seesparkbox.com
taxononmy

Major classifications of content and categorization for the rebuilt Sparkbox website will include:

The principles guiding our work, after some refining, are currently:
• Built Right
• Solve Problems
• Content Is Paramount
• Design For Clarity
• Embrace All Devices

The principles which guide our team:
• First Things First
• Never Stop Learning
• Constant Collaboration
• Lead By Example
• Do What You Love

And our disciplines (where team intersects work) have been boiled down to:
• Website & Web App Planning
• Website & Web App Design
• Semantic HTML/CSS
• Efficient JavaScript
• Custom Web App Development
• CMS Integration & Extension
• Project Management

note… we also considered but decided not to feature these disciplines:
• *content strategy*
• *brand development*
• *usability testing*
• *server-side development*
• *server architecture*
• *site security*
• *e-commerce development*
• *performance*

We also wanted to be sure and communicate that our business model was more than simply "building websites," though we do love to do that. Our business actually revolves around three main types of work:
• Building
• Consulting
• Educating

The question ultimately becomes, "how do these core elements of Sparkbox overlay onto our website to provide a strategy for content, categorization, navigation, etc.?"

The major sections of the site which will accommodate the above content:

• Beliefs (will definitely outline our work and team principles)

• Team (can relate to our disciplines, and obviously our team principles)

• Work (should relate primarily to our disciplines, but possibly to our work types, and obviously to our work principles). *work captures activities commissioned by clients (not internal)

• Foundry (can relate to any of these things above, however the Foundry has it's own layer of structure) *foundry captures activities we've chosen for ourselves
    • blog (related to work disciplines, team principles
    • calendar
    • pursuits