

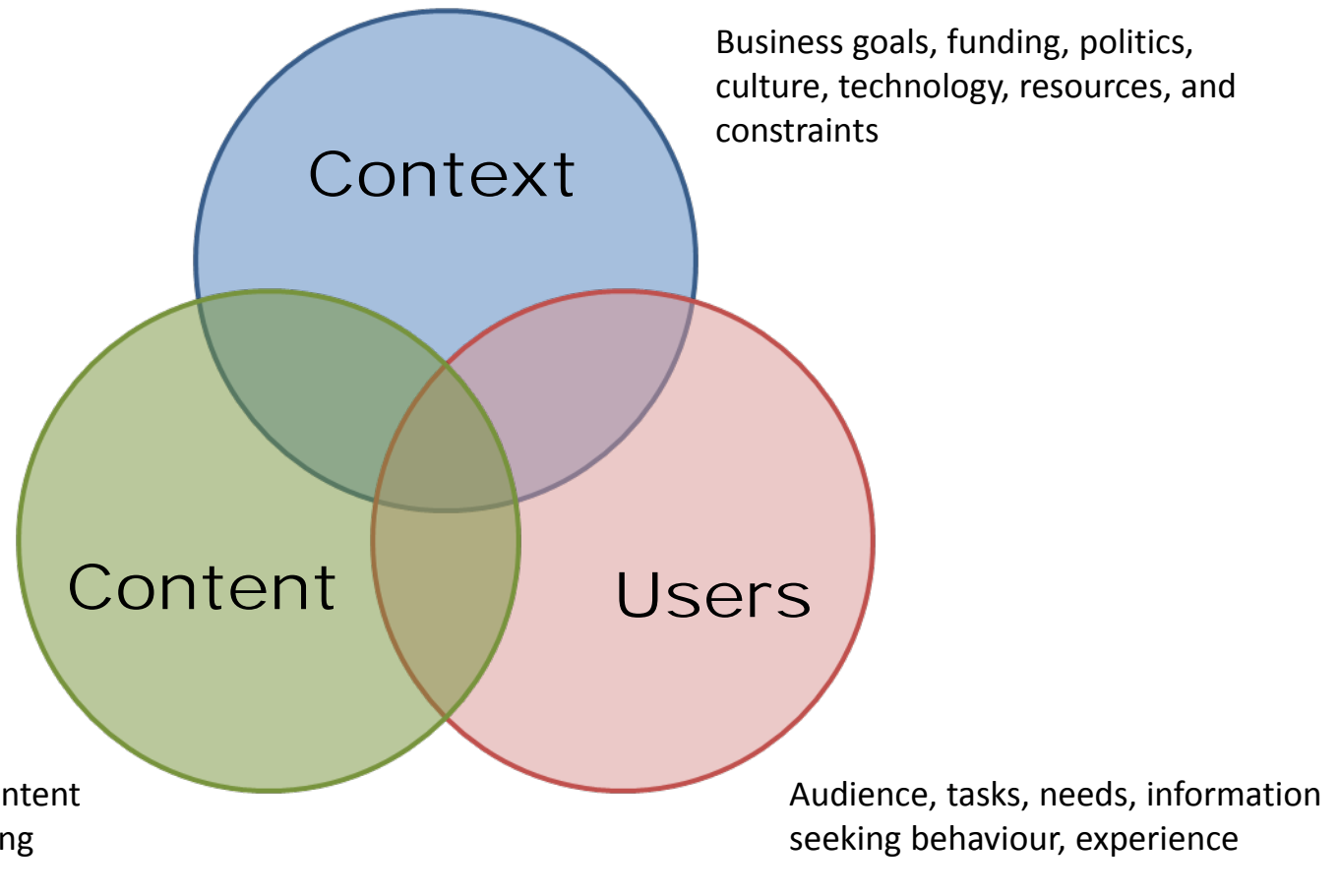
Information Architecture & Navigation

Website Planning

What is an Information Architect?

- "I organize huge amounts of information on big web sites and intranets so that people can actually find what they're looking for. Think of me as an internet librarian."
- "I help my company by making it easy for customers to find our products on our web site. I'm a kind of online merchandiser. I apply one-to-one marketing concepts on the Internet."
- "I'm the one who takes on that information overload problem that everyone's been complaining about lately."

Information Ecologies



From: *Information Architecture for the World Wide Web* by Peter Morville & Louis Rosenfeld

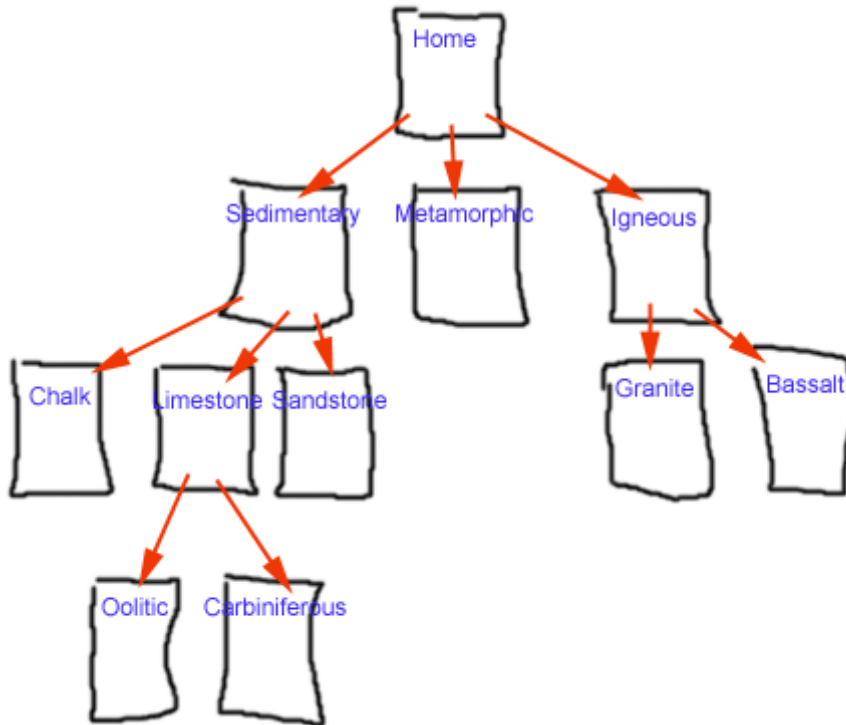
Information Architecture Components

- *Organization Systems* – How we categorise information (e.g. by subject or chronology)
- *Labelling Systems* – How we represent information (e.g. scientific terminology "Quercus" or lay terminology "Oak")
- *Navigation Systems* – How we browse or move through information (e.g. clicking through a hierarchy)
- *Searching Systems* – How we search information (e.g. executing a search query against an index)

Information Architecture

- How the content of a site is organised.
- It should be logical and transparent.
- Use the IA structure to inform navigation design.
- With complex content, it may be necessary to provide multiple navigation schemes.
- Depth of hierarchy (3 clicks?)
- "Friendly" (descriptive) URLs.

Information Architecture



- Categorise and arrange your information
- Always design your web on paper first
- Most sites use a hierarchical structure
- Limit first order categories to 6 or fewer
- Limit structure depth to 4 unless there is a good reason

AI into Browsing Aids

- *Organization Systems* – The main ways of categorizing a site's content. Also known as taxonomies and hierarchies.
- *Site-wide Navigation Systems* – Primary navigation systems that help users understand where they are and where they can go within a site.
- *Local Navigation Systems* – Primary navigation systems that help users understand where they are and where they can go within a portion of a site.
- *Sitemaps/Tables of Contents* – To supplement primary navigation systems; provide a condensed overview of and links to major content areas.

AI into Browsing Aids

- *Site Indexes*— Supplementary navigation systems that provide an alphabetical list of links to the contents of a site.
- *Site Guides* – Supplementary navigation systems that provide specialized information on a specific topic.
- *Site Wizards* – Supplementary navigation systems that lead users through a sequential set of steps.
- *Contextual Linking Systems* – Consistently presented links to related content. Often embedded in text, and generally used to connect to highly specialized content within the site.

Introducing Web Navigation

"Navigation plays a major role in shaping our experiences on the Web. It provides access to information in a way that enhances understanding, reflects brand, and lends to overall credibility of a site. And ultimately, web navigation and the ability to find information have a financial impact for stakeholders."

Types of Navigation

HOME | SITE SEARCH | SITE MAP | ABOUT | SUBSCRIBE | CONTACT

CADTutor

The best free help for AutoCAD on the web

Logo (home page)

Ad hoc (utility)



Tutorials | Michael's Corner | Forums | AutoCAD FAQ | Links | Download

Wednesday
10th December 2008

AutoCAD Tutorials

- AutoCAD
 - The Basics
 - Beyond Basics
 - Techniques
 - Modelling and Rendering
 - Exercises
 - Key TERRA-FIRMA

3ds Max Tutorials

- 3ds Max
 - The Basics
 - Working with Objects
 - Create a 3D Landscape
 - Materials and Production
 - Techniques
 - Quickscape

Other Tutorials

- Bryce
- Photoshop
- PowerPoint

AutoCAD Tutorials

Structural (primary)

The AutoCAD tutorials section contains a range of tutorials from beginner to advanced and covering both 2D and 3D. The tutorials are divided into categories: [The Basics](#), [Beyond Basics](#), [Techniques](#), [Modelling and Rendering](#) and [Exercises](#). If you're looking for something specific, try the relevant category or take a look at the [full listing](#) on this page.

Structural (secondary/tertiary)

Don't forget to visit our friendly [AutoCAD Forum](#) if you need to ask questions about AutoCAD and keep learning month-by-month with [Michael's Corner](#).

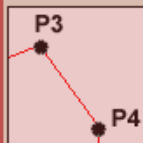
Content linking

Popular AutoCAD Tutorials

Tutorials with the most visits per day

Contextual (reactive/interactive)

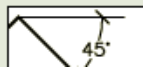
Drawing Objects



Getting to grips with AutoCAD's basic drawing tools. This is an ideal start for the AutoCAD beginner.

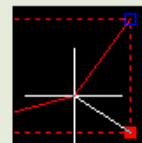
Visits per day: 440.64

Site Layout Exercise



This exercise is designed to help you test out your basic AutoCAD skills.

Modifying Objects



This tutorial runs through all of the modify tools, demonstrating practical examples in each case.

Visits per day: 150.37

Direct Distance Entry



The essential way of working with AutoCAD

Search this site:

CADTutor Web

Search

Google Search

Ads by Google



AutoCAD Training

AutoCAD & LT training for beginners Advanced/3D Essex/Suffolk/London www.CAD-Bureau.co.uk

Advertising

AutoCAD Survey

Most Used CAD System In The UK? Find Out In Our CAD Survey Results. www.Design-Talks.com/Whitepap

3D CAD Software

Accelerate your Design Validation Download technical resource kit www.NI.com

Navigation

- A well designed website will have a "balanced" navigation system incorporating many navigation types.
- Navigation affects site credibility.
- Take a "user centred" approach to navigation design.
- Users will build a mental map of a website; make it easy to visualise the structure.

Navigation

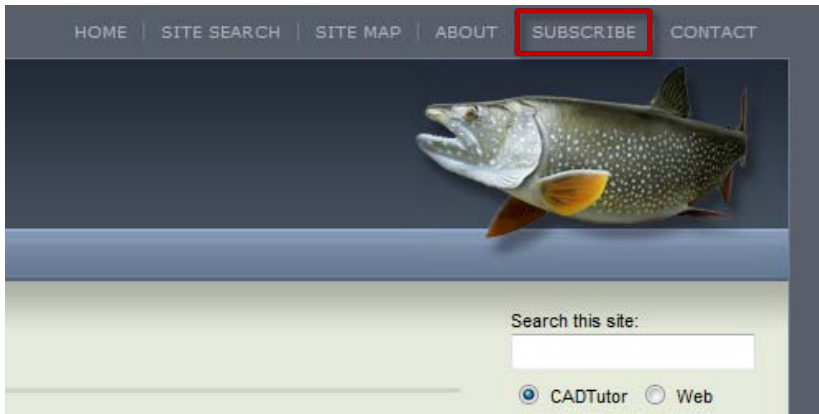
- Always confirm rather than confound user expectation.
- Users do not always start at the homepage!
- Consider the many types of navigation (e.g. breadcrumb).
- Site maps – navigation and SEO/findability.
- Site search is an important navigation tool.

Navigation, the bottom line

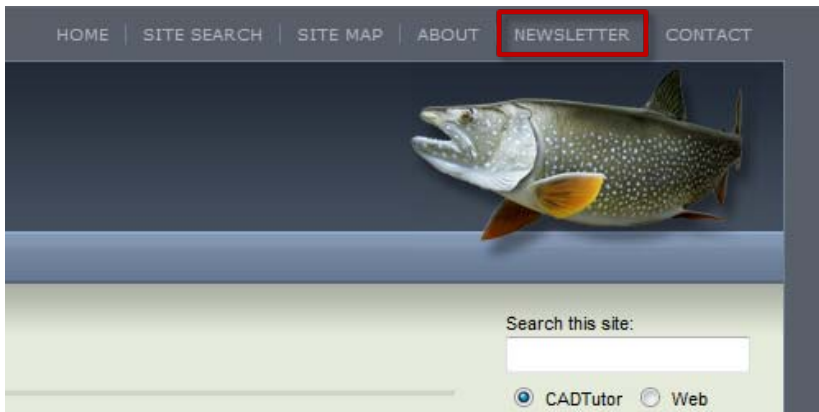
- Customers can't buy what they can't find.
- Employees lose productivity when navigation is inefficient.
- The cost of support increases with poor navigation.
- Brands become devalued with poor navigation because of negative experiences.

A Personal Experience

How to encourage visitors to subscribe to a monthly newsletter?



= hours of work for the site owner

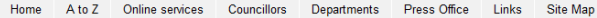




= zero work for the site owner

Navigation

- Has navigation failed if you have to explain it or is it just a usability courtesy?

[Skip to main content](#) | [Text only](#) | [Printer-friendly version](#) | [Languages](#) | [Contact us](#) | [Help](#) | [Accessibility](#)



You are in: [Home](#) > [Help](#) > [Website usability](#) > [Website navigation](#)

- Home
- Help
- Website usability**
- Translation services

Website navigation

This page gives details of the common navigation sections found on our website. Items within the navigation include features such as ways to print pages and text-only versions of web pages.

Top navigation

At the top of each page the are two sets of related links. One set is above the banner and the second set, in grey, sits just below the banner.

The very top group functions include:

- **Text only** - change the website look into a text only version. If you have a sight problem, a very old browser, or a text-only browser such as Lynx this may be a helpful option to use the website.
- **Printer-friendly version** - when you use this option, a printable version of the page you are viewing will open in a new window. You can then print this page according to your browsers print settings.
- **Languages** - following this link will take you to the Transtation Services webpage. This page provides you with information on how to get information from the Council in another language, Braille, large print, audio tape or electronic format (by email or on disk or CD).
- **Contact us** - this page provides information on how to get in touch with the Council.
- **Help** - this section of the details subjects such as how to use the website, how we use personal information and accessibility information.

The second group of top navigation provides links popular areas of the website. These include:

- Home - a link to get back to the home page
- A to Z - this links to the Council's A to Z, where you may be able to find topics listed alphabetically
- Departments - information on particular Council directorates and departments
- Councillors - information on Councillors and democratic processes in the London Borough of Richmond upon Thames
- Press Office - the section for press releases, public notices, filmrichmond and how to contact the Media and Communications Team
- Links - Where you can find links to neighbouring councils and useful local websites
- Site Map - A hierarchical list of the pages for the website

Breadcrumb trail

Below the top navigation, near the top of every page on our website, you will see some words 'You are in....' and possibly followed by several hyperlinks. This is a breadcrumb trail and highlights your path through the website. The breadcrumb trail allows you to retrace your steps and revisit previous pages. Alternatively you may prefer to use the back button on your web browser or the alt key + back arrow on your keyboard.

In this section

- Website usability
- Finding what you want
- Website navigation**
- Documents found on this web site
- Mobile and PDA access
- Really Simple Syndication (RSS)
- Secure Socket Layer (SSL)
- Social bookmarks
- Website availability
- Website usage statistics

This is the end of the presentation