To: Dr. Lam

From: Sebastian Barnes and Molly Blair

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Subject: Information Architecture and Information Design Choices

We determined the articles we would need based on the interviews we conducted and our own knowledge of the topic. We interviewed three college-aged students who are in school or recently graduated. We chose articles based on what would be most beneficial to a college student getting a new puppy.

Once we determined the articles to write, we asked four participants to do a card-sort activity. Our card sort indicated that most participants similarly grouped articles about grooming, health concerns, preparation, and training. We chose these four categories since they were intuitive categories for card sort participants. For the remaining articles, we initially created a category called “Nutrition”. We decided to change this category to “Wellness” to encompass other wellness-related topics including exercise and preventative care.

We chose which articles to include in each category based on these criteria:

* Preparation: Tasks or concepts new puppy owners need to know before getting a puppy
* Training: Tasks new puppy owners would teach their puppies for proper behavior
* Wellness: Tasks and concepts new puppy owners needs to know to keep their puppy physically healthy internally and prevent illnesses
* Health Concerns: Illnesses and conditions new puppy owners may regularly encounter
* Grooming: Tasks new puppy owners need to know to keep their puppy’s external appearance clean and healthy.

We then asked card sort participants to identify major questions within the articles. These initial questions, in conjunction with the interview responses, helped us determine how to structure each article and what questions to answer within the article.

Ultimately the structure was designed to help users quickly navigate to the information they need. For example, our card sort indicated that people believed there was a division between actions to keep a dog healthy and taking care of specific illnesses and so we divided the articles between health concerns and wellness.

While there is some potential overlap between topics, (puppy proofing involves restricting unsafe food) by using hyperlinks throughout the articles we ensure users can quickly find all the info they need.