

# Library Website Project

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# Introduction

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## Library Website Overview

Design the interface for a university library website. Focus specifically on the search function and search results.

Choose an existing university library website (avoid the David O. McKay Library at BYU-Idaho so you aren't inhibited by concern for branding). Try locating a university library that is close to where you live so that you have access to students as test subjects. Design the homepage, search results page and three to five additional pages. Develop desktop versions of these pages using responsive web principles. The final project will include a presentation of your website design and a comprehensive process book. This assignment will explore information architecture, navigation, and personas—three important concepts in interaction design.

## Project Steps

- Make sure to follow all the project steps in order to pass the project.
- The steps may be rearranged or repeated as your individual project requires.

## Library Website Design

- Design for desktop screen size
- Focus specifically on the search and search results features of the site
- Design multiple screens to demonstrate functionality

## Presentation

- Keep your presentation to a five minute time limit
- Highlight the goals you established for your library website
- Discuss how user tests affected your final website design
- Present your final library website

## Process book

(print, pdf, website)

- Cover
- Table of Contents
- Summary Section (“five minute presentation” version)
- Comprehensive Section (include research, design exploration, usability testing, refinements, etc.)

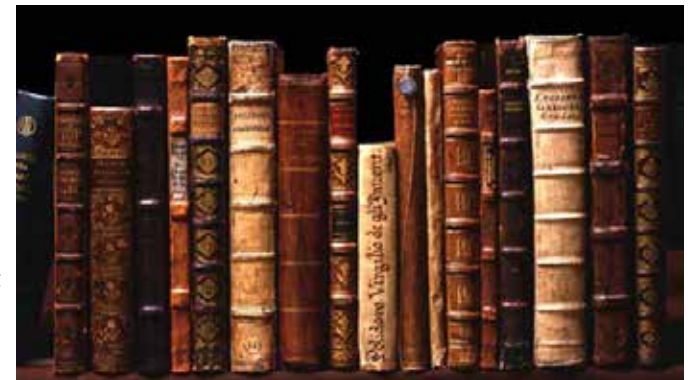
# Exploration: Library Research



## History

The first libraries consisted of archives of the earliest form of writing—the clay tablets in cuneiform script discovered in temple rooms in Sumer,[2] [3] some dating back to 2600 BC. The Library of Alexandria, in Egypt, was the largest and most significant great library of the ancient world. The Library of Celsus in Ephesus, now part of Turkey was built to store 12,000 scrolls and to serve as a monumental tomb for Roman Senator Celsus Polemaeanus. In the 5th century BC, classical Greece, private or personal libraries made up of written books appeared. By the time of Augustus there were public libraries near the forums of Rome. In the West, the first public libraries were established under the Roman Empire as each succeeding emperor strove to open one or many which outshone that of his

predecessor. Unlike the Greek libraries, readers had direct access to the scrolls, which were kept on shelves built into the walls of a large room. Around 330 AD, monastic library scriptoria flourished throughout the East and West. Byzantine, Constantius II appointed Themistius, a pagan philosopher and teacher to create a university-like school centered around the library in Constantinople which in the 5th century when it had 120,000 volumes and was the largest library in Europe. In the Early Middle Ages, monastery libraries chained books to the shelves, reflecting that they were valuable possessions. At the start of the 18th century, libraries were becoming increasingly public and were more frequently lending libraries. Montagu House became the first true national library was founded in 1753 as part of the British Museum, as holdings increased from 235,000 to 540,000 volumes, making it the largest library in the world at the time.



# Exploration: Library Research

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## Top 10 Academic Library Websites 2014

- 1) North Carolina State University
- 2) Cornell University
- 3) Portland State University
- 4) Wake Forest University
- 5) Ithaca College
- 6) Brigham Young University
- 7) Champlain College
- 8) University of Minnesota
- 9) University of British Columbia
- 10) McGill University

## To be successful website:

- Ready access to search bar
- Simple, uncluttered
- Easy to navigate
- Easy to understand

## Types of libraries:

- Monastic library
- Imperial library
- Patriarchal libraries
- Private libraries

## Library Uses:

- Borrow printed books
- Access historical documents or archives or genealogical records
- Access specialized databases such as legal or public records
- Get research help from a librarian
- Access or borrow magazines or journals
- Access or borrow newspapers
- Borrow audiobooks
- Borrow e-books
- Quiet study time
- Free wi-fi

# Exploration: Technology Research

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## Current Learning Technology Trends

- 1 - EDUCATIONAL TOOLS
- 2 – VIDEO, AUDIO & IMAGE TOOLS
- 3 – COMMUNICATION TOOLS
- 4 – NETWORKING & COLLABORATION TOOLS
- 5 – WEB, BLOGGING & WIKI TOOLS
- 6 – BOOKMARKING & CURATION TOOLS
- 7 – OFFICE TOOLS & ANCILLIARIES
- 8 – PRODUCTIVITY TOOLS
- 9 – BROWSERS, READERS & DASHBOARDS
- 10 – MOBILE DEVICES &  
SYNCHRONIZATION TOOLS

## Wordlist

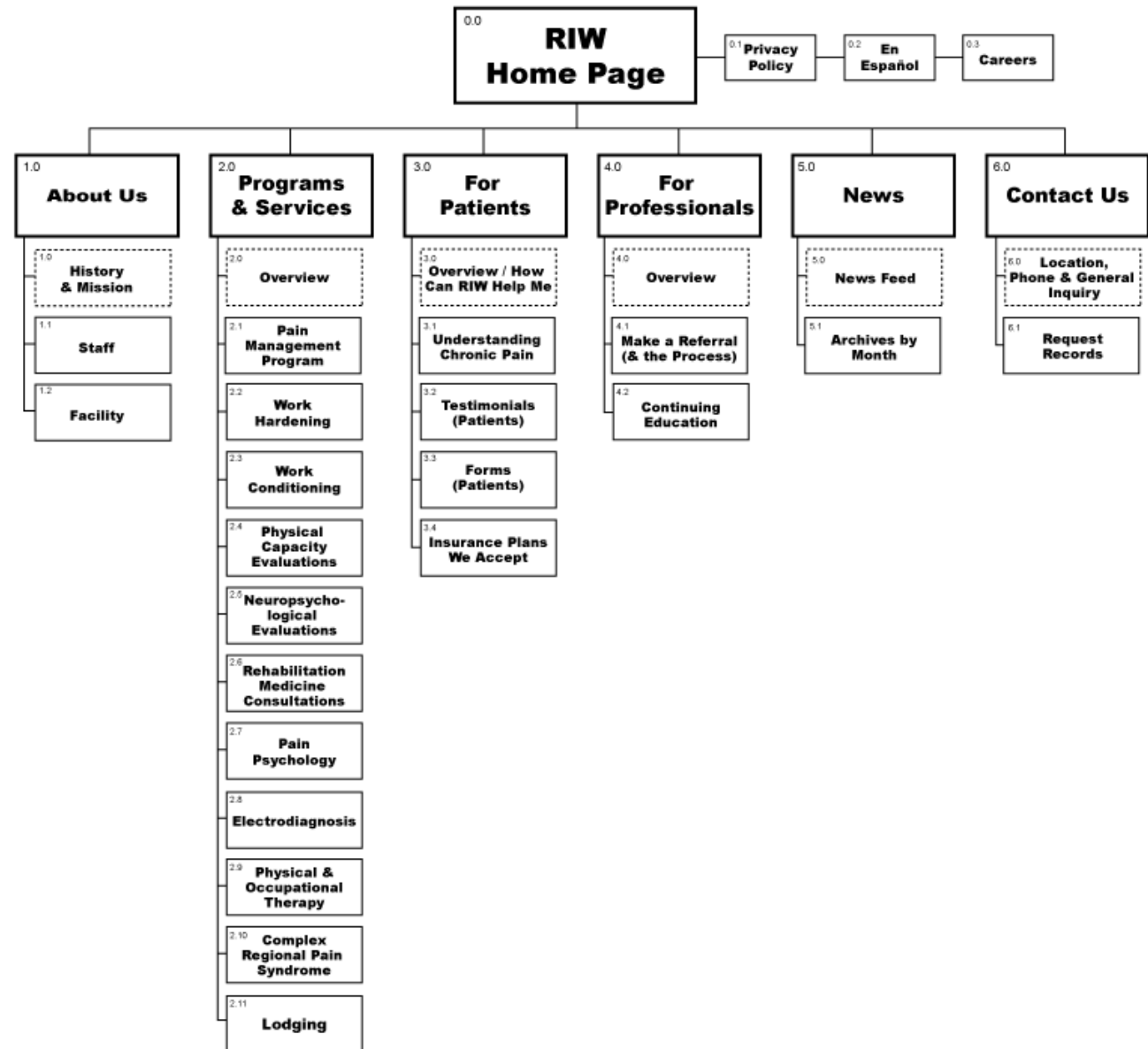
- Books
- Webs
- Ebooks
- Magazines
- Search
- Dewey decimal
- Periodicals
- Newspapers
- ISBN
- Barcode
- Scanner
- Online
- Media
- Author
- Titles
- Catalog
- Subject
- Fiction
- Non-fiction
- Novel
- Reference
- Librarian
- Archives
- Videos
- Shelves
- Loan
- Read
- Learning
- Alphabet
- Scholars
- Scrolls
- Museums
- Biographies
- Bibliographies
- Databases
- Quiet
- Cite
- Alumni
- Account
- Plagiarism
- Study
- Tutoring
- WorldCat
- Friends of the library
- Collections
- Internet

# Exploration: Information Architecture

## Information architecture

(IA) is the structural design of shared information environments; the art and science of organizing and labelling websites, intranets, online communities and software to support usability and findability; and an emerging community of practice focused on bringing principles of design and architecture to the digital landscape. Typically, it involves a model or concept of information which is used and applied to activities that require explicit details of complex information systems. These activities include library systems and database development.

Information architecture is considered to have been founded by Richard Saul Wurman.



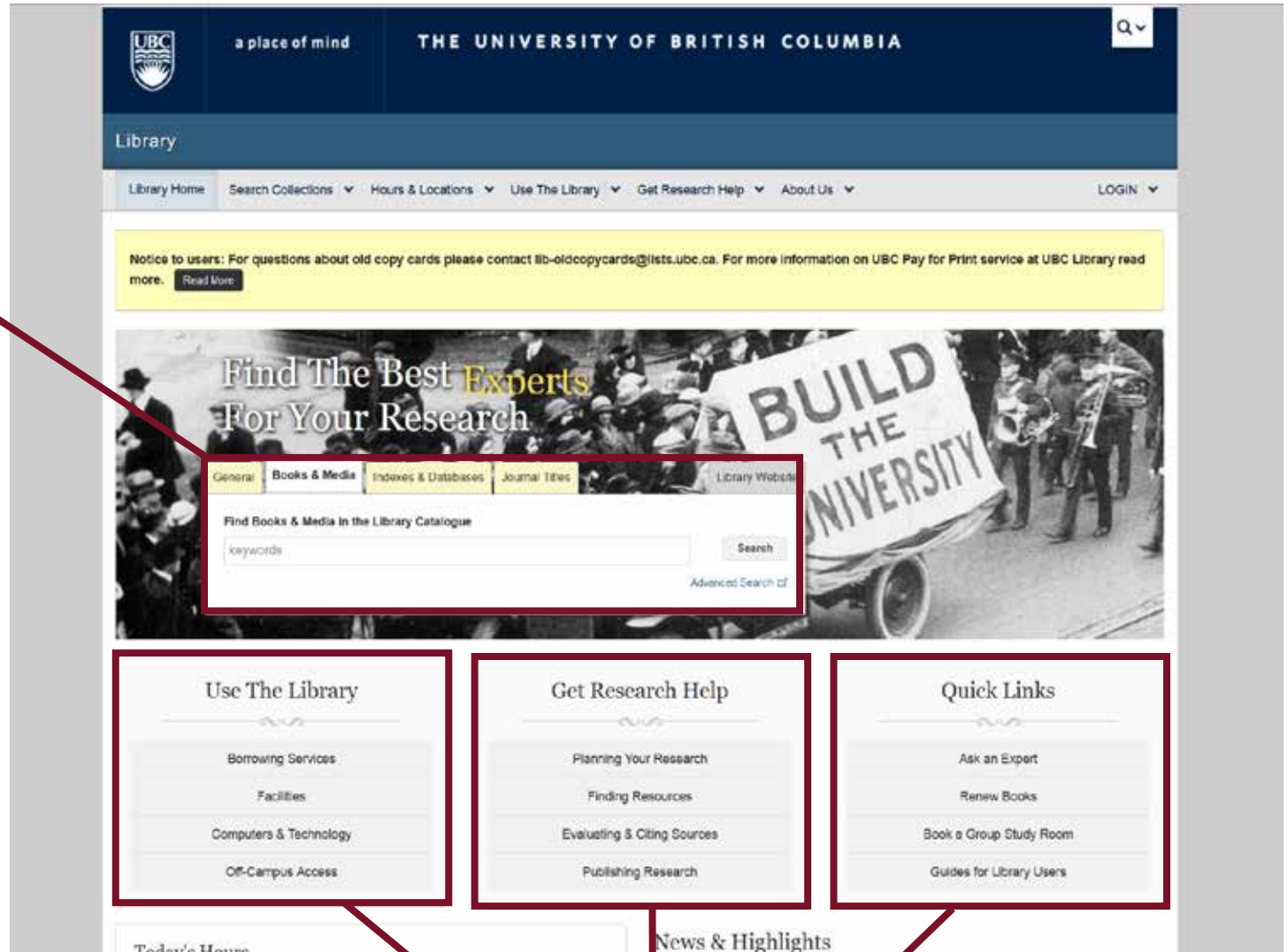
# Exploration: Competitive Research

Search bar is clear and easy to see.

## University of British Columbia

Jargon-free site: uses familiar language such as “Use the Library” and “Get Research Help.”

Their guides for library users help new users get started, and they’ve created customized guides for Undergraduates, Graduates, Faculty, Distance Students, and even Staff and Community.

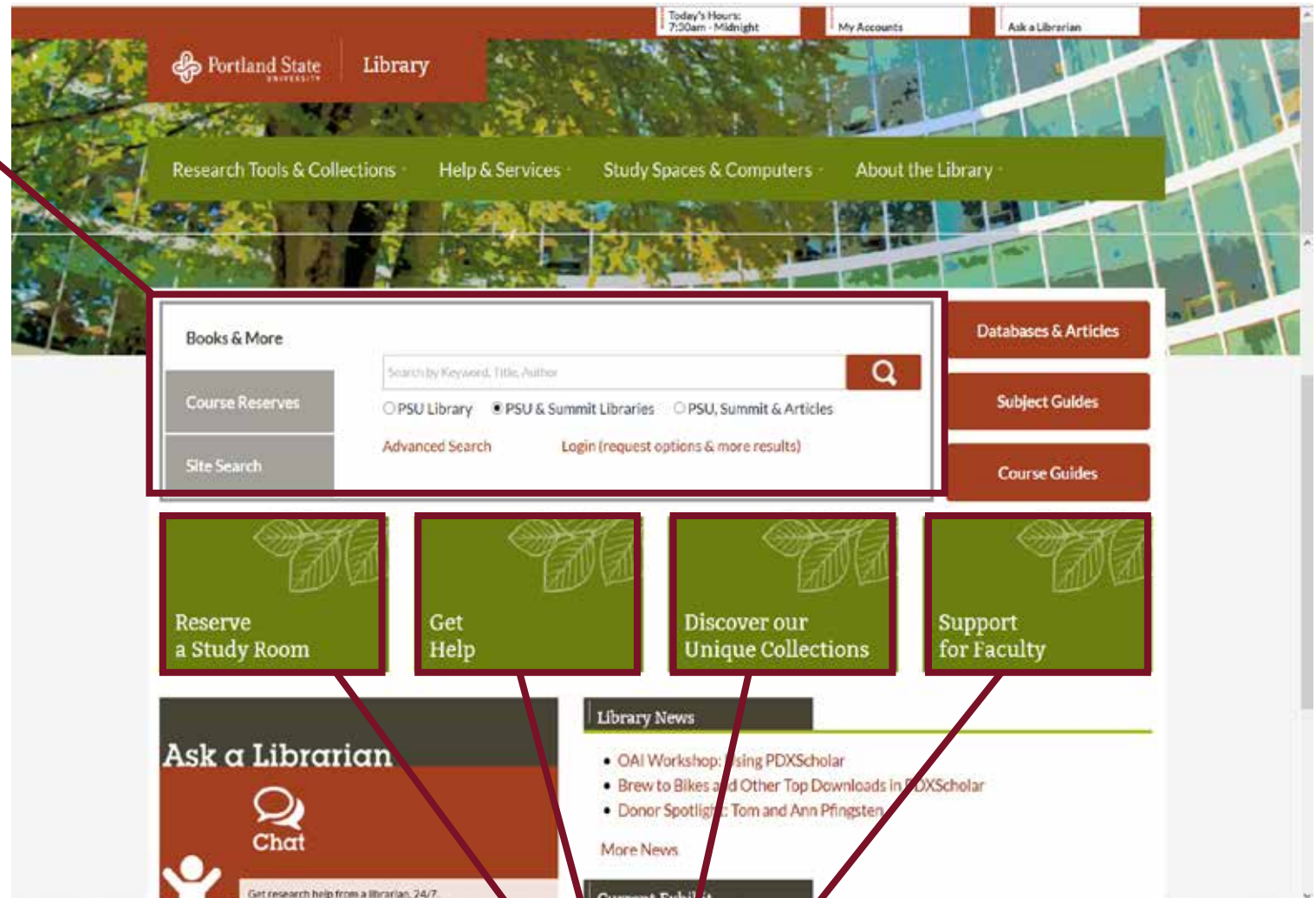


The buttons and quick links are big and easy to find.



# Exploration: Competitive Research

Prominent search bar



## Portland State University

This library is all about teaching users how to become better researchers: I love their interactive and modular DIY Library teaching tool. The site is also packed with tutorials, how to's, and workshops.

I also like the ease of course reserves searching, and prominence of course information.

Big easy to find links

# Exploration: Competitive Research

## North Carolina State University

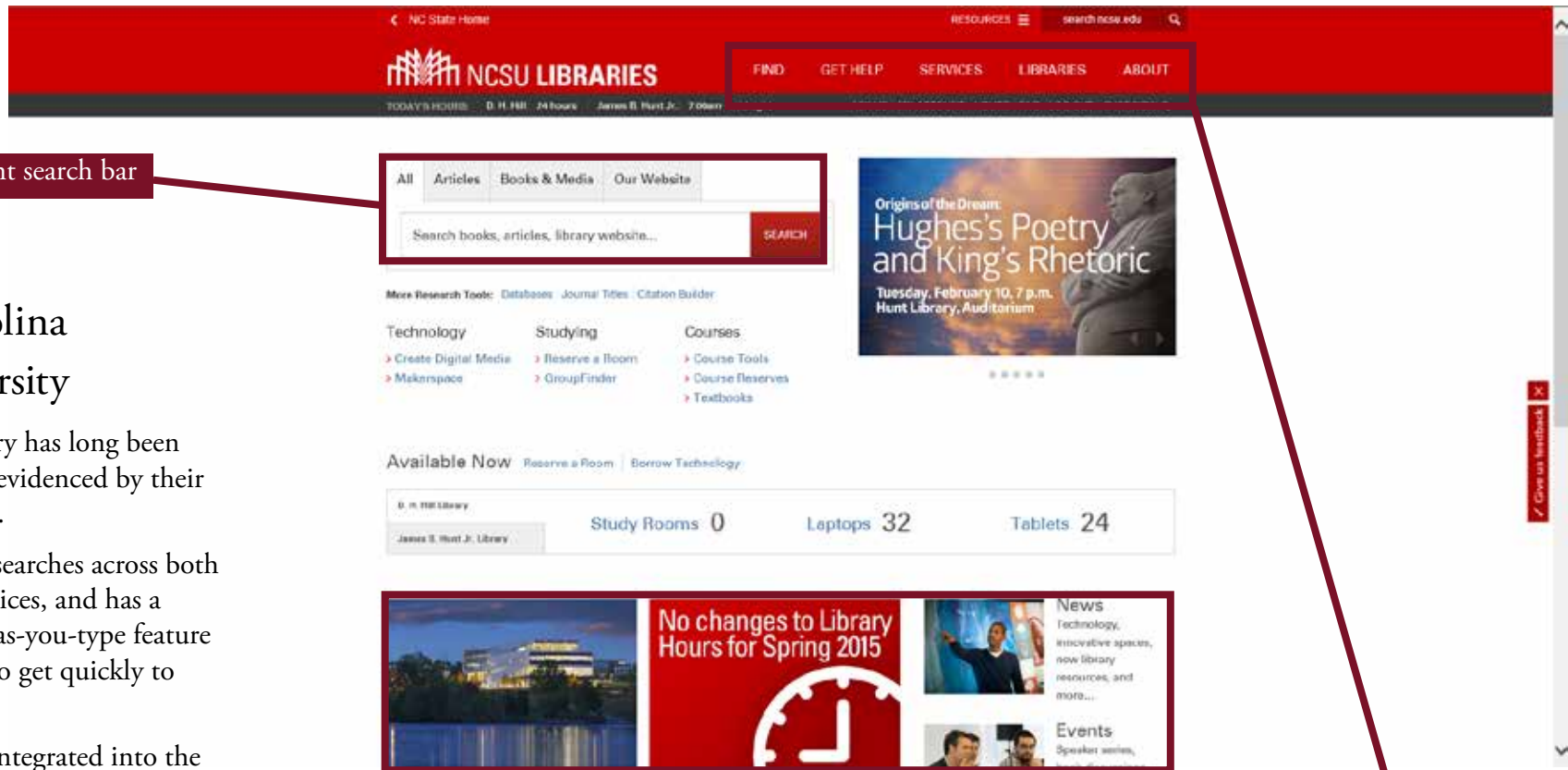
The NCSU Library has long been user-focused – as evidenced by their many user studies.

Their search tool searches across both resources and services, and has a powerful suggest-as-you-type feature that allows users to get quickly to what they need.

Courses are well-integrated into the site, with Course Tools that include both suggested resources and reserves.

The library's research Guides are also well-integrated, keeping users on the library site.

Point-of-need help such as “What am I searching?” next to search boxes and “Help Finding Articles” on the articles page.



Prominent search bar

Lockdown bar with multiple links

Large convenient links

# Target Audience

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My target audience is students and faculty of North Idaho College. The students would be those on and off campus that would use the internet to access the library.

Due to online school, the student body can range in age.



# Interview Questionnaires

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## Questions:

What is your name?

What is your age?

What is your major?

How many times during the week so you use the library website?

What do you like about the website?

What's frustrating about the website?

What would you change about the website and/or the search function?

About what percentage of the site do you use?

## Librarian Questions:

What do you use the website for?

What do you think students need access to?  
Is it easy?

What was the old interface like when you first started working here?

What is frustrating for you as a librarian?

In your opinion, why can't students find what they need?

Is there a part of the website that is exclusive to librarians?

Is there a section of the website that should be mostly for librarians?

# Interviews: 1

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Name: Jacob M

Age: 24

Major: History; on-campus

How many times during the week so you use the library website? Twice a week

What do you like about the website? It is really easy to find books. Easy setup. Has a filter for that specific library.

What's frustrating about the website? Not really, pretty easy

What would you change about the website and/or the search function? Add more schools in the system to pull from.

About what percentage of the site do you use? Mainly the search engine

# Interviews: 2

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Name: Matt S

Age: 22

Major: Computer Science; on-campus

How many times during the week so you use the library website? Four times in the past semester, I go to the physical library

What do you like about the website? Free

What's frustrating about the website? It is difficult to use, I would rather google research topics or physical library

What would you change about the website and/or the search function? It opened about 4 different tabs on him randomly.

About what percentage of the site do you use? 5%

# Interviews: 3

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Name: Sierra S

Age: 18

Major: Pre-Vet Medicine; on-campus

How many times during the week so you use the library website? This semester, none; last semester, every week

What do you like about the website? No comments

What's frustrating about the website? No comments

What would you change about the website and/or the search function? No comments

About what percentage of the site do you use? Only used it for academic journals

# Interviews: 4

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Name: Roxie B

Age: 36

Major: Early Childhood Development; online

How many times during  
the week so you use the  
library website? One time

What do you like about  
the website? Not cluttered

What's frustrating about  
the website? It doesn't show enough search items per page

What would you change  
about the website and/or  
the search function? I have to go to the next page

About what percentage of  
the site do you use? Not much



# Interviews: 5

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Name: Isaac P

Age: 20

Major: Diesel Technology; on-campus

How many times during  
the week so you use the  
library website? Once

What do you like about  
the website? It was straight forward and organized

What's frustrating about  
the website? Too many tabs and sections

What would you change  
about the website and/or  
the search function? Update the graphics and streamline the search engine

About what percentage of  
the site do you use? 40%

# Interviews: 6

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Name: Barry B

Age: 39

Major: Pre-Nursing; online

How many times during the week so you use the library website?	I have never used the website and didn't even know they had one. I usually google anything I am searching for or the teacher provided videos and information that we use.
What do you like about the website?	No comment
What's frustrating about the website?	No comment
What would you change about the website and/or the search function?	No comment
About what percentage of the site do you use?	0

# Interviews: 7

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Name: Katie W

Age: 19

Major: Elementary Education; on-campus

How many times during the week so you use the library website? Less than once a week, I really haven't had to use the library so far this semester.

What do you like about the website? No comment

What's frustrating about the website? Can't think of anything

What would you change about the website and/or the search function? Can't think of anything to change

About what percentage of the site do you use? Only about 15%

# Interviews: 8

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Name: Samantha B

Age: 17

Major: Theatre; on-campus

How many times during the week so you use the library website? Once maybe

What do you like about the website? It is easy to get to what you want to find

What's frustrating about the website? Nothing so far, I have not used it too much to know for sure if some features are frustrating

What would you change about the website and/or the search function? I would not change anything.

About what percentage of the site do you use? About 15%

# Interviews: 9

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Name: MaKenzie C

Age: 19

Major: Elementary Special Education

How many times during the week so you use the library website? I haven't gone to the library this semester or used the website because. I only used the website to connect to my blackboard account.

What do you like about the website? It is hard to navigate through.

What's frustrating about the website? No comment

What would you change about the website and/or the search function? No comment

About what percentage of the site do you use? 0

# Interviews: Librarian

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First name:	Jim
Title:	Information Services/Distance Education Librarian
How long have you worked for the school?	12 years
What do you use the website for?	It's my everything
What do you think students need access to?	The catalog, the databases, ask the librarian and help. Everything.
Is it easy to use?	Probably articles, research, tools are more challenging.
What was the old interface like when you first started working here?	I can't remember, that was 12 years ago. Pretty bad, it was Voyager. I made our first one, it was simple, with front page.
What is frustrating for you as a librarian?	Trying to keep from getting in trouble. We do what we can to put out fires so students can do with a minimum frustration. There is a new campus rule, no smoking yet guns are allowed. The staffing need better communication.
In your opinion, why can't students find what they need?	When they can't, it's because we don't have access to information.
Is there a part of the website that is exclusive to librarians?	Yes, but we're not using it.
Is there a section of the website that should be mostly for librarians?	Yes, future designs will have reference blogs and troubleshooting for communication.

# Interviews: Librarian

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First name:	Ann
Title:	Technical Services Librarian
How long have you worked for the school?	25 years
What do you use the website for?	When working reference I access the database, videos, books etc I demonstrate how to use the catalog
What do you think students need access to?	Everything, primarily the resource for journal article and databases 24 hours a day
Is it easy to use?	It is somewhat easy, it needs improvement
What was the old interface like when you first started working here?	In 1990 we didn't have the ILS system, we used the card catalog. In 1992, we got ILS.
What is frustrating for you as a librarian?	On a small campus, getting the administration to understand what we do and that success is essential for learning. Librarians have skills that are necessary, the administration question our status. They want to hire people with a lesser degree than a master because they are lower pay rate. The administrators are more business men.
In your opinion, why can't students find what they need?	Students are overwhelmed with the variety of information. They are intimidated by the library and afraid to ask for help.
Is there a part of the website that is exclusive to librarians?	There is but we don't use it very often. So, no.
Is there a section of the website that should be mostly for librarians?	It would be a good option to add and use. She admits the site needs to be changed, it is too cluttered.

# Interviews: Summary

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## Typical problems that students face

Some students ...

- Found it easier to Google research topics than to search it out in the library database.
- The mapping of the site was confusing.
- There were too many options, would like it simpler.

## Existing library website features

- Search bar
- Find articles
- Library hours
- Contact information
- Library news

## My Findings

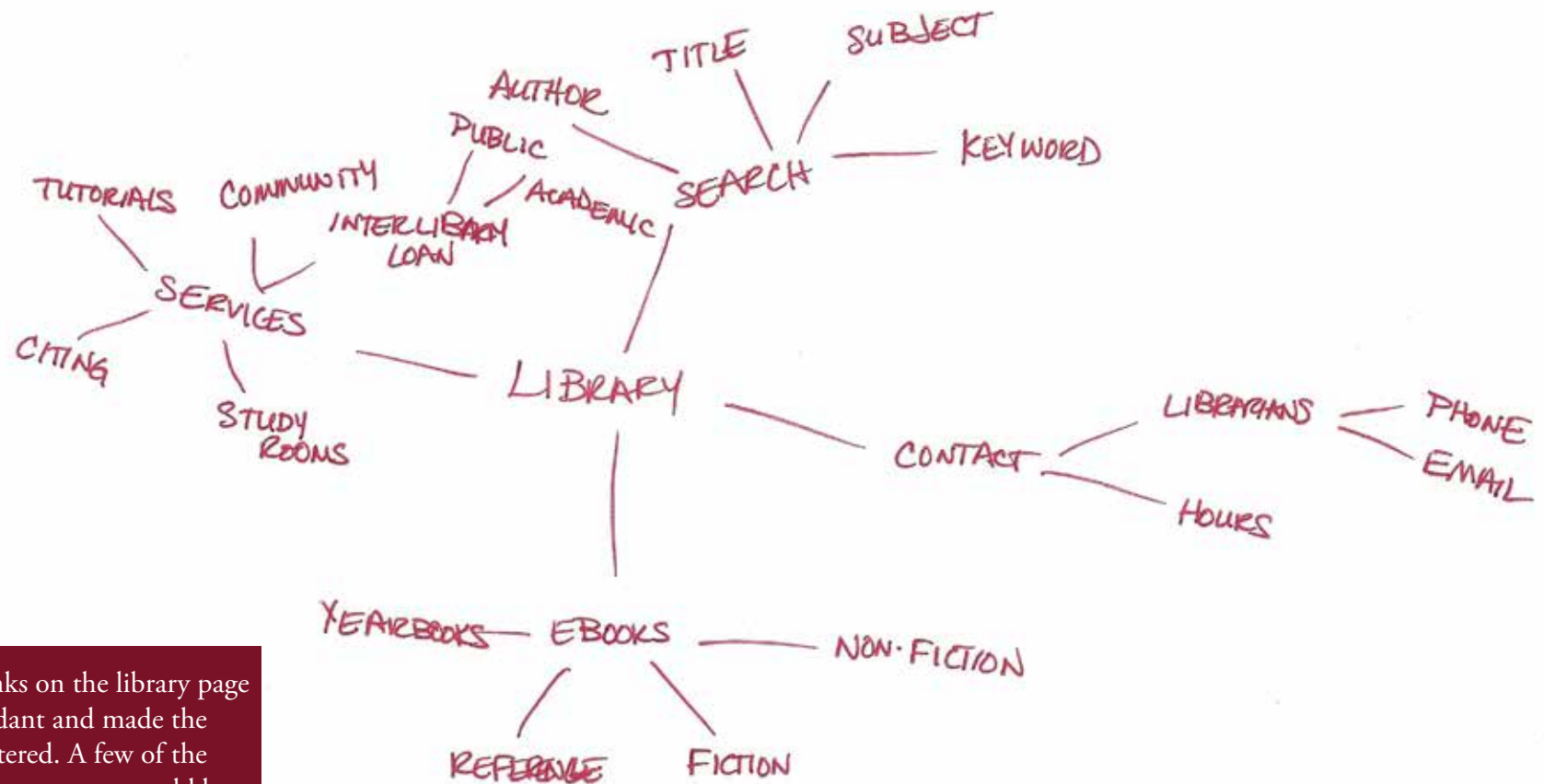
From my research and interviews, of all the on-campus and online students, most of them are not using the school website. The on-campus students go to the actual physical library to study, sleep or use Wi-Fi. The online students are using other sources like Google or teacher references. It seems that unless the teacher has required a use for the school website such as English or history research, the site isn't being used much by the students.

## Solution

A solution to provide more flow to the site would be to have links to all teacher videos and visual aids. This would enable students ready access to the online resources provided for the courses they need. The links could be accessed then by a course password if necessary for each individual course. This would provide one location for all class materials and while they are there, they would be more likely to use the site for the purpose in which it was created.



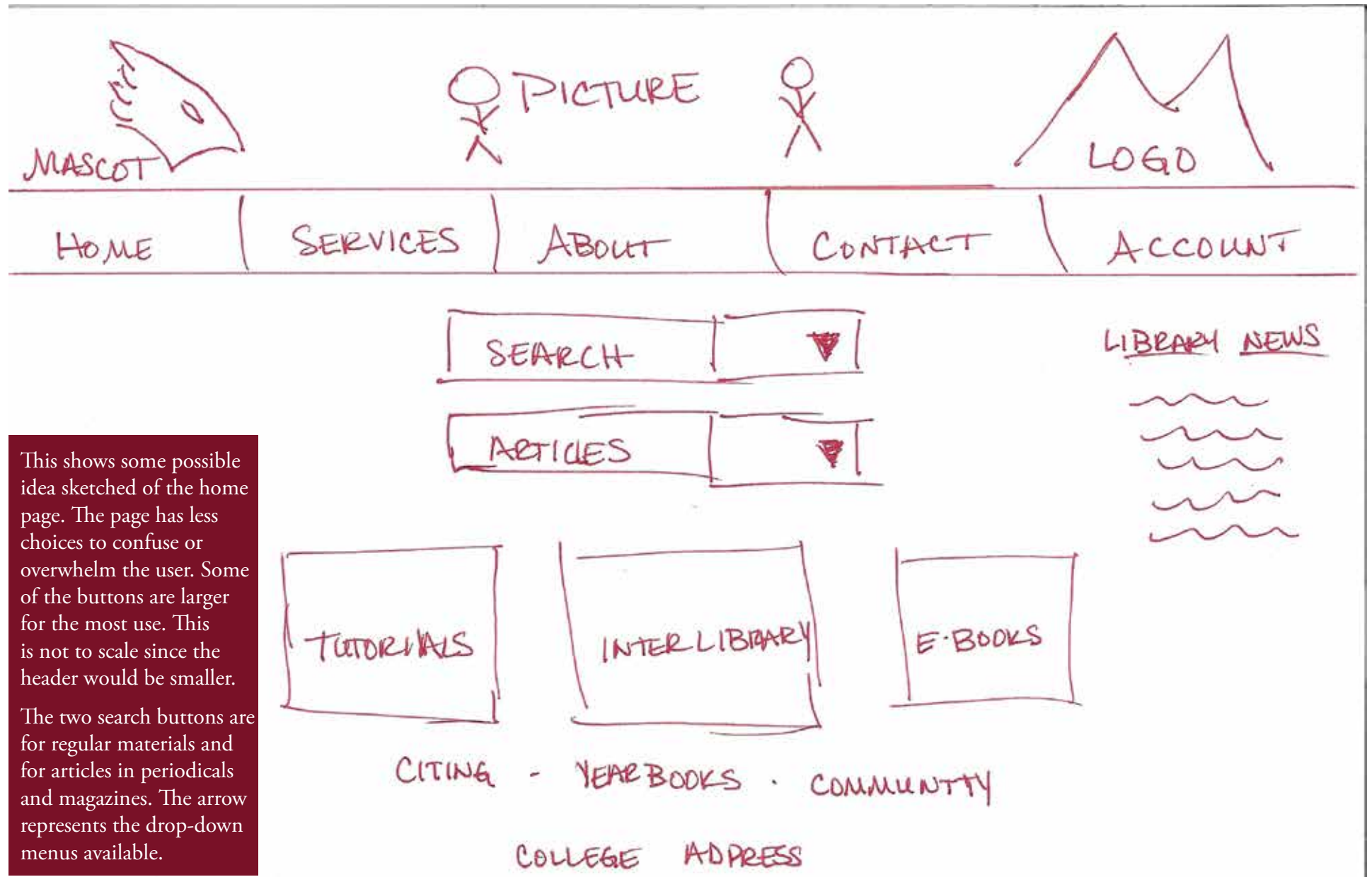
# Brainstorming



A lot of the links on the library page seemed redundant and made the page look cluttered. A few of the links were unnecessary or could be combined with others.

The header was also not repeated on each of the pages which meant if they wanted to go back or navigate to another page, they couldn't from that secondary page.

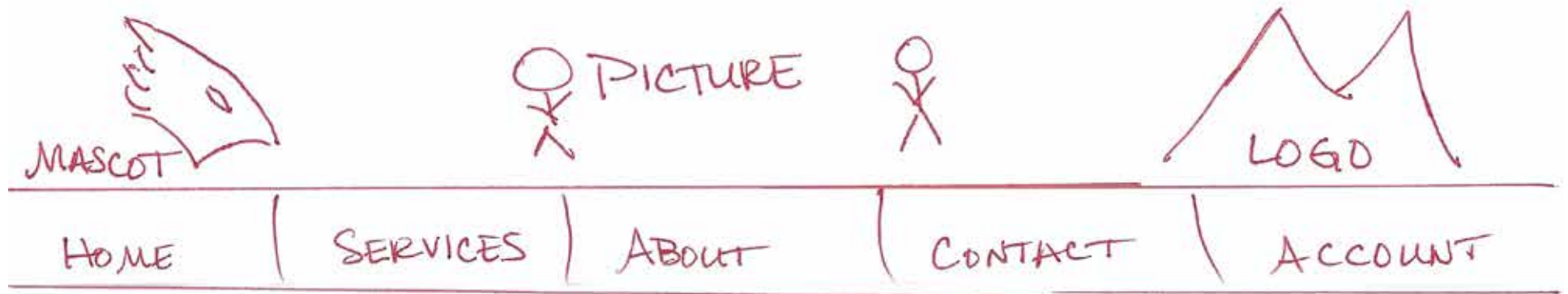
# Sketches: Home Page



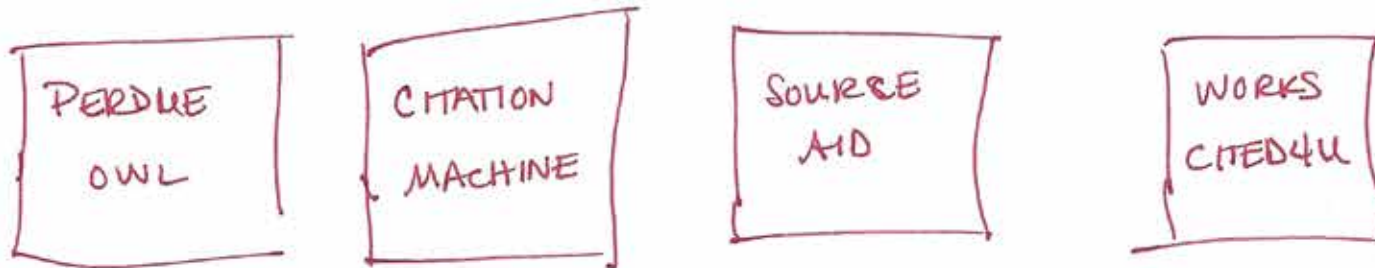
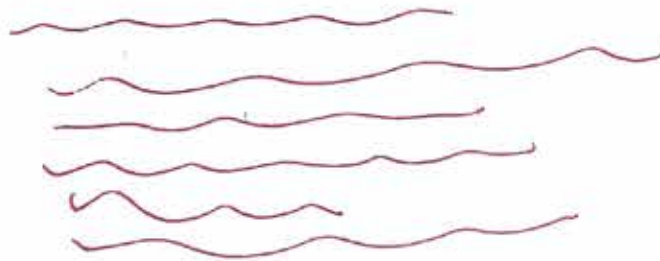
This shows some possible idea sketched of the home page. The page has less choices to confuse or overwhelm the user. Some of the buttons are larger for the most use. This is not to scale since the header would be smaller.

The two search buttons are for regular materials and for articles in periodicals and magazines. The arrow represents the drop-down menus available.

# Sketches: Cite Page

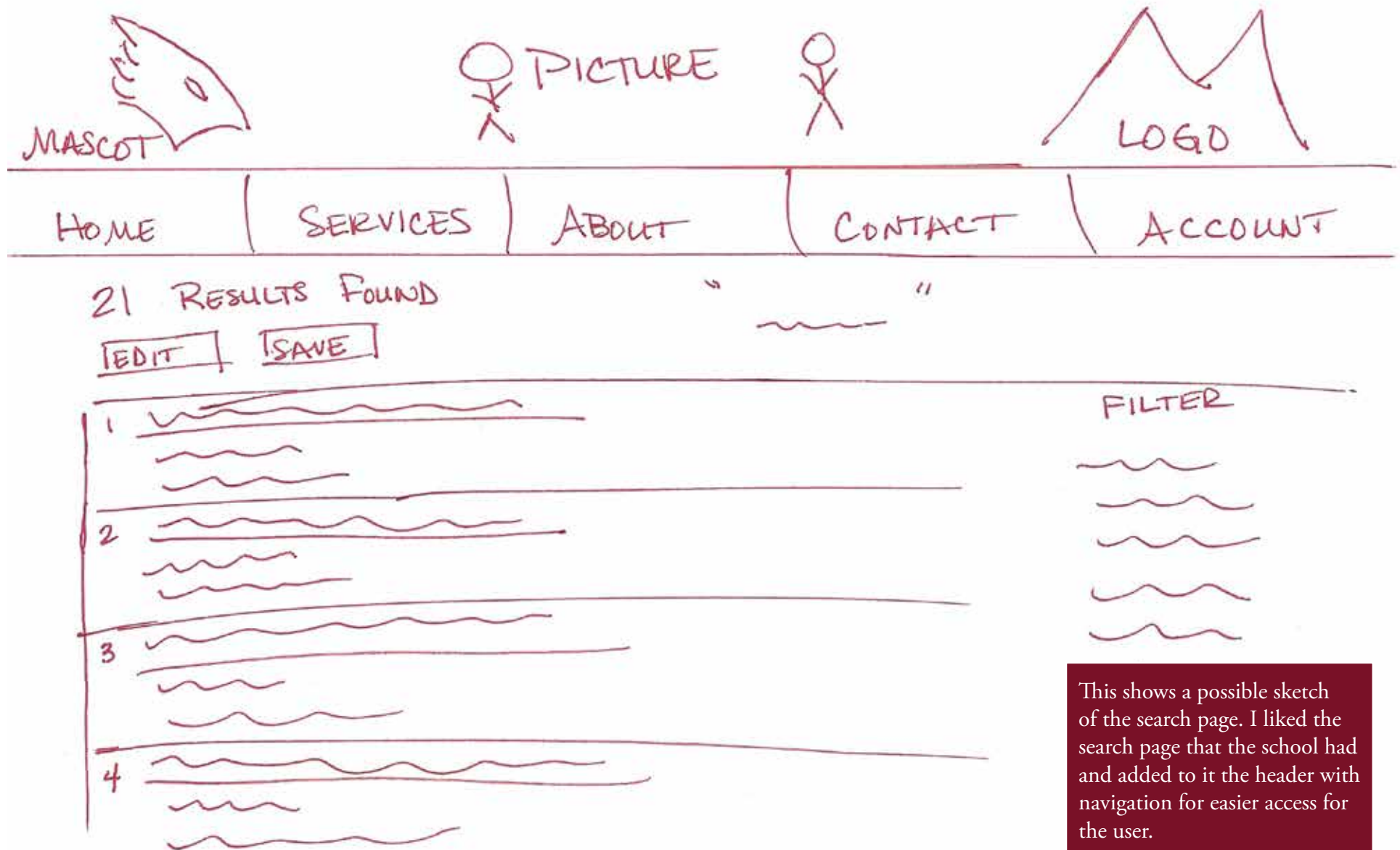


## CITING YOUR SOURCES



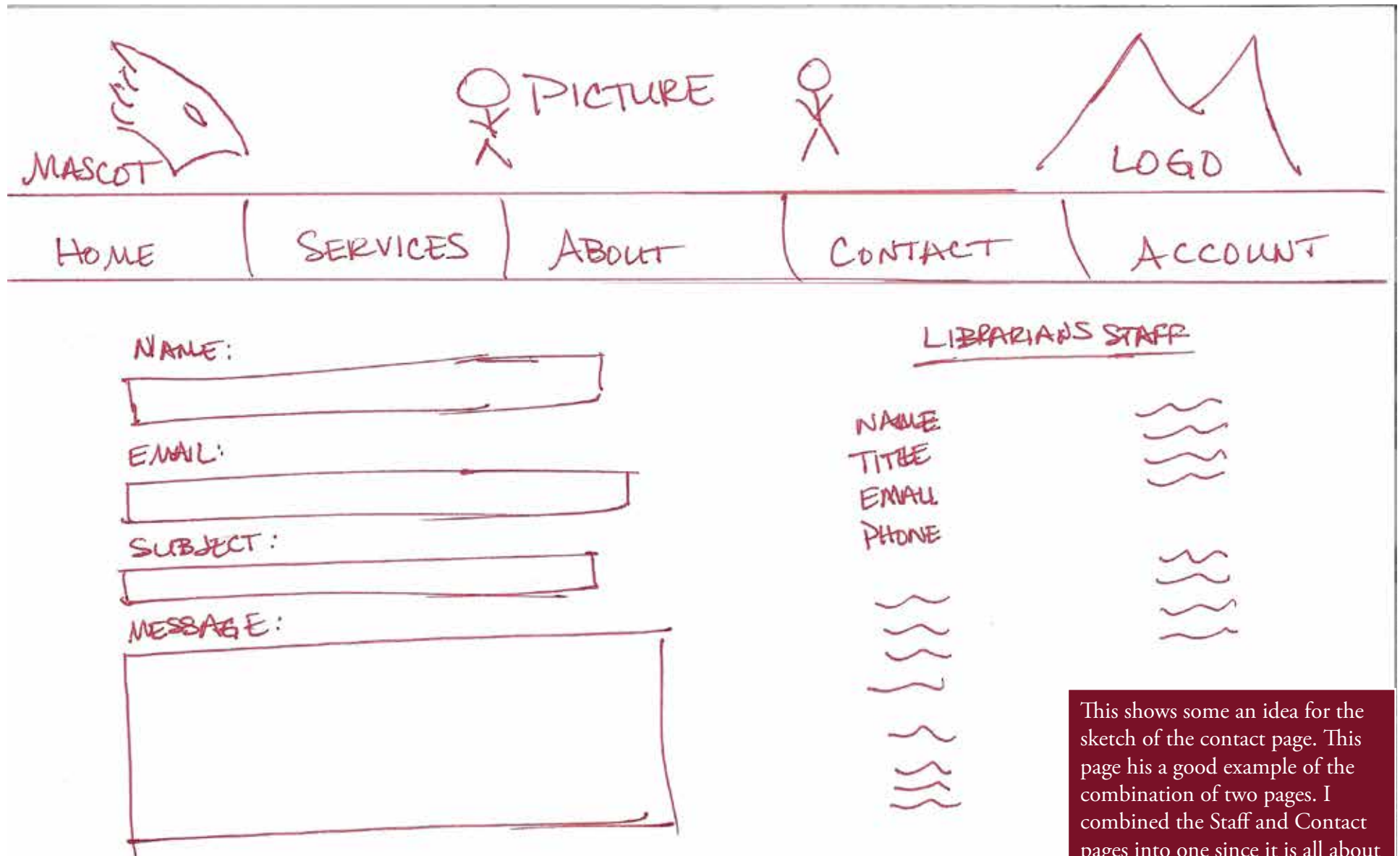
This shows some possible ideas sketched of the Cite page. The page has larger buttons to access the cite engines most used. This is a valuable resource for English majors.

# Sketches: Search Page



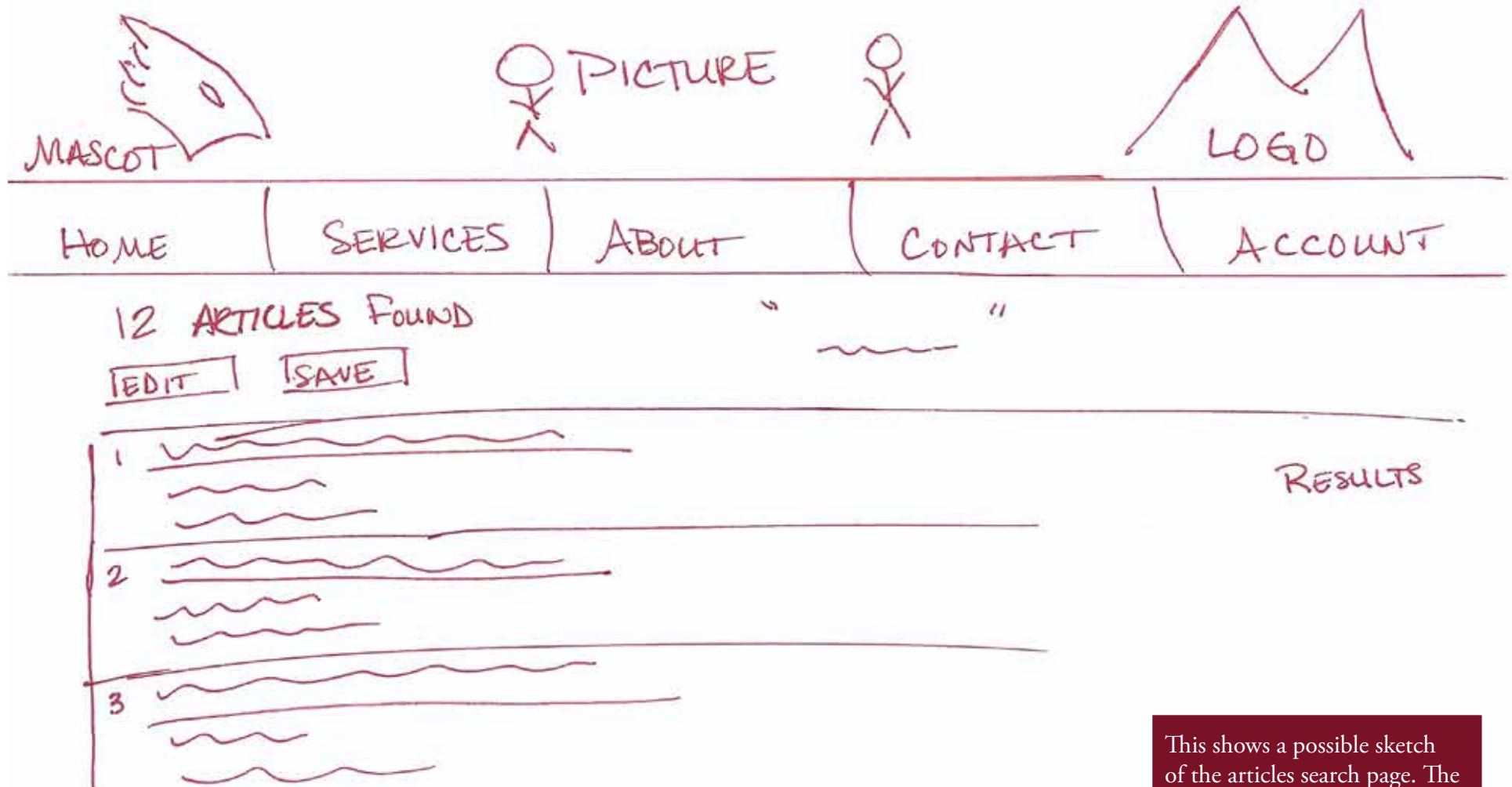
This shows a possible sketch of the search page. I liked the search page that the school had and added to it the header with navigation for easier access for the user.

# Sketches: Contact Page



This shows some an idea for the sketch of the contact page. This page his a good example of the combination of two pages. I combined the Staff and Contact pages into one since it is all about contacting the staff.

# Sketches: Articles Search Page



This shows a possible sketch of the articles search page. The students will not only need to search for reading materials but will need articles and research their homework papers.

# Persona 1

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Name: MaKenzie C.

Age: 19

Lives: North Idaho

Major: Elementary Special Education

MaKenzie is a young student who just graduated high school. She has decided to attend North Idaho College to study Elementary Special Education. She has found that studying is hard work when not hanging with friends.

MaKenzie is the middle child of three and the only girl. She is involved with sports. She also enjoys communicating with her boyfriend who is in the military.

# Persona 2

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Name: Mat S.

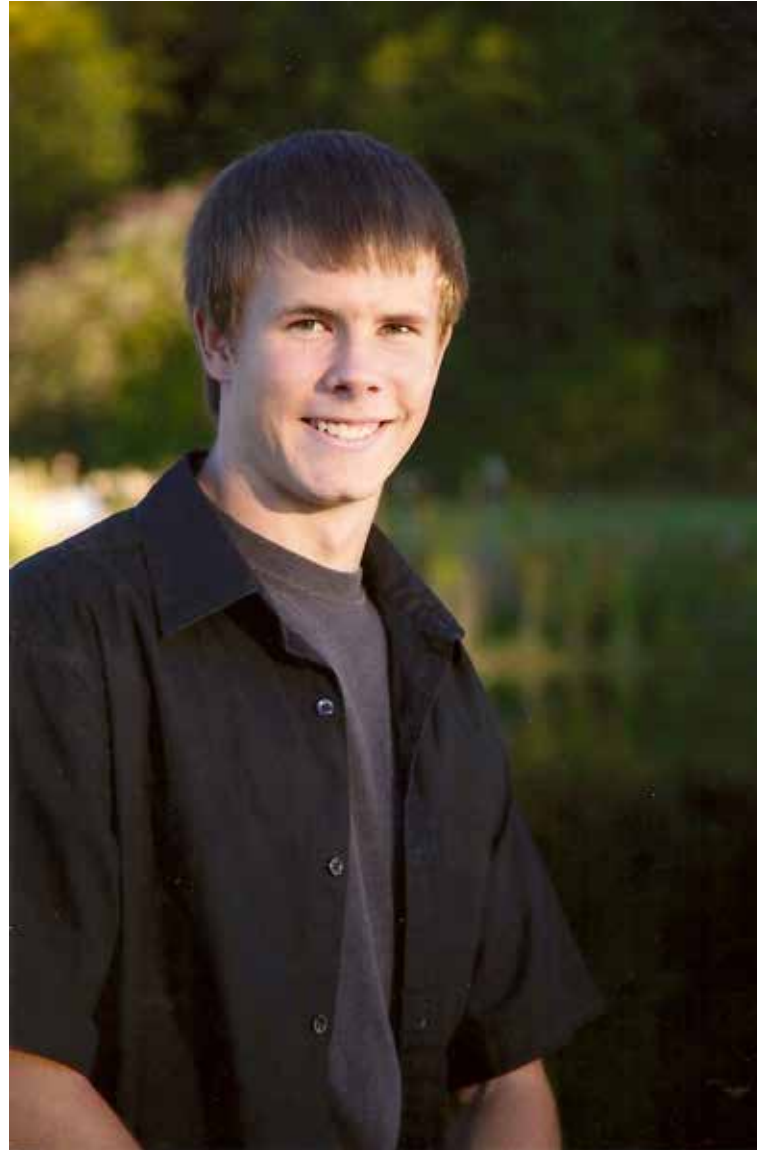
Age: 22

Lives: North Idaho

Major: Computer Science

Mat graduated high school and chose to attend North Idaho College for their Computer Science program. Mat spends his spare time either playing online computer games with friends or hanging out with his current girlfriend.

Mat is the youngest of 2 children. He is proud to termed a 'nerd'.





# Persona 3

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Name: Samantha B.

Age: 17

Lives: North Idaho

Major: Theatre

Samantha is an only child. She graduated high school early and chose to attend NIC. She is studying Theatre.

Samantha loves to hang with friends, work with theatre, play the guitar and smile.



# Scenarios

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## SCENARIO 1

MaKenzie needs to finish up her English paper but cannot remember how to cite it correctly. She remembers the librarian told her once that the website had links for citing.

## SCENARIO 2

Mat has a history course which requires him to access a video on the Liberty Bell. He remembers that the library has one online. He can access it with the search bar. While he is there, he can access the articles for more information with that search option.

## SCENARIO 3

It is after hours and Samantha needs to get hold of one of the library staff before she forgets. She needs to ask them a question. She remembers that they have their emails and contact information on the library website.

### To be successful website:

- Ready access to search bar
- Simple, uncluttered
- Easy to navigate
- Easy to understand

# Usability Test 01

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## SCENARIO 1

1. Log in to the library website
2. Find the “cite sources” link
3. Clicks on the link
4. When the page opens, chose one of the four citing sources.
5. Continue onto your choice.

## SCENARIO 2

1. Type in “liberty bell”
2. Click on “keyword”
3. Click “search”
4. When the page comes up, filter the results based on location, NIC Library,
5. Filter type, All Videos

## SCENARIO 3

1. Click on the “Contact” button.
2. Fill in “name”
3. Fill in “email”
4. Fill in “subject”
5. Type in a “message”
6. Click “Send email”

# Usability Results

## Test subject for MaKenzie

name: Chelsea

age: 22

## Questions

Was the main page easy to understand? Yes

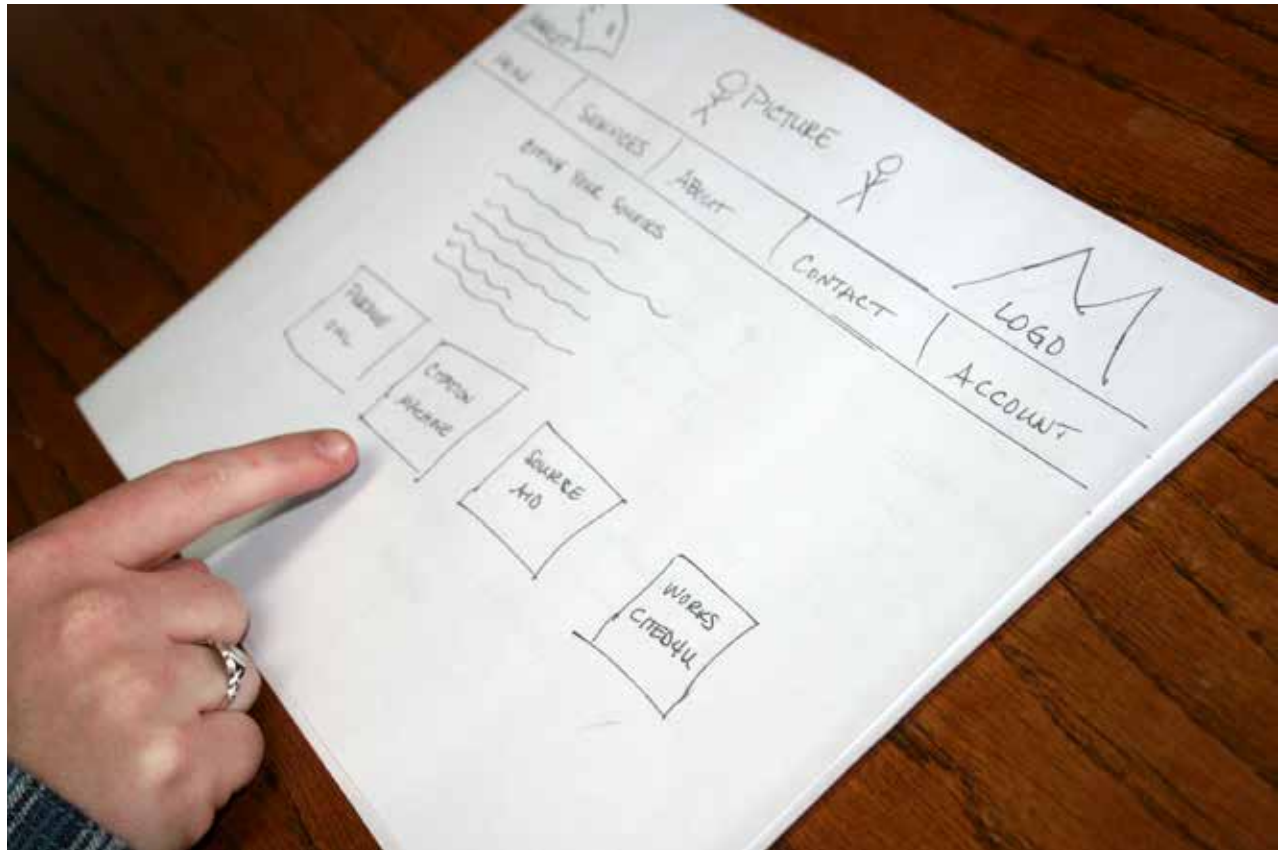
Does the site appear too busy? No

Could you find the “cite sources” link easily? Yes

Did you understand where you needed to go? Yes

Did you have any problems with the website? No

What changes would you make if you could? I don't know



## Subject Results

The test subjects did well and understood the paper site and how to works it for the most part. She was able to find where she needed to go and didn't have any problems. She even explained which cite source she would have chosen.

## Possible solution

There are no suggestions that she would make at this time.

# Usability Results

## Test subject for Mat

name: Jake

age: 24

## Questions

Was the main page easy to understand? Yes

Does the site appear too busy? No

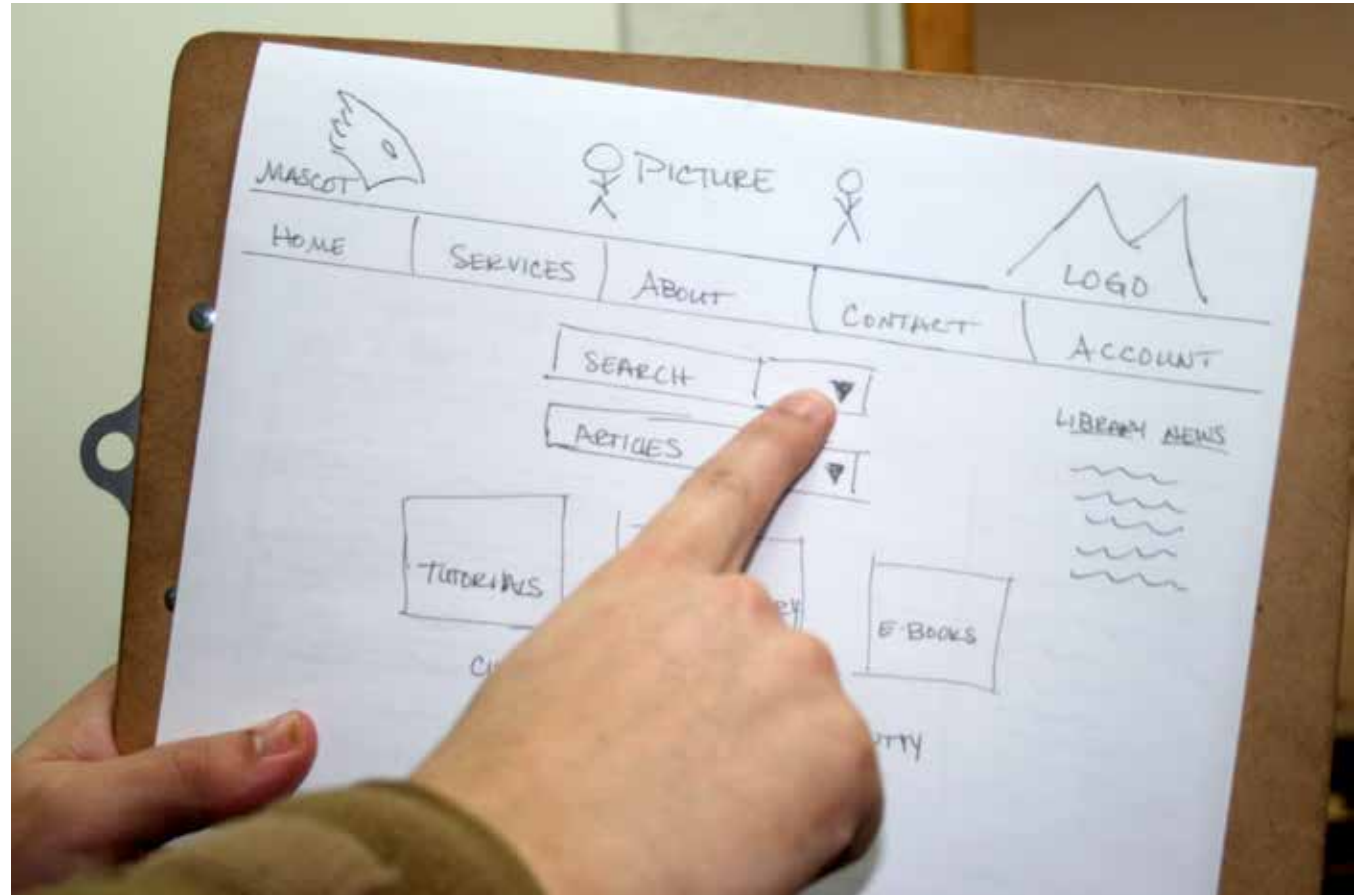
Could you find the “search” bar easily? Yes

Did you understand how to chose the keyword? Yes

Did you understand where you needed to go? Yes

Did you have any problems with the website? No

What changes would you make if you could? Nothing



## Subject Results

The test subject did well and understood the paper site and how to work it for the most part. Jake found the site easy to use and understand. He did like the addition to have the header on each of the pages.

## Possible solution

At this time, Jake did not see any changes or adjustments to be made yet.

# Usability Results

## Test subject for Samantha

name: Sheridan

age: 68

## Questions

Was the main page easy to understand? Yes

Does the site appear too busy? No

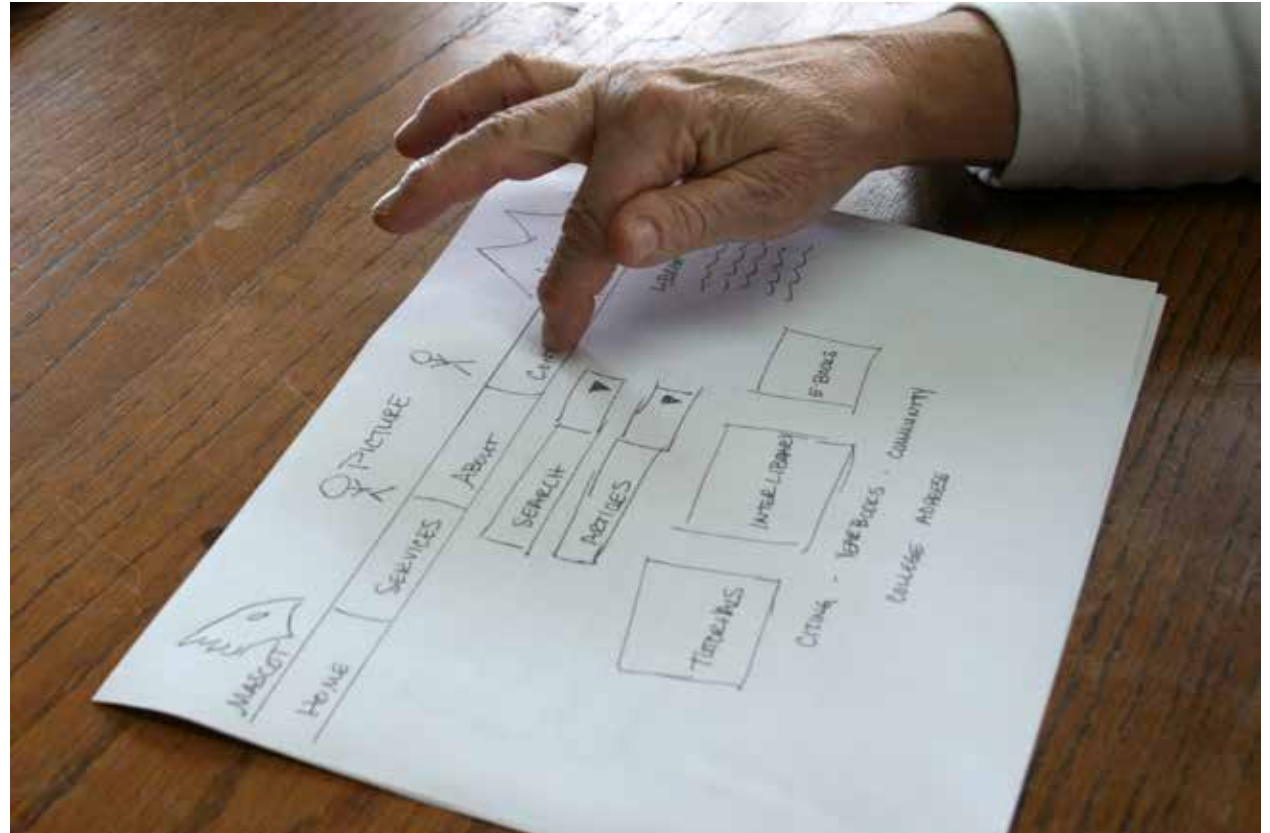
Could you find the “Contact” link easily? Yes

Did you understand where you needed to go? Yes

Did you have any problems with the website? No

What changes would you make if you could? None

The site appeared balanced and simple



## Subject Results

The test subjects did well and understood the app and how to work it for the most part. She is familiar with computers and liked how simple and balanced it was.

## Possible solution

Sheridan had no suggestions for improvement at this stage of the prototypes.