



Father Hesburgh Archives – Information Architecture Report





Agenda

- Project Definition & Goals
 - Content
 - Target Audiences
- Questions to Address
- User Personas & Target Audience Goals
- High Level Site Map & Site Flow
- Low-Fi Wireframes
- High-Fi Design Mockups
- Next Steps





Project Definition and Goals

Provide access to Father Hesburgh archives through:

- Immersive story-telling experiences
- Interactive research portal

Our Content

- Official Documents
- Personal Papers
- Audio / Video Recordings
- Photographs

Our Target Audiences

- Scholars
- Friends of Notre Dame
- Development - Marketing and Potential Donors



Questions to address

How do we...

- Structure the site to meet the diverse needs of a broad set of users?
- Account for the site's future growth as digitized content is added?
 - need to indicate to users that it is a growing archive
 - need to let users know the amount of content a given subject has
- Balance a story-driven site with the research needs of scholars?
- Design the Civil Rights site while allowing the structure to accommodate other subjects in the future?
 - Also - how do we keep this difference intuitive for the user?



Personas - Scholars

Karin Inquisitive Visiting Scholar



About Karin:

Karin has lived her entire life in Cape Town, South Africa. Last year she earned her doctorate in Political science from the University of Cape Town and decided to continue her research as a visiting scholar at the University of Notre Dame Kroc Institute. Her research focuses on psychosocial consequences of divided communities, focusing on majority/minority identity, minority rights, and minority education.

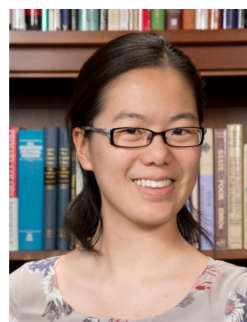
Primary Use

Karin's interested in gathering as much information online as possible to guide her focus during visits to the archives.

Summary of Goals

- Research events – find information about who else was involved, Father Hesburgh's involvement, his relationships with others and how he interacted with them
- Research what happened leading up to the events, after the events, and how long Father Hesburgh remained in contact with them – and how relationships involved over time
- Find out how much archival content is at the library about people or events
- Research how the media showed these events

Audrey Overwhelmed Notre Dame Junior



About Audrey

Audrey is a junior at Notre Dame majoring in history with a concentration in US Civil Rights. After her undergrad she plans on going on to law school, but is undecided about where. She is from St. Paul, Minnesota where she frequently took her high school debate team to state championships. Her debate work continues at Notre Dame and she is also an editor on the school newspaper.

Primary Use

Audrey needs to use the site for sources of information for her research paper.

Summary of Goals

- Check the site out first to see if information will be useful for writing her research paper
- Learn more about what all Father Hesburgh had to do with the Civil Rights movement
- Find specific content related to her paper – mostly correspondence, organizational groups and events





Personas – Friends of ND

Dave Amateur Historian

**About Dave:**

Dave is originally from Northern Indiana and graduated from Notre Dame in 1971 with a degree in Mechanical Engineering. In 1975 he married and relocated to Clinton, Missouri to live near his wife's family.

In his spare time, Dave is interested in learning about the history of Northern Indiana – he's been running a wordpress blog for seven years about his research.

He's retiring this summer and plans to spend his free time writing a book about the history of South Bend.

Primary Use

Dave's interested in finding out more about the life of Father Hesburgh. He has read "God, Country, Notre Dame" and so is especially interested in historical photos and videos.

Summary of Goals

- Find out how much archival content is available at the Hesburgh Library to decide if he wants to visit the archives
- View historical photos and videos from the South Bend area to help with book content
- Learn about Father Hesburgh's impact with organizations from around the world during his time at Notre Dame
- Listen to interviews about events or people local to South Bend





Personas – Marketing / Development

Erica ND Development Officer

**About Erica:**

Erica graduated from Notre Dame in 2005 with a degree in Marketing. She has lived in the South Bend area her entire life – her father is ND faculty and both of her siblings also work at the University. She started working for development straight after graduation.

Primary Use

Erica would like to review the site with potential donors

Summary of Goals

- Learn about new efforts within Notre Dame pertaining to libraries or archiving
- Review the site with potential donors
- Refer the site to potential donors

Matt Miami Restaurateur

**About Matt:**

Matt is originally from Albany, NY and received his undergrad from NYU in a double major of Sociology and History. He later went to Notre Dame for an MBA and graduated class of 1999. He relocated to Miami and opened his first restaurant, which immediately surged in popularity. He's opened three more in the Miami area in the past eight years.

Primary Use


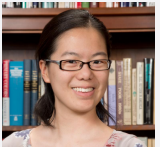
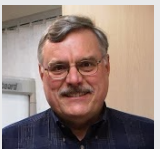
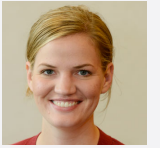
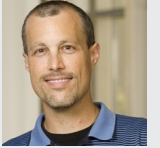
Matt's curiosity was piqued when his ND development officer brought up the site.

Summary of Goals

- Take a quick look at after prompting from "development officer"
- Interested in finding out about libraries and archiving in the 21st century



Diverse Goals of Target Audiences

		Goals	Read Stories	Browse Content	Search Specific Content	Find On-Campus Resources
	Visiting Scholar In-Depth Researcher	<ul style="list-style-type: none">• On-site archives visits• Advanced browsing and searching• Research Civil Rights movement• Continual learning	✓	✓	✓ ✓	✓
	ND Junior Short-term Researcher	<ul style="list-style-type: none">• Research for Term Paper• Learn about Civil Rights movement	✓	✓	✓ ✓	
	Amateur Historian Friend of ND	<ul style="list-style-type: none">• Find interesting photos and videos• Learn more about Father Hesburgh• Consider on-site visit	✓	✓ ✓		✓
	Development Officer Marketing	<ul style="list-style-type: none">• Browse site for review with potential donors	✓	✓		
	Restaurateur Potential Donor	<ul style="list-style-type: none">• Browse site with development officer• Learn more about archives and libraries in 21st century	✓ ✓	✓		



High Level Site Map

Tier 1

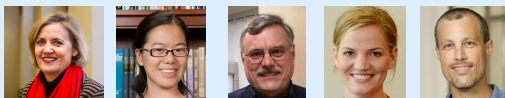


Serving Others

Civil Rights for All

Holy Father

Tier 2



“Chapter” Home

Research
Guides

Tier 3



Stories

Browse

Search

Contact

News

Tier 4

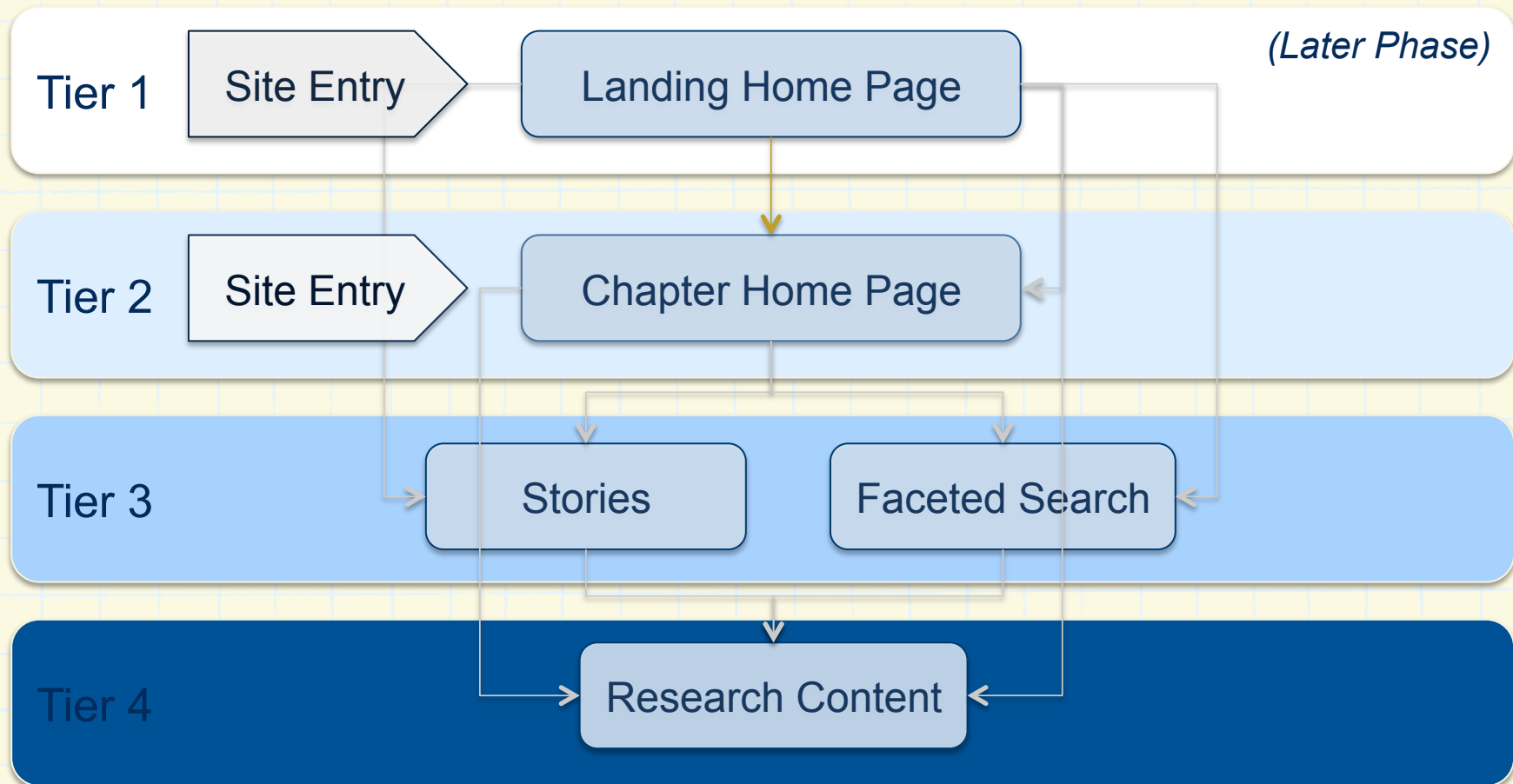


Research Content

Social
Media



Site Flow





Wireframe – Tier 2 (Chapter Home)

Father Hesburgh Archives

Chapters

Timeline

All Content

Search

Civil Rights for All

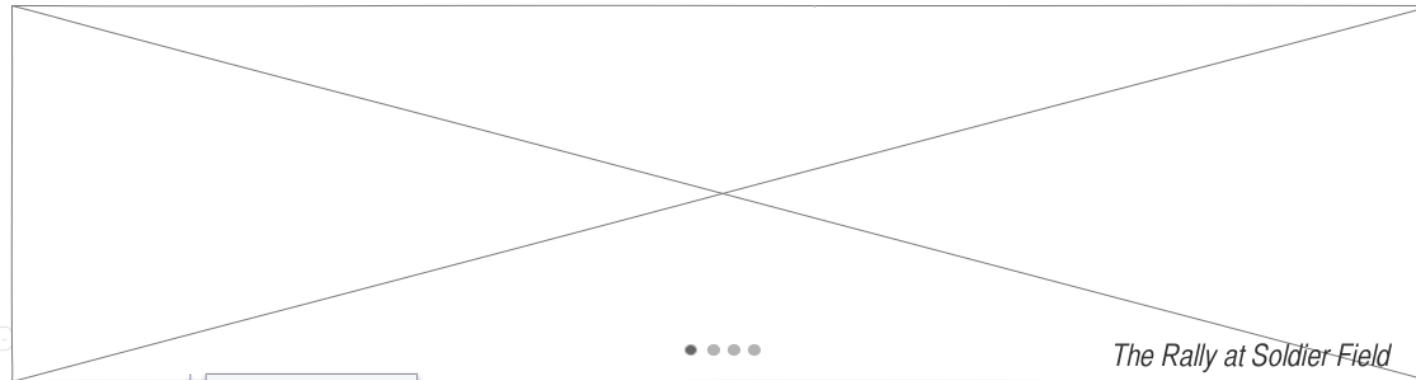
Stories

Browse Content

News

Research Guide

Featured Stories



More interactive stories...

As content expands

Introduction

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Recent Updates

June 14, 2014

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet.... [More](#)

June 1, 2014

Lorem ipsum dolor sit amet, consectetur adipisicing elit... [More](#)

Tier 1 Level navigation elements

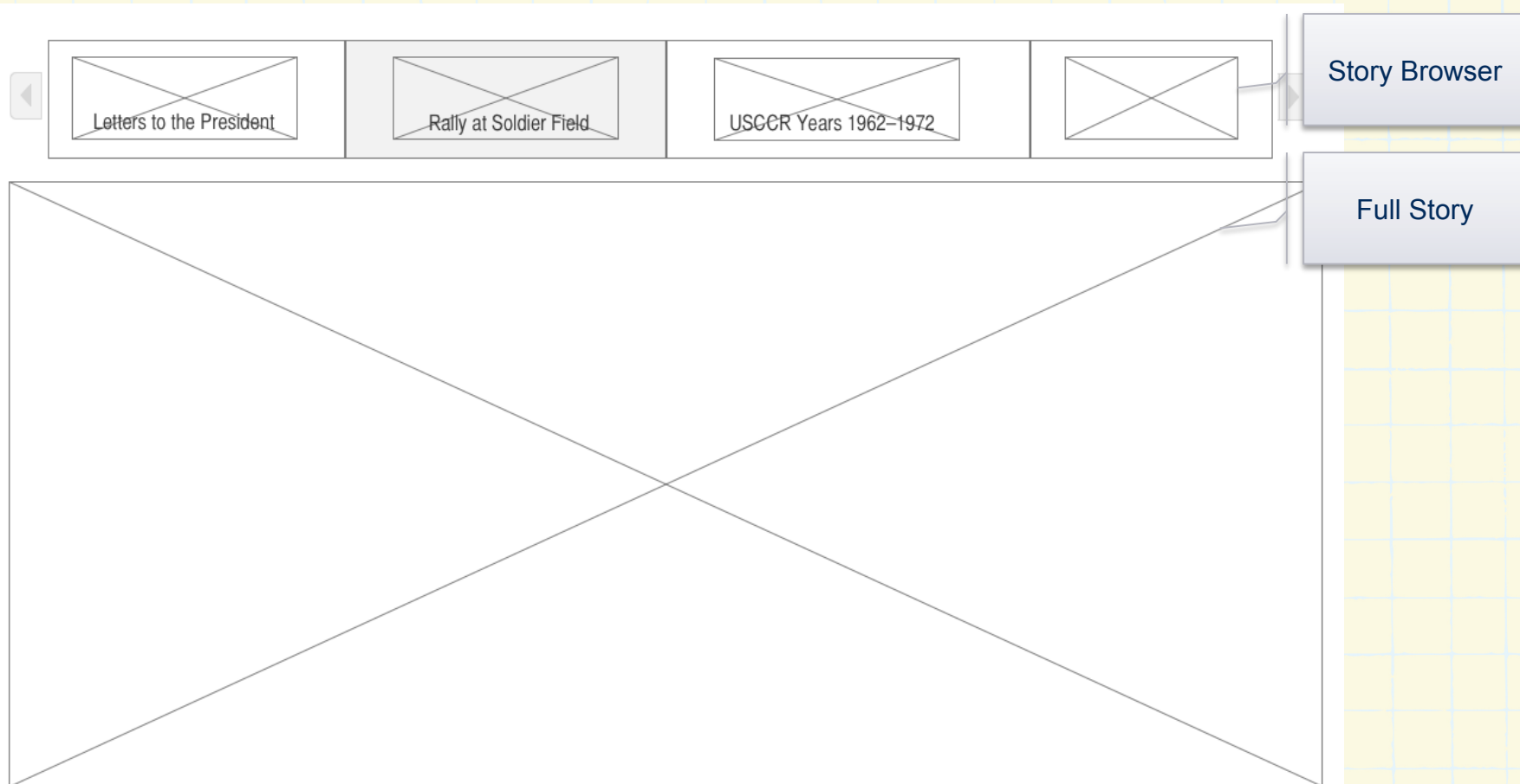
Tier 2 Level navigation





Wireframe – Tier 3 (Stories)

Open Item: How to integrate stories across “Chapter”/Subject





Wireframe – Tier 3 (Browse Content)

Note: Most likely will be in Faceted Search (depending on implementation)

Events



1964 Civil Rights Act
21-Feb-1964
16 Archival Items



Rally at Soldier Field
01-Jul-1964
112 Archival Items

Let the user know
amount of content
before continuing

People



John F. Kennedy
31 Archival Items



Martin Luther King
45 Archival Items



Lyndon B Johnson
11 Archival Items



Richard Nixon
12 Archival Items

Groups

Dolor sit amet esse quam

Nemo enim ipsam voluptatem

United States Civil Rights Commission (USCRC)

Places

U.S.

Europe

Africa

Illinois
Chicago





Wireframe – Tier 3 (Browse Person)

Martin Luther King



About:
Includes Biographical Info,
Relationship to Father Hesburgh

Finding Aid

Involvements

Groups

US Civil Rights Commission

Events

1964 Rally at Soldier Field

Other People

Lyndon Johnson
John F. Kennedy

Links to
browse related
content

Images



Rally at Soldier Field
01 Jul 1964



Unknown Event
Circa 1962

Links to view
digitized item

Videos



NewsReel
01 Jul 1964



Rally
Circa 1962

Documents





Wireframe – Tier 4 (Faceted Search)

Standard Facets

☐ Include Non-Digitized Content

Media Type

Documents	10
Images	20
Audio	0
Video	5
Full Text	2

Time Period

Childhood (1920s - 1930s)	10
Early-Mid Adulthood	28
Late Adulthood	322
Retirement	29

Topic

Civil Rights for All	110
Growing Up Catholic	209
Learning	212
Leadings	98
Serving Others	234

Collection

Personal Papers	110
University Records	209

Source

Notre Dame Archives	1,989
UCLA NewsReels	43
Chicago Tribune	25
more...	

Showing 1 - 10 of 49

Sort by Relevance 25 per page « Previous | 1 2 3 | Next » 1



Photograph

Father Hesburgh and Martin Luther King

Location: Chicago, IL Date: 01 Jul 1964

[View Full Resolution](#)



Photograph

Solder Field

Location: Chicago, IL Date: 01 Jul 1964

[View Full Resolution](#)



Story

The Rally at Solder Field

Location: Chicago, IL Date: 01 Jul 1964

[View Full Story](#)



Archive Collection

Father Hesburgh Personal Papers

Source: Notre Dame Archives

[View Finding Aid](#)

Includes
collections and
content



Event

The Rally at Soldier Field

Location: Chicago, IL Date: 01 Jul 1964

[View More about Event](#)



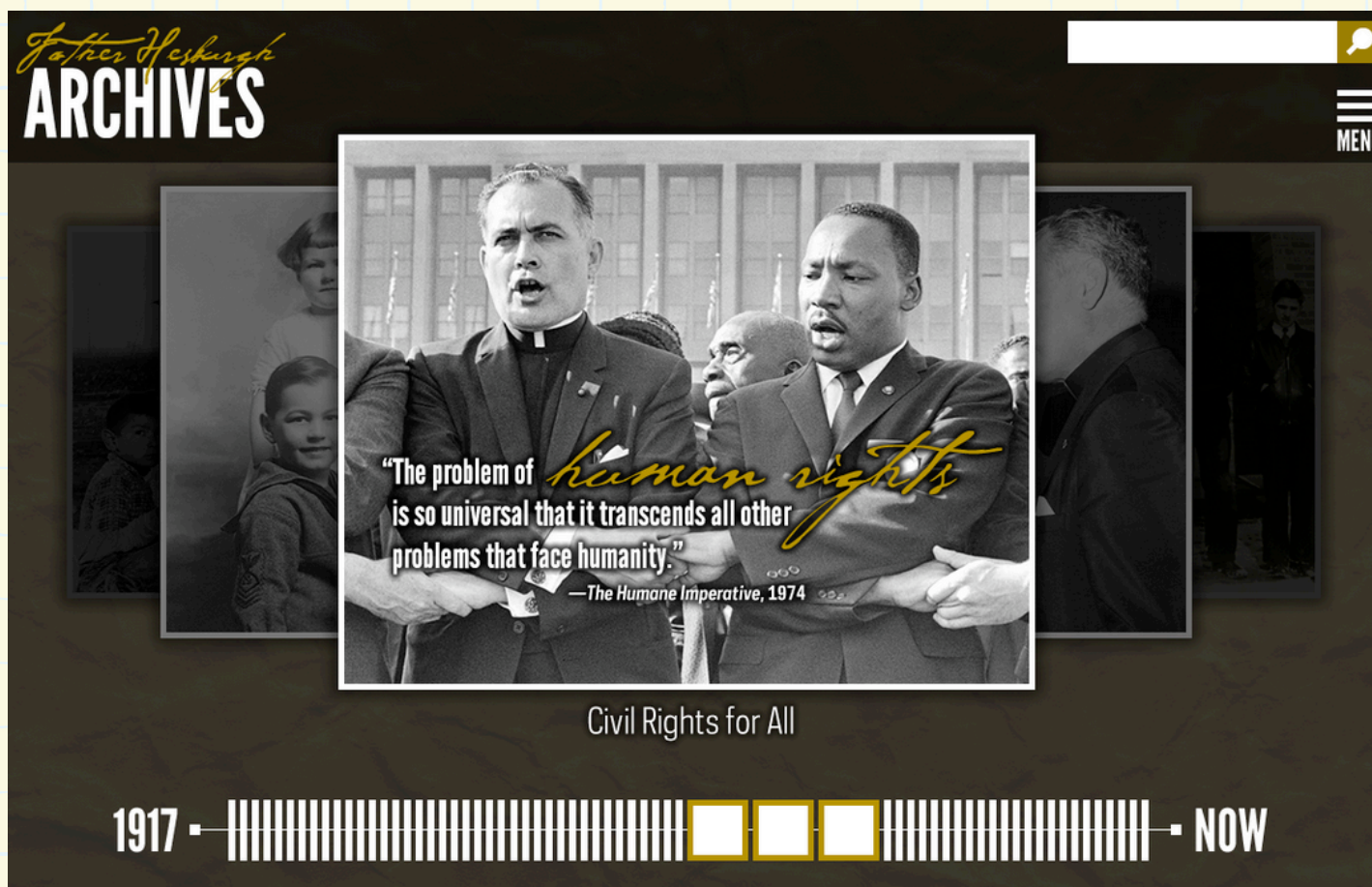
Document

Father Hesburgh's Reflection of the Rally at Solder Field

[View Full Resolution](#)



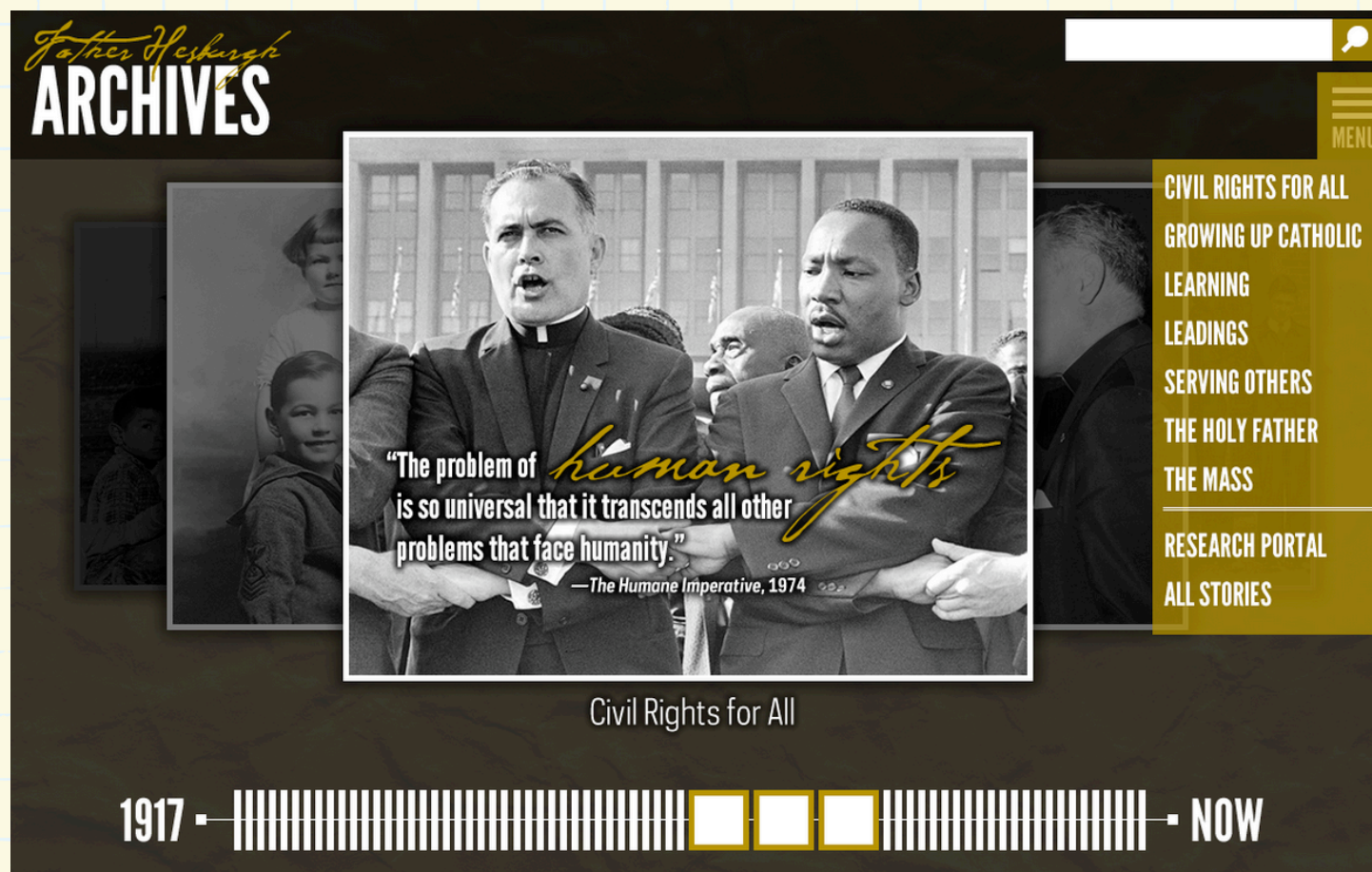
Mockup – Tier 1 Landing Page



<http://librarypprd.library.nd.edu/hesburgh/cover.html>



Mockup – Tier 1 Landing Page – Menu Slideout




<http://librarypprd.library.nd.edu/hesburgh/cover.menu.html>



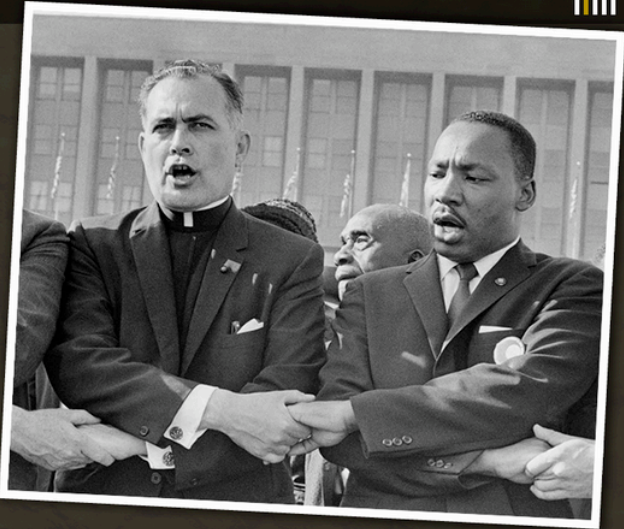
Mockup – Tier 2

Father Hesburgh
ARCHIVES



Civil Rights for All

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Rally at Soldier Field

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Rally at Soldier Field

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New Stories

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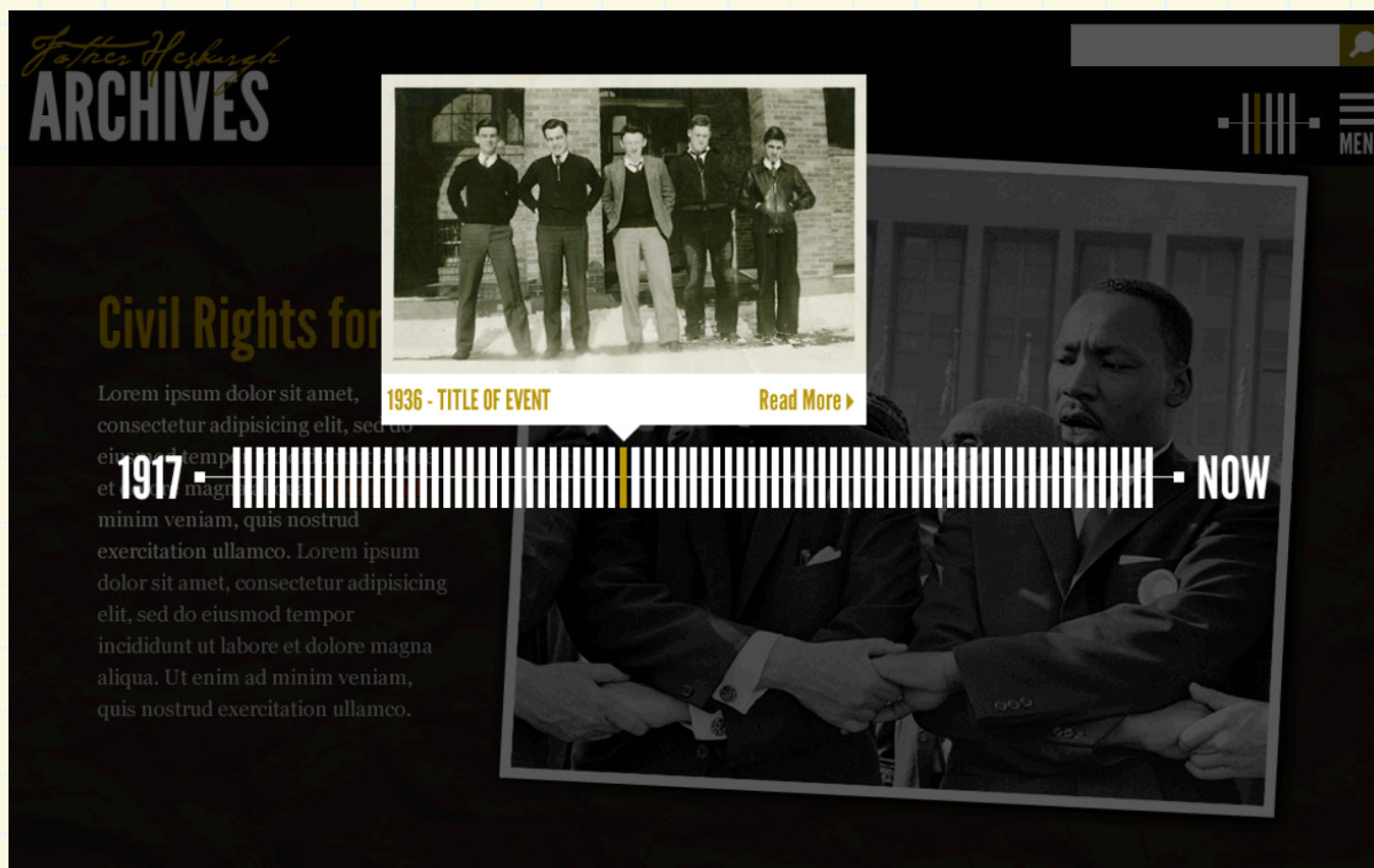
All Stories

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<http://librarypprd.library.nd.edu/hesburgh/chapter.html>



Mockup – Event Timeline Browser



<http://librarypprd.library.nd.edu/hesburgh/chapter.timeline.html>



Mockup – Tier 3 Story

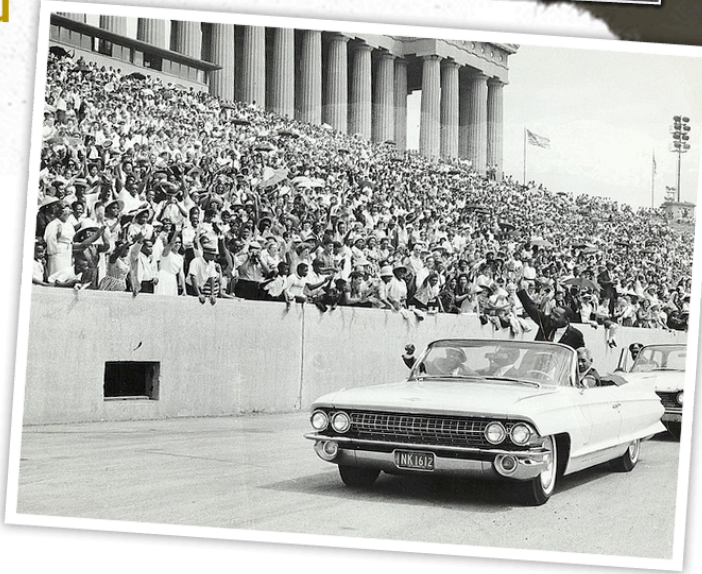
Father Hesburgh ARCHIVES

◀ Civil Rights for All



Rally at Soldier Field

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Excerpt from Father Hesburgh's Memoir



<http://librarypprd.library.nd.edu/hesburgh/story.html>







Next Steps

- Develop Tier 1 Carousel with provided images for 5-6 Chapters (only Civil Rights is operational)
- Develop content for “Civil Rights for All” Home Page
 - Write general discussion/introduction
 - Decide upon 3-5 potential stories
 - Fully develop first story – Rally 1964
- Open Item – Tier 4 Development



Question & Discussion

