Develop Website Information Architecture

Web Development Team

Session 1 – Identify Content Needs

Categorising Information

During the requirements analysis phase, all documents relevant to the proposed system should be identified. The documents used within the organisation can provide some of the raw materials required for the proposed website. To help identify which documents contain useful information for inclusion in the website the documents should be analysed and categorised. In this section we look at two categorisation schemes - object categorisation and process categorisation.

Documents within the organisation can be categorised according to the objects they are concerned with. An object in this context is an entity within the organisation such as a product or company. For example, documents could be grouped into related areas such as:

- Product information
- Title of product
- Description of product
- Price
- Promotional material
- Catalogues
- Company details
- Staff details
- Customer details

Process Categorisation

Another method of categorising documents is according to business processes. Examples of business processes include:

- Billing and payment processing
- Inventory processing
- Taxation processing

Documents relating to these processes are likely to consist of forms, reports, procedure manuals etc. For example:
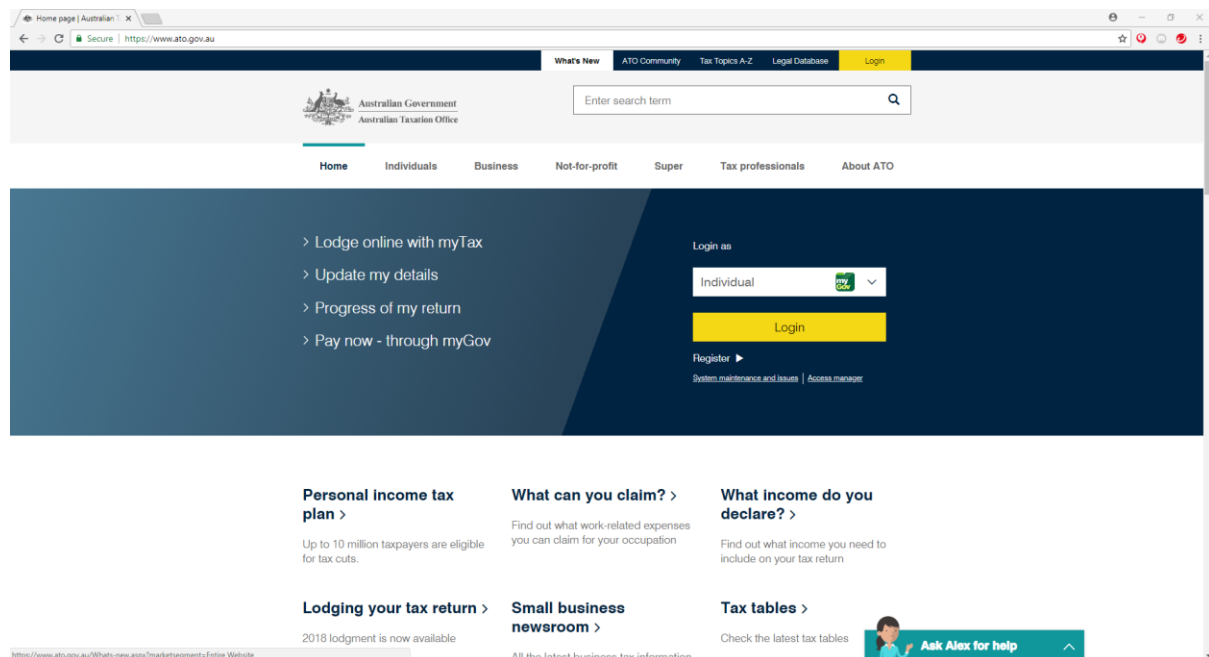
- Sales forms and invoice reports
- Inventory forms
- Taxation forms

The Australian Taxation website http://www.ato.gov.au shown below, provides us with an example of a website structured according to business processes. For example:

- Doing tax online
- Completing activity statements
- Calculating rates

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The Australian Taxation Office site also provides an alternative navigation structure based on the target audience. The navigational elements based on the target audience include:

- Individuals
- Businesses
- Non-profit organisations

Compare the ATO site with an older version of the site in an older browser and how it was structured.

After looking at the above sites, look through other sites on the internet to see information is categorised. In the next section Plan Content Structure discusses how to organise, cluster and structure organisational data into a form that is accessible on a website.