



Content, Labeling, & Taxonomy:

Upper Sandusky Community Library

This document presents the site content analysis, recommended classification scheme, and site map for the upcoming redesign of the Upper Sandusky Community Library.

04.16.2017

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Background

The Upper Sandusky Community Library is interested in redesigning their website with a focus on making information more easily accessed by their users. It is the opinion of the stakeholder that the overall organization of the site content could be better designed to achieve this goal. In addition to redesigning for ease of use by the patrons, the redesign needs to be simplistic enough to allow for easy maintenance by the library staff.

Summary

With the previously discovered personas and desired site tasks in mind, a content inventory was conducted to gain a better understanding of the content currently located on the Upper Sandusky Community Library (USCL) website, and to aid in the identification of content which may need to be repurposed, reworked, or created for the redesign. The knowledge gained through this task was then utilized to choose a primary classification scheme for the new site. Once the content was evaluated and a classification scheme was chosen, a site map of the new site was created.

Content Inventory

The design team conducted a content inventory (Appendix A) to gain a better understanding of the content available on the current USCL website. This enabled us to better evaluate what information can be repurposed or reworked, and information we need to create in the site redesign. The design team located 28 navigation titles on the library home page. These titles include over 130 content items. Content items come in many forms, such as, site text, videos, files, feeds, functions, etc....

In examining the current content, we found that much of the content can be reworked or repurposed. However, we did find a need to add a number of content items based on our previously discovered user desired functionality and tasks.

Rework

- 1. Site Labels
- 2. Library program and event listing
- 3. Book reviews and recommendations
- 4. News and Information
- 5. Community resources

Repurpose

- 1. Library contact and location information
- 2. Online databases
- 3. About the library
- 4. Library services information
- 5. Library catalog
- 6. Reserve/Renew material online

Create

- 1. Site search functionality
- 2. Ask a librarian function
- 3. Reserve a meeting room
- 4. Search for volunteer/employment opportunities

Primary Classification Scheme

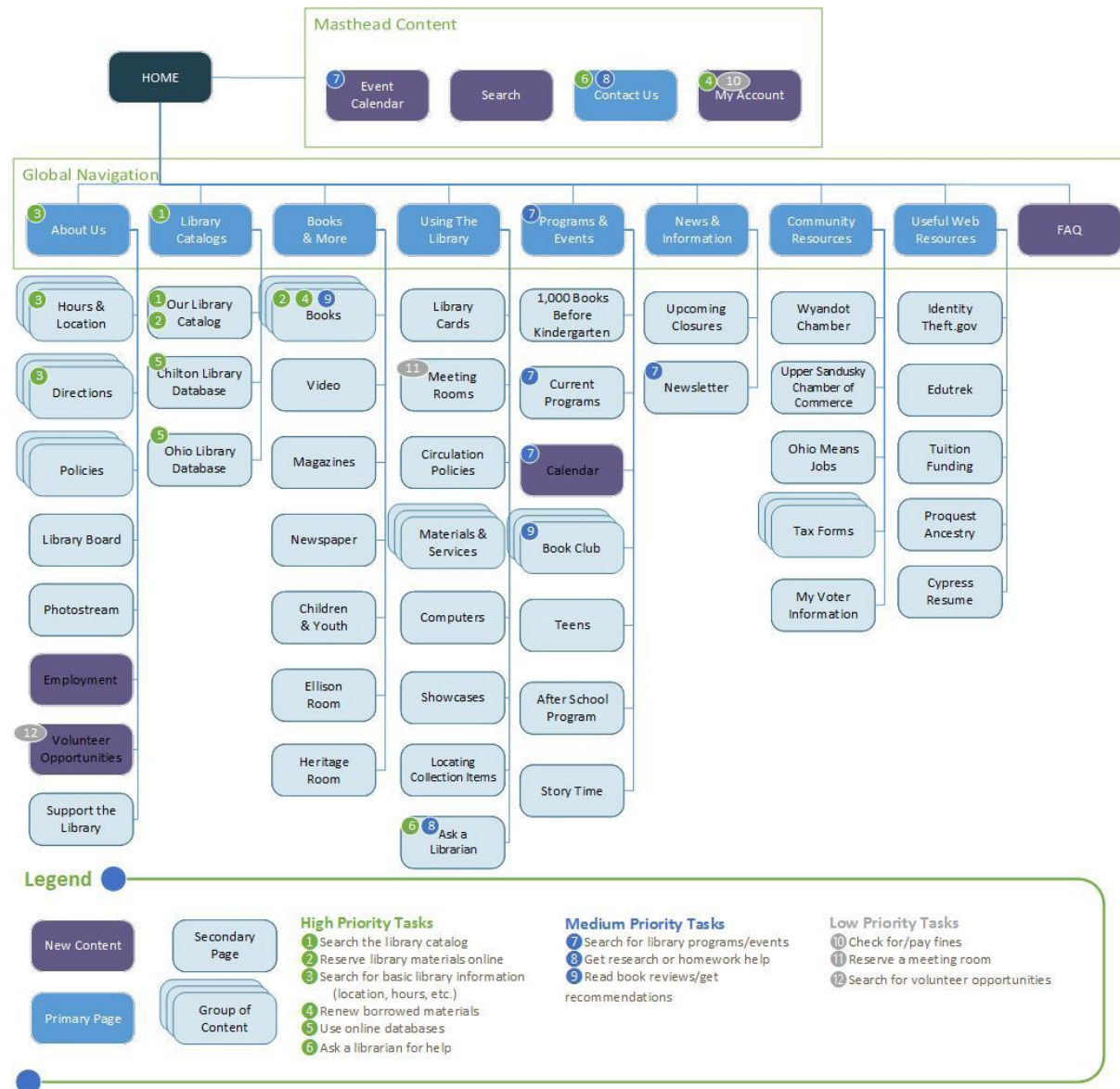
It is recommended that the new Upper Sandusky Community Library website utilize a subject based ambiguous classification scheme with a hierarchical structure. Broad topic headings should be utilized for task entry points with more specific topic headings being used as the user navigates deeper into the site structure.

Research indicates that library users more frequently use ambiguous subject based schemes, and are typically able to easily and quickly understand hierarchical organizational models¹. It was with this knowledge, and the understanding of our user research and content analysis, that the design team decided to utilize the recommended classification scheme. Neither the tasks nor the site content fits within one specific scheme. While it would be appropriate to organize much of the content utilizing an alphabetical or chronological scheme, other basic information would be better organized utilizing a topic or task based scheme.

In order to best fit the content and provide the user with an intuitive experience that considers their diverse searching styles, it would be best to group like information into subject based headings allowing for the use of other content appropriate schemes throughout the individual site pages.

Sitemap

The following sitemap shows the new proposed site structure. New content labels were developed, the current site content was reworked and repurposed, and new site content was added. In addition, the identified task entry points are shown.



Appendix A- Content Inventory

Page ID	Navigation Title	URL	Format	Comments
0.0	Home	http://www.upper-sandusky.lib.oh.us/Index.htm	Page Template	Contains 28 links
0.1	Address, and phone details	http://www.upper-sandusky.lib.oh.us/Index.htm	Text	Persistent information located in header.
0.2	Hours	http://www.upper-sandusky.lib.oh.us/Hours.htm	Text/Link	Persistent information located in header. Also links to a separate hour's page.
0.3	Library Photostream	https://www.flickr.com/photos/49659550@N07/	External URL	Redirects to Flickr
1.0	Directions	http://www.upper-sandusky.lib.oh.us/Directions.htm	Page Template	
1.1	Interactive map and directions	https://www.mapquest.com/?utm_source=classic&utm_campaign=winston_sunset&utm_medium=urltrans_unsupported	External URL	Redirects to broken MapQuest link
1.2	Library location map	http://www.upper-sandusky.lib.oh.us/Directions.htm	Image	Contains a map
2.0	Hours	http://www.upper-sandusky.lib.oh.us/Hours.htm	Page Template	Contains text only. No active links.
2.1	Hours of Operation	http://www.upper-sandusky.lib.oh.us/Hours.htm	Image/Text	
3.0	Library Staff & Board	http://www.upper-sandusky.lib.oh.us/Board.htm	Page Template	
3.1	Board Meeting Minutes	http://www.upper-sandusky.lib.oh.us/BoardMinutes.htm	Text	Contains the two most recent meeting minutes. Text only, in chronological order with no way to sort through or navigate the information aside from scrolling.
3.1.0	Minutes from previous years	http://www.upper-sandusky.lib.oh.us/BoardPastYears.htm	Text	Includes minutes from 2005-present in chronological order. Text only with no way to sort through or navigate the information aside from scrolling.
3.2	Board of Trustees	http://www.upper-sandusky.lib.oh.us/Board.htm	Text	Jennifer is the only bolded name. No contact information.
3.3	Staff Members	http://www.upper-sandusky.lib.oh.us/Board.htm	Text	Kathleen is the only bolded name. No contact information.
4.0	Community Links	http://wyandotchamber.com/	External URL	Label is plural, but only offers one link.
5.0	News & Info	http://www.upper-sandusky.lib.oh.us/N&I.htm	Page Template	
5.1	News	http://www.upper-sandusky.lib.oh.us/N&I.htm		
5.1.0	Upcoming Closures	http://www.upper-sandusky.lib.oh.us/N&I.htm	Text	Contains outdated information from February 2017.
5.1.1	Employment Information	http://www.upper-sandusky.lib.oh.us/PDFs/Employment%20application%20Fillable.pdf	Text/Link	Contains no actual employment information aside from an application.
5.1.2	1,000 Books Before Kindergarten	http://www.upper-sandusky.lib.oh.us/N&I.htm	Text/Link	
5.1.3	About: Books	http://www.aboutbooks.info	Text/Search Box	Contains a search box which leads to an external site. Very hard to find. Search should be more prominent.
5.2	Information	http://www.upper-sandusky.lib.oh.us/N&I.htm	Text	
5.2.0	IdentityTheft.gov	https://identitytheft.gov/	Text/External URL	Leads to government website about identity theft.
5.2.1	Edutrek	http://www.edutrek.com/	Text/External URL	College match website.
5.2.2	Tuition Funding Sources	http://www.tuitionfundingsources.com/?library=OhioLib	Text/External URL	Scholarship search page.
5.2.3	ProQuest Ancestry	http://ancestrylibrary.proquest.com/aleweb/ale/do/login	Text/External URL	Ancestry records login page. Must have login. There is no registration option.
5.2.4	Ohio Here To Help	http://www.ohioheretohelp.com/index.stm	Text/External	Leads to a page that is no longer available.

			URL	
5.2.5	Support Your Library	http://www.upper-sandusky.lib.oh.us/N&I.htm	Text	Discusses donations, but offers no way to immediately donate online.
5.2.6	Tax Forms	http://www.upper-sandusky.lib.oh.us/N&I.htm	Text/External URL	
5.2.6.0	Internal Revenue Service	https://www.irs.gov/forms-pubs	External URL	Links to IRS forms & publications
5.2.6.1	Ohio State Income Tax	http://www.tax.ohio.gov/Forms.aspx	External URL	Links to Ohio tax forms
5.2.6.2	School District Income Tax	http://www.tax.ohio.gov/Forms.aspx	External URL	Links to Ohio tax forms
5.2.6.3	Upper Sandusky Income Tax	http://www.uppersanduskyoh.com/incometax.php	External URL	Links to the City of Upper Sandusky Tax Department
5.2.7	Ohio Means Jobs	https://jobseeker.ohiomeansjobs.monster.com/	External URL	Leads to job search page.
6.0	Our Library	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Page Template	
6.1	Library Card	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	Set up like a FAQ section. Could be better organized to include the titles and drop down information boxes when the title is clicked.
6.1.0	Who may obtain a library card?	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	Also includes information on borrowing restrictions.
6.1.1	How much does the library card cost?	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.1.2	Where do I obtain a library card?	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	Also contains information about the library use and internet use policies. These could be better set up as their own section.
6.1.3	How long may I borrow items form the collection and are there limits to how many I may borrow?	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.1.4	How often can I renew an item?	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.1.5	How much are the overdue fines?	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.1.6	Are there restrictions if I have overdue fines?	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	OPLIN Internet policy is included in this section, but does not fit the information grouping.
6.1.7	What about confidentiality of my circulation records?	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.2	Use of the Library	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	Could be better organized to include all of the meeting room information in one section rather than separate headings.
6.2.0	Meeting Room Policy	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.2.0.1	Meeting Rooms	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text, Images	
6.2.1	Meeting Room Procedure	http://www.upper-sandusky.lib.oh.us/PDFs/Meeting20Room20Procedures.pdf	PDF	
6.2.2	Meeting Room Application Form	http://www.upper-sandusky.lib.oh.us/PDFs/MeetingRoomApplication.pdf	PDF	PDF-Would be easier as an online form which could be directly submitted.
6.2.3	Displays, Exhibits and Public Notice	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.2.4	Ellison Room-die cut collection	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3	Library Services and More	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0	An overview of what your library has to offer	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	This title isn't really necessary given there is already a section title.
6.3.0.1	Materials & Services	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.2	Computers	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.3	Heritage Room	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.4	Ellison Die-Cut Collection	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	The vast majority of this information is also available in 6.2.4.
6.3.0.5	Laminator	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.6	Color Photocopier	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	

6.3.0.7	Fax Machine	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.8	Special Programs	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.9	Showcases	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.10	Meeting Rooms	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	Brief overview of information available in depth in 6.2.1
6.3.0.11	Library Loan Policy	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	Contains the same information as 6.1.0.
6.3.0.12	Loan Period	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.13	Overdue Policy	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
6.3.0.14	Book Drop	http://www.upper-sandusky.lib.oh.us/OurLibrary.htm	Text	
7.0	Our Collection	http://www.upper-sandusky.lib.oh.us/Collection.htm	Page Template	
7.1	Collection Holdings	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	
7.1.0	Book Categories	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	Contains no info/link for the collection
7.1.1	Books on Audio Cassette Tape	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	Contains no info/link for the collection
7.1.2	Books on CD	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	Contains no info/link for the collection
7.1.3	Video	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	Contains no info/link for the collection
7.1.4	Magazines	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	Contains no info/link for the collection
7.1.5	Newspapers	http://www.upper-sandusky.lib.oh.us/Collection.htm		Contains no info/link for the collection
7.1.6	Our Collection Newspapers	http://www.upper-sandusky.lib.oh.us/Newspapers.htm	Text	Contains information about the newspapers offered, but not how to view them. Has the date of The Blade highlighted red while no other papers have highlighting.
7.1.7	Children's Collection	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	Contains no info/link for the collection
7.1.8	Youth Collection	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	Contains no info/link for the collection
7.1.9	Ellison Room	http://www.upper-sandusky.lib.oh.us/Ellison.htm	Link	Links to the same page as 11.0
7.1.10	Heritage Room	http://www.upper-sandusky.lib.oh.us/Heritage.htm	Link	Links to the same page as 10.0
7.1.11	Internet Workstations	http://www.upper-sandusky.lib.oh.us/Software.htm	Link	Links to the same page as 6.0
7.1.12	Computer Workstations	http://www.upper-sandusky.lib.oh.us/Software.htm	Link/Text	
7.1.12.0	Game Workstations	http://www.upper-sandusky.lib.oh.us/Software.htm	Text	
7.1.12.1	Office Workstations	http://www.upper-sandusky.lib.oh.us/Software.htm	Text	
7.2	How to locate items in our collection	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	
7.2.0	How do I obtain the Dewey Decimal Classification Number	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	
7.2.1	Note the call number (Dewey Decimal System)	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text, Graphic, Table	
7.3	Learning Resource Center	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text, Image	
7.3.0	Books	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text, Image	
7.3.1	Books with Cassette Tapes	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	
7.3.2	Videos	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	
7.3.3	Magazines	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text, Image	
7.3.4	Boxed Sets	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text, Image	
7.3.5	Bagged Kits	http://www.upper-sandusky.lib.oh.us/Collection.htm	Text	
8.0	Programs & Events			
8.1	Current Programs & Events	http://www.upper-sandusky.lib.oh.us/PDFs/Newsletter.pdf	PDF	Links to 9.0
8.2	New Materials & Reader's Choice	http://seoipac.seo.lib.oh.us/ipac20/ipac.jsp?session=11577P5EO2286.8809&profile=usc&menu=tab6&ts=1157745581884#focus	External URL	Broken link
8.3	Common Readers Book Club	http://www.upper-sandusky.lib.oh.us/CRD.htm	Text	Links to 15.0
8.3.0	Current Programs & Events	http://www.upper-sandusky.lib.oh.us/Programs&Events.htm	Link	Links back to 8.0
8.3.1	Upcoming Reads in 2015	http://www.upper-sandusky.lib.oh.us/PDFs/Common%20Readers%202015.pdf	PDF	Links to outdated information from 2015
9.0	Library Newsletter	http://www.upper-sandusky.lib.oh.us/PDFs/Newsletter.pdf	PDF	
10.0	Heritage Room	http://www.upper-sandusky.lib.oh.us/Heritage.htm	Page Template	
10.1	Heritage Room Collection Resource List	http://www.upper-sandusky.lib.oh.us/Heritage.htm	Text	

10.2	Hayes Obituary Index	http://www.upper-sandusky.lib.oh.us/Heritage.htm	Search Box	Contains a broken picture link
10.3	Index (A-Z)	http://www.upper-sandusky.lib.oh.us/Heritage.htm	A-Z Database	
11.0	Ellison Room	http://www.upper-sandusky.lib.oh.us/Ellison.htm	Page Template	
11.1	Die cut selection	http://www.upper-sandusky.lib.oh.us/Ellison.htm	Text	
11.1.0	Room Usage Policy	http://www.upper-sandusky.lib.oh.us/Ellison.htm	Text	
11.1.1	Collection Of All Available Die Cut Shapes	http://www.upper-sandusky.lib.oh.us/DieCutSelection.htm	A-Z Database	Alphabetical listing with pictures.
11.1.2	Recent additions to the die cut collection	http://www.upper-sandusky.lib.oh.us/DiesAdded.htm	A-Z List	No pictures of the dies are available. Also contains die's that are no longer available.
12.0	Teen Advisory Board (T.A.B)	http://www.upper-sandusky.lib.oh.us/TAB.htm	Page Template	Metaphor
12.1	Read Around the World	http://www.upper-sandusky.lib.oh.us/TAB.htm	Interactive Graphic	
12.1.0	Web Japan Quest	http://www.upper-sandusky.lib.oh.us/TABGraphics/WEBQUESTjapan.pdf	PDF	Contains inactive links
12.1.1	Web Egypt Quest	http://www.upper-sandusky.lib.oh.us/TABGraphics/WEBQUESTegypt.pdf	PDF	Contains inactive links
12.1.2	View & Do Guatemala Worry Dolls	http://www.upper-sandusky.lib.oh.us/TABGraphics/VIEWDOguatemala.pdf	PDF	Contains external link
12.1.3	View & Do Chinese Tangram	http://www.upper-sandusky.lib.oh.us/TABGraphics/VIEWDOchina.pdf	PDF	Contains external link which will shut down your browser with a fake malware Microsoft scam alert.
13.0	Story Time	http://www.upper-sandusky.lib.oh.us/Storytime.htm	Page Template	
13.1	Preschool Story Time	http://www.upper-sandusky.lib.oh.us/Storytime.htm	Text	
13.2	Tiny Tots Story Time	http://www.upper-sandusky.lib.oh.us/Storytime.htm	Text	
13.3	Exceptions to the Schedule	http://www.upper-sandusky.lib.oh.us/PDFs/Newsletter.pdf	PDF	Links to 9.0
13.4	Miss Jill's Favorite Reads	http://www.upper-sandusky.lib.oh.us/Storytime.htm	Text	
14.0	After School Action Hour	http://www.upper-sandusky.lib.oh.us/ASAH.htm	Page Template, Images	Contains no real information, only images
15.0	Common Readers Discussion	http://www.upper-sandusky.lib.oh.us/CRD.htm	Page Template	
15.1	Current Programs & Events	http://www.upper-sandusky.lib.oh.us/Programs&Events.htm	Link	Links back to 8.0
15.2	Upcoming Reads in 2015	http://www.upper-sandusky.lib.oh.us/PDFs/Common%20Readers%202015.pdf	PDF	Links to outdated information from 2015
16.0	View Database- Chilton Library.com	http://galeauth.galegroup.com/auth/capmAuthentication.do?userGroupName=upp570&productShortName=CHLL&origURL=http%3A%2F%2Fgaleapps.galegroup.com%2Fapps%2Fauth%2Fupp570%3Fcause%3Dhttp%253A%252F%252Ffind.galegroup.com%252Fmenu%252Fstart%253FuserGroupName%253Dupp570%2526prod%253DCHLL%2526finalAuth%253Dtrue%26authCount%3D2%26userGroupName%3Dupp570%26u%3Dupp570&isCookieCheckDone=false	External URL	
17.0	News & Information	http://www.upper-sandusky.lib.oh.us/N&I.htm	Page Template	Redundant as it's also available in 5.0
18.0	Edutrek	http://www.upper-sandusky.lib.oh.us/N&I.htm	Link	Redirects to page 5.0
19.0	Tuition Funding Sources	http://www.upper-sandusky.lib.oh.us/N&I.htm	Link	Redirects to page 5.0
20.0	ProQuest Ancestry	http://www.upper-sandusky.lib.oh.us/N&I.htm	Link	Redirects to page 5.0
21.0	Ohio Here To Help	http://www.upper-sandusky.lib.oh.us/N&I.htm	Link	Redirects to page 5.0
22.0	Support Your Library	http://www.upper-sandusky.lib.oh.us/N&I.htm	Link	Redirects to page 5.0
23.0	Tax Forms	http://www.upper-sandusky.lib.oh.us/N&I.htm	Link	Redirects to page 5.0
24.0	Ohio Means Jobs	http://www.upper-sandusky.lib.oh.us/N&I.htm	Link	Redirects to page 5.0
25.0	Library Catalog	https://ohio.ent.sirsi.net/client/en_US/usc/	External URL	
26.0	Cypress Resume	http://www.cypressresume.com/index.php?c=uppersanduskycommunitylibrary	External URL	
27.0	My Voter Information	http://voterlookup.sos.state.oh.us/voterlookup.aspx	External URL	
28.0	Ohio Library Database	http://www.ohioweblibrary.org/sources/	External URL	

Appendix B- References

1. Rosenfeld, L., Morville, P., & Arango, J. (2015). Information architecture for the World Wide Web (4th ed.). Sebastopol, CA: O'Reilly Media, Inc.