

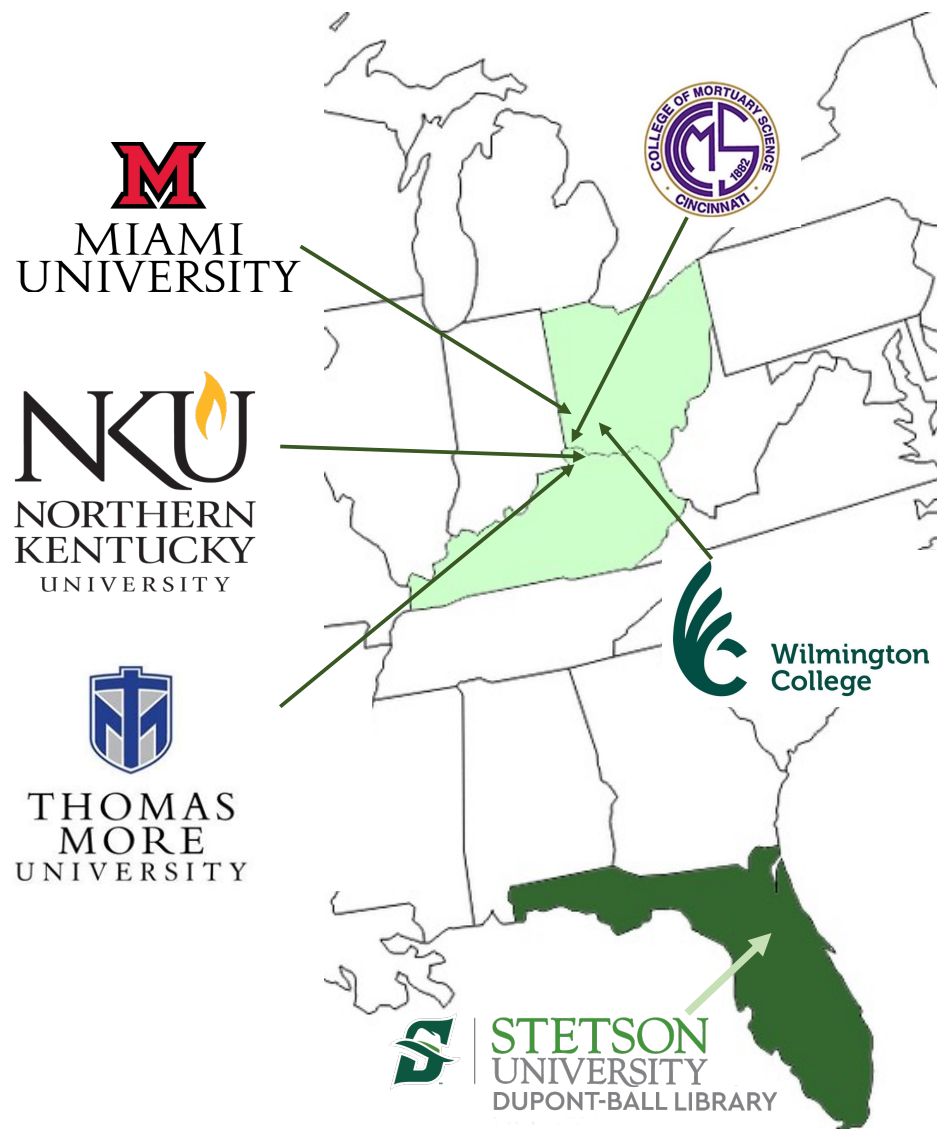
Stetson University's New LibGuides Website: Evolving from Bootstrap 3 to 5 with Neuroaesthetic Design in the Age of ChatGPT

Mike Wells, MLIS
Assistant Professor, Web Services and Research Librarian



Introduction

- 18 years: Librarianship
- 10 years: Corporate IT
 - Systems Admin
 - Oracle
 - IBM Mainframes
 - First Web Dev: 1997
- Moved to Florida and Stetson University - February 2024



Website Philosophy



Reference: <https://www.discoverlosangeles.com/things-to-do/historical-timeline-of-los-angeles>



Reference: <https://www.behance.net/gallery/134192135/LA-RAMS-SoFi-Stadium#>



Reference: <https://www.bleedcubbieblue.com/2009/11/15/1157461/ricketts-restaurant-wrigley-field-cubs>



Reference: <https://www.si.com/.image/wrigley-field-getty2-single-image-cutjpg.jpg>

When is "enough" enough?

User Expectations

Luxury : Anxiety

Simplicity : Tranquility

Build Bigger and Better?

Sensory Oversaturation

Maintenance Expense

Library Website:

Post-Marketing

Non-recruitment factor

Revamp and Renovate?

WordPress or LibGuides

Larger Project Goals

1. Initial Website Go Live: December 2024
2. Learning Tools Interoperability (LTI) – Canvas: August 2025
3. Full Bootstrap 5 implementation: TBD

Complexity is the enemy of execution.

Avoid “**analysis paralysis**” while respecting opinions

Project Kickoff

1. Stetson Job Interview: November 2023
 - Treated like a project kickoff meeting.
2. Scoping and Planning: December '23 – March '24
 - While moving from Ohio, developed the beginning functionality of top-level menu.
 - First weeks at Stetson: Meeting with Systems Committee and Interim Dean to review project goals.

Project Timeline

April – August 2024:

- Code development: BS3/5 menu: Jan. – Oct
- A/B Builds – Committee Reviews: Feb. – April
- Prioritizing Old Site Content / Building New Site: April – Aug.
- Developed CSS for Guides: August

Major Milestones:

- BS5 A to Z List w/ New Site: April
- A/B Homepage Decisions: April
- Preliminary Staff Meeting Preview: April
- Release for Staff Review: August

Project Timeline

August – November 2024:

- One on One Staff Meetings: August – November
- Student Feedback Release: October
- Faculty Review Release: October
- Final Code Inventory / Repo Development: November
- New URL Decision and Communication: November

Major Milestones:

- Many great ideas from 1:1 meetings
- Code inventory / repository – Synology NAS
- University IT Subdomain Agreement

Disaster Planning



OpenAI. (2024). A humorous illustration of a person standing in front of a giant filing cabinet labeled "Disaster Recovery Plan." Generated using DALL-E.

Edit Box

Box Info **Box Link & Widget Code**

Box ID 32723763

Box Name Departments<!--1396126 - departments: 4_BodyMenu_Departments_collapse_menu.html-->

Floating Box ☐ Display box without borders, padding, or box title. The title will appear on the Guide Edit screen so you can get to the Edit menu / Delete button, but will not appear in public view.

Draft Mode ☐ If this option is checked, the box will be hidden from the public view. Make the box "live" by unchecking this option later on.

1388188 - external_mobile_search_interface: OCLC_Search_v6.html

[Edit mode is disabled for mapped boxes]

OneSearch

Keyword Start here:

Item Type:

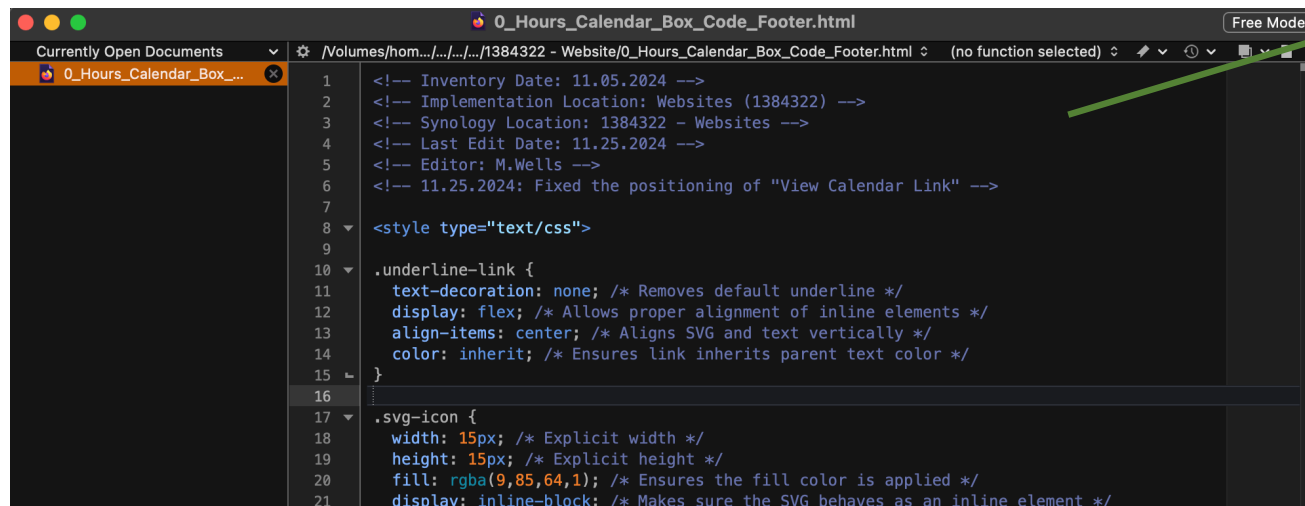
Location: ☒ Libraries Worldwide ☐ Stetson Collections Only

[Advanced Search](#)

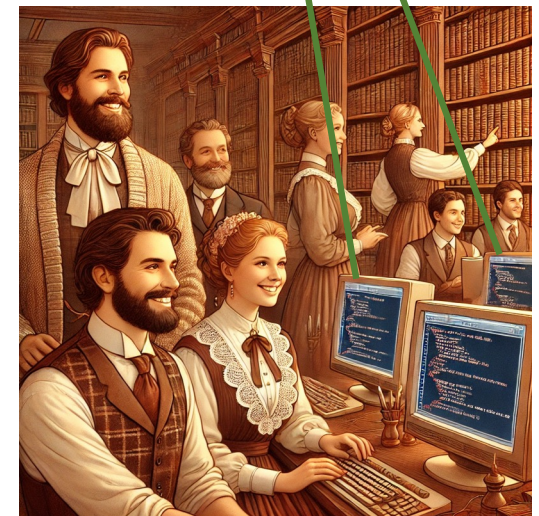
Nov 18, 2024



Disaster Planning



```
1 <!-- Inventory Date: 11.05.2024 -->
2 <!-- Implementation Location: Websites (1384322) -->
3 <!-- Synology Location: 1384322 - Websites -->
4 <!-- Last Edit Date: 11.25.2024 -->
5 <!-- Editor: M.Wells -->
6 <!-- 11.25.2024: Fixed the positioning of "View Calendar Link" -->
7
8 <style type="text/css">
9
10 .underline-link {
11   text-decoration: none; /* Removes default underline */
12   display: flex; /* Allows proper alignment of inline elements */
13   align-items: center; /* Aligns SVG and text vertically */
14   color: inherit; /* Ensures link inherits parent text color */
15 }
16
17 .svg-icon {
18   width: 15px; /* Explicit width */
19   height: 15px; /* Explicit height */
20   fill: rgba(9,85,64,1); /* Ensures the fill color is applied */
21   display: inline-block; /* Makes sure the SVG behaves as an inline element */
```



OpenAI. (2024). A warm and realistic illustration of a group of librarians, accessing code on a remote server in a classic library setting. Generated using DALL-E.

Project Timeline

December 2024:

- Code Freeze: Dec. 12
- Go-Live: Dec. 16
- Google and Matomo Analytics Implementation: Dec. 17 – 18
- Started Font and Image Clean-up on guides: Dec. 17 - 19

Major Milestones:

- Site went live...
- Google Analytics – Existing Assessment Dashboard
- Matomo Analytics – Heatmaps and UX Screen Recordings



OneSearch

Keyword

Start here:

Item Type:

All Items

Location: ☒ Libraries Worldwide ☐ Stetson Collections Only

Advanced Search

Databases A - Z

Select a Database...

Search Journals, Magazines, Newspapers

Research Appointment

> View Quick Links

Hours

Matomo Analytics: Mouse Clicks

	FEB 16	FEB 17	FEB 18	FEB 19	FEB 20	FEB 21	FEB 22
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
duPont-Ball Library Hours:	11am – 12am	8am – 12am	8am – 12am	8am – 12am	8am – 12am	8am – 6pm	10am – 6pm
Ask A Librarian:	1pm – 9pm	10am – 9pm	10am – 9pm	10am – 9pm	10am – 8pm	10am – 5pm	11am – 6pm



OneSearch

Keyword

Start here:



Item Type:

All Items

Location: ☒ Libraries Worldwide ☐ Stetson Collections Only

[Advanced Search](#)

Databases A - Z

Select a Database...



[Search Journals, Magazines, Newspapers](#)



[Research Appointment](#)



[View Quick Links](#)

Hours

Matomo Analytics : Mouse Movement

[« PREVIOUS](#)

[NEXT WEEK »](#)

FEB 16

SUNDAY

FEB 17

MONDAY

FEB 18

TUESDAY

FEB 19

WEDNESDAY

FEB 20

THURSDAY

FEB 21

FRIDAY

FEB 22

SATURDAY

duPont-Ball Library Hours:

11am – 12am

8am – 12am

8am – 12am

8am – 12am

8am – 12am

8am – 6pm

10am – 6pm

Ask A Librarian:

1pm – 9pm

10am – 9pm

10am – 9pm

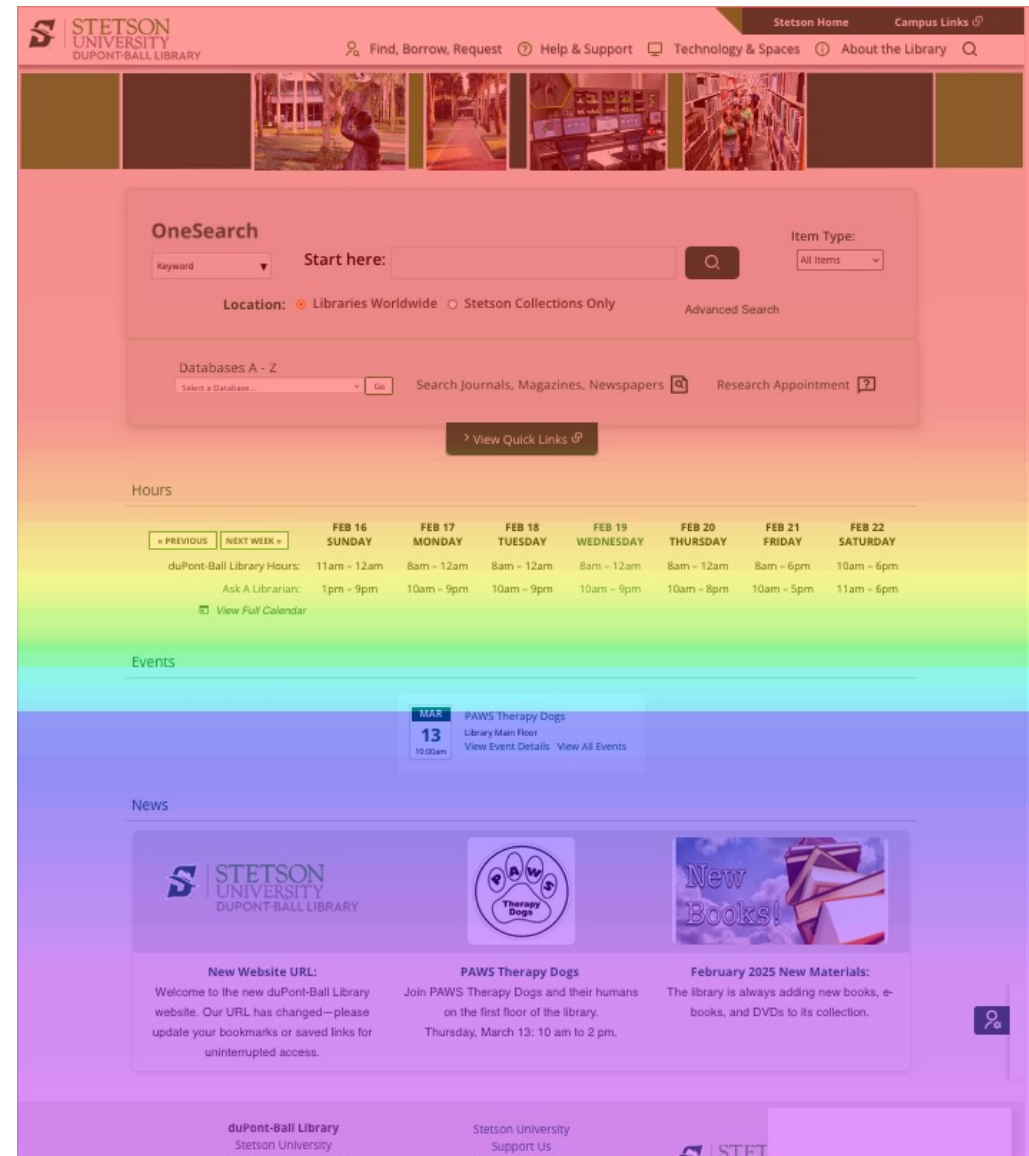
10am – 9pm

10am – 8pm

10am – 5pm

11am – 6pm

Matomo Analytics – Page Scrolling



Project Timeline

January – May 2025: Bed Down Period

- Research Guide Font Cleanup: January - April
- Updating Screenshots and Videos: January – March
- Development Sandbox Site: March
- General Clean up: January – April
- Official Project Close: May 2025

Update and Maintenance Schedule

June and December :

- Major Updates
- Communications:
 - Library Faculty/Staff: April / October
 - Campus Faculty: May / November

Student UX Testing: Annually Starting in January 2026

Update and Maintenance Schedule

duPont-Ball Library Sandbox Website

Welcome to the duPont-Ball Library Sandbox Website. **This page is used for testing purposes only.**
The next update to our website is scheduled for June 2025. Changes below will be implemented on the live website at that time.

OneSearch

Keyword ▼

Start here:



Item Type:

All Items ▼

Location: ☒ Libraries Worldwide ☐ Stetson Collections Only

Advanced Search

Databases A - Z 

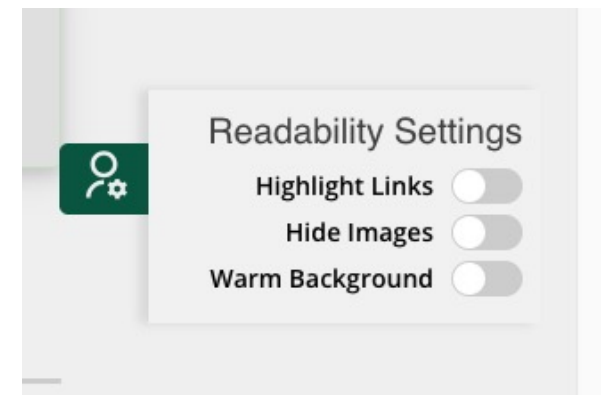
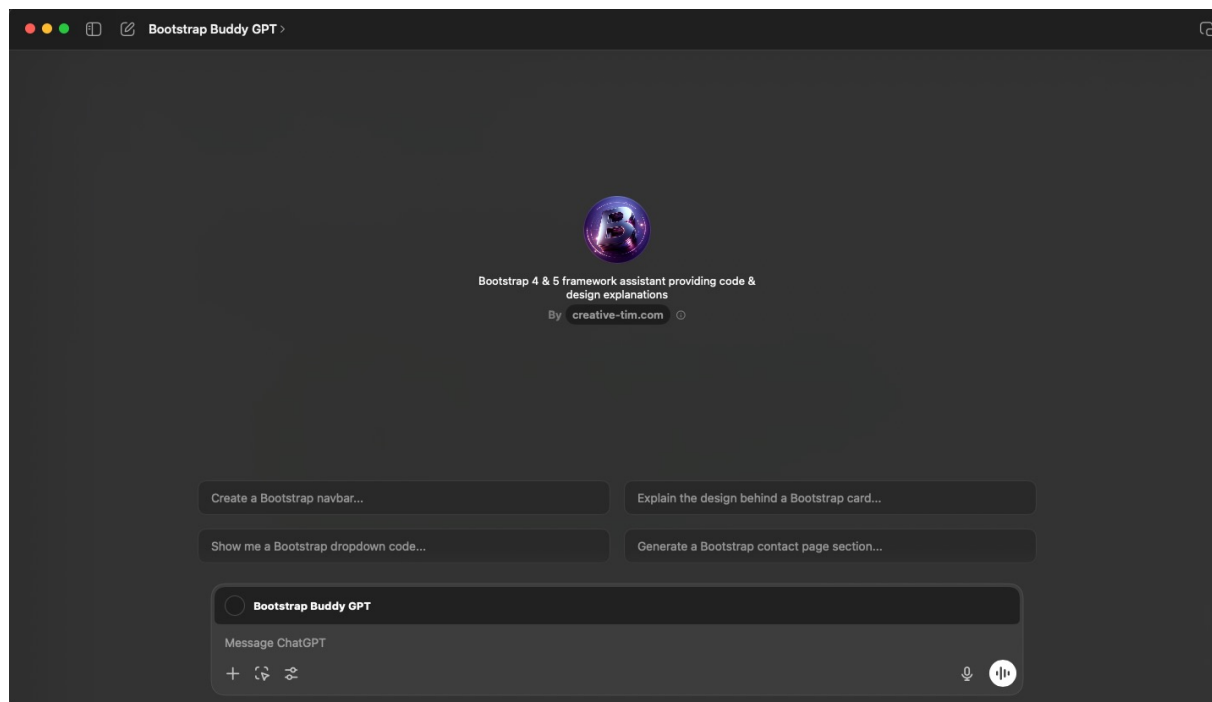
Databases by Subject 

Search Journals 

Quick Links 

Research Appointments 

AI in the Process : Intelligence Augmentation



No shame... took far less time to build, but you still need to know code.

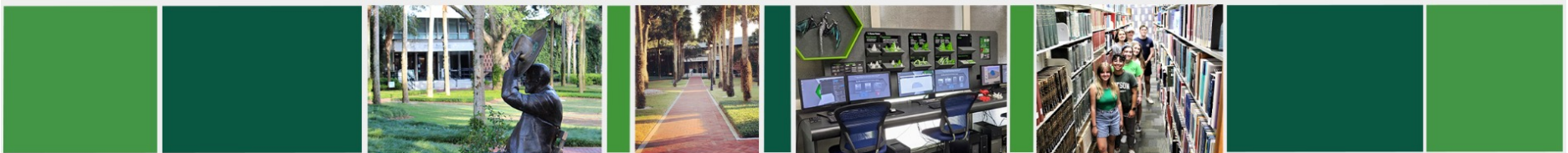
Navigating Bootstrap

When can we expect Bootstrap 5 to be available in LibGuides beyond the A-to-Z list and Blogs?

04.03.2025:
Springshare Support :

“Thanks for writing in. While we plan to update all of LibGuides, we don't have a set timeline overall. We can share that we are committed to updating LibGuides to Bootstrap 5 this year. When we have a timeline set for the work we're doing, we will be sure to share it widely.

Navigating Bootstrap



Database Title / Keyword

Subjects

Types

Vendors

Search

Not sure where to start? [Check our Recommended Databases](#)

266 Databases

All A B C D E F G H I J K L M N O P Q R S T U V W X

Y Z #

A

ABI Inform Collection

Alternate Name(s): ABI Inform Complete

Types: Full Text, Index & Abstract

Vendors: ProQuest

Academic journals, business magazines, and newspapers, including the Wall Street Journal. Also includes country information and statistics, company profiles, industry reports and market research reports.

Featured Databases

The most frequently-used databases

Academic Search Complete (EBSCOhost)

A broad, general full-text database that includes both popular and scholarly periodicals. It covers virtually all academic areas of study, including social sciences, sciences, and humanities.

Google Scholar

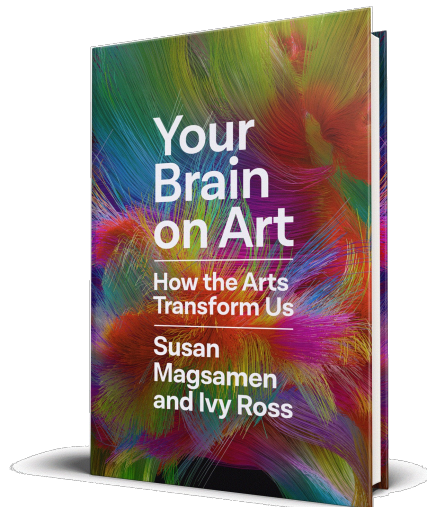
Google Scholar searches academic publishers, professional societies and pre-print archives. Library Links set to Stetson Library.

JSTOR

An archive of scholarly journals. Content spans many disciplines,



Neuroaesthetic Design



Why **simple** aesthetic design matters to me:

- December 2022 – My son was diagnosed with a rare genetic syndrome
- Resulting in epilepsy and TBI.
- Non-Profit: curecags.org/

Students have changed:

- From 2006 to today, recognition of student mental health needs are much more integrated.
- Web interfaces need to be simple and easy.
- Our sites lead people to us, they do not replace us.

Neuroaesthetic Design

“Contemporary scientific consensus now holds that thinking is not something that occurs exclusively within our individual minds; it occurs primarily in conjunction with others, and in dialogue with our physical and social surroundings. *At a fundamental level, we think with and through other people and our environments much the same way we think with and through our physical bodies.*”

Musa al-Gharbi
Assistant Professor of Communication and Journalism
Stony Brook University

“Almost all quality improvement comes via simplification of design, manufacturing, layout, processes, and procedures.”

Tom Peters - Author, Senior Consultant - McKinsey & Company and Founder – Tom Peters Company

Neuroaesthetic Design

The Design Goal:

- **Aesthetic simplicity:**

A website that is visually pleasing promotes ease of use and engagement.

- **Purposeful design:**

Every design element should have a reason to exist—no clutter or unnecessary features.

- **Direct navigation:**

The website should guide users naturally, with no need for guesswork.

- **Accessible language:**

Use simple, clear wording in menus and labels to ensure users understand immediately.

Neuroaesthetic Content Goals

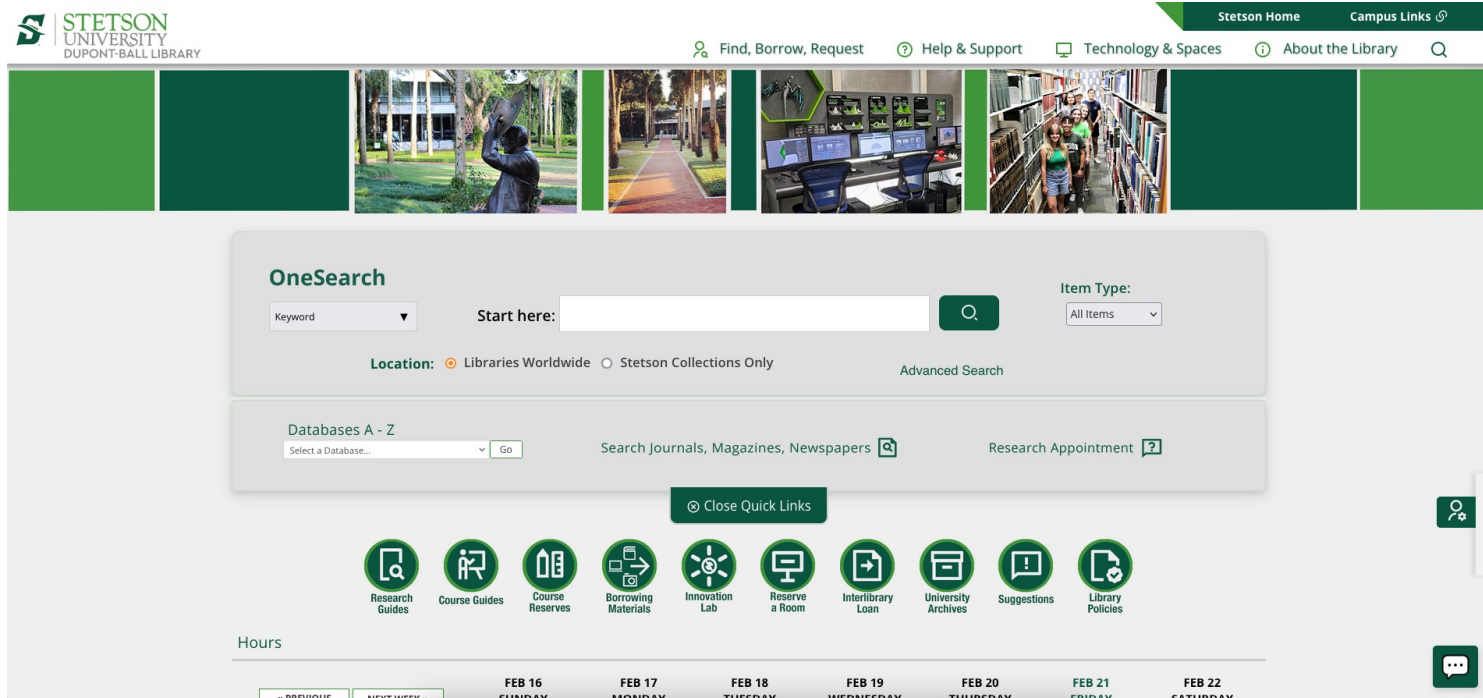
Plain Language:

- <https://www.plainlanguage.gov/>
- Avoid Jargon

Readability:

- Ease of reading and comprehension
 - Short/Digestible Paragraphs
 - Few people can remember more than **seven** independent items. – keep it short less than five items.

Neuroaesthetic Design



When is “enough” enough?

- Avoid: Visual Clutter
- Provide: Simplicity
- Provide: Quick Access
- Provide: Efficient Visual Ques

Build Bigger and Better?

- Avoid: Doom Scroll
- Avoid: People Replacement

Revamp and Renovate?

- Old Content - Respected
- New Design - Priority

Next Steps...

1. LTI Integration
2. Course/Subject Guide Evaluation – Develop better standards with simplicity in mind.
3. Bootstrap 5 - across all guides
4. "Calm Mode" view - Link/Switch
5. Thoughtful considerations on how GenAI can be integrated in a way that will allow students to benefit from a low friction online library experience.

Q & A

Thank you!

Contact:

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 mwells3@stetson.edu

References

Musa al-Gharbi Quote:

al-Gharbi, M. (2024). Human nature is our problem. Inquisitive Magazine. Retrieved April 3, 2025, from <https://inquisitivemag.org/articles/theme-essay/human-nature-is-our-problem/>

Tom Peters Quote:

James, E. (2019, November 27). Quality improvement and the power of simplification. The Plant Manager. <https://www.theplantmanager.org/post/quality-improvement>

Your Brain on Art: How the Arts Transform Us:

Magsamen, S., & Ross, I. (2023). Your brain on art: How the arts transform us. Random House.