Talking About WebPages
Agenda

1. Planning Process
   a. Administrators & Supervisors

1. Screenshots & Mark-ups
   a. Snipping Tools
   b. Print Screen
   c. Jing
   d. Old school

2. Librarian language vs. Tech Language

3. Resources
1. Planning

• Informing your decisions: usability
• Who has a vested interest?
Usability

• Gathering info from usability study
  • Informal survey
    o cards
    o online questionnaire
  • Reference librarians
  • Director
• Formal testing
  with eye-tracking

Don’t Make Me Think: http://amzn.com/0321344758
Nielsen Norman Group: http://www.nngroup.com/
Vested interest

Who has a vested interest?

- Students & faculty
- Reference staff
- Interlibrary loan staff
- ITS departments
- Administration, Directors & Supervisors
  - Web Committee/Webmaster
Faculty, Students, Public & Community Users

Faculty

- May want clearer or different forms for requesting dissertations, microform, etc.
- May need specialized instructions e.g. adding proxy users to their account

Students

- Provide feedback on user-friendly, non-jargon language

Public & Community Users

- Provide feedback on user-friendly, non-jargon language
Reference/Instruction Staff

- Need to find policy information quickly for patrons/libraries

- Need user-friendly forms & language that they can easily demonstrate/teach

- They work on the frontlines - with all patrons
Interlibrary Loan Staff

- Provide suggestions for customizing forms to facilitate request processing
  - simplify user forms
  - delete non-essential fields
- Suggest policies and FAQs that should be added to pages (help answer routine questions by sending link to policy)
- Add video/instructional demo content
- Have visited/seen other “cool” sites for ideas
ITS Departments

They know:

• Who has permissions to change web pages
• Who to ask/ or where to go for changes
• The lingo - find a friend!
• What’s possible
• The difficulty of your request

They can provide general support.
Administrators, Directors & Supervisors

- You may need:
  - permission from them to change the web pages & then final approval.
  - to ask systems people for help.
  - to explain to them how various customizations can help patrons and staff.

- They may need to communicate:
  - with web design committees in the library or the institution.
  - changes to other library departments to reflect changes to instruction or workflow (ie. instruction/ acquisitions).

They may be excited to brand webpages with library or institutional logos, name, colors, etc!!
2. Screenshots & Mark-ups

- Snipping Tools
- Print Screen
- Jing
- Old school
Screen Capture Tools

For Windows (clipboard):
- PrintScreen button
- Snipping Tool
  - to paste Control-V

For Macs (desktop file):
- Command-Shift-3 (screenshot)
- Command-Shift-4 (crosshairs)
  - Adding the Control key to these combinations copies the screenshot directly to the clipboard
Detail of Windows 7 - Snipping Tool

- Snip small sections of a web page or full-screen
- Highlight text
- Write on the screen snip
- Print the screen snip (after saving)
- Paste directly into PowerPoint (Ctrl + V)

Start | All Programs | Accessories
Print Screen

Higher resolution than snipping tool, but requires cropping (especially with multiple monitors)

Use GIMP to edit or resize pasted image Word/PowerPoint

http://www.gimp.org/
Jing
Software by TechSmith

• Capture basic video, animation, and still images and share them on the web

Capture What You See
Capture an image of what you see on your computer screen with Jing. Simply select any window or region that you want to capture, mark up your screenshot with a text box, arrow, highlight or picture caption, and decide how you want to share it.

http://www.techsmith.com/tutorial-jing-capture-an-image.html
Hi-tech Approach!

Can we brand this? No way to know you’re still on our pages

Campus Box or Office #
Change ‘permanent’ to ‘Home’
Get rid of all of the Secondary Address stuff

Add ‘Home Country’

Can State and Country be changed to drop downs with NY and USA listed up top?
The real ‘Hi-tech’ approach!
3. Librarian language vs. Tech Language

How do I tell my tech what I want?

Put Checked Out Items and E-Delivered Articles here!
## Librarian vs. Tech Jargon

<table>
<thead>
<tr>
<th>Librarian</th>
<th>Tech</th>
</tr>
</thead>
<tbody>
<tr>
<td>How do we change the banner at the top?</td>
<td>How do we change the header?</td>
</tr>
<tr>
<td>How do we change what appears in the bottom of the webpage?</td>
<td>How do we change the footer?</td>
</tr>
<tr>
<td>How do we change what appears in the middle of the page?</td>
<td>How do we change the content placeholder for a particular page?</td>
</tr>
<tr>
<td>How do we make a bulleted list?</td>
<td>How do we make an unordered list</td>
</tr>
<tr>
<td>How do we make a numbered list?</td>
<td>How do we make an ordered list</td>
</tr>
<tr>
<td>I want a new request form</td>
<td>What is the item type? Which fields need to be included on the form?</td>
</tr>
<tr>
<td>The request page isn’t working right...</td>
<td>I need specifics. What exactly is not working? The webpage? The link?</td>
</tr>
<tr>
<td>I want to rearrange the placement of the menu options</td>
<td>Please provide me with a page mockup. Once I know where you would like items to be, I can create divs for the items and move them around the page.</td>
</tr>
<tr>
<td>I want ‘yes’ checked for PDF Delivery on the new ILLiad User registration page.</td>
<td>Coding a hidden field with automatic value of ‘yes’ for PDF Delivery</td>
</tr>
</tbody>
</table>
4. Resources: W3 Schools

**HTML / CSS**
- Learn HTML
- Learn HTML5
- Learn CSS
- Learn CSS3

**JavaScript**
- Learn JavaScript
- Learn jQuery
- Learn jQuery Mobile
- Learn AJAX
- Learn JSON
- Learn Google Maps

**Server Side**
- Learn PHP
- Learn SQL
- Learn ASP
- Learn ADO
- Learn AppML
- Learn VBScript

**ASP.NET**
- Learn ASP.NET
- Learn Web Pages
- Learn Razor
- Learn MVC
- Learn Web Forms

**XML Tutorials**
- Learn XML
- Learn DTD
- Learn XML DOM
- Learn XSLT
- Learn XPath
- Learn XQuery
- Learn XLink
- Learn XPointer
- Learn Schema
- Learn XSL-FO

**Learn to Create Websites**
At w3schools.com you will learn how to make a website. We offer free tutorials in all web development technologies. Select a tutorial from the menu to the left.

**Try it Yourself Editor**
With our "Try it Yourself" editor you can experiment with HTML, CSS, JavaScript, jQuery, XML, and see the result in your browser.

**Popular Pages**
- HTML5 Tutorial
- HTML Tutorial
- CSS Tutorial
- HTML Reference
- CSS 1, 2, 3 Reference
- Browser Statistics
- Quiz Tests

**W3Schools Certificates**
w3schools.com offers an online certification program, where you can become certified in the most popular web topics.

**WEB REFERENCES**
- HTML5
- JavaScript
- HTML DOM
- XMLHttpRequest
- jQ Mobile
- SQL
- CSS3 Browser Support
- CSS3
- PHP
- XSLT
- XPath
- XSL-FO
- Color Picker
- HTML Colors

**HTML5**
w3schools.com was converted to HTML5 in October 2011.
Visit our HTML5 tutorial »
4. Resources: W3Schools HTML Tutorials

http://www.w3schools.com/html/
4. Resources: W3Schools CSS Tutorials

http://www.w3schools.com/css/default.asp
4. Resources: W3 Schools Sandbox

http://www.w3schools.com/html/tryit.asp?filename=tryhtml_intro
4. Resources: Hackasaurus

Hackasaurus makes it easy to mash up and change any web page like magic. You can also create your own webpages to share with your friends, all within your browser.