

Goal:

Quickly identify team priorities for library website UX improvements.

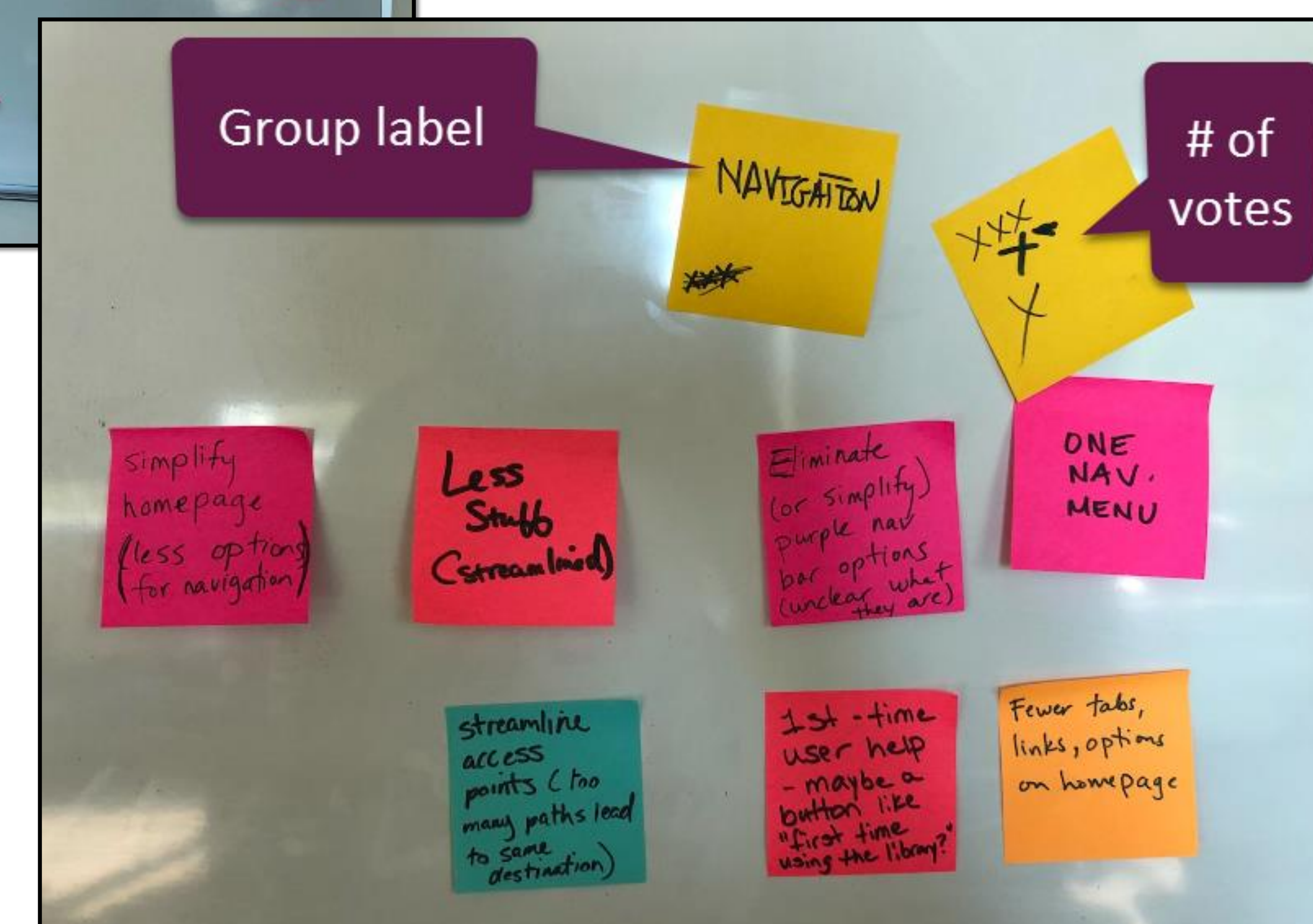
KJ Method – Fast, accurate, & democratic tool used to:

- Brainstorm ideas & identify top priorities for any problem, issue, program, or project.
- Reach team consensus with minimal debate.

How did we do it?

1. Gathered library team, distributed sticky notes & markers.
2. Prompt: **“Write down suggestions to make the website better. If it’s easier, think of what isn’t going so well.”**
3. Each idea → one sticky note.
4. Placed all sticky notes on a big wall.
5. SILENTLY without any verbal discussion, librarians moved sticky notes into groups/themes.
6. SILENTLY, librarians labeled those groups.
7. Librarians **voted on the most important issues by marking an “x”** next to each group label – this was also done SILENTLY.
8. Talled the # of “x’s” each group received to determine highest priorities.

Shh!!



Materials you’ll need:

- Big blank wall
- Lots of sticky notes
- Markers
- ~45 minutes

Findings: Library team’s priorities for website enhancements:

1. Attractive design that spurs positive emotions
2. Information architecture
3. Search functionality
4. Navigation
5. DIY section
6. Engagement

Specific ideas:

- Make header much smaller
- More visuals on pages
- New library logo
- Take a personal tone (use words “you” or “I”)
- Less clinical
- More visually appealing (inviting)

These priorities were incorporated into our website redesign plan.



Greatest benefits of using KJ Method

- Avoided lengthy debates that derail from key issues.
- Ensured all team members had equal voice.
- Achieved in one meeting what would usually take weeks.
- Swiftly reached consensus and took quicker action.
- It was actually pretty fun!