Assessment: Sharon Public Library (MA)

Learning and Understanding Users and Context

22 July 2020

Betty Deemer

~~Week~~ 4 Assignment for UXD-60111-001-202060 | Professor Darren Hood
"Information Architecture II"

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Website Redesign — Sharon Public Library

11 North Main Street | Sharon, MA 02067

Project Stakeholders:	Director, Sharon Public Library	Reviewer:	Betty Deemer
Phase 3 Dates:[i]	16–22 July 2020	*(Content Analysis | Classification Scheme | Sitemap)*	

Background | Introduction

We are redesigning the SPL website while keeping the following as clear goals and constraints:

Goals:

Primary: The goal of this site redesign and the reorganization of information is to allow patrons **to quickly and easily find the exact information / items for which they are searching.**

Secondary: The SPL site is template-driven with the goal of **easy updatability by library staff**—and having the content of the site easily maintained by library staff.

Constraints:

- SPL will continue to use librarywebsites.com as their host provider, and
- Modifications to the site will be orchestrated with developers at librarywebsites.com as necessary.

Update — Phase 3

During Phase 3 of this design project, we performed the following:

- **Content Analysis**[ii]—We analyzed the content on sharonpublclibrary.org to assess the current:
  - ~ **Navigation**—how a user navigates from menus and in-text links
  - ~ How menus are **labeled**, i.e., "classified"
  - ~ How content is **organized** currently and under what menu item; and, what content can be:
    - Repurposed
    - Reworked
    - Needs to be "Added" or Created
- **Classification Scheme**—Building on the work we did in Phase 2 *(field and literature research; development of personas and task priorities)*, we then were prepared to choose a Primary and Secondary Classification Schemes, i.e., a way of classifying each of the content pages / tasks according to how our typical users are interacting with the site. We are advocating the following approach:
  - ~ **Primary Classification Scheme**—Hybrid: Ambiguous / Simple Hierarchy
  - ~ **Secondary Classification Schemes**—Audience-Specific; Task-Specific; Database-Specific

  This classification method accommodates the diverse user-types (personas[iii]) that rely on the SPL website to access information via databases; books; the many original documents available; and, (because the library has become used more and more as a "community hub"), links to community resources provided through the library have become very important to and are relied on heavily by the Sharon community.

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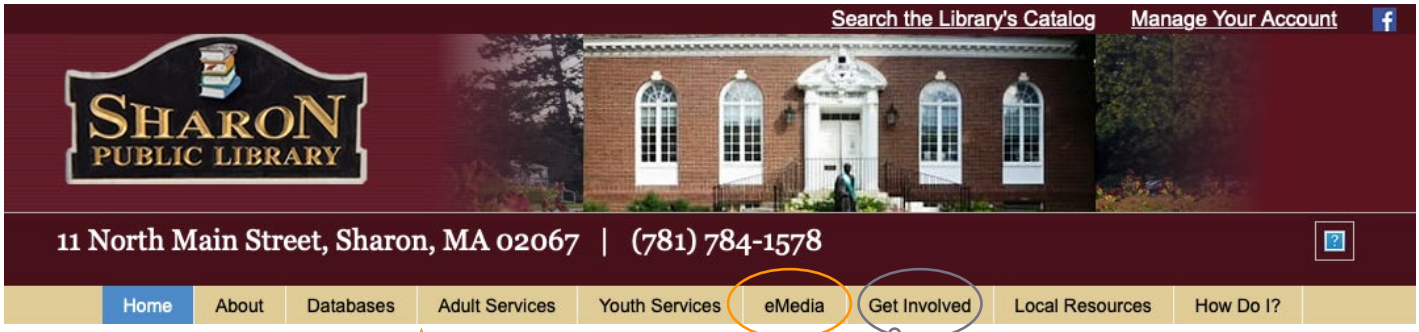
[i] *See* "Project Plan: Schedule (Order) of Activities" on page 5.
[ii] *See* "Content Analysis: Sharon Public Library (MA)" on page 7.
[iii] *See* "Personas (Typical Users of Sharon Public Library)" on page 14.

- **Site Map**—The site map on page 3 shows how the website will be constructed, i.e., what links to what; category naming; menus navigation, etc., based on the classification schemes discussed previously.

  You will notice that we have moved eMedia in the top menu, and changed the name of "Get Involved" to "Part of Us" which reflects the content in a broader manner.

  We have also consolidated several pages which reduced the menu items in "About". Other menu items were made alpha to make it easier to find items as they are disparate, and this will also remove any hierarchy in importance of the actual contents/organizations. *(The above text is repeated on the site map for convenience.)*

  Below is a screen capture of the menu structure as it is now.



eMedia is moved after Databases because of similarities

"Get Involved" name changed to "Part of Us" as this has much more content than volunteerism, and it allows the library to continue to a "hub" for the town of Sharon.

Site Map: Sharon Public Library (MA)

22 July 2020

Hours and Social Media Icon links should be posted in the masthead for easy Reference.

0.0 – Home

Breadcrumb Menu used globally will help patrons orient where they are within the website.

1

Global Primary / Persistent Navigation

Global Header / Utility Navigation

About SPL:
- Current
- History
- Staff Directory
- Trustees
- New Library Building
  - Current Status
  - Feasibility Study
  - Links to External Sites

Our Collection:
- Books
- Newspapers
- Magazines
- Audio Books
- DVDs
- Music CDs
- eMedia
- Museum Passes
- Sharon History & Digitized Collection

- **B.0 – About**
  - B.1 – About SPL
  - B.3 – Our Collection
  - B.2 – Library Policies
- **C.0 – Databases**
  - C.1 – Arts, Music & Film
  - C.2 – Boston Public Library
  - C.3 – Business
  - C.4 –Careers
  - C.5 –Consumer & Home Arts
  - C.6 –Current Affairs
  - C.7 –Geneaology
  - C.8 –General Reference & Enclyclopedias
  - C.9 –Health & Services
  - C.10 –History
  - C.11 –Learning & Test Prep
  - C.12 –Literature
  - C.13 –Newspapers & Magazines
  - C.14 –Social Sciences
- **D.0 – eMedia**
  - D.1 – eBook Resources
  - D.2 – eAudio Resources
  - D.3 – Digitized Historical Collection
  - D.4 – Hoopla
  - D.5 – Help & Support
- **E.0 – Adult Services**
  - E.1 – What Is Available To You
  - E.2 – Computers & WiFi
  - E.3 – Special Collections at SPL
  - E.4 – Library Newsletters
  - E.5 – Reader's Advisory
  - E.6 – Monthly Features
  - E.7 – Library on Wheels Delivery Service
  - E.8 – Alzheimer's Resources
  - E.9 – A Living Person's Guide to Dying
- **F.0 – Youth Services**
  - F.1 – Early Literacy / Pre-school Ages 0-5
  - F.2 – Elementary School Grades K-4 Ages 5-9
  - F.3 – Tweens / Grades 5-8 Ages 10-13
  - F.4 – Teen / Young Adult / High School Ages 14-19
  - F.5 – Summer Reading Program
- **G.0 – Part of Us**
  - G.1 – Volunteer
  - G.2 – Friends of the Sharon Public Library
  - G.3 – ESOL Literacy Program Volunteers
  - G.4 – Translation Assistance Volunteers
  - G.5 – SPL on Social Media
  - G.6 – One Book, One Town
- **H.0 – Local Resources**
  - H.6 – All of Us
  - H.4 – Alzheimer's Special Collection
  - H.5 – Local Business Portal
  - H.1 – Local Links
  - H.3 – Sharon Veterans
  - H.2 – Special Needs
  - H.7 – Spotlight Local Authors (Archived)
- **I0 – How Do I?**
  - I0 – Ask a Librarian
  - I0 – Ask a Researcher
  - I0 – Borrow from Other Libraries?
  - I0 – Exhibit in Library: Request to
  - I0 – Geek the Library
  - I0 – Find Out What to Read Next
  - I0 – Internet Access in Library
  - I0 – Learn English
  - I0 – Place Holds | Renew
  - I0 – Pay Fines | Replace Items
  - I0 – Reserve the Community Room
  - I0 – Sign Up: Library Card
  - I0 – Sign Up: Newsletters
  - I0 – Suggest a Purchase | Program

- **B8 – SPL Search**
  - Content:
    - Add new Search bar for the SPL site so that users can search on the site itself.
- **B9 – Search Library Catalog**
  - Content:
    - Search link to OCLN library site for catalog search
- **B10 – Sign In**
  - Content:
    - Login
    - Create a New Account
    - Manage your account

Site Map: sharonpubliclibrary.org
22 July 2020 | Betty Deemer

Home Page Content:
- Featured Container Links to:
  - Announcements
  - Sidebar Menus for Easy Access to whole site
  - Community Features
  - Product Pages Text
- Social Media Links

Navigation:
- Global Primary (Persistent)
- Secondary – (Expand / Collapse)
- Breadcrumb (Persistent)
- Global (Header / Utility – Top)
- Global (Footer – Bottom)

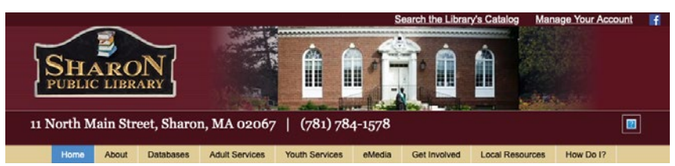
Global Header – used on every page, this help users orient where they are within the website.
- Adding a search for the SPL site will help provide another venue for users to find items on the SPL site. (There is currently no way to do this.)

2

3

Sticky Global Secondary Menu would help users find frequently used items—these could be determined by web stats or current features on Home page that SPL thinks are important enough to highlight.

Current menu structure for SPL site.



Global Footer Navigation:

- **A1 – Home**
  - A.1 – About Us
  - A.2 – Terms of Service | Policy
  - A.3 – Privacy Policy
  - A.4 – Contact Us
    - A.4 – Account Help
  - A.5 – Social Media
    - A.5-1 – Facebook
    - A.5.2 – GoodReads
    - A.5.3 – Instagram

4

Sticky Global Footer Menu will also help orient patrons as they use the Library's site. The "About Us" in this section is for legalize.

Update — Phase 3, *cont.*

- **Site Map**—The site map shows how the website will be constructed, i.e., what links to what; category naming; menus navigation, etc., based on the classification schemes discussed previously.

  You will notice that we have moved eMedia in the top menu, and changed the name of "Get Involved" to "Part of Us" which reflects the content in a broader manner.

  We have also consolidated several pages which reduced the menu items in "About". Other menu items were made alpha to make it easier to find items as they are disparate, and this will also remove any hierarchy in importance of the actual contents / organizations.

Status — Project Plan and Schedule of Activities

Each stage requires client approval before next work commences.

Conclusion | Next Steps

During Phase 2, we conducted and completed our research and created "Personas" for our typical patrons.

During Phase 3, we performed a Content Analysis; chose Primary and Secondary Classification Schemes; and, developed a Site Map

In Phase 4, will be perform the following steps:

- Assess Information Architecture—using "Treejack" software, we will perform an analysis to determine the effectiveness of the labeling and taxonomy, i.e., have we named things correctly and can users find the information within the groups as designed?
- Client Approval of Information Architecture

Project Plan | Schedule of Activities

The approved "Project Plan: Schedule (Order) of Activities" is on the next page with dates and more specific details of our next stages in your website development.

Approval Needed

Please review this document as soon as possible and indicate your approval by return email so that we can proceed to Phase 4.

Thank you.

Addendum — Original Documents

The Following Pages Contain:

- Project Plan
- Task Priority by Persona
- Content Analysis
- Personas

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.

Task Priority by Persona for SPL's Website:

	PRIMARY				SECONDARY						
Tasks: Personas:	**Susan**	**Henry**	**Lisa**	**Cindy**	**Frank**	**Georgia**	**Michelle**	**Alex**	**Jai**	**Terri**	**Ben**
	Working Mom	Working Dad	Stay-at-Home Mom	Staff Librarian	Retired Executive	Unemployed	English as 2nd Lang	Computer Challenged	Middle School	High School Student	College Student
High Priority											
• Library Hours / Phone #	●	●	●		●	●	●	●	●	●	●
• Find Information	●	●	●	●	●	●	●	●	●	●	●
• How Do I…? *(Help Page)*	●	●	●	●	●	●	●	●		●	●
• Search Catalog	●	●	●		●	●	●	●	●		
• Put Items on Hold	●	●	●		●		●	●	●		
• Access Databases							●			●	●
• Key Digital Collections											●
• Homework Help	●	●	●						●	●	●
Medium Priority											
• Ask a Librarian *(Chat)*	●	●	●				●		●	●	●
• Learn to Use Computers					●	●			●	●	
• Life-Long Learning			●		●	●		●			
• Register for Program(s)	●	●	●		●				●		
• Connect with people	●	●	●		●	●	●		●	●	
• Download / Use e-Books		●			●			●	●		
• Digital Publications	●						●			●	●
• Summer Reading			●		●	●					
Lower Priority											
• Reserve Study Space								●		●	●
• Reserve a Room	●			●							

The chart above details which tasks are important to each persona. Tasks were then prioritzed based on how many personas valued that task.

Content Analysis: Sharon Public Library (MA)

22 July 2020

ID	Navigation / Link Name	Location	Title	URL Address	Links To External?	Content Type	Description	Keep / Rework / Archive / Add	Notes
0.0	**Home**	Landing Page	No title	https://www.sharonpubliclibrary.org/index.asp		Text/html	Home / Landing page. Announcements & Links	Rework	
0.1	• Calendar	Left Side Bar	No title	https://www.eventkeeper.com/mars/xpages/S/SHARON/ek.cfm?curOrg=SHARON&CFID=2242702&CFTOKEN=2553561fccdc6735-13D73871-D4AE-528A-53506342CBE50982	**YES**	text/html	Link opens in new window at eventkeeper.com. Has calendar view and list view of events. Calendar set by date search.	Rework	Note A – There is already a calendar page… this should be a link at most on the front page.
0.2	• Newest Arrivals "More" Button	Left Side Bar	Newest Books, Movies & Music - Top Choices in the Sharon Public Library for July 15, 2020	https://wowbrary.org/nu.aspx?p=5886--GEN&more	**YES**	text/html	Carousel of book covers with a "More" button that links to wowbrary.org, an external database site. Opens up in new window with a link to get back to SPL Home Page.	Rework	Note B – There is already a page announcing this, and it is announced in several other places on front page. Develop into a "New at Library" or other sidebar.
0.3	• Body	Center	No title	23 contextual external links in body copy	**YES**	various links	Announcements and contextual links to provided services and other available venues.	Rework	Note C – This area has many announcements and contextual links to internal pages and PDFs; outside library resources such as databases and educational venues the library subscribes to on behalf of its patrons; and also community links and information re services available to Sharon residences (through the library and also through other venues). Library as city hub. Note D – Develop more appropriate venue for advertisements that are links to existing pages, and have lost their "newness" but need prominence.
0.4	• New Library MBLC approved 7.5 million grant more information here…	Right Side Bar	Sharon Public Library / New Library	https://www.sharonpubliclibrary.org/expansionhome.asp		Image	Image link to Link to sub domain: with 5 pages:) New Library for Sharon; 2) Project Time Line; 3) Design; 4) Project Documents; 5) Questions and Answers; 6th tab is link to home	Rework	Note E – Link and additional pages should be incorporated into main website with same branding—perhaps in the "About" section.
0.4–a	• http://sharonpubliclibraryfoundation.org/	Right Side Bar	Home - Sharon Public Library Foundation	http://sharonpubliclibraryfoundation.org/	**YES**	text/html	Link to Sharon Library Foundation—a separate site.	Keep	Note F – Incorporate into the "About" section.
0.5	• Newspaper Archive	Right Side Bar	Shows "Sharon Public Library" logo	http://sharon.advantage-preservation.com/	**YES**	image link	Image link to external website: Advantage Archives.	Add / Rework	Note G – This link / resource should move to Database section; and Home page link should go to SPL website not directly to Advantage Archives — so that user knows what to expect. Bad copy logo.
0.6	• Digitized History Collection	Right Side Bar	Digitized Historical Collection	https://www.sharonpubliclibrary.org/digitizedhistorical.asp	**YES**	text/html	Image link to Home / eMedia / Digitized Historical Collection on SPL site that contains external links to actual archives.	Rework	Note H – This is an image link highlighting the history collection and could be under a "Quick Links" section. Link name does not match page name.
0.7	• Museum Passes	Right Side Bar	TixKeeper : SHARON PUBLIC LIBRARY	https://www.eventkeeper.com/mars/tkflex.cfm?curOrg=sharon&curapp=passes&CFID=2243256&CFTOKEN=bdcb71cf76f8d2eb-1487A09B-D4AE-528A-5350E9F1A56AA9AF	**YES**	text/html button	TixKeeper : SHARON PUBLIC LIBRARY	Rework	Note I – Rename link or set this to an internal page with explanation of the link and directions; could also put in a "Quick Links" section for people who have already experienced this process.
0.8	• Recommended Reading Newsletters	Right Side Bar	Staff Book Reviews	https://www.sharonpubliclibrary.org/readersadvisory.asp		text/html button	Links to Adult Services / Reader's Advisory	Rework	Note J – Link name does not match what content actually is—does not go to newletters. Rename.
0.9	• Reserve the Community Room	Right Side Bar	Reserve the Community Room	https://www.sharonpubliclibrary.org/howdoicommunityroom.asp		text/html button	Links to How Do I? / Reserve the Community Room. Fillable form patrons can submit.	Rework	Note K – Contains link to Event Calendar and Community Room Policy (PDF)
0.10	• Library on Wheels Delivery Service	Right Side Bar	Library on Wheels	https://www.sharonpubliclibrary.org/homebounddelivery.asp	**YES**	text/html button	Links to Adult Services / Library on Wheels with contextual links to outside services	Rework	Note L – 2 downloadable PDFs: Criminal Offender Record (CORI) requirements; and Library on Wheels Patron Registration Form. External link to Sharon Council on Aging. Add to "Quick Links". Title does not match link.

Content Analysis: Sharon Public Library (MA)

22 July 2020

ID	Navigation / Link Name	Location	Title	URL Address	Links To External?	Content Type	Description	Keep / Rework / Archive / Add	Notes
0.11	• Alzheimer's Resources	Right Side Bar	None	https://www.sharonpubliclibrary.org/alzheimers.asp	**YES**	text/html button	32 links to external sources	Rework	Note M – No page title. Very little descriptive text for the links.
0.12	• Library Use Value Calculator	Right Side Bar	Value of Your Library Use	https://www.sharonpubliclibrary.org/aboutlibraryvalue.asp		text/html button	Fillable form used to calculate the value of materials patrons check out if they bought the book or service	Rework	Note N – Add page title and visuals.
0.13	• www.librarywebsites.com	Footer, Right	No title	http://www.librarywebsites.com/	**YES**	text/html	External link to LibraryWebsites.com	Keep	Note O – Piper Mountain Webs. Provides hosting services for website and development.
0.14	• Facebook	Footer, Right	No title	https://www.facebook.com/SharonPublicLibraryMA	**YES**	text/html	External link to SPL's Facebook page	Keep	Note P – 1,389 people follow page. Has much of same information as SPL website with links to SPL site.
1.0	**Search the Library's Catalog**	Top Nav	OCLN Library Catalog	https://catalog.ocln.org/client/en_US/ocln	**YES**	text/html	Links to OCLN Lib Catalog: Patron manages all account information and any borrowing from this site, not the main SPL site.	Keep / Add	Note Q – Add an additional "Search" that is only for SPL site. Currently there is no way to search SPL. The only thing that comes close is "How Do I?"
2.0	**Manage Your Account**	Top Nav	OCLN Library Catalog	https://catalog.ocln.org/client/en_US/ocln#	**YES**	text/html	Links to OCLN Lib Catalog	Keep	Note R – See Note Q on page 8.
3.0	**SPL Search Box**	Top Nav	Search the Sharon Public Library Website	create		text/html	Create new search box	Add	Note S – See Note Q on page 8.
4.0	**About**	Main Nav	Our Collection	https://sharonpubliclibrary.org/aboutcollection.asp		text/html	Opens to "Collection"	Add	Note T – Create a new "About" page that tells the story of where the library is as of "today", not history.
4.1	• Collection	Left Side Bar	Our Collection	https://sharonpubliclibrary.org/aboutcollection.asp		text/html	Explains SPL's collection with icons and contextual links	Rework	Note U – Icons are not links and could be. Not all entries have contextual links which makes this inconsistent and not the "hub" it could be.
4.1–a	• Books	Center	Our Collection	Same as "4.1" "Collection" on page 8.		text/html	Same as Collections: "Explains SPL's collection with icons and contextual links".	Rework	Note V – See Note U on page 8.
4.1–b	• Newspapers	Center	Our Collection	Same as "4.1" "Collection" on page 8.		text/html	Same as Collections… "4.1"	Rework	Note W – See Note U on page 8.
4.1–c	• Magazines	Center	Our Collection	Same as "4.1" "Collection" on page 8.		text/html	Same as Collections… "4.1"	Rework	Note X – See Note U on page 8.
4.1–d	• Audio Books	Center	Our Collection	Same as "4.1" "Collection" on page 8.		text/html	Same as Collections… "4.1"	Rework	Note Y – See Note U on page 8.
4.1–e	• DVDs	Center	Our Collection	Same as "4.1" "Collection" on page 8.		text/html	Same as Collections… "4.1"	Rework	Note Z – See Note U on page 8.
4.1–f	• Music CDs	Center	Our Collection	Same as "4.1" "Collection" on page 8.		text/html	Same as Collections… "4.1"	Rework	Note AA – See Note U on page 8.
4.1–g	• eMedia	Center	Our Collection	Same as "4.1" "Collection" on page 8.		text/html	Same as Collections… "4.1"	Rework	Note AB – See Note U on page 8.
4.1–h	• Museum Passes	Center	Our Collection	Same as "4.1" "Collection" on page 8.		text/html	Same as Collections… "4.1"	Rework	Note AC – See Note U on page 8.
4.1–i	• Reference Materials	Center	Our Collection	Same as "4.1" "Collection" on page 8.		text/html	Same as Collections… "4.1"	Rework	Note AD – See Note U on page 8.
4.1–j	• Sharon History & Digitized Collection	Center	Our Collection	Same as "4.1" "Collection" on page 8.		text/html	Same as Collections… "4.1"	Rework	Note AE – See Note U on page 8.
4.2	• Directions	Left Side Bar	Directions	https://sharonpubliclibrary.org/aboutdirections.asp		text/html	Google Maps link; Parking directions	Rework	Note AF – "More Options" link needs to be prominent. Very hard to see on top of map. Rename and rewrite copy.
4.3	• History	Left Side Bar	History of the Library	https://sharonpubliclibrary.org/abouthistory.asp		text/html	Bulleted dates and text	Rework	Note AG – Redesign to make more inviting. Enlarge pictures and make captions larger. Very small and difficult to scan visually.

Content Analysis: Sharon Public Library (MA)

ID	Navigation / Link Name	Location	Title	URL Address	Links To External?	Content Type	Description	Keep / Rework / Archive / Add	Notes
4.4	• Holiday Schedule	Left Side Bar	Library Hours / Holiday Schedule	https://sharonpubliclibrary.org/aboutholidays.asp		text/html	This has library hours and holiday schedule through 31 January 2021	Rework / Add	Note AH – Move to "Calendar" page and rework so that these tie together. Or move calendar. See "Calendar" on page 7.
4.5	• Mission	Left Side Bar	Sharon Public Library Mission & Values	https://sharonpubliclibrary.org/aboutmission.asp		text/html	Values Statement; Vision; Mission	Rework	Note AI – Rename page. Redesign.
4.6	• Library Policies	Left Side Bar	Library Policies	https://sharonpubliclibrary.org/aboutmission.asp		text/html	20 contextual links to PDFs; 1 broken code box	Rework	Note AJ – Forcing people to download 20 different PDFs to find out information that should be on site. There is only need to download actual forms that need to be returned and these could easily be made into fillable forms on the site with an option to download a PDF if so desired.
4.7	• Staff Directory	Left Side Bar	Staff Directory	https://sharonpubliclibrary.org/aboutstaff.asp		text/html	Staff directory with phone #; email; by dept	Rework	Note AK – Create links for emails.
4.8	• Trustees	Left Side Bar	Board of Library Trustees	https://sharonpubliclibrary.org/abouttrustees.asp		text/html	Names / titles of directors; link to event calendar; one email for everyone	Rework	Note AL – Add contact information for trustees (suggestion); bio information; pictures (suggestion).
4.9	• Library Value Calculator	Left Side Bar	Library Value Calculator	https://sharonpubliclibrary.org/aboutlibraryvalue.asp		text/html	Calculator that allows patrons to put in # items they are borrowing; value is then calculated if patron were to buy / rent these	Rework	Note AM – Add explanation of this and put more prominently in site. There should be a link to this on the Home Page as added interest. Could also be links in the Adult Services and Youth Services sections.
4.10	• Sharon Public Library Building & Feasibility Study	Left Side Bar	Updates on the New Library Building Project	https://sharonpubliclibrary.org/aboutbuildingstudy.asp	**YES**	text/html	12 external links that go to outside sources and / or sub-sites / or PDFs.	Rework	Note AN – Page very text heavy and not enough information on what to expect when link is clicked. Show PDFs as a page on the site and give option to download it. Don't force people to open pages of PDFs as a download just to scan the information.
5.0	**Databases**	Main Nav		https://sharonpubliclibrary.org/databasesart.asp			Opens to "Arts, Music & Film"	Add	Note AO – Create a new landing page for "Databases" that explains they are external, etc., and what to do if patron cannot connect to them.
5.1	• Arts, Music & Film	Left Sidebar	Art, Music, & Film Databases	https://www.sharonpubliclibrary.org/databasesart.asp	**YES**	text/html	2 external links to Gale OneFile and Hoopla	Rework	Note AP – Provide an introductory paragraph that explains what people are looking at and what they can expect in addition to the text captions for each link.
5.2	• Boston Public Library	Left Sidebar	Boston Public Library	https://www.sharonpubliclibrary.org/databasesbostonpublic.asp	**YES**	text/html	2 external links to BPL (get card / books)	Rework	Note AQ – See Note AP on page 9.
5.3	• Business	Left Sidebar	Business Databases	https://www.sharonpubliclibrary.org/databasesbusiness.asp	**YES**	text/html	7 external links to Gale Onefile; Gale Business; Mass Legal Answers Online; Morningstar; ValueLine	Rework	Note AR – See Note AP on page 9.
5.4	• Careers	Left Sidebar	Career Databases	https://www.sharonpubliclibrary.org/databasescareers.asp	**YES**	text/html	8 external links to Gale OneFile	Rework	Note AS – See Note AP on page 9.
5.5	• Consumer & Home Arts	Left Sidebar	Consumer & Home Arts Databases	https://www.sharonpubliclibrary.org/databasesconsumer.asp	**YES**	text/html	7 external links to Consumer Reports; Creativegug; Gale OneFile; MA Office of Economic Empowerment	Rework	Note AT – See Note AP on page 9.
5.6	• Current Affairs	Left Sidebar	Current Affairs Databases	https://www.sharonpubliclibrary.org/databasescurrentaffairs.asp	**YES**	text/html	2 external links to Gale in Context; World Data Analyst	Rework	Note AU – See Note AP on page 9.
5.7	• Genealogy	Left Sidebar	Genealogy Databases	https://www.sharonpubliclibrary.org/databasesgenealogy.asp	**YES**	text/html	2 external links to Ancestry.com; Heritage Quest Online	Rework	Note AV – See Note AP on page 9.

Content Analysis: Sharon Public Library (MA)

ID	Navigation / Link Name	Location	Title	URL Address	Links To External?	Content Type	Description	Keep / Rework / Archive / Add	Notes
5.8	• General Reference & Encyclopedias	Left Sidebar	General Reference Databases	https://sharonpubliclibrary.org/databasesreference.asp	**YES**	text/html	7 external links to Gale File (Academic, Select, Power Search, HS Ed); Britannica (Public & School Eds.)	Rework	Note AW – See Note AP on page 9.
5.9	• Health & Sciences	Left Sidebar	Health & Science Databases	https://sharonpubliclibrary.org/databaseshealth.asp	**YES**	text/html	10 external links to Gale (OneFile, Gale, Gale in Context); Medline Plus; ONC Guide to Getting and Using Your Health Records	Rework	Note AX – See Note AP on page 9.
5.10	• History	Left Sidebar	History Databases	https://sharonpubliclibrary.org/databaseshistory.asp	**YES**	text/html	3 external links to Gale in Context	Rework	Note AY – See Note AP on page 9.
5.11	• Learning & Test Prep	Left Sidebar	Learning & Test Prep Databases	https://sharonpubliclibrary.org/databaseslearning.asp	**YES**	text/html	8 external links to Driving Tests; Gale (OneFile, Select, HS Ed., Kids Infobits, Gale in Context); AGI Digital Classroom; Mango Languages	Rework	Note AZ – See Note AP on page 9.
5.12	• Literature	Left Sidebar	Literature Databases	https://sharonpubliclibrary.org/databasesliterature.asp	**YES**	text/html	3 external links to Library Reference Center; Novelist Plus; NoveList K-8 Plus	Rework	Note BA – See Note AP on page 9.
5.13	• Newspapers & Magazines	Left Sidebar	Newspapers & Magazine Databases	https://sharonpubliclibrary.org/databasesnewspapers.asp	**YES**	text/html	10 external links to America's News; The Boston Globe; Boston Metro Collection; Enterprise Collection (Brockton); Gale OneFile; The New York Times; Patriot Ledger Collection; RBdigital Magazines; Sharon Newspapers Online (links to Advantage Preservation)	Rework	Note BB – See Note AP on page 9. Sharon Newspapers Online appears in several locations / pages.
5.14	• Social Sciences	Left Sidebar	Social Sciences Databases	https://sharonpubliclibrary.org/databasessocialsciences.asp	**YES**	text/html	8 external links to Gale OneFile (var. sciences)	Rework	Note BC – See Note AP on page 9.
6.0	**Adult Services**	Main Nav		https://www.sharonpubliclibrary.org/adultservices.asp			Opens to "Adult Services"	Add	Note BD – Create a new landing page for this.
6.1	• Adult Services	Left Sidebar	Adult Services	https://sharonpubliclibrary.org/adultservices.asp	**YES**	text/html	16 links that go to internal and external pages or sites	Rework	Note BE – Links take user to external sites, and / or internal pages (some in same section). Some need further explanation as to where the links go.
6.2	• Computers & Wi-Fi	Left Sidebar	Computers & Wi-Fi	https://sharonpubliclibrary.org/servicescomputers.asp		text/html	Rules defining computer usage	Rework	Note BF – Links to computer sign-ups are on previous tab "Adult Services". They should be added here.
6.3	• Special Collections	Left Sidebar	Special Collections	https://sharonpubliclibrary.org/specialcollections.asp	**YES**	text/html	6 links to internal and external sites: Foreign Language; Alzheimer's; Special Needs; Library of Things; Digitized Historical Collection; Sharon Advocate newspaper	Rework	Note BG – This seems to be a miscellaneous page. Some links are broken and go back to same page. Describes collections that are available in physical library; but also includes items that are included elsewhere on the site such as the newspaper and Digitized Historical Collection. While they may belong here, the context seems unusual—but, it does allow for patrons to access collections from various points rather than going up to a menu, but it seems a bit confusing having certain things pop-up all over. It may be better to have a more organized navigation systems and not rely so much on contextual links for patrons to get around.
6.4	• Library Newsletters	Left Sidebar	Library Newsletters	https://sharonpubliclibrary.org/servicesnewsletters.asp	**YES**	text/html	6 "Sign up now" links to internal SPL pages and LibraryAware (2 external links to same page)	Rework	Note BH – Have one Side Bar drop down menu that allows patrons to select and sign-up for service they want. Contextual links can remain, but should be renamed with the page where the link goes.

ID	Navigation / Link Name	Location	Title	URL Address	Links To External?	Content Type	Description	Keep / Rework / Archive / Add	Notes
6.5	• Reader's Advisory	Left Sidebar	Staff Book Reviews	https://sharonpubliclibrary.org/readersadvisory.asp		text/html	"Staff Book Reviews" and "Recommendations for Readers" (contains links to internal SPL pages and sign up forms)	Rework	Note BI – There are no links to the books the staff is recommending. Add link to the book covers.
6.6	• Monthly Features	Left Sidebar	Monthly Features	https://sharonpubliclibrary.org/readersadvisory.asp		text/html PDFs	Links to PDFs that need to be downloaded before user can access. Downloads have links to external sites / resources, or pages on SPL.	Rework	Note BJ – If the page is just links to get to another page on the SPL site, don't make the user download it before accessing the information—have it open on the SPL site with an option to download if they wish.
6.7	• Library On Wheels Delivery Service	Left Sidebar	Library on Wheels	https://sharonpubliclibrary.org/homebounddelivery.asp	**YES**	text/html	Downloadable PDFs; links to outside services	Rework	
6.8	• Alzheimer's Resources	Left Sidebar	Alzheimer's Memory Kits	https://sharonpubliclibrary.org/alzheimers.asp	**YES**	text/html PDFs	30 links to internal and external pages	Rework	Note BK – Many contextual links do not have information re where the link goes other than the URL; add supportive text to allow patrons to make the decision re the source before they click by providing information. Allow patrons to preview PDFs before downloading to make sure they are helpful.
6.9	• A Living Person's Guide to Dying	Left Sidebar	A Living Person's Guide to Dying	https://sharonpubliclibrary.org/dying.asp	**YES**	text/html	11 links to internal and external pages	Rework	Note BL – This is the first page that actually says, "All links open in a new window." Consistency across site.
7.0	**Youth Services**	Main Nav		https://www.sharonpubliclibrary.org/preschool.asp			Opens to "Early Literacy / Pre-school Ages 0-5"	Add	Note BM – Create a new landing page for this.
7.1	• Early Literacy / Pre-school Ages 0-5	Left Sidebar	No title	https://www.sharonpubliclibrary.org/preschool.asp	**YES**	text/html	Program ads; 4 links to external sites: beanstack.com; Mass Audubon; Tumble Book Library; YouTube videos	Rework	Note BN – For consistency, the ads should also have links.
7.2	• Elementary School Grades K-4 Ages 5-9	Left Sidebar	No title	https://www.sharonpubliclibrary.org/elementaryschool.asp	**YES**	text/html	Program ads; 13 links to	Rework	Note BO – See Note BN on page 11.
7.3	• Tweens / Grades 5-8 Ages 10-13	Left Sidebar	No title	https://www.sharonpubliclibrary.org/tweens.asp	**YES**	text/html	Program ads; 55 links to internal and external files, sites	Rework	Note BP – See Note BN on page 11.
7.4	• Teen / Young Adult / High School Ages 14-19	Left Sidebar	No title	https://www.sharonpubliclibrary.org/teens.asp	**YES**	text/html	Program ads; 48 links to internal and external files, sites	Rework	Note BQ – See Note BN on page 11.
7.5	• Summer Reading Program	Left Sidebar	No title	https://www.sharonpubliclibrary.org/summerreading.asp	**YES**	text/html image	Program ads; 17 links to internal and external files, sites	Rework	Note BR – See Note BN on page 11.
8.0	**eMedia**	Main Nav		https://www.sharonpubliclibrary.org/ebooks.asp			Opens to "eBook Resources"	Add	Note BS – Create a new landing page for this.
8.1	• eBook Resources	Left Sidebar	eBook Resources	https://www.sharonpubliclibrary.org/ebooks.asp	**YES**	text/html	6 links to external: Overdrive; EBSCO; TumbleBooks; RBdigital Magazines; AIGA Digital Classroom; Digitized Historical Collection. 17 contextual links within descriptions.	Rework / Add	Note BT – Most of these sources are on other pages and these are links to those pages. Add introductory copy that explains where the main sources for these are found; or in site redesign, create side bar drop down menu to account for popular items that are posted in many different places.
8.2	• eAudio Resources	Left Sidebar	eAudio Resources	https://www.sharonpubliclibrary.org/eaudio.asp	**YES**	text/html	3 external links to Overdrive	Rework	Note BU – See Note BT on page 11.
8.3	• Help & Support	Left Sidebar	Tech Help & Support	https://www.sharonpubliclibrary.org/ebookshelp.asp	**YES**	text/html video	9 internal and external links to Overdrive; RBdigital; Ask a Librarian	Rework	Note BV – Page title does not match Nav link. Add introduction to give user context.

Content Analysis: Sharon Public Library (MA)

ID	Navigation / Link Name	Location	Title	URL Address	Links To External?	Content Type	Description	Keep / Rework / Archive / Add	Notes
8.4	• Hoopla	Left Sidebar	Hoopla	https://www.sharonpubliclibrary.org/hoopla.asp		text/html	5 external links to Hoopla; Apple; Google	Rework	Note BW – Add introduction to give user context.
8.5	• Digitized Historical Collection	Left Sidebar	Digitized Historical Collection	https://www.sharonpubliclibrary.org/digitizedhistorical.asp		text/html images	13 external image and contextual links to SPL local collections housed digitally on external sites: Internet Archive; Digital Commonwealth	Rework	Note BX – Add captions to collections so that patrons know what the items are before clicking
9.0	**Get Involved**	Main Nav		https://sharonpubliclibrary.org/volunteers.asp			Opens to "Volunteer"	Add	Note BY – Create a new landing page for this. Rename "Volunteer"; Group all "volunteer activities" together; put others in "About" or "Contact"
9.1	• Volunteer	Left Sidebar	Volunteer	https://www.sharonpubliclibrary.org/volunteers.asp	**YES**	text/html	2 external links; email links	Rework	Note BZ – Add introduction.
9.2	• Friends of the Sharon Public Library	Left Sidebar	No title	https://www.friendsofsharonpubliclibrary.org/	**YES**	text/html	Menu link goes directly to external site	Add	Note CA – Add a landing page for this item so that patrons know they will be taken to another site.
9.3	• ESOL Literacy Program	Left Sidebar	English for Speakers of Other Languages (ESOL) Literacy Program	https://sharonpubliclibrary.org/esolliteracy.asp	**YES**	text/html	1 external link: Stoughton Public Library: https://www.stoughton.org/library-0	Archive	Note CB – Entry should be under "Volunteer".
9.4	• Translation Assistance	Left Sidebar	Translators Wanted!	https://sharonpubliclibrary.org/translationassistance.asp		text/html	1 internal link: email link	Keep	Note CC – Keep with "Volunteer"; title does not match
9.5	• SPL on Social Media	Left Sidebar	Visit us on social media!	https://sharonpubliclibrary.org/splsocialmedia.asp		text/html	3 external links to Facebook; Instagram; Goodreads	Rework	Note CD – Create new "Contact Us" or "Connect With Us" page.
9.6	• One Book, One Town	Left Sidebar	One Book, One Town: Sharon Reads Together	https://onebookonetown.org/	**YES**	text/html	Menu link goes directly to external site:	Add	Note CE – Create new "Community" for things that reach out to the community. Add landing pages with introductions before taking user to outside websites.
10.0	**Local Resources**	Main Nav		https://sharonpubliclibrary.org/localstart.asp			Opens to "Local Links"	Add	Note CF – Create a new landing page for this.
10.1	• Local Links	Left Sidebar	Local Links	https://sharonpubliclibrary.org/localstart.asp	**YES**	text/html	11 external links to town; schools; special needs; historical society; water conservation; garden club; friends of conservation; sustainable coalition; Mass Audubon	Rework	Note CG – Reorganize "Local Resources" and those on "Adult Services" to remove redundancies
10.2	• Special Needs	Left Sidebar	Resources for Caregivers of Children with Special Needs	https://sharonpubliclibrary.org/localspecialneeds.asp	**YES**	text/html	Page listing 23 links to external, internal, PDF links– resources for Special Needs children	Rework	Note CH – Title does not match. Reorganize material.
10.3	• Local Author Spotlight	Left Sidebar	Local Author Spotlight	https://sharonpubliclibrary.org/localauthorspotlight.asp	**YES**	text/html	Discontinued page spotlighting local authors with contextual external links.	Archive	Note CI – Update page so that the archives of this are available for those who wish to review. Outdated.
10.4	• Sharon Veterans	Left Sidebar	Sharon Veterans	https://sharonpubliclibrary.org/sharonveterans.asp	**YES**	text/html	6 external links to Veteran related sites	Rework	Note CJ – Group that meets at the library
10.5	• Alzheimer's Special Collection	Left Sidebar	Alzheimer's Special Collection	https://sharonpubliclibrary.org/alzheimerscollection.asp	**YES**	text/html	30 external links to outside sources	Rework	Note CK – Many of these links are under "Adult Services". Remove information from one section.
10.6	• Local Business Portal	Left Sidebar	Local Business Portal	https://sharonpubliclibrary.org/localbusinessportal.asp	**YES**	text/html	11 external links to outside sources; some paid	Rework	Note CL – As SPL has strong ties (reports) to the town of Sharon, perhaps this would be appropriate linking to their business page at https://www.townofsharon.net/businesses, or at least tie them in.

Content Analysis: Sharon Public Library (MA)

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ID	Navigation / Link Name	Location	Title	URL Address	Links To External?	Content Type	Description	Keep / Rework / Archive / Add	Notes
10.7	• All Of Us	Left Sidebar	All of Sharon: Community Conversations on Mental Health	https://sharonpubliclibrary.org/localallofus.asp	**YES**	text/html	45 links to external sites relating to depression	Rework	Note CM – Dated. Speaker series occurred in 2019. Rework page and update information for contemporary use.
11.0	**How Do I?**	Main Nav					Must select from drop down list	Add	Note CN – Add landing page explaining section.
11.1	• Ask a Librarian	Left Sidebar	Ask a Librarian	https://sharonpubliclibrary.org/howdoiasklibrarian.asp		text/html	Fillable form to submit a question for an emailed answer; 2 internal links	Rework	Note CO – Perhaps combine this with "Ask for Research Help" as they reference each other.
11.2	• Ask for Research Help	Left Sidebar	Ask for Research Help	https://sharonpubliclibrary.org/howdoihomework.asp		text/html	Fillable form to submit a request for research for an emailed reply with sources		Note CP – See Note CO on page 13.
11.3	• Sign Up for a Library Card	Left Sidebar	Sign Up for a Library Card	https://sharonpubliclibrary.org/howdoilibrarycard.asp		text/html	1 link to PDF form to print and take to library	Rework	Note CQ – Add fillable form for patron convenience. Patron must go to physical library to get card.
11.4	• Place Holds or Renew Items Online	Left Sidebar	Place a Hold Online	https://sharonpubliclibrary.org/howdoiplaceholds.asp	**YES**	text/html	1 link to "Borrow from Other Libraries" on page 13. See "11.6" below.		Note CR – Titles do not match.
11.5	• Pay Fines or Replace Items	Left Sidebar	No title	https://sharonpubliclibrary.org/howdoipayfines.asp		text/html	Information on paying fines and replacing items. Links to PDFs	Rework	Note CS – View PDF on site with option as a download.
11.6	• Borrow from Other Libraries	Left Sidebar	Borrow from Other Libraries	https://sharonpubliclibrary.org/howdoiinterlibrary.asp	**YES**	text/html	5 links to internal pages and external sites; interlibrary loan fillable form	Rework	Note CT – Helpful page that explains various connections to other libraries. Also explains interlibrary loan. Expand this to include cross linking.
11.7	• Suggest a Purchase	Left Sidebar	Suggest a Purchase	https://sharonpubliclibrary.org/howdoisuggestpurchase.asp		text/html	Fillable form to suggest purchase	Rework	Note CU – Add explanations / guidelines.
11.8	• Suggest a Program	Left Sidebar	Suggest a Program	https://sharonpubliclibrary.org/howdoisuggestprogram.asp		text/html	Fillable form to suggest a program	Rework	Note CV – Add explanations / guidelines.
11.9	• Sign Up for Library Newsletters	Left Sidebar	Sign Up for Library Newsletters	https://sharonpubliclibrary.org/howdoigetnews.asp	**YES**	text/html	5 internal / external links to SPL and other sites	Rework	Note CW – Put sample covers of the newsletters they are sighing up for as icon links in addition to the contextual links. z
11.10	• Reserve the Community Room	Left Sidebar	Reserve the Community Room	https://sharonpubliclibrary.org/howdoicommunityroom.asp		text/html	Fillable form to reserve community room with downloadable form. External link to calendar; link to downloadable PDFs.	Rework	Note CX – Allow PDF to open on site instead of having to download. Site requires affirmation that requesters have read the PDF, but is forcing a download for them to do so. Have option to download, but open on site in drop down or new window.
11.11	• Learn English	Left Sidebar	Learn English	https://sharonpubliclibrary.org/howdoilearnenglish.asp	**YES**	text/html	Fillable form with external link to Stoughton Public Library.		Note CY – It's confusing how to register on this page. Are they filling out the form, or emailing someone?
11.12	• Find Out What to Read Next	Left Sidebar	Welcome to the Sharon Public Library's e-mail newsletter service.	https://sharonpubliclibrary.org/howdoibookrecomendations.asp	**YES**	text/html	Newsletter sign up at external site—LibraryAware - Subscribe. http://www.libraryaware.com/1161/Subscribers/	Rework	Note CZ – This is a repeat of "Borrow from Other Libraries" on page 13.
11.13	• Access the Internet Within the Library	Left Sidebar	No title	https://sharonpubliclibrary.org/howdoiaccessinternet.asp		text/html	Library rules for computer use	Keep Rework	Note DA – Update design look to match other pages
11.14	• Geek the Library	Left Sidebar	Geek the Library	https://sharonpubliclibrary.org/howdoigeek.asp		text/html	Link to Facebook: https://www.facebook.com/geekthelibrary/	Rework	Note DB – Show examples on page so that user knows what going to before leaving the site.
11.15	• Request to Exhibit in the Library	Left Sidebar	Exhibits & Displays	https://sharonpubliclibrary.org/requesttoexhibit.asp		text/html	Fillable form with 3 downloadable PDFs	Rework	Note DC – PDFs are needed for patron to book the room. Allow to open on site with options to download.

What We Learned

Typical Users:

After interviewing librarians and doing our literature research, we found that users had common tasks, goals and assumptions that patrons wanted to accomplish when visiting the site:

- Find hours, locations, and times open quickly.
- Be able to easily browse the catalog and put items on hold or download them quickly.
- Look for ways to engage in the community through programs held through the library.
- Engage in lifelong learning.

Personas *(Typical Users of Sharon Public Library)*

Based on our research, we developed several "Primary" and "Secondary" typical users, or "Personas". For example, Susan (below) is a "Working Mom" who has a job, children, a husband, and juggles a lot of priorities. She also enjoys the local "Crafternoon", which is a staple at the library once a month and offers the opportunity to read a book and discuss the book while creating a craft. This is a relaxing time for Susan and allows her to meet new people, relax on her lunch hour, and be with adults in a friendly environment without her kids

This persona exemplifies many of the women who visit Sharon Public Library and so we have made "Susan" a "Primary" persona patron. The remaining Primary and Secondary personas immediately follow below.

Susan

primary

*"There doesn't seem to be enough time in the day!
I'm grateful for all the programs our library offers our family."*

Age	49
Job	OFFICE MANAGER
Status	MARRIED
	2 CHILDREN

Motivation

My family is the most important thing in my life. Career and work are a distant second.

Bio

Susan is working as an office manager while she finishes her second college degree. She and her husband are juggling jobs, family, and social life. She looks to the library as an extension of her social circle and to help with her children. They visit on a weekly basis. She loves the weekly *"Crafternoon"* maker meetings where she can connect with women of all ages from town.

Tasks

- Help with homework and programs for children
- Connect with other women in town with similar interests
- Civic involvement

Frustrations

- Not finding information efficiently

Working Mom

Henry

primary

"I'm not sure I'm doing this right… but I'm doing my best!"

Age **54**
Job **SENIOR EXECUTIVE**
Status **DIVORCED**
1 CHILD

Motivation

Getting the family thing right and making sure I help launch my son into adulthood.

Bio

Henry is a divorced dad who is now trying to raise his son alone. He is grateful that the library offers after school programs so that his son can socially engage with people his own age and with the same interests. He also finds the time at the library where he can find a quiet moment to himself while his son is engaged with his robotics club.

Tasks

- Making sure homework is done on time and correctly
- Easy to use cookbooks
- Robotics club for son

Frustrations

- Just "one more thing" I have to do!

Working Dad

Lisa

primary

"All our kids are bundles of energy!
We're having a crazy good time watching everyone grow!"

Age **32**
Job **FULLTIME MOM**
Status **MARRIED**
3 CHILDREN

Motivation

Juggling all the responsibilities of our family and home, and helping the raise my beautiful kids.

Bio

Lisa is a computer technician who has decided to stay home and raise her children fulltime until they are well into high school, or maybe longer. She loves their crazy schedules and has a bundle of energy, which is good, because so do they! She enjoys reading and wants to instill her love of reading into her kids. The whole family loves to make a trip to the library.

Tasks

- Keeping current with technology
- Knowing what books the kids are reading; what's popular or not

Frustrations

- It shouldn't be "hard" to find information… she believes in form following function.

Stay-at-Home Mom

Cindy

primary

*"It's an exciting time to be working at our library!
All of the new technology that is now available to us!"*

Age **47**
Job **HEAD LIBRARIAN**
Status **MARRIED**
2 CHILDREN

Motivation

Making sure her library is the still the best and that they keep current with other libraries in the state.

Bio

Cindy came to the library fresh out of college. She worked her for 12 years before being promoted and it is now her responsibility to manage the library and its website! It's a big job, but she's more than capable of handling it with the right tools and design partners.

Tasks

- Keep the website up-to-date with current information
- Continually make improvements to the site
- Manage the library

Frustrations

- Tools that don't work or are hard to use and frustrate library patrons

Staff Librarian

Frank

secondary

*"It's time to relax and enjoy!
Make new friends… Try new things… Take a breath!"*

Age **68**
Job **FORMER CEO**
Status **MARRIED**
4 GRANDKIDS

Motivation

To enjoy retirement and their new town. Become involved in the town life and try new things.

Bio

Frank just retired from a very hard driving, time consuming position with a large company in nearby Boston. He's ready to just relax in the small town of Sharon, MA where he and his wife have moved upon retirement. The local library offers a place to read and connect with people. It's a way to get involved in the town.

Tasks

- Relax and try new things
- Read the books he never had time for while working
- Meet new people and socialize
- Become involved civically

Frustrations

- It's hard to relax after having a self-driven career for many years in a high-performance job. And, it's hard to not point out how things could be made "better".

Retired

Georgia secondary

"I need to get a job! I'm running through my savings and I am too young to retire!"

Age **58**
Job **UNEMPLOYED**
Status **SINGLE**
NO CHILDREN

Motivation

To find a job before unemployment and savings run out and things get financially desperate.

Bio

After working 28 years in the Marketing Department for a local manufacturing company, Georgia now finds herself unemployed after a company restructure which released several middle managers like herself. So, she now finds herself on unemployment and scrambling for another position. She enjoys meeting women at the library for the weekly "Crafternoons" where she can relax a little with new and old friends.

Tasks

- Look for jobs
- Update computer skills

Frustrations

- Keeping focused and upbeat while looking and securing a position at my age is not something I ever dreamed I would be doing. I thought I would retire from that company!

Looking for a Job

Michelle secondary

"I am so excited to be in this country!
When I applied for my dream job, I didn't think it would come to me!"

Age **31**
Job **PROGRAMMER**
Status **SINGLE**
NO CHILDREN

Motivation

To learn English better. There are little things in the language that I think I should understand, but they puzzle me. I need to speak it better.

Bio

Michelle applied for a programmer's position with a company in Boston who does a lot of work in the Eastern European country from which she comes. That she knows a great deal of English along with being a native of the country was a key element in the decision to hire her. She is making a lot of progress in her job, but there are little English phrases that puzzle her.

Tasks

- To learn English better
- And, to make new friends at the library in my English as a second language class

Frustrations

- Not getting the "joke" when other people are laughing. I want to make new American friends so that I understand this better.

New to Town

Alex

secondary

"I've worked in manufacturing all my life… and the computers on the machines are getting more sophisticated!"

Age **48**
Job **LINE TECHNICIAN**
Status **MARRIED**
2 CHILDREN

Motivation

We didn't have a lot of computers when I was growing up…most of that technology came later… and I want to learn to keep up with my job and friends. And my kids.

Bio

Alex has worked in a manufacturing plant since graduating high school. He is one of a minority of people who does not have a degree because it was not needed in his field. He did go to trade school and apprenticed to his job. But, computers are getting more sophisticated…

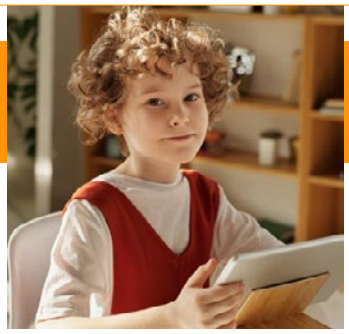
Tasks

- To keep up with the new programming languages that run on the machines I am responsible for at my job.

Frustrations

- Every year, there's an upgrade to the programming. Sometimes it makes the machine run better, and sometimes it doesn't!

Computer Challenged



Jai

secondary

"I love Harry Potter and I love that we have the club after school!"

Age **12**
Job **STUDENT**
Status **CHILD**

Motivation

I like meeting my friends after school at the library. My mom is ok with me hanging out there because it's safe and she knows everybody.

Bio

Jai lives with her single mom who doesn't get off work until after 5:00 pm. Jai is enrolled in the after school care program at the library and loves the help she gets with her homework and also that she gets to be with her friends in several clubs.

Tasks

- Do my homework
- Get better at drawing in beginner art class
- Beat my friends at Potter Trivia!

Frustrations

- My mom works a lot! I'm glad I can be at the library until she picks me up. I hate it when she's late.

Middle School

Terri

secondary

"One year before I go to college seems like such a long and short time all at the same time!"

Age **17**
Job **STUDENT**
Status **TEENAGER**

Motivation

My parents have their opinions about which college I should go to, but I want to go to the "right" college for me!

Bio

Terri is on her way to college and she needs lots of help researching which one. College is a huge step and she's going to need some help paying for it, and making sure her grades are up to standards. She also needs to make sure she picks the right one. She's very grateful for the help she's getting from SPL researching colleges because it's a lot less stressful than her parents!

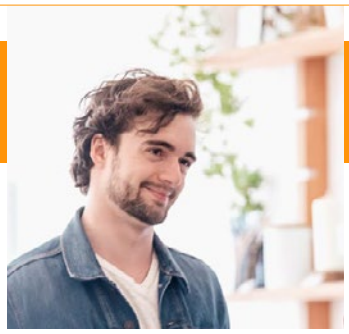
Tasks

- Keep my grades up
- Find the right college
- Look for scholarships

Frustrations

- My parents want to see every college brochure that comes into my hands and keep pressuring me about my choices!

High School



Ben

secondary

"Grad school is consuming my life right now… it's hard to focus on anything but!"

Age **27**
Job **GRAD STUDENT**
Status **SINGLE**

Motivation

I'm almost finished with grad school and working on my research seems to be 24/7!

Bio

Ben is going to a local private college with ties to several major corporations in nearby Boston. He sees a lot of his professors in town and the pressure is always "on" for him to make good grades. He's become best friends with the research librarians and the library is his second home.

Tasks

- Keep projects up-to-date and on time
- Make sure research is the best that it can be
- Enjoy COMIX at the library!

Frustrations

- Lack of time and perfectionistic tendencies!

College