I Found It Online!
A User Needs Assessment and Website Implementation Study

The Problem

Springfield Public Library (OR) is overdue for a new website! The current one is not optimized for modern screens and is difficult for disabled patrons to navigate. This project aims to identify what users desire out of a library website and to provide recommendations for new website platforms the library could use.

The Project

1
User Needs Survey

I designed and ran a survey asking for opinions on the current website with an emphasis on accessibility, and on what changes people would like to see.

2
Identify Key Needs

Survey results and staff comments were used to determine what features a new website platform would need to have to satisfy users on both ends.

3
Compare Platforms

Using the identified needs and criteria developed, I compared potential website platforms in order to offer recommendations to the library.

What did website users want to see?

"high contrast"

"larger fonts"

"better utilize space"

"bigger text with more visuals"

"more prominent search feature"

"less cluttered"

"fewer steps to find events"

"make the log in button more visible"

"less white space"

"better-curated reference links"

The Impact

By delivering notes about what the community wants in the library's website and recommendations about potential platforms that meet the community's needs and the library's needs, this project puts in place the foundation the library needed to start working on a new website. It also shines a light on many accessibility issues that may not have been thought about when the current website was designed and allows the library to keep those in mind when making decisions about the new website. Not only will the website be more up-to-date and optimized for today's technology, but it will also be more accessible and user-friendly.

What's Next?

With these recommendations, the library will be able to start making decisions about which platform they want to move to and start making decisions about how to design the new website. With a new levy on an upcoming ballot to secure funding for building a new, larger library, the website redesign may coordinate with marketing efforts to get the community to vote in favor of the levy. Not only will the new website affect the library's online users, but it can also have affects on offline users in the future.

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