: Internet Archive
Users. Hate. Change
Annoyances matter, because they compound.

Jakob Nielsen, “Does User Annoyance Matter?”
THERE’S A WAY TO DO IT BETTER... FIND IT.
- THOMAS EDISON

www.thejetstream.com
Small, simple fixes can accomplish far more than expensive redesigns.
Revolution vs. Evolution
Evolutionary Site Redesign (ESR)

- Incremental changes
- Continual A/B testing
- Dedicated staff
<table>
<thead>
<tr>
<th>Item Title</th>
<th>Bids</th>
<th>Price*</th>
<th>Shipping to 04102, USA</th>
<th>Time Left</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRAND NEW 36&quot; Exercise Pen Dog Crate Cage Kernel</td>
<td>1</td>
<td>$9.99</td>
<td>$35.64</td>
<td>&lt;1m</td>
</tr>
<tr>
<td>BRAND NEW 42&quot; Exercise Pen Dog Crate Cage Kernel</td>
<td>-</td>
<td>$9.99</td>
<td>$40.40</td>
<td>&lt;1m</td>
</tr>
<tr>
<td>BRAND NEW 30&quot; Exercise Pen Dog Crate Cage Kernel</td>
<td>-</td>
<td>$9.99</td>
<td>$31.40</td>
<td>&lt;1m</td>
</tr>
<tr>
<td>NEW 48&quot; Exercise Pen Dog Crate Cage Kernel</td>
<td>-</td>
<td>$9.99</td>
<td>$49.09</td>
<td>&lt;1m</td>
</tr>
<tr>
<td>Boyd's Bearstone--Moriarity--Bear in Cat Suit--retired</td>
<td>-</td>
<td>$4.99</td>
<td>$9.15</td>
<td>&lt;1m</td>
</tr>
<tr>
<td>CR007 Cherry SizeS carrier bag pet dog cat airline app</td>
<td>-</td>
<td>$24.99</td>
<td>$15.00</td>
<td>&lt;1m</td>
</tr>
<tr>
<td>GREY TABBY CAT w/ RED HEART 8&quot; WOOD FIGURINE FOLK ART</td>
<td>-</td>
<td>$7.50</td>
<td>$5.60</td>
<td>&lt;1m</td>
</tr>
<tr>
<td>TABBY CAT &amp; MOUSE UP LADDER 2pc PORCELAIN</td>
<td>-</td>
<td>$6.50</td>
<td>$4.50</td>
<td>&lt;1m</td>
</tr>
</tbody>
</table>
Welcome to eBay

Welcome

New to eBay?
Registration is fast and free

'Stis better when you win it

Feel the love
There'll be plenty of good tidings to be had with hot deals on the year's most-wanted tech toys.

YULE

eBay express
Get it brand new
One quick checkout

StubHub!
Buy & sell sports, concert & theater tickets
Cognitive Load

Human brains have a limited amount of processing power.

Image: http://www.ijoa.org/imta96/paper52.html
Small iterative change spreads out the cognitive load required to learn new things on a site.

Aaron Schmidt
Typically, a fresh design will be a worse design simply because it's new and thus breaks user expectations. A better strategy is to play up familiarity and build on users' existing knowledge of how a system works.

Jakob Nielsen
Advantages of ERS

• Easy to assess
• Easy to roll back
• Simpler to plan, execute, and manage
• Easy to remain agile
Individuals and interactions over processes and tools

Working software over comprehensive documentation

Customer collaboration over contract negotiation

Responding to change over following a plan
Manifesto for Agile Software Development

We are uncovering better ways of developing software by doing it and helping others do it. Through this work we have come to value:

- **Individuals and interactions** over processes and tools
- **Working software** over comprehensive documentation
- **Customer collaboration** over contract negotiation
- **Responding to change** over following a plan

That is, while there is value in the items on the right, we value the items on the left more.

Kent Beck  
Mike Beedle  
Arie van Bennekum  
Alistair Cockburn  
Ward Cunningham  
Martin Fowler  
James Grenning  
Jim Highsmith  
Andrew Hunt  
Ron Jeffries  
Jon Kern  
Brian Marick  
Robert C. Martin  
Steve Mellor  
Ken Schwaber  
Jeff Sutherland  
Dave Thomas
Waterfall Method

1. Discover: Business Requirements
2. Design: Technical Design
3. Develop: Coding & Testing
4. Test: Client Ok & Launch
Agile Method
Specific Agile Methodologies

- DSDM
  - Facilitated workshops
  - Modelling and iterative development
- MoSCoW prioritization - *musts, shoulds, coulds* and *won't haves*
- Scrum
- XP (Extreme Programming)
Very pregnant Mila Kunis wears go-to dress

The actress wears an easy, stylish maxi dress that seems to be one of her mainstay maternity looks. Pics: Her baby bump fashion

All Stories News Local Entertainment Sports More ▼

Jenna Dewan Tatum’s Effortless Waves at Parker on Spring Launch: Copy the Star’s Look
Jenna Dewan Tatum’s Effortless Waves at Parker on Spring Launch: Copy the Star’s Look
An effortless easy tutorial on how to get Jenna Dewan Tatum's wavy skirt hairstyle. Tutorial by Kate Mack

Living Paycheck to Paycheck? Here’s Your Solution.
This step-by-step article exposes a ridiculously simple method to add $1,000's to your bottom line year after year.

This Is Kim Kardashian’s ‘Casual’ Look
Kim Kardashian’s “casual” look is anything but casual. The reality star stepped out in a white tank top tied at the waist, a light black skirt and strappy sandals for a visit to Burton/Murray Productions in Los Angeles on Wednesday. Photo: The Huffington Post from iSSE$$

Abandoned Pup Recovering From Mange Couldn’t Be More Excited To Reunite With His Rescuer
Abandoned Pup Recovering From Mange Couldn’t Be More Excited To Reunite With

Trending Now
1. Jenna Bush Hager Baby
2. Blue Ivy
3. Mariah Carey
4. Kim Kardashian
5. NFL tickets
6. iPhone cases
7. Jennifer Aniston
8. Samsung Note 4
9. Hank Baskett
10. Julianne Hough

Only on Yahoo
1. 13 best features in iOS 8
2. Meet the real Cate Blanchett
3. British journalist purportedly shown in Isis propaganda vid
4. Emergency landing for JetBlue flight in California
5. Ukraine’s pleas for lethal aid from US go unmet

Top Stories
1. Senate ready to support Obama on rebel aid
2. Last month was hottest August since 1980: US
3. British journalist purportedly shown in Isis propaganda vid
4. Emergency landing for JetBlue flight in California
5. Ukraine’s pleas for lethal aid from US go unmet

Yahoo.com, 2014
INTRODUCING 5 ALL-NEW MEMBERS OF THE FAMILY

1. **fire HD**
   THE MOST POWERFUL TABLET UNDER $100
   $99  Learn more

2. **fire HD Kids Edition**
   IF THEY BREAK IT, WE'LL REPLACE IT. NO QUESTIONS ASKED.
   $149  Learn more

Amazon.com, 2014
Web Experts Agree...

“Redesign must die”
- Louis Rosenfeld
What It Means for Library Websites:

• No big plan followed by a GREAT UNVEILING
• Set priorities
• Work in short sprints to deliver features bit by bit
• Roll out changes
• Assess
• Begin again
Elevate the discussion
Focus on the stuff people have trouble with
<table>
<thead>
<tr>
<th>Summon Queries</th>
<th>Librarian Contact</th>
<th>Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Query=</td>
<td></td>
<td>4198</td>
</tr>
<tr>
<td>Query=culture pass</td>
<td></td>
<td>905</td>
</tr>
<tr>
<td>Query=Shirley Chisholm Congresswoman</td>
<td></td>
<td>777</td>
</tr>
<tr>
<td>Query=bacterial transformation</td>
<td></td>
<td>659</td>
</tr>
<tr>
<td>Query=social penetration theory</td>
<td></td>
<td>605</td>
</tr>
<tr>
<td>Query=gun control</td>
<td></td>
<td>567</td>
</tr>
<tr>
<td>Query=osmosis</td>
<td></td>
<td>544</td>
</tr>
<tr>
<td>Query=social media</td>
<td></td>
<td>497</td>
</tr>
<tr>
<td>Query=abortion</td>
<td></td>
<td>489</td>
</tr>
<tr>
<td>Query=global warming</td>
<td></td>
<td>486</td>
</tr>
<tr>
<td>Query=online communication</td>
<td></td>
<td>481</td>
</tr>
<tr>
<td>Query=autism</td>
<td></td>
<td>472</td>
</tr>
<tr>
<td>Query=phoenix police officer shooting</td>
<td></td>
<td>455</td>
</tr>
<tr>
<td>Query=communication</td>
<td></td>
<td>454</td>
</tr>
<tr>
<td>Query=muted group theory</td>
<td></td>
<td>450</td>
</tr>
<tr>
<td>Query=uncertainty reduction theory</td>
<td></td>
<td>428</td>
</tr>
<tr>
<td>Query=emotional intelligence</td>
<td></td>
<td>411</td>
</tr>
<tr>
<td>Query=Culture pass</td>
<td></td>
<td>404</td>
</tr>
<tr>
<td>Query=marijuana</td>
<td></td>
<td>377</td>
</tr>
<tr>
<td>Query=domestic violence</td>
<td></td>
<td>371</td>
</tr>
</tbody>
</table>

Focus on the stuff people need
The Bad News: You Are Never Done
The essence of strategy is choosing what NOT to do.

PERFECTION is a ROADBLOCK to PROGRESS
Evolution over revolution...

Process over project...

Realign over redesign...
So, when are you going to redesign your library’s website?
Coming NEVER soon
Tammy Allgood Wolf
Arizona State University Libraries | Tempe, AZ
tammy.allgood@asu.edu

Melissa L. Johnson
South Mountain Community Library | Phoenix, AZ
melissa.johnson@southmountaincc.edu
References

Website Redesign: Evolution Beats Revolution

Manifesto for Agile Software Development

Pretty Much Everyone Hates the New Target.com Redesign

Myth #11: You need to redesign your website periodically

Never Redesign Your Website Without This Strategy!

Digg Users Revolt After Redesign

Iterative and Incremental Development: A Brief History

Good Designers Redesign, Great Designers Realign

Does User Annoyance Matter?
More References

Fresh vs. Familiar: How Aggressively to Redesign

Stop Redesigning And Start Tuning Your Site Instead

Resist That Redesign | The User Experience

Usability Tools Podcast: Avoiding Redesigns

The Quiet Death of the Major Re-Launch

Website Redesign: Big Bang, Gradual or Evolutionary Approach?
I changed the product design.

It's worse than the old design.

You asked me to come up with a new design.

I meant a new design that's better than the old design.

Great. You could have told me that before I did all of this work.

How do you think this makes me feel?

No one would blame me for hating you.

I'm the only sane person in this company.