

Semantic Studios

Strategy Brief (Draft)

Information Architecture
and User Experience Strategy

Ann Arbor District Library

Submitted on
March 17, 2016

Table of Contents

Executive Summary	3
Strategy Brief	4
Web Strategy	4
Information Architecture	6
Website Evaluation	7
Expert Review	7
Site and Search Analytics	10
Comparative Review.....	11
User Research Highlights	12
Stakeholder Meeting Highlights	13
Appendix I. Stakeholder Meeting Questions	15
Appendix II. Stakeholder Meeting Notes	16
Appendix III. User Research Plan	27
Appendix IV. User Research Notes	28

Executive Summary

This information architecture and user experience strategy brief presents findings and analysis from the research process (*e.g., user research, stakeholder interviews, analytics*) and makes draft recommendations (*web strategy, information architecture*) for discussion.

In short, the library is operating from a position of strength (*a "5 Star" library*), but it's clear that the library's web presence (*aadl.org and its subsites*) has become a weak link. It's hard for users to find what they need, and the site fails to convey the scope and scale of the library's collections and services. Fortunately, the library has the teams, technologies, content, and metadata necessary to solve these problems. In concert with the right information architecture and user experience strategy, the plan to launch a dramatically better, next-generation website in 2016 is likely to succeed.

In the coming weeks, we will build upon the insights and understanding generated during the research phase to create wireframes (*structural design sketches with sufficient specificity for visual design and software development*) for the major pages and interfaces of the new website. This will be an iterative process that invites and responds to feedback from library staff and the public. We're aiming for completion in late April.

Strategy Brief

This brief presents analysis of and recommendations for the web strategy and information architecture of the Ann Arbor District Library. Observations are based upon user research, stakeholder interviews, expert evaluation, comparative review, analysis of usage and search statistics, and review of background materials. This draft working document is intended as a catalyst for conversation and as a means of establishing direction and context for the information architecture design to follow.

Web Strategy

Ann Arbor is a community that loves its public library, and we are fortunate to have a “5 Star” library with beautiful buildings, world class collections and services, events for all audiences, and an enthusiastic staff with deep experience and diverse skills. Any conversation about opportunities for improvement should begin by recognizing that we are starting from a position of strength. That said, without a doubt, the library’s web presence (*aadl.org and its subsites*) has become a weak link. The site has grown organically for over 10 years. It’s hard for users to find what they need, and the site fails to convey the scope and scale of the library’s collections and services; a flaw that’s of particular concern during a liminal era (“*software is eating the world*”) in which the ways people understand, value, and use their libraries are in flux.

It’s vital to acknowledge this is not a simple website redesign but the rebuilding of the library’s core digital infrastructure and services. In concert with the design of the next-generation information architecture, the library will be upgrading its technology infrastructure (*e.g., Evergreen ILS, Drupal 8, Sphinx*) and enabling new digital services such as multi-channel alerts and custom weekly newsletters. Given the complexity of this undertaking, it will be important to focus on top priorities, which include:

- **The Whole Library.** The home page and other key interfaces must help users to realize the richness and diversity of the library’s collections (*e.g., local history, tools*), services (*e.g., digitization*), events, places, partnerships, and people.
- **Respect My Time.** Invitations to explore “the whole library” must not force users to slow down. The site must help users to complete core tasks quickly.
- **Catalog.** The catalog is still the primary tool for most users, and its search system could be much better (*e.g., rank, sort, filter, series, scope*). Potential pain points must also be managed (*e.g., logins, not on shelf, failure to track returns*).
- **Search.** A better search infrastructure and interface can dramatically improve the whole user experience (*e.g., catalog, services, events, publications, subsites*). Search must be powerful (*e.g., rank, sort, filter, scopes*), fast, and consistent.

- **Subsites.** To improve efficiency and usability, most subsites must be folded into the main site. Standalone subsites should have visible links to aadl.org and could benefit from infrastructure as a service (e.g., *search, events, alerts*).
- **Cross-Channel.** In support of mobile, the new site must be responsive (*content and feature parity*) and adaptive (*leverage device affordances*). Integrate alerts and newsletters (*email and text*) into the website (e.g., *events*) to engage users.
- **My Library.** Position My Library (*reframing of My Account*) as a personalized portal (*may be used as front door, 360 degree view of my relationship with the library*).
- **Accessibility.** The site should be usable by all citizens (*universal usability*) including people with disabilities (e.g., *low vision*) and/or old technologies. All site elements (e.g., *organization, design, coding, content*) should support this goal.

In addition to these top priorities, it will be important to consider the following:

- **Research Databases.** The databases are expensive and underutilized (*in part because they are hard to find and hard to use*). MeL's new federated search may offer a better way to provide access to most databases for most people.
- **eBooks.** It's worth exploring ways to better integrate eBooks (*including those available via the OverDrive eBook and eAudio lending service*) into the Catalog, while making clear the difference between downloads (*easy*) and rentals (*complex*).
- **Content Strategy.** Pages used mostly for navigation should have less text and rely less on inline links (*optimize for scanning and accessibility*). Overall, the site must strike a better balance between push (*news, events, blog*) and pull.
- **Social Media.** The library should articulate a social media strategy that defines how each tool (e.g., *Twitter, Facebook, blog plus comments*) fits with its broader communication strategy. Aim for interoperability (e.g., *image size*).
- **Findability.** As the library grows in its role as publisher (e.g., *local history, ann arbor community, podcasts*), the value of search engine optimization grows too. Analysis of referrer logs and search analytics will reveal user vocabulary.
- **Design Principles.** It may be helpful to articulate a set of design principles (e.g., *complement rather than compete with Google and Amazon*) that make explicit the priorities for the user experience (e.g., *usable, accessible, desirable, findable*).
- **User Experience.** The library's user experience team should conduct user research and review site/search analytics on a monthly basis as inputs into a process of continuous improvement (*neither the library nor its site are ever done*).
- **Staff Experience.** All of the library's digital tools have back-end interfaces (e.g., *content management, statistical analysis, reporting, publishing*). The design of these interfaces has a major impact on staff efficiency and effectiveness.
- **Change Management.** The library should make a change management plan that includes staff training (*pre-launch*) and user engagement (e.g., *summer game*).

- **Experiments.** The library's digital strategy should allow for multiple, parallel experiments (*e.g., chat reference, web conferencing, digital public spaces, wayfinding*).
- **Metrics.** The library should continue to evaluate current and potential metrics for success (*e.g., conversion of non-users and single-task users*).

Having built and nurtured a talented, in-house software development team over the years ("*all patron-facing code is our code*") the Ann Arbor District Library is positioned to define and execute a unique digital strategy that's *of, by, and for* the local community. In the coming weeks, it will be important to continue the conversation to clarify the strategy, so that we can create an information architecture that enables its realization.

Information Architecture

While details of the information architecture will be developed in the coming weeks through iterative design and review of wireframes for major pages and interfaces, early conversations about components may help to clarify priorities and possibilities.

- **Home.** Structure that reflects the library's scope and scale (*collections, events, services, places, partnerships, people*). Search with scopes (*e.g., catalog, site, subsites*). Balance between images (*manual carousels*), navigation, content, white space.
- **Audiences.** Offer gateways (*starting points*) for major audiences (*e.g., teens*).
- **Catalog.** Option to begin by browsing (*e.g., new, hot, format, audience*) or searching (*better search results, more prominent filters, sort options, series handling*).
- **Search.** Consistent implementation of faceted search and navigation across all sections of the website (*e.g., catalog, site, events, local history, subsites*).
- **Navigation.** Surfacing of the primary taxonomy via a main navigation bar (*top*) and an optional local navigation menu (*left*) which may be replaced by filters (*faceted navigation*). Use of a mega-footer to reinforce the primary taxonomy and offer at a glance, one-click access to key content and services. Conventions for links related to body text (*allowing for reduction of inline links*). Option for See Also links (*e.g., link from Room Rentals to Study Rooms*).
- **Subsites.** The information architecture must accommodate the integration of subsite content into aadl.org and the existence of standalone subsites. The creation of a subsite plan (*which will be integrated*) is an immediate next step.

Website Evaluation

This review highlights key problems with the current website. It's worth noting that the current website is better than most, and it's far easier to critique than to create.

Expert Review

Overall

- The websites (*aadl.org plus subsites*) offer a surprising abundance of valuable content and services, but much is hidden (*hard to find or discover*) due to an idiosyncratic information architecture that's emerged organically over time.
- The website contain some errors (*e.g., the HTML title for the Catalog is Blogs*).
- All the overlapping ways of grouping content (*e.g., page, blog, subsite, format, category, search terms such as "teen or axis"*) make it hard to form a mental model.

Home Page

- The text-heavy page is overwhelming due to the volume of news content.
- For users who are unwilling to read through all the text, the main navigation bar (*About Us, Catalog, Events, Services, Research, Contact Us, My Account*) is likely to be the only part of the page they see and interact with.
- The main navigation labels are descriptive, but users may not realize what's hidden behind each of them (*e.g., databases and local history behind Research*).
- The language links at the top are unnecessary and add to the clutter.
- Search The Site, Support AADL, and Help are easy to miss (*tiny text at top*).
- The mega-footer serves as a sitemap and offers valuable navigation options, but it's risky to rely too heavily on this feature (*users may not scroll that far*).
- The home page fails to illustrate at a glance who we are and what we do.

Organization

- The primary organization scheme (*About Us, Catalog, Events, Services, Research, Contact Us, My Account*) is not bad, but it fails to represent key content areas (*e.g., lists, local history, publications*) and audiences (*e.g., parents, physically disabled*).
- At a detailed level, the organization scheme is riddled with inconsistencies (*e.g., main navigation and footer use different taxonomies and labels, video on demand is located under "using the website" which is located under Services, MeLCat is under Services in the footer but is not included on the Services page*).

Navigation

- The main navigation labels make sense but fail to fully address the breadth (e.g., *Summer Game*) or depth (e.g., *Local History*, *Podcasts*) of the site(s).
- The tiny top navigation includes unnecessary links and hides important ones.
- The location of key navigation links in each section is inconsistent. In the *Catalog*, most links are featured in the body of the page (e.g., *New Books*, *Science Tools*) with the exception of *eBooks* & *eAudio*. In *About Us*, most links are included in the left navigation except for links to the branches and WBPLD.
- The navigation links that accompany blog posts (e.g., *Books*, *Library News*, *Events Blog*, *Video*, *Services Blog*) vary wildly creating a sense of chaos.
- The heavy use of inline links (especially in blog posts) can be overwhelming.
- It's easy to miss the filters (i.e., *Refine Your Results*) and My Account options (e.g., *My Checkouts*, *Create content*) on the right due to the color scheme (hard to read black on green) and banner blindness (area used for *News* & *Events* elsewhere).
- The footer navigation is useful but is not aligned with the site's primary organization. Also, the huge list of Collections is hard to scan.
- The social media icons are buried at the bottom (and lack rollover hints).

Catalog

- Users should be able to launch a search of the Catalog from the Home Page.
- While the Catalog is relatively fast and powerful, it can be difficult to use.
- Key features are easy to miss (e.g., *Refine Your Results by Format or Age Group*).
- Potentially valuable filters require expert knowledge (e.g., *nonfiction*, *callnum*).
- It can be difficult to find good books on a subject due to absence of a Sort option that combines relevance, publication date, and popularity.
- It's hard to know what is and is not included (e.g., *articles*, *eBooks*, *podcasts*).

Subsites

- It's difficult to know about all the subsites (no comprehensive list) and in many cases their names are not descriptive of their content (e.g., *Jump*, *Pulp*).
- The variability in the look and feel and search and navigation of the subsites forces users to repeatedly learn new conventions (e.g., *return to aadl.org*).
- Users of subsites such as Old News may not realize its connection to the Library (and if they arrived via *aadl.org*, they may not know how to get back).

Search

- Search The Site is hidden in the top navigation (with the language links).
- The search interface offers no suggestion of what is being searched.
- Valuable content can only be found via search (e.g., *podcasts from past events*).

- The return of search results is unacceptably slow (*over 10 seconds*).
- The list of categories (*search scopes*) under Advanced is overwhelming.
- The search results interface is poorly designed (*retains About Us links on left and Featured Events on right, poor design and layout of snippets, no filters or sort options*).
- There are multiple search systems (*e.g., Catalog, Site Search, Events, Old News*) that all work differently (*e.g., different interfaces, algorithms, filters, sort orders*).

Search Engine Optimization

- Since people often use Google to get started (*e.g., "aadl events"*), it's worth adhering to SEO Best Practices when practical.
- The aadl.org site fares well in Google searches and makes use of descriptive HTML title tags (*e.g., "Genealogy Databases | Ann Arbor District Library"*).
- The subsites (*e.g., Old News*) should also include "Ann Arbor District Library" in their title tags. SEO is especially important for this local content.

Site and Search Analytics

It's important to take analytics data with a grain of salt because it can be easy to miscalculate (*e.g., pages, directories, sub-categories*) and misinterpret (*e.g., low use of site search reflects little need or fact that it's hard to find and/or use*). That said, the data can provide a sense of relative usage of content and services and may reveal patterns over time.

Web Analytics (PIWIK)

- The Catalog is the most visited section with roughly 7 million views (2015).
- The Home Page is next the most visited page with 1.4 million views (2015).
- Next in order are the Summer Game (800K), blog posts or "node" (300K), About Us (215K), Events (200K), and Research (75K).
- The top entry pages include Home (845K), Catalog (420K), Blog (100K).
- Users arrive via: 70% Direct (URL), 25% Search, 5% Website (Link).
- Searches (*referrers*) include *aadl, ann arbor public library, aadl catalog, aadl hours*.
- Devices used to access the site: 70% desktop, 20% mobile, 10% tablet.
- The average visit duration is 5 minutes with 7 actions (*e.g., views, downloads*).

Database Use

- Top databases (2015): ReferenceUSA (860K), Morningstar (595K), ProQuest Historical Newspapers (150K), and Gale Virtual Reference Library (58K).
- Unique users over time: 2011 (19K), 2013 (15K), 2015 (10K).

Site Search

- Top searches include gallery, summer game, music, nerd nite, circle k, lego, ebooks, blogwarts, gamestart, turners, minecraft, its all write, kindle, esl.

Comparative Review

The review of competitive and comparative websites is useful as a catalyst for conversation and helps to manage expectations (*e.g., ideas that have been implemented*).

Westerville Public Library

- Features a prominent search box but doesn't explain what's being searched.
- Search is federated (*books, ebooks, events, services, subject guides, subject experts*).
- Main navigation (*Books, Movies & More, Services & Support, Events & Classes*).
- Secondary navigation (*Get Involved, About Us, In the News, FAQs, Contact Us*).
- Home Page features enormous automatic image slider (carousel).
- Clean, attractive look and feel (*white space, colorful covers with sliders*).
- Responsive web design with solid mobile user experience.

Salt Lake City Public Library

- Prominent option to search catalog or website on home page.
- Main navigation (*My SLCPL, Explore, Events, For You, Community, About*).
- Get Started (*Search the Catalog, Renew Items, Pay a Fine, Request a Room*).
- Events (*Calendar, Featured Event, See All Related Events: Single Day*).
- Catalog (*default sort is most popular, faceted search, option to select databases*).
- Site Search (*rapid response to query, faceted navigation, pointer to Catalog*).
- Mobile App (*different interface, organization, catalog results*).

Walker Art Center

- High density of text and images on home page (*overwhelming*).
- Two automatic image sliders or carousels (*distracting*).
- Mega-menus with visual, interactive elements (*e.g., Google Maps*).

Edmonton Public Library

- Mega-menus (*Browse, What's On, Digital Content, Library Resources*).
- Multiple carousels (*not as distracting because they require manual advance*).
- Catalog (*faceted search, filters include fiction/nonfiction, sort by rating, responsive*).
- Digital Public Spaces (*local music, unconference origin, community curation*).

Cleveland Public Library

- Search (*scopes include Catalog, Digital Gallery, eBooks, Site*).
- Locations (*Main, Branches, Bookmobile, Homebound Service, Drive Up Window*).
- Research Databases (*option to search all databases using Summon*).

User Research Highlights

Library

- I see the library as a community center (*place to meet people, events*).
- Books (*search keywords, add to list, place hold, renew, check out to locker*).
- Summer Game (*brilliant, teaches you how to find, learn about A2 and library*).
- It's hard to know what the library offers.
- Used to checkout lots of books but had bad experiences with lost returns.
- Computers can't replace librarians. Librarians are so important.
- The Ann Arbor District Library is loved in this community.

Website

- I love renewing books online and looking at the new books.
- Users often explain they wouldn't use the site for that (*find articles, past events*).
- The catalog is hard to search (*really annoying you can't limit results to adult books*).
- Books are perfect because they have a title page, a table of contents, and then the content in order. This site doesn't have a table of contents. It's a mess!
- Users may start with My Account (*how am I doing? what do I have or owe?*)

Problems

- Users struggle to find adult, nonfiction book on polar bears (*and other topics*).
- Users struggle to find local history (*whether they do/don't know about Old News*).
- Users don't know what's in/out of the Catalog (*e.g., eBooks, articles, podcasts*).
- Users are frustrated by Catalog (*relevance rank, title search, filters, series*).
- Users don't understand site/subsite distinction (*and get stuck in the subsites*).
- Few users know about the Research Databases (*even fewer know how to use well*).
- Users get close but fail (*e.g., meeting/study rooms, home/science tools*).
- The website is nearly impossible to use with JAWS (*poor accessibility*).

Priorities

- Improve Catalog search (*title starts with, result order, series, filters*).
- Use less text. If it's more than a bullet or a sentence, I'm not going to read it.
- Make site search easier to find and use (*and search more consistent overall*).
- Mobile should be the first priority (*my phone more capable than desktop*).
- Avoid breaking URLs during redesign (*lots of inbound links*).
- Follow Thoreau's advice in Walden: "Simplify, simplify."

Stakeholder Meeting Highlights

Current State

- Important content and services are hidden (*events, local history, subdomains*).
- We have lots of subsites. I don't know how many or how to find them.
- Colors are boring and obscure content/features; more humor, personality.
- We teach the public advanced catalog search (e.g., "*mammals @callnum E*").

Priorities

- Key pages/sections include Home, Catalog, Events, Lists, Subsites.
- Home (*less overwhelming, site should express strategic intent*).
- Catalog (*improve ranking, filters, series, locations, handle typos*).
- Events (*better search/sort/filter, past events, email lists, alerts, signup at event*).
- Define subsites to keep (*Summer Game, Jump*) versus integrate.
- Blogs (*retain dynamic connection to community, reduce need to blog*).
- Physical Place (*explore ways for website to enhance experience of the place*).
- Content Strategy (*shift to a new model that's less text heavy*).
- SEO (*ensure our content and services are findable via users' vocabulary*).
- Social (*need social media strategy, better comment handling, images for Facebook*).
- Mobile (*focus on responsive + adaptive design*).
-

Challenges

- Large, diverse collections/services (*unknown unknowns, formats, podcasts*).
- Transition (*stuff to people, places, events, experiences*).
- Wide range of audiences (*kids, seniors, families, novices, experts, ESL, accessibility*).
- Concurrent redesign and technology changes (*Catalog, CMS, Search*).
- Catalog + My Account in scope ("*all patron-facing code is our code*").
- Databases + eBooks (*uncertain value, significant cost, ambivalence*).
- Search (*questions about integration, Catalog, Databases, Events, Site, Subsites*).
- Also address back-end needs (e.g., *event management and statistics*).

Cross-Channel

- Multi-channel can make a big impact (*alerts, pay fines, requests*).
- Opportunities (*TVs, digital signage, mobile app, Ask a Librarian*).
- Publications (*event descriptions in print, press release, website*).

Success

- Increased use of library and website (*# requests, website visits*).
- Positive feedback from our users (*in-person, online*).
- Less basic questions. Uptick in interesting reference questions.
- Increased staff efficiency (*using site to help users, get up to speed faster*).
- Reduced reliance on our blog to make things findable.
- Holds and checkouts increase due to better browsing.
- Increase in downloads. Increased use of research databases.
- Increase in positive mentions via social media.

Appendix I. Stakeholder Meeting Questions

Introductions

Background (*LIS, IA, CDI, Michigan, Purdue, Congress, HBS*)

Project Overview (*scope, process, schedule*)

Proposal Walk-Thru (*first half strategy, holistic; then website / wireframes*)

Stakeholder Interview (*explore goals, priorities, challenges surrounding the redesign*)

- How would you describe the current state of the website?
- Who are the key audiences? What do we know about their goals/tasks?
- Which content and services are most valuable?

- What are the priorities for the new website?
- What are the biggest challenges for the redesign?
- How might the website relate to other channels (e.g., mobile, print, physical)?

- What's the relationship between the website and the library's strategy?
- How would you define success (metrics, stories)?

- Are there any websites (library, non-library) you'd recommend, and why?
- Is there anything we haven't covered yet that we should?

Appendix II. Stakeholder Meeting Notes

Kickoff Meeting Notes

Current State

- Website is 10 years old, uses Drupal, it still works.
- Important things hidden (*subdomains, play, jump, used up all the colors*)
- Schedule (design June to August, launch in the Fall)
- Combine launch with migration from III to Evergreen (new catalog)
- Staff (200 total, 100 full time, project team of 8 to 10)
- Testing Tool (they have tool, can get thousands of responses)
- Digitized Content + Catalog Records (*Sphinx to index both, should we merge?*)

Goals

- Comprehensive Redesign (not much phasing, new site finished months before cutover, work out bugs and give people time to adapt)
- Respect My Time (important design principle)

Scope

- Catalog + My Account in scope (“all patron-facing code is our code”)

Priorities

- Making events easier to sort/find (not necessarily calendar view)
- Also, ability to use event database (# attendees, analytics)
- Home Page (avoid clutter)
- Catalog (unrivaled, avoid losing functionality)
- Subsites (Summer Game + Jump are popular, keep as separate entities; will retain some subsites: aadl.org, play, pulp, old news, jump, summer game; but it’s all one site on the backend)
- Public Lists (book recommendations made by staff)
- Research Databases (although expensive for level of usage)
- MeLCat / ILL (separate but users don’t know difference)
- Blogging (don’t want to lose connection, all staff can blog)
- Physical Place (website can enhance experience of the place)
- Content Strategy (less text heavy)
- SEO (already good rankings, are searchers using different words?)
- Mobile (agree on responsive but not mobile first, testing mobile app that’s optimized for heavy library users, summer game will work great on mobile)

Challenges

- Surfacing (so much stuff + services, people don't know to look)
- Define new ways of seeing (different words + labels)
- Our community members travel; ask us to emulate other libraries;
- We have regular library users who don't use the Web.
- It's the website users who get anxious; see changes and worry.
- When removed card catalog: "You've taken away my library."
- Catalog (facets are the biggest challenge)
- Databases (constant concern, no match between demand and cost, libraries fear not having special closed web content, mostly go with what state buys)

Framing

- It's your library; it is what you make of it.

Philosophy + Insights

- Tools collection grew out of grant; nobody was asking us for tools.
- We believe in books more than ebooks.
- Diversification of services; not transition to world without books.

Catalog

- Transition from Millennium ILS to Evergreen ILS (some things will be lost)
- New: Frozen Holds, Series Holds, *notified when book you suggested is added*

Search

- Old News (already piloting new search tool)
- Should we integrate site search with catalog search?
- Federated Search (Eli against federated, maybe catalog + ebooks)

Cross-Channel

- Renewing, paying fines online, pay fines at service desks with credit card
- 3 day alerts (fine \$ dropped), online payment with credit card (\$ way up).
- Custom alerts (key new feature, alert me to similar events)
- I saw this in bookstore or on TV, how find at library? (media mentions blog)
- Physical promotions (*TV ads and posters with custom URLs so we can track*)
- Events (capture email so we can survey attendees)

Sites We Like

- <http://www.slcppl.lib.ut.us> (Salt Lake City Public Library)
- <http://www.westervillelibrary.org> (Westerville Public Library)

Communications Committee

Current State

- It's been good to allow for the proliferation (*of subsites*) but it's time for the hug (*consolidation*).
- The site's not communicating the diversity of what we do (*e.g., events*).
- It's easy to get lost. I want people to be able to find what they need.
- The home page is overwhelming, lots of text, hard to use on mobile.
- The catalog is fairly easy to use.
- We've had very little use of the language buttons (*top of home page*).
- The current website feels like a lot of lists (*a "link dump"*).

Desired Future State

- It's important that the site expresses our strategic intent.
- We should make it easy to use; help people avoid making "mistakes."
- Should the catalog support suggestive selling (*e.g., people who checked out this book also checked out these books*)? Difficult given use of cards by families.
- We need a social media strategy (*revisit use of YouTube/Vimeo, marketing vs. part of collection*), in past people were horrified by YouTube comments.
- Recognize multiple front doors to the library (*Google: aadl book title*).

Services

- The library doesn't teach workshops; we provide space for those who do.
- The Summer Game is the best thing we've done for digital literacy. Our first goal is to make it fun, but then we help people learn to use the library.

Challenges

- We're in the midst of a tidal shift from the "library as stuff" to the "library as people and place." (*participation, the coming together of people*)
- Circulation is on a very slow decline; growth in online use and events.

Users

- Disability community (*accessibility is important*).
- People who don't speak English as their first language (*ESL*).
- People who are not digital natives (*e.g., retirement community*).
- Toddlers (*kids as young as age 2 use the website*).

Cross-Channel

- Recently started email marketing (newsletters can drive people to website).

Archives & Reference

Current State

- Real estate on the home page is not used well.
- Local history is buried (*research/local history/old news*) and some things aren't listed (e.g., *Ann Arbor Civic Theatre Archive*). New staff don't know we have it.
- Old News (*can't login, must search to see advanced search, need thumbnail photo option, need browse: obituaries, editorials, by author/date/paper; topics + search are too slow, facets are recent and helpful but not consistent with other facets on website, add sort option*).
- Even our local historian can't find things and calls us.
- Local History collections are fragmented (*genealogy, Ann Arbor Facts, local history, and Old News are all one thing*).
- We don't know what the impact of login is (*benefits, admin sees more results*).
- The catalog can be hard to use (*search on book title, not top result, "omega"*).
- Catalog doesn't handle series well (*use Amazon to find next in DVD series*).
- Catalog doesn't make clear where things are (*# clicks to call #, yearbooks offsite*).
- Our research databases are underused and hard to find (*Ancestry could be promoted more, also General Reference Gold, Chilton Auto Repair*).

Desired Future State

- Make search and facets consistent throughout the website.
- Local history on home page.
- Update dynamic content automatically (e.g., *photo of the week, no need to blog*).
- Enable cross-posting between subsites (e.g., *Pulp and local history*).
- Our e-products should be searchable via the Catalog and easier to find.
- A catalog search on "John Sinclair" should surface our local history content.

Services

- We do genealogy research for free (*rare, San Diego charges \$25*).
- People and orgs don't know we'll digitize their collections and books for free.

Challenges

- Search engines that don't search everything (*we never seem to get there*).
- Video formats (*video blog, videos in collection, downloads, event videos*).

Users

- Genealogists (*may be looking for obituaries, but no link to Old News*).
- Local history researchers (*not just in Ann Arbor, all over the globe*).
- Reporters (*folks from MLive call us, they don't know what we have*).
- Staff (*our own staff are heavy users of the website*).

Cross-Channel

- We definitely need a better mobile interface.

Metrics for Success

- Less basic reference questions. Uptick in interesting reference questions.

Comparison Websites

- Grand Rapids Public Library (*highlights local history and other collections nicely*).
- New York Public Library
- Allen County Public Library (*best genealogy collection but not on home page, terrible*).

IT & Development

Current State

- Navigation is a problem (*left is easy to miss, duplication between top/left*).
- Primary use cases are okay (*catalog, managing checkouts, my account*). It's hard to find the rest of the content on the website.
- Site depends on PHP and requires refresh (*use JavaScript for dynamic refresh*).
- The public lists are popular and could use work.

Desired Future State

- Improved search and findability. We need a site search that works.
- Better interactions (*no need for reload when request an item*).
- Notifications (*project underway, make it easy to request email and text alerts, reminders, tell me about future events like this*). Concern about collecting email addresses on paper at events; could invite to text code to be alerted to similar events.
- My Account (*tabs accumulated over time, checkbox disappears, express visibly*).
- Recommendations (*we can pull external data in to catalog, LibraryThing*).

Challenges

- Navigation of all the content (*e.g., we're the only source of Ann Arbor local history*).
- Simultaneous upgrades to Drupal 8 CMS and Evergreen ILS.

Users

- Audiences (*kids, tech savvy, moderate + middle aged, technophobic + older, philosophically tech-averse*).
- Families (*catd management features for families, linked accounts*).
- Businesses (*business accounts, use of research databases, underutilized*).
- Schools (*logins for research databases, teachers use*).

Cross-Channel

- TV at Traverwood (*shows new/popular books, used to show upcoming events*).
- We should revamp our digital signage (*event attendees don't know where to go*).
- Mobile App (*can use phone instead of card to checkout books, barcode*).
- Location (*could use awareness of which branch you're visiting*).

Metrics for Success

- We will get lots of feedback (*good or bad*) from our users.
- Request a Book (*if # of requests increases, success*).
- Increase in # unique visitors; better performance on simple tasks (*usability*).

Comparison Websites

- Westerville Public Library
- Salt Lake City Public Library (*nice presentation of events*).
- Amazon (*grid layout of search results*).

Outreach

Current State

- There's so much information; it's a good problem to have.
- The site can be overwhelming; even the Summer Game can be intimidating.
- The public lists are a great resource, but they are hidden.
- It can be hard to find specific blog posts.
- The Job Search Toolkit is underutilized (*under AADL & the Community*).
- The colors are boring; the site needs more humor and personality.
- Similar events aren't connected (*e.g., English as a Second Language*).
- People often don't know that we are happy to help.
- People often don't know they can pickup/dropoff at different branches.

Desired Future State

- Support people who are looking for materials (*catalog*).
- Support people with mobile devices.

- Add more FAQs (*e.g., help for when multiple people are on one account*).
- Reduce the need to blog about something to give it visibility.
- Handle typos in Catalog search (*did you mean?*).
- Consider a Calendar View for events.
- Better “dummy sites” for offline demos (*e.g., Brainfuse*).
- Recommendations (*these hot items are checked out, try these old but good ones*).
- Live Survey Tool (*ability to survey users, user sees results after answering*).

Services

- Presentations to schools and classrooms (*highlights unusual items, how to refine searches, Brainfuse database/tutoring service*).
- ESL Community (*virtual tours, how to find things, LearningExpress database*).
- Help underserved communities learn how to use the library (*and what we have*).
- We focus on providing services for free (*no need to have library card*).
- The West branch will have a smart whiteboard (*great room for businesses*).

Challenges

- It would be great to have staff training on the new website before launch.

Cross-Channel

- We regularly provide reference via phone.
- People can send reference questions via text, but it’s not used much.
- Our interoffice chat (irc.aadl.org) is hugely valuable.
- Ask a Librarian (*office hours, chat reference*) might be interesting.

Metrics for Success

- Our goal (*Outreach*) is to get people into the library (*a presence in the community*).
- Usage numbers and patron feedback (*they are not shy*).
- Our own ability to navigate efficiently.

Comparison Websites

- Bloomfield Hills Public Library
- Chicago Public Library (*has live surveys*).

Community Relations & Marketing

Current State

- Icon area is narrow; hard to find images that will work well.

- Event (details, contact info, icon, description) are stored in a single node; we integrated 3 tools into one Drupal node; great improvement.
- Event videos and podcast videos are hard to find, especially older ones.
- Event descriptions are a bit print-centric (*print brochure, press release, website*). Only the shortest version goes out. Nice to support multiple versions.
- “What’s live” varies due to print (*4 months Jump, 2 months teens, 1 month adult*).
- Everyone uses Google to find stuff on our website.
- Results from Old News drown out other content sources.
- Most folks have no idea what’s available via aadl.org/downloads.

Desired Future State

- Nice to integrate email reminders into Drupal node; also iCal, ability to signup for similar events.
- We’d love to have mailing lists for event categories.
- Would like a simple event list view (*with filters*) and possibly a calendar view.
- Important for Events on website to support management (*staff are users too*).
- Need to integrate real event filtering (*ability to select multiple filters at once*).
- Report generation (*integrate statistics on event attendance into same node*). We spend a lot of time on manual collection of statistics (*copy/paste into Excel*).
- Have our staff fill out simple online form (*# people, success rating*).
- Email signups for events (*on website and at events*).
- We should avoid chasing web design trends.

Services

- We organize more than 1,400 events per year.
- Our audiences run from 0 to 200 (*1,200 for Dan Rather in Michigan Theater*).
- The newspaper used to publish events; we’ve taken on that role to a degree.

Challenges

- Ease of use is the biggest hurdle (*navigation, search, sort*).

Users

- We’re a cutting edge library and work hard to reach younger demographic.

Cross-Channel

- We publish three printed event calendars (*available on literature racks*).

Metrics for Success

- Less complaints.

- If we don't have to search for our own content via Google.
- If tools are better integrated, we can be more efficient.

Comparison Websites

- Salt Lake City Public Library (*nice events organization*).
- Detroit Public Library
- Chicago Public Library (*we don't like this one*).

Youth & Teen

Current State

- Even the valuable research databases are hard to use.
- When we direct parents and kids (*students*) to the research databases, they say "we're not allowed to use Internet resources." They think they need a book.
- Love the ability to search for picture books (*e.g., dogs @callnum E*). You can also search for "dogs picture book" but not "dogs picture books."
- People miss Refine/Filters due to banner blindness. It's where the ads are.
- The color scheme is terrible. It hides useful navigation.
- The number one problem is the home page (*fails to convey wealth of what we do*).
- There's no single, direct portal for youth and youth services. Once you're on Jump, there's no access to the catalog and no easy way to get back.
- It's hard to find Tools, and hard to see at a glance which tools are available.
- In main catalog, the call # is missing from search results, forcing extra clicks.
- Only staff can search past events, using aarl.org/eventsearch URL.
- On catalog records, people don't notice the format icons on the right.
- Podcasts and videos are completely buried. They should appear in a search.
- Comments aren't threaded; appear at bottom (*nightmare in Summer Game*).

Desired Future State

- Make it easier to search, sort, filter, and manage lists (*filter staff versus public*).
- Integrate better with social media; our images are too small for Facebook; design pages for posting to Facebook/Pinterest (*so right images are shown*).
- We need a mobile site. The summer game drives people crazy on mobile.
- We need a place for teens. Jump is for parents.

Metrics for Success

- People will use our website more and find what they need.
- The catalog results order will make more sense (*e.g., "anne frank"*).
- Part-time staff can be hired and feel comfortable with the website quickly.

Comparison Websites

- Westerville Public Library
- Sacramento Public Library
- New York Public Library

Collections

Current State

- Podcasts are so hard to find (*under events, collections, media, services?*).
- We use subject headings to build keywords (*too granular, consolidate/group*).
- We hide valuable information (*e.g., filters*) in our sidebars.
- We teach the public to search the catalog (*e.g., "mammals @callnum E"*).
- It's common to know a title but not find it in the first page of catalog results.
- We have lots of subsites. I don't know how many or how to find them.
- We hide great content (*Old News*). New staff don't know where things are.
- DVDs are hard to browse; we have comedy but not romantic comedy.
- Downloads are hard to find; hidden under unusual stuff; easily confused with Overdrive eBooks / eAudio (*which we hate and don't want to promote*).
- Maintenance of our public lists is horrible.

Desired Future State

- Allow a browsing experience like Netflix (*cover images*). Tools is close.
- Include a fiction/nonfiction filter for search and when browsing lists.
- Show where the item is in the search results (*availability, branch, floor map*).
- When request book with many holds, suggest similar but available items.
- Enable people to browse/filter by age and genre like Novelist.
- If find download in catalog, offer more downloads from this publisher.
- Ability to include multiple images in catalog record (*and to see large images*).

Services

- We regularly lead kids and parents to the research databases; this is how research is done now; not the Internet (*Kids InfoBits, Britannica, InfoTrac*).

Challenges

- Age levels are important; catalog only breaks into youth, teen, adult.

Metrics for Success

- Holds and checkouts increase due to better browsing.
- Increase in downloads. Increased use of research databases.

- Increase in positive mentions via social media.
- Reduced reliance on our blog to make things findable.

Comparison Websites

- Kent District Library (*handles series data, find third book in series*).
- Topeka Public Library
- Etsy (*gallery view of search results*).

AADL Partners

Current State

- The library is the center of our universe, increasingly.
- Our project couldn't exist without the library; also they created our website.
- In May, every library will have a bus stop (AATA, raise awareness).
- Library hosts Ann Arbor Comic Festival (staff, space, technology). 50 events in Ann Arbor on weekend (mobile scheduler, iCal, share with friends).
- We worked with the library to digitize our content (database, cross-links).
- Partnerships: content (online home), historical (digitize, metadata), digitize some content, event production, higher level of services, cross-promotion.
- The home page is a sea of text.
- Origin of partnerships (*the library came to us, it was eye opening that they wanted to be a portal to the community in that way, wouldn't have known from the website*).

Desired Future State

- Our website (created by the library) needs to be expanded and updated.
- We'd like our signs to be interactive; self-guided tours via mobile devices.
- Better mobile experience.
- More fleshed out Branch pages (they are libraries themselves).
- More fleshed out Events pages (more findable, add a calendar).
- Enable us to post events and links on our site (aastreet.aadl.org).
- Better searching of our content. Integration with media (*e.g., books on topic*).
- Enable people to signup for events or indicate interest on our site.
- Pulp (not many people know it's there; make it more visible/findable).
- After workshops, enable us to put kids artwork online (links for parents).
- It's great to see the Hot Books list. Do this for Events too.
- Wayfinding inside libraries to books and events.
- Idea: shared set of functions for subsites (*like Internet Archive*).
- Way to browse the Catalog visually (*e.g., comic book covers*).
- Weekly newsletter (custom weekly newsletters already in production).
- Curation (the online museum of Ann Arbor, images, video, texts).

Appendix III. User Research Plan

Thanks for participating. We're conducting research to better understand how people use *(and would like to use)* AADL's website and content and services. I have some questions, and I'll ask you to show me how you'd complete tasks online.

Participant Background

1. Tell me about your use of the Ann Arbor District Library.
2. Have you used the AADL website *(probe for common tasks, problems)?*

Guided Exploration

Reminders: Please talk out loud. Feel free to end a task.

0. For a sample task, walk me through your process. *(any tool, then aadl.org)*
1. Can you find a book about polar bears? *(non-fiction, age, request, account, melcat)*
2. How would you find movies similar to The Hunger Games? *(public lists)*
3. What can you learn about the Argus Camera Company? *(aadl.org, then any tool)*
4. See if the library will be offering any workshops on 3D printing. *(events)*
5. Can you find some articles about treating a peanut allergy? *(research)*
6. Can you find an e-book on global warming? *(ebooks, downloads)*
7. See if you need a library card to use the computers. *(services)*
8. Reserve a tutor room at Traverwood for 8 pm and print directions. *(facilities)*
9. Who was the speaker for last year's talk about bullying? *(events, blog, search)*
10. Can AADL help elementary students with their homework? *(jump)*
11. See if you can borrow a magnifying glass. *(unusual items, tools)*
12. You can't find something. How would you get help? *(ask a librarian)*

Conclusion

- What's your impression of the AADL website?
- Are there improvements *(content, services, tools)* you'd find useful?
- Do you have any final comments or suggestions?

Appendix IV. User Research Notes

User # 1

Use of the library.

- Moved to the area (Plymouth, then Ann Arbor) 5 years ago from Georgia
- While in Plymouth, participated in library's playgroups (with my baby)
- I see the library as a community center (place to meet people, events); it's not just for knowledge but also for socializing and recreation
- Summer game (got to know Ann Arbor a lot better, learned A2 history, visited parks I hadn't known about, son/husband now participate too)
- Materials (books, CDs, telescopes, musical equipment, 52 items checked out)
- Workspace (I have a downtown office but Malletts Creek is walking distance from home, quiet, wireless, beautiful space with natural light)

Use of the website.

- Books (search keywords, add to list, place hold, renew, check out to locker)
- Book Lists (create, share with friends; Thanksgiving books for preschoolers)
- Summer Game (brilliant, teaches you how to find things, parts of website)
- Events (see what's going on)
- Problems (had a problem resetting password)
- MeLCat (copy/pastes # from My Account, wants less clicks, remember #)

Sample task: find book for 5 year old son, how to tell time

- Usually already logged in, logs in, successful
- Catalog "time" (books), refine (age group: youth), results (time in title), search "telling time", result (looks at details, rhyming), list (what time is it), checks to see if list created by staff member (then I know it's vetted)

How would you find movies similar to The Hunger Games?

- I wouldn't use the library website (pick based on directors, actors, friends)

What can you learn about the Argus Camera Company?

- Search the site "argus camera company" > advanced search (scanning, stuck)

See if the library will be offering any workshops on 3D printing.

- Events (I'm looking for the secret lab or technology), Sci/Tech, search "printing", nope, search "3d" (must be 3 characters, several attempts, blank screen, would be helpful to say "No Results")

Can you find some articles about treating a peanut allergy?

- Search this site “peanut allergy” (nope, I wouldn’t use the library for this)

Can you find an e-book on global warming?

- Catalog “global warming” (downloads), found one, rarely uses ebooks

See if you need a library card to use the computers.

- “I do (need a card),” About Us, Library Cards (cntrl-F “computers”), sees Public Computers in footer

Reserve a tutor room at Traverwood for 8 pm and print directions.

- Services, Study Rooms (success), About Us, Traverwood, Google Maps

Who was the speaker for last year’s talk about bullying?

- Events “bullying” (oh, that’s upcoming), for past events I’d go to Google, I did this in the past when I wanted a speaker to come to my son’s school

Can AADL help elementary students with their homework?

- I’m looking for tutoring, Services, Homework Help (I remember play.aadl.org as well, no I think it’s jump.aadl.org, I can’t find from library site, only by typing in the URL, I learned about it from the Summer Game)

See if you can borrow a magnifying glass.

- Catalog, Science Tools

You can’t find something. How would you get help?

- Contact Us, I’d use the form, email is fine, I rarely have a library emergency

Final comments or suggestions.

- Some problems with Summer Game, told Eli, they were fixed
- Request for free meeting space, got response in two hours, impressed
- Called from Georgia, can’t return materials on time, staff helped out

User # 2

Use of the library.

- Mostly to check out books on CD. Looking into using free space.

Use of the website.

- I have it as my home page, like to see what's going on, Summer Game a bit, Pulp a bit, library board meetings and meeting minutes

Sample task: Find next in my series, 44 Scotland Street (book on CD)

- Catalog "44 scotland street" (series, audiobook), can't find it this way, search "world according to bertie" (title, audiobook), finds book (request for pickup at West), series searching is not that easy, also can't do title phrase searching (search on first word or two of title, it's hard to search one or two words)

What can you learn about the Argus Camera Company?

- The first thing I'd do is go to Old News, but I don't know where that is (it's been marginally helpful in the past, history of Slauson school, looked up my dad, it's kind of clunky), Catalog (finds book), Research, Local History, Old News, search "argus camera" (oh my god, it's five hundred things)

Can you find some articles about treating a peanut allergy?

- Research, General Reference Center Gold "peanut allergy treatment" (this database is good for general use, used to be librarian), finds some articles

Reserve a tutor room at Traverwood for 8 pm and print directions.

- I didn't know that was allowed, Services, Study Rooms

Who was the speaker for last year's talk about bullying?

- Google "bullying aadl" (first result)

Can AADL help elementary students with their homework?

- Services, Homework Help (would parents know these reading levels?)

See if you can borrow a magnifying glass.

- Catalog "magnifying glass" (this is a good example of bad results)

You can't find something. How would you get help?

- I'd see if it's at the UM library, if I was in the library and saw someone I know at the desk I might ask, I won't call since I may be on hold a long time

Suggested improvements.

- I use a PC at home and have a hard time using the Macs in the library
- Improve the cataloging (including my book on CD in the series)
- A "title starts with" search would be helpful

Final comments or suggestions.

- I wish we could get Ancestry.com online.
- The library board meetings should be recorded (audio) and posted as podcasts. This is a core educational institution for the community and an entry point into civic life (aligned with idea of CivCity)

User # 3

Use of the website.

- Uses Making of Ann Arbor and Old News (both are hard to find)

Sample task: Find Making of Ann Arbor

- Research (scans page for a while) > Local History (I didn't see the left menu, scans page for a while), Making of Ann Arbor, Texts

Can you find a book about polar bears?

- Home (woops, why doesn't it have search, I don't know where to go, user is still in the subsite, needs direction to get back to aadl.org), Search this site (polar bear), Catalog (polar bear, tries subject, still giving me kids books)

What can you learn about the Argus Camera Company?

- Research, Local History (scrolled down, got lost in blog posts), Then & Now (I know this, others wouldn't), search "argus camera company", Old News (243 results, would like a way to sort/filter by date of article)

Who was the speaker for last year's talk about bullying?

- Search this site "bullying aadl" (first result)

Can AADL help elementary students with their homework?

- Services, Homework Help

See if you can borrow a magnifying glass.

- Services, Inside the AADL (can't find)

You can't find something. How would you get help?

- I'd walk up to the desk. I ask for help lots of times.

Impression of the website.

- I don't know why it has to have both navigation bars (top and left)
- It's complicated. Search isn't easy to find.

Suggested improvements.

- Add explanation of what the library has on local history.
- I'd like to see my new book digitized. Also, more of the older newspapers.

User # 4

Use of the library.

- Getting books, classes (art, computer), sold stuff at craft fair, played summer game, use Old News and local history, browsing, finding neat things

Use of the website.

- My Account is my home, Catalog (new books, art materials, home tools)

Sample task: Find a Knitting Download

- Catalog, Pattern Downloads (can add to reading list, use on iPad)

Can you find a book about polar bears?

- Catalog "polar bears" (books), filter (age: adult), I might use the advanced search "polar bears nonfiction" (that only works in advanced search)

How would you find movies similar to The Hunger Games?

- I'd use Google

What can you learn about the Argus Camera Company?

- Catalog "argus camera" (1 book), Research, Ann Arbor, Old News

See if the library will be offering any workshops on 3D printing.

- Events, Local Creator, search "3-d printer" then "3-d printing" (no results)

Can you find some articles about treating a peanut allergy?

- Catalog "peanut allergies", Research, Health, MedlinePlus "peanut allergies" (in past, I've explored A2 databases, encyclopedias, genealogy, local history)

Can you find an e-book on global warming?

- Catalog "global warming", notices eBooks on left (oh, I don't like this, going to MEL/Overdrive is complicated, the book downloads work better)

See if you need a library card to use the computers.

- Services, Public Computers

Reserve a tutor room at Traverwood for 8 pm and print directions.

- Services, Room Rental / About Us, Traverwood

Who was the speaker for last year's talk about bullying?

- Catalog "bullying" (video, wondering if it's a podcast)

Can AADL help elementary students with their homework?

- Events, Tutoring (note: relevant events but not full set of services)

See if you can borrow a magnifying glass.

- Catalog (Tools) "magnifying glass" (no results), Unusual Stuff (I don't know if this is Home Tools or Science Tools)

You can't find something. How would you get help?

- At library, I'd ask a librarian. At home, I'd use Contact Us (works well, I've used this a lot, they are very nice).

Impression of the website.

- I love renewing books online and looking at the new books
- I haven't tried eBooks much. Overdrive is so frustrating.
- The Genealogy.com is a very simple version; can't do much with it.

Suggested improvements.

- For kids craft events, put materials/directions online so we can do at home
- When I've asked questions about an event, I sometimes get no response
- Open the Secret Lab more; I'd like to bring my sewing machine and get help
- Include a drawing pad (stylus/pad) in the computer lab to try.

Final comments or suggestions.

- I hate that they took away the free magazine exchange at Malletts. We exchanged magazines and books. They also took away the bulletin board.

User # 5

Use of the library.

- All four family members have library cards, oldest son rides bus to all branches (study spots), generally have 4 items checked out, lots of renewing, books, tools, 4 or 5 holds, MeLCat, grab cover art, link to books from blogs, Old News (environmental contamination), contacts library few times a week
- Host events at free space (Ann Arbor Civic Tech meetup, Web Analytics Wednesdays) and Antenna Build at Secret Lab

Can you find a book about polar bears?

- Catalog “polar bears”, Advanced “polar bears” (age: adult, doesn’t look like there’s a nonfiction option, deep results aren’t good, harder than should be)

What can you learn about the Argus Camera Company?

- Google “site:aadl.org argus camera company”, Old News, search “argus camera company”

See if the library will be offering any workshops on 3D printing.

- Google “site:aadl.org secret lab 3d”, Secret Lab upcoming events (searches 3d, 3d printing, browses Sci/Tech)

Can you find some articles about treating a peanut allergy?

- Research, Health, Health & Wellness, UMHS Care Guides (disappointed, I don’t know what’s in most of these database, can be super-helpful if you do)

Can you find an e-book on global warming?

- I’d use Amazon to find title, then enter title into Catalog
- eBooks are a hassle to borrow, not really interested

Can AADL help elementary students with their homework?

- Services, Homework Help (I have no idea what these levels mean)

See if you can borrow a magnifying glass.

- Catalog, Science Tools

You can’t find something. How would you get help?

- If I can’t find a book, I’ll suggest they add it to the collection.
- I’m usually okay with asking via email; I know I can call if I need to.

Impression of the website.

- Given how old it is, it’s really good, much better than most libraries
- The detail pages in the Catalog are great (details, comments)
- Generally, the library is doing a good job

Suggested improvements.

- The nodes (blog) get buried. Show a taxonomy of all topics for browsing.
- Mobile should be the first priority (all same detail as in desktop version, my \$40 phone is more capable than my desktop, search while in library, in-building navigation and wayfinding, BISAC will make it easier)

Final comments or suggestions.

- Avoid breaking URLs during redesign (lots of inbound links)
- I'm surprised it doesn't have search; the best search is Contact Us, or Google
- Eventually, would be nice to checkout books from shelf with mobile device

User # 6

Use of the library.

- Plays summer game with kid (5 years old), uses Jump print brochure
- Used to checkout lots of books but had bad experiences with lost returns

Use of the website.

- Searches and browses events, extensive participation in summer game

Can you find a book about polar bears?

- Catalog (Subject) "polar bears", there must be an adult section but I can't find it, sees Age filter (but no Adult results, need singular subject for match)

What can you learn about the Argus Camera Company?

- Catalog (Magazines) "argus camera company ann arbor"

See if the library will be offering any workshops on 3D printing.

- Events, Search "3 d printing" (no results, should ask if I want to suggest one)

Reserve a tutor room at Traverwood for 8 pm and print directions.

- I didn't know you could do that, I have reserved the free space before, Help, Contact Us, I remember finding it one time, Footer (Services, Meeting Rooms), Services, Study Rooms (note: close but no hyperlink)

Who was the speaker for last year's talk about bullying?

- I wish there was a main search, Search this site "bullying" (note: search is so slow, she clicks a few times, finally finds answer)

Can AADL help elementary students with their homework?

- Search this site "homework help" (note: search is slow, gets impatient and clicks Advanced Search, finally finds answer)

See if you can borrow a magnifying glass.

- Search this site "checkout magnifying glass" (I'm not patient, I'd go ask)

You can't find something. How would you get help?

- I'd ask in the library.

Impression of the website.

- How would you look for something you don't know's there (Unusual Items)?

Final comments or suggestions.

- People don't like change. Provide a sneak preview to the new website via the summer game. Make change fun!
- Add a donate button to the summer game, so people can contribute.

User # 7

Use of the library.

- Checks out a lot of books, some movies (uses computer at home to find and request to West), sometimes attends lectures at the library

Use of the website.

- Uses the website a lot, director's blog and comments, keep track of changes to buildings, research section and databases (not always successfully)
- Asked friends for input: ebook search is horrible, catalog search is bad, don't add eye candy (should be serene), staff see different results so hard to help us
- I've had a hard time finding the site search
- The catalog is hard to search, it's really annoying that you can't restrict results to adult books, if you have half the title or a letter wrong it won't work, after I click a title in the middle of a long result list, I end up back at the top, if I limit to On the Shelf at Any Location, I miss books that are checked out

Can you find a book about polar bears?

- Catalog (Books) "polar bears", Sort by Pub Date Newest (It's all youth, youth, youth), search "polar bear ecology" (to avoid youth, I don't know what a lexile is), unsuccessful

What can you learn about the Argus Camera Company?

- I know about Old News, I don't know where it is, Footer (Old News), search "argus camera" (struggles with results, eventually finds something, how do I get back to the main site?)

See if the library will be offering any workshops on 3D printing.

- Events, Adult (why doesn't it let me choose several things?), search "3-d printing" (blank screen, it's confusing)

Can you find some articles about treating a peanut allergy?

- I would go to Google, though sometimes you can't get the full text

Can you find an e-book on global warming?

- I don't know anything about ebooks, Catalog (looks under Materials), Search this site "ebooks" (I'm not sure this is working, it's so slow)

Reserve a tutor room at Traverwood for 8 pm and print directions.

- Services, Contact Us (I could ask here), sees Study Rooms in footer

Who was the speaker for last year's talk about bullying?

- Events (I don't want upcoming events, I'd call or email)

See if you can borrow a magnifying glass.

- Catalog, Science Tools (there's no list, is it a science tool or a home tool?)

Impression of the website.

- It was remarkably good when it was introduced.
- Unusual Stuff is not a good title. World Languages is not a format.
- Check Stuff Out (it's good to use informal language, kids love it)

Final comments or suggestions.

- I'm learning there are things here I didn't know about.
- Don't redesign the site like ttaa.org (it's flashy and hard to use).
- The Ann Arbor District Library is loved in this community.

User # 8

Use of the library.

- Uses the Assisted Technology Lab, checks out lots of DVDs, at the reference desk all the time, used to get training (Nick) but no longer available; downloads books from BARD; has the iPhone app, attends some events

Use of the website.

- Mostly doesn't use the website because it's much easier to ask a librarian for help. The website is very difficult and frustrating with screen reader software

- Because I don't use the website, I don't attend a lot of the events. I'd like to learn about some types of events by email (but don't fill the email with links)

Sample task: Find Art of the Deal by Donald Trump

- Catalog "art of the deal" (see, Trump's book isn't the top result)

Can you find a book about polar bears?

- Catalog "polar bears" (I get lost in all the values in these spin boxes)

Impression of the website.

- There are all kinds of articles. It's like a blog.
- Unusual Stuff? Like I'm going to waste my time with that.
- The links make no sense. They should be hierarchical. Sometimes it takes me right into the middle of the links. Some links have no text or values.
- Books are perfect because they have a title page, a table of contents, and then the content in order. This site doesn't have a table of contents. It's a mess!

Suggested improvements.

- Follow Thoreau's advice in Walden: "Simplify, simplify."

Final comments or suggestions.

- In the Assisted Technology Lab, we have outdated hardware and software (e.g., JAWS 11 instead of 17) that won't work with modern websites. I was so angry when I learned they had never updated the JAWS software. If you can't afford to update this software and hardware, organize a fundraiser.
- We need someone to replace Nick (help people use technology in this room).
- There are five hundred people in WLBDP, but only a few come here.
- To contact a blind person, you call or email them. You don't put a survey on your website. In email newsletters put new and important information first.
- Just because it's computerized, doesn't mean it's more efficient. The people who know how to write code are making a mess. Websites used to be better.
- Applying for a job online used to be easy (attachments), now hard (forms).
- Computers can't replace librarians. Librarians are so important.

User # 9

Use of the library.

- Primarily for media (movies, music) and books, visits downtown library twice a week to pickup / dropoff items, visited all the time when son was younger.

Use of the website.

- Uses site to find books/media (mostly specific titles) and renew existing items; sometimes glances at events; site helps me remember what I have.

Sample task: Find Modern Romance by Aziz Ansari

- My Account (what do I have already, avoid getting carried away, only 8 items and 75 cents in fines, so I'm okay), Catalog "ansari", success

Sample task: Find a book that helps me learn to shoot a rifle (clay pigeons)

- Catalog (Subject + Books) "rifle", "riflery", "marksmanship", at this point I'd give up and go to the library to ask a librarian for help

What can you learn about the Argus Camera Company?

- Search The Site "argus" (clicked search twice, too slow), first result is video (hey, look at this, this is cool, I didn't know I could find this here).

See if the library will be offering any workshops on 3D printing.

- Events, Search "%print%", Search "3 d print" (*I don't think there's an event*).

Can you find some articles about treating a peanut allergy?

- I would never think to use the library website for articles, I don't know if the catalog has articles, Catalog (Magazines) "peanut allergy" (I'd give up).

Can you find an e-book on global warming?

- You can get eBooks at the library? How am I supposed to know that?
- Catalog (Material, no eBooks), Search The Site "e book" (I'd give up).

Reserve a tutor room at Traverwood for 8 pm and print directions.

- About Us, Locations & Hours, Traverwood, Footer, Meeting Rooms

Who was the speaker for last year's talk about bullying?

- I'd look for archived events, there are only upcoming events, that's terrible.

See if you can borrow a magnifying glass.

- Catalog (Tools) “magnifying glass” (looks like they don’t have one).

Impression of the website.

- Websites used to be more simple; they’ve gotten too complex.
- It looks dated, very 2002.
- It’s hard to know what the library offers.
- It’s hard to be a tourist. You don’t know what there is to be seen.

Suggested improvements.

- Use less text. If it’s more than a bullet or a sentence, I’m not going to read it.
- I’d like to see the blog stuff go. What’s this Pulp stuff doing under Services?

Final comments or suggestions.

- I’m sick of the old pictures. Just having new pictures would be great.
- Everyone I ask says they’d like the library to offer drive-up drop boxes.

User # 10

Use of the library.

- Mostly to find/checkout eBooks (Nook) and some print books.
- Currently on book # 40 in a series (mixed eBook / print book).
- Attends meetings in the basement (events).

Use of the website.

- Finding books and eBooks.

Sample task: Find the next book in the J.D. Robb series.

- Catalog, eBooks & eAudio (on left), Digital Library (normally I’m already signed in), search “robb” (some stuff that I don’t want), search “jd robb” (no results), search “j d robb” (browses long list, I’d place a hold or borrow), Catalog “j d robb” (I just want the book format, browses, doesn’t know how to filter to just books, I forgot how to keep track of what I’ve checked out).

Can you find a book about polar bears?

- Catalog “polar bears for adults non fiction” (no results), Catalog “polar bears” (I’d have to scan these for ones for adults), Catalog “polar bears for adults” (no results), Catalog “polar bears non fiction” (no results).

What can you learn about the Argus Camera Company?

- Catalog “argus camera company” (found 1 book), Catalog “argus camera company newspaper stories” (it says to try other Michigan libraries).

See if the library will be offering any workshops on 3D printing.

- Events, search “3d printing” (blank page, hits Apply button, no results), search “workshop on 3d printing” (no results).

Reserve a tutor room at Traverwood for 8 pm and print directions.

- Contact Us (explores Comment Type, I’d fill this out and ask them).

Who was the speaker for last year’s talk about bullying?

- I wouldn’t have a clue how to find that.

Can AADL help elementary students with their homework?

- Services (misses it in the list, I wonder if Google would help).

See if you can borrow a magnifying glass.

- Contact Us (I wouldn’t know how to do that, sees Check Stuff Out in footer)

Impression of the website.

- It could use some improvement (keep it simple). Make it easier to find stuff.

Suggested improvements.

- Need to make search better. Could you build Google into the website?

Final comments or suggestions.

- I’d like to see the new downtown building (with high speed fiber optics).