

## Training Overview: INFORMATION ARCHITECTURE GUIDE

Information Architecture is the way that you organize the information on your website so that it can be easily found and accessed by your users. Information Architecture includes your menu items, categories of information, where you place your content on your website and the words you use to define content (vocabulary).

This guide will walk you through the steps in defining the information architecture of your new website and leave you with a sitemap for your new Stacks website. This guide will help you through the strategic analysis of your library information and content step by step. You will:

1. Determine your **staff roles** and responsibilities for the new website.
2. Determine the **goals and objectives** of your new website.
3. Define who **your users** are and what content they need. What is the highest priority information for each user group?
4. **Analyse the content** on your current website and determine which content will need to be migrated to the new website.
5. Identify **high traffic content** on your current website.
6. Decide what **new content** and features you want to include on the new website.
7. List which **features** of your Stacks website will be used for each piece of content.
8. Create a **Sitemap** for your new website.

This strategy guide will help you to do a strategic analysis of your current website content, library context, and your community of website users. Think of this analysis as similar to a community study or needs assessment you may have done in the past as part of your library's Plan of Service or Strategic Plan. A community study determines your population base including: the ages of your patrons, average incomes, languages spoken, cultural groups, schools in the area, community service partners, and more. This analysis will work in the same way to define your user community and how best to serve them through your website. Please draw on any population statistics, community information, and user surveys that you may already have to do this analysis.

The attached worksheets will help you work through this process.

## 1. Staff Roles

**Instructions:** Determine who amongst your staff will work on the website project and assign tasks. Decide your timelines for each stage of the project.

Tasks:	Staff Member:	Timeline:
Define Objectives		
Define User Groups		
Content Analysis		
Content Access Plan		
Sitemap		

## 2. Define Objectives

**Instructions:** Begin by reviewing your library's vision and mission. Use these to detail some specific and measurable objectives for the new website. (E.g. Increase average event attendance, increase circulation, increase use of electronic resources, increase user satisfaction in annual survey.)

### Mission

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### Vision

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**Objectives**

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**3. Identify User Groups**

**Instructions:** Carefully determine which groups of users use your library website. Each group will have specific information needs. E.g adults, seniors, parents, children, teens, library trustees, library staff, newcomers etc.

**User Groups**


## User Group Information Needs

**Instructions:** For each of the groups you've identified, determine the most important information needs. You may want to do some interviews or focus groups to help you identify each group's priorities. Essentially, you want to determine why each group visits your library website. Once you have determined each group's priorities, map out which web content is necessary to meet their information needs. These priorities will help determine your homepage content and main menu items - as most used content should be given priority space on your website.

**Group Name** \_\_\_\_\_

Questions:

**What makes this group of users unique? How would you describe this group of users?**

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**What information will this group of users need to access? Or "why do you come to the library website?"**

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**What information is most important to this group of users?**

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**What would improve the experience of these users?**

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**The top Information Priorities of this group are:**

1. \_\_\_\_\_

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2.

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3.

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## Content Analysis

### 4. Analyze Content

**Instructions:** Create a list of the most important content. This list will be an amalgamation of all the user groups' priorities. This list will inform how you create your menus and your sitemap. E.g.

1. Library Catalog
2. Events
3. Databases
4. My Account

### Information Priorities:

1.

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2.

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3.

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4.

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5.

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6.

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## 5. Identify High Traffic Content

**Instructions:** Identify important areas on your current site and rank them from most viewed page to least viewed page using any relevant usage statistics (analytics) you have.

**Page Name** (Eg. Upcoming Events)

**Usage Statistic** (Eg. 312 views /Month)

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## 6. Identify New Content

**Instructions:** Use the user group definition process to list any new content you will create for the new library website.

**New Content:**

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**New Content:**

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**Content Access Plan**

7. Map Content to New Stacks Website

**Instructions:**

Learn about the tools available on your new Stacks Website from your Training sessions and from the [Training Portal](#). Pages, Landing Pages, Index Pages, Reserves, Research Guides, and Collections are some of the tools that you can use to create specific areas of content in your new site. List the content you will migrate from your current site as well as any new content you are planning to add to your new site.

<b>Page</b>	<b>Stacks Feature</b>
E.g. About Us	E.g. Page
E.g. Home Page	E.g Landing Page
E.g. Board Meeting Minutes and Agendas	E.g Index Page

## 8. Content Access Plan - Create Site Map

### Instructions:

Finally, you can create a site map by harnessing all the information analysis you have completed. You have determined your user groups, their content priorities, the usage statistics of your old website, and decided how to migrate your content to the new site using Stacks features and tools. Use the attached spreadsheet to map out your top menu, footer, content for your homepage, and other pages, based on all of this information. Remember that the most important information appears at the top of your homepage and in the top menu of your site.

### Sitemap

Eg. Download this spreadsheet to use as a [template](#).

Area Name	Content/Onpage Elements	Stacks Feature Used	Comments
<b>Main Menu Items</b>			
(Eg. About Us)	(Eg. Video and text. Could include Callouts, Images, sliders etc.)	(Eg. Page)	(Eg. Full description of mission and vision of our organization)
<b>Top Menu Items</b>			
(Eg. Login)	(Eg. Link)	(Eg. Login modal link)	(Eg. Provide access for none staff users to login)
<b>Header Items</b>			
(Eg. Machine Translation)	N/A	(Eg. Google Translate)	
(Eg. External Link)	N/A	(Eg. Header CTA Button)	(Eg. Linking to an external tool one of our user groups requires access to)
<b>Footer Items</b>			
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Email	Link	Email Field	info@organization.com