

The Website. Information Architecture and webdesign

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Online Journalism

The Website

- Stages of development:
 - 1. Mission & Goals: what is it, what to achieve
 - 2. Vision: why we build it, what will happen in 2 years?
 - 3. Target audience: demographics, internet access, web experience
 - 3 types of Users: captive – “the innocents” (they love you), non-captive – “the browsers” (just looking around), experts – “the surfers” (big expectations)

The Website

- Stages of development:
 - 4. Content inventory
 - Static
 - Dynamic
 - Functional
 - Interactive
 - Sections & services
 - How much content do we have
 - Multimedia content

The Website

- Stages of development:
 - 5. Budget static >> dynamic
 - 6. Information architecture and web design
 - 7. Tehnological (software) development
 - 8. Content publishing
 - 9. (Usability) testing
 - 10. Website promotion
 - 11. Website launch
 - 12. Content updating and site administration

The Website

- Web development team:
 - Project manager
 - Information architect/Content experts
 - Content producers
 - Designer
 - Software developer
 - Web marketing person

The Website

- Information architecture:
 - Organizes information
 - Determines functionality of the site
 - Defines how information is retrieved from the website (navigation, labeling, search)
 - Projects the way the website would adapt to development and change

The Website

- Information architecture: Organizing information
 - Schemes:
 - Exact: alphabetical, chronological, geographical
 - Ambiguous: on subjects, objectives (to do), audience, metaphors, hybrids
 - Structures:
 - Hierarchy – 2 types of hierarchy on the websites
 - Shallow
 - Deep

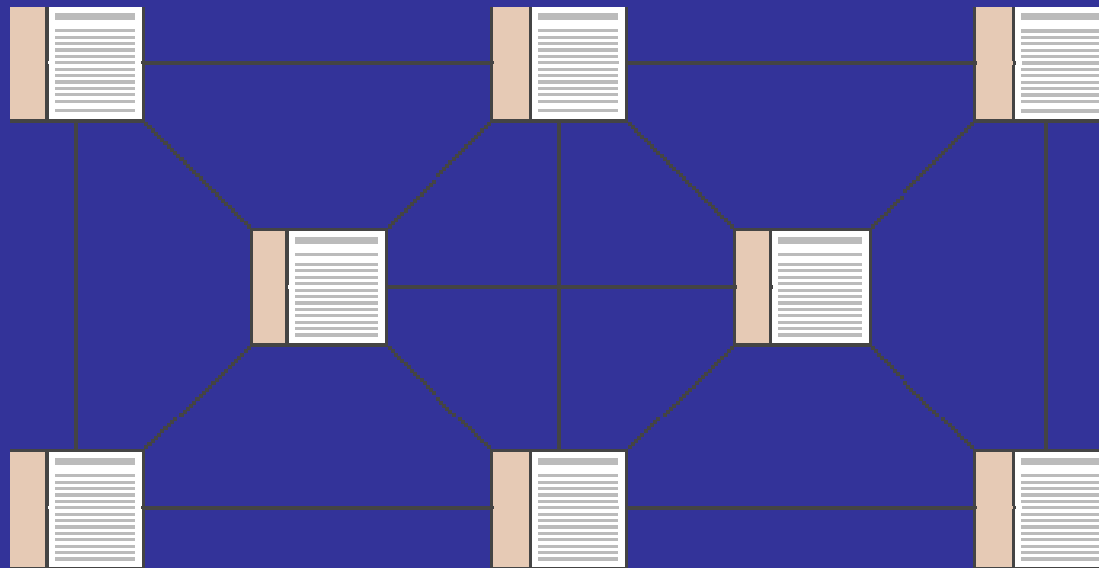
The Website

- Information architecture: Organizing information
 - Structures: Hierarchy



The Website

- Information architecture: Organizing information
 - Structures: Hypertext



The Website

- Information architecture: Organizing information
 - Structures: Relational Database
 - Navigation
 - Browser capabilities
 - Context information: organization/project name on every page, contextual path
 - Offer flexibility – redundancy, paralel navigation

The Website

- Information architecture: Navigation
 - Navigation types
 - Hierarchical
 - Global
 - Local
 - Ad-hoc/contextual navigation
 - Navigation elements:
 - Navigation bars
 - Frames
 - Pull-down/rollover menus
 - Remote navigation
 - Contents
 - Index
 - Site map
 - Guided tour

The Website

- Information architecture: Labeling
 - Inside navigation: buttons, unique names, explained using Alt
 - Indexing terms (meta tags)
 - Links
 - Titles
 - Graphic elements

 - Consistency in terminology
 - Consistency in granularity

The Website

- Web design
 - The Design should serve the content
 - The design should be consistent yet it should not be boring
 - Create a clear visual hierarchy: what is most important, what is connected to what, what is a part of something else
 - Use conventions (web conventions)
 - Divide the page into clear delimited areas
 - It should be obvious what is clickable on every page

The Website

- Web design
 - Think of the site graphic structure: 2-3 columns, need for a splash screen or not, a lot or few graphics
 - Think of a color structure: 3-4 colors that represent the org/project, Background color
 - What technology should we use?
 - Research similar projects
 - Balance different visions of the team

The Website

- Web design: The Homepage
 - Contains:
 - Site ID and mission
 - Hierarchy
 - Welcome message
 - Search
 - Content offers
 - Updated content
 - Ads
 - Shortcuts
 - Registration/login

The Website

- Web design: The Homepage
 - Problems:
 - Everybody wants a piece of it – first screen
 - Everybody have something to say about it
 - Has to adapt to every tipe of visitor
 - Has to answer to 4 questions: what is this, what I find here, what can I do here, why here?
 - 4 ways to kill a homepage:
 - A big banner on top
 - Promoting everything
 - Banner exchanging
 - Too much data asked from users

The Website

- Usability
 - The Trunk test:
 - What site is this ? – site ID
 - What page is this ? – page name
 - What are the site sections ? – global navigation
 - What options do I have here? – local navigation
 - Where am I in the overall site structure? – you are here
 - How can I search something? – search
 - I am lost – Home button
 - Usability tests – early in the process – drawing, idea of the site, functionality