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Interactive Design II  
6 February 2014

**Metro Lutheran Ministry**  
**<http://www.mlmkc.org>**

KEY:

- Menu Item (content on page)
  - *link on page*
  - submenu item

CURRENT INFORMATION ARCHITECTURE:

SIDEBAR:

Volunteers Needed  
    Packing Parties  
    Youth Events and Activities  
    Saturday Breakfast Ministry Programs  
    Saturday Food Distributions  
Recent Event Photos  
    (list of events)  
Client Comments  
Dykman Lecture Feb. 21  
Events Calendar  
Follow us on Facebook

FOOTER:

social media links  
phone  
email

MENU:

Give Today  
Programs  
MLM News  
Get Involved  
About MLM  
Contact MLM  
Return Home

- **Give Today** (call to donate)

- *Donate Form (make a pledge)*
  - *Heritage Society (people who put MLM in their will or estate plan)*
  - *Privacy Policy (list of donor's rights)*
- **Programs** (list of programs)
  - Christmas Store
  - Community Care
  - Older Adult Services
  - Minor Home Repair
  - Supportive Housing
- **MLM News** (long list below)
  - Event Calendar (list of events)
  - News Releases (list of articles)
  - *Volunteers in Action (pictures animation)*
  - MLM Newsletter (list of PDF newsletters)
  - *Annual Report (list of PDF annual reports)*
  - MLM Videos (embedded videos)
  - *Blessing Abound Thrift Store (information)*
  - Links of Interest (links to related organizations)
- **Get Involved** (information about volunteers and list of support congregations)
  - Outreach Ministry (information about building relationships with member congregations)
  - Heritage Society (again)
  - Member/Support (identical to "Get Involved" content)
  - Volunteers (information, list of opportunities)
    - *Sign up to volunteer*
    - *Volunteer information form (3 times)*
    - *Saturday Breakfast Ministry Programs*
    - *Saturday Food Distributions*
    - *story about recent volunteers*
    - *Learn what other volunteers are doing*
    - *Youth volunteers*
  - Volunteer Sign Up (form)
  - Youth Activities (volunteer opportunities for young people)
- **About MLM** (paragraphs of history)
  - Board, Staff, and Locations (locations, board, staff)
  - Heritage Society (AGAIN)
  - History (more paragraphs of history)
  - Client Comments (testimonials from people who have received help)
- **Contact MLM** (form)
- **Return Home** (list of information)
  - *See our latest videos.*
  - *Blessings Abound Thrift Store*

NEW INFORMATION ARCHITECTURE:

- **Who We Are** (condensed information)
  - **What is MLM?** (list of information from home page; brief information about board and volunteers, best video)
    - *More Videos* (under best video)
  - **History**
- **What We Do**
  - **Emergency Care** (emergency community care)
  - **Food Programs** (breakfast, food distribution)
  - **Housing Programs** (home repair, permanent housing)
  - **Christmas Store**
  - **Older Adult Services**
- **Give Money** (short call to donate, links to Donate and Heritage Society)
  - **Donate** (call to donate, donation form)
    - *Donor's Rights* (link to a PDF)
  - **Heritage Society**
- **Give Time** (bit about volunteers in action, links to Volunteer Opportunities and Support Congregations)
  - **Volunteer Opportunities** (ways to volunteer and form, including youth activities)
  - **Our Support Congregations** (outreach ministry)
- **Get Informed**
  - **Event Calendar**
  - **News Releases**
  - **Newsletters**
  - **Annual Reports**
  - **Partner Organizations** (Blessings Abound Thrift Store, links of interest)
- **Get Help**
  - **Emergency Care** (emergency community care)
  - **Get Food** (emergency community care, breakfast program, food distribution)
  - **Get Shelter** (emergency community care, home repair, housing)
  - **Testimonials** (client comments)
- **Contact** (address/phone/email, social)
  - **Contact Form** (address/form/email, social)
  - **Board/Staff**
  - **Locations**

## CHANGES:

I took the existing menu and renamed and reordered the pages in a way that I thought made more sense.

"About MLM" became "Who We Are" and was put first, because "Metro Lutheran Ministries" is such a vague name that no one will know what the organization is at first. I

chose to put a subpage called “What is MLM?” to list out all of the information that they wrote about their organization and include their best promotional video, because people will be more likely to watch a video than to read a bunch of information anyway. “History” is a separate page because the history of MLM is probably less important than the general information to most people, but is still needed its own subpage because they have too much information about their history to include it on the first subpage.

“Programs” became “What We Do”, and this information is a more detailed list about the specifics of MLM’s programs. I changed “Community Care” to “Emergency Care” because this is a more descriptive name of that program. I created a subpage called “Food Programs” that includes information about their breakfast program and food distribution, which is information that was originally linked to from a sidebar on the homepage. “Housing Programs” is a page that has both home repair and permanent housing information. “Christmas Store” and “Older Adult Services” kept their own subpages because they are unique and separate from the other programs.

“Donate” became “Give Money” and was moved to the third menu item, because people will only want to donate after they learn what their money is going to do. It has a subpage called “Donate” with information about donating and the donation form, because these two things used to be on separate subpages, which makes it harder for people to donate. The privacy policy was renamed “Donor’s Rights” to be more clear and is a PDF link under “Donate” instead of its own separate subpage. “Heritage Society” is still a subpage just like it used to be because that information is so unique.

“Get Involved” became “Give Time”. It has a subpage of “Volunteer Opportunities” with information and the sign up form, instead of spreading the information and form over two pages, to make it easier for people to volunteer. I made another subpage called “Our Support Congregations” that talks about the churches that support MLM, instead of having a page called “Outreach Ministry,” because that name is less descriptive.

“MLM News” became “Get Informed”, which is a more direct and descriptive name, and the list of subpages was shortened to only that information that is about getting informed. The Blessings Abound Thrift Store information got moved to the page “Partner Organizations,” because it is a partner organization of MLM. “Partner Organizations” used to be called “Links of Interest,” which is not an informative name.

I added a page called “Get Help,” because nowhere does this site address the people who actually need help—it only caters to the volunteers and churches—but other non-profit organizations that are similar to MLM have pages on their websites where people who need help can get information. Under this page, I made three pages that outline the most specific needs people will help, that will have some repeat information from the list of programs under “What We Do,” but catered toward needy people instead of volunteers/donators. I also put the testimonials here instead of under “About MLM.”

The page “Contact” will have the Contact Form as a subpage, along with the “Board/Staff” and “Locations.” This information used to be listed under “About MLM,” but all it’s merely a list of names with emails and phone numbers, and a list of locations with addresses. The “Who We Are” page can talk about the board and the locations, but these lists were clearly written for people to be able to contact MLM, so now they’re going to live under “Contact.”