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## **Creative Brief: Portland District Library (3.4.18)**

### **Summary**

The Portland District Library offers a vast amount of information and services to its community of about 4,000 residents. However, its website at [pdl.michlibrary.org](http://pdl.michlibrary.org) needs improvements to fully showcase its multitude of offerings. The library website functions as a gateway for community members from all walks of life to access information ranging from events listings to database research. The success of this project will be measured by an increased amount of website visits in the next fiscal year as well as a satisfaction survey given to patrons.

### **Current Situation**

The current library website ([pdl.michlibrary.org](http://pdl.michlibrary.org)) offers a wide variety of information that is only accessible to users who have been given a personalized tutorial or who spend time hunting for what they need. To bring PDL's educational offerings to a larger audience, an updated navigation with new labels will improve user experience and visual design. Individual pages such as those for Kids & Teens will benefit from an updated layout and new graphics. Upon completion of this project, community members will see PDL's website as an information resource in addition to a web presence.

### **Objectives**

The central objectives to this project are as follows:

- Many library patrons see the catalog search as a primary function of the PDL website, and therefore catalog searching will be available on every page.
- PDL's contact information will be accessible from every page of the site through a prominent element in the navigation.
- Resources for targeted age groups (kids, teens, adults) will be centralized in one convenient location.
- The home page will feature library news to draw attention to highlighted events and features.

### **Audience**

This project will target three main audiences:

The first typical website visitor is a parent or guardian seeking information about events to attend with children. This person wants a mobile-friendly site that quickly tells them essential information about upcoming events, including date, time, location, and a brief description. The library's contact information should also be easily accessible.

The second typical website visitor is a student in grades 5-12 looking for resources for school projects. Encouraged to use verified, reliable resources, this student wants a one-stop location to quickly find digital and print materials. These students are tech-savvy and expect libraries to meet them with a user-friendly experience and intuitive layout. They may stumble upon news or social media to interact with the library on a later date.

The third typical website visitor is a retired community member who seeks basic information about events and opportunities for civic engagement. This person owns a computer and phone, but only uses the computer to access the internet. This person expects a clear layout that doesn't make assumptions about the user's technological background or experience.

### **Guidelines**

- The tone should be friendly and inviting but not overly-casual. Content should convey a sense of welcome without sounding didactic or judgmental.
- The design will promote PDL as a traditional institution with structural history, but with modern sensibilities.
- No content currently on the PDL website will be lost, just reorganized and/or rewritten. Patrons will not lose any features that they currently enjoy.
- The website will be easy to navigate and promote quick information retrieval.
- The color scheme will include a combination of red, white, and gray.
- The menu position will remain at the top of every page and includes room for additional headings as needed in future updates.
- All text, except the "Portland District Library" title, will be in Lato font.

### **Single Message**

This new website brings you the Portland District Library you know and love, with simple improvements to make your library experience even easier and more enjoyable.

### **Timeline**

The targeted date for launching PDL's new website will be May 4, 2018. Promotional posters and bookmarks alerting patrons to this update will be dispersed by April 6, 2018. The website will be discussed at the upcoming library board meeting with additional announcements at the regular Busy Bees and Book Club events.

- Draft of Sitemap due 2/23/18
- Draft of Creative Brief and Wireframes due 3/9/18
- Written content due from client 3/23/18
- Final layout and design due 3/23/18
- Image content due from client 3/30/18
- Send to client for first approval by 4/6/18
- Send to client for final approval by 4/20/18
- Launch website 5/4/18

### **Project Sponsor & Stakeholders**

Project Liaison & Lead: Kayla Coughlin, Information Architect

Portland District Library Contact: Cory Grimminck, Library Director

Portland District Library

Phone: (517) 647-6981

Address: 334 Kent Street, Portland, MI 48875

Website: <http://www.pdl.michlibrary.org/>

### **Creative Concept**

The central concept of the updated PDL website is to increase the amount of visitors through reorganization of content and clarified design. The general colors used on the original site will remain the same, but with more muted tones to reflect the value of tradition in the physical library space. In the main page's wireframe, news about the library will appear in a scrolling gallery of linked images. The purpose of this change is to add visual interest and decrease information overload. The updated footer includes basic information about PDL, such as hours and location, because users typically expect to find this information in that location. As detailed above, the search box will appear at the top of every page for ease of access. Menu text is larger with more space to indicate importance and to draw attention. Portland District Library's name is physically closer to the logo in the wireframe to clarify the connection and boost the library's branding.

The purpose of the Kids page is to consolidate information and resources for children in one central location. On the current PDL website, information for kids is included in the eShelf & Research tab as well as on the Kids' Corner page. A simple link to MeL databases appears on the wireframe as opposed to individually listing each available resource hosted by MeL to preserve space. The selected sites originally listed on the Kids' Corner page have been reorganized into simple subject headings with expandable lists of content. Icon images for each subject are included to visually show children their options as well as to add contrast and repetition. All large images in the page title background and between database options come from PDL's Facebook page, and can be replaced with current images as needed.

PDL Logo

# PORTLAND DISTRICT LIBRARY

ABOUT US

*GLOBAL NAVIGATION*  
EVENTS

RESOURCES

CONTACT



CATALOG SEARCH BOX

Welcome Statement Text Box

NEWS ELEMENT 1:  
IMAGE & TEXT

NEWS ELEMENT 2:  
IMAGE & TEXT

NEWS ELEMENT 3:  
IMAGE & TEXT

NEWS ELEMENT 4:  
IMAGE & TEXT

FOOTER: TEXT ELEMENT WITH LINKS  
Library Location & Hours

PDL Logo

# PORTLAND DISTRICT LIBRARY

ABOUT US

Welcome Statement Text Box



CATALOG SEARCH BOX

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NEWS ELEMENTS (GALLERY SCROLL)



FOOTER: TEXT ELEMENT WITH LINKS  
Library Location & Hours

PDL Logo

PORTLAND  
DISTRICT LIBRARY



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**PORTLAND**  
DISTRICT LIBRARY



CATALOG SEARCH BOX

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# RESOURCES FOR *IMAGE CONTENT* KIDS

## MeL Databases

## PDL Databases

- ☐ Animals
- ☐ Arts & Music
- ☐ Careers
- ☐ Cultures
- ☐ Government
- ☐ Gross Stuff
- ☐ Health
- ☐ History
- ☐ Math
- ☐ Fun Stuff

- ☐ Literature
- ☐ Money
- ☐ Museums
- ☐ Nature
- ☐ Reference
- ☐ Science
- ☐ Space
- ☐ Sports
- ☐ States
- ☐ Transportation

FOOTER: TEXT ELEMENT WITH LINKS  
Library Location & Hours

PDL Logo

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CATALOG SEARCH BOX

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# RESOURCES FOR *IMAGE CONTENT* KIDS

- ☐ + ARTS
- ☐ + CITIZENSHIP
- ☐ + HISTORY
- ☐ + LANGUAGE
- ☐ + MATH
- ☐ + SCIENCE
- ☐ + FUN STUFF

MeL Databases

*IMAGE CONTENT*

PDL Databases

FOOTER: TEXT ELEMENT WITH LINKS  
Library Location & Hours

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CATALOG SEARCH BOX

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# RESOURCES FOR *IMAGE CONTENT* KIDS

*IMAGE CONTENT*

MeL Databases

PDL Databases



+ ARTS



+ CITIZENSHIP



+ HISTORY



+ LANGUAGE



+ MATH



+ SCIENCE



+ FUN STUFF

FOOTER: TEXT ELEMENT WITH LINKS

Library Location & Hours



PORTLAND  
DISTRICT LIBRARY



Search the Catalog

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Welcome to the Portland District Library! Our mission is to serve our community through programs, collections, and information services.

Portland District Library  
334 Kent Street  
Portland, Michigan 48875

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Mon-Thurs: 9am-8pm  
Fri: 9am-5pm  
Sat: 9am-2pm  
Sun: Closed



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

EVENTS ▼

RESOURCES ▼

CONTACT

## RESOURCES FOR KIDS

*Use library tools and resources to discover new books and materials or do research online!*

-  + ARTS
-  + CITIZENSHIP
-  + HISTORY
-  + LANGUAGE
-  + MATH
-  + SCIENCE
-  + FUN STUFF



These databases from Michigan eLibrary contain millions of full-text articles from journals and magazines.



Brought to you by PDL!

[Culture Grams](#)

[eLibrary](#)

[SIRS Discoverer Deluxe](#)

These databases are made available to you with your  
PDL Library Card.

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Sun: Closed