

Assignment 5:

PUTTING IT ALL TOGETHER

IAKM 60112: Advanced Information Architecture

By Jake Allen

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INTRODUCTION

This project is in response to a request from the Upper Sandusky Community Library who is in dire need for a restructured website. Visitors have been incapable of finding programs, catalogs, forms and other services provided by the library on the current website. A new information architecture has been constructed for this website through a user-centered approach in order to ensure the content is the most conveniently located and will create an enjoyable experience. The following deliverables describe the process that was taken that drove the decisions throughout the design process.



USER RESEARCH

Two highly experienced librarians from different parts of the country participated by answering a series of questions about their library website users. Information generated from these interviews and quantitative statistics over the internet were referenced for building the following user personas.

Samantha the Student



Age: 19
Working on her Bachelor's degree
Lives with her parents
Commutes to class and her part-time jobs

Needs & Goals:

Use the Interlibrary loan to get specific books for her research papers.

To utilize any services provided by the library to help with developing skills.

Downloads music and e-books for her own entertainment.

Frustrations:

Difficulty finding opportunities for learning new skills or get help with homework.

Unsure what database or catalog listed on the website will get her the information she needs.

Matt the Marketer



Age: 37
Master's degree
Married with small children
Household annual income of \$77,000

Needs & Goals:

To find information about targeted local businesses.

Download audio books for listening in traffic.

Keep up-to-date with latest marketing methods with magazines and books on the subject.

Frustrations:

Has difficulty finding information about magazines, newspapers, and any other local business information.

Can't get access to local references online.



USER RESEARCH CONTINUED

Helen the Historian



Age: 62

Bachelor's degree

Retired teacher, fascinated with local history & genealogy.

Needs & Goals:

To help friends in her community learn about their family history.

Review old newspapers and books to learn more about local history.

An opportunity to teach a class at the library to the community about local history.

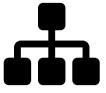
Frustrations:

Obituary index search engine is rigid, making it hard to find anyone.

A digital calendar would be ideal for promoting her class.

The personas advocated for the design purposes of this project by revealing the most important tasks they would need to perform on this website.

Task	Persona: Samantha the Student	Matt the Marketer	Helen the Historian
High Priority Task			
Manage account	Yes	Yes	Yes
Find and review library catalog	Yes	Yes	Yes
Find and review relevant databases	Yes	Yes	Yes
Finding library hours, directions and contact information	Yes	Yes	Yes
Mid-Priority Task			
Download e-books, audio-books, and stream videos	Yes	Yes	Yes
Reserve a book (including downloadable)	Yes	Yes	
Renew books	Yes	Yes	
Low-Priority Task			
View and obtain scans of news decks		Yes	Yes
Get research and homework help	Yes		
Pay/manage late fees	Yes	Yes	
Find/Initiate events, programs and classes	Yes		Yes



SITEMAP

All content was brought to the surface from the current website and analyzed according to the users' needs. Much of the information was salvaged, re-labeled and restructured into an newly drafted sitemap that was tested among four users utilizing the online "Treejack" tool by Optimal Workshop. After further refinement the sitemap was finalized.

Upper Sandusky Community Library						Account Login 🔍
Home	Catalog	Services	About	Events	Help	
	Fiction Non-Fiction E-Books Audio-Books Music Video Children Young Adult Affiliated Library					Inter-Library Loan

Drop-down Menu with the "Catalog" button activated by a hover. The "Affiliated Libraries" child page is also activated by a hover.

Upper Sandusky Community Library						Account Login 🔍
Home	Catalog	Services	About	Events	Help	
		Activities Rooms Education Support Career Support Genealogy Support State & Local Support				

Drop-down Menu with the "Services" button activated by a hover.

Upper Sandusky Community Library						Account Login 🔍
Home	Catalog	Services	About	Events	Help	
			Account Policies Staff & Board Newsletter Donate			

Drop-down Menu with the "About" button activated by a hover.

Upper Sandusky Community Library						Account Login 🔍
Home	Catalog	Services	About	Events	Help	
					FAQ Ask a Librarian	

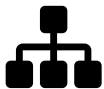
Drop-down Menu with the "Help" button activated by a hover.



SITEMAP CONTINUED

NAVIGATION STRUCTURE — *Topic Oriented*

This orientation was chosen because the labels appropriately described the content in the most convenient way and through a similar convention to how libraries are generally organized. Although, there were a few deviations from this orientation. Two user oriented labels were allowed within the “catalog” category because they are traditionally recognized among reader groups by these labels. The “Donate” and “Ask a Librarian” labels are task oriented for the specific purpose of persuading the user to consider taking an action.

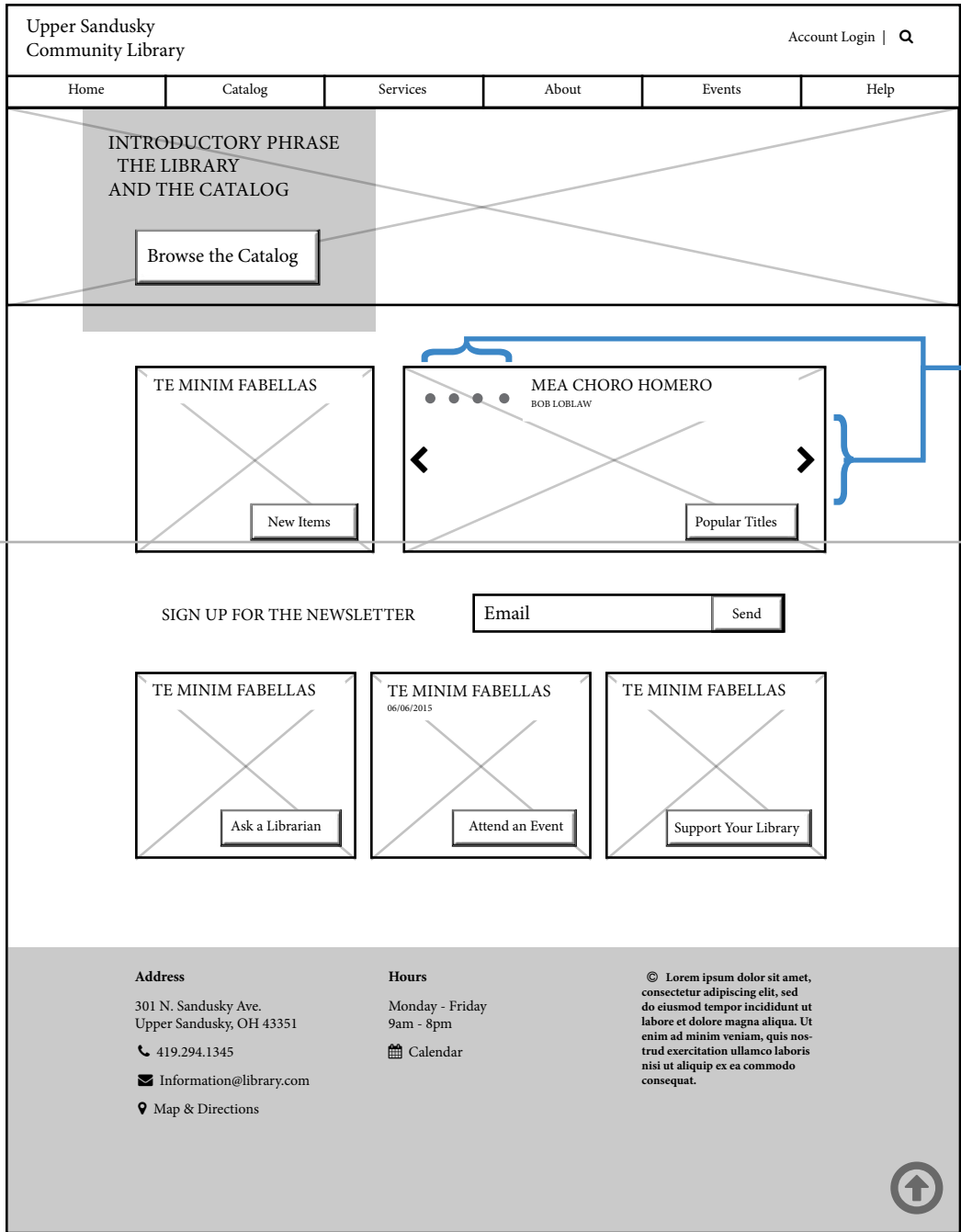


WIREFRAMES

The sitemap is designed for the user to access all content from anywhere on the website. Redundancy of website content may be presented on the local and contextual regions of the web pages where they appropriately belong and will be described into further detail. The following wireframes present the two-dimensional view of the information architecture.

WIREFRAMES CONTINUE ON NEXT PAGE —>

HOME PAGE



“Sticky” header & navigation bar that remains at the top of the screen as the user scrolls down.

Click to see another slide. Loops after four slides.

Fold line (Bottom of the computer screen)

Call to Action Buttons:
Topic & Task Oriented

Click to scroll back to the top

End of Home Page

ABOUT PAGE

This page is an example of a template that would work for the bulk of web pages at the top of the website taxonomy. It is accessed by clicking on the "About" link in the navigation bar.

Upper Sandusky Community Library Account Login | Q

Home Catalog Services About Events Help

ABOUT YOUR LIBRARY

HOME > ABOUT

ACCOUNT POLICIES

Library Card Borrowing Fees Reserving Space

MEA CHORO HOMERO

But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally

[Read More](#)

STAFF & BOARD

BOB LOBLAW	BOB LOBLAW	BOB LOBLAW	BOB LOBLAW
Director, producer "This is a quote that I had in my yearbook." ✉ bobloblaw@loblawblog.com	Director, producer "This is a quote that I had in my yearbook." ✉ bobloblaw@loblawblog.com	Director, producer "This is a quote that I had in my yearbook." ✉ bobloblaw@loblawblog.com	Director, producer "This is a quote that I had in my yearbook." ✉ bobloblaw@loblawblog.com

SIGN UP FOR THE NEWSLETTER

Email Send

SUPPORT YOUR LIBRARY

Address
301 N. Sandusky Ave.
Upper Sandusky, OH 43351
☎ 419.294.1345
✉ information@library.com
📍 Map & Directions

Hours
Monday - Friday
9am - 8pm
📅 Calendar

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Page title is more friendly than the label in the navigation bar

Breadcrumb Navigation

Click on an icon or label to activate the tab below

This tab box describes the label above it and includes a small link to read more.

Fold line (Bottom of the computer screen)


Large call to action button requesting a donation

End of About Page

SERVICES

This page is accessed by clicking on the "Services" link in the navigation bar.

Upper Sandusky
Community Library

Account Login | 


Home | Catalog | Services | About | Events | Help

SERVING OUR COMMUNITY

HOME > SERVICES

ACTIVITIES

AFTER SCHOOL ACTION HOUR But I must explain to you how all this mistaken idea Read More	STORYTIME But I must explain to you how all this mistaken idea Read More	TEEN ADVISORY BOARD But I must explain to you how all this mistaken idea Read More	COMMON READERS' BOOK CLUB But I must explain to you how all this mistaken idea Read More
--	---	---	---

FIND THESE ACTIVITIES IN THE EVENT CALENDAR 

OUR ROOMS

LEARNING RESOURCE CENTER But I must explain to you how all this mistaken idea Read More	HERITAGE ROOM But I must explain to you how all this mistaken idea Read More	ELLISON ROOM But I must explain to you how all this mistaken idea Read More
CONFERENCE ROOMS But I must explain to you how all this mistaken idea Read More	COMPUTER LAB But I must explain to you how all this mistaken idea Read More	BOOK A ROOM


COMMUNITY SUPPORT

EDUCATION SUPPORT Find a College Tuition Support		CAREER SUPPORT Find a job Resume Support	
GENEALOGY SUPPORT Obituary References ProQuest Ancestry		STATE & LOCAL SUPPORT Tax Forms Chamber of Commerce Voter Information State Program	

Address
301 N. Sandusky Ave.
Upper Sandusky, OH 43351
419.294.1345
information@library.com
Map & Directions

Hours
Monday - Friday
9am - 8pm
Calendar

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Content blocks that are sharing a link to the event calendar

Large call to action button

All Local 3rd party services