New York Public Library

Designing for Accessibility & User-Centric Navigation:

Enhancing the Class Listing Experience for NYPL

Link to Prototype:

https://www.figma.com/proto/IDJIOP1h7owDhZtfTfU42C/Mid-Fi-Dev?type=design&node-id=4-5586&t=iTHo33IhtVllaNDR-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=4%3A5586&show-proto-sidebar=1&mode=design

TASKS

1. Navigate to adult classes at New York Public Library Manhattan locations

1. Navigate to kid classes at New York Public Library Staten Island locations

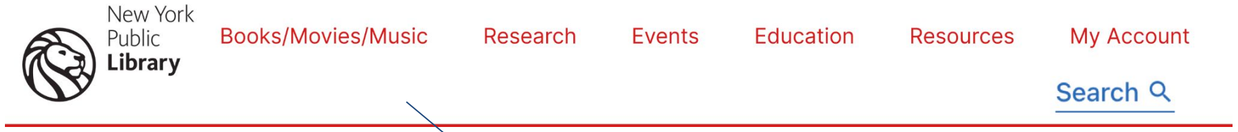
HOMEPAGE

Design Elements:

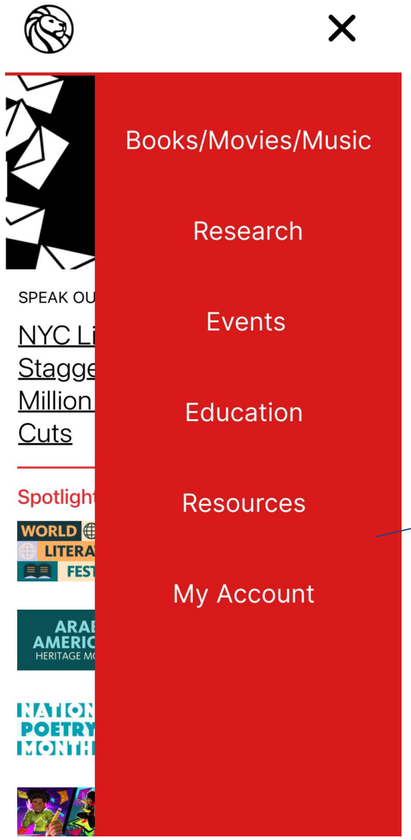
1. Streamlined Navigation Bar: Compared with the previous navigation bar, we have streamlined the categories to make the page clearer and retain the search function.
2. Drop-down to Display Subdirectories: For each category, users can know the general content of each subdirectory through drop down on the home page.
3. Rephrased Categories: For each directory title, we use more descriptive and representative text to help users understand the content.

Rationale:

- Solved the User Understanding Problem: The original category names were not descriptive and had a certain degree of repetition. After the modification, it is easier to understand and improves accessibility.
- Improved Fault Tolerance: We adopted drop-down so that users do not need to jump to a separate page when choosing the subcategories, which improved the overall fault tolerance rate.



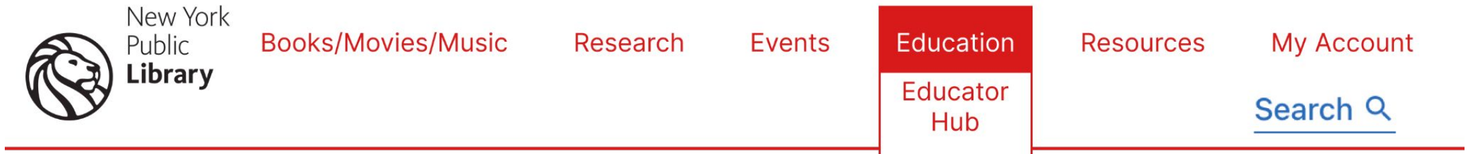
Desktop Version



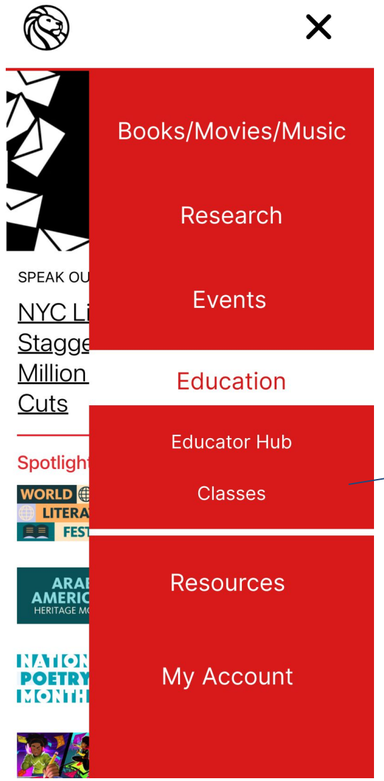
Mobile Version

Streamlined Navigation Bar:

- Only the main category is retained and the overall number of categories is reduced, making the overall interface more concise.
- The Search function is kept, allowing users to search the entire interface, improving the overall usability of the web page.



Desktop Version



Mobile Version

Drop-Down Categories :

- This allows users to complete the selection of subcategories on the homepage without having to jump to other pages, improving fault tolerance and user experience.
- The titles of the sub categories are more descriptive and accurate, allowing users to better understand the title content and make the right choice.
- The selected content is emphasized through the conversion of red and white colors, allowing users to better understand their location.

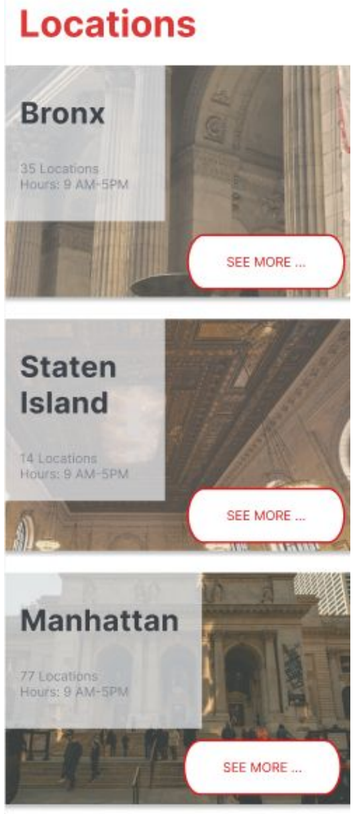
CLASSES PAGE

Design Elements:

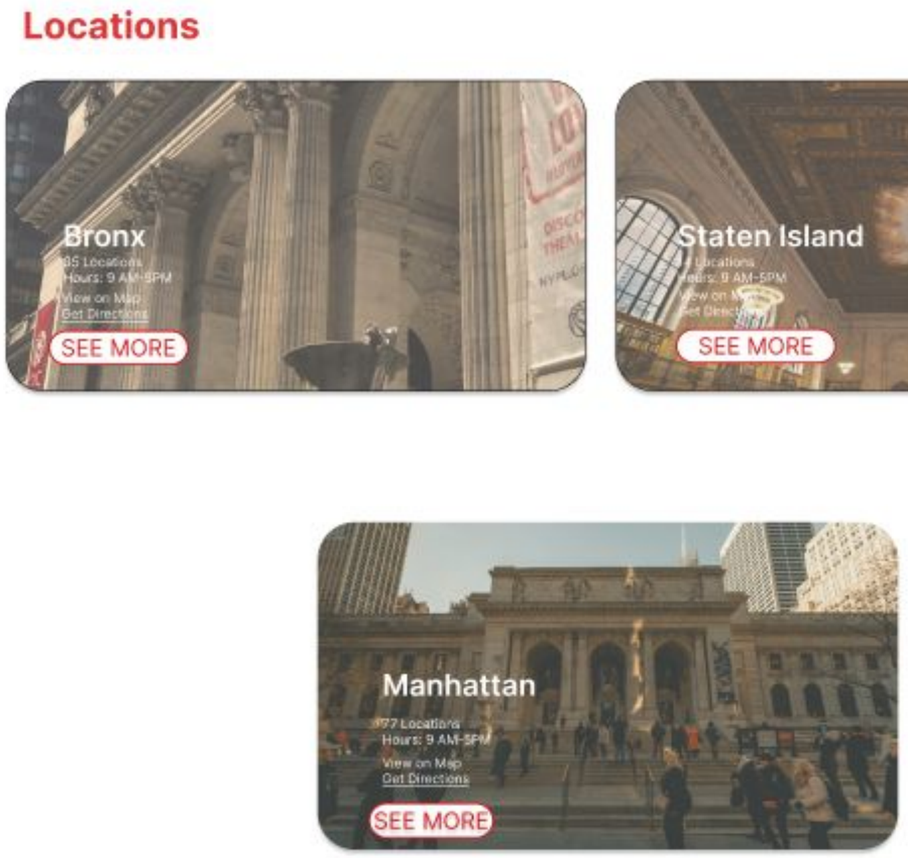
1. Location Selection Links: Our classes page's main feature are its three prominent links displaying the three locations that our users can choose to take classes in. Clicking on any of these takes the user to the link's respective locational calendar page.
2. Events Display: The second feature of this page is the events display that lets our users select any events that they might be interested in; bypassing the need for any location or calendar selection.

Rationale:

- Limiting User Selections: This streamlining of the classes page allows users to select simple options that tailors the website to their liking in the proceeding pages.
- Events Display Inclusion: Including this section to the classes page gives the user the ability to bypass any of their own tailoring; simplifying their decision making by giving them the option to select events that piqued their interest even if they had not planned on selecting one initially.



Mobile version



Location Selection Links :

- These streamlined links are prominent on the page and tells the user exactly what they need to know.
- These links are as intuitive as possible, while also having complex images on them keeping with the aesthetic of the NYPL website.
- Invites the user to try clicking on multiple locations, and take a sneak peek into the interior architecture of the three library locations.

LOCATION PAGES

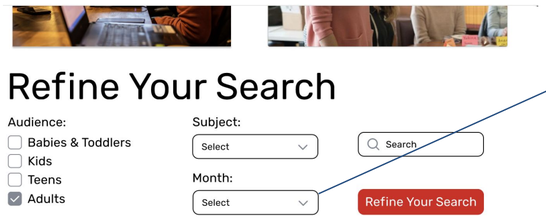
Design Elements:

1. Calendar-Based Layout: Our redesign features a clean and intuitive calendar layout, allowing users to easily visualize upcoming events and classes at a glance.
2. Age-Based Filtering: Users can refine their search by selecting from age-based filtering options, including "Babies & Toddlers," "Kids," "Teens," and "Adults," providing a tailored browsing experience.
3. Improved Date Selection: By implementing a separate calendar view, users can effortlessly navigate to specific months, addressing previous challenges with date selection functionality.

Rationale:

- Addressed Navigation Challenges: The calendar-based layout and improved date selection function alleviate previous navigation difficulties reported by users, enhancing usability and satisfaction.
- Streamlined Browsing Experience: Age-based filtering options empower users to find classes tailored to their needs and preferences quickly, reducing search time and frustration.

Desktop Version



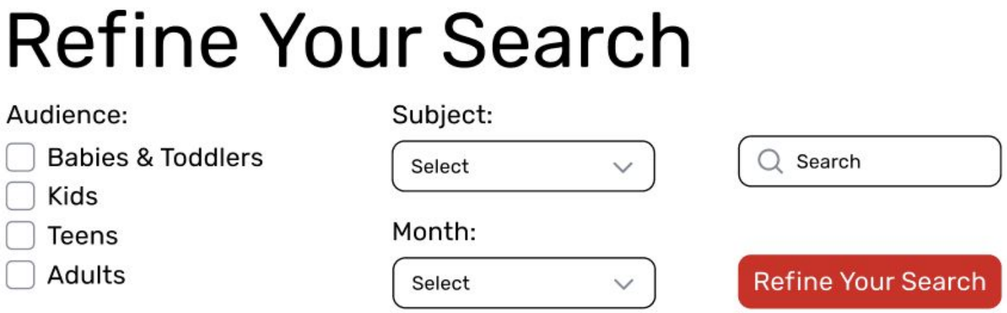
Mobile Version

Calendar-Based Layout:

- Transitioning to a calendar layout aimed to address user feedback on navigation difficulties, providing an intuitive visual representation of class schedules.
- The decision aligns with industry best practices for event-based websites, enhancing usability by allowing users to quickly scan for available dates and classes.

Improved Date Selection Functionality:

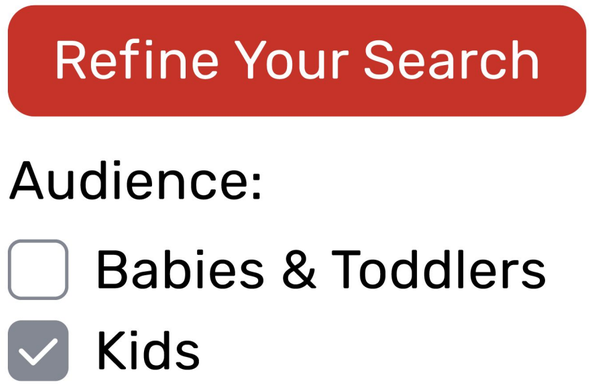
- Enhancing date selection aimed to streamline browsing and reduce user effort, responding to frustration with the previous cumbersome navigation system.
- The feature was iteratively refined based on prototype evaluations, ensuring seamless navigation and usability across both desktop and mobile interfaces.



Desktop Version

Age-Based Filtering Options:

- Incorporating age-based filtering options stemmed from our initial user research, which revealed varying preferences and needs across different age groups. By providing tailored filtering options, we empower users to find classes relevant to their specific interests and demographics.
- This decision reflects a user-centric approach and ensures that our design accommodates diverse user needs, distinguishing our platform as more inclusive and personalized compared to competitors' offerings.



Mobile Version

Thank You

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