

Information Architecture for the Missoula Public Library Website: Research & Recommendations



Leah Hammerquist Michelle Leedahl
 lrhammer@uw.edu leeda32@uw.edu

The Problem

Missoula Public Library (MPL) is building a new website for 2020. MPL's current website is text heavy, not mobile friendly, and has content duplications. This creates an administrative burden to the library's website committee.

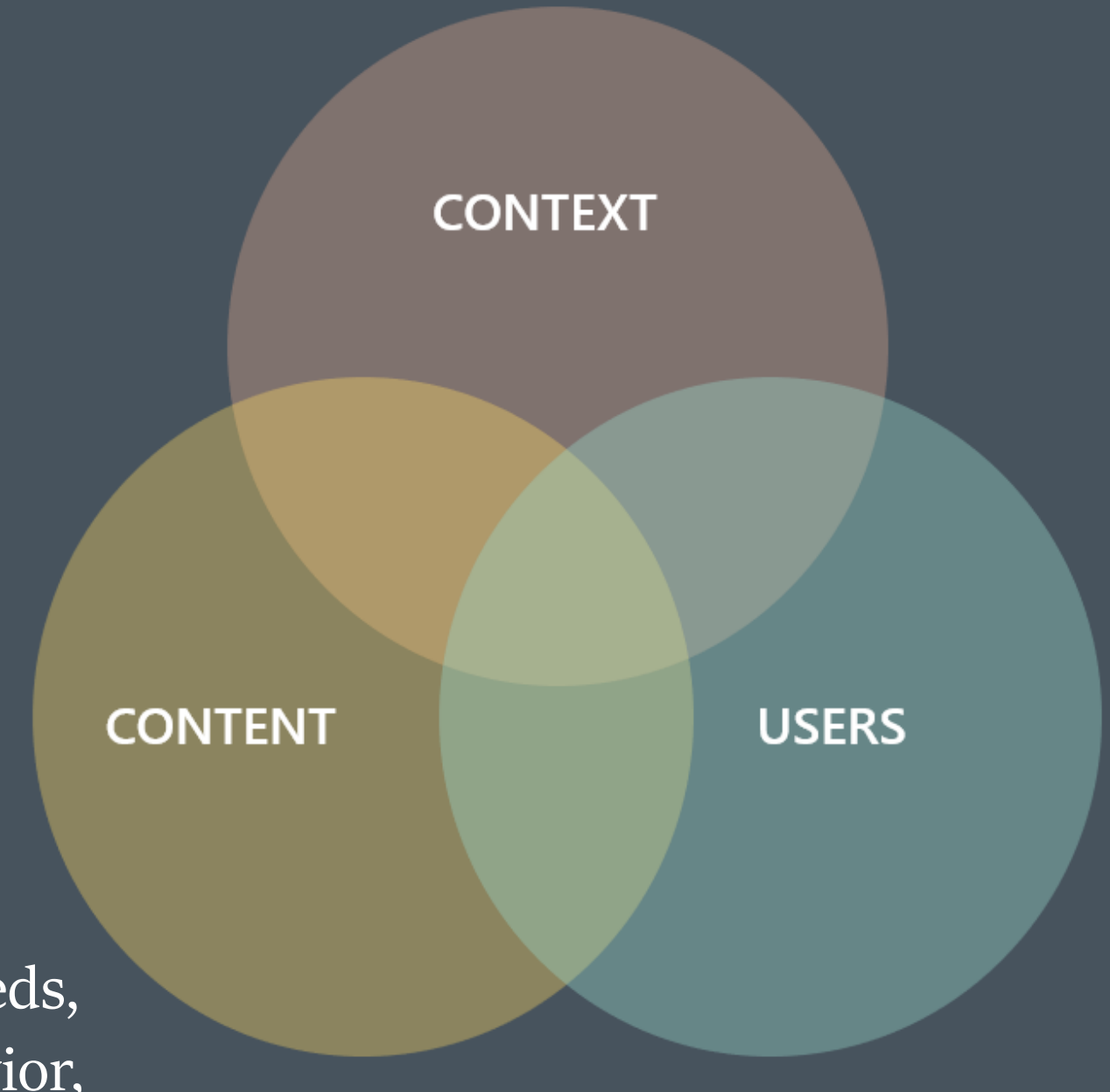
The new website must:

- Reflect and identify spaces and services at MPL
- Communicate relationships between library concepts and other community resources
- Follow best practices in usability and information architecture
- Increase findability for both patrons and staff

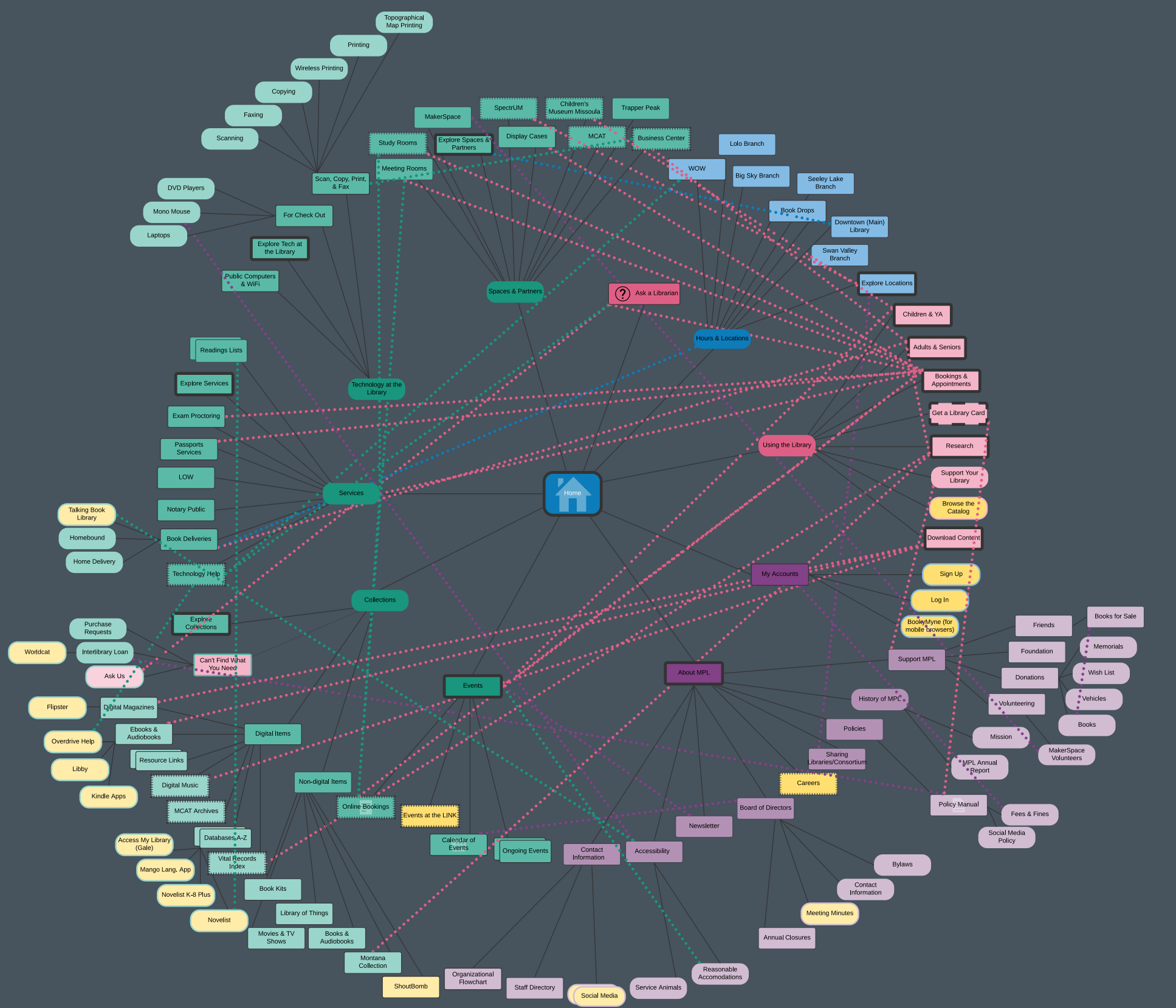
Context: business goals, funding, politics, culture, technology, resources, constraints

Content: content objectives, document and data types, volume, existing structure, governance and ownership

Users: audience, tasks, needs, information-seeking behavior, experience



The Graph

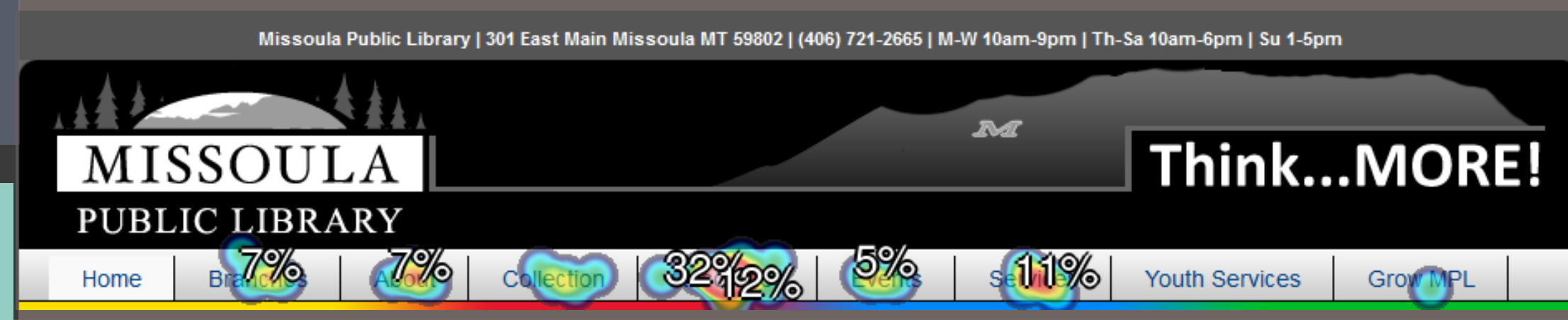


The primary branch groups of the knowledge graph are topical (green), task-based (pink), and header (blue) and footer (purple) content. Concepts are linked via dotted lines between the groupings to facilitate easy access. Note how the pink especially is connected to concepts throughout the graph.

Methods

- Context**
 - Review of administrative notes from a 2011 website redesign
 - Meetings with MPL's stakeholders from Nov 2018 - Mar 2019
- Content**
 - Analyses of current website via PoolParty Semantic Suite
 - Heuristic evaluations following Nielsen's 10
- Users**
 - Participants were recruited via the website and in-house signage. Research was conducted remotely via Chalkmark and OptimalSort
 - 89 participants completed the entire assessment. Sixty-one members of the public and 28 library staff
 - Data was analyzed in Optimal Workshop and in Dedoose coding software

Below: snap shot from a Chalkmark test in Optimal Workshop. Many participants were uncertain about where to find the information.



Deliverables

Recommendations package to MPL's Website Committee including:

Knowledge graph	Sitemap
Content models	Wireframes
Discussion of findings	Raw and curated data from research
Recommended best practices	Annotated bibliography

Impact

- Increasing findability
- Identifying and eliminating ambiguous terms
- Saving the time of the users and library staff
- Enhancing experiences for new and returning users
- Generating benchmark data for future usability research

Acknowledgements

We would like to thank the following for their support in this project:

Stephen Haddad Joleen Jin
 Elizabeth Jonkel Rose Paquet Kinsey
 Honore Bray Matthew Saxton
 Mikyla Veis The Friends of Missoula Public Library
 Bradin Farnworth Optimal Workshop
 Karl Olson

References

Chalkmark and OptimalSort [En]. (2019). Wellington, New Zealand: Optimal Workshop.

Hammerquist, L., & Leedahl, M. (2019). Knowledge Graph of Missoulapubliclibrary.org 2020 [Lucidchart Site Map].

Nielsen, Jakob. "Enhancing the Explanatory Power of Usability Heuristics." Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (1994): 152-58. Web.

Rosenfeld, L., Morville, P., & Arango, J. (2015). Three Circles of Information Architecture. In Information Architecture: for the Web and Beyond (4th ed., p. 32). Sebastopol, CA: O'Reilly.