"It's Got to Be Here Somewhere…": Redesigning Your Website with Your Users in Mind

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Before doing a website redesign in 2015, I ran Crazy Egg reports on many of our webpages for about a year. The data from the reports helped me make more informed decisions about what information and links to keep, what information and links to cut, and where to put the most-used information so that users could find it easily and intuitively.
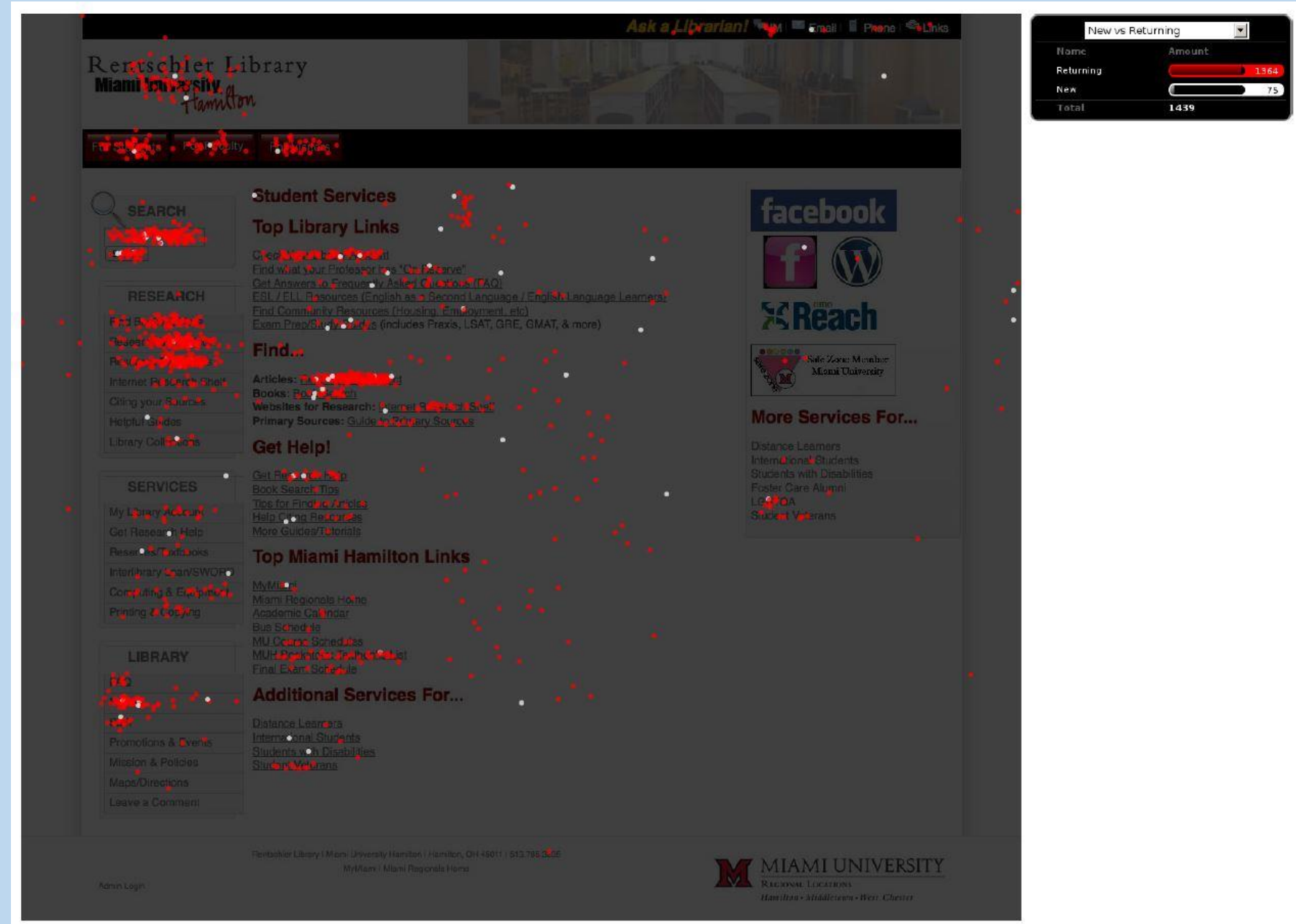
While these types of reports did not affect redesign decisions, the information was helpful to keep in mind. "New and Returning User" shows which links were important to each type of user.
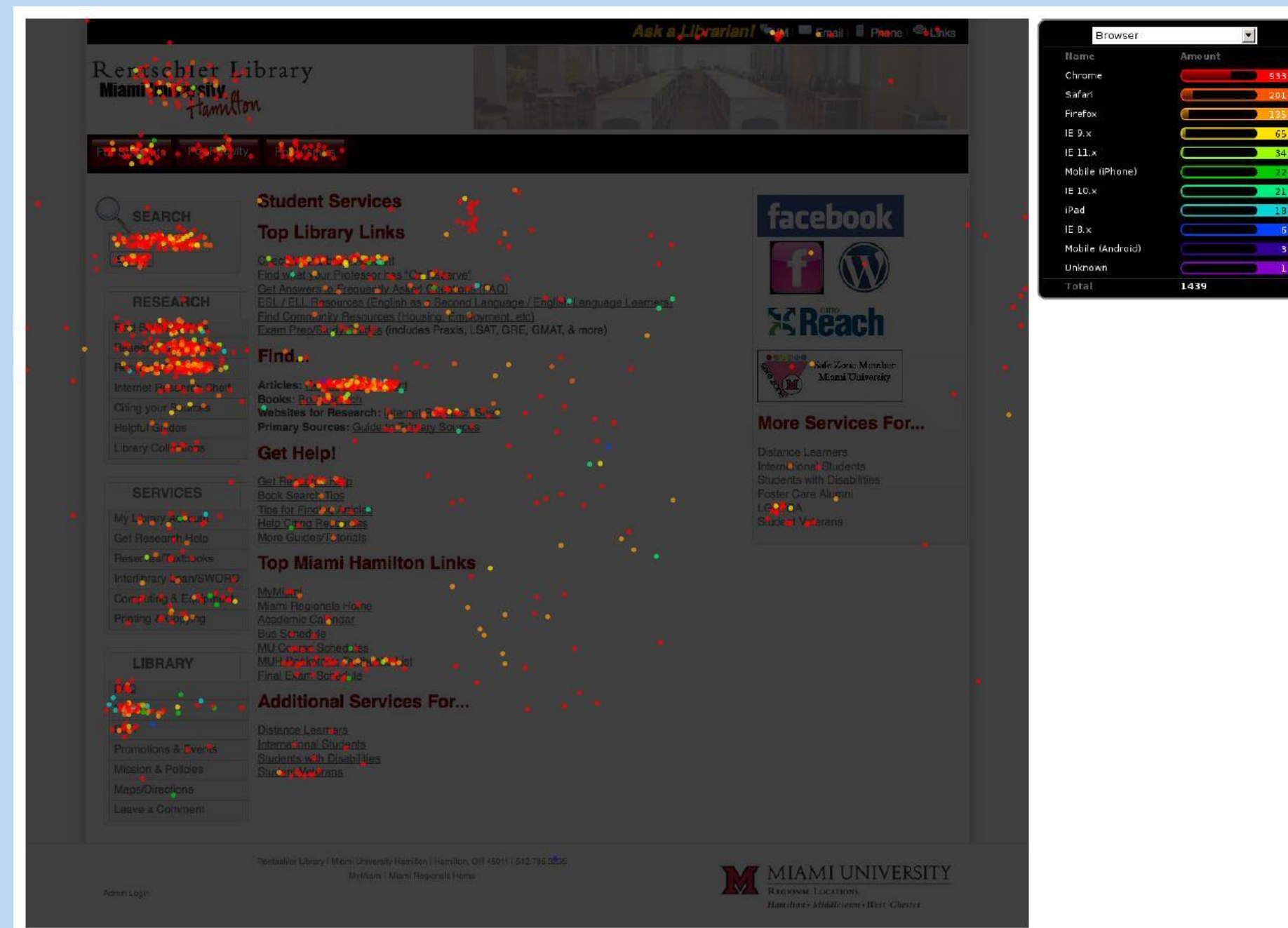
Knowing which browsers are most commonly used when accessing the library's site helped me know which browsers to use when checking functionality of the redesigned site.
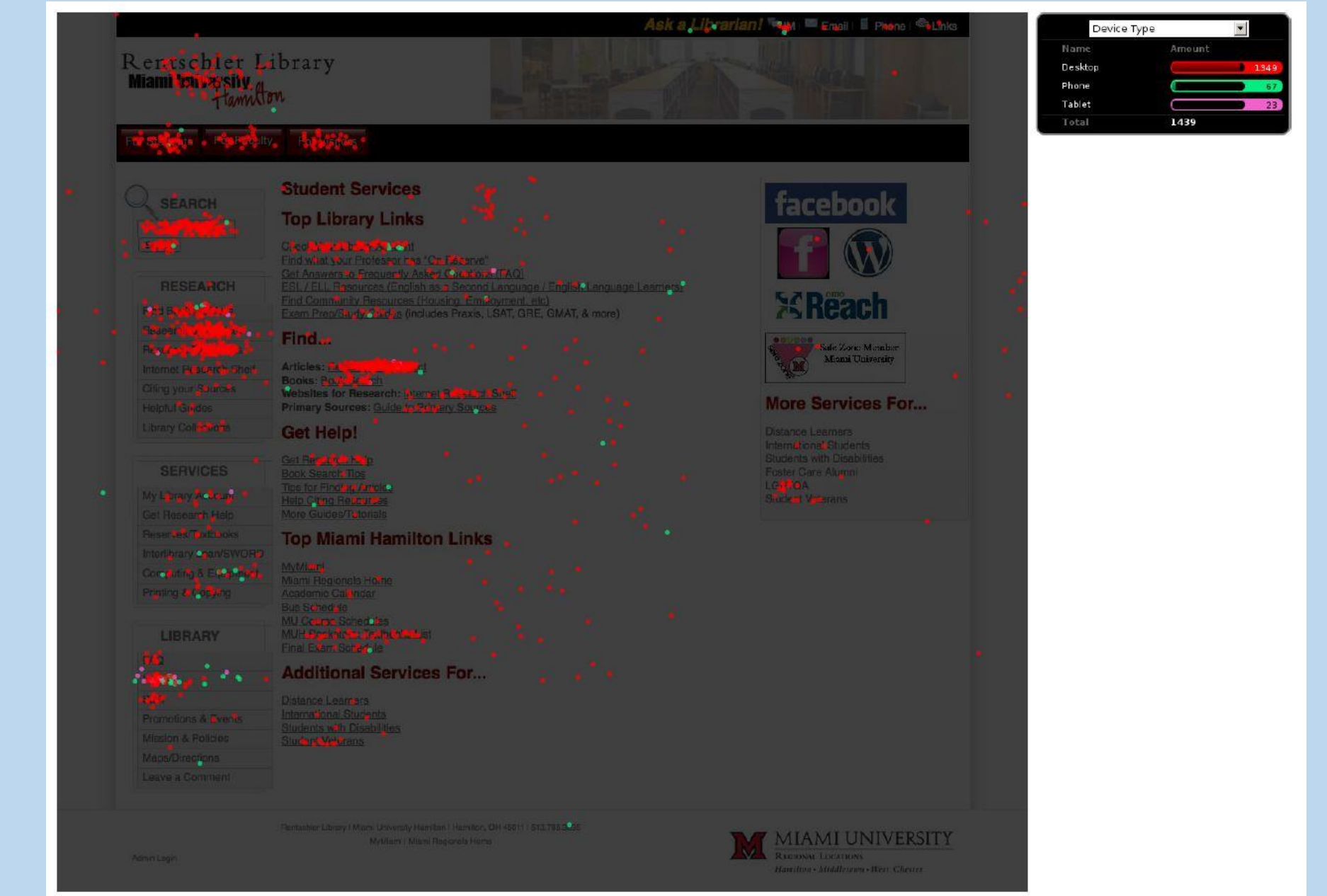
This report shows what type of device (desktop, tablet, phone) was used for each click. Because library desktops, including the staff computers, could not be excluded from the report, it does not give an accurate representation of the types of devices our users own or prefer.

OLD

NEW

Users were not scrolling to the bottom of this page. In the redesign, we cleaned up a lot of the text on the page and rearranged some of the information. Now users are scrolling further down on the page.

This report showed that users were only clicking on a couple of links on the main part of this page. Because all of this information is linked to in other places on the website, this page was cut from the redesigned website.
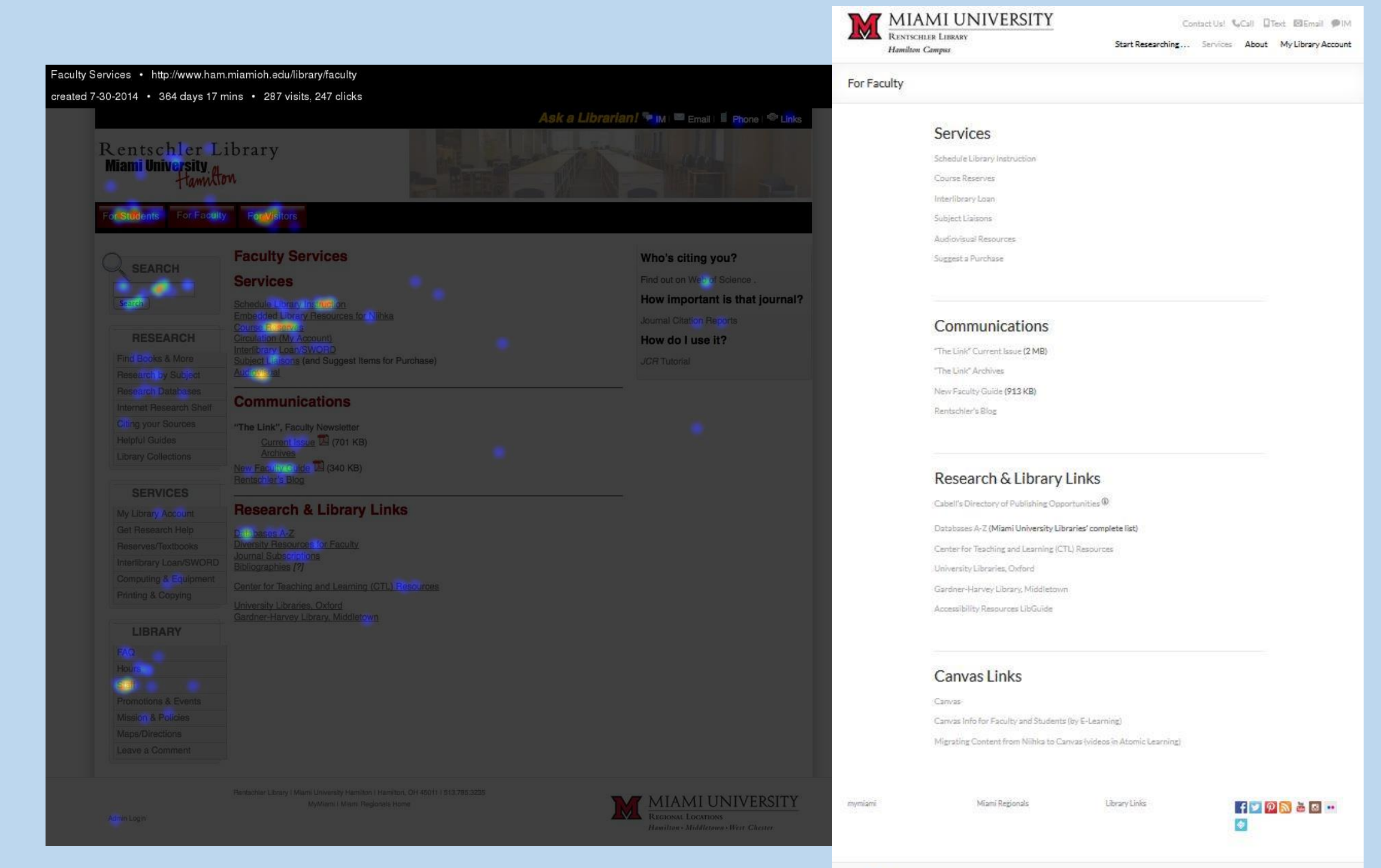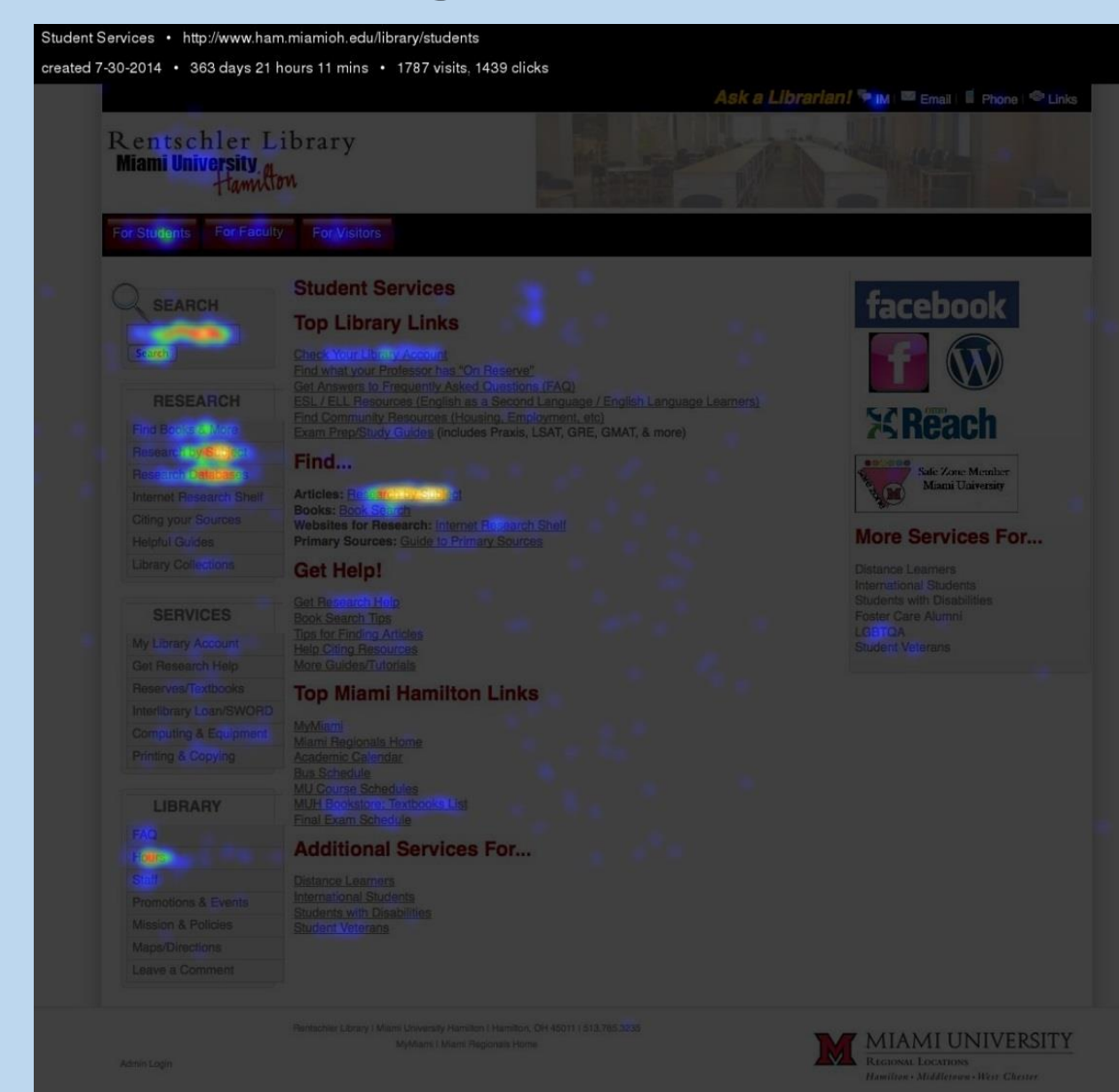
Heatmaps show which information on a page is most important to and most often clicked on by users. In the redesign this information was instrumental in determining which links to keep, and how the information should be organized on the page.