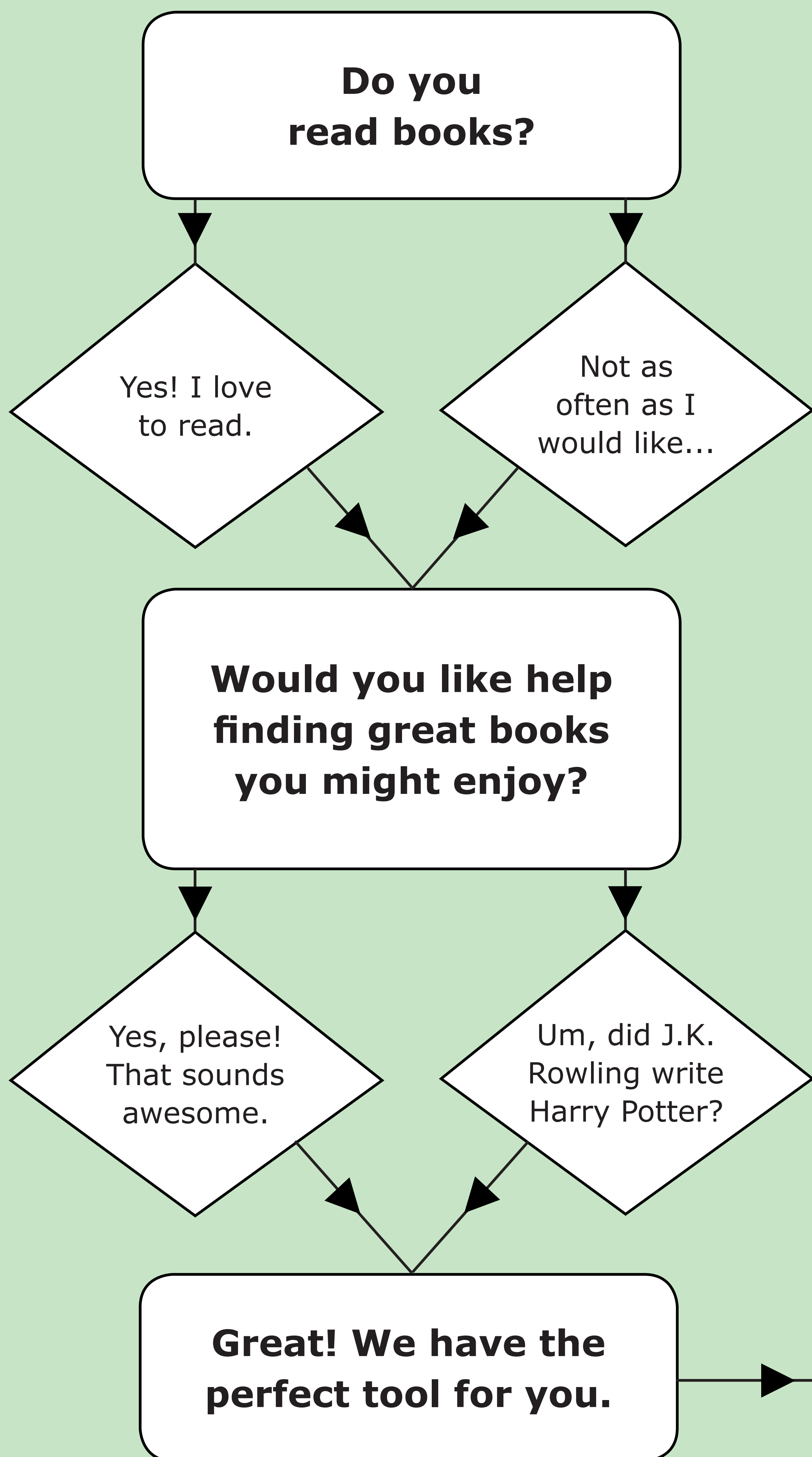



FIND YOUR NEXT FAVORITE BOOK

A DIGITAL READERS' ADVISORY TOOL FOR PUBLIC LIBRARIES



PROBLEM

Modern libraries offer much more than books. However, finding print books and/or books to read for pleasure are still primary reasons Americans visit public libraries.¹




Johannes Jansson/norden.org

Just as librarians help patrons sift through vast amounts of information to find reliable and useful reference resources, public librarians also need a way to quickly provide leisure readers with potential titles that appeal to their personal tastes.

¹Sin and Vakkari, 2015; Pew Research Center, 2015 & 2012

PROCESS




In partnership with my sponsor, the San Jose Public Library, I set out to identify and develop a new, fun way for readers to connect with books from the SJPL collection. Ideally, this new tool would:

- Be **digital**, to reflect the recent trend of patrons relying more on library websites and online catalogs²
- Be **quick** and efficient, to avoid losing patrons' interest
- Add a **personal touch** to set it apart from the algorithm-generated recommendations used by many existing online readers' advisory services

²Pew Research Center, 2014

PRODUCT



Inspired by the layout of decision-making flowcharts, I created a quiz using Javascript, HTML and CSS. The quiz asks users a few short questions about their reading preferences and suggests multiple titles they may enjoy.

I also created instructional and promotional materials to encourage other library staff members in the SJPL system to create readers' advisory quizzes for genres about which they feel particularly knowledgeable or passionate.

POTENTIAL

This quiz is primarily designed to help readers find books that match their interests quickly and easily, but it also reminds users of the other readers' advisory services offered by SJPL, including the library's "5forU" email recommendation service and the NoveList database.

Furthermore, the quiz template can be applied to any library collections or services, such as DVDs, eResources or even public library programs. In this way, this product has the potential to serve the community's needs while simultaneously marketing the library's resources and value to current and potential patrons.



San Jose Public Library/Flickr