

**Minutes**  
**MOBIUS Website Taskforce**  
**Centra Session Minutes**

**May 3, 2007**

**Present:** Mark Wahrenbrock--MCO, Jim Dutton (managing the Centra session), Mary Anderson--MERLIN, Candice Baldwin--WILO, Doug Blansit--Lance, Jane Theissen--Bridges, Joshua Lambert--SWAN, M.J. Poehler--WILO, Patrick McCarthy--SLU, Stephanie Declue--Quest

**Agenda Item 1: Overview**

Abbey summarizes what will be discussed during the meeting: task force charge, background information, user-centered design process, content group, resources and tools, meeting outcomes.

**Agenda Item 2: The Charge**

Abbey goes over charge. Abbey talks about the task of reviewing the MOBIUS member site. Abbey talks about the challenges involved in the charge.

**Agenda Item 3: Vision**

The vision for the final product is discussed. Everyone agrees that they want a clean, interactive, flexible site that provides convenient and intuitively placed information for the public and members. Vision is open for revision as the project proceeds.

M.J. Poehler asks about timeframe for the project. Abbey responds by referring to the timeline she has in place. Abbey estimates we will be close to end of project by the end of January 2008.

**Agenda Item 4: Translate the Charge to Goals**

Discussion of the charge and how it translates to goals. Web content will be divided into intuitive sets. Content group is going to review the design process at regular intervals.

1. Develop content for public and members portion
2. Review website functions and determine ideal placement/organization within web content
3. Review, classify and divide current and possible future web content into intuitive sets.
4. Review the design process at regular intervals and keep involved groups informed—mostly Abbey's responsibility

**Agenda Item 5: Background information: Audience, Current site, Future site**

Audience: 3 levels, external, MOBIUS members, MOBIUS staff

The external audience includes state legislature. The importance of state legislature and other libraries as prospective audience is highlighted. Public face of MOBIUS ideally would look professional to external audiences. The group goes over the list of external audience groups.

The group goes over a list of the internal member groups in the website audience: committees, council, MCO, staff, etc.

Background on the current site. Abbey includes details on operating system, the content management system. Abbey provides a little more detail on the heavy customization of the ezPublish content management system. The calendar, list archives, conference registration, and surveys are the modules that were developed largely in-house by programmers and web developers who are no longer with MCO.

Doug Blansit asks a question about the version of Linux operating system the old site is currently running on. He points out the outdated number (2.1) on the version and how insecure that is. Abbey explains that the customization of ezPublish modules have held back advancement into newer versions of the Linux operating system.

Background on the future site. Abbey talks about Drupal, reasons for choosing Drupal including many libraries moving to Drupal and MOREnet's support of Drupal. She comments on its flexibility and believes that many of the current websites more important functions can be recreated in spirit.

#### **Agenda Item 6: User-Centered Design process**

Explanation of User Centered Design process. Link given to more information. Abbey explains that she's borrowing the principles from a LITA regional institute. Abbey displays a chart of the three groups and the overall workflow: content, design, usability. User-centered design is task-based and lets the tasks that need to be performed guide the design process.

Roles and responsibilities are delineated. The content group is to define key tasks and raise issues related to key tasks, functionality, and raise issues as they relate back to key tasks and functions. Abbey will be coordinating overall process and researching tools.

More about Key tasks. Abbey lists some examples of key tasks, it will be content group's job to divide key tasks into intuitive content areas.

More about raising issues. Abbey gives examples of less helpful and helpful comments on design's effectiveness. Content group will specify content and function and will not specify actual design. Abbey explains that this will help the workflow of the design process—they will be allowing the design group to interpret their recommendations. And the issues they raise will help guide the process.

More about Abbey's role. Abbey will be communicating progress to the groups involved. Abbey will determine project deadlines and manage the workflow. Share important issues among the involved groups. Abbey will also post formalized minutes to the website and wiki.

### **Agenda Item 7: Resources and Tools**

Abbey sees the workflow between the groups as a tool, the mechanism by which the project will be achieved.

More about the workflow. The content group passes on their specifications on to the design group, who then interpret into a design. The design group will then pass the prototype on to the usability group who test and provide feedback. The process then returns to the usability group. There are several iterations before review by content group who either approve the design or determines the design to need some work.

More on the Wiki. A little introduction to the type of wiki being used, when it will be accessible, when the group should start using the wiki..

Doug asks a question: He wants to know if any staff from his library can volunteer to test the design. Abbey responds that anyone interested in testing could be put in touch with the IE Lab, who would then contact that person and set up a testing.

### **Agenda Item 8: Our Partners**

More about the IE Lab. The IE Lab is at SISLT, they test sites for usability, they will be testing the current site and the future site. Their plans for testing the current website at the users conference are mentioned.

More about the Design team. MCO personnel are mentioned: Mark Wahrenbrock and Abbey Rimel. MOREnet personnel are mentioned: David Drum, T. Mike Curry, Pete Greenwell.

### **Agenda Item 9: Discussion, assign and choose tasks, next meeting date**

Discussion of the public portion of the site, what sorts of content might be included. Abbey expresses interest in starting the process

Doug: complements Abbey on the organizational structure of the project overview.

M.J.: asks if we have access to marketing professionals. Mark takes the question. He says it is under review and that there is no contract currently in place.

Patrick McCarthy: comments on the plan, says its' well thought out. He has concerns about his own involvement in technology and ability to commit time to the task force. He offers two other people from his library as volunteers. Dung Hua Tao. Trish Svendsen. Abbey reassures him that he won't need web expertise, but rather a good librarian background and understanding of his users.

Mary Anderson: Sees the public site as a way to sell MOBIUS and a good means of providing information for faculty and students at MOBIUS institutions.

Candice Baldwin: Wants to see a url of a site that would serve as an example of good user-centered design. Abbey mentions some examples she's found and offers to post those on the wiki.

Josh: Comments that with user-centered design, the usefulness of looking at other websites may be negligible since so many organizations will be different from MOBIUS. Abbey points out to the group that the public site can resemble sites like the National Geographic website with glossy interesting articles, live feeds of transactions, human interest stories, etc. Abbey addresses Josh's comment in the context of the member portion of the site and comments that the IE Lab study is being performed to look specifically at MOBIUS member needs and help guide the redesign in a very user-centered manner.

Jane: Information Design for the new web, an article about simplicity of web design. She offers to forward the article to the group. Jane suggests that we look at other sites that have a member portion and public portion.

Mary asks Abbey if she has any specific ideas about content on the public site.

Candice suggests using quotes of faculty and students—testimonials of the beneficiaries of MOBIUS.

Jane wants to make sure that the good information currently on the site is not lost.

Doug—comments that he likes the suggestion that we contract marketing and public relations professionals.

M.J. suggests that if we have things like testimonials on the website, we will need a means to keep it current and fresh—we will need an ongoing effort to market. Abbey agrees that we will need to adopt some kind of marketing process. Task force would like to bring the issue to the Executive Committee or Council.

Abbey suggests a face to face meeting. Jane suggests a meeting during the MOBIUS annual conference. Most in attendance agree that they could next meet during the conference. It is agreed that they come up with a time to meet on the listserv.

Mary asks what needs to be accomplished before June 6<sup>th</sup>. Abbey wants to continue researching public faces of member websites and brainstorming ideas on the public site content. Abbey will be posting her documents and minutes to the wiki. Abbey will send log in information to the wiki by May 16<sup>th</sup>. M.J. comments that she thinks this is a good plan.