# Enoch Pratt Library Website Redesign

PHASE 01: RESEARCH PHASE 02: DESIGN

**PHASE 03: DEVELOPMENT** 

05 March 2014

## **Phase 01: Research**

INTERVIEW QUESTIONS, PERSONAS, AND THE RESULTING CREATIVE BRIEF

## **Interview Highlights**

#### **LIBRARY USAGE**

Most interviewees who are not students hadn't been to a library in a long time. Most students reported visiting libraries often all others rarely visit a library, most not having been since being a student.

For the people who visited libraries, their activites were of two types: enjoying a quiet place to work or looking to check out a specific book.

Few interviewees reported visiting a library website for anything other than looking at the hours. Several thought that the library interfaces were confusing, and that they prefer to visit a library in person if looking for a specific book.

#### **READING HABITS**

#### Reading Content

Interviewees ranged considerably in their reading habits. Of the reading content categoires—entertainment, self-education, and research—self-education was by the far most popular.

#### Paper vs. Screen

Most people reported reading on both paper and screen, though all said that they read on screen more and more often. A common practice was to read book-length content in paper along with the occasional magazine, but read everything else in print. For the most part, paper is reserved for entertainment, for topic-specific borrowed books, or for long articles found on the internet and printed.

#### **Obtaining Content**

Several interviewees reported having a subscription to newspapers and magazines. Most had bought a book within the last six months, usually while travelling.

Most interviewees read digital content on websites. A few used specific products like the Kindle application. All intreviewees reported reading predominantly on their computer, with some additional reading via tablet and phone.

#### **READING METHODS**

How do you find things to read for entertainment? For self-education? For research?

Do you take notes, annotate, etc? How to you do this for paper reading? How do you do this for screen reading?

Are you happy with your current relationship with reading?

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### **Personas**

- 01. Student: Easy Research
- 02. Local Reader: Search for Books, View Account
- 03. Ex-Student: Visit, Discover Content

## **Creative Brief**

Appeal to readers of all ages: aesthetic should not be overwhelming or too young; functionality should be easy to find; should not stray too far from expected patterns.

Target readers online and offline.

Advertise events to bring ex-students back into the fold.

Create a single search for all books, databases, and other sources of content.

## Phase 02: Design

SKETCHY WIREFRAMES, STYLES, AND A MOCKUP

## **Site Structure**

#### **MAIN NAVIGATION**

- Home (logo)
   Quick links, Quick Find, Featured, About, Donate
- Catalog
   Search, Advanced Search, Databases / External Resources,
   Search by (resource type, format, location...)
- Resources
   Events, Online Resources (Job Hunting), Human Resources (Talk to a Librarian)
- Visit the Library
   Locations, Hours, Contact Info, Events, Donate, Why it's great to go to libraries
- Member Center
   Login, Join, Pay fines, Donate, Events, Checkout History
- Search Site

#### **FOOTER**

- Social Media links
- Copyright
- Phone number

#### **NOT IN NAVIGATION**

Many pages will no longer be visible in a navigation area, such as the Pratt Advisory Council



## Homepage

#### **HIGH PRIORITY**

- Library introduction
- Search
- Quick deep links to common tasks: search, pay fine, find hours / address information
- Site navigation

#### **MEDIUM PRIORITY**

- Featured content
- Events (and link to Calendar)
- More about the library: talk about e-content, resources, databases...

#### **LOW PRIORITY**

• Footer content: social media, persistant contact us, donate, copyright

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## Catalog

#### **HIGH PRIORITY**

- Search
- Categories

#### **MEDIUM PRIORITY**

- Recommended / browseable content
- Site navigation
- In the library vs. Online

#### **LOW PRIORITY**

• Footer content: social media, persistant contact us, donate, copyright

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outside the library >  Save search  Ask a librarian	RIAD DA ROBELLA

Hadvanced Search  Honhie Databases DExtornal  Hother libraries Resources  Helerence Only (In-Library)
□ E-books □ Dournloads □ Magazinies & Newspapers
Tays  - anto-RU  Fiction, Adult, 3 common  Career

## **Search Results**

#### **HIGH PRIORITY**

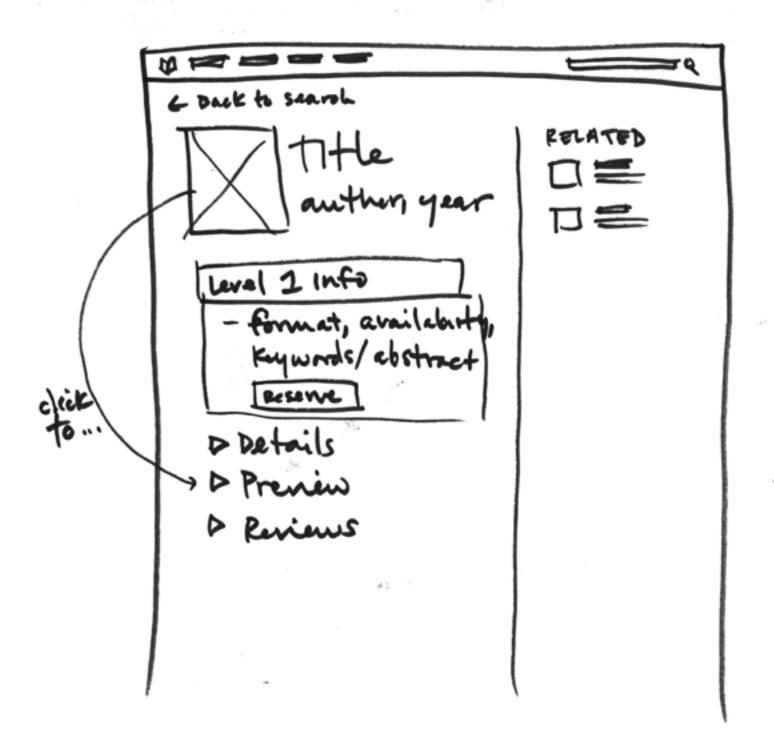
• Results with relevant information

#### **MEDIUM PRIORITY**

- Related content
- Ask a librarian
- Site navigation

#### **LOW PRIORITY**

• Footer content: social media, persistant contact us, donate, copyright



## **Item Page**

#### **HIGH PRIORITY**

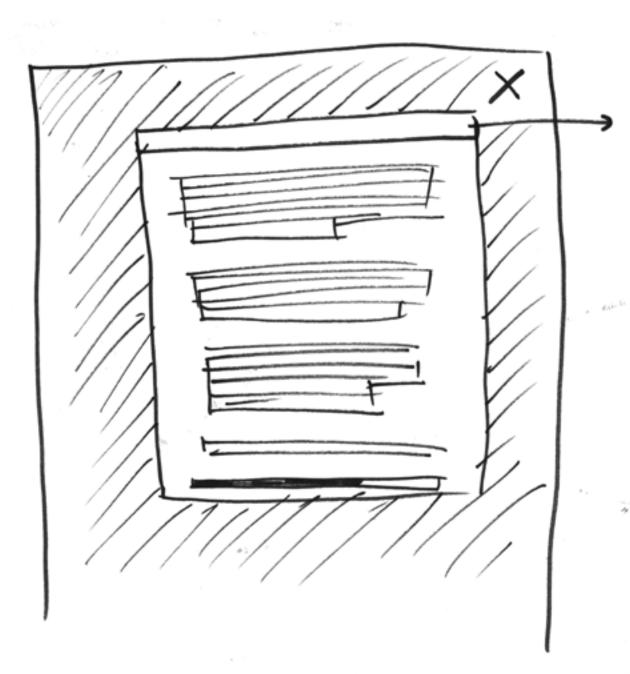
- Important info to determine if this is the right book
- Available formats, locations

#### **MEDIUM PRIORITY**

- Related content by subject
- Related content by author
- Related content by "people who checked out also checked out" or Amazon
- · Reviews, both social and other
- Site navigation

#### **LOW PRIORITY**

• Footer content: social media, persistant contact us, donate, copyright



Bookmark
Add Comment (~PDF)

Print
Share (Social, Email
~ 400d reads)

## **Media Viewer**

#### **HIGH PRIORITY**

- Content!
- · Focused online reader removes distractions

#### **MEDIUM PRIORITY**

- Take notes
- Print
- Share (email, social media, bookmark)
- Read in another format (services like Readability)
- Save for later
- Exit Reader mode

#### **LOW PRIORITY**

Footer content (minimal)



## **Account Page**

#### **HIGH PRIORITY**

- What's checked out, due dates
- · Fines, pay fine

#### **MEDIUM PRIORITY**

- Recommended / browseable content tailored to this person
- Events (link to Calendar)
- Friends (Facebook integration?)
- Site navigation

#### **LOW PRIORITY**

- Checkout history
- Footer content: social media, persistant contact us, donate, copyright



**CATEGORIES** Fiction, Adult, Magical Realism, International Authors

**AVAILABILITY** 15 hardcover and 3 softcover in Libraries; Pratt Online Reader; e-Book

► REVIEWS

#### **▼** PREVIEW

The taxi's radio was tuned to a classical FM broadcast. Janáek's Sinfonietta—probably not the ideal music to hear in a taxi caught in traffic. The middle-aged driver didn't seem to be listening very closely, either. With his mouth clamped shut, he stared straight ahead at the endless line of cars stretching out on the elevated expressway, like a veteran fisherman standing in the bow of his boat, reading the ominous confluence of two currents. Aomame settled into the broad back seat, closed her eyes, and listened to the music.

**SEARCH** 

**SEARCH** 

**SEARCH** 

### Search Murakami

#### **Murakami**: A Biography

Rivers, Joan

A concise and awesome biography of Haruki Murakami, a Japanese novelist with a penchant for the bizarre and wonderful.

#### Hear the Wind Sing

Murakami, Haruki

The description of the book goes here, just the first sentence I think, and it should be able to be hidden via some sort of display preferences. Or is that overkill?

#### Pinball, 1973

<mark>Murakami</mark>, Haruki

The description of the book goes here, just the first sentence I think, and it should be able to be hidden via some sort of display preferences. Or is that overkill?

#### A Wild Sheep Chase

<mark>Murakami</mark>, Haruki

The description of the book goes here, just the first sentence I think, and it should be able to be hidden via some sort of display preferences. Or is that overkill?

#### Hard-Boiled Wonderland at the...

<mark>Murakami</mark>, Haruki

The description of the book goes here, just the first sentence I think, and it should be able to be hidden via some sort of display preferences. Or is that overkill?

Q MEMBERS V Search Site BOOKS & MEDIA RESOURCES



## Welcome to Enoch Pratt, a new kind of library.

We want to help you find things to read, online and on paper. Research has never been easier than in the world of the internet, and we are experts. We also revel in the smell of paper and a quiet afternoon spent reading, things we can provide in our many locations. Our doors are open online and all over Baltimore.

VISIT

MEMBERS

Search Books & Media



#### **Local Events**

FEB 21 Game of Thrones Meetup Thursday Read-aloud FEB 27 Workshop: How to Get a Job FEB 27 March Bookclub: 1Q84

Workshop: Research Databases

## Featured Reads

### Birds of America

Lorrie Moore, 2014

FICTION, AMERICAN AUTHORS, HUMOR, SHORT STORIES, BEST-SELLERS

RESOURCES

VIEW MORE EVENTS »

#### The Tipping Point: How Little Things Can Make a Big Difference

Malcolm Gladwell, 2002

NON-FICTION, POPSCI, BUSINESS, BEST-SELLERS

VIEW MORE FEATURED READS »



The Enoch Pratt Free Library

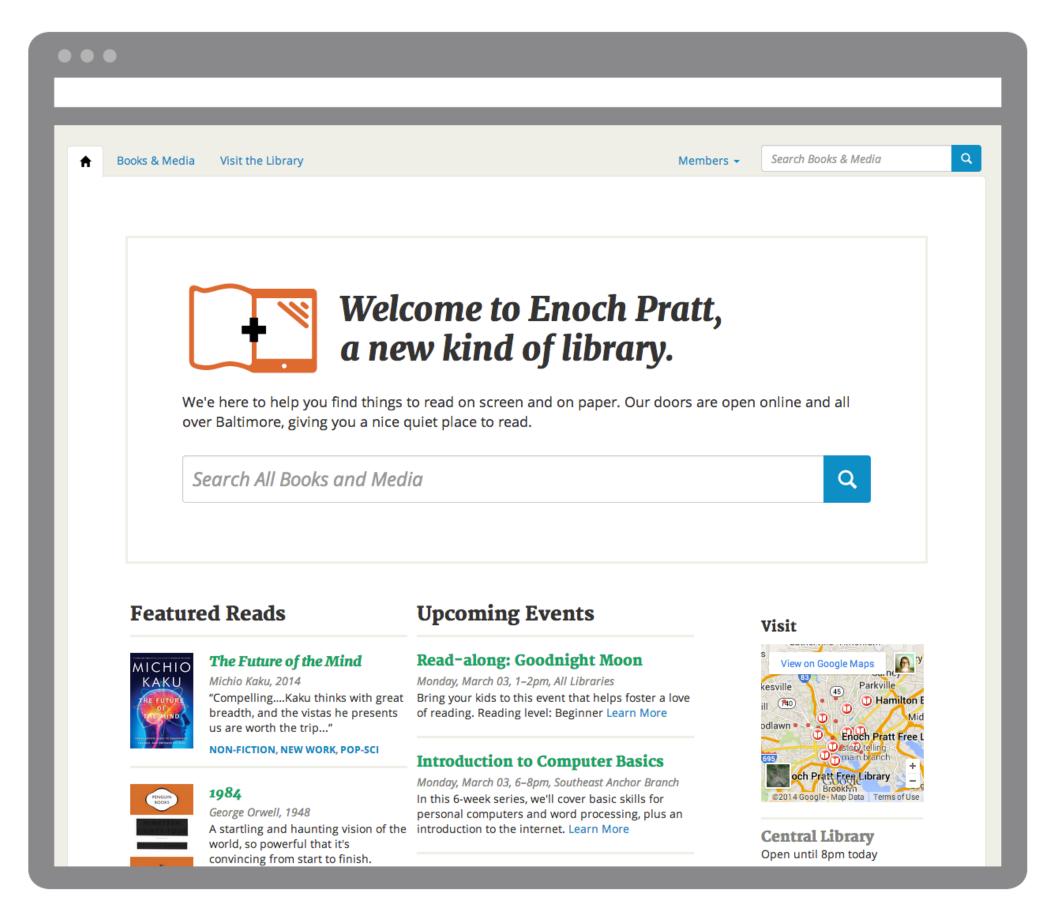
© 2014 THE ENOCH PRATT FREE LIBRARY DONATE FIND A LOCATION



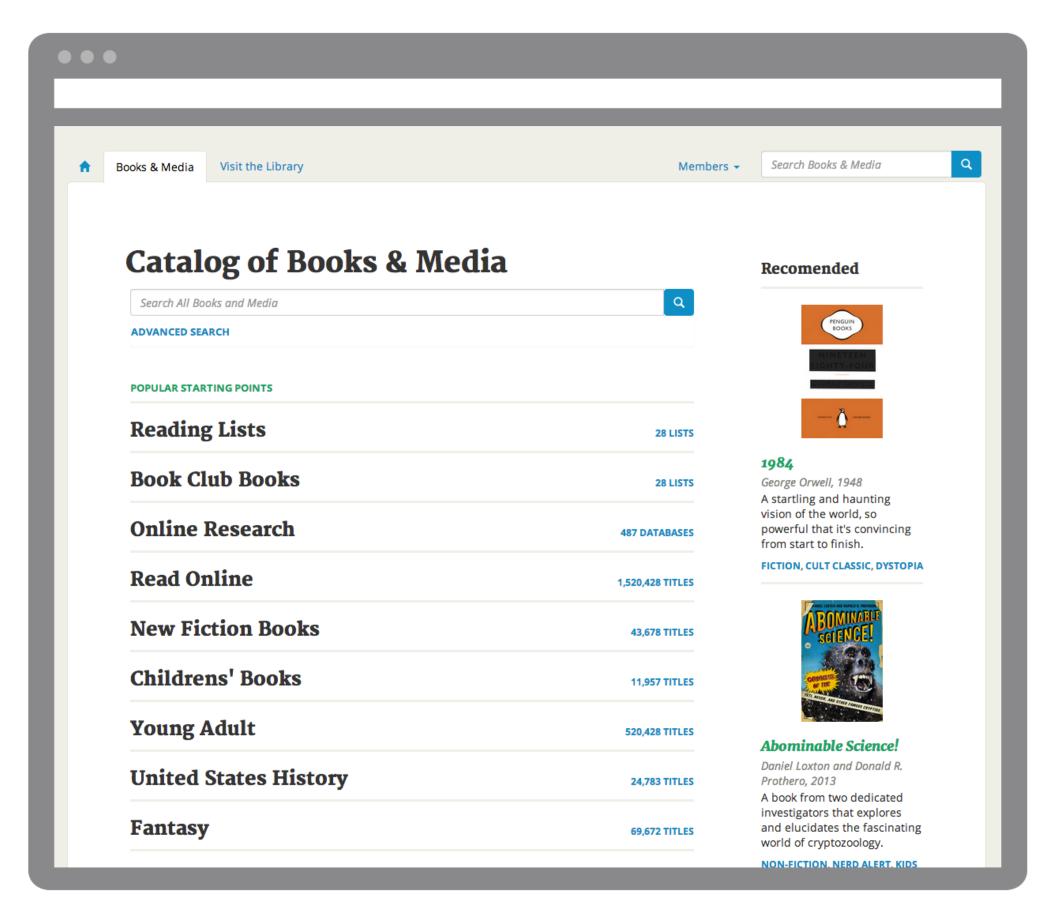
## Flat Mockup

## Phase 03: Development

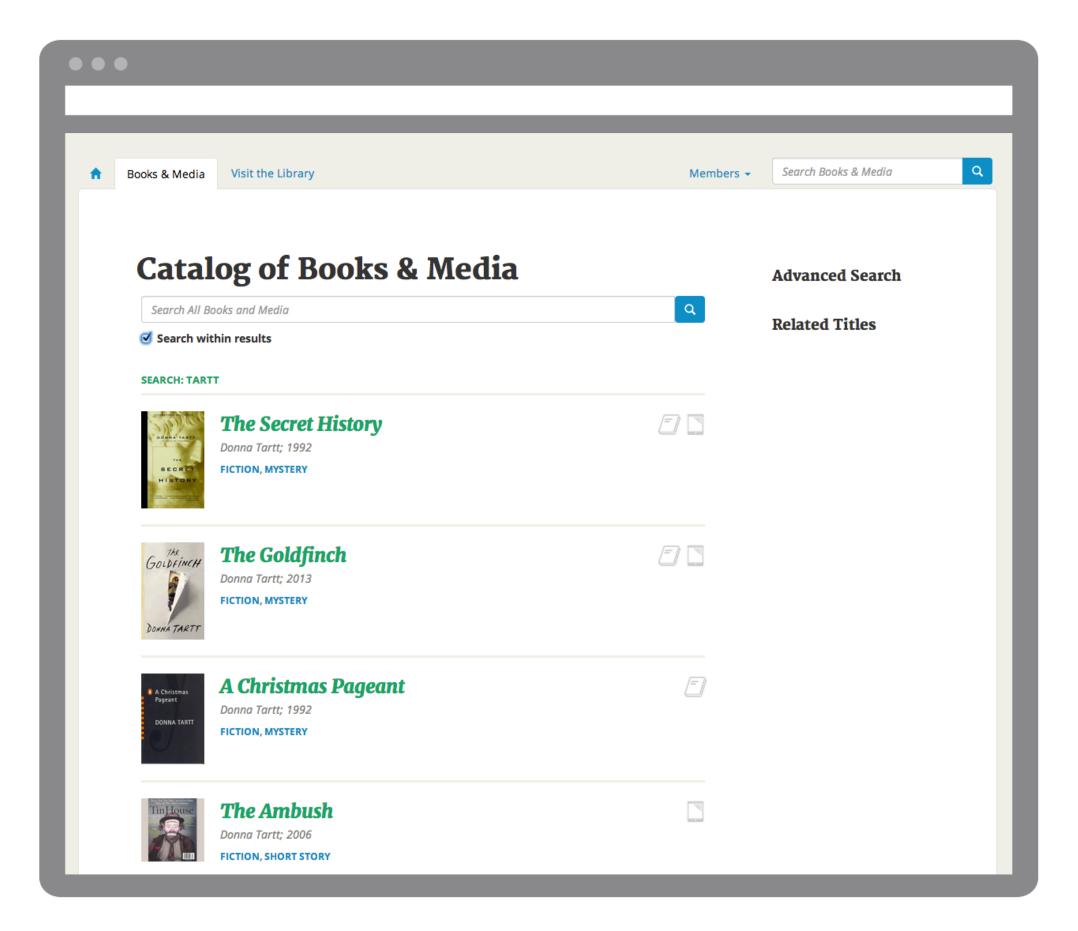
THE FINAL WEBSITE (SCREENSHOTS)



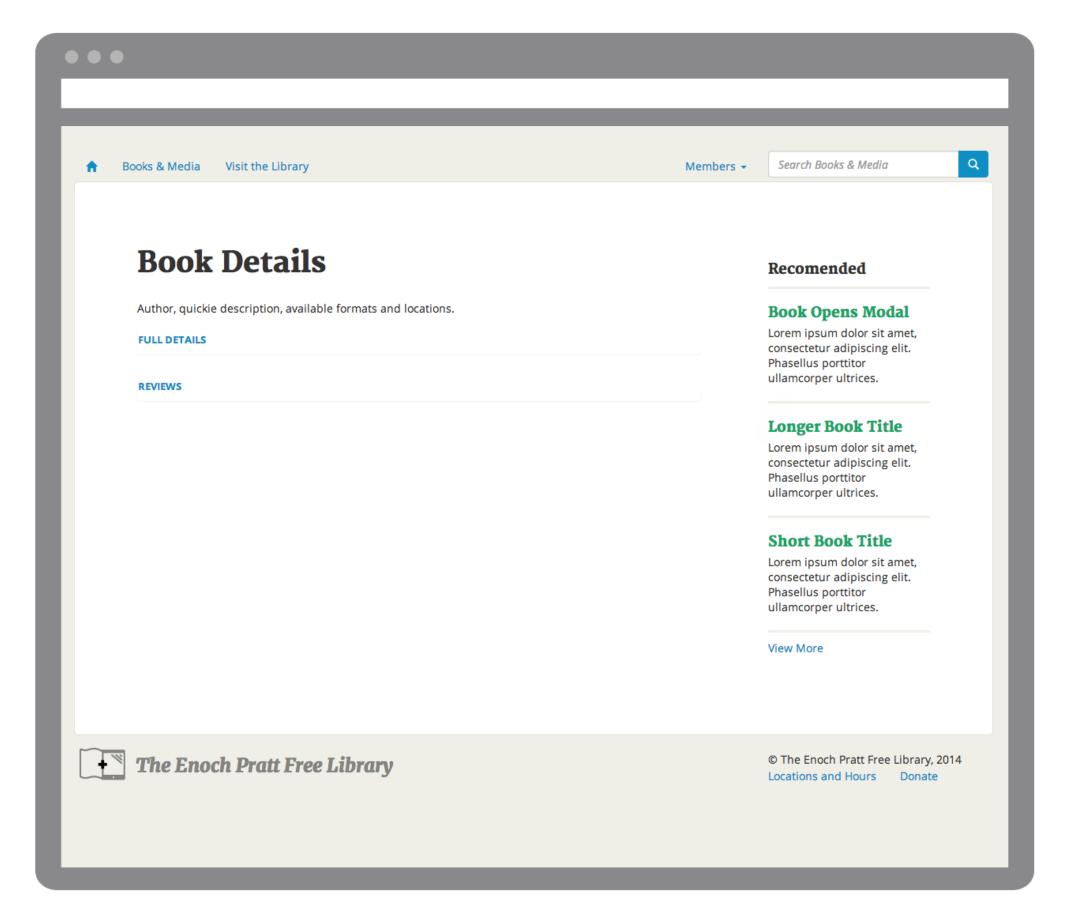
## Screenshot: Homepage



## Screenshot: Catalog



## Screenshot: Catalog Search



## Screenshot: Book Details

### Featured Reads Upcoming Events

READER / METAMORPHOSIS / FRANZ KAFKA

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One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked.

"What's happened to me?" he thought. It wasn't a dream. His room, a proper human room although a little too small, lay peacefully between its four familiar walls. A collection of textile samples lay spread out on the table - Samsa was a travelling salesman - and above it there hung a picture that he had recently cut out of an illustrated magazine and housed in a nice, gilded frame. It showed a lady fitted out with a fur hat and fur boa who sat upright, raising a heavy fur muff that covered the whole of her lower arm towards the viewer.

Gregor then turned to look out the window at the dull weather. Drops of rain could be heard hitting the pane, which made him feel quite sad. "How about if I sleep a little bit longer and forget all this nonsense", he thought, but that was something he was unable to do because he was used to sleeping on his right, and in his present state couldn't get into that position. However hard he threw himself onto his right, he always rolled back to where he was. He must have tried it a hundred times, shut his eyes so that he wouldn't have to look at the floundering legs, and only stopped when he began to feel a mild, dull pain there that he had never felt before.

"Oh, God", he thought, "what a strenuous career it is that I've chosen! Travelling day in and day out. Doing business like this takes much more effort than doing your own business at home, and on top of that there's the curse of travelling, worries about making train connections, bad and irregular food, contact with different people all the time so that you can never get to know anyone or become friendly with them.

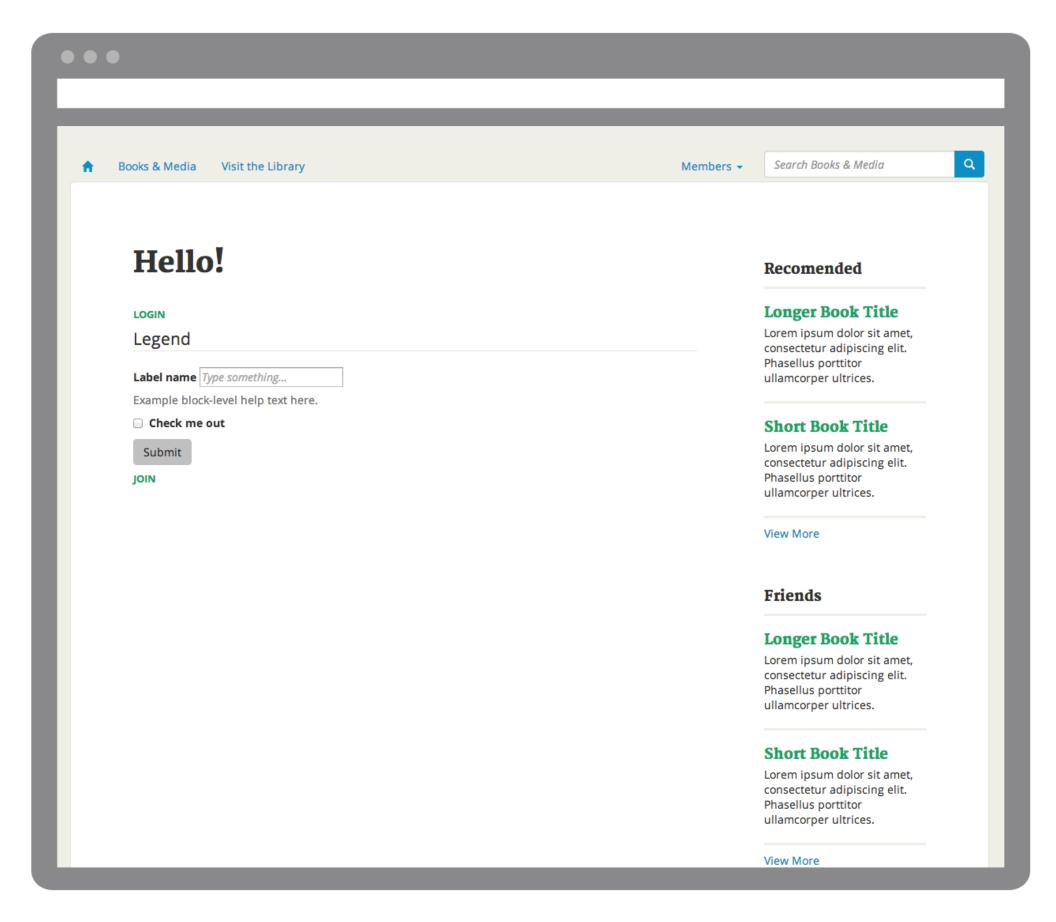
It can all go to Hell!" He felt a slight itch up on his belly; pushed himself slowly up on his back towards the headboard so that he could lift his head better; found where the itch was, and saw that it was covered with lots of little white spots which he didn't know what to make of; and when he tried to feel the place with one of his legs he drew it quickly back because as soon as he touched it he was overcome by a cold shudder.

He slid back into his former position. "Getting up early all the time", he thought, "it makes you stupid. You've got to get enough sleep. Other travelling salesmen live a life of luxury. For instance, whenever I go back to the guest house during the morning to copy out the contract, these gentlemen are always still sitting there eating their breakfasts. I ought to just try that with my boss; I'd get kicked out on the spot. But who knows, maybe that would be the best thing for me. If I didn't have my parents to think about I'd have given in my notice a long time ago, I'd have gone up to the boss and told him just what I think, tell him everything I would, let him know just what I feel. He'd fall right off his desk! And it's a funny sort of business to be sitting up there at your desk, talking down at your subordinates from up there, especially when you have to go right up close because the boss is hard of hearing. Well, there's still some hope; once I've got the money together to pay off my parents' debt to him - another five or six years I suppose - that's definitely what I'll do. That's when I'll make the big change. First of all though, I've got to get up, my train leaves at five."

And he looked over at the alarm clock, ticking on the chest of drawers. "God in Heaven!" he thought. It was half past six and the hands were quietly moving forwards, it was even later than half past, more like quarter to seven. Had the alarm clock not rung? He could see from the bed that it had been set for four o'clock as it should have been; it certainly must have rung,

Note Print Share Close

## Screenshot: Online Reader



## Screenshot: Logged Out Members