Peer-graded Assignment: Weekly challenge 2: Create a sitemap for a website

Ready for the assignment?
You will find instructions below to submit.

Instructions

My submission

In this activity, you will practice creating a sitemap for your portfolio project. A **sitemap** is a diagram of a website or application, that shows how pages are prioritized, linked, and labeled. Sitemaps allow you to create logical, organized paths between information before you start designing your product.

Discussions

There are a few best practices when creating a sitemap:

Think about pages that are commonly found on websites

Recall information about users

Decide on a website structure

Start with the home page

Name the main categories of content

Add subcategories

By following these steps, your sitemap will be created with structure and purpose, making it easier for users to navigate the pages of your website.

Once your sitemap is complete, you'll upload and share it for your peers to review. As you review your classmates' work, consider how sitemaps help organize information and form the framework for a website's information architecture.

Review criteria

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Your submission must include a completed sitemap for your portfolio project. If you've done the activities in this course, you should have a completed set of user research and ideation activities. If you haven't completed your user research and ideation activities, you won't be able to construct a sitemap that relies on accurate data and research. If you haven't completed those activities yet, go back and complete them before submitting this peer review. You'll need them to construct a sitemap that addresses your users' needs.

Your submission will be assessed out of 5 points, using the following criteria:

1 point: Sitemap is complete and uploaded.

1 point: Sitemap uses a website structure like hierarchical, sequential, matrix, or database

1 point: Sitemap includes a description or illustration of a home screen or starting point.

1 point: Sitemap includes a description or illustration of all relevant screens needed for a user to complete the intended task.

1 point: Sitemap uses visual indicators, like arrows or a tree diagram, that exhibit the relationship between each screen.

Step-By-Step Assignment Instructions

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Create a sitemap for your portfolio project website

In this activity, you'll use the scenario that you chose from Sharpen.design earlier in the course. If you're unfamiliar with the Sharpen.design prompt, you can go back to the beginning of the course and visit the introduction to the second portfolio project⤤ reading. You'll need this prompt to complete every activity in Course 6.

You'll build on the research and ideation you completed in previous activities in this course. If you haven't completed those activities, be sure to complete them before moving on with this assignment.

Follow the directions below to create a sitemap for your portfolio project.

Step 1: Open a software program and start a new project

The first step in creating a sitemap is choosing software that works for you. Select a program that you feel comfortable using, and start a new project file. Programs such as Google Slides, Microsoft PowerPoint, Adobe XD, and Figma are all suitable for this kind of work.

Step 2: Research existing website pages

Before you begin creating your sitemap, think about some existing website pages you've visited in the past. Are there any types of pages commonly shared between sites? A "cart" page for instance, or maybe a page dedicated to searches? Take some time to consider pages that consistently appear across many different types of websites, then think about how those types of pages might apply to your website. Use this as an opportunity to draw inspiration from websites with effective information architecture.

Step 3: Recall information about your users

Gather the research you've already completed in previous course activities, including your persona⤤, user journey map⤤, and problem statement⤤. This will help you think about the structure of your sitemap before you begin. The more you can empathize with the users you're designing for, the better navigation structure you can create for them. For example, the series of actions the user goes through in the user journey map helps you conceptualize how they might move through the pages of a website. Keep this information in mind when you begin drawing the sitemap.

Step 4: Choose a website structure

Next, decide on a website structure. The four most common structures are hierarchical, sequential, matrix, or database. Most websites use a combination of structures, so it's up to you to decide which works best for your design. You can choose one of the four or a combination of multiple types. The structure you choose depends on how you want your pages to be laid out. Keep your user's needs and goals in mind as you choose your website's structure.

Step 5: Add a homepage

Remember to always start your sitemap with a homepage. To do this, start with a box at the top of your sitemap. Label it clearly, with something like "Home" or "Homepage." Make this the clear focus of the page, because it is the first part of the user experience and the starting point for all users visiting your website.

Compare your work to the example sitemap for the Tee's Shirts website we have been developing throughout this course.

Homepage

Step 6: Add main content categories

Next, add your main content categories to the sitemap. These are the categories you have chosen to be the most important pages a user visits while on the site. Thinking back to Steps 1 and 2, these are pages you identified to play an important role in the user's journey. Add them according to the website structure you have chosen. Typically they will appear at the top of the sitemap, either below or adjacent to the homepage bubble. Connect each bubble together with lines or arrows to demonstrate the relationships between pages.
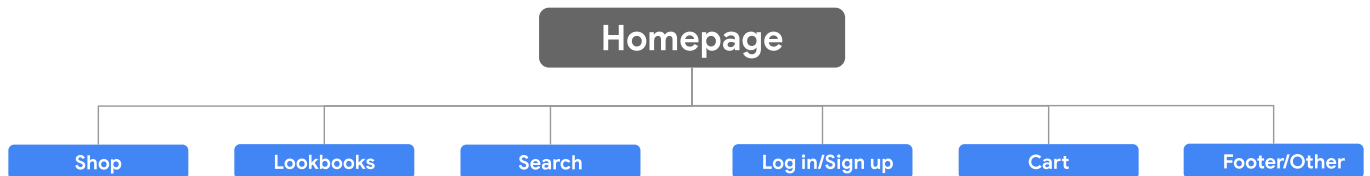
Step 7: Add subcategories

Now it's time to include pages that fall under the main content categories. These include any pages that users will visit once they are on a main content page. Revisit your research to conceptualize what pages are appropriate to include in your subcategories. Add each subcategory to your sitemap in a bubble, and connect it back to the main content category it fits under.
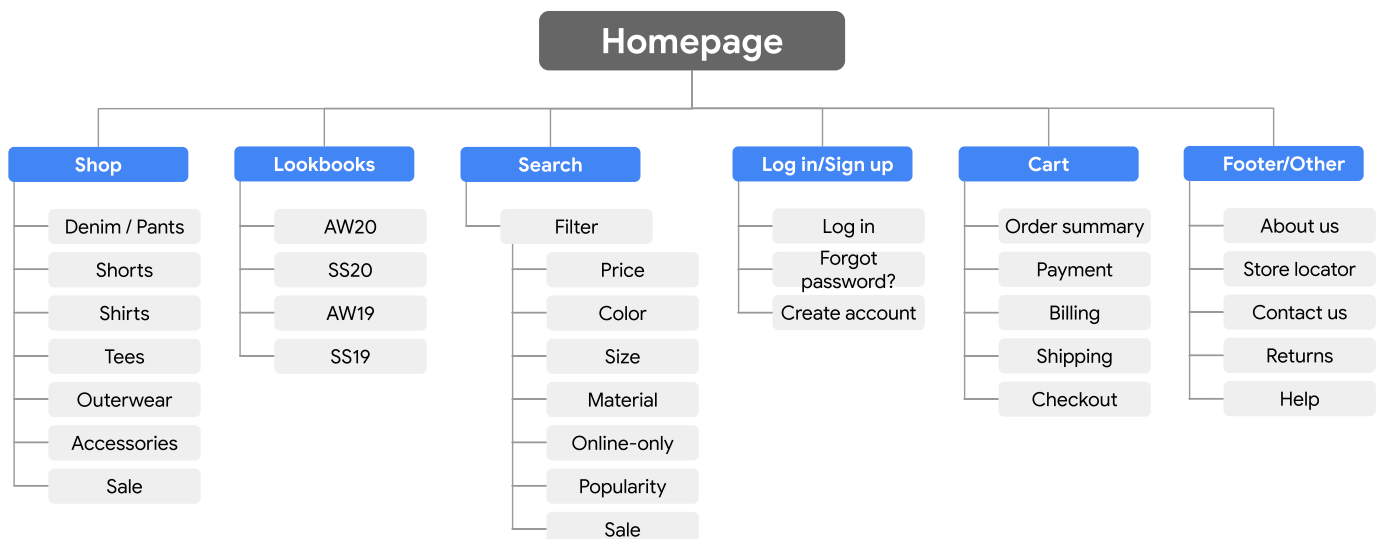
Congratulations! You've successfully followed the steps to create a sitemap that considers the needs of your users. Once you're finished, you should have a diagram that clearly lays out all of the pages that will appear in your website, and demonstrates how users will navigate between them.

Step 8: Save and upload your portfolio project sitemap

Save your sitemap file, export it to a PDF, and upload it in the space provided below. If you used Adobe XD to create your sitemap, submit it as a PNG or JPG file rather than a PDF.

To export your sitemap as a **JPG** or **PNG** in Adobe XD, select the artboards you want to export, open the File menu in the top-left corner of the screen, navigate to Export in the drop-down menu, then choose Selected or All Artboards if you're exporting all of your artboards. Next, find the Format option in the pop-up box, change it to **JPG or PNG** and click Export.
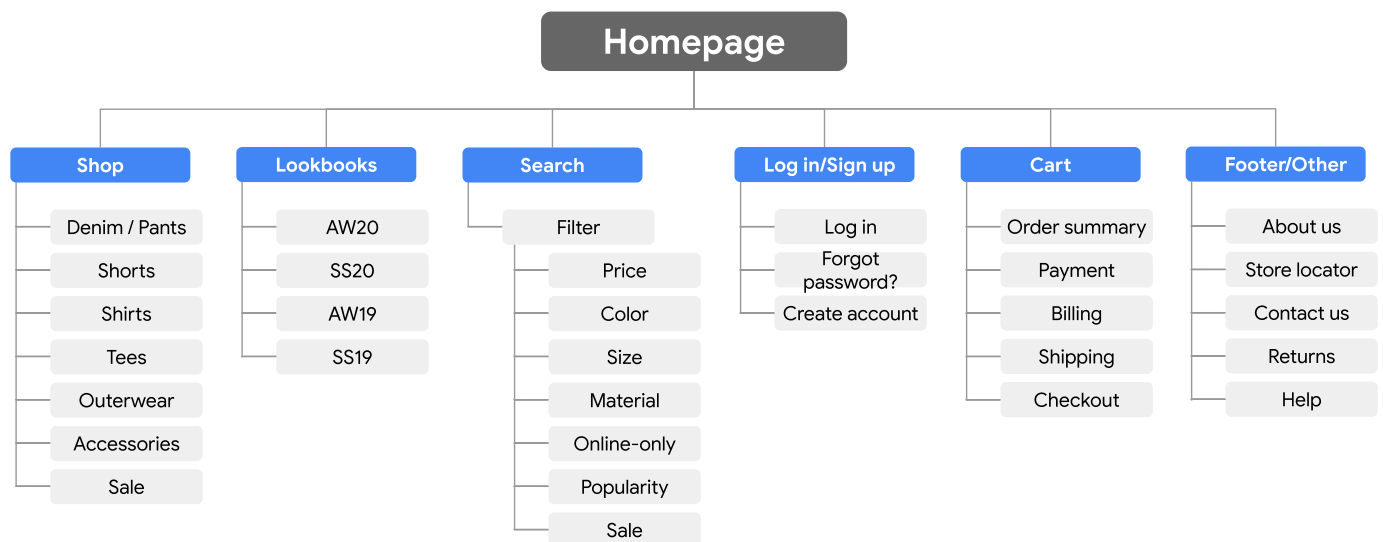
Your peers will be reviewing the sitemap and giving you feedback on it. After you've submitted your own sitemap, review the work of two of your peers following the rubric at the bottom of this activity.

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Here is an exemplar of a completed sitemap for the online clothing store example called Tee's Shirts. This exemplar is a completed version of the activity you did earlier in the exercise. We have provided this exemplar so that you can compare your own work with an example that meets all the criteria. We also include an explanation of how the example fulfills the expectations for the activity that we outlined.

Example

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                            ┌─────────────┐
                            │  Homepage   │
                            └─────────────┘
    ┌──────────┬──────────┬──────────┬──────────┬──────────┬──────────┐
 ┌──────┐  ┌─────────┐ ┌────────┐ ┌─────────────┐ ┌──────┐ ┌────────────┐
 │ Shop │  │Lookbooks│ │ Search │ │Log in/Sign up│ │ Cart │ │Footer/Other│
 └──────┘  └─────────┘ └────────┘ └─────────────┘ └──────┘ └────────────┘
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Shop	Lookbooks	Search	Log in/Sign up	Cart	Footer/Other
Denim / Pants	AW20	Filter	Log in	Order summary	About us
Shorts	SS20	Price	Forgot password?	Payment	Store locator
Shirts	AW19	Color	Create account	Billing	Contact us
Tees	SS19	Size		Shipping	Returns
Outerwear		Material		Checkout	Help
Accessories		Online-only			
Sale		Popularity			
		Sale			

Assessment of Exemplar

Here's how we filled out the sitemap above.

Step 1: We started with a homepage bubble at the top.

Step 2: We added the main content categories in bubbles directly underneath the homepage. All main categories are on the same level as one another.

Step 3: We added subcategories for the rest of the pages of the website. We placed each subcategory in a bubble under the main content category they fit into.

Step 4: For the Search feature, we added a second level of subcategories underneath the Filter bubble to show that applying filters requires a second level of navigation.

Now compare your sitemap to the matching exemplar above. As you compare, ask yourself:

Did I think about pages that are commonly found on websites?

Did I recall information about users?

Did I decide on a website structure?

Did I start with the home page?

Did I name the main categories of content?

Did I add subcategories?