

Web Evaluation Project  
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The Schlow Library website is very organized. There are activities hosted and advertised on the front page as well as easy to follow links that allow you to browse classes, research, donate, and more. One method they could implement to improve their reach is to link to another library nearby such as the Pattee/Paterno Library. Several library websites have used this method and it greatly increases the community of people willing to visit because it reaches out within the area. Along with this, they could post on their front page about any student resources or host events for college students. Currently, their focus is largely on activities for children. This is great because they've defined their audience and it appeals to the individuals living in State College who aren't students and instead have families to cater to. However, seeing as there is a campus of 45,000+ students who utilize Schlow as well particular to study or tutor when the Pattee-Paterno Libraries are full during exam time. They could advertise the events that are not for children in the on campus library such as the World Stories Alive event coming up recently. This would greatly improve Schlow Library's reach.

Schlow library has the opportunity to exhibit books and cover art to a whole new level. With the use of instagram this will be possible and can also be used as a source of revenue. Even on the Schlow twitter page, a lot of the post made includes images of books. Due to collaboration between the two sites: Twitter and Instagram, it wouldn't be a hassle to post on both because you can make post on both from twitter. Under the picture posts, the captions can include an abstract or review of the book. The tools of instagram; number of likes and views can be a marketing strategy to see the popular genres and authors. With this information the library can know the type of events that would bring patrons into the library. If Schlow can generate enough likes it will make it to the explorer page and publicly expose them as a library. Of the other sites Schlow has generated a profile I believe some of them are not beneficial to the goal of the library. For instance, new.rss could be included as a tab on the website. With it be included on the other site it isn't accessible to visitors of the website and confusing to know what's its purpose. Schlow's pinterest has generated many pins which proves potential of its networking capabilities. If there was some way to create and migrate those users to their website and other social network pages that can be helpful for outreaching purposes.

1. The website has a drop-down menu from which you can better see the events and classes based on who they're targeted to. They include Children, Technology, Arts & Crafts, etc. You also have the option of viewing the classes and events according to schedule. This makes it easier for users who know what day they have free and plan to do an activity with children or by themselves. This anticipates the user's needs and allows them to move about the site quickly to find what they need. The calendar is not chunky and does not unnecessarily expand the page, but is cohesive, follows the color scheme of blue titles and black print, and even conveniently lists the times the events are held. It provides a very clean and organized interface and is complete with a next or previous button to navigate future or past events and classes.

2. Clicking the research button at the top of the site takes the user to a list of Online Databases including books and articles all over PA, an AudioBook Cloud, and several other resources. The website uses a cohesive list (complete with titles) for just about every link.) This builds consistency and ensures that the reader knows how to navigate the site. Further, the website has again anticipated that the user will want to know that the things they need are available to them before physically visiting the library itself. The top design of the site never changes and stays consistent from click to click which is aesthetically pleasing. None of the navigation is particularly difficult to follow or has unnecessary features.
3. The overall look of the website is colorful but subdued. It consistently uses the same fonts and headers are all a blue that isn't too light. However, Schlow Library's logo and the accompanying search button are a deep red. Meanwhile the login color is green and certain links show up in orange. Since it appears that the target audience of the library is towards adults who have children, it is fitting as the color scheme reminds one of children's' books and games. It doesn't distract from the functionality of the site or "downplay the content."
4. The images used throughout the links are all about the same size (except on pages with fewer dialogue) and follow the content which exhibits in-house consistency. It shows individuals reading, or children with books, and near the music section, there's a picture of a globe with headphones on and musical notes. None of the images detract from the site's purpose and instead contribute to the content of the link or page. It puts the site's subject matter into focus and creates a welcoming user-friendly environment.
5. At the bottom of the website is a consistent footer that lists the location of the library, its hours for every day of the week, and connects to all its social media pages including Facebook, Twitter, and Pinterest. This is a wonderful addition as it is also neat and is throughout every page you click on the site. This ensures that the user has full access to locate the library and the information they need. Users never have to guess when they are open or go very far to get Directions- it's all in the footer.

Even past all of the pitfalls to the site, there still are several aspects of the site that work. First off, the home page is very simple with only six clickable headings. The words are written in a large font and are bolded. Another thing that works with the website is their use of color. They use simple colors that are not too bright. The colors add to the webpage and is just enough so it doesn't distract the viewer. Third, the most visible thing when coming onto the website is the search tool. It is directly in the top center right where one's eyes would go first. This makes it extremely simple to find and cuts to the chase for arguably the most used part of the site. If you dig around some more and click on one of the top headings such as the ebook section, you are greeted with a neat and organized page that has clickable boxes to eight different online reading sources. Even someone who was less tech savvy would most likely to navigate this site. It is a basic outline without too many distractions and movement on the page. The lack of clickable links limits the user to information which in this case is good because it is a direct method of finding out what they want rather than having to dive deep into multiple levels on links in order to finally find the information they want.

1. <http://en.childrenslibrary.org/> The International Children's Digital Library is a library website whose primary audience is also children. The function of this library is to highlight the availability of the books users want, to make an account online, and volunteer. They follow the same format of using bright

colors and images to convey the site message and function. However, their fonts are somewhat inconsistent, the hover mouse drop-down menu is a bit distracting and clunky (it covers a good portion of the content below it) and the overall aesthetic is a bit more child-like and less user-friendly. This shows the importance of design elements and the idea that less flash and more continuity is important.

2. <http://www.statelibrary.pa.gov/> The State Library of Pennsylvania is a library site whose function is to cater to library needs throughout PA. Their functions include highlighting upcoming events, getting help, reading more about the history. It has a drop-down menu for important aspects such as resources for the general public, libraries, and state agencies. Overall, the audience is much broader and the design of the site shows that. It is much more spaced out, consistent, and uses no flashy colors. The font is big, and the footers are interactive and portrays a more regal feel.

3. <http://www.queenslibrary.org/> The Queens Library site is for a library located in New York. Their functions also include getting a library card, highlighting events, and allowing users to find information they need online. This library's interface also uses a range of colors (green, red, purple) and has a clean design although its fonts and colors vary regularly. It is clear that the designers took into account functionality and found a way to balance all the elements they wanted as far as design.

## **Report**

### Background and Initial Finding

#### 10 Goals

- Promote new books
- Highlight upcoming events
- Register for current events
- More members
- Donate money to the library
- Make an account online
- Download reading Apps
- Availability of the books you want
- Get live help and FAQ
- About Us section -- read about staff and history
- Volunteer

#### **Analysis**

What did you find that could be changed?

- Home page banner. Does not look clickable
- Logo is small in the top left corner
- Books could be a little smaller to see that you can scroll down
- Condense the home page and make clickable tabs in order to find more information on each
- Hours of Operation are disorganized

Do you feel some of their efforts were successful?

- Easy color scheme
- Bold lettering
- Simplified layout
- Organized and not cluttered

What were your overall impression?

- Basic outline
- Not cluttered
- Clear and visible
- Easy to use
- Slightly bland
- Easy to use for people who aren't familiar with technology

Who were they trying to reach?

- College students
- Millennium generation
- Elementary kids
- Older generation (non-tech savvy)
- Middle age adult
- Book fanatics

Schlow library's target market ranges through all book lovers and readers. This may include the average college student, elementary students or adult book fanatics. It is also evident that the library is attempting to reach out to those whom are out of the technology age. In effort to fit in with adjusted times there are several events planned to educate individuals on the basics of icloud and iphones.

### **Future Ideas**

What suggestions do you have for ongoing development and possible uses?

- Daily updates on social networks - everyday a book is posted on the instagram as the main post.
- Premiere new book releases
- Monthly raffle winner for books- users leave comments and like the instagram post and one of them are chosen to get a free book as a gift, but they have to come into the library to receive it.
- Library visitors can be premiered and get to make post on library instagram on books they've read, submitted to front desk at the library and after review. Also they will be tagged in the post if they have a personal instagram account.

### **Contribution summary**

Each of of us participated in finding 10 goals of the site on the first day. After that Imari answered the three questions "evaluate their site and look for other possible methods that they could use to improve their reach", discuss the look of the site" and "find a couple of other sites with similar goals". Shaquira answer " what other social media might work?" "who were they trying to reach?"And finished the Future Ideas section. Zach answered "what works with the site" and did the background and initial findings and "your analysis" section along with the contribution summary. Olivia created the powerpoint presentation.