

# Informational architecture

Task: Buy an electric toothbrush

Mediamarkt

Steps:

1. Click on the dropdown “alle categorieën”
2. Click on Sport en verzorging
3. Click on mondverzorging
4. Click on elektrische tandenborstels in categorie
5. Click on the first one
6. Scroll down to find all the information I need about the toothbrush and comparisons if you need the

All the information was categorized in a logical way, I didn't have any hiccups

Coolblue

Steps:

1. Clicked on sport en verzorging in the topnav
2. Clicked on elektrische tandenborstels under mondverzorging
3. Clicked on alle elektrische tandenborstels
4. Clicked on the first one

Wehkamp

Steps:

1. Clicked on beauty
2. Clicked on alle verzorging
3. Clicked on mondverzorging

There weren't any electric toothbrushes, I think they are out of stock, since I did find some brush heads, or they are somewhere else, but that wouldn't make sense.

Mediamarkt and coolblue are more tech oriented webshops, while wehkamp focusses more on clothing. This made a big difference between wehkamp and the other website, since the information was categorized a bit differently. Wehkamp and coolblue choose to put all the categories into a topnav, which is better in my opinion, while mediamarkt uses a dropdown menu. On mediamarkt and coolblue the toothbrush was categorized the same way, but on wehkamp it was a bit different, since you first had to click on beauty, then you had to click on alle verzorging and then you can click on mondverzorging. I think it can be a bit misleading to put an electric toothbrush under beauty, but looking at all the other categories it does make sense that they put it in there, since no other category seems fit.

Task: I would like to buy a coffee table or a mirror

Ikea (mirror)

Steps:

1. Clicked on products
2. Clicked on bathroom products
3. Clicked on bathroom mirrors
4. Clicked on vanity mirrors
5. Clicked on the first mirror

Trendhopper (coffeetable)

Steps:

1. Clicked on tafels
2. Clicked on bijzet tafels
3. Clicked on the first one

Wehkamp (mirror)

Steps:

1. Clicked on wonen
2. Clicked on badkameraccessoires
3. Clicked on badkamerspiegels
4. Clicked on the first one

Bijenkorf (coffeetable)

Steps:

1. Clicked on wonen
2. Clicked on the dropdown menu
3. Clicked on categorieën
4. Clicked on meubels
5. Clicked on tafels
6. Scrolled until I found something which I considered a coffee table and clicked on it

I found that all the information on the three different websites(Trendhopper, Wehkamp and Bijenkorf) was organized really well, since I could just click on wonen at wehkamp and bijenkorf to get to the housing products and from there on it was almost the same on bijenkorf and Trendhopper, since I could just click on tafels/tables and find what I needed. But I do have to note that I could specify that you could narrow down your results better on Trendhopper, since I was able to specify which kind of table I needed.