

IL35620 Assignment
Website Proposal
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Dear Managing Director of Ceredig "Fictional" Library

The purpose of this document is to provide recommendations pertaining to the implementation of a website. This will include design, benefits and resources required. This document aims to also provide guidelines for the features and data structures required to complete the development this website.

Introduction

Ceredig "Fictional" Library is a medium sized organisation employing 50 staff and is currently a major information hub for surrounding welsh area.

As well as providing standard library services pertaining to book lending we also provide archiving, exhibitions relating to literary work, book signings, Internet access and thematic literary events. Also the building is big enough to host meetings for external companies and members of the public.

The organisational structure consists of a manager running high level library operations with the rest of the staff running the book and library service operations.

What We Have

We currently have a notice board and a monthly news letter that contains information about the afore mentioned events that take place at the Library. These newsletters are paper based and located in a pile at the counter.

We currently take enquires about room bookings either in person or via the phone.

What We Don't Have

The Library currently don't have a means to communicate our events to all interested parties from a location that isn't directly inside the library.

Moreover we don't have a community of users who can share their opinions on new book releases that the library will buy in.

Furthermore we don't have any means to collect feedback from users as to the services and events run and offered by the Library in any other medium than face to face.

The Library would like to be able to collate information in the form of surveys in order to ascertain where (if any) need for improvement needs to be implemented within the Libraries services.

Advantages

The advantages of an online presents have been identified as follows:

- o Enable information about Library services to be available 24/7 to anyone with an internet connection and a browser.
- o Allow gathering of feedback as to current services offered
- o Enable the Library to advertise events
- o Allow Library staff to answer queries asked by the public
- o Allow members of the public to request meeting rooms via another medium than telephone or in person

The site will also enable broader communication channels to the public. The feedback they provide can be fed back into the organisation, which as a result

means that the implementation of this website will synergise and streamlines organisational structure.

There is also the potential to add additional revenue streams into the library by including advertising on the site. However only from trusted parties to reduce legal connotations associated with contextual advertising.

Disadvantages

The disadvantages associated with an online presents have been identified as follows:

- o Additional responsibilities will be placed on staff

Identified Needs For the Website

A major need relates to providing information on fees, library cards and replacements , borrowing and returning books, contact information, how to join, opening times, users commenting and posting book reviews (making a community).

Furthermore a strong need to portray all round information to members of the public through a very accessible medium has been identified.

As well as this, there is a social requirement that needs to be attached to the website, due to the fact that in this current day and age organisations existing without one are seen to be old fashioned and will be left behind by organisations within the literature sphere that keep up to date with technology.

As a result the need for a web presence can be justified if for no other reason than to keep the Library up to date with others in the surrounding area.

Currently Existing Sites

Many Libraries already have an online presence which convey similar information that we wish to project.

However these tend to be static pages that don't allow much user interactivity (posting comments for example). As well as this contact information is generally provided by supplying telephone information which would just direct users to communicate through mediums that are not as well optimised as e-mail or comment posting. Examples of similar websites and there features can be found in Appendix A.

The Websites Purpose

The purpose of this website is to empower the Library to reach out to the public in a medium that is accessible to everyone 24/7 and convey all the necessary information with regards to how the Library operate and services offered.

Furthermore it will allow users to get in touch with the Library and share their opinion about aforementioned events.

As a result the Library will be opened up to reach more target audiences drawing in new interest and act as self sustaining advertising.

Moreover the site will act as a medium for the Library to answer general queries publically (through tweeting and posting). As a result this will eliminate the need to answer the same query for multiple users and enable a consistent experience for all users of the site. The social media integration again adds a new channel for which to communicate .

Target Demographic

The target demographic for the site will be students, schools and groups interested in education or literature, such as book reading clubs. The personas of which are available in Appendix A.

The student needs have been identified as keeping up to date with latest news and events related to the Library that may further their understanding for the subject they are studying.

The needs of schools and groups such as book clubs have been identified as knowing what events (such as book promotions) are being held and when.

While these are some individual needs that each persona will be interested in, there is still allot of cross over. For example all users will want the following information:

- o Library opening times
- o Library location details
- o Book return policies
- o Obtaining a library card information (procurement)

Website Technical Functions

My recommendations for the website features consist of the following:

1. Search Bar

A search bar will be available on all pages in the sites header allowing users to search for the content they want instantly.

2. Survey

A survey allowing site users to make suggestions and provide the Library with feedback about their experience.

3. Tag cloud

This meta data will allow all site users to be able to see what topics are more popular on the site.

4. Map

An integrated map showing the Libraries location.

5. Social Media Integration

This will take the form of displaying information tweeted by the Library. As a result this will feed more information into the site which in turn will be fed to the users.

6. Posting and Commenting

This feature will allow users to be able to comment on information posted by the Library. For example weather a new book being bought in is a good read, as well as thoughts over events being hosted.

7. Analytics

Web analytics tools (such as Google analytics) will be used to inform the Library of the amount of users that visit the site. This is referenced in the site evaluation criteria (located in Appendix A) and ensures that the site if fulfilling its purpose.

8. Accessibility

Accessibility will be a feature implemented by the site in order to ensure that users with disabilities will still be able to make to most of the sites features. This will be through the use of ALT tags for images, text resizing for users with visual impairments and adjusting of contrast to ensure that if user's cant perceive colour they will be able to perceive contrast difference which will ensure information is still perceived correctly.

This will also avoid any legal connotations that could be raised by equality groups who have filed law suits against other website hosts for not allow adequate accessibility features.

9. Navigation

Hyperlinks will be used to enable users to navigate to different pages of the site. Furthermore the use of breadcrumbs will be used to ensure that users know what level of the page hierarchy they are in making sure the user will not become lost.

A sitemap will also be included on the site showing all categories and sub categories it contains.

The approach to navigation will take the form of broad and shallow. The justification for this has been brought about through the use of cards pertaining to the required site data subject being formed into an IA diagram. This identified that while there was allot of content to display the subjects were disconnected from each other which eliminated the need for depth in some areas. Appendix A shows an IA diagram pertaining to the sites structure and navigation hierarchy.

10. Responsive Design

The website will also obey the principals of responsive web design allowing content to be displayed accurately on mobile devices and computers supporting different screen sizes and resolutions.

11. Archiving

The proposed medium for this site is through the use of Webnode. As a result the management of archiving, hosting and backups of site data will be their responsibility.

Legal Aspects

Since the Library is the producer of the content on the website there are no issues pertaining to copyright infringement. However any images on the site that are not created by the Library will need to be under the creative commons licence or referenced accordingly.

Since users will be able to post comments on the website careful attention needs to be placed on libel. If a user was to post a comment that was considered such, the Library can be held accountable. As a result a terms and conditions page will need to be in place ensuring that any content posted by users is their responsibility and not of the institution or other legal body.

Any data about users held by the Library will be constricted by the Data Protection Act. However as a Library we already hold Library member data and are well adverse to the sharing restrictions imposed by this act.

Resources

My recommendations for resource management are as follows.

Since we are fortunate enough to have a "Tech Savvy" member of staff, this individual will be assigned to create the initial website.

Staff will then be given additional responsibilities to create, edit and delete content. Furthermore they will respond to queries and post news via the Libraries social media feeds that will be created along with the site. These will be in the form of broadcasting updates and news via the Libraries official Twitter feed. As a result a separate role for an editor won't be required. However value will be added to the site through peer review and proofing of content before publishing.

Since these duties will be carried out by currently employed Library staff on top of their current duties there is no financial implication associated with website maintenance.

Upon website completion training will be rolled out to staff lead by the afore mentioned "Tech Savvy" employee who will educate the rest of the staff as to how to maintain the websites content. This is expected to take 1 day. As a result the Library will be closed. However the gains of having a maintainable online presence will far outweigh the loss of one working day.

A single member of staff will be responsible for authorising the publishing of web content. This will ensure that content is beneficial to the Library. This member of staff will also evaluate and moderate the sites content to ensure it is accurate and up to date. This individual will have the final say on the site version.

The rest of the staff will be responsible for replying to queries and booking meeting rooms upon request.

Since the site will allow users to submit feedback a meeting will be held once a month to evaluate and make improvements based on the survey results.

The afore mentioned "Tech Savvy" employee will fulfil the roles of information architect, graphic design and technical lead. Where the rest of the staff will form a content team.

Evaluation will be done by the Library manager who use the evaluation queries located in Appendix A to ensure that the site fulfils its requirements and identified needs.

Since the site creation is based online through the use of Webnode the only fees and software license required are that imposed by them. While Webnode impose a charge for a premium account, the features available in the free addition will be adequate to meet all sites purpose criteria as it currently stands.

Executive Summary

The implementation of a website will increase public interest while as a whole not require extensive resources, especially then considering the added benefits. This site will help streamline Library organisational processes by allowing for information to flow more freely between the public and organisation. Furthermore by keeping up to date with technology trends will allow us to be viewed as a more modern establishment.

Bibliography

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APENDIX A

Site Navigation and Structure

IA diagram showing the sites hierarchal structure.

Figure 1: Site Structure

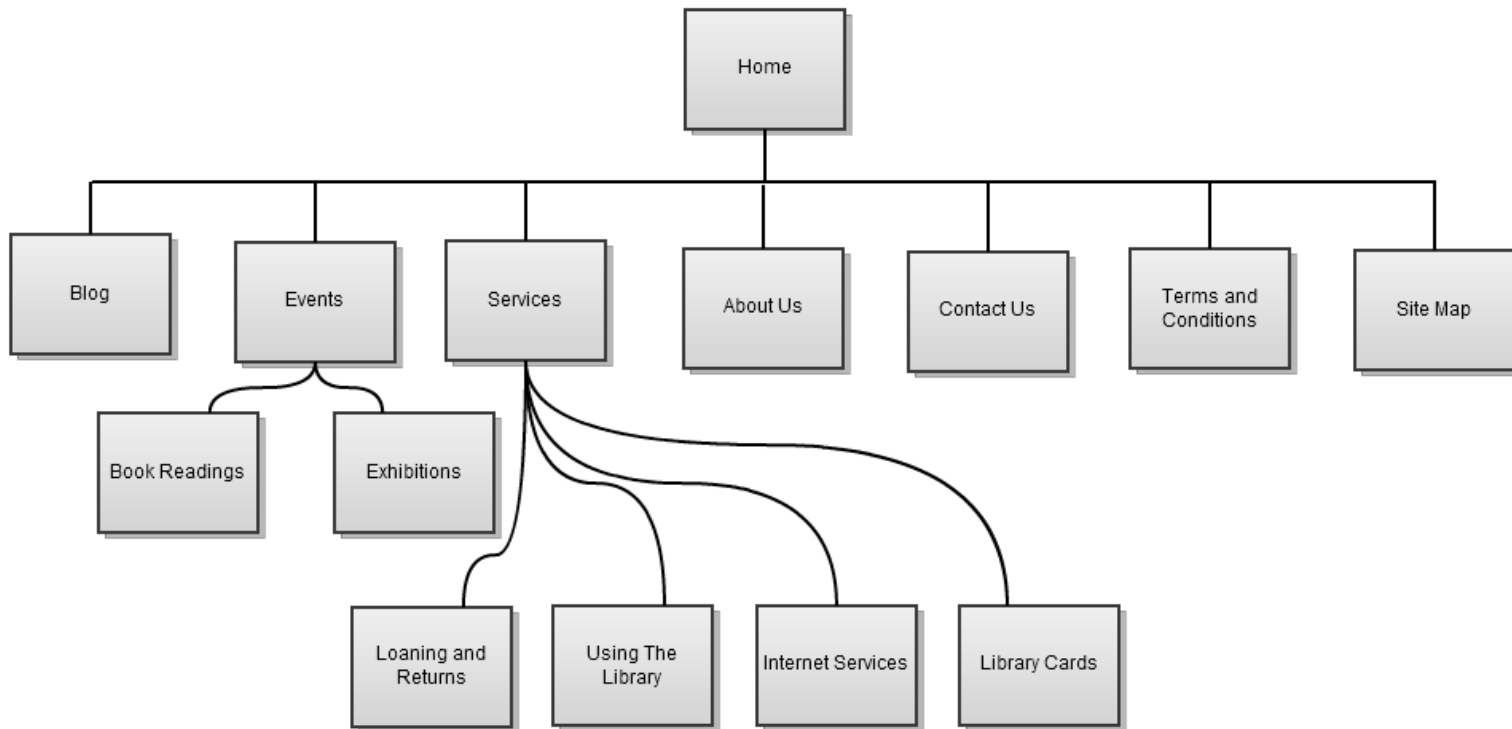


Figure 1 shows that even though there is a lot of information to portray on the website there is a general disconnect of topics. As a result a broad and shallow approach has been identified as a suitable site navigation structure.

Topics that have a common theme have been sub grouped, for example "Services" has several related categories of data such as "Internet Services" and "Loaning and Returns". This sub grouping will ensure that users can filter down through the site navigation process in order to find the exact information they require.

Website Design

The design on the website in terms of layout will be very consistent with common web practises.

For example the use of menu's will be used to display hyperlinks, and a site header and footer will be used to general information and features that need to be available throughout the entire site. For example the search bar will be located in the websites header, this will ensure that users can search for content no matter what page they are on.

Evaluation criteria

Evaluation criteria to ensure that the website meets proposed purpose

Content

- o Is the information accurate
- o Is the language used appropriate for target audience (defined in personas section)
- o Is information complete
- o Is data displayed in the appropriate format for its data type e.g. locations displayed using maps

Authority

- o Is the content bias
- o Who will document content change and when

Design

- o Does the site impose good graphic design
- o Is the site readable
- o Is there a balance of content types (images, multi media)
- o Is the colour scheme appropriate
- o Is there correct use of white space
- o Only use of Serif fonts in order to ensure readability of content

Organisation and Navigation

- o Is there a clear site structure
- o Is the site searchable
- o Is there a sitemap
- o Has signposting (breadcrumbs) been used to ensuring users are not lost

Access and Use

- o Is the site online and accessible 24/7
- o Is the page loading speed is suitable for content it contains
- o Are there site terms and conditions
- o Are accessibility features exploited to maximum capabilities (ALT tags, text resizing, contrast changing)

Personas

Target demographic personas have been defined as the following:

Students

Aged between 18 - 25, heavy web user with a good grasp on web concepts, frequent social media user, familiar with a multitude of social media platforms and there uses.

Schools

Teachers for schools with a vast age range between 22 and 60. They will have a vast difference in web use experience ranging from student level to poor. However since a school will contain a collection of abilities this persona takes into account more experienced individuals aiding the less experienced to make full use of site content.

Communities and Societies

This persona follows the same structure as schools only the individuals occupation may not be in a teaching capacity which as a result means they may be a difference in the content they wish to access.

Similar Sites in Existence

Similar site in existence have been identified as the following:

Bath Library University

Located at: <http://www.bath.ac.uk/library/>

The Library of bath university contains:

- o Information on library services
- o Guide on how to use the library
- o Search feature to see books
- o General information

Bristol library

Located at: <http://www.bristol.gov.uk/page/libraries>

The Library of Bristol university contains:

- o Search site feature
- o Book ordering enquires
- o Using the library information
- o List of courses and services the library run

Newport library

Located at: http://www.newport.gov.uk/_dc/index.cfm?fuseaction=libraries.homepage

The Library of Newport university contains:

- o Terms and conditions
- o Twitter and Facebook links
- o Book catalogue
- o Service and account management information

Accessibility Rules to be Used

- o ALT tags for images
- o Font resizing
- o Text description of any multimedia
- o Contrast differentiation as replacement for colour differentiation

Information Architecture Formats

- o Location data
 - Map format
- o General library information
 - Plain text