

# MICA Decker Library

Kit Tee

# DL1 Sitemap

## Home

- Search the Catalog
- Research Databases
- Links
- News

## Collections Access

- Decker Library Catalog
- Special Collections
- E-Books

## Faculty Resources

- Collections Use
- Course Evaluations
- Digital Imaging
- Research Instruction
- Reserves
- Screening Room
- Subject Liaisons
- Tours

## FAQs & News

- Library News Archive (blog? kinda)
- “POP” Survey Archive

## Local Libraries

## Research Guides

- Research Databases
- Reference Tools
- Image Resources

## Services & Facilities

- Computer Workstations
- Copy-Print-Scan
- Interlibrary Loan
- Orientations
- Research Advisor Program
- Reserves
- Screening Room

## Library Exhibits (News?)

- Exhibition Policies
- Calendar
- Book Arts Catalog
- Exhibit Archive

## Policies & Guidelines

- Policies
- Student
- Pre-College
- Continuing Studies
- Low Residency
- Faculty
- Staff
- Alumni
- Baltimore Academic Libraries Consortium
- Public

## Library Staff Listing

## Support the Library

## Minute Quiz (???)

## Comments & Suggestions

# DL2 Sitemap...

## Home

- [Search](#)
- [New books, DVDs](#)
- [Floor plan](#)
- [Contact, Hours](#)

## Policies & Guidelines

- [Link back to DL1](#)

## Services & Facilities

- [Link back to DL1](#)

## Research Databases

- [Link back to DL1](#)

## Interlibrary Loan Book

- [form](#)

## Interlibrary Loan Article

- [form](#)

## Recommend to Purchase

- [form](#)

## Citation Help

- [pdf](#)

# Interview

## Interviewee

- Allison Yasukawa
- Jun Luo
- Emily Berger
- Emily Tai
- Kammy Kam

## Question

- Have you ever use the site before? For what purpose? (If you do have no experience with this site, could you spend 5-10 mins to go through the site?)
- What do you think of the design (both visually and functionally) of this site? (Great? Old school? Functional? Ugly? Easy to use? A piece of crap?)
- What feature do you use the most? (Make a reservation? Renew your book? Browse the list of new books added? Doing research?)
- Could you describe a terrible experience you had with this site? (Does it crash for a thousand times just for renewing your book? Or it just could not provide what you are looking for?)
- What feature would you like to have or improve? (Fewer links maybe?)
- If time and money is not a problem, what feature would you like to have on this site? (Free torrent for copyrighted movie? Being able to borrow a real unicorn?)
- Anything else?

# Interview Summary

## What they like

- Functional
- Interlibrary Loan
- Recommend to Purchase
- No crashing

## What they hate

- Categorization of links
- “Ugly as all hell lol”
- Inconvenient user interface (a lot of hoops)

## Problem

- Functional but not extremely intuitive
- Generally unremarkable (user experience & design)
- Terrible categorization of links
- No one notice the news section
- Have to be super specific with titles while searching
- Hard to know the differences between journals, library, and jstore, etc

## Feature Requested

- Mobile optimization
- Access to the journal's text
- Online streaming / temporary download system for movies
- REAL UNICORN

# Personas



Adam — MICA student

A MICA student who wants to find journal's text fairly easily. He wants to know the differences between each databases so that the service could actually be useful for him. He wish it is a mobile compatible site so that he can browse comfortably on his phone while he is pooing. A modern design is a must.



Chris — MICA Professor

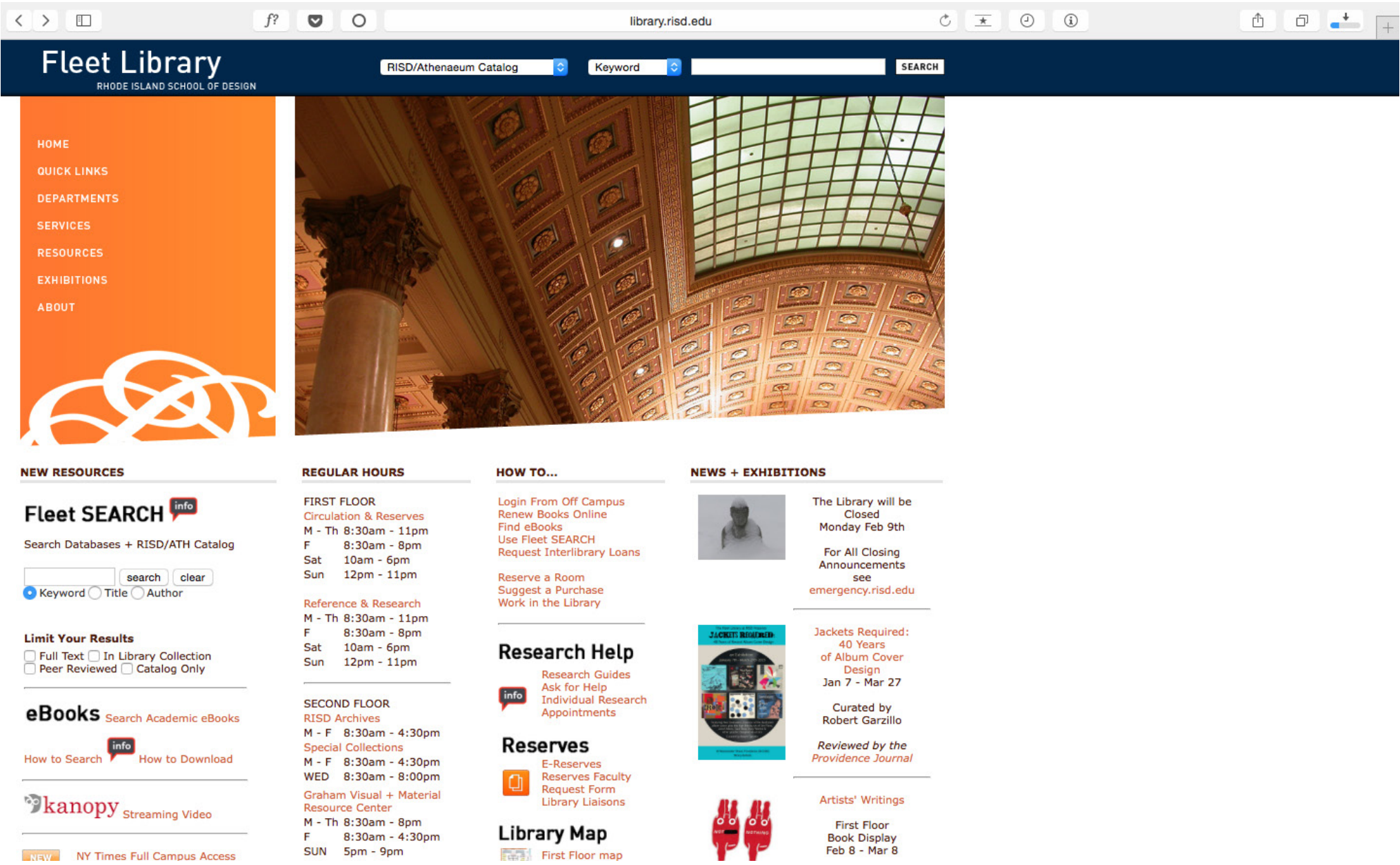
A teacher at MICA, who wants to use the website for class preparation, as well as his own professional practice. He wishes he could access the video library so that he could screen it during class while he do not need to worry about finding the source or bring the physical device. Functionality is the number one priority.



Sally — High school student

A graduating student who want to see what it is like to be a MICA student. She wants to learn more about what facility the school could provide.

# Competitor Analysis 1



## RISD Fleet Library

http://library.risd.edu/

### Pros

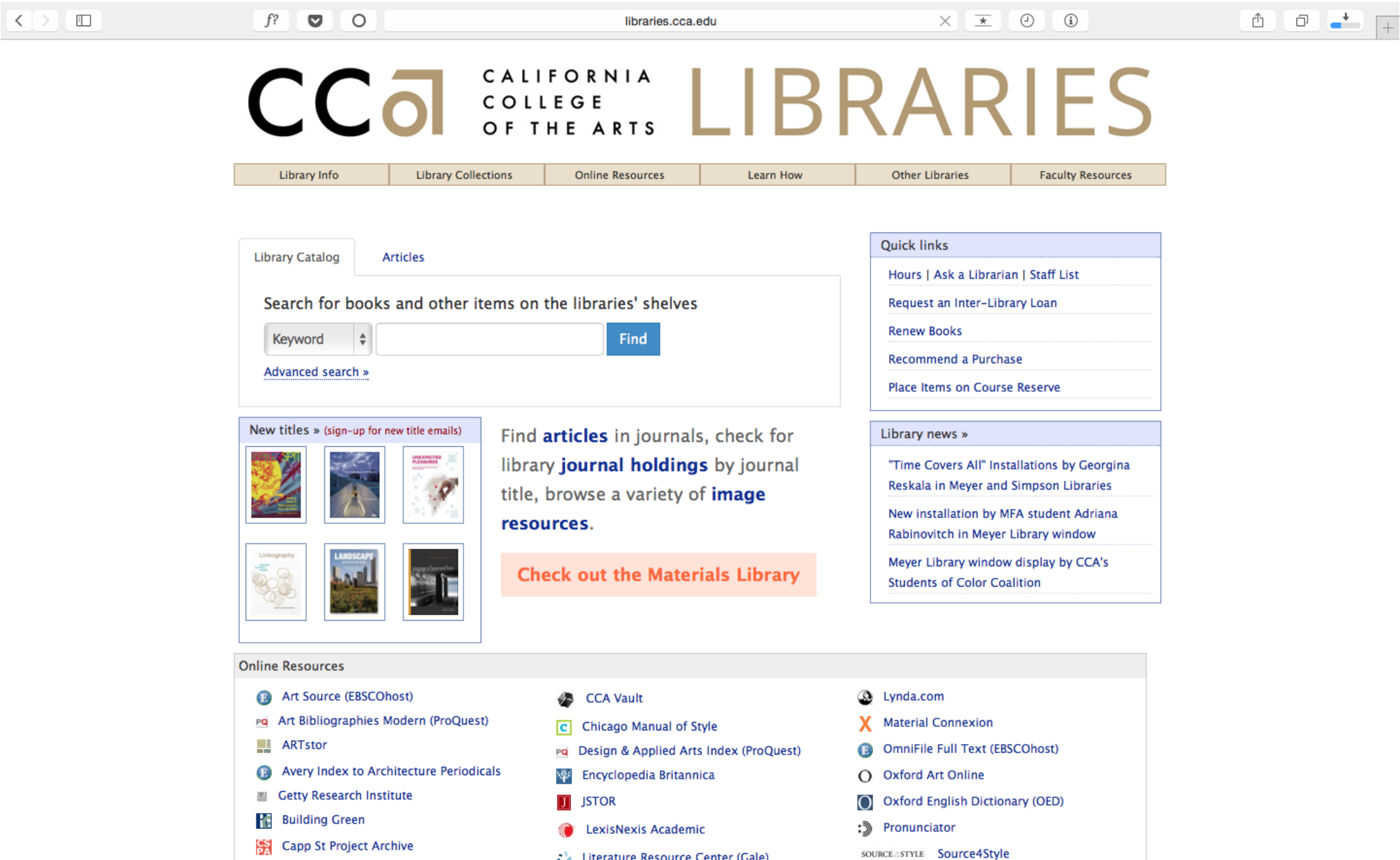
- Their library is soooo niceeeee
- Clear navigation
- Clear hierarchy (when compare to MICA...at least it only got “one site”)

### Cons

- Not so attractive
- Dated design language
- Lots of icons (in different style)
- No mobile optimization

|              |     |
|--------------|-----|
| Navigation   | **  |
| Hierarchy    | **  |
| Layout       | *** |
| Eye Catching | *   |

# Competitor Analysis 2



## CCA Libraries

http://libraries.cca.edu

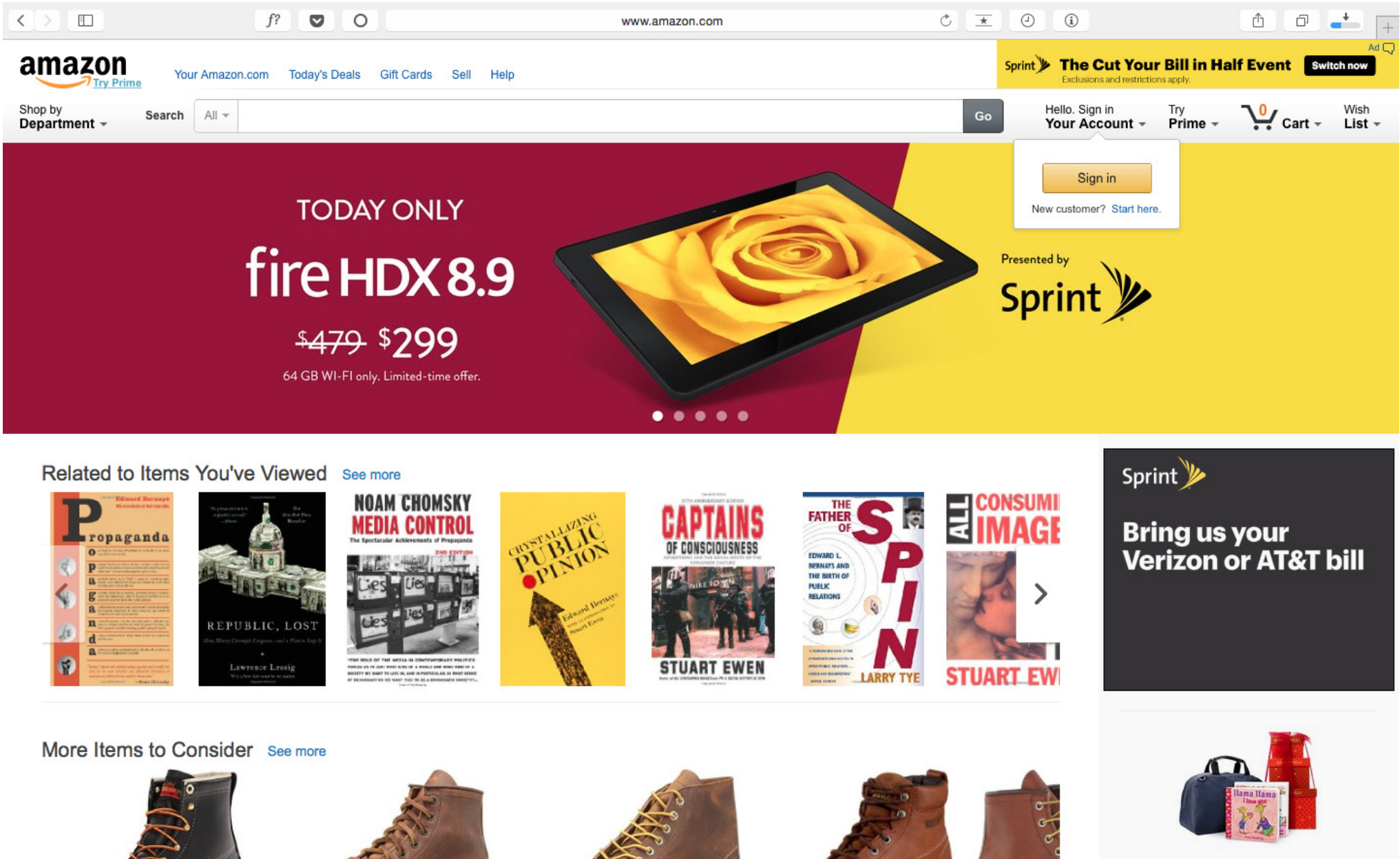
- Pros
- Nice organization
  - Clear navigation
  - Clear hierarchy & layout
  - Learn How page
  - Lack of unnecessary photos

- Cons
- Not so attractive
  - Dated design language
  - No mobile optimization

|              |      |
|--------------|------|
| Navigation   | **** |
| Hierarchy    | **** |
| Layout       | **** |
| Eye Catching | **   |



# Competitor Analysis 3



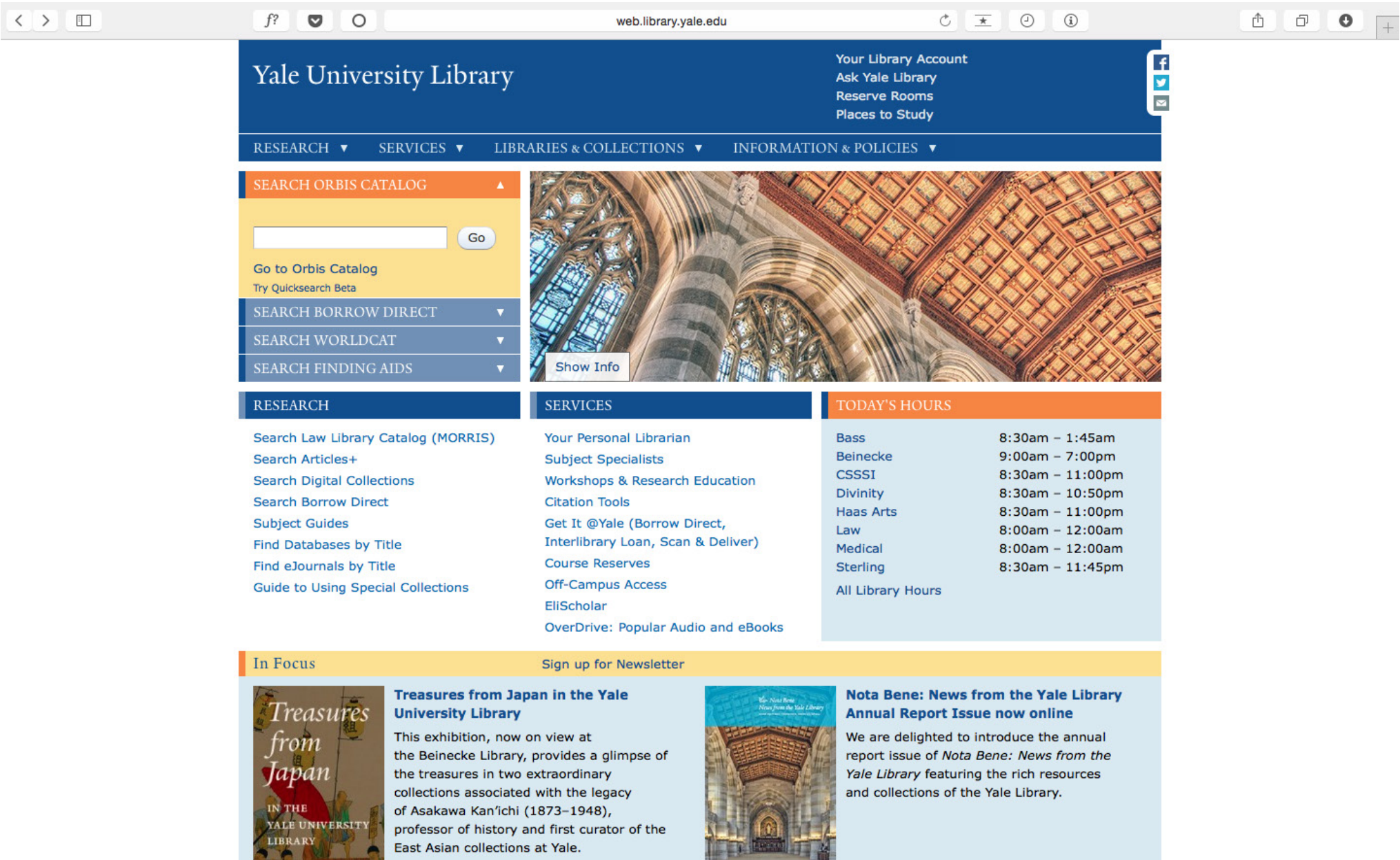
Amazon  
<http://www.amazon.com>

- Pros
- Related to Items You've Viewed is nice, but I think recent items viewed could be more suitable for MICA DL
  - Clear navigation
  - Clear hierarchy & layout
  - Mobile optimization
  - Amazon app

- Cons
- Running out of white space

- |              |      |
|--------------|------|
| Navigation   | **** |
| Hierarchy    | **** |
| Layout       | **** |
| Eye Catching | **** |

# Competitor Analysis 4



Yale University Library  
<http://web.library.yale.edu/>

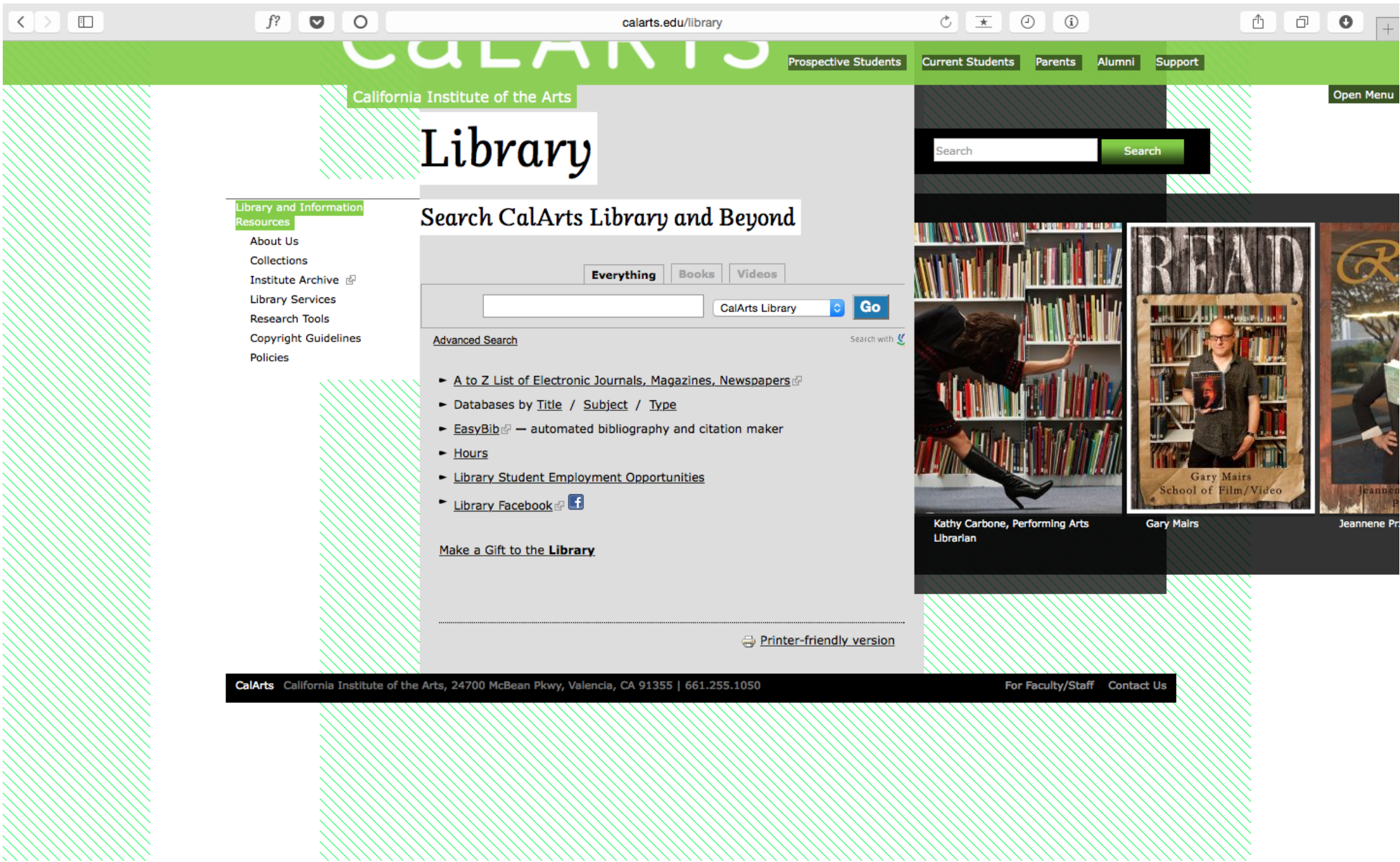
Pros  
Clear navigation  
Clear hierarchy & layout

Cons  
Not so attractive  
Dated design language  
No mobile optimization  
Bad bad animation  
Inconsistence style for inner pages  
Too manys links (kinda)  
Crash sometime

|              |     |
|--------------|-----|
| Navigation   | **  |
| Hierarchy    | *** |
| Layout       | **  |
| Eye Catching | **  |



# Competitor Analysis 5



## CalArts Library

http://calarts.edu/library

- Pros
- Clear navigation
  - Clear hierarchy & layout
  - Match the style of their branding
  - Eye Catching
  - Mobile optimization
  - Easy to use

- Cons
- Not really...

|              |       |
|--------------|-------|
| Navigation   | ***** |
| Hierarchy    | ***** |
| Layout       | ***** |
| Eye Catching | ***** |