

# Information Architecture Project Plan / Proposal

## Introduction and definition:

Information Architecture (IA) refers to the organization and labelling of a website in order to facilitate findability. A part of the overall user experience often starts with a search engine and thus, a large portion of findability applies to Search Engine Optimization (SEO). Since the library website was last architected in 2010, there have been many organizational and technological changes within the library - including the establishment of a marketing department and increased emphasis on digital libraries. Library website content needs to be re-evaluated to ensure that we are meeting users needs and accounting for future growth.

## Problem(s):

Website layout and navigation is confusing to users

- Page content is duplicated in places

- Specific known pages are difficult to locate

Maintenance and locating pages is difficult

No/little search engine optimization (SEO)

## Project Owners:

WSE Team

## Stakeholders:

Marketing (Tara)

Reference (Sherri, Mandy)

Circulation (Tracy)

Instruction/FYS (Lesley)

E-Resources (Lauren, Monica, Robin)

Subject Liaisons/Librarians (by discipline area)

- Arts and Humanities (David Dressing, David Sullivan is head)

- Business (Steve)

- Sciences (Carol)

- Architecture (Jennifer)

Administration office (Marcy, Michelle S, Matt S, )

- Building Services (Ross?)

Each Branch Library

ILL

Special Collections (Natasha)

Preservation (Julie)

Stacks (Clara)

Additional stakeholders as identified through content inventory process

## In Scope:

Re-do library.nd.edu navigation menu

Branch website architecture

Site Map

Subject Pages, LibGuides, DDW

Develop consistent “look and feel” and breadcrumbing for library pages

Index page - including Quicklinks and Marketing and Announcements assessment

Other pages as identified

Reorganization/renaming of library.nd.edu directory structure

## SEO-related

Develop sitemap.xml for SEO

Implement norobots/crawling strategy

Establish and implement url naming standards and ensure links comply

Develop Meta descriptions and unique titles for in-scope pages

## Currently Out of scope/To be addressed separately:

HesNet/Intranet

Library faculty/staff internal software (e.g. datamart, cataloging statistics)

Search interfaces (including tabbed search, primo, quicksearch, database finder, etc)

Any site within the library that doesn't use the primary library navigation - for example, Rare Books, CDS - *although IA within the context of the library site will be assessed*

Existing structure within larger ND context

Mobile Site (may receive direction from this project)

Accessibility concerns outside of the scope of the project

# Proposed Project Plan

## Research

Existing publications on library IA

Comparative analysis of other library and non-library websites

## Content Assessment

Create content inventory spreadsheet

- Define each “section” or page of content

- Identify section/page “owners” and update needs (add to stakeholder list if needed)

- Begin identifying user groups and use scenarios

Remove outdated, unnecessary or duplicative pages when able

Identify pages needing updates

Create diagram and sitemap.xml of current structure (?)

## Kickoff with stakeholder groups

Project Introduction - Current inventory, problem definition

How they use the site now, what are their needs for updating

What they hear from patrons, their understanding of patron uses

Ideas of what the website should be

Any patrons they’ve worked with who may be willing to be interviewed, surveyed, etc.

## User Assessment

(as needed after kickoff meetings) Surveys to library employees about current use and frustrations, also to identify potential interviewees, focus group and/or card sort participants

Perform user interviews/observations for deeper understanding of site use and needs

Library staff and faculty

Patrons

- Reference desk workers about what they’re seeing and hearing

  - Undergrads

  - Graduates

  - Incoming (FYS?)

- \*Need a way to find interviewees

Develop Personas and Use Scenarios

## **Create draft of proposed changes**

Develop draft content inventory

Perform card sorts

Create Site Map / Hierarchy Diagram

Develop navigation structure

Storyboard common use scenarios to validate navigation structure

Keep program directors up to date

## **Meet with each stakeholder group**

Review results of user assessment and proposed changes

Discuss how to approach/solve results from user assessment

Develop plan for implementation of the proposed changes

## **Test**

Validate IA - that participants are able to locate content within correct category

Usability testing of new navigation structure

## **Document new naming and description standards**

Distribute to library as needed

## **Determine Google Analytics strategy**

How/if to separate new structure from old pages

## **Implement new navigation structure**

Develop sitemap.xml