

Assessment: Sharon Public Library (MA)

Assessing Labeling and Taxonomy

28 July 2020

Betty Deemer

Assessment: Table of Contents

Website Redesign — Sharon Public Library	1
Update — Phase 4: Analyze Site Map (Labels and Categories)	1
Tree Study Details.	1
Findings	1
Actions We Will Take	1
Addendum — Original Documents and Research	A-1
Project Plan: Schedule (Order) of Activities	A-2
Revised Site Map Labeling and Taxonomy for Testing	A-3
Task Questions Destination Paths Participant Responses Likert Values	A-4

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 questionsⁱⁱ; a Likert 1–5 scale; and a “What could be improved?” comment section.

Findingsⁱⁱⁱ

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**. 1 chose Help.
- Question 4—**5 out of 6** participants located “**General Reference & Encyclopedias**”; 1 chose 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.

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.

Addendum — Original Documents and Research

Included in this section:

- Project Plan: Schedule (Order) of Activities
- Revised Site Map Labeling and Taxonomy for Testing
- Task Questions | Destination Paths | Participant Responses | Likert Values

Addendum: Sharon Public Library (MA)

28 July 2020

Project Plan: Schedule (Order) of Activities

The following chart is our agreed schedule of activities*. **Shaded boxes are complete.**

Activity:	Week:	1	2	3	4	5	6	7
Phase 1 (Module 1)								1 July 2020
Proposal Submission and Acceptance		X						
Phase 2 (Module 2)								15 July 2020
Field Research: Interview Librarians (2) re: • Online Patrons and their Usage of the Library Site, (What they want to do and Why)			X					
Literature Research: • Archival Resources of Patron Usage			X					
Internal Draft Research Deliverable that includes: • Scope and Key Resources of Research • Copy of Research Protocol (Questions Asked) • Findings/Conclusions of Research • Persona(s) Developed • List of Tasks Site Should Support (by Task Priority and Persona)			X					
Final Research Deliverable: • See above.				X				
Phase 3 (Module 3)								22 July 2020
Perform a Content Analysis: • Existing Content — What can be used “As Is” or Re-purposed • Existing Content — Needs to be “Reworked” • Missing Content — Needs to be created “Add”					X			
Choose Primary Classification Scheme: • Provide a description of the Classification Scheme chosen and why.					X			
Develop the Site Map • Labeling • Taxonomy for Classification Scheme					X			
Phase 4 (Module 4)								29 July 2020
Assess Information Architecture: • Analysis by “Treejack” software which will “Determine Labeling and Taxonomy effectiveness” • Make changes as necessary						X		
Phase 5 (Module 5)								2 August 7 August 12 August 2020
Finalize Information Architecture design: • Wireframes (2 August) • Results of Participant Sessions (7 August)							X	
Finalize and Submit Report (12 August)								X

*Above is our current agreed on schedule and is subject to change based on timely feedback from Sharon Public Library regarding deliverables, i.e., any delay in feedback can impact the timeline resulting in a revised timeline.

Revised Site Map Labeling and Taxonomy (Categories) for Testing: Sharon Public Library (MA)

28 July 2020

HOME

<div>1–Borrow</div> <div><div>• Get a Card</div><div>• Audio Books</div><div>• Books</div><div>~ SPL Library</div><div>~ Boston Public Library Catalog</div><div>~ MA Commonwealth Catalog</div><div>~ Suggest a Purchase</div><div>• Digital Collection</div><div>~ eBook Resources</div><div>~ eAudio Resources</div><div>~ Digitized Historical Collection</div><div>~ Newspapers & Magazines</div><div>~ Help & Support</div><div>• DVDs</div><div>• Library on Wheels</div><div>• Magazines</div><div>• Museum Passes</div><div>• Music CDs</div><div>• Newspapers</div><div>• Sharon History & Digi-tized Collection</div><div>• What to Read?</div><div>~ Local Authors</div><div>~ Summer Reading Program</div><div>~ Staff Picks & Reviews</div><div>• Help & Support</div></div>	<div>2–Databases</div> <div><div>• Arts, Music & Film</div><div>• Boston Public Library</div><div>• Business</div><div>• Careers</div><div>• Consumer & Home Arts</div><div>~ Consumer Reports</div><div>~ Creativebug</div><div>~ Gale OneFile</div><div>◦ Hospitality & Tourism</div><div>◦ Home Improvement</div><div>◦ Gardening & Horticulture</div><div>◦ Culinary Arts</div><div>~ MA Office of Economic Development</div><div>• Current Affairs</div><div>• Genealogy</div><div>• General Reference & Encyclopedias</div><div>• Health & Services</div><div>• History</div><div>• Learning and Test Prep</div><div>• Literature</div><div>• Newspapers & Magazines</div><div>• Social Sciences</div></div>	<div>3–Adult Services</div> <div><div>• What to Read</div><div>~ Library Newsletters</div><div>~ Monthly Features</div><div>~ Staff Picks & Reviews</div><div>~ Summer Reading Program</div><div>• Computers & WiFi</div><div>• Library on Wheels</div><div>• Special Collections at SPL</div><div>• At the Library</div><div>• Special Collections at the Library</div><div>~ Alzheimer's Resources</div><div>~ A Living Person's Guide to Dying</div></div>	<div>4–Youth Services</div> <div><div>• Early Literacy Pre-School: Ages 0-5</div><div>~ Beanstack</div><div>~ Virtual Book Buddies</div><div>~ Bedtime Stories with Miss Jessica</div><div>~ Family Fun Storytime</div><div>~ Explore Nature at Home with Mass Audubon</div><div>~ Tumblebooks</div><div>• Elementary School Grades K-4: Ages 5-9</div><div>~ Kids Baking & Cooking Club, Ages 8+</div><div>~ MCBA Book Club, Grades 3-6</div><div>~ Robotics Club, Grades 3-5</div><div>• Tweens Grades 5-8: Ages 10-13</div><div>~ Pop Culture Poetry</div><div>~ Virtual Percy Jackson & Greek Myth Trivia, Ages 9-14</div><div>~ Animal Antics Virtual Reading & Drawing Club, Ages 9-11</div><div>~ Learn to Draw the Human Figure with Alison Kellom, Ages 8+</div><div>~ MCBA Book Club, Grades 3-6</div><div>• Summer Reading Program</div><div>~ 2020 Summer Reading, Grades 1-12</div><div>~ Beanstock.com</div><div>~ 1,000 Books Before Kindergarten</div><div>~ Imagine Your Story</div></div>	<div>5–Tools & Apps</div> <div><div>• 1,000 Books Before Kindergarten</div><div>• Ancestry.com, Remote Access to</div><div>• Beanstock.com</div><div>• Hoopla ,À Streaming Access to Movies</div><div>~ Download the Hoopla App</div><div>~ Login to Hoopla</div><div>• Mass Audubon</div><div>• Overdrive Media</div><div>~ Libby</div><div>~ Overdrive Media</div><div>~ Download the Apps</div><div>~ Help & Support</div><div>• RBdigital Magazines</div><div>~ Download the App</div><div>• The New York Times (Free Online)</div><div>• Tumblebooks</div><div>• Wowbrary</div><div>• Help & Support</div></div>	<div>6–Volunteer</div> <div><div>• Friends of the Sharon Public Library</div><div>• ESOL Literacy Program Volunteers</div><div>• Translation Assistance Volunteers</div><div>• One Book, One Town</div></div>	<div>7–Local Resources</div> <div><div>• Our Town</div><div>• Alzheimer's Resources</div><div>• Local Business Portal</div><div>• Sharon's Veterans</div><div>• Special Needs</div></div>	<div>About Us (Footer Menu)*</div> <div><div>8–About Us</div><div>• Our Library Today</div><div>• Our History</div><div>• Staff Directory</div><div>• Trustees</div><div>• Library Policies</div><div>• New Library Building</div><div>9–Calendar</div><div>• Holiday Schedule</div><div>• Reserve a Conference Room</div><div>• Exhibit at the Library</div><div>10–Connect With Us</div><div>• Social Media</div><div>~ Facebook</div><div>~ GoodReads</div><div>~ Instagram</div><div>• Staff</div><div>• Ask a Librarian</div><div>• Ask a Researcher</div><div>11–Hours</div><div>12–Library Value Calculator</div><div>13–Reservations</div><div>• Reserve a Conference Room</div></div>
--	--	---	---	---	---	---	--

Legend

HOME Page
Top Navigation – 1
• 2nd Level
~ 3rd Level
◦ 4th Level (may be contextual but needed to be shown in tree as option for clicking)

For the tree test, all items stem from Home

Note:

For the tree test, the following menu items were not included:

- SPL Search—Specific to SPL site only
- Search Library Catalog—OCLN Library site
- Sign In—Top utility navigation

It is necessary to leave out these “easy answer” search options to test the actual navigation tree.

*Decisions that may have affected the test:

The following may have affected the tree test:

- In the tree testing software, it was thought necessary to add items that will be in the “Footer” menu section under a “menu” item “Footer” to differentiate between the top menus—whereas on the actual site, these will be very visible at the bottom of the screen. So, the 6 Level 1 menus in the footer (right: About Us (Footer Menu), 8–13) should have been treated the same way as menu items 1–7. This probably affected the outcome of **Question 2** in the tree test.

Task Questions | Destination Paths | Participant Responses | Likert Values: Sharon Public Library (MA)

28 July 2020

Task Questions	Destination	Time*	Follow up Questions: What Could be Improved?	Likert
1. You need a good book to read. How would you find one at Sharon Public Library?	Borrow > Books > SPL Library Catalog	Avg. 30 sec. Lowest: 8 sec. Highest: 23 min.	P-1. Maybe a few less clicks but it is fairly easy. P-2. Nothing P-3. Include audiobook categories P-4. Maybe including a search by genre when looking for a book P-5. There were no problems with borrowing the audio book from the library. P-6. Is there a search by title listing? Could that be one of the list items? Or doesn't that matter with what you are trying to achieve with this test?	P-1. 5 P-2. 4 P-3. 5 P-4. 4 P-5. 5 P-6. 4
2. The hobby group to which you belong needs a place to meet. How would you book the conference room at the library?	About Us (Footer Menu) > Calendar > Reserve a Conference Room About Us (Footer Menu) > Reservations > Reserve a Conference Room	Avg. 51 sec. Lowest: 9 sec. Highest: 1.28 min.	P-1. Maybe put a title that says Meeting rooms. P-2. Nothing P-3. Let resources be a heading instead of a subheading P-4. The titles on the initial drop down box are a bit ambiguous, so it took a few minutes to find which drop down item to select P-5. Booking a conference room online was difficult for me. There was no clear guidance as to how to do it. P-6. I am not sure I really found the right place I quickly clicked on several of the menu items and expected to find room rental or something like that. Finally ended up at At the Library and would hope there would be a book a room listing there.	P-1. 3 P-2. 4 P-3. 3 P-4. 4 P-5. 1 P-6. 3
3. The book you want is not available in hard cover. How would you find out if it's available in other formats?	Borrow > Audio Books Borrow > Digital Collection > eBook Resources Borrow > Digital Collection > eAudio Resources	Avg. 42 sec. Lowest: 8 sec. Highest: 2 min	P-1. Seems easy enough. P-2. Nothing P-3. There are no improvement to recommend P-4. Didn't see an option that made sense by just selecting "Book" so the only other option I could think of for this was selecting an audio book. P-5. It would help if the site listed other formats available. P-6. Short of clicking through all of the different collections, books, audio etc. I wasn't able to find where would get this answer. Ended up at help and support, but that probably requires a response time and wouldn't be immediate. Again, a search by title or author would be helpful. Other library searches I have used lets me put in a title and it will list the formats available for that title.**	P-1. 4 P-2. 4 P-3. 4 P-4. 4 P-5. 4 P-6. 1

Likert Legend

1	2	3	4	5
Very Difficult	Difficult	Somewhat Difficult	Easy	Very Easy

Task Questions	Destination	Time*	Follow up Questions: What Could be Improved?	Likert
4. You need to find out information on sharks for a student report due tomorrow. Where would you look?	Borrow > Digital Collection > eBook Resources Databases > General Reference & Encyclopedias Databases > Newspapers & Magazines	Avg. 50 sec. Lowest: 14 sec. Highest: 9 min.	P-1. I myself would ask Dr. Google but this might need an area that has a look up feature similar to a Google. P-2. Nothing P-3. The categories need to be more definite. Couldn't figure out where to find zoology P-4. Feel like the place to go is Databases since it would be likely to do research that way P-5. I think the choices should be more specific to the subject I need to report about. P-6. I'm assuming when I clicked this link a search for subject would come up.	P-1. 3 P-2. 4 P-3. 1 P-4. 4 P-5. 4 P-6. 4
5. Your refrigerator has started making a funny noise. Where would you look to find reviews, comparisons, and recommendations for purchasing a new one?	Databases > Consumer & Home Arts > Consumer Reports	Avg. 37 sec. Lowest: 11 sec. Highest: 4 min.	P-1. I wouldn't necessarily use a library but would use Google or the actual Consumer Reports site. P-2. Nothing P-3. More specific categories P-4. I wasn't really sure where to go for this one P-5. This one was pretty smooth. The specific tool needed to research was listed. P-6. That one seemed pretty intuitive.	P-1. 4 P-2. 4 P-3. 4 P-4. 3 P-5. 5 P-6. 5
6. Your elderly neighbor has heard that the library delivers books. Where could she find this information?	Borrow > Library on Wheels Adult Services > Library on Wheels	Avg. 10 sec. Lowest: 4 sec. Highest: 44 sec.	P-1. The neighbor would probably ask someone younger. Many of the elderly don't have a great grasp of computers and what they can do. P-2. Nothing P-3. I don't think special needs should be under local resources, it should be a heading not subheading P-4. [No ans.] P-5. This seemed to be really easy. Books delivered, call books on wheels. P-6. [No ans.]	P-1. 4 P-2. 4 P-3. 4 P-4. 5 P-5. 5 P-6. 5
7. The library offers Hoopla for free access to movies. Where would you find this?	Tools & Apps > Hoopla – Streaming Access to Movies > Download the Hoopla App Tools & Apps > Hoopla – Streaming Access to Movies > Login to Hoopla	Avg. 21 sec. Lowest: 9 sec. Highest: 2.7 min.	P-1. I have access to Hoopla so it was easy for me. P-2. Nothing P-3. The categories need to be more defined P-4. I initially thought I would find it under borrow, but then I quickly found it P-5. Very easy, it was another one that was very specific. Not hard to locate at all. P-6. That one worked fine.	P-1. 4 P-2. 4 P-3. 3 P-4. 4 P-5. 5 P-6. 5

*Seconds rounded to nearest whole digit.

** **Response to Question 3—P-6's comment:** As SPL does not host the actual "borrowing" of books on the library's site (*this occurs on the OCLN site*), it is not suggested that we implement this type of search, but rather make sure that patrons know exactly where to go to get to a link they need. We do suggest that "how books are borrowed" be addressed on the SPL site.