Website Redesign Process

Research and Planning

Content Creation

Information Architecture

Design

User Testing and Launch

Research and Planning

Primary Audience: Public

Uses the website to...

- Get to the catalog/find materials
- Find current hours
- Use calendar/find information about programs
- Use online resources (elibrary)
- Find current library information (address, building project information)

Challenges...

- Navigation/Finding Information
- Catalog
- Calendar

Research and Planning

Secondary Audience: Staff

Uses the website to...

- use calendar/find information about programs
- connecting patrons to information
- helping patrons navigate site
- find online resource information
- get to the catalog/find materials

Challenges...

- Navigation/Finding Information
- Repeating Content/Too Much Information
- Outdated Information
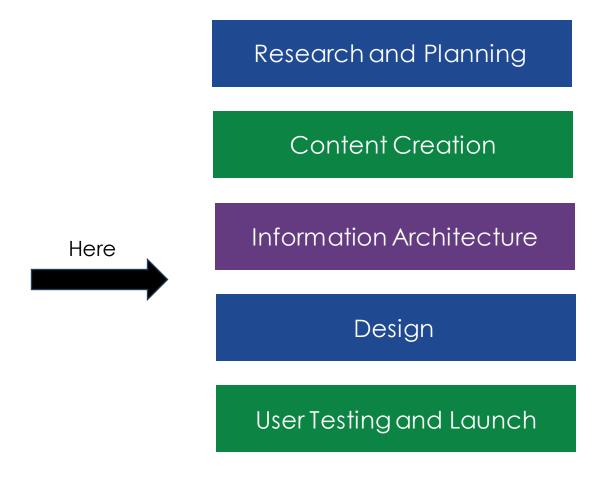
Appleton Public Library

Research and Planning

Goals and Guideposts

- Improve the organization, navigation and searching functions.

- Become a model for accessibility.

- Reduce the number of pages and complexity of the existing site.

- Standardize the look and feel of website pages.

- Create consistency in tone and language across the site.

- Reflect the experience of a modern, 21st century library.

Where we are in the process

Research and Planning

Content Creation

Here →

Information Architecture

Design

User Testing and Launch