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

um, instead of tps reports...

i’m going to need to see a content audit.
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    - Outdated content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