



Content, Labeling, & Taxonomy:

Upper Sandusky Community Library

This document presents the final results of the user research and design suggestions for the upcoming website redesign of the Upper Sandusky Community Library.

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Project Overview

A six week project was conducted in conjunction with the Upper Sandusky Community Library as they were interested in redesigning their website with a focus on making information more easily accessed by their users. The stakeholder felt that the overall organization of the site content could be better designed to achieve this goal. In addition to redesigning for ease of use by the patrons, the redesign needed to be simplistic enough to allow for easy maintenance by the library staff. Once the stakeholder's desires were established, the following research and design methods were employed:

Interviews and Literature Research

To guide the design teams suggestions for the reorganization of the website content, three stakeholder interviews were performed to gain a better understanding of the site users, their needs, goals, and desires. In addition, a literature search was performed to further discover any known information about municipal library website users.

Persona and Task Development

Utilizing the information gained from the stakeholder interviews and literature search, the design team created five personas, 2 primary and 3 secondary, to represent the different key library website user groups. In addition, a task list was created to aid in the determination of what functionality the site should include.

Content Inventory, Classification Scheme and Site Map

A content inventory was taken once tasks were established to determine what information is currently available on the site, and where it is located. A determination was then made as to what content could be reworked or repurposed, what needed to be created. Utilizing this information, a new subject based ambiguous classification system with a hierarchical structure was developed. New content labels were established, the current site content was reworked and repurposed, and new site content was added. A new site map was then proposed.

Testing Key Site Tasks

To assess the updated site labeling and taxonomy, tree testing utilizing Treejack was performed. Users were asked to perform key site tasks to evaluate whether the labeling and content organization were easy for users to understand.

Wireframe Development

A series of wireframes representing key site work flows were created based on the analysis of the Treejack results. First click testing utilizing Chalk mark was then performed with users to reaffirm the design decisions and uncover any final issues with the design. The insights gained guided our final design suggestions.

User Research

Summary

User research in the form of a literature search, and stakeholder interviews was performed to better understand the needs and desires of municipal library website users. Specifically, the goal of the research was to discover the libraries key website audiences, their goals and motivations when using the site, and what functionality is important to their desired tasks.

Stakeholder Interviews

Brief 10-20 minute interviews were conducted with staff members from the Perry Sippo Library and Jackson Public Library. Interviews were conducted in a conversational manner. A script was developed and loosely followed to maintain the flow of conversation and information, but the conversation was allowed to develop more organically.

Literature Search Key Findings

A literature search was performed to uncover any additional known information about typical municipal library website users.

Libraries at the Crossroads

- Women, parents, younger people and those with higher levels of education are more likely to use library websites or mobile apps
- 66% searched the catalog for materials
- 55% reserved or placed holds on materials
- 47% renewed a book, DVD or CD
- 42% searched for homework help
- 33% read book reviews or looked for book recommendations

Pew Research- Library Services in the Digital Age

- 82% searched the library catalog for books, CDs, DVDs.
- 72% got basic library information
- 62% reserved books, CDs, and DVDs.
- 51% renewed a book DVD or CD.
- 51% used an online database.
- 48% looked for info about library programs or events.
- 30% checked/paid fines.
- 6% reserved a meeting room.

Meet Them in the Moment: Engaging Public Library Patrons When It Matters Most

- The slump of library engagement continues after college unless it is jumpstarted by some action or need such as moving to a new community, job loss, or new parenthood.

Quotable Facts about America's Libraries

- Reference librarians in the nation's public and academic libraries answer nearly 6.6 million questions weekly.

Key Findings

Through analysis of the literature findings, and the information provided during the interview process, a number of key user characteristics have been determined.

Typical Users

The research revealed that women, parents, and people with higher levels of education tended to most frequently use library websites. While there did seem to be periods of one’s life where library usage did decline, it was found that certain events also lead to increased usage, such as, parenthood, job loss, and retirement.

Common Tasks

While individual users often have different goals or motivations when accessing a library website, the research did reveal that there are a number of common tasks users aim to accomplish when navigating to the library website. The most common tasks include:

- | | |
|---|---------------------------------|
| 1. Library Catalog Search | 4. Online Database Use |
| 2. Basic Library Information Search- Hours/Location | 5. Library Program/Event Search |
| 3. Reserve Books or Other Library Materials | 6. Research or Homework Help |

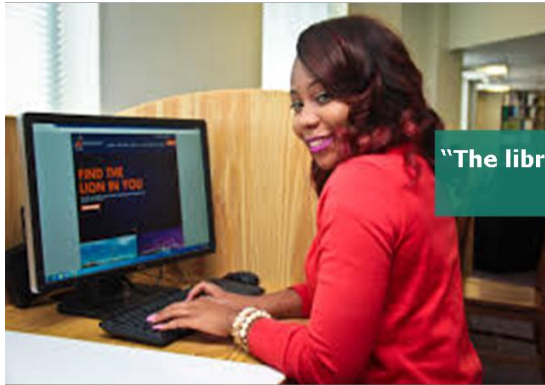
Desires

It was found that most patrons desire convenience when utilizing the library website. The average website user is busy, and desires an experience that helps them save time while still accomplishing the same goals they could if they paid a visit to the library. They want to be able to clearly and easily understand the labels and layout used on the site so that the information they seek is easy to discover.

Personas

Two primary and three secondary personas were created based on the research findings.

Primary Persona



Sara

"The library is important to me, not only for professional use, but personal use. I value all that it provides my students and family."

GOALS & MOTIVATIONS

- Save money by borrowing resources for her students
- Find programs online to encourage her students to develop their love of learning
- Encourage her students to utilize the library to find homework help when needed
- Teach her students how to research the information they need for assignments

AGE	46
LOCATION	CANTON, OH
OCCUPATION	TEACHER
FAMILY	MARRIED, 3 KIDS
PROFILE	THE PROFESSIONAL

BIOGRAPHY

As a busy professional and mother, she values the flexibility the website offers in allowing her to search for, reserve, and renew resources online.

With funding tight at work she appreciates the ability to search for and bring new resources into her classroom as needed without the expense of purchasing items her students may only need for a short time.

FRUSTRATIONS

- It's not easy to find desired information on the site
- There's no search feature on the main page to help with information discovery
- Some of the program information is outdated

PRIMARY TASKS

- Search the library catalog
- Reserve materials online
- Search for basic library information
- Renew Borrowed materials online

SECONDARY TASKS

- Get research or homework help
- Read book reviews/get recommendations

ONLINE TASK SKILL LEVEL





Chris

"I love all of the programs and learning opportunities the library provides for my children."

GOALS & MOTIVATIONS

- Save money by borrowing resources for his children
- Find programs and events online to encourage socialization and instill a love of learning in his children
- Save time and frustration by searching for resources and information online

FRUSTRATIONS

- It's not easy to find desired information on the site
- There's no search feature on the main page to help with information discovery
- Some of the program information is outdated

AGE	34
LOCATION	MASSILLON, OH
OCCUPATION	STAY AT HOME DAD
FAMILY	MARRIED, 2 KIDS
PROFILE	THE PARENT

BIOGRAPHY

As a parent, Chris is always looking for activities to do with his kids. He enjoys coming to the library because it allows his children to socialize with other kids, while learning at the same time.

Living on one income, he appreciates the ability to save money by borrowing materials from the library rather than buying books and DVDs his kids may quickly grow out of.

Keeping his kids schedules in mind, he values the convenience reserving and renewing materials online provides.

PRIMARY TASKS

- Search the library catalog
- Reserve materials online
- Search for basic library information
- Renew Borrowed materials online
- Ask the librarian for help

SECONDARY TASKS

- Search for library programs and events
- Read book reviews/get recommendations

ONLINE TASK SKILL LEVEL





Beverly

"I like to be able to stay active in my community by volunteering at the library."

GOALS & MOTIVATIONS

- Save money by borrowing books and other materials
- Foster a love of reading for her grandchildren by bringing them to programs and events at the library
- Stay involved with her community by volunteering her time

FRUSTRATIONS

- It's hard to navigate the program pages, and some pages have out-dated information
- It's difficult to find the library catalog on the website
- The website labels are confusing so it takes a while for her to find what she is looking for

PRIMARY TASKS

- Search the library catalog
- Reserve materials online
- Search for basic library information
- Renew materials online
- Ask the librarian for help

SECONDARY TASKS

- Search for library programs and events
- Read book reviews/get recommendations

ONLINE TASK SKILL LEVEL



AGE	70
LOCATION	CANTON, OH
OCCUPATION	RETIRED
FAMILY	MARRIED, 4 CHILDREN
PROFILE	THE RETIREE

BIOGRAPHY

As a retiree, Beverly has a lot of time to enjoy her passion for reading. She typically reads multiple books a month, so she enjoys being able to save money by borrowing books.

She likes to stay active in her community and socialize with others by volunteering her time to work at the library and their events.

Beverly has multiple grandchildren who she entertains on the weekends. She enjoys bringing them to the library programs, and borrowing books and DVDs for them when they are with her.



Bailey

"I like to be able to easily search for information when my school library doesn't have what I need."

GOALS & MOTIVATIONS

- Search for materials she can't find at her school library
- Seek the help of the librarians to discover resources and databases, and obtain homework help
- Conveniently search for resources and information online
- Reserve space for her and her friends to meet

FRUSTRATIONS

- It's difficult to find information and databases on the website
- There is no search function to help with discovering the information she needs
- She can't pay her late fees online
- It's hard to use the site on her mobile device

PRIMARY TASKS

- Search the library catalog
- Reserve materials online
- Search for basic library information
- Renew materials online
- Use online databases
- Ask the librarian for help

SECONDARY TASKS

- Get research or homework help

ONLINE TASK SKILL LEVEL



AGE	16
LOCATION	GREEN, OH
OCCUPATION	STUDENT
FAMILY	SINGLE
PROFILE	THE STUDENT

BIOGRAPHY

As a student involved in many activities, Bailey finds that her time is limited so planning becomes very important when she has a large research project due.

While she has a library available to her at school, it doesn't always have all of the resources she needs. She like the flexibility of being able to check the community library website to find additional resources.

Bailey also like having the ability to get together with friends to research projects or hang out.



James

"As a new graduate, I love that I can have access to so many resources to help in my job search for free."

GOALS & MOTIVATIONS

- Save money by utilizing free library resources for his job search
- Seek the help of the librarians to discover resources and databases that will help in his search
- Conveniently search for resources and information online

FRUSTRATIONS

- It's not easy to find desired information on the site
- Navigating to some of the databases is confusing
- There is no way to search for general information on the main page

AGE	24
LOCATION	NORTH CANTON, OH
OCCUPATION	UNEMPLOYED
FAMILY	SINGLE
PROFILE	THE JOB SEEKER

BIOGRAPHY

James is a recent college graduate. He is ready to find a professional job that will utilize the skills he has obtained through his education.

Given his limited resources, he enjoys coming to the library to take advantage of the help he can obtain from the librarians, and the resources he couldn't otherwise afford on his own for his job search.

He appreciates that he can access these resources through the website from home, as well as, at the library.

PRIMARY TASKS

- Search for basic library information
- Use online databases
- Ask the librarian for help

SECONDARY TASKS

- Get research or homework help

ONLINE TASK SKILL LEVEL



Site Tasks

Utilizing the knowledge gained from the library staff interviews and literature search, a task list was created to aid in the determination of what functionality the site should include. Tasks were prioritized from high to low based on their mentioning by the interviewees and literature, as well as, the likelihood of their use by the identified personas. High priority tasks are those that are more desired and likely to be used frequently by the various personas, with the low priority tasks being those that are less likely to be used or desired. The tasks are arranged below by persona and priority.

TASKS	Personas				
	Sara The Professional	Chris The Parent	James The Job Seeker	Bailey The Student	Beverly The Retiree
High Priority					
Search the library catalog	X	X		X	X
Reserve library materials online	X	X		X	X
Search for basic library information (location, hours, etc.)	X	X	X	X	X
Renew borrowed materials	X	X		X	X
Use online databases			X	X	
Ask a librarian for help		X	X	X	X
Medium Priority					
Search for library programs/events		X			X
Get research or homework help	X		X	X	
Read book reviews/get recommendations	X	X			X
Low Priority					
Check for/pay fines	X	X		X	
Reserve a meeting room	X			X	
Search for volunteer opportunities					X

Content Inventory

The design team conducted a content inventory (Appendix A) to gain a better understanding of the content available on the current USCL website. This enabled us to better evaluate what information can be repurposed or reworked, and information we need to create in the site redesign. The design team located 28 navigation titles on the library home page. These titles include over 130 content items. Content items come in many forms, such as, site text, videos, files, feeds, functions, etc....

In examining the current content, we found that much of the content can be reworked or repurposed. However, we did find a need to add a number of content items based on our previously discovered user desired functionality and tasks.

Rework

- 1. Site Labels
- 2. Library program and event listing
- 3. Book reviews and recommendations
- 4. News and Information
- 5. Community resources

Repurpose

- 1. Library contact and location information
- 2. Online databases
- 3. About the library
- 4. Library services information
- 5. Library catalog
- 6. Reserve/Renew material online

Create

- 1. Site search functionality
- 2. Ask a librarian function
- 3. Reserve a meeting room
- 4. Search for volunteer/employment opportunities

Primary Classification Scheme

It is recommended that the new Upper Sandusky Community Library website utilize a subject based ambiguous classification scheme with a hierarchical structure. Broad topic headings should be utilized for task entry points with more specific topic headings being used as the user navigates deeper into the site structure.

Research indicates that library users more frequently use ambiguous subject based schemes, and are typically able to easily and quickly understand hierarchical organizational models¹. It was with this knowledge, and the understanding of our user research and content analysis, that the design team decided to utilize the recommended classification scheme. Neither the tasks nor the site content fits within one specific scheme. While it would be appropriate to organize much of the content utilizing an alphabetical or chronological scheme, other basic information would be better organized utilizing a topic or task based scheme.

In order to best fit the content and provide the user with an intuitive experience that considers their diverse searching styles, it would be best to group like information into subject based headings allowing for the use of other content appropriate schemes throughout the individual site pages.

Tree Testing

A Treejack study utilizing the initial version of the taxonomy was run with 15 participants. The goal was to discover whether the newly recommended taxonomy and labeling made sense to the library website users. Participants were given a series of 10 tasks to complete which correlated with our previously discovered desired website tasks (a full task list and test findings can be found in the appendix).

Findings

The overall task success rate was 75% with the participants reaching the correct answer without backtracking within the taxonomy 79% of the time. On average, it took participants 6.47 minutes to complete all 10 tasks. There were two tasks that participants consistently performed poorly on. These include:

1. **Task 4:** Ask the librarian for help- 40% Success > 73% Directness
47% of participants clicked on the Contact Us label first with 53% visiting this label at some point during testing.
2. **Task 9:** Find volunteer opportunities- 67% Success > 40% Directness
Users seemed genuinely confused by this task, visiting 10 different areas of the site at some point searching for the information.

While users generally performed well on the other tasks within the testing, the following observations were made in regards to those tasks:

1. **Task 1:** Search the library catalog- Some users went straight to the “Search” box rather than seeking out the Library Catalog.
2. **Task 3:** Find other information databases- Users did not visit the correct location on first click 40% of the time.
3. **Task 5:** Search for upcoming events- A number of users discovered the “Programs & Events” tab in search of the event calendar, but instead of reading down the list and discovering the “Calendar” they stopped short at the “Current Programs & Events” tab.

Recommendations

Based on the testing results, the following changes are recommended:

1. **Task 1:** The “Search” box should include a scroll over menu that allows for both a site and catalog search function to accommodate users more prone to searching rather than browsing.
2. **Task 3:** Databases should be able to be accessed from the Books, Movies, & More label and the Community & Web Resources label.
3. **Task 4:** In addition to the “Using the Library” section of the site enabling the user to seek help from a Librarian, an “Ask Us” label should be created in the masthead and the “Contact Us” area in the footer should also have this functionality.
4. **Task 5:** The “Programs & Events” tab should more prominently display the “Event Calendar” label at the top of the menu offerings as some users first clicked the higher prioritized “Current Programs & Events” label in search of the calendar.
5. **Task 9:** A “Volunteer Opportunities” label should be created in the persistent footer navigation to improve discoverability.

First Click Testing

Once the labeling and taxonomy were revised based on the Treejack testing results, initial wireframes were created and first click testing utilizing Chalkmark was performed to further assess the proposed page design, new labeling, and taxonomy. Thirteen participants were asked to perform four of the previously identified high priority site tasks (two of the six high priority tasks were omitted from testing due to their location being offsite in the library catalog). (The full task list and results can be found in the Appendix.)

Findings

Overall, the task success rate was much higher, and issues were seen with task completion.

1. **Task 1:** Search the library catalog for a new book- 50% success
33% of users clicked on the "Site Search" icon to accomplish this task.
2. **Task 2:** Find the libraries hours of operation- 100% success
3. **Task 3:** Ask the librarian for help- 100% success
4. **Task 4:** Find other databases to search for your desired information- 83% success
Two users clicked on the browser search bar in an attempt to accomplish this task.

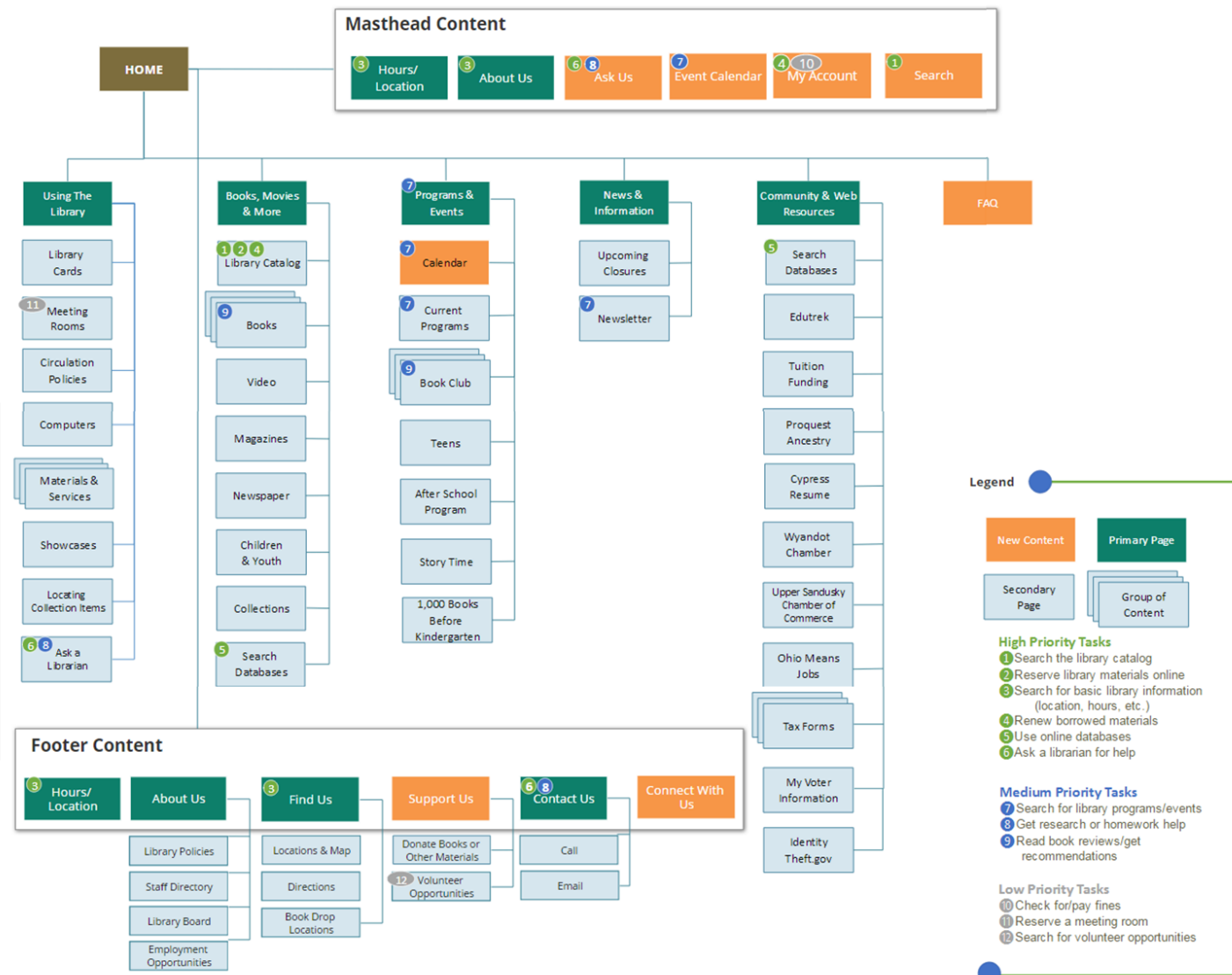
Recommendations

Based on the testing results, the following changes are recommended:

1. **Task 1:** Given the users persistent desire to search the catalog utilizing the site search area, it is recommended that a scroll over menu be utilized allowing for both a site search and catalog search from the search icon. The catalog search will then redirect and produce the search results on the offsite catalog page.
2. **Task 4:** Although 17% of users did not accomplish this task, the two users who failed clicked on the browser search bar in an attempt to complete the task. This is likely due to a question wording error in emphasizing an offsite search. Thus no changes are recommended to the site structure at this time.

Sitemap

The following sitemap shows the new proposed site structure. New content labels were developed, the current site content was reworked and repurposed, and new site content was added. In addition, the identified task entry points are shown.



Wireframes

Home Page

Users will be brought to this page if they first enter the site from the main site address.

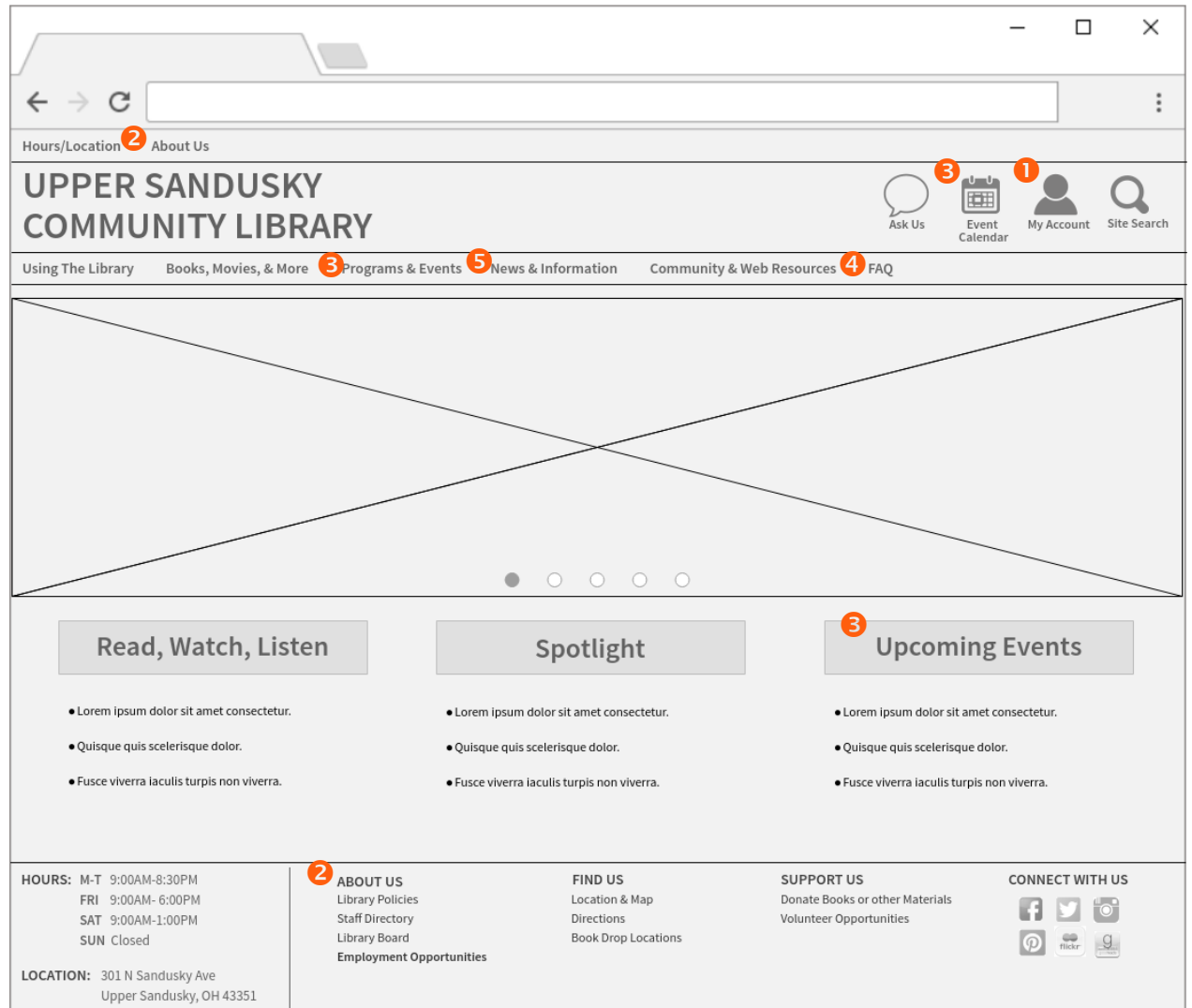
❶ My account is the primary access point for loan information, material renewals, material holds, and paying fines. This is housed externally on the library catalog site, thus the user will be redirected to that site if they click this icon.

❷ Redundant access points for the About Us section.

❸ The medium priority task of searching for library programs events can be accessed from multiple site locations.

❹ A FAQ was created to assist users who weren't able to find the information they desired from browsing or searching the site.

❺ A redundant access point to the changes in library hours due to closures is located in the New & Information tab.

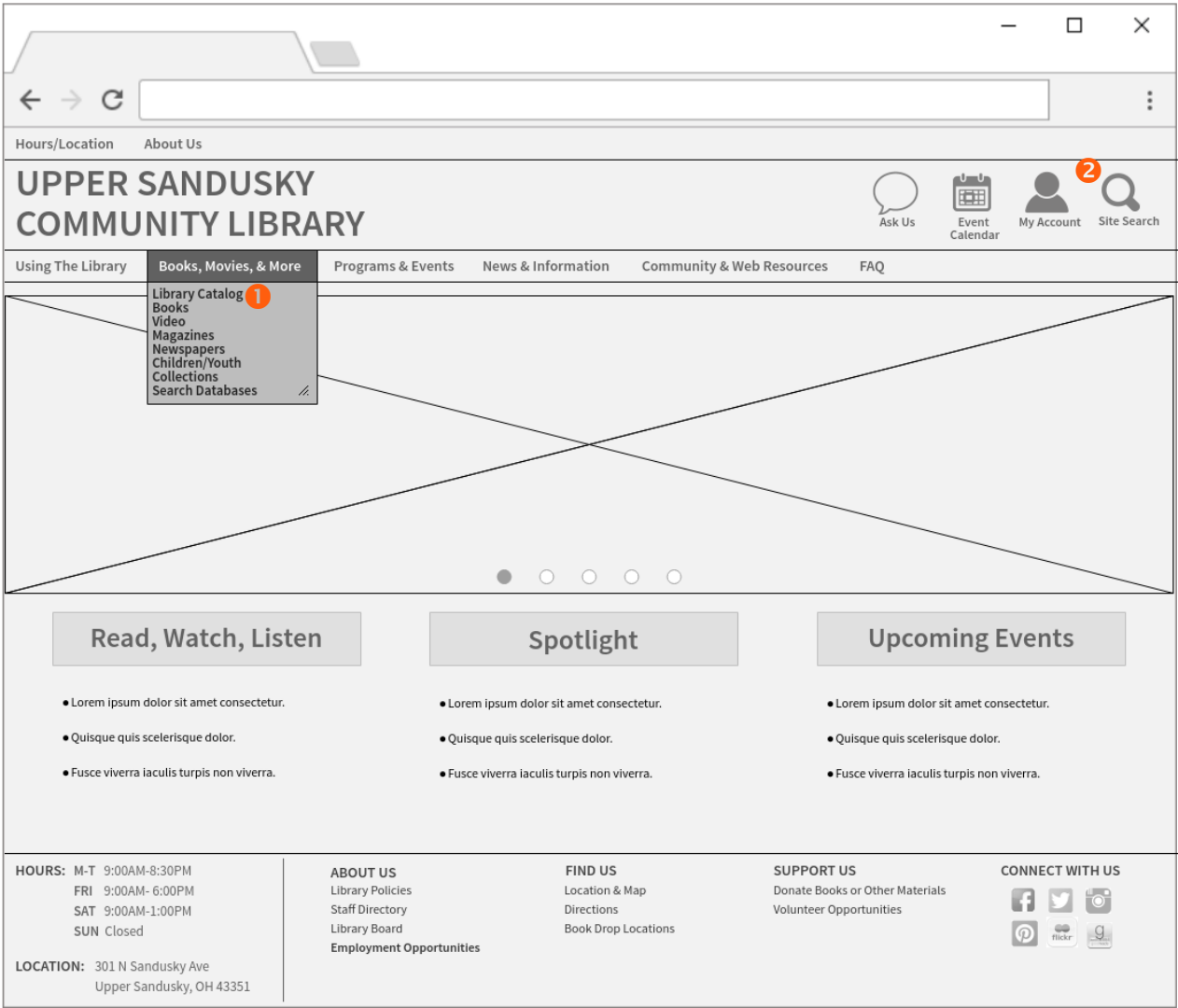


Library Catalog Search

1 Given that the library catalog is off site, users will utilize the home page navigation to redirect to the external catalog.

The label in the drop down menu will automatically redirect to the external catalog.

2 The catalog will also be able to be accessed from the search icon.



Basic Information Search

Users will be directed to this page when they click on the Hours/Location headings in the global navigation.

1 This provides a redundant access point for the address and main library hours, as these are also available in the footer.

2 Users can utilize the interactive map to view the location of the library.

3 Directions from multiple directions around the library can be accessed

4 Changes in the hours of operation due to closings can be found here.

5 Alternate hours of operation for the collections are available here.

6 In addition to the main library location, book drop locations can be found on this page.

UPPER SANDUSKY COMMUNITY LIBRARY

Hours/Location About Us

Ask Us Event Calendar My Account Site Search

Using The Library Books, Movies, & More Programs & Events News & Information Community & Web Resources FAQ

LOCATIONS, HOURS, AND HOLIDAYS

Location & Map

Address: 301 N Sandusky Ave.
Upper Sandusky, OH 43351

Hours of Operation

M-T 9:00AM-8:30PM
FRI 9:00AM- 6:00PM
SAT 9:00AM-1:00PM
SUN Closed

Book Drop Locations

For your convenience Book Drop is located on the right at the front entrance.

Interactive Map

Directions

From the North
From the East
From the South
From the West

Holiday Closings

- Lorem ipsum dolor sit amet consectetur.
- Quisque quis scelerisque dolor.
- Fusce viverra iaculis turpis non viverra.

Collection Room Hours

Heritage Room: Room is available during library hours. Materials do not circulate. See the library staff for access.

Ellison Room: Room is available during library hours. See the circulation desk for access.

HOURS: M-T 9:00AM-8:30PM
FRI 9:00AM- 6:00PM
SAT 9:00AM-1:00PM
SUN Closed

LOCATION: 301 N Sandusky Ave
Upper Sandusky, OH 43351

ABOUT US
Library Policies
Staff Directory
Library Board
Employment Opportunities

FIND US
Location & Map
Directions
Book Drop Locations

SUPPORT US
Donate Books or Other Materials
Volunteer Opportunities

CONNECT WITH US

Facebook Twitter Instagram
Pinterest Flickr YouTube

Ask Librarian For Help

Users will be directed to this page when they click on the Ask Us icon in the global navigation.

① Here, users email or call the library to seek help.

② Email can be sent directly from the website rather than having to opening your email account.

③ A redundant access point to this page is found in the Using the Library tab.

UPPER SANDUSKY COMMUNITY LIBRARY

Hours/Location About Us

Using The Library Books, Movies, & More Programs & Events News & Information Community & Web Resources FAQ

Ask a Librarian

How can we help you?

Email Us

Response Time: 24-48 hours

Name

Subject

Type question here

CANCEL SEND

Call Us

Main Library: 419-294-1345

HOURS: M-T 9:00AM-8:30PM
FRI 9:00AM- 6:00PM
SAT 9:00AM-1:00PM
SUN Closed

LOCATION: 301 N Sandusky Ave
Upper Sandusky, OH 43351

ABOUT US
Library Policies
Staff Directory
Library Board
Employment Opportunities

FIND US
Location & Map
Directions
Book Drop Locations

SUPPORT US
Donate Books or other Materials
Volunteer Opportunities

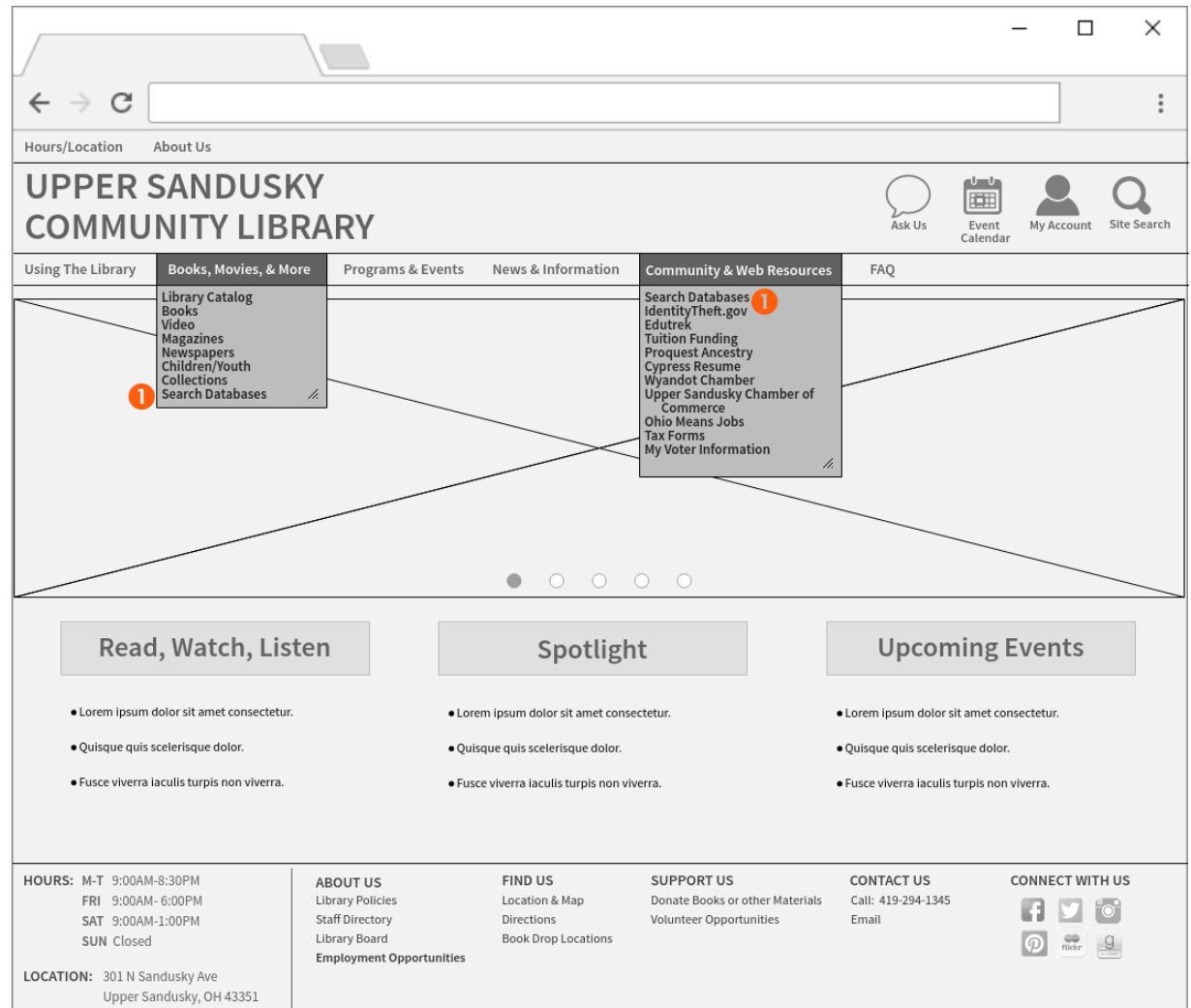
CONTACT US
Call: 419-294-1345
Email

CONNECT WITH US
Facebook Twitter Instagram
Pinterest Flickr YouTube

Search Databases

Databases will also be accessed from the home page. When the users scrolls over or clicks on Search Databases, an additional menu with the available databases will appear. Once the user selects a database, a pop up window will open the desired database page.

❶ Due to the users split decision on where to find the databases, the choice was made to include the link in both the Books, Movies, & More and Community & Web Resources menus. This provides a redundant access point to this information.

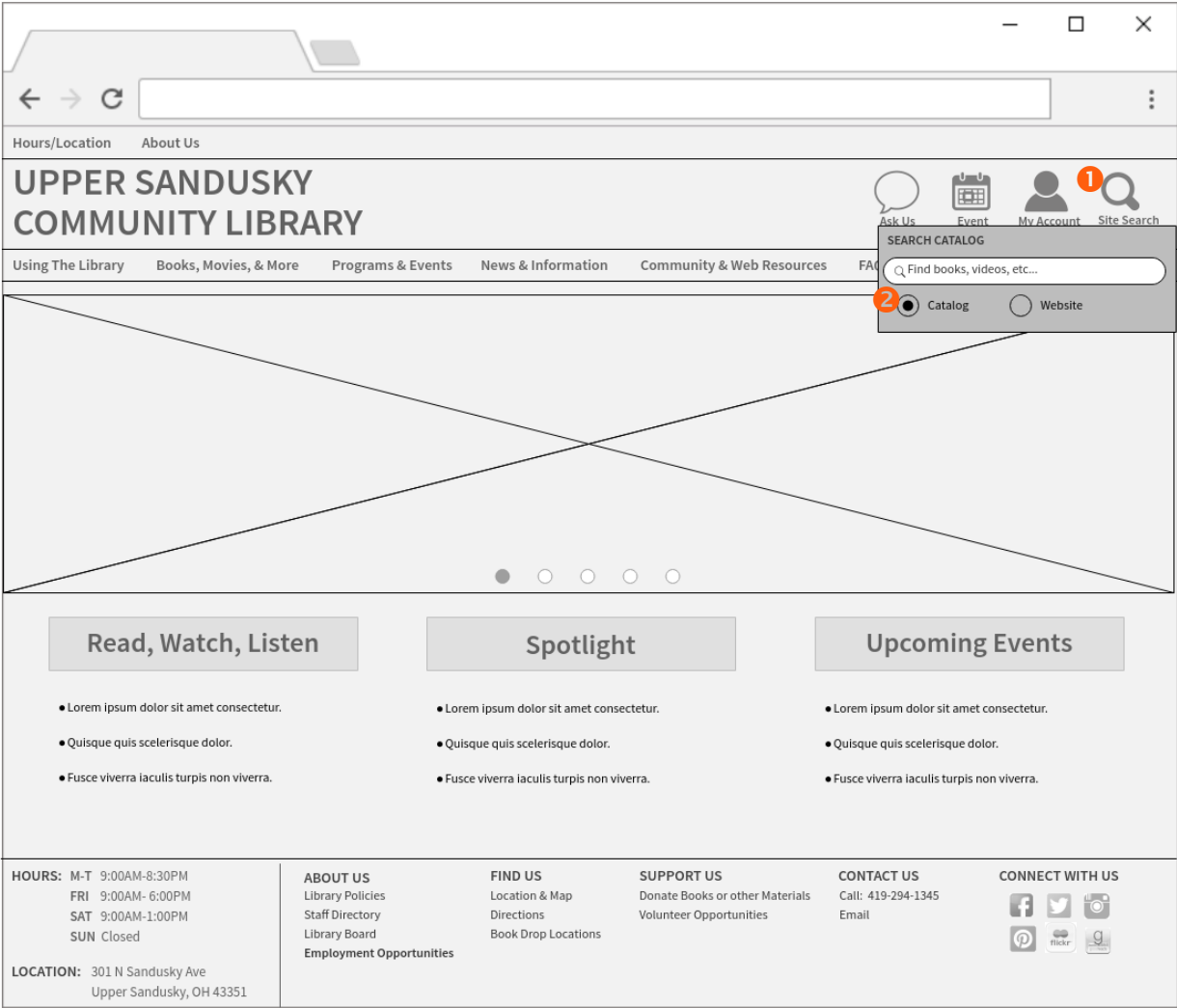


Search Function

The search function will provide both the ability to search the Library Catalog and the site itself.

1 Once a user scrolls over the Search icon a menu will appear allow for the selection of a Catalog or Website search.

2 If the catalog search is selected, the user will be redirected externally to the library catalog search results page.



Appendix A- Content Inventory

Page ID	Navigation Title	URL	Format	Comments
0.0	Home	http://www.upper-sandusky.lib.oh.us/Index.htm	Page Template	Contains 28 links
0.1	Address, and phone details	http://www.upper-sandusky.lib.oh.us/Index.htm	Text	Persistent information located in header.
0.2	Hours	http://www.upper-sandusky.lib.oh.us/Hours.htm	Text/Link	Persistent information located in header. Also links to a separate hour's page.
0.3	Library Photostream	https://www.flickr.com/photos/49659550@N07/	External URL	Redirects to Flickr
1.0	Directions	http://www.upper-sandusky.lib.oh.us/Directions.htm	Page Template	
1.1	Interactive map and directions	https://www.mapquest.com/?utm_source=classic&utm_campaign=winston_sunset&utm_medium=urltrans_unsupported	External URL	Redirects to broken MapQuest link
1.2	Library location map	http://www.upper-sandusky.lib.oh.us/Directions.htm	Image	Contains a map
2.0	Hours	http://www.upper-sandusky.lib.oh.us/Hours.htm	Page Template	Contains text only. No active links.
2.1	Hours of Operation	http://www.upper-sandusky.lib.oh.us/Hours.htm	Image/Text	
3.0	Library Staff & Board	http://www.upper-sandusky.lib.oh.us/Board.htm	Page Template	
3.1	Board Meeting Minutes	http://www.upper-sandusky.lib.oh.us/BoardMinutes.htm	Text	Contains the two most recent meeting minutes. Text only, in chronological order with no way to sort through or navigate the information aside from scrolling.
3.1.0	Minutes from previous years	http://www.upper-sandusky.lib.oh.us/BoardPastYears.htm	Text	Includes minutes from 2005-present in chronological order. Text only with no way to sort through or navigate the information aside from scrolling.
3.2	Board of Trustees	http://www.upper-sandusky.lib.oh.us/Board.htm	Text	Jennifer is the only bolded name. No contact information.
3.3	Staff Members	http://www.upper-sandusky.lib.oh.us/Board.htm	Text	Kathleen is the only bolded name. No contact information.
4.0	Community Links	http://wyandotchamber.com/	External URL	Label is plural, but only offers one link.
5.0	News & Info	http://www.upper-sandusky.lib.oh.us/N&I.htm	Page Template	
5.1	News	http://www.upper-sandusky.lib.oh.us/N&I.htm		
5.1.0	Upcoming Closures	http://www.upper-sandusky.lib.oh.us/N&I.htm	Text	Contains outdated information from February 2017.
5.1.1	Employment Information	http://www.upper-sandusky.lib.oh.us/PDFs/Employment%20application%20Fillable.pdf	Text/Link	Contains no actual employment information aside from an application.
5.1.2	1,000 Books Before Kindergarten	http://www.upper-sandusky.lib.oh.us/N&I.htm	Text/Link	
5.1.3	About: Books	http://www.aboutbooks.info	Text/Search Box	Contains a search box which leads to an external site. Very hard to find. Search should be more prominent.
5.2	Information	http://www.upper-sandusky.lib.oh.us/N&I.htm	Text	
5.2.0	IdentityTheft.gov	https://identitytheft.gov/	Text/External URL	Leads to government website about identity theft.
5.2.1	Edutrek	http://www.edutrek.com/	Text/External URL	College match website.
5.2.2	Tuition Funding Sources	http://www.tuitionfundingsources.com/?library=OhioLib	Text/External URL	Scholarship search page.
5.2.3	ProQuest Ancestry	http://ancestrylibrary.proquest.com/aleweb/ale/do/login	Text/External URL	Ancestry records login page. Must have login. There is no registration option.
5.2.4	Ohio Here To Help	http://www.ohioheretohelp.com/index.stm	Text/External URL	Leads to a page that is no longer available.

5.2.5	Support Your Library	http://www.upper-sandusky.lib.oh.us/N&I.htm	Text	Discusses donations, but offers no way to immediately donate online.
5.2.6	Tax Forms	http://www.upper-sandusky.lib.oh.us/N&I.htm	Text/External URL	
5.2.6.0	Internal Revenue Service	https://www.irs.gov/forms-pubs	External URL	Links to IRS forms & publications
5.2.6.1	Ohio State Income Tax	http://www.tax.ohio.gov/Forms.aspx	External URL	Links to Ohio tax forms
5.2.6.2	School District Income Tax	http://www.tax.ohio.gov/Forms.aspx	External URL	Links to Ohio tax forms
5.2.6.3	Upper Sandusky Income Tax	http://www.uppersanduskyoh.com/incometax.php	External URL	Links to the City of Upper Sandusky Tax Department
5.2.7	Ohio Means Jobs	https://jobseeker.ohiomeansjobs.monster.com/	External URL	Leads to job search page.
6.0	Our Library	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Page Template	
6.1	Library Card	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	Set up like a FAQ section. Could be better organized to include the titles and drop down information boxes when the title is clicked.
6.1.0	Who may obtain a library card?	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	Also includes information on borrowing restrictions.
6.1.1	How much does the library card cost?	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.1.2	Where do I obtain a library card?	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	Also contains information about the library use and internet use policies. These could be better set up as their own section.
6.1.3	How long may I borrow items form the collection and are there limits to how many I may borrow?	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.1.4	How often can I renew an item?	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.1.5	How much are the overdue fines?	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.1.6	Are there restrictions if I have overdue fines?	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	OPLIN Internet policy is included in this section, but does not fit the information grouping.
6.1.7	What about confidentiality of my circulation records?	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.2	Use of the Library	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	Could be better organized to include all of the meeting room information in one section rather than separate headings.
6.2.0	Meeting Room Policy	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.2.0.1	Meeting Rooms	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text, Images	
6.2.1	Meeting Room Procedure	http://www.upper-sandusky.lib.oh.us/PDFs/Meeting20Room20Procedures.pdf	PDF	
6.2.2	Meeting Room Application Form	http://www.upper-sandusky.lib.oh.us/PDFs/MeetingRoomApplication.pdf	PDF	PDF-Would be easier as an online form which could be directly submitted.
6.2.3	Displays, Exhibits and Public Notice	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.2.4	Ellison Room-die cut collection	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3	Library Services and More	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0	An overview of what your library has to offer	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	This title isn't really necessary given there is already a section title.
6.3.0.1	Materials & Services	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.2	Computers	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.3	Heritage Room	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.4	Ellison Die-Cut Collection	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	The vast majority of this information is also available in 6.2.4.
6.3.0.5	Laminator	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.6	Color Photocopier	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.7	Fax Machine	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	

6.3.0.8	Special Programs	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.9	Showcases	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.10	Meeting Rooms	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	Brief overview of information available in depth in 6.2.1
6.3.0.11	Library Loan Policy	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	Contains the same information as 6.1.0.
6.3.0.12	Loan Period	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.13	Overdue Policy	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.14	Book Drop	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
7.0	Our Collection	http://www.upper-sandusky.lib.oh.us/Collection.htm	Page Template	
7.1	Collection Holdings	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	
7.1.0	Book Categories	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	Contains no info/link for the collection
7.1.1	Books on Audio Cassette Tape	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	Contains no info/link for the collection
7.1.2	Books on CD	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	Contains no info/link for the collection
7.1.3	Video	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	Contains no info/link for the collection
7.1.4	Magazines	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	Contains no info/link for the collection
7.1.5	Newspapers	http://www.upper-sandusky.lib.oh.us/Collection.htm		Contains no info/link for the collection
7.1.6	Our Collection Newspapers	http://www.upper-sandusky.lib.oh.us/Newspapers.htm	Text	Contains information about the newspapers offered, but not how to view them. Has the date of The Blade highlighted red while no other papers have highlighting.
7.1.7	Children's Collection	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	Contains no info/link for the collection
7.1.8	Youth Collection	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	Contains no info/link for the collection
7.1.9	Ellison Room	http://www.upper-sandusky.lib.oh.us/Ellison.htm	Link	Links to the same page as 11.0
7.1.10	Heritage Room	http://www.upper-sandusky.lib.oh.us/Heritage.htm	Link	Links to the same page as 10.0
7.1.11	Internet Workstations	http://www.upper-sandusky.lib.oh.us/Software.htm	Link	Links to the same page as 6.0
7.1.12	Computer Workstations	http://www.upper-sandusky.lib.oh.us/Software.htm	Link/Text	
7.1.12.0	Game Workstations	http://www.upper-sandusky.lib.oh.us/Software.htm	Text	
7.1.12.1	Office Workstations	http://www.upper-sandusky.lib.oh.us/Software.htm	Text	
7.2	How to locate items in our collection	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	
7.2.0	How do I obtain the Dewey Decimal Classification Number	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	
7.2.1	Note the call number (Dewey Decimal System)	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text, Graphic, Table	
7.3	Learning Resource Center	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text, Image	
7.3.0	Books	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text, Image	
7.3.1	Books with Cassette Tapes	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	
7.3.2	Videos	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	
7.3.3	Magazines	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text, Image	
7.3.4	Boxed Sets	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text, Image	
7.3.5	Bagged Kits	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	
8.0	Programs & Events			
8.1	Current Programs & Events	http://www.upper-sandusky.lib.oh.us/PDFs/Newsletter.pdf	PDF	Links to 9.0
8.2	New Materials & Reader's Choice	http://seoipac.seo.lib.oh.us/ipac.jsp?session=11577P5EO2286.8809&profile=usc&menu=tab6&ts=1157745581884#focus	External URL	Broken link
8.3	Common Readers Book Club	http://www.upper-sandusky.lib.oh.us/CRD.htm	Text	Links to 15.0
8.3.0	Current Programs & Events	http://www.upper-sandusky.lib.oh.us/Programs&Events.htm	Link	Links back to 8.0
8.3.1	Upcoming Reads in 2015	http://www.upper-sandusky.lib.oh.us/PDFs/Common%20Readers%202015.pdf	PDF	Links to outdated information from 2015
9.0	Library Newsletter	http://www.upper-sandusky.lib.oh.us/PDFs/Newsletter.pdf	PDF	
10.0	Heritage Room	http://www.upper-sandusky.lib.oh.us/Heritage.htm	Page Template	
10.1	Heritage Room Collection Resource List	http://www.upper-sandusky.lib.oh.us/Heritage.htm	Text	
10.2	Hayes Obituary Index	http://www.upper-sandusky.lib.oh.us/Heritage.htm	Search Box	Contains a broken picture link

10.3	Index (A-Z)	http://www.upper-sandusky.lib.oh.us/Heritage.htm	A-Z Database	
11.0	Ellison Room	http://www.upper-sandusky.lib.oh.us/Ellison.htm	Page Template	
11.1	Die cut selection	http://www.upper-sandusky.lib.oh.us/Ellison.htm	Text	
11.1.0	Room Usage Policy	http://www.upper-sandusky.lib.oh.us/Ellison.htm	Text	
11.1.1	Collection Of All Available Die Cut Shapes	http://www.upper-sandusky.lib.oh.us/DieCutSelection.htm	A-Z Database	Alphabetical listing with pictures.
11.1.2	Recent additions to the die cut collection	http://www.upper-sandusky.lib.oh.us/DiesAdded.htm	A-Z List	No pictures of the dies are available. Also contains die's that are no longer available.
12.0	Teen Advisory Board (T.A.B)	http://www.upper-sandusky.lib.oh.us/TAB.htm	Page Template	Metaphor
12.1	Read Around the World	http://www.upper-sandusky.lib.oh.us/TAB.htm	Interactive Graphic	
12.1.0	Web Japan Quest	http://www.upper-sandusky.lib.oh.us/TABGraphics/WEBQUESTjapan.pdf	PDF	Contains inactive links
12.1.1	Web Egypt Quest	http://www.upper-sandusky.lib.oh.us/TABGraphics/WEBQUESTegypt.pdf	PDF	Contains inactive links
12.1.2	View & Do Guatemala Worry Dolls	http://www.upper-sandusky.lib.oh.us/TABGraphics/VIEWDOguatemala.pdf	PDF	Contains external link
12.1.3	View & Do Chinese Tangram	http://www.upper-sandusky.lib.oh.us/TABGraphics/VIEWDOchina.pdf	PDF	Contains external link which will shut down your browser with a fake malware Microsoft scam alert.
13.0	Story Time	http://www.upper-sandusky.lib.oh.us/Storytime.htm	Page Template	
13.1	Preschool Story Time	http://www.upper-sandusky.lib.oh.us/Storytime.htm	Text	
13.2	Tiny Tots Story Time	http://www.upper-sandusky.lib.oh.us/Storytime.htm	Text	
13.3	Exceptions to the Schedule	http://www.upper-sandusky.lib.oh.us/PDFs/Newsletter.pdf	PDF	Links to 9.0
13.4	Miss Jill's Favorite Reads	http://www.upper-sandusky.lib.oh.us/Storytime.htm	Text	
14.0	After School Action Hour	http://www.upper-sandusky.lib.oh.us/ASAH.htm	Page Template, Images	Contains no real information, only images
15.0	Common Readers Discussion	http://www.upper-sandusky.lib.oh.us/CRD.htm	Page Template	
15.1	Current Programs & Events	http://www.upper-sandusky.lib.oh.us/Programs&Events.htm	Link	Links back to 8.0
15.2	Upcoming Reads in 2015	http://www.upper-sandusky.lib.oh.us/PDFs/Common%20Readers%202015.pdf	PDF	Links to outdated information from 2015
16.0	View Database- Chilton Library.com	http://galeauth.galegroup.com/auth/capmAuthentication.do?userGroupName=upp570&productShortName=CHLL&origURL=http%3A%2F%2Fgaleapps.galegroup.com%2Fapps%2Fauth%2Fupp570%3Fcause%3Dhttp%253A%252F%252Ffind.galegroup.com%252Fmenu%252Fstart%253FuserGroupName%253Dupp570%2526prod%253DCHLL%2526finalAuth%253Dtrue%26authCount%3D2%26userGroupName%3Dupp570%26u%3Dupp570&isCookieCheckDone=false	External URL	
17.0	News & Information	http://www.upper-sandusky.lib.oh.us/N&I.htm	Page Template	Redundant as it's also available in 5.0
18.0	Edutrek	http://www.upper-sandusky.lib.oh.us/N&I.htm	Link	Redirects to page 5.0
19.0	Tuition Funding Sources	http://www.upper-sandusky.lib.oh.us/N&I.htm	Link	Redirects to page 5.0
20.0	ProQuest Ancestry	http://www.upper-sandusky.lib.oh.us/N&I.htm	Link	Redirects to page 5.0
21.0	Ohio Here To Help	http://www.upper-sandusky.lib.oh.us/N&I.htm	Link	Redirects to page 5.0
22.0	Support Your Library	http://www.upper-sandusky.lib.oh.us/N&I.htm	Link	Redirects to page 5.0
23.0	Tax Forms	http://www.upper-sandusky.lib.oh.us/N&I.htm	Link	Redirects to page 5.0
24.0	Ohio Means Jobs	http://www.upper-sandusky.lib.oh.us/N&I.htm	Link	Redirects to page 5.0
25.0	Library Catalog	https://ohio.ent.sirsi.net/client/en_US/usc/	External URL	
26.0	Cypress Resume	http://www.cypressresume.com/index.php?c=uppersanduskycommunitylibrary	External URL	
27.0	My Voter Information	http://voterlookup.sos.state.oh.us/voterlookup.aspx	External URL	
28.0	Ohio Library Database	http://www.ohioweblibrary.org/sources/	External URL	

Appendix B- Treejack Test Results

Tasks

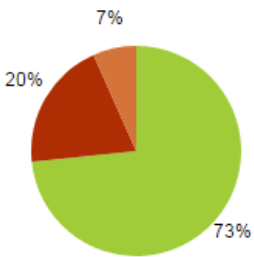
The following tasks and answer paths were utilized for participant testing.

1. You want to search the library catalog for a new book to borrow. Where on the site would you search for a book?
Library Catalogs > Our Library Catalog > [Search](#)
2. You want to pick a new book up after work, but aren't sure if they will still be open. Where on the site would you find the libraries hours of operation?
About Us > Hours & Location > [Hours of Operations](#)
3. You can't find the information you are looking for in the libraries catalog. Where would you find other databases outside the Upper Sandusky Community Library to search for your desired information?
Library Catalogs > [Chilton Library Database](#)
Library Catalogs > [Ohio Library Database](#)
4. You are researching a topic for a report, but can't find the information you are looking for. You want to ask the librarian for help. Where would you go on the site to seek help from the librarian?
Using the Library > [Ask a Librarian](#)
5. You heard the library has movie nights. You want to find out when the next movie night is. Where on the site would you search for upcoming events occurring at the library?
Programs & Events > [Calendar](#)
[Event Calendar](#)
6. You are just finishing up a book, and know you want to start a new one shortly after, but aren't sure what book you'd like to read next. Where on the site would you browse for book recommendations and reviews?
Programs & Events > Book Club > [Book Recommendations & Reviews](#)
Books & More > Books > [Recommendations & Reviews](#)
7. Time has gotten away from you and your books are now overdue. You want to pay your book fines online. Where on the site would you go to pay your fines?
My Account > [View/Pay Fines](#)
8. You want to reserve a meeting room for your monthly book club meeting. Where on the site would you reserve a meeting room?
Using the Library > Meeting Rooms > Reserve a Room > [Online Room Request](#)
9. You recently retired, and are now looking for volunteer activities at the library. Where on the site would you find volunteer opportunities with the library?
About Us > Volunteer Opportunities > [Current Opportunities](#)
About Us > Volunteer Opportunities > [Upcoming Opportunities](#)
10. Your book is due soon, but you aren't quite finished with it. You'd like to save time by renewing online. Where on the site would you go to renew your book?
My Account > [Renew Materials](#)

Test Results

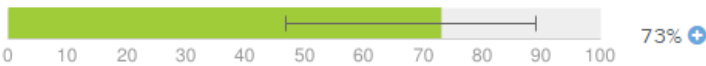
Task 1

You want to search the library catalog for a new book to borrow. Where on the site would you search for a book?



	Success	Direct	11	11	73%	73%
		Indirect	0		0%	
	Fail	Direct	3	4	20%	27%
		Indirect	1		7%	
	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	

Success



Directness



Time Taken



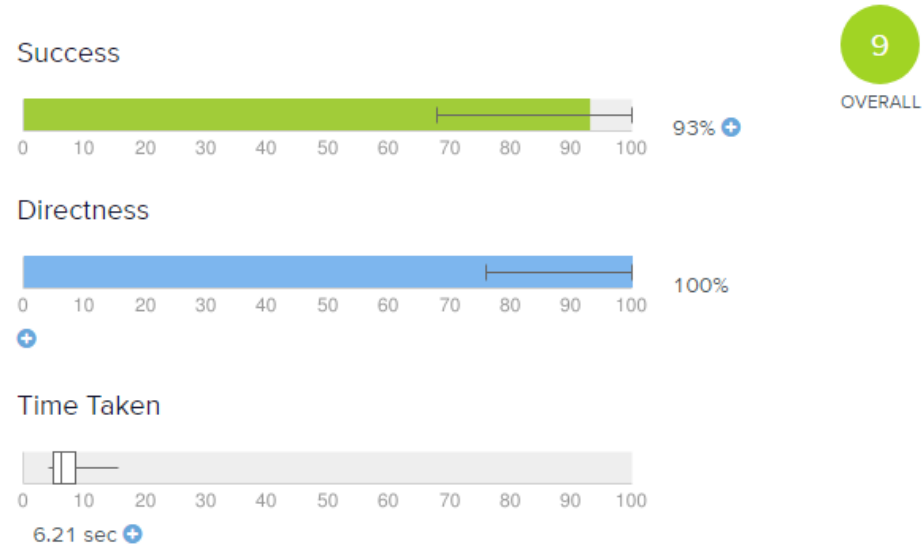
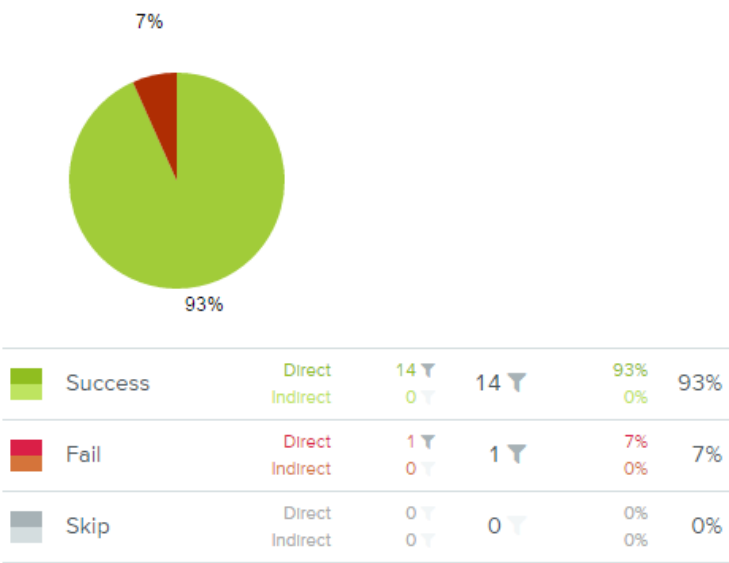
7

OVERALL

LABEL	VISITED FIRST	VISITED DURING
About Us	0%	0%
Library Catalogs	80%	80%
Books & More	7%	7%
Using the Library	0%	0%
Programs & Events	0%	0%
News & Information	0%	0%
Community Resources	0%	0%
Useful Web Resources	0%	0%
FAQ	0%	0%
Event Calendar	0%	0%
Search	13%	20%
Contact Us	0%	0%
My Account	0%	0%

Task 2

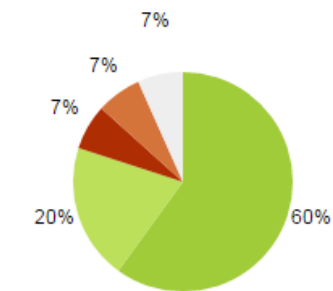
You want to pick a new book up after work, but aren't sure if they will still be open. Where on the site would you find the libraries hours of operation?



LABEL	VISITED FIRST	VISITED DURING
About Us	93%	93%
Library Catalogs	0%	0%
Books & More	0%	0%
Using the Library	0%	0%
Programs & Events	0%	0%
News & Information	0%	0%
Community Resources	0%	0%
Useful Web Resources	0%	0%
FAQ	7%	7%
Event Calendar	0%	0%
Search	0%	0%
Contact Us	0%	0%
My Account	0%	0%

Task 3

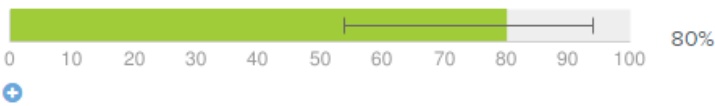
You can't find the information you are looking for in the libraries catalog. Where would you find other databases outside the Upper Sandusky Community Library to search for your desired information?



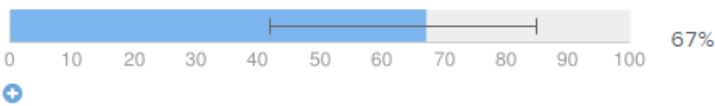
Success	Direct	9	12	60%	80%
	Indirect	3		20%	
Fail	Direct	1	2	7%	13%
	Indirect	1		7%	
Skip	Direct	0	1	0%	7%
	Indirect	1		7%	

*percentages do not total 100 due to rounding

Success



Directness



Time Taken



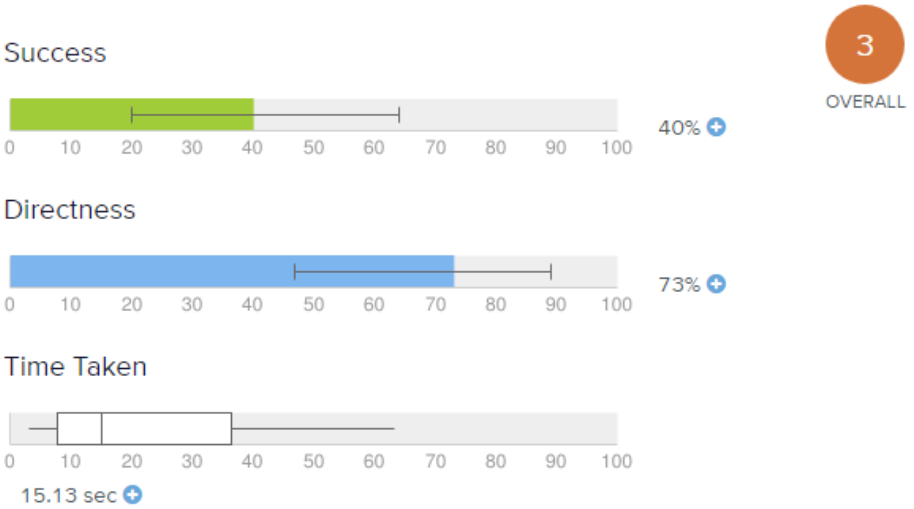
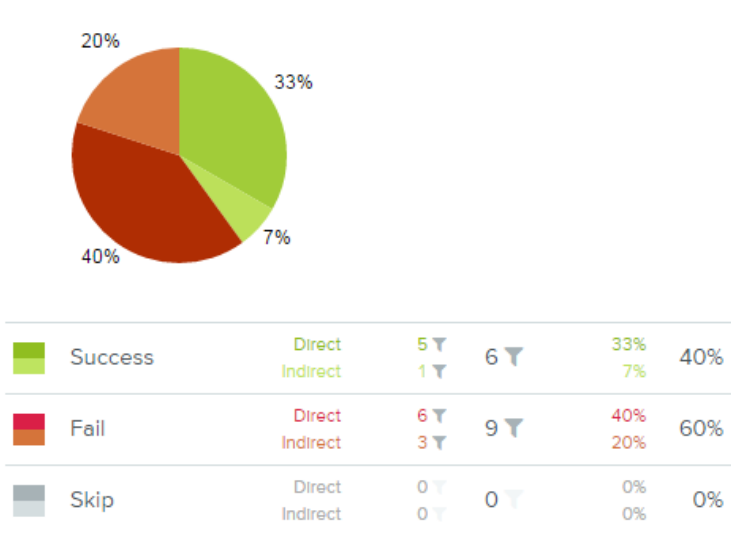
7

OVERALL

LABEL	VISITED FIRST	VISITED DURING
About Us	0%	0%
Library Catalogs	60%	80%
Books & More	7%	13%
Using the Library	0%	13%
Programs & Events	0%	0%
News & Information	0%	0%
Community Resources	0%	7%
Useful Web Resources	27%	27%
FAQ	0%	0%
Event Calendar	0%	0%
Search	7%	13%
Contact Us	0%	0%
My Account	0%	0%

Task 4

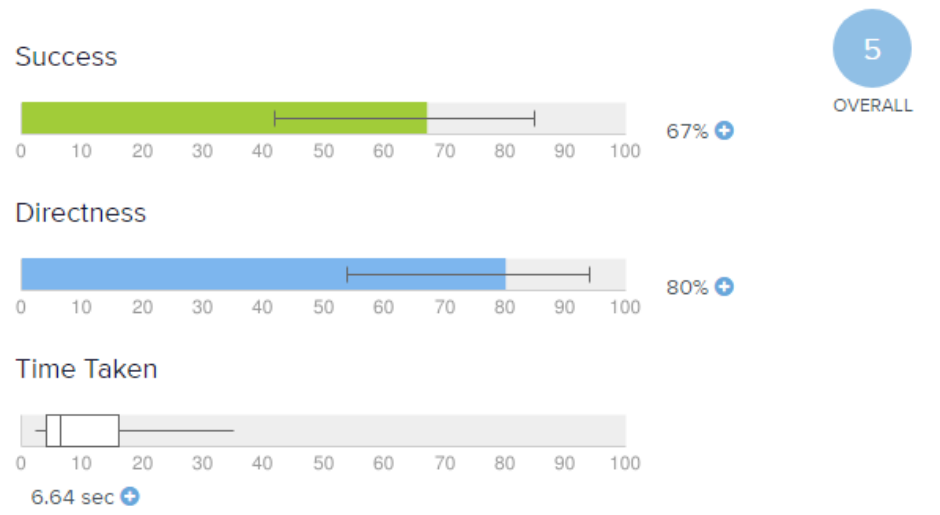
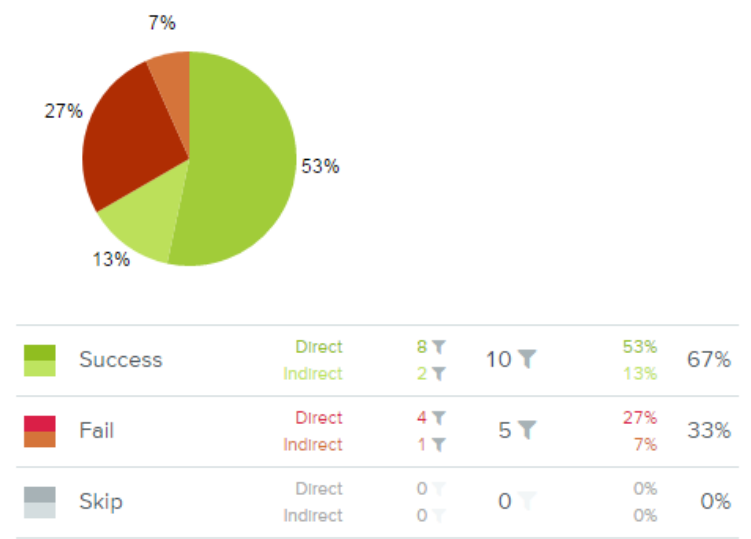
You are researching a topic for a report, but can't find the information you are looking for. You want to ask the librarian for help. Where would you go on the site to seek help from the librarian?



LABEL	VISITED FIRST	VISITED DURING
About Us	0%	20%
Library Catalogs	0%	0%
Books & More	7%	13%
Using the Library	40%	53%
Programs & Events	0%	0%
News & Information	0%	0%
Community Resources	0%	7%
Useful Web Resources	0%	0%
FAQ	0%	0%
Event Calendar	0%	0%
Search	7%	7%
Contact Us	47%	53%
My Account	0%	0%

Task 5

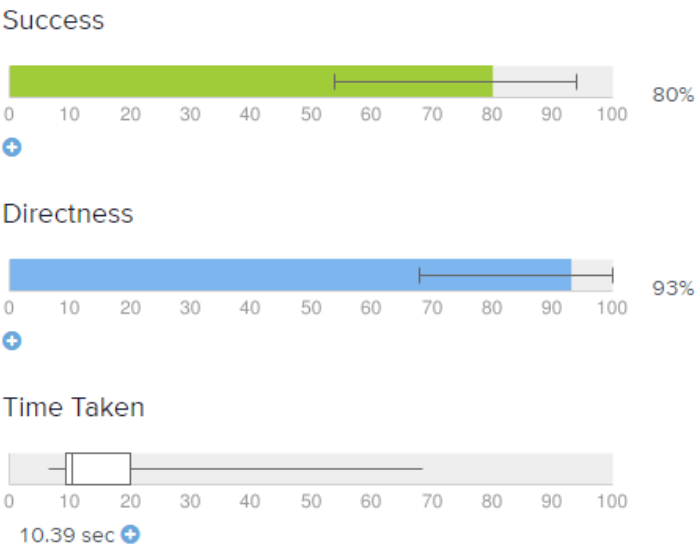
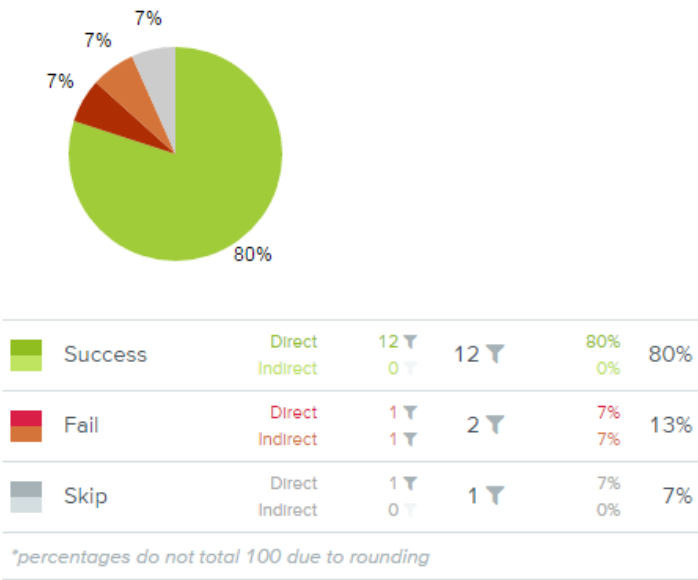
You heard the library has movie nights. You want to find out when the next movie night is. Where on the site would you search for upcoming events occurring at the library?



LABEL	VISITED FIRST	VISITED DURING
About Us	7%	7%
Library Catalogs	0%	0%
Books & More	0%	0%
Using the Library	0%	0%
Programs & Events	60%	60%
News & Information	0%	0%
Community Resources	0%	0%
Useful Web Resources	0%	0%
FAQ	0%	0%
Event Calendar	33%	40%
Search	0%	0%
Contact Us	0%	0%
My Account	0%	0%

Task 6

You are just finishing up a book, and know you want to start a new one shortly after, but aren't sure what book you'd like to read next. Where on the site would you browse for book recommendations and reviews?

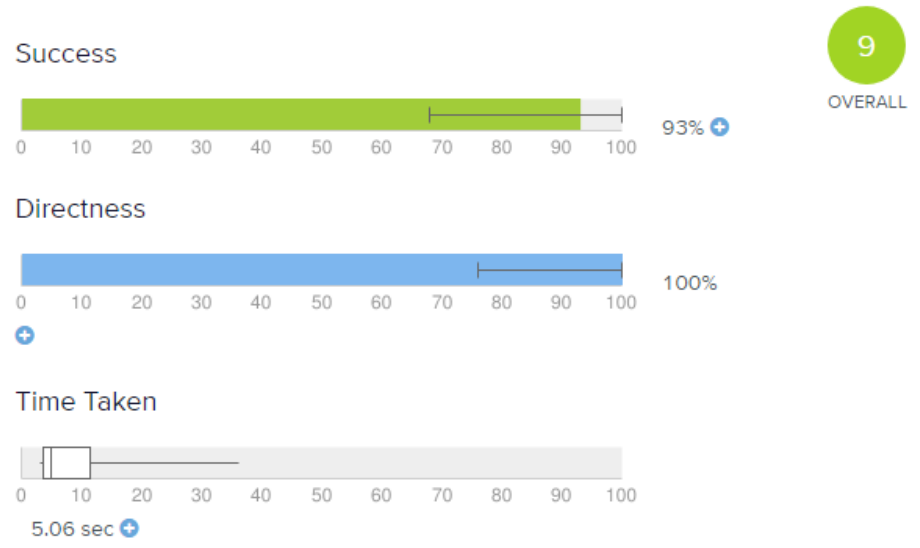
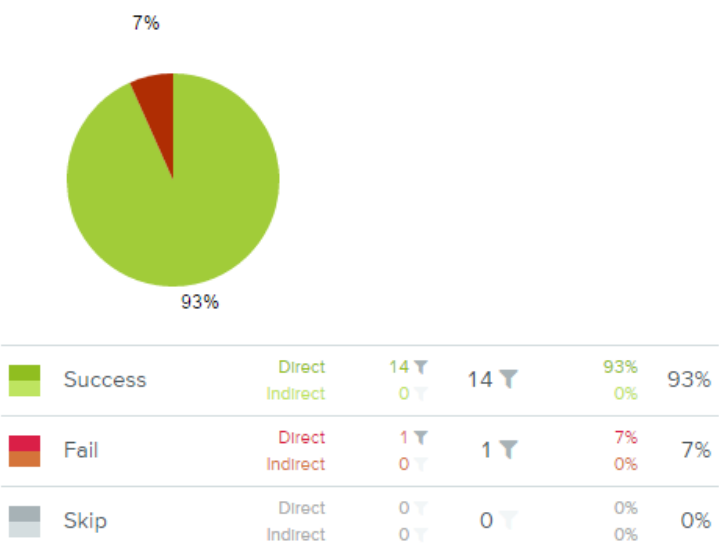


8
OVERALL

LABEL	VISITED FIRST	VISITED DURING
About Us	0%	7%
Library Catalogs	0%	7%
Books & More	93%	93%
Using the Library	0%	7%
Programs & Events	0%	0%
News & Information	0%	7%
Community Resources	0%	0%
Useful Web Resources	0%	7%
FAQ	0%	0%
Event Calendar	0%	0%
Search	0%	0%
Contact Us	0%	0%
My Account	0%	0%

Task 7

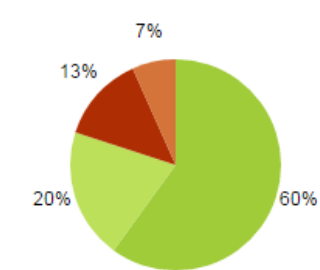
Time has gotten away from you and your books are now overdue. You want to pay your book fines online. Where on the site would you go to pay your fines?



LABEL	VISITED FIRST	VISITED DURING
About Us	0%	0%
Library Catalogs	0%	0%
Books & More	0%	0%
Using the Library	7%	7%
Programs & Events	0%	0%
News & Information	0%	0%
Community Resources	0%	0%
Useful Web Resources	0%	0%
FAQ	0%	0%
Event Calendar	0%	0%
Search	0%	0%
Contact Us	0%	0%
My Account	93%	93%

Task 8

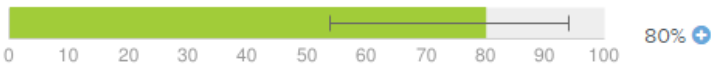
You want to reserve a meeting room for your monthly book club meeting. Where on the site would you reserve a meeting room?



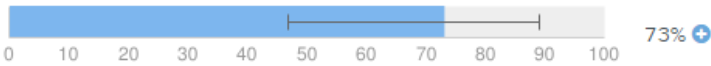
	Success	Direct	9	12	60%	80%
		Indirect	3		20%	
	Fail	Direct	2	3	13%	20%
		Indirect	1		7%	
	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	

LABEL	VISITED FIRST	VISITED DURING
About Us	0%	7%
Library Catalogs	0%	0%
Books & More	0%	0%
Using the Library	60%	80%
Programs & Events	7%	7%
News & Information	0%	0%
Community Resources	27%	27%
Useful Web Resources	0%	0%
FAQ	0%	0%
Event Calendar	7%	13%
Search	0%	0%
Contact Us	0%	0%
My Account	0%	0%

Success



Directness



Time Taken

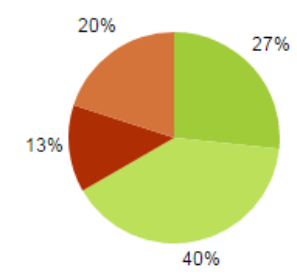


7

OVERALL

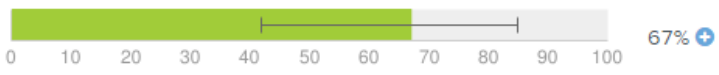
Task 9

You recently retired, and are now looking for volunteer activities at the library. Where on the site would you find volunteer opportunities with the library?



	Success	Direct	4	10	27%	67%
		Indirect	6		40%	
	Fail	Direct	2	5	13%	33%
		Indirect	3		20%	
	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	

Success



Directness



Time Taken

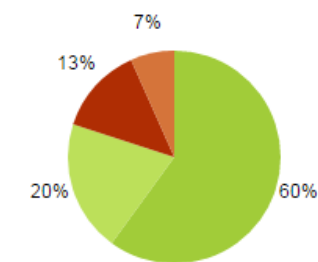


4
OVERALL

LABEL	VISITED FIRST		VISITED DURING	
About Us	33%		73%	
Library Catalogs	0%		0%	
Books & More	0%		0%	
Using the Library	0%		7%	
Programs & Events	20%		20%	
News & Information	7%		27%	
Community Resources	13%		27%	
Useful Web Resources	7%		13%	
FAQ	7%		20%	
Event Calendar	0%		7%	
Search	7%		13%	
Contact Us	7%		33%	
My Account	0%		0%	

Task 10

Your book is due soon, but you aren't quite finished with it. You'd like to save time by renewing online. Where on the site would you go to renew your book?

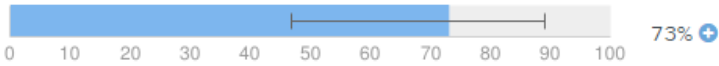


	Success	Direct	9	12	60%	80%
		Indirect	3		20%	
	Fail	Direct	2	3	13%	20%
		Indirect	1		7%	
	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	

Success



Directness



Time Taken



7

OVERALL

LABEL	VISITED FIRST	VISITED DURING
About Us	0%	0%
Library Catalogs	0%	0%
Books & More	27%	27%
Using the Library	0%	13%
Programs & Events	0%	7%
News & Information	0%	0%
Community Resources	0%	0%
Useful Web Resources	0%	0%
FAQ	0%	0%
Event Calendar	0%	0%
Search	0%	0%
Contact Us	0%	0%
My Account	73%	100%

Appendix C- Chalkmark Test Results

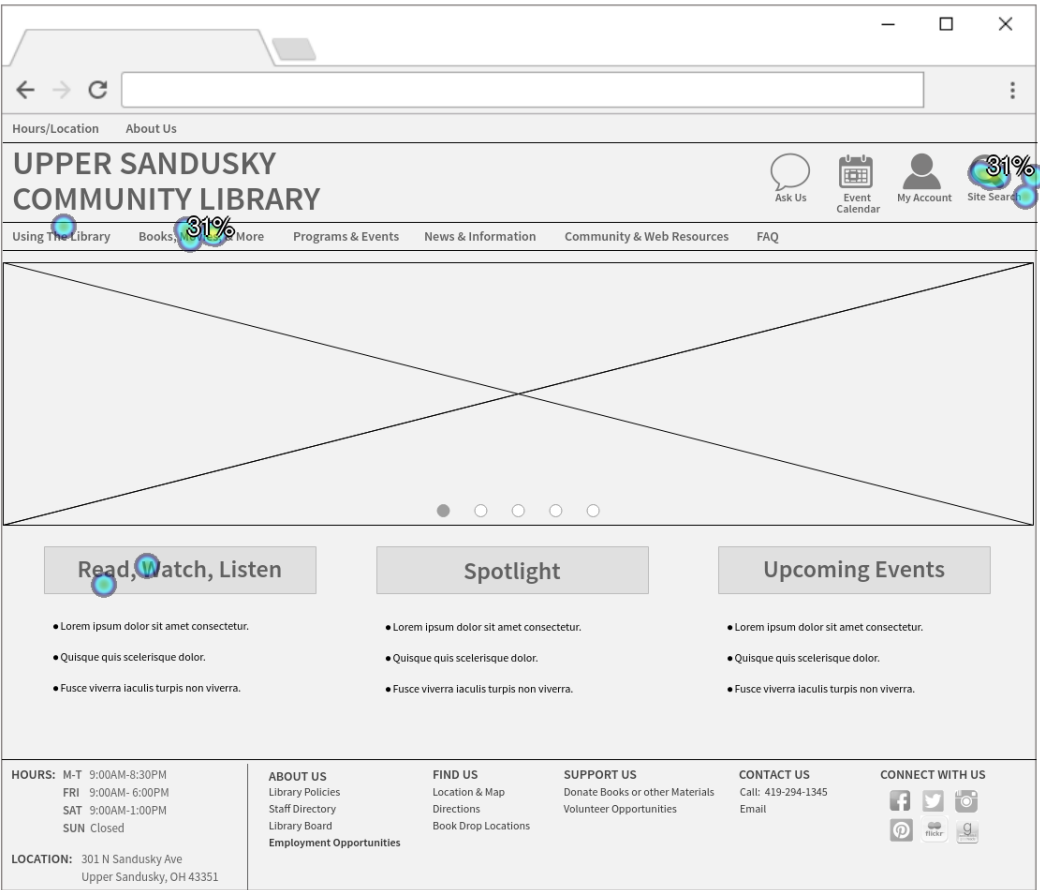
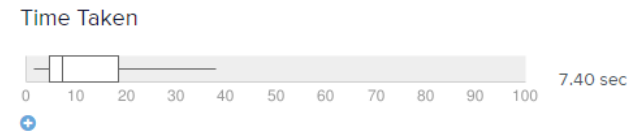
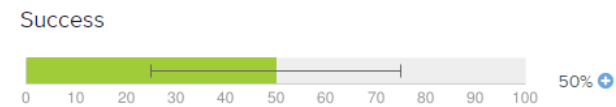
Task 1

You want to search the library catalog for a new book to borrow. Where on the site would you search for a book?

Given the 50% success rate this task achieved, changes still need to be made to the catalog search. The initial change of the search icon to include the word “site” to indicate the search only functioned to search the site, not the catalog, did not deter users from clicking on it in search of a catalog item. At this point the recommendation would be to either add a book/catalog search icon or change the icon to redirect to a search page that includes a site search and a catalog search that redirects to the catalog.



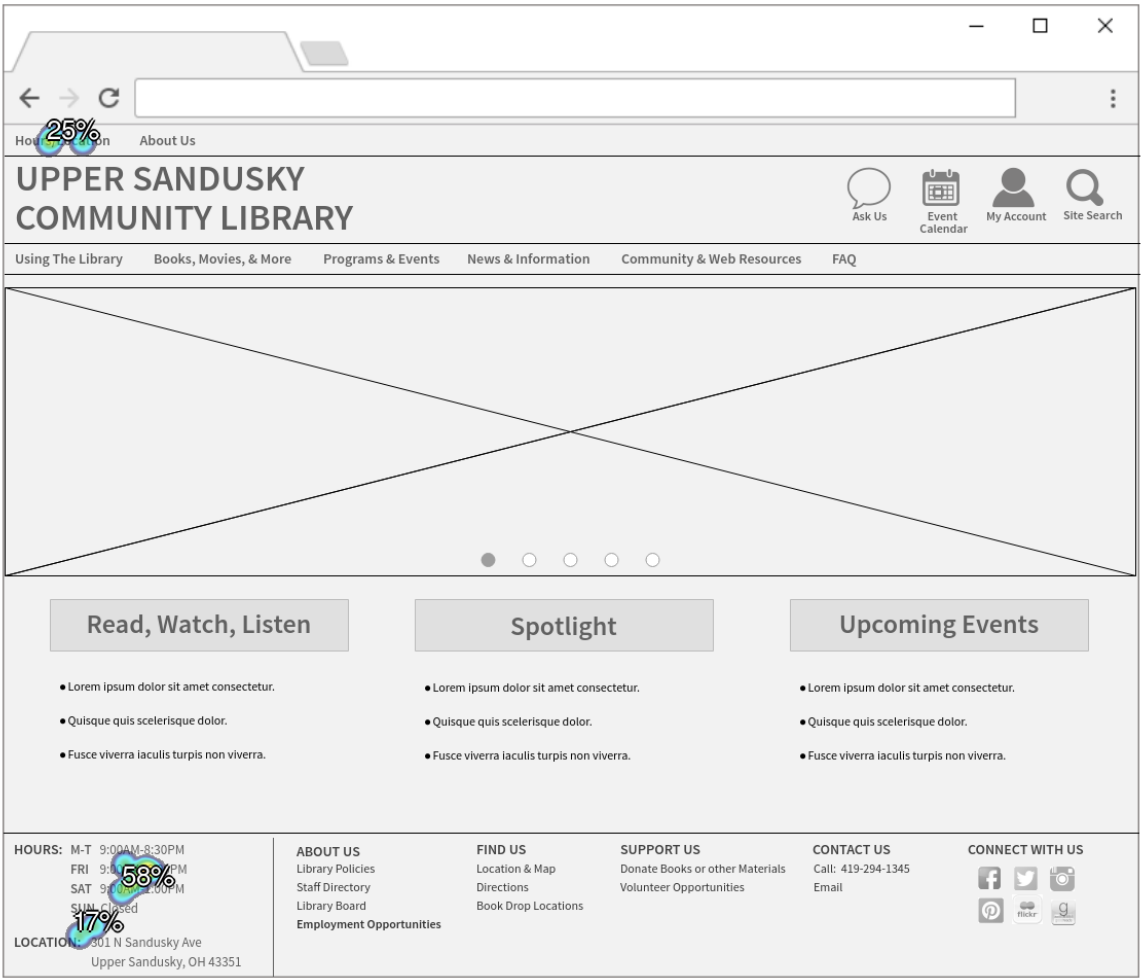
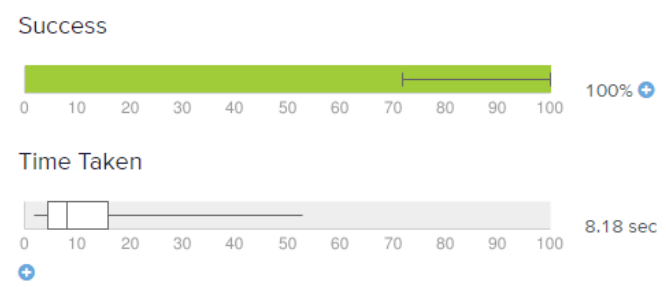
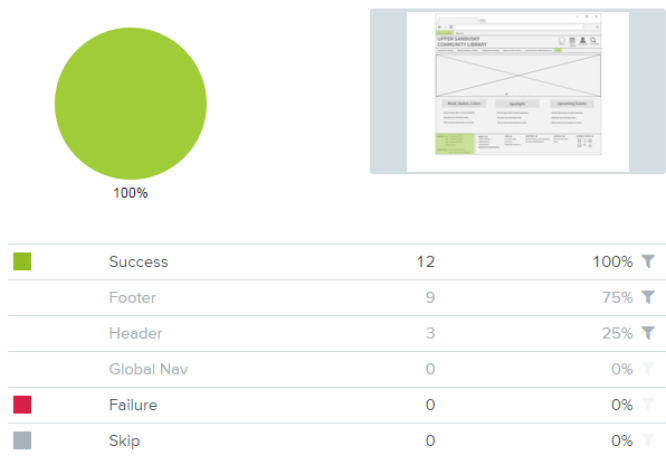
Success	6	50%
Books, Movies, & More	4	33%
Main Nav	2	17%
Failure	6	50%
Skip	0	0%



Task 2

You want to take your children to the library after school to borrow a movie for family movie night, but aren't sure if they will still be open. Where on the site would you find the libraries hours of operation?

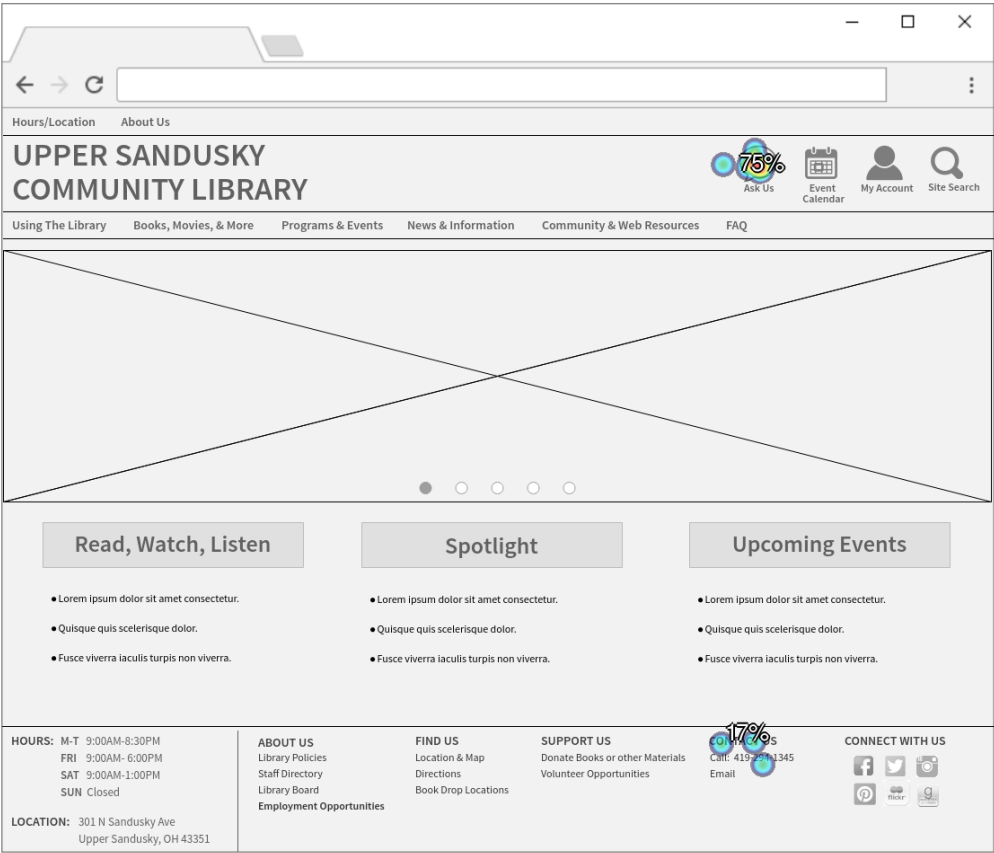
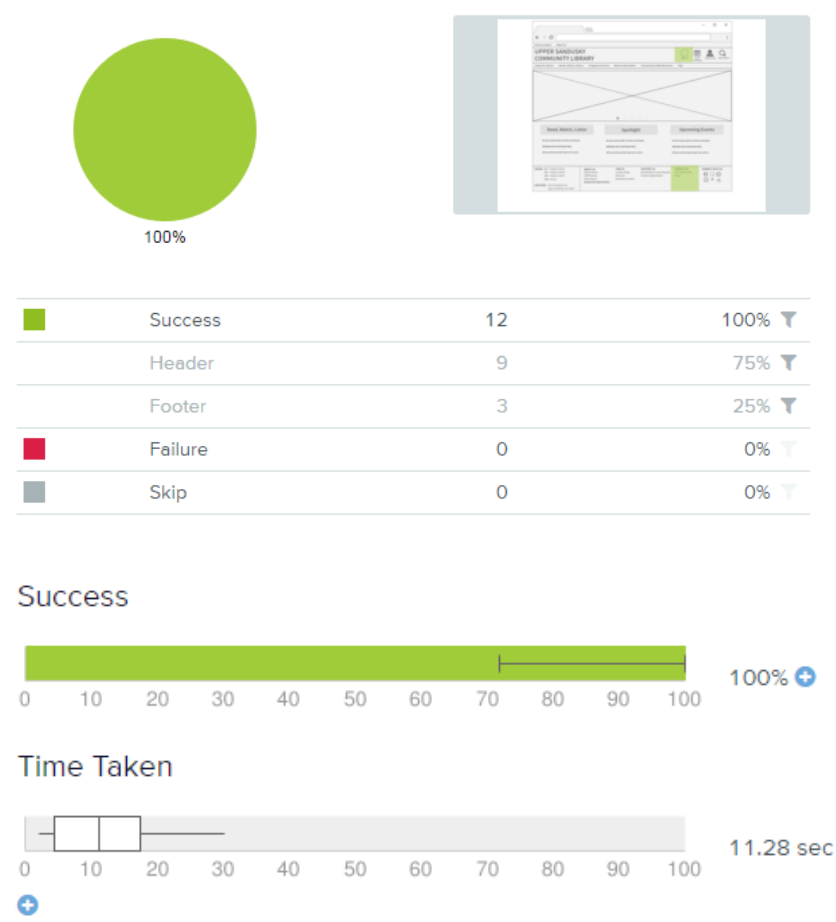
Given the 100% success rate of this task, no changes are recommended for the location or visibility of the basic library information on the site.



Task 3

You are researching a topic for work, but can't find the information you are looking for. You want to ask the librarian for help. Where would you go on the site to seek help from the librarian?

With a 100% success rate, users appear to be able to easily discover how to contact a librarian. No changes are recommended for this functionality.



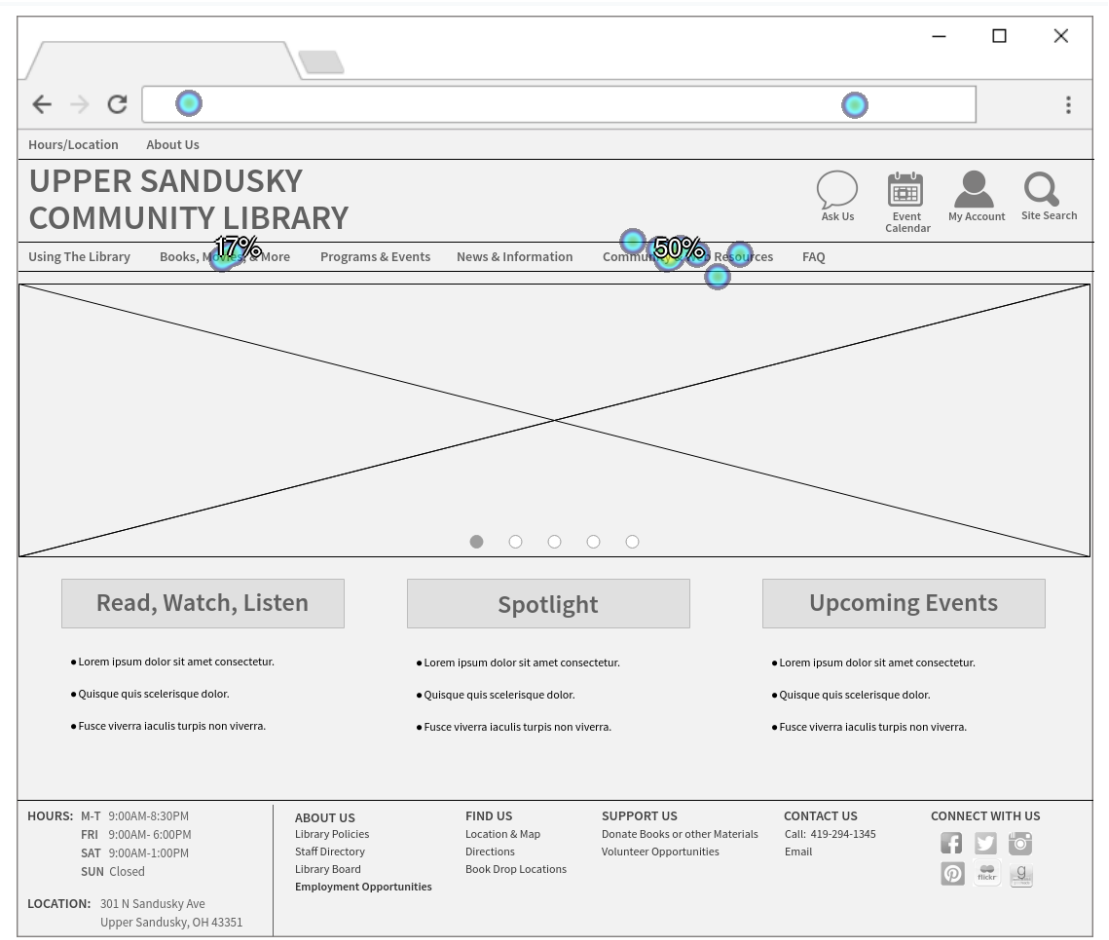
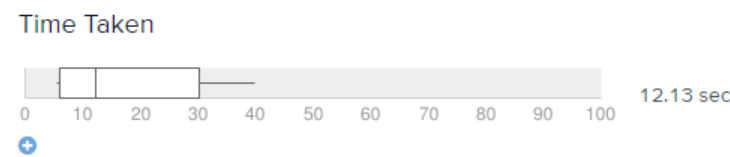
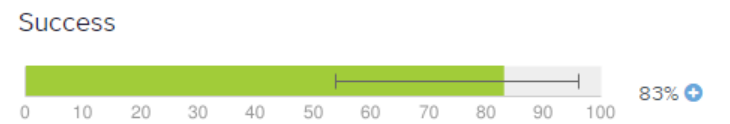
Task 4

You can't find the information you are looking for in the libraries catalog, and decide to search databases outside the library site. Where would you find other databases to search for your desired information?

Given the 83% success rate, with the only 2 failures being clicks in the web browser search area, it is not recommended that any changes be made in this area. The vast majority of users were able to find the information in the designated areas on site, and the 2 others likely would not leave the site to search for the information if given more than 1 click.



	Success	10	83% ▼
	Community & Web Resources	8	67% ▼
	Books, Movies, & More	2	17% ▼
	Failure	2	17% ▼
	Skip	0	0% ▼



Appendix D- Resources

Horrigan, John B. "Libraries at the Crossroads." *Pew Research Center: Internet, Science & Tech*. Pew Research Center, 15 Sept. 2015. Retrieved from <http://www.pewinternet.org/2015/09/15/libraries-at-the-crossroads/>

Zickuhr, Kathryn, Lee Rainie, and Kristen Purcell. "Library Services in the Digital Age." *Pew Internet Libraries*. Pew Research Center, 21 Jan. 2013. Retrieved from <http://libraries.pewinternet.org/2013/01/22/Library-services/>

Costello, Deirdre, and Cathleen Keyser. "Meet Them in the Moment: Engaging Public Library Patrons When It Matters Most." *Weave: Journal of Library User Experience*. Michigan Publishing, University of Michigan Library, Volume 1 Issue 4, 2016. Retrieved from <http://dx.doi.org/10.3998/weave.12535642.0001.404>

"Quotable Facts About America's Libraries". *American Library Association*. Jan 2017. Retrieved from <http://www.ala.org/advocacy/advocacy-university/quotable-facts-about-americas-libraries>

Rosenfeld, L., Morville, P., & Arango, J. (2015). *Information architecture for the World Wide Web* (4th ed.). Sebastopol, CA: O'Reilly Media, Inc.