

## Milne Library Web Redesign Project Communication Brief

**Project Summary:** State general project information, goals, and relevant background information for the site redesign. This paragraph should be a statement overview of the project as a whole.

1. What is the basic overview of the project? Briefly include background information if relevant.  
**The Web Redesign Project will improve navigation, site architecture and organization to support usability and accessibility; update the design and layout of the library's homepage; and modify and update content to promote library's services to faculty, students, and the outside community.**

2. What is the single purpose of the new site?  
**Increase usability and accessibility of the site. ("To create an effective website for our target audiences")**

3. What are the secondary goals of the new site?  
**Improve public relations  
Increase awareness of library services to outside audiences.  
Improve connection between library as a place and the website as "virtual" place.**

4. What are the long-term goals?  
**Increase traffic to site.  
Donations will increase.  
Recognition amongst our college library groups.**

**Audience Profile:** Profile the target audience. Provide enough detail to enhance everyone's understanding of who the audience is. Include some audience demographic information. Use these questions as a guide. Add some of your own.

1. Who is your target audience? Choose a typical visitor and profile in detail. Include occupation, age range, gender, online frequency, online activities, and any other relevant information. Profile more than one if applicable.

**Undergraduate Student  
Female**

**Education major**

**Age range 18-22**

**Online at least once a day**

**Visits library at least 2-3 times a week**

**Online activities include chatting with friends, shopping, gaming, visiting social networking sites (like Facebook), using the computer (Word) to finish homework assignments**

2. What is a typical task the visitor might perform on the new site? (For example, register, log on, search for information, buy a specific product, send their email address, call for more information.)

**1) Find a book**

**2) Search for a journal article**

**3) Download articles/assignments from ERes**

**4) Check the availability of computers in library**

**5) Check their library account**

**6) Submit a request for IDS**

3. What do these people care about? Why are they interested in the product the site will be offering? What trigger would prompt them to visit the site, and why would they be enticed to return?

**The students, faculty, staff, and community who visit our website are looking for fast, reliable, and easy access to information. The library is the source they "trust" for accurate and reliable information. One trigger which may prompt them to visit us may be the need for scholarly information from our databases. Another trigger may be the necessity of visiting our site – faculty may require students to visit our library website to download materials from ERes or borrow materials through our Information Delivery Services department.**

**We can entice them to return by making our website accessible and usable. Eliminate obstacles that get in the way of finding ERes or IDS, or locating a journal article in a database. Provide them with more services online to make their time spent in the library or on the website worthwhile and pleasing. They will also be enticed to return if we make it easy and intuitive.**

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**Perception/Tone/Guidelines:** How should your target audience respond to your new online presence?

1. What does the target audience think and feel about the company and the current website?

**Students feel the current website promotes easy navigation and encourages them to find what they are looking for.**

**Organized well and easily accessible.**

2. What do we want them to think and feel?

**Comfortable, effortless, intuitive. The website should indicate to users that we are professional, easy-to-use, and can meet all of their information needs, whatever they might be.**

3. How will this new website help achieve this goal?

**New navigation menu.**

**Information should be accessible and easy-to-find.**

**Terminology should not hinder locating information.**

**Our appearance will be branded with a logo and will be high profile and on every page.**

4. What adjectives can be used to describe the way the website and the company should be perceived by the target audience?

**Clean**

**Innovative**

**Simple**

**Professional**

5. What are some specific visual goals the site should convey?

**Use of logo to brand our library image.**

**Visually, a three column layout will separate categories of information:**

**News & Events, Research, Marketing to Community**

**Colors will convey sense of professionalism and collegiate style – tie in with the college colors to create continuity between us and the college.**

**More photos and artistic graphics to convey creativity and innovation.**

**Video tour**

**Communication Strategy:** How will we meet our measurable goals?

1. What is the overall message you are trying to convey to your target audience? (For example, cost-effective, secure, reliable, efficient.)

**Reliable**

**User-friendly**

**Professional**

2. How will you convey the overall message? (For example, effective messaging through copy, directed path towards goal, specific offer on home page.)

**Fonts, colors, logo**

**User paths**

**Front page will use three column layout to steer users to information**

3. Identify stages of development (if appropriate) used to execute goals.

**Stage I – Planning**

**Stage II – Design**

**Stage III – Implementation**

**Stage IV -- Evaluate and Maintain**

4. How will you measure the success of the redesigned site?

**Site traffic statistics.**

**Donations.**

**Numbers of subscribers to our RSS feed**

**Competitive Positioning:** How you are different from your competition and the factors that will make you a success.

1. How is your company or your web presence different from your competition?

**We can get resources to students for free!**

**We have what they need**

**Library is reliable and trustworthy**

2. What specifically sets your company apart from your competition?

**As students, they can find a wealth of resources through our website**

**We are reliable!**

3. What areas of the current site are successful and why?

**Our organization**

**ERes, GLOCAT, Databases are easily accessible from main page**

**Targeted Message:** State a to-the-point word or concise phrase that will appropriately describe the site once it is launched.

**“Modern and clean”**

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