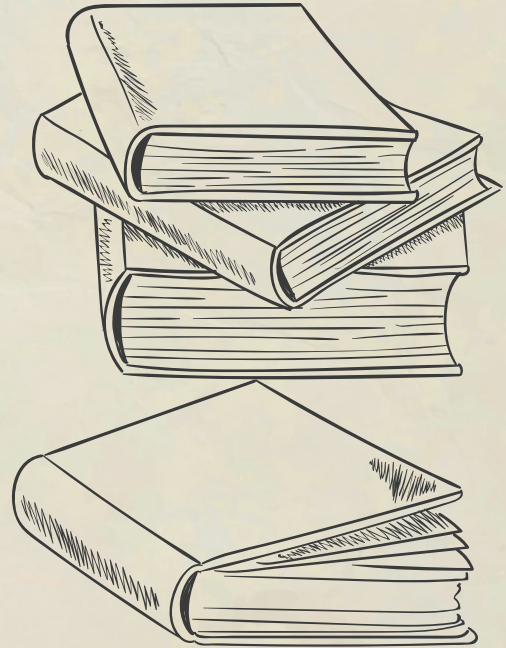


Brooklyn Public Library-Redesign

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Tools Used: [Figma](#), Excel, Google Docs, & [Google Drive](#)



Project Overview



We are redesigning the Brooklyn Public Library's Website. Our initial examination of the web design found navigational redundancy, confusing filter systems and overall inefficiencies.

Our redesign sought to address these perceived deficiencies through clear navigation, seamless search functionality and personalized recommendations.

Translate

Hours & Locations

BklynPublic Library

Books & More

Events & Classes

Research

Services


Support Your Library

Search

Donate

Get a Card

My BPL



BPL Presents: Premier cultural programming

Learn more

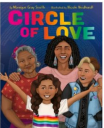
Staff Picks


Pride for All Ages


Families & Friendships


Caribbean American Heritage


Romantic Historical Fiction














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Events & Classes

Research

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My BPL

Search everything we lend

THINGS WE LEND

Books, eBooks & AudioBooks

Board Games

Book Club Sets

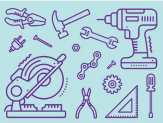
Movies

Museum Passes (Culture Pass)

Music & Recordings


Musical Instruments

Vinyl Records



Tool Library

Borrow up to three tools at a time from Greenpoint Library




Culture Pass

Borrow museum passes to over 80+ cultural institutions

Before


Upcoming Events



Kevin Winkler's On Bette Midler...

Tue, Jun 25 6:00pm


Brooklyn Heights Library



CBH Talk | Voices of Venezuela: Art...

Tue, Jun 25 6:30pm


Center for Brooklyn History



Yoga with Nicole & Shape Up NYC

Wed, Jun 26 12:00pm


Kings Highway, Meeting Room



Teen Time: Games, Crafts, and Chill

Wed, Jun 26 3:00pm

Canarsie Library, Meeting Room




Storytime in Fort Greene Park

Thu, Jun 27 4:00pm


Walt Whitman Library

Highlights




Sunday Service Suspended

Explore Brooklyn's libraries and win prizes!




Browse the Branches Challenge

Explore Brooklyn's libraries and win prizes!



New Merch on The Shop!

See the latest in apparel and accessories at our online store!



Cultural Programs

BPL's upcoming author talks, live performances, music, film and visual art exhibitions.

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Services

Support Your Library

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Get a Card

My BPL

Sign up to get the best of Brooklyn Public Library in your inbox.

Your Email

Books & More

Books, eBooks & AudioBooks

Board Games

Book Club Sets

Movies

Museum Passes (Culture Pass)

Music & Recordings

Musical Instruments

Blogs

Podcasts

Events & Classes

BPL Presents

Events by Branch

Events for Kids

Events for Teens

Exhibitions

All Events

Research

Center for Brooklyn History

Business & Entrepreneurship

Genealogy

Health & Wellness

All Online Resources & Databases

Services

HSE (High School Equivalency)

Diploma

College Degree

Career & Business Help

Ask a Librarian

BookMatch

ID NYC

Passport Office

Laptops

Printing

Room Reservations

Support Your Library

Donate

Volunteer

Advisory

Sponsorship

The Shop at BPL

BklynPublic Library

About

How to Use the Library

News & Media

Library Policies

Contact Us

Careers

Accessibility

Facebook

Instagram

Twitter

LinkedIn

YouTube

RSS

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Interviews:

Stakeholder Interview: Through stakeholder interviews, we uncovered shareholder insights on website preferences, challenges, desired features, and future aspirations, enabling us to better meet their needs and expectations.



User Interviews: Interviews revealed that users liked certain features, but struggled with confusing filtering options. They desired personalized recommendations and had difficulty seeing the search button due to color scheme issues. These pain points guided our design process.

Problem Statement

One common theme we discovered during user interviews regarding the existing Brooklyn Public Library (BPL) website was the difficulty navigating the filters during search and viewing the extensive catalog to find a book or other media of interest.

Our redesign of the BPL website aimed to tackle these key pain points, cumbersome navigation, clunky search functionality, and a lack of personalized recommendations, to create a seamless and user-friendly experience that enables users to effortlessly discover, access and reserve books that match their interests.



Empathy Map:

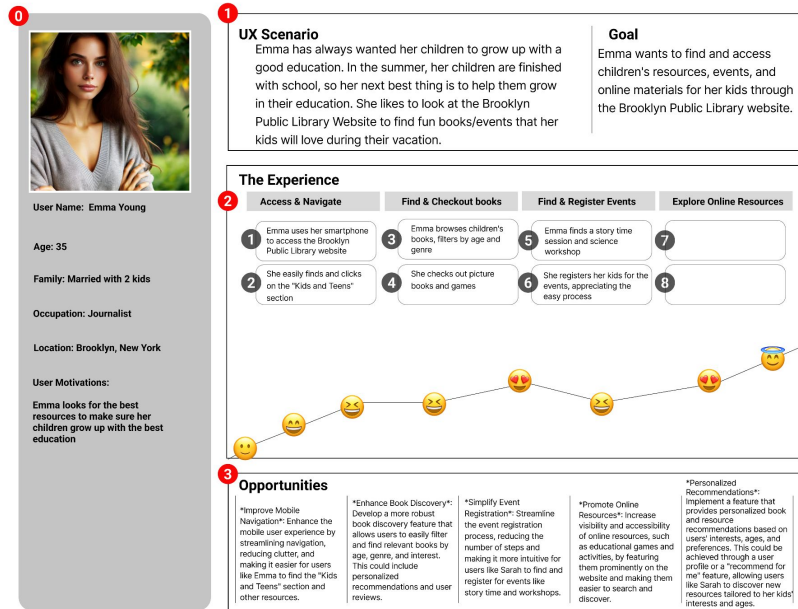


Through our Empathy Map, we were able to create our user, Emma Young. She is an education minded mother of two children who cares deeply about their education and frequently visits the BPL website to find books and events that her kids would enjoy.

She wants easy access to the library catalog, up to date information about upcoming events, and educational materials for her kids.

me
flavien

User Journey

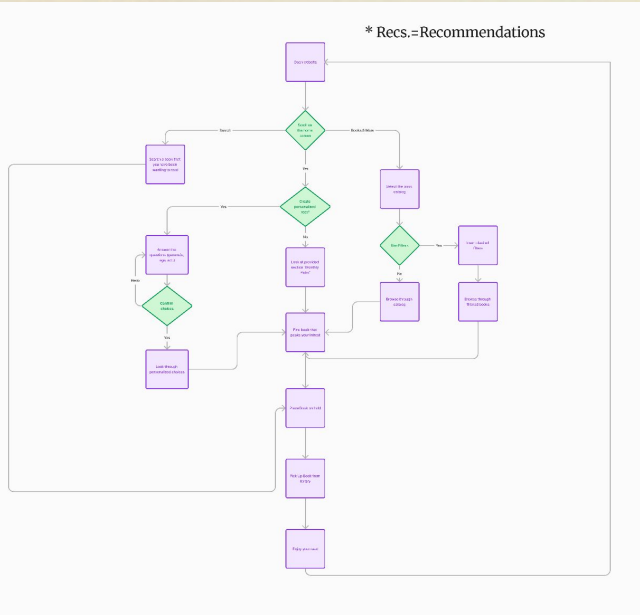


Meet Emma

Emma, a 35-year-old mother of two, wants to provide her kids with a seamless learning experience over the summer. Her goal is to easily find and access children's resources, events, and online materials through the Brooklyn Public Library website.



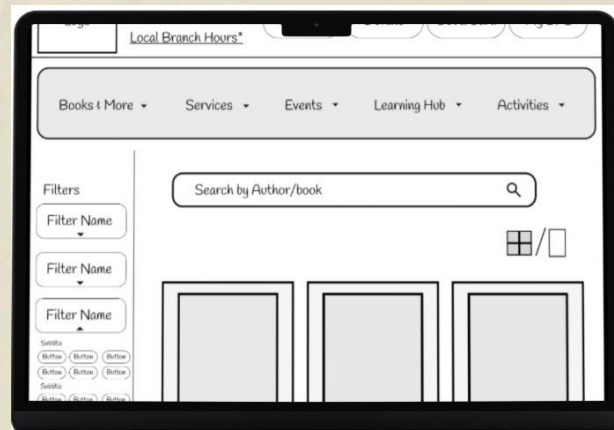
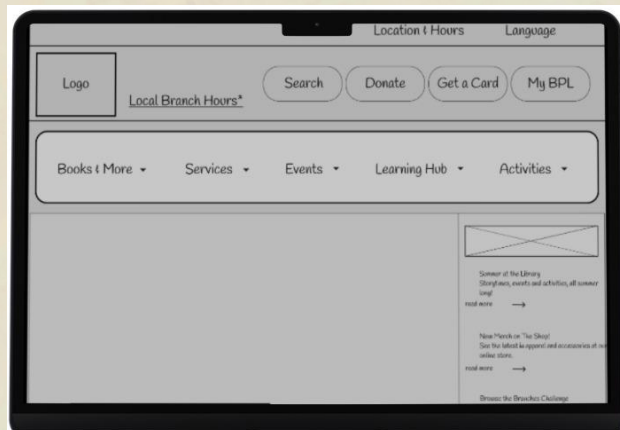
User Flow



Based on our comprehensive analysis of user insights, we identified the crucial task of 'Finding Desired Books' as a key focus area for the website. To address this, we designed a user flow showcasing three intuitive pathways for users to discover their desired books: a robust Search function, a refined Filtering system, and an innovative UI-driven Book Finder tool that empowers users to pinpoint their ideal book with precision.

Ui Wireframes

After creating multiple paper prototypes, our team reviewed and consolidated them, carefully selecting the most promising design elements and layout options. We then integrated these components into a cohesive low-fidelity prototype, which will serve as a foundation for further refinement and testing.



Usability Testing

After conducting usability testing on our high-fidelity prototype, we identified several areas for improvement. We plan to address the following key issues:

- Fix the spacing issue when closing “Place Book On Hold”
- add a flip effect to book covers on the book catalog page to provide a more engaging and informative experience.
- Add a confirm choices or update feature when selecting filters, ensuring users can easily refine their search results and view updated book lists.

By addressing these user feedback suggestions, we aim to enhance the overall user experience and create a more intuitive and user-friendly design.

Final Hi-Fi Prototype

Following a series of design iterations informed by valuable user feedback, we successfully created a high-fidelity prototype that effectively meets the needs and expectations of our book-loving users. This refined prototype incorporates key design enhancements, ensuring an intuitive and seamless experience for our users to explore, discover, and engage with their desired books.



Figma Prototype



Key Takeaways

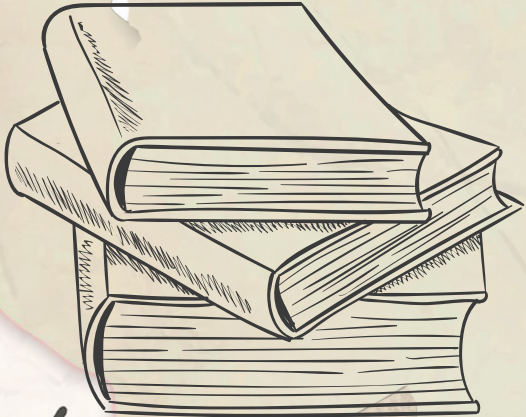
1. User-centered design: The redesign prioritizes user needs and goals, creating an intuitive and seamless experience.
2. Improved navigation: The new design streamlines navigation, making it easier for users to find what they're looking for.
3. Enhanced search functionality: The search functionality is now more intuitive, user-friendly, and efficient, allowing users to quickly find relevant books and resources.
4. Personalized recommendations: The design incorporates personalized book recommendations, enhancing user engagement and discovery.
5. Accessibility and usability: The redesign prioritizes accessibility and usability, ensuring that the website is inclusive and user-friendly for all patrons.

What's Next?

Building on our redesign foundation, we will continue to refine and enhance the Brooklyn Public Library website through iterative design development, focusing on:

- Advanced book recommendation algorithms and personalized user experiences
- Intuitive filter systems and robust search functionality
- Ongoing interaction design improvements, incorporating user feedback and emerging design trends

Our goal is to create a dynamic, user-centered platform that continuously evolves to meet the changing needs of our patrons, providing an exceptional online experience that fosters discovery, learning, and community engagement.



Vincent – Final Thoughts

This was a very engaging exercise focusing on a website redesign for an organization that meant a lot to me growing up in New York. We entered into the redesign wanting to create something sleek, modern , and ensure the new page reflected the possibilities that the Brooklyn Public Library has to offer.

We found through user research the current site needed refinement when it came to the search function, we redesigned the filter system and created the concept of an AI assistant to provide recommendations based on previous selections. Making the search for relevant selections easy and intuitive was our primary goal.

Our final product makes the incredible selection the primary content on the home page highlighting book titles and a rotation of highlighted genres. Testing our new design, we confirmed users affinity towards the neat, functional, and user friendly layout we created.