Allen Public Library:

Information Architecture Re-design Final Deliverable

May 03, 2022

Mariann S. Huff
User Experience Practitioner
msmit388@kent.edu
540.718.4718

Background & Introduction

This document contains a summary of the design services conducted by Mariann S. Huff in response to a inquiry by Allen Public Library. The initial inquiry stated that the following pain points need to be addressed:

1. Site is outdated in visual appearance
2. Information is difficult for end users to locate
3. In-house employees lack knowledge of information organization, so they need something easy to upkeep in the future

The following processes and procedures took place over the last seven weeks to ensure an effective re-design of the library website:

1. Review current site information architecture to become familiar with content and organization
2. Conduct research with library users and through literature review
3. Created personas to represent fictional library users
4. Analyze content through a content audit
5. Create initial sitemap to test with users through a tree test
6. Use tree test data to update sitemap and influence wireframes
7. Test wireframes using a chalkmark test to ensure maximum information architecture efficiency

---

Research Summary

Research was conducted with two librarians in central Virginia in order to learn more about the habits, successes and frustrations of current library website users. The research concluded that library users have the following goals:

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.

Research via literature review also revealed that there are three main categories of library website users, categorized by their information and computer technology (ICT) skills:

- **Inexperienced:** A computer illiterate user who is unable to use the library site.

- **Semi-experienced:** A semi-computer literate user who is able to use the site with little help.

- **Experienced:** A computer literate user who can find data easily and efficiently.

Library users all visit the library website for one common goal: *to obtain information*. The quality and quantity of information that users find is directly related to their level of ICT skills.

Personas

SHANNON *(Experienced User)*

Age: 37

Family: Married with two kids

Education: M.S in Cybersecurity

Job Title: Computer Science Professor

NARRATIVE

Shannon is a professor for a local university who strives to have a positive impact on her student's lives.

She takes the responsibiliy on herself to find materials for courses that is reliable and factual. Her students count on her to reserve study sessions to ensure complete understanding of course topics.

GOALS & TASKS

- Efficiently search for peer reviewed articles for her students
- Connect with staff members via chat for assistance reserving rooms for studying
- Filter database content to find new course projects

ALLISON *(Semi-experienced User)*

Age: 44

Family: Married with three kids

Education: Some college

Job Title: Human Resources Associate

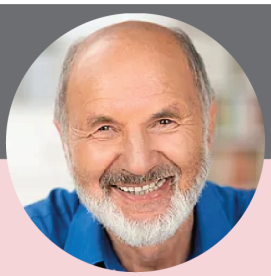
NARRATIVE

Allison is a working mom who enjoys socializing with other working professionals. She aspires to become a Human Resources Manager one day.

She encourages her kids to learn about something new every week by picking out their own books and involving them in local volunteer projects.

GOALS & TASKS

- Find materials for career development based on reviews and ratings
- Rent / purchase books appropriate for her kids ages
- Sign her family up for volunteer work



DAVID *(Inexperienced User)*

Age: 63

Family: Married

Education: High school diploma

Job Title: Retired construction worker and war veteran

NARRATIVE

David is a retired worker and veteran who enjoys spending time with his wife. They enjoy reading together and watching documenteries.

David recently moved and wants to get a library card at the local library. He has never been good with "computers" so fears he may struggle with even this minor task.

GOALS & TASKS

- Locate entertainment materials with ease
- Discover upcoming events to attend
- Learn library hours and get contact info from helpful library staff
- Get a library card

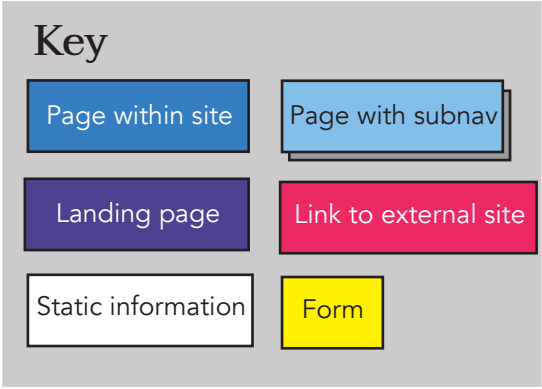
Persona Table

The table below maps out the highest to lowest priority tasks that each persona would be on the Allen Public Library website to do.

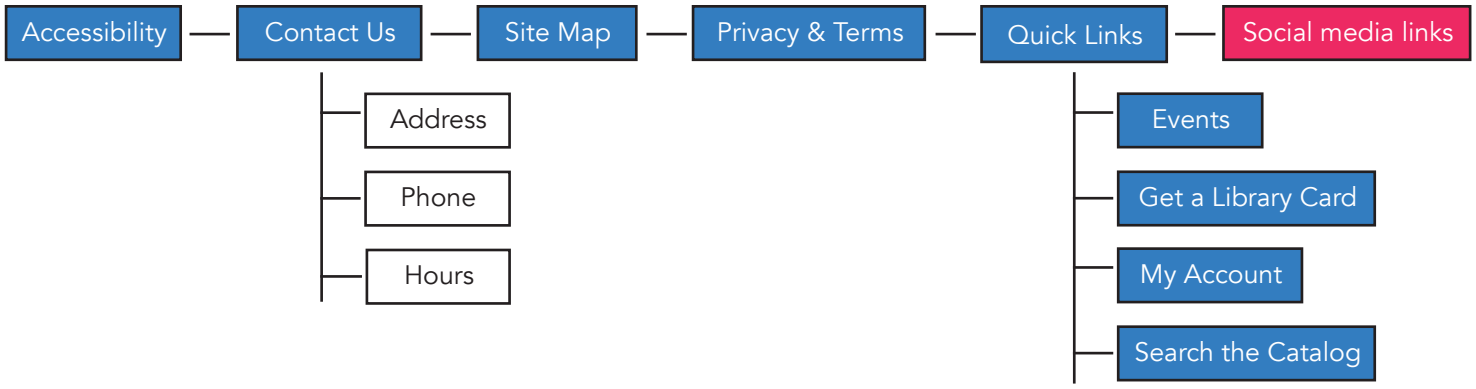
Persona / Tasks	Shannon (Experienced) Primary	Allison (Semi-experienced) Secondary	David (Inexperienced) Secondary
High Priority Tasks			
Search content in library catalog	X	X	
Rent materials	X	X	X
Get library card		X	X
Find upcoming events	X	X	X
Reserve conference space	X		
Medium Priority Tasks			
Find late fees for material returns	X	X	
Find volunteer information		X	X
Low Priority Tasks			
Learn about library		X	X
Post job ad		X	
Suggest a purchase	X	X	
Read library news			X

Final Sitemap

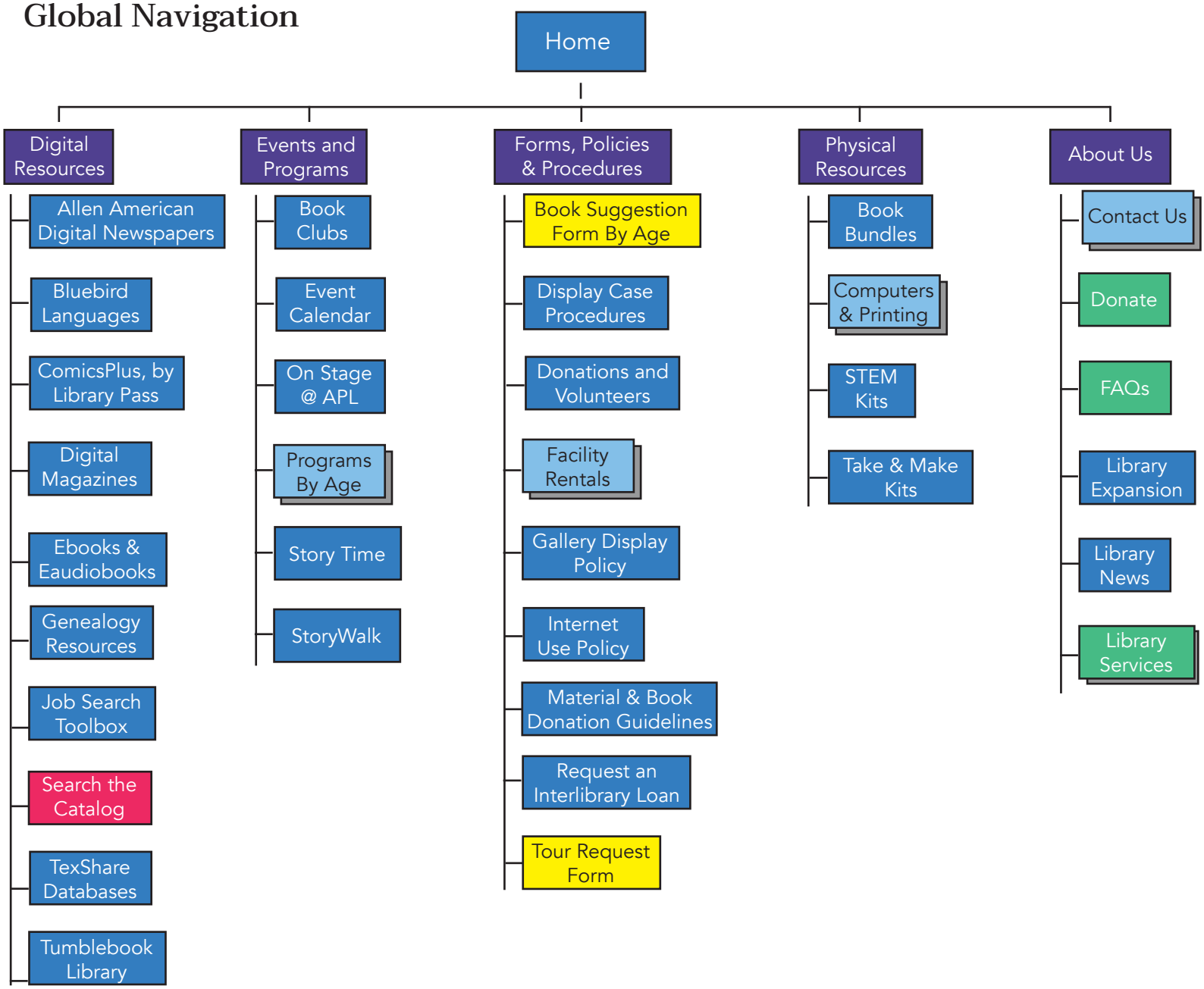
Utility Navigation



Footer Navigation



Global Navigation



Navigation Structure

The selected classification schemes for the site re-design are topical and task-based. 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 were chosen based on research and understanding current site content.

Access points that are repeated on the body of the page include:

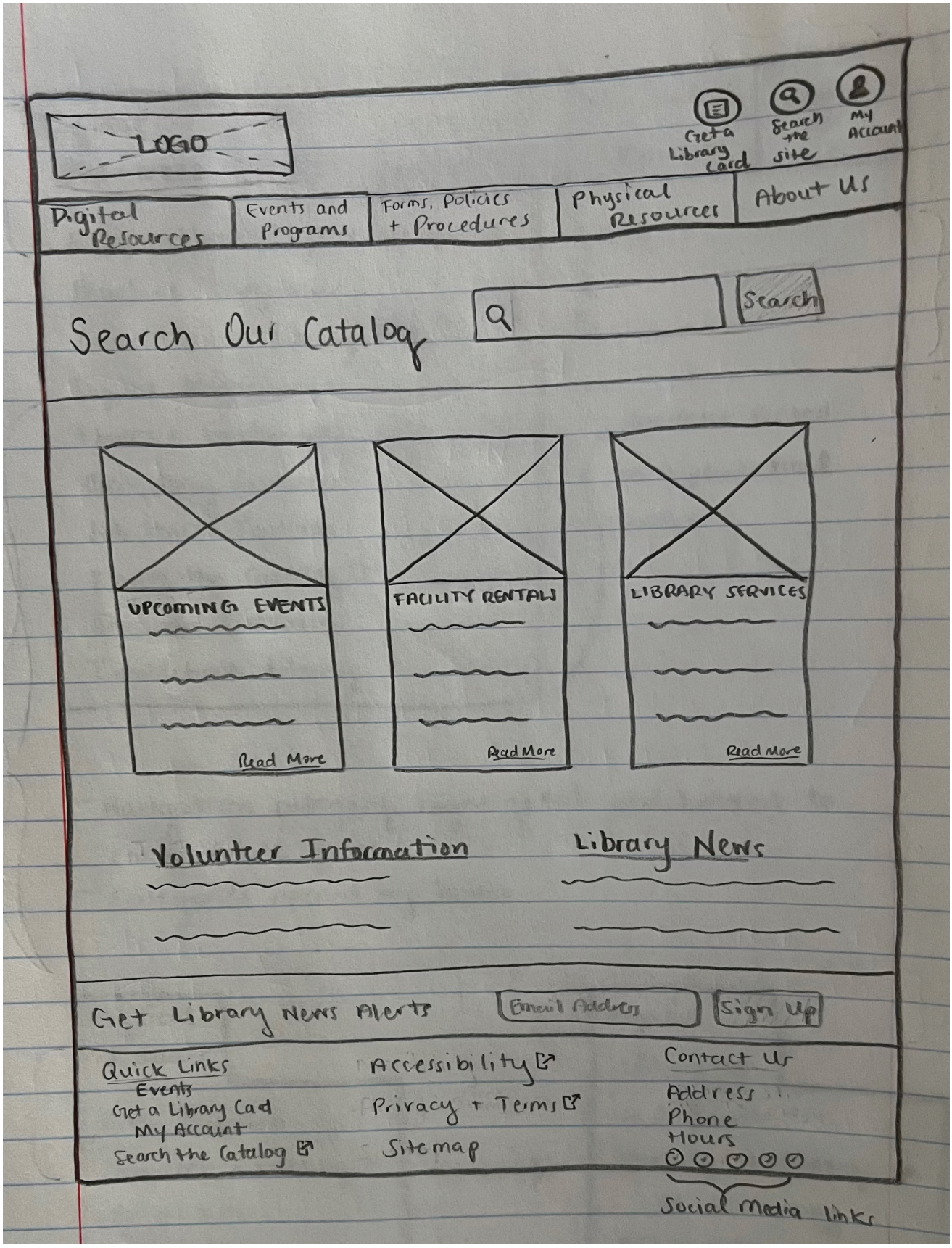
- Search banner
- Library news sign-up banner

Additional access points are also repeated in both the utility navigation as well as the footer:

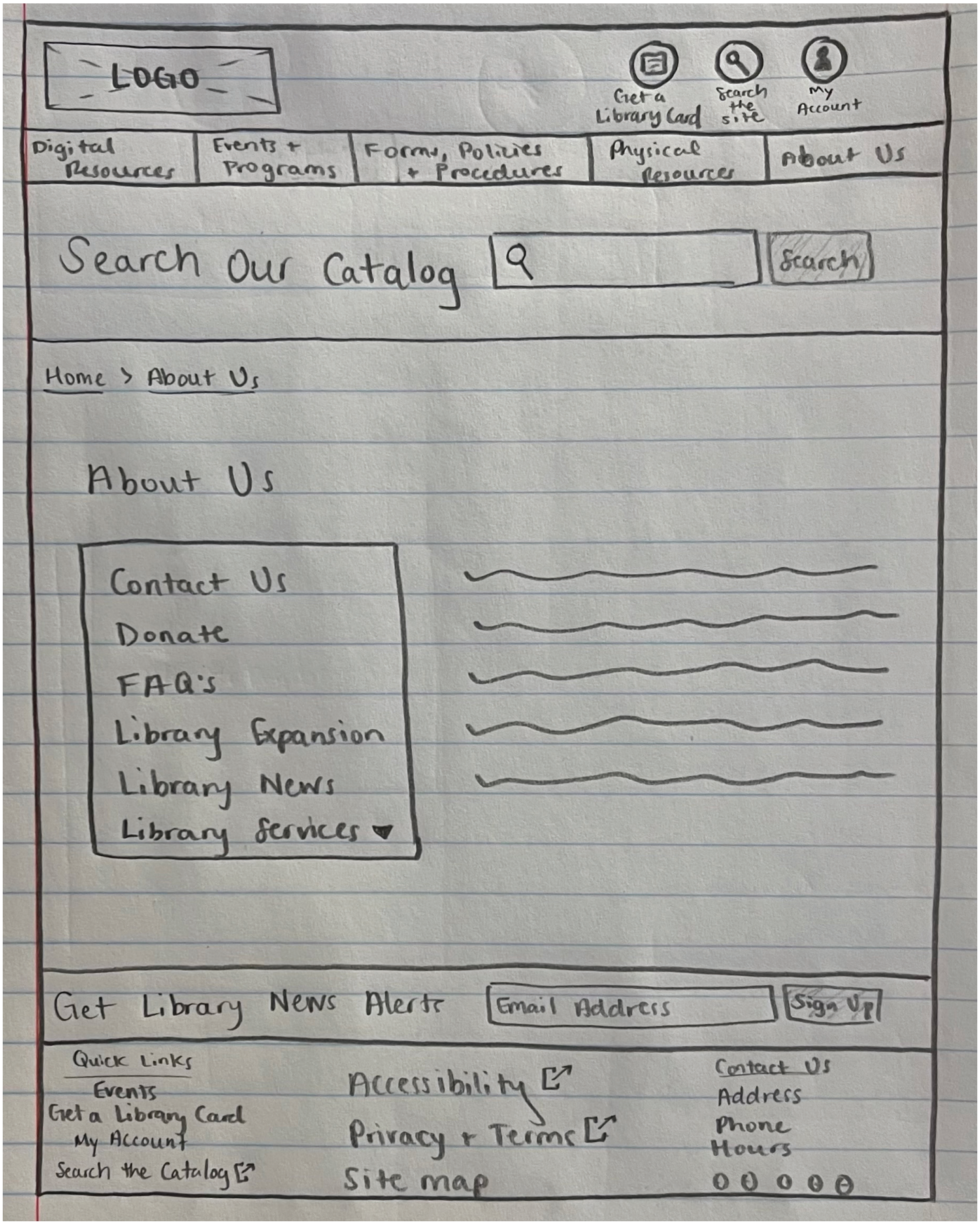
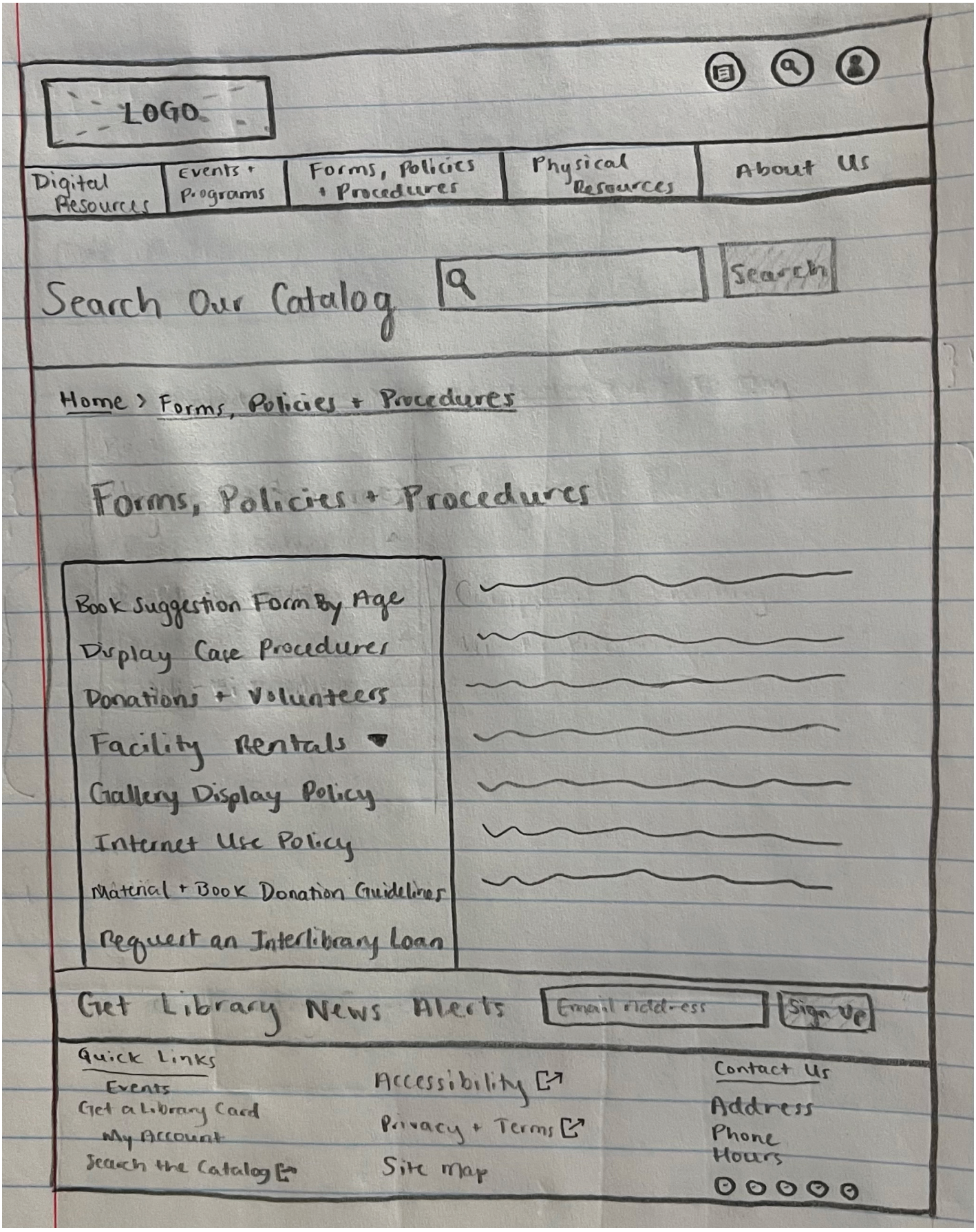
- Get a Library Card
- My Account

Final Wireframes

Home Page



About Us Page



Forms, Policies & Procedures Page