

Why Edit ILLiad WebPages?

Why Customize Your Pages?

- PROMOTE your library
- Be easy to navigate and use
- Reflect your department
- Give your users a reason to keep coming back



Usable vs Pretty

Usable

- Page loads
- Forms submits request

Pretty

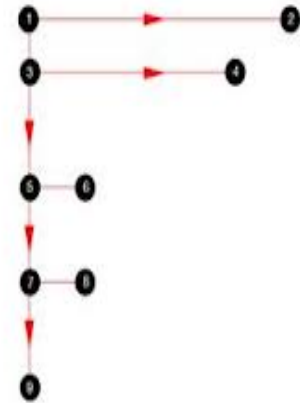
- Page is usable
- Page is sleek and looks current
- Colors are pleasing and font matches

(This slide is usable, but not pretty. On purpose.)



Eyetracking and the Web

- Eyetracking visualizations show that users often read Web pages in an F-shaped pattern: two horizontal stripes followed by a vertical stripe.



Implications of the F Pattern

1. Users won't read your text thoroughly
1. The first two paragraphs must state the most important information
 - Even more people never make it past the first
2. Start subheads, paragraphs, and bullet points with information-carrying words
 - Readers see the third word on a line far less than the first two

Web Design

Q. How do users read on the web?

A. They don't! They scan text.

Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), [Carhenge](#) (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).

VS.

Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were:

- Fort Robinson State Park (355,000 visitors)
- Scotts Bluff National Monument (132,166)
- Arbor Lodge State Historical Park & Museum (100,000)
- [Carhenge](#) (86,598)
- Stuhr Museum of the Prairie Pioneer (60,002)
- Buffalo Bill Ranch State Historical Park (28,446).

How to Write for the Web

Concise, Scannable, & Objective

A study of 5 writing styles found that web sites scored higher in usability when they were:

- Written concisely (58%)
 - Text was scannable (47%)
 - Objective instead of promotional style (27%)
- ✓ Combining all 3 resulted in 124% higher measured usability

How to Write for the Web

- Use short text, summaries & numerals
- Avoid scrolling if possible
 - 10% of users scroll, looking for links below the fold
- Marketing fluff decreases satisfaction
 - Want speed and pictures aren't worth waiting for
 - Graphics must be meaningful and helpful

Microcontent: Headers, Titles, Subject Lines

- Microcontent is 40-characters that explain macrocontent
- Online, headers are often displayed out of context
 - Must be able to stand on their own
 - Guidelines for microcontent:
 - Imagine as an ultra-short abstract
 - Skip leading articles like “the” and “a”
 - First word must be an information-carrier of the concept
 - Page titles should not start with the same word

“Don’t make me think!”



Image from: *Don’t make me think: A common sense approach to web usability* by Steve Krug. New Riders, 2005.

Minimal to Advanced Customization

Minimal Customization

Colors

Fonts



Example of Minimal Customization



ILLiad (Interlibrary Loan)

Enter your user information below.
Then press the Logon to ILLiad button to continue.

ILLiad Logon

* Indicates required field

* Username

* Password

Logon to ILLiad

[First Time Users](#)

[ILLiad FAQ](#)

Medium Customization

Colors / Fonts

Home Page

Headers / Footers / Menus

Images



Example of Medium Customization

ILLiad Interlibrary Loan Service

Choose an option from the choices below.



Ask a Librarian

585-343-0055 ext. 6419

Send us an Email

Chat online

Outstanding Requests				
Transaction	Type	Title	Author	Status
No Requests				

[Back to GCC Library Homepage.](#)
[Questions? Try the GCC ILLiad FAQ.](#)
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Your image in the header

Add your Ask a Librarian Widget

Logoff maeichelberger

Main Menu

New Request

- Article
- Book
- Book Chapter
- DVD/VHS
- CD/Cassette/Audio
- Microfilm
- Other

View

- Outstanding Requests
- Electronically Received Articles
- Checked Out Items
- Cancelled Requests
- Request History
- All Requests
- Email Notifications

Tools

- Change User Information

About ILLiad

Advanced Customization

Colors

Fonts

Images

Headers / Footers

Page Layout

Javascript / jQuery





Example of Advanced Customization

Interlibrary Loan

Home / Services / Interlibrary Loan

Make a New Request

[Book](#) [Article](#) [Other ↓](#)

Account Info & History

- › Personal Info
- › Notifications
- › Past Requests
- › Cancelled Requests

Questions/Comments

✉ ill@byu.edu
 ☎ (801) 422-6344
 📍 Main Circulation Desk, 3rd Floor, HBLL

1 Total Requests 0 Checked Out 0 Available 1 In Process

CHECKED OUT TO YOU

No items checked out. Items will appear here when you have them in your possession.

AVAILABLE FOR USE

No items available for use. Items will appear here when they ready for you to use.

IN PROCESS



Book

In process

Attn: ILL Supervisor! Dummy Request in payment for ILL #109711379

[View](#) | [Cancel](#)

#1790289

Books are typically available for pick up within 5-7 business days.

Articles are typically ready to download within 2-3 business days, and will remain available for 30 days.

Downloads may be removed using the "Delete" link when you're done with them.

If you accidentally delete a download, you may [undelete it yourself](#) or e-mail us at ill@byu.edu to have it reset.

Faculty can have books delivered to their department office.

Contact us at any time with questions, comments, and suggestions. We're here to help you find what you need!

[ILLiad 2013 presentation](#)





IDS PROJECT

Example of Advanced Customization

Drake Memorial LIBRARY

[My Accounts](#) [Ask a Librarian](#) [Library Hours](#)

Search my requests:

[Exit ILLiad](#)
[Main Menu](#)
New Request
[Article](#)
[Book](#)
[Book Chapter](#)
[Video](#)
[Thesis](#)

History
[Cancelled Requests](#)
[History Requests](#)
[All Requests](#)
[Notifications](#)

Tools
[My Profile](#)

[Subscribe to Alerts Feed](#)
 No Alerts

Request Received ✕

Request 242400 received.

Allow 1 business day for finding lending libraries.

OK

Author	Expires	Delete
Blais, Kathleen	10/27/2013	Delete

Transaction Number	Type	Title	Author	Date	Status	Status Date
238964	Book	The action research dissertation : a guide for students and faculty /	Herr, Kathryn.	11/14/2013	Checked Out to Customer	10/16/2013 11:24:05 AM

Have items from the Brockport campus? [Renew them here.](#)

To check the status (including shipping information), click on the Transaction Number.

Outstanding Requests				
Transaction	Type	Title	Author	Status
242400	Book	Test	TEST	Awaiting Document Delivery Processing
242495	Book	Discussion as a way of teaching : tools and techniques for democratic classrooms	Brookfield, Stephen	In DD Stacks Searching


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jQuery allows for popups upon submission.



Must Read

[Beyond Out of the Box](#) by C. William Gee




East Carolina University
Tomorrow starts here.

**Beyond Out of the Box: Customizing the
ILLiad Patron Interface**

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ILLiad International Conference, March 22, 2012

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