Voorheesville Public Library Information Architecture & Interactive Redesign
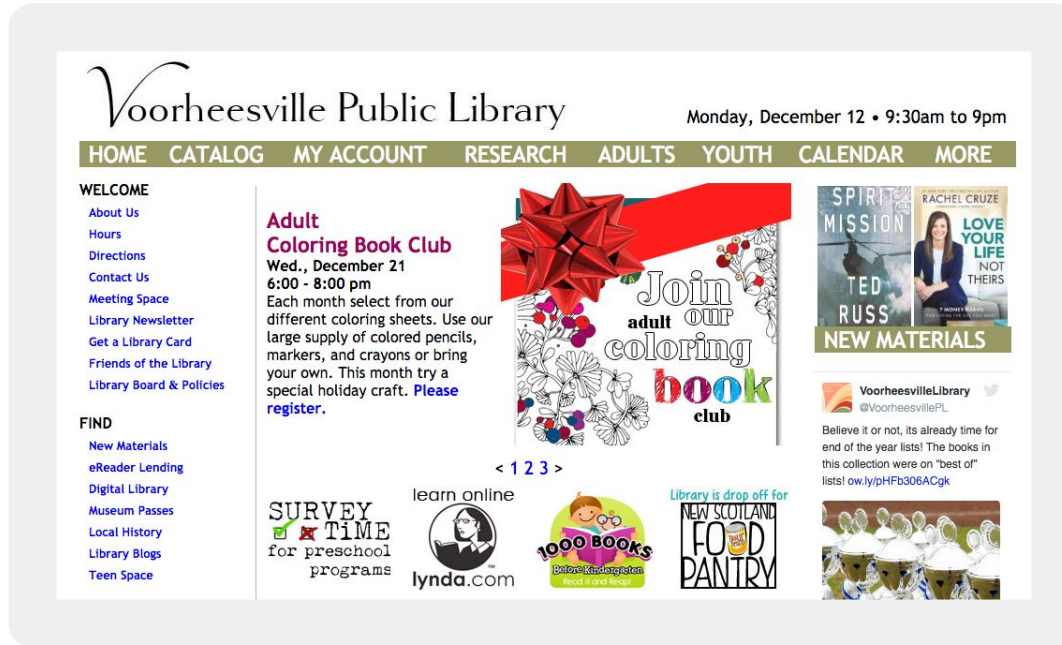
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Project Goal

To better serve the needs of their patrons, Voorheesville Public Library commissioned an information architecture study and responsive redesign of their website in order to facilitate a user-centered website

Understanding Users

In order to update to the Voorheesville Public Library website, we conducted user research regarding library use and library website use by several representative populations, to better understand the behavior and needs of the users of the Voorheesville Library's website.

Four demographics: Young professionals, Seniors, Parents/Caregivers, Middle Aged without Children

Methods of data gathering
Surveys: We developed a set of questions to better comprehend library website use by different demographics. We reached out to 10 people in each demographic group, focusing on current and past library users.

Interviews: Eight interviews were conducted in order to gain a deeper understanding of how patrons interact with library websites and what information they are looking for when they visit a library website.

Personas

From the data gathered in the user research, personas were created representing an archetype of each user group, which guided our approach going forward

Susan Wallace

68 Years Old
Retired College Professor
Two Children, Three Grandchildren
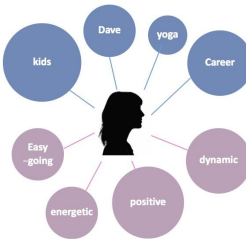Has Lived in Voorheesville 27 Years

- Susan lives with her husband in Voorheesville, NY
- She has a Masters Degree, and taught at a small local college until her retirement
- She is not much of a socialite, but she does enjoy being involved in her community
- She enjoys using the local library for pleasure reading
- She visits the library once or twice a month, sometimes with her husband, who also enjoys using the library
- She sometimes attends live readings, and is interested in knowing more about local events
- She is not very active on social media, but enjoys keeping up with friends and family online
- She mostly uses the library website to look up hours of operation, and occasionally to manage her holdings

Eileen Gillespie

"Life is a series of natural and spontaneous changes and I love to face those changes."

Age: 35
Stay-at-home mom
Future freelance graphic designer
Married with two kids (Eric and Olivia)
Lives in Voorheesville, NY

Dave, yoga, Career, kids, dynamic, Easy-going, positive, energetic

Eileen Gillespie is a mother of two who lives in Voorheesville, NY. She is from Bethesda, MD and graduated from MICA majoring in graphic design. She met her husband, Dave, while working in New York City as a graphic designer. When Eric turned two years old, Dave was given a career opportunity in Albany, and the couple decided to move to upstate New York, hoping this will have more relaxed life, and she decided to take a break from her career. Now she's a mother of two (Eric 5, Olivia 2).

Eileen does Yoga every morning. Yoga class is the only time solely for her. In the afternoon she has been preparing to go back to her career as a graphic designer. Since her baby is still young, she's considering finding a work at home situation as a freelance graphic designer.

LEIGH WEBB

-Age: 36
-Married to Jane, no kids
-Occupation: Social Worker
-Family Oriented

Leigh and her wife, Jane, recently returned to Upstate New York to be closer to her family. She felt like she was missing her niece and nephew's childhood and didn't want her them to grow out without knowing her and Jane. Her parents are also getting older, and she was starting to realize that they needed help with everyday chores.

Before moving back they had been living in Nashville, where she really enjoyed the local music scene. She loves all forms of entertainment, from books, to tv, to movies to podcasts, she likes staying up to date. She likes to use media to help herself unwind after work. Her job as a social worker who works with senior citizens can be rewarding and draining at the same time. It is nice to come home at the end of the day and just watch tv or read a book to decompress.

While missing her friends back in Nashville, she also still feels connected with them through Facebook, Twitter and Instagram. They share updates, pictures and suggestions to articles, bands and books.
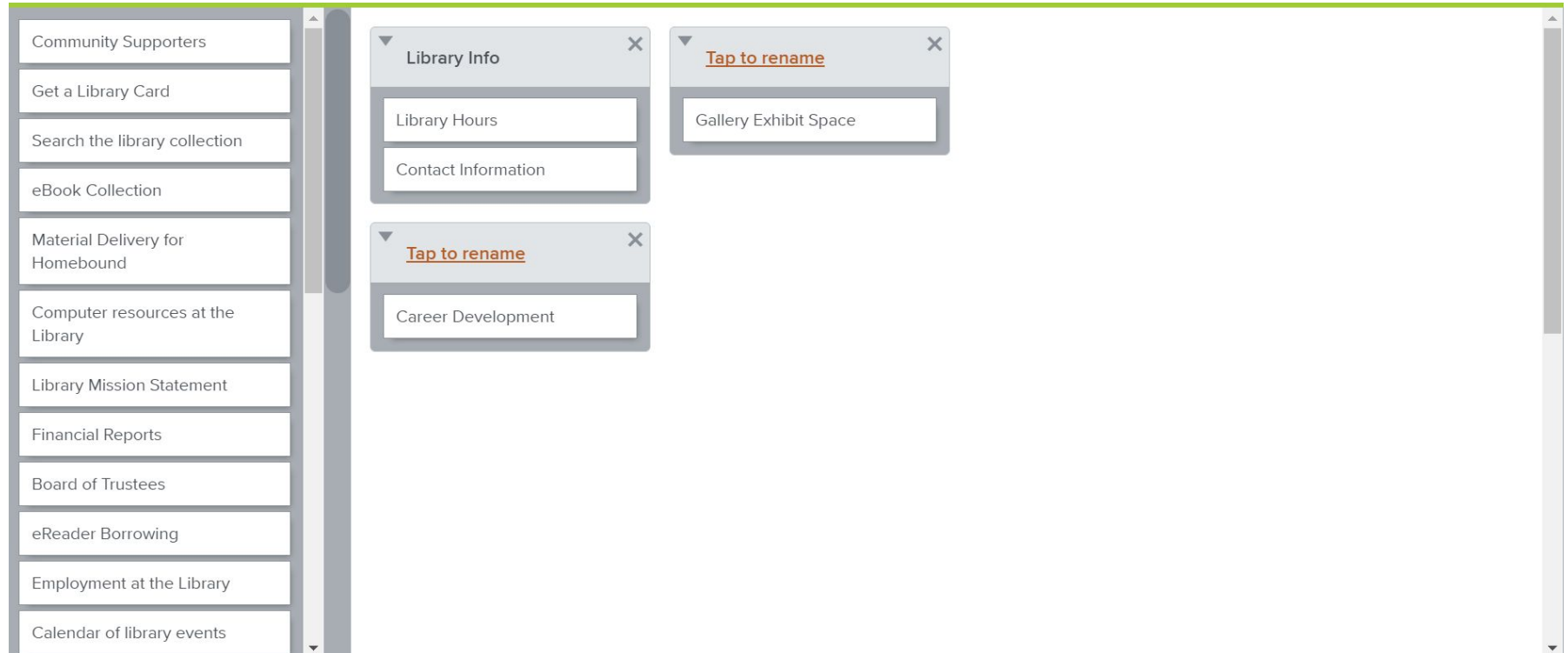
Card Sorting Preparation

We then took an inventory of the existing site content and reduced it to 33 "cards" for user testing

	CARDS	Detail		CARDS	Detail
1	Board of Trustees		18	Teen Programs	Teen Book Club, Teen programs
2	Financial Reports		19	Kids Programs	1000 Books Before Kindergarten, Book lists for children, Paws for Reading, Storytimes
3	Library Budget		20	Directions	Directions
4	Contact Information	Email the library, Staff directory	21	Meeting Room Booking	Community room
5	Library Hours	Hours	22	Featured Materials	New Materials, recommendation
6	Get a Library Card	Library card, PIN number	23	eReader Borrowing	eReader Lending
7	How to Borrow	Interlibrary loan, Circulation rules, Fines, Get email notices	24	eBook Collection	Overdrive digital collection
8	Community Supporters	(Friends of library)	25	Museum Passes	Museum Passes
9	Career Development	general career development	26	Local History & Archives	Archives and local history
10	Employment at the Library	jobs at the library	27	Library Blogs	Nimblefingers News Blog, Film Beat Blog, Winter Reading Club 2014
11	Computer resources at the Library	Public computers, Internet, Wi-Fi, Internet Use Policy	28	Search the library collection	Catalog
12	Library Newsletter	Email Newsletter signup	29	Access to Research Databases	Databases, Health care information, Magazine articles, Research DB
13	Library Mission Statement	Library Mission Statement	30	Plant Seed Sharing	
14	Material Delivery for Homebound	(Home book delivery)	31	Tax Forms	Tax Forms
15	Library YouTube Channel	Library Video, See What the Library Can do for You!(video)	32	Manage My Account	
16	Calendar of library events	Calendar of library events	33	Gallery Exhibit Space	Exhibit Space
17	Adult Programs	Thursday Afternoon Movies			

Card Sorting Testing

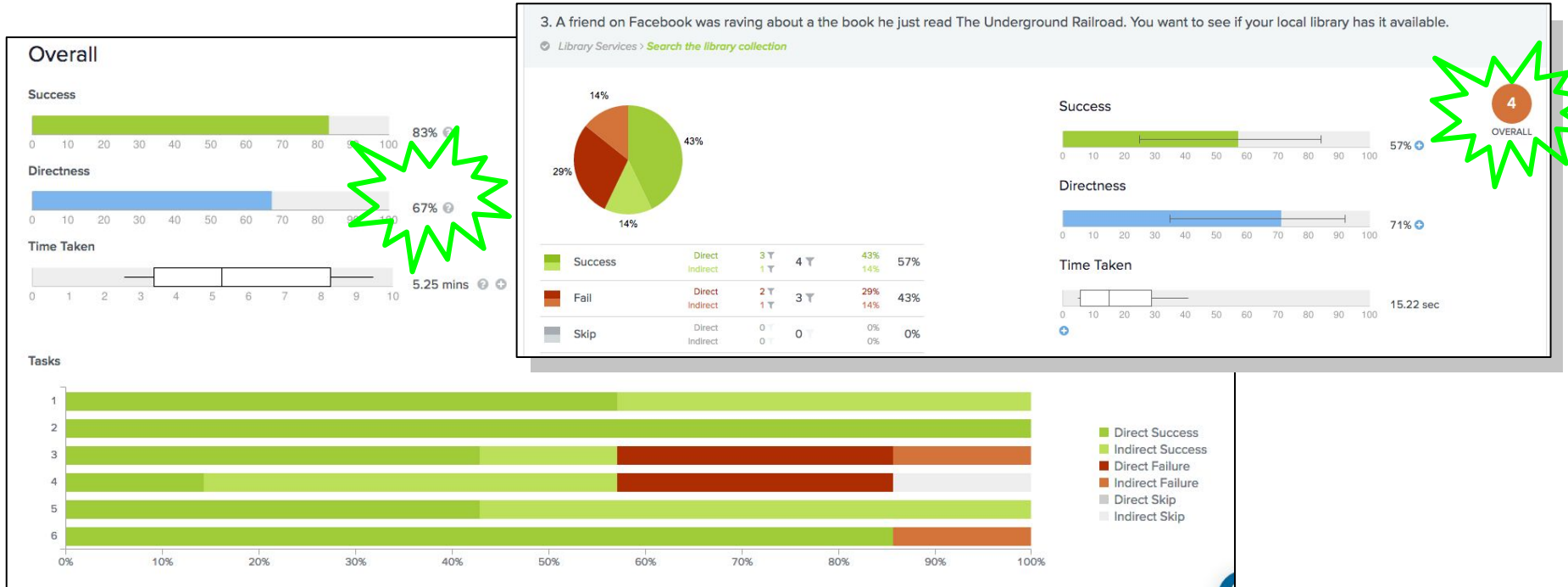We asked eight users to sort these cards into natural categories and then name the categories.

Community Supporters
Get a Library Card
Search the library collection
eBook Collection
Material Delivery for Homebound
Computer resources at the Library
Library Mission Statement
Financial Reports
Board of Trustees
eReader Borrowing
Employment at the Library
Calendar of library events

Library Info ✕

Library Hours
Contact Information

Tap to rename ✕

Gallery Exhibit Space

Tap to rename ✕

Career Development

Card Sorting Results

We analyzed the user results and derived six navigational categories for the site

What's New
Featured Materials
Library Newsletter
Library Blogs
Library YouTube Channel

Library Services
How to Borrow
Get a Library Card
Manage My Account
Search the library collection

eBook Collection

Computer resources at the Library

eReader Borrowing

Material Delivery for Homebound

Meeting Room Booking

Free Tax forms

Programs & Events
Calendar of library events
Adult Programs
Teen Programs
Kids Programs

Career Development

Plant Seed Sharing

Museum Passes

Gallery Exhibit Space

Research resources
Local History & Archives
Access to Research Databases

About Us
Library Mission Statement
Community Supporters
Board of Trustees

Financial Reports

Library Budget

Employment at the Library

Visit Library
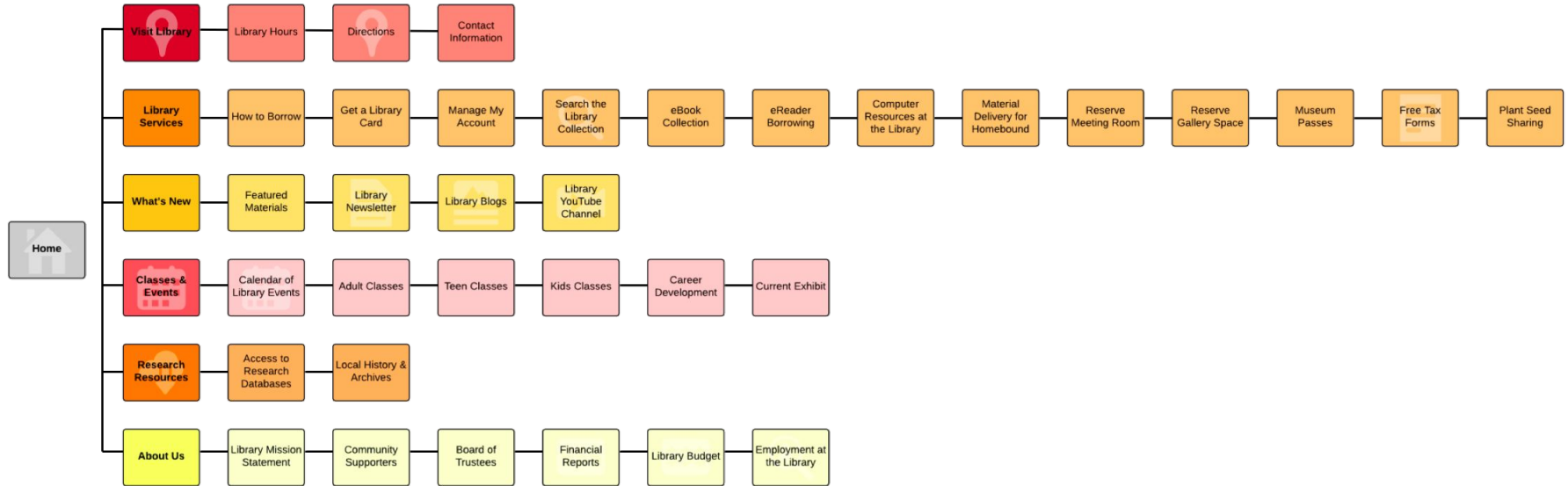Contact Information
Library Hours

Directions

Treejack Testing

Based on the cardsorting, we created a menu tree for Treejack testing. However, when we conducted Treejack tests with seven participants, we found that users still failed to associate some labels with actual contents.
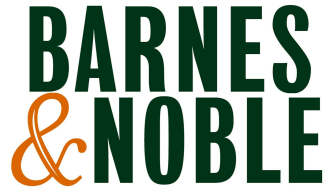
Proposed Site Map

With the Treejack results and additional adjustments, a new site map was created.

Home

Visit Library → Library Hours → Directions → Contact Information

Library Services → How to Borrow → Get a Library Card → Manage My Account → Search the Library Collection → eBook Collection → eReader Borrowing → Computer Resources at the Library → Material Delivery for Homebound → Reserve Meeting Room → Reserve Gallery Space → Museum Passes → Free Tax Forms → Plant Seed Sharing

What's New → Featured Materials → Library Newsletter → Library Blogs → Library YouTube Channel

Classes & Events → Calendar of Library Events → Adult Classes → Teen Classes → Kids Classes → Career Development → Current Exhibit

Research Resources → Access to Research Databases → Local History & Archives

About Us → Library Mission Statement → Community Supporters → Board of Trustees → Financial Reports → Library Budget → Employment at the Library

Competitive Analysis

We also compared five relevant websites – four other library websites and one bookseller website

Competitive Analysis

Criteria we used:

• What should be on the front page?

• How is programming promoted?

• How do they advertise new releases?

• How can patrons access online resources?

• How is searching the catalog done?

Takeaways:

1. Location and hours should be prominent.

2. Events and calendars draw users to the physical location

3. Categorize programming by theme and age groups

4. Newly released categorized in 'New', or 'Latest'

5. Offer entry points that relate to the type of resource

6. Visual separation is important
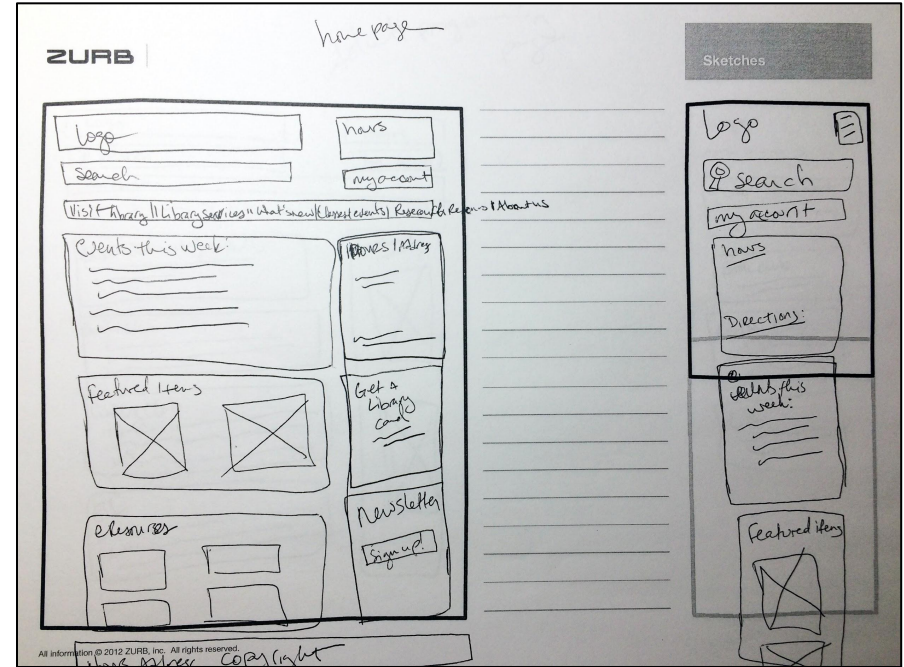
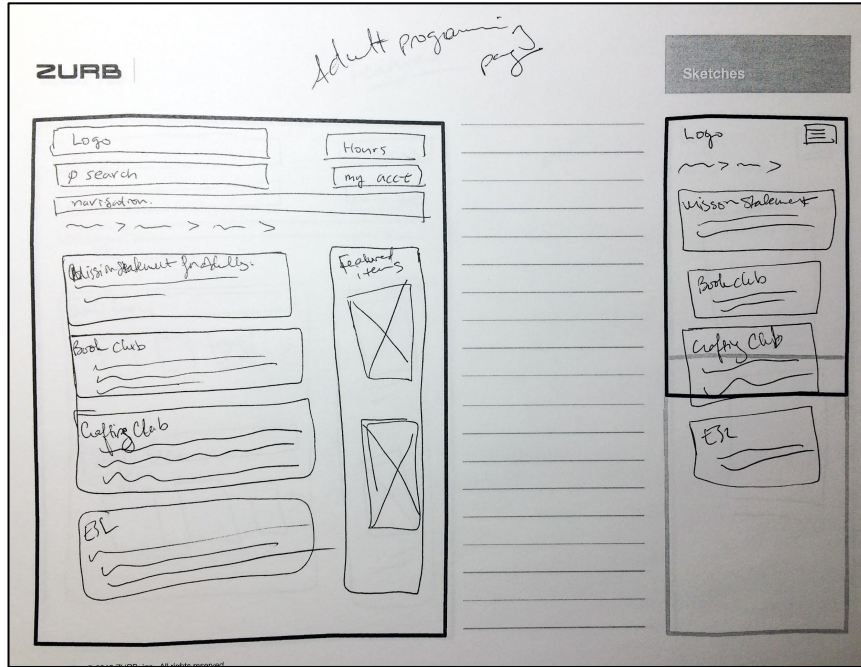7. The search bar should be easy to find

Site Design

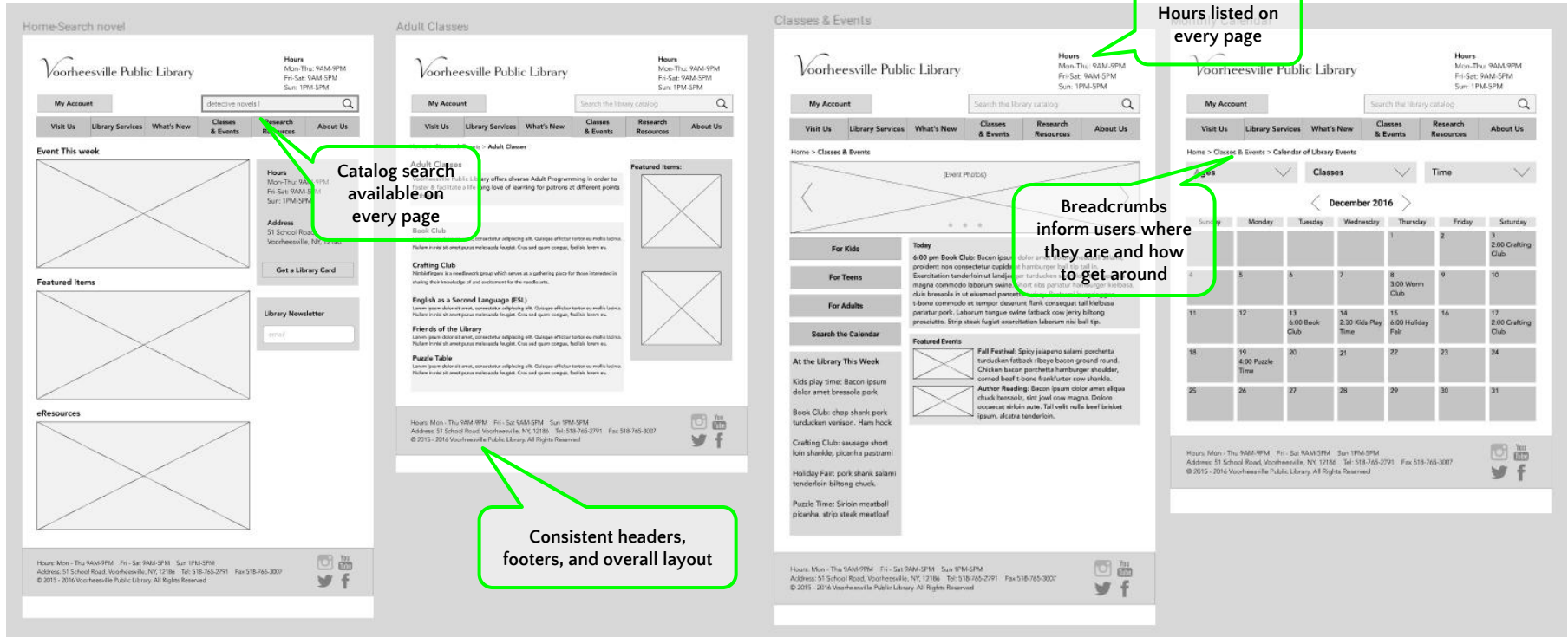Based on what we learned we started sketching some ideas... and throwing some away

Paper Prototype

We used our sketches to come up with a paper prototype, which we tested on eight more users

Desktop Wireframe Prototype

With some final modifications, we put together a wireframe prototypes. These final prototypes cover both desktop and mobile users.

Hours listed on every page

Catalog search available on every page

Breadcrumbs inform users where they are and how to get around

Consistent headers, footers, and overall layout

Mobile Wireframe Prototype

Breadcrumbs also useful on mobile to facilitate faster navigation

'Menu' label in addition to 'hamburger icon' for clear indication

Mobile preserves same content, in slimmer layout

Social media linked on every page for the connected user

Important details still visible on smaller screen