

# Web Council Meeting - August 15, 2013

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- **Announcements**
  - Next Web Council September 12
- **Libraries Site Redesign**
  - Christine Tawatao, Systems Librarian, Web Development and Support, Libraries Information Technology Services
    - Last redesign in 2009, mostly to take on the UW branding
      - Did not look at content
      - Library info + portal to library resources
      - Very high traffic
    - Problems with old home page
      - Too much stuff
      - What are users actually coming for
      - Set out to pare down content and simplify the experience
    - Goals
      - Update information architecture
      - provide access across devices
      - Better meet user needs
      - Clearly define goals of the site for web authors
        - More focus and consistency for users
    - Environment
      - 100+ web authors
      - 40+ unit/program sites
    - Redesign team
      - 1 systems librarian
      - 2 MSIM grad students for UX and prototyping
      - 1 web committee = 12 staff
        - Served as a sounding board
    - Research
      - Personas
      - Interviews
      - X/O exercise
        - Looked at current page; users circled what they liked and crossed out what they did not like
      - Card sorting
        - Used Optimal Sort (<http://www.optimalworkshop.com/optimalsort.htm>) online card sorting resource
        - Told us a lot about how people group things in their minds
      - Mobile usability research
        - Survey of other library sites, focusing on mobile and desktop device use
        - Seeing a lot of responsive design
    - Committee role
      - Sounding board
      - Help clarify Library's priorities
      - Working groups
        - Guiding principles
        - Portal content
        - Communication
      - Design help
        - Attention mapping
          - Took items that have decided will be on the home page and had users decide how much room they should get on the page
        - Style tile mockups
    - Guiding principles - start with the users
      - Users will
        - Be able to find and access resources easily and quickly
        - Be able to ask questions and get answers at any time
        - Always drive design decisions about the website
      - Translates into specific directions for the design and ongoing management of content
    - Design cycle
      - RITE process - Rapid Iterative Testing and Evaluation
      - Playing with paper prototypes
      - Complicate designs were set aside, moved toward simple designs
      - Brought in two dozen people to test with
      - Design eventually based on UW template for menus and some features from IT Connect (slide from the side menu)
    - Mobile Usability Testing
      - Used Morae-Techsmith usability testing software (<http://www.techsmith.com/morae.html>)
      - Document Camera
        - Samsung UF-130ST
      - \$10 UBS gift cards for participants
      - Important to have someone to focus on running the test correctly, with interpretation of the results by others watching the test or videos of it
    - Implementation
      - Plone 4.2
      - Diazo theming ([http://developer.plone.org/templates\\_css\\_and\\_javascripts/diazo.html](http://developer.plone.org/templates_css_and_javascripts/diazo.html)) - based on XSL transformations
      - Bootstrap responsive framework (<http://getbootstrap.com/>)
      - LESS for organizing and keeping track of CSS (<http://lesscss.org/>)
      - Working on

- Issues with Internet Explorer
  - Accessibility
- **Online Learning with a MOOC Course on Coursera**
  - Presenter: Matt McGarrity, Lecturer, Communications ([mcgarrit@u.washington.edu](mailto:mcgarrit@u.washington.edu))
  - Matt is teaching a Massive Open Online Course (MOOC) through Coursera (<http://www.coursera.org/>)
    - "Introduction to Public Speaking" (<https://www.coursera.org/course/publicspeak>)
    - Funded by a Gates Foundation Grant
      - Interested in getting numbers on MOOCs
      - Course needs to stay up for years
    - Currently on Coursera, may be on EdX
    - Matt teaches the same class here on campus
    - There are relatively few humanistic courses on MOOCs, most are technology courses
  - Participation
    - Enrollment: 120,400
      - Large number means very little, to sign up requires a button click
      - People do not drop out, they just do not show up
    - Active students: 86,000
      - By week 8, drops to 15,000
      - Still a large number. Only 200 attend on-campus class each quarter
    - Pre-course survey
      - 20,982 respondents
      - Basic demographics
        - Where do you live
          - US, 23%
          - India, 10%
          - Canada, 4%
          - China, 2.5%
          - There were people from everywhere else, except Antarctica
        - Age
          - most older than freshmen
        - Education
          - 35% have graduate degrees
          - Not yanking people out of college classrooms
          - Most people doing course for professional development
        - English fluency
          - Most had some English fluency
    - Conducting the class
      - Interact through a wiki
      - Matt has spent a lot of time producing videos
        - Not just a talking head course; makes use of graphical effects
    - Other activity
      - 1,171,092 views of unique videos
      - 7,122 are uploading speeches for assignments
      - Discussion forum posts: 12,551
    - Challenges of a world-wide audience
      - Expecting more push-back
        - Most of people already have jobs, were grateful for course
        - If people did not like class they did not come back, which means feedback is almost always from people who feel positive about the course
        - Students could be brutal about any kind of technological problem
          - Intolerant of web problems
    - Course does not offer certificate, hard to know who you are certifying
      - Coursera gives a way a professor can give a certificate of completion, usually if you complete 80% of lessons
        - Not university credit
        - Decided not to give certificates, just not clear what would be certified
      - Not offering a certificate it has not been a constant issue in the course forums
        - People see it as having real monetary value
    - Technical issues
      - All course videos are on Coursera, students post and share on YouTube
      - China and Pakistan are problem
        - Much of what is done among the students is through YouTube, which is banned in both China and Pakistan
        - Some can't upload to or access videos from YouTube
      - Coursera discussion forum only threads two deep
        - People not sure when to start a thread
        - Students started setting up Facebook groups, which worked really well
      - Accessibility
        - Coursera limits what you can do
        - Videos in the course have subtitling, transcripts are provided
        - Design has relatively few button clicks, so might be keyboard accessible
      - Language translation
        - Languages are added based on demand
    - Discussion
      - Popular media is enthusiastic about MOOCs, but the Academy is skeptical
      - MOOCs will become a form of hyper-specific educational broadcasting
        - Matt would never give credit for course in its current form
        - Current format does not allow for sufficient standardization necessary for meaningful assessment
      - Course is about giving speeches and about evaluating them
        - Talks about rubrics

- For credit, would have to clamp down on level of participation and have more ways to evaluate actual skill development
    - MOOCs provide an educational experience, but it is not a class
  - San Jose State tried to make a MOOC course carry credit, but backed out (Why Professors at San Jose State Won't Use a Harvard Professor's MOOC - <http://chronicle.com/article/Why-Professors-at-San-Jose/138941/>)
  - Gates Foundation wants to find out if MOOCs can help US students struggling in higher education
    - Can MOOCs provide a bridge for young people who have problems in education. Can they be a pathway to college?
    - Matt's class has had few participants are in that category
    - People coming to MOOCs are not struggling with education
    - In India a company is using MOOCs for internal office skill development; staff all take MOOC, then talk about it together
  - Conducting the class
    - MOOC courses have to be designed for online environment, can't just take your favorite campus class and put it in Coursera
    - Can't just set it and forget it
    - Requires constant tending and constant care
    - Instructor should be a constant presence
- **WebVisions Recap**
- Presenter: Katherine Turner, Web Content Producer, UW Marketing ([kbt3@uw.edu](mailto:kbt3@uw.edu))
  - <http://www.webvisionsevent.com/portland/>
    - Two day conference
    - Focused on design and user experience in video production
  - Themes
    - Content marketing is on the rise
    - Video consumption is on the rise
  - Content marketing
    - Any form of media as a marketing tool
    - Providing valuable content people want to consume
  - Video consumption
    - Ways we consume video are changing
      - "Video is the future of all communication"
    - People have become really wary of using video for marketing
      - How do you make videos people want to watch
    - Videos the engage but do not repel
      - Stanley the interactive piano you could request tunes on through your twitter tweet
        - <http://thisisdsk.com/work/dk/stanley-piano>
        - Created by Digital Kitchen
        - People could tweet song requests from anywhere
        - Helped build brand awareness for Digital Kitchen
      - St. Patricks day sheepdog trials - dogs herding people - Guinness
        - <http://www.youtube.com/watch?v=y07at1bU89Q>
        - Created by Guinness
        - Round up your mates for a guinness
        - No mention of brand until the very end
      - Keep it simple
        - <http://www.youtube.com/watch?v=o2Nvwqo7ldY>
        - Created by Canadian Atlantic Lottery
        - Most important quality in a person, honesty integrity
        - Don't beat you over the head with the meaning
        - Leaves you with the impression that the values of the people and the values of the company are the same, building trust
      - Engage
        - <http://www.youtube.com/watch?v=xprUpAEZgvo>
        - Created by Carlsberg beer
        - Card game, people calling friends for help
        - Standing up for a friend, Carlsberg
        - Involves audience from the start
        - By engaging people, you feel more invested
      - Delight and Surprise
        - <http://vimeo.com/50082997>
        - Created by Thinkmodo
        - Popinator voice actuated popcorn machine
        - Popcorn Indiana
        - large increase in web traffic to Popcorn
        - creative/engaging/viral
        - Machine was so silly and delightful that media picked it up, resulting in a successful viral campaign
    - Resources
      - The Future of the Web is Video - <http://www.webdesignerdepot.com/2013/03/the-future-of-the-web-is-video/>
      - Why Context is King in the Future of Digital Marketing - <http://mashable.com/2012/02/02/context-digital-marketing/>
      - The Content Competitive Advantage - <http://www.slideshare.net/scottcowley/the-content-competitive-advantage>
      - Digital Kitchen - <http://thisisdsk.com/>
      - Duval Guillaume - <http://www.duvalguillaume.com/news/>
      - Thinkmodo - <http://www.thinkmodo.com/>
- **Mobile Minute: A snapshot of which devices are visiting the UW Web.**
- A snapshot of mobile Web traffic
    - uw.edu
      - 12% of visits on mobile
      - iOS 67.6%

- Android 27.5%
- Windows phone 2.89%
- Mobile devices
  - Apple iPhone 63,882
  - Apple iPad 39