Information architecture

Buying an electrical toothbrush:

Mediamarkt:
Finding an electrical toothbrush on the website of *Mediamarkt* was easy, clear and fast. With just a few clicks I was at the page I wanted to be without having to <u>really</u> search on the page

Route: All categories button (opens navbar on the side) -> hover over "Sports and care" -> bigger navigation opens with all subcategories in that category (sorted and really clear) -> clicked on "Electrical toothbrushes" underneath the subcategory "Oral care" -> Page opens with all available electrical toothbrushes.

_____

Coolblue:
Finding an electrical toothbrush on the website of *Coolblue* was also easy but required a bit more clicks an was less automatically/clear. Á bit of a weird thing was that after choosing electrical toothbrushes in the navigation you don't immediately see products, you have to specify what you are actually looking for which makes it bit unclear and slower.

Route: Hovering over "Sports and care" -> Underneath "Oral care" choose for "Electrical toothbrushes" (opens a page with a lot of information but no clear place to buy a product) -> choose the card "All electrical toothbrushes" -> opens page with all available electrical toothbrushes.

_____

Wehkamp:

At *Wehkamp* I was not able to find electrical toothbrushes the information is Architecture of the website is a bit "Weird" in the navigation you are not able to find everything inside a subcategory, you have to click the subcategory to get more options from that subcategory.

Route: Hover over "Beauty" -> Underneath the subcategory "Care" choose "All care" -> a page opens with on the side subcategories for "care" now including "Oral care" (not available in main navigation) -> Options for "Brush head" or "Teeth whiteners" (No electrical toothbrushes).

_____

Comparison:

In conclusion *MediaMarkt(#1)* was the best, finding the electrical toothbrushes was really easy, really fast and overall clear!

With *Coolblue(#2)* it was also easy and fast to find the electrical toothbrushes but the last step where you first get all information and a button to specify what you are looking for makes is a bit unclear and I think it's an unnecessary extra step.

With *Wehkamp(#3)* I had a hard time even finding "Oral care" because it's not displayed inside the navigation underneath the subcategory but only when you click "All care".

Buying a coffee table or mirror:

Ikea:
Finding a mirror on the *Ikea* website was easy, clear and fast. With just a few click you are on the right page, and you even don't have to open a new page to get the products inside the subcategory!

Route: Click "Products" (opens navbar on the side) -> Click "Home accessories" (changes the navigation to the categories inside that subcategory) -> Click "Mirrors" (shows page with all available mirrors (and even buttons on top to filter already)

_____

Trendhopper:
Finding a mirror on the website of *Trendhopper* was also easy, it just required a bit more clicks and page switches then *Ikea* did but overall an easy experience!

Route: Hover over "accessories" in the navbar on top -> Click "Wall decoration" in the menu (opens new page) -> on the side you have a checkbox menu with all type of subcategories inside "wall decoration" with one of the options being "Mirrors" by checking this box you get the page only showing mirrors.

_____

Wehkamp:
This time it was "ok" to find the products on *Wehkamp*, but this might be because I know how they work now, but it still was a bit unclear.

Route: Hover over "Living and sleeping" -> Underneath the subcategory "Home accessories" click "All home accessories" (opens a page with al home accessories) -> On the left side of the page choose the category "Mirrors".

_____

Bijenkorf:
It was not that hard to find mirrors at *Bijenkorf* but needed a bit more clicks in comparison to the other retailers, it's not really hard to find the mirrors but not as easy as with *Ikea*

Route: Click the "Menu" button (a navbar appears on the side) -> Choose "categories" -> Choose "Home accessories" (opens a page with all home accessories) -> On the left side choose "Mirrors".

_____

Comparison:
Ikea(#1) was by far the best, it was easy and clear to find mirrors with only a few amount of clicks!

Wehkamp(#2) *Trendhopper*(#2) and *Bijenkorf*(#2) were all a bit the same, about the most amount of clicks. A bit less clear then Ikea but still not that hard to find what you are looking for!