

# Content, Labeling, & Taxonomy

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## Background & Introduction

After conducting user interviews to better understand library users and their context for using the site, the redesign process started. The process began with a content audit, which is the process of collecting and analyzing all of the content currently on the Allen Public Library website. This allows designers to determine which content to keep, rework, and remove.

Once the content audit was completed and the gathered content was analyzed, a classification scheme was chosen based on content knowledge and previous research understandings. A hybrid scheme was selected as the best way to organize the content moving forward, with the main schemes as topical and task-based, with a mix of alphabetical schemes throughout.

After choosing a classification scheme, the process of creating a new site map began. The site map is a visual representation of where content will live with the site redesign, especially focusing on high priority tasks. Not all content is represented due to the fact that some may live directly on the home page, on landing pages, etc.

## Recap: Research Understandings

The site redesign focuses on what was learned through the research stage. This research, which included two user interviews and an extensive literature review, identified three personas (one primary and two secondary) as well as targeted tasks. Tasks were prioritized into the following categories:

### **HIGH PRIORITY**

1. Locating essential library information
2. Search content in library catalog and databases
3. Account management (get a library card, rent materials)
4. Event knowledge and participation
5. Reserve a space (conference room, study room)

### **MEDIUM PRIORITY**

1. Find late fees for material returns
2. Find volunteer information

### **LOW PRIORITY**

1. Learn about library
2. Post a job ad
3. Suggest a purchase
4. Read library news

# Recap: User Goals

The main goals of a library user were summarized into these three points after conducting user interviews and the literature review:

1. **Library users want to be able to easily and efficiently search for the information they are looking to obtain.**
2. **Library users want to be able to connect with the community that suits them best.**
3. **Library users want to be able to get help when needed from experienced library staff.**

## Content Audit

The content audit was conducted once tasks were prioritized. This audit chart shows a detailed mapping of current pages, their relationships to one another, and even gave insight on what is missing. **Figure 1** shows the content inventory.

The last column on the audit chart represents which pages are going to be kept, reworked, and removed. These decisions were made based off of the previous research understanding and task priority interpretation. The inventory also helped influence the decision to use a topical and task based classification scheme.

Figure 1

ID	Navigation	Page Title	URL	Comments	Status
0.0	Home	Allen Public Library	<a href="https://cityofallen.org/2142/Allen-Public-Library">https://cityofallen.org/2142/Allen-Public-Library</a>		Keep
1.0	Books & More	Books & More	<a href="https://cityofallen.org/2137/Books-More">https://cityofallen.org/2137/Books-More</a>	In global nav	Rework
1.1	Reading Resources for Adults	Reading Resources for Adults	<a href="https://cityofallen.org/2132/Reading-Resources-for-Adults">https://cityofallen.org/2132/Reading-Resources-for-Adults</a>	Side nav	Rework
1.1.1	Adults Next Reads	Form Center	<a href="https://cityofallen.org/FormCenter/Library-6/Next-Reads-97">https://cityofallen.org/FormCenter/Library-6/Next-Reads-97</a>	Opens in current tab - on side nav	Rework
1.2	1,000 Books Before Kindergarten	1,000 Books Before Kindergarten	<a href="https://cityofallen.org/1776/1000-Books-Before-Kindergarten">https://cityofallen.org/1776/1000-Books-Before-Kindergarten</a>	Side nav	Rework
1.3	Children's Book Suggestions	Children's Book Lists	<a href="https://cityofallen.org/1859/Childrens-Book-Suggestions">https://cityofallen.org/1859/Childrens-Book-Suggestions</a>	Side nav	Rework
1.3.1	Book Bundles	Form Center	<a href="https://cityofallen.org/FormCenter/Library-6/Book-Bundle-180">https://cityofallen.org/FormCenter/Library-6/Book-Bundle-180</a>	Opens in current tab - on side nav	Rework
1.3.2	Youth Next Reads	Form Center	<a href="https://cityofallen.org/FormCenter/Library-6/Next-Reads-Youth-175">https://cityofallen.org/FormCenter/Library-6/Next-Reads-Youth-175</a>	Opens in current tab - on side nav	Rework
1.4	Teen Books Suggestions	Teen Book Lists	<a href="https://cityofallen.org/1165/Teen-Book-Suggestions">https://cityofallen.org/1165/Teen-Book-Suggestions</a>	Side nav	Rework
1.5	STEM Kits	STEM Kits	<a href="https://cityofallen.org/2181/STEM-Kits">https://cityofallen.org/2181/STEM-Kits</a>	Side nav	Rework
2.0	Digital Library	Digital Library	<a href="https://cityofallen.org/1877/Digital-Library">https://cityofallen.org/1877/Digital-Library</a>	In global nav	Rework
2.1	EBooks & EAudiobooks	EBooks & EAudiobooks	<a href="https://cityofallen.org/2065/EBooks-EAudiobooks">https://cityofallen.org/2065/EBooks-EAudiobooks</a>	Side nav	Rework
2.2	ComicsPlus, by Library Pass	ComicsPlus, Powered by Library Pass	<a href="https://cityofallen.org/2270/ComicsPlus-by-Library-Pass">https://cityofallen.org/2270/ComicsPlus-by-Library-Pass</a>	Side nav	Rework
2.3	Digital Magazines	Digital Magazines	<a href="https://cityofallen.org/2134/Digital-Magazines">https://cityofallen.org/2134/Digital-Magazines</a>	Side nav	Rework
2.4	Bluebird Languages	Bluebird Languages	<a href="https://cityofallen.org/2298/Bluebird-Languages">https://cityofallen.org/2298/Bluebird-Languages</a>	Side nav	Rework
2.5	TexShare Databases	TexShare Databases	<a href="https://cityofallen.org/2135/TexShare-Databases">https://cityofallen.org/2135/TexShare-Databases</a>	Side nav	Keep
2.6	Allen American Digital Newspapers	Allen American Digital Newspapers	<a href="https://cityofallen.org/2319/Allen-American-Digital-Newspapers">https://cityofallen.org/2319/Allen-American-Digital-Newspapers</a>	Side nav	Rework
2.7	Tumblebook Library	Tumblebook Library	<a href="https://cityofallen.org/2136/Tumblebook-Library">https://cityofallen.org/2136/Tumblebook-Library</a>	Side nav	Rework
3.0	Events	Allen Public Library Events	<a href="https://cityofallen.org/2064/Events">https://cityofallen.org/2064/Events</a>	In global nav	Rework
3.1	Adult Programs	Adult Programs	<a href="https://cityofallen.org/1510/Adult-Programs">https://cityofallen.org/1510/Adult-Programs</a>	Side nav	Rework
3.2	Book Clubs	Book Clubs	<a href="https://cityofallen.org/1139/Book-Clubs">https://cityofallen.org/1139/Book-Clubs</a>	Side nav	Rework
3.3	Children's Programs	Children's Programs	<a href="https://cityofallen.org/2151/Childrens-Programs">https://cityofallen.org/2151/Childrens-Programs</a>	Side nav	Rework
3.4	On Stage @ APL	On Stage @ APL	<a href="https://cityofallen.org/1512/On-Stage-APL">https://cityofallen.org/1512/On-Stage-APL</a>	Side nav	Rework
3.5	Story Time	Story Time	<a href="https://cityofallen.org/1161/Story-Time">https://cityofallen.org/1161/Story-Time</a>	Side nav	Rework
3.6	StoryWalk	StoryWalk	<a href="https://cityofallen.org/2198/StoryWalk">https://cityofallen.org/2198/StoryWalk</a>	Side nav	Rework
3.7	Take & Make Kits	Take & Make Kits	<a href="https://cityofallen.org/2130/Take-Make-Kits">https://cityofallen.org/2130/Take-Make-Kits</a>	Side nav	Rework
3.7.1	Children's Take & Make Kits	Take & Make Kits	<a href="https://cityofallen.org/1162/Childrens-Take-Make-Kits">https://cityofallen.org/1162/Childrens-Take-Make-Kits</a>	Side nav	Rework
3.7.2	Teen Take & Make Kits	Take & Make Kits	<a href="https://cityofallen.org/1148/Teen-Take-Make-Kits">https://cityofallen.org/1148/Teen-Take-Make-Kits</a>	Side nav	Rework
3.8	Teen Programs	Teen Programs	<a href="https://cityofallen.org/2212/Teen-Programs">https://cityofallen.org/2212/Teen-Programs</a>	Side nav	Rework
4.0	Find It	Find It	<a href="https://cityofallen.org/2063/Find-It">https://cityofallen.org/2063/Find-It</a>	In global nav	Rework
4.1	Ask APL	Ask APL	<a href="https://cityofallen.org/2012/Ask-APL">https://cityofallen.org/2012/Ask-APL</a>	Side nav	Rework
4.2	Job Search Toolbox	Job Search Toolbox	<a href="https://cityofallen.org/1946/Job-Search-Toolbox">https://cityofallen.org/1946/Job-Search-Toolbox</a>	Side nav	Rework
4.3	Manage My Account	Manage My Account	<a href="https://cityofallen.org/1143/Manage-My-Account">https://cityofallen.org/1143/Manage-My-Account</a>	Side nav	Rework
4.3.1	Get a Library Card	Manage My Account	<a href="https://cityofallen.org/1143/Manage-My-Account#librarycard">https://cityofallen.org/1143/Manage-My-Account#librarycard</a>	Anchor on page - on side nav	Rework
4.3.2	Renew an Item	Manage My Account	<a href="https://cityofallen.org/1143/Manage-My-Account#renew">https://cityofallen.org/1143/Manage-My-Account#renew</a>	Anchor on page - on side nav	Rework
4.3.3	Make an Online Payment	[Requires user login]	<a href="https://envisionware.cityofallen.org/eCommerceWebModule/Home?_ga=2.254817229.495035915.1649296927-1182117449.1647018625">https://envisionware.cityofallen.org/eCommerceWebModule/Home?_ga=2.254817229.495035915.1649296927-1182117449.1647018625</a>	Separate site - on side nav	Rework
4.4	Online Resources	Online Resources	<a href="https://cityofallen.org/1141/Online-Resources-by-Topic">https://cityofallen.org/1141/Online-Resources-by-Topic</a>	Side nav	Rework
4.4.1	Community Resources	Community Resources	<a href="https://cityofallen.org/1157/Community-Resources">https://cityofallen.org/1157/Community-Resources</a>	Clickable block on 'Online Resources' page - no global nav	Rework
4.4.2	Genealogy & History	Genealogy & History	<a href="https://cityofallen.org/1155/Genealogy-History">https://cityofallen.org/1155/Genealogy-History</a>	Clickable block on 'Online Resources' page - no global nav	Rework
4.4.3	Consumer Information	Consumer Research	<a href="https://cityofallen.org/1150/Consumer-Research">https://cityofallen.org/1150/Consumer-Research</a>	Clickable block on 'Online Resources' page - no global nav	Remove
4.4.4	Legal Forms & Resources	Legal Resources	<a href="https://cityofallen.org/1151/Legal-Resources">https://cityofallen.org/1151/Legal-Resources</a>	Clickable block on 'Online Resources' page - no global nav	Remove
4.4.5	Computer Skills & Test Prep	Computer Skills & Test Preparation	<a href="https://cityofallen.org/1153/Test-Preparation">https://cityofallen.org/1153/Test-Preparation</a>	Clickable block on 'Online Resources' page - no global nav	Rework
4.4.6	Health & Medicine	Health & Medicine	<a href="https://cityofallen.org/1152/Health-Medicine">https://cityofallen.org/1152/Health-Medicine</a>	Clickable block on 'Online Resources' page - no global nav	Remove
4.5	Request an Interlibrary Loan	Interlibrary Loan	<a href="https://cityofallen.org/2260/Request-an-Interlibrary-Loan">https://cityofallen.org/2260/Request-an-Interlibrary-Loan</a>	Side nav	Rework
4.6	Search the Catalog	<a href="https://catalog.allenlibrary.org/polaris/">https://catalog.allenlibrary.org/polaris/</a>		Separate site	Rework
4.7	Send Us a Comment	Form Center	<a href="https://cityofallen.org/FormCenter/Library-6/Library-General-Comment-110">https://cityofallen.org/FormCenter/Library-6/Library-General-Comment-110</a>	Opens in new tab - on side nav	Remove
4.8	Suggest a Purchase	Form Center	<a href="https://cityofallen.org/FormCenter/Library-6/Purchase-Suggestion-Form-95">https://cityofallen.org/FormCenter/Library-6/Purchase-Suggestion-Form-95</a>	Opens in new tab - on side nav	Rework

5.0	Visit Us	Visit Allen Public Library	<a href="https://cityofallen.org/2059/Visit-Us">https://cityofallen.org/2059/Visit-Us</a>	In global nav	Rework
5.1	Get a Library Card	Manage My Account	<a href="https://www.cityofallen.org/1143/Manage-My-Account?_ga=2.221656797.495035915.1649296927-1182117449.1647018625">https://www.cityofallen.org/1143/Manage-My-Account?_ga=2.221656797.495035915.1649296927-1182117449.1647018625</a>	User taken to different page in navigation - on side nav	Rework
5.2	Computers & Printing	Computers & Printing	<a href="https://cityofallen.org/2061/Computers-Printing">https://cityofallen.org/2061/Computers-Printing</a>	Side nav	Rework
5.2.1	Wi-Fi Printing	Wi-Fi Printing	<a href="https://cityofallen.org/1900/Wi-Fi-Printing">https://cityofallen.org/1900/Wi-Fi-Printing</a>	Side nav	Rework
5.2.2	Internet Use Policy	Internet Use Policy	<a href="https://cityofallen.org/2062/Internet-Use-Policy">https://cityofallen.org/2062/Internet-Use-Policy</a>	Side nav	Rework
5.3	Study Rooms	Study Rooms	<a href="https://cityofallen.org/2060/Study-Rooms">https://cityofallen.org/2060/Study-Rooms</a>	Side nav	Rework
5.4	Facility Rentals	Meeting Room Rentals at Allen Public Library	<a href="https://cityofallen.org/2066/Facility-Rentals">https://cityofallen.org/2066/Facility-Rentals</a>	Side nav	Rework
5.4.1	Rent the Allen Civic Auditorium	Allen Civic Auditorium	<a href="https://cityofallen.org/2302/Rent-the-Allen-Civic-Auditorium">https://cityofallen.org/2302/Rent-the-Allen-Civic-Auditorium</a>	Side nav	Rework
5.5	Donations & Volunteers	Donations & Volunteers	<a href="https://cityofallen.org/1710/Donations-Volunteers">https://cityofallen.org/1710/Donations-Volunteers</a>	Side nav	Rework
5.5.1	Material & Book Donation Guidelines	Material and Book Donation Guidelines	<a href="https://cityofallen.org/1715/Material-and-Book-Donation-Guidelines">https://cityofallen.org/1715/Material-and-Book-Donation-Guidelines</a>	Side nav	Rework
5.5.2	Teen Volunteers	Teen Volunteers	<a href="https://cityofallen.org/1167/Teen-Volunteers">https://cityofallen.org/1167/Teen-Volunteers</a>	Side nav	Rework
5.5.3	Teen Service Project	Teen Service Project	<a href="https://cityofallen.org/2299/Teen-Service-Project">https://cityofallen.org/2299/Teen-Service-Project</a>	Side nav	Rework
5.6	Family Place Libraries	Family Place Library & Workshop	<a href="https://cityofallen.org/1894/Family-Place-Libraries">https://cityofallen.org/1894/Family-Place-Libraries</a>	Side nav	Rework
5.7	Library Gallery	Library Gallery	<a href="https://cityofallen.org/1540/Library-Gallery">https://cityofallen.org/1540/Library-Gallery</a>	Side nav	Rework
5.7.1	Gallery Display Policy	Gallery Display and Community Board Policy	<a href="https://cityofallen.org/2229/Gallery-Display-Policy">https://cityofallen.org/2229/Gallery-Display-Policy</a>	Side nav	Rework
5.7.2	Display Case Procedures	Display Case and Community Board Procedures	<a href="https://cityofallen.org/2230/Display-Case-Procedures">https://cityofallen.org/2230/Display-Case-Procedures</a>	Side nav	Rework
5.8	Tour Request Form	Form Center	<a href="https://www.cityofallen.org/FormCenter/Library-6/Tour-Request-Form-105">https://www.cityofallen.org/FormCenter/Library-6/Tour-Request-Form-105</a>	Opens in new tab - on side nav	Rework
5.9	Library Expansion	Library Expansion	<a href="https://cityofallen.org/2234/Library-Expansion">https://cityofallen.org/2234/Library-Expansion</a>	Side nav	Rework
5.10	About the Library	About the Library	<a href="https://cityofallen.org/2203/About-the-Library">https://cityofallen.org/2203/About-the-Library</a>	Side nav	Rework
6.0	Search the Library Catalog		<a href="https://catalog.allenlibrary.org/polaris/search/searchresults.aspx?ctx=3.1033.0.0.1&amp;type=Keyword&amp;term=&amp;by=KW&amp;sort=RELEVANCE&amp;limit=TOM=*&amp;query=&amp;page=0&amp;searchid=1">https://catalog.allenlibrary.org/polaris/search/searchresults.aspx?ctx=3.1033.0.0.1&amp;type=Keyword&amp;term=&amp;by=KW&amp;sort=RELEVANCE&amp;limit=TOM=*&amp;query=&amp;page=0&amp;searchid=1</a>	Separate site - banner on Home page	Rework
7.0	Get A Library Card	Manage My Account	<a href="https://cityofallen.org/1143/Manage-My-Account#librarycard">https://cityofallen.org/1143/Manage-My-Account#librarycard</a>	User taken to different page in navigation - on Home page	Rework
8.0	My Account	[Requires user login]	<a href="https://catalog.allenlibrary.org/polaris/login.aspx?src=http%3a%2f%2fcatalog.allenlibrary.org%2fpolaris%2fpatronaccount%2fdefault.aspx%3fctx%3d3.1033.0.0.6&amp;ctx=3.1033.0.0.6">https://catalog.allenlibrary.org/polaris/login.aspx?src=http%3a%2f%2fcatalog.allenlibrary.org%2fpolaris%2fpatronaccount%2fdefault.aspx%3fctx%3d3.1033.0.0.6&amp;ctx=3.1033.0.0.6</a>	Separate site - on Home page	Rework
9.0	Calendar	Calendar	<a href="https://cityofallen.org/calendar.aspx?CID=41,39,40,26,https://visitor.r20.constantcontact.com/manage/optin?v=001eE8BHR1k0dEPHBdFqSMVefN7ZiCZfMGK5B7R4b_0lzjuSU30Gctbt2jJtdczm5iWafDwgfF5Z9GeQfslO2vneUyaHP0AVdn4gWRVWC-ck%3D">https://cityofallen.org/calendar.aspx?CID=41,39,40,26,https://visitor.r20.constantcontact.com/manage/optin?v=001eE8BHR1k0dEPHBdFqSMVefN7ZiCZfMGK5B7R4b_0lzjuSU30Gctbt2jJtdczm5iWafDwgfF5Z9GeQfslO2vneUyaHP0AVdn4gWRVWC-ck%3D</a>	Separate site - on Home page	Rework
10.0	Follow Us	Sign Up and Stay Connected!	<a href="https://cityofallen.org/CivicAlerts.aspx?CID=19,10,8">https://cityofallen.org/CivicAlerts.aspx?CID=19,10,8</a>	Contact form - on Home page	Rework
11.0	Library News	Library News	<a href="https://cityofallen.org/CivicAlerts.aspx?CID=19,10,8">https://cityofallen.org/CivicAlerts.aspx?CID=19,10,8</a>	Opens in current tab - Separate site - on Home page	Rework
12.0	Accessibility	Website Accessibility	<a href="https://cityofallen.org/accessibility">https://cityofallen.org/accessibility</a>	Footer link - Separate site	Rework
13.0	Privacy & Terms	Privacy Practices	<a href="https://cityofallen.org/992/Privacy-Practices">https://cityofallen.org/992/Privacy-Practices</a>	Footer link - Separate site	Rework
14.0	Employee Self-Service	[Requires user login]	<a href="https://selfservice.cityofallen.org/mss/default.aspx?_ga=2.57507055.495035915.1649296927-1182117449.1647018625">https://selfservice.cityofallen.org/mss/default.aspx?_ga=2.57507055.495035915.1649296927-1182117449.1647018625</a>	Footer link - Separate site	Remove
15.0	Employee Portal	[Requires user login]	<a href="https://www.cityofallen.org/404.aspx?aspxerrorpath=/employeeportal">https://www.cityofallen.org/404.aspx?aspxerrorpath=/employeeportal</a>	Footer link - Separate site	Remove
16.0	Library Services			To be added to global nav	NEW
17.0	Donate			To be added to global nav	NEW
18.0	FAQs			To be added to global nav	NEW

## Classification Scheme

The selected classification schemes for the site redesign are topical and task based. These schemes are ambiguous, meaning that they are subjective and divide content into groups that are not exact. A topical scheme organized information by topic or subject, and a task-based scheme organized content by a collection of processes or functions. These two schemes are often combined together to create a cohesive navigation system. These schemes were chosen based on research and understanding current site content.

## Site Map

A site map is a visual blueprint that shows website content and its relationship to one another. The flexibility of a site map allows a designer to share content organization with stakeholders and other professionals without having to create detailed mock-ups. Site maps are created after the content audit has been completed to ensure that all existing content can be evaluated and new content can be considered.

The site map below is broken out into the following categories:

### 1. Global Navigation

- This is the primary area where content will live. Users will visit this navigation area most.

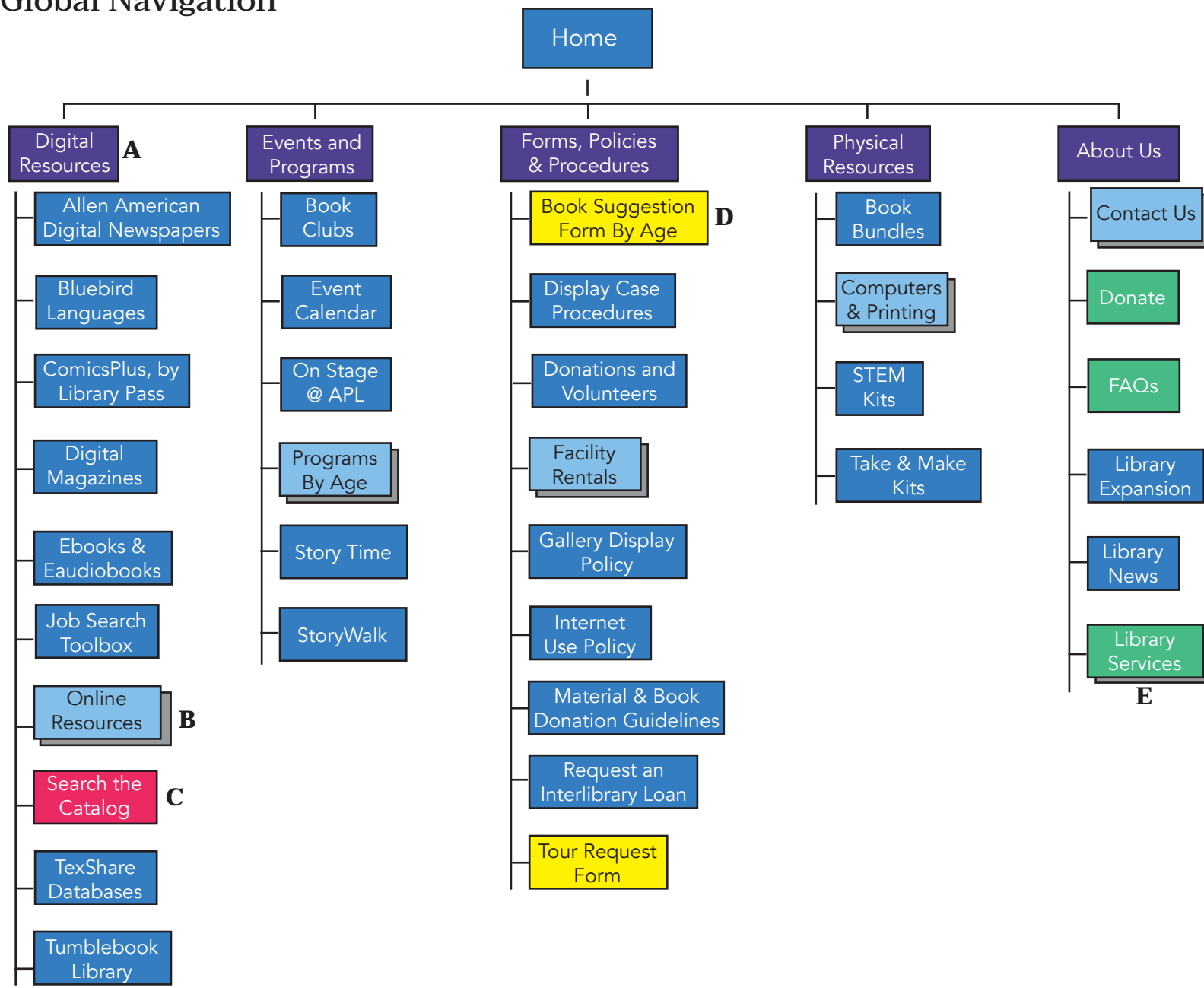
### 2. Utility Navigation

- This navigation area typically contains secondary content, such as login info and settings.

### 3. Footer Navigation

- The footer of a website can be utilized by containing content like contact info, email subscription info, and social media links.

# Global Navigation



**NOTES:**

**A:** Landing pages are clickable pages in the global navigation bar that have introductory information regarding what the sub-nav pages are. These landing pages, and all pages underneath, will have a side navigation bar present for efficient user navigation.

**B:** Pages with an additional sub-navigation will utilize the side navigation bar to ensure that users don't lose where they are. Breadcrumbs will also be present to prevent user confusion.

**C:** Pages that take the user to a site outside of the main Allen Public Library site will be marked with an 'open in new tab' icon.

**D:** Pages with a data entry form require user input. These will include clear instructions and instant data validation to ensure user completion when filling out these forms.

**E:** New pages added that were missing from the current site. These suggestions are research-based and would be confirmed with client.

**Key**

Page within site	Page with subnav
Landing page	Link to external site
Static information	Form
	New

# Utility Navigation



**F:** This search function is NOT the same as the 'Search the Catalog' page. This function is for users to browse for pages within the Allen Public Library site. Adding this functionality increases content discover-ability.

# Footer Navigation

