Web site design with the patron in mind: a step-by-step guide for libraries

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Abstrak

A library's website is the face of the institution in the virtual world. If users don't quickly, easily, and intuitively find what they need, they will move on to other sites?possibly for good. Librarians understand the importance of usability for other library services, but while most libraries have a website, many sites don't adequately address the needs of key users. In this engaging, nontechnical guide, Davidsen and Yankee take readers step-by-step through the process of creating a user-friendly web presence for the library.