

Digital Library Federation (DLF) Website Redesign and CMS Implementation Project Homework

- *Identify 3 competitor/peer sites*

Coalition for Networked Information: <http://www.cni.org/>

Association for Research Libraries: <http://www.arl.org/>

RLG Programs (a part of OCLC): <http://www.oclc.org/programs/default.htm>

Code4Lib: <http://code4lib.org/>

- *Identify 3 sites you like and why*

Association of Moving Image Archivists: <http://amianet.org/>
appealing navigation, decent integration of images with text

NISO: <http://www.niso.org/home>

clear nav, workrooms for working groups, db backed standards repository

Basecamp: <http://www.basecamp.com>

(not this site, but project sites in basecamp) assistance with collaboration, tracking work

- *Identify 3 sites you dislike and why*

DLF: <http://www.diglib.org/>

logic vague, hard to browse, content outdated, broken links, poor use of screen & sidebar

NISO: <http://www.niso.org/home>

dead ends (coming soon)

LIFT: <http://www.liftconference.com/>

very busy sidebar around an endless frame

- *Give a brief rundown of your user demographics (age/gender/socioeconomic status/computer literacy).*

All ages, though mostly 30-60. Librarians and library staff, so well educated and computer literate. Information management is their business.

- *List a few key descriptor words that you would like your site to visually evoke (e.g., professional, exciting, conservative, etc.).*

Clean, effective, informative, functional, engaging.

- *Classify your industry or sphere of influence/interest; please speak in broad as well as specific terms.*

Industry is Libraries and Information Management. The DLF is a premier membership organization with a long history (as these things go) working to make digital libraries a reality. We are very highly regarded and our members pay a premium price to stay involved. The standards we help set have a wide impact for libraries around the world.