
Enoch Pratt Library Website Redesign

PHASE 01: RESEARCH

PHASE 02: DESIGN

PHASE 03: DEVELOPMENT

05 March 2014

Emma Sherwood-Forbes
www.sherwoodandforbes.com

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 activities 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 categories—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 interviewees 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?

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

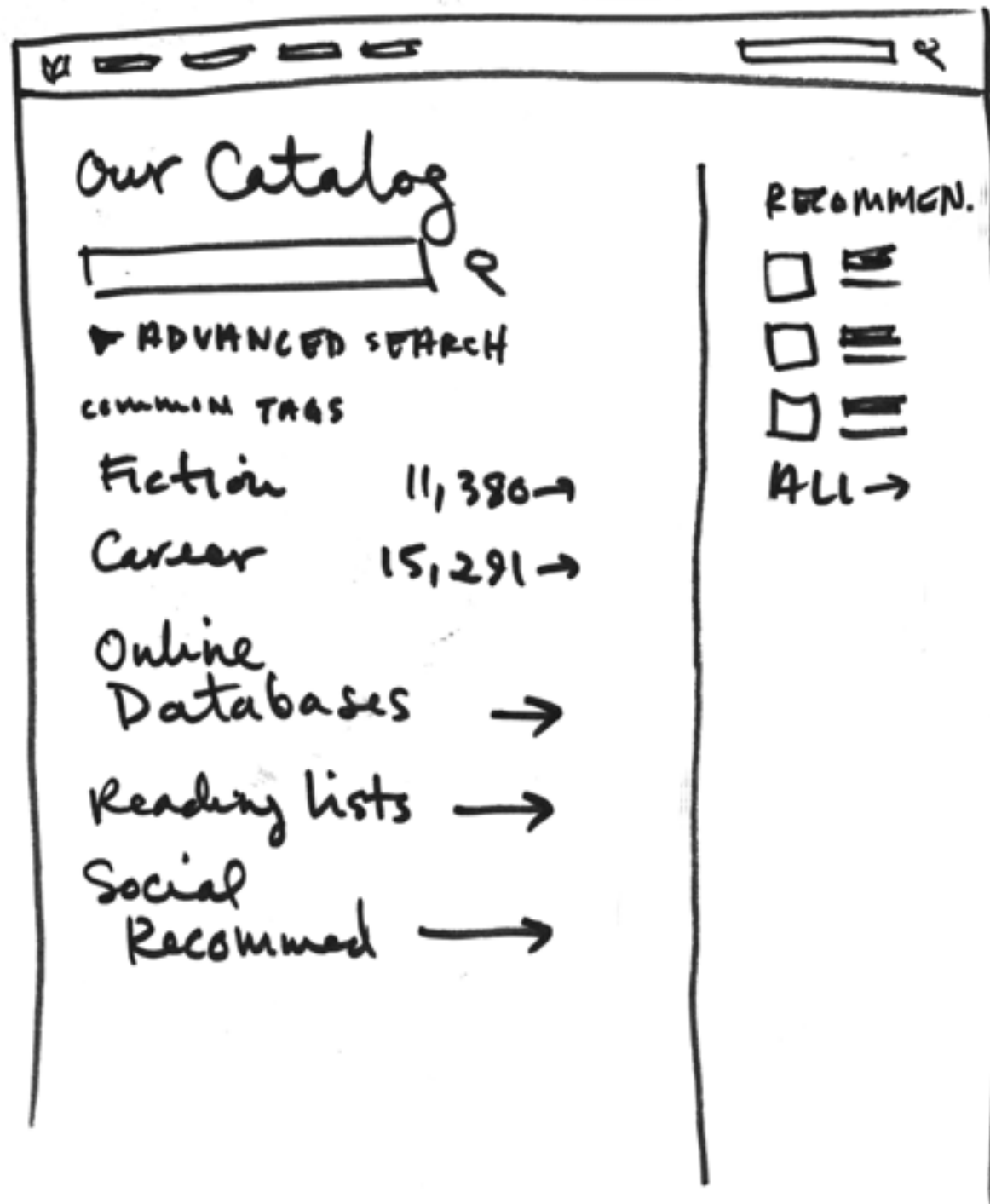
- Library introduction
- Search
- Quick deep links to common tasks:
 - search, pay fine, find hours / address information
- Site navigation

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



Catalog

HIGH PRIORITY

- Search
- Categories

MEDIUM PRIORITY

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

LOW PRIORITY

- Footer content:
social media, persistent contact us, donate, copyright



▼ Advanced Search

- ☒ Online Databases
- ☒ Other Libraries
- ☒ Reference Only (In-Library)
- ☒ External Resources

- ☐ E-books
- ☐ Downloads
- ☐ Magazines & Newspapers

Tags

← auto-fill
Fiction, Adult, Career } common

Search Results

HIGH PRIORITY

- Results with relevant information

MEDIUM PRIORITY

- Related content
- Ask a librarian
- Site navigation

LOW PRIORITY

- Footer content:
social media, persistent contact us, donate, copyright

Item Page

HIGH PRIORITY

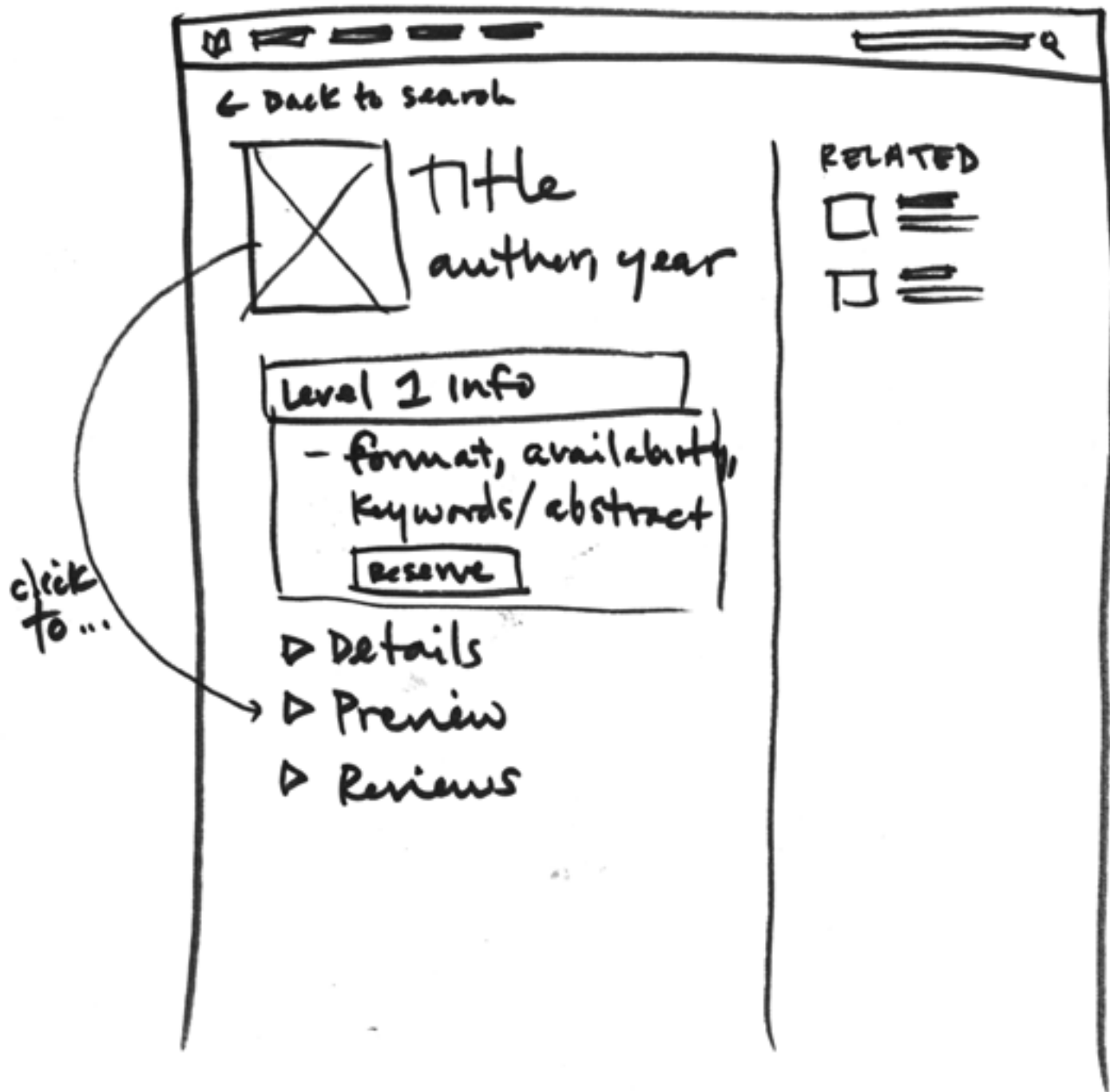
- Important info to determine if this is the right book
- Available formats, locations

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



Media Viewer

HIGH PRIORITY

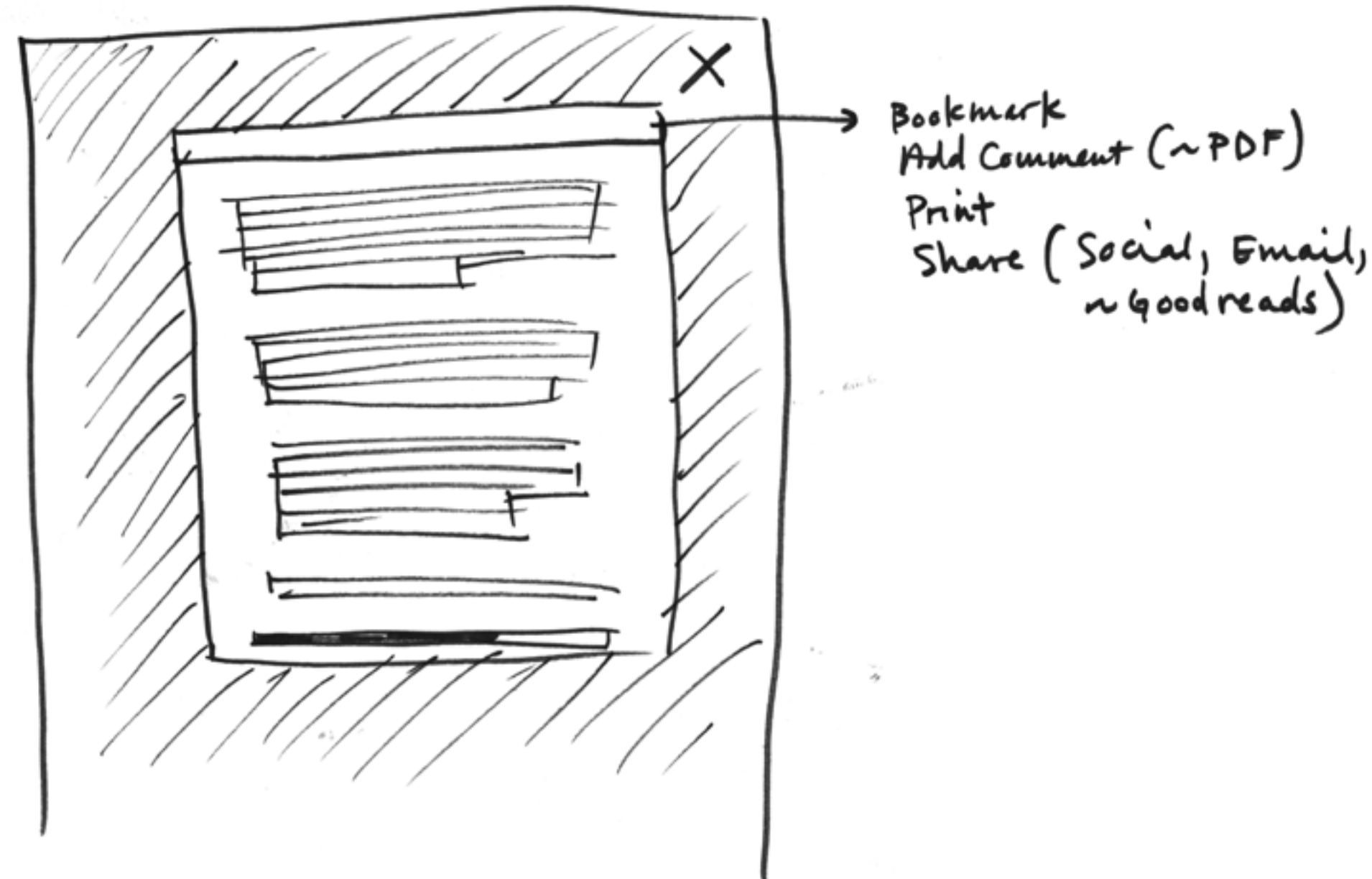
- Content!
- Focused online reader removes distractions

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, persistent contact us, donate, copyright



Kafka on the Shore

Haruki Murakami, 2006

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.

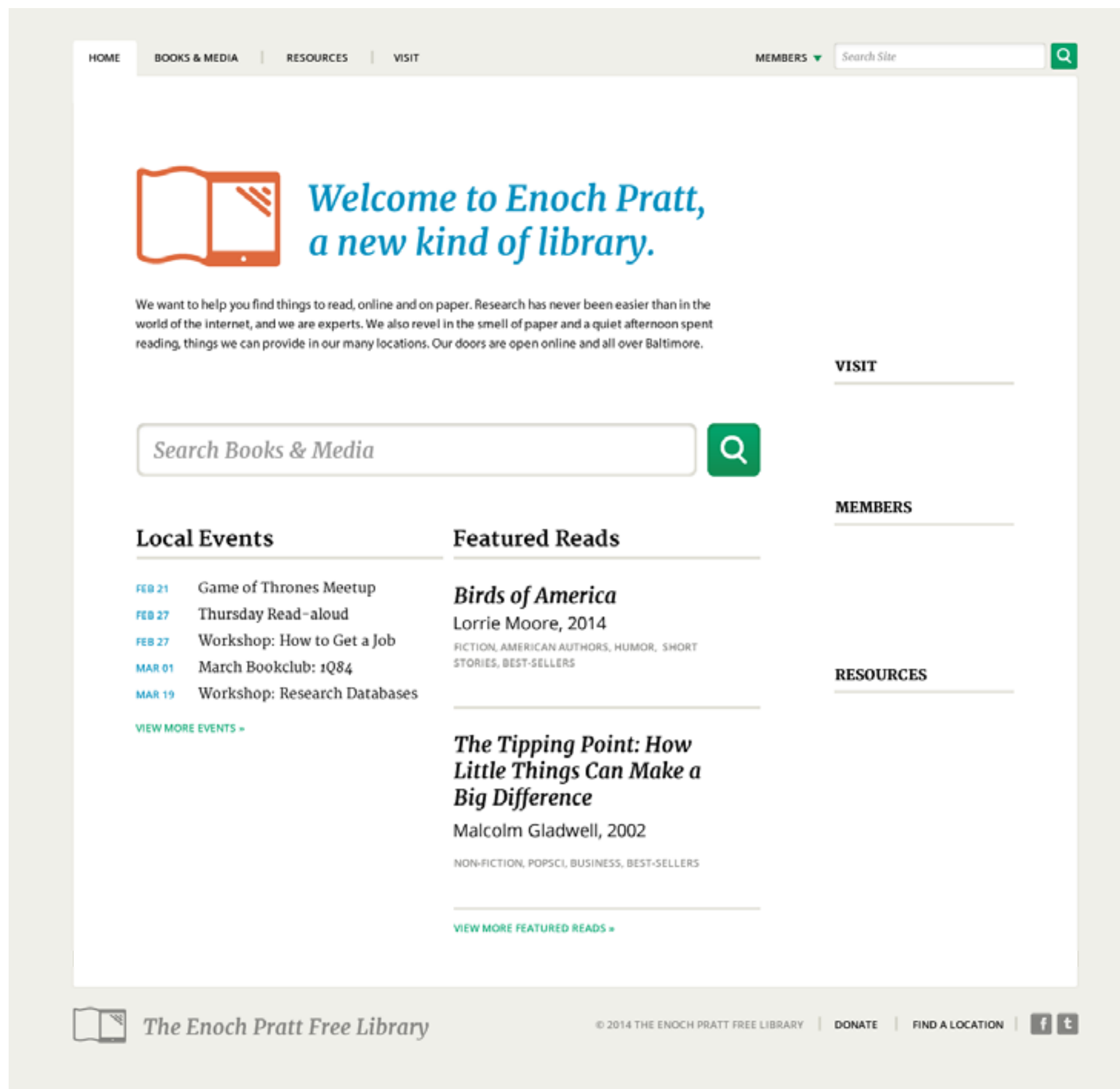
Hear the Wind Sing **Murakami**, Haruki
The description of the book goes here, just the first sentence I think, and it should be able to be hidden via some sort of display preferences. Or is that overkill?

Pinball, 1973 **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?

A Wild Sheep Chase **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?

Hard-Boiled Wonderland at the... **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?

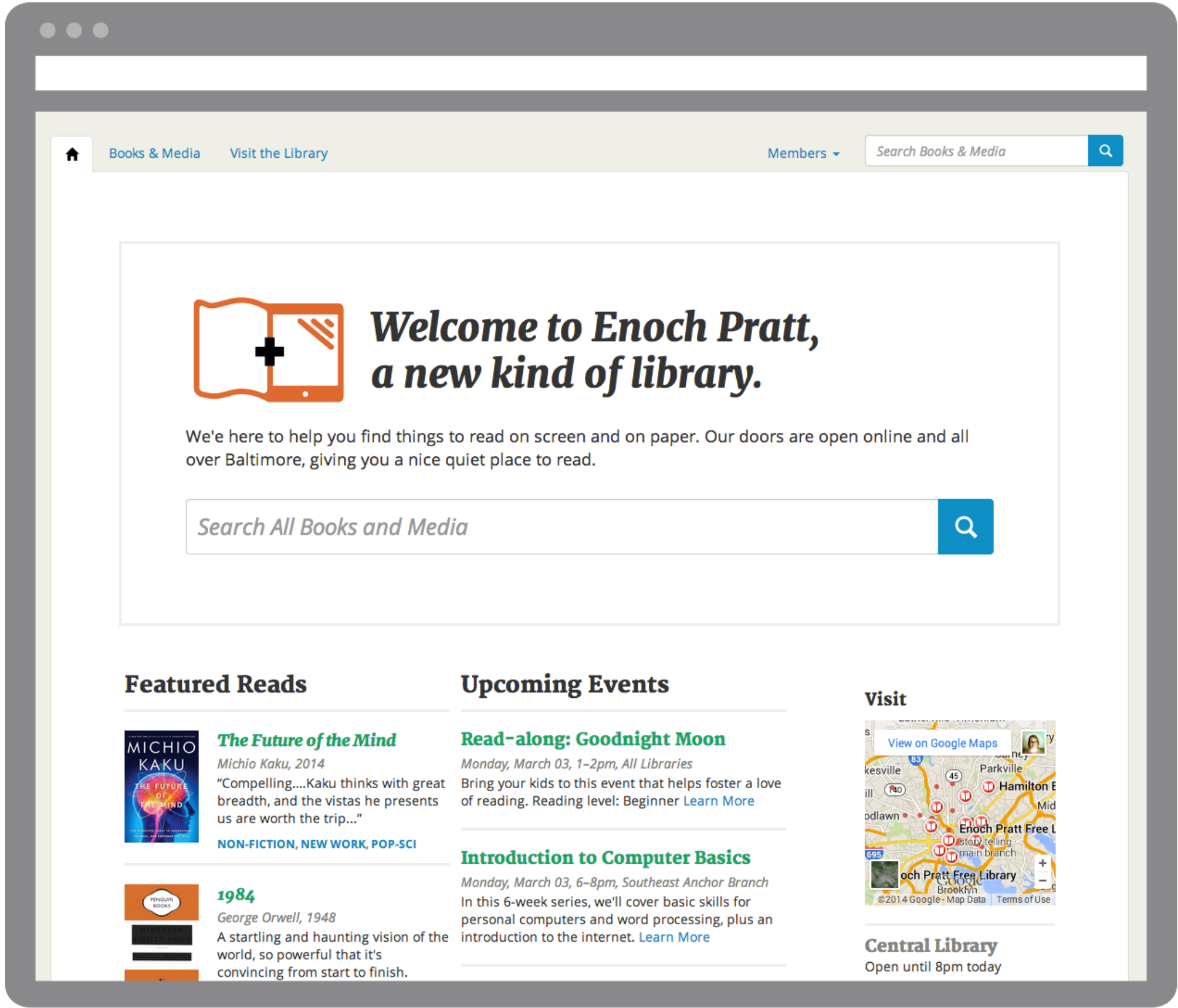
Flat Mockup

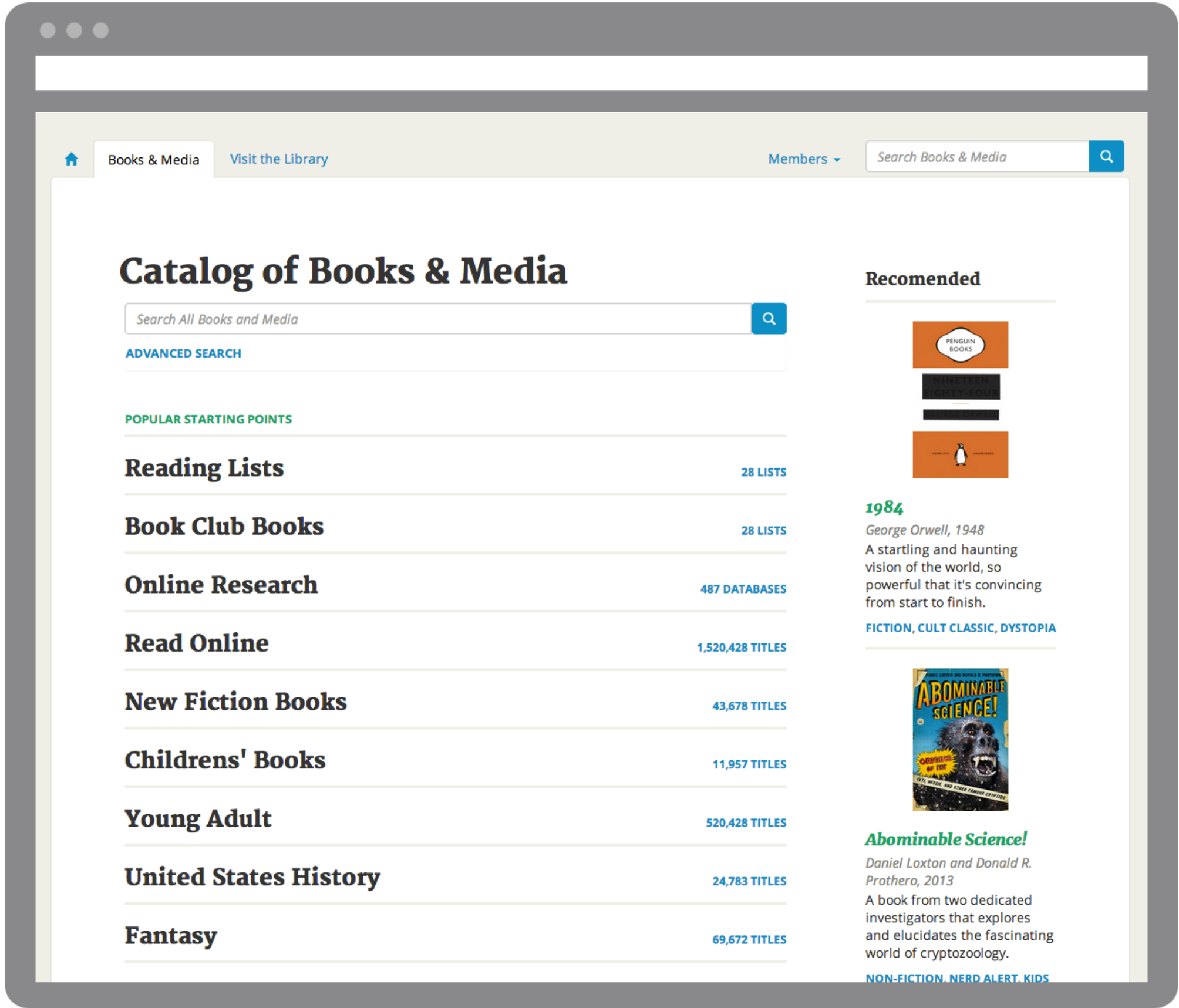


Phase 03: Development

THE FINAL WEBSITE (SCREENSHOTS)

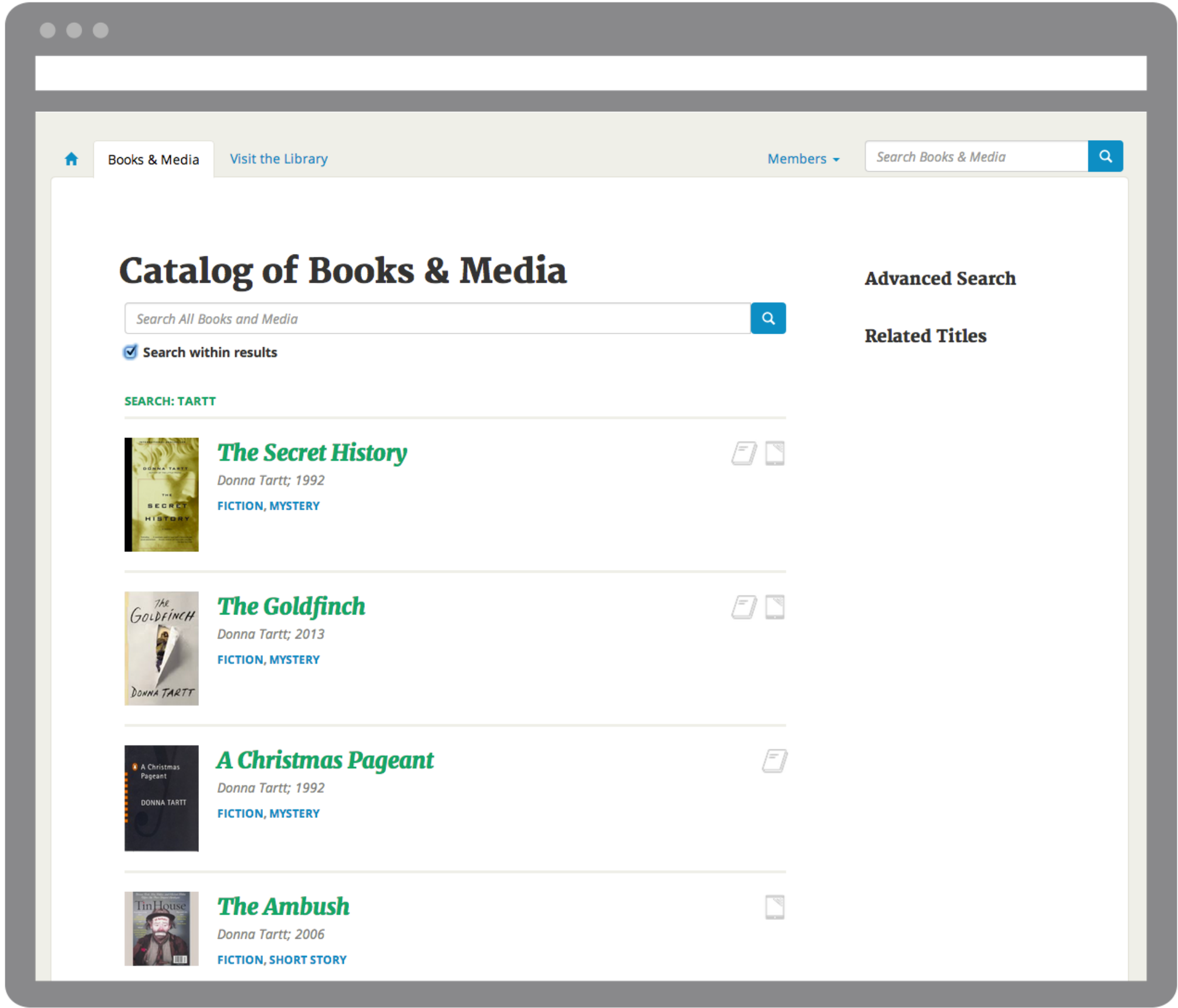
Screenshot: Homepage

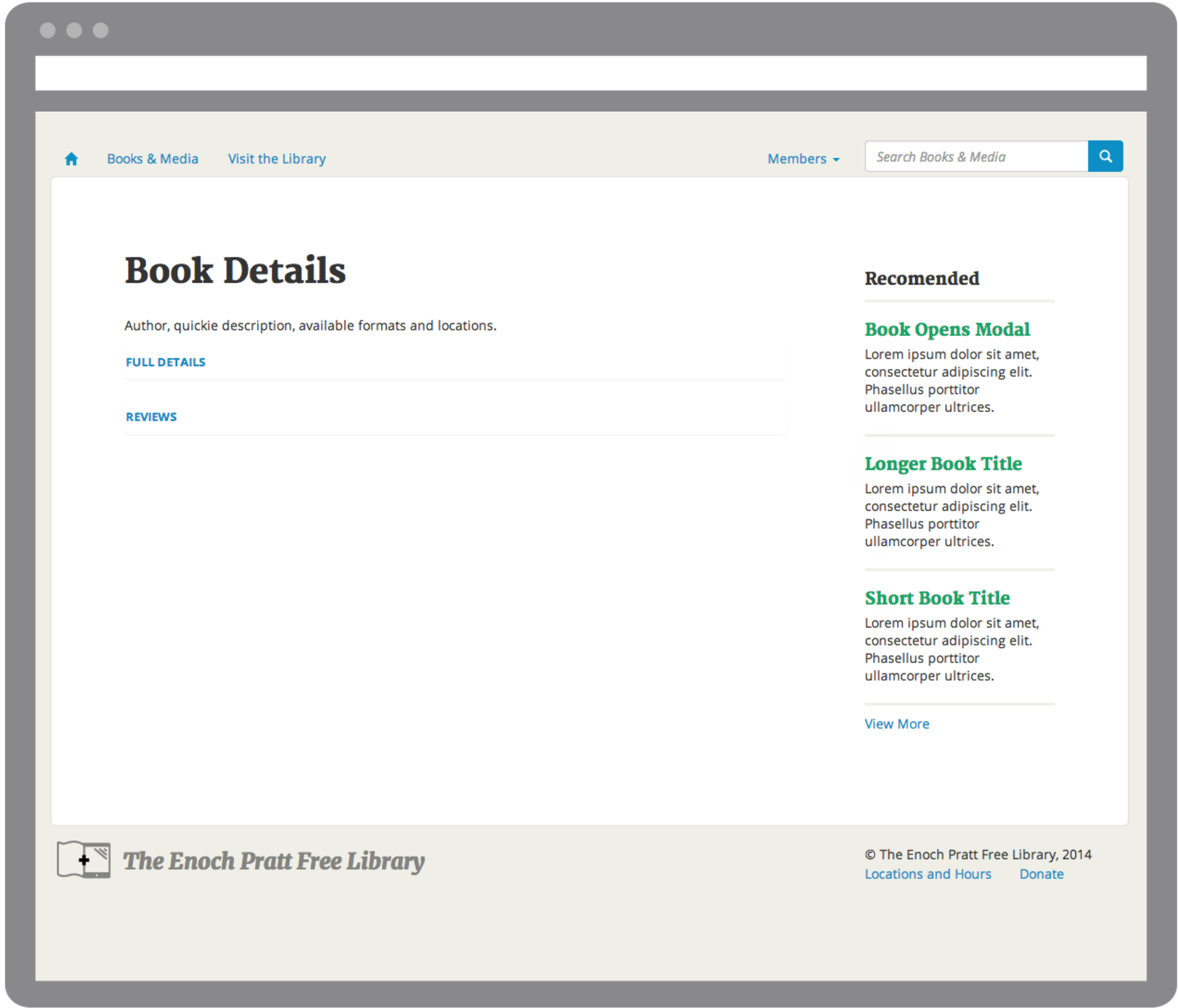




Screenshot: Catalog

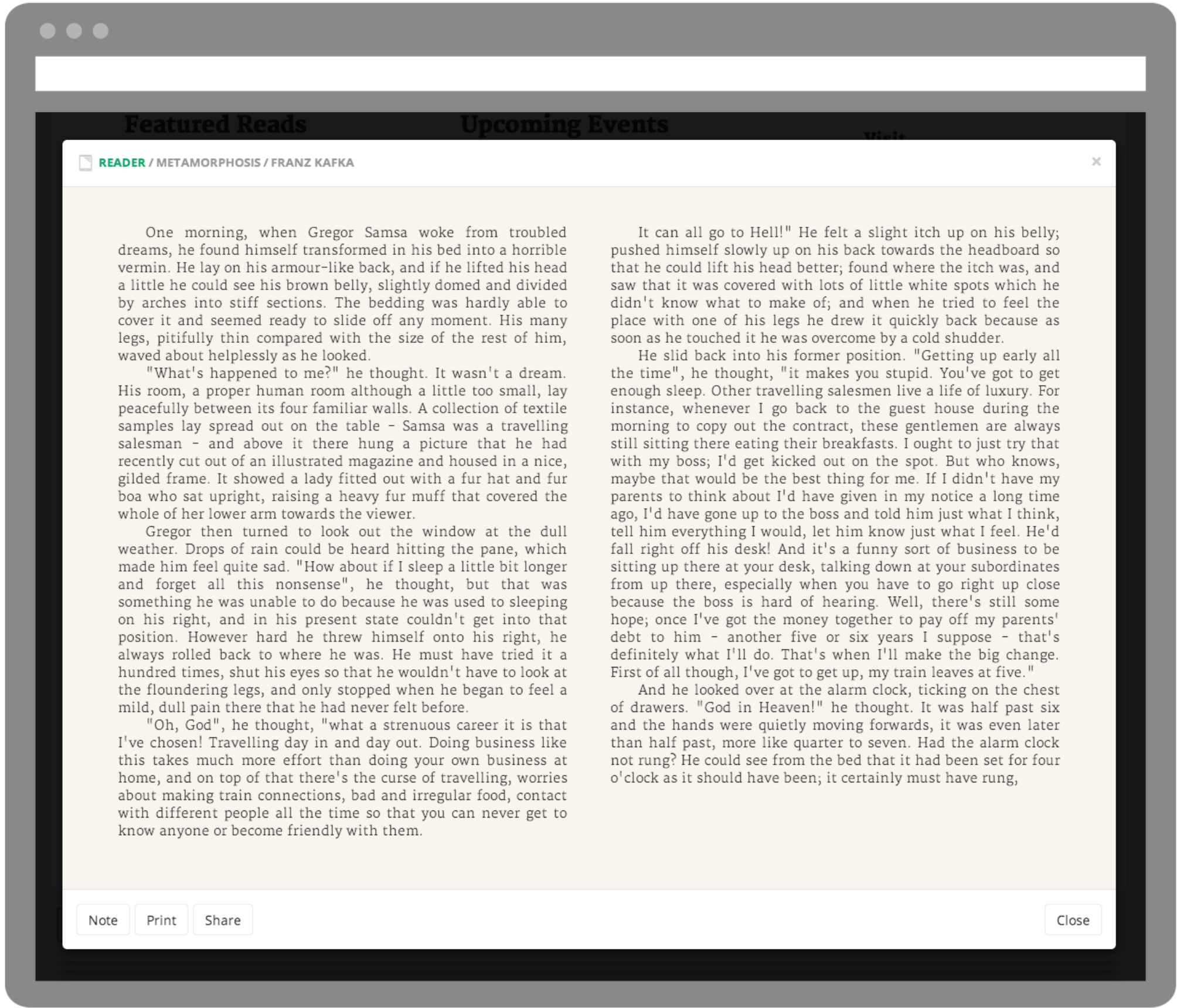
Screenshot: Catalog Search

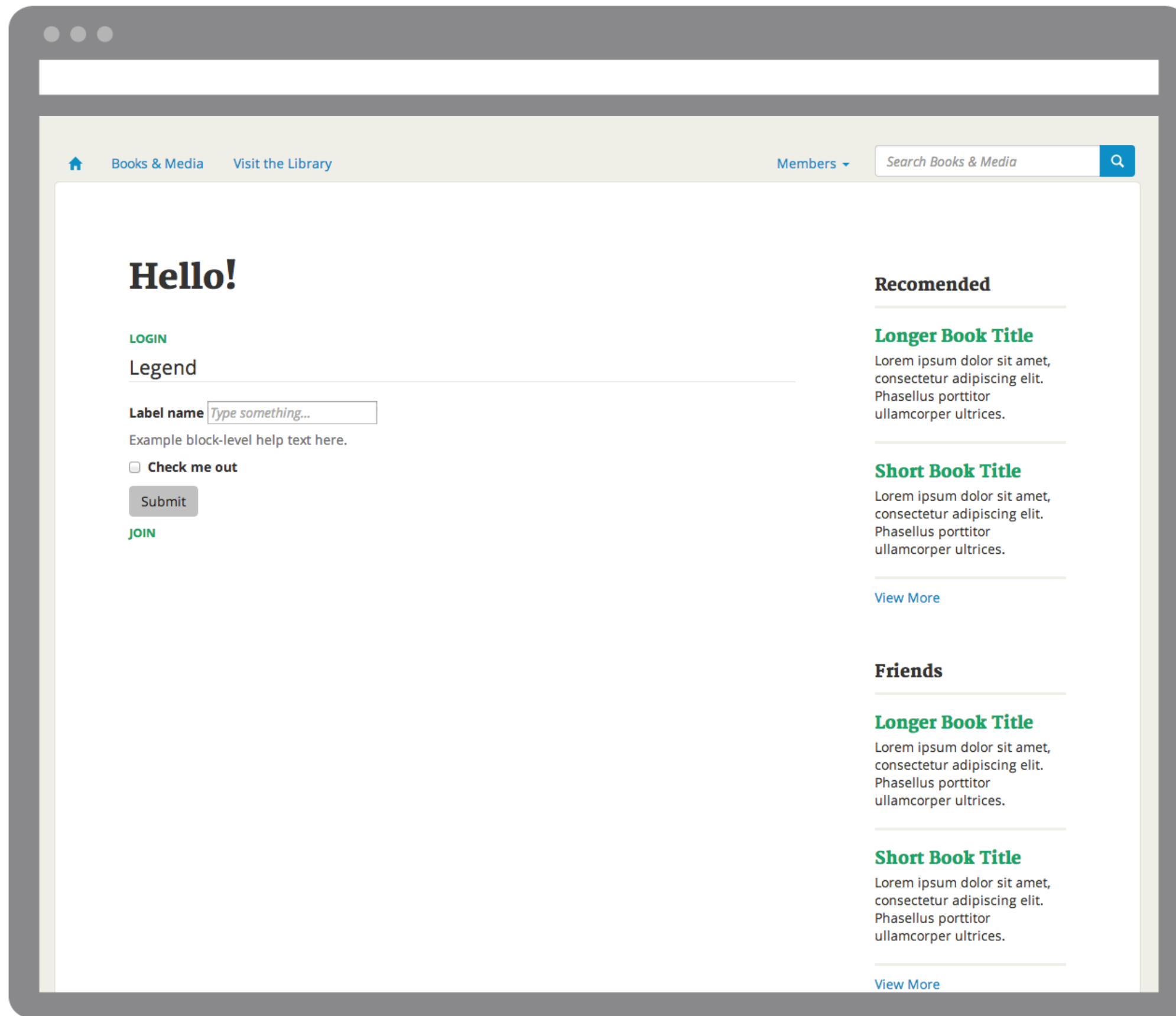




Screenshot: Book Details

Screenshot: Online Reader





Screenshot: Logged Out Members
