

Final Research and Design Report

Sharon Public Library: Information Architecture Redesign

08.12.2020

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UXD 60111: Information Architecture II

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Project Overview

The Problem

Sharon Public Library (SPL) has needed a redesign of their outdated website for quite some time. The pandemic exacerbated the problem by causing a shutdown of their physical library, which led to an increased reliance on their website and a higher demand for their digital products.

SPL's primary goal for the redesign was to improve the navigation, labeling, and organization of information so people could find what they were looking for quickly and easily, especially during these difficult times. They also wanted their website to have an updated look and a more welcoming feel.

The Solution

Over the past six weeks, four main steps were taken to accomplish these goals (detailed below). Some of the solutions that came out of this work included:

- Getting rid of the audience-based organization scheme in the top-level global navigation
- Creating a landing page for each section of the website
- Adding a search bar to the header
- Adding a chat feature, so patron's could get their questions answered quickly
- Adding a "frequently used" section to each page, so patron's could access some of the most important information from anywhere on the website

Step One: Understanding Users and Context

In step one, user research was conducted in the form of interviews and a literary review. This research yielded valuable insights into SPL's target users and their needs. The results were documented in a report that contained the following deliverables:

- One primary and two secondary personas
- A list of tasks the website should support, organized by priority and persona

Step Two: Content, Labeling, and Taxonomy

In step two, an analysis of the content on SPL's website was conducted. Then, a new organization scheme was designed and prepared for testing. This work was documented in a report that contained the following deliverables:

- Content analysis
- Sitemap of proposed organization scheme

Step Three: Assessing Labeling and Taxonomy

In step three, the new organization scheme was tested by four target users using an online program called Treejack. The results were analyzed and documented in a report, and the insights were used to improve the sitemap.

Step Four: Putting It All Together

Step four included several parts:

- Designing digital wireframes of the home page and three key pages of the website
- Writing eleven scenario-based questions based on the high, medium, and low priority tasks that were identified in step one
- Testing these designs using an online program called Chalkmark
- Updating the wireframes based on the results of the study

This report contains the final documentation of the work performed for SPL.

Research Methods

This section provides more details on the user research that was conducted, and the results are included in the appendix.

Stakeholder (Proxy) Interviews

Stakeholders from SPL were not available, so librarians from other libraries were interviewed. The interviews were approximately 55–60 minutes long. They were conducted remotely using Zoom and were recorded using audio and/or video.

The first interview was with Becca from Skokie Public Library. This was a group interview, and the questions that were used can be found [here](#). The second interview was with Terzah from Boulder Public Library, using the protocols in **Appendix A**.

The key findings from the interviews are included in **Appendix B**.

Literary Review

A literature search yielded the following three key resources:

- Who Uses Libraries and What They Do at Their Libraries by John B. Horrigan

- Library Usage and Engagement by John B. Horrigan
- Libraries are Dealing with New Demand for Books and Services During the Pandemic by Thomas Wilburn

The key findings from the literary review are included in **Appendix C**.

Treejack: Tree Test Study

Four target users were recruited to participate in a tree test study using a software program called Treejack by Optimal Workshop. This study was designed to evaluate the labeling and taxonomy of the proposed organization scheme. Each participant was given a randomized list of eight scenarios and asked to select where in the site map tree they were likely to find the information they needed to complete the task.

The results, analysis, and recommendations from the Treejack study are included in **Appendix D**.

Chalkmark: First Click Study

Fifteen target users were recruited to participate in a “first click” study using a software program called Chalkmark by Optimal Workshop. This study was conducted to test the digital wireframes of the home page and three other pages of the website where the key workflows could be accessed.

The key workflows were determined by the high, medium, and low priority tasks identified in step one of the project (shown in the “Task Priority by Persona Table” below). Each participant was given a randomized list of eleven scenarios and asked to click on the wireframe where they were likely to find the information they needed to complete the task.

The results, analysis, and recommendations from the Chalkmark study are included in **Appendix E**.

Personas

Based on the insights gained from the interviews and literary review, the following three personas were created to help inform the direction of the SPL website redesign. The primary persona is Marcy the Mom, and the two secondary personas are Sam the Senior and Tia the Teenager.

Marcy the Mom (primary persona)

“My young children love it when I read to them. Since the library has been closed during the pandemic, we’ve been reading more ebooks, but it’s frustrating because we can’t check out as many at a time.”



Age

37 years old

Occupation

Dental Hygienist

Family

Married with 2 children

Tech Skills

Intermediate

Location

Sharon, MA

Narrative

Marcy is a busy mom working as a dental hygienist at a local dentist office. In the evenings she loves reading with her two kids, Adrian and Stella. Adrian likes Captain Underpants and Stella likes stories about unicorns and princesses. With the COVID-19 pandemic, it's been hard to get enough books since the library has been closed. Marcy would love to see more children's books available electronically so they can continue having their bedtime reading.

Goals and Tasks

- Have quality time with her kids
- Get books during the pandemic
- Read about unicorns and princesses
- Laugh at Captain Underpants
- Cuddle with Adrian and Stella

Pain Points

- Limitation on the number of ebooks that can be checked out at one time
- Ebooks don't give her children a break from the screen like print books do
- Finding age-appropriate stories

Sam the Senior (secondary persona)

“I’ve had a hard time transitioning from paper materials to digital materials, but the library staff has helped me understand the technology better. I think I’ll keep using the website even when the libraries reopen, just to be safe.”



Age

71 years old

Occupation

Retired plumber

Family

Widowed with adult children

Tech Skills

Novice

Location

Sharon, MA

Narrative

Sam is a retired plumber who suffers from arthritis and some vision difficulties. Sam never used much technology in his work, so he needs some assistance figuring out how to search the catalog and download ebooks. Also, he needs larger font sizes so he can read the words on the screen. Sam enjoys historical fiction and biographies of famous jazz musicians.

Goals and Tasks

- Engage his mind in retirement
- Learn about famous jazz musicians
- Learn how to download ebooks
- Stay safe in the pandemic
- Search for books online

Pain Points

- Little technology experience
- Bad vision requiring larger font size
- Arthritis makes it hard for him to hold the e-reader for long periods; could use a text-to-speech feature

Tia the Teenager (secondary persona)

“I spend a lot of time on my smartphone because I don’t have my own computer at home. I wish my library website was more mobile friendly and it had a chat feature so I could get my questions answered right away.”



Age

17 years old

Occupation

High school student

Family

Single

Tech Skills

Advanced

Location

Sharon, MA

Narrative

Tia is a child of immigrants from Chile. She is interested in learning about Latin American economic development and neo-colonialism. She is an advocate for Latinx women at her high school and hopes to pursue a career in public policy after going to college for political science. She is using the public library to get a head start on her educational goals. She also enjoys a little Harry Potter fanfiction for a break from the serious reading.

Goals and Tasks

- Learn about Latin American economic development and neo-colonialism
- Discover resources for Latinx activism
- Get help on college applications
- Catch up on the latest Harry Potter fanfic

Pain Points

- No chat feature on the website
- Aggregating information about public policy regarding immigration rights
- Capitalist destruction of Latin American economic systems
- Library website is not mobile friendly

Task Priority by Persona Table

Below is a list of the most important tasks that the library website has been designed to support, organized by task priority and persona.

Task	Persona	Marcy the Mom (Primary)	Sam the Senior (Secondary)	Tia the Teenager (Secondary)
High Priority Tasks				
Borrow or download an ebook		✓	✓	✓
Search the library catalog for print books, audiobooks, ebooks, CDs or DVDs		✓	✓	✓
Reserve or place holds on print books, audiobooks, ebooks, CDs or DVDs		✓	✓	✓
Renew a book, DVD or CD		✓	✓	✓
Read book reviews or get book recommendations		✓	✓	✓
Medium Priority Tasks				
Conduct research or get homework help				✓
Use an online database		✓		✓
Access ancestry information		✓	✓	
Access local history information			✓	
Tech/IT support			✓	
Use chat feature		✓		✓
Sign up for an event		✓		✓
Low Priority Tasks				
Read blog		✓		
Book a room		✓		✓

Navigation Structure

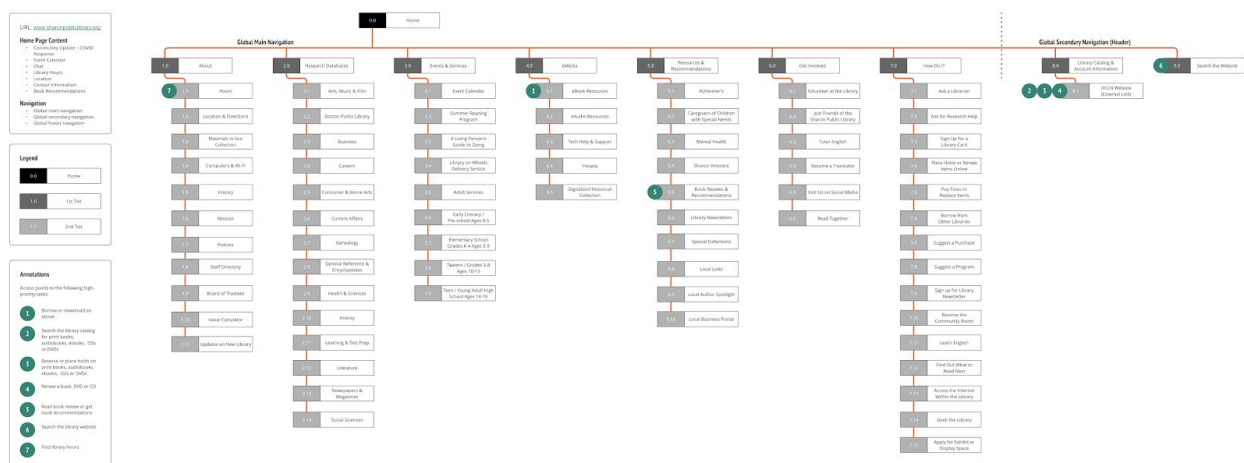
The organization scheme chosen for the website redesign is a hybrid model, primarily organized by topic and secondarily by task. The old website also utilized an audience-based organization scheme, but this was determined to be ineffective because a majority of the subcategories listed under “Adult Services” were not specific to adults.

The navigation structure is hierarchical and contains the global navigation in the header and the local navigation on the left side of all the child pages. Breadcrumbs are also used as a secondary means of navigation, and contextual links are utilized on every page.

The content analysis as well as the results of all the user research was used to determine the best organization structure for this site. Special consideration was given to the personas’ perceived ability to accomplish the most important tasks.

Final Sitemap

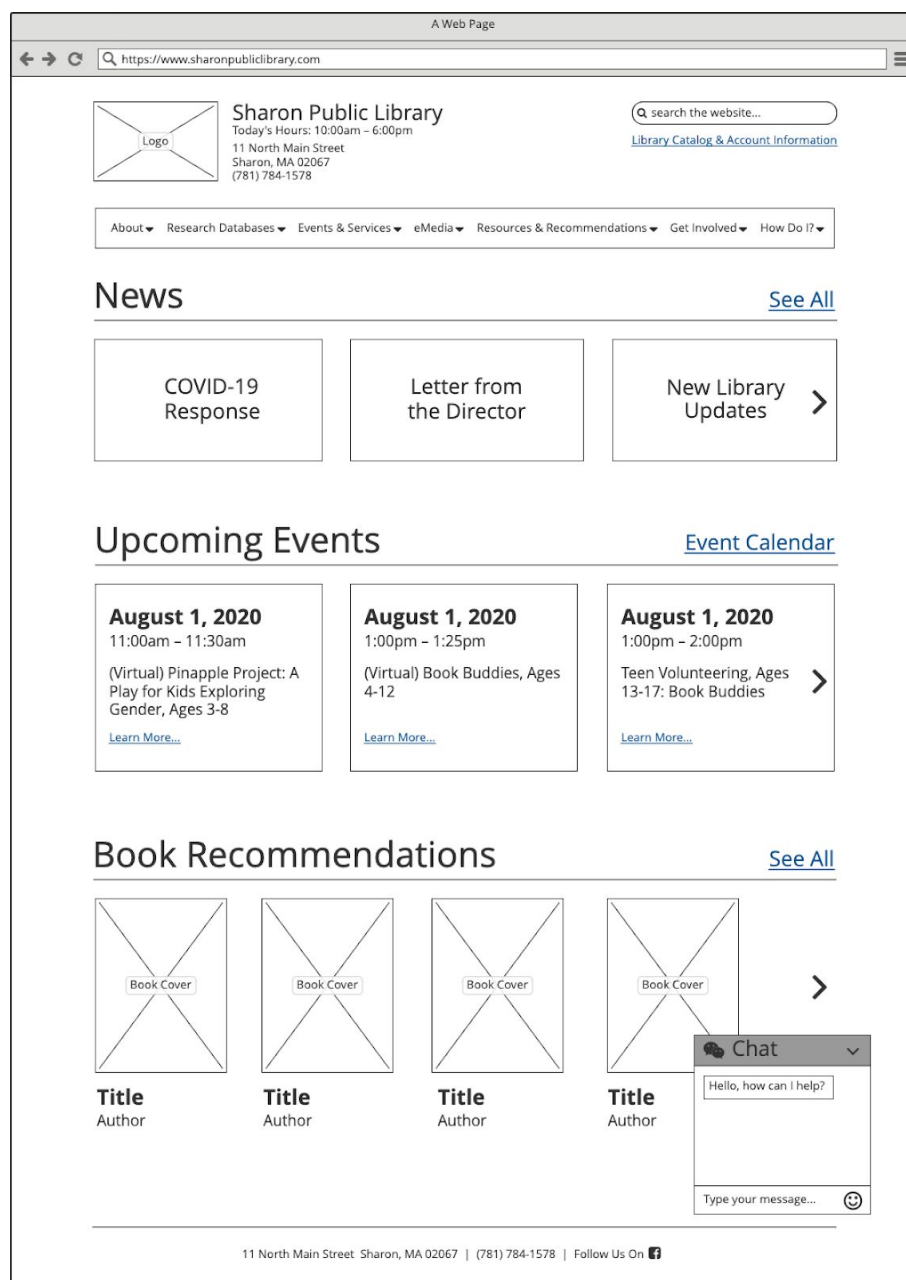
The site map illustrates the new topical and task-oriented organization scheme and includes the new labels, content, and changes recommended in the content analysis (shown in **Appendix F**). Additionally, the sitemap shows where the high-priority tasks are accessed, and it includes the changes recommended in the Treejack study results (Appendix D).



Final Wireframes

These wireframes were designed to provide access to all the high, medium, and low priority tasks that were shown in the “Task Priority by Persona Table.” They also include the changes recommended in the Chalkmark study results (Appendix E).

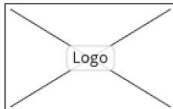
Home Page



Genealogy (child page of Research Databases)

A Web Page

[←](#) [→](#) [↻](#)



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Genealogy

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Databases

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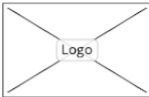
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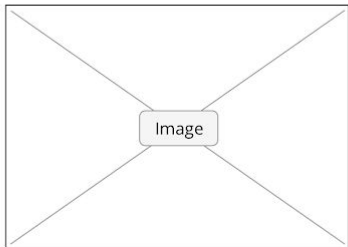
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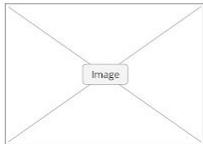
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Access the Internet Within the Library

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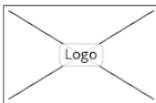
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- Elementary School / Grades K-4 Ages 5-9
- Tweens / Grades 5-8 Ages 10-13
- Teens / Young Adults Ages 14-19

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Upcoming Events

[Event Calendar](#)

August 1, 2020
 11:00am - 11:30am

(Virtual) Pinapple Project: A Play for Kids Exploring Gender, Ages 3-8

[Learn More...](#)

August 1, 2020
 1:00pm - 1:25pm

(Virtual) Book Buddies, Ages 4-12

[Learn More...](#)


August 1, 2020
 1:00pm - 2:00pm

Teen Volunteering, Ages 13-17: Book Buddies

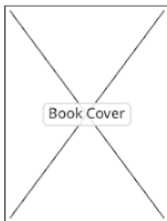
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Book Recommendations

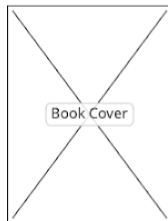
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Author



Title
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Title
Author




Title
Author

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References

Horrigan, J. (2016, September 9). Library Usage and Engagement. Retrieved from <https://www.pewresearch.org/internet/2016/09/09/library-usage-and-engagement/>

Horrigan, J. (2015, September 15). Who Uses Libraries and What They Do at Their Libraries. Retrieved from <https://www.pewresearch.org/internet/2015/09/15/who-uses-libraries-and-what-they-do-at-their-libraries/>

Wilburn, T. (2020, June 16). Libraries Are Dealing With New Demand For Books And Services During The Pandemic. Retrieved from <https://www.npr.org/2020/06/16/877651001/libraries-are-dealing-with-new-demand-for-books-and-services-during-the-pandemic>

Appendix A

Interview Guide

Basic structure and timing:

Elapsed Time	Activity
10 minutes 0:00–0:10	Introduction and informed consent
5 minutes 0:10–0:15	Warm-up questions
10 minutes 0:15–0:25	Library patrons
15 minutes 0:25–0:40	Context and content
10 minutes 0:40–0:50	Opportunities for improvement
5 minutes 0:50–0:55	Participant questions and wrap-up

Moderator's Guide

Interview questions and script:

Participant's Name: _____ **Library:** _____ **Session #:** ____ **Date:** _____

10 minutes 0:00–0:10	Introduction and Informed Consent
<p>Introduction</p> <p><i>Hello [participant's name], thank you so much for taking the time to participate in this research project today. My name is Jessica, and I am a graduate student at Kent State University, studying User Experience Design.</i></p> <p><i>For a class project in my Information Architecture class, we are analyzing library websites and getting to know the needs of library patrons. The end goal of this project is to create design solutions that make library websites more user-friendly, mainly by improving the navigation, labeling, and organization of information so people can find what they are looking for quickly and easily.</i></p>	

Informed Consent

Before we begin, let's go over the informed consent form.

- If in person, have them read and sign the form
- If remote, read them the form and have them give their verbal consent

Questions

In a minute, I'm going to start recording our session. What questions do you have for me before we begin?

START RECORDING

5 minutes | 0:10–0:15

Warm-up Questions

Welcome and Intention

[Participant's name], thank you again for taking the time to talk with me today. My intention for our interview is to gain a better understanding of your experience working at a library and the type of patrons you interact with as well as online patrons and the website content that is most valuable to them.

Day in the Life

To begin, can you run me through a typical day in your life working at the library?

Can you describe (or tell me more about) your involvement with the library website?

Can you describe (or tell me more about) how you interact with patrons?

10 minutes | 0:15–0:25

Library Patrons

In-Person Demographics

Can you describe the types of people who frequently use library services in-person?

Possible follow-up inquiries (if not covered in the previous answer):

Tell me more about the most common age or age ranges of in-person patrons.

Tell me more about their educational background.

Tell me more about their socio-economic standing.

Tell me more about their skill level using technology.

Online Demographics

Can you describe the types of people who frequently use library services online?

Possible follow-up inquiries (if not covered in the previous answer):

Tell me more about how online patrons differ from in-person patrons.

Tell me more about the most common age or age ranges of online patrons.

Tell me more about their educational background.

Tell me more about their socio-economic standing.

Tell me more about their skill level using technology.

15 minutes | 0:25–0:40**Context and Content****Context**

What types of tasks are online patrons trying to accomplish when they visit your library's website?

Are there distinct user types that are trying to accomplish different things?

What do most people use the library website for? Why?

Content

What is the most popular content on your website? Why?

What content on the website gets utilized the least? Why?

What types of information do online patrons search for the most? Why?

What would make this information easier to access?

What is the most essential content the library website could not be without?

What information or content is missing or would be nice to have?

10 minutes | 0:40–0:50

Opportunities for Improvement — Unmet Needs, Suggestions, and Desires

Opportunities for Improvement

What challenges or frustrations have you encountered when using your library's website?

What challenges or frustrations do your online patrons experience when using your library's website?

How would the website need to change to address these challenges (for you and your online patrons)?

What qualities would make this website easier and more enjoyable for you and your online patrons to use?

"Blue Sky" Ideas

Now, let's set aside what we think is reasonable or possible and stretch our imagination for a minute. Let's pretend you have a magic wand and with the flick of your wrist you could create a digital library that could do anything you want. What would that be like?

What problem(s) would that solve for you and your online patrons?

5 minutes | 0:50–0:55

Participant Questions and Wrap-up

Participant Questions

I've finished all the questions I have for you. Is there anything else about the library website, online patrons, or content that you'd like to add?

What questions do you have for me?

Wrap-up

[Participant's name], thank you so much for taking the time to talk with me today! I really appreciate you sharing your experience and insight with me. You have my number and email, so feel free to reach out if you have any further questions about today's research session.

END RECORDING

Appendix B

Interview Key Findings

Patron types and demographics

Both of the librarians who were interviewed shared their experience with a wide range of patrons visiting the library — from babies to seniors, homeless people to ultra wealthy, GED candidates to PhD graduates, and computer illiterates to tech savvy individuals. Neither of them had specific demographic information for online patrons, but both of them mentioned the following three categories of people with whom they interacted with frequently:

- Parents with young children
- Seniors and retired individuals
- Teenagers and young adults


Goals, tasks, and pain points

Both of the librarians pointed out similar needs and challenges for each of these groups of people, including the following:

- Parents with young children
 - Look for materials and activities to entertain their children and foster learning.
 - Want to check out large volumes of books.
 - Are having difficulty with the limited number of ebooks available to check out at a time compared with paper books (ebooks cost more for libraries, so there are more restrictions).
- Seniors and retired individuals
 - Prefer printed materials to digital materials.
 - Often need more tech support to utilize the library website services.
 - Have expressed feeling safer using the library online instead of in person since they are at higher risk during the pandemic.
- Teenagers and young adults
 - Are interested in books from the juvenile and young adult fiction genres.
 - Utilize the online chat feature more and are generally more tech savvy.
 - Get involved with community programs and online events.

Changes due to the pandemic

It was impossible for either of the librarians to talk about the library's operations, patrons, and usage without making a distinction between how things were before the pandemic



compared to how things are currently. Since the libraries have been closed, they have had to work from home and move most (if not all) their programs online. This has resulted in a greater reliance on the library website, more demand for digital material, and reduced access to library services for those individuals who do not have their own computer or wifi.

Group Research Synthesis

Types of users

- Parents of all ages of children
- Young adults
- Retirement aged users
- Refugee
- Jobless
- Employees (Staff)
- Book Club users
- Homeless
- Brick and Mortar
- Attorneys
- Educators

Demographics

- 65+
- 13-19 (teens)
- Mid 20s to 40s (parents)
- Tweens
- College students
- Split of male to female was close but weighted to more female
- Non-traditional families (grandparents, single parents)
- Income
- Occupations
- Education

Common tasks

- Tech help
- Resource help
- IT support
- Resume help (job resources)
- Research papers (help with word processing)
- Identify library books
- E-resources

- Literary help
- Library help
- Library programming
- Ebooks/Audiobooks
- Policies (how old do kids need to be to be dropped off)
- Use of physical materials
- Booking a room
- Ancestry
- History of city/house

Goals

- Search for and reserve materials
- Check account status
- Pay fines
- Digital library card
- Searching online resources for research
- Finding library events and programs
- Hours
- Sort and browse materials
- Finding phone
- Book a room

Pain points

- E-books are more expensive, so quantities are more limited
- Hours aren't convenient
- Having trouble browsing site for materials
- Seniors having difficulty adjusting to technology/accessing e-books
- 3rd party vendors for various systems (Overdrive, Hoopla) — no control over sites
- Trouble finding how to search the catalog
- Taxonomy (labels and jargon)
- Reservations to book a room (can't book online)
- Difficulty finding transportation to library
- Might not have computer/wifi

Devices

- Kindle Paperwhite
- Smartphone/iPhone
- Overdrive and Libby apps
- Macbook
- iPad

- Older Aces laptop

Successes

- Chat — especially during pandemic
- Staff is excellent/helpful
- Library facilities are helpful
- Able to update website through the the blog (real-time data)
- Contactless book pick-up was going well
- Online programs (virtual storytime, beekeeping classes)

Appendix C

Literary Review Key Findings

Who Uses Libraries and What They Do at Their Libraries by John B. Horrigan

This article by Pew Research Center provides demographic information for website patrons. Below is a summary of the highest percentage categories:

- Women, parents with minors, 16-29 and 30-49 age groups, \$75,000 or more household income, college or higher-level education, black/non-hispanic, and suburban or urban community types (Horrigan, 2015).

Library Usage and Engagement by John B. Horrigan

This article by Pew Research Center provides usage data for the most common library website tasks. Below is a summary in order of the highest percentage use to the lowest:

- Search the library catalog for print books, audiobooks, ebooks, CDs or DVDs; reserve or place holds on print books, audiobooks, ebooks, CDs or DVDs; renew a book, DVD or CD; conduct research or get homework help; use an online database; read book reviews or get book recommendations; borrow or download an ebook; check for or pay overdue fines (Horrigan, 2016).

Libraries are Dealing with New Demand for Books and Services During the Pandemic by Thomas Wilburn

This article by NPR reports on the increase of people obtaining library cards and the increased demand for digital material since March 9th. Lending data provided by the library's free service called OverDrive also shows there has been a huge spike across the country in the following items:

- 100% increase in children's ebooks, 50% increase in weekly library ebooks, 50% increase in juvenile/young adult fiction ebooks, more than a third increase in adult fiction ebooks, and 14% increase in audiobooks (Wilburn, 2020).

Appendix D

Treejack Results

Overview

Participants arrived at the intended answer with an average success rate of 75%, and they made their choices without backtracking 88% of the time. Here is the break down:

Success Rate	Scenario-based Tasks
100%	<ul style="list-style-type: none">• Scenario 2: You are in school, and your teacher has given you an assignment to find out more about your family lineage.• Scenario 4: You don't feel safe going to the library in person during the pandemic, so you decide to check out a digital book instead.
75%	<ul style="list-style-type: none">• Scenario 5: You're getting ready to go out of town, and you're looking for some suggestions on a good book to bring with you.• Scenario 6: You know how to speak several languages, and you are looking for a way to help others using this skill.• Scenario 7: Your dog tore up your library book, and you're not sure what to do about it.• Scenario 8: You have just moved to the area and want to get a new card so you can use the library.
50%	<ul style="list-style-type: none">• Scenario 1: Your local library has just received funds for a new building and you want to know more about it.• Scenario 3: You are interested in finding some new activities to do with your toddler.

Recommendations

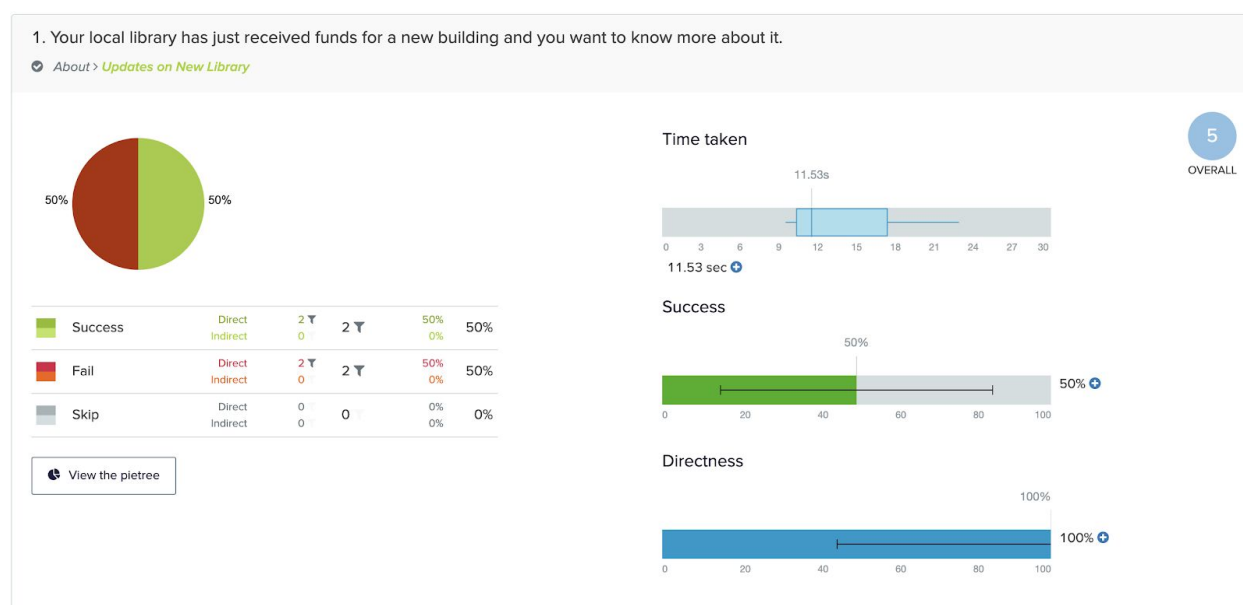
Based on the result, I would recommend the following:

- Make no major changes to the proposed organization scheme since the majority of participants arrived at the intended answer (i.e. 75–100% success rate) on six out of the eight scenario-based tasks.
- Add a “news” section on the home page with information about the new library building since it was hard for half the people to find in **scenario 1**. Also, change the label to “New Library Updates” instead of “Updates on the New Library” to improve visibility when scanning.

- Leave the label for children's events as is. In talking with one of the participants, I realized he chose the wrong answer for **scenario 3** because of how the task was worded instead of how the item was labeled. He navigated to the right section of the website but didn't know the age of "toddlers," so he chose events for 5-9 year olds instead of 0-5 year olds.
- Improve the wording of the scenario-based tasks for the next study so they are less vague.

Detailed Results Provided by Optimal Workshop

Scenario 1



Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Root node
- Correct path
- Incorrect path



Scenario 2

2. You are in school, and your teacher has given you an assignment to find out more about your family lineage.

🔍 Research Databases > [Genealogy](#)

🔍 How Do I? > [Ask for Research Help](#)



Success	Direct	4	4	100%	100%
	Indirect	0	0	0%	0%
Fail	Direct	0	0	0%	0%
	Indirect	0	0	0%	0%
Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	0%

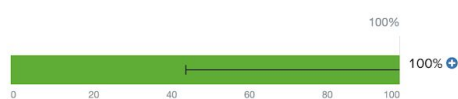
🔍 View the pietree

Time taken

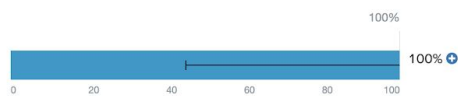


10
OVERALL

Success



Directness



Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Root node
- Correct path
- Incorrect path



Home



Research Databases

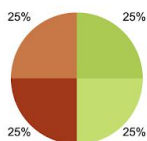


Genealogy

Scenario 3

3. You are interested in finding some new activities to do with your toddler.

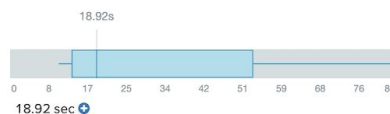
- Events & Services > [Event Calendar](#)
- Events & Services > [Summer Reading Program](#)
- Events & Services > [Early Literacy / Pre-school Ages 0-5](#)



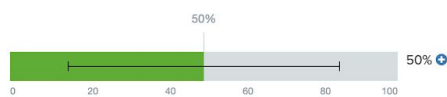
Success	Direct	1	1	25%	50%
	Indirect	1	1	25%	50%
Fail	Direct	1	1	25%	50%
	Indirect	1	1	25%	50%
Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	0%

[View the pietree](#)

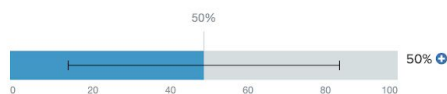
Time taken



Success



Directness



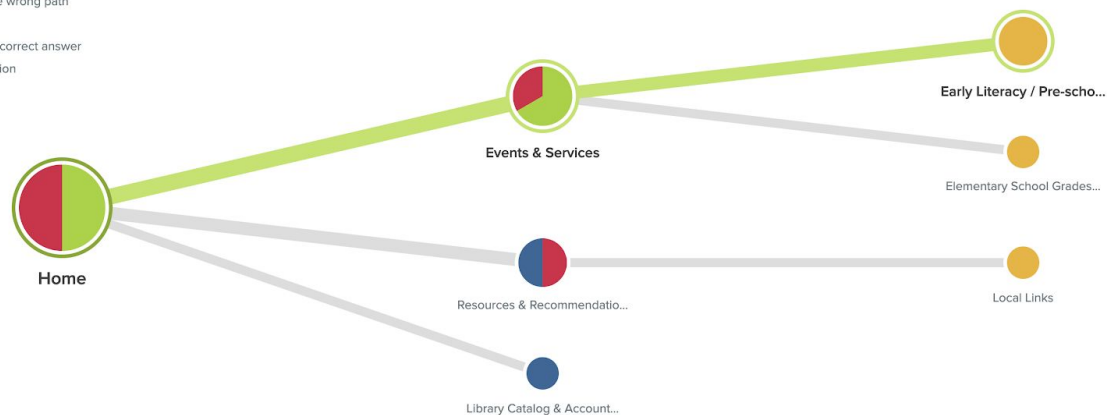
3
OVERALL

Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

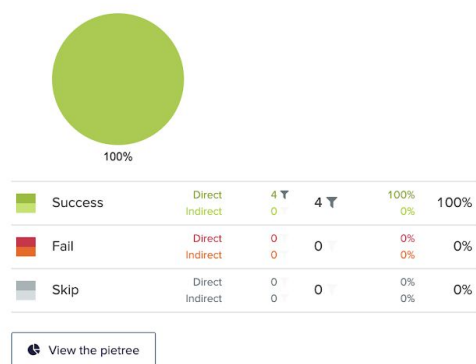
- Root node
- Correct path
- Incorrect path



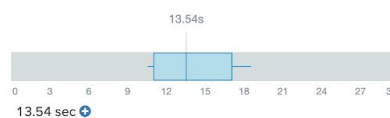
Scenario 4

4. You don't feel safe going to the library in person during the pandemic, so you decide to check out a digital book instead.

- eMedia > eBook Resources
- Library Catalog & Account Information

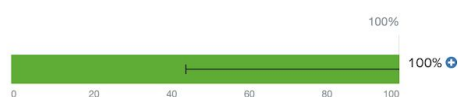


Time taken

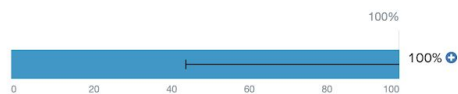


10
OVERALL

Success



Directness

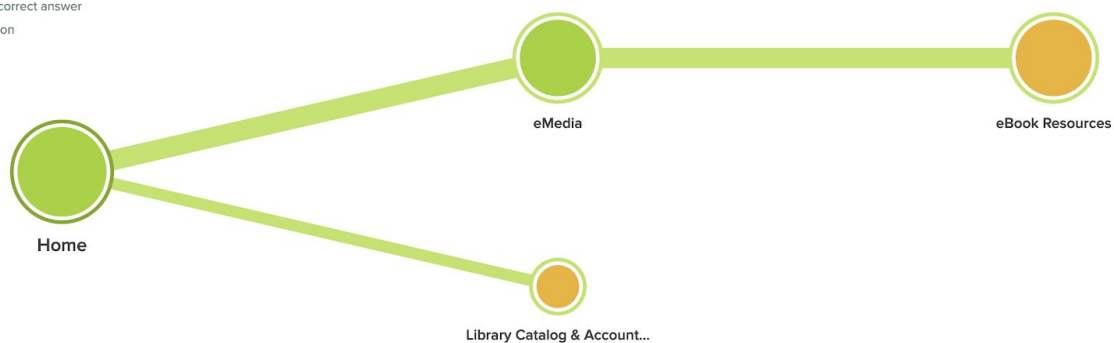


Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Root node
- Correct path
- Incorrect path



Scenario 5

5. You're getting ready to go out of town, and you're looking for some suggestions on a good book to bring with you.

Resources & Recommendations > [Book Reviews & Recommendations](#)

How Do I? > [Find Out What to Read Next](#)

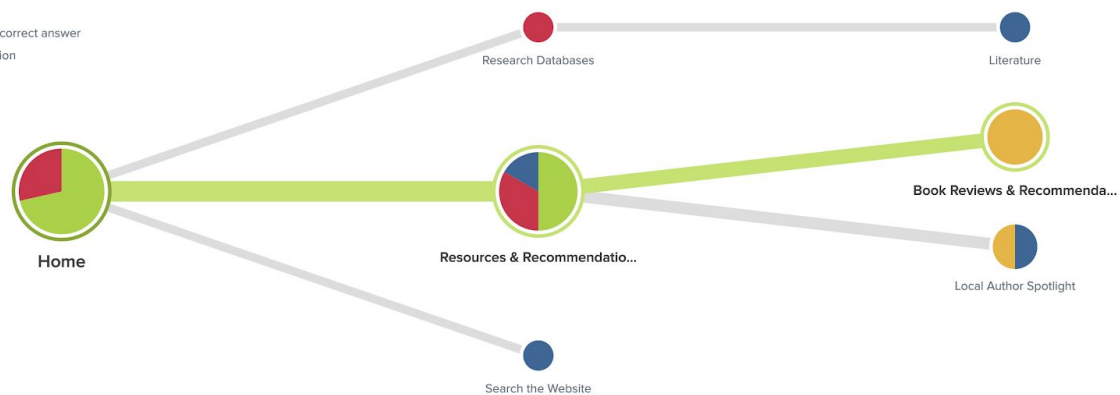


Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Root node
- Correct path
- Incorrect path



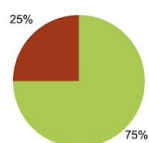
Scenario 6

6. You know how to speak several languages, and you are looking for a way to help others using this skill.

Get Involved > *Volunteer at the Library*

Get Involved > *Tutor English*

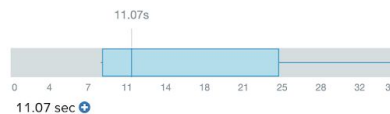
Get Involved > *Become a Translator*



Success	Direct	3	3	75%	75%
	Indirect	0	0	0%	0%
Fail	Direct	1	1	25%	25%
	Indirect	0	0	0%	0%
Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	0%

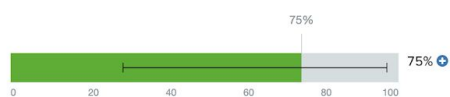
View the pletree

Time taken

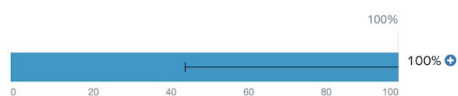


7
OVERALL

Success



Directness

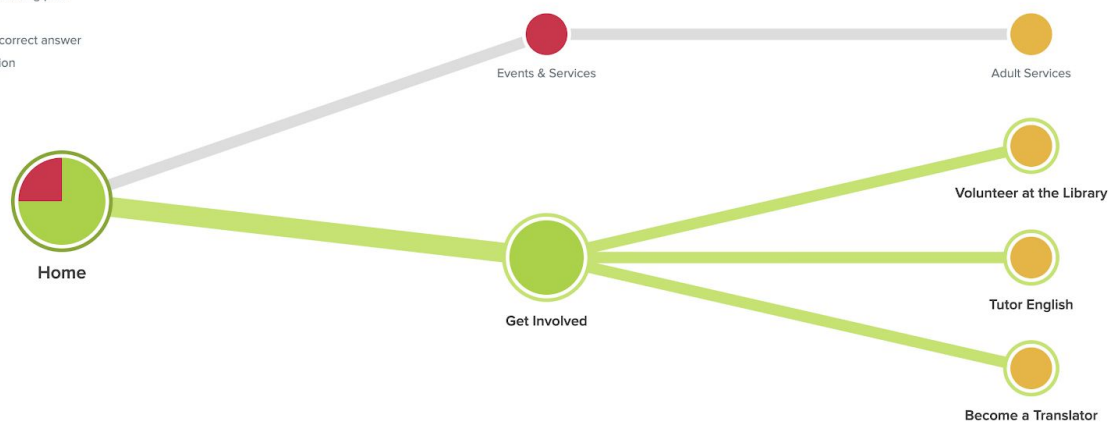


Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

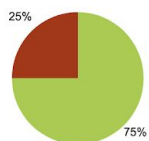
- Root node
- Correct path
- Incorrect path



Scenario 7

7. Your dog tore up your library book, and you're not sure what to do about it.

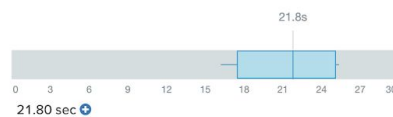
How Do I? > Pay Fines or Replace Item



Success	Direct	3	3	75%	75%
	Indirect	0	0	0%	0%
Fail	Direct	1	1	25%	25%
	Indirect	0	0	0%	0%
Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	0%

View the pietree

Time taken

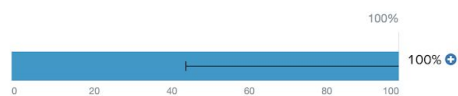


7
OVERALL

Success



Directness

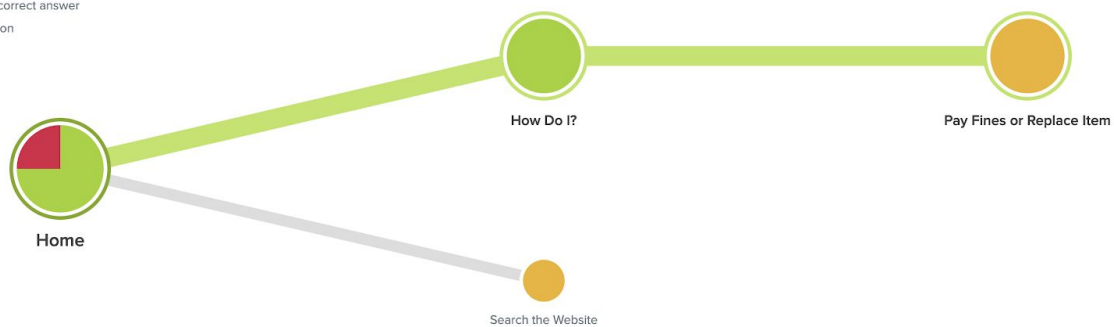


Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

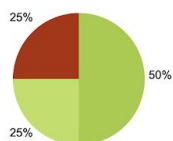
- Root node
- Correct path
- Incorrect path



Scenario 8

8. You have just moved to the area and want to get a new card so you can use the library.

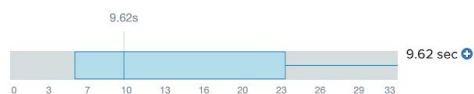
How Do I? > Sign Up for a Library Card



Success	Direct	2	3	50%	75%
	Indirect	1	0	25%	
Fail	Direct	1	1	25%	25%
	Indirect	0	0	0%	
Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	

View the pletree

Time taken

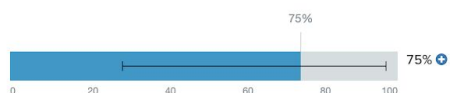


6
OVERALL

Success



Directness

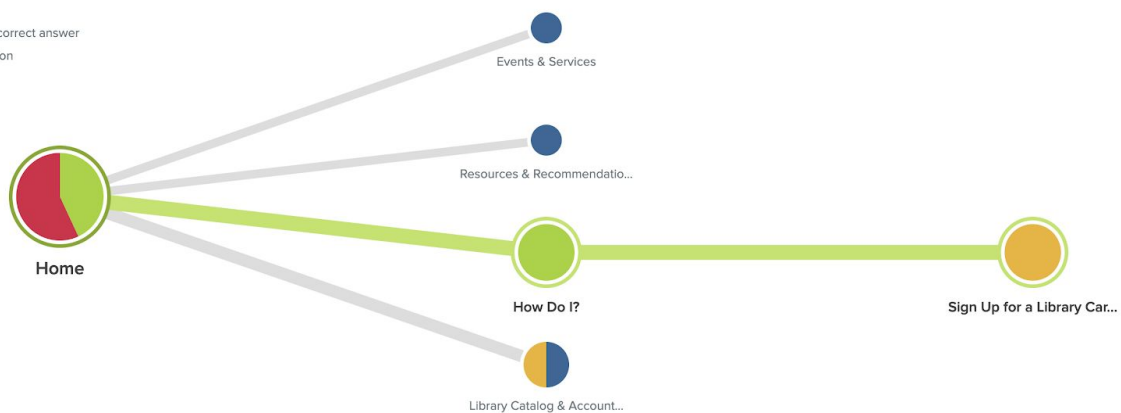


Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Root node
- Correct path
- Incorrect path



Appendix E

Chalkmark Results

Overall success rate was 86%.

Scenario 1

High-priority task: Borrow or download an ebook

Scenario: You don't feel safe going to the library in person during the pandemic, so you decide to read a digital book instead. Where would you go to find this?

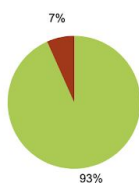
Wireframe: eMedia (parent page)

Results: 93% — 14 successes, 1 failure (clicked on eMedia page header, which isn't wrong, but it just wasn't set up to be a link)

Changes: Maybe make the page header a link

Details provided by Optimal Workshop:

1. You don't feel safe going to the library in person during the pandemic, so you decide to read a digital book instead. Where would you go to find this?

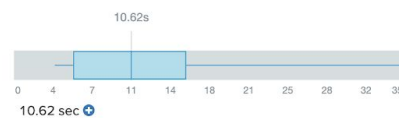


■	Success	14	93%	▼
	Contextual eBook link	12	80%	▼
	Main nav link	2	13%	▼
	Contextual catalog link	0	0%	▼
	Header link	0	0%	▼
■	Failure	1	7%	▼
■	Skip	0	0%	▼

Success



Time taken



Scenario 2

High-priority task: Search the library catalog for print books, audiobooks, ebooks, CDs, or DVDs

Scenario: You decide to dust off your DVD player and check out some old westerns from the library. Where would you go to see a full listing of what's available?

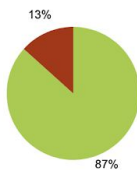
Wireframe: Home page

Results: 87% — 13 successes, 2 failures (both clicked on “search the website”)

Changes: None

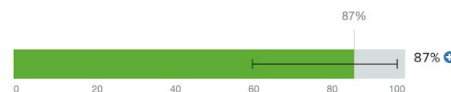
Details provided by Optimal Workshop:

2. You decide to dust off your DVD player and check out some old westerns from the library. Where would you go to see a full listing of what's available?

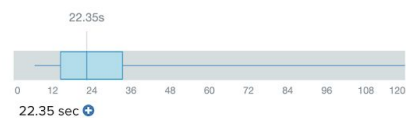


Success	13	87%
Header link	8	53%
Main nav link	5	33%
Main nav link 2	0	0%
Failure	2	13%
Skip	0	0%

Success



Time taken



Scenario 3

High-priority task: Reserve or place holds on print books, audiobooks, ebooks, CDs, or DVDs

Scenario: You are planning a road trip next month, and you want to make sure your favorite audiobook is available so you can listen to it on the drive. Where would you go to reserve this?

Wireframe: eMedia (parent page)

Results: 100%

Changes: None

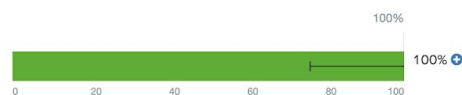
Details provided by Optimal Workshop:

3. You are planning a road trip next month, and you want to make sure your favorite audiobook is available so you can listen to it on the drive. Where would you go to reserve this?

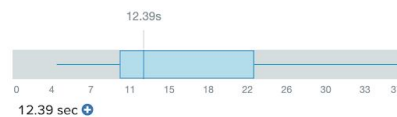


■	Success	15	100% ▼
	eAudio link	8	53% ▼
	Contextual catalog link	7	47% ▼
	Main nav link	0	0% ▼
	Header link	0	0% ▼
■	Failure	0	0% ▼
■	Skip	0	0% ▼

Success



Time taken



Scenario 4

High-priority task: Renew a book, DVD, or CD

Scenario: Your daughter fell in love with one of the books you got for her at the library, and she wants you to keep reading it to her ten times a day. Where would you go to extend the due date?

Wireframe: How Do I? (parent page)

Results: 100%

Changes: None

Details provided by Optimal Workshop:

4. Your daughter fell in love with one of the books you got for her at the library, and she wants you to keep reading it to her ten times a day. Where would you go to extend the due date?

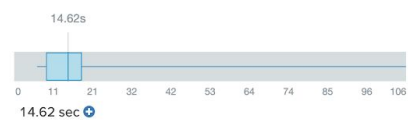


Success	15	100%	▼
Renew item link	7	47%	▼
contextual catalog link	7	47%	▼
header link	1	7%	▼
top nav 2	0	0%	▼
top nav	0	0%	▼
Failure	0	0%	▼
Skip	0	0%	▼

Success



Time taken



Scenario 5

High-priority task: Read book reviews or get book recommendations

Scenario: You are looking for suggestions on what to read next. Where would you go to find out about the novels that other people think are good?

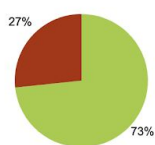
Wireframe: Home page

Results: 73% — 11 successes, 4 failures (2 clicked on the “Book Recommendations” section title on the page, which isn’t wrong, but it just wasn’t set up to be a link; 1 clicked on “Library Catalog & Account Information” in the header; 1 clicked on the chat box, which could be a good way to get a recommendation, but it wasn’t what I was looking for)

Changes: Maybe make the section title a link

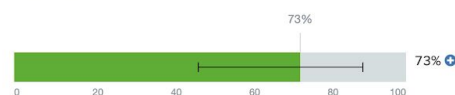
Details provided by Optimal Workshop:

5. You are looking for suggestions on what to read next. Where would you go to find out about the novels that other people think are good?

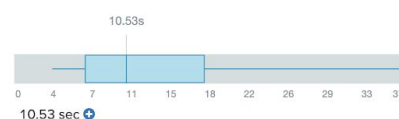


Success	11	73%
Contextual link	8	53%
top nav link	3	20%
top nav 2	0	0%
highlighted books	0	0%
Failure	4	27%
Skip	0	0%

Success



Time taken



Scenario 6

Medium-priority tasks: Conduct research or get homework help; Use an online database; Access ancestry information (already tested ancestry in the Treejack study, and it had a 100% success rate); Access local history information

Scenario: You just finished a school project on your family lineage, and now your teacher wants your next project to be on the Civil War. Where would you go to begin your study?

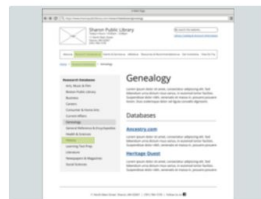
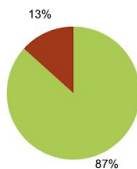
Wireframe: Genealogy (child page of Research Databases)

Results: 87% — 13 succeeded, 2 failures (both clicked on “search the website”)

Changes: None

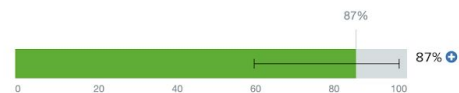
Details provided by Optimal Workshop:

6. You just finished a school project on your family lineage, and now your teacher wants your next project to be on the Civil War. Where would you go to begin your study?

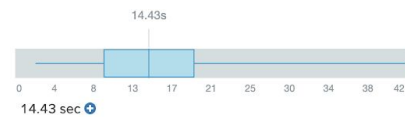


■	Success	13	87%
	local nav	11	73%
	breadcrumbs	2	13%
	top nav	0	0%
■	Failure	2	13%
■	Skip	0	0%

Success



Time taken



Scenario 7

Medium-priority task: Tech/IT support

Scenario: You just borrowed an audiobook from your library for the first time, but you are having trouble figuring out how to listen to it on your smartphone. Where might you find a solution to your problem?

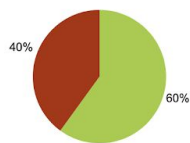
Wireframe: eMedia (parent page)

Results: 60% — 9 successes, 6 failures (2 clicked on “How Do I?” in the top nav, 1 clicked on the “Library Catalog” link on the page, and 3 clicked on the “eAudio Resources” link on the page)

Changes: Add tech support under the “Frequently Used” section on the “How Do I?” page and “eMedia” page as well as the “eBook Resources” and “eAudio Resources” child pages.

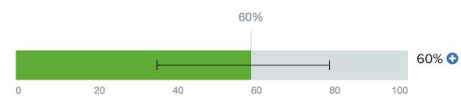
Details provided by Optimal Workshop:

7. You just borrowed an audiobook from your library for the first time, but you are having trouble figuring out how to listen to it on your smartphone. Where might you find a solution to your problem?



Success	9	60%
tech support	7	47%
top nav	2	13%
Failure	6	40%
Skip	0	0%

Success



Time taken



Scenario 8

Medium-priority task: Use chat feature

Scenario: You want to ask a question and get a quick reply from someone at the library.
Where might you go to accomplish this?

Wireframe: Home page

Results: 100%

Changes: none

Details provided by Optimal Workshop:

8. You want to ask a question and get a quick reply from someone at the library. Where might you go to accomplish this?

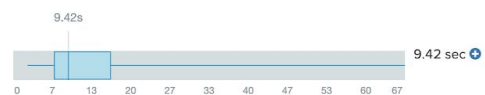


■	Success	15	100%	▼
	chat box	14	93%	▼
	header contact info	1	7%	▼
	footer contact info	0	0%	▼
■	Failure	0	0%	▼
■	Skip	0	0%	▼

Success



Time taken



Scenario 9

Medium-priority task: Sign up for an event

Scenario: Your friend told you about a book club that's being hosted at your library next week. Where could you find out more information about it such as the date and time and how to register?

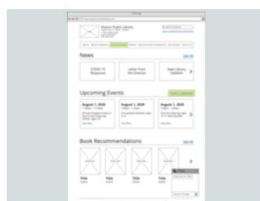
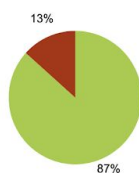
Wireframe: Home page

Results: 87% — 13 successes, 2 failures (both clicked on a specific event labeled "(Virtual) Book Buddies, Ages 4-12")

Changes: None. Both people were in the right section, and they probably just chose that event because "book buddies" sounds like "book club."

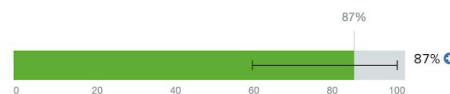
Details provided by Optimal Workshop:

9. Your friend told you about a book club that's being hosted at your library next week. Where could you find out more information about it such as the date and time and how to register?



Success	13	87%	▼
contextual calendar link	9	60%	▼
top nav	4	27%	▼
Failure	2	13%	▼
Skip	0	0%	▼

Success



Time taken



Scenario 10

Low-priority task: Read blog or newsletter

Scenario: Your library has just received a 7.5 million dollar grant for the construction of a new facility. Where would you go to find out the latest information about it?

Wireframe: Home page

Results: 93% — 14 successes, 1 failure (1 clicked on “Teen Volunteering, Ages 13-17: Book Buddies” under the “Upcoming Events” section)

Changes: None. I have no idea why this person chose this answer, but everyone else seemed to find it just fine.

Details provided by Optimal Workshop:

10. Your library has just received a 7.5 million dollar grant for the construction of a new facility. Where would you go to find out the latest information about it?

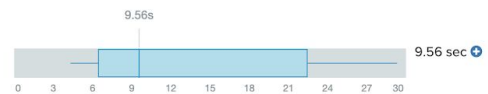


■	Success	14	93%	▼
	contextual new library link	11	73%	▼
	contextual news link	3	20%	▼
	top nav	0	0%	▼
■	Failure	1	7%	▼
■	Skip	0	0%	▼

Success



Time taken



Scenario 11

Low-priority task: Book a room

Scenario: You want to give a free talk to help drum up business for an upcoming workshop on photography that you're planning on teaching. How would you go about booking a space at the library for your talk?

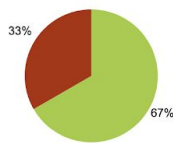
Wireframe: How Do I? (parent page)

Results: 67% — 10 successes, 5 failures (4 clicked on "Events & Services" in the top nav, 1 clicked on the "Apply for Exhibit or Display Space" link on the page)

Changes: Add "Reserve the Community Room" under the "Frequently Used" section on the "Events & Services" landing page)

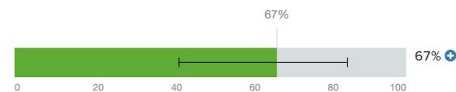
Details provided by Optimal Workshop:

11. You want to give a free talk to help drum up business for an upcoming workshop on photography that you're planning on teaching. How would you go about booking a space at the library for your talk?

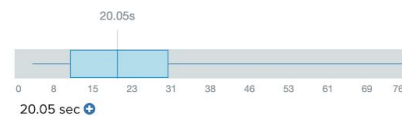


Success	10	67%
book a room link	10	67%
top nav	0	0%
Failure	5	33%
Skip	0	0%

Success



Time taken



Appendix F

Content Analysis

Level	Navigation Title	Page Title	Hyperlink	Location	Comments	Keep, Add, or Change
1.1	Home	No page title	https://www.sharnpubliclibrary.org/	Global nav bar (top)		Rework
1.1	Search the Library's Catalog	Old Colony Library Network	https://catalog.scdh.org/sharn_usdon	Header (top, right)	External link; opens in new tab	Combine/Rename: Library Catalog & Account Info
1.2	Manage Your Account	Old Colony Library Network	https://catalog.scdh.org/sharn_usdon	Header (top, right)	External link; opens in new tab	Combine/Rename: Library Catalog & Account Info
1.3	Search the Website	No page title		Header (top, right)		Add
1.4	Community Update - COVID response	Sharn of Sharon Community Update July 14, 2020	https://www.sharnpubliclibrary.org/sharnofsharoncommunityupdate202007142020	Header (top, right)	Contextual link (upper left column)	Rework
1.6	View the full calendar here...	No page title	https://www.sharnpubliclibrary.org/sharnofsharoncommunityupdate202007142020	Header (top, right)	External link; opens in new tab; same top global navigation and header as SPL website	Rework
1.9	Book Recommendations	No page title		Contextual link		Add
1.7	Chat	No page title		Bottom scrolling up		Add
2.0	About	Our Collection	https://www.sharnpubliclibrary.org/about	Global nav bar (top)	No separate "About" page; link goes to the first subcategory listed	Keep
2.1	Collection	Our Collection	https://www.sharnpubliclibrary.org/about	Local nav (left column)		Rename: Materials in Our Collection
2.2	Directions	Directions	https://www.sharnpubliclibrary.org/about	Local nav (left column)		Rename: Location & Directions
2.3	History	History of the Library	https://www.sharnpubliclibrary.org/about	Local nav (left column)		Keep
2.4	Holiday Schedule	Library Hours	https://www.sharnpubliclibrary.org/about	Local nav (left column)		Rename: Hours
2.5	Mission	Sharn Public Library Mission & Values	https://www.sharnpubliclibrary.org/about	Local nav (left column)		Keep
2.6	Library Policies	Library Policies	https://www.sharnpubliclibrary.org/about	Local nav (left column)		Keep
2.7	Staff Directory	Staff Directory	https://www.sharnpubliclibrary.org/about	Local nav (left column)		Keep
2.8	Trustees	Board of Library Trustees	https://www.sharnpubliclibrary.org/about	Local nav (left column)		Rename: Board of Trustees
2.9	Library Value Calculator	Value of Your Library Use	https://www.sharnpubliclibrary.org/about	Local nav (left column)		Rename: Value Calculator
2.10	Sharn Public Library Building & Feasibility Study	Updates on the New Library Building Project (level 2 heading)	https://www.sharnpubliclibrary.org/about	Local nav (left column)	Navigate to is out-of-date/resources; missing level 1 heading/page title	Rename: Updates on New Library
3.0	Databases	Art, Music, & Film Databases	https://www.sharnpubliclibrary.org/databases	Global nav bar (top)	No separate "Databases" page; link goes to the first subcategory listed	Rename: Research Databases
3.1	Art, Music & Film	Art, Music, & Film Databases	https://www.sharnpubliclibrary.org/databases	Local nav (left column)		Keep
3.2	Boston Public Library	Boston Public Library	https://www.sharnpubliclibrary.org/databases	Local nav (left column)		Keep
3.3	Business	Business Databases	https://www.sharnpubliclibrary.org/databases	Local nav (left column)		Keep
3.4	Covers	Cover Databases	https://www.sharnpubliclibrary.org/databases	Local nav (left column)		Keep
3.5	Consumer & Home Arts	Consumer & Home Arts Databases	https://www.sharnpubliclibrary.org/databases	Local nav (left column)		Keep
3.6	Current Affairs	Current Affairs Databases	https://www.sharnpubliclibrary.org/databases	Local nav (left column)		Keep
3.7	Genealogy	Genealogy Databases	https://www.sharnpubliclibrary.org/databases	Local nav (left column)		Keep
3.8	General Reference & Encyclopedias	General Reference Databases	https://www.sharnpubliclibrary.org/databases	Local nav (left column)		Keep
3.9	Health & Sciences	Health & Sciences Databases	https://www.sharnpubliclibrary.org/databases	Local nav (left column)		Keep
3.10	History	History Databases	https://www.sharnpubliclibrary.org/databases	Local nav (left column)		Keep
3.11	Learning & Test Prep	Learning & Test Prep Databases	https://www.sharnpubliclibrary.org/databases	Local nav (left column)		Keep
3.12	Literature	Literature Databases	https://www.sharnpubliclibrary.org/databases	Local nav (left column)		Keep
3.13	Newspapers & Magazines	Newspapers & Magazine Databases	https://www.sharnpubliclibrary.org/databases	Local nav (left column)		Keep
3.14	Social Sciences	Social Sciences Databases	https://www.sharnpubliclibrary.org/databases	Local nav (left column)		Keep
4.0	Adult Services	Adult Services	https://www.sharnpubliclibrary.org/adultservices	Global nav bar (top)		Rename: Events & Services
4.1	Computers & Wi-Fi	Computers & Wi-Fi	https://www.sharnpubliclibrary.org/adultservices	Local nav (left column)		Move to "About"
4.2	Special Collections	Special Collections	https://www.sharnpubliclibrary.org/adultservices	Local nav (left column)		Move to "Resources & Recommendations"
4.3	Library Newsletters	Library Newsletters	https://www.sharnpubliclibrary.org/adultservices	Local nav (left column)		Move to "Resources & Recommendations"
4.4	Reader's Advisory	Staff Book Reviews (level 2 heading)	https://www.sharnpubliclibrary.org/adultservices	Local nav (left column)	Missing level 1 heading/page title	Rename: Book Reviews & Recommendations; Move to "Resources and Recommendations"
4.5	Monthly Features	Monthly Features	https://www.sharnpubliclibrary.org/adultservices	Local nav (left column)		Combine with above
4.6	Library on Wheels Delivery Service	Library on Wheels	https://www.sharnpubliclibrary.org/adultservices	Local nav (left column)		Keep
4.7	Athenaeum's Resources	Athenaeum's Memory Kits (level 2 heading)	https://www.sharnpubliclibrary.org/adultservices	Local nav (left column)	Missing level 1 heading/page title	Move to "Resources & Recommendations"
4.8	A Living Person's Guide to Lying	The Series	https://www.sharnpubliclibrary.org/adultservices	Local nav (left column)	"A Living Person's Guide to Lying" is not an image at the top of the screen above the page	Keep
5.0	Youth Services	"Take a Trip through the Swamp" With Tom Stinson (level 2 heading)	https://www.sharnpubliclibrary.org/youthservices	Global nav bar (top)		Delete
5.1	Early Literacy / Pre-school Ages 0-5	"Take a Trip through the Swamp" With Tom Stinson (level 2 heading)	https://www.sharnpubliclibrary.org/youthservices	Local nav (left column)	No separate "Youth Services" page; link goes to the first subcategory listed; missing level 1 heading/page title; YouTube video automatically starts playing	Move to "Events & Services"
5.2	Elementary School Grades K-4 Ages 5-9	No page title	https://www.sharnpubliclibrary.org/youthservices	Local nav (left column)		Move to "Events & Services"
5.3	Tween / Young Adult High School Ages 14-19	No page title	https://www.sharnpubliclibrary.org/youthservices	Local nav (left column)		Move to "Events & Services"
5.4	Teen / Young Adult High School Ages 14-19	Combining Racism & Tween/Teen Book List in Facebook to Read 2 Levels Book	https://www.sharnpubliclibrary.org/youthservices	Local nav (left column)	Missing level 1 heading/page title	Move to "Events & Services"
5.5	Summer Reading Program	No page title	https://www.sharnpubliclibrary.org/youthservices	Local nav (left column)		Move to "Events & Services"
6.0	Adult	Adult Resources	https://www.sharnpubliclibrary.org/adult	Global nav bar (top)	No separate "Adult" page; link goes to the first subcategory listed	Keep
6.1	Adult Resources	Adult Resources	https://www.sharnpubliclibrary.org/adult	Local nav (left column)		Keep
6.2	Adult Resources	Adult Resources	https://www.sharnpubliclibrary.org/adult	Local nav (left column)		Keep
6.3	Help & Support	Tech Help & Support	https://www.sharnpubliclibrary.org/adult	Local nav (left column)		Rename: Tech Help & Support
6.4	Hopkins	Hopkins (level 2 heading)	https://www.sharnpubliclibrary.org/adult	Local nav (left column)	Missing level 1 heading/page title	Keep
6.5	Digitized Historical Collection	Digitized Historical Collection	https://www.sharnpubliclibrary.org/adult	Local nav (left column)		Keep
7.0	Get Involved	Volunteer at the Sharn Public Library (level 2 heading)	https://www.sharnpubliclibrary.org/volunteer	Global nav bar (top)	No separate "Get Involved" page; link goes to the first subcategory listed; missing level 1 heading/page title	Keep
7.1	Volunteer	Volunteer at the Sharn Public Library (level 2 heading)	https://www.sharnpubliclibrary.org/volunteer	Local nav (left column)	Missing level 1 heading/page title	Rename: Volunteer at the Library
7.2	Friends of the Sharn Public Library	No page title	https://www.sharnpubliclibrary.org/volunteer	Local nav (left column)	External link; opens in new tab	Rename: Join Friends of the Sharn Public Library
7.3	ESOL Library Program	English for Speakers of Other Languages (ESOL) Library Program (level 2 heading)	https://www.sharnpubliclibrary.org/volunteer	Local nav (left column)	Missing level 1 heading/page title	Rename: Tutor English
7.4	Translation Assistance	Translation Assistant (level 2 heading)	https://www.sharnpubliclibrary.org/volunteer	Local nav (left column)	Missing level 1 heading/page title	Rename: Become a Translator
7.5	SPL on Social Media	Visit us on social media (level 2 heading)	https://www.sharnpubliclibrary.org/volunteer	Local nav (left column)	Missing level 1 heading/page title	Rename: Visit Us on Social Media
7.6	One Book, One Town	One Book, One Town Sharn Reads Together	https://www.sharnpubliclibrary.org/volunteer	Local nav (left column)	External link; opens in new tab	Rename: Read Together
8.0	Local Resources	Local Links (level 2 heading)	https://www.sharnpubliclibrary.org/localresources	Global nav bar (top)	No separate "Local Resources" page; link goes to the first subcategory listed; missing level 1 heading/page title	Rename: Resources & Recommendations
8.1	Local Links	Local Links (level 2 heading)	https://www.sharnpubliclibrary.org/localresources	Local nav (left column)	Missing level 1 heading/page title	Keep
8.2	Special Needs	Resources for Caregivers of Children with Special Needs (level 2 heading)	https://www.sharnpubliclibrary.org/localresources	Local nav (left column)	Missing level 1 heading/page title	Rename: Caregivers of Children with Special Needs
8.3	Local Author Spotlight	Local Author Spotlight (level 2 heading)	https://www.sharnpubliclibrary.org/localresources	Local nav (left column)	Missing level 1 heading/page title	Keep
8.4	Sharn Veterans	Sharn Veterans (level 2 heading)	https://www.sharnpubliclibrary.org/localresources	Local nav (left column)	Missing level 1 heading/page title	Keep
8.5	Athenaeum's Special Collection	Athenaeum's & Dorothea Special Collection (level 2 heading)	https://www.sharnpubliclibrary.org/localresources	Local nav (left column)	Missing level 1 heading/page title	Rename: Athenaeum's
8.6	Local Business Portal	Local Business Portal (level 2 heading)	https://www.sharnpubliclibrary.org/localresources	Local nav (left column)	Missing level 1 heading/page title	Keep
8.7	All Of Us	All of Sharn: Community Conversations on Mental Health (level 2 heading)	https://www.sharnpubliclibrary.org/localresources	Local nav (left column)	Missing level 1 heading/page title	Rename: Mental Health
9.0	How On It	Ask a Librarian (level 2 heading)	https://www.sharnpubliclibrary.org/howonit	Global nav bar (top)	Missing link/page	Keep
9.1	Ask a Librarian	Ask a Librarian (level 2 heading)	https://www.sharnpubliclibrary.org/howonit	Local nav (left column)	Missing level 1 heading/page title	Keep
9.2	Ask for Research Help	Ask for Research Help (level 2 heading)	https://www.sharnpubliclibrary.org/howonit	Local nav (left column)	Missing level 1 heading/page title	Keep
9.3	Sign Up for a Library Card	Sign Up for a Library Card (level 2 heading)	https://www.sharnpubliclibrary.org/howonit	Local nav (left column)	Missing level 1 heading/page title	Keep
9.4	Place Holds or Reserve Items Online	Place a Hold Online (level 2 heading)	https://www.sharnpubliclibrary.org/howonit	Local nav (left column)	Missing level 1 heading/page title	Keep
9.5	Pay Fines or Replace Items	Pay Fines (level 2 heading)	https://www.sharnpubliclibrary.org/howonit	Local nav (left column)	Missing level 1 heading/page title	Keep
9.6	Borrow from Other Libraries	Borrow from Other Libraries (level 2 heading)	https://www.sharnpubliclibrary.org/howonit	Local nav (left column)	Missing level 1 heading/page title	Keep
9.7	Suggest a Purchase	Suggest a Purchase (level 2 heading)	https://www.sharnpubliclibrary.org/howonit	Local nav (left column)	Missing level 1 heading/page title	Keep
9.8	Suggest a Program	Suggest a Program (level 2 heading)	https://www.sharnpubliclibrary.org/howonit	Local nav (left column)	Missing level 1 heading/page title	Keep
9.9	Sign Up for Library Newsletters	Sign Up for Library Newsletters (level 2 heading)	https://www.sharnpubliclibrary.org/howonit	Local nav (left column)	Missing level 1 heading/page title	Keep
9.10	Reserve the Community Room	Reserve the Community Room (level 2 heading)	https://www.sharnpubliclibrary.org/howonit	Local nav (left column)	Missing level 1 heading/page title	Keep
9.11	Learn English	Learn English (level 2 heading)	https://www.sharnpubliclibrary.org/howonit	Local nav (left column)	Missing level 1 heading/page title	Keep
9.12	Find Out What to Read Next	Welcome to the Sharn Public Library's e-newsletter service. (level 2 heading)	https://www.sharnpubliclibrary.org/howonit	Local nav (left column)	Missing level 1 heading/page title	Rework
9.13	Access the Internet Within the Library	Rules for the Use of Public Access Computers (level 2 heading)	https://www.sharnpubliclibrary.org/howonit	Local nav (left column)	Missing level 1 heading/page title	Keep
9.14	Geek the Library	Geek the Library (level 2 heading)	https://www.sharnpubliclibrary.org/howonit	Local nav (left column)	Missing level 1 heading/page title	Keep
9.15	Request to Exhibit in the Library	Exhibits & Displays	https://www.sharnpubliclibrary.org/howonit	Local nav (left column)	Page title is an image	Rename: Apply for Exhibit or Display Space