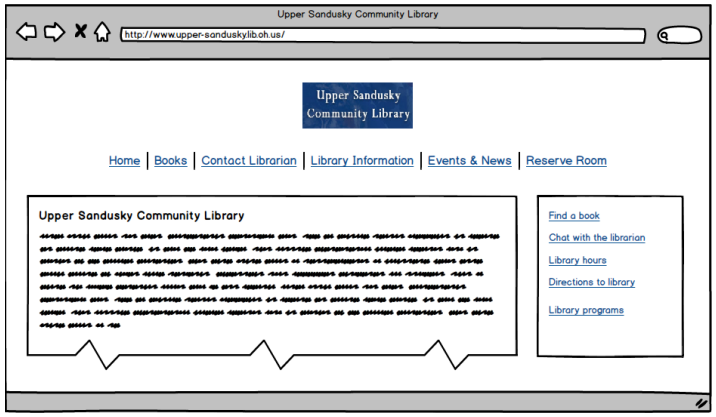
Upper Sandusky Community Library

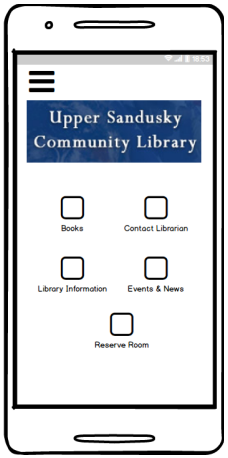
Redesigning A Community Library Website

Based on stakeholder research and user testing

Dave Bartkowiak I dbartkow@kent.edu

Revised: May 5, 2017





See pages 8 and 9 for homepage wireframes

Contents

Project Overview	**Page 1**
Summary of User Research	**Page 2**
Personas	**Pages 3-4**
Task Priority by Persona	**Page 5**
Site Map	**Page 6**
Site Navigation Structure	**Page 7**
Homepage Wireframe	**Page 8**
Mobile Homepage Wireframe	**Page 9**
Final Notes	**Page 10**

PROJECT OVERVIEW:

Introduction:

The purpose of this document is show how research was conducted to guide the redesign of the Upper Sandusky Community Library website.

Stakeholder and user research was conducted to reveal the top tasks needed to make this website more user-friendly and a better tool for both patrons and librarians.

User testing of the new design was performed to refine it based on tasks discovered from user research.

Stakholder background:

The Upper Sandusky Community Library needs a website redesign from the ground up. The library website is a designated resource for visitors and prospective visitors from the community. They rely on this site for services such as library news, events and programs, hours of operation, class schedules and the library catalog.

The library website — see here — needs:

- Easy access to information with better organization on both the front and back end
- Easy access to resources such as events and programs
- An update to the site's overall aesthetic — clean, modern design

SUMMARY USER RESEARCH:

Research goals:

- Learn about and understand as much as we can about people who use municipal libraries
- Why they're using the site (i.e., in what contexts are they using it)
- What information they are looking for, looking to enter, etc.

The primary focus of the user research were librarians, specifically municipal librarians, which are considered stakeholder proxies in respect to the Upper Sandusky Community Library. The goal was to have these stakeholder proxies help us understand municipal library stakeholders and users.

User research questions:

These questions were posed to the following stakeholder proxies:

- What's the library website most often used for?
- What does the website do to make your job easier? Harder?
- What do you know about the people who use the library website?
- What complaints do you receive about the library website?
- What is your primary goal for the library website?

Two stakeholder proxies:

- Garrett Hungerford, Library Director at Redford Township Public Library
- Toni LaPorte, Library Director at Livonia Public Library

PERSONAS:

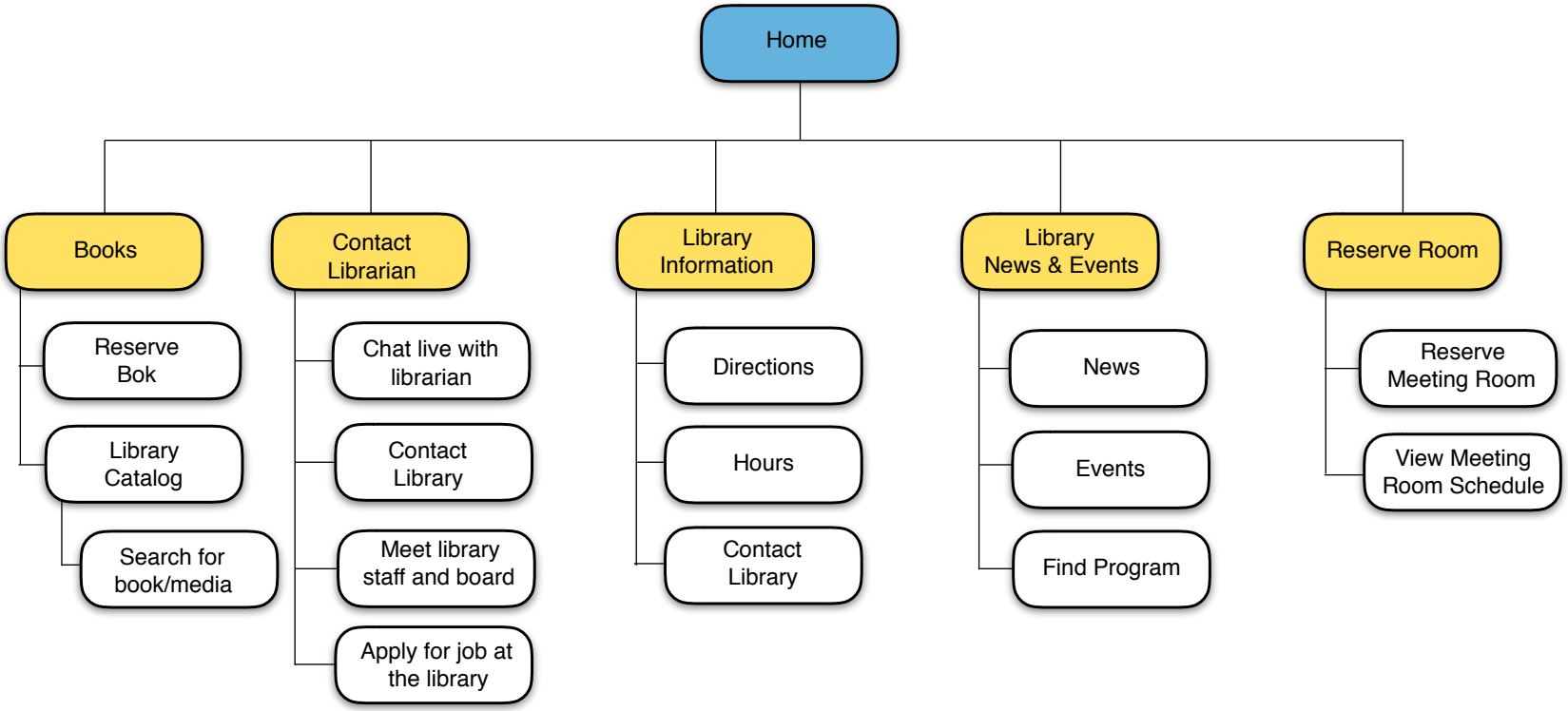
Carol Smith — primary persona	**Occupation:** Librarian **Age:** 55 **Computer literacy:** Above average
Background:	Carol Smith is a veteran librarian with more than 20 years experience working in municipal libraries. She is college-educated with masters in library science. Smith remembers the days before websites. She believes library websites are being under-utilized and are not serving the community.
Daily tasks:	Smith is in charge of the library inventory, or catalog. She interacts with library-goers on a daily bases, helping them schedule meetings at the library, events, programs. She helps people find classes, books, multimedia items such as DVDs and CDs, and learn more about what the library has to offer.
Pain points:	As stated, Smith believes the website is being under- utilized because it is not providing users with what they need, or at least they are not finding it valuable. She knows this because she deals with a lot of library-goers who aren't checking the website for information which she knows they can find on it.
Goals:	Smith's main goal is to have a website which allows users to check in and out books (or other multimedia items), check library hours, schedule events, reserve rooms, set up classes and browse the library catalog, or catalogs. The website needs to make these tasks easy for Smith and her staff, and the library-goers.

Dean Johnson — primary persona	**Occupation:** Librarian **Age:** 30 **Computer literacy:** Excellent
Background:	Dean Johnson has been working in libraries in some capacity since his undergrad. He now has a master in library science and has worked in several municipal libraries. He has worked on the design of library websites, too. He believes librarians need to be more hands-on with the websites.
Daily tasks:	Johnson's normal day at work consists of researching books and other items for the library, helping library-goers find books and DVDs, etc., administering computer-literacy classes, coordinating library reading events and programs for children and filing away books, which he said is an ongoing task.
Pain points:	Johnson wishes the library website was an extension of the library and not a weak point. He is often surprised more people don't use it, even young computer-literate library-goers. They will pick up a phone to call the library with a question that Johnson often directs them to the website for answers.
Goals:	As stated, Johnson wants librarians more involved with the library website so they can keep in better contact with library-goers. He believes a library blog and newsletter is a good way to do this. He would like to keep frequently asked questions answered on the library website. Overall, the website needs to be a strong representation of the library's own strengths and core message, which is to educate and inform the community. It also needs to be a meeting place.

TASK PRIORITY BY PERSONA:

TASKS	SMITH	JOHNSON
Find a book listed in the library catalog	1	1
Contact the librarian by using the website	1	1
Reserve a meeting room at the library using the website	1	1
Find the library hours of operation	2	2
Find a list of most recent events and library announcements	3	3

SITE MAP:


Home
Books
Reserve Bok
Library Catalog
Search for book/media
Contact Librarian
Chat live with librarian
Contact Library
Meet library staff and board
Apply for job at the library
Library Information
Directions
Hours
Contact Library
Library News & Events
News
Events
Find Program
Reserve Room
Reserve Meeting Room
View Meeting Room Schedule

SITE NAVIGATION STRUCTURE:

The navigation structure is a hybrid of task-based and topic labels. This helps simplify the website for the users.

There is one instance of redundancy for “Contact Library,” which can be achieved under “Contact Librarian” and “Library Information.” Stakeholders expressed a need for the website to direct users to contact information.

A local navigation is show in the following wireframe. It’s navigation labels are items pulled from the main navigation. These specific items of content are highlighted based on the user research. See the next page (Page 8) for the homepage wireframe which depicts the main navigation and local navigation modules.

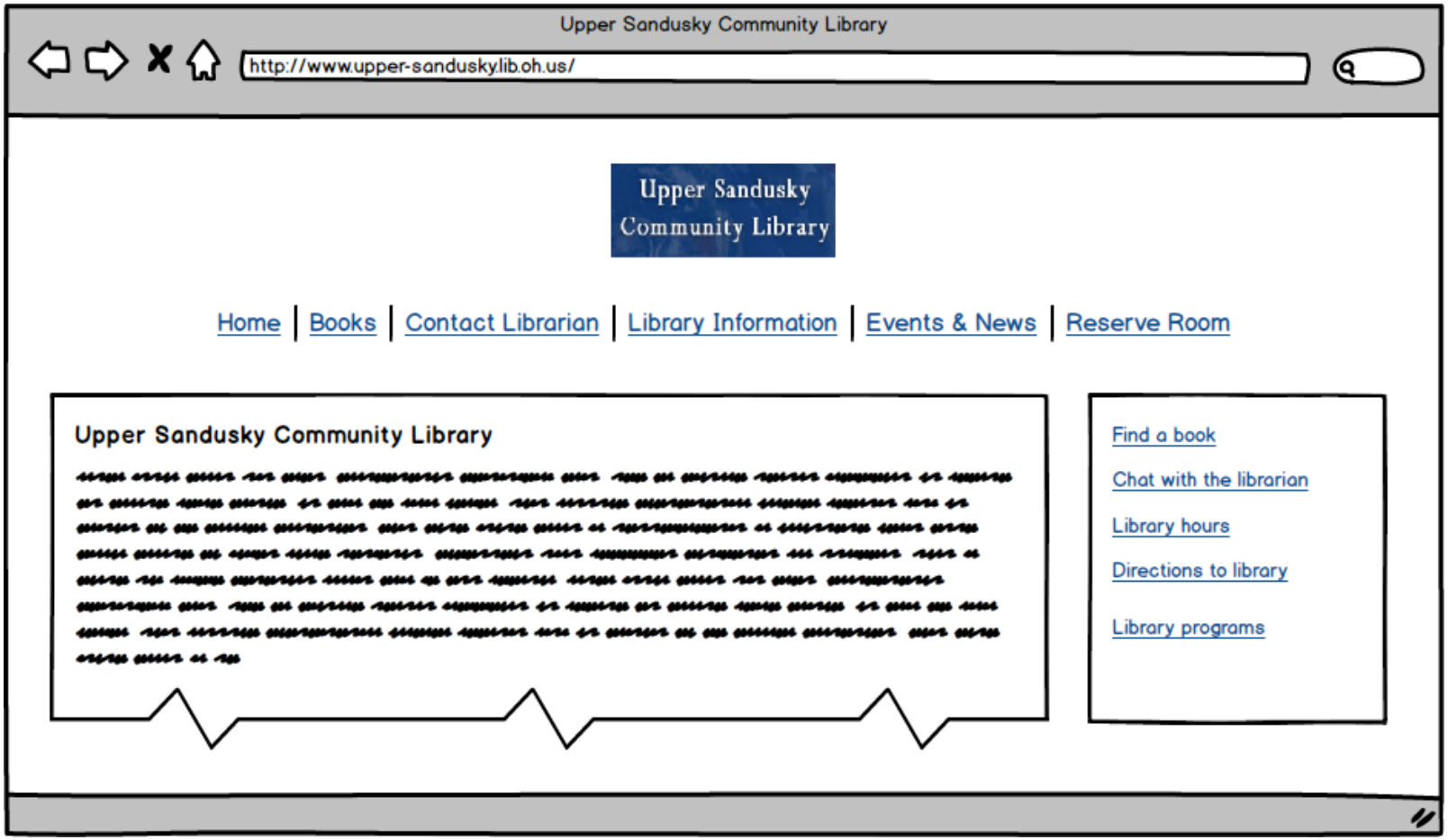
Chat bot

“Chat live with librarian” is a live chat function which is a chat bot based on frequently asked questions. Answers which are not programmed into the chat bot will be sent as messages to the librarian, who can answer these questions at a later time or live.

Users will be notified with a message such as “your question has been sent to the librarian, who will get back to your as soon as possible.” The goal is to cut down on phone calls to the library, and to notify users that their question has been received and will be answered.

HOMEPAGE WIREFRAME:

The homepage is set up to allow users to achieve each task with one click. For instance, if the user wants to contact the librarian, all they they need to do is click “Contact Librarian” or “Chat live with the librarian.”

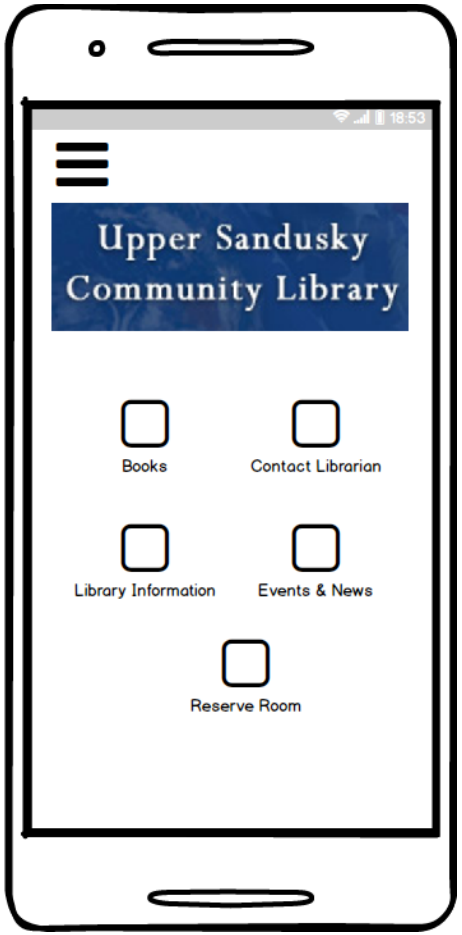


MOBILE HOMEPAGE WIREFRAME:

Responsive

The website will be responsive for mobile devices. The local navigation will not exist on the responsive mobile site.

Here's what the site will look like on a mobile device:



On a mobile device, such as a smartphone, the main navigation will be available as a hamburger dropdown or by icons, as depicted in the wireframe to the left.

The goal here is to make this as simple as possible for users to achieve the tasks. The redundancy of navigation ensures users can find what they're looking for.

FINAL NOTES:

Library catalog website

The “Find a book” link in the local navigation externally links to the library catalog website.

Site search not added

A site search system could not be added because research and user testing revealed users expected a site search function to allow them to search for a book. Instead, users must be directed to the library catalog website to search for a book or other media item.

In conclusion

The Upper Sandusky Community Library website was drastically simplified to allow users and stakeholders to achieve specific tasks. This redesign will be easily executed due to a massive site audit and simplification of the site content and navigation.