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## Activity introduction

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This activity will help you apply your information architecture skills. You will build a sitemap — a diagram of a website or an app that shows the linking, labeling, and prioritization of pages in the website.

After completing this activity, you'll have the opportunity to compare your work to a completed exemplar in the following course item.



## Step-by-step instructions

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Step 1: Create a new project in a design tool

To build your sitemap, there are many different tools you can use, such as:

Miro (<https://miro.com/>)

Mural (<https://www.mural.co/>)

GlooMaps (<https://www.gloomaps.com/>)

Figma (<https://www.figma.com/>)

Adobe XD (<https://www.adobe.com/products/xd.html>)

The choice is yours. Use tools you're comfortable with, or try something new!

Step 2: Research common web pages in the marketplace

By researching existing websites, you can identify common website structures and understand how they are organized. You can use the information you gather to help you decide how to structure your sitemap.

It can help to check out the websites of your direct and indirect competitors, or revisit what you learned from your competitive audit.

For this specific project, you might also want to check out the websites of large nonprofits or other organizations that drive social good. Take note of typical pages that those websites include, such as a page to describe the organization's mission, a page to drive donations, or a list of the organization's locations.

Step 3: Re-familiarize yourself with the needs of your users

Next, take some time to refresh your understanding of your users. You'll want to keep your users' problems and goals in mind as you create your sitemap; this will ensure that users get what they need from your site.

Revisit the information you collected during the empathize phase of this project through empathy maps ([Create an empathy map](#)), personas ([Develop personas](#)), user stories ([Build user stories](#)), and user journey maps ([Create a user journey map](#)).

You learned a lot about the users you're designing this project for, and many of those learnings will be relevant to your responsive website.

Step 4: Determine the structure of your site

You now need to decide on a website structure.

The four common structures are:

Sequential model — A website structure that leads a user through a step-by-step process.

Hierarchical model — A top-down approach to structure that starts with broader categories of information (parent) that narrows into more detailed information (child).

Matrix model — Allows users to follow their own path since the content is linked in several ways.

Database model — A website structure that mixes a database, or an organized collection of information, with search functionality.

What structure will your website use — sequential, hierarchical, matrix, or database? Remember, you might use a combination of these structures or a different structure altogether.

#### Step 5: Build your sitemap

Now you're ready to build your sitemap. As a general rule, you should start with the homepage of your sitemap. The homepage is the access point for your website and the first part of your product that users will experience. The homepage is often placed at the top of a sitemap, so it's a logical place to begin.

Next, you can name the main categories of content on your website. These categories would usually appear in the navigation bar at the top of the homepage and connect to your homepage. For this project, your main categories might include an "about" page or a donation page.

And finally, you can add subcategories. Subcategories connect from each of the main categories you just outlined. Subcategories are the final details of your completed sitemap.

As you consider how to place the sub-categories, think about the user flow through your website and the navigation you want to create. It can be helpful to imagine the sitemap as the bird's eye perspective of your entire site — don't get bogged down in the specifics of page content in this diagram.

Once created, this sitemap will help guide your efforts as you move on to building out the wireframes and prototype of your responsive website.

#### Step 6: Reflect on the completion of this activity

Be sure you've addressed the following questions in your completed deliverable:

Did you include an element representing a home screen or starting point?

Did you include an element for all relevant screens needed for a user to complete the intended task?

Did you use visual indicators, like arrows or a tree diagram, that exhibit each screen element's relationship?

Did you add notes describing any actions needed on each screen for a user to complete their task?

#### Step 7: Save your work

As you complete these activities, remember to save all of your work to your computer, a hard drive, or a Google Drive folder to ensure you have all the resources you'll need for the course in your portfolio.