

Information Architecture Report: Lift Every Voice Foundation

Organization: Lift Every Voice Foundation (LEVF)

Lift Every Voice Foundation seeks creative ways to teach expression, technology, leadership, and empowerment to underrepresented K-12 youth. This is done by collaborating with other similarly minded non-profits, and working directly with schools, teachers, and community centers. Every outreach project is uniquely tailored to the needs of the community / school / individual.

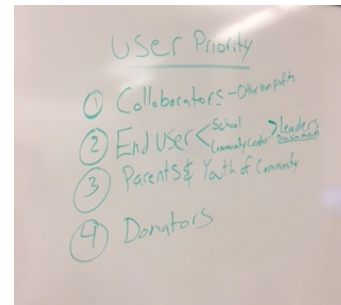
Information architecture design process:

Information architecture (IA) focuses on organizing, structuring, and labeling content in an effective and sustainable way. In website IA, the goal is to help users quickly find the information they are looking for and complete the tasks they want to accomplish.

Usability.gov. (2016, Oct. 12) Retrieved from <https://www.usability.gov/what-and-why/information-architecture.html>

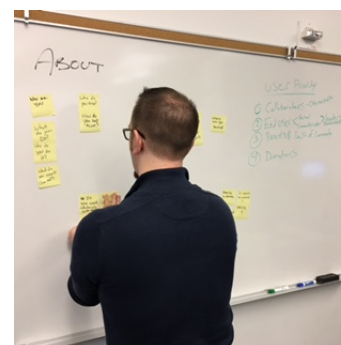
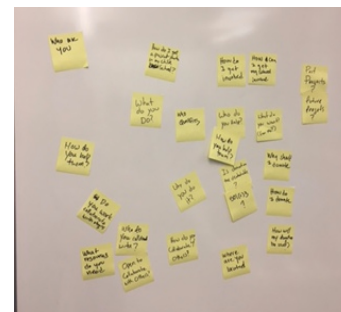
Because LEVF does not have an existing site, we were able to start our IA design process by asking bottom-up (user focused) questions. From our conversation with Gloria Burgess, we learned that the foundation's target audience(s) are:

- Potential collaborators
- Schools and community centers
- Parents and students
- Donors



What kinds of questions might those users ask? We began brainstorming and compiled the list below:

- Who are you?
- What do you do?
- Why do you do it?
- Who do you do it for?
- Who qualifies?
- How do they benefit?
- Do you collaborate?
- Who do you collaborate with?
- What projects have you been involved in?
- What projects are you working on now?
- What projects do you have planned for the future?
- How can I help?
- How can I get involved?
- What resources are you looking for?



- How can I get my school/community center involved?
- How do I contact you?
- Where are you based/located?
- What geographic area do you serve?
- How can I donate?
- Why should I donate?
- How will my donation be used?
- Is my donation tax deductible?

Next we assembled our questions and grouped them together by affinity (or similarity). From there we organized them into groups and began thinking of potential category names.

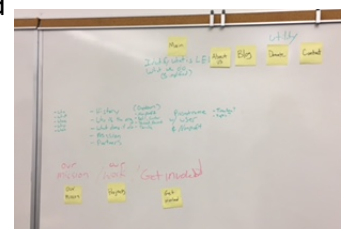
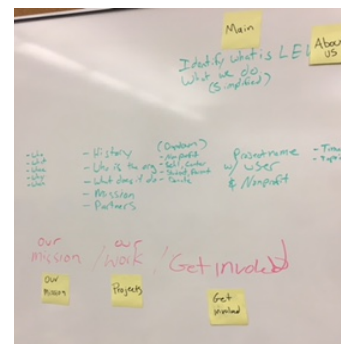
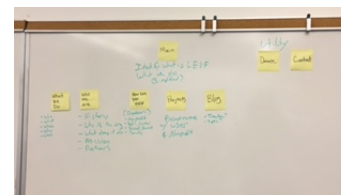
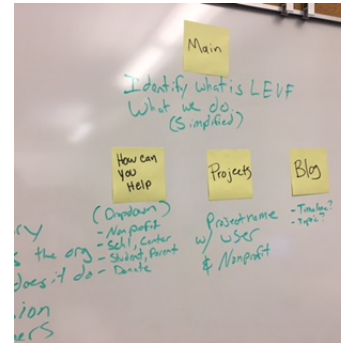
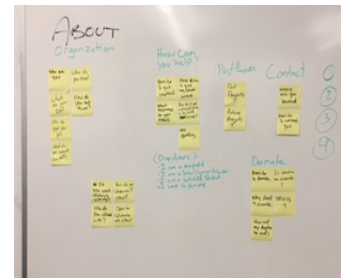
For reference we compared our LEVF navigation names to those of other nonprofits with similar audiences. We found that their navigation labels varied significantly between websites. Some were more casual and descriptive, others more minimal. Ultimately we decided to present LEVF with a set of navigation labels we believe will communicate effectively to potential collaborators, schools, and community centers:

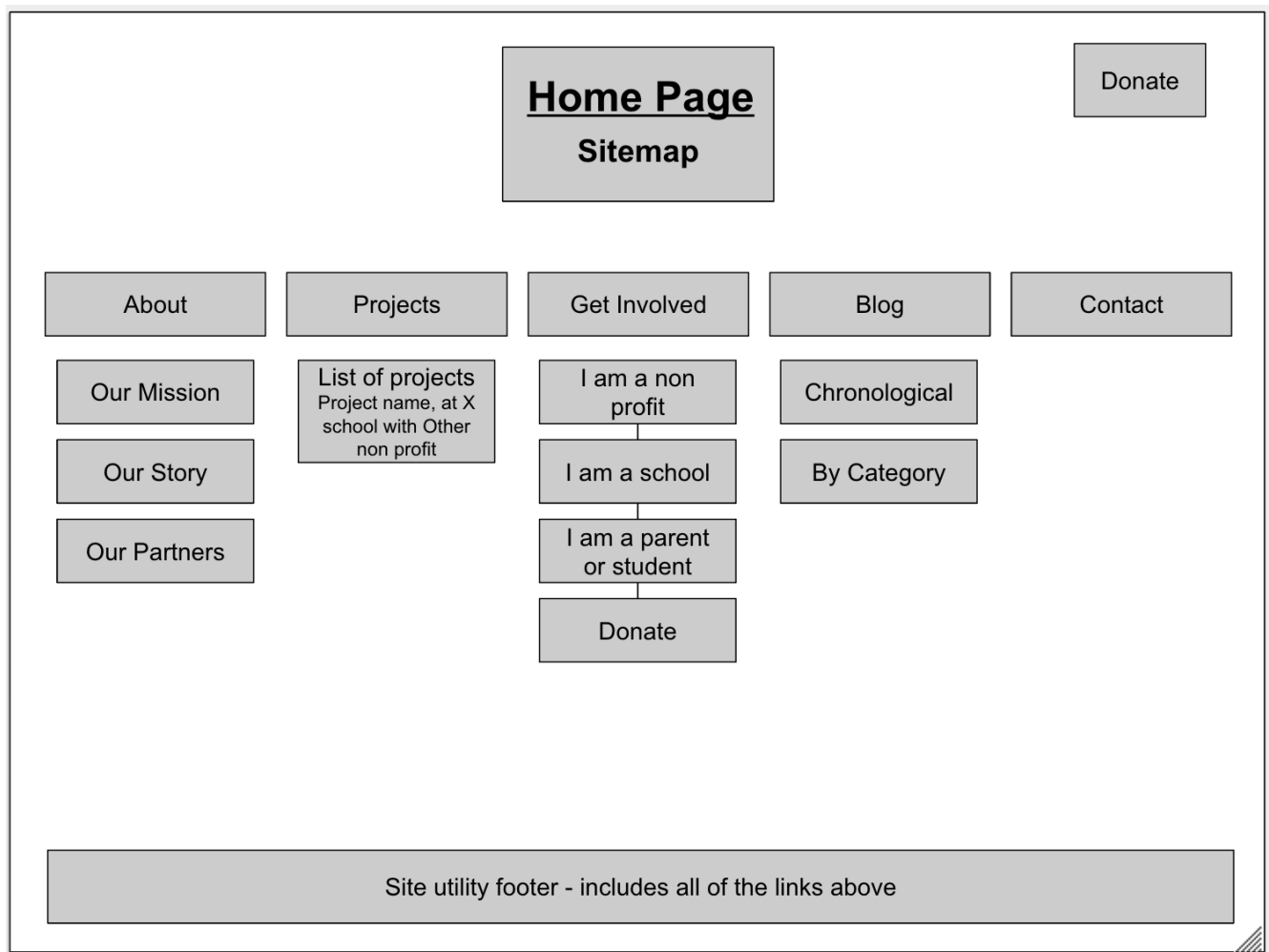
- About
- Blog
- Contact
- Donate
- Get Involved
- Projects

Next we looked at hierarchy--which topics should have a prime spot on the navigation bar and which could be placed in the header utility or sidebar?

We determined that topics describing who LEVF is, what they do, and how people can get involved would be of greater interest to potential readers and should be positioned on the left side of the navigation bar. The blog and contact info could be placed on the right, and a donate button could be positioned above the navigation bar in the header section.

The final step in the process was to organize sub-topics under the category names. Because LEVF doesn't have an existing site and content, we propose the sub-topic pages and structure below:





It's our hope that this proposed IA meets LEVF's current needs and allows for further expansion as the organization grows. It's been a pleasure working on this site, and we look forward to Gloria and John's feedback and suggestions for the IA.