Upper Sandusky Community Library
Information Architecture Report

By: Sara Tinnick
May 7, 2017
Kent State University

Project Overview

The Upper Sandusky Public Library sought a professional assessment on the current state of their website. While offering a lot of information to the user, the information is scattered throughout the site and is difficult for users to locate. The emphasis of this project focused on the information's accessibility. The site contains a wide array of information, including link access to the countywide online catalog. It also allows the user to search only the Upper Sandusky Public Library. Other information on the site is varied and combines task-oriented topics, such as tax information and reserving the on-site meeting rooms, along with topical organization including teen outreach programs and preschool storytime. The library also requested the updates be easy for their small staff to manage, as they are a small-town library of limited resources.

Timeline

Week	1	2	3	4	5	6	7
Activity							
Project Brief							
Research & Context							
Content, Labels, & Taxonomy							
Assessing Labels, & Taxonomy							
Iteration & Finalization							

Week 1: Establisment of plan and timeline

- Comprehensive review the website
- Assessment of IA problems and opportunities for improvement
- Draft of project plan detailing the process of improvement

Weeks 2 & 3: Research

- Interviewed librarians at municipal libraries to discuss a typical user's needs
- Answered the following contextual inquiries:
    - When are the users accessing the library's website?
    - What information are they inputting?
    - What are the common results?
- Literature reviewed to gather knowledge about typical library website users
- Personas developed to discuss typical user tasks in context

Week 4: Taxonomy

- Thorough inventory of the content and information sort
- Determination of missing information
- Classification scheme chosen to organize the site
- Site map developed

Week 5: Assessing Taxonomy

- Evaluation of taxonomy completed using Treejack
- Assessment of necessary adjustments and revisions based on test sessions

Week 6 & 7: Iteration & Finalization

- Final iterations of homepage, navigation, and key work-flows.
- Test sessions run using Chalkmark.
- The final deliverable completed

Research Summary

Research was conducted in three ways:

- User focused on informal social media survey
- Librarian or content manager questionnaires from the following libraries:
- Pleasant Hills Library, Pleasant Hills Pennsylvania
    - The Public Libraries of Cambria Country Pennsylvania
    - Salt Lake City Public Library, Salt Lake City, Utah
    - Cleveland Public Library, Cleveland Ohio
- Literature review from the following sources

User Experience in Libraries: Applying Ethnography and Human Centered Design edited by Andy Priestner and Matt Borg, 2016

Libraries at the Crossroads by Pew Research Center, George B Horrigan, September 15, 2015.

7 Surprises About Libraries in Our Surveys by Pew Research Center, Lee Rainie, June 30, 2014.

Libraries and Learning by Pew Research Center, Lee Rainie, April 7, 2016.

Responsive Web Design for Libraries by Matthew Reidsma, 2014.

Research and Statistics in Libraries and Librarianship in 2013 by Kathy Rosa, 2013.

Useful, Usable, Desirable: Applying User Experience Design to Your Library by Aaron Schmidt, 2014

Library Services in the Digital Age by Pew Research Center, Kathryn Zickuhr, Lee Rainie, and Kristen Purcell, January 22, 2013.

Personas - Primary Focus

"I love being a mom. And I love taking my kids to the library. It's important that they read as much as possible. I just have so many things to do!"

Friendly. Great people skills. Outgoing, social, group oriented. Does not like to be alone. Open. Likes to be the center of attention. Likes external praise. Likes crowds.

Katherine Richardson
The Mom

Technological Skills

- Internet
- Desktop Computer Skills
- Social Media
- Library Search Skills
- Mobile Applications

Age	48
Sex	Female
Education	Bachelors Degree
Salary	$68,000/yr
Household Information	Married, four children ages 6, 9, 11, and 13,

Goals

- Using the library website for information on events
- Check out books for herself and her children
- Involve her children in reading

Motivations

- Instilling a love of reading in her children
- Events and programs at the local library help children develop social skills needed in life
- Helping out and volunteering helps develop a sense of community

Pain Points

- Busy! It's a struggle to get the books back on time.
- With all four kids in tow, it can be difficult to find things in a timely fashion.
- With children in multiple age groups, it can be difficult to find programs or events for them all.

Common Tasks

- Checking out books to read with her children
- Renewing books
- Checking calendar for new events
- Volunteering time for new events and programs
- Organizing community activities

Personas - Primary Focus

"Being on my own in school is kind of tough. I use the library because I need information for a lot of research projects. It is so important for me."

Quiet, reserved. Private and hidden. Isolated and not influenced by others. More interested in intellectual pursuits. Disorganized and messy.

Zoe Ritchie
The Student

Technological Skills

- Internet
- Desktop Computer Skills
- Social Media
- Library Search Skills
- Mobile Applications

Age	18
Sex	Female
Education	High School
Salary	$9.50/hr
Household Information	Single, only child in family

Goals

- Using the library to check due dates and renewal information
- Searching the library for books needed for class
-

Motivations

- Maintaining a high grade point average
- Graduating with honors
- Employment post graduation in a high-paying position
- Reading for pleasure when possible

Pain Points

- Not a lot of money to pay late fines
- Class schedules are demanding
- Work schedule means she may not be able to go to the library during normal hours
- Often needs help deciding how to site information in research papers

Common Tasks

- Searching for books needed in class
- Searching information databases for research projects
- Checking out books from interlibrary loans
- Renewing books checked out without having to travel

Personas - Secondary Focus

Lucas Clemons
Average Guy

> I use the library to get DVDs from time to time. I also use it for printing and the occasional fax. I know a lot of people get tax forms from the library but I don't know much about it.

Quiet, kind, and conscientious. Often puts the needs of others above their own needs. Observer with rich inner world of observations about people. Very perceptive of other's feelings.

Technological Skills

- Internet
- Desktop Computer Skills
- Social Media
- Library Search Skills
- Mobile Applications

Age	36
Sex	Male
Education	Associates Degree
Salary	$38,000/yr
Household Information	Single

Goals

- Renting DVDs
- Expanding knowledge of services libraries provide

Motivations

- Using the library for entertainment purposes
- Using the library to print resumes and cover letters
- Seeing what the library can offer him aside from DVDs and printing services

Pain Points

- Does not frequent the library often
- Does not know all the services provided by the local library
- Does not know where to find services the library provides

Common Tasks

- Print services
- DVD rental

Personas - Secondary Focus

Gordon Nicholson
The Gentleman

> I'm retired. I have a lot of free time, but I don't need anymore books. The library can't offer me very much.

Sociable. Group oriented. Practical, traditional and organized. Likes to be in charge. Capable at organizing and running activities. A good citizen who values security and peaceful living.

Technological Skills

- Internet
- Desktop Computer Skills
- Social Media
- Library Search Skills
- Mobile Applications

Age	68
Sex	Male
Education	Masters Degree
Salary	Retired
Household Information	Single

Goals

- Relaxing and enjoying retirement
- Exploring ways to spend time
- Volunteering

Motivations

- Since retiring, he wants to spend time doing more community focused activities
- Learning new skills
- Has a lot of free time to devote to new hobbies

Pain Points

- Does not frequent the library often
- Does not know all the services provided by the local library

Common Tasks

- Hours/location
- Map/floor plan
- Events/programs for seniors
- Donations
- Obituaries
- DVD/CD rental

Task Matrix

		The Mom Primary Focus	The Student Primary Focus	The Average Guy Secondary Focus	The Gentleman Secondary Focus
	Activity				
High Priority Tasks	Search Card Catalog	X	X	X	
	Borrowing Options	X	X	X	
	Hours/Location	X	X	X	X
	Map/Floor Plan	X	X	X	X
	Events/Programs	X	X	X	X
Medium Priority Tasks	Interlibrary Loan		X		
	Purchasing Suggestions	X	X		
	Librarian Info	X	X		
	Donations				X
	Search Magazines and Newspapers	X	X		
	Obituaries				X
	DVDs/CDs			X	X

Organizational Scheme & Rationale

The proposed organizational scheme uses a hybrid structure based on specific tasks and user groups. In early sessions, a verb-based, call-to-action system was implemented. While clever, this system often left the test subjects confused and unsure of the location of information they were seeking. It became clear that users patronize a library to fulfill a purpose. This purpose could be for leisure, to find community based activities for their children, to research their ancestors, or to obtain forms for their taxes. Based off of this principle, major tasks were identified and placed in the navigation bar:

Services: Activities not related to browsing for books

Books & More: Information organized based on the user's age or reading level. Further areas are included to browse the collections housed in USCL's library or Ohio's library network.

Research: Collection of history based resources including ancestry and obituaries.

Hours and Location: Related to the task of visiting or contacting the library

Outside of the navigation bar, the events calendar is shown on each page and is customizable based on the tasks shown on each page. For example, when visiting the Children's area, activities and events related to storytime or child-targeted events will be highlighted. This area will also be a hybrid structure, based on tasks, audience, and the chronological dates of each event.

The footer contains a topic-based scheme relating to the library itself: the staff, policies, and contact information for those who need assistance.

Upper Sandusky Community Library Site Map

Lvl 1 — Header

- Home
- Address
- My Account

Lvl 1 — Nav

- Services
  - Library Cards
  - Workstations
  - Print Services
  - Meeting Rooms
  - Tax Info
  - Career Services
- Books & More
  - Children
  - Youth
  - Adults
  - Ohio Web DB
  - CHILTON
  - Newspapers
    - RFD Indian Mill
    - Telegraph-Forum
    - Marion Star
    - Progressor-Times
    - Columbus Dispatch
    - Daily Chief Union
    - Courier
    - The Blade
    - Barron's
    - Advertiser/Tribune
    - USA Today
    - Wall St. Journal
  - Other Materials
    - Ellison Room
    - Books w/ Tapes
    - Books on CD
    - Videos (VHS/DVD)
    - Magazines
    - Boxed Sets
    - Bagged Kits
    - Showcases
- Research
  - ProQuest
  - RB Hayes Obits
  - Ohio Memory
  - Ohio Gen. Soc.
  - Int. Gen. Index
  - Heritage Room
    - Resource List 1-13
    - 1850
    - 1860
    - Daughters/Revolution
- Hours & Location

Legend

- Level 1 - Located on every page in a consistent location. High Priority
- Level 2 - Navigation
- Level 3 - Sublevels from nav
- Level 4 - Subsections

Upper Sandusky Community Library Site Map

Lvl 1 — Search Function

- Search Catalog
  - ISBN
  - Title
  - Author
  - Keyword
- Search Site

Lvl 1 — Calendar/Events

- Current Day
- Next Events
- Calendar
- Search
- Upcoming
- Closures
- Exhibits
- Notices
- Reservations

Lvl 1 — Footer

- Staff
  - Board of Trustees
  - 2017 Minutes
  - Previous Years
  - Library Staff
  - Support
  - Newsletter
  - Donations
- Policies
- Help
  - Contact
  - Webforms
  - Email
  - Phone
  - Webmaster
  - Dewey Decimal
  - Infographic

Legend

- Level 1 - Located on every page in a consistent location. High Priority
- Level 2 - Navigation
- Level 3 - Sublevels from nav
- Level 4 - Subsections

Final Wireframes

The following wireframes were created using Adobe Experience Designer and document the following workflows:

- **Main page**
- **Navigation** bar and submenus
- **Children, Youth,** and **Adult** areas - Story Time, TAB, and Common Readers Discussion times can be found here
- **Reaserch** page

A live version may be accessed at:
https://xd.adobe.com/view/6387a1f5-9a09-4921-abff-12241700967d/

Note: You must click each navigation link to access the drop down menu.

Main Page

Book & More

Upper Sandusky Community Library

My Account

301 N. Sandusky Ave., Upper Sandusky, OH
416.294.1345

Services | Books & More | Research | Hours & Location

- Children
- Youth
- Adults
- Ohio Web Database
- CHILTON
- Newspapers
- Other Materials

What are y… Search… earch this site

Highlight Info 1

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Pull Quote/Information

3 MAY — **Wednesday:** Story Time: 1pm, Board Meeting: 7pm

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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Search Events

Upcoming Events
Closures
Exhibits
Notices
Reservations

CHILDREN
Catalog
Story Time
Miss Jill's Favorites

YOUTH
Catalog
T. A.B.
Recommendations

ADULT
Catalog
Common Readers Group
Recommendations

Staff | Policies | Help

Children

Upper Sandusky Community Library

My Account

301 N. Sandusky Ave., Upper Sandusky, OH
416.294.1345

Services | Books & More | Research | Hours & Location

What are you looking for?

Search Catalog Search this site

Header
Description Line 1
Description Line 2

Header
Description Line 1
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Description Line 1
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28	29	30	31	1	2	3

Search Events

Upcoming Events
Closures
Exhibits
Notices
Reservations

Story Time

Preschool
Monday
11:00 am to 11:30 am

Tiny Tots
Monday
10:00 am to 10:30 am
Tuesday
5:30 pm to 6:00 pm
Wednesday
11:00 am to 11:30 am

Information

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Staff | Policies | Help

Youth

Upper Sandusky
Community Library

My Account

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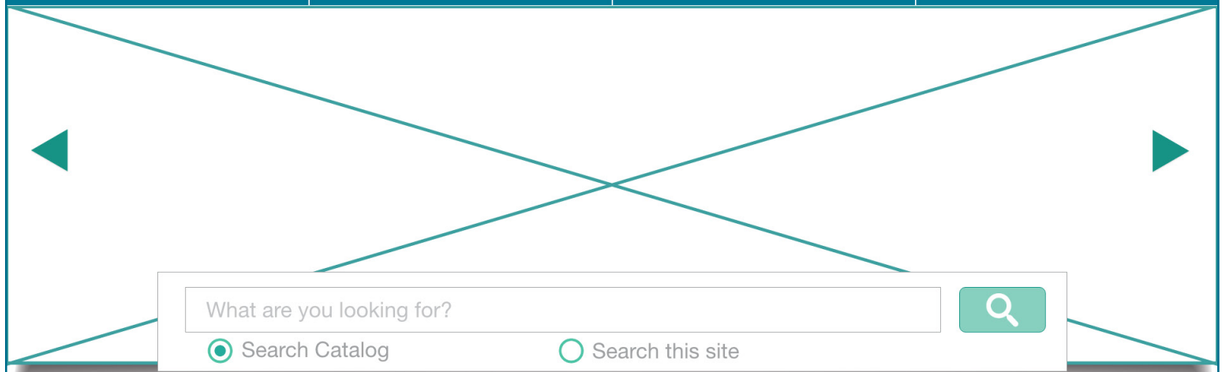
Services | Books & More | Research | Hours & Location



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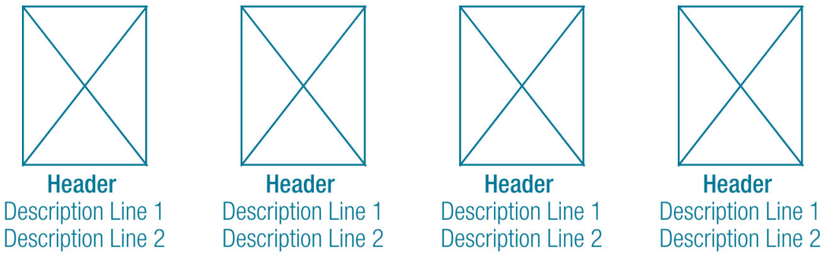

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3 MAY

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Board Meeting: 7pm

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Search Events

Upcoming Events
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Reservations

T.A.B.

Web Quest

Japan

Egypt

View & Do

Guatemalan Worry Dolls

Chinese Tangram

Information

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Staff | Policies | Help

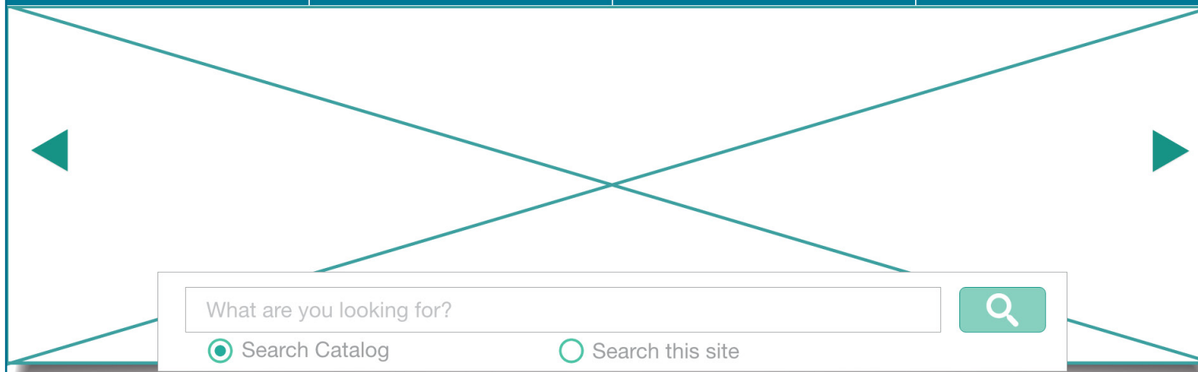
Adults

Upper Sandusky
Community Library

My Account

301 N. Sandusky Ave., Upper Sandusky, OH
416.294.1345

Services | Books & More | Research | Hours & Location



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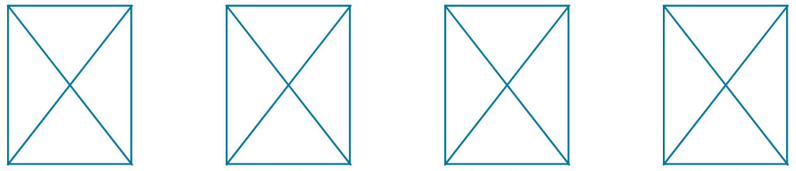

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Upcoming Events
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Common Readers Book Discussion Group

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Next up:

Tuesday
May 16, 2017
7:00 - 8:15 pm

A Mother's Reckoning
by Sue Klebold

Staff | Policies | Help

Research

Upper Sandusky Community Library

My Account

301 N. Sandusky Ave., Upper Sandusky, OH
416.294.1345

Services | Books & More | Research | Hours & Location

- ProQuest Ancestry
- R. B. Hayes Obituaries
- Ohio Memory Scrap Book
- International Genealogical Society
- Heritage Room

What are you looking for?

Search Catalog | Search this site

Highlight Info 1

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- Upcoming Events
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- Notices
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Staff | Policies | Help

Children

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Information

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