

# SAN FRANCISCO PUBLIC LIBRARY

## MOBILE SITE REDESIGN

- COMPETITIVE ANALYSIS
- PERSONA
- SITE MAP
- WIREFRAMES



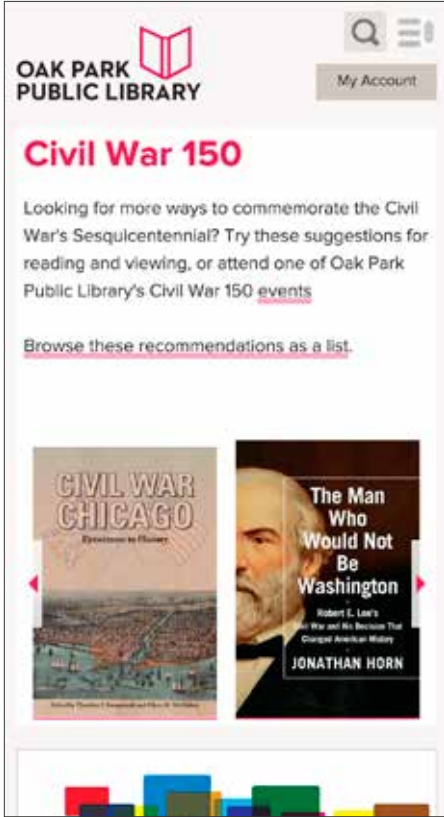
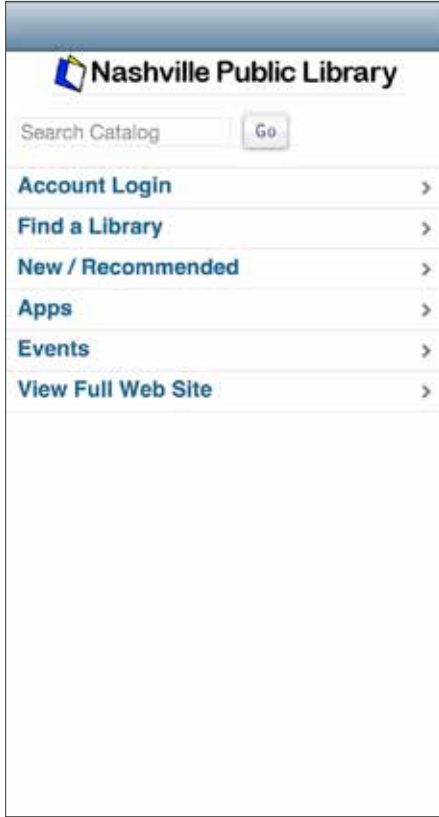
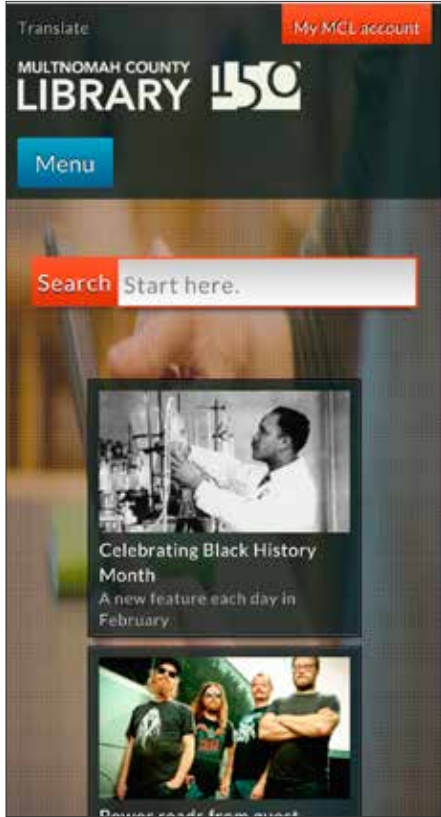
WHERE	
Preferred domain (website) name	sfpl.org/mobile.xhtml.php?pg=0400000001
Domain name already registered?	Yes
Preferred / existing server	Existing
WHEN	
Target date for launching new site	N/A
External factors that could influence schedule	Funding, scheduling, Boards/trustees/sponsors/government involvement, periodic high volume traffic or tech issues..
WHY	
Primary business objectives/goals for the site. Prioritise if possible.	Streamline usability of current San Francisco public library mobile website. To ensuring relevance locally, make SFPL resources more accessible to savvy SF public; more appealing by updating design style, look & feel and the SFPL branding.
What problems do you hope to solve with the site?	Site is stylistically & functionally outdated or inconsistent in some areas. I hope to improve some UX for the request/search flow and make the site more appealing, easy to use and consistent.
WHO	
Primary customers / target audience. Rank if more than one.	Primary target audience: Quite the gamut but mainly people who are looking to learn. Definitely, local San Franciscans (all ages) but more likely students, researchers, educators and low-income families.
How will customers use your site? What are their goals (rank if possible)?	Find resources (books, ebooks, audio, video, articles, etc), find locations & hours, reserve computer/audio-visual space, manage account, lists & requests and view library/ event/ exhibitions info.



Who are your direct competitors? (Include web addresses).	NA
What do you offer that is different from your competitors?	Free, local community targeted, great updated resources readily available.
<b>WHAT</b>	
Why do your customers need you? What is the most important benefit you offer (from their perspective)?	SF has a high concentration of schools and universities. A diverse population of artists, students, professionals, highly educated and also struggling people. SFPL has great resources available in the library (educational, supportive & recreational), we need to make it quick and easy to use for busy urbanites.
3-5 adjectives describing how you want users to perceive your site.	Clean, friendly, accessible, up-to-date, helpful, and reliable.
URLs of websites you like. What do you like about them?	<p><a href="https://www.freelancersunion.org/">https://www.freelancersunion.org/</a> Energetic contrasts, bold palette, <b>good</b> responsive minimalism, sophisticated colors &amp; typography, playful flat simple illustrations &amp; animations.</p> <p><a href="http://www.saimanchow.com/filter/motion">http://www.saimanchow.com/filter/motion</a> Simple B&amp;W, staggered style adds to the kinetic feel. Actually it manages to keep balance and structure despite all the crazy animations/illustrations.</p>
Do you have existing content for the site or will you create new content.	Current content is fine.
Do you have any visuals prepared, or any in mind? (Logo, colour scheme etc.)	Yes on direction, no on logo.
<b>TECHNOLOGY</b>	
Blog	No
Bulletin board	No



Content Management System (CMS)	No
Customisation / personalisation for users	No
Display on multiple platforms / devices	Yes, this flexibility will be useful for smart device users on the go.
Forum	No. I haven't seen this on library sites.
Login (for restricted areas)	Yes. Privacy and security are always good.
Search engine	Yes. The most important and often used function on library sites.
Security	Yes
Social media integration	Yes. On some pages to improve outreach info, sharing with friends..
Surveys / Polls	Yes. Never stop improving experience.
Wikis	No, I don't think its necessary.
<b>HOW</b>	
<b>Budget:</b> Low cost, fast timeline or full featured?	Low cost, short term, just updating wording, styles and layout for increased usability.
<b>Marketing:</b> Do you have a marketing strategy in mind to promote your website. If yes, could you describe it?	No
<b>Maintenance:</b> How often will you update content on the site to keep it current. Who is responsible for providing and updating content?	Probably often in terms of content updating. Responsible in-house web managers/teams.

SITE NAME + URL	Oak Park Public Library http://oppl.org/	Nashville Public Library http://m.library.nashville.org/#_home	Multnomah County Public Library https://multcolib.org/
Screenshot			
<b>Content Features</b>	<i>Oak Park Public Library</i>	<i>Nashville Public Library</i>	<i>Multnomah County</i>
Events / Exhibition info	Y	Y	Y
Featured Picks/New items	Y	Y	Y
Contact Info	Y	Y	Y
Help	Y	N	Y



Location Info	Y	Y	Y
<b>Technical Features</b>	<i>Oak Park Public Library</i>	<i>Nashville Public Library</i>	<i>Multnomah County</i>
Filtered Search	Y	Y	Y
Preview book/movies	Y	Y	Y
Account Login	Y	Y	Y
Contact form	Y	N	Y
Responsive site	Y	N	Y
Social media connect	Y	Y	Y
Location maps/directions	Y	Y	Y
Alternative Languages	Y	N	Y
<b>Summary</b>	<i>Oak Park Public Library</i>	<i>Nashville Public Library</i>	<i>Multnomah County</i>
	<p>Responsiveness doesn't really work but the general look is friendly, clean, vibrant and colorful. Search is slightly hidden in top right, which is odd for a library site. Good typography, using images of books/movies is engaging. But the pink underlined text is confusing and distracting. The bright red buttons are heavy and can easily clash with some of the cover images.</p>	<p>Pretty bare bones, search catalog on my phone ended up going to this boring mobile site. Easy to use, link to full site is there, logo isn't in the header for some reason. Look won't clash with content but it looks completely different from the full site. Definitely would be better to go responsive.</p>	<p>Responsiveness is good, images scale okay and navigation is at the top. The local content &amp; style is nice. The hierarchy is strong but there are some varying textures &amp; transparencies which can occasionally distract but overall, everything is in the right place, the look is friendly. Functions are easy to use, logo, menu button, login and search are right at the top but not crowded.</p>



## ALLISON LEIGH-STOKES

“I'm a little broke this week... I'll probably grab some movies from the library & stay in this weekend.”

Allison is a pre-law sophomore student at SFSU originally from San Diego. She's a pretty typical undergrad SFSU student, living on a tight budget with roommates and working part time at a cafe on the weekends. She's in her second year and starting to get more serious with her studies now that her initial freshman partying has had free rein and her studies are requiring more concentration and focus from her. She likes to put in her study hours during the week so she can still socialize and work on the weekends. Keeping her focus in a quiet, safe space with plenty of seating and silence, access to

**AGE** 19

**OCCUPATION** College Student

**INCOME** \$12,000

**MOTIVATION** Find information quickly whenever she has a free moment, maybe on a crowded bus or during a short break while she's on her shift or between classes.

**GOALS** On her phone, to search and request resources, check due dates, and find location hours and directions, especially via public transportation.

**PAIN POINTS** Small budget. Hates waiting in line at offices. Young, busy & impatient: wants immediate results, accessibility and ease of use.

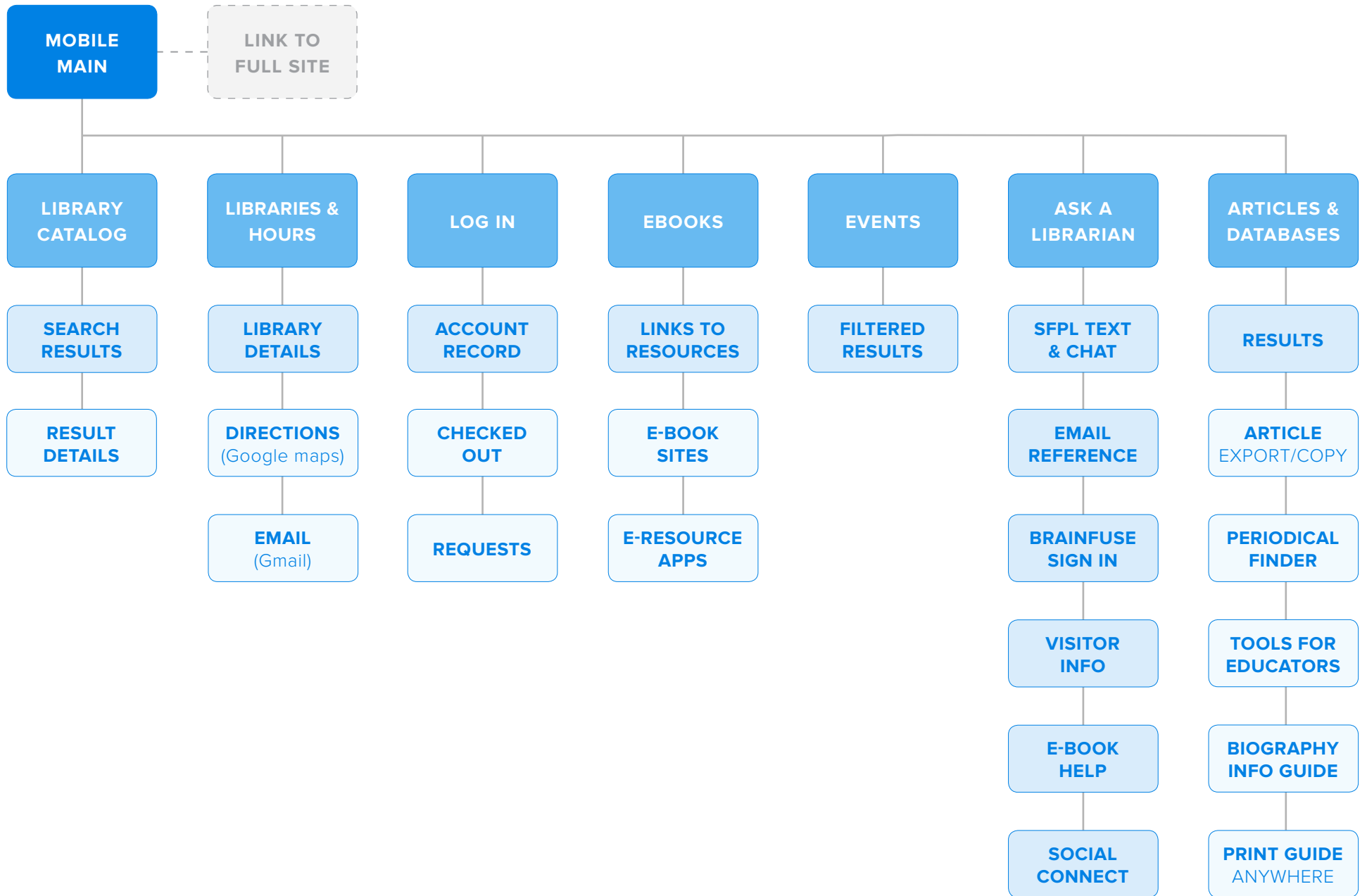
**BEHAVIORS** **TECH SAVVY**  
Intermediate;  
Uses a Macbook,  
iPad and iPhone.

**INTERNET USE**  
Daily; Reads blogs,  
news, & researches  
most things online.

**BUDGET**  
Bare necessities.  
Occasionally goes  
out with friends.

**CHECK OUTS**  
Min of 3-8 at a  
time; for school &  
recreation.

**VISITS LIBRARY**  
Frequently; min 3  
trips a week to study,  
return and check out  
items.





# SAN FRANCISCO PUBLIC LIBRARY

## MOBILE SITE REDESIGN PROJECT

○ ORIGINAL DESIGNS

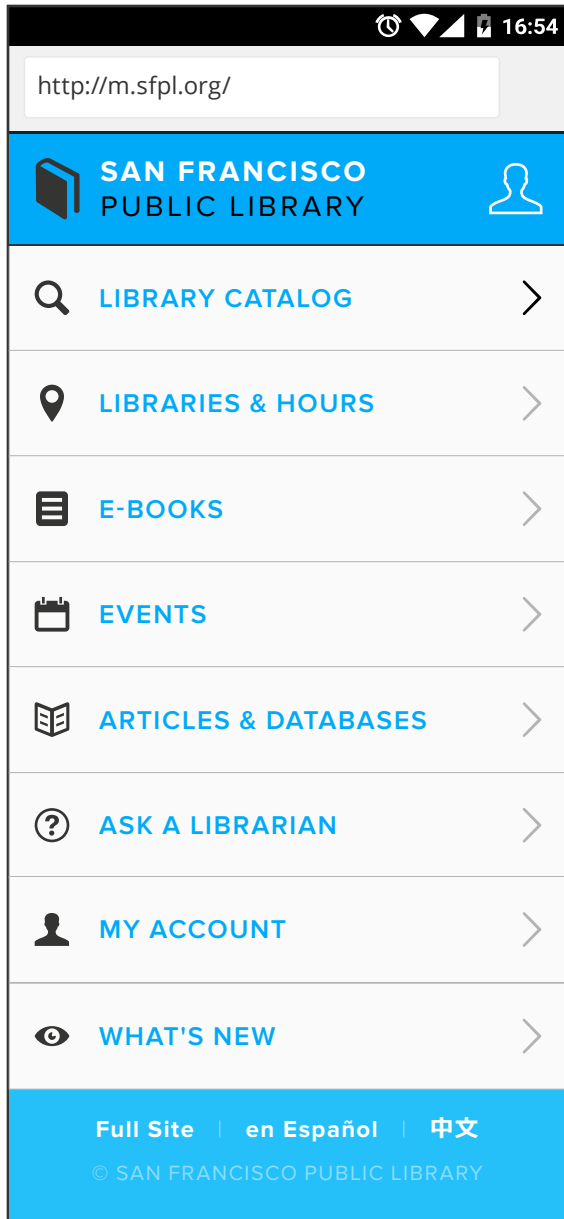
○ WORDPRESS SITE

○ DUDA RESPONSIVE SITE

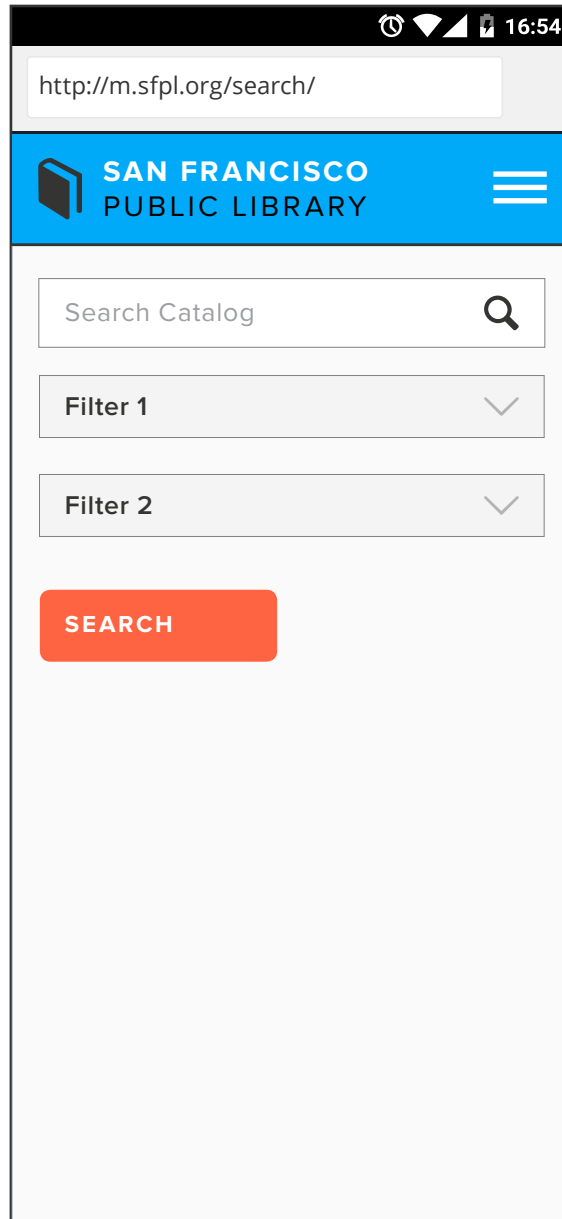
○ PROJECT SUMMARY



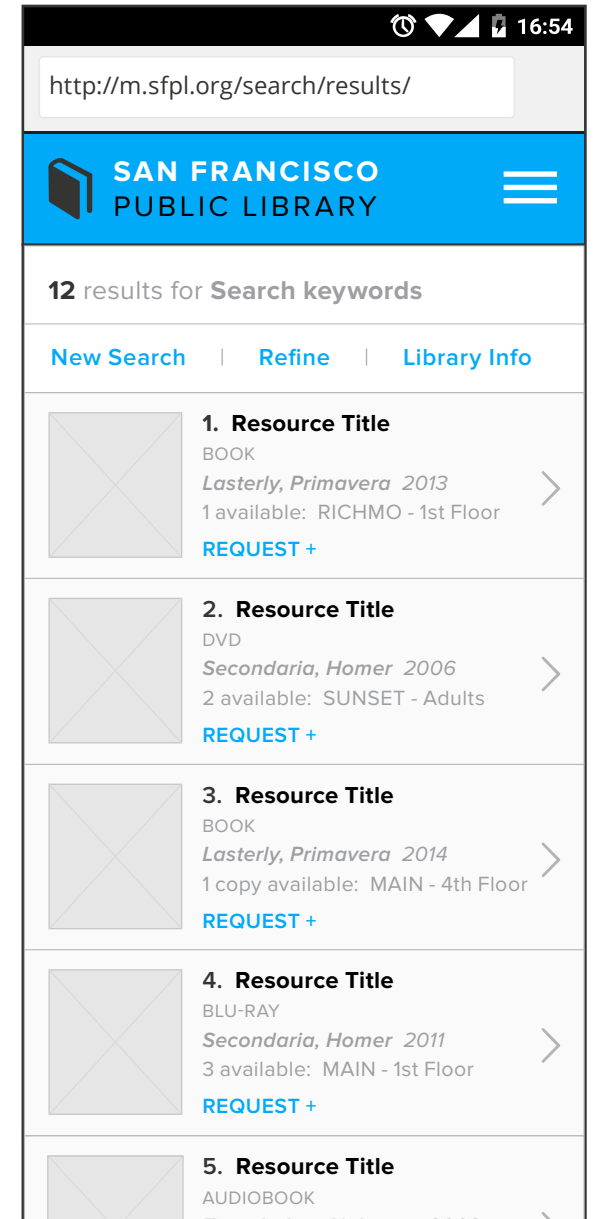
Home

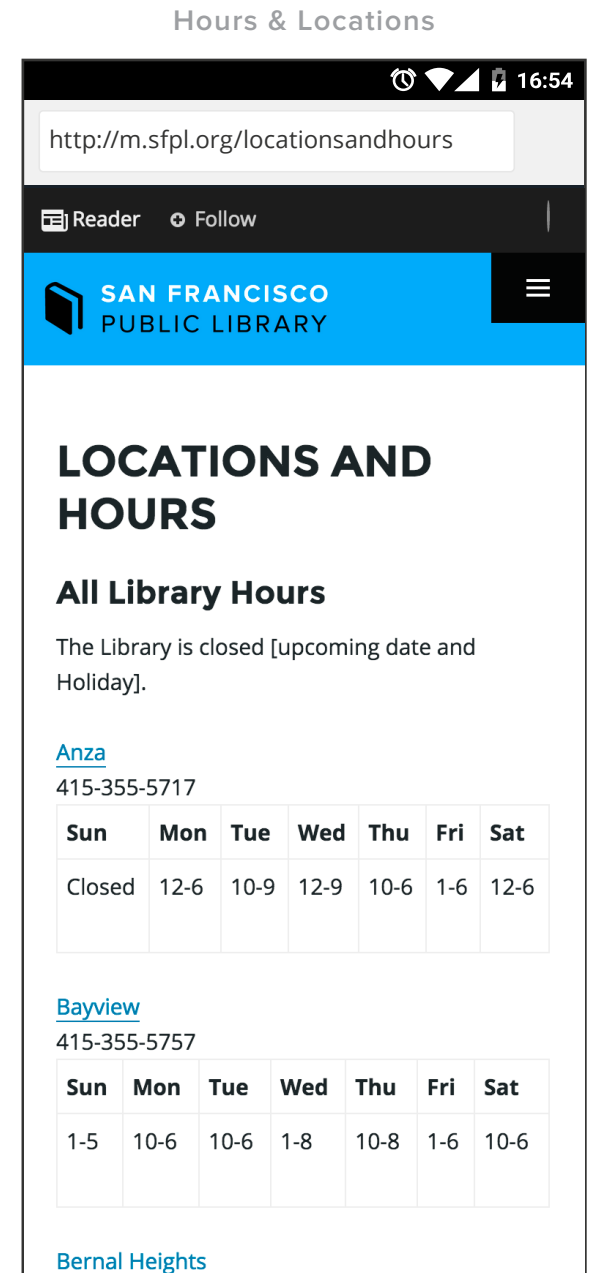
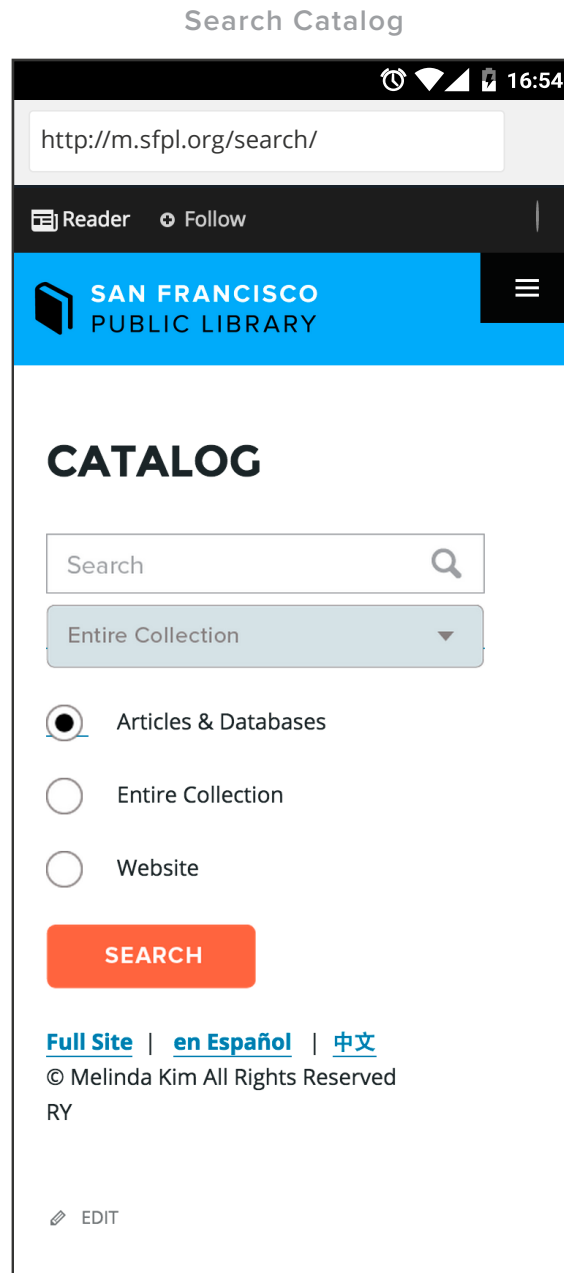
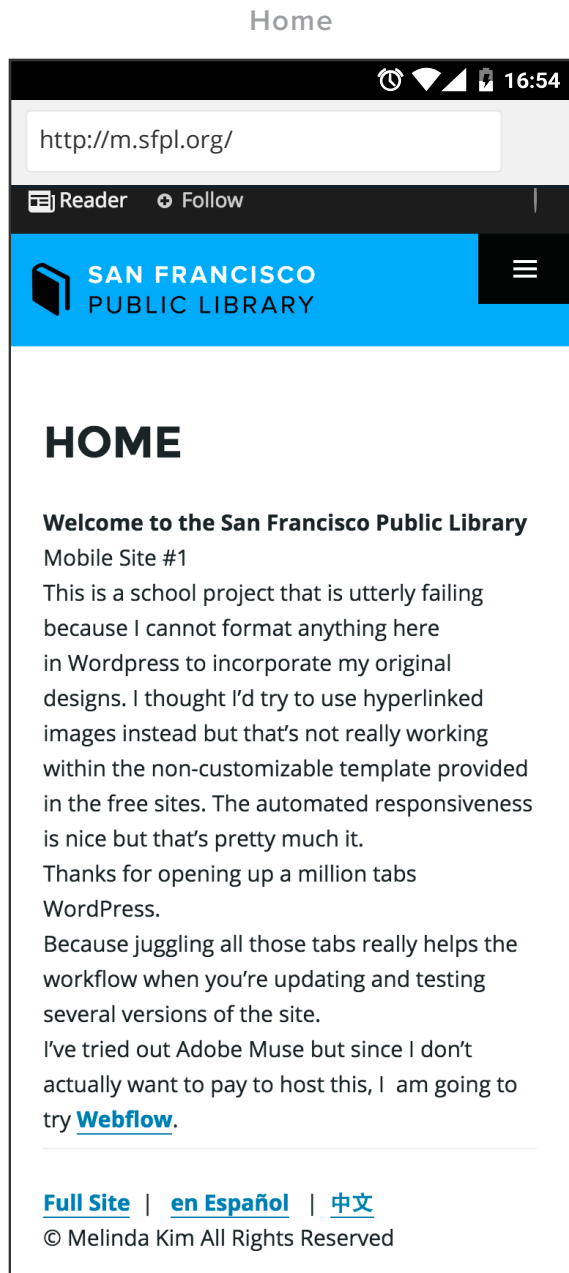


Search Catalog

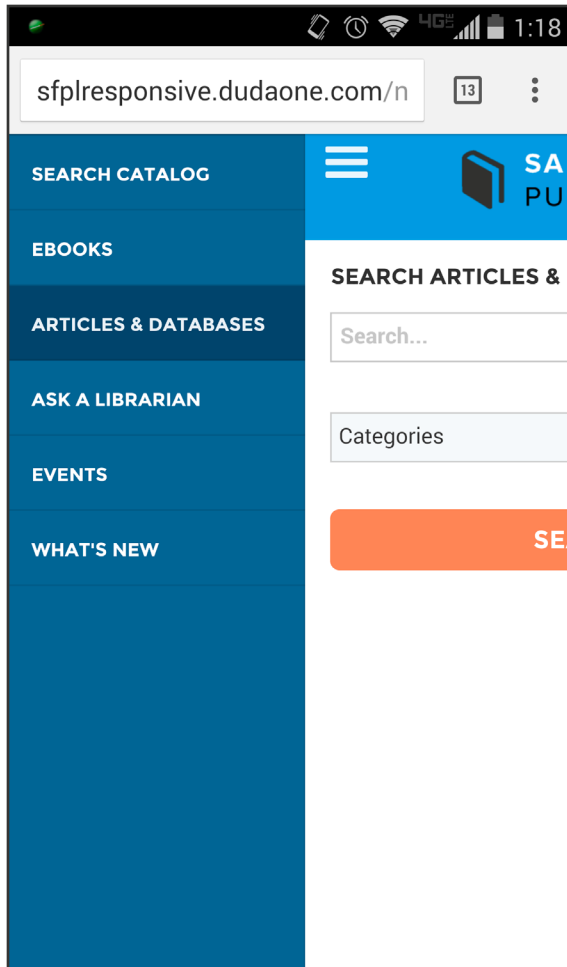


Search Results

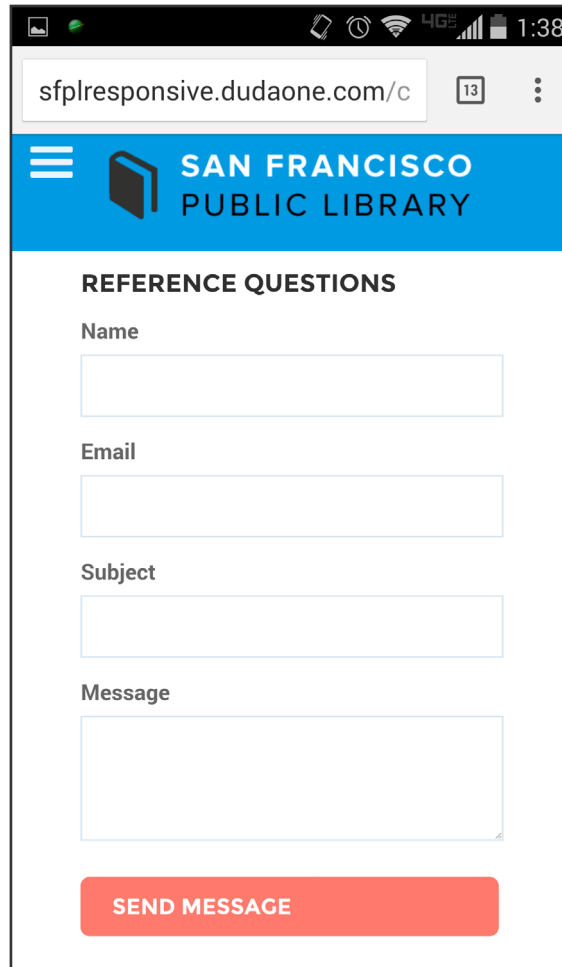




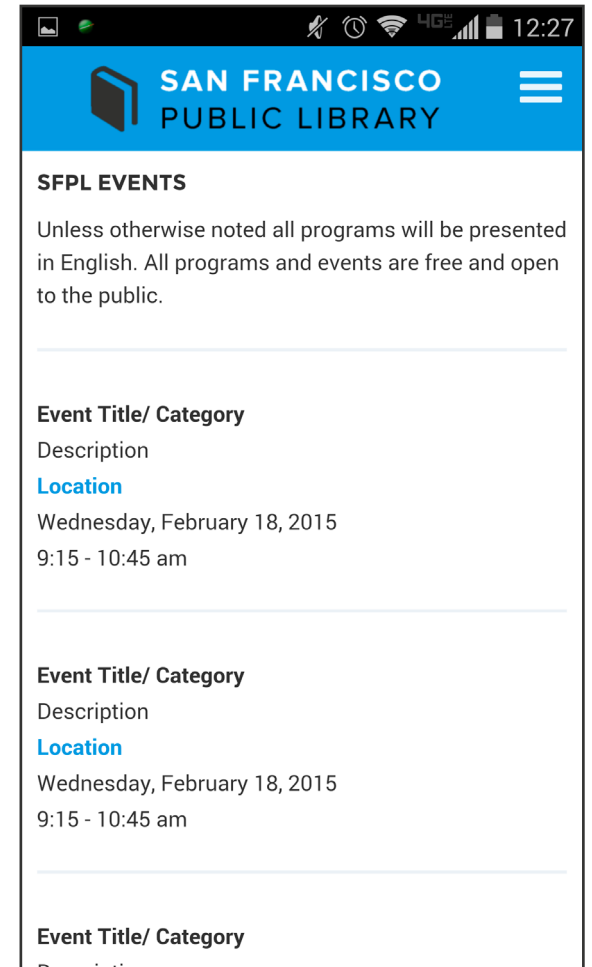
Menu / Search Articles



Ask a Librarian



Events



VERSION 1: WORDPRESS	VERSION 2: DUDA	SUMMARY
<p>Wordpress was a real bummer, I gave up on it almost immediately. It's nice that it's free, can update your changes quickly, and that there are responsive templates available. But the UI and it's use of inconsistent dual terms was confusing ("posts" and "pages" were essentially the same thing, come on!).</p> <p>The main problem was the responsive template being quite limited and inflexible. I couldn't do anything I wanted. I couldn't add a styled footer, implement a main menu/home screen, add a search or filter function (which is the whole point of a mobile library site), add a login, or remove the gigantic header text on all the pages.</p> <p>I'm not a coder, I <b>always</b> manage to corrupt code so I gave up trying to edit HTML. I then tried to drop images and add links to them but it still didn't solve how UNRESPONSIVE the end result of that tactic was.</p>	<p>After searching the forum and Googling a lot of dead ends, I gave up on finding a free way (or even a paid solution) from Wordpress.com. Wordpress.org seemed really unsafe and I became too frustrated with Wordpress.</p> <p>Duda.com lets you build free sites, and offer responsive &amp; mobile templates. I used a blank customizable template and uploaded all my images. I stuck to using free icons found on flaticons.com. I tried the mobile template first, but they had less flexibility and uglier templates so I stuck to the responsive version.</p> <p>The Duda drag and drop web builder app live previews all 3 views (mobile/tablet/desktop) so it was pretty much a breeze. Customizing your own template vs. each individual page! Also, tons of mobile functionalities are available to drop in and customize. So cool!</p>	<p>The basic problem for me in this project was trying to find a CMS that would allow me to customize the layout to suit the mobile screen.</p> <p>Luckily I found a free template solution with more flexibility and built in mobile functionalities in the Duda web builder app.</p> <p>In all the versions I worked on (there was also a Webflow version and an Adobe Muse version) the issue I came up across was there were some customizations that just weren't available in a template.</p> <p>The only real issues with the Duda site was that I couldn't really make the original home page or populate the filter fields (requires paid membership). Because it's live, even though it auto-saves pretty frequently, sometimes the changes wouldn't go through. Actually, all of sudden a couple of pages are not showing up in the menu and I have to take screencaps on my phone because the browser detects the canvas instead of the screen size.</p>