

UC San Diego

Presentations and Posters

Title

Redesigning Web Page Flow to Reduce Decision Fatigue

Permalink

<https://escholarship.org/uc/item/0kp6c24z>

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Publication Date

2019-03-01

Peer reviewed



Redesigning Web Page Flow to Reduce Decision Fatigue

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Digital User Experience Librarian
University of California, San Diego Library







Decision Fatigue



- Limited Mental Resources
- Short cuts
- Do nothing



Borrow & Request

Borrowing

Library Cards & Loan Periods

Course Reserves

Interlibrary Loan

For Institutions

View Your Requests

Request a Book

Using Citation Linker

Request Form

Renew Materials

My ILL Requests

Request An Article

FAQ

Interlibrary Loan

UC San Diego students, faculty, and staff may request books and articles that are not available at UC San Diego.

If you are not a current UC San Diego affiliate, you may still be eligible for basic borrowing privileges, including access to Circuit. Learn more about [loan periods](#).

Have your citation? Check the online catalog [ROGER](#) to see if UC San Diego owns the item. For articles and other items not owned by UC San Diego, [Use Citation Linker to request a book, book chapter, or article](#).

- Requesting Materials
 - [Books](#)
 - [Articles](#)
- View and Renew Your Requests
 - [View your UC San Diego Library circulation record](#)
 - [View and renew your interlibrary loan requests](#)
- [Contact Interlibrary Loan Staff](#)

Requesting Items from the Scripps Library Collection

Scripps Academics, Staff and Graduate students who would like to receive a scan of an article from PRINT journals or other items held only on the main campus Library's buildings, Geisel or Biomedical Library Building, or from the former SIO Library collection (moved to Geisel Library) may submit requests to Interlibrary Loan Staff by filling out an [Interlibrary Loan request form](#).

Ask a Librarian - Chat

E-mail address

Your Question/Message

Enter email address to begin in case we lose you or need to follow up.

Send

See Also

- [Citation Linker Form](#)
- [FAQ](#)
- [Information for Institutions](#)
- [Request Form](#)
- [My ILL Requests](#)



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- Requesting Materials
 - [Books](#)
 - [Articles](#)
- View and Renew Your Requests
 - [View your UC San Diego Library requests](#)
 - [View and renew your interlibrary loan requests](#)
- [Contact Interlibrary Loan Staff](#)

Too many options and paths

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- [Citation Linker Form](#)
- [FAQ](#)
- [Information for Institutions](#)
- [Request Form](#)
- [My ILL Requests](#)

Repeated Information

Ask a Librarian - Chat

E-mail address

Your Question/Message

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Send

A function managed by ILL, but it is not interlibrary loan

THE LIBRARY

UC San Diego

Research & Collections

Borrow & Request

Computing & Technology

Visit

Ask Us

About

Hours

Q -

HOME • Borrow & Request • Interlibrary Loan



The Library
UC SAN DIEGO

Borrow & Request

Course Reserves

My Library Account

Get a Library Card

Interlibrary Loan

For Institutions

View Your Requests

Request a Book

Using Citation Linker

ILL Request Form

Renew Materials

My ILL Requests

Request An Article

FAQ

Recommend a Purchase

Request UC San Diego Materials

Interlibrary Loan

UC San Diego students, faculty, and staff may request books and articles that are **not** available at UC San Diego.

If you are not a current UC San Diego affiliate, you may still be eligible for basic borrowing privileges, including access to Circuit. Click for more [information](#).

Have your citation? Check the online catalog [ROGER](#) to see if UC San Diego owns the item. For articles and other items not owned by UC San Diego, [Use Citation Linker](#) to request a book, book chapter, or article.

- Requesting Materials
 - [Books](#)
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Ask a Librarian - Chat 

?

E-mail address

Your Question/Message

Enter email address to begin in case we lose you or need to follow up.

Send

See Also

- [Citation Linker Form](#)
- [FAQ](#)
- [Avanti](#)
- [Information for Institutions](#)
- [ILL Request Form](#)
- [Annex Request Form](#)
- [My ILL Requests](#)

Requesting Items from the Scripps Library Collection

Scripps Academics, Staff and Graduate students who would like to receive a scan of an article from **PRINT** journals or other items held only on the main campus Library's buildings, Geisel or Biomedical Library Building, or from the former SIO Library collection (moved to Geisel Library) may submit requests to Interlibrary Loan Staff by filling out an [Interlibrary Loan request form](#).

Interlibrary Loan

[For Institutions](#)[View Your Requests](#)[Request a Book](#)[Using Citation Linker](#)[Request Form](#)[Renew Materials](#)[My ILL Requests](#)[Request An Article](#)[FAQ](#)

Requesting Books

Roger: You can request Library items listed as "Available" in the online catalog to be pulled from the shelf and held at the library Self-Service Hold Shelf of your choice (at Geisel, Biomedical Library Building, or SIO, if eligible). Select "Request" on the item's information page. You'll receive a notice within 1 to 4 business days when the item is available for pick up. It will be held for you for up to 7 days.

Circuit: Request books from one of our partnering local libraries and designate a UC San Diego Library pick-up location for delivery. Most Circuit items are available on campus within 48 working hours. A library [PIN](#) is required.

Circuit partners include San Diego State University, University of San Diego, CSU San Marcos, the San Diego County Library System and the San Diego Public Library System. This service is available to anyone with UC San Diego Library borrowing privileges.

Citation Linker: Request an item not available through [ROGER](#) (the UC San Diego online catalog) by using the [Citation Linker](#). We will try to obtain that item for you. This service is restricted to UC San Diego affiliates.

Melvyl: Request items from any University of California library to be delivered to the UC San Diego Library pick-up location of your choice. Most items will be available for pick up within 5 business days. Melvyl requests are restricted to UC San Diego affiliates.

WorldCat: Request books and other items held at libraries worldwide via [UC-eLinks](#)

Trade Street Storage Annex: Request items held at this local storage facility.

- **UC San Diego Affiliates:** Request Annex materials via [Roger](#). Requests will be delivered to your designated pick-up location within 2 business days, excluding university holidays. After 1 week, items not picked up will be returned to the Annex.
- **General Public:** Public cardholders may request Annex materials using the [Request Form](#) or by contacting a library service desk. A UC San Diego library card is not necessary for Annex requests. Non-cardholders may email details to annexrequests@ucsd.edu and designate a UC San Diego Library pick-up location.

See Also

- [Citation Linker Form](#)
- [Creating a PIN](#)
- [FAQ](#)
- [Request Form](#)

Complaint from a Faculty

- “Would you consider improving the interface for taking care of what should be a much simpler task? “

Website Reflow

- **Discovery**
 - User journey map
 - Organizational goals
 - User Interviews
- **Defining requirements**
- **Use scenarios**
- **Our solutions**
 - Information Architecture
 - Content Management
- **Results**

User Journey Map

Scenario: New student who needs to borrow a book or video

Stages of Journey:	Borrow & Request →	My Library Account →	My Library Account/Renew Items Link →	Enter Barcode & PIN →	Search for book →	Look for Status of book →	Request book →	Set pick up location →
Needs/ Activities	Need to borrow a book so this link seemed like the best & most convenient option on the home page.	Need to borrow a book. Out of all the options on the 'Borrow/Request' drop down menu, 'My Library account' seemed to make the most sense.	Skimmed over the text on this page. Clicked on the first link on the page "My Library Account/Renew Items".	Had to get out my student ID card and find barcode.	Typed the title of the book I wanted in the search box. Then scrolled through first couple results trying to figure out which one I wanted and the differences between the different results.	After clicking on the book, I want to know the status of the book and if I can get it. The status of the book is available.	Now I want to request the book so I can check it out.	After clicking on the "request" link, I need to choose a pick up location for the book.
Expectations/ Pain Points	None	Expected to see an option that said something like "Borrow a book". At this point I don't know if I am on the right path for what I am trying to accomplish.	Lots of information on this page and still no clear route to check out a book. Even after reading the content I was still unsure about what to do next. Ended up clicking on the first link but still not sure if accessing my Library account will allow me to search for books in the library.	Becoming annoyed that I am going through all this effort and I still don't know if I am on the right path to check out a book. Asked to enter PIN (password) which took me a while to figure out that PIN meant student ID number.	Lots of results came up and it was difficult to differentiate between them.	Took a while to determine where the status of the book was located on this page. It is tiny and difficult to find on the page.	Again, it took a while to find this information on the page. It is a tiny link all the way on the right side of the page.	I only expected one option to come up so I was hesitant to choose Geisel because as a new student I don't know the best option for picking up.
Potential Opportunities for Improvement	None	Clearer signifiers that 'My Library Account' will lead to being able to request a book.	Text that is straight to the point so user can quickly look and see where they need to go next.	The word PIN does not translate as Student ID number.	Cleaner display of results. Looks very outdated.	Move status of book to somewhere more central on the page so users can easily find it.	Make request link the most prominent piece of information, as this is the activity that most users are here for.	Show a map of where different libraries are located so new students or users that are unfamiliar with the campus have a visual aid.

- Conversation starter
- Problems and opportunities
- Establish a project
- Involve stakeholders of various levels

Discovery – Website Analysis

- Duplicated info
- Too many options
- Clutter
- Decision fatigue

The screenshot shows the UC San Diego Library website's 'Interlibrary Loan' page. The header includes 'THE LIBRARY' and 'UC San Diego' with navigation links. The main content area is titled 'Interlibrary Loan' and provides instructions for requesting materials. A sidebar on the left lists various options under 'Borrow & Request'. Annotations highlight several usability issues:

- Repeated Information:** A green bubble points to the 'Request a Book' and 'Request An Article' links in the sidebar, which are also listed in the 'See Also' section on the right.
- Too many options and paths:** A red bubble points to the 'Request a Book' and 'Request An Article' links in the sidebar, which are also listed in the 'See Also' section on the right.
- Requesting Items from the Scripps Library Collection:** A yellow bubble points to the 'Request a Book' and 'Request An Article' links in the sidebar, which are also listed in the 'See Also' section on the right.

The 'See Also' section on the right lists:

- Citation Linker Form
- FAQ
- Information for Institutions
- Request Form
- My ILL Requests

The 'Requesting Items from the Scripps Library Collection' section on the right states:

Scripps Academics, Staff and Graduate students who would like to receive a scan of an article from PRINT journals or other items held only on the main campus Library's buildings, Geisel or Biomedical Library Building, or from the former SIO Library collection (moved to Geisel Library) may submit requests to Interlibrary Loan Staff by filling out an [Interlibrary Loan request form](#).

Discovery – Website Analysis

- Content divided by organization lines

The screenshot shows the UC San Diego Library website. The header includes 'THE LIBRARY' and 'UC San Diego' with a search bar. The main navigation bar lists: Research & Collections, Borrow & Request, Computing & Technology, Visit, Ask Us, About, and Hours. The breadcrumb trail reads: HOME / Borrow & Request / Interlibrary Loan / Requesting Articles.

Left Sidebar (Interlibrary Loan):

- Interlibrary Loan
- For Institutions
- View Your Requests
- Request a Book
- Using Citation Linker
- Request Form
- Renew Materials
- My ILL Requests
- Request An Article
- FAQ

Main Content Area:

Requesting Articles

[Citation Linker](#)

Have your article citation ready? Citation linker is the preferred method to submit an article request. If the item is not available at UC San Diego, it will be requested from another library for you.

- [Citation Linker](#)

[Databases A-Z](#)

Search and locate articles in any UC-licensed database and use "Request It" via UC-eLinks to request the item you need.

- [Databases A-Z](#)

Requesting UC San Diego–owned Articles

Eligible users may request copies of book chapters or articles from journals held in the UC San Diego Library for a recharge cost of \$3.50 per article under 50 pages long. For articles longer than 50 pages, additional charges may apply or the volume will be made available for checkout. Depending on your work location at UC San Diego, this service may be free. Requested materials are delivered electronically to your desktop. Consult [Roger](#) before submitting a request, as the article you need may be available in an electronic format from the collection.

[Submit your request here.](#)

- Division of Physical Sciences and SDSC staff:** You may request articles for material in the Geisel Library at no charge through the [Avanti Document Delivery Service](#).
- SIO Academics, Staff and Graduate students:** You may request a scan of an article from any of the Library's print collections. Submit requests to the Document Delivery & Interlibrary Loan department at no charge by using [this form](#).
- Loansome Doc:** Area healthcare providers and other non-affiliates may order articles through the Loansome Doc service. Contact the [ILL staff](#) to see if you qualify for this service.

See Also:

- [Request Form](#)
- [Citation Linker Form](#)
- [FAQ](#)

Annotations:

- A green speech bubble points to the 'Citation Linker' and 'Databases A-Z' links, containing the text: "Repeated information. Users do not have a clear path to proceed."
- An orange speech bubble points to the 'Requesting UC San Diego–owned Articles' section, containing the text: "Not interlibrary loan."

Footer:

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UC San Diego

Discovery – Website Analysis

- Content from staff's perspective
- Library Jargon

THE LIBRARY UC San Diego

Research & Collections Borrow & Request Computing & Technology Visit Ask Us About Hours

HOME / Borrow & Request / Interlibrary Loan / Requesting Books

Requesting Books

Roger: You can request Library items listed as "Available" in the online catalog to be pulled from the shelf and held at the library Self-Service Hold Shelf of your choice (at Geisel, Biomedical Library Building, or SIO, if eligible). Select "Request" on the item's information page. You'll receive a notice within 1 to 4 business days when the item is available for pick up. It will be held for you for up to 7 days.

Circuit: Request books from one of our partnering local libraries and designate a UC San Diego Library pick-up location for delivery. Most Circuit items are available on campus within 48 working hours. A library PIN is required.

Circuit partners include San Diego State University, University of San Diego, CSU San Marcos, the San Diego County Library System and the San Diego Public Library System. This service is available to anyone with UC San Diego Library borrowing privileges.

Citation Linker: Request an item not available through **ROGER** (the UC San Diego online catalog) by using the **Citation Linker**. We will try to obtain that item for you. This service is restricted to UC San Diego affiliates.

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See Also

- Citation Linker Form
- Creating a PIN
- FAQ
- Request Form

Too many options and too much text. Users are not sure how to proceed.

Not interlibrary loan.

Discovery

- Staff Interviews- **organizational goals**
- **Guerrilla style user interviews** to find out library jargon and obstacles.

Defining Requirements

- Save user time
- Be less confusing
- Produce less questions for public services and ILL
- Make ILL more prominent

Frame the problem more concisely:

- "How might we develop a more enticing online presence which reduces users' decision fatigue and simplifies how they do ILL?"

4 Use Scenarios

- 1. The user needs a known item (book, article, etc.) and doesn't know if it's in another library. (linked to homepage)**
- 2. The user needs an unknown item.**
- 3. The user needs a known item from UC San Diego Library**
- 4. The user needs a known item and knows it is in another library.**



Borrow & Request

Borrowing

Library Catalog

Course Reserves

Interlibrary Loan

For Institutions

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Requesting Materials

- Books
- Articles

View and Renew Your Requests

- [View your UC San Diego Library requests](#)
- [View and renew your interlibrary loan requests](#)

Contact Interlibrary Loan Staff

Too many options and paths

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Repeated Information

Ask a Librarian - Chat

E-mail address

Your Question/Message

Enter email address to begin in case we lose you or need to follow up.

Send

A function managed by ILL, but it is not interlibrary loan

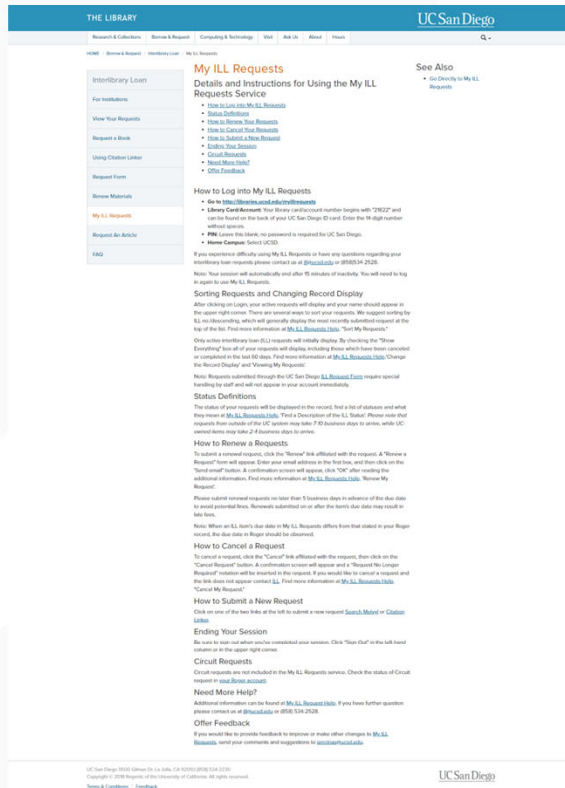
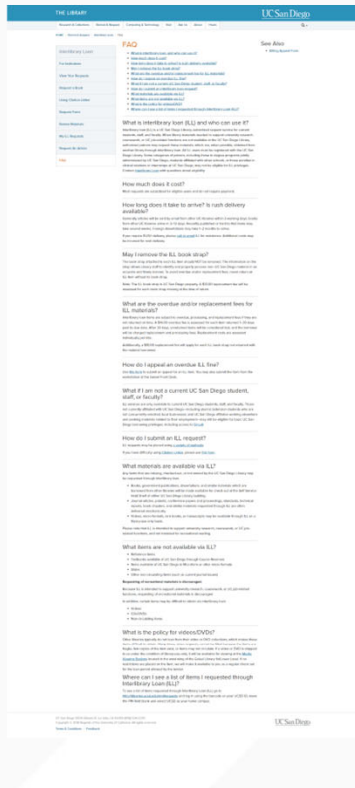
Our Solution

- Information Architecture
 - Re-flowed web pages to create a **clear path** for users.
 - Moved non-ILL content out of the ILL section.
 - Dedup
 - Delete duplicated and orphan pages - 10 pages
 - Reduced left menu items from 9 to 3
 - Combined pages
 - Dedup content
 - Link to pages outside of the ILL section – oversight view

Our Solution

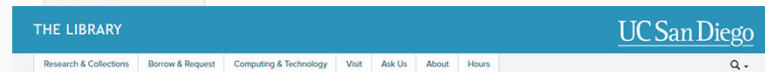
- Content Management
 - Rewrote content with language users suggested, eliminating some library jargon.

Old page examples – duplicated or unnecessary content



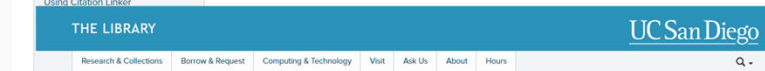
Renew Your Materials

- You may request renewal of Interlibrary Loan (ILL) items through the [My ILL Requests](#) service or by contacting ILL.
- Please submit renewal requests within one week before the due date.
- Renewal requests submitted after the item's due date may result in late fees.
- All items are subject to recall at any time.
- Allow 4 to 5 business days for a final response.
- Responses to renewal requests are sent to the email address in your library record (generally your UCSD email address).
- Check spam folder for notices if you have not received a response.



View Your Requests

- **Go to My ILL Requests** (where you can view and renew your ILL materials): When due dates in My ILL Requests and Roger differ, the Roger dates should be followed. Requests for renewal of ILL items can be made directly from My ILL Requests.
- **Learn more about My ILL Requests**
- **Go to your Roger account** Once checked out, an ILL item will appear in your Roger record. Use Roger to check due dates or view material you have already checked out. (ILL materials are readily identifiable in Roger by the ILL # that appears in the right-hand column.) To renew ILL items or check on the status of ILL requests or returns, you must use [My ILL Requests](#).



Using Citation Linker

Use Citation Linker to find full text or availability info when you already know the citation for an article or other item of interest. Otherwise, use our [online catalog](#) to find items owned by UC San Diego.

Citation Linker is for UC San Diego faculty, staff, and students only.

[Open Citation Linker →](#)

Tips

Citation Linker Entry Page

When possible, include the complete citation. [Use full journal titles](#), not abbreviations.

UC-eLinks Page

If full text is available, the UC-eLinks page will provide a link to it or to the journal's homepage to navigate to the article from there. Otherwise, check our [online catalog](#). If the library doesn't have the item, click the "Request" button.

Request Page

Use the "Request" button to order the item via Interlibrary Loan (ILL). Use the barcode number on the reverse of your UC San Diego ID card starting with "21822". Select your preferred pick-up location.

Problems Using Citation Linker?

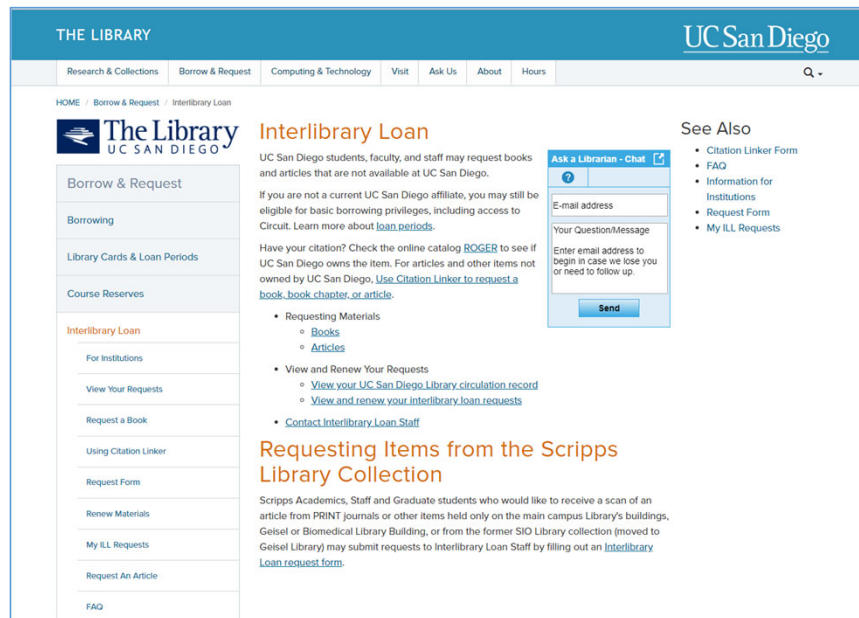
If you are not able to use Citation Linker, use the Request Form instead.

Need Help?

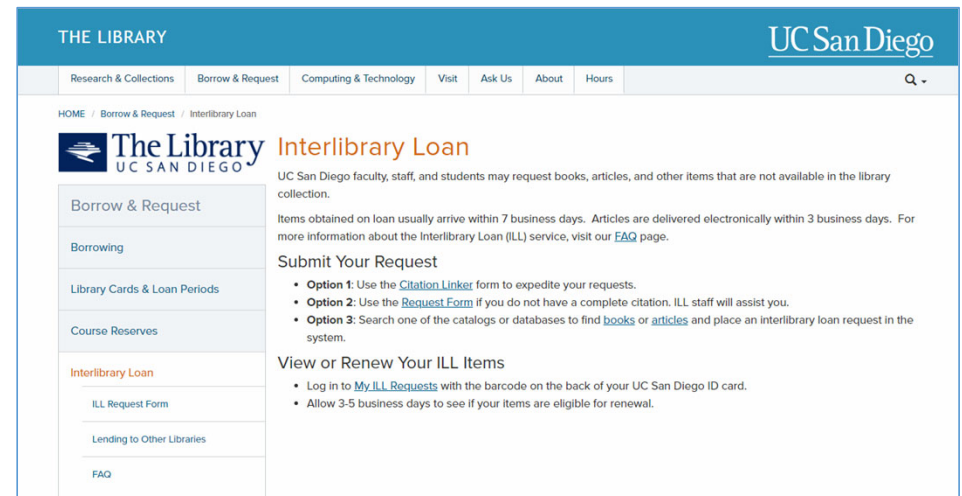
Contact UC San Diego Interlibrary Loan staff or a librarian for assistance.

Results

Old - cluttered and complex



New - simple and streamlined



THE LIBRARY

UC San Diego

[Research & Collections](#) [Borrow & Request](#) [Computing & Technology](#) [Visit](#) [Ask Us](#) [About](#) [Hours](#)



[HOME](#) • [Borrow & Request](#) • [Interlibrary Loan](#)



The Library
UC SAN DIEGO

Interlibrary Loan

UC San Diego students, faculty, and staff may request books, articles, and other items that are not available at UC San Diego. Items obtained on loan usually arrive within 7 business days. Articles are delivered electronically within 3 business days. For more information about the Interlibrary Loan (ILL) service, visit our [FAQ](#) page.

Submit Your Request

- **Option 1:** Use the [Citation Linker](#) form to expedite your requests.
- **Option 2:** Use the [Request Form](#) if you do not have a complete citation. ILL staff will assist you.
- **Option 3:** Search one of the [catalogs or databases](#) to find what you need and place an interlibrary loan request in the systems.

View or Renew Your ILL Items

- Log in to [My ILL Requests](#) with the barcode on the back of your UC San Diego ID card.
- Allow 3-5 business days to see if your items are eligible for renewal.

Borrow & Request

[Borrowing](#)

[Library Cards & Loan Periods](#)

[Course Reserves](#)

Interlibrary Loan

[ILL Request Form](#)

[Search and Request](#)

[Lending to Other Libraries](#)

[FAQ](#)

My Library Account

[Fines & Fees](#)

[Billing Appeal Form](#)

Contact

Phone: [858-534-2528](tel:858-534-2528)

Email: ill@ucsd.edu

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UC San Diego

Lesson Learned

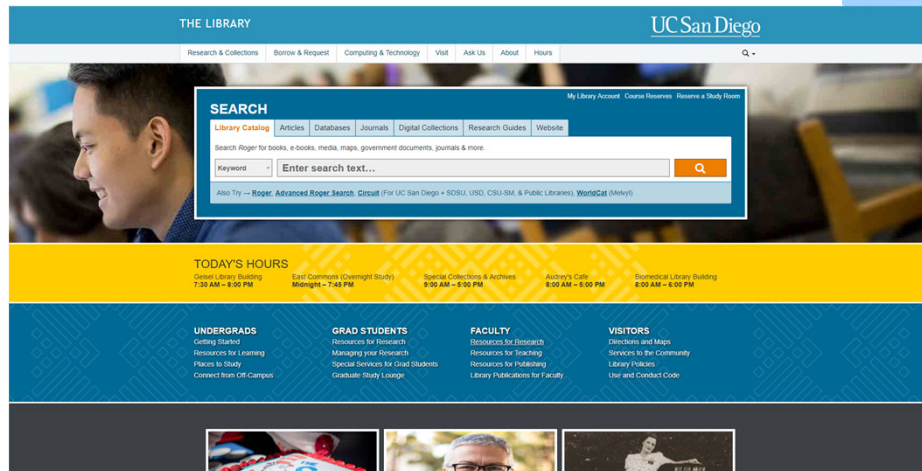
- Proactive UX
- Understand organizational goals
- Find common ground
- Web changes v.s. organization changes
- Complex

Virtual Space & Service Strategy

GEISEL LIBRARY REVITALIZATION INITIATIVE

The Geisel Library Revitalization Initiative (GLRI) is a major effort to transform and revitalize the most heavily-used interior public spaces in Geisel Library—the university's flagship building.

Learn more about the initiative to develop a more cohesive, holistic user environment and provide better user experience.

[GLRI Overview](#)[Project Updates](#)[Giving Opportunities](#)



Thanks!

Questions?

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