**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.

**Materials you'll need:**
- Big blank wall
- Lots of sticky notes
- Markers
- ~45 minutes

**Brainstorm. Organize. Prioritize. FAST.**

**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.**

For step-by-step instructions for how to use the KJ Method, I recommend this website: https://articles.uie.com/kj_technique/