SHP 2.0: Optimizing Internal Communication at the Worcester Public Library

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The Problem:

The Worcester Public Library (WPL) in Worcester, Massachusetts, has an internal website (intranet) called the Staff Home Page (SHP), and its purpose is to facilitate internal communication and knowledge-sharing. However, this communication method is underutilized, outdated, disorganized, and not intuitive. Internal communication is conducted primarily via email. The absence of an effective, centralized communication and knowledge-sharing channel makes it difficult for staff to access the information they need to meaningfully assist and inform the community.

The Solution:

We delivered a two-phase consultative report to guide redesigning the SHP, detailing:
- researched intranet best practices
- summarized findings from user research with WPL staff
- highlights from a redesigned intranet concept
- recommendations for redesigning the SHP and subsequent rollout
- out-of-scope recommendations curated from staff feedback

Phase 1
User Research

Needs Assessment Survey
- 24 questions relating to SHP usage, usability, and improvements
- 32 responses from staff members from various departments

Interviews
- Five interviews with various department staff (four via Zoom, one in-person) consisting of five open-ended questions relating to SHP usage, usability, and improvements

Findings
- SHP is not intuitive, user-friendly, comprehensive, organized, updated, or used to its full potential
- Suggestions: update content, intuitive layout, uniform departmental information, improved search

To view the full report, scan this QR code.
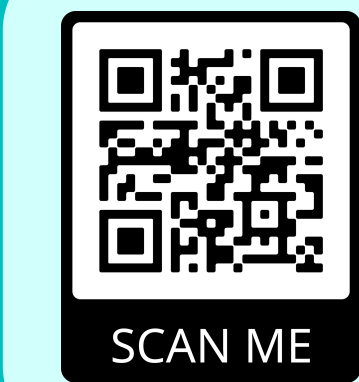
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Phase 2
Recommendations

Intranet Redesign
- Intuitive organization
- Improved search capabilities
- Hierarchical page layout
- Space for staff feedback
- Uniform department page layout

Change Management
- Unfreeze, change, refreeze
- Prepare, manage, reinforce
- Intranet maintenance
- Policies, training, meetings

Organizational Shift Management
- Formation of Intranet Committee
- Content Creation Agreement
- Incorporation of department and library initiatives

Impact
- Uncovered SHP deficiencies
- Framework for SHP redesign and change management
- Improved internal communication = improved community engagement

To view the interactive redesigned intranet concept, visit the following URL on a desktop browser: https://wplintranet.weebly.com/