

CREATING & EXECUTING A WEBSITE RE-DESIGN SIMULTANEOUSLY: A HYPER RATIONAL APPROACH

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UT Southwestern
Medical Center

Health Sciences Digital
Library & Learning Center

The screenshot displays the homepage of the UT Southwestern Medical Center Health Sciences Digital Library & Learning Center. The header features the institution's name and navigation links. The main content area includes search tools, a vertical menu of resources, and a section for popular links and services.

UT Southwestern Medical Center Health Sciences

FIND MATERIALS ▾ LIBRARY SERVICES ▾ TECHNOLOGY ▾ HOW TO ▾ ABOUT THE LIBRARY ▾

Search Library Holdings & Articles

Search Catalog

Search Library Website

Searching: AcESO UTSW Articles, Books, Journals
Type: keywords, title, author, subject, book, journal, P

PubMed@UTSW Search:
e.g. PMID, article title, author, keyword

OVID Search:
e.g. article title, subject, keyword

Databases

Ejournals

Evidence-Based Practice

Institutional Repository

Interlibrary Loan (ILLiad)

Library Catalog

Special Collections & Archives

Subject Portals

New Resources

Campus 3D Printing Resources
New

Infusion Therapy Standards of

Popular Links


- AccessMedicine
- AccessPharmacy
- BoardVitals (Registration)
- CINAHL Complete
- ClinicalKey

Popular Services

- Ovid MEDLINE
- Premier Human Ana (Primal Pictures)
- Pronunciator
- Psychiatry Online

Popular Ebooks

PRE HUMAN ANA PAC (PRIMA



Library

Home UTSW UTSW Email

[Home](#)
[Quick Links](#)
[Portals](#)
[Services](#)
[About](#)
[Ask Us](#)

Today's South Library Staffed Hours: 7 a.m. - 1 p.m.
 South Library/North Library: 24/7 Badge Access

[Click to CHAT NOW!](#)

[Find Articles](#)
[Find Books](#)
[Search Library Website](#)

PubMed

e.g. PMID, article title, author, keyword

MESH | PubMed Tutorial

Ovid MEDLINE (1946 - Present)

e.g. article title, subject keyword

Ovid Portal | Ovid Tutorial

Ejournals A-Z

e.g. Journal title, ISSN, keyword

Advanced Search | Ejournals A-Z Tutorial

Helpful Resources

- Help finding an article
- Find it! UTSW Library FAQ
- JCR Impact Factors (ISI)
- Can't find your article? Order it here (ILLiad)
- Clinical Evidence Portal
- Library Resource Cancellations

How Do I...

Connect from off-campus
 Connect to wireless network
 Find an article
 Find a book or an ebook
 Get a library card
 Get a literature search
 get a study room/Clinical workstation
 Get help from a Librarian
 Recommend a journal or book
 Register for a class
 Renew library material
 Request Individualized Training
 Request an article or a book (ILLiad)
[More](#)

Library News

Black History Month Poster Exhibit
 honors pioneers of medicine

EndNote X6 classes available for
 researchers and administrative &
 research professionals

Nature on view in Library photo exhibit
[More](#)

Popular Links

Directions & Hours
 Library Catalog
 Ebooks A-Z
 EndNote
 USMLE Easy
 Access Medicine
 Ejournals A-Z
 MD Consult
 Ovid MEDLINE
 PubMed
 UpToDate
 Web of Science
[More](#)

Popular E-journals

Cell
 JAMA
 J. Biol. Chem.
 Nature
 NEJM
 PNAS
 Science
[More](#)

Click on the Feedback tab to let us know what you think of the new site.

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Health Sciences Digital Library and Learning Center

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[ORCID@UTSW](#)
[RESERVE A LIBRARY SPACE](#)
[ASK US](#)

Search Library Holdings & Articles

Searching: Access UTSW Articles, Books, Journals, and more...

Type: keywords, title, author, subject, book, journal, PMID number

PubMed@UTSW Search:

e.g. PMID, article title, author, keyword

OVID Search:

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Campus 3D Printing Resources **New**

Infusion Therapy Standards of

Popular Links

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Popular Services

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- Psychiatry Online

Popular Ebooks and Ejournals

Resources For

- Clinical Faculty/Fellows-Residents
- Graduate Students
- Medical Students
- Nurses
- Postdocs
- SHP
- UTSW

Chat is Offline
Click to Email

Library News Feed

Art Talk & Walk with Michael Duncan: meet the artist behind "Bio-structural" exhibit at South Campus Library

WordPress

Improved Navigation

Events

Blog Migration

Web Interface
Creation

Calendar
Addition

GOOGLE MINI

CAMPUS SEARCH

DISCONTINUATION

FEEDS

Room
Reservation
System

INTEGRATION

Special
Collections
Redesign

WEB ENGINEERING

Server
Migration

Graphic
Design

Live
Chat

Social Media
Evaluation

SUBJECT
RESOURCES
& PORTALS
EVALUATION

LinkID
System
Evaluation

Evaluation

LibGuides
Trial

Template Design

DISCOVERY SERVICE

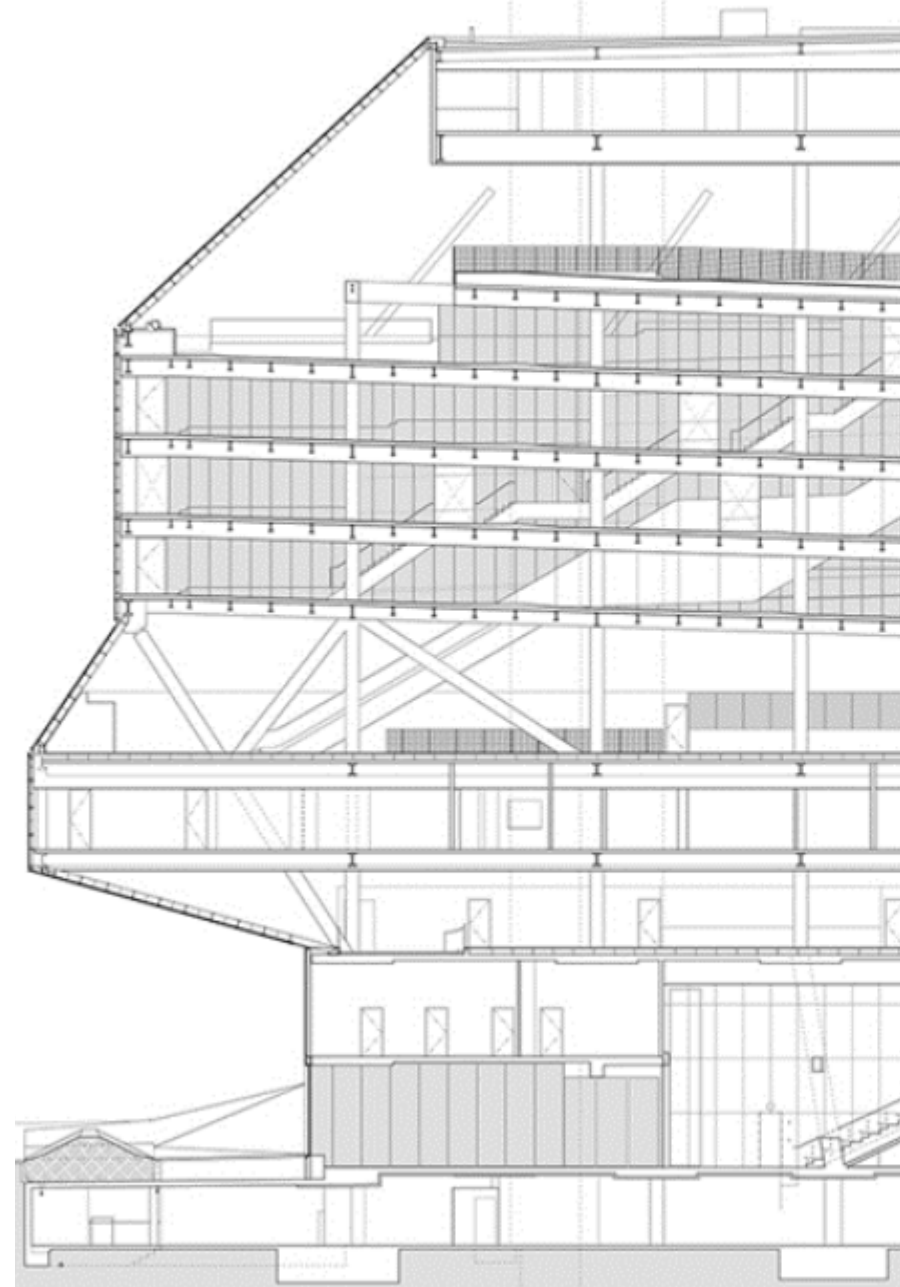
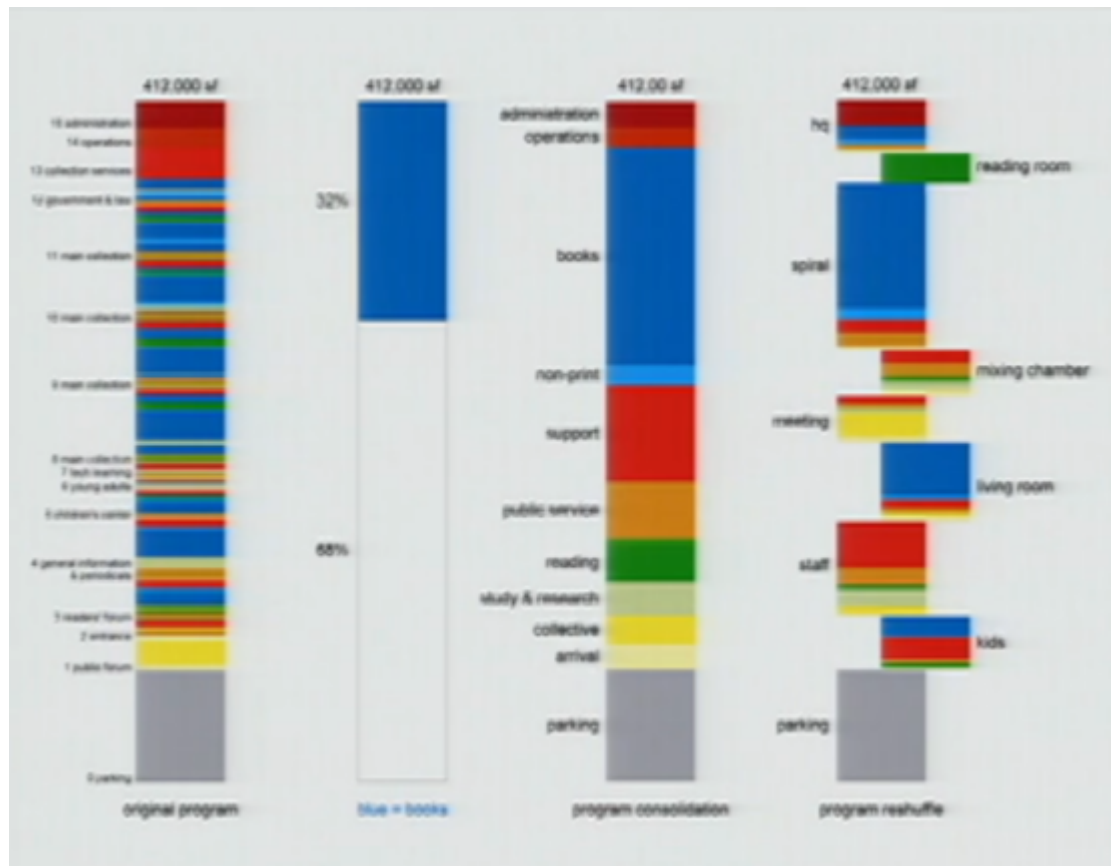
SELECTION & INSTALLATION

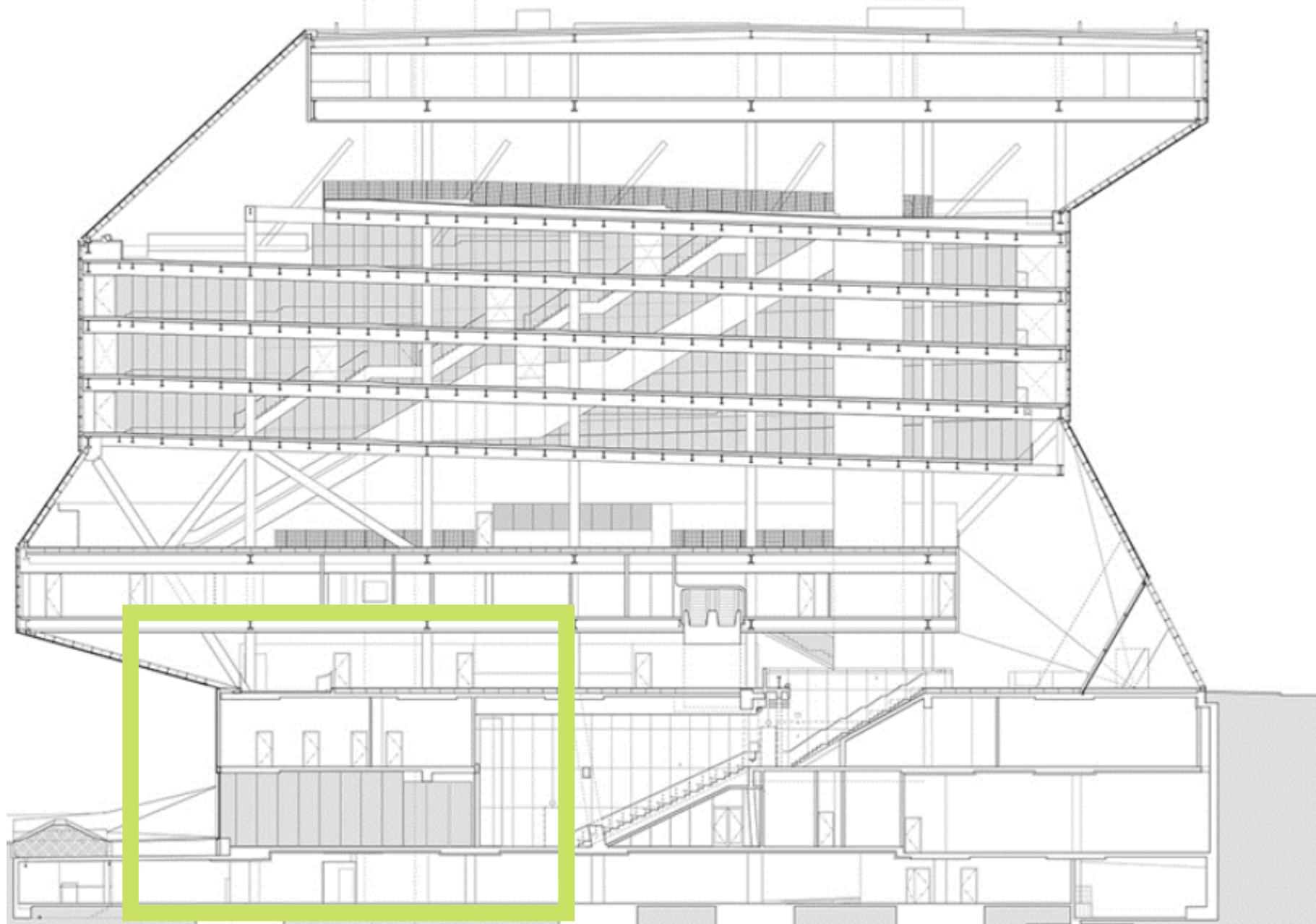
“It is time for architecture to do things, not just represent them.”

Architect Joshua Prince Ramus

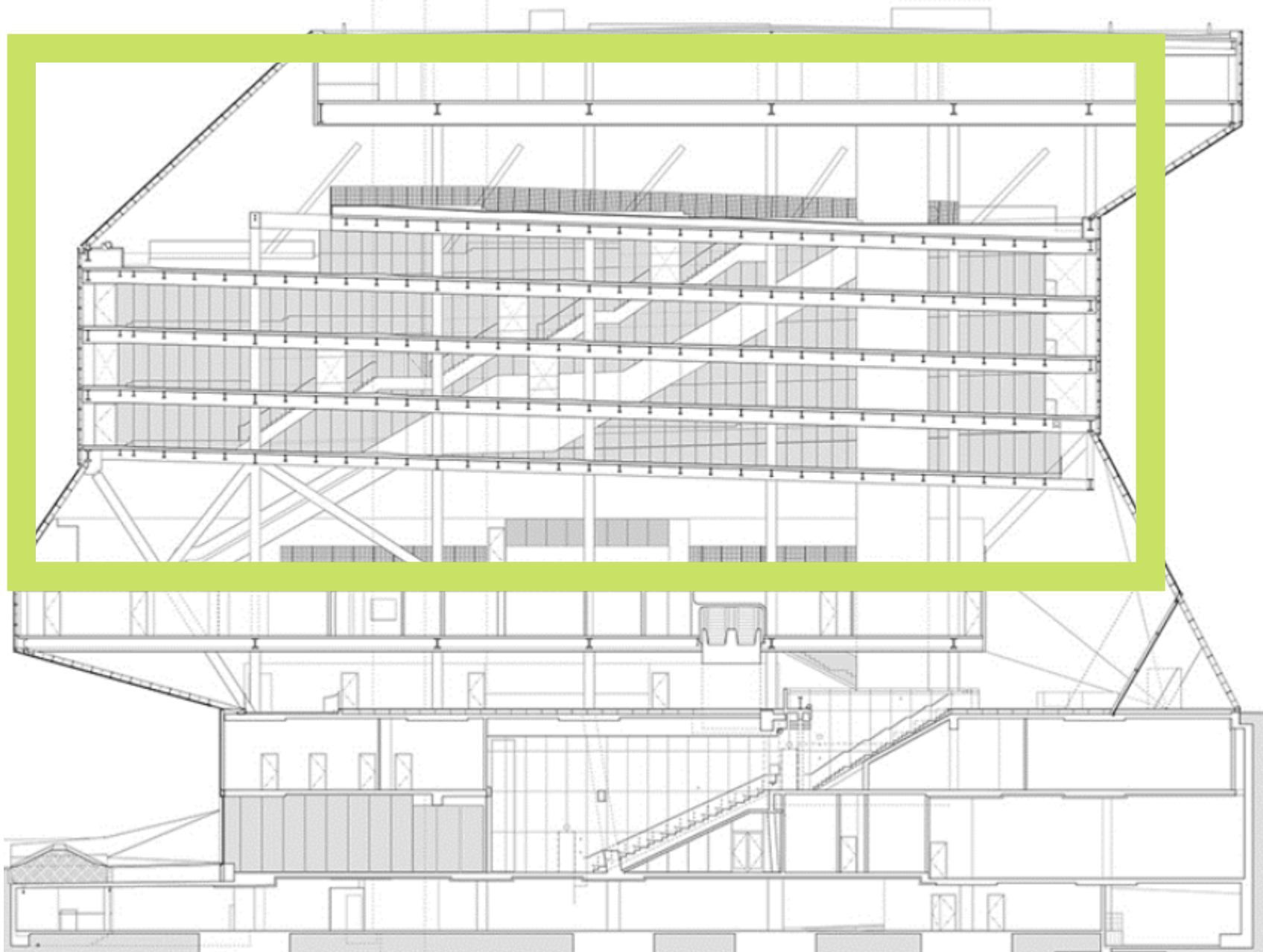


SOURCE: http://www.ted.com/talks/joshua_prince_ramus_on_seattle_s_library

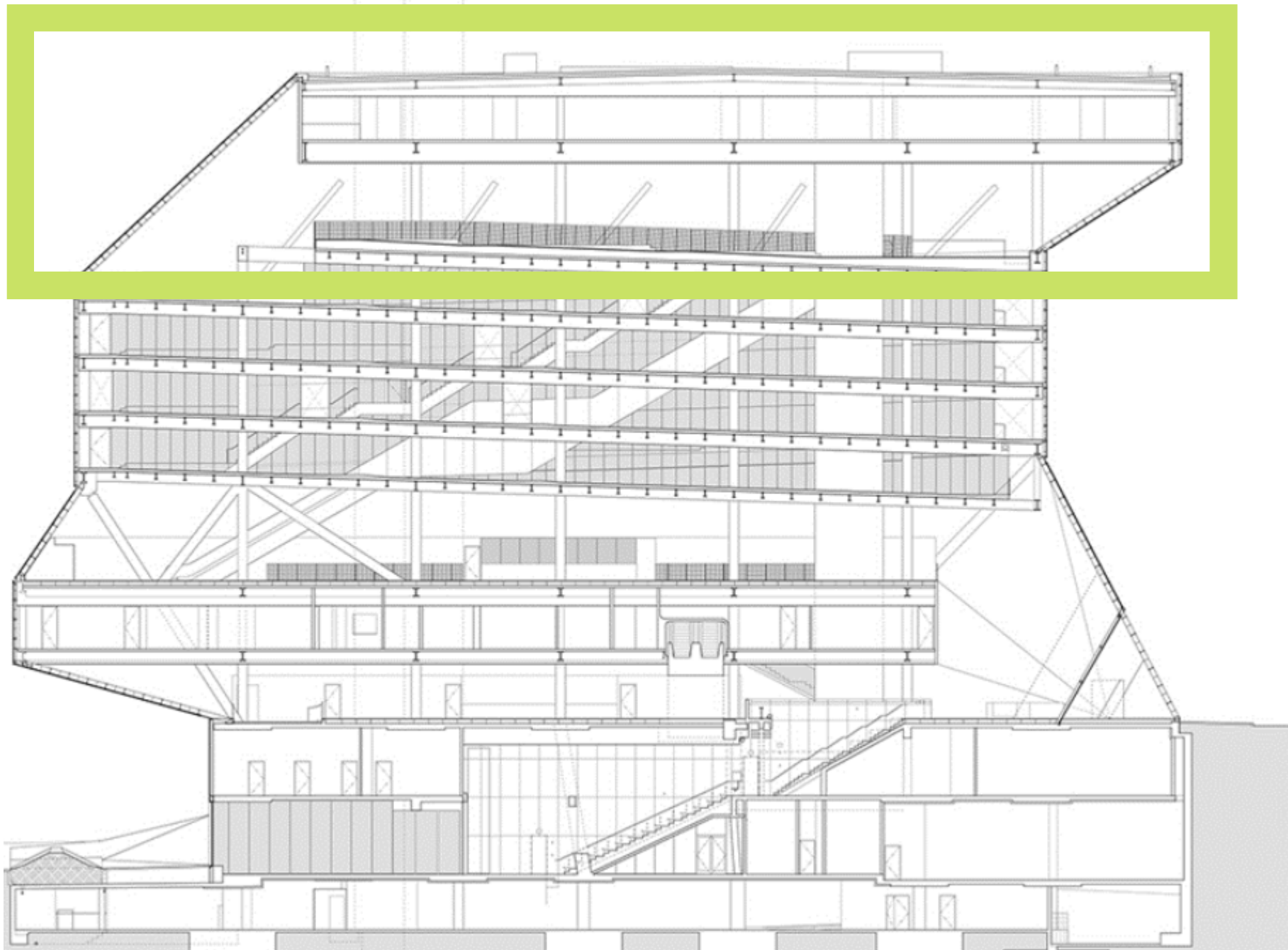




SOURCE: http://www.ted.com/talks/joshua_prince_ramus_on_seattle_s_library



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**WHAT IS A
HYPER RATIONAL
PROCESS?**

CHALLENGE GENERIC "ONE SIZE FITS ALL" DESIGN CONCEPT



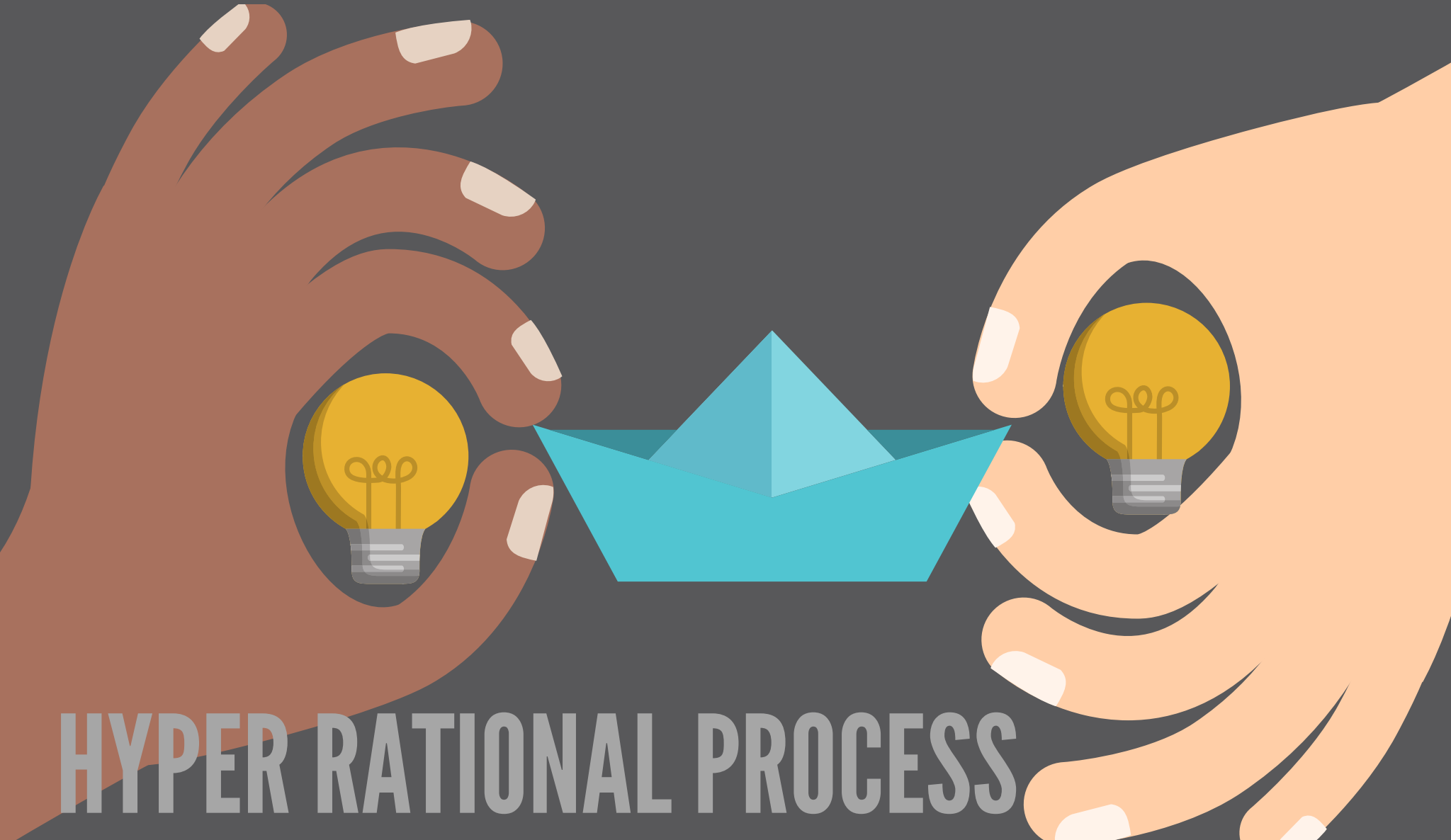
HYPER RATIONAL PROCESS

NO MASTER ARCHITECT



HYPER RATIONAL PROCESS

CREATION AND EXECUTION ARE
ONE PROCESS



HYPER RATIONAL PROCESS

USE EDITING AND TEAMS

Technical Team

CAMPUS SEARCH
DISCONTINUATION

DISCOVERY SERVICE
SELECTION & INSTALLATION

DATA FEED INTEGRATION

LinkID System Evaluation

Server Migration

WEB ENGINEERING
WordPress Blog Migration

Marketing Team

Social Media
Evaluation

Librarian/Faculty Team

SUBJECT RESOURCES &
PORTALS EVALUATION

Product Eval. Team

Events Calendar Addition
LibGuides Trial
Live Chat Evaluation
Room Reservation System

Design Team

Graphic Design
Improved Navigation
Special Collections Redesign
Template Design
Web Interface Creation

HYPER RATIONAL PROCESS

DESIGN SHAPED BY ISSUE RESOLUTION, DELIVERABLES, AND CONSTRAINTS.

TECHNICAL MANDATES

New Server

6 MONTH DELAY

WordPress Blog Migration

6 MONTH
DEADLINE

TRANSPARENCY & FACILITIES SUPPORT

Live Chat Evaluation

Events Calendar

Room Reservation System

6 MONTH
TRIAL PERIOD

CAMPUS SUPPORT

CAMPUS PUBLICATIONS FEED

ACCESSIBILITY & USER EXPERIENCE

Improved Navigation

Web Interface Creation

Special Collections Redesign

Template Design

Graphic Design

HYPER RATIONAL PROCESS

**HOW DO YOU DO YOU
IMPLEMENT
A HYPER RATIONAL
PROCESS?**

DETERMINE CORE VALUES



QUESTION STAFF & CLIENTS ABOUT OUR LIBRARY & WEBSITE

- Tell me about your library?
- What do you want to achieve with the design?
- Who is your target audience?
- What do you want produced?
- What exists already?
- What would I like to see?
- Why should I go to your site everyday?

SYNTHESIZE DATA



- Evaluate usage statistics to determine if pages are kept
- Evaluate our LinkID data to see how often people click on various offerings
- Evaluate search box data
- Evaluate client interaction data
- Evaluate instruction data
- Evaluate archives requests

IDENTIFY CORE ISSUES



- Our website is the **only centralized component** of our **UT Southwestern Library system/collection/resources**
- Our website needs to **unite all those areas with the flexibility of expansion and user experience**
- The **usage experience and expectation need to be flexible** with our various users and clients
- Our **access structure is becoming dated and limiting our growth** and usage of computer technologies
- Our **staff is not associated with place**
- We are **not fully aware of our new servers capabilities** to address multiple computer languages.

TAKE A CORE POSITION



OUR WEBSITE IS A VIRTUAL LIBRARIAN

- Our clients shouldn't have to click more than 3 times to get to a resource.
- Our search box is not client friendly.
- Our LinkIDs are our website resource links and services only, they are not reflective of our collection, our archives, our exhibits, our remote storage, or our journals
- Link resolvers are generally not an effective editor of current content.
- Only certain portals have substantial resources
- Our catalog is not the same experience.
- Has tools which can provide accurate, current content
- We have too many entrance points to searches.
- We need metadata for LinkID content (excluding electronic books).
- We need to challenge vendor functionality and make decisions with accessibility and integration.
- We have statistical opportunities that provide insights to our clients and staff.

WHAT DECISIONS WE MADE



- Relegate Library website search box
- Remove dynamic subject resources pages due to lack of usage and outdated content in relation to staff support and upkeep realities
- Acquire a Discovery Service
- Implement LibCal for comprehensive room reservation system and instruction/training/event statistics tracking
- Pass on LibGuides due to lack of staff buy-in, incompatibility
- Implement Databases A to Z functionality like LibGuides
- Replace resource alert system with a tweek to our existing Library News blog system.