

Assignment 1—Sitemap Exercise

For your first three assignments, you will analyze a widely popular site with complex structure to review (please note that you will be working with the same site for these three exercises, so choose one you feel comfortable spending a lot of time with).

Analysis is good practice. You will often be asked to examine & evaluate competitors' work, and the ability to effectively communicate what works well and what could be improved on an existing product is an essential skill. You'll be able to apply what you learn in these assignments when you are creating your own designs and architectures.

You will be creating a sitemap and will write a brief analysis of the site's organization and structure.

To complete this assignment:

1. Choose one of the following sites (you must use one of the sites listed below):
 - Canva.com
 - CNN.com
 - ESPN.com
 - Zillow.com
2. Create a sitemap of your chosen site to visually analyze the organizational structure of the site.
3. Make sure you factor in any changes to the navigation for signed in users (to do this, you will have to sign into the site. Feel free to create a throwaway account to use for the duration of the course).
4. Citing class readings and your own research, write a brief analysis of the site's organization and structure as revealed by your sitemap. You should use both in-text citations and a reference list/bibliography at the end of your paper. Please consult online references such as The OWL at Purdue if you need help with citation formatting.

Some things to include in your analysis:

- Is the hierarchy of the site deep or broad?
- What can you deduce about the site's intended users by the way the site is organized?
- Did you find any structural issues that could prevent users from effectively using the site?
- What changes would you consider making to the information architecture of the site you chose?

Your analysis can be as long as you need to effectively address the questions. You will likely need a minimum of two double-spaced typed pages.

Turn in your report in Word or PDF format. If you include a link to your sitemap, make sure it's accessible directly from the link.

Rubric

This exercise will be graded using the standard class rubric, which is available in the Course Overview section in LATTE. Please closely read the rubric before beginning the assignment. Pay particular attention to the Connections & References requirements.