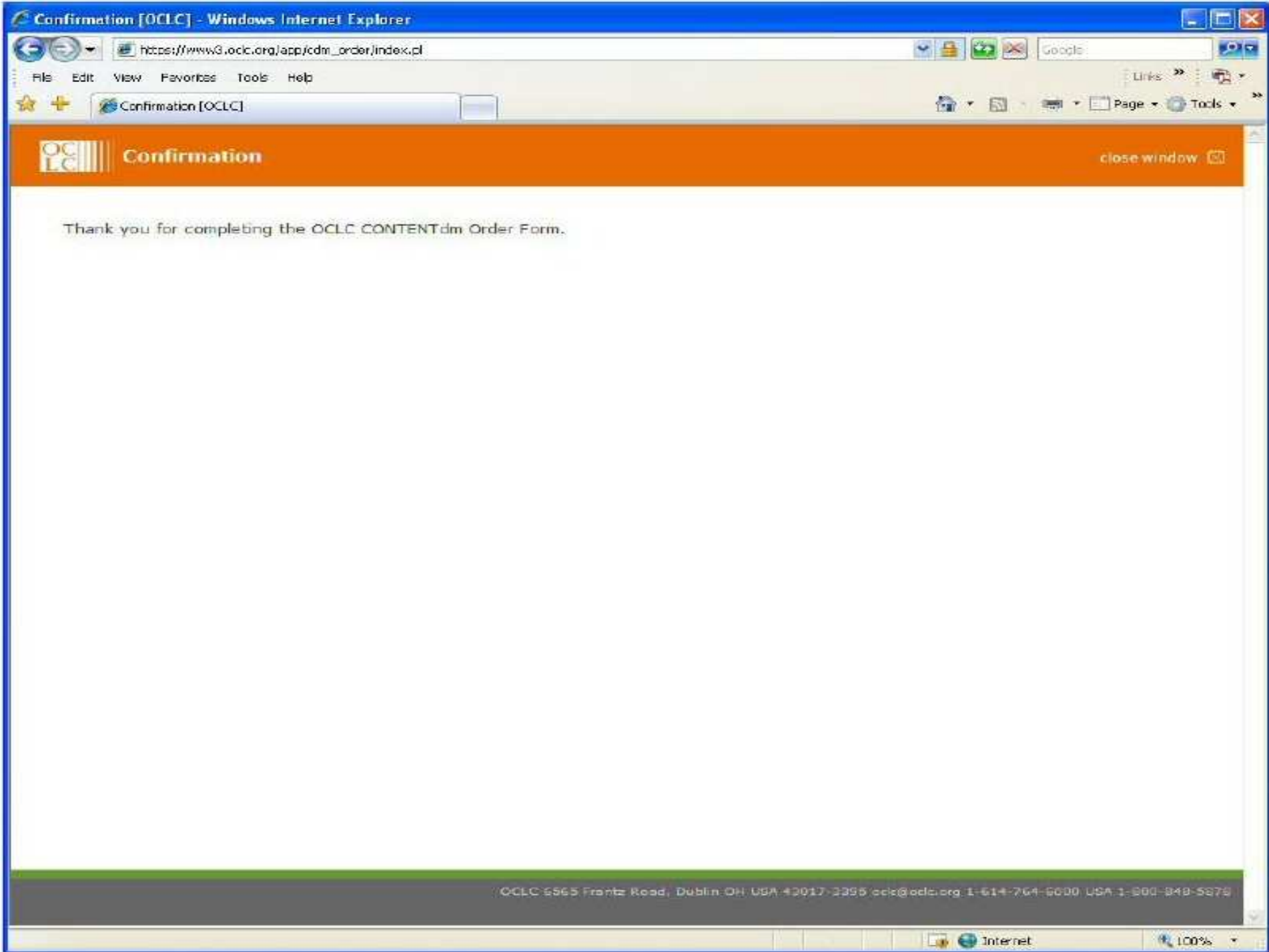


The Basics of Web-Based Experience Planning

David King

**Digital Branch & Services Manager
Topeka & Shawnee County Public Library**

davidleeking.com



Confirmation

close window 

Thank you for completing the OCLC CONTENTdm Order Form.

WORTHINGTON
LIBRARIES
ONLINE



Enhanced Version
[Enter our Flash site](#)

Standard Version
[Enter our HTML site](#)

If you can't see the animation above, please
[install Flash 5 Player](#) or enter the [HTML site](#).

We are proud of our new Web site and want to
make sure you enjoy it to its fullest. That's why
we built two formats: Flash and HTML.

For help determining which version is right for
you, please [click here](#).



Discovery Place Libraries



[basic search](#) | [advanced search](#) | [book bag](#) | [help](#) | [library homepage](#) | [customize](#)

0 publications match your Key Word search for: asdfasdf

[New Search](#)

Blocked

You've been temporarily blocked for accessing our site too quickly. This could be the result of misconfigured software, buggy scripts, or malware. Please hold off for a few minutes, and try again later, in a gentler fashion.

If you think we've wrongly blocked you, email support@del.icio.us

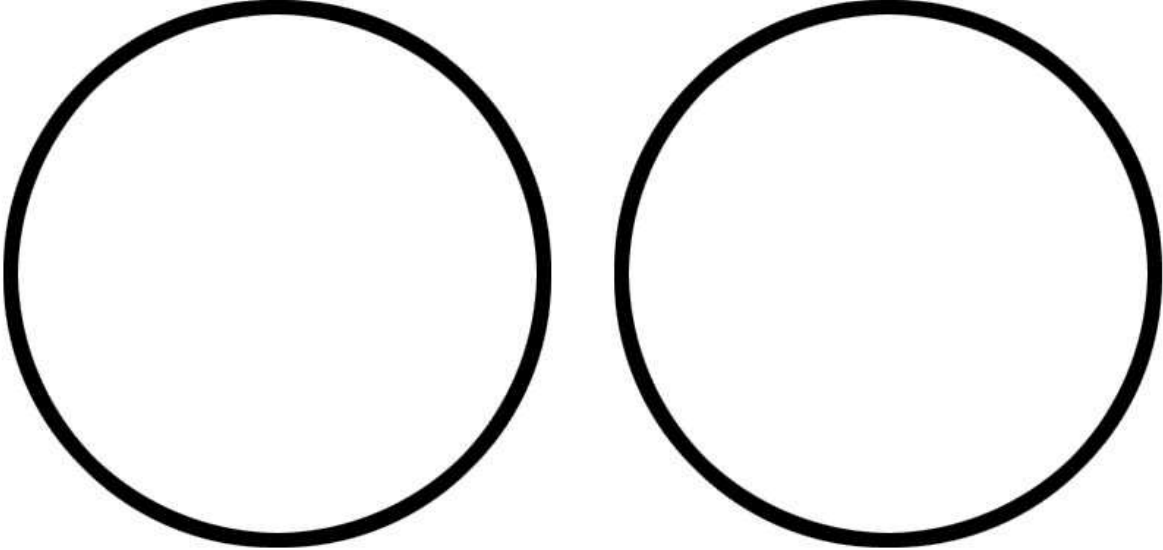
Flickr's Down - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://flickr.com/

Getting Started Latest Headlines

flickr



Arrggh! Our tubes are clogged!

Because this sucks*, we thought you might like to enter an impromptu competition to win a **FREE PRO ACCOUNT!**

Just print out this page and colour in the dots. When the site's back up, take a photo of your creation and post it to Flickr, tagged with "flickrcolourcontest".

Team Flickr will pick a winner in the next couple of days, and that lucky duck will get a free year of Pro.

* Seriously, we apologise for the unannounced downtime. We're working as fast as we can to get flickr.com back online. [Details here](#).

http://blog.flickr.com/flickrblog/2006/07/temporary_stora.html



Arrggh! Our tubes are clogged!



You're going to need a beer. Okay, two.

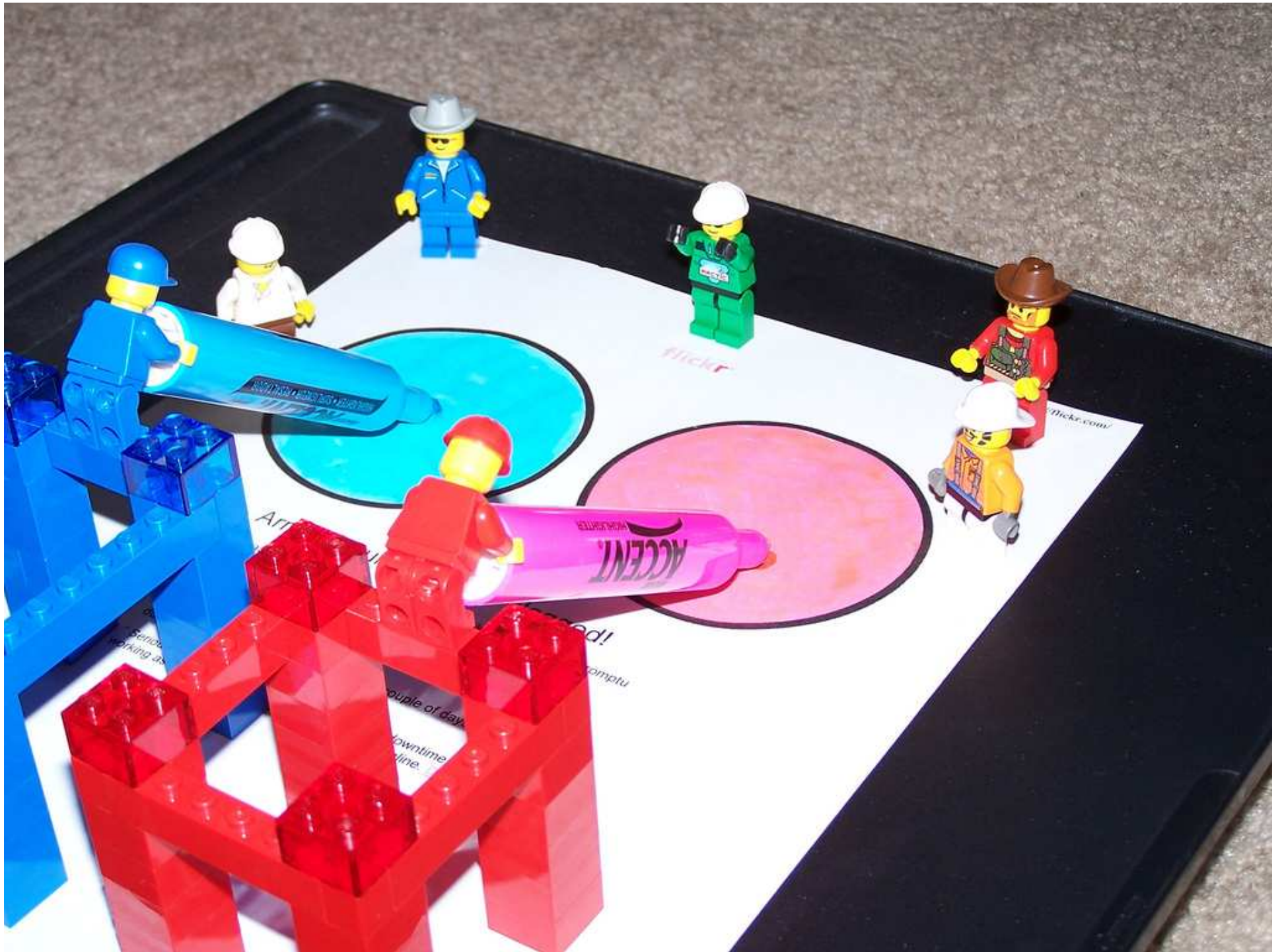
These FREE COUPONS are redeemable at any Flickr sponsored pub* — you'll need them, as we're experiencing some ... 'unannounced downtime' (in other words: we're already down at the pub).

Just print out this page and call your drinking buddy. Each coupon may be exchanged for one glass of beer, wine or spirits. If you're cheeky, you'll print this page more than once. Just be sure to take your camera and plenty of happy-snaps.

After a night of boozing we'll all crawl back to the office and switch this baby back on. At that time, you can post your photos to Flickr with the tag "flickrwentdownonme".

* Seriously, we're fibbing.

Here's a link to the [Flickr Pub](#).





flickr



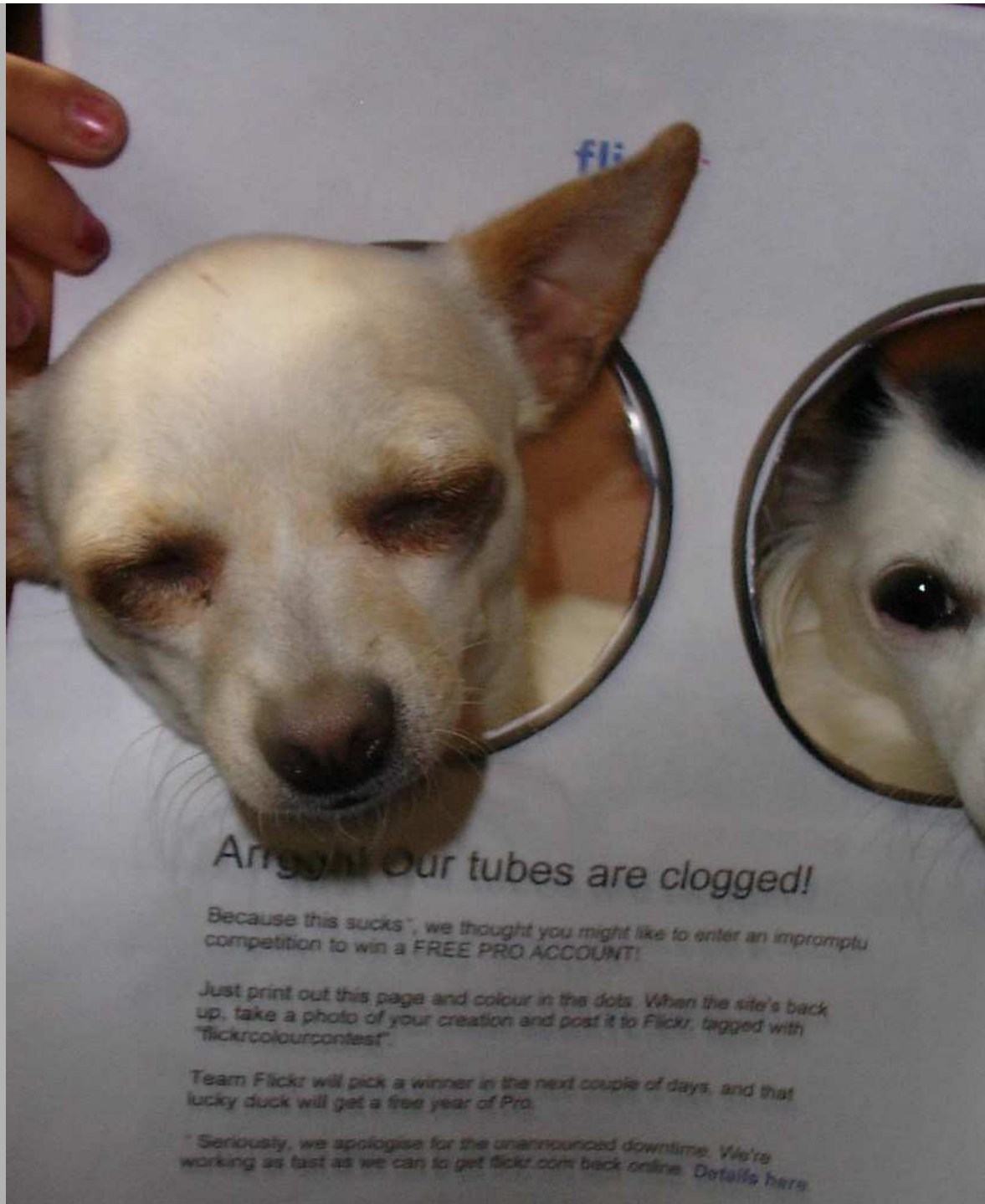
tubes are clogged!

"I'm a sucker", we thought you might like to enter an impromptu contest with a **FREE PRO ACCOUNT!**

Just print out this page and show it to the dots. When the site's back up, send a photo of your creation and post it to Flickr, tagged with "flickrcontest"

Team Flickr will pick a winner in the next couple of days, and that lucky duck will get a free year of Pro.

Seriously, we apologise for the unannounced downtime. We're working as fast as we can to get Flickr.com back online. [Details.html](#)



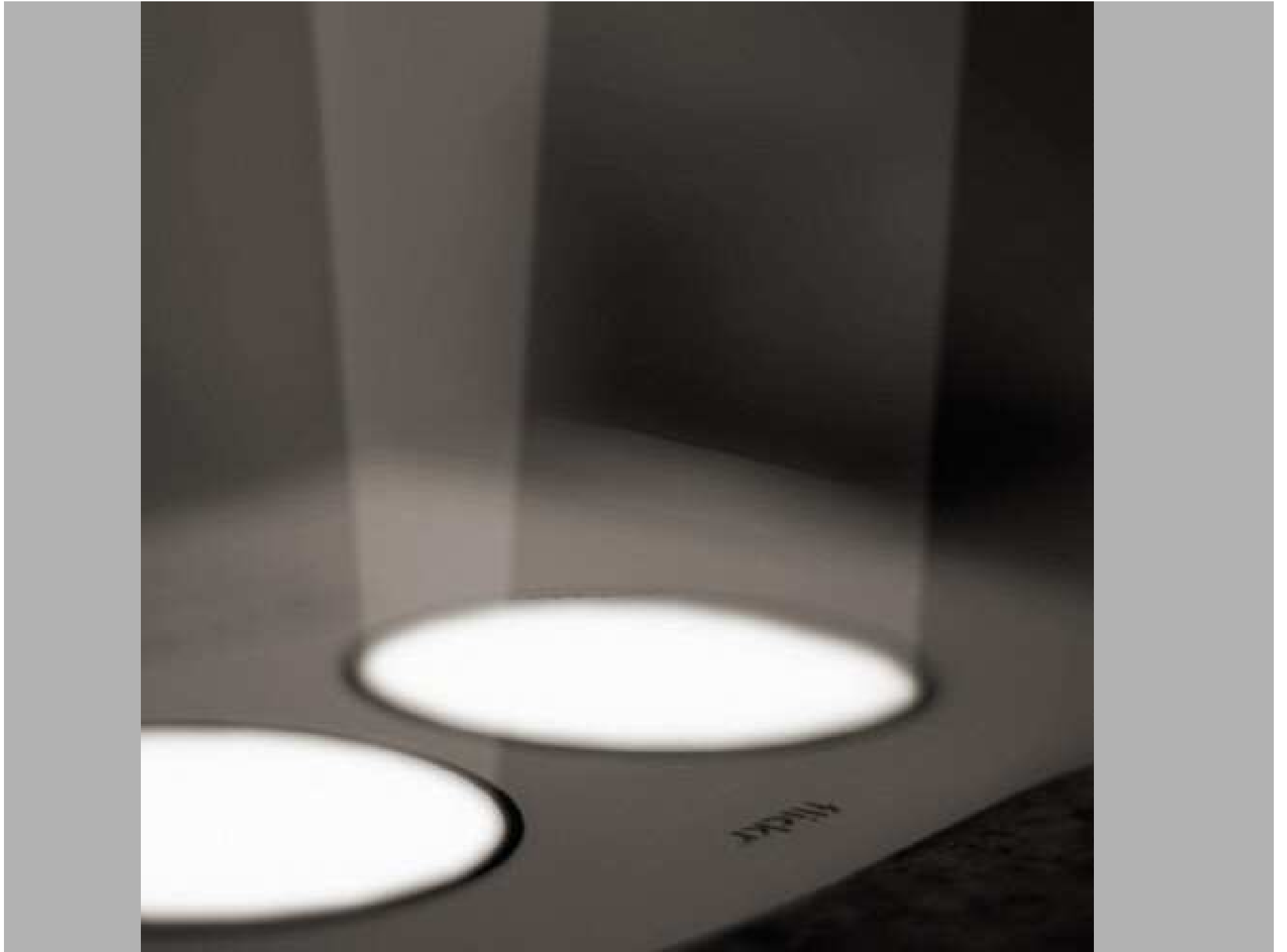
Arrggh! Our tubes are clogged!

Because this sucks*, we thought you might like to enter an impromptu competition to win a **FREE PRO ACCOUNT!**

Just print out this page and colour in the dots. When the site's back up, take a photo of your creation and post it to Flickr, tagged with "flickrcolourcontest".

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User Experience

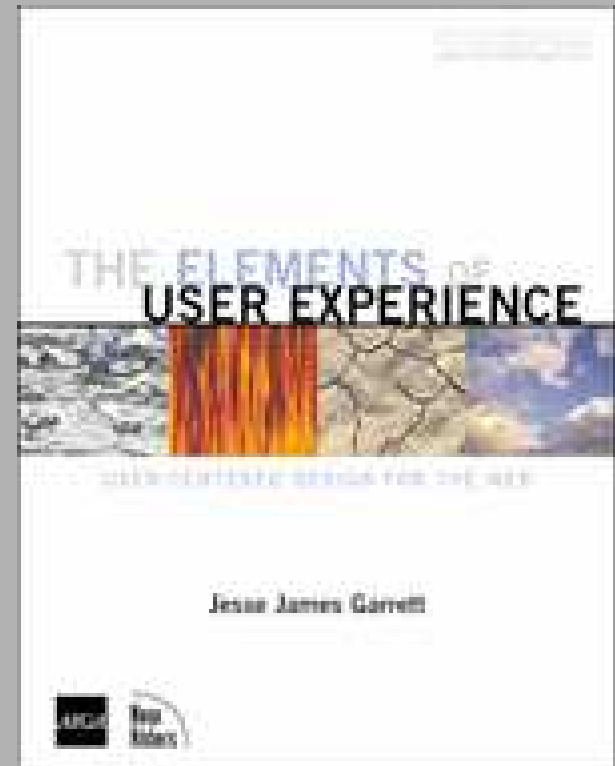
The goal...



Taken from:
Creating
Passionate
Users

User Experience Design

- Jesse James Garrett
- User centered design for the web
- Sounds “corporate-y”, but works for any website
- Free version - <http://www.jjg.net/elements/pdf/elements.pdf>



5 Elements

1. Strategy

2. Scope

3. Structure

4. Skeleton

5. Surface

Books, Movies and Music

This section contains most of the library-related content. Each of these areas should have a kid-lead rating system. Here's how it should work: For each item (book, CD, DVD, etc), there should be two sets of reviews:

- Library staff review: short paragraph review of the item.
- Comments underneath the library staff reviews: Kids should be able to comment on each book, telling others if they liked the book, if they agreed with the review, etc. They should also be able to add a 1-5 star rating for each item.

- **Books:** This section has two main areas: New Books and Featured Books. Both will have links to books from our library catalog, include book jacket images, and have a kid-lead rating system.
- **Featured Movies:** The Featured Movies area includes descriptions and library catalog links to movies the library owns. It will have the kid-lead rating system. These will be themed movies, and will include DVD covers and 30 second trailers when possible.
- **Featured Music:** The Featured Music area includes descriptions and library catalog links to music the library owns. It will have the kid-lead rating system. These will be themed music selections, and will include CD covers and 30 second clips when possible.

5 Elements

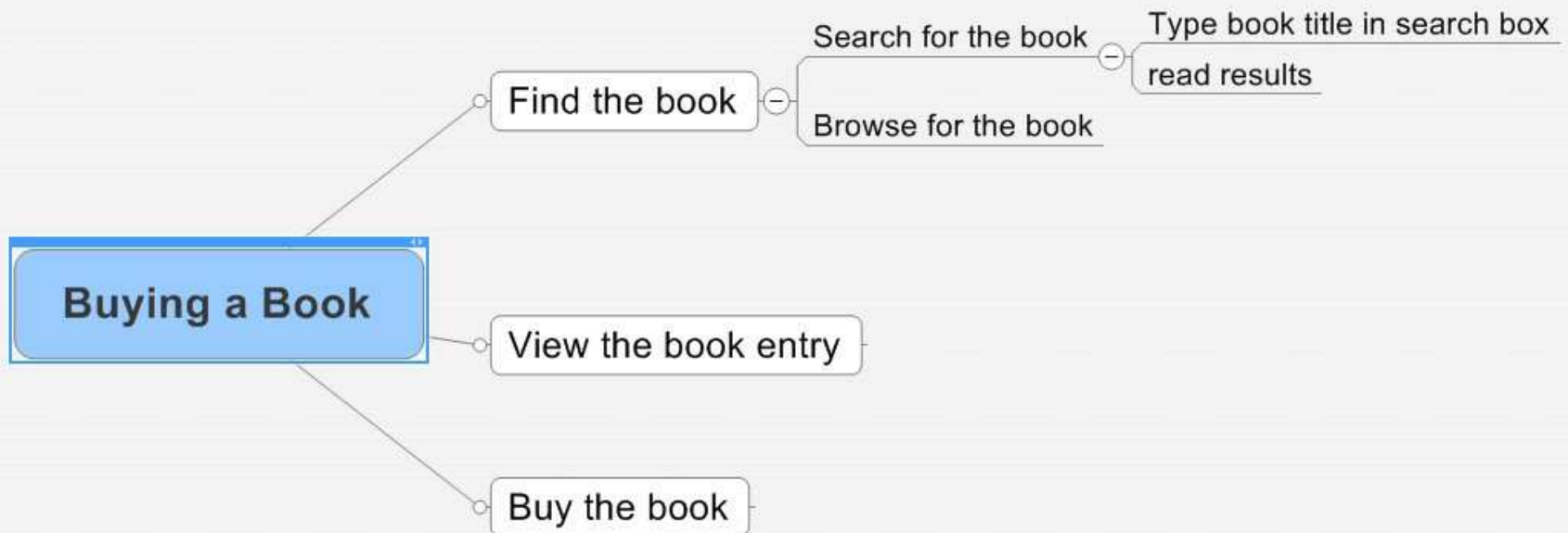
1. Strategy

2. Scope

3. Structure

4. Skeleton

5. Surface



5 Elements

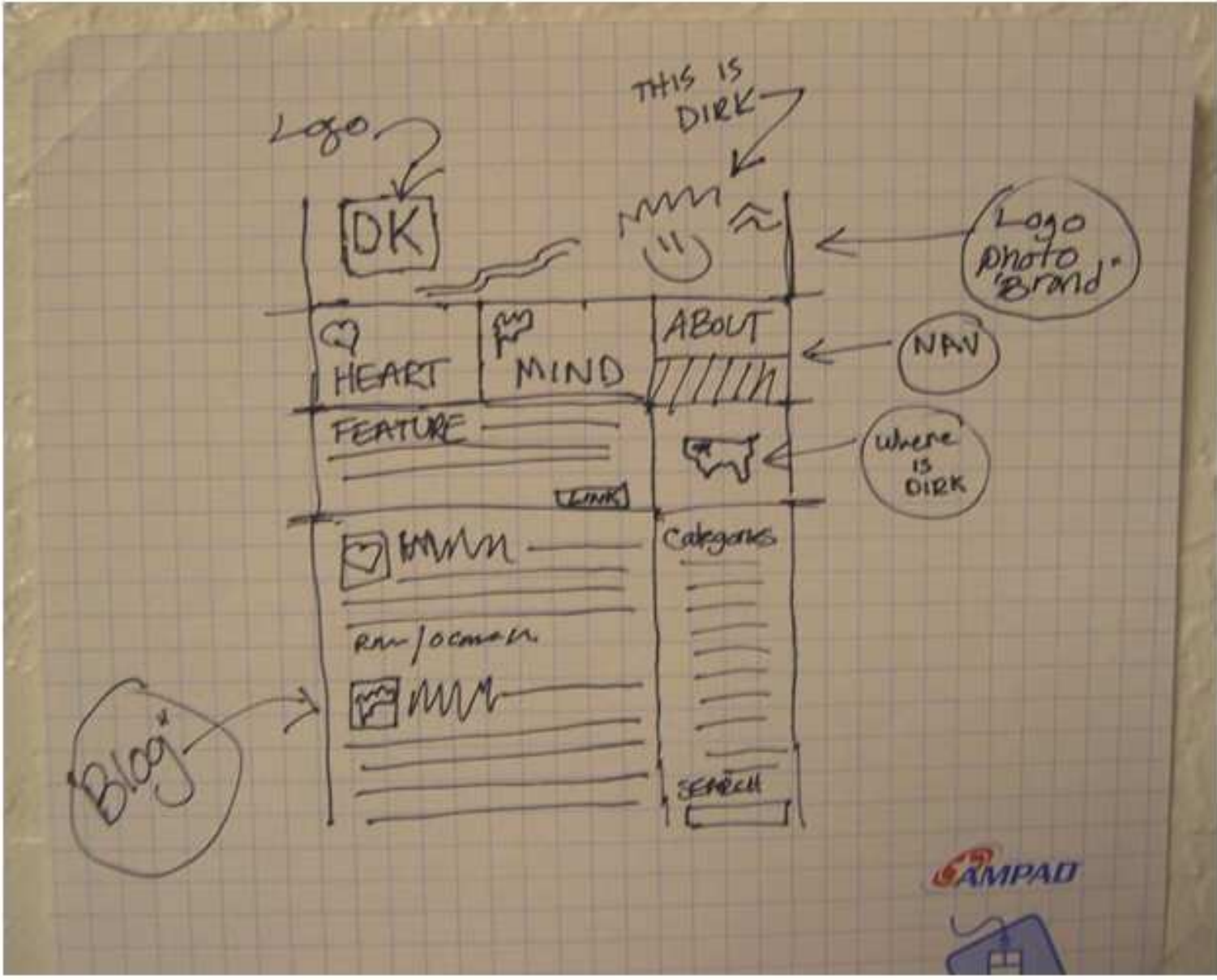
1. Strategy

2. Scope

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4. Skeleton

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Logo

Account Navigation

Toplevel Navigation

Search

Search

Djenterates.com > Genre Name > Artist Name > Album Name

Artist Name - Album Name

Artist's Faves

This artist's favorite music...

▼	Song Title	Time	Price
1.	Lorem ipsum dolor sit amet consectetur non...	4:37	\$0.59 Buy
2.	Lorem ipsum dolor sit amet	2:58	\$0.59 Buy
3.	Lorem ipsum dolor sit amet consectetur non...	4:37	\$0.59 Buy
4.	Lorem ipsum dolor sit amet consectetur non...	4:37	\$0.59 Buy
5.	Lorem ipsum dolor sit amet consectetur non...	4:37	\$0.59 Buy

Reviews

Staff reviews, then label reviews, then artist reviews, then user reviews.

Add Review

Similar Music

Similar music to this artist...

Comments

Label and artist comments at the top, followed by user comments

Add Comment

Top Songs

1. Song Title
2. Song Title
3. Song Title

[10 songs]

[Top 100 Songs...](#)

Influencers

Influencers for this album...



You are here: [Home](#) > Publications

WHAT IS POVERTY?

An introduction to poverty and who it affects

PUBLICATIONS

View and download publications of the Office of Social Inclusion.

ABOUT US

Learn about who we are, our cabinet and structure and our minister.

OUR ACTIVITIES

Details of our work and the Irish and European bodies we co-operate with.

LINKS

Links to Government Departments and State Agencies working against poverty.

Welcome to the Office of Social Inclusion Website

The Office for Social Inclusion is the Government office with overall responsibility for developing, co-ordinating and driving the [National Action Plan Against Poverty \(NAPS\)](#) and Social Exclusion process.

Our main activities include:

- > [Co-ordinating and inter-linking Government policy](#) in the area of social inclusion.
- > [Raising awareness](#) of the need for a multi-dimensional and multi-agency response to implementing the National Action Plan, at national and local level.
- > [Monitoring and evaluating progress](#) in meeting the objectives of the plan across policy areas.
- > [Supporting, monitoring and evaluating policy development.](#)

[*Top of Page](#)

A Welcome from the Minister

This is just filler text. This is just filler text. This is just filler text. This is just filler text. This is just filler text.



WHAT IS NAPS?

Possibly have information on NAPS here?

This is just filler text. This is just filler text. This is just filler text. This is just filler text. This is just filler text.



5 Elements

1. Strategy

2. Scope

3. Structure

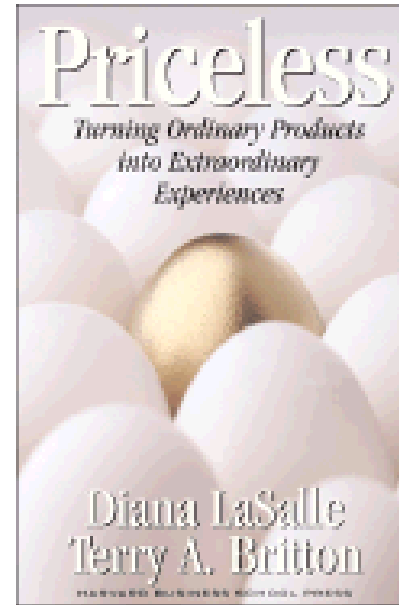
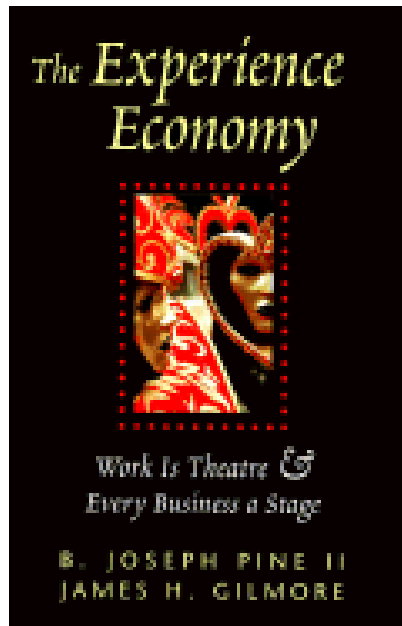
4. Skeleton

5. Surface

library version

- **Strategy** - planning
- **Scope** – figuring out what's needed and who will do the work
- **Structure** - fill in the details
- **Skeleton** - an outline of the site
- **Surface** – visual design

Experience Economy



Experience...



Experience...



Experience...



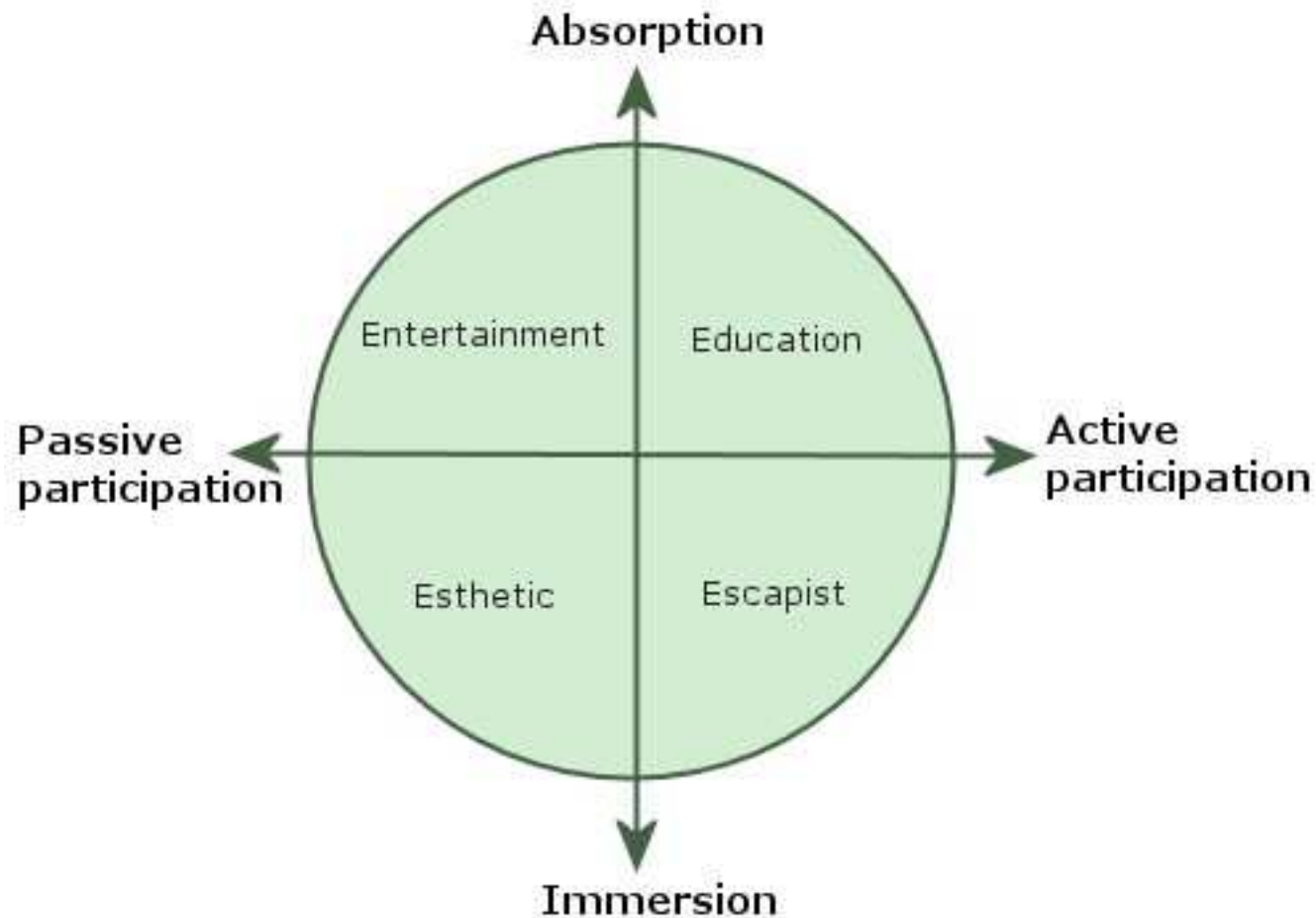
Experience...



Types of Experience

- Memorable
- Choreographed
- Positive
- Invisible
- Negative...
- Ordinary...

Handy tool: experience realms



How?

- ask
- save extra steps
- trigger points
- improve the dinosaurs
- map a journey
- merit badging
- focused design



Now, let's apply this to websites...

Ask your patrons



Edward Vielmetti, the Superpatron...

Ask Staff



Librarians in the 1940's...

No extra steps



- **what extra steps exist on your website?**
- library card applications?
- ILL forms
- Catalog searching?

trigger points

- Again, ask
- Figure out how to improve
- Ex – Databases
- Ex – My Account access



find stuff that hasn't changed

- “We’ve always done it that way...”



map a journey

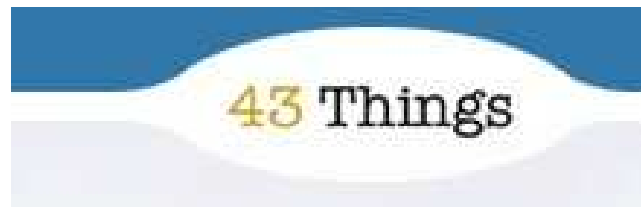


Does the journey
start at the door of
the library?

Does the journey
start at the main
page of a website?

merit badging

- Look for merit badge opportunities
- How can your website be part of that process?



Focused Design

- No Hiccups
- Remove Distractions
- Consistent Look and Feel



Pablo Picasso

Where Do I Start?

- Read these books and start thinking
- Incorporate one thing at a time
- some is better than none

**pretend
you're a patron**