**INTRODUCTION**

The Southern California Library is seeking assistance in developing a new website. The web development team will help plan, design, and build a website that meets the Library’s goals and supports its mission. The team will also train staff to update and maintain the website.

The goals of the website redesign are to:  
o Create an engaging, user-centered website  
o Better inform users about Library programs, services and collections   
o Provide easy functionality for staff to update and edit the site  
o Streamline the website structure for easy navigation and content discovery  
o Deliver dynamic content  
o Improve SEO  
o Implement responsive design  
o Incorporate E-Commerce  
o Implement a Learning Management System (i.e. Moodle)  
o Implement best practices and features from other library websites and CMS (WordPress).

**SCOPE OF WORK & REQUIREMENTS**

SCL staff intends to work with the web development team, as well as select community stakeholders to create a new, intuitive, modern website.

The Library requires a content management system (CMS) for the new website. The system must meet the following requirements:

***Staff Maintenance:***  
o Intuitive editing and updating process for users who do not possess knowledge of HTML or   
 CSS languages  
o Easy to execute and maintain a backup schedule of all site components  
o Ability to set permissions for different user accounts  
o Include Intranet functionality.

***Site Functionality and Design:***o Deliver dynamic content   
o Utilize responsive design that automatically resizes and adjusts content based on screen   
 resolutions and mobile devices as well as retina display ready  
o Include modules for specific Library needs and make suggestions for additional   
 features/modules  
o Run all site functions without the need of Flash or Java applets  
o Incorporate E-commerce  
o Ensure cross-browser compatibility  
o Include search box with choice of either full site search or catalog search.  
o Make best use of keyword optimization with improved SEO, title and metadata descriptions,   
 including implementation of Google analytics.  
o Incorporate seamless social media integration for platforms   
o Ensure integration with Donor Management Software  
o Include functionality of scheduling events and room reservations.

**PROJECT PHASES**

SCL staff with have monthly project meetings with the web development team throughout the phases below.

**1. Strategy: Discovery and Planning**

– Focus on user needs and organizational goals.

– Conduct scan of quality library websites to identify best features and functions. Web development team will develop an evaluation/review template for reviewing library websites. Ideally, each team member will evaluate/review a minimum of 3 library websites for scan.

– Conduct literature review of current blogs and articles related to library website design and user experience. Ideally, each member will review 5–10 sources for literature review.

– Develop library website visitor personas and journey mapping. Key target audiences are: Teachers (K–12); students (mostly high school through grad school); researchers (academic and non-academic scholars); community organizers; and donors.

– Interview and survey individuals from SCL’s target audience (including staff). Web development team will develop interview questions and survey in consultation with SCL staff, and staff will work with team to identify subjects for interviews and survey.

***Deliverables:***o Findings summary of best features and functions of library websites **By TBD**

o Findings summary of literature review **By TBD**

o Interview and survey findings (including personas and journey maps). **By TBD**

**2. Scope: Functional Specifications**

– Develop descriptive document of what site should do and how it will accomplish it.

– Evaluate and recommend WordPress plug-ins for site functionality.

***Deliverables:***o Report of the experience SCL aims to provide user, as well as the content, systems, and   
 functionalities required to do that. **By TBD**

**3. Structure: Information Architecture and Design**

– Reference user surveys to determine how users expect to find information, and develop wireframes of key pages to determine how content will be organized on different page types.

***Deliverables:***o Wireframes **By TBD**

o Site map. **By TBD**