



SPL.ORG Redesign

NON-USER RESEARCH • Leili Slutz, MLIS 2017

BACKGROUND

To make their website redesign more inclusive, SPL is gathering community input in a number of ways, including this project.

RESEARCH QUESTION

“Who, taking into account language and digital access barriers, currently does not use SPL.org and why?”

QUANTITATIVE RESEARCH

- Survey data on site usage by zip code
- Branch demographics
- Branch selection
- Facilitated paper surveys

QUALITATIVE RESEARCH

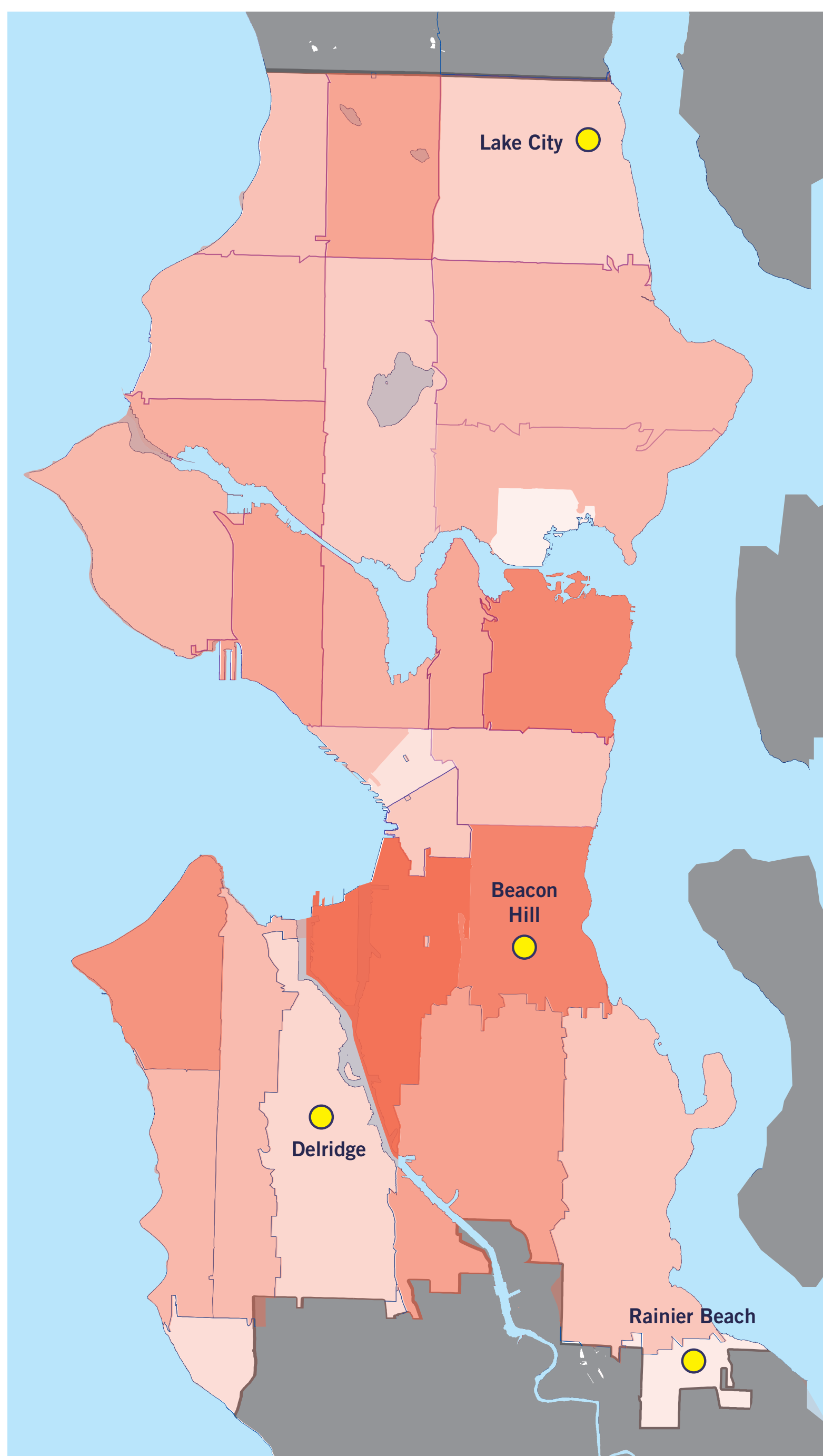
- Intercept interviews
- Interviews with branch librarians

DELIVERABLES

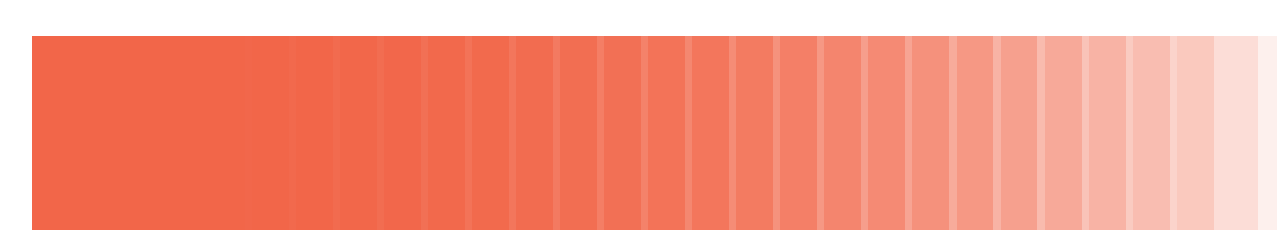
- Findings and design recommendations
- Recommendations for conducting future library research projects

STAKEHOLDERS

- Helen Tapping, Head of SPL Marketing and Online Services
- SPL Website Redesign Committee
- SPL's Race and Social Justice Initiative Workgroup
- Domain7 (design firm)
- Branch managers and library staff
- Community members and patrons



Frequency of use of **spl.org**
by zip code



Highest

Lowest