

Information Architecture Critique: J.P.MorganChase

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December 9th, 2024

Information Architecture Critique

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Dear Jamie Dimon and all other board members, I have been conducting an analysis of the information architecture of the J.P.MorganChase corporate company website and seek to explain my findings to you for the homepage, “Human Rights” page, and the search function/lack thereof. This analysis has been conducted by applying the principles of information architecture to the website and conducting a study that included interviews, user task testing, and card sorting exercises with three individuals of different levels of technical experience. After analyzing the data from the study and applying information architecture principles, I have some suggestions and recommendations to improve the architecture of the website. During this report, I will explain the results to each section of the study followed by recommendations and mock wireframes/sitemaps. Full results for the study and my own notes will be available at the end of the report.

Study

Interview Questions

1. “What would bring you to a corporate banking site like JPMorganChase?”

This interview question was chosen to get a baseline understanding of why individuals would be visiting your corporate company website. The answers to this question varied between all three respondents. The first respondent said that they would visit this site to learn more in-depth about the company. The second respondent said that they would be visiting the website to learn more about public relations and career opportunities. The third respondent said that they would not choose to go to this type of website.

2. “How much experience do you have navigating websites similar to this one?”

This question was chosen to gauge the level of experience with similar websites for testing purposes. Respondent 1 said that they had average experience with this type of website and that they have explored similar sites previously. Respondent 2 said that they had extreme and extensive experience with websites like this one. Respondent 3 said they had very little to no experience with sites like this.

3. What information would you want to find front and center on the website (JPMorganChase)?”

This question was chosen to get an understanding of what information would be expected to be on the homepage of the website. Respondent 1 said that they would want to see career opportunities and community impact on the homepage. Respondent 2 said that they would want to see diversity, equity, and inclusion statistics and information along with information on ongoing issues with the company. Respondent 3 said that they would want to see the mission statement and investor information.

4. “What was easy or hard about navigating the website?” (conducted after testing)

This question was chosen to provide a better insight into potential struggles or highlights respondents had with the website navigation during testing. Respondent 1 said that they thought that the section titles on the homepage made it easy to find information, but they did not enjoy the overall navigation system in place and thought some of the text was too small and hard to read. Respondent 2 said that a drop-down menu would be preferable over the current hamburger menu style menu and there is a lack of extra navigation options for individual pages. Respondent 3 said that the labeling for the navigation system and some sections were too vague.

5. “What changes would you like to see to the website?” (conducted after testing)

This question was chosen to receive suggestions and recommendations for the website redesign. Respondent 1 said that they would like to see more straightforward information organization through the use of divided out sections (referring to the Human Rights page). Respondent 2 said that they would want some local navigation options added along with better space management (too much white space). Respondent 3 said that they would like more descriptive labeling for the navigation systems and content sections as well as a better menu system for global navigation.

Summary of Interviews

The interview that was conducted resulted in a wide range of reasons for visiting the website, experience levels with similar websites, and opinions on what should be on the homepage, which was to be expected. However, two main themes arose when respondents started discussing problems and potential changes to the website. Throughout interview questions four and five, all three respondents mentioned that the navigation system, both global and local, either made it difficult to get around the website or that they would want to see a change to those systems. In those same two questions, two of the respondents mentioned struggles with or potential changes to the labeling system. The main issue respondents had with the labeling system was that the labels for section content and the navigation systems were too vague. From the interview questions alone, it is clear that these two systems need to be changed or adjusted. Some other problems or suggested changes mentioned were, adding sections to the “Human Rights” page, some text was small and hard to read, and better empty space management.

User Tasks**1. You have finished reading the “About Us” page and wish to return to the Homepage, how will go about returning?**

This task was chosen due to the lack of options in returning to the homepage (the only way provided is by clicking on the logo). I wanted to test if the logo method alone is strong enough to warrant not having another way to return to the homepage. Respondent 1 used three clicks to get to the “About Us” page, which is the minimum clicks needed without using the fat footer. They then used two clicks to return to the homepage. The extra click was from them initially trying to use the hamburger menu to return home. Respondent 2 used three clicks to navigate to the “About Us” page. They then only used one click to return to the homepage as they went for the logo immediately. Respondent 3 used three clicks to navigate to the “About Us” page. They then used three clicks to navigate back to the homepage. The extra two clicks were to check the menu for a home option like respondent 1.

2. You decided that you were interested in learning how JPMorganChase handles human rights outside of the United States. More specifically, you want to know how conflicting rights of two countries are handled. You navigated to the “Human Rights” page and now must find the information you are looking for.

This task was chosen to test the organizational and labeling system within the “Human Rights” page. I wanted to know how long it realistically takes the different levels of users to find the information requested within the page. Respondent 1 used three clicks to navigate to the “Human Rights” page. They ended up using the fat footer because they could not find it within the menu. They were then not able to locate the information on the page. They said that they struggled to read the wall of text presented to them. Respondent 2 used three clicks to navigate to

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the” Human Rights” page. Like respondent 1, they could not find it in the menu, so they used the fat footer. Respondent 2 could not find the information requested within the page. They did not state what prevented them from being able to find it. Respondent 3 use 19 clicks to navigate to the “Human Right” page. They used that many clicks because they continuously tried to find the page within the global menu system. They had to be manually directed to the fat footer to find the page. Respondent 3 could not find the information within the webpage and verbally stated themselves, “I have to read all this?”.

3. You recently saw a news story covering veteran employment within

JPMorganChase and decided to check it out on their site. You know that the story is on the homepage but you’re not sure where. Without a search function, you will have to search the homepage and find it yourself.

This task was chosen to test the organization and labeling for the content on the homepage. I also wanted to test if the labels for the content are descriptive enough. It took respondent 1 one minute to find the story that was requested. They found the story within the scrolling sections towards the top of the page. It took respondent 2 ten seconds to find the story that was requested. They found the story within the “See impact in action” section of the homepage. It took respondent 3 thirty seconds to find the story that was requested. They also found the story within the “See impact in action” Section of the homepage.

Summary of User Tasks

The user tasks revealed several different problems with the information architecture for the JPMorgan website. Firstly, two-thirds of the respondents’ first instinct was to check the menu for a home option, which is not there. Secondly, it takes a minimum of three clicks, not

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including use of the fat footer, to navigate to any of the sub pages for the website through the menu. Thirdly, the wall of text with random quotes pulled out and highlighted on the “Human Rights” page posed a problem for all three respondents when trying to find information on the page. Lastly, as of writing this, the “Human Rights” subcategory is not located within the menu at all, leading to two of the respondents using the fat footer and one not being able to find it at all without direction.

Card Sorting Exercise

The card sorting exercise was conducted using a closed method to validate the pre-existing global navigation labels. Participants organized the cards based on where they thought each sub-category fit into the major categories of the global navigation system. 16 out of the total 26 subcategories were not placed properly by at least two respondents. 9 out of the total 26 subcategories were misplaced by all three respondents. All three respondents misplaced at least 14 subcategories with the average being 16. Both respondents 1 and 3 verbally stated that they did not understand what was meant by “Institute” (one of the seven major categories) or “Governance” (one of the 26 subcategories). The results of the card sorting exercise show a very clear disconnect between the users and the category names and locations within the global navigation system.

*Card sorting results, specifics, and notes can be found within the study section of the report

*Subcategory titles were shown to respondents in full, abbreviations were used in transcription of results for space management

Recommendations

Global Navigation System

In my opinion, the global navigation system needs the most work out of all the things tested for and observed. Firstly, I would recommend switching to a hoverable drop-down menu in place of the hamburger menu and adding “Home” as one of the major categories. This would increase visibility as all the major menu categories would be able to be seen on any page and allow people who may not know about the logo to easily traverse back to the homepage. This change would also reduce the number of clicks needed to navigate to different subpages. Secondly, many of the navigation labels should be renamed or moved to a different major category (listed below). Finally, I would recommend adding a search bar to the global navigation set up at the top of the screen (more on search functionality in a later section).

List of recommended global navigation labeling changes:

- Rename “Leadership” to “Our Leadership”
- Rename “Suppliers” to “Our Partners”
- Rename “Governance” to “Governance and Principles”
- Rename “Art Collection” to “Our Art Collection”
- Move “Human Rights” page to “Impact” category
- Rename “Business Growth and Entrepreneurship” to “Supporting Business Growth and Entrepreneurship”
- Move “Careers and Skills” page to “Careers” category
- Rename “Financial Health and Wealth Creation” to “Promoting Financial Wealth”
- Rename “Initiatives” to “Impact Initiatives”

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- Rename “Diversity, Equity, and Inclusion” to “How We Promote Diversity, Equity, and Inclusion”
- Move “Stay Informed” page to “Newsroom” category
- Move “Community Relief” page to “Impact” category
- Remove “Community” category
- Rename “Institute” to “The JPMorgan Institute”
- Rename “Research” to “JPMorgan Institute Research”
- Rename “Grow with Us” to “Employee Growth Opportunities”
- Move “Alumni Network” page to “Newsroom”
- Rename “Recruitment Scams Warning” to “Employment Scam Warning”
- Move “Investor Relations” page to “Newsroom”

Homepage

There are three recommendations I have for the homepage. Firstly, I would recommend that a local navigation system be added to the homepage. In the wireframes I added it as a sidebar menu and a “Return to top of page” button at the bottom, but the inclusion of any local navigation would greatly benefit the page. The local navigation system would allow users to quickly jump to sections, find specific information easier, or give them quick access back to the top of the page. Secondly, I would recommend restructuring the content layout on the homepage. I think the inclusion of one scrolling section of information is fine, but having multiple different sections that must be interacted with to see all the information can be a burden on the users. I would break down these interactable sections and display each section individually. Lastly, I would recommend keeping with a consistent theme in terms of layout within the whole

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homepage. Each individual section of information looks different, and it makes it seem like it was stitched together rather than belonging together.

Human Rights page

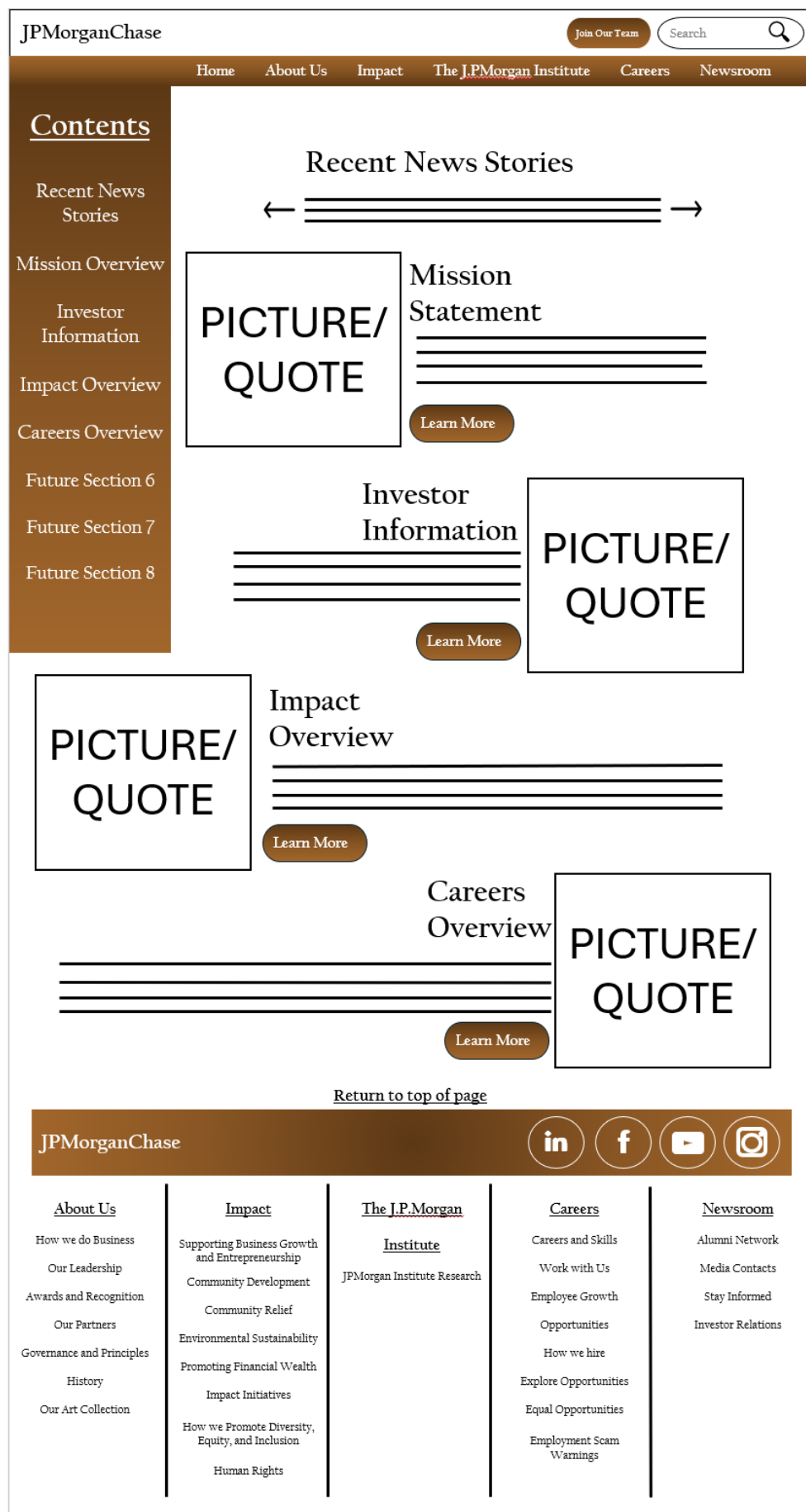
There are two recommendations I have relating to the “Human Rights” page. Firstly, just like the homepage, I would recommend that a local navigation system is added. As stated above, the local navigation system creates many benefits for the user experience on the page. Secondly, I would recommend that the content of this page be organized and divided into different sections. The wall of text with random quotes highlighted like sections makes it confusing and difficult for users to read. There is enough different information on the page to warrant dividing it out into clear sections.

Addition of Search Function and Results page

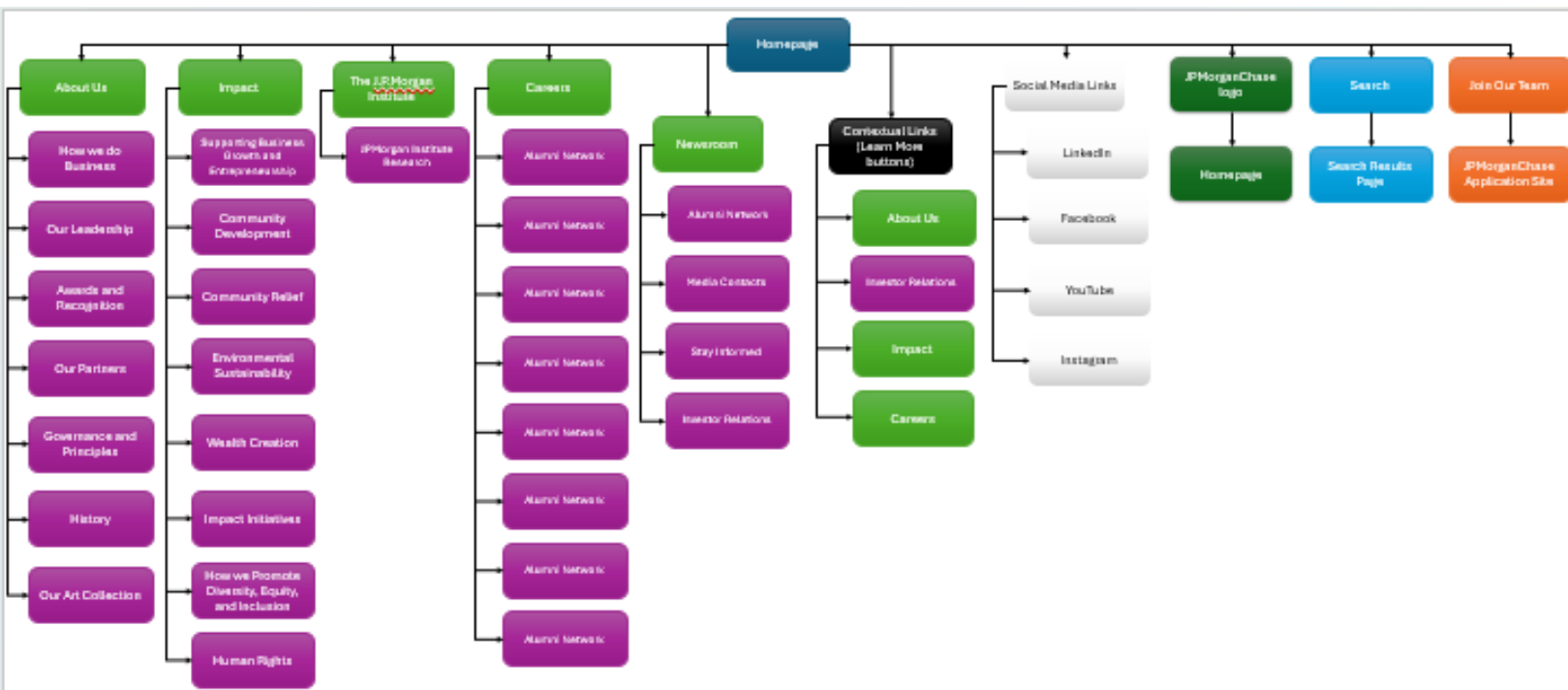
As stated in the Global Navigation System section, I would recommend adding search functionality and an accompanying results page to the website. A keyword search would be the best option for the search type as there is a lot of information and text spread across the entire website. This would allow users to search for pieces of information quickly instead of having to slog through the entire website to find what they are looking for. On the “Search Results” page, I would recommend using a list format that highlights the key word/phrase searched for and providing filters that allow users to search for different types of information such as articles or earnings reports. This would greatly improve the overall usability and user experience for this website.

JPMorganChase Homepage

[illegible]

Homepage Wireframe

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Homepage Sitemap

Human Rights Page

JPMorganChase

Join our team →

About us > Human Rights

Human Rights

JPMorgan Chase supports fundamental principles of human rights across all our lines of business and in each region of the world in which we operate. JPMorgan Chase's respect for the protection and preservation of human rights is guided by the principles set forth in the United Nations Universal Declaration of Human Rights.

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JPMorgan Chase's relationships with our employees, clients and suppliers, and with the countries and communities in which we operate, are intended to reflect the principles, policies, codes and accords set forth and referred to in this Human Rights Statement. Our conviction with respect to responsible, honest and ethical behavior informs our Code of Conduct and the character of our company is defined by the personal integrity and honesty of our employees.

JPMorgan Chase has adopted the [Wells Fargo Principles](#) and is one of the founders of The Carbon Principles for understanding carbon risk. Our asset management business has adopted the [United Nations Principles for Responsible Investing](#) and the [Sustainable Industries Transparency Initiative](#). We consider the [Equator Principles](#) for certain transactions which, through the International Finance Corporation's environmental and social Performance Standards, addresses issues such as labor and working conditions, community health and safety, land acquisitions and resettlement, and the treatment of indigenous peoples.

"We believe we can play a constructive role in helping to promote respect for human rights"

JPMorgan Chase believes it is the role of government in each country to protect the human rights, including the safety and security of its citizens. However, we believe we can play a constructive role in helping to promote respect for human rights by our own actions and by seeking to engage with the governments of the countries with and in which we operate. Further, we acknowledge the [Guiding Principles on Business and Human Rights](#) as the recognized framework for corporations to respect human rights in their own operations and through their business relationships.

JPMorgan Chase complies with applicable international and local legal requirements in the countries in which we operate. Where local law conflicts with the principles contained in this Human Rights Statement, JPMorgan Chase complies with local requirements while, at the same time, seeking ways to uphold the principles set forth in this Human Rights Statement.

While JPMorgan Chase recognizes that it is the responsibility of each client and supplier to define its own policy and approach to the issue of human rights, we believe such relationships provide an opportunity for the development of best practices relating to the promotion of human rights. In our client relationships we seek to incorporate respect for human rights and demonstrate a commitment to fundamental principles of human rights through our own behavior. We seek to engage with suppliers whose values and business principles are consistent with our own and through our procurement policies and standards seek to encourage behavior by our suppliers that is consistent with the principles set forth in this Human Rights Statement.

JPMorgan Chase is committed to respecting the human rights of our employees through our internal employment policies and practices, such as our [Global Privacy Policy](#), which protects the personal information of employees and our health, family care and diversity plans and programs.

As part of our broad effort to ensure that respect for human rights is integrated into the business of the firm, JPMorgan Chase has adopted policies and procedures designed to ensure compliance with legal requirements and which seek to prevent our products and services from being used for improper purposes. Such policies and procedures include those contained in our [Code of Conduct](#), our [Anti-Corruption](#), [Anti-Money Laundering](#), [Anti-Bribery](#), and [Know Your Customer](#) and counter-terror financing policies. JPMorgan Chase is additionally subject to laws and regulations prohibiting commerce with certain countries, organizations and individuals.

JPMorgan Chase's support for the protection and preservation of human rights reflects our core values. We recognize that this must be a continuing effort, with ongoing work to reassess our practices and our approach in light of changing global circumstances and an evolving global policy environment. We are dedicated to exemplifying good corporate citizenship through our commitment to respecting human rights and through our broader commitment to corporate responsibility generally.

Modern Slavery Act Statement

- 2023 Modern Slavery Act Group Statement
- 2022 Modern Slavery Act Group Statement
- 2021 Modern Slavery Act Group Statement
- 2020 Modern Slavery Act Group Statement
- 2019 U.K. Modern Slavery Act Group Statement

JPMorganChase

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About us

How we do business
Leadership
Awards and recognition
Suppliers
Governance
History
Art collection
Human rights

Communities

Community relief

Impact

Business growth and entrepreneurship
Careers and skills
Community development
Environmental sustainability
Financial health and wealth creation
Initiatives
Diversity, equity and inclusion
Stay informed

Institute

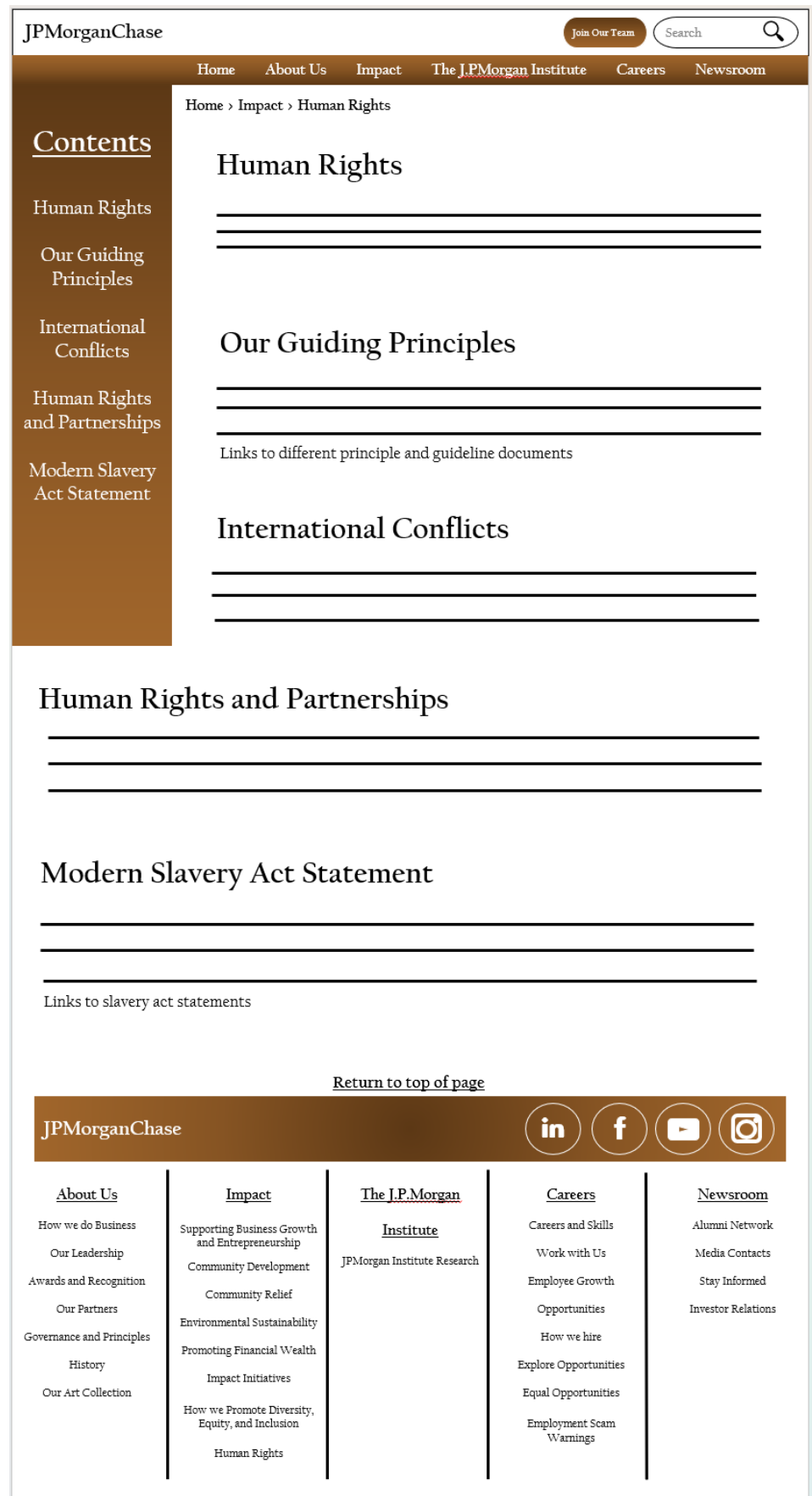
J.P. Morgan Research

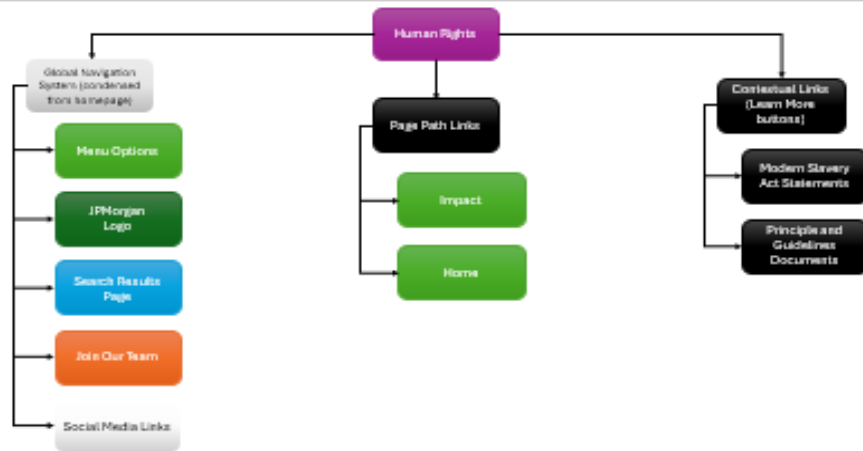
Careers
Work with us
Grow with us
How we hire
Explore opportunities
Alumni Network
Equal opportunities
Recruitment scams warning

Investor Relations

Newsroom
Media contacts

Related Sites
Chase
J.P. Morgan
Morgan Health

Human Rights page Wireframe

Human Rights Page Sitemap

Search Results Page Wireframe

JPMorganChase
Join Our Team

Home
About Us
Impact
The J.P.Morgan Institute
Careers
Newsroom

Sort By

- Relevance
- Newest
- Oldest

Filters

- ☐ Articles
- ☐ Research
- ☐ News
- ☐ Reports

Search

Search Results for “_____”

_____ results

Result 1 (Link to page)

_____ **Keyword** _____

Result 2 (Link to page)

_____ **Keyword** _____

Result 3 (Link to page)

_____ **Keyword** _____

Result 4 (Link to page)

_____ **Keyword** _____

Result 5 (Link to page)

_____ **Keyword** _____

Result 6 (Link to page)

[Return to top of page](#)

JPMorganChase

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About Us

- How we do Business
- Our Leadership
- Awards and Recognition
- Our Partners
- Governance and Principles
- History
- Our Art Collection

Impact

- Supporting Business Growth and Entrepreneurship
- Community Development
- Community Relief
- Environmental Sustainability
- Promoting Financial Wealth
- Impact Initiatives
- How we Promote Diversity, Equity, and Inclusion
- Human Rights

The J.P.Morgan Institute

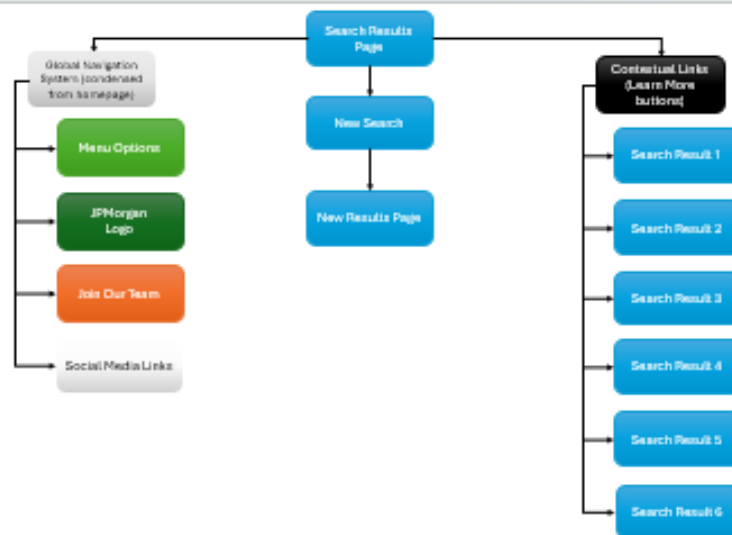
- JPMorgan Institute Research

Careers

- Careers and Skills
- Work with Us
- Employee Growth
- Opportunities
- How we hire
- Explore Opportunities
- Equal Opportunities
- Employment Scam Warnings

Newsroom

- Alumni Network
- Media Contacts
- Stay Informed
- Investor Relations

Search Results Page Sitemap

Respondent #1 (Above Average Technical Experience)

Study Results

Interview Questions

1. What would bring you to a corporate baking site like JPMorganChase?

Want to know more in-depth details about the company

2. How much experience do you have navigating websites similar to this one?

Average, has explored similar sites before

3. What information would you want to find front and center on the website?

Career Opportunities & Impact/Community Information

4. What was easy or hard about navigating the website (after testing)?

Easy: Bolded sections on homepage

Hard: some text too small (Human Rights Page), do not like navigation system (hamburger menu)

5. What changes would you like to see to the website (after testing)?

More Straightforward information organization (in relation to Human Rights page)

Information too bundled together, more divided out section

Users Tasks

1. **You have finished reading the “About Us” page and wish to return to the Homepage, how will go about returning?**

Navigate to About Us page: 3 clicks (used hamburger menu)

Navigate to Home Page: 2 clicks (initially checked for home button in hamburger menu)

2. **You decided that you were interested in learning how JPMorganChase handles human rights outside of the United States. More specifically, you want to know how conflicting rights of two countries are handled. You navigated to the “Human Rights” page and now must find the information you are looking for.**

Navigate to Human Rights page: 3 clicks (needed to use fat footer to find the page)

Time to find section: Could not find (struggled to read wall of text)

3. **You recently saw a news story covering veteran employment within JPMorganChase and decided to check it out on their site. You know that the story is on the homepage but you’re not sure where. Without a search function, you will have to search the homepage and find it yourself.**

Time needed to find section: 1 minute (found in scroll menu towards top of page)

Respondent #1 (Above Average Technical Experience)

Careers	Investor	Impact	Communities	Newsroom	About Us	Institute
Careers & Skills	Relations	Environmental Sustainability	Alumni Network	Stay Informed	History	Governance
	Suppliers					
Explore Opportunities	J.P. Morgan Research	Community Relief	Human Rights	Media Contacts	How We Do Business	
Initiatives	Business Growth	Community Development	Art	Recruitment Scams and Warnings	Equal Opportunities	
How We Hire	Financial W&H Creation				DEI	
Work With Us					Grow With Us	
Leadership					Awards	

Respondent #2 (Average Technical Experience)

Interview Questions

1. What would bring you to a corporate banking site like JPMorganChase?

Public Relations: interested in disservices to communities/apologies

Carrer Information

2. How much experience do you have navigating websites similar to this one?

Extensive

3. What information would you want to find front and center on the website?

Statistics for DEI (diversity, equity, and inclusion)

Information on ongoing issues with the company

4. What was easy or hard about navigating the website (after testing)?

Hard: navigating the hamburger menu

No local navigation

5. What changes would you like to see to the website (after testing)?

Add local navigation and drop-down menu

Less empty space

Users Tasks

1. **You have finished reading the “About Us” page and wish to return to the Homepage, how will go about returning?**

Navigate to About Us page: 3 clicks (used hamburger menu)

Navigate to Home page: 1 click (used logo immediately)

2. **You decided that you were interested in learning how JPMorganChase handles human rights outside of the United States. More specifically, you want to know how conflicting rights of two countries are handled. You navigated to the “Human Rights” page and now must find the information you are looking for.**

Navigate to Human Rights page: 3 clicks (initially checked hamburger menu, used fat footer)

Time to find information: Could not find

3. **You recently saw a news story covering veteran employment within JPMorganChase and decided to check it out on their site. You know that the story is on the homepage but you’re not sure where. Without a search function, you will have to search the homepage and find it yourself.**

Time to find: 5 seconds

Respondent #2 (Average Technical Experience)

Careers	Investor	Impact	Communities	Newsroom	About Us	Institute
Work With Us	Relations	Human Rights	Community Development	Recruitment Scams & Warnings	How We Do Business	Initiatives
How We Hire	Financial W&H Creation	DEI	Community Relief	Art	Awards	Leadership
Grow With Us	Business Growth			Stay Informed	History	Governance
Careers & Skills	J.P. Morgan Research			Media Contacts	Environmental Sustainability	
Explore Opportunities	Suppliers				Equal Opportunities	
	Alumni Network					

Respondent #3 (Minimal Technical Experience)

Interview Questions

1. What would bring you to a corporate baking site like JPMorganChase?

Most likely would not visit a site like this

2. How much experience do you have navigating websites similar to this one?

Very little

3. What information would you want to find front and center on the website?

Mission Statement

Investors

4. What was easy or hard about navigating the website?

Hard: section and navigation labels too vague

5. What changes would you like to see to the website?

More descriptive section and navigation labels

Better menu system

Users Tasks

1. **You have finished reading the “About Us” page and wish to return to the Homepage, how will go about returning?**

Navigate to About Us page: 3 clicks (used hamburger menu)

Navigate to Home page: 3 clicks (initially checked hamburger menu before using logo)

2. **You decided that you were interested in learning how JPMorganChase handles human rights outside of the United States. More specifically, you want to know how conflicting rights of two countries are handled. You navigated to the “Human Rights” page and now must find the information you are looking for.**

Navigate to Human Rights page: 19 clicks (searched through hamburger menu before finding footer)

Time to find information: Could not find (verbally stated “I have to read all of this”)

3. **You recently saw a news story covering veteran employment within JPMorganChase and decided to check it out on their site. You know that the story is on the homepage but you’re not sure where. Without a search function, you will have to search the homepage and find it yourself.**

Time to find: 30 seconds

Respondent #3 (Minimal Technical Experience)

Careers	Investor Relations	Impact	Communities	Newsroom	About Us	Institute
Equal Opportunities	How We Do Business	Environmental Sustainability	Grow With Us	Recruitment Scams & Warnings	Governance	
How We Hire	Financial W&H Creation	Initiatives	Work With Us	Stay Informed	Leadership	
Careers & Skills	Suppliers	Human Rights	Alumni Network	Awards	DEI	
Explore Opportunities	Business Growth	Community Relief	Community Development		J.P. Morgan Research	
	Media Contacts		Art		History	

Card Sorting Notes

- Both Respondent #1 and #3 verbally stated they did not know what “Institute” was referring to or about
- Both Respondent #1 and #3 verbally stated they did not know what “Governance” was
- 2 out of 3 respondents misplaced these subcategories:
 - Leadership (no agreed upon location)
 - Governance (Institute)
 - Business Growth (Investor)
 - Initiatives (no agreed upon location)
 - Diversity, Equity, and Inclusion (About Us)
 - Community Relief (Impact)
 - Grow with Us (no agreed upon location)
- All 3 respondents misplaced these subcategories:
 - Suppliers (Investor)
 - Art Collection (no agreed upon location)
 - Human Rights (no agreed upon location)
 - Careers & Skills (Careers)
 - Financial Health & Wealth Creation (Investor)
 - Stay Informed (Newsroom)
 - Research (no agreed upon location)
 - Alumni Network (no agreed upon location)
 - Recruitment Scams (Newsroom)

* Parenthesis state if all respondents who misplaced that section agreed about the proper location