Building a UX Army at Your Library

Carrie Moran
University of Central Florida Libraries

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University of Central Florida (UCF)

Large metropolitan research university in Orlando, FL

63,000+ students

93 Bachelor’s, 84 Master’s, & 31 Doctoral degrees

Heavy emphasis on fully Online & Mixed Mode courses

Source:
UCF Institutional Knowledge Management
https://ikm.ucf.edu/
Where it all began
A tale of two groups

**Web Redesign and Policy Taskforce (WRAPT)**

- 9 members
- Hand picked by Library Admin
- Chair, webmaster, programmer, user experience, user testing, e-resources, marketing, graphic design, and guides
- Focus on design, testing, implementation

**Web Working Group (WWG)**

- 25+ members
- Dept heads assigned reps
- Representative from each unit, plus reps from various functional areas
- Focus on content and shared services
WordPress

- Unofficial campus standard
- Several IT related benefits
- Ease of use for librarians
- Limits on what type of information can be edited
- Roles for editing access
Staff Buy-In

Transparent communication

All staff, open
Faculty
Departmental
Testing process
User first mantra
Inclusivity
Shared pages
Members from various depts

Transparent communication
Results
Going Forward

Our work is never done

Databases
LibGuides
Videos
Social Media
FAQ
Questions?

Carrie Moran
carrie.moran@ucf.edu

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