

Starting your website right

Information Architecture and Navigation Planning





Plan, Plan, Plan – Start your Website right

“If I had 6 hours to cut down a tree, I would spend the first four sharpening my saw.”

- Abraham Lincoln

What does planning the website involve?



- Information Architecture (IA) for websites
- Website Navigation
- Content planning
- Sitemaps
- Wireframing

Website Information Architecture (IA)

A website's information architecture involves:

- The identification of **content** and **functionality** for the site.
- The underlying organization, structure and terminology that define the relationships between a site's content and its functionality.

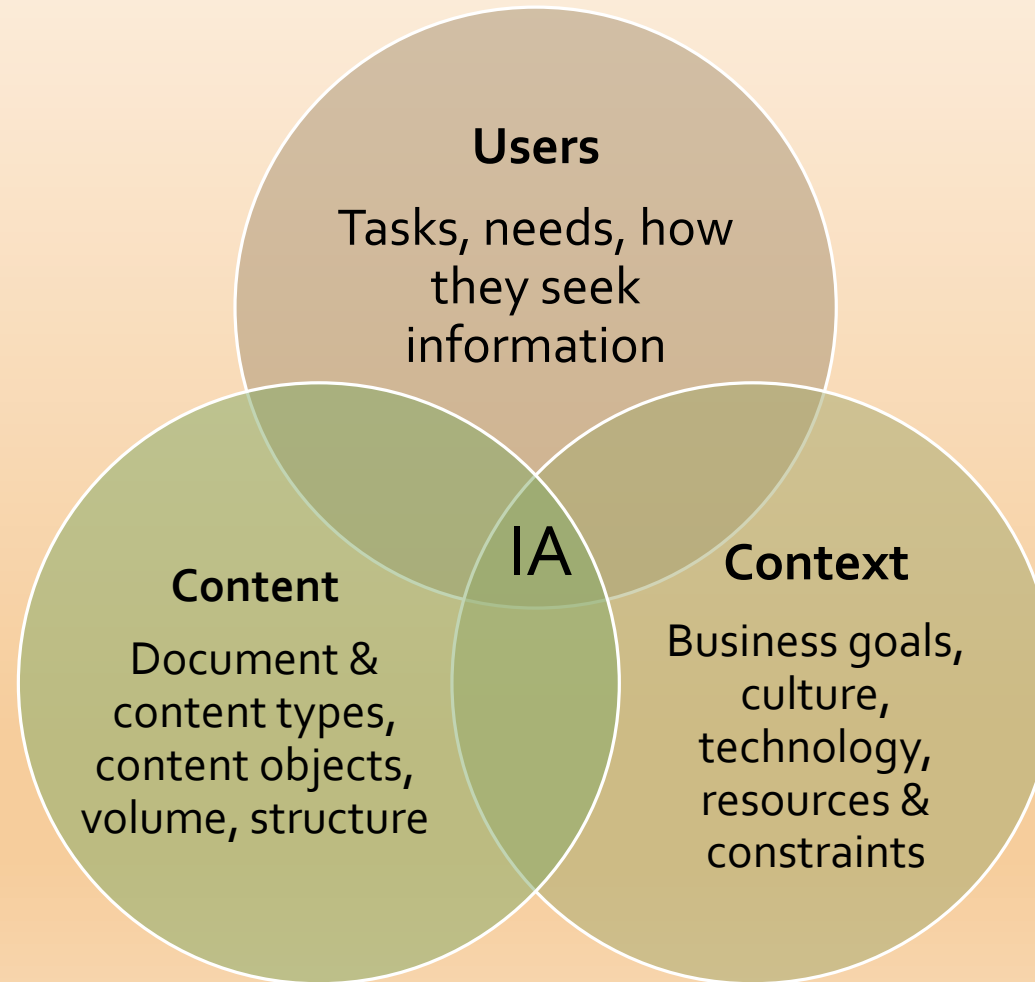
[IA is not part of the on-screen user interface (UI) — IA influences UI.

The IA is detailed in spreadsheets and diagrams, not in wireframes.]

Objective of Website IA

- To organize the content and flow of a website
- To come up with a structure and design that balances the users' desires with the needs of the business.
- To determine content and its hierarchy

The 3 pillars of Website IA



Content Organization for Target Audiences

- Assess and organize content
- Gather a list of the necessary content
- Define user - centered relationships with your content
- Organize that content relative to your audience's needs



Importance of Sitemaps

Pages & information your website should contain are identified

Pages and functions are aligned to your user's priorities

All content is categorised appropriately

Project stakeholders understand how a website and the information it contains will be structured

Your website is easy to navigate

The sign-off process on navigation menus, labels and site-wide terminology is not hampered or compromised by internal politics

Labeling

- Taxonomy development – standardized naming convention leading to labeling
- Consider keywords too while developing labels/ page names

Information to aid discovery

- Descriptive information development - “Related Link” lists
- Other navigation components
- Useful metadata

Website Navigation

- A website's navigation is a collection of user interface components.
- The primary goal of navigation is to help users **find information**, and encourage them to take desirable actions.





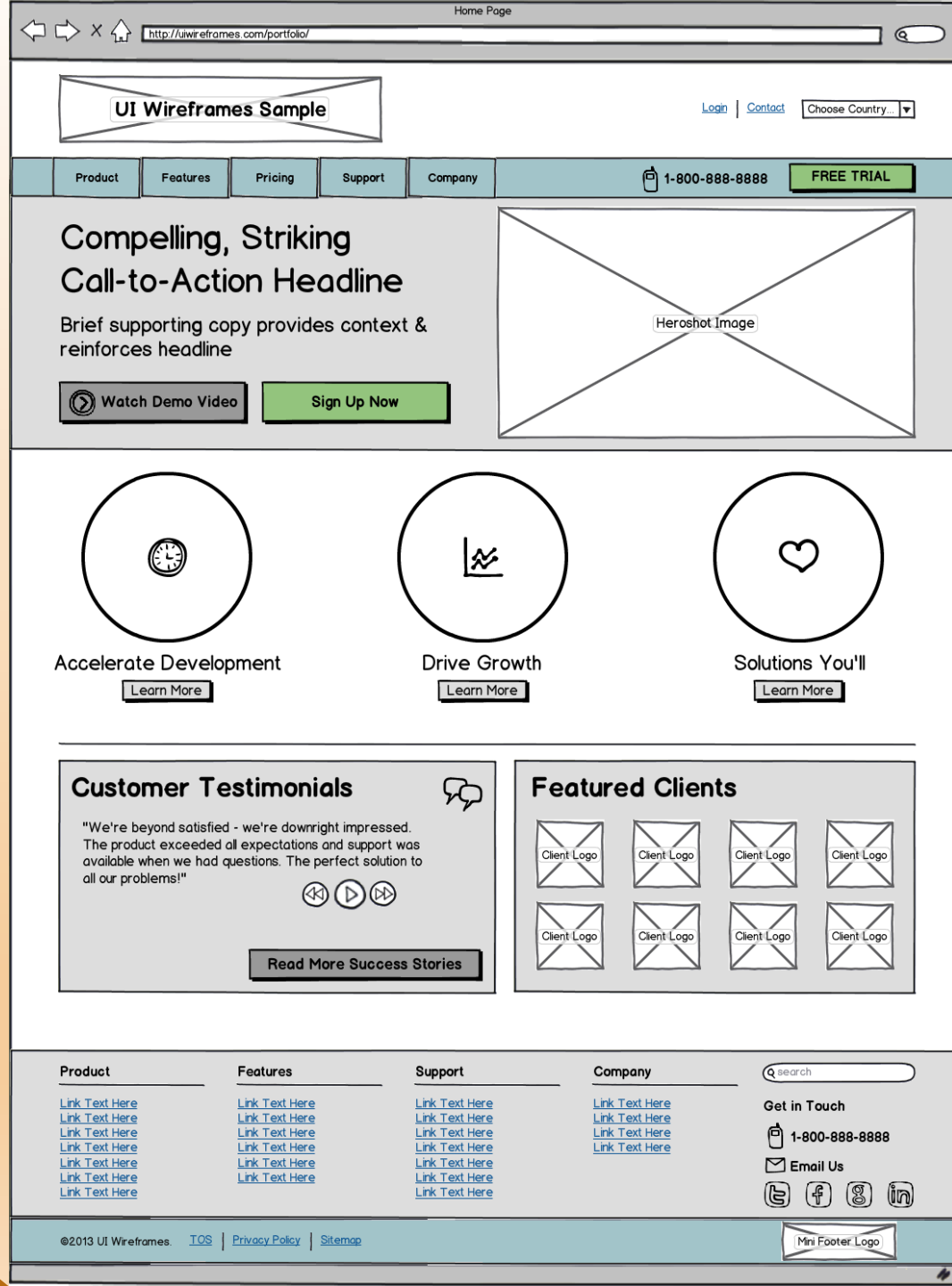
Importance of good navigation

- Enables browsing and **information discovery** with ease.
- Navigation in a website creates an ideal flow of links that offers a logical path to the relevant sections of a website for the visiting users.
- Better user experience.



Navigation components

- Global navigation
- Local navigation
- Utility navigation
- Breadcrumbs
- Filters & facets
- Related links
- Footers, fat footers
- Links - internal
- Buttons
- CTAs
- Tabs



WIREFRAMING

- A website wireframe, is a page schematic or screen blueprint.
- It is a visual guide that represents the skeletal framework of a website.
- Wireframes are created for the purpose of arranging elements to best accomplish a particular purpose.

Importance of Wireframing

- Shows a **visual representation** of the page structure and flows
- It **separates different planning aspects** of the website – Layout, functionality and creative or branding aspects of the website are not mixed up in one step.
- It makes the design process iterative; improves usability
- Saves time, effort and money since layout and functionality decisions can be made earlier on in the process, before the actual website design and development are done.

Information Architecture & Navigation Planning for Websites

Plan website
communication
strategy

Content
Organization
and labeling

Search and
navigation
systems

Create Sitemap

Wireframe for
major pages of
the site

Service Deliverables:

- Sitemap options (including linkages with social media, group company sites)
- Sitemap labeling options
- Wireframes that help in verifying what should be included and where
- Make information easily accessible and workflows clear
- A sustainable sitemap that will be relevant & scalable for 3 to 4 years



Plan the website right, so it delivers right

- Just like you need a blueprint before you start building, you need plan and a clear understanding before you start a website
- Different teams can work together – content, design, developers, SEO
- There is a clear understanding of the outcome
- Easier to plan content development
- Helps design better

Thank you



Content Marketing . SEO . Website redesign

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