



NYPL RESOURCES OPPORTUNITY TOO

THE CHALLENGE

OPPORTUNITY TWO

PART 1

What is the best way for visitors to the NYPL website to discover online resources useful to them?

PART 2

Do “Explorers,” “Researchers,” and “Self-Improvers” do it differently?



New York
Public
Library

OUR PROCESS

Competitive Analysis **STEP 1**

Wireframes **STEP 2**

User Testing **STEP 3**

Revision **STEP 4**



New York
Public
Library

TODAY

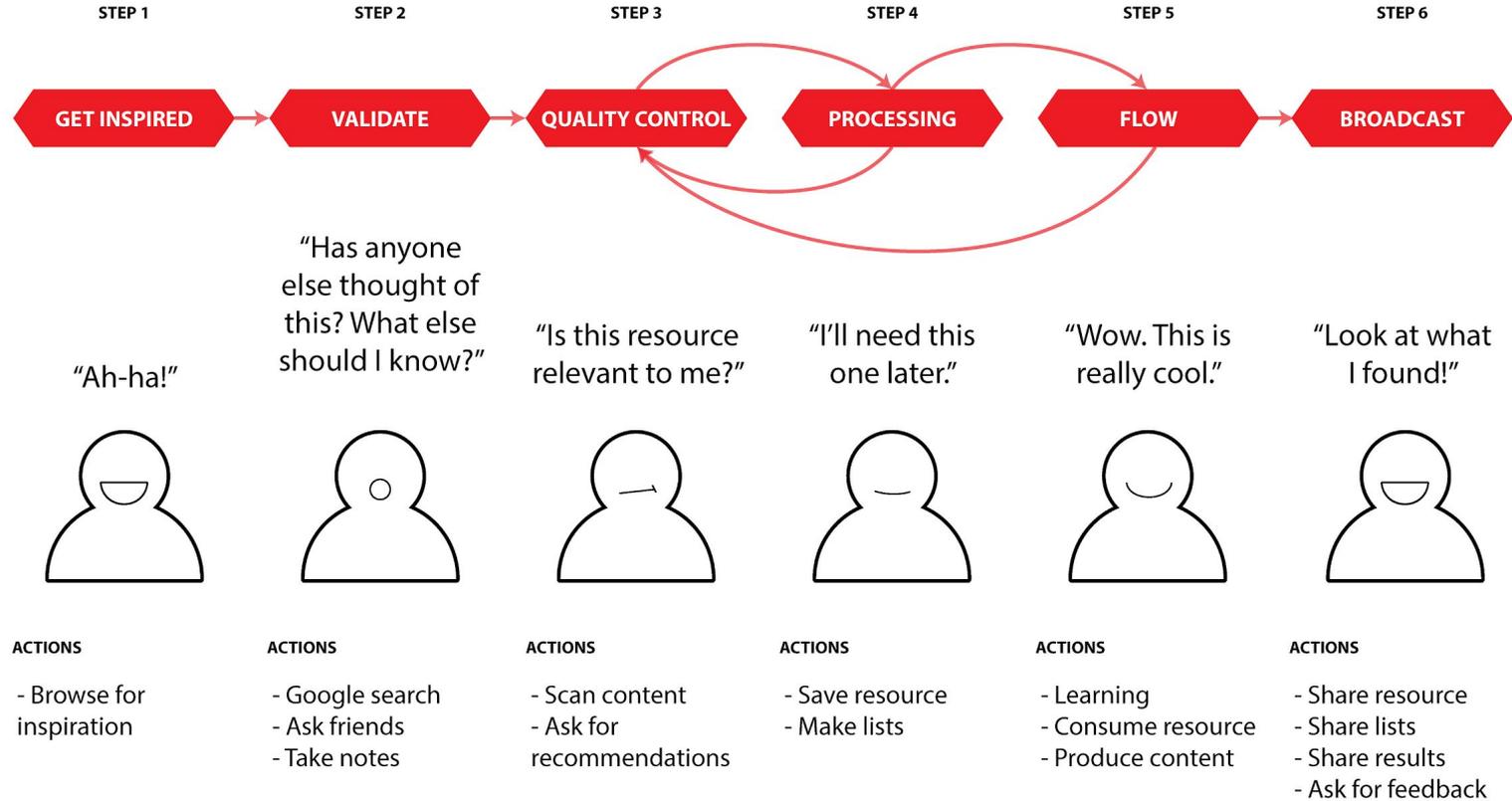
OVERVIEW

Browsing Resources **PAGE 1**

Resource Details **PAGE 2**

Lists **PAGE 3**

OVERVIEW



OBJECTIVE

How have other organizations solved this problem?



12

Websites

Library
Museum
Non-Profit
Commercial

Types

3

Methods

METHODOLOGY

COMPETITIVE ANALYSIS

Find the best library databases for your research.

1458 DATABASES

1458 Databases found

All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
#

A

A to Z Maps Online  

This collection of world, continent, country, and state maps contains over 145,000 current maps.

[more...](#)

A to Z World Business   **New**

A to Z World Business provides 100 Country Business Guides covering over 115 topics each, plus 79 “trade tools” that range from Incoterms to letters of credit.

AAPG Foundation Digital Products  

This resource includes a variety of geological society publications, generally from volume 1 of the publication, as well as publications from the AAPG itself covering a broad scope of earth science topics.

[more...](#)

Method #1: Lists

- Most common method
- Extremely long
- Difficult to organize
- Difficult to scan

Method #2: Categories

- Helpful to get started
- Less flexible overall
- Limited refinement of results
- Works best with smaller number of possibilities

Harvard Gender Action Portal

View GAP topics by:

All

Economic Opportunity

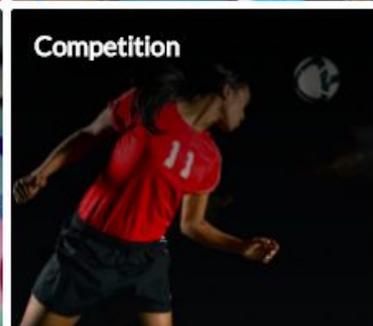
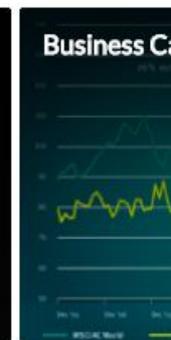
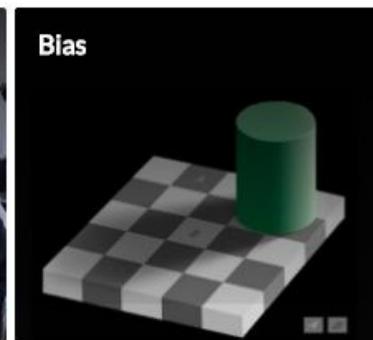
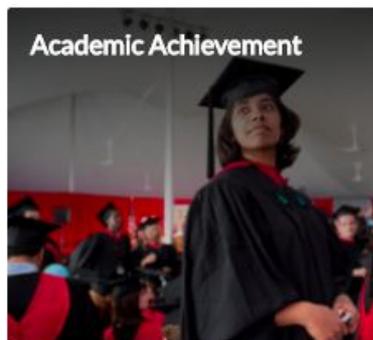
Politics

Health

Education

With its Gender Action Portal, the Women and Public Policy Program at Harvard Kennedy School provides scientific evidence from field experiments and laboratory experiments—on the impact of policies, strategies and organizational practices aimed at closing gaps in the areas of economic opportunity, politics, health, and education to help translate research into action and take effective interventions to scale.

[Search all interventions »](#)



Method #3: Filters

Choose a Category to Begin Browsing:

- Branch >
- Author >
- Subject >
- Genre >
- Region >
- Era >
- Tag >
- Members >
- Lists >
- Language >
- Format >
- CallNumber >
- Collection >

- By Alphabetical >
- By Genre >
- By Region >
- By Era >

- Adventure fiction (2241) >
- Anecdotes (3799) > [View Records](#)
- Animated television programs (1461) >
- Audiobooks (6175) > [View Records](#)
- Bibliography (9992) > [View Records](#)
- Bildungsromans (1665) > [View Records](#)
- Biographical fiction (1322) >
- Biography (65297) > [View Records](#)
- Case studies (5287) > [View Records](#)
- Catalogs (6690) > [View Records](#)
- Children's films (1117) > [View Records](#)
- Christian fiction (4052) > [View Records](#)
- Collections (1421) > [View Records](#)
- Comedy films (1225) > [View Records](#)

- Adventure and adventure stories (197)
- Air pilots (16)
- Americans (67)
- Animals (22)
- Antiquities (32)
- Archaeologists (31)
- Assassins (39)
- Atlantis (Legendary place) (30)
- Austin, Kurt (Fictitious character) (30)
- Boys (26)
- British (47)
- Brothers (24)
- Brothers and sisters (62)

- Feels comprehensive
- Promotes inspiration
- Limits shortcuts

Recommend: A Blend

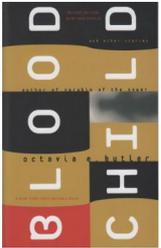
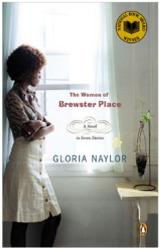
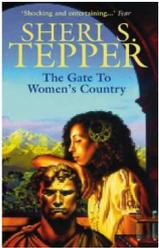
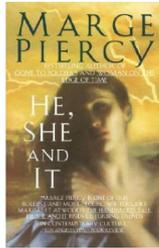
- Pre-populate recommendations
- Blend of search, categories, and filters
- Promote scanning behavior

Recommendations

Here are some books we think you'll love. [How to improve your recommendations...](#) [View covers](#) | [list](#)

YOUR INTEREST IN ADULT FICTION

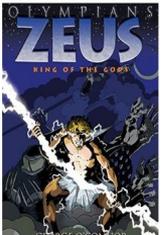
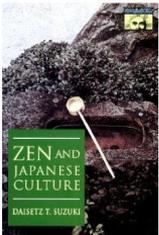
updated: Nov 06, 2018 09:46AM

 <p>Want to Read ★★★★★ Not interested</p>	 <p>Want to Read ★★★★★ Not interested</p>	 <p>Want to Read ★★★★★ Not interested</p>	 <p>Want to Read ★★★★★ Not interested</p>	 <p>Want to Read ★★★★★ Not interested</p>
--	--	--	--	--

[More for this genre »](#)

YOUR INTEREST IN ART

updated: Nov 06, 2018 09:46AM

				
--	--	--	--	--



RECOMMENDATIONS BY SHELF ?

overview

to-read	50
---------	----

Tip: Create a new bookshelf of related books that you've enjoyed or want to read. You'll get recommendations based on those books! ✕

Add a Shelf:

RECOMMENDATIONS BY GENRE ?

Adult Fiction	50
Art	6
Business	50
Chick Lit	50
Childrens	50

Page 1: Browsing

STEP 1

STEP 2

GET INSPIRED

VALIDATE

Online Resources

The New York Public Library grants library members free access to a variety of online resources. Use the browser below to find resources for your latest project!

My Filters ?

Search for your topic

1930

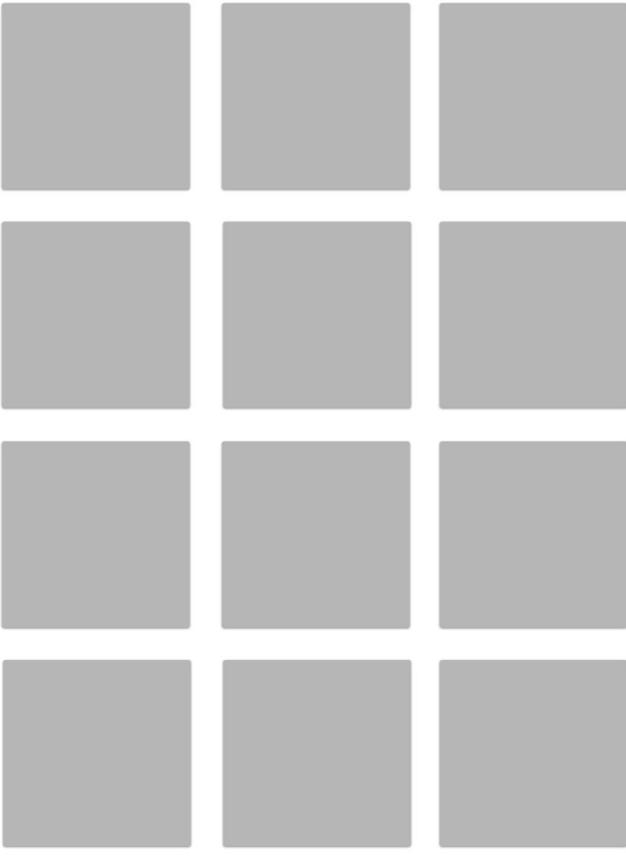
Fashion

NYC

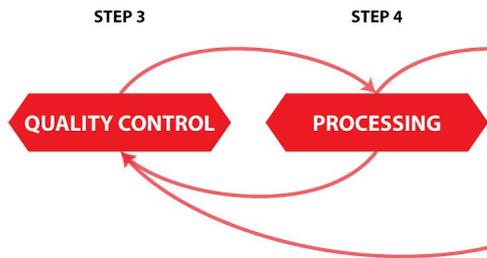
Media Types

Year

Subjects



Page 2: Details



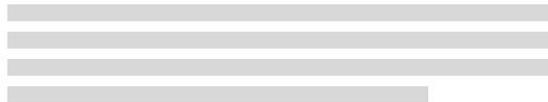
The Vogue Archive

Vogue Magazine



About The Vogue Archive

Dates of Coverage: 1892 - Present



Subjects



Access Locations



About Vogue Magazine



How to Use The Vogue Archive



Go to The Vogue Archive



Add to List



Share



Browse More Resources

Your NYPL Expert



Michelle Weber

email

(###) ### - ####



Related Resources



Women's Wear Daily
Archive (WWD)

Women's Wear Daily

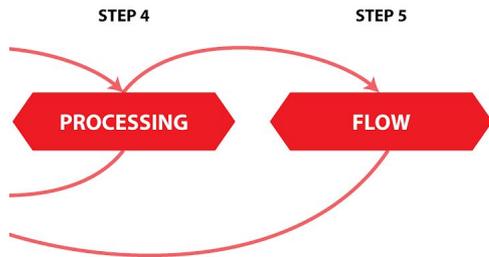


New York Magazine
New York Media Holdings



Godey's Lady's Book

Page 3: Lists



My Collection Lists

- 🔒 My fashion list
- 🔒 Inspiration
- 🕒 Sketch I love
- 🕒 Trending 2019
- + Create New List

🔒 My fashion list

More

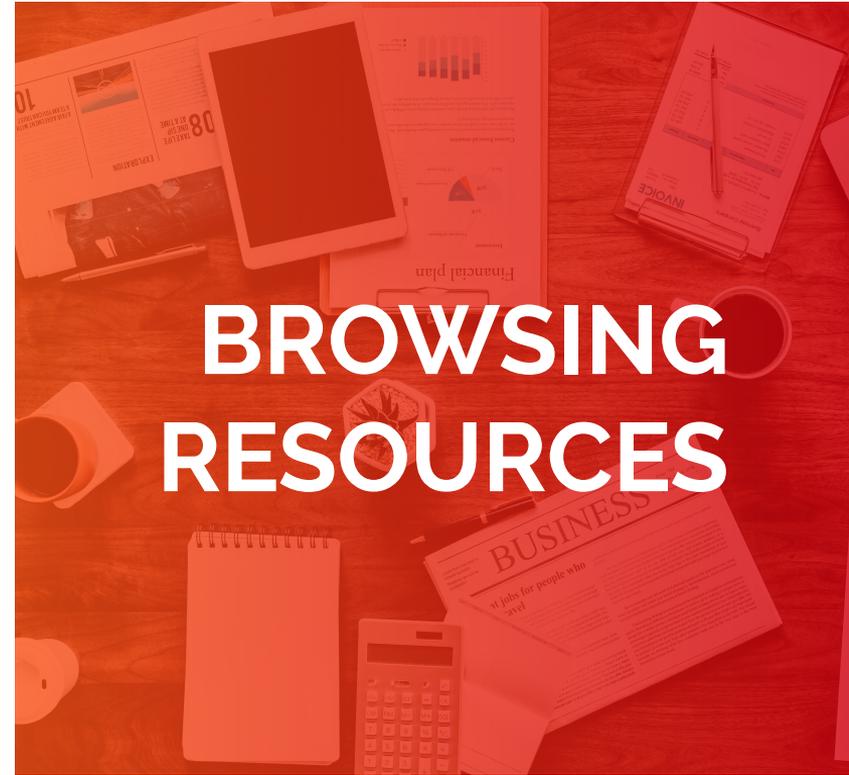
Related Search

- Celebrity Looks
- Street
- Vintage
- Bohemian
- Boho
- artsy style

BROWSING RESOURCES

WHAT IS IT?

The Browsing Page is a helpful tool that allows users to browse and filter different topics. Its is meant to be the stepping stone to a more in depth search and should point any researcher towards his or her goals.



NYPL ARTICLES & DATABASES

The screenshot shows the NYPL website's search interface. At the top, the NYPL logo is on the left, and navigation links for 'LOG IN', 'LOCATIONS', 'GET A LIBRARY CARD', 'GET EMAIL UPDATES', 'DONATE', and 'SHOP' are on the right. Below this is a secondary navigation bar with links for 'Books/Music/Movies', 'Research', 'Education', 'Events', 'Connect', 'Give', 'Get Help', and a 'Search' button. The main content area is titled 'Articles & Databases' and features a search filter box with dropdown menus for 'Subjects', 'Location', 'Audience', and 'Language', and a text input for 'Database title/description'. Below the filter box, it states '821 resources found.' and shows 'Page 1 of 21' with a 'NEXT' button. Three search results are visible, each with a blue house icon and a magnifying glass icon. The first result is '17th-18th Century Burney Collection Newspapers', the second is '19th Century British Newspapers', and the third is '19th Century Masterfile'. On the right side of the page, there are two columns of resource links: 'NEW RESOURCES' and 'POPULAR RESOURCES'.

New York Public Library

LOG IN ▾ LOCATIONS GET A LIBRARY CARD GET EMAIL UPDATES ▾ DONATE SHOP

Books/Music/Movies Research Education Events Connect Give Get Help [Search](#) 🔍

Articles & Databases

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z

Subjects: All ▾

Location: All ▾

Audience: All ▾

Language: All ▾

Database title/description

Available: everywhere at home with library card only at the library

FIND

821 resources found.

Page 1 of 21 **NEXT**

17th-18th Century Burney Collection Newspapers
Early English newspapers from London, the British Isles, and British colonies. Also included are newsbooks, acts of Parliament, addresses, broadsides, pamphlets, and proclamations. **Patrons should read the [Terms & Conditions](#) and [Privacy Policy](#) of this resource before searching.**
[More info](#)

19th Century British Newspapers
See [British Library Newspapers](#).

19th Century Masterfile

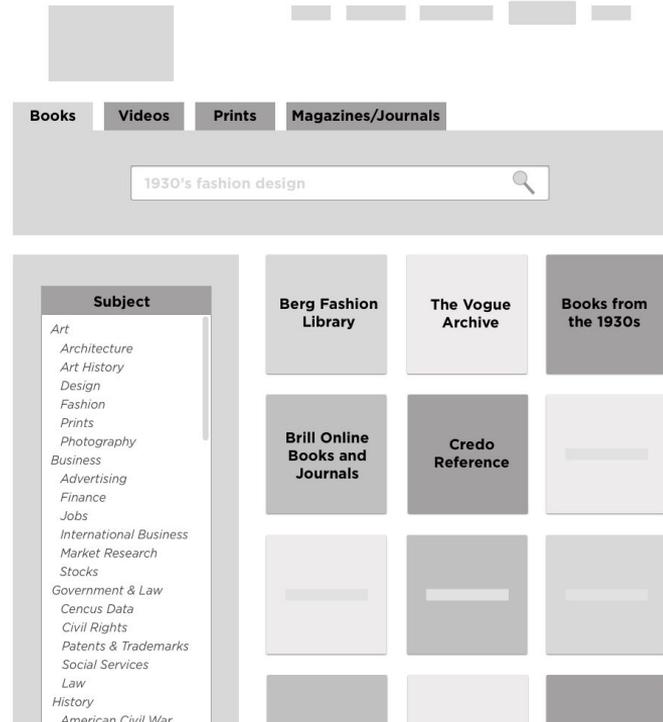
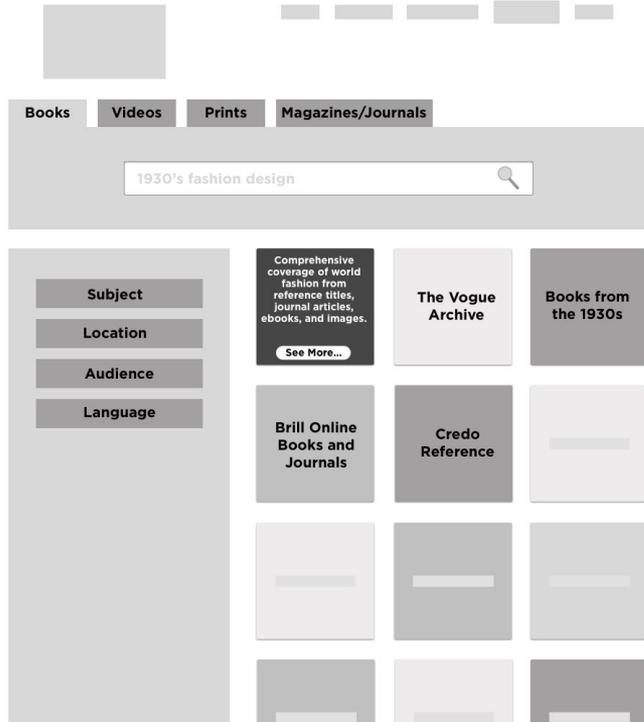
NEW RESOURCES

- American Antiquarian Society Historical Periodicals Collection
- Small Business Reference Center
- Business Source Complete
- Regional Business News
- Neighborhood Change Database (NCDB)
- Applied Science & Business Periodicals Retrospective: 1913-1983
- International Herald Tribune, 1887-2013
- Women's Magazine Archive
- Communist Historical Newspaper Collection

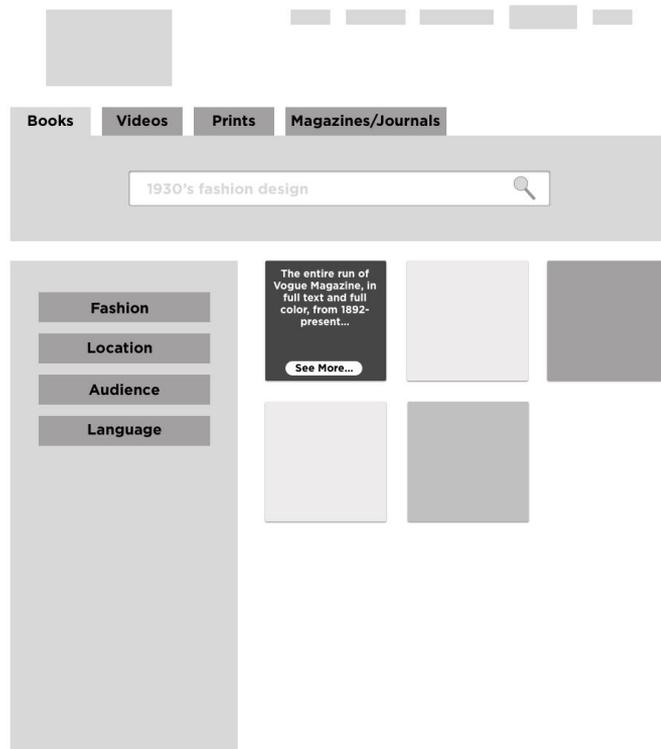
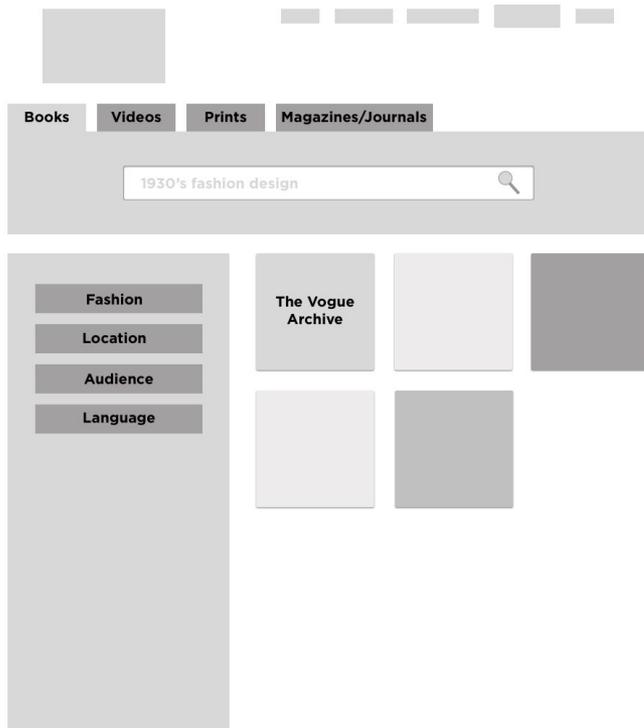
POPULAR RESOURCES

- Kanopy
- Flipster
- PressReader
- New York Times (1980-Present)
- New Yorker Digital Archive
- Tumblebooks
- BookFlix
- ScienceFlix
- Literature Resource Center
- Mango Languages
- Berg Fashion Library
- Oxford Reference Online
- Biography in Context
- Business Source Premier EBSCO

FIRST STEPS



FIRST STEPS



Filters were not easily identifiable and labels were missing

Users did not like having the Media Tab/Filters in a different location than the other filters

Users did not understand that they were browsing different databases and archives that would ultimately lead them to their research goal

WHAT DID WE LEARN? FROM USER TESTING

**THE BROWSING PAGE
HAS TO BE SELF-
EXPLANATORY**



OUR SOLUTION

Online Resources

The New York Public Library grants library members free access to a variety of online resources. Use the browser below to find resources for your latest project!

My Filters ?

Search for your topic 

1930 x

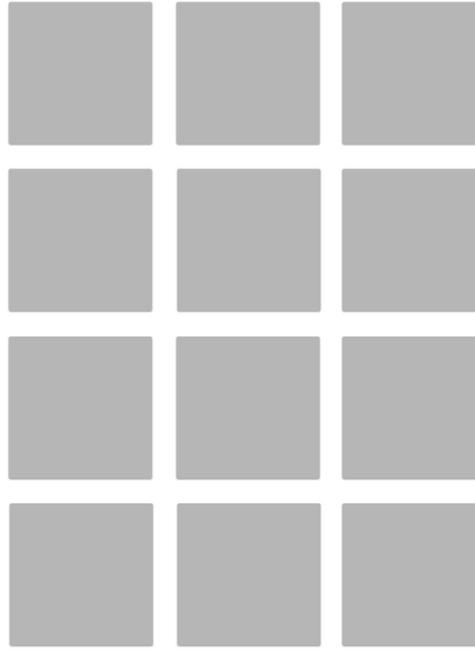
Fashion x

NYC x

Media Types

Year

Subjects

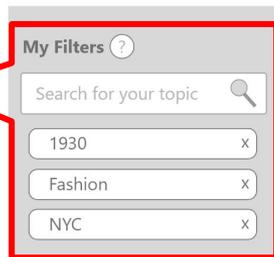


OUR SOLUTION

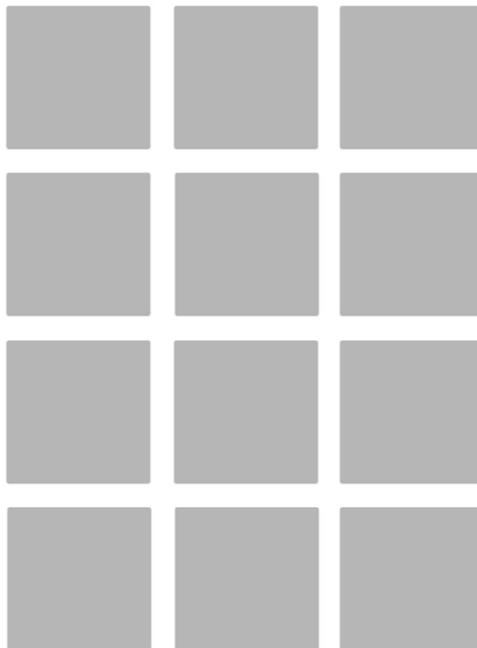
Online Resources

The New York Public Library grants library members free access to a variety of online resources. Use the browser below to find resources for your latest project!

A search bar that makes every search term into a filter that can be easily deselected



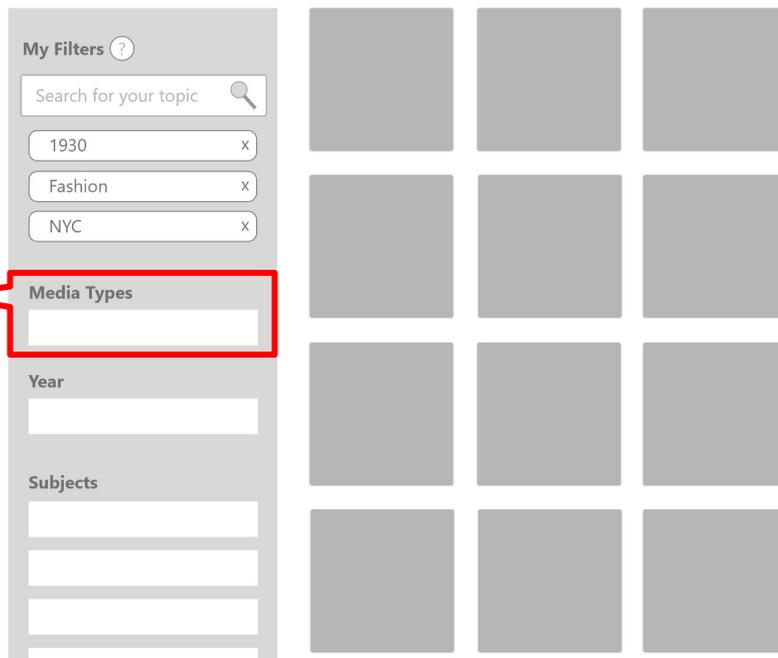
The screenshot shows a search interface. At the top, there is a search bar with the placeholder text "Search for your topic" and a magnifying glass icon. Below the search bar, there is a section titled "My Filters" with a question mark icon. This section contains three filter boxes: "1930", "Fashion", and "NYC", each with a small "x" icon to its right. A red callout box highlights this "My Filters" section.



OUR SOLUTION

Online Resources

The New York Public Library grants library members free access to a variety of online resources. Use the browser below to find resources for your latest project!



The image shows a search interface. On the left is a sidebar with filter options. At the top of the sidebar is a search bar with the text "Search for your topic" and a magnifying glass icon. Below the search bar are three filter tags: "1930", "Fashion", and "NYC", each with an "x" icon to remove it. Below these tags is a section titled "Media Types" which is highlighted with a red box and a red arrow pointing from the text on the left. Under "Media Types" is an empty input field. Below that is a section titled "Year" with an empty input field. At the bottom of the sidebar is a section titled "Subjects" with three empty input fields. To the right of the sidebar is a 4x3 grid of 12 gray rectangular placeholders representing search results.

Media types are now included into the filter section

OUR SOLUTION

Online Resources

The New York Public Library grants library members free access to a variety of online resources. Use the browser below to find resources for your latest project!

My Filters ?

Search for your topic

1930

Fashion

NYC

Media Types

Year

Subjects

All 13 main subjects
can now be seen
without a drop
down menu

OUR SOLUTION

Online Resources

The New York Public Library grants library members free access to a variety of online resources. Use the browser below to find resources for your latest project!

Introduction to the
browsing page

My Filters ?

Search for your topic

1930 x

Fashion x

NYC x

Media Types

Year

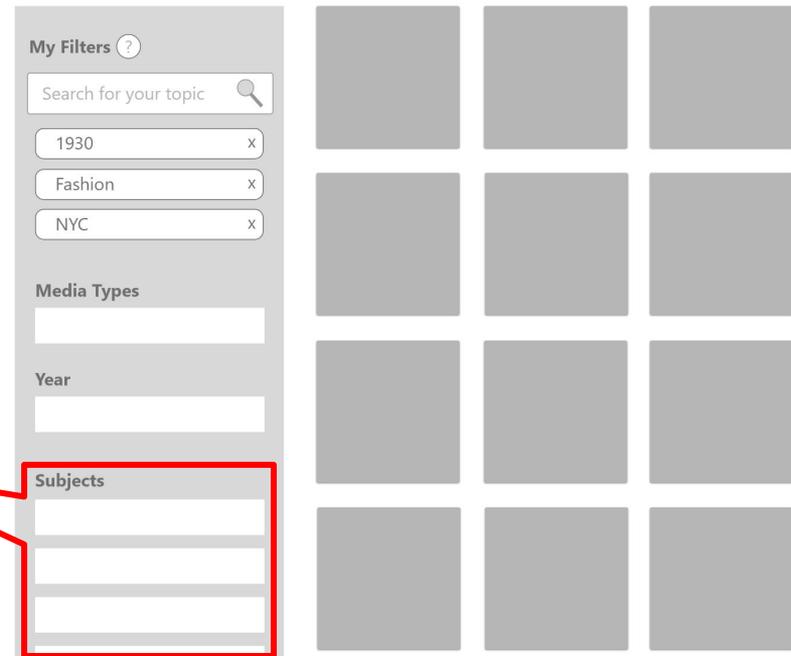
Subjects

NEXT STEPS

Create a subject filter list that shows all 13 subjects in a quick and easily accessible way without having to scroll to be able to see them all and seeing sub categories after selecting a main topic

Online Resources

The New York Public Library grants library members free access to a variety of online resources. Use the browser below to find resources for your latest project!



The screenshot shows a search interface with a sidebar on the left and a grid of results on the right. The sidebar is titled "My Filters" and contains a search bar, three active filters (1930, Fashion, NYC), and sections for "Media Types", "Year", and "Subjects". The "Subjects" section is highlighted with a red box and a red arrow pointing to it. The grid on the right consists of 12 gray placeholder boxes arranged in a 4x3 grid.

My Filters ?

Search for your topic

1930 x

Fashion x

NYC x

Media Types

Year

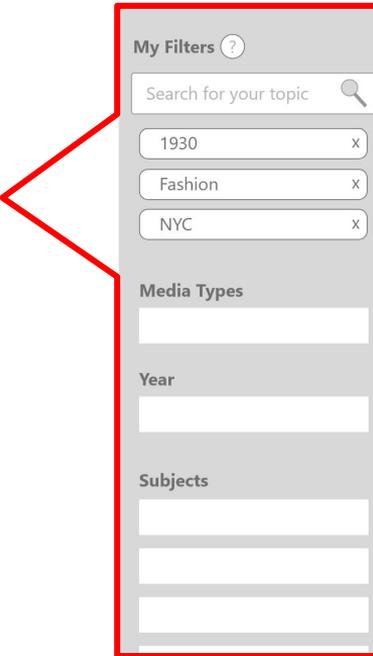
Subjects

NEXT STEPS

Improve the sidebar so it has as little elements as possible but is still easily used and can help the user to reach his goal

Online Resources

The New York Public Library grants library members free access to a variety of online resources. Use the browser below to find resources for your latest project!



My Filters ?

Search for your topic

1930 x

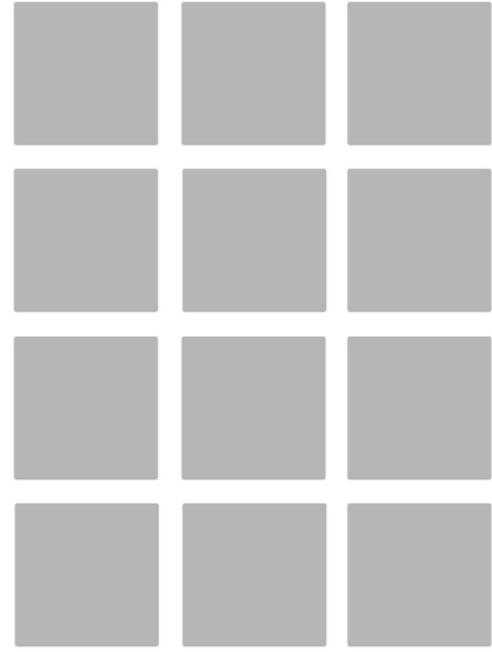
Fashion x

NYC x

Media Types

Year

Subjects



RESOURCE DETAILS

WHAT IS IT?

Resource details is as a function that helps users to continue their research and understand the details of the topic. It includes features and details that support users to understand this topic more deeply, examples of about the collections, provide recommendations, ask librarians, add to lists, and other social activities would happen on this screen to gain learning from the topic and increase the online engagement of NYPL



**RESOURCE
DETAILS**

NYPL ORIGINAL RESOURCE DETAILS



New York
Public
Library

LOG IN ▾ LOCATIONS GET A LIBRARY CARD GET EMAIL UPDATES ▾ [DONATE](#) SHOP

Books/Music/Movies Research Education Events Connect Give Get Help [Search Q](#)

Limit search to available items
1530 results found. Sorted by relevance | [date](#) | [title](#).

Result: [Previous](#) [Next](#)

[Save to My Lists](#) [Save This Record](#) [Return to Browse](#) [Modify Search](#) [More Like This](#)

Title Mod **New York: fashion** takes a trip / edited by Phyllis Magidson and Donald Albrecht ; foreword by Whitney W. Donhauser ; with essays by Kwame S. Brathwaite [and 4 others].
Publisher **New York, New York** : Monacelli Press, [2017]
Copyright Date ©2017

Location	Call No.	Status	Message
SASB M1 - Art & Architecture Rm 300	JQF 18-659	AVAILABLE	USE IN LIBRARY

DETAILS

Description 164 pages : chiefly illustrations (some color) ; 30 cm

Type of Content text
still image

Type of Medium unmediated

Type of Carrier volume

Note "Mod **New York: fashion** takes a trip accompanies a major exhibition of the same name that has been organized by the Museum of the City of **New York** to highlight a selection of its aesthetically groundbreaking and historically significant garments from the 1960s"--Page 6.

Bibliography Includes bibliographical references and index.

Contents A brief history 1940-1973 -- A shift in **fashion** -- First Lady **fashion** 1960-1962 -- Fashioning the 1960s in **New York**: A whole **new** way of



[Permanent link for this record](#)

OUR SOLUTION

The Vogue Archive
Vogue Magazine

an image from the collection

Go to The Vogue Archive

Add to List

Share

Browse More Resources

About The Vogue Archive
Dates of Coverage: 1892 - Present

Subjects

Access Locations

About Vogue Magazine

Your NYPL Expert
Michelle Weber
email
(###) ### - ####

Related Resources
Your NYPL Expert
Archive (WWD)
Women's Wear Daily

The image shows a wireframe of a web page for 'The Vogue Archive'. The page is divided into several sections. On the right side, there is a 'Add To Lists' section with a button labeled 'Go to The Vogue Archive' and a dropdown menu labeled 'Add to List'. Below this is a 'Share' section with four circular icons. Further down is a 'Browse More Resources' button. On the left side, there is an 'About The Vogue Archive' section with a sub-section 'Subjects' and 'Access Locations'. At the bottom, there is an 'About Vogue Magazine' section. On the right side, there is a 'Your NYPL Expert' section featuring a profile for Michelle Weber, including her name, email, and phone number. Below this is a 'Related Resources' section with a sub-section 'Your NYPL Expert' listing 'Archive (WWD)' and 'Women's Wear Daily'. Several red boxes highlight the 'Add To Lists' section, the 'Your NYPL Expert' section, and the 'Your NYPL Expert' sub-section in the 'Related Resources' section.

OUR SOLUTION

How to Use The Vogue Archive

New York Media Holdings

Godey's Lady's Book
Louis A. Godey

See More Related Resources >

Ask a Question about The Vogue Archive

Q: _____
A: _____

Q: _____
A: _____

Librarian Response

See all 9 questions about this resource...

Popular Lists with The Vogue Archive

Women's Magazines
created by username
likes

History of New York Fashion
created by username
likes

Fashion Design Ideas
created by username
likes

See More Popular Lists >

Discussion About The Vogue Archive

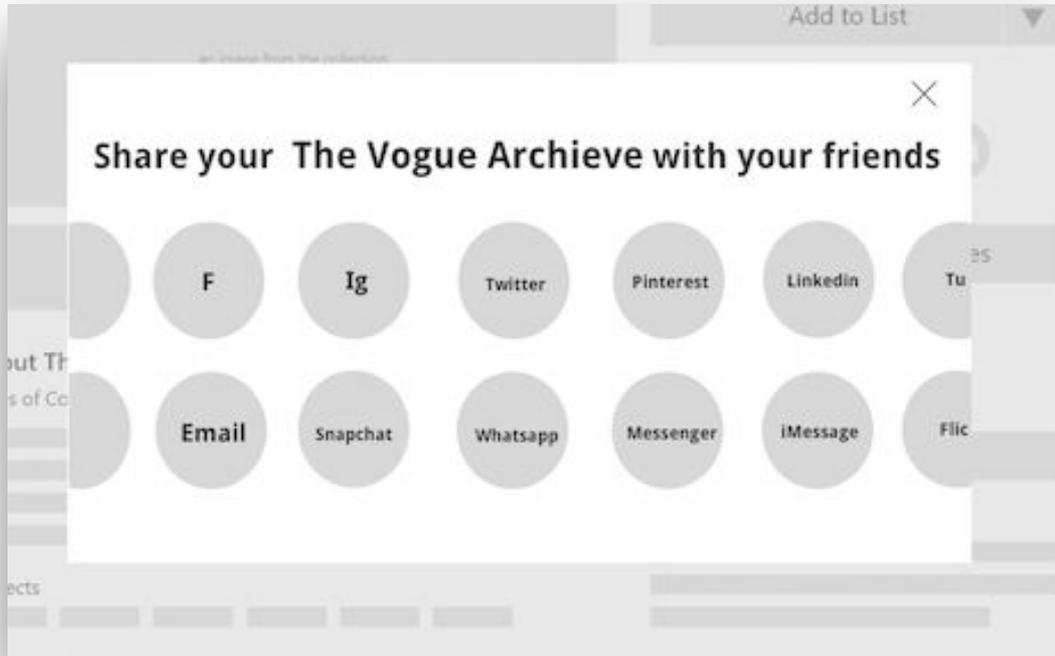
Ask Questions

Popular Lists

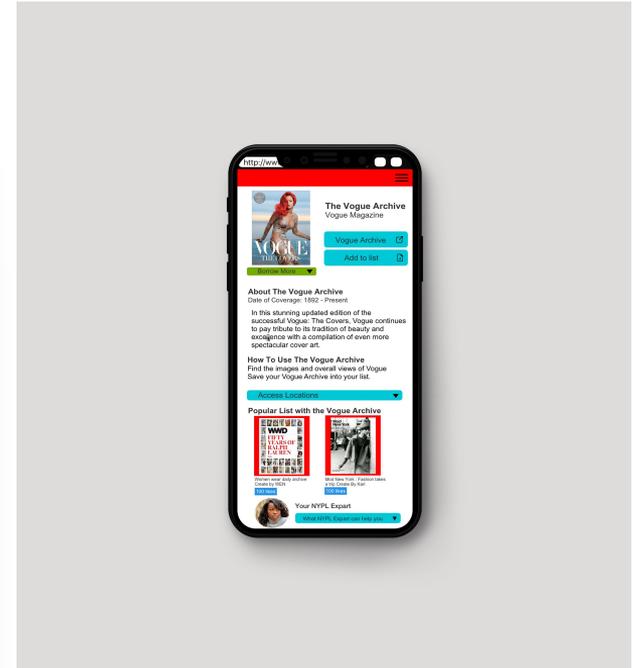
Discussion

NEXT STEPS

SOCIAL MEDIA SHARING



RESPONSIVE WEBSITE MOBILE



Clear Collection Details Without Scrolling

Collections Details can be reorganized so the most important information (like “How to use the Archive”) can be found on top of the page without scrolling

Misunderstand The Name Of Labels

Users doesn't feel understand about the name of Labels such as “ What is your NYPL expert? How do they do?” or “ Who gonna answer my questions in the section of Ask questions about NYPL?”

**WHAT DID WE LEARN?
FROM USER TESTING**

Opportunities

Prioritize the information

Put the most important section on the top

Change the name of Labels or add icons

We can change the name of “Ask questions about Vogue Archive” to “Ask anything about Vogue Archive” and “Your NYPL Expert” to “Your NYPL Librarian” or “list down the areas that NYPL librarian can help with”

Your NYPL Expert

Michelle Weber

email

(###) ### - ####

[Red box highlights three lines of placeholder text]

Related Resources

Women's Wear Daily
Archive (WWD)

Women's Wear Daily

Ask a Question about The Vogue Archive

Q: [Placeholder]

A: [Placeholder]

Q: [Placeholder]

Librarian Response

A: [Placeholder]

Q: [Placeholder]

[See all 9 questions about this resource...](#)

CREATING LISTS

WHAT IS IT?

My Collection Lists is a tool for users to compiling valuable resources to their personal collections for future reference.

It gives researchers a quick access to their focus and allows for customization.

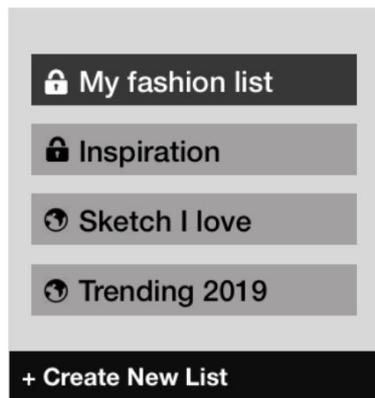
It is the final stage of the whole research experience but it also creates a bridge for users to start with a new research journey.



FIRST STEPS

1

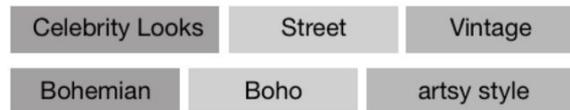
My Collection Lists



All the collected resources from browsing are saved in my "Collection Lists"

3

Related Search



The metadata under each saved lists will bring you to the collection related to that keyword.

2

My fashion list

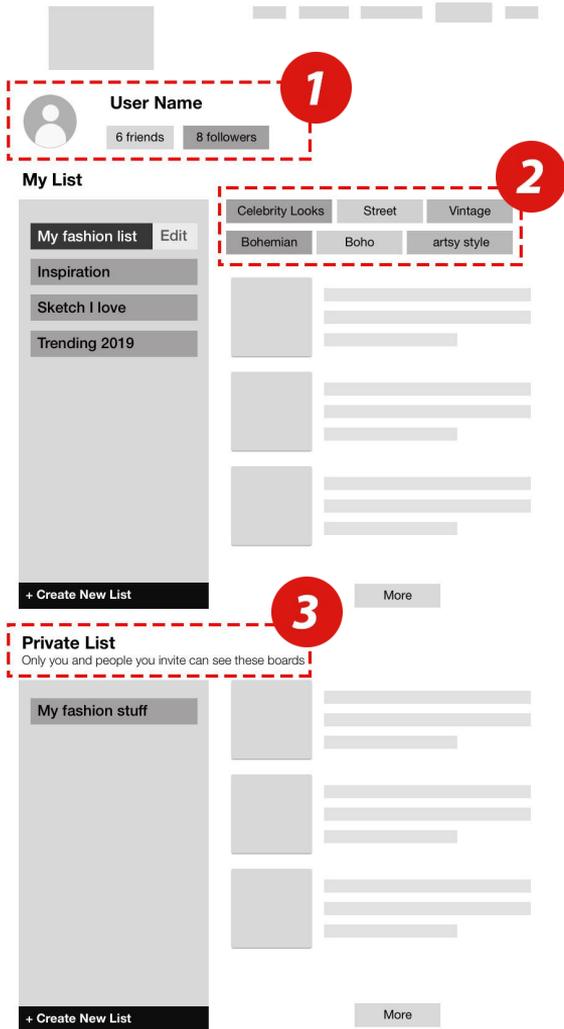


All the saved collections can be viewed from here

WHAT DID WE LEARN?

FROM
USER TESTING





- **Before:** The profile information at the top was unexpected under the list information.
After: put the personal information under “Profile Page” instead of “My Lists”.
- **Before:** The metadata on top of lists caused distraction.
After: Move the metadata to the bottom of the list and add the heading “Related Search” for users to understand easily.
- **Before:** Splitting “My Lists” from “Private Lists” caused confusion.
After: Combining all lists into a single section with privacy settings that indicated for each list.

OUR SOLUTION



User Name

My Collection Lists

- 🔒 My fashion list
- 🔒 Inspiration
- 🕒 Sketch I love
- 🕒 Trending 2019
- + Create New List

🔒 My fashion list



More

Related Search

- Celebrity Looks
- Street
- Vintage
- Bohemian
- Boho
- artsy style

NEXT STEPS



More personalization that meets user's social behaviors

Opportunities: social media integration could be further improved by positioning share features at points of the user journey where the user feels comfortable enough with list collection to share it.

People assume that they should sign up in order to “Add List”

Opportunities: provide free access to the general list editing without sign up to the website and promote the information next to “Add To List”.

Give more controls on “Private List” editing

Opportunities: friends can see your “Private List” when you give them the access, and you can always edit the collaborator and opt out them when its not needed. When you create a new “Private List”, the friend you invite will receive a message that will be deleted after reading.

THANK YOU!

**DO YOU HAVE
ANY QUESTIONS?**