

FINAL REPORT

UPPER SANDUSKY COMMUNITY LIBRARY REDESIGN WEBSITE PROPOSAL

CLIENT Upper Sandusky Community Library

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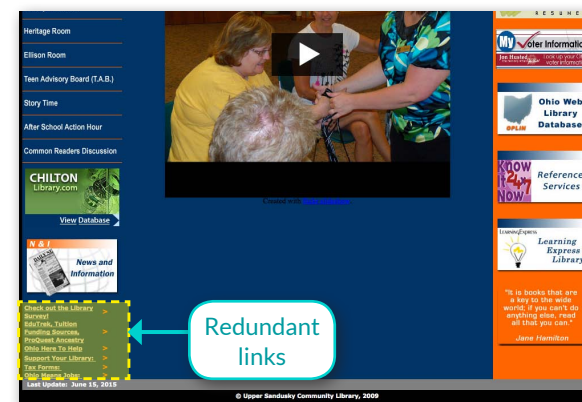
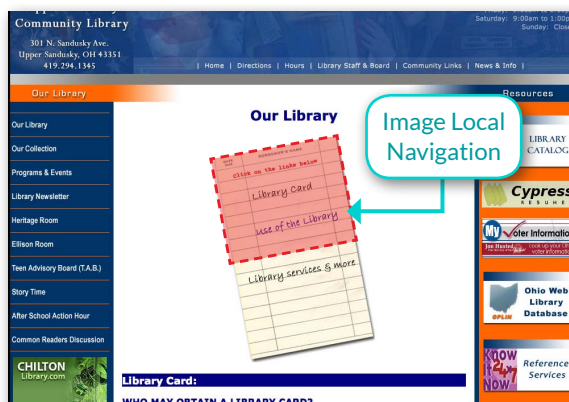
OVERVIEW

The Upper Sandusky Community Library (USCL) offers a large volume of information on their current website and users have **trouble finding the information** they seek. The **outdated technologies** don't provide features that help website users find information quickly and accomplish tasks efficiently. The library director came to a design team and asked to redesign the website.

The library requested the redesigned website be **easy to maintain** by a small group of staff so that the maintenance cost will be kept minimal. They also asked for **welcoming thematic elements** to help promote the library.

To organize the website information, stakeholder interviews were conducted to learn and understand users, from which we identified the key tasks performed by the users. Then, two other user researches, tree testing and first click testing, were performed to test out the proposed labeling and taxonomy derived from the content analysis we performed. The sitemap and wireframes showing the proposed site structure and labeling are provided to the library.

SITE'S CURRENT STATE



CONTENT, LABELING AND TAXONOMY + REPORTED ON AUGUST 15, 2015

NAVIGATION

- + Main content gets swapped when links on the two global navigations, top and left navigations, are clicked.
- + The right navigation takes users to external sites.
- + The left global navigation appears more prominent than the top global navigation.
- + The left global navigation only displays a hover state. No other indications of users' current location is shown on any navigations.
- + Right navigation doesn't look like a navigation.
- + The library catalog link doesn't look prominent.

NAVIGATION

- + The image local navigation links connect to the content below the image.
- + The image local navigation takes up the whole screen above the fold.
- + Heritage Room page utilizes A-Z index (navigation system).

CONTENT ORGANIZATION

- + The website is organized using a subject/topic classification scheme (subject/top based organization system).
- + The organization structure used is a broad and shallow hierarchy (many top level categories with few or no sub-categories).

LABELS

- + Labels exhibit unequal granularity—the labels don't match in their specificity (e.g., Library Newsletter vs Heritage Room).
- + Labels display multiple syntax (e.g., Hours vs Our Library)
- + It's hard to get an idea what's contained on a destination page from a label.

OTHER ISSUES

- + Links on the bottom left page below the left global navigation all connect to the same page, News & Info.
- + No catalog search or site search system is available on the main USCL website.

SUMMARY OF USER RESEARCH

Three user researches were conducted during the project to understand users and test out labeling and site structure created by the design team. The follow pages give you a summary of each user research.

STAKEHOLDER INTERVIEWS (user research I)

To **understand users and context** of the USCL, the design team interviewed two librarians and an integrated library coordinator from the San Diego public library and **asked about the library website users**. The three interviews were conducted at three different branch locations in San Diego area to find out **users' common tasks** and **essential information sought out** by users. All three interviewees were asked the same basic questions and notes were taken during the interviews for later analysis. See the interview QA in the appendix A section.

FINDINGS

From the interviews, we discovered typical users of a library website are people **older than 9 years old** and access the site **through their desktops or laptops from home**. However, there are a growing number of users, about 20%, **accessing the site from their mobile devices**. Most common tasks users perform on the website is to **search for library materials** in the online catalog and **reserve the items**. They also **look for the nearest branch location** and its **hours of operation**. The users with young children also **look for programs and events** to take their children.

INTERVIEWEES

Haley Zamora

- + Librarian Substitute
- + Works at the College/Rolando branch
- + Has 2 years experience as a librarian

Karen Railley

- + Branch Manager
- + Works at the Mission Valley branch
- + Has 13 years experience as a librarian

Philip Gunderson

- + Integrated Library Coordinator
- + Works at the main branch
- + Has 21 years experience as a librarian

TREE TESTING (user research II)

To assess the labeling and taxonomy (how website content is organized) the design team developed, we performed a tree testing. Tree testing is to evaluate if the labeling and content organization developed would work for users when asked to perform a specific task. We used an online tool, Treejack, to conduct this test.

The study revealed that users are confused with the way several categories and sub-categories are labeled. The concerning label names are **Visit the Library, Online Database, Services, and Resources**. We revised the label names and adjusted the content organization. See the results of the test in the appendix B.

METHODOLOGY

Prior to testing, we entered the labeling and taxonomy (full list in the appendix B) developed in the previous activity into the Treejack.

Participants of the test were given a total of **eight scenario-tasks** (list of scenario-tasks in the appendix B) and asked to identify a place within a group of multiple categories and sub-categories where they expect to find a certain item or functionality. The scenario-tasks were generated from the key tasks identified during the understanding users and context phase of the project. A total of **12 people** have participated in the study.

FINDINGS

Five tasks were recognized as problematic from the tree testing. The problematic tasks include:

Task 1: FIND LIBRARY LOCATION AND HOURS

Two participants went to the Contact Us instead of Visit The Library. The difference between the two categories may be unclear to users.

Task 2: RESERVE BOOKS

Four people went to the Search Catalog that is connected to a search result page of the Books, Movies & Music where users can reserve books. One participant went to the Online Database. The Online Database label may be unclear to users.

Task 3: RENEW A BOOK

Two participants went to the Services category then redirected themselves to My Account. Three people went to the Circulation Policy under the Services category. The Services label may be confusing to users.

Task 4: FIND JOBS AND CAREERS RESOURCES

Half of the participants went to an Online Database. The Online Database label may be confusing to users. Two people went to the Employment at Library.

Task 5: FIND AN ANCESTRY DATABASE

Three wrong categories chosen are: Search Catalog, Resources, and Calendar of Events. A difference between the Resources and Online Database may be unclear to users.

RECOMMENDATIONS

Task 1

- + Rename Visit The Library to Hours & Directions
- + Include a contextual link of the Hours & Direction on the Contact Us page to redirect users

Task 2

- + Rename Online Database to Research Databases
- + Make the Research Databases as a section on the Resource page

Task 3

- + Rename Services to Using The Library
- + Include a contextual link of Books, Movies & Music page where users reserve books on the Circulation Policy page to redirect users

Task 4 and Task 5

- + Rename Resources to Useful Web Resources to clarify the label
- + Rename Online Database to Research Databases
- + Make the Research Databases as a section on the Useful Web Resources page (When the Research Databases become larger, the section can be its own category)

FIRST CLICK TESTING (user research III)

The first click test was conducted to **further assess the labeling and taxonomy** revised based on the results of the tree testing previously conducted. First click testing is to evaluate if the proposed page design with the labeling and taxonomy would work for the users when asked to perform a specific task.

The study revealed that an **accuracy of task accomplishment was much higher** and **less problems were seen** on the revised labeling and taxonomy in the first click test. Recommendations were offered to the few issues identified from the test. See the results of the test in the appendix C.

METHODOLOGY

The first click test was performed by testing where a user click first when asked to perform a task. Online tool, Chalkmark, was used to conduct this test. Prior to testing, the design team created few wireframes and placed them into the Chalkmark. Then, participants were given a total of **eight scenario-tasks** to perform. The scenario-tasks were the same as the ones used in the tree testing but were slightly adjusted to fit the first click testing. A total of **8 people** have participated in the study.

FINDINGS

Three scenario-tasks were recognized as problematic from the first click test. The problematic tasks include:

Task 1: FIND LIBRARY LOCATION AND HOURS

Two participants (29%) clicked on the Contact Us button in the header section. Part of the reason why participants clicked on the Contact Us button might be that they couldn't see the sub-categories of About The Library category that includes Hours & Direction sub-category (the Chalkmark doesn't allow this capability).

Task 2: FIND JOBS AND CAREERS RESOURCES

Two participants (26%) clicked on the About The Library button. The wording of the scenario-task might be the cause.

Task 3: FIND AN ANCESTRY DATABASE

Two participants (28%) looked in the search field while one participant (14%) clicked on the Using The Library button. The Reserve Items link and Book, Movies & Music button were also chosen. The specific scenario-task might be the cause.

Post-Survey Questionnaire:

Post-Survey Questionnaire revealed that the map of the library location stood out the most on the website, which will probably help users get to the library location.

RECOMMENDATIONS

Task 1

- + Duplicate library directions and hours on the Contact Us page

Task 2

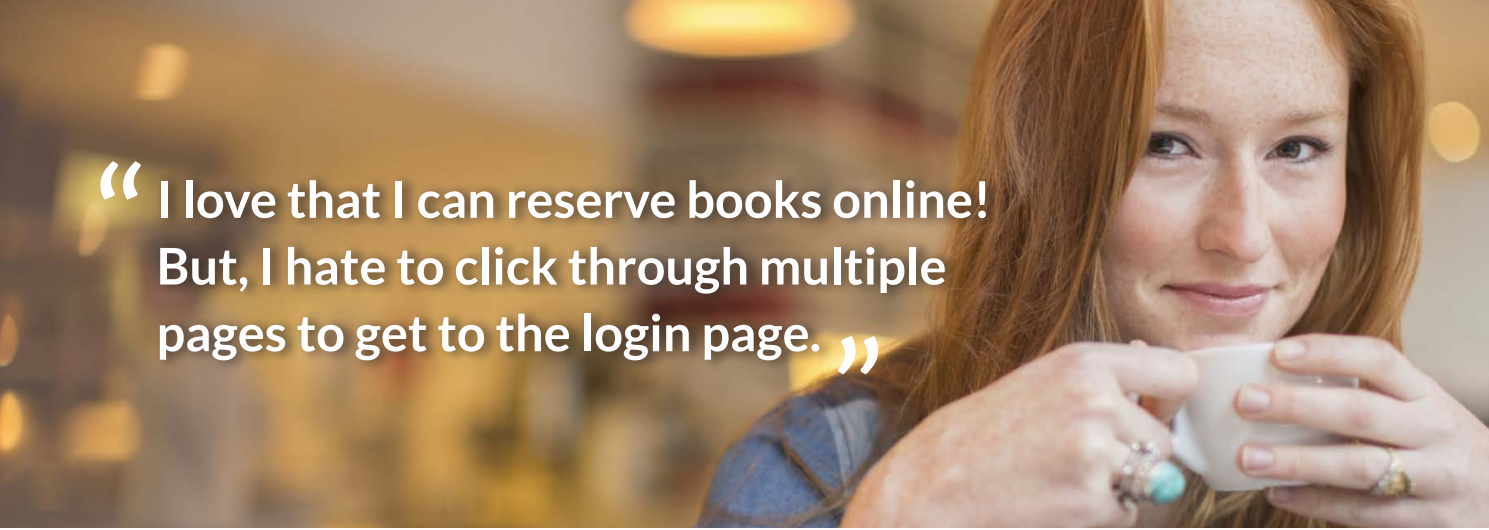
- + Include contextual links of the jobs and careers websites on the Employment at Library page in case users go to the page under About The Library category

Task 3

- + Include a contextual link to the ProQuest Ancestry database on the home page under the Services section to offer direct access to the database. (Users may need to login first.)
- + If it's possible, allow users to search for databases in the search field on the header section.

PERSONAS

The personas represent the common user types and their tasks we discovered from the stakeholder interviews and literature search. The following pages show a primary persona that displays the main site users' characteristics, habits and tasks. Three secondary personas exhibit the several distinct habits seen among the primary persona. The personas were created to help the design team focus on the users' needs during the design phase of the project.



“ I love that I can reserve books online!
But, I hate to click through multiple
pages to get to the login page. ”

JESSICA MILLER

- + 33 years old
- + Copywriter/editor
- + Has basic computer skills
(browse websites and e-mails)

PRIMARY PERSONA

JESSICA'S STORY

Jessica is 33 years old and lives with her husband, David. She has been a long-time public library user and loves reading. She currently works as a copywriter/editor at an automotive company but her dream is to become a writer and publish her own book.

To get inspiration, Jessica visits a library every two weeks to checkout a couple of books. She accesses library website through her laptop from home to look up books. When she finds a book she likes, she reserves the book and picks it up at her local library. If the book is not available at her local branch location, Jessica orders it on the site and has it delivered to her nearest branch. It takes about a week to deliver a book.

Jessica visits other branch locations in her area where the book is available when she doesn't want to wait for a week. She has to check hours of operation to make sure she can pick up the book after her work. Jessica occasionally looks up an event calendar on the site and checks if any educational courses are offered at the library. She rarely forgets to return a book but when she does, she pays her late fee on the site. During lunch time when she's not at her desk, she accesses the library website through her mobile device.

TASKS & GOALS

- + Look up library items on the library website
- + Look for a branch location to pick up items reserved online
- + Check for the hours of operation
- + Reserve and renew library items
- + Log in to a library account to see book due date and pay late fee
- + Deliver library items to a preferred branch location
- + Check for events or programs held at a library
- + Sign up for events and programs held at a library
- + Sign up for online programs on a library database
- + Read book reviews

FRUSTRATIONS

- + Have trouble finding information due to information clutter, bad organization, and unclear labels.
- + Have to click through multiple pages to log in to a library account and get to an eCollection page
- + ECollection system is hard to use
- + Not getting pickup notification



Mom with Young Children
OLIVIA DAY

PROFILE

- + 38 years old
- + Yoga instructor
- + Has two children
- + Has basic computer skills

TASKS & GOALS

- + Access the library website through a desktop from home
- + Occasionally access the website through a mobile device
- + Look for events—a story time for kids—and reading programs held at the nearest branch location
- + Sign up for reading programs for children
- + Renew a book, DVD, or CD



Online Only & Tech-Savvy
AARON ANDERSEN

PROFILE

- + 18 years old
- + Student
- + Tech-savvy
- + Never visit any branch locations
- + Only make use of the library's online resources

TASKS & GOALS

- + Access the library website through a laptop, tablet, and smartphone
- + Use an eCollection system to download eBooks, eAudiobooks, and eVideos to devices
- + Use a library mobile app to download musics to a smartphone
- + Use an online database (e.g., SAT practice exam course)
- + Get research or homework help



Retired & Enjoying Life
RICHARD HAGEMAN

PROFILE

- + 63 years old
- + Retired
- + Has basic computer skills
- + Owns desktop, tablet, and smartphone

TASKS & GOALS

- + Access the library website through a desktop from home
- + Look for basic library information
- + Want to utilize an eService but can't figure out how to use the service
- + Ask librarians for a direction how to download eCollection items to a device
- + Look for information about library programs and events (e.g., eService training course)

TASK PRIORITY TABLE

The table shows the list of tasks identified from the stakeholder interviews and literature search, which need to be supported on the redesigned website. The tasks are organized by priority level, high to low, and shown with personas performing the tasks.

TASK	PERSONA			
	JESSICA (Primary)	OLIVIA the mom (Secondary)	AARON the online only user (Secondary)	RICHARD the retiree (Secondary)
HIGH PRIORITY TASKS				
Search for library items (both digital and print) in a library catalog	X	X	X	
Find branch locations	X	X		X
Find the hours of operation	X	X		X
Reserve a book	X	X		
Renew a book, DVD, or CD	X	X	X	
MEDIUM PRIORITY TASKS				
Use an online database	X		X	
Look for an upcoming event	X	X		X
Look for a program (e.g., reading program)	X	X		X
Deliver a book to a preferred branch	X	X		
Check a book due date	X	X		
Check if a book is ready for a pickup	X	X		
LOW PRIORITY TASKS				
Pay late fee	X	X		
Sign up for an upcoming event and program	X	X		
Download digital items (e.g., eBook, eAudiobook, and eVideo) to devices			X	
Download songs via library mobile app			X	
Reserve a meeting room	X			
Read book reviews or get book recommendations	X	X		

PRIMARY CLASSIFICATION SCHEME

COMBINATION CLASSIFICATION SCHEME

The design team decided to use a combination of **subject/topic** and **task classification scheme** to organize the redesigned website. A subject/topic-based classification scheme **organizes content by different subject or topic**. As we organized the content into groups that makes sense to users, the subject/topic classification scheme seemed to help create a website structure best support the users. For instance, directions and hours of operation can be categorized under a subject, “About the Library”. A library card and circulation policy information can be grouped under a subject, “Using the Library”.

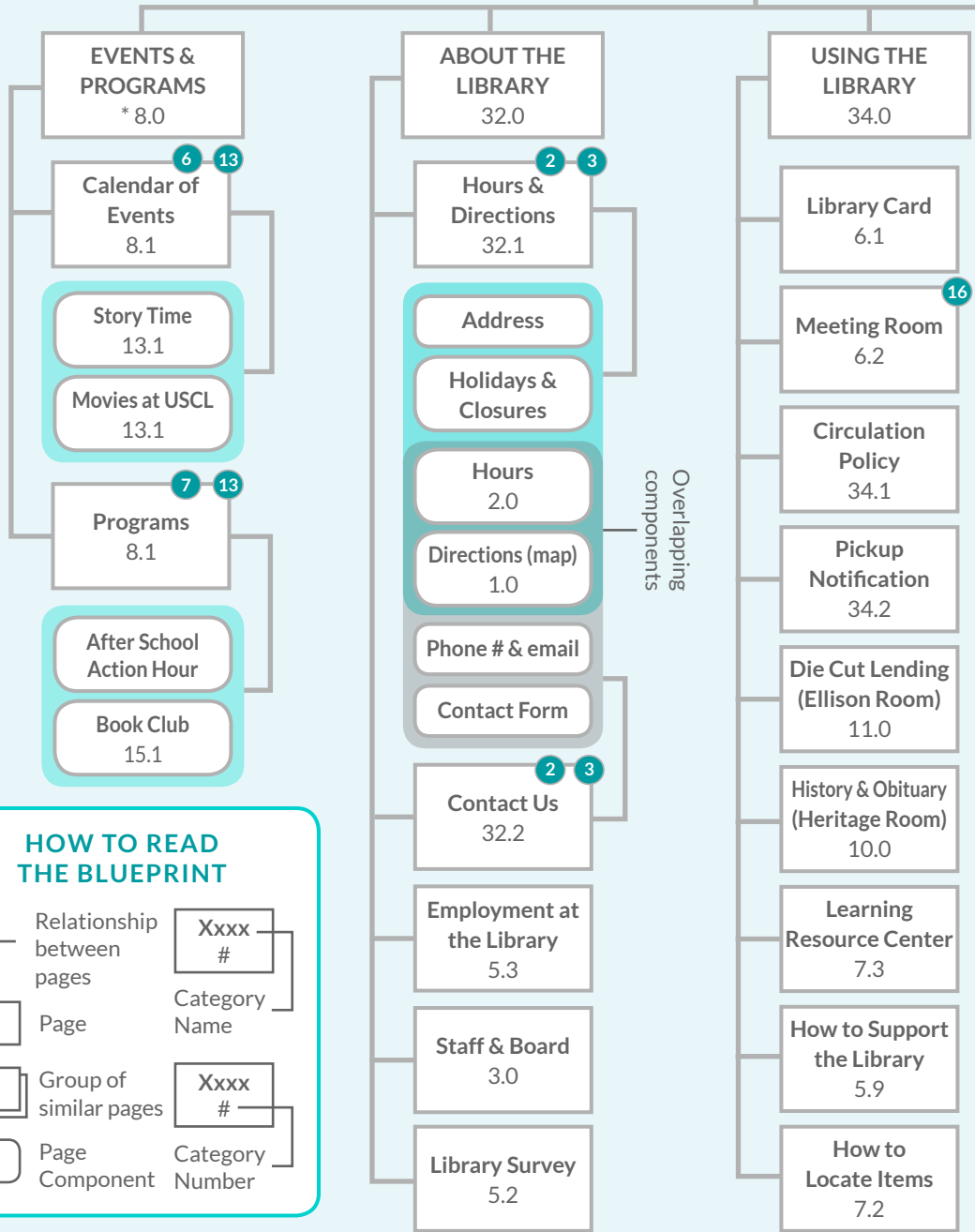
We thought a **task-based classification scheme** can be a **supportive scheme** to the subject/topic scheme. A task-based classification scheme **organizes the content by different tasks** users perform. The task-based classification scheme may be helpful to users with specific tasks in mind. An example of the task-based organization scheme is “Support the Library” where users can find out about a donation or volunteer program to help out the library.

The following sitemap shows a proposed site structure organized using a **combination classification scheme**. **Special and redundant access points** are shown in the sitemap.

SITEMAP: USCL PROPOSED SITE STRUCTURE

HOME
0.0

Continue to the next page →



HOW TO READ THE BLUEPRINT

- Relationship between pages: XXXX #
- Page: Category Name
- Group of similar pages: XXXX #
- Page Component: Category Number

The list below shows **medium priority** tasks that can be accessed from the matching numbers indicated on the sitemap.

- 6 Look for an upcoming event
- 7 Look for a program (e.g., reading program)
- 8 Deliver a book to a preferred branch
- 9 Check a book due date
- 10 Check if a book is ready for a pickup
- 11 Use an online database

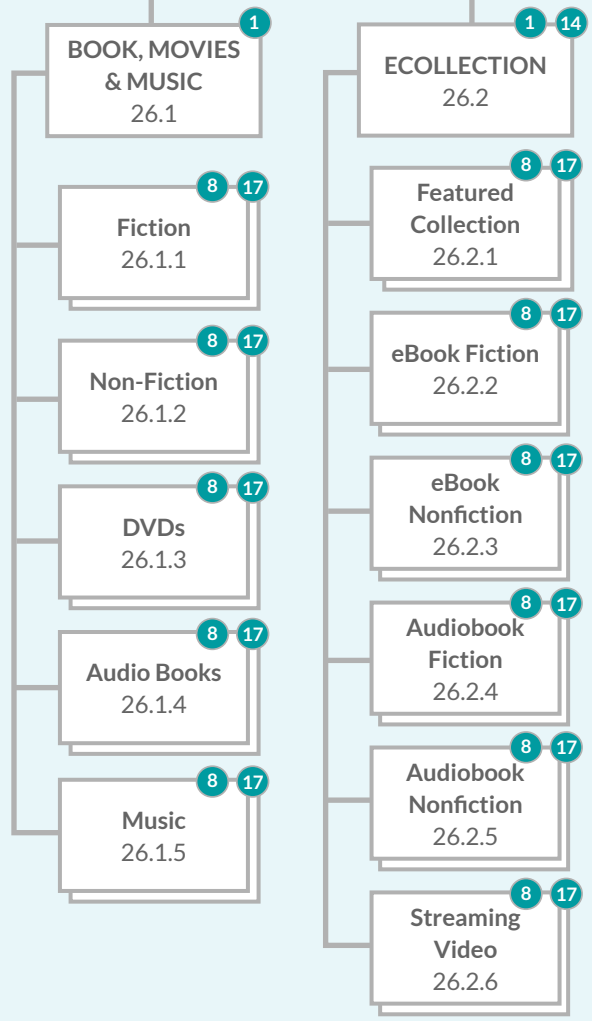
The list below shows **low priority** tasks that can be accessed from the matching numbers indicated on the sitemap.

- 12 Pay late fee
- 13 Sign up for an upcoming event and program
- 14 Download digital items (e.g., eBook, eAudiobook, and eVideo) to devices
- 15 Download songs via library mobile app
- 16 Reserve a meeting room
- 17 Read book reviews or get book recommendations

* A category number on the sitemap aligns with an ID on the content inventory (shown in the appendix D). Category names on the sitemap may not match the navigation labels or page tiles on the content inventory. New category names were given to help improve the organization and findability of information on the redesigned website. A category without a number means the category is new and needs to be created.

SITEMAP: USCL PROPOSED SITE STRUCTURE

← Continued from the previous page

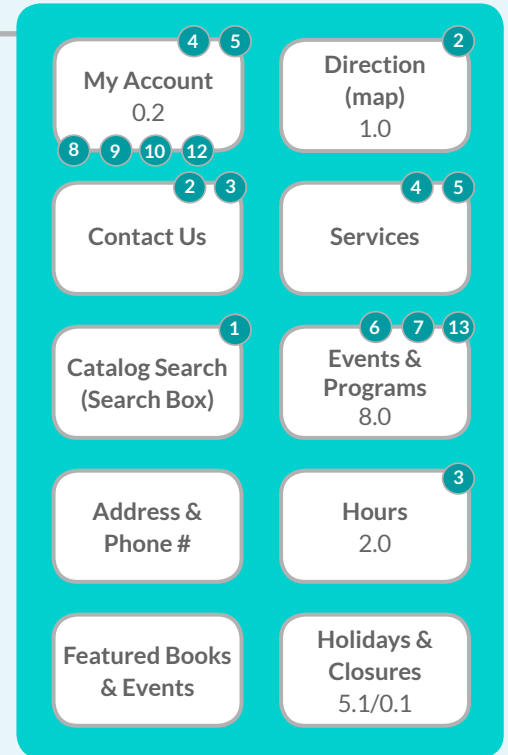


The 'Books, Movies & Music', 'ECollection', and 'My Account' will be hosted on an external website to keep the USCL site easy to manage.

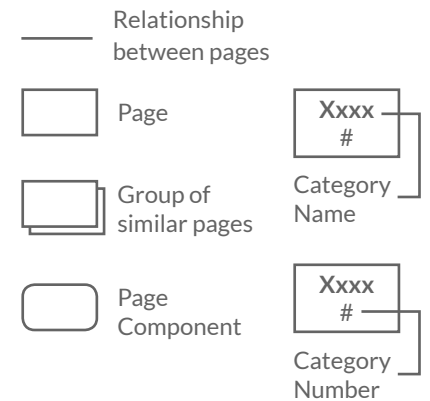
The list below shows **high priority tasks** that can be accessed from the matching numbers indicated on the sitemap.

- 1 Search for library materials (both digital and print) in a library catalog
- 2 Find branch locations
- 3 Find the hours of operation
- 4 Reserve a book
- 5 Renew a book, DVD, or CD

Home page components



HOW TO READ THE BLUEPRINT



WIREFRAMES

The following wireframes show proposed page organization of home page and several key workflows. The wireframes were tested with a first click testing and revised based on the results. A global navigation (drop-down menu) displaying a top level category and its sub-categories are also shown to provide an idea how the information can be accessed through the navigation system.

Upper Sandusky Community Library

Find books, movies, music and more

Library Catalog Site Research Databases

MY ACCOUNT CONTACT US

301 N. SANDUSKY AVE.
UPPER SANDUSKY, OH 43351
419.294.1345

Home Books, Movies & Music eCollection Events & Programs About The Library Using The Library Useful Web Resources

6

7

301 N. SANDUSKY AVE.
UPPER SANDUSKY, OH 43351
419.294.1345

8

1 SERVICES

- Library Card
- Reserve Items
- Renew Items
- Pay Fine or Late Fee
- Jobs & Careers Resources
- Research about Ancestry

2 EVENTS & PROGRAMS

August 2015

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

3 HOURS

Mon-Thur: 9:00pm-8:30pm
Fri: 9:00am-6:00pm
Sat: 9:00am-1:00pm
Sun: Closed

HOLIDAYS & CLOSURES

4

Home Books, Movies & Mucis eCollection Events & Programs About The Library Using The Library Useful Web Resources

5 QUICK ACCESS

- Reserve a Book
- Renew a Book
- Check Book Due Date

6 Calendar of Events Programs

- Get a Library Card
- Pay Fine or Late Fee

7 Useful Web Resources

- Book Pickup Status
- Circulation Policy
- Die Cut Lending

8 HOURS OF OPERATION

Mon-Thur: 9:00pm-8:30pm
Fri: 9:00am-6:00pm
Sat: 9:00am-1:00pm
Sun: Closed

WE ARE HERE

© Upper Sandusky Community Library, 2015 | Sitemap info@upper-sandusky.lib.com | 419.294.1345

HOME PAGE

- 1 My Account is the key access point for a book renewal, book delivery, and paying fine or late fee.
- 2 Redundant access point of Contact Us provides quick access to phone number, email, contact form, hours, and directions.
- 3 The search field allows users to look up library items, topics, or research databases depending on a scope chosen.
- 4 This is another way of searching for library items. The destination pages allow users to browse through items.
- 5 One of the medium priority tasks—look up events and programs—can be accessed from multiple places on the home page for convenience.
- 6 Welcoming thematic element requested by the USCL features events, programs, and more.
- 7 The map, address, phone number, hours, and holiday schedule can be located in the prominent area on the home page to support users' high priority task—look up library basic information.
- 8 This is a key access point for high to low priority tasks. This area is to assist users who failed to find access points by browsing.

Upper Sandusky Community Library

301 N. SANDUSKY AVE.
UPPER SANDUSKY, OH 43351
419.294.1345

Home

Library Search

Title

Find books, movies, music and more



1

XXX Results Found

Limit Search Results By

Lorem ipsum dolor

- ~~~~~
- ~~~~~
- ~~~~~
- ~~~~~

Lorem ipsum dolor

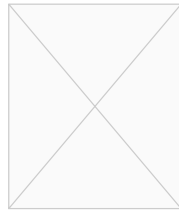
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Lorem ipsum dolor

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Lorem ipsum dolor

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- ~~~~~
- ~~~~~



Lorem ipsum dolor sit amet consectetur

Author: Lorem ipsum dolor
Pub. Date: XXXX
Format: book
Available or on Order: Lorem ipsum dolor
Rating: ★ ★ ★

2

PLACE A HOLD

3

DELIVE A BOOK TO ANOTHER LIBRARY



Lorem ipsum dolor sit amet consectetur

Author: Lorem ipsum dolor
Pub. Date: XXXX
Format: book
Available or on Order: Lorem ipsum dolor
Rating: ★ ★ ★

PLACE A HOLD

DELIVE A BOOK TO ANOTHER LIBRARY



Lorem ipsum dolor sit amet consectetur

Author: Lorem ipsum dolor
Pub. Date: XXXX
Format: book
Available or on Order: Lorem ipsum dolor
Rating: ★ ★ ★

PLACE A HOLD

DELIVE A BOOK TO ANOTHER LIBRARY

< 13 2 45 >

Lorem Ipsum Dolor Tempor Erat Lacinia Molestie Id Morbi Consectetur Vitae Pharetra Vulputate Dollicitudin

Powered by Lorem ipsum dolor sit amet

RESERVE PAGE (place a hold)

This page will be hosted on an external site. Users will be taken to this page when look up items through search field; Books, Movies & Music pages; or eCollection pages on the main USCL site.

- 1 The feature allows users to specify a type of item to look for when searching.
- 2 Users click on the Reserve Items link under the Services category in the main content of the home page and will be brought to this page to search and reserve items.
- 3 The new feature lets users deliver items to a different library location.

Upper Sandusky Community Library

301 N. SANDUSKY AVE.
UPPER SANDUSKY, OH 43351
419.294.1345

Home

Library Search

Title

Find books, movies, music and more



Account

Active Loan

Historic Loan

Fine & Late Fee

1

ACTIVE LOAN



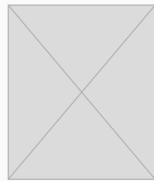
Lorem ipsum dolor sit amet consectetur
Due Date: Lorem ipsum dolor
Pub. Date: XXXX
Location: book
Pickup Status: Lorem ipsum dolor

2

RENEW A BOOK

3

DELIVE A BOOK TO ANOTHER LIBRARY



Lorem ipsum dolor sit amet consectetur
Due Date: Lorem ipsum dolor
Pub. Date: XXXX
Location: book
Pickup Status: Lorem ipsum dolor

RENEW A BOOK

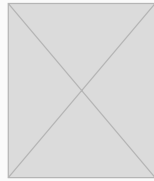
DELIVE A BOOK TO ANOTHER LIBRARY



Lorem ipsum dolor sit amet consectetur
Due Date: Lorem ipsum dolor
Pub. Date: XXXX
Location: book
Pickup Status: Lorem ipsum dolor

RENEW A BOOK

DELIVE A BOOK TO ANOTHER LIBRARY



Lorem ipsum dolor sit amet consectetur
Due Date: Lorem ipsum dolor
Pub. Date: XXXX
Location: book
Pickup Status: Lorem ipsum dolor

RENEW A BOOK

DELIVE A BOOK TO ANOTHER LIBRARY

Lorem Ipsum Dolor Tempore Erat Lacinia Molestie Id Morbi Consectetur Vitae Pharetra Vulputate Dollicitudin

Powered by Lorem ipsum dolor sit amet

RENEW PAGE (after log into My Account)

This page will be hosted on an external site. Users will be brought to this page when they click on My Account button, Renew items link, or Pay Fines or Late fee link on the USCL home page. Users would need to go back to the main USCL website to access other options such as events and programs. The reason to have a separate website for the library catalog is to keep the USCL website easy to maintain by the small group of staff.

- 1 Fines or late fees can be paid on this tab.
- 2 The button lets users renew an item.
- 3 The new feature lets users deliver items to a different library location.

Upper Sandusky Community Library

MY ACCOUNT CONTACT US

301 N. SANDUSKY AVE.
UPPER SANDUSKY, OH 43351
419.294.1345

Library Catalog
Site
Research Databases

Home
Books, Movies & Music
Ecollection
Events & Programs
About The Library
Using The Library
Useful Web Resources

1 EVENTS & PROGRAMS

- Calendar of Events
- Programs

2 Events & Programs > Calendar of Events

CALENDAR OF EVENTS

←

August 2015

3 Month ▾

Week

Day

		<p>4 Cras eget molestie enim a sodales 6:00pm-7:00pm</p>	<p>Cras eget molestie enim a sodales 6:00pm-7:00pm</p>		
			<p>Etiam pharetra dictum posuere 1:00pm-2:00pm</p>		
	<p>Etiam dignissim risus ut diam 10:00am-11:00am</p>				
				<p>In luctus erat non nunc condimentu 3:00pm-4:00pm</p>	
			<p>Mauris eleifend commodo lacinia 6:00pm-7:00pm</p>		

Featured Events

August 5, 2015
Cras Eget Molestie Enim
10:00am-11:00am
USCL
Kids

August 5, 2015
Lorem Ipsum Dolor Sit Amet
6:00pm-7:00pm
USCL
Adults

Home
Books, Movies & Mucis
Ecollection
Events & Programs
About The Library
Using The Library
Useful Web Resources

QUICK ACCESS

- Reserve a Book
- Renew a Book
- Check Book Due Date

Calendar of Events

Programs

Get a Library Card

Pay Fine or Late Fee

Useful Web Resources

Book Pickup Status

Circulation Policy

Die Cut Lending

HOURS OF OPERATION

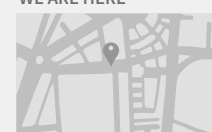
Mon-Thur: 9:00pm-8:30pm

Fri: 9:00am-6:00pm

Sat: 9:00am-1:00pm

Sun: Closed

WE ARE HERE



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info@upper-sandusky.lib.com | 419.294.1345

CALENDAR OF EVENTS PAGE

Users will be brought to this page when they click on Calendar of Events under the Events & Programs category on the global navigation or Events & Programs calendar in the main content of the home page.

- 1** The local navigation provides a redundant access point to sub-categories of About the Library category.
- 2** The breadcrumb displays the current location in relation to the site.
- 3** Users can choose to view events by month, week, or day.
- 4** Hovering over an event will show a short description of the event.

GLOBAL NAVIGATION: showing top level category and its sub-categories

Home	Books, Movies & Music	eCollection	Events & Programs	About The Library	Using The Library	Useful Web Resources
	Fiction					
	Non-Fiction					
	DVDs					
	Audio Books					
	Music					

Home	Books, Movies & Music	eCollection	Events & Programs	About The Library	Using The Library	Useful Web Resources
		Featured Collection				
		eBook Fiction				
		eBook Nonfiction				
		Audiobook Fiction				
		Audiobook Nonfiction				
		Streaming Video				

GLOBAL NAVIGATION: showing top level category and its sub-categories

Home	Books, Movies & Music	eCollection	Events & Programs	About The Library	Using The Library	Useful Web Resources
			Calendar of Events			
			Programs			

Home	Books, Movies & Music	eCollection	Events & Programs	About The Library	Using The Library	Useful Web Resources
				Hours & Directions		
				Contact Us		
				Employment at the Library		
				Staff & Board		
				Library Survey		

GLOBAL NAVIGATION: showing top level category and its sub-categories

Home	Books, Movies & Music	eCollection	Events & Programs	About The Library	Using The Library	Useful Web Resources
					Library Card	
					Meeting Room	
					Circulation Policy	
					Pickup Notification	
					Die Cut Lending	
					History & Obituary	
					Learning Resource Center	
					How to Support the Library	
					How to Locate Items	

Home	Books, Movies & Music	eCollection	Events & Programs	About The Library	Using The Library	Useful Web Resources
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CONCLUSION

The Upper Sandusky Community Library's current website offers an abundance of information and users have trouble finding the information they seek. The outdated technologies on the website don't help users accomplish tasks efficiently. The library asked our design team to redesign the website so the users can find the information they seek and complete the tasks they perform efficiently on the website. USCL also requested the redesigned website be easy to maintain by a small group of staff and with welcoming thematic elements.

The design team first conducted stakeholder interviews to learn about users and context of USCL, which revealed information commonly looked for and the key tasks performed by the library website users. The key tasks helped to determine what content to keep, remove, and add to the current content on the website. Characteristics and habits also uncovered from the interviews were represented as personas that helped the design team focus on users' needs during the design phase of the project. Labeling and taxonomy were tested with tree testing and first click testing then refined based on the results.

Finally, the sitemap showing site structure and key access points are provided. The wireframes display home page organization and the several key workflows are prepared for the review. The next step is to apply visual design to the wireframes.

APPENDIX A: KEY QUESTIONS AND ANSWERS OF STAKEHOLDER INTERVIEWS

ABOUT THE WEBSITE

Q: Why do users use the library site?

ANSWERS

A: Primarily, they are searching for library materials. After that, they want to locate their nearest branch and find out about events at their local library.

Q: What information is most looked for on the site?

A: Most patrons are looking for the search box to look up items in the online catalog. A close second would probably be the Library Hours & Locations page. After that, the Programs & Events page gets a lot of hits.

Q: Do users ask for help on particular problems they have on the site?

A: Ask how to download e-books to their devices. Users want to know how to download music to smartphones.
A: Users consistently complain about having to click through multiple pages to log in to their library account. The reason for this is that the online catalog is actually a separate website that uses a modal login box that must be accessed from the catalog home page. So patrons who go to the library website must click over to the catalog website and then click on “My Account” to log in.

Q: What experience do users have with web technologies?

A: Our patrons have a range of experience levels when it comes to web technologies. Some are computer illiterate and struggle with the online patron registration process; others are highly proficient with a variety of web technologies.

Q: Where is your site accessed most? (e.g. home or library)

A: The website is still primarily accessed via desktop/laptop machines from home. About 20% of our web traffic is via mobile devices, and I would expect that percentage to grow (especially if our site were more mobile-friendly).

WEBSITE USER DEMOGRAPHICS

Q: Are there distinct user types (profiles) that do different things on the site?

A: I suspect that most of our users on our website are still looking for physical materials in the library or for events/programming that will take place at the library. There are, however, a significant and growing number of users who only make use of the library’s online resources (databases, downloadable e-books and e-audiobooks) and never visit our branch locations.

Q: What are the age groups of your site users?

A: We serve all demographics in San Diego. I would say the reading level is targeted to those with a reading level of 4th grade and up.
A: South side of Interstate 8 tends to skew toward younger audience—35 and younger; north side of Interstate 8 are older and retired—55 and up.

Q: Who are your most important users of the website? What makes them important?

A: I would say every patron is equally important to us. We try to have our website reflect the view that all San Diegans are welcome at the library.

Q: How tech-savvy would you say the majority of your users are?

A: There's a tremendous range, from completely computer illiterate to very tech-savvy. I would say the majority have basic consumer-level technical skills. They generally have email and can navigate the web.

A: Not necessary tech-savvy, just be able to search and browse. People use app is tech-savvy.

ABOUT THE FUTURE

Q: Is there anything people want to find on your website that isn't currently there?

A: I can't think of information that is missing entirely from the site. However, patrons do have trouble finding information on the site. The site is long overdue for an overhaul and conceptual reorganization.

A: Ability (feature) to look at the checkout history (reading log). Want website to be less clutter and easier to navigate.

Q: What would you like to see on the website?

A: Not on the website per se, but I would like to see the library begin making the transition from lending DVDs to streaming video through an online service. DVDs have never been a good format for circulation (the scratch easily and are frequently stolen). Streaming media services such as Hulu and Netflix have taken a chunk out of our DVD circulation statistics over the last few years.

Q: Are there any activities that users perform in the library that might be replaced by an online/ website activity?

A: The library sometimes sponsors or conducts training events (e.g., job searching, patent research, etc.). I think the future the library might be able conduct these events as online webinars so patrons could participate from home/remotely.

INSIDE THE LIBRARY

Q: What is the most common question you get asked working at the library?

A: Since I am ILS Coordinator, the most common question I get is, "Why didn't I receive a notice that my book was ready for pick-up?" Many of the library's notices get treated as spam by email service providers, and it is very, very difficult to get taken off an email blacklist. Occasionally staff have made an error and placed a patron's email address in the wrong field.

APPENDIX B: TREE TESTING

TASKS USED FOR THE TREE TESTING:

1. Your friend told you that “In the Unlikely Event” is the must-read book. Where would you go to find out if this book is available at your library?
2. You have recently moved to a new city and found the website of a library near you. Where would you look to find out the library location and hours?
3. You want to pick up a couple of books to read for the next few weeks. Where would you go to reserve the books?
4. You haven’t finished reading your book and want to renew it. Where would you go to do that?
5. Your child has started reading and you’re looking for a reading course to sign up. Where would you look to find the course?
6. You want to find out what’s happening at your library. Where would you go to find that information?
7. You’re looking for a job and your friend mentioned that the library offers information about a website that allows you to search all job opportunities. Where would you go to find the information?

8. You want to find out about your ancestry and wonder if the library has anything that can help you. Where would you look to find the ancestry information?

TREE TESTING RESULTS

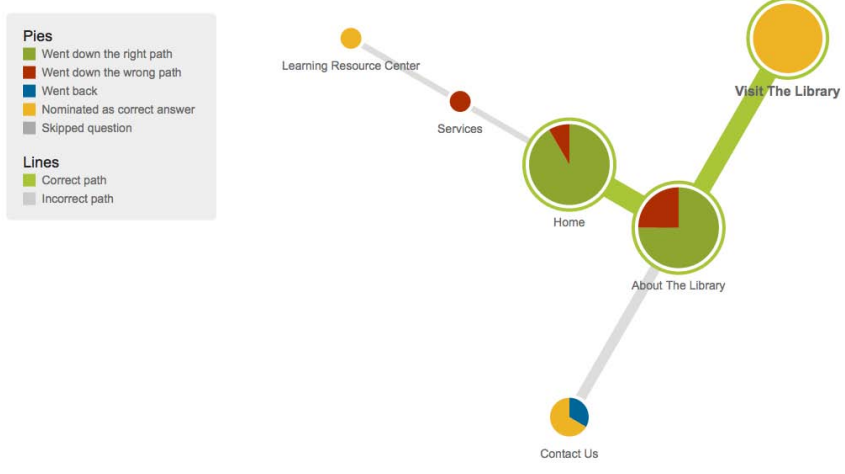
TASK	SUCCESS	FAIL
1. Search a book	92%	8%
2. Find location & hours	75%	25%
3. Reserve books	58%	42%
4. Renew a book	75%	25%
5. Find a reading course	92%	8%
6. Find library events	83%	17%
7. Find a resource item	50%	50%
8. Find a database item	33%	58%

LABELING AND TAXONOMY USED FOR THE TREE TESTING

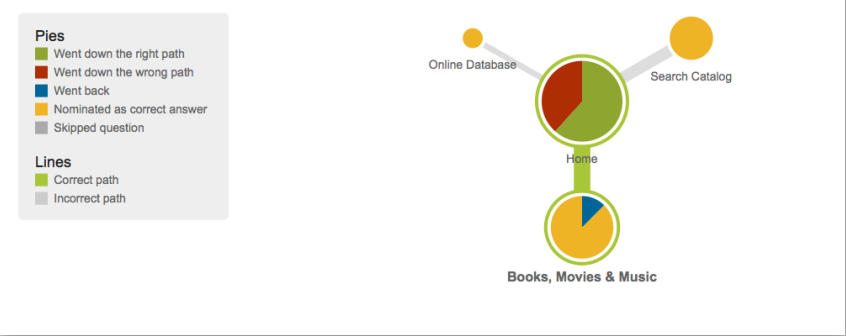
- Search Catalog
- My Account
- Books, Movies & Music
- eCollection
- Events & Programs
 - Calendar of Events
 - Programs
- About The Library
 - Visit The Library
 - Contact Us
 - Employment at Library
 - Staff & Board
 - Library Survey
- Services
 - Library Card
 - Meeting Room Reservation
 - Circulation Policy
 - Pickup Notification
 - Die Cut Lending
 - History & Obituary
 - Learning Resource Center
 - How to Support The Library
 - How to Locate Items
- Resources
 - Online Database

APPENDIX B: PIETREE RESULTS FROM TREE TESTING (shown only concerning task results)

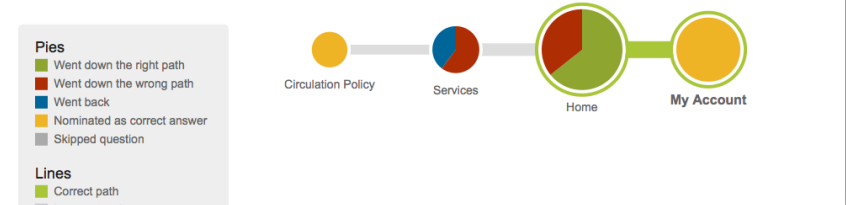
Task 2. You have recently moved to a new city and found the website of a library near you. Where would you look to find out the library location and hours?



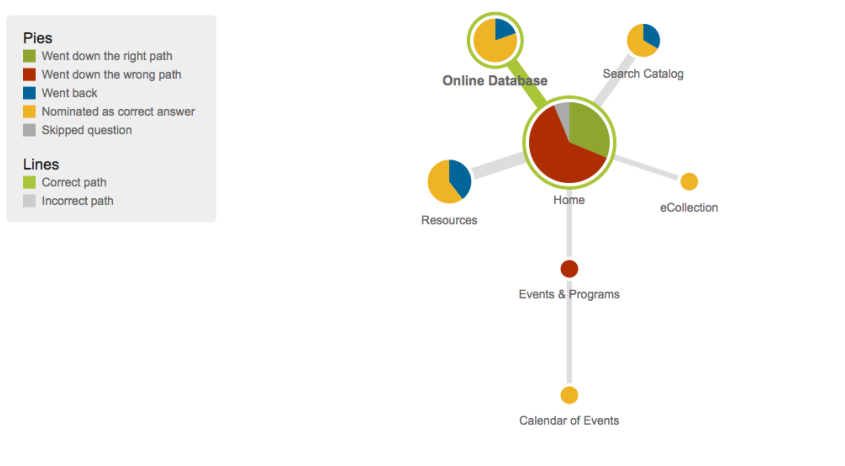
Task 3. You want to pick up a couple of books to read for the next few weeks. Where would you go to reserve the books?



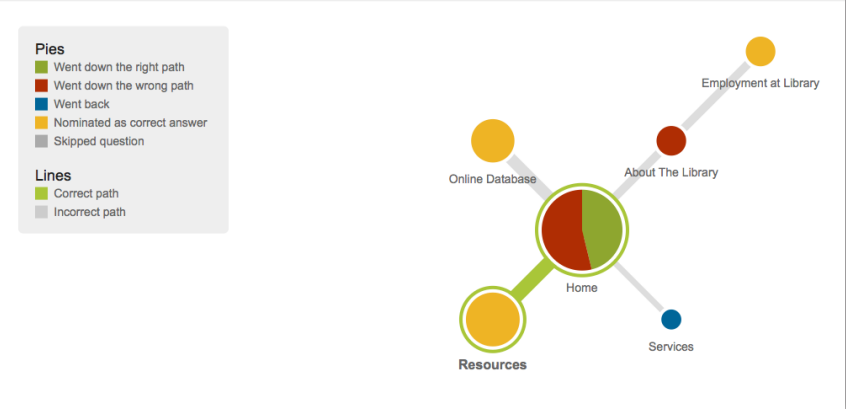
Task 4. You haven't finished reading your book and want to renew it. Where would you go to do that?



Task 8. You want to find out about your ancestry and wonder if the library has anything that can help you. Where would you look to find the ancestry information?

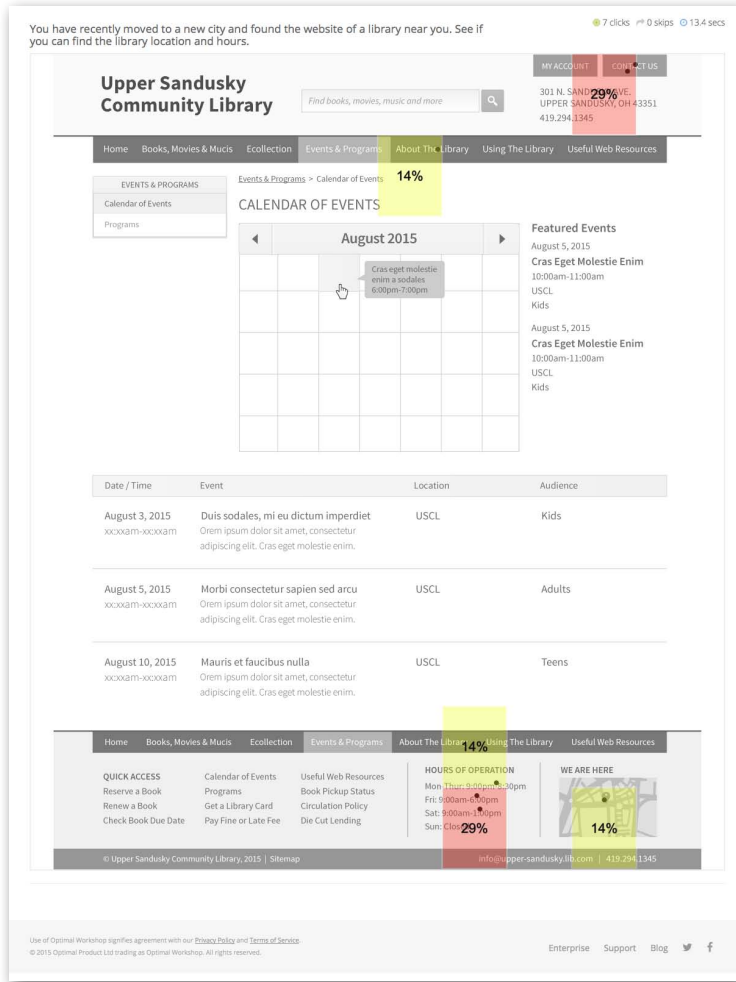


Task 7. You're looking for a job and your friend mentioned that the library offers information about a website that allows you to search all job opportunities. Where would you go to find the information?



APPENDIX C: CLICKMAP RESULTS FROM FIRST CLICK TESTING

(shown only concerning scenario-task results)

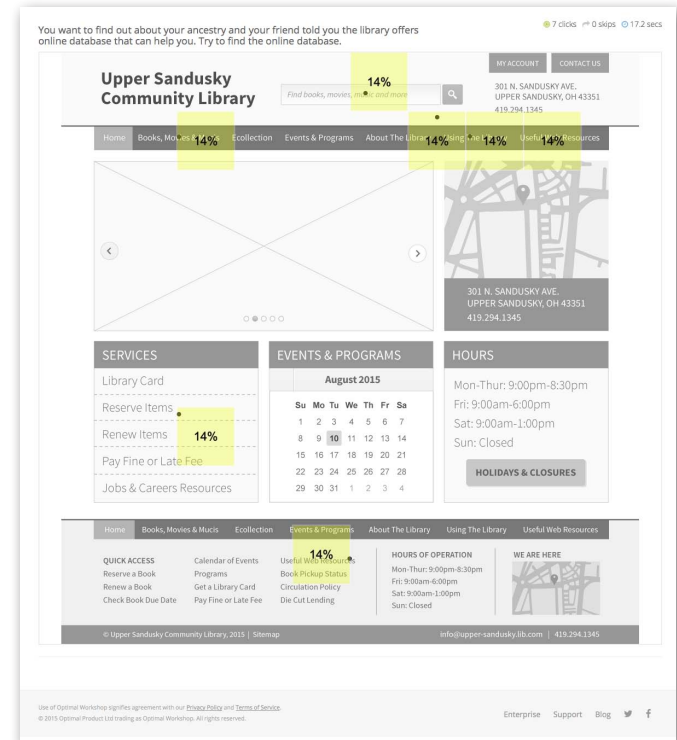
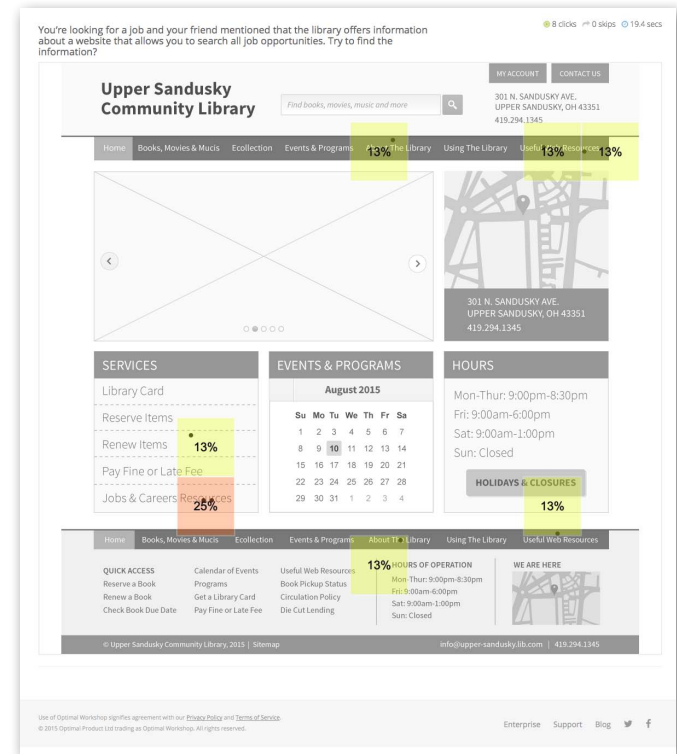


POST-SURVEY QUESTIONNAIRE AND ANSWERS:

Q. What aspect (if any) of the webpages you saw stood out the most?

- A. The map
- A. List of three "place on holds"
- A. Calendar in a middle
- A. Location and hours would be helpful as a separate link because 'contact us' sometimes only has email and phone.

- A. The map
- A. Map
- A. Basic info such as hours and location were always displayed at the bottom, which was easy to locate.



APPENDIX D: CONTENT ANALYSIS

Tasks and information users seek
 Content can be repurposed
 Content needs to be reworked
 Content to be removed
 New content to be created
 Information users seek (identified from interview & literature search)

ID	Navigation	Page Title/ Content Header	URL	Content Type	Resources	Why remove, rework, repurpose or add
0.0	Home	Upper Sandusky Library's Photostream on Flickr	http://www.upper-sandusky.lib.oh.us/Index.htm	Photos	images	Home page only include photo gallery. It needs to be reworked to promote the most important features of the website.
X 1.0	Directions	Directions To The Upper Sandusky Community Library	http://www.upper-sandusky.lib.oh.us/Directions.htm	Map	Map	A direction to the library feature isn't working when the text is clicked. It needs to be fixed.
X 2.0	Hours	Hours of Operation	http://www.upper-sandusky.lib.oh.us/Hours.htm	Day, time	Text	The information is accurate but may need to be placed in a different page.
3.0	Library Staff & Board	Upper Sandusky Community Library Board of Trustees & Staff Members	http://www.upper-sandusky.lib.oh.us/Board.htm	Name, title, term	Text	The information maybe useful to certain users. It maybe moved to an area not so prominent.
4.0	Community Links	Upper Sandusky Area Chamber of Commerce	http://www.uppersanduskychamber.com/	Workshop	Text	The link may be useful for users. It might need to be placed in a different area on the website.
5.0	News & Info	News & Information	http://www.upper-sandusky.lib.oh.us/N&I.htm	News, resources	Text	Main News & Information page can be removed since the content on the page will probably be moved.
X 5.1	Upcoming Closures	Upcoming Closures		Library closure information		Necessary information for users.
5.2	complete our survey	Library Survey	http://www.surveymonkey.com/s/6ycqyfy	Library users survey		May be good to keep to help library hear users' voice
5.3	Click here to fill out and print out Employment Application	Employment Information	http://www.upper-sandusky.lib.oh.us/PDFs/Employment%20application%20Fillable.pdf	Application for an employment at the library	PDF	May be good to keep to recruit prospective employees
X 5.4	Seach	about:books		Search		Good to keep but may need to be moved to a different area of the website.
5.5	Edutrek	Edutrek	http://www.edutrek.com/	Information and a link to the EduTrek website		Good resource to keep
5.6	TuitionFundingSources.com	Tuition Funding Sources	http://www.tuitionfundingsources.com/?library=OhioLib	Information and a link to the Tuition Funding website		Good resource to keep
5.7	ProQuest Ancestry Library Edition	ProQuest Ancestry	http://ancestrylibrary.proquest.com/aleweb/ale/do/login	Information and a link to the ProQuest website		Good resource to keep
5.8	ohioheretohelp.com	Ohio Here To Help	http://www.ohioheretohelp.com/	Information and a link to the Ohio Here website		Good resource to keep
5.9	Support Your Library	Support Your Library		Information about how to support the library		Good resource to keep
5.10	Click here for additional information	Tax Forms	http://www.upper-sandusky.lib.oh.us/N&I.htm	A link to tax forms		Good resource to keep
5.11	Ohio Means jobs	Ohio Means Jobs	https://jobseeker.ohiomeansjobs.monster.com/	Information and a link to the Ohio Means Job website		Good resource to keep
6.0	Our Library	Our Library	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Library card & services	Text, PDF	Main Our Library page can be removed since the content on the page will probably be moved.
X 6.1	Library Card	Library Card	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	How to get a library card, loan period	Text	Necessary information for users
X 6.2	Use of the Library	Use of The Library	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	How to reserve a meeting room, reservation form	Text, PDF	Good information to keep but may need to be simplified
6.3	Library Services & More	Library Service And More	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Libray services	Text	A collection of the library can be seen on the library catalog. This information may be redundant so it can be removed.
7.0	Our Collection	Our Collection	http://www.upper-sandusky.lib.oh.us/Collection.htm	Collection, how-to, learning center	Text	Main Our Collection page can be deleted since the content on the page will probably be moved.
7.1	Collection Holdings	Collection Holdings		List of library collections	Text	A collection of the library can be seen on the library catalog. This information may be redundant so it can be removed.
7.2	How to locate items in our collection	How do I Locate Items In Our Collection		Information about how to locate library items and a Dewey Decimal System	Text	The information may be useful to users but it may need to be simplified.

APPENDIX D: CONTENT ANALYSIS

ID	Navigation	Page Title/ Content Header	URL	Content Type	Resources	Why remove, rework, repurpose or add
7.3	Learning Resource Center	Learning Resource Center		Information about the Learning Resource Center	Text, images	The information may be useful to users but it may need to be simplified.
X 8.0	Programs & Events	Probrams & Events	http://www.upper-sandusky.lib.oh.us/Programs&Events.htm	Events, clubs	Text, PDF	This page may be reworked to give short description of events and programs. A List of main events and programs can be shown.
X 8.1	Current Programs & Events	Upper Sandusky Library News	http://www.upper-sandusky.lib.oh.us/PDFs/Newsletter.pdf	PDF of the current events and news	PDF	Necessary information for users but may be placed directly on a page instead of a link to a PDF.
8.2	New Materials & Readers Choice	New Materials		Book recommendation(?)	Link	The link is broken. Fix the link or remove.
X 8.3	Common Readers Book Club	Common Readers Book Discussion Group	http://www.upper-sandusky.lib.oh.us/CRD.htm	Short description about the book club	Text, link	Duplicate information as the Common Readers Discussion page. The page can be removed.
9.0	Library Newsletter	Upper Sandusky Library News	http://www.upper-sandusky.lib.oh.us/PDFs/Newsletter.pdf	News, events, website info	PDF	Duplicate information as the Current Programs & Events. It can be removed.
10.0	Heritage Room	Heritage Room	http://www.upper-sandusky.lib.oh.us/Heritage.htm	History about people in Ohio and obituary information	Text	Short description of what the room is about may be helpful to have.
10.1	Obituary Search	Ohio Obituary Index		Obituary search engine	Search	Not sure if the search feature is important. The interviews and literature search didn't prove it's important so it may be removed. Web analytic may need to be checked.
10.2	A-Z Index	Alphabetic Index of Artifacts		A-Z index of people	A-Z index	Not sure if the information is important. The interviews and literature search didn't prove it's important so it may be removed. Web analytic may need to be checked.
11.0	Ellison Room	Ellison Room	http://www.upper-sandusky.lib.oh.us/Ellison.htm	Die cut selection	Text	The information seems useful to users. Die cut selection info. may be placed directly on a page instead of PDF.
12.0	Teen Advisory Board (T.A.B.)	Teen Advisory Board (T.A.B.)	http://www.upper-sandusky.lib.oh.us/TAB.htm	Fun activites, games	Text, PDF	The activity can be played at the library. It doesn't seem necessary to be placed on the website.
X 13.0	Story Time	Storytime	http://www.upper-sandusky.lib.oh.us/Storytime.htm	Story time schedule	Text, PDF	Good information to keep but may need to be reorganized
X 14.0	After School Action Hour	After School Action Hour	http://www.upper-sandusky.lib.oh.us/ASAH.htm	Ad for ASAH	Image	The information seems to belong to a program section. Need bit more detailed information about the ASAH.
15.0	Common Readers Discussion	Common Readers Book Discussion Group	http://www.upper-sandusky.lib.oh.us/CRD.htm	Book club info	Text	Main Common Readers Discussion page may be removed since the content of the page will probably be moved.
X 15.1	Current Programs & Events	Common Readers Book Discussion Group	http://www.upper-sandusky.lib.oh.us/Programs&Events.htm	Current programs & events	Text, link	Good information to keep but it seems to belong to the Programs and Events section. It may be combined with the information on the Current Programs and Events PDF.
15.2	Books read from Previous Years	Books read from Previous Years	http://www.upper-sandusky.lib.oh.us/BooksRead.htm	Previous books read by a book club	Text	Useful information to keep but may need to be simplified.
15.3	Upcoming read in 2014/2015	Upcoming read in 2014/2015		Upcoming read for a book club	Text	Useful information to keep
X 16.0	View Database	Infotrac	http://infotrac.galegroup.com/itweb/upp570?db=CHLL	USCL database	Text	Useful information to keep
17.0	N & I	News & Information	http://www.upper-sandusky.lib.oh.us/N&I.htm	News, resources	Text	Duplicate information as the News & Info page. Can be deleted.
18.0	Check out the Library Survey!	News & Information	http://www.upper-sandusky.lib.oh.us/N&I.htm	News, resources	Text	It doesn't seem to be helpful to have the separate link to the News & Info page. The link can be removed.
19.0	EduTrek, Tuition	News & Information	http://www.upper-sandusky.lib.oh.us/N&I.htm	News, resources	Text	It doesn't seem to be helpful to have the separate link to the News & Info page. The link can be removed.

APPENDIX D: CONTENT ANALYSIS

ID	Navigation	Page Title/ Content Header	URL	Content Type	Resources	Why remove, rework, repurpose or add
20.0	Funding Sources,	News & Information	http://www.upper-sandusky.lib.oh.us/N&I.htm	News, resources	Text	It doesn't seem to be helpful to have the separate link to the News & Info page. The link can be removed.
21.0	ProQuest Ancestry	News & Information	http://www.upper-sandusky.lib.oh.us/N&I.htm	News, resources	Text	It doesn't seem to be helpful to have the separate link to the News & Info page. The link can be removed.
22.0	Ohio Here To Help	News & Information	http://www.upper-sandusky.lib.oh.us/N&I.htm	News, resources	Text	It doesn't seem to be helpful to have the separate link to the News & Info page. The link can be removed.
23.0	Support Your Library:	News & Information	http://www.upper-sandusky.lib.oh.us/N&I.htm	News, resources	Text	It doesn't seem to be helpful to have the separate link to the News & Info page. The link can be removed.
24.0	Taxt Forms:	News & Information	http://www.upper-sandusky.lib.oh.us/N&I.htm	News, resources	Text	It doesn't seem to be helpful to have the separate link to the News & Info page. The link can be removed.
25.0	Ohio Means Jobs:	News & Information	http://www.upper-sandusky.lib.oh.us/N&I.htm	News, resources	Text	It doesn't seem to be helpful to have the separate link to the News & Info page. The link can be removed.
X 26.0	Library Catalog	Upper Sandusky Community Library	http://enterprise.seo.lib.oh.us/client/usc	Main page for the library catalog	Text	Eessential page to search for all the library items. The library catalog may need to be hosted on a separate website as it is now due to a cost and technology limitation.
X 26.1	New Items			New item section		Necessary section
X 26.1.1	Fiction	# Results Found		Fiction collection		Necessary section
X 26.1.2	Non-Fiction	# Results Found		Non-fiction collection		Necessary section
X 26.1.3	DVDs	# Results Found		DVD collection		Necessary section
X 26.1.4	Audio Books	# Results Found		Audio book collection		Necessary section
X 26.1.5	Music	# Results Found		Music collection		Necessary section
X 26.2	Download			Digital download section		Necessary section
X 26.2.1	Featured Collections			Featured section		Necessary section
X 26.2.2	eBook Fiction			eBook fiction section		Necessary section
X 26.2.3	eBook Nonfiction			eBook nonfiction section		Necessary section
X 26.2.4	Audiobook Fiction			Audiobook fiction section		Necessary section
X 26.2.5	Audiobook Nonfiction			Audiobook nonfiction section		Necessary section
X 26.2.6	Streaming Video			Streaming video section		Necessary section
27.0	Cypress Resume	Cypress Resume	http://www.cypressresume.com/index.php?c=uppersanduskycommunitylibrary	Resume help service	Text, image, video, power point	Good resource website to keep
28.0	My Vote Information	My Vote Information	http://voterlookup.sos.state.oh.us/voterlookup.aspx	Voting info, registration	Text, PDF	Good resource website to keep
29.0	Ohio Web Library Database	Ohio Web Library	http://www.ohioweblibrary.org/sources/	Ohio database, research resources	Text	Good resource website to keep
30.0	Reference Services	Welcome to KnowItNow24X7	http://www.knowitnow.org/	Chat for questions	Text	Good resource website to keep
31.0	Learning Express Library	LearningExpress Library	http://oplin.org/lslsplash/	Help for job searching skills & tips	Text	Good resource website to keep
X 0.1	Holidays & Closures					Necessary information
X 0.2	My Account					My account is necessary for users to check their library account and more. But the page may need to be hosted on a separate website. Intergrating My Account into the redesign website may not be possible due to a cost as well as technology limitations.
X 0.2.1	View or Pay Fine & Late Fee					Necessary information but this page may need to be hosted on a separate website.
X 0.2.2	Deliver a Book					Necessary information but this page may need to be hosted on a separate website.

APPENDIX E: REFERENCES

Treejack (Jul. 28, 2015). Your Participants. Retrieved from <https://accounts.optimalworkshop.com/a/r18iwbv2/treejack/results/50072>.

Treejack (Jul. 28, 2015). Task by Task Statistics. Retrieved from <https://accounts.optimalworkshop.com/a/r18iwbv2/treejack/results/50072>.

Treejack (Jul. 28, 2015). Participant Paths. Retrieved from <https://accounts.optimalworkshop.com/a/r18iwbv2/treejack/results/50072>.

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