How To Plan A Website

Josie Parker & Peter Morville, OCLC RSC 2019
1. The structural design of shared information environments.

2. The synthesis of organization, labeling, search, and navigation systems in digital, physical, and cross-channel ecosystems.

3. The art and science of shaping information products and experiences to support usability, findability, and understanding.

4. An emerging discipline and community of practice bringing principles of design and architecture to the digital landscape.
Goals
Psychology
Behavior

Interaction
Affordances
Language

Features
Technology
Algorithms

Indexing
Structure
Metadata

Tools
Process
Incentives

Users

Interface

Query

Results

Engine

Content

Creators

Source: Search Patterns (2010)
Planning is the design of paths and goals.
Holiday Hours

All locations of the Ann Arbor District Library will be closed on Sunday and Monday, December 24 & 25. Regular hours will resume on Tuesday, December 26.

All locations will also be closed on Saturday & Sunday December 30 & 31 and on Monday, January 1. Regular hours will resume on Tuesday, January 2.

An all-new AADL.org, coming January 2nd!

It's been 12 long years since we launched this website, and it's grown and grown in content and functionality! Now, it's finally time to bring you an all-new library catalog and website. This is a huge project nearing its final stages, and we've got some unavoidable site interruptions associated with the transition, as well as a chance you to get a SNEAK PEAK at the new site!

In addition to the new website look and feel, the new inventory and catalog system behind the scenes requires some careful handling to make sure the status of every title, patron, item, and request is handled accurately. One of these requirements is that we cannot have any items on the hold shelves when we cut over to the new system. So, unfortunately, we cannot fill any more requests on the old system after today, December 18. The list holds on you now will be held shelves, and you'll have until close on Tuesday, December 20th to pick them up. This also means we can't pull available items from the shelf and hold them for you. We're sorry for the inconvenience here, but it is necessary to make the transition as error-free as possible. We'll resume filling requests January 1st after the new system is up and running.

In addition, to make this transition, all AADL locations will be closed, and the website offline, on December 20th and 31st, and January 1st, while we move over the data and get ready to launch the new site. You can still place requests up until the current aadl.org goes offline, around 10 PM on December 29th. Over that weekend, aadl.org will be down, and requests and renewals won't be possible. Fortunately, we've moved all due dates into January, as you may have noticed, so nothing needs to come back over the holidays.

So, if you're interested in having a look at the new website, you can check it out right now at http://new.aadl.org. Logins are disabled, and we only have loaded a small part of the catalog and web content, but you can have a quick look around to see what you think. I'll post any feedback or questions, please just contact us and let us know.

The new website includes much better support for phones and tablets in addition to computers, but the big feature that everyone's been waiting for is the ability to freeze and unfreeze your requests whenever you'd like. When you freeze a request, you'll keep moving up the list, but your request won't be filled until you unfreeze it. This lets you make sure you don't have too much stuff come in at once, or you can freeze all your requests when you go on vacation! There are many more features to come, but this is the one that will offer the biggest change to how you use the library.

We're sorry for these interruptions to library service, and we've structured this project to minimize the impact wherever possible. We thank you for your patience and feedback through this process, and most of all, we thank you for using your library!

12 comments

What's Happening This Week!

ART ACTIVITIES & CRAFTS: On Wednesday December 27 at 2:00 pm at Pittsfield Branch, kids can make head creations. On Thursday December 28 at 2:00 pm at Malletts Creek Branch, kids can create kid crafts. On Saturday December 28 at 7:00 pm at Travonwood Branch, adults and teens can make a snow globe.

GAMES & TOURNAMENTS: On Friday December 29 at 1:00 pm at Westgate Branch, kids can enjoy AADL's giant games at the Kids' Party Time event.

SPECIAL STORYTIMES: On Friday December 29 at 2:00 pm at the Downtown Library, kids can enjoy a new year stories.

Star Wars: The Last Jedi!

Ah right! We're officially one week away from the biggest film release this year: Star Wars: The Last Jedi! To help you prepare for this monumental event, we've pulled together a list of just some of the hundreds of awesome Star Wars items in our collection.

To start with, we have all of the previous movies on DVD: the original trilogy (consisting of A New Hope, The Empire Strike Back and Return of the Jedi), the prequel trilogy (consisting of Phantom Menace, Attack of the Clones and Revenge of the Sith), the Force Awakens, and Rogue One. All of these movies are also available on Blu-Ray.

Kids have lots of movie options as well. First on the list is the Clone Wars television series and the Clone Wars Last Missions, as well as the stand-alone movie The Clone Wars. We
Context for Redesign

- Redesign project as tip of iceberg
- 5 Star Library
- Website 10 years old
- Building staff for 15 years
- Technology team preparing for 2 years
IA Project Overview

Scope: develop an information architecture and user experience strategy for aadl.org and its subsites.

Process: background research, site review, analytics, comparative analysis, stakeholder meetings, user research; strategy report + wireframes (iterative).

The existing website has grown organically for over 10 years, and while it still works, it can be difficult for users to find important content and services.
Analytics

- Summer Game (800K), About Us (215K), Events (200K)
- Entry: 70% URL, 25% Search, 5% Link
- Search: ann arbor public library, aadl catalog/hours
- Avg. Visit: 5 minutes, 7 actions (e.g., views, downloads)
- Devices: 70% desktop, 20% mobile, 10% tablet (2015)
User Research Highlights

Library

• The AADL is loved in this community
• Library as community center (meet people, events)
• Summer Game (learn about A2 + library, how to find)
• It’s hard to know what the library offers
• Used to borrow books but bad experience (lost returns)
User Research Highlights

Website

• Catalog search (*adult books, in/out, rank, title, series*)
• The site doesn’t have a table of contents. It’s a mess!
• Wouldn’t use site for that (*find articles, past events*)
• Struggle to find local history (*Old News*)
• Impossible to use with JAWS (*accessibility*)
Stakeholder Highlights

- Priorities: Home, Catalog, Events, Lists, Subsites
- Content/Services are hidden (events, local history)
- Catalog/Account (“all patron-facing code is our code”)
- Search (Catalog, Databases, Events, Site, Subsites)
- SEO (content and services findable, users’ vocabulary)
- Databases/eBooks (uncertain value, significant cost)
- Physical Place (site to enhance experience of place)
- Cross-Channel (digital signs, alerts, fines, requests)
Success Metrics

• Use of library/site (# requests, website visits)
• Positive feedback from users (in-person, online)
• Less basic questions (more interesting questions)
• Increased staff efficiency
• Reduced reliance on blog to make things findable
• Holds and checkouts increase due to better browsing
• Increase in downloads / use of research databases
• Increase in positive mentions via social media
Executive Summary

• Operating from a position of strength, but it’s clear the library’s web presence has become a weak link.

• Hard for users to find what they need, and the site fails to convey the scope / scale of collections and services.

• Not a simple website redesign but rebuilding of the library’s core digital infrastructure and services.
Executive Summary

• Next-generation information architecture, upgrading of technology infrastructure, enabling new digital services.

• AADL has teams, technologies, content, and metadata to solve these problems. With the right strategy, the plan to launch a better website is likely to succeed.
Strategic Priorities

• **The Whole Library.** Key interfaces must help users to realize richness and diversity of the library’s collections, services, events, places, partnerships, and people.

• **Respect My Time.** Invitations to explore “the whole library” must not force users to slow down. The website must help users to complete core tasks quickly.
Strategic Priorities

• **Catalog.** Still the primary tool for most users, and its search system could be much better (e.g., rank, sort, filter, series, scope). Pain points must also be managed (e.g., logins, not on shelf, failure to track returns).

• **Search.** Better search infrastructure and interface can dramatically improve the whole user experience. Search must be powerful, fast, and consistent.
Strategic Priorities

- **Subsites.** To improve efficiency/usability, most sites must be folded into the main site. Standalones should have visible links to aadl.org and could benefit from infrastructure as a service (e.g., search, events, alerts).

- **Cross-Channel.** New site must be responsive (content + feature parity) and adaptive (device affordances). Integrate alerts and newsletters (email and txt) into the website (e.g., events) to engage users.
Strategic Priorities

• **My Library.** Position My Library as a personalized portal (*may be used as front door, 360 degree view of my relationship with the library*).

• **Accessibility.** The site should be usable by all citizens including people with disabilities (*e.g.*, low vision) and old technologies. All site elements (*e.g.*, organization, design, coding, content) should support this goal.
These wireframes are intended to illustrate the structure and organization of information.

Elements of design (e.g., fonts, colors, layout) that shape the look and feel will be defined in the subsequent design phase.

These wireframes are starting points, not specifications. As work proceeds (design, dev, content), changes are expected.
IA Highlights

• **Home.** Structure reflects library’s scope and scale (collections, events, services, locations). Search with scopes (e.g., catalog, events, website, databases). Offers gateways (starting points) for major audiences.

• **Search.** Consistent implementation of faceted search and navigation across all sections of the website (e.g., catalog, events, website, community collections).
IA Highlights

• **Navigation.** Surfacing of primary taxonomy via main nav bar (*top*) and optional local nav menu (*left*). Use of mega-footer to reinforce primary taxonomy and offer at a glance, one-click access to key content and services.

• **Catalog.** Prominent search option with faceted results interface (*filters*). Options to explore (*e.g.*, *hot fiction*) or browse (*e.g.*, *by format*) the collection.
IA Highlights

• **Community.** Integration of most subsites. Options to search, explore, browse within/across collections.

• **Subsites.** Pulp and the Summer Game to continue as standalones. Also, sites jointly operated with partners (e.g., *Downtown A2 Historical Street Exhibit*).
IA Highlights

• **Events.** Powerful searching and filtering with integrated alert options. Templates to accommodate previews (*e.g.*, *video trailer*) and event recordings.

• **Mobile.** Responsive design that delivers same content and features across desktop, laptop, tablet, and mobile.
Catalog

Showing 1 to 25 of 100
Sort by: Relevance
Items per page: 25

1. **The World of the Polar Bear**  
   Rosing, Norbert.  
   Book - 2010 - 599.786 Ro  
   1 On Shelf At: Downtown Library  
   No requests on this item

2. **Memoirs of a Polar Bear**  
   Tawada, Yoko, 1962-.  
   Book - 2016 - Fiction / Tawada, Yoko, Adult. Book / Fiction / General / Tawada, Yoko  
   2 On Shelf At: Downtown Library, Westgate Branch  
   No requests on this item

3. **On Thin Ice: The Changing World of the Polar Bear**  
   Ellis, Richard 1938-.  
   Book - 2009 - 599.786 El  
   1 On Shelf At: Downtown Library  
   No requests on this item

Website

Showing 1 to 12 of 12
Sort by: Relevance
Items per page: 25

1. **Bird Feeder Cam**  
   When: Thursday April 18, 2019, 8:30pm to 8:30pm  
   Where: Downtown Library, Secret Lab

2. **Nature Walk at Mary Beth Doyle Nature Area**  
   When: Thursday April 25, 2019, 6:00pm to 7:30pm  
   Where: Offsite Location

3. **Unicorn Flower Pot**  
   When: Sunday May 12, 2019, 1:00pm to 2:00pm  
   Where: Pittsfield Branch: Program Room

4. **Keeping a Nature Journal with Clare Walker Leslie**  
   When: Friday May 17, 2019, 6:00pm to 8:00pm  
   Where: Downtown Library: 4th Floor Meeting Room

5. **Starting a Nature Journal with Clare Walker Leslie**  
   When: Saturday May 18, 2019, 10:00am to 2:30pm  
   Where: Downtown Library: 4th Floor Meeting Room

   When: Thursday May 30, 2019, 6:00pm to 7:30pm
### Bird Feeder Cam
**When:** Thursday April 18, 2019: 6:30pm to 8:30pm  
**Where:** Downtown Library: Secret Lab

### Nature Walk at Mary Beth
**Doyle Nature Area**
**When:** Thursday April 25, 2019: 6:00pm to 7:30pm  
**Where:** Offsite Location

### Unicorn Flower Pot
**When:** Sunday May 12, 2019: 1:00pm to 2:00pm  
**Where:** Pittsfield Branch: Program Room

### Keeping a Nature Journal
**with Clare Walker Leslie**
**When:** Friday May 17, 2019: 6:00pm to 8:00pm  
**Where:** Downtown Library: 4Th Floor Meeting Room

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Design & Development
The New AADL.org

DATES TO REMEMBER

**SUNDAY**

**DEC. 17**

Last Day that Existing Holds will be Shelved

No items will be added to the holds shelf after 12/17 to help as we transition to our new catalog system.

**MONDAY**

**DEC. 18**

AADL.org Open Beta Launch

Have a look at the new website and check out our new features!

**TUESDAY**

**DEC. 26**

Last Day to Pick Up Holds

The holds filled on 12/17 will be cleared. In 2018, the Hold Pickup Period will extend to 7 days.

**FRIDAY**

**DEC. 29**

Last Day to Place New Holds

No holds will be taken between 12/29 and 1/1 as we transition to our new catalog system.

**SATURDAY**

**DEC. 30**

**SUNDAY**

**DEC. 31**

**MONDAY**

**JAN. 1**

AADL.org Official Launch!

Checkout resumes and patrons can place holds.

**TUESDAY**

**JAN. 2**

**MONDAY**

**JAN. 8**

Holds Shelved & New Items Added

Holds will now be filled and new items will be added to the catalog.
New Year, New You! Everybody starts fresh in 2018 with all late fees waived. Poof! Enjoy the new AADL.org.
Ann Arbor District Library

NEWS & EVENT HIGHLIGHTS

Downtown Library Will Be Closed Monday Feb. 25 - Friday March 8
RE-CARPETING & PAINTING

AADL's Most Requested Items of 2018
BOOKS, TOOLS, MUSIC, AND MORE!

FestiFools Workshop
COMMUNITY BIRD BUILDING

Concert | Miles Okazaki
NYC BASED GUITARIST

PULP: Hear the Latest Songs From A2 Native Iggy Pop
MUSIC

PULP: "Dumb Decade" Takes on the 2000s With Song
THEATER REVIEW
The library is an act of inspiration architecture and a keystone of culture.