Assessing Labeling and Taxonomy: Sharon Public Library (MA)

28 July 2020

Website Redesign — Sharon Public Library

11 North Main Street | Sharon, MA 02067

Project Stakeholders:	Director, Sharon Public Library	Reviewer:	Betty Deemer
Phase 4 Dates:[i]	23–29 July 2020	*(Labeling and Taxonomy Tree Study | Site Map Adjustments)*	

Update — Phase 4: Analyze Site Map (Labels and Categories)

- We recruited 6 participants for a tree study that helps determine whether our labels and categories work.
- We revised the previously submitted site map for this test. *(Labels and Categories can be seen on page A-3.)*

Tree Study Details

All 6 participants have prior experience with library websites. Their ages range 30+ to 65+.

We used 7 scenario-based task questions[ii]; a Likert 1–5 scale; and a "*What could be improved?*" comment section.

Findings[iii]

What Succeeded:

- Question 1—**6 out of 6** participants located a book under **"Borrow"**.
- Question 3—**5 out of 6** participants located a way to **find other formats for books**. 1chose Help.
- Question 4—**5 out of 6** participants located **"General Reference & Encyclopedias"**; 1chose Help.
- Question 6—**5 out of 6** participants located **"Library on Wheels"**; 1 chose "Special Needs".[iv]
- Question 7—**5 out of 6** participants located **"Hoopla…"**; 1 chose "Arts, Music, Film".

What Failed:

- Question 2—**2 out of 6** located **"Reserve a Conference Room"**. *(See "Note:" on page A-3., in Legend.)*
- Question 5—**3 out of 6** located **"Consumer Reports"**; 2 chose "Local Business Portal"; 1 chose "General Reference & Encyclopedias". *(Question phrasing may have impacted answers.)*

Based on this first tree test, we have made very good progress in labeling and categorization. Questions 2 and 5 were possible fails due to structure of the questions and obscuring "Footer" menu—not the labels.

Actions We Will Take

- **In subsequent tests,** make sure Footer menus appear as "top" menus and are not obscured—which may have affected testing results (Q-2).
- **Structure questions** so no ambiguity remains regarding the exact type of end object search.
- **Update Site Map** based on the tree study results.
- Create **wireframes / workflows**.
- **Revise | Test** with Chalkmark | **Evaluate**
- **Final report** will be created / presented in Phase 5.

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[i] *See* "Project Plan: Schedule (Order) of Activities" on page A-2.
[ii] *See* "Revised Site Map Labeling and Taxonomy for Testing: Sharon Public Library (MA)" on page A-3.
[iii] *See* "Taxonomy and Questions: Sharon Public Library (MA)" on page A-4.
[iv] We may also want to put this under "Local Resources / Special Needs" as others may search for it there also.