



**WEB CONTENT ROCKSTAR BREAKFAST SERIES:
WEBSITE ORGANIZATION FOR A BETTER UX**

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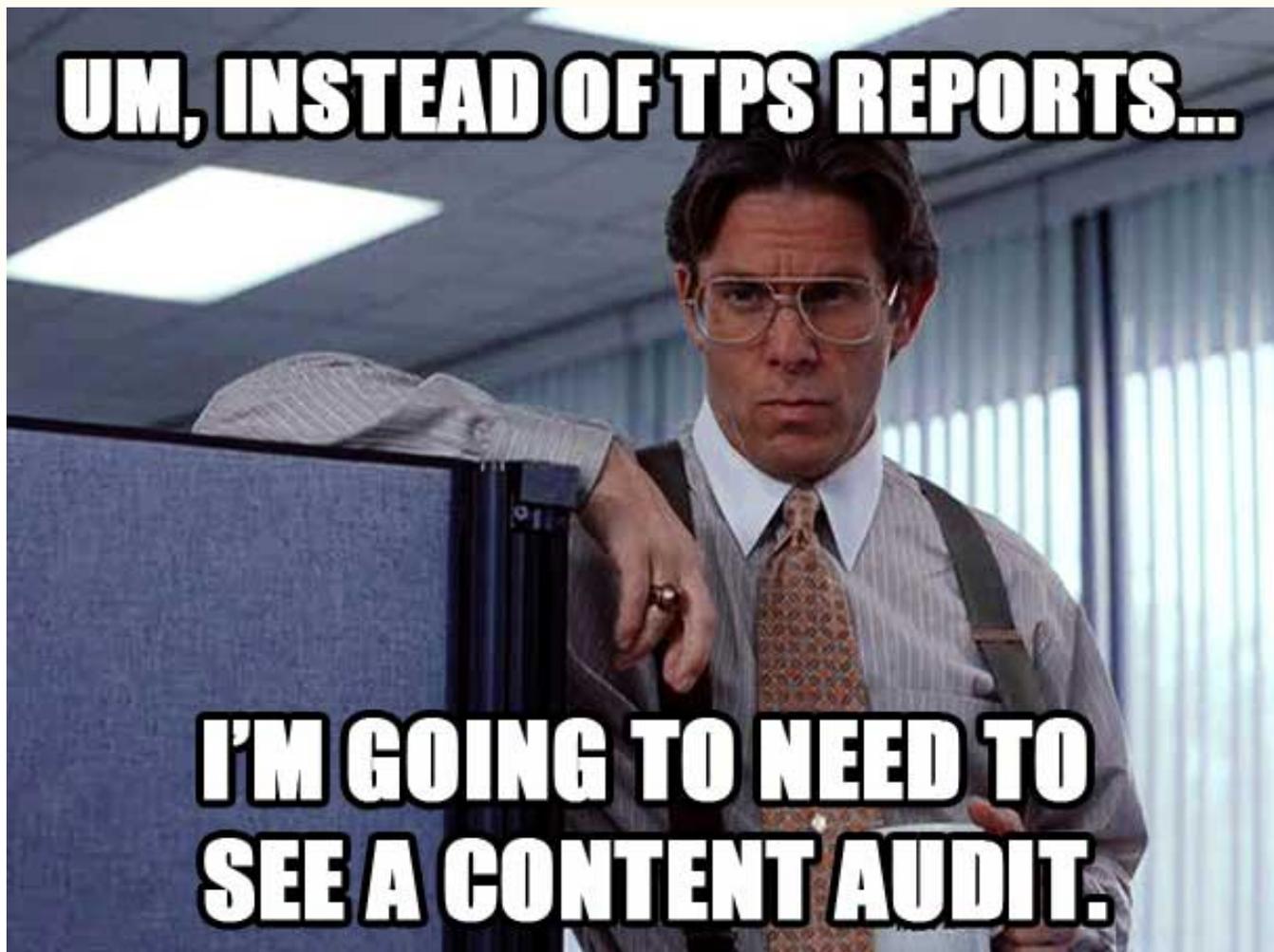
Why Does Information Architecture Matter?

- ▶ Because it is the foundation of good user experience (UX).
 - Good information architecture reduces the number of clicks a visitor needs to take to reach their destination
 - It also reduces the number of options available to prevent confusion and overwhelm your users.
- ▶ You have to understand the best and most likely path for a visitor to take, and deliver what they want with minimal friction
 - Don't make them consider information that isn't relevant to them.

Basic Architecture and UX Concepts

- ▶ Know your content inventory.
 - You can't organize something when you're not sure it exists.
- ▶ Understand your hierarchy.
 - It needs to make sense from top to bottom.
- ▶ Don't make your users think.
 - Browsing your site should involve very little brain power.

Know Your Content



Know Your Content

- ▶ Step 1: Scan and catalog your existing content
 - Make sure you're looking at the site structure so you don't miss pages that are hidden from the navigation

- ▶ Step 2: Review your content for gaps and quality
 - You might find content that needs to be revised, deleted or developed. Watch for things like:
 - Outdated content
 - Inaccurate content
 - Content without a strategy or brand voice
 - Not enough (or too much) information on a topic

- ▶ Step 3: Prioritize your revisions

Understand Your Hierarchy

▶ Step 1: Group your content

- This is where note cards become your best friend
- Card sorting/content chunking can help you determine your top-level categories and how your information will flow
 - Write down one page or content item per card
 - Organize the cards into related categories
 - When it makes sense, take a picture of your layout

▶ Step 2: Get Feedback

- If you haven't involved your team already, make sure you give them a chance to weigh in on what you're doing
- If you can, have someone outside of your department give you feedback, too (students are great for this).

Don't Make Your Users Think

- ▶ Now that you've finished your content inventory, you're an expert on your site's content — but your user isn't.
- ▶ Give them a clear path that leads them to valuable information quickly and easily.
 - Don't make your site architecture too deep

And Now It's Time For An...

**AWESOME
MUSIC
METAPHOR!**

You Are a Record Store



You Are a Record Store

- ▶ If you have your entire inventory in a box, your customers aren't going to know where to start looking.
 - Metallica and Mozart don't belong in the same box
- ▶ Separate your records in ways that work.
 - Alphabetical order by genre