

Dormont Public Library

Executive Summary

Community Partner

Cindy D'Agostino

Matthew Blevins

Student Consulting Team

Bruno Niera

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Background

Dormont Public Library (DPL) is a small library in Pittsburgh serving the Dormont community with around 4,000 patrons. It offers services such as lending materials and hosts events, workshops, classes, and other programming. The library's staff is small, with Library Director Cindy D'Agostino being primarily responsible for its operation, and Matt Blevins serving as the library's sole technical staff member.

Project Description

Project Opportunity

Dormont Public Library currently has a limited online presence, which restricts their ability to engage with community members online. The library's website has a dated design and their Facebook has low engagement. By improving its digital presence, the library can grow its patronage, increase attendance at events, and even secure more funding.

Project Vision

Our project aims to lay the groundwork for rebuilding DPL's website as well as grow DPL's social media presence. We hope to create a foundation for a website redesign through thorough user research, design guides and wireframes, and design recommendations. We also hope to create a social media strategic plan for the library and help DPL start on Instagram.

Project Outcomes

Website Redesign

- **Two user research studies** gauging public opinion, understanding patron needs, and recommending low-cost high-reward improvements for website.
- **Website homepage design and style guide** to define website design convention, capturing DPL's coziness and community-centered nature.
- **Information architecture recommendations and design recommendations** to guide extending of design work to full website.
- **Technical recommendations** for rebuilding the DPL website, including recommended tools and process

Social Media

- **New DPL Instagram** to expand reach to new social media platform
- **Meta Business account** to manage Facebook and Instagram accounts easily in one place.
- **Social media strategic plan**, with types of posts, posting schedule, and advanced features to increase patron attendance at events. DPL has already reported **increased attendance**.
- **Training social media manager and compiling training materials** to use new strategic plan and crossposting features.
- **Updated pipeline for social media content creation**, increasing speed.

Project Deliverables

- **Pilot Survey Results:** Pilot survey findings and instructions for replication.
- **Pilot Survey Form:** Original document distributed to users with raw response data.
- **Think-Aloud Results and Recommendations:** Recommendations for website improvement, based on user testing results. Also, replication instructions.
- **Think-Aloud Notes:** Notes taken from user testing sessions before analysis.
- **Think Aloud Script:** Script used for all Think-Aloud User Testing sessions.
- **Figma Wireframes:** Document with final homepage Figma wireframes, as well as lower-fidelity versions and variations on the final design.
- **Design Document:** Document outlining all design work and recommendations, including wireframes, style guide, website content and structure recommendations, future design recommendations, and some implementation advice.
- **Social Media Strategy Document:** Document including social media strategic plan, technology instructions, tutorials and other training materials, and reference materials.
- **Canva Template Collection:** Compiled list of Figma templates for DPL to use for quickly creating social media graphics.

Recommendations

For the website redesign, we recommend that Dormont Library gradually build out a new website from scratch. Due to complex dependencies, modifying the existing website for DPL's current needs would be very challenging. DPL may benefit from further external consulting in this regard.

For the social media management, we recommend DPL continue to maintain both their social media accounts and monitor engagement metrics on both. We also recommend documenting event attendance and popularity for future reference.

Student Consulting Team

Bruno Niera served as team lead. He is a third-year student majoring in Information Systems with a minor in Machine Learning. He will be interning at BNY Mellon this summer as a Data Science Intern and hopes to further explore machine learning engineering.

Joyce Huang was the team's Secretary. She is a fourth-year student majoring in Information Systems and double-majoring in Statistics. She is interested in Software Engineering and will be joining Meta as a Software Engineer following graduation.

Julia Liu was the team's Client Liaison. She is a third-year Information Systems student double-majoring in Human-Computer Interaction. She intends to pursue a career in UI/UX and will be interning at Epic this summer as a UX Designer.