PROJECT CHARTER
April 13, 2009

Description

Project Name: Library Website Focus Groups
Start Date: April 2009
End Date: July 2009

Purpose and Scope

The purpose of this project is to gather feedback from students on what they like and don’t like about the design of library websites and websites in general. As part of this discussion, we plan to gain insight into the most important tasks for which students want to use a library website, as well as input on organization, design, and terminology.

This feedback will assist in the redesign of the Libraries home page that will occur with the implementation of Primo.

Out of Scope: This project will not measure unaided navigation of the UT Libraries website, as would be done in a usability lab test. Usability testing may be done later in the Primo development plan.

Methodology

Focus groups will be conducted with both undergraduate and graduate students. (We do not believe enough regular university faculty will be available during the summer, so that segment has been excluded from this plan). At least two focus groups per segment would be conducted. Each focus group will last from 60-90 minutes.

Participants would be shown various academic library websites and other general websites and asked to comment on likes and dislikes. There will also be some discussion of tasks for which students want to use the UT Libraries’ website.
Structure and Responsibilities

Structure

Advisory Team: Pauline Bayne, Jill Keally, Maribeth Manoff, Linda Phillips

Project Team: Dan Greene (chair), Peter Fernandez, Seth Jordan, Debbie Valine

Responsibilities

Library Administration
  • Approve Project Charter and any changes to the charter.
  • Provide organizational resources to support the project as necessary.
  • Ensure results are acted upon as appropriate.

Advisory Team
  • Review and provide input on project objectives, design, and implementation plan.
  • Review progress at each milestone and green light next steps.
  • Provide organizational resources to support the project as necessary.
  • Attend focus groups.
  • Ensure results are acted upon as appropriate.

Project Team
  • Work with Advisory Team to define objectives.
  • Develop project plan.
  • Present progress to the Administration and Advisory Team.
  • Design moderators guide.
  • Obtain IRB approval.
  • Recruit participants.
  • Arrange for focus group implementation: room, food, payment, and recording.
  • Conduct and attend focus groups.
  • Analyze, summarize, and present results.
**Milestones**

Following are project milestones that require the involvement of Library Administration and/or the project Advisory Team.

<table>
<thead>
<tr>
<th>Approve Charter</th>
<th>Review Project Plan</th>
<th>Review FG Guide</th>
<th>Attend Focus Groups</th>
<th>Review Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>