

The tool library

Chris Bell

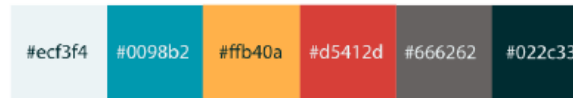
Background

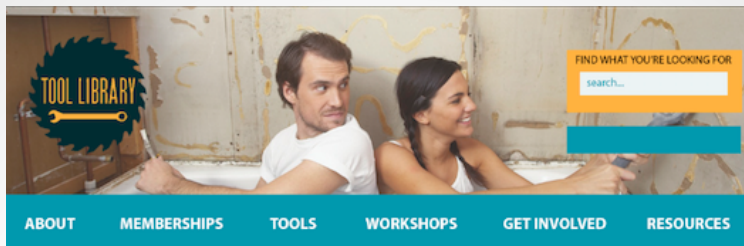
The West Philadelphia Tool Library is a community based resource center that provides tools and related DIY materials to its members.

Description



Tool Library 
Tool Library Tool Library
Tool Library Tool Library





UPCOMING EVENTS



Park and public space clean-up.



Neighborhood beautification project.



Why we recycle community outreach event.

<< JUNE >>

S	M	T	W	T	F
1	2	3	4	5	6
8	9	10	11	12	13
15	16	17	18	19	20
22	23	24	25	26	27
29	30				

I WANT TO...



Become a Member



Borrow Tools



Attend a Workshop



Recommend a Purchase



Get Involved



Learn About the Library



Contact Us

Depaving Project



Volunteers in conjunction with the Water Department, removed about 455 square feet of pavement and replaced it with top soil.

Planting Project



We are currently working on plans for a new orchard in Roxborough's Gorgas Park. Join us for volunteer opportunities.

Monday 10 - 6

Tuesday 10 - 6

Wednesday 10 - 6

Thursday 8 - 8

Friday CLOSED

Saturday 9 - 2

Sunday CLOSED

CLOSED ON ALL MAJOR HOLIDAYS

Persona

Eager learner



Eugene Weaver

"I love being outdoors and working with my hands."

Gene is the epitome of "on the go", this husband and father of two juggles his two year old Grace and eight year old Eugene Jr with the support of his wife April. He manages to personally renovate his home in West Philadelphia while working at the auto repair shop and the West Philadelphia tool library. In his "spare time" he hones his first passion, cooking.

He is all about improving the lives of his family, often saying "hard work returns results." He embraces technology as it becomes relevant to his world and has expressed an interest in finding a way to "automate things", but lacks some basic computing skills. He occasionally gets overwhelmed performing certain actions. Within his circle his computing knowledge is higher than average.

Goals

- Join the library
- Make reservations
- Make payments
- Modify inventory
- Order parts
- Schedule maintenance
- Search for resources
- Receive notifications
- Send notices to customers

Aside from what Gene does to earn a living, he actively promotes a number of home based businesses and enjoys attending financial workshops. Among these are alternative cellular and energy services. He enjoys interacting in the community and can be found engaging in beautification projects throughout the city.

Gene's greatest difficulty is getting and staying organized. In order for him to maximize his time he needs assistance running errands, organizing equipment and continuing the renovations on his home. He would love to make more time for his family and hobbies.

Gene asserts his willingness to try anything that will help him become more efficient at tracking and cataloging his inventory; *"anything to make my life easier"* he says. He's always exploring new ways to connect to other resources in the community more effectively.

First time user

Male, 37, married with two children

Entrepreneur and student

Gene is willing and eager to learn new things. He becomes easily frustrated with computer jargon. He is not apprehensive about exploring helps and responds quickly to step by step directions.

Needs

Preference order:

1. Assistance organizing equipment
2. More efficiency at tracking and cataloging
3. Searchable resource database

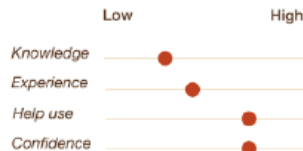
Ideal features

Ability to search for resources
Upload/modify equipment data
Tutorials for DIY projects
Ability to query client data remotely
GPS resources for mapping.

Frustrations

No consolidation of resources
Incomplete inaccurate resource libraries
No centralized database
No access to view/manipulate client data remotely
Incomplete GPS data/databases
Creating unique profiles

Key attributes



Usability testing



Optimal Workshop



OptimalSort

Information architecture



Treejack

Information architecture

Navigation



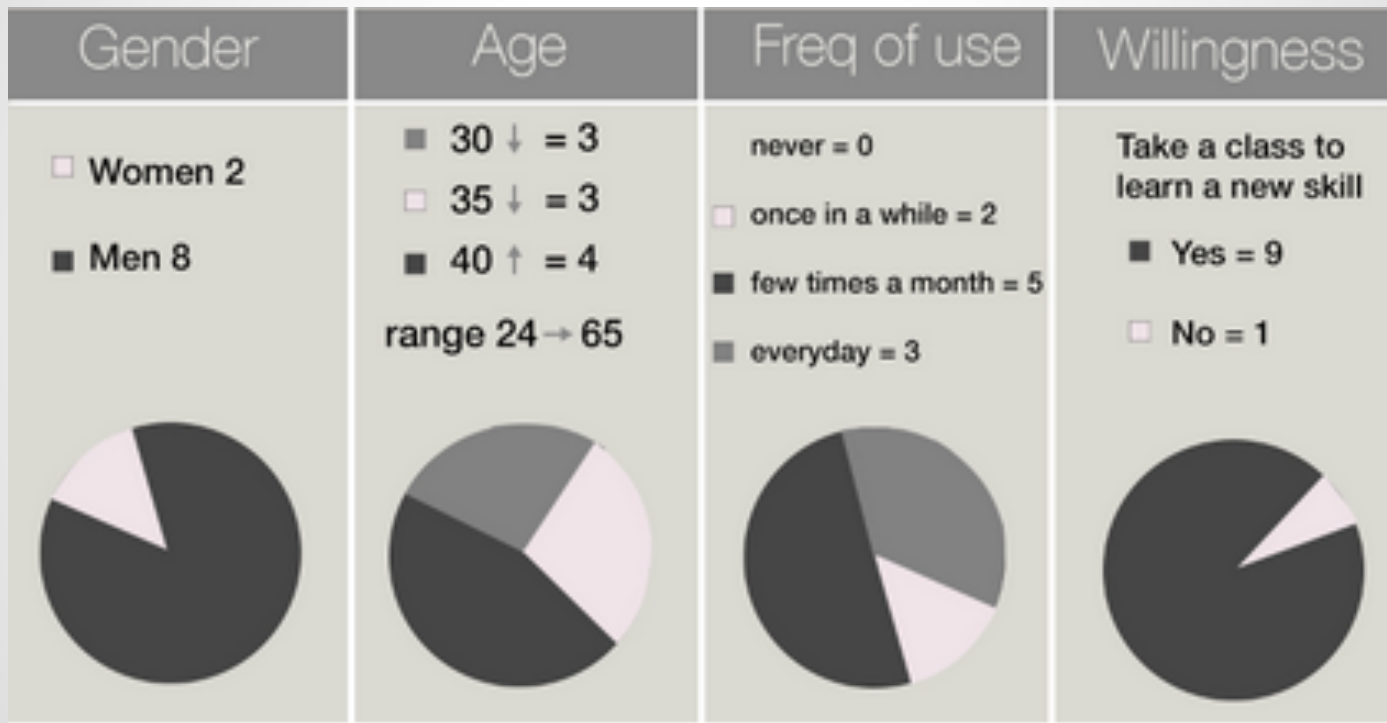
Chalkmark

First click analysis

Information architecture

Navigation

Optimal sort



Findings

	About	Get involved	Memberships	Resources	Tools	Workshops	unsorted
Attend a DIY (do it yourself) class				2		3	
Are there any classes specifically directed at women/children	3		1	1			
Battery powered equipment				1	4		
Can I reserve equipment	3		1	1			
Do you offer any discounts	3		1	1			
Donate equipment	1	2		1	1		
Electric powered equipment					4	1	
Gas powered equipment					5		
How do I cancel	2		3				
How much does it cost to join	1		4				
I need a "how to" book	2				1	2	
I need a drop cloth and ladder				3	2		
I need a pipe wrench					5		
I need a rake and gloves		1		2	2		
I want to join an ongoing project		5					
I want to join the tool library		1	3	1			
I want to learn how to work with metals						5	
I want to learn how to work with wood				1	1	3	
I want to recommend a community project		4		1			
I want to rent equipment				2	3		
Learn about community events		3		1		1	
Purchase equipment from the tool library				4	1		
Safety equipment					4	1	
View the inventory		2		3			
When are classes held	2			2		1	
When are you open	3			1	1		
Where is the nearest tool library	3			2			

Findings

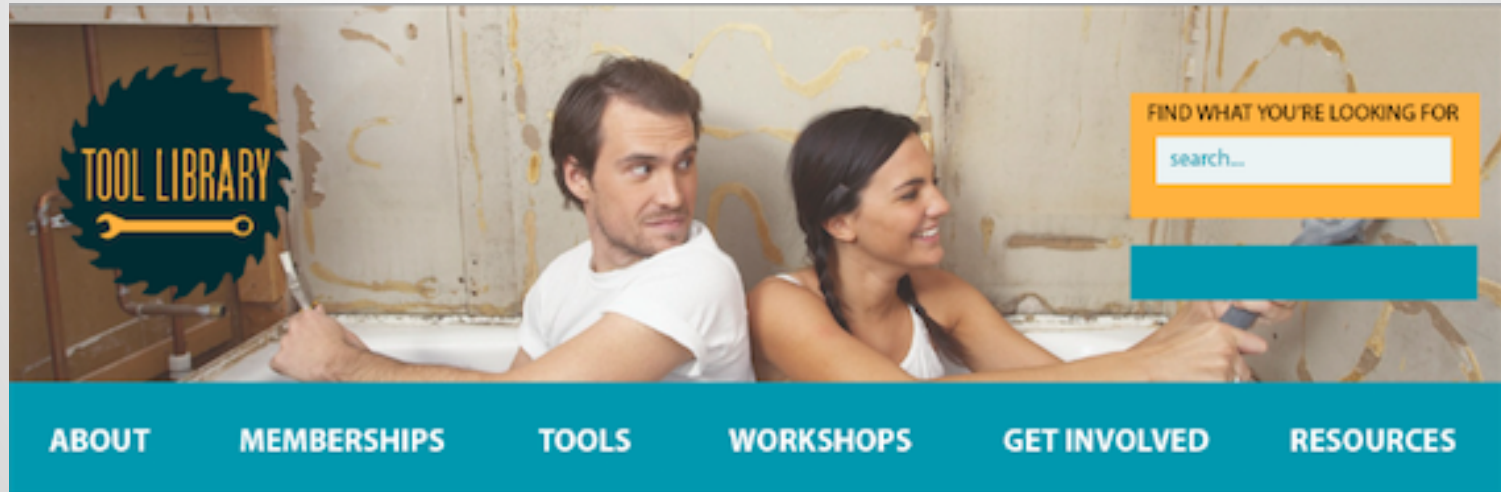
	About	Get involved	Memberships	Resources	Tools	Workshops	unsorted
Where is the nearest tool library	60%			40%			
Do you offer any discounts	60%		20%	20%			
Can I reserve equipment	60%		20%	20%			
Are there any classes specifically directed at women/children	60%		20%	20%			
When are you open	60%			20%	20%		
When are classes held	40%			40%		20%	
I need a "how to" book	40%				20%	40%	
I want to join an ongoing project		100%					
I want to recommend a community project		80%		20%			
Learn about community events		60%		20%		20%	
Donate equipment	20%	40%		20%	20%		
How much does it cost to join	20%		80%				
I want to join the tool library		20%	60%	20%			
How do I cancel	40%		60%				
Purchase equipment from the tool library				80%	20%		
View the inventory		40%		60%			
I need a drop cloth and ladder				60%	40%		
I need a rake and gloves		20%		40%	40%		
I need a pipe wrench					100%		
Gas powered equipment					100%		
Electric powered equipment					80%	20%	
Safety equipment					80%	20%	
Battery powered equipment				20%	80%		
I want to rent equipment				40%	60%		
I want to learn how to work with metals						100%	
Attend a DIY (do it yourself) class				40%		60%	
I want to learn how to work with wood				20%	20%	60%	

Moving forward

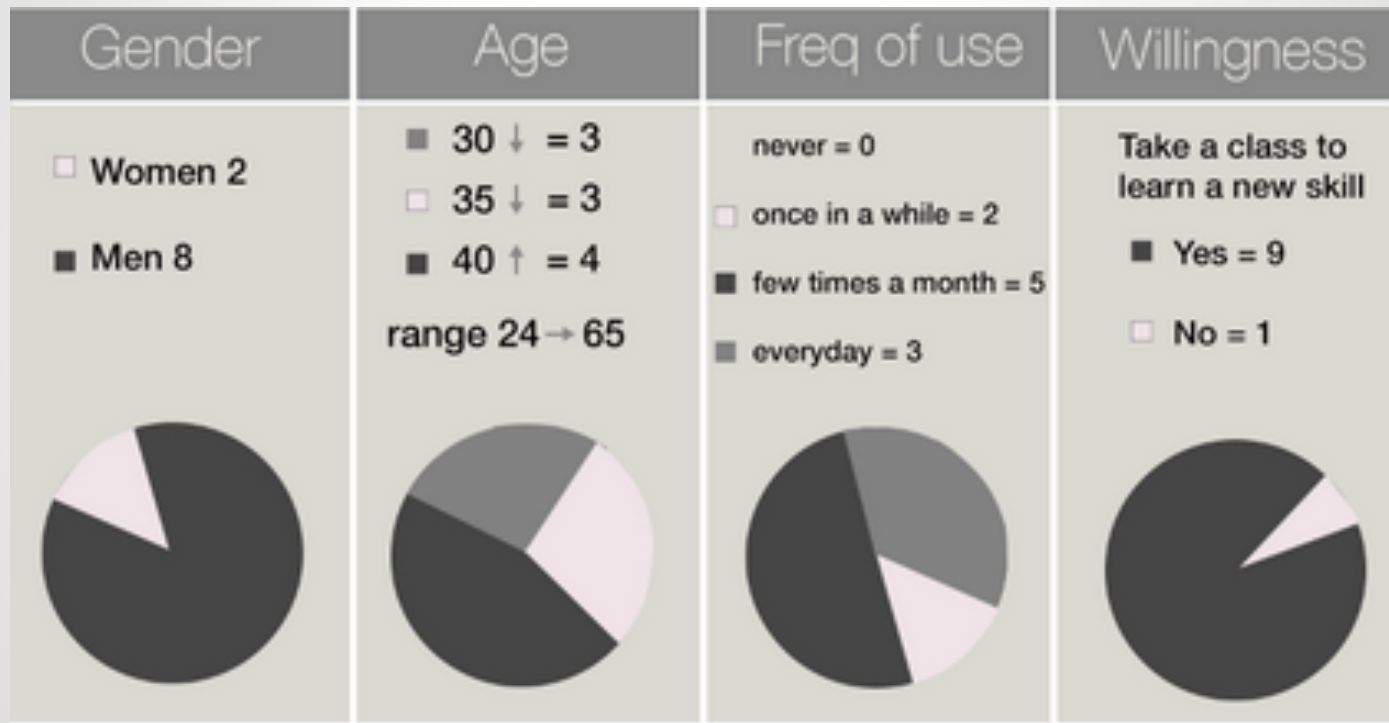
Re-word the following headings **get involved**, **tools** and **workshops**

The **about** label used like a table of contents

Remove **resources** as a heading as it is too easily becomes a “catch all”



Treejack



Findings

8
OVERALL

Task 1

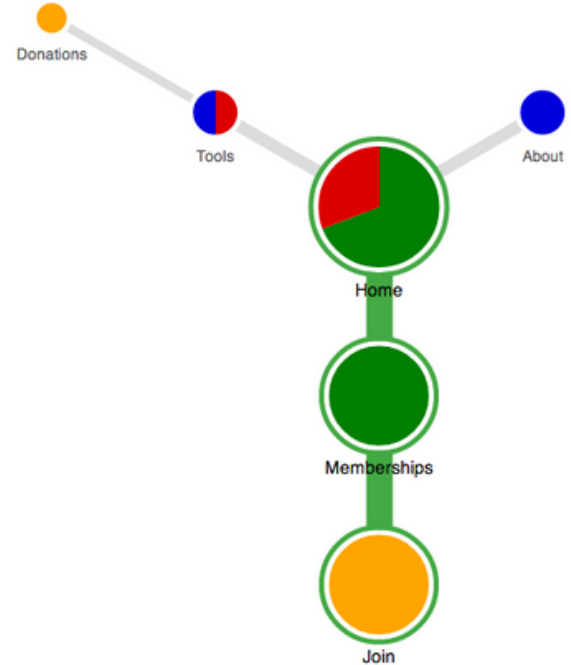
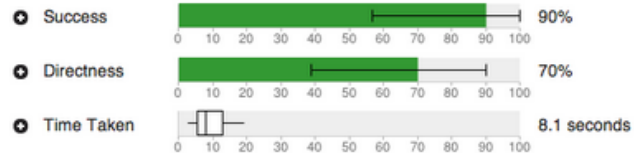
I want to join the tool library

Memberships → Join



Direct Success	6	60%
Indirect Success	3	30%
Failure	1	10%
Skip	0	0%

[View the Pietree for this task](#)



Findings

7
ORIGINAL

Task 2

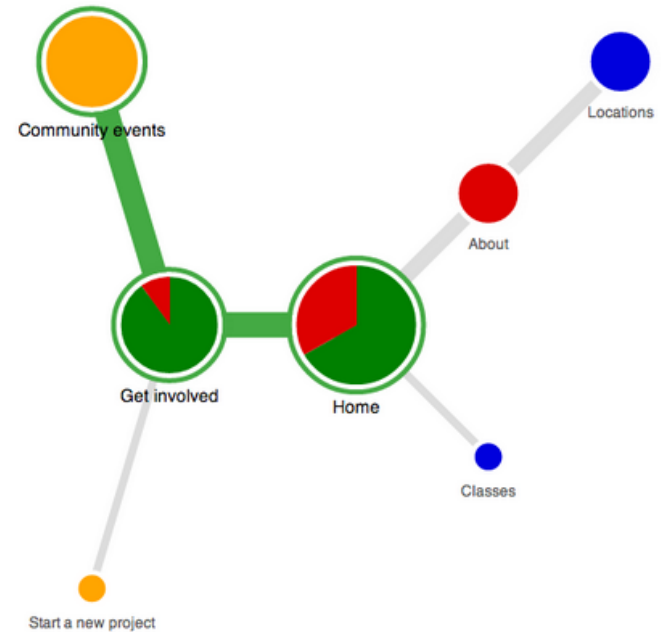
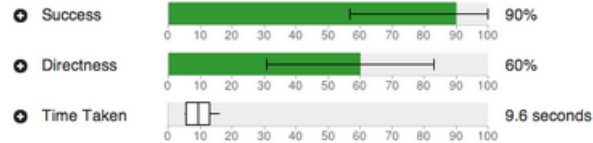
I want to learn about community events

Get involved → Community events



Direct Success	5	50%
Indirect Success	4	40%
Failure	1	10%
Skip	0	0%

[View the Pietree for this task](#)



Findings

9
OVERALL

Task 3

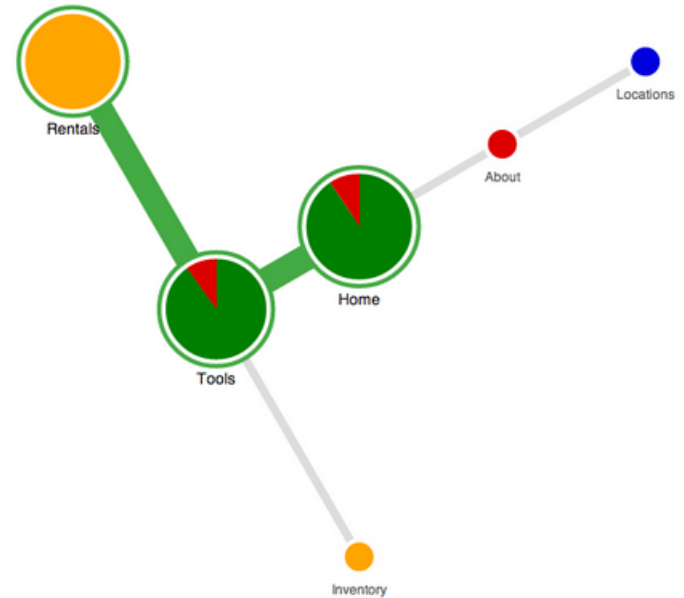
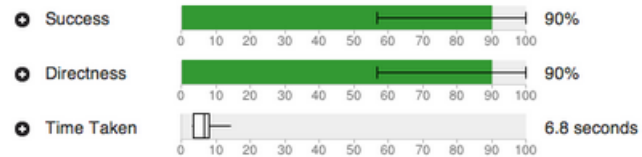
I want to rent equipment

Tools → Rentals



Direct Success	8	80%
Indirect Success	1	10%
Failure	1	10%
Skip	0	0%

[View the Pietree for this task](#)

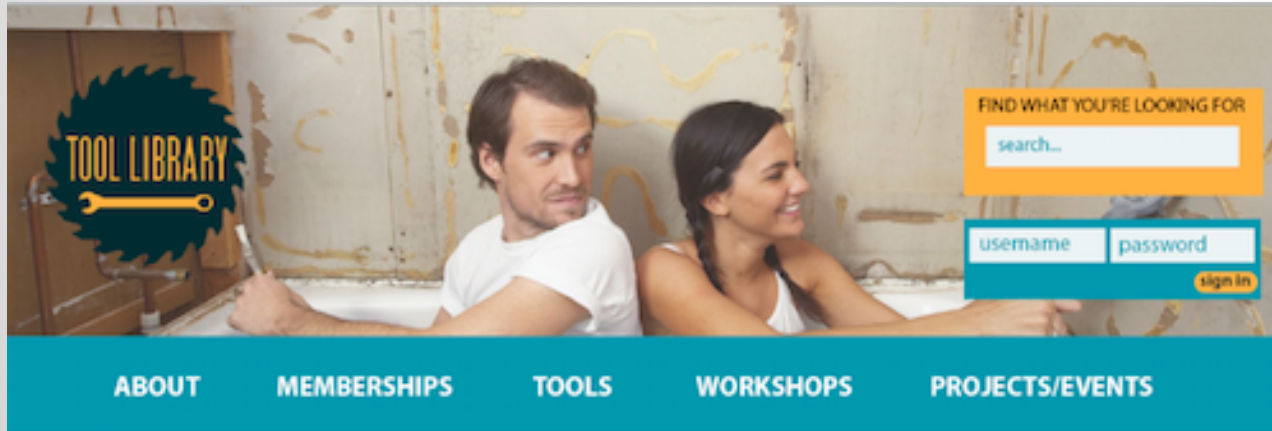


Moving forward

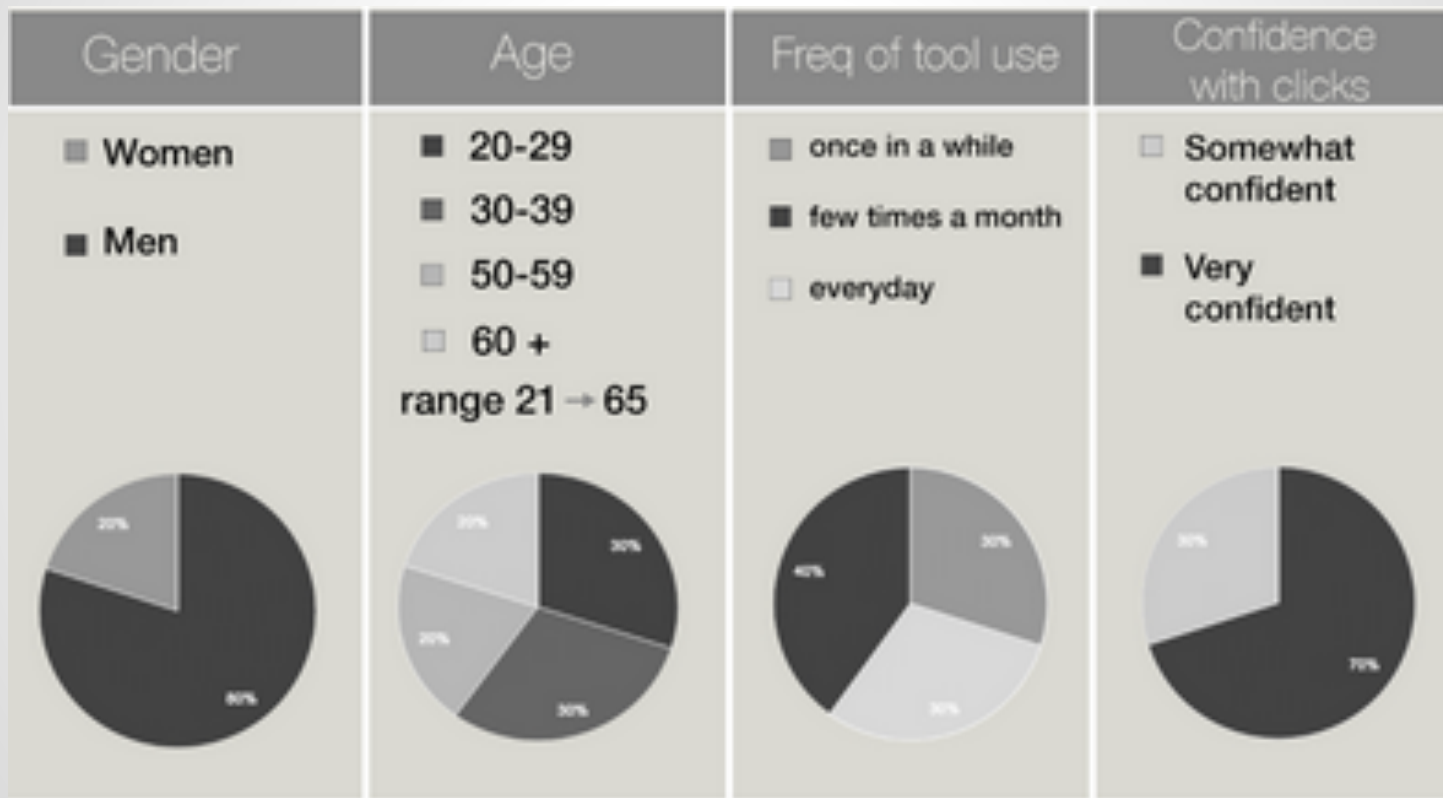
Create pathways from the **about** page to destinations throughout the site

Change the label for **get involved**

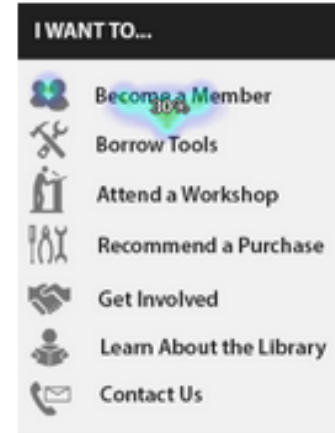
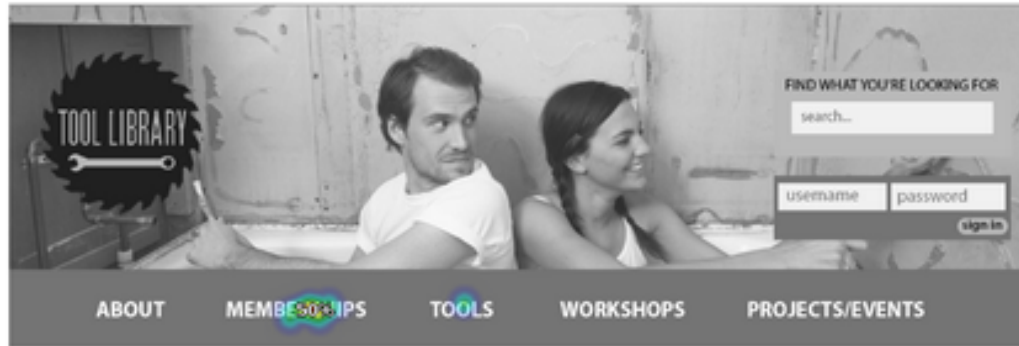
Validated the inclusion of quick navigation



Chalkmark



Findings



Findings

Task 1: Joining the tool library

Average completion time: 12 seconds

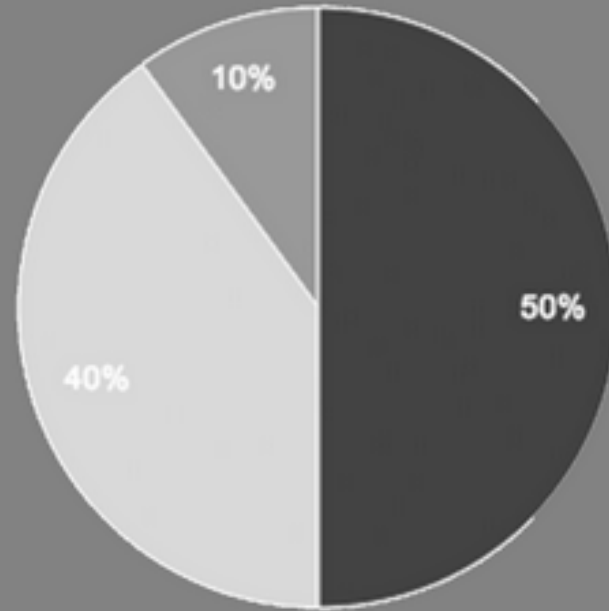
No tasks skipped

Main navigation: 5 clicks

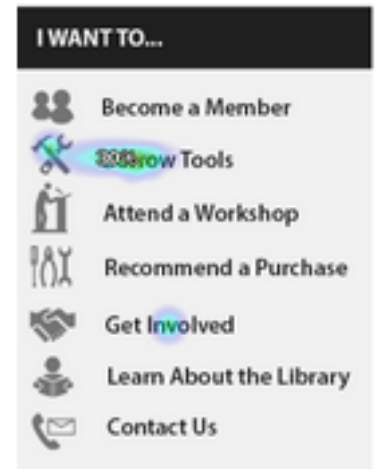
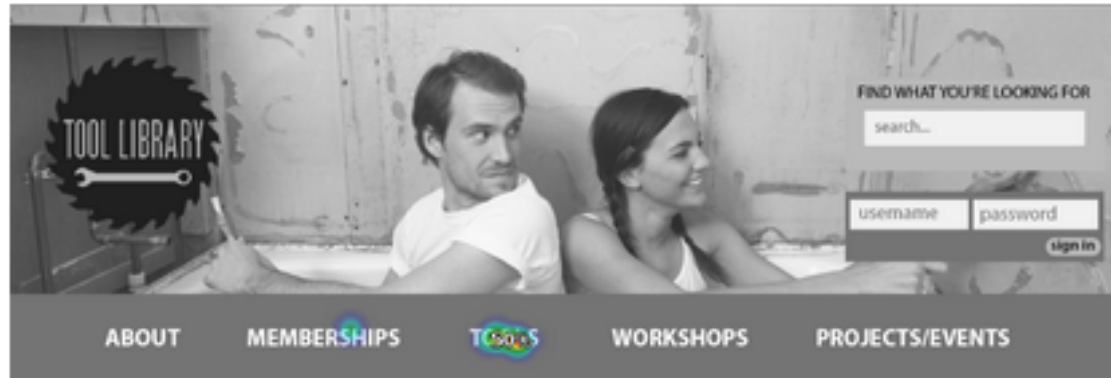
Quick navigation: 4 clicks

Incorrect location: 1 click

* **Tools**



Findings



Findings

Task 2: I want to rent equipment

Average completion time: 8 seconds

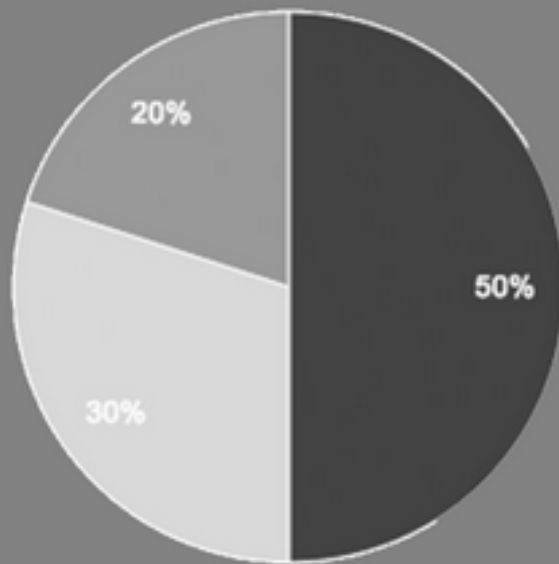
No tasks skipped

Main navigation: 5 clicks

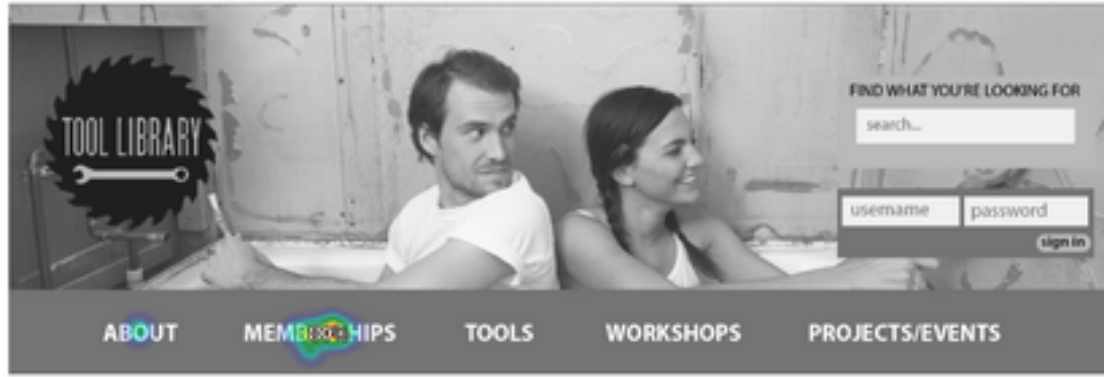
Quick navigation: 3 clicks

Incorrect location: 2 click

* **Memberships & Get involved**



Findings



I WANT TO...

-  Become a Member
-  Borrow Tools
-  Attend a Workshop
-  Recommend a Purchase
-  Get Involved
-  Learn About the Library
-  Contact Us

Findings

Task 3: I need to pay my late fees

Average completion time: 12 seconds

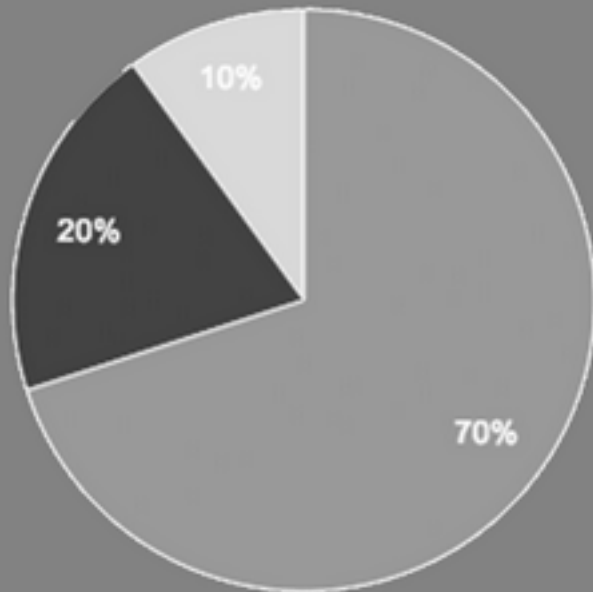
No tasks skipped

Main navigation: 7 clicks

Quick navigation: 1 clicks

Incorrect location: 2 click

* **About & Learn about the library**



Moving forward

Create tooltips which will give users clues to what things mean

Conduct a test for the home page as it relates to a registered user

Move **payments** to the main and quick navigation panels

Emotional assessment



www.tagul.com

Emotional assessment



8 participants

20 words positive and negative

Choose words that correspond with the image presented



Participants comments

“That actually looks like fun.”

“That makes me want to fix something.”

“They make it look so easy.”

“What a relaxing picture.”

“It seems like they know what they’re doing.”

Moderated session

Vanguard®

Prototype



www.axure.com

<http://mujqnb.axshare.com>

Participant

New homeowner in the Philadelphia area

Experienced web user

First impressions

Landing page - “picture is cool”, “I like the imagery”

The calendar caught my eye

I’m surprised to see events

I want to dig deeper, I’m drawn to the **Tools** tab

Findings

BEST

The look and feel of the site

Quick navigation on right

Least

Information organization

Unable to find things I need to find

Findings

Things to change

Information organization

No missing or unnecessary elements

Rated 4 somewhat easy to use

Moving forward

Re-examine the information architecture

Consider changes to the top level labels

Design and test registered user pages

Design and test administrator pages

Questions/comments