

# **Upper Sandusky Community Library Website**

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*Information Architecture II*

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## Introduction

This document is a final report of the *Upper Sandusky Community Library* website information architecture project.

## Overview

Upper Sandusky Community Library had noticed that users are having difficulties finding what they need on their website. They had reached out in hopes that we can provide expertise in this space to provide recommendations on how to rework their site so users can easily find what they're looking for.

During the duration of this project, we conducted user research to identify target personas and supported tasks, performed a content analysis of the current site to determine what content is missing or needs to be reworked or removed, created a site map and wireframes of the new redesign, and tested the redesign using Treejack and Chalkmark usability testing tools. The list of deliverables and full project timeline are below.

## Deliverables

Project Deliverables	
Deliverable	Week
User research report	3
Content analysis	4
Chosen classification scheme and rationale	4
Sitemap	4
Short report	5
Wireframes	6
Final report (project work performed - user research, persona/task table, sitemap, wireframes)	7

## Timeline

Project Timeline							
Activity	Week						
	1	2	3	4	5	6	7
Project Kickoff	X						
Conduct interviews with library users and employees		X					
Conduct literature search		X					
Draft user research report		X					
Revise and finalize user research report			X				
Perform content analysis				X			
Choose primary classification scheme				X			
Create draft sitemap				X			
Revise and finalize content analysis, classification scheme and rationale, and sitemap				X			
Write tasks to be tested in new redesign					X		
Recruit participants and conduct test sessions					X		
Analyze data and revise design					X		
Document results in short report					X		

Create wireframes representing labeling and taxonomy						X	
Revise wireframe sketches						X	
Conduct navigation test sessions						X	
Evaluate results and make final revisions							X
Create final report							X

## User Research

The user research conducted for this project helped us determine the target audience and tasks when designing the new information architecture of the site. We conducted face-to-face interviews and performed a literature search to find out more about the type of users libraries attract and what kind of things they do in the library. Face-to-face interviews were conducted with three individuals – two librarians and one library user. (See Appendix I for research protocol used for the interviews.)

The results of the face-to-face interviews are depicted in the tables below.

Top Library User Priorities by Interviewee			
Interviewee	1 <sup>st</sup> Priority	2 <sup>nd</sup> Priority	3 <sup>rd</sup> Priority
Technology Librarian	Being able to find information about clubs and upcoming programs	Being able to find and check out library materials	Information on the vision of the library (who we want to be)
Business Librarian	Find and sign up for upcoming programs for kids	Finding and/or checking out library materials	Information on how to use library-specific technology
Library User	Being able to search the library catalog	Find information about upcoming programs	Basic library contact information

Top Audiences by Interviewee (Librarians Only)		
Interviewee (librarians only)	Audience	Top Audience Task
Technology Librarian	Parents with young children	Find/Sign up for clubs and upcoming programs
	High school students	Find/check out materials for research
	Adults 50+ years of age	Find/check out materials Accessing library-specific information
Business Librarian	Moms with young children	Find/Sign up for programs
	High school students	Find/Check out materials for research
	Older/Low income adults	Find/Check out materials Accessing library-specific information

## Personas

The below table depicts our recommendations for target audiences that should be taken into consideration when redesigning the website. These were determined during the user research phase of the project.

Recommended Personas to Support			
Persona Name	Primary Persona	Secondary Persona	Description
Ellen	x		<b><i>Soccer mom who has young, elementary school-aged children:</i></b> She wants her children to develop strong reading skills and continue to grow and learn, especially during summer breaks. She needs to be able to quickly and easily search and sign up for clubs and upcoming programs for her kids
Simon	x		<b><i>Student in a local high school:</i></b> He is often working on a research assignment for school, so he needs to be able to easily search and find the materials he needs that pertain to his research assignments.
Ned		x	<b><i>Adult in their 50s who has low income:</i></b> Does not have a computer at home; typically comes to the library to research interesting topics for fun or search for general library information.

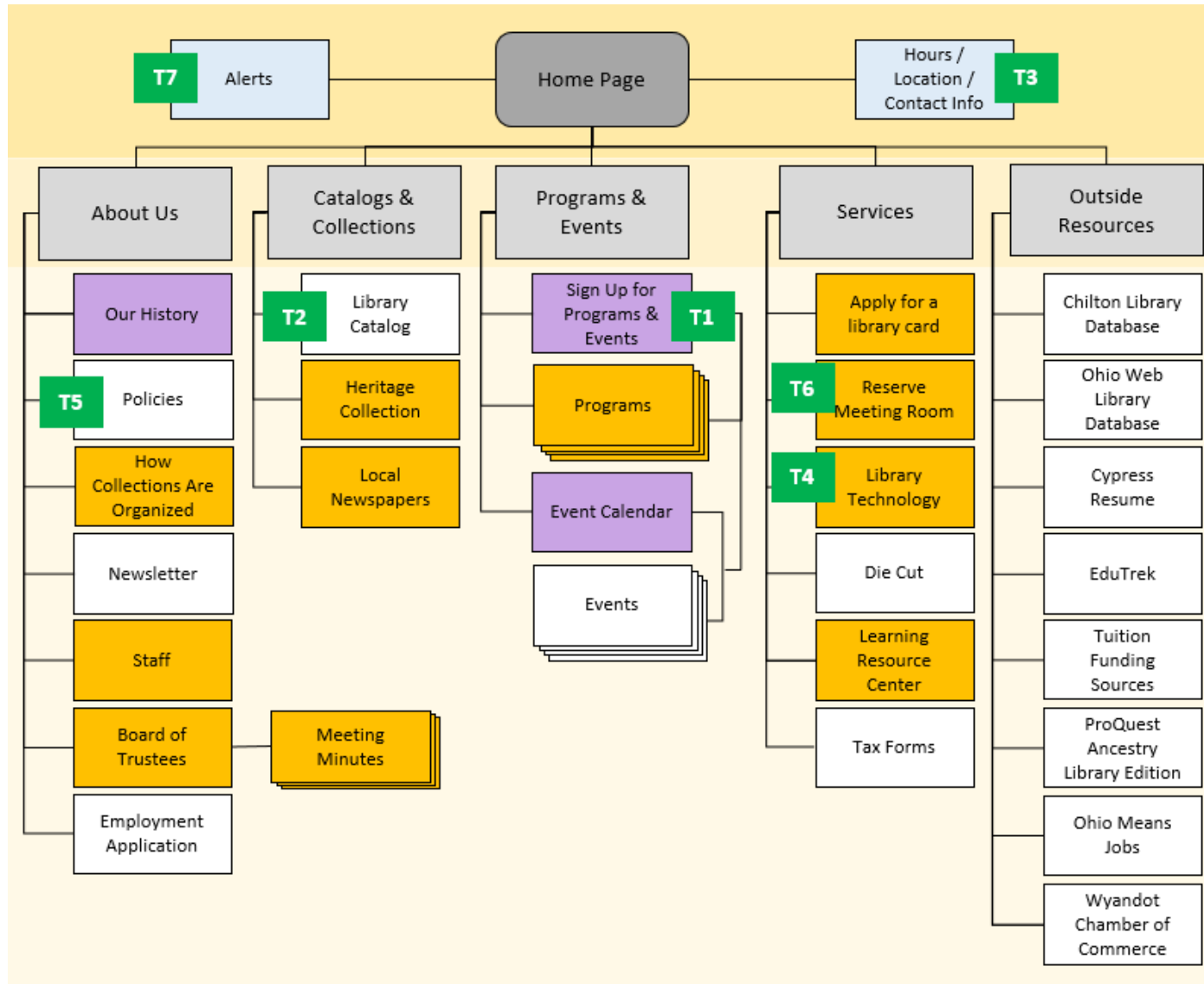
## Task Priorities

The table below depicts our recommendations for supported tasks and priorities for the website redesign. These were determined during the user research phase of this project.

Recommended Tasks to Support				
Task	Priority	Persona		
		Ellen	Simon	Ned
Sign up for an event or program at the library	High	x		
Find/Check out library materials	High		x	x
Find contact information	Medium	x		x
Find library specific technology information	Medium		x	x
Find policies	Medium	x		x
Reserve rooms	Low		x	
Check for alerts (e.g. power outage)	Low	x	x	

## Site Map

Below is the final site map of the redesign. See next page for site map key and supported tasks.



Supported Tasks		
Task	Priority	#
Sign up for an event or program at the library	High	T1
Find/Check out library materials	High	T2
Find contact information	Medium	T3
Find information on technology services at the library	Medium	T4
Find library policies	Medium	T5
Reserve meeting rooms	Low	T6
Check for alerts (e.g. power outage)	Low	T7

Site Map Key	
	Home Page (Landing Page)
	Top Navigation
	Sub Navigation
	Other Home Page Element
	Missing Content
	Content to Rework/Repurpose
	Task Access Point

A Treejack test was performed during Week 5 of the project to test the new information architecture for the site, which is depicted in the site map. (See Appendix III for full results of Treejack tests.) There were a total of 8 participants, and each participant completed 7 tasks. The results were analyzed, and a couple of changes were made to the site map based off those results. Here are the changes that were made:

- “Library Technology” link under the “About Us” top navigation label was moved under the “Services” top navigation label
- “Meeting Rooms” under the “Services” top navigation label was renamed “Reserve Meeting Room”

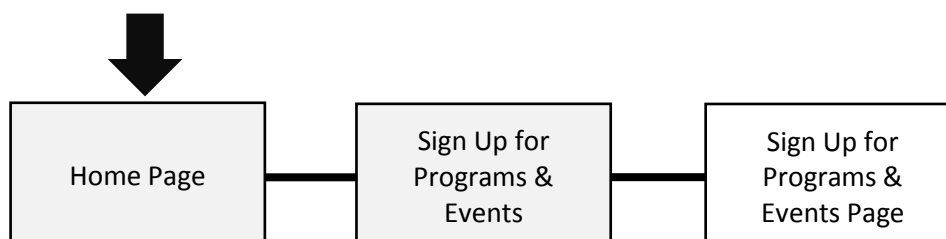
## Navigation Structure

An ambiguous **topical** classification scheme is used as the primary organizational structure of the new redesign, particularly in the top navigation. Topical schemes involve organizing content into buckets/categories. The contents from the old site could easily be grouped into similar subject areas, which made it a great candidate for a topical scheme. Alphabetical and chronological schemes are used as secondary schemes in some areas. All supported tasks can be accessed from the home page with no redundant access points, except if the user chooses to utilize the search feature.

## Workflows & Wireframes

The final workflows and wireframes in this document only depict *high* priority tasks. Chalkmark tests were conducted to test the new design using drafted wireframes. There were a total of 4 participants, and each participant completed 4 tasks. There was a 100% success rate amongst all participants, so no changes were made to the design. (See Appendix IV for full results of Chalkmark tests.)

[Sign up for an event or program at the library](#)

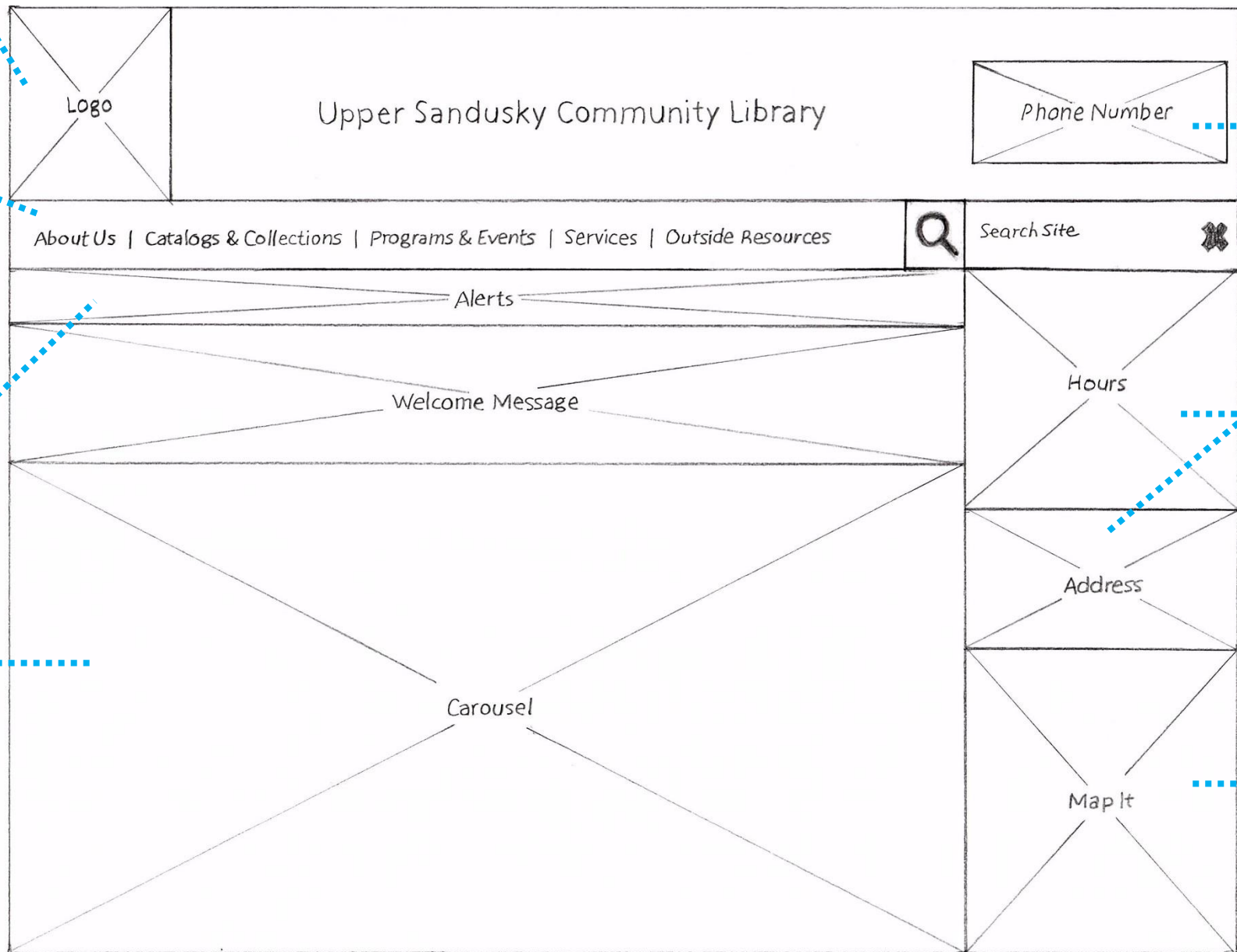


Clicking the library logo will take users back to the home page

Topical organization scheme used in top navigation

Alerts could include a library power outage, etc.

Carousel could include news stories, upcoming events, or other library advertising

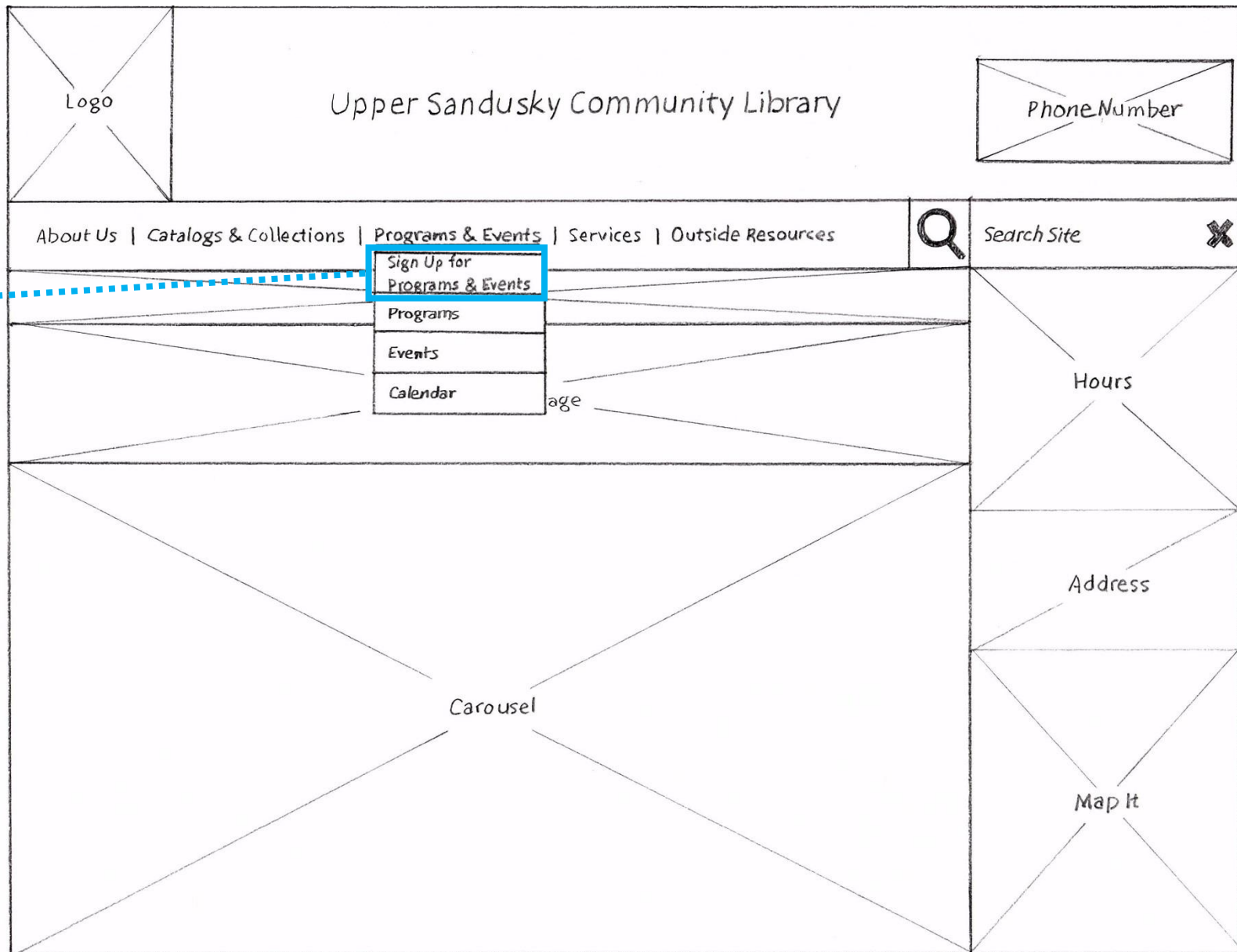


Contact info always visible

Library hours and address always visible

Allows user to see library location on a map





Once clicked, user will be directed to "Sign Up for Programs & Events" page

Logo

Upper Sandusky Community Library

Phone Number

[About Us](#) | [Catalogs & Collections](#) | [Programs & Events](#) | [Services](#) | [Outside Resources](#)

Q

Search Site

X

Sign Up for Programs & Events

☐ Program
 ☐ Event

Q

Find program or event

X

From

DD/MM/YYYY

To

DD/MM/YYYY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Program/Event Name	Start Date / Time	End Date / Time

Sign Up

Sign Up

Sign Up

Sign Up

Sign Up

Sign Up

Sign Up

View Full Calendar

Hours

Address

Map It

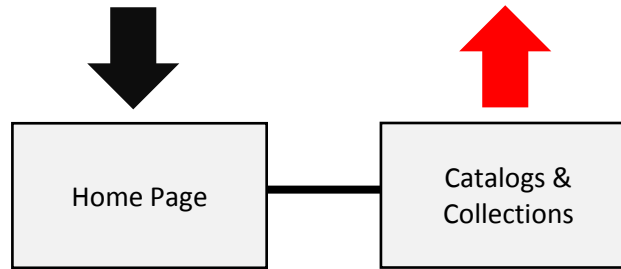
Underlined label shows user where they are in the information architecture

User can choose to sort alphabetically, which represents an alphabetical organization scheme

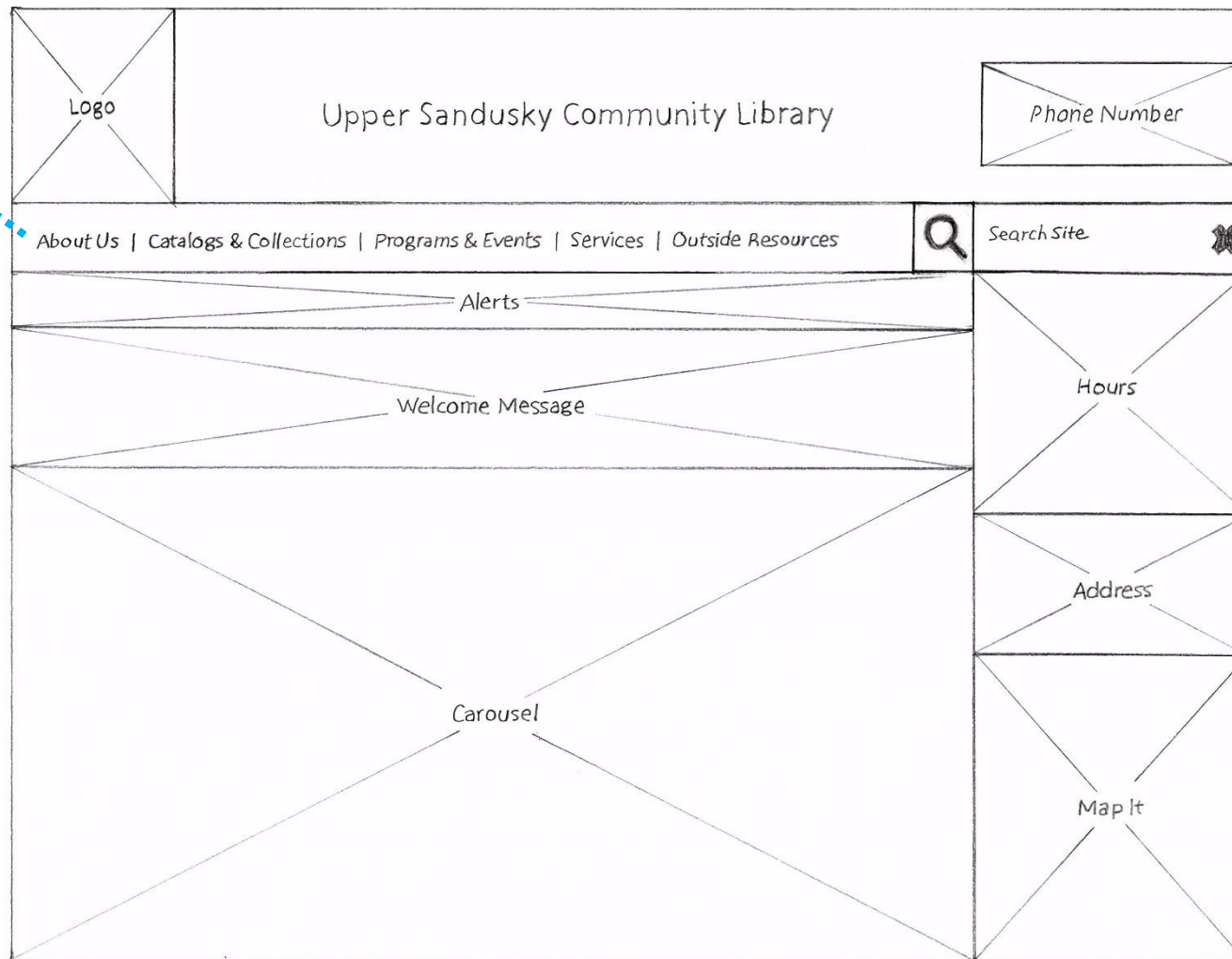
Events and programs ordered by start date as default, which represents a chronological organization scheme.

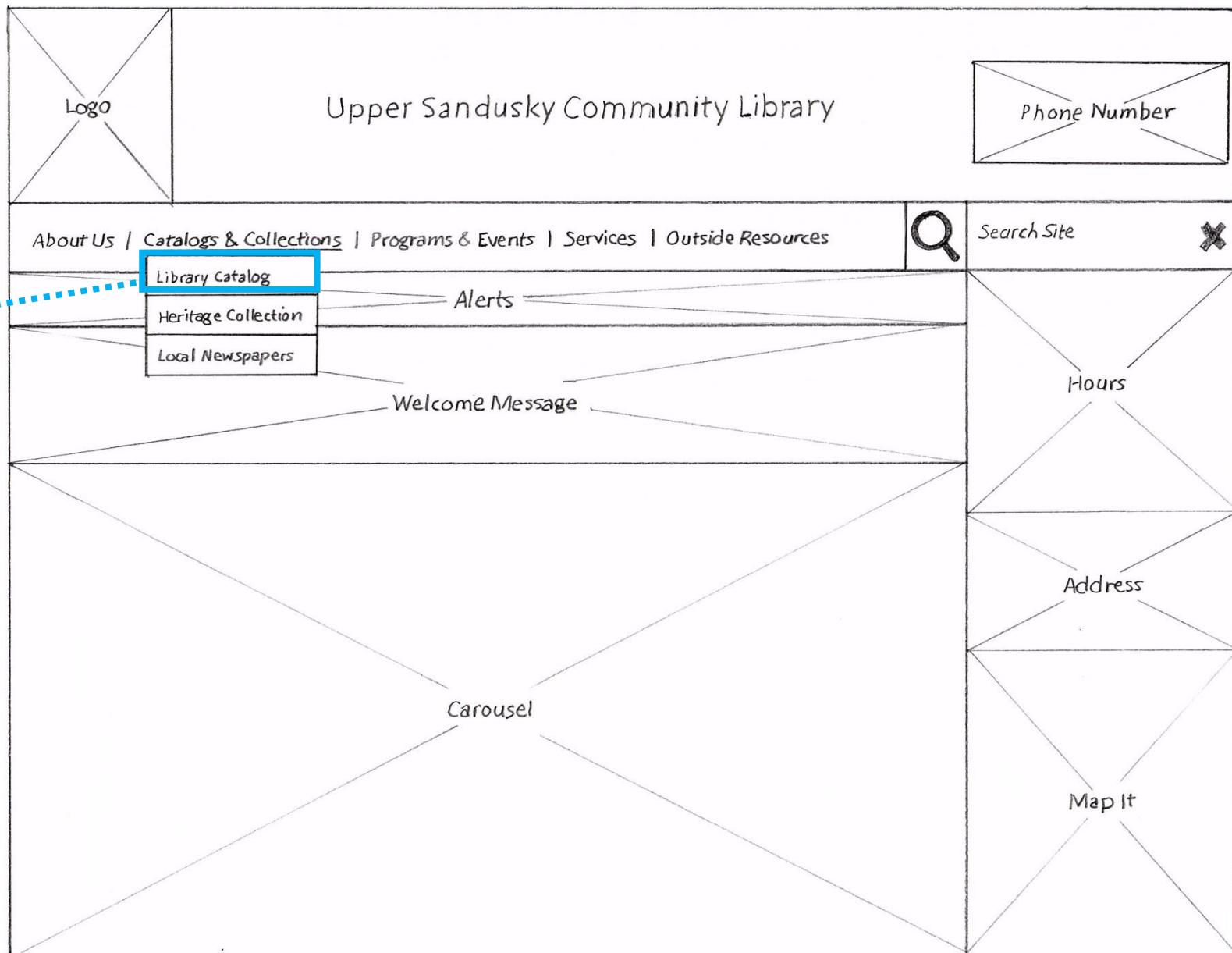
User clicks "Sign Up" button next to event or program they want to sign up for

Find/Check out library materials



Topical organization scheme used in top navigation





Once clicked, user will be directed to different site where catalogs and collections currently reside.

## Appendix I – Research Protocol (Week 2)

### Introduction

Thank you for taking the time to meet with me today. I'm working on a user experience project for my Master's Degree at Kent State University that I'm hoping you can help me with.

Our class has been provided with a website for a library in Ohio. Our project involves learning and understanding library users and build a new information architecture/organization design for the site. What I need help with today is the learning and understanding users piece. I'm going to first ask a few background questions, then I'll dive into more library-specific questions. The more details the better, so try to be as descriptive as possible. If you think of any user-related stories while I'm asking questions, please share!

Do you have any questions for me?

### Librarian (Stakeholder) Questions

#### Background

1. Describe your background (what do you currently do, what experience do you have previously)
2. Describe your typical day (at a library)
3. What are your life goals? (Where do you see yourself in the next 10 years? 20 years? Etc.)

#### Library Specific

4. What are some reasons/common tasks you find users come to the library? (top 3)
5. What types of users do you see most often in the library? What does each user do?
6. What kind of questions do you get asked, and by whom? Can the answers to these questions be found on the library website?
7. What type of information can be found on the library website (or what can't be found)?
8. Do you get any questions pertaining to the library website? If so, what kind of questions do they ask? If not, why is that and what kind of questions might they ask?
9. Why do you think users use the library website? How are they using it (common tasks)? What type of information are they looking for on the site? What content do users seem to need most?
10. Would you consider library users tech savvy? Explain.
11. How are materials/content currently organized?

Go to library site (<http://www.upper-sandusky.lib.oh.us/>)

12. What information (if any) do you find useful on the site? Not useful?
13. Is there anything you would change on the site? Explain.
14. What is one (or two) things that you would like to see added to the website?
15. Are there any library user experiences that really stuck out to you?
16. Any other comments you'd like to add?

## User Questions

### Background

1. Describe your background (what do you currently do, hobbies, etc.)
2. Describe your typical day
3. What are your life goals?

### Library Specific

4. What are some reasons you have gone, or might go, to the library?
5. What would you expect to see on a library website?
6. Have you gone to a library's website before? If so, what did you like about it? Not like about it?

Go to library website (<http://www.upper-sandusky.lib.oh.us/>)

7. What information (if any) do you find useful on the site? Not useful?
8. Is there anything you would change on the site? Explain.
9. What is one (or two) things that you would like to see added to the website?



## Appendix II - Full Content Analysis (Week 4)

Link Text	Link URL	Page	Header	Location on Page	Document?	Image?
Click here for additional information.	<a href="http://www.upper-sandusky.lib.oh.us/FramePages/FrameTaxForms.htm">http://www.upper-sandusky.lib.oh.us/FramePages/FrameTaxForms.htm</a>	News & Information	Information	Body	No	No
Click here for form	<a href="http://www.upper-sandusky.lib.oh.us/PDFs/MeetingRoomApplication.pdf">http://www.upper-sandusky.lib.oh.us/PDFs/MeetingRoomApplication.pdf</a>	Our Library	Use of the Library	Body	Yes	No
Click here to fill out and print our Employment Application	<a href="http://www.upper-sandusky.lib.oh.us/PDFs/Employment%20application%20Fillable.pdf">http://www.upper-sandusky.lib.oh.us/PDFs/Employment%20application%20Fillable.pdf</a>	News & Information	News	Body	No	No
Community Links	<a href="http://www.uppersanduskychamber.com/">http://www.uppersanduskychamber.com/</a>	Home	None	Top Nav	No	No
Cypress Resume	<a href="http://www.cypressresume.com/index.php?c=uppersanduskycommunitylibrary">http://www.cypressresume.com/index.php?c=uppersanduskycommunitylibrary</a>	Home	Resources	Right Side	No	Yes
download and print the logs	<a href="http://www.upper-sandusky.lib.oh.us/PDFs/1000%20Books%20Before%20Kindergarten.pdf">http://www.upper-sandusky.lib.oh.us/PDFs/1000%20Books%20Before%20Kindergarten.pdf</a>	News & Information	News	Body	No	No
EduTrek	<a href="http://www.edutrek.com/">http://www.edutrek.com/</a>	News & Information	Information	Body	No	No
Ellison Room	<a href="http://www.upper-sandusky.lib.oh.us/Ellison.htm">http://www.upper-sandusky.lib.oh.us/Ellison.htm</a>	Our Collection	None	Top	No	Yes
Heritage Room	<a href="http://www.upper-sandusky.lib.oh.us/Heritage.htm">http://www.upper-sandusky.lib.oh.us/Heritage.htm</a>	Our Collection	None	Top	No	Yes
Home	<a href="http://www.upper-sandusky.lib.oh.us/Index.htm">http://www.upper-sandusky.lib.oh.us/Index.htm</a>	Home	None	Top Nav	No	No
Library Catalog	<a href="https://ohio.ent.sirsi.net/client/usc">https://ohio.ent.sirsi.net/client/usc</a>	Home	Resources	Right Side	No	Yes
Library Newsletter	<a href="http://www.upper-sandusky.lib.oh.us/PDFs/Newsletter.pdf">http://www.upper-sandusky.lib.oh.us/PDFs/Newsletter.pdf</a>	Home	Our Library	Left Nav	Yes	No
Library Staff & Board	<a href="http://www.upper-sandusky.lib.oh.us/Board.htm">http://www.upper-sandusky.lib.oh.us/Board.htm</a>	Home	None	Top Nav	No	No
Monday - Thursday: 9:00am to 8:30pm... Sunday: Closed	<a href="http://www.upper-sandusky.lib.oh.us/Hours.htm">http://www.upper-sandusky.lib.oh.us/Hours.htm</a>	Home	None	Top Banner	No	Yes
Ohio Web Library Database	<a href="http://www.ohioweblibrary.org/">http://www.ohioweblibrary.org/</a>	Home	Resources	Right Side	No	Yes
ProQuest Ancestry Library Edition	<a href="http://www.ancestrylibrary.com/default.aspx">http://www.ancestrylibrary.com/default.aspx</a>	News & Information	Information	Body	No	No
Teen Advisory Board (T.A.B.)	<a href="http://www.upper-sandusky.lib.oh.us/TAB.htm">http://www.upper-sandusky.lib.oh.us/TAB.htm</a>	Home	Our Library	Left Nav	No	No
TuitionFundingSources.com	<a href="http://www.tuitionfundingsources.com/?library=OhioLib">http://www.tuitionfundingsources.com/?library=OhioLib</a>	News & Information	Information	Body	No	No
View & Do Chinese Tangram	<a href="http://www.upper-sandusky.lib.oh.us/TABGraphics/VIEWDOChina.pdf">http://www.upper-sandusky.lib.oh.us/TABGraphics/VIEWDOChina.pdf</a>	Teen Advisory Board (TAB)	None	Top	Yes	Yes
View & Do Guatemala Worry Dolls	<a href="http://www.upper-sandusky.lib.oh.us/TABGraphics/VIEWDOGuatemala.pdf">http://www.upper-sandusky.lib.oh.us/TABGraphics/VIEWDOGuatemala.pdf</a>	Teen Advisory Board (TAB)	None	Top	Yes	Yes
View Database (ChiltonLibrary.com)	<a href="http://access.gale.com/cgi-bin/widgets/v2/search.pl?id=36409__upp570&amp;prod=CHLL&amp;host=&amp;pub=&amp;dir=chll&amp;click=1&amp;test=&amp;key=">http://access.gale.com/cgi-bin/widgets/v2/search.pl?id=36409__upp570&amp;prod=CHLL&amp;host=&amp;pub=&amp;dir=chll&amp;click=1&amp;test=&amp;key=</a>	Home	Our Library	Left Side	No	Yes
Web Egypt Quest	<a href="http://www.upper-sandusky.lib.oh.us/TABGraphics/WEBQUESTegypt.pdf">http://www.upper-sandusky.lib.oh.us/TABGraphics/WEBQUESTegypt.pdf</a>	Teen Advisory Board (TAB)	None	Top	Yes	Yes
Web Japan Quest	<a href="http://www.upper-sandusky.lib.oh.us/TABGraphics/WEBQUESTjapan.pdf">http://www.upper-sandusky.lib.oh.us/TABGraphics/WEBQUESTjapan.pdf</a>	Teen Advisory Board (TAB)	None	Top	Yes	Yes
www.ohiomeansjobs.com	<a href="http://www.ohiomeansjobs.com/">http://www.ohiomeansjobs.com/</a>	News & Information	Information	Body	No	No








Link Text	Link URL	Page	Header	Location on Page	Document?	Image?
After School Action Hour	<a href="http://www.upper-sandusky.lib.oh.us/ASAH.htm">http://www.upper-sandusky.lib.oh.us/ASAH.htm</a>	Home	Our Library	Left Nav	No	No
Click here for more information about the Common Readers Book Club	<a href="http://www.upper-sandusky.lib.oh.us/CRD.htm">http://www.upper-sandusky.lib.oh.us/CRD.htm</a>	Programs & Events	Common Readers Book Group	Body	No	No
Board Meeting Minutes	<a href="http://www.upper-sandusky.lib.oh.us/BoardMinutes.htm">http://www.upper-sandusky.lib.oh.us/BoardMinutes.htm</a>	Board	None	Top	No	No
Click here for list of recent additions to the die cut collection	<a href="http://www.upper-sandusky.lib.oh.us/DiesAdded.htm">http://www.upper-sandusky.lib.oh.us/DiesAdded.htm</a>	Ellison Room	Die Cut Selection	Body	No	No
Click here to review procedures	<a href="http://www.upper-sandusky.lib.oh.us/PDFs/Me">http://www.upper-sandusky.lib.oh.us/PDFs/Me</a>	Our Library	Use of the Library	Body	Yes	No
Common Readers Book Club	<a href="http://www.upper-sandusky.lib.oh.us/FramePages/FramePrograms.htm#Common_Readers">http://www.upper-sandusky.lib.oh.us/FramePages/FramePrograms.htm#Common_Readers</a>	Programs & Events	None	Top	No	Yes
Ellison Room - die cut collection	<a href="http://www.upper-sandusky.lib.oh.us/Collection/ellison.htm">http://www.upper-sandusky.lib.oh.us/Collection/ellison.htm</a>	Our Library	Use of the Library	Body	No	No
How to Location items in our collection	<a href="http://www.upper-sandusky.lib.oh.us/FramePages/FrameOurCollection.htm#How_do_I_obtain_the_Dewey_Decimal_Classification_Number:">http://www.upper-sandusky.lib.oh.us/FramePages/FrameOurCollection.htm#How_do_I_obtain_the_Dewey_Decimal_Classification_Number:</a>	Our Collection	None	Top	No	Yes
Learning Resource Center	<a href="http://www.upper-sandusky.lib.oh.us/FramePages/FrameOurCollection.htm#Learning_Resource_Center:">http://www.upper-sandusky.lib.oh.us/FramePages/FrameOurCollection.htm#Learning_Resource_Center:</a>	Our Collection	None	Top	No	Yes
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Library services & more	<a href="http://www.upper-sandusky.lib.oh.us/FramePages/FrameOurLibrary.htm#Library_Services">http://www.upper-sandusky.lib.oh.us/FramePages/FrameOurLibrary.htm#Library_Services</a>	Our Library	None	Top	No	Yes
Link to Newspaper Holdings page	<a href="http://www.upper-sandusky.lib.oh.us/Newspapers.htm">http://www.upper-sandusky.lib.oh.us/Newspapers.htm</a>	Our Collection	Collection Holdings	Body	No	No
Link to Software Program Holdings page	<a href="http://www.upper-sandusky.lib.oh.us/Software.htm">http://www.upper-sandusky.lib.oh.us/Software.htm</a>	Our Collection	Collection Holdings	Body	No	No
Minutes From Previous Years	<a href="http://www.upper-sandusky.lib.oh.us/BoardPastYears.htm">http://www.upper-sandusky.lib.oh.us/BoardPastYears.htm</a>	Board	None	Top	No	No
News & Info	<a href="http://www.upper-sandusky.lib.oh.us/N&amp;I.htm">http://www.upper-sandusky.lib.oh.us/N&amp;I.htm</a>	Home	None	Top Nav	No	No
OPLIN/Internet Access Policy Agreement	<a href="http://www.upper-sandusky.lib.oh.us/FramePages/FrameOurLibrary.htm#OPLIN">http://www.upper-sandusky.lib.oh.us/FramePages/FrameOurLibrary.htm#OPLIN</a>	Our Library	Library Card	Body	No	No
Our Collection	<a href="http://www.upper-sandusky.lib.oh.us/Collection.htm">http://www.upper-sandusky.lib.oh.us/Collection.htm</a>	Home	Our Library	Left Nav	No	No
Our Library	<a href="http://www.upper-sandusky.lib.oh.us/OurLibrary.htm">http://www.upper-sandusky.lib.oh.us/OurLibrary.htm</a>	Home	Our Library	Left Nav	No	No
Programs & Events	<a href="http://www.upper-sandusky.lib.oh.us/Programs&amp;Events.htm">http://www.upper-sandusky.lib.oh.us/Programs&amp;Events.htm</a>	Home	Our Library	Left Nav	No	No
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use of the Library	<a href="http://www.upper-sandusky.lib.oh.us/FramePages/FrameOurLibrary.htm#Use_Of_the_Library">http://www.upper-sandusky.lib.oh.us/FramePages/FrameOurLibrary.htm#Use_Of_the_Library</a>	Our Library	None	Top	No	Yes
Click here for exceptions to the schedle reflected in the Newsletter	<a href="http://www.upper-sandusky.lib.oh.us/PDFs/Newsletter.pdf">http://www.upper-sandusky.lib.oh.us/PDFs/Newsletter.pdf</a>	Story Time	None	Body	Yes	No
Click Here For Our Collection of All Available Die Cut Shapes	<a href="http://www.upper-sandusky.lib.oh.us/DieCutSelection.htm">http://www.upper-sandusky.lib.oh.us/DieCutSelection.htm</a>	Ellison Room	Die Cut Selection	Body	No	No
Click on the this link to access the library catalog's Best Seller List	<a href="http://seoipac.seo.lib.oh.us/ipac20/ipac.jsp?session=11577P5EO2286.8809&amp;profile=usc&amp;menu=tab6&amp;ts=1157745581884#focus">http://seoipac.seo.lib.oh.us/ipac20/ipac.jsp?session=11577P5EO2286.8809&amp;profile=usc&amp;menu=tab6&amp;ts=1157745581884#focus</a>	Programs & Events	New Materials & readers Choice	Body	No	No
Click on the this link to access the library newsletter with the most current information	<a href="http://www.upper-sandusky.lib.oh.us/PDFs/Newsletter.pdf">http://www.upper-sandusky.lib.oh.us/PDFs/Newsletter.pdf</a>	Programs & Events	Current Programs & Events	Body	Yes	No







Link Text	Link URL	Page	Header	Location on Page	Document?	Image?
Collection Holdings	<a href="http://www.upper-sandusky.lib.oh.us/FramePages/FrameOurCollection.htm#Collection_Holdings">http://www.upper-sandusky.lib.oh.us/FramePages/FrameOurCollection.htm#Collection_Holdings:</a>	Our Collection	None	Top	No	Yes
Common Readers Discussion	<a href="http://www.upper-sandusky.lib.oh.us/CRD.htm">http://www.upper-sandusky.lib.oh.us/CRD.htm</a>	Home	Our Library	Left Nav	No	No
Current Programs & Events	<a href="http://www.upper-sandusky.lib.oh.us/FramePages/FramePrograms.htm#Current">http://www.upper-sandusky.lib.oh.us/FramePages/FramePrograms.htm#Current</a>	Programs & Events	None	Top	No	Yes
Current Programs & Events	<a href="http://www.upper-sandusky.lib.oh.us/Programs&amp;Events.htm">http://www.upper-sandusky.lib.oh.us/Programs&amp;Events.htm</a>	Common Readers Discussion	None	Body	No	No
Directions	<a href="http://www.upper-sandusky.lib.oh.us/Directions.htm">http://www.upper-sandusky.lib.oh.us/Directions.htm</a>	Home	None	Top Nav	No	No
Ellison Room	<a href="http://www.upper-sandusky.lib.oh.us/Ellison.htm">http://www.upper-sandusky.lib.oh.us/Ellison.htm</a>	Home	Our Library	Left Nav	No	No
For an interactive map and directions to the library click here!	<a href="http://atlas.mapquest.com/maps/map.adp?address=301%20n%20sandusky%20ave&amp;city=Upper%20Sandusky&amp;state=OH&amp;zoom=9&amp;style=2">http://atlas.mapquest.com/maps/map.adp?address=301%20n%20sandusky%20ave&amp;city=Upper%20Sandusky&amp;state=OH&amp;zoom=9&amp;style=2</a>	Directions	None	Top	No	No
Heritage Room	<a href="http://www.upper-sandusky.lib.oh.us/Heritage.htm">http://www.upper-sandusky.lib.oh.us/Heritage.htm</a>	Home	Our Library	Left Nav	No	No
Hours	<a href="http://www.upper-sandusky.lib.oh.us/Hours.htm">http://www.upper-sandusky.lib.oh.us/Hours.htm</a>	Home	None	Top Nav	No	No
IdentifyTheft.gov	<a href="https://identitytheft.gov/">https://identitytheft.gov/</a>	News & Information	Information	Body	No	No
Link to Ellison Room page	<a href="http://www.upper-sandusky.lib.oh.us/Ellison.htm">http://www.upper-sandusky.lib.oh.us/Ellison.htm</a>	Our Collection	Collection Holdings	Body	No	No
Link to Heritage Room (Genealogy & Local History) page	<a href="http://www.upper-sandusky.lib.oh.us/Heritage.htm">http://www.upper-sandusky.lib.oh.us/Heritage.htm</a>	Our Collection	Collection Holdings	Body	No	No
Link to Our Library page	<a href="http://www.upper-sandusky.lib.oh.us/OurLibrary.htm">http://www.upper-sandusky.lib.oh.us/OurLibrary.htm</a>	Our Collection	Collection Holdings	Body	No	No
My Voter Information	<a href="http://voterlookup.sos.state.oh.us/voterlookup.aspx">http://voterlookup.sos.state.oh.us/voterlookup.aspx</a>	Home	Resources	Right Side	No	Yes
New Materials & Readers Choice	<a href="http://www.upper-sandusky.lib.oh.us/FramePages/FramePrograms.htm#New_Materials">http://www.upper-sandusky.lib.oh.us/FramePages/FramePrograms.htm#New_Materials</a>	Programs & Events	None	Top	No	Yes
News and Information	<a href="http://www.upper-sandusky.lib.oh.us/N&amp;I.htm">http://www.upper-sandusky.lib.oh.us/N&amp;I.htm</a>	Home	Our Library	Left Side	No	Yes
Ohio Means Jobs	<a href="https://ohiomeansjobs.com/omj/">https://ohiomeansjobs.com/omj/</a>	News & Information	Information	Body	No	No
Upcoming Reads in 2015	<a href="http://www.upper-sandusky.lib.oh.us/PDFs/Common%20Readers%202015.pdf">http://www.upper-sandusky.lib.oh.us/PDFs/Common%20Readers%202015.pdf</a>	Common Readers Discussion	None	Body	Yes	No
www.ohioheretohelp.com	<a href="http://www.ohioheretohelp.com/">http://www.ohioheretohelp.com/</a>	News & Information	Information	Body	No	No
www.OhioHeretoHelp.com	<a href="http://www.ohioheretohelp.com/">http://www.ohioheretohelp.com/</a>	News & Information	Information	Body	No	No
www.ohioheretohelp.com (2)	<a href="http://www.ohioheretohelp.com/">http://www.ohioheretohelp.com/</a>	News & Information	Information	Body	No	No

### Appendix III – Uncut Treejack Results (Week 5)

Tasks Tested	
#	Task
1	Find where you'd go to check out materials for research
2	Find where you'd go to sign up for an event at the library
3	Find where you'd go to sign up for an event at the library
4	Find library policies
5	Find information on library-specific technology
6	Find where you'd go to reserve a meeting room at the library
7	Find where you'd go to apply for a library card

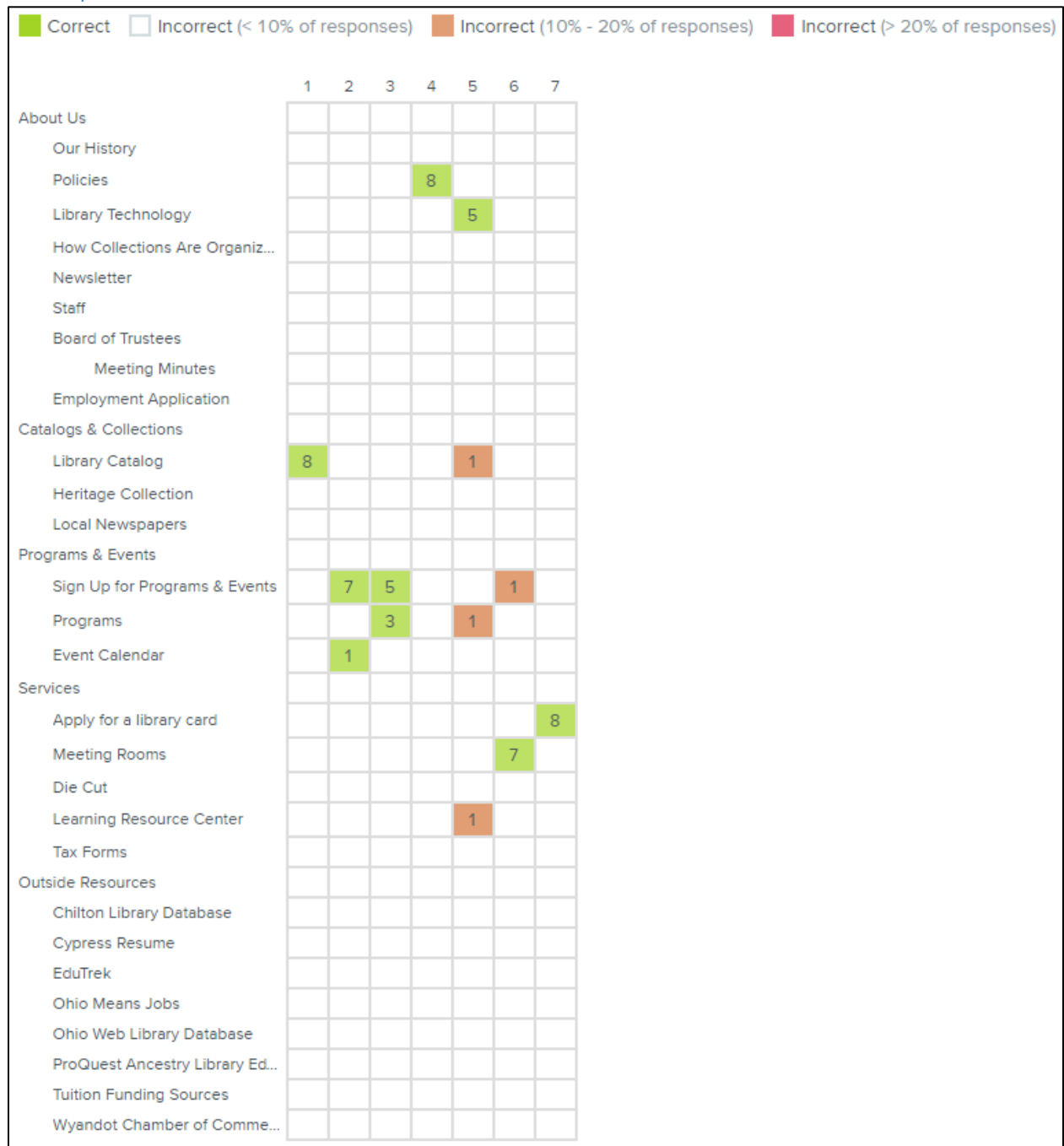
Overall Task Success Rates	
#	Success Rate
1	
2	
3	
4	
5	
6	
7	

Key	
	Direct Success
	Indirect Success
	Indirect Failure
	Direct Failure

## First Click

1. Find where you'd go to check out materials for research		
Label (Navigation)	Visited First	Visited During
About Us	0%	13%
<b>Catalogs &amp; Collections</b>	75%	100%
Programs & Events	0%	25%
Services	13%	50%
Outside Resources	13%	50%
2. Find where you'd go to sign up for an event at the library		
Label (Navigation)	Visited First	Visited During
About Us	0%	0%
Catalogs & Collections	0%	0%
<b>Programs &amp; Events</b>	100%	100%
Services	0%	0%
Outside Resources	0%	0%
3. Find where you'd go to sign up for a summer program at the library		
Label (Navigation)	Visited First	Visited During
About Us	0%	0%
Catalogs & Collections	0%	0%
<b>Programs &amp; Events</b>	88%	100%
Services	13%	13%
Outside Resources	0%	0%
4. Find library policies		
Label (Navigation)	Visited First	Visited During
<b>About Us</b>	75%	100%
Catalogs & Collections	0%	0%
Programs & Events	0%	0%
Services	25%	25%
Outside Resources	0%	0%
5. Find information on library-specific technology		
Label (Navigation)	Visited First	Visited During
<b>About Us</b>	13%	63%
Catalogs & Collections	13%	50%
Programs & Events	0%	13%
Services	63%	63%
Outside Resources	13%	25%
6. Find where you'd go to reserve a meeting room at the library		
Label (Navigation)	Visited First	Visited During
About Us	0%	0%
Catalogs & Collections	0%	0%
Programs & Events	25%	25%
<b>Services</b>	75%	88%
Outside Resources	0%	0%
7. Find where you'd go to apply for a library card		
Label (Navigation)	Visited First	Visited During
About Us	0%	0%
Catalogs & Collections	0%	0%
Programs & Events	0%	0%
<b>Services</b>	100%	100%
Outside Resources	0%	0%

## Participant Destinations



## Participant Paths

Filter: ☒ Direct Success ☒ Indirect Success ☒ Direct Failure ☒ Indirect Failure ☒ Direct Skip ☒ Indirect Skip

### 1. Find where you'd go to check out materials for research









📍 Catalogs & Collections > [Library Catalog](#)

SUCCESS	PARTICIPANT	PATH
	3	> Catalogs & Collections < Home > Services < Home > Services > Learning Resource Center < Home > Catalogs & Collections > Library Catalog < Catalogs & Collections < Home > Outside Resources < Home > About Us < Home > Catalogs & Collections > Library Catalog
	4	> Outside Resources < Home > Catalogs & Collections < Home > Programs & Events < Home > Catalogs & Collections < Home > Programs & Events < Home > Services < Home > Catalogs & Collections > Library Catalog
	5	> Catalogs & Collections > Library Catalog
	6	> Catalogs & Collections > Library Catalog
	7	> Catalogs & Collections > Library Catalog < Catalogs & Collections < Home > Services < Home > Outside Resources < Home > Catalogs & Collections < Home > Services > Learning Resource Center < Services < Home > Services < Home > Catalogs & Collections > Library Catalog
	9	> Catalogs & Collections > Library Catalog
	10	> Catalogs & Collections > Library Catalog
	11	> Services < Home > Catalogs & Collections < Home > Programs & Events < Home > Outside Resources < Home > Catalogs & Collections > Library Catalog

### 2. Find where you'd go to sign up for an event at the library









📍 Programs & Events > [Sign Up for Programs & Events](#)

📍 Programs & Events > [Event Calendar](#)

SUCCESS	PARTICIPANT	PATH
	3	> Programs & Events > Sign Up for Programs & Events
	4	> Programs & Events > Sign Up for Programs & Events
	5	> Programs & Events > Sign Up for Programs & Events
	6	> Programs & Events > Sign Up for Programs & Events
	7	> Programs & Events > Sign Up for Programs & Events
	9	> Programs & Events > Sign Up for Programs & Events
	10	> Programs & Events > Event Calendar
	11	> Programs & Events > Sign Up for Programs & Events






### 3. Find where you'd go to sign up for a summer program at the library

- Programs & Events > Sign Up for Programs & Events
- Programs & Events > Programs

SUCCESS	PARTICIPANT	PATH
	3	> Programs & Events > Programs
	4	> Services < Home > Programs & Events > Programs
	5	> Programs & Events > Sign Up for Programs & Events
	6	> Programs & Events > Programs
	7	> Programs & Events > Programs < Programs & Events > Event Calendar < Programs & Events > Sign Up for Programs & Events
	9	> Programs & Events > Sign Up for Programs & Events
	10	> Programs & Events > Sign Up for Programs & Events
	11	> Programs & Events > Sign Up for Programs & Events









### 4. Find library policies

- About Us > Policies

SUCCESS	PARTICIPANT	PATH
	3	> About Us > Policies
	4	> About Us > Policies
	5	> Services < Home > About Us > Policies
	6	> Services < Home > About Us > Policies
	7	> About Us > Policies
	9	> About Us > Policies
	10	> About Us > Policies
	11	> About Us < Home > Outside Resources < Home > About Us > Policies









### 5. Find information on library-specific technology

- About Us > Library Technology

SUCCESS	PARTICIPANT	PATH
	3	> About Us > Library Technology
	4	> Services < Home > Catalogs & Collections > Library Catalog
	5	> Services > Learning Resource Center
	6	> Services < Home > About Us > Library Technology
	7	> Catalogs & Collections < Home > Outside Resources < Home > About Us > Library Technology
	9	> Services < Home > Services < Home > About Us > Library Technology
	10	> Services < Home > Catalogs & Collections < Home > Programs & Events > Programs
	11	> Outside Resources < Home > Catalogs & Collections < Home > About Us > Library Technology









6. Find where you'd go to reserve a meeting room at the library

Services > Meeting Rooms

SUCCESS	PARTICIPANT	PATH
	3	> Services > Meeting Rooms
	4	> Services > Meeting Rooms
	5	> Services > Meeting Rooms
	6	> Services > Meeting Rooms
	7	> Services > Meeting Rooms
	9	> Services > Meeting Rooms
	10	> Programs & Events > Sign Up for Programs & Events
	11	> Programs & Events > Sign Up for Programs & Events < Home > Services > Meeting Rooms

7. Find where you'd go to apply for a library card

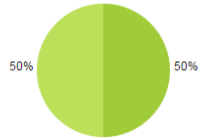
Services > Apply for a library card

SUCCESS	PARTICIPANT	PATH
	3	> Services > Apply for a library card
	4	> Services > Apply for a library card
	5	> Services > Apply for a library card
	6	> Services > Apply for a library card
	7	> Services > Apply for a library card
	9	> Services > Apply for a library card
	10	> Services > Apply for a library card
	11	> Services > Apply for a library card

## Task by Task Statistics

### 1. Find where you'd go to check out materials for research

📍 [Catalogs & Collections](#) > [Library Catalog](#)



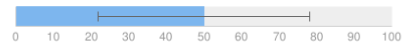
Success	Direct Indirect	4 4	8	50% 50%	100%
Fail	Direct Indirect	0 0	0	0% 0%	0%
Skip	Direct Indirect	0 0	0	0% 0%	0%

#### Success



9  
OVERALL

#### Directness



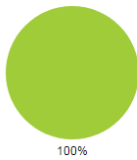
#### Time Taken



### 2. Find where you'd go to sign up for an event at the library

📍 [Programs & Events](#) > [Sign Up for Programs & Events](#)

📍 [Programs & Events](#) > [Event Calendar](#)



Success	Direct Indirect	8 0	8	100% 0%	100%
Fail	Direct Indirect	0 0	0	0% 0%	0%
Skip	Direct Indirect	0 0	0	0% 0%	0%

#### Success



10  
OVERALL

#### Directness



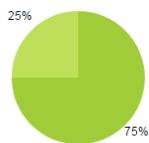
#### Time Taken



### 3. Find where you'd go to sign up for a summer program at the library

📍 [Programs & Events](#) > [Sign Up for Programs & Events](#)

📍 [Programs & Events](#) > [Programs](#)



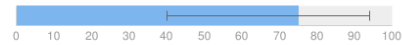
Success	Direct Indirect	6 2	8	75% 25%	100%
Fail	Direct Indirect	0 0	0	0% 0%	0%
Skip	Direct Indirect	0 0	0	0% 0%	0%

#### Success



9  
OVERALL

#### Directness



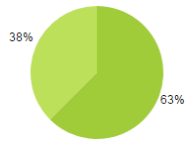
#### Time Taken





#### 4. Find library policies

✓ About Us > Policies



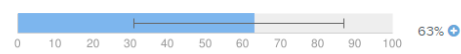
Success	Direct Indirect	5 3	8	63% 38%	100%
Fail	Direct Indirect	0 0	0	0% 0%	0%
Skip	Direct Indirect	0 0	0	0% 0%	0%

##### Success

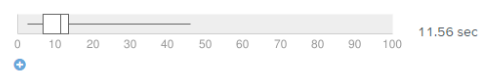


9  
OVERALL

##### Directness

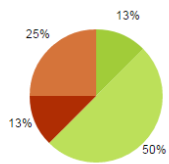


##### Time Taken



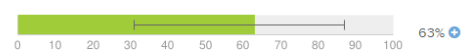
#### 5. Find information on library-specific technology

✓ About Us > Library Technology



Success	Direct Indirect	1 4	5	13% 50%	63%
Fail	Direct Indirect	1 2	3	13% 25%	38%
Skip	Direct Indirect	0 0	0	0% 0%	0%

##### Success

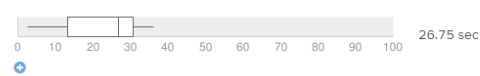


4  
OVERALL

##### Directness

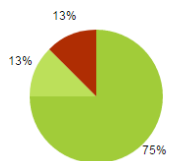


##### Time Taken



#### 6. Find where you'd go to reserve a meeting room at the library

✓ Services > Meeting Rooms



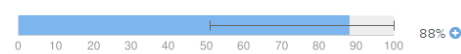
Success	Direct Indirect	6 1	7	75% 13%	88%
Fail	Direct Indirect	1 0	1	13% 0%	13%
Skip	Direct Indirect	0 0	0	0% 0%	0%

##### Success

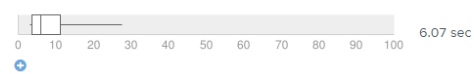


8  
OVERALL

##### Directness



##### Time Taken



## 7. Find where you'd go to apply for a library card

Services > *Apply for a library card*



Success	Direct	8	8	100%	100%
	Indirect	0	0	0%	
Fail	Direct	0	0	0%	0%
	Indirect	0	0	0%	
Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	

### Success



### Directness



### Time Taken



10  
OVERALL

## Appendix IV – Chalkmark Results (Week 6)

### Task Information

The supported tasks and priorities were determined in Week 4 of this course. For the Chalkmark test sessions, the high and medium priority tasks were tested. All access points for these tasks are through the top navigation of the homepage; therefore, only the homepage was used in the test sessions.

Task	Priority
Sign up for an event or program at the library	High
Look at books that the library has in its collection	High
Find information on technology services at the library	Medium
Find library policies	Medium

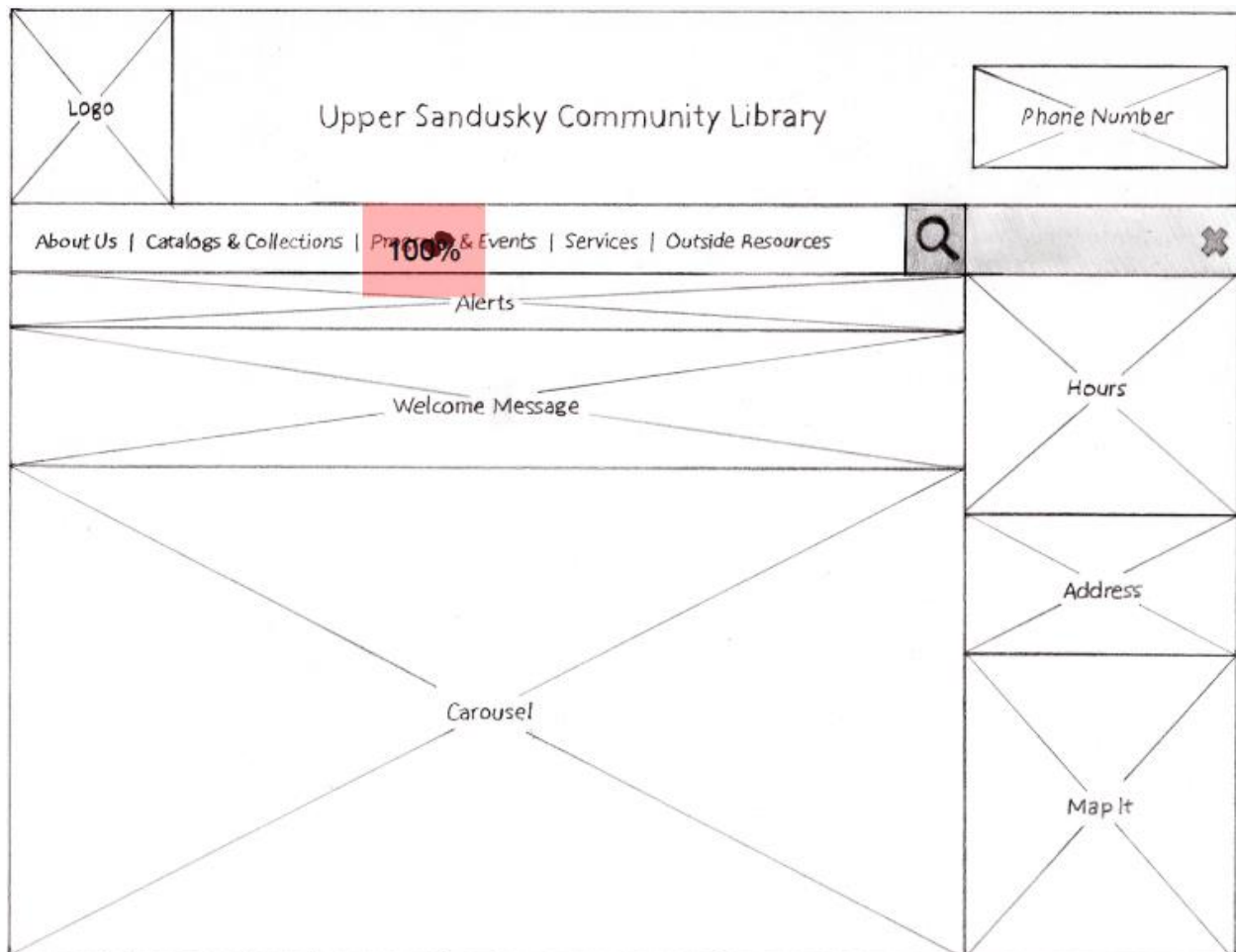
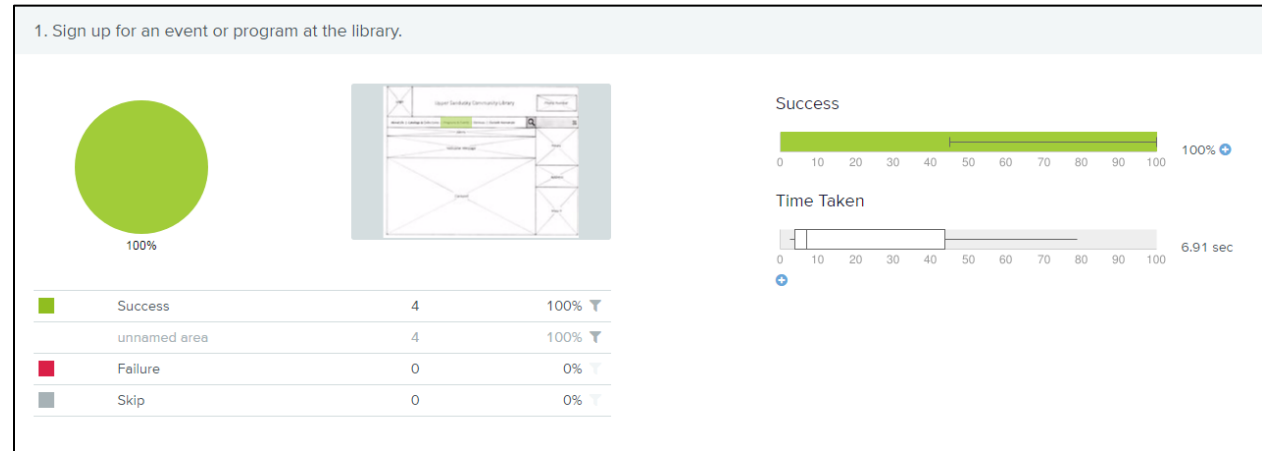
### Results by Participant

There were a total of four users who participated in the test sessions.

Your Participants ⓘ							
0 Selected		Reload results using current selection ▼	Apply	<a href="#">Filter participants</a> <input type="text" value="Search"/>			
<input type="checkbox"/>	PARTICIPANT	TIME TAKEN	TASKS COMPLETED	TASKS SKIPPED	TASKS SUCCESSFUL	INCLUDE	
<input type="checkbox"/>	1 ⓘ	00:05:06	100%	0%	100%	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	2 ⓘ	00:01:22	100%	0%	100%	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	4 ⓘ	00:02:20	100%	0%	100%	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	5 ⓘ	00:03:15	100%	0%	100%	<input checked="" type="checkbox"/>	

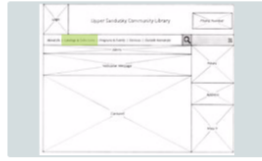
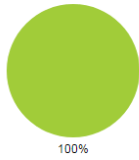
## Results by Task

### 1. Sign up for an event or program at the library



## 2. Look at books that the library has in its collection

2. Look at books that the library has in its collection.



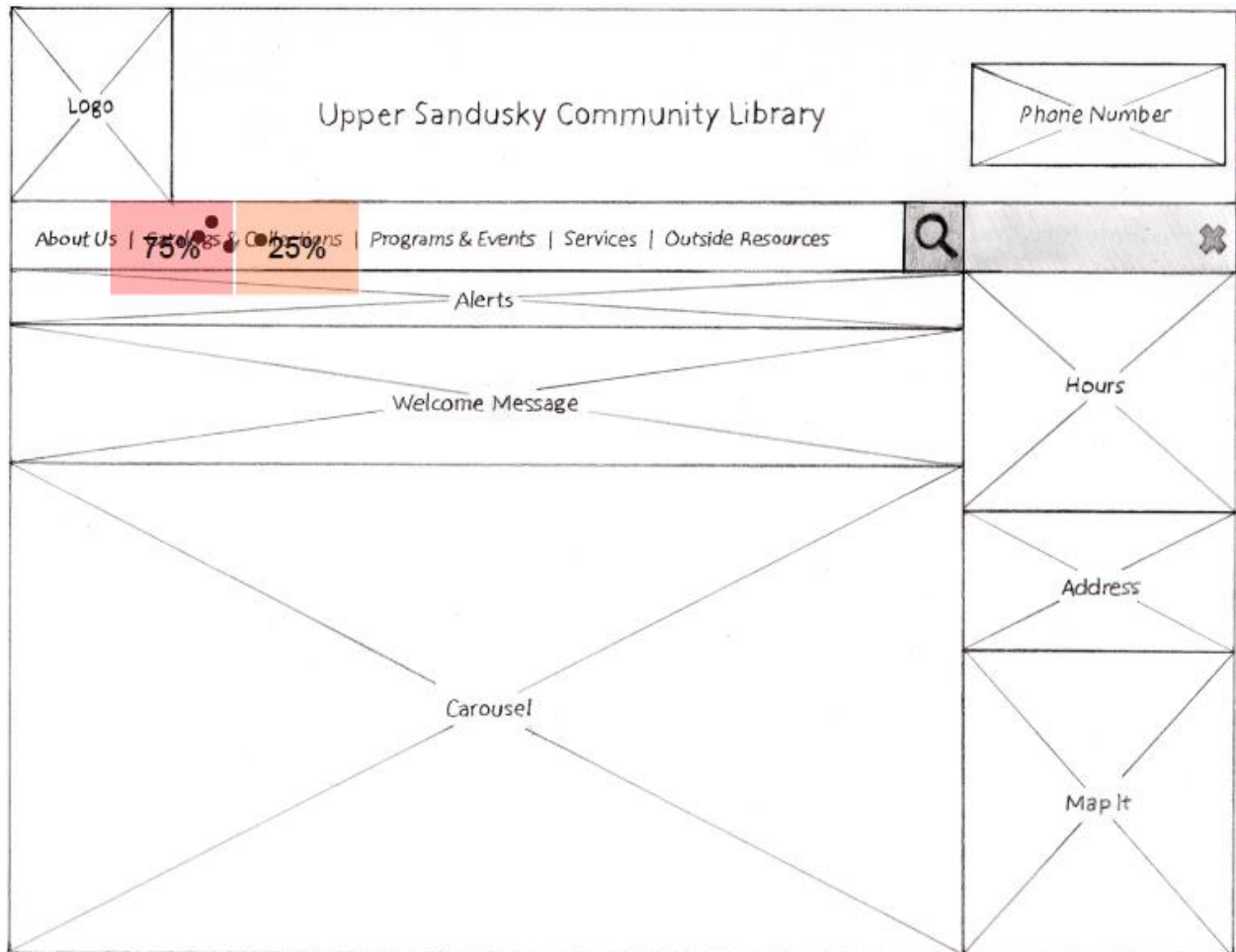
Success



Time Taken

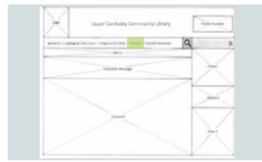
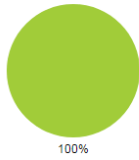


Success	4	100%
unnamed area	4	100%
Failure	0	0%
Skip	0	0%



### 3. Find information on technology services at the library

3. Find information on technology services at the library.



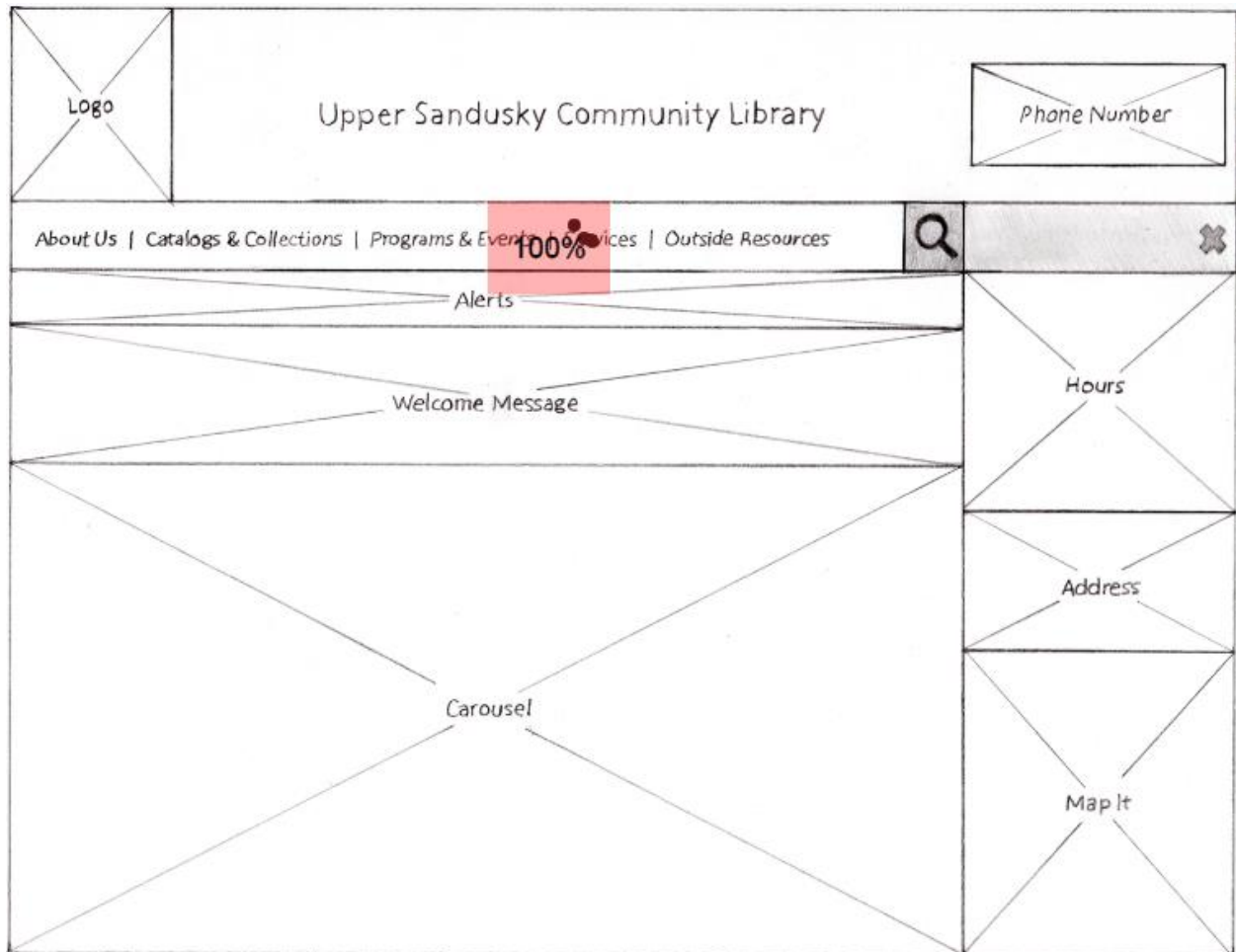
Success



Time Taken

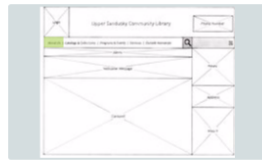
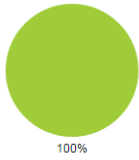


■	Success	4	100%
	unnamed area	4	100%
■	Failure	0	0%
■	Skip	0	0%

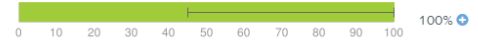


## 4. Find library policies

4. Find library policies.



Success



Time Taken



Success	4	100%
unnamed area	4	100%
Failure	0	0%
Skip	0	0%

