Final Project - Information Architecture

David Smiley
Spring 2014

2421 E Bostone Rd
Blomington, IN 47401

p. (407) 340-5489

davsmile@indiana.edu
kindglow.com

Table of Contents

I. **Strategy Documents** 2

- Project Objectives
- User Demographics
- Personas

II. **Scope Documents** 8

- Functional Specifications
- Content Inventory
- Content Requirements

III. **Evaluation** 16

- Structure
- Categories
- Labels
- Navigation and Access

IV. **Sitemaps** 26

- Current
- Proposed

V. **Wireframes** 29

- Home
- About
- *About – The Founder*
- Programs
- Teachings
- Get Involved
- Gallery
- Gift Shop
- Contact Us

VI. **Essay** 59

- Sitemap
- Wireframe

Strategy Documents

The Tibetan Mongolian Buddhist Cultural Center
Website: Tmbcc.org

Project Objectives

- Educate users with an introduction to Tibetan Buddhism as well as resources to further expand that knowledge
- Inspire an interest in Tibetan Buddhism in order to encourage visitors to the site to visit the TMBCC
- Improve sales of gift shop merchandise by displaying it online and visitors to purchase online
- Increase donations to the organization by establishing a strong identity, explaining the importance of donations, and providing a simple method for users to do so.
- Keep users engaged and involved in the organizations day-to-day happenings by displaying important news in a prominent location and in an easily updateable format
- Encourage involvement by providing a way for to visitors to browse media from past events

User Demographics

The TMBCC website caters to a fairly diverse population. The most common user is someone with a general interest in Buddhism who has found out about the TMBCC through other means and is seeking to discover more about it. These users are primarily college-aged and older and are seeking to learn more about Buddhism, determine if they should visit, and see if there are any upcoming activates that interest them. These users may seek information on the kind of merchandise that the gifts shop sells and determine how they can purchase it.

Another key demographic are the actual Tibetan Buddhists. To these individuals, the TMBCC may be an important part of their social life. These users will visit the site primarily to see upcoming events and news in order to stay up to date. They have little interest in the gift shop or general information on Tibetan Buddhism. These users are likely to represent a smaller portion of the unique visitors to the site, but probably return much more often.

Personas

Primary Persona

Name: Sarah

Age: 20

Location: Bloomington, IN

Occupation: Undergraduate student studying Anthropology and Religion

Key Goals

- Quickly determine upcoming activities and events
- Obtain a foundational understanding of Tibetan Buddhism
- Wants to expand upon her existing knowledge about Tibetan Buddhism
- Easily determine the location and hours
- Browse the gift shop to gauge interest in merchandise

Behaviors

- I easily overwhelmed by large amounts of scattered information
- Is extremely curious and seeks in depth information

- More likely to spend time on pages with photos

We Must

- Provide a clear view of when upcoming events take place and what they are about
- Provide a brief but comprehensive overview of Tibetan Buddhism
- Offer ways to further expand knowledge of Tibetan Buddhism
- Provide detailed information on what the gift shop offers

We Must Never

- Overwhelm with dense disorganized information
- Make information about upcoming events require extensive navigation
- Fail to provide sufficient information on Tibetan Buddhism as a religion
- Bore with pages full of text and lacking supporting photos

Secondary Persona

Name: Jinpa Norbu

Age: 74

Location: Bloomington, IN

Occupation: Retired

Key Goals

- Determine upcoming events at the TMBCC
- View news relating to the TMBCC
- Browse photos and videos of past events he has attended
- Obtain detailed teachings

Behaviors

- Has a difficult time reading small text
- English comprehension is fairly limited
- Fairly unfamiliar with browsing the web

We Must

- Make navigation simple and easy to understand
- Provide news and upcoming events in an easy to find, central location
- Provide access to Buddhist teachings online, preferably in audio format
- Display photos and videos in an easy to navigate gallery

We Must Never

- Use small cluttered text
- Confuse with unusual or novel navigation schemes
- Hide upcoming activities or news within submenus
- Use complex or uncommon English

Scope Documents

Functional Specifications

Content

- Home page displays essential information such news, upcoming events, brief introduction
- The title of the organization should be prominently displayed on each page
- Gift shop page should provide information that would make it easy to determine what kind of items are for sale and when it is possible to visit
- The website should cater to different ages and nationalities
- Home page should contain ways donate to the organization
- Home page should offer way to subscribe to newsletter

Navigation

- The number of menu options must be condensed
- The photo gallery should not rely on extensive use of submenu navigation to move from gallery to gallery
- It should be easy to switch between languages when browsing the website, links to see the current page in different languages should be prominently displayed

Functionality

- Users should be able to add events to their calendars directly from the website using Google Calendar integration
- Users should be able to contact the organization using a build in contact form
- Should be able to request a prayer using the built in contact form
- Should be able to submit a form to indicate interest in volunteering

- Subscribe to the newsletter through a form
- Submit a donation using PayPal

Content Inventory

ID	Navigation Title	Page Title	Address	Content	Quality
0.0	**Home**	N/A	http://tmbcc.org/SITE/index.html	6 Pictures/Ads linking primarily to external sites, a slideshow, welcome paragraph, place for important announcements	The pictures/ads linking to external sites are very busy and hard to read, and also completely overshadow the rest of the information on the home page. For example, the Welcome paragraph and the important announcement section are completely lost in the business. The slideshow also requires the user to download a lot but won't even be seen unless the user scrolls all the way down.
1.0	**About**		(Navigation header only)		
1.1	Arjia Rinpoche	Arjia Thubten Lobsang Rinpoche	http://tmbcc.org/SITE/2_ABOUT_1_arjia_rinpoche.html	Short biography, 3 photos of Rinpoche, and an ad for a book on Rinpoche's life	The biography is disjointed and almost seems like it would work better as a bulleted list or a timeline.
1.2	About Buddhism	Shakyamuni Buddha/ A Brief History of Buddhism	http://tmbcc.org/SITE/2_ABOUT_2_buddhism.html	Contains 2 sections: The story of Siddhartha Gautama and a brief description of the evolution of buddhism, along with a couple of accompanying pictures	Seems to contain information essential to understanding Buddhism, however, it is poorly formatted and could be better organized.
1.3.0	History		(Navigation header only)		

1.3.1	Our Past	Founder	http://tmbcc.org/SITE/2_ABOUT_3_history_1_past.html	A fairly detailed biography of Thubten Jigme Norbu along with several pictures. At the bottom is a slideshow with only a single photo	The information may be a little too dense for most readers. It may be more effective to reduce the amount of information about the founder while combining the other history pages. Users do not want to navigate through three separate pages to get the full story.
1.3.2	Our Present	Our Present	http://tmbcc.org/SITE/2_ABOUT_3_history_2_present.html	A few paragraphs about the current state of the TMBCC and a picture of Rinpoche.	The information given could be condensed, as it seems to repeat itself. Mentions of particular activities could link to their respective pages.
1.3.3	Our Future	Our Future	http://tmbcc.org/SITE/2_ABOUT_3_history_3_future.html	A bulleted list of future projects and a photo	This information is well-organized in a bulleted list. However, the photo does not some to relate.
1.4	Staff	Boards and Staff Members	http://tmbcc.org/SITE/2_ABOUT_4_staff.html	Board and Staff Members	Contains a well-organized list of staff and their positions
1.5	Buildings & Grounds	Tibetan Mongolian Buddhist Cultural Center, Bloomington, Indiana	http://tmbcc.org/SITE/2_ABOUT_5_building_and_grounds.html	Contains a few paragraphs about the facilities, a photo, and information about the organization's mission and board of directors	The title of this page is merely the name of the organization and could be more useful. The board of directors and mission have nothing to do with the buildings and grounds and do not belong here.
2.0	**Programs & Activities**		(Navigation header only)		
2.1	Calendar (monthly)	Monthly Calendar	http://tmbcc.org/SITE/3_PROGRAMS_AND_ACTIVITIES_1_calendar.html	An embedded Google calendar	The Google calendar fits well on the page, seems to be updated regularly and allows users to add events to their Google calendars.

2.2	Dharma Services and Activities	Dharma Services and Activities for the General Public	http://tmbcc.org/SITE/3_PROGRAMS_AND_ACTIVITIES_2_dharma_activities.html	Descriptions of some of the spiritual activities at the TMBCC along with a photo.	Information seems well-formatted and organized. Activities mentioned could link to their descriptions on other pages.
2.3	Classes & Workshops	The following classes & workshops are offered at TMBCC	http://tmbcc.org/SITE/3_PROGRAMS_AND_ACTIVITIES_3_classes_and_workshops.html	Contains large jpegs that display information about upcoming events.	Using large images to advertise upcoming events forces the user to download large amounts of data, and leads to an inconsistent visual style.
2.4	Retreats	Tibetan Mongolian Buddhist Cultural Center Retreats & Spiritual Programs	http://tmbcc.org/SITE/3_PROGRAMS_AND_ACTIVITIES_8_retreats.html	Contains one large image displaying an upcoming retreat	Using large images to advertise upcoming events forces the user to download large amounts of data, and leads to an inconsistent visual style.
2.5	Camps & Activities	Children's Activities at TMBCC	http://tmbcc.org/SITE/3_PROGRAMS_AND_ACTIVITIES_4_camps_and_activities.html	A bulleted list of camp objectives. A code of ethics, a packing list, and a photo gallery of previous years are hidden in expandable areas	This is one of the better designed pages on the site. The expandable boxes provide a clever way to reduce clutter and hide information that may not be important to all users.
2.6	Lectures	N/A	http://tmbcc.org/SITE/3_PROGRAMS_AND_ACTIVITIES_5_lectures.html	This page is blank and looks like it contains a broken link to an image	Broken image link: another reason using images to convey important information is not good.
2.7	Request a Puja	Dharma Services and Activities for the General Public	http://tmbcc.org/SITE/3_PROGRAMS_AND_ACTIVITIES_7_request_a_puja.html	Brief information about requesting a puja, a photo, and a contact form for requesting a puja	Page is well thought out in general, however the image is the same as has been used in a few other areas.

3.0	**News**	Tibetan Mongolian Buddhist Cultural Center News	http://tmbcc.org/SITE/4_NEWS.html	Images are used to convey important news for the organization	Using large images to advertise upcoming events forces the user to download large amounts of data, and leads to an inconsistent visual style.
4.0	**Gallery**				
4.1	Events Pictures	Photo gallery of the past events.	http://tmbcc.org/SITE/5_GALLERY_1_events_pictures_page1.html	Contains a list of links to photo galleries from past years.	The photo galleries are listed in order from oldest to newest. It would seem that the newest should instead be on top since users will be more likely to visit those.
4.2	Events Videos	vVdeos & Audio	http://tmbcc.org/SITE/5_GALLERY_2_events_videos_page1.html	Contains several embedded YouTube videos along with titles for each.	There should be a better way to organize and display this than embedding a dozen YouTube videos on a single page. Possibly find a way to merge with image gallery.
4.3	Events Slideshows	Slideshows of Events at the TMBCC	http://tmbcc.org/SITE/5_GALLERY_3_events_slideshows_page1.html	Contains several embedded YouTube videos along with titles for each.	Slideshows seem to just be pictures put into the form of a YouTube video. They don't seem necessary, but could at least be presented alongside the videos and photos.
5.0	**Participation**		(Navigation header only)		
5.1	Membership	How to Participate in TMBCC's Other Programs/Projects	http://tmbcc.org/SITE/6_PARTICIPATION_1_membership.html	Information about how one can volunteer and get involved at the TMBCC	The information seems well-organized. The typography is pleasant and makes the information more presentable. Once again an expandable box Is well-utilized.

6.0	**Giftshop**	Happy Yak Gift Shop	http://tmbcc.org/SITE/7_GIFTSHOP.html	Lists online hours and states an online shop will be open soon. Large picture.	Just a place holder for an online shop that has yet to be implemented.
7.0	**Teachings**	Teaching Downloads	http://tmbcc.org/SITE/8_TEACHINGS.html	Links to a number of PDF's and audio files for download of religious teachings.	Images, audio files, and PDF's are haphazardly located.
8.0	**Lodging & Rentals**				
8.1	Retreat Cottages/Rates	Rentals	http://tmbcc.org/SITE/9_LODGING_AND_RENTALS_1_cottages.html	Descriptions , policies, and prices of rooms. Photos of rooms. And a contact form in order to reserve or inquire about a room.	Information is fairly well formatted, hoever, photos break the flow of the text and interrupt the reader.
8.2	Retreat Rooms/Rates	Same page as above	Same page as above	Same page as above	Same page as above
9.0	**Contacts**				
9.1	Chantse Ling, TCC Building	contact information	http://tmbcc.org/SITE/10_CONTACTS_1_chamtseling.html	Map, contact information, recent tweets, contact form	Navigation label is confusing
9.2	Important Links	Important Links	http://tmbcc.org/SITE/10_CONTACTS_2_links.html	Links to several external sites and a photo	The links do not have descriptions so it is hard totell where you're going or what you're getting into.
9.3	Webmaster	Contact webmaster	http://tmbcc.org/SITE/10_CONTACTS_3_webmaster.html	A simple ocntact form	Could use information on why one would want to contact the webmaster, so those seeking other help do not send their messages to the webmaster

Content Requirements

Page Name	Core Purpose	User Support	Required Elements & Suggestions
Home	Introduce users to the TMBCC and provide easy access to upcoming activities and news	TMBCC branding needs to be prominent, as well as information about upcoming events and current news	A large logo and title (which is currently missing). Easily updateable feeds for news and upcoming activities should be prominently displayed. Button to donate. Social media links.
About	Inform users about the TMBCC including its purpose, setting, common activities, and a brief overview of Tibetan Buddhism.	This will require information and imagery pertaining to the TMBCC and Tibetan Buddhism.	The information on this page should describe the purpose, activities and setting of the TMBCC in a brief and succinct way that will keep the users attention. Imagery of the location as well as traditional Buddhist imagery should be used to support this
About - History	Inform users about the history of the TMBCC and its founder as well as outline its goals for the future	Information about the organization's past and photos pertaining to this.	This page should utilize a timeline to organize the TMBCC's history. Photos should be included to add interest
Programs	Inform users of upcoming events, regularly scheduled events and daily hours	Users will require a calendar with interactivity and functionality beyond that of a static implementation.	Embedding a Google calendar will allow users to see far into the future and copy events and activities into their own personal calendars.
Request Prayer	Inform users about different spiritual services provided by the TMBCC	Information about these services, imagery, contact functionality	This page will require a description of the services offered, as well as a contact form to allow users to request the service of their choice
Teachings	Provide a way to display Buddhist teachings	Teaching descriptions, PDFs, and audio files	This page should organize the audio files and supporting text documents for each teaching i
Gallery	Display images and videos of past events	Imagery, videos, supporting information	The gallery should combine the display of images and videos relating to particular events. Unlike the current implementation it should be ordered from newest to oldest.
Gift Shop	Display current items for sale and allow users to purchase with PayPal	ecommerce implementation with photos and information about items	This will replace the current filler page with a PayPal backed ecommerce integration
Contact	aid users in finding the TMBCC and getting in contact	Display a map, contact info, and a contact form	This will require an embedded Google map as well as a contact form, along with the general contact information

Evaluation

The Tibetan Mongolian Buddhist Cultural Center's website has a strong foundation in place. However, there are a number of aspects that hold it back from reaching its full potential. I will examine this site and compare it to a similar site in order to determine how the TMBCC site can best be improved. The site we will use for comparison is of La Casa: The Indiana University Latino Cultural Center. (http://www.indiana.edu/~lacasa/academic/index.shtml)

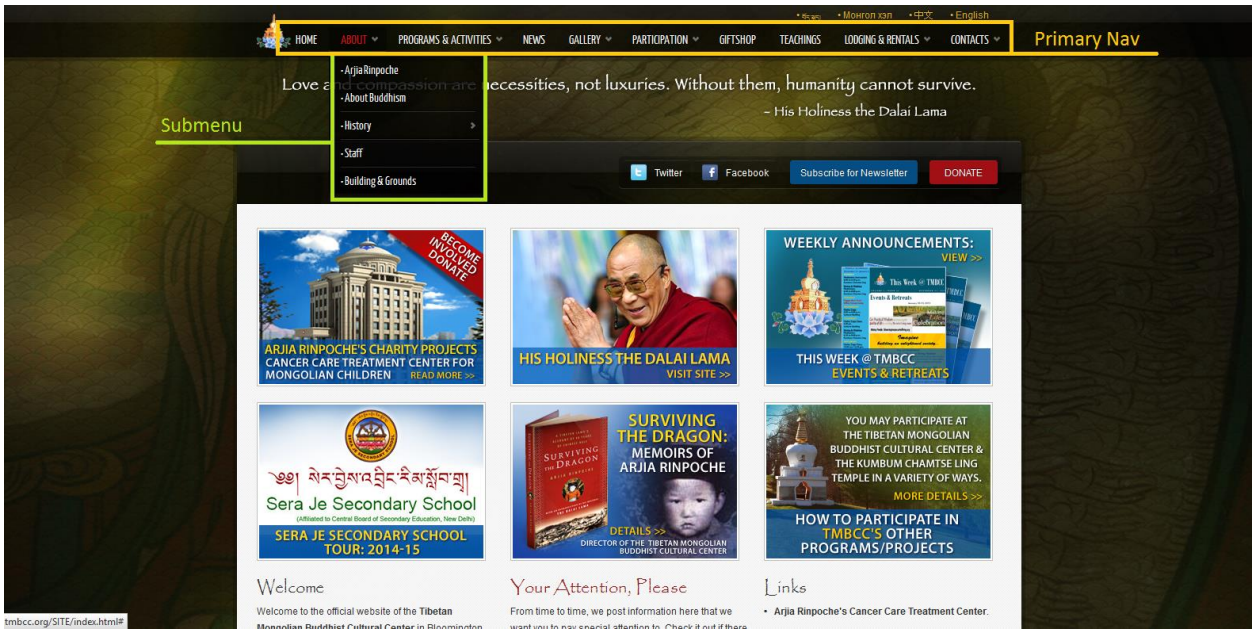
Structure

The TMBCC website is organized in a hierarchical manner. That it is, it is organized around a single home page which has a menu that categorizes related information into submenus that link to subtopic pages. This is a good structure for supporting the organization's goal, and is similar to the structure of the La Casa website which also consists of a homepage containing a menu that links to a number of subtopics. A hierarchical structure like the one employed by these two sites makes it easy for users to quickly and easily find information pertaining to the topic that is relevant to them because all of the information is clearly displayed and organized from a central hub. As such, the structure of the site is conducive to all of the site's intended tasks. For example, if a user is looking to see what upcoming programs are available, from the homepage they would simply need to click on the 'Programs & Activities' menu button and navigate to the calendar.

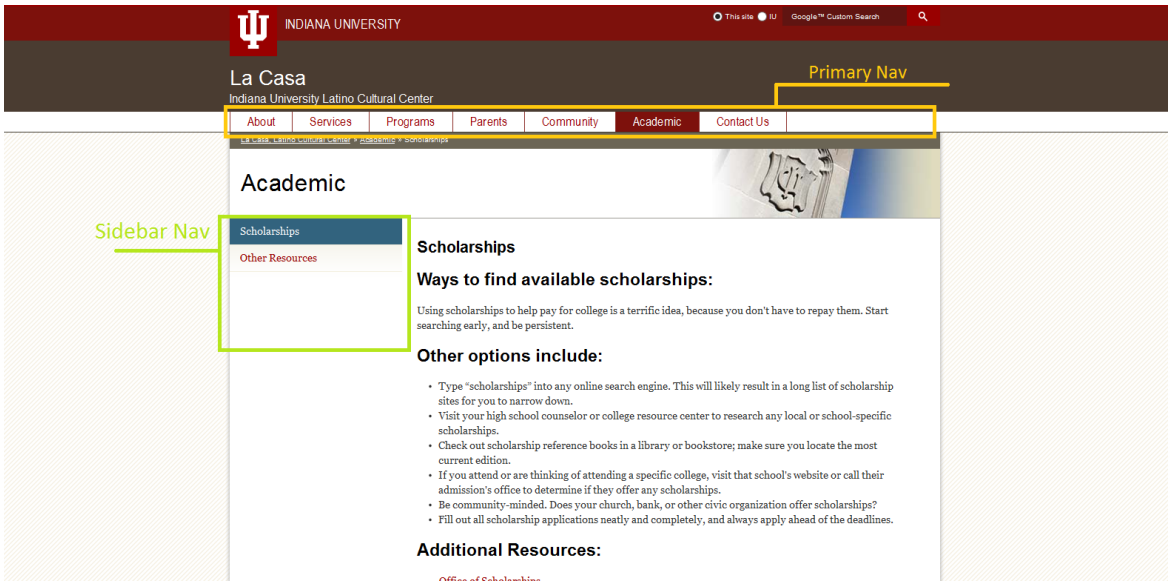
Another good thing about the hierarchical structure employed by this site is that it is readily apparent to the user. Even from the home page a user is able to see the entirety of the sites content by browsing through the sites main menu. This coupled with the fact that hierarchical structure is by far the most commonly used website structure make it easy for the site's users to quickly deduce the structure of the site. Due to the fact that it is one of the most common structures and all of the subpages are readily reached from the home page

really aids in the ease of navigation. A user can reach any single page within the site from any other single page within the site in one step—resulting in a very navigable site.

The structure of the TMBCC site is very broad and shallow. There are approximately 24 separate pages reachable from the main menu, and none of these pages have any further depth. While this setup has the convenience of being able to reach every page from every other page, the number of choices available to users at any given time can be overwhelming. A slightly narrower and deeper approach like that employed by the La Casa website could benefit the TMBCC. The La Casa website does away with submenus in the main menu and instead opts for landing pages for each category with sidebar menus that link to the next level down. The La Casa approach is less overwhelming for first time visitors and also makes it easier to navigate within categories.



Broad and Shallow: All subpages accessible from primary navigation



Deeper and Narrower: Primary navigation has no submenu. Instead, each category has a landing page with sidebar for further navigation

Highlights:

- The sites hierarchical structure is intuitive and easily recognized
- A hierarchical structure like the one employed by these two sites makes it easy for users to quickly and easily find the info they are looking for
- The structure of the site is conducive to the site's intended tasks
- From the home page a user is able to see the entirety of the sites content by browsing through the sites main menu
- Easy for the site's users to quickly deduce the structure of the site
- User can reach any single page within the site from any other single page within the site in one step—Easy to navigate
- Structure of the TMBCC site is very broad and shallow
- Number of choices at any one time can be overwhelming
- A slightly narrower and deeper approach like that employed by the La Casa website could benefit
- Trade drop down submenus for sidebar navigation within each category

Categories

The TMBCC website, like the LA Casa website, primarily categorizes its content by general topic. For example, the 'Programs & Activities' category contains subpages with information about programs and activities ranging from lectures to camps. The topical categorization works very well in this case.

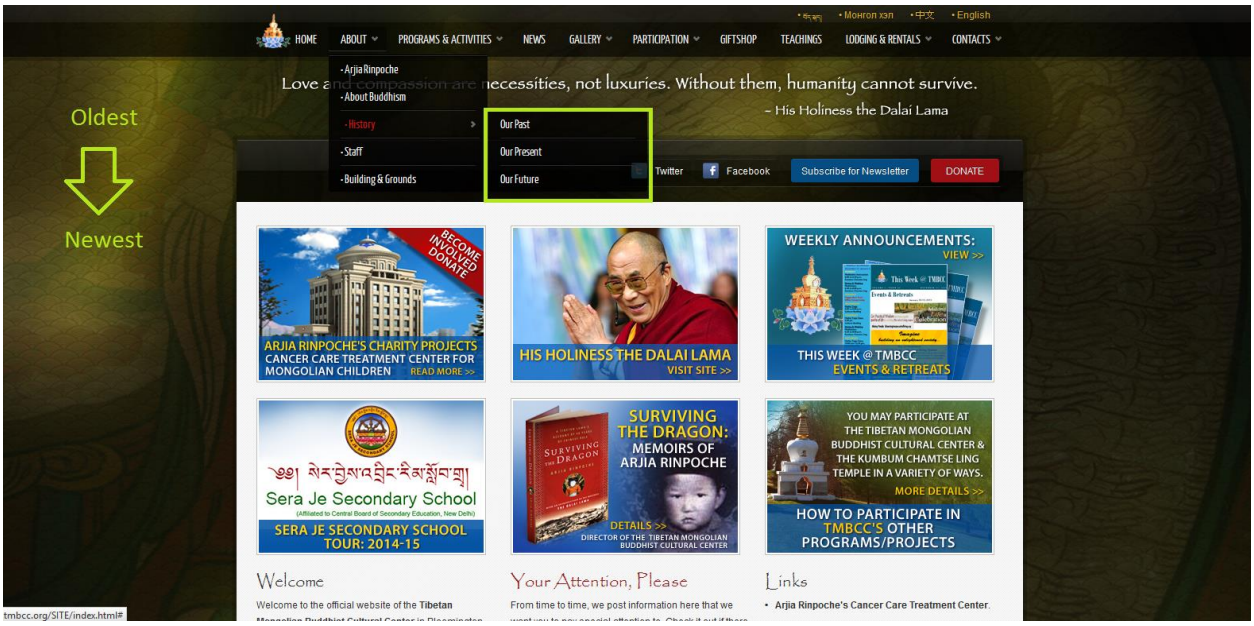
Unfortunately, while the basic ideas behind the sites categorization should work well in theory, the actual implementation in this case falls short of its potential. There are cases where subordinate categories just do not fit well within their superordinate categories. A good example of this is a page full of important links under the "Contacts" submenu. This page links to many outside resources, ranging from news articles to publishers. However, this has little to do with "Contacts" or contacting anyone. This page would be much better included in a category such as "About". The "Contact" page or submenu should strictly contain information pertaining to contacting the organization or key people within it. The La Casa website's contact page for example merely contains telephone number, email, and address. Outside resources are mentioned elsewhere. Furthermore, there are cases where the materials within a category just don't seem to fit together. For example, the "Programs & Activities" submenu contains a couple of pages that would be better defined as services than programs or activities. In fact, one of the pages is even titled "Dharma Services and Activities".

Another concern with the sites implementation of different categories is the existence of redundancy within the sites categories. Primarily in the case of the "Lodging & Rentals" category, which contains information on renting retreat cottages, and the "Programs & Activities" category which contains a subpage titles "Retreats". In this case, it would be best to merge the two categories.

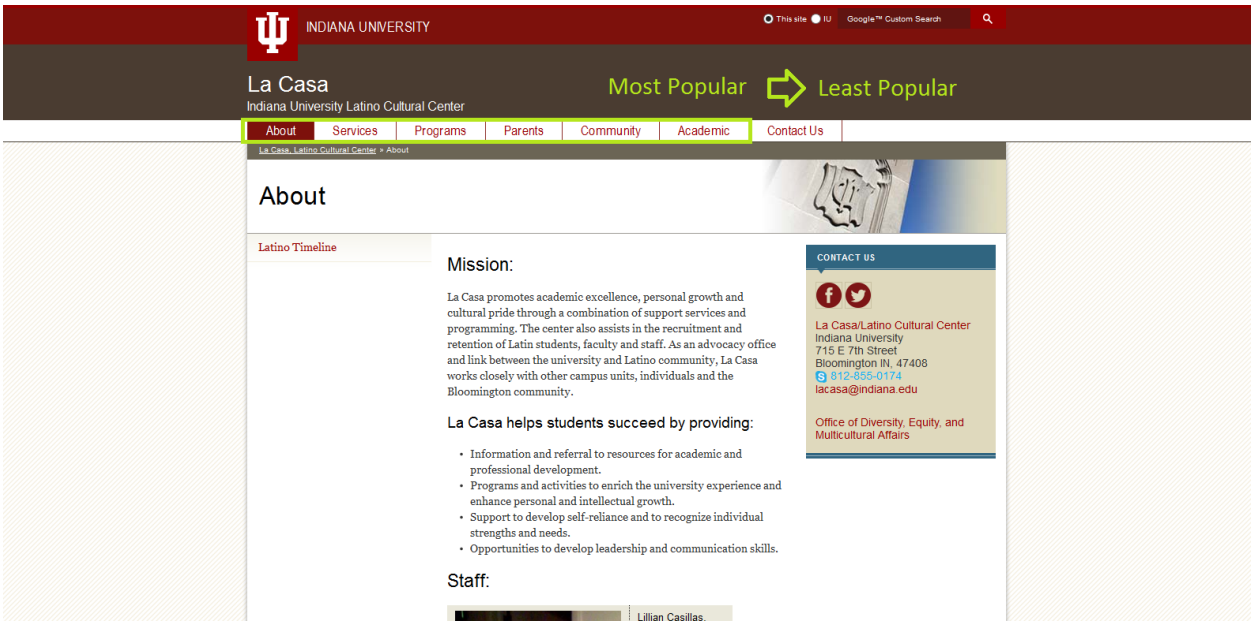
At the top level, the site's menu categories are organized hierarchically in terms of perceived popularity and importance to users. The main menu is organized from left-to-right from highest perceived popularity amongst users to lowest perceived popularity amongst users. For example, on the far left you have the 'About' page. Most visitors to the site will be interested in learning basic information about the TMBCC. On the other hand, you have the 'Lodging & Rentals' link because very few people that visit the site will actually be interested in staying overnight at the TMBCC location. The 'Contact' link on the far right is an exception.

It is a utility link--which we would normally expect to find on the far right of the navigation. So, despite its higher perceived importance, it is still where a user would expect to find it. The La Casa site also prioritizes its main menu in order of perceived importance to users with 'Contact Us' being the exception on the far right.

Most of the submenus are also ordered in a similar manner, with items deemed to be of the highest importance, or most popular to the user, placed on top. As you descend down the submenus the perceived importance of the pages decreases. This is a useful method ordering as the pages that users are most likely to visit will be the first ones they see—reducing the time users spend searching. Exceptions to this pattern are the "History" submenu and the navigation within the gallery pages, both of which are chronological. The "History" submenu starts with past on top and ends with the future on the bottom. This seems to be an intuitive us of chronological ordering. The navigation within the gallery pages also orders its links from oldest to newest, however, in this case it seems a little counter-intuitive. Visitors are more likely want to view gallery images of events that occurred more recently, therefore, the newest galleries should be placed at the top.



Chronologically ordered submenu



Hierarchically order primary navigation: Highest perceived user popularity to lowest perceived user popularity

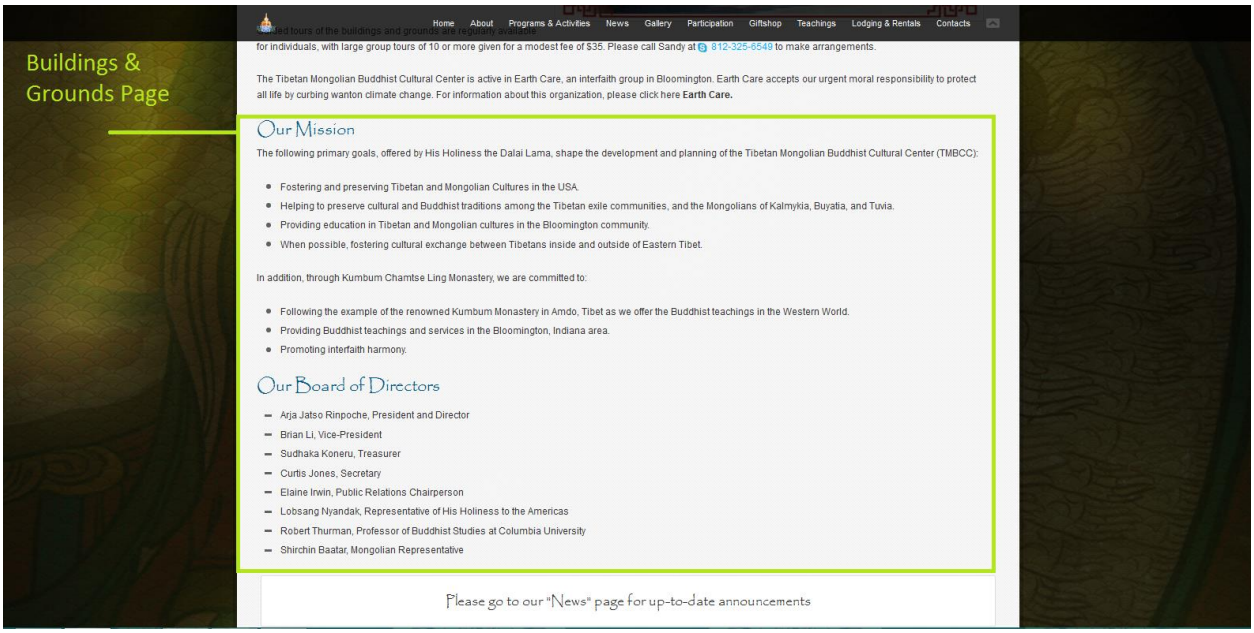
Highlights:

- Categorizes its content by general topic—Should work well
- Actual implementation in this case falls short of its potential
- Cases where subordinate categories just do not fit well within their superordinate categories
- "Important Links" should be removed
- Clean up "Programs & Activities" so that it only contains programs and activities
- Redundancy exists: retreats should not exist under both "Lodging & Rentals" and under "Programs & Activities"
- Remove "Lodging & Rentals" and put information about retreats under "Programs & Activities"
- At the top level, the site's menu categories are organized hierarchically in terms of perceived popularity
- Exceptions to this pattern are the "History" submenu and the navigation within the gallery pages
- Navigation within the gallery page should be newest to oldest instead of the other way around

Labels

Labeling is one of the areas the TMBCC site struggles the most. The groups and pages are labeled in terms of their primary topic, however, many of these labels still fail to adequately convey to users the content of the page they are about to visit. In many cases it is difficult to adequately determine what the contents of a page might be about before visiting it. For example, without visiting the "Request a Puja" page, most users will not know what a puja is. Once the user visits the page they may quickly learn that a puja is equivalent to a prayer. Whereas, if the page were labeled "Request a Prayer" the user would immediately know what they were getting into, and would later be surprised to learn that these are referred to as pujas in Tibetan Buddhism. Some of the labels are also difficult to differentiate between. One such case is the "Lodging and Rentals" submenu with the options "Retreat Cottages" and "Retreat Rooms". Without some other knowledge it is hard to determine the difference between these, and upon closer inspection they actually link to the same page. To reduce user confusion and frustration these two should be combined into a single option.

Another pressing issue is that there are many instances of page labels leading to completely unexpected information. One such example is the "About > Buildings and Grounds" page containing the organization's mission and the organization's board members listed not just once, but twice. Inconsistent labeling also leads to moments where the user is left bewildered. For example, The "Lodging and Rentals" category contains information pertaining to renting retreat cottages. However, the "Retreat" page within the "Programs & Activities" category refers to an altogether different kind of retreat. If you take a look at the La Casa website you will see that it utilizes clear and simple labels that ensure the user can assume a good amount about the page that they are about to visit. For example, changing the "Retreat Cottage" label to "Cottage Rental" would result in a much more consistent labeling that would prevent confusion over the meaning of the term retreat.



"Buildings & Grounds Page" contains information about the board of directors. Mismatched content/label.

Highlights

- Labeling is one of the sites biggest weaknesses
- Difficult to adequately determine what the contents of a page might be about before visiting it
- "Request a Puja" should be "Request a Prayer"
- "Retreat Rooms" and "Retreat Cottages" are different labels for the same page. Combine.
- Make sure that page labels reflect the contents of the page
- Remove information pertaining to the board of directors from "Buildings and Grounds"
- Inconsistent labeling: Two different kinds of retreat. Change the name of one of them

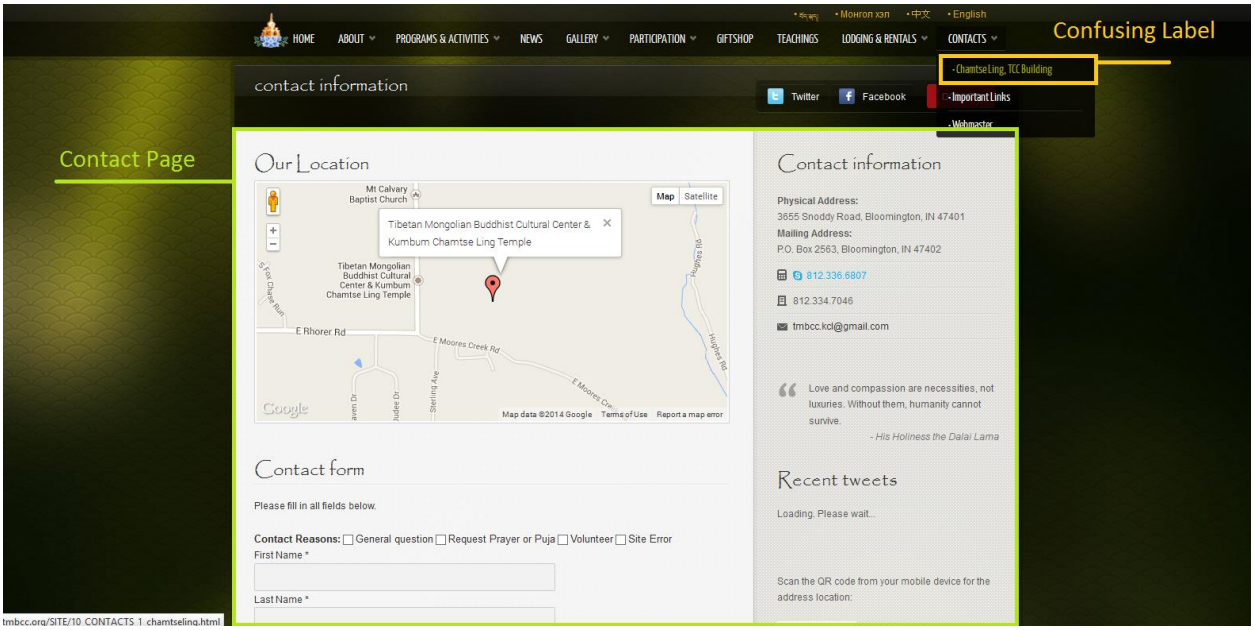
Navigation and Access

The organizational Structure of the TMBCC site is very intuitive. Hierarchical structures are the most widely used organizational structures on the web by a large margin. This means that those who have spent a

good deal of time browsing the web will immediately recognize the organizational structure of this website. The grouping of the sites content is intuitive for the most part, however, there are certain pages that would be more intuitively combined into a single page than left separate. For example the "History" of the organization would be more intuitively navigated if the "Our Past", "Our Present", and "Our Future" pages were combined into one single history page. The labeling is also very unintuitive in places. One such demonstration of this unintuitive labeling is the page labeled "Chamtse Ling, TCC Building" under the "Contacts" submenu. This is where all of the primary contact information is located, however, I am still not sure what this label means. Finding the contact information for the TMBCC would be much more intuitive if this page were simply renamed "Contact US".

For the most part, information is where you would expect to find it. However, there are many cases where there is information present that shouldn't be there. One example of this is the presence of information about the board of directors on the "Buildings & Grounds" page. This information should be removed and other pages should be scoured for non-pertinent information. If you compare the TMBCC site with that of La Casa, you will see that the information on La Casa's site is much more clear, concise and to the point while omitting less relevant information.

While the TMBCC website does very well at providing the basic navigational features such as a primary navigation menu that is persistent throughout the site and a way to link back to the homepage from any subordinate page, it is missing a number of features that would aid in navigation of the site, such as a site map, and index, a search engine, and an FAQ. Out of these, at least a sitemap and an FAQ should be added. These features would provide additional ways for users to navigate the TMBCC website and would put the TMBCC site in a better position than the La Casa site which also currently lacks these features.



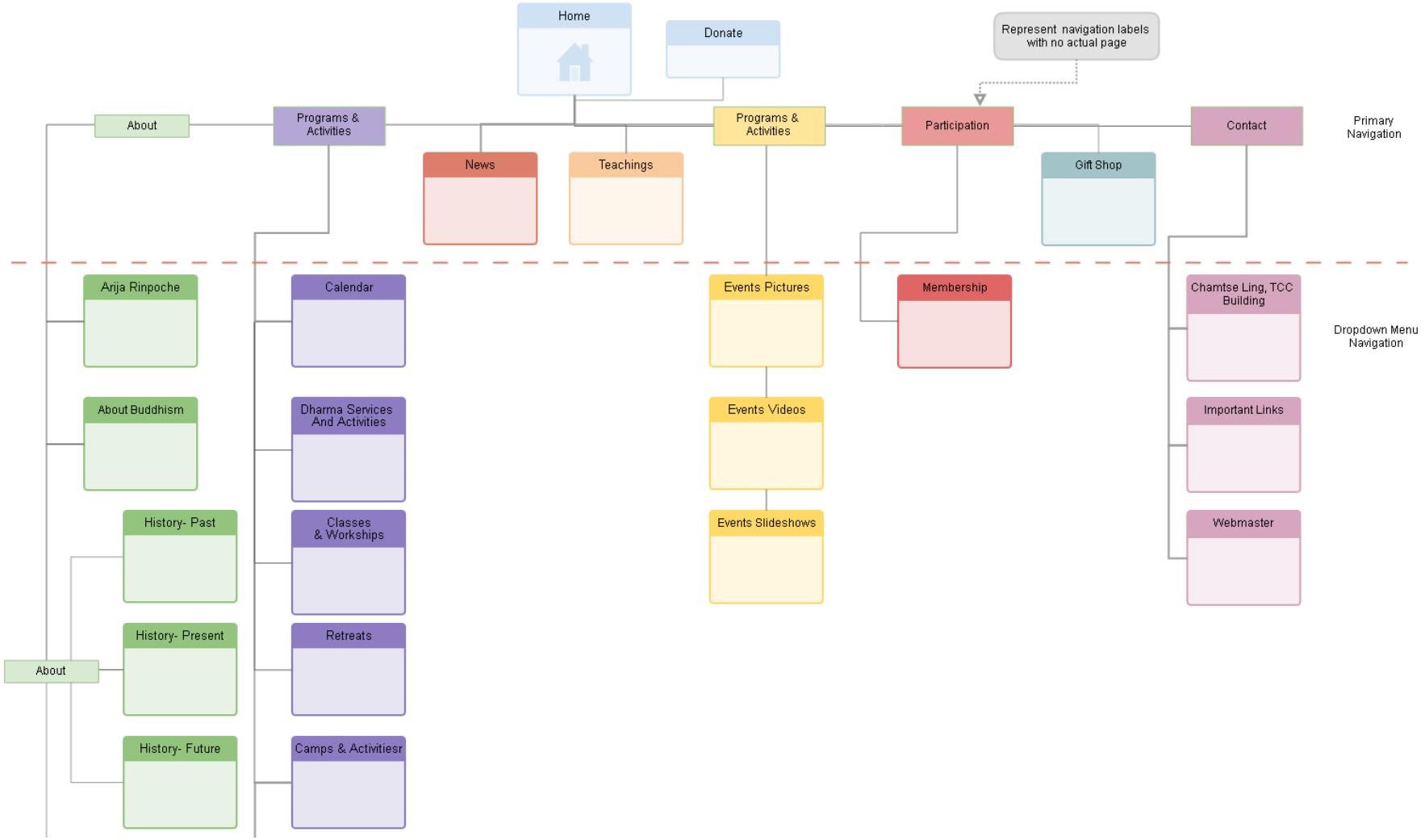
Unintuitive navigation label: "Chamtse Ling, TCC Building" takes you to the contact page

Highlights

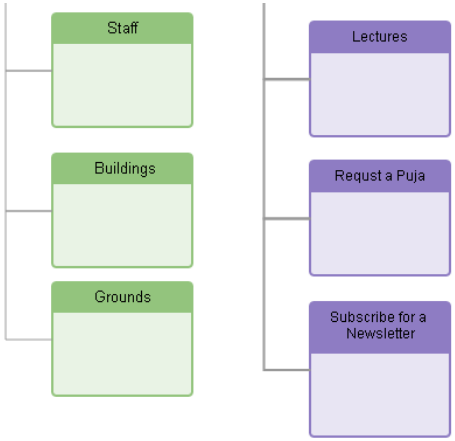
- Hierarchical structure is the most common
- Structure is intuitive and easy to recognize
- Labeling and grouping could be more intuitive
- Rename the page containing the contact information to "Contact US"
- Omit less relevant information from pages to make them more clear and concise
- Add a sitemap and an FAQ to ease navigation and provide alternative methods of navigation

Sitemaps

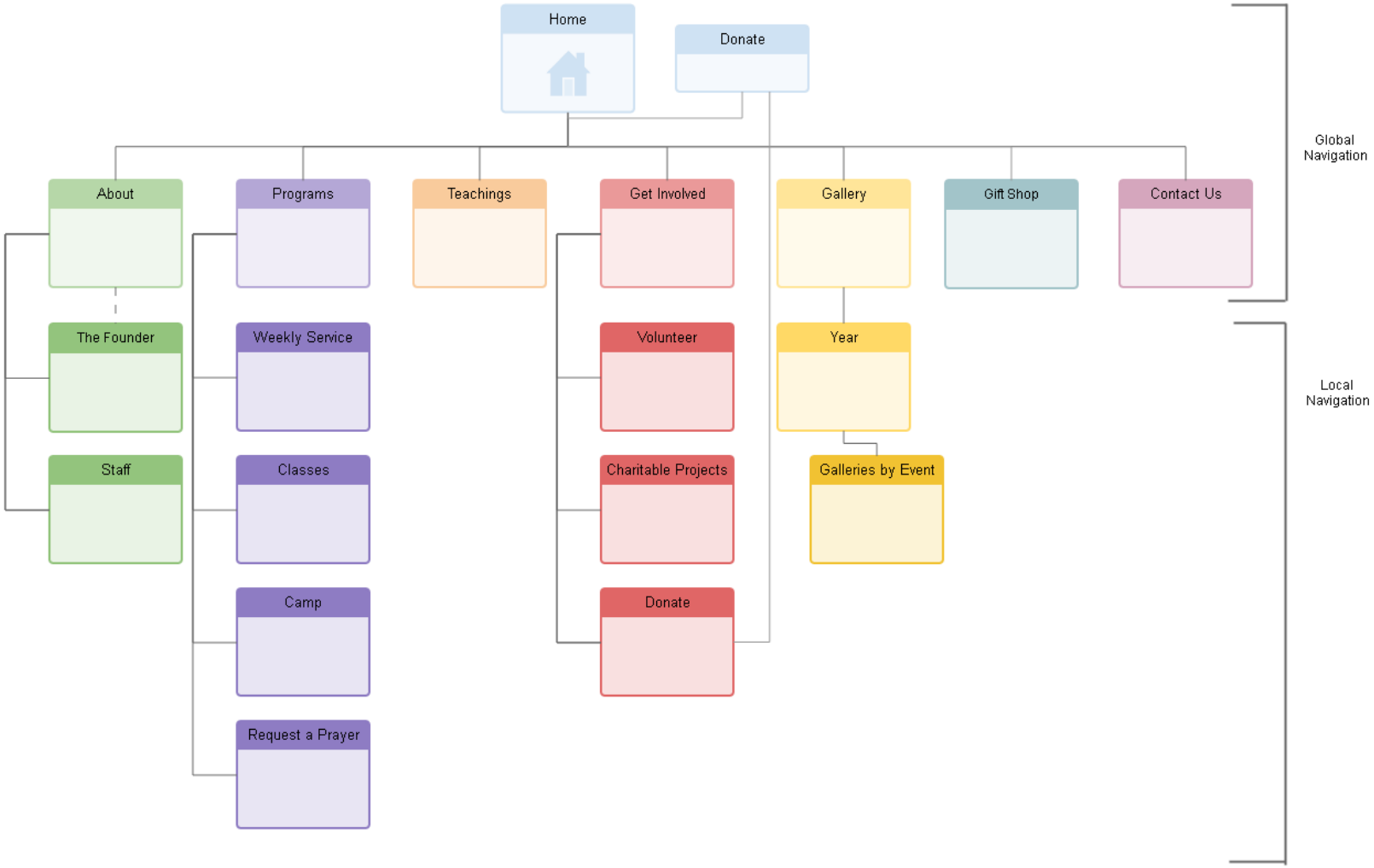
Current



(Continued…)

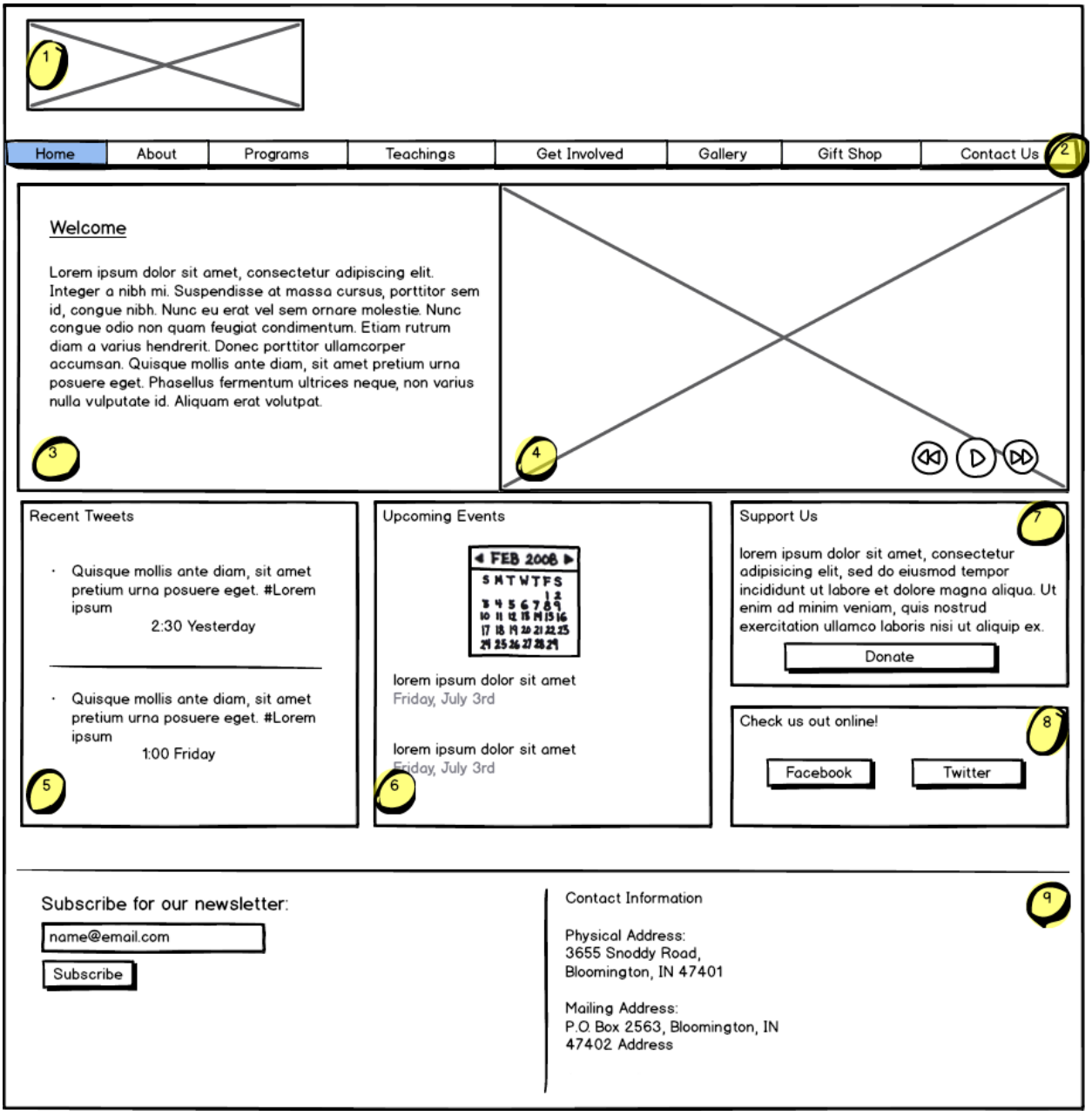

Staff
Buildings
Grounds
Lectures
Requst a Puja
Subscribe for a Newsletter

Proposed


Home
Donate
About
Programs
Teachings
Get Involved
Gallery
Gift Shop
Contact Us
The Founder
Staff
Weekly Service
Classes
Camp
Request a Prayer
Volunteer
Charitable Projects
Donate
Year
Galleries by Event
Global Navigation
Local Navigation

Wireframes

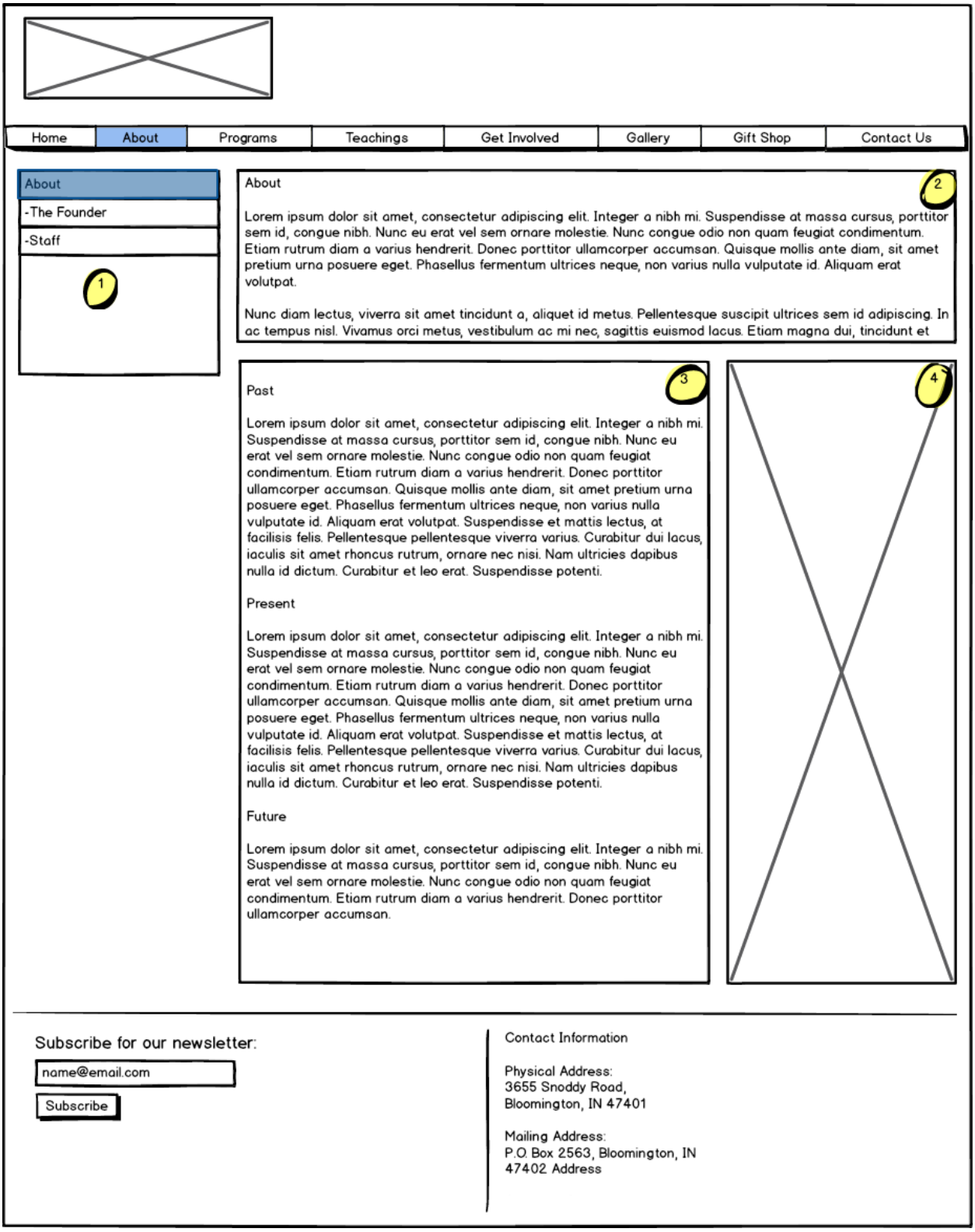
Home



1. The TMBCC logo will be persistent throughout the website and link back to the home page from each page.

2. The menu bar will be persistent throughout the website and will link to each of the top level pages. The page the user is currently on will be highlighted.
3. This content block will contain a brief introduction and description of the Tibetan Mongolian Buddhist Cultural Center
4. This block will be an image slideshow that contains a few images of people in the midst of activities at the TMBCC
5. The Twitter feed block will keep users up to date with the most recent news and messages from the TMBCC, displaying several of the most recent tweets from the organizations Twitter account.
6. The Upcoming events section will integrate the Google Calendar gadget. Allowing users to view a calendar that will display which days that there are events. A few of the upcoming events will be displayed below the calendar. Selecting an event will link to a Google page with more detailed information on the event. This will sink with the organizations Google account and Google Calendar.
7. The 'Support Us' block will describe why the TMBCC relies on donations, what those donations are used for, and will provide a link to the 'Donate' page.
8. The 'Check us out online!' box will contain buttons that link to the TMBCC's Twitter and Facebook profiles.
9. The footer will contain a 'Subscribe to our Newsletter' section on the left side that will allow users to submit their email in order to receive future messages from the TMBCC. The right side will contain some general contact information for the organization.

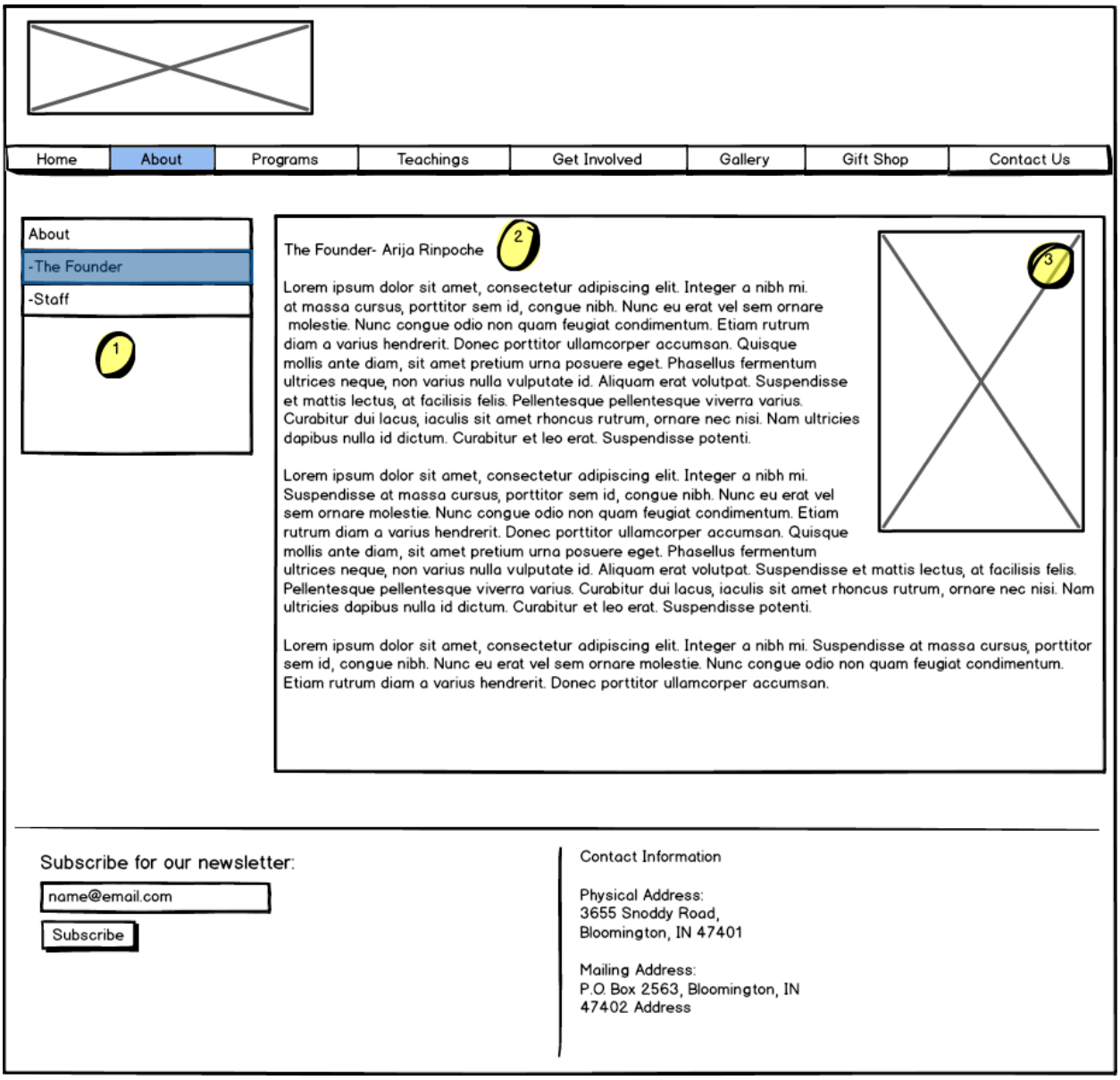
About



1. Sidebar navigation: This local navigation will have the current page, 'About', highlighted.

2. The 'About' block will contain a paragraph or two providing some very general information about the TMBCC, including information about its location, its purpose and its mission.
3. The 'History of the TMBCC' block will provide a condensed history of the organization divided into past, present, and future.
4. This content block will contain a vertically situated timeline that plots out the dates contained in the 'History of the TMBCC' section in an easy to understand and aesthetically pleasing way.

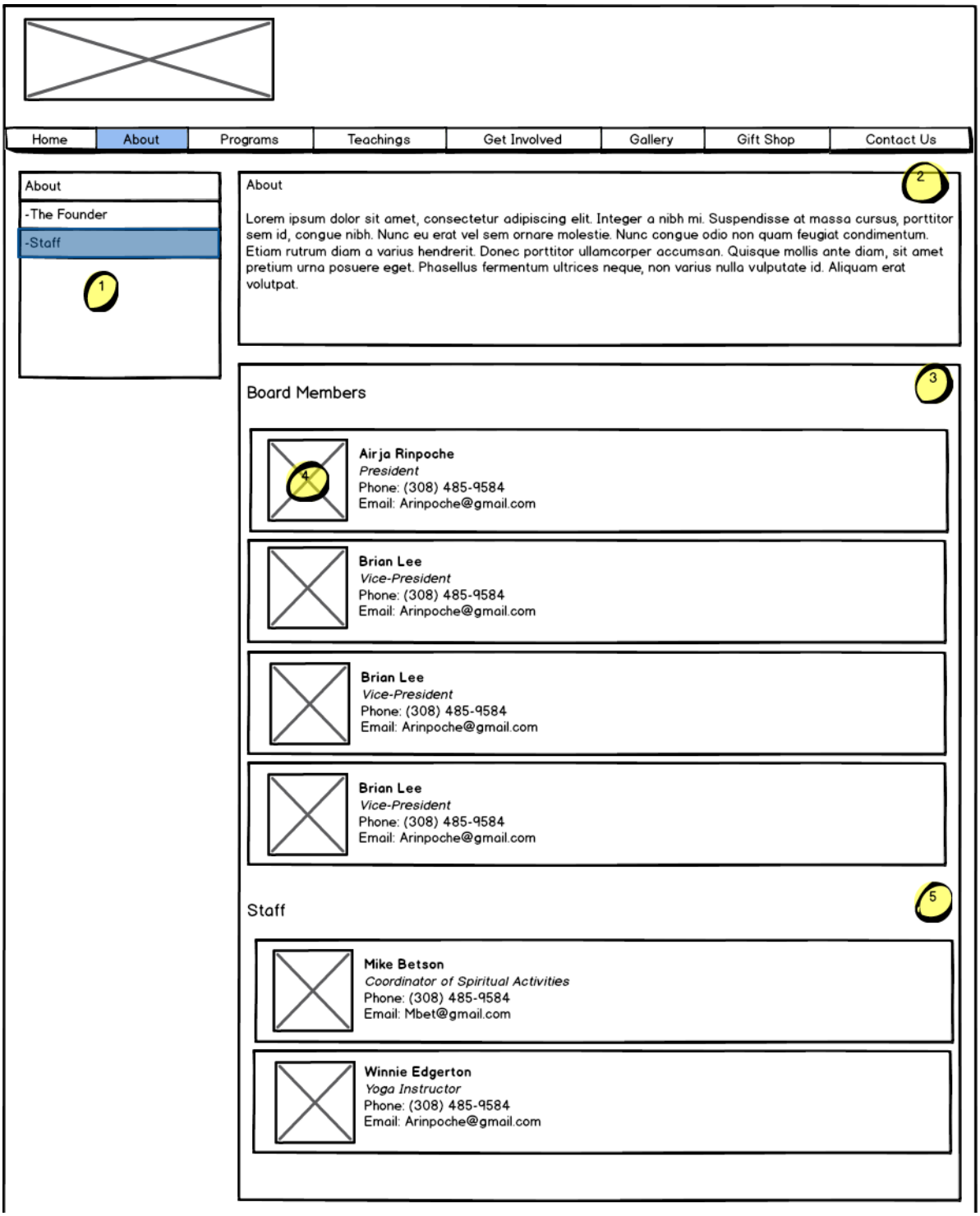
About – The Founder



1. Sidebar navigation: This local navigation will have the current page, 'The Founder', highlighted.

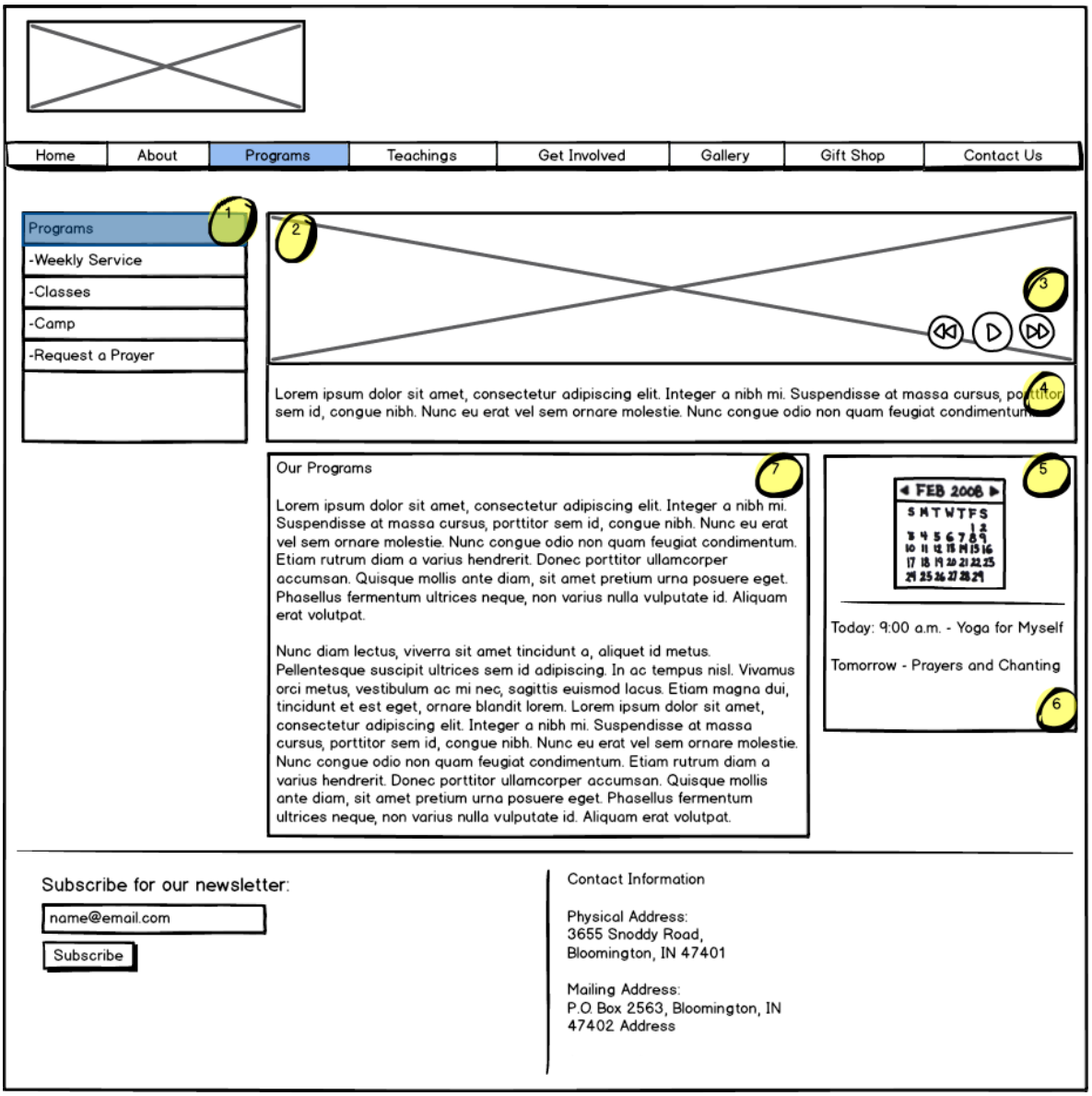
2. The 'The Founder – Arija Rinpoche' content block will contain a short biography of Arija Rinpoche as well as outline some of his dreams and goals for the organization.
3. This content block will contain a professional photo of Arija Rinpoche.

About - Staff



1. Sidebar navigation: This local navigation will have the current page, 'Staff', highlighted.
2. The 'About' Block will:
    a. Briefly describe why the TMBCC has a board
    b. Praise the staff for their crucial role in maintaining the TMBCC
    c. Inform the users that they are free to contact the staff if they have any particular questions or concerns.
3. This section will contain a list of board members. Each Board member will have his or her own content block containing information about them such as their position and contact information.
4. A professional headshot will also be provided within each board member block.
5. The remaining staff will be listed with their own individual blocks, just like the board members.

Programs

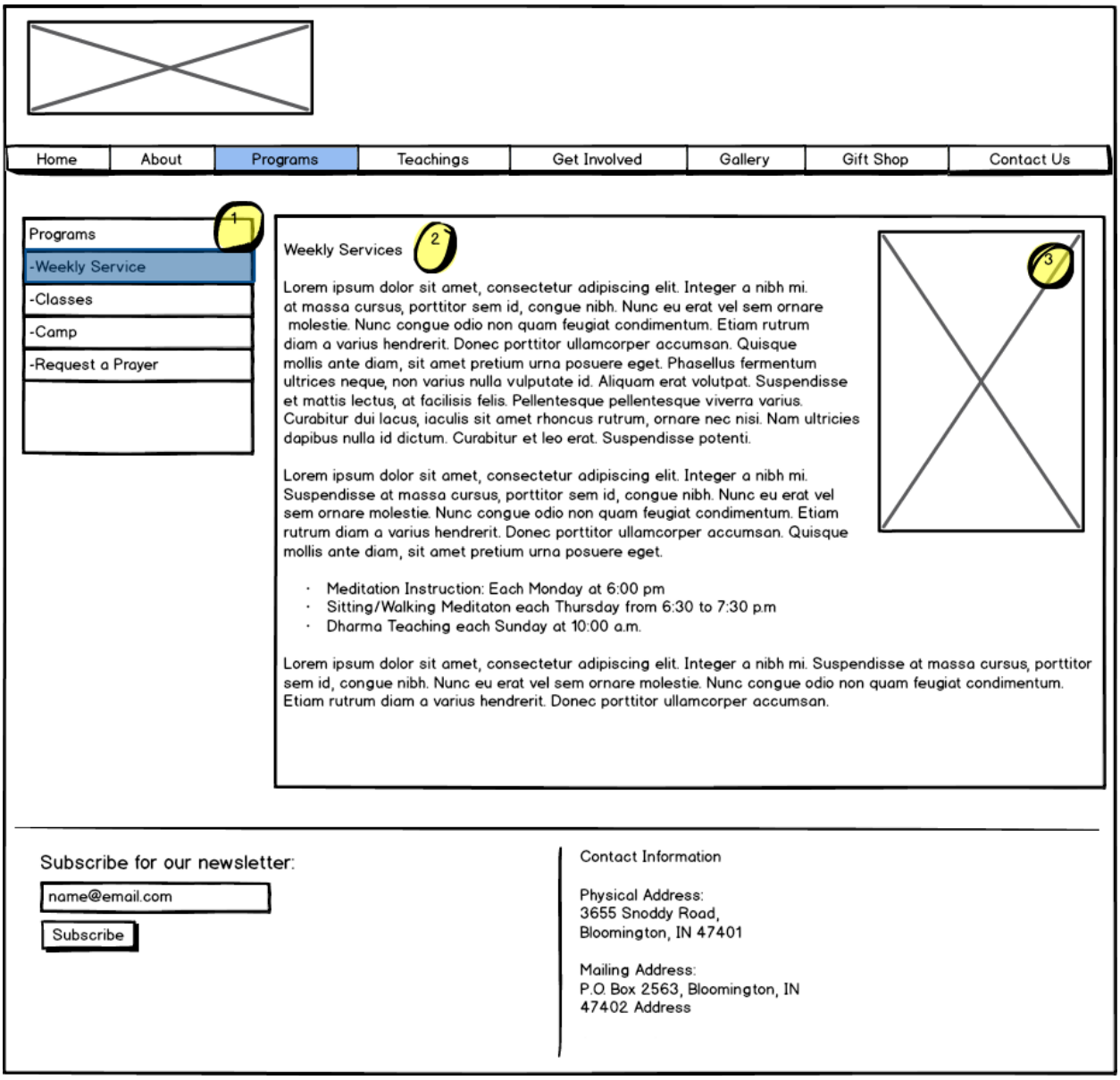


1. Sidebar navigation: This local navigation will have the current page, 'Program', highlighted.
2. A slideshow displaying a few pictures of activities and classes that take place at the TMBCC.
3. Slideshow controls: Will contain options for moving to the next slide, to the previous slide, and pausing.
4. A brief description of each slide describing the activity taking place.
5. An embedded Google Calendar gadget. Allowing users to view a calendar that will display which days that there are events. Selecting an event will link to a Google page with more detailed

information on the event. This will sink with the organizations Google account and Google Calendar.

6. A few of the upcoming events will be displayed below the calendar along with their date and time.
7. The 'Our Programs' block will provide an overview of the programs offered by the TMBCC and a description of what they hope to achieve by providing these programs.

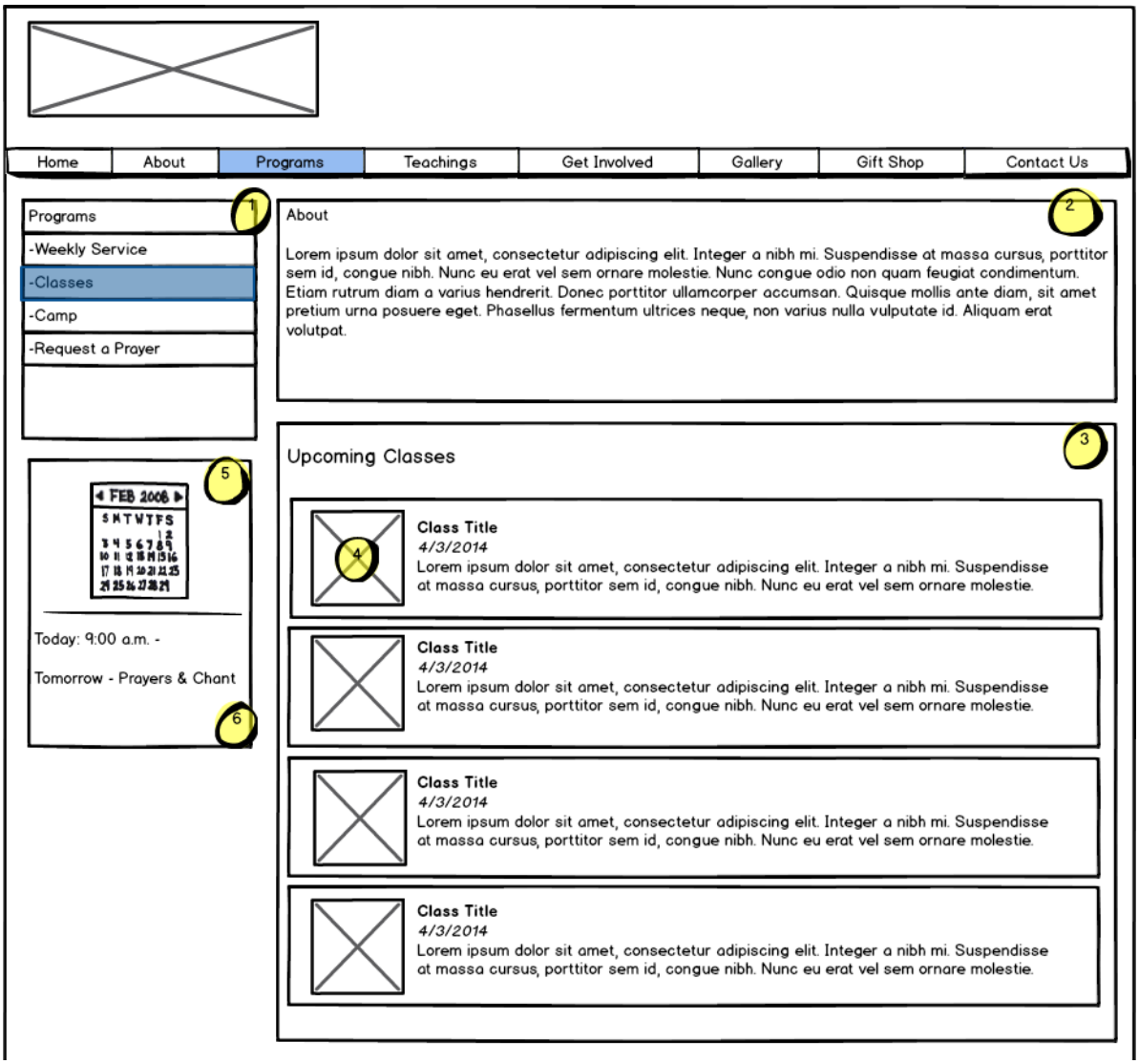
Programs – Weekly Services



1. Sidebar navigation: This local navigation will have the current page, 'Weekly Services', highlighted.

2. This block will contain an overview and general description of the organization's weekly services as well as the days and times for these services.
3. This will be a photo of participants taking part in one of the weekly services

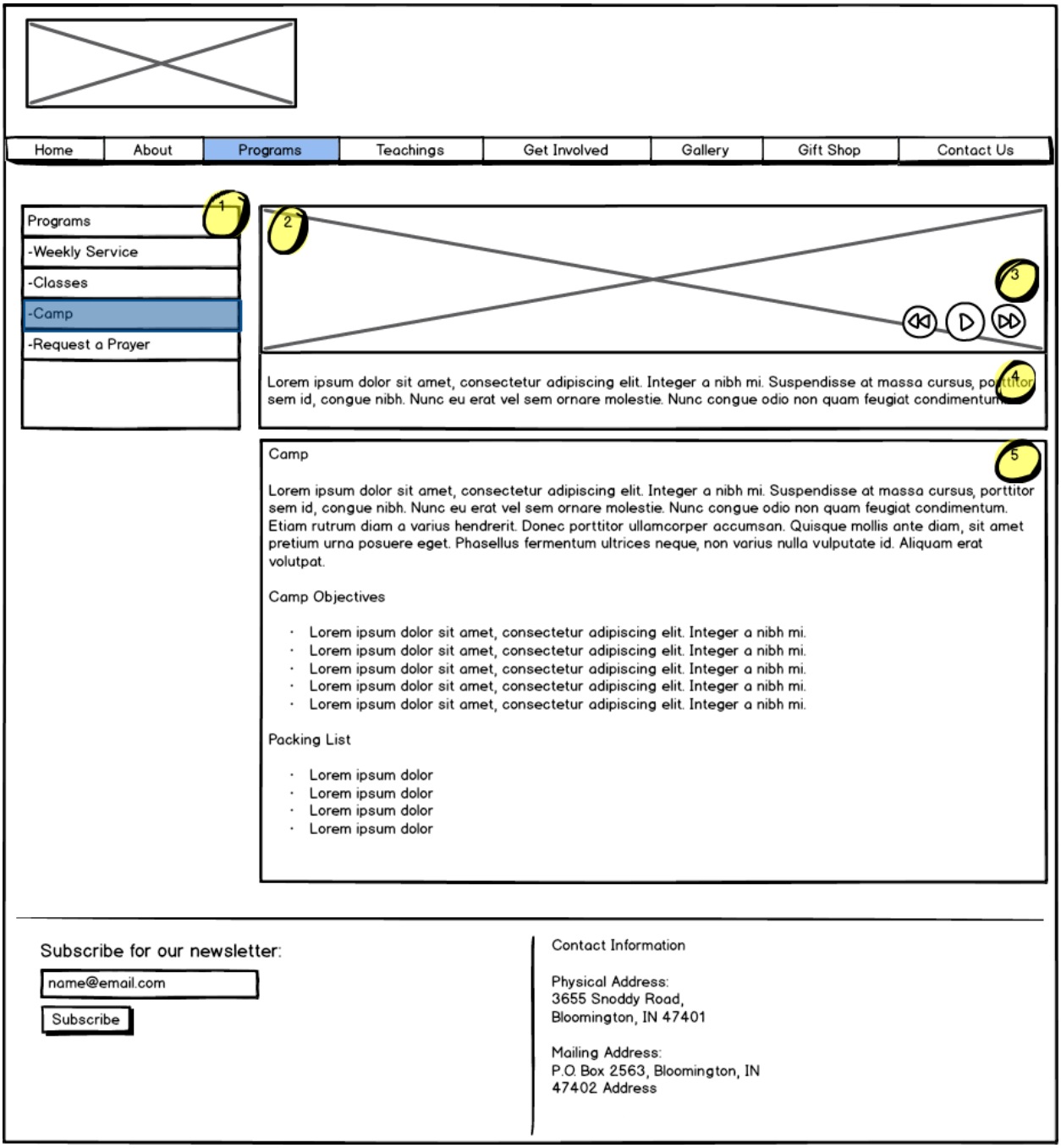
Programs - Classes



1. Sidebar navigation: This local navigation will have the current page, 'Classes', highlighted.
2. This will provide general information about the nature and structure of the courses offered by the TMBCC.
3. This block will contain a list of scheduled and upcoming classes. It will include the title, date, time, and a brief description of each course.
4. A photo relating to each classes content.

5. An embedded Google Calendar gadget. Allowing users to view a calendar that will display which days that there are events. Selecting an event will link to a Google page with more detailed information on the event. This will sink with the organizations Google account and Google Calendar.
6. A few of the upcoming events will be displayed below the calendar along with their date and time.

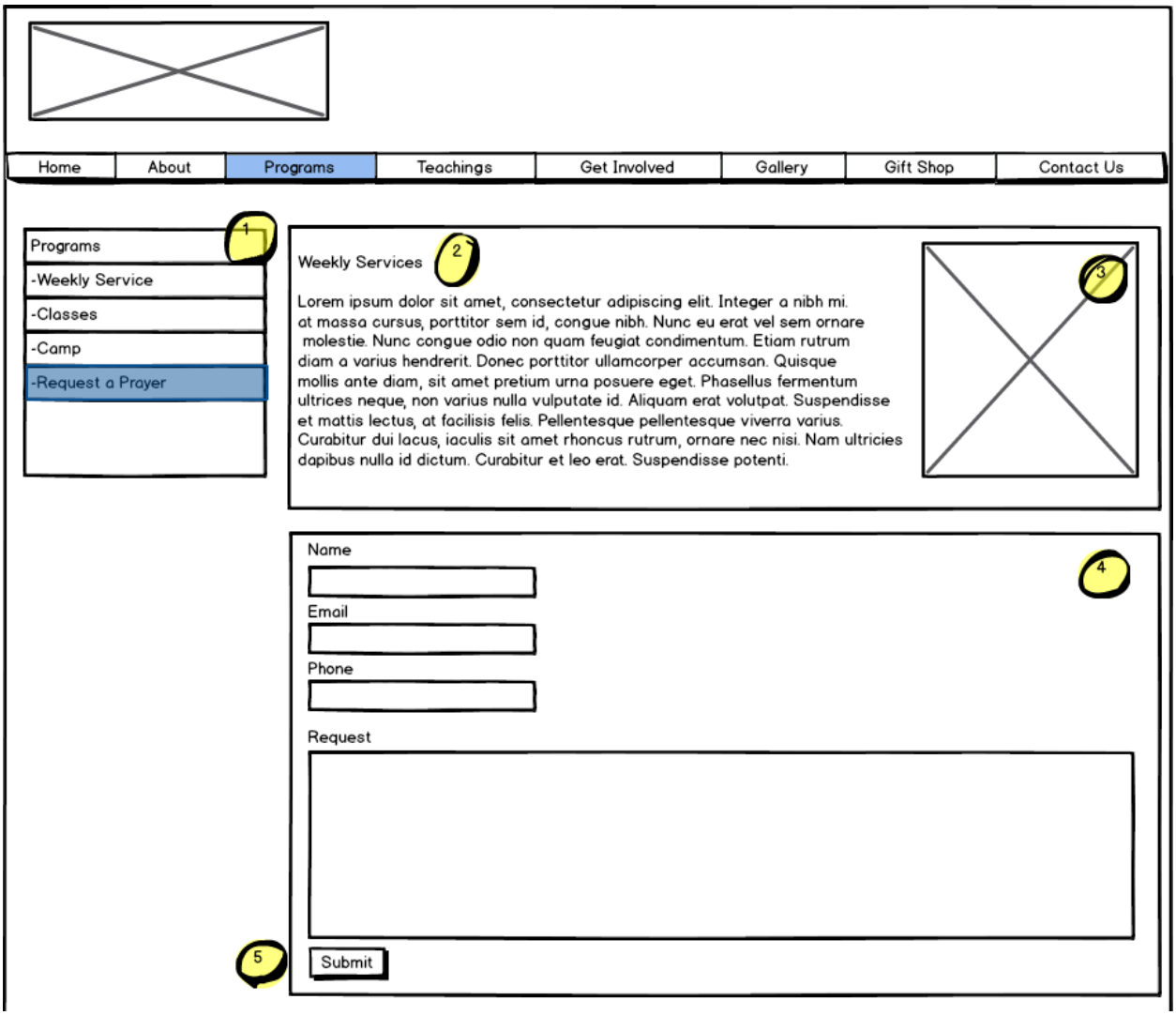
Programs - Camp



1. Sidebar navigation: This local navigation will have the current page, 'Camp', highlighted.

2. A slideshow containing a few images depicting past camp experiences.
3. Slideshow controls: Will contain options for moving to the next slide, to the previous slide, and pausing.
4. A brief description of each slide describing the activity taking place.
5. This block will contain information about the camp, starting with a general description of the camp. It will also display a list of the camp objectives and rules, and then a list of materials to pack with your child before sending them to camp.

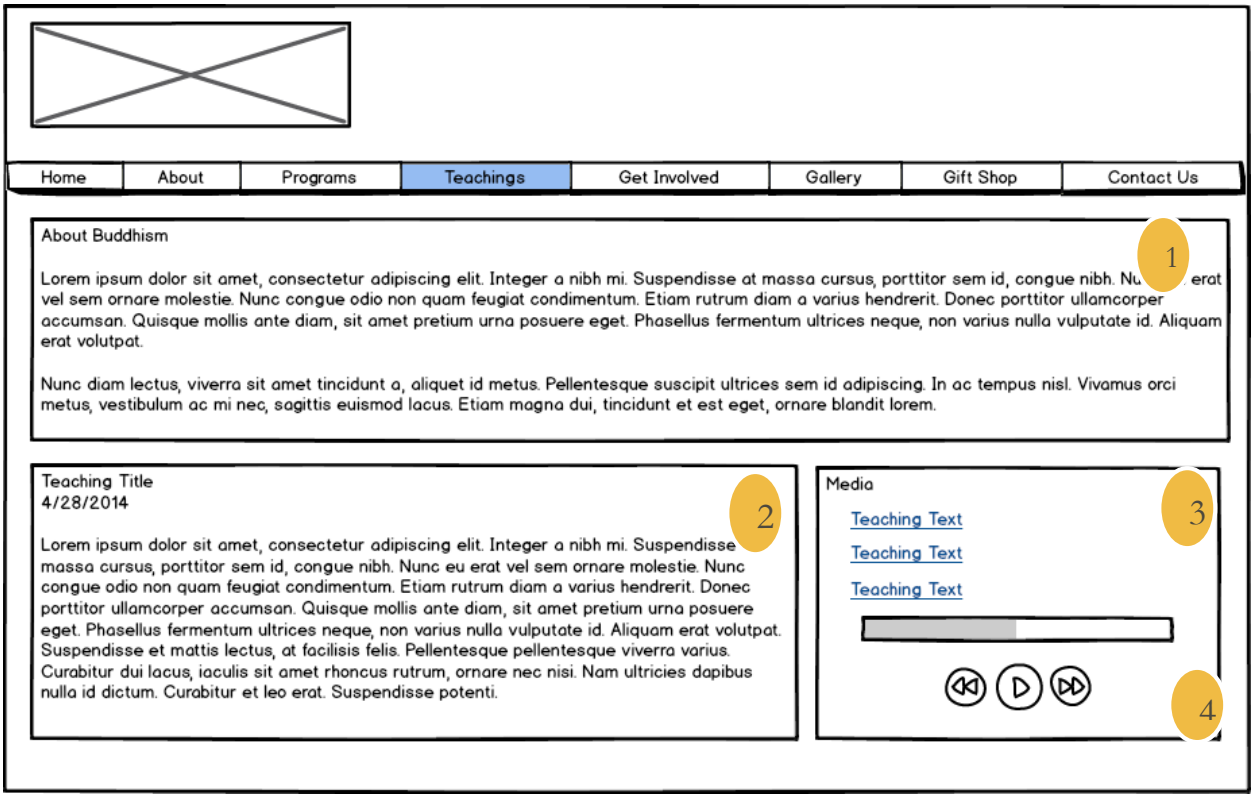
Programs – Request a Prayer



1. Sidebar navigation: This local navigation will have the current page, 'Request a Prayer', highlighted.

2. This block will contain information about requesting a prayer. It will contain a description of what is done once a prayer quest is received.
3. This will be a picture depicting Buddhist prayer.
4. This form will allow users to request a prayer. It will require users to submit a name and email address. Phone number will be optional.
5. The submit button will email a copy of the prayer request to a member of the TMBCC team.

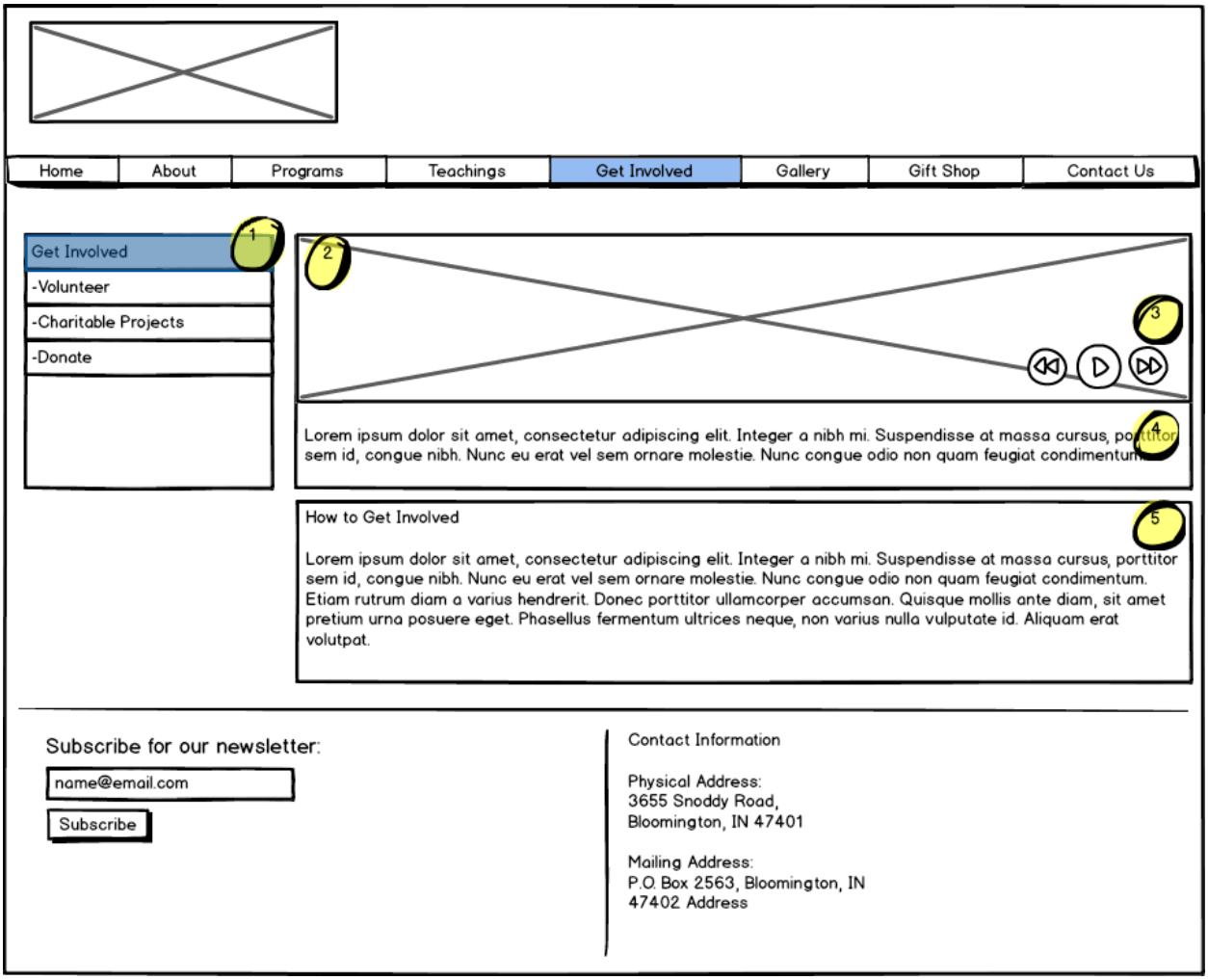
Teachings



1. The 'About Buddhism' block will contain a very brief overview of the beliefs and history of Buddhism.
2. The page will contain a list of teachings ordered from most recently posted to the oldest. Each will display the date of the teaching, a title, and a description of what is discussed.
3. Within the media section will be a list of written documents related to the corresponding teaching.

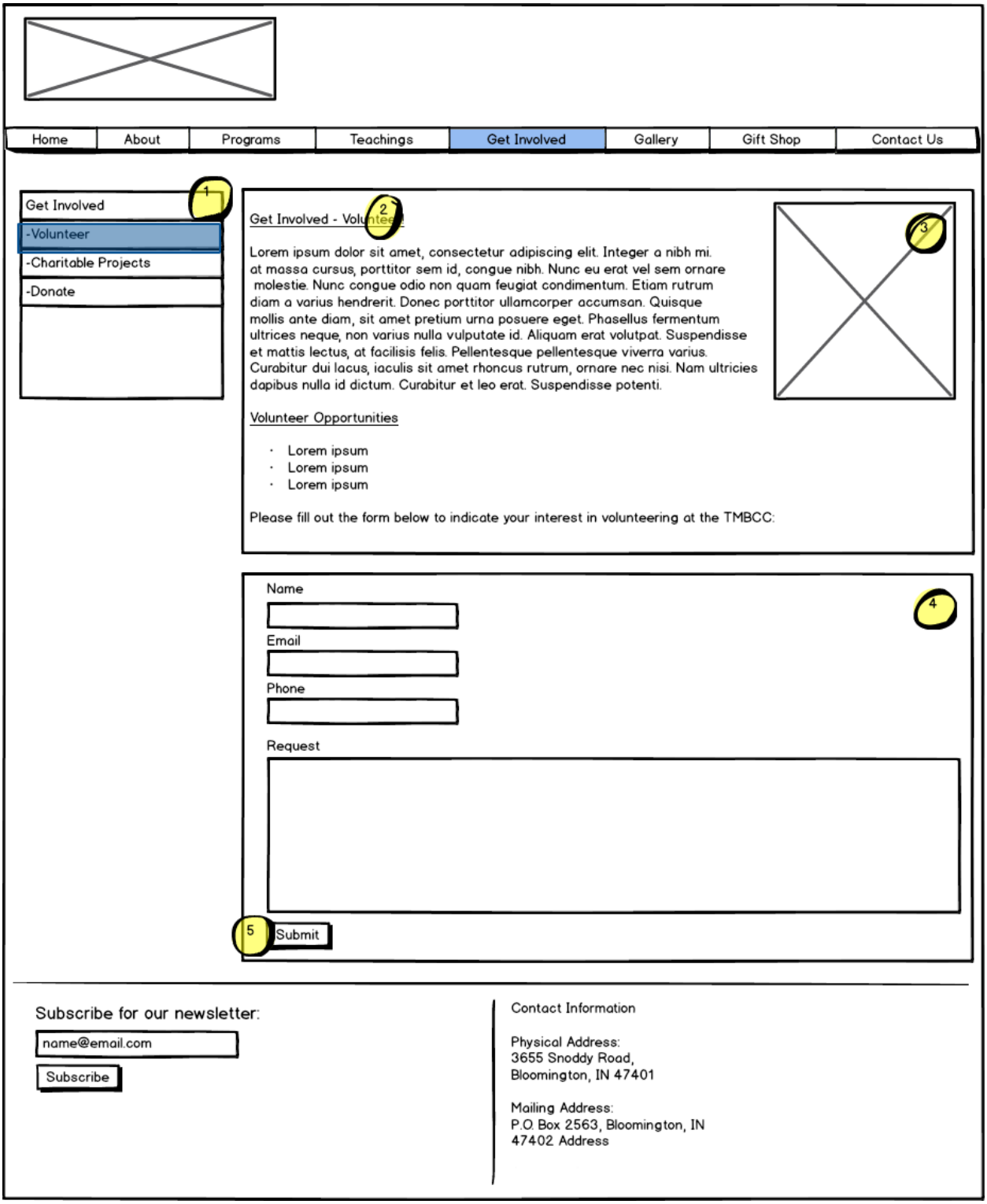
4. The media section will also contain an embedded audio player for those teachings that have corresponding audio.

Get Involved



1. Sidebar navigation: This local navigation will have the current page, 'Get Involved', highlighted.
2. A slideshow containing a few images depicting volunteer experiences.
3. Slideshow controls: Will contain options for moving to the next slide, to the previous slide, and pausing.
4. A brief description of each slide describing the activity taking place.
5. A brief description of the different ways users can get involved at the TMBCC.

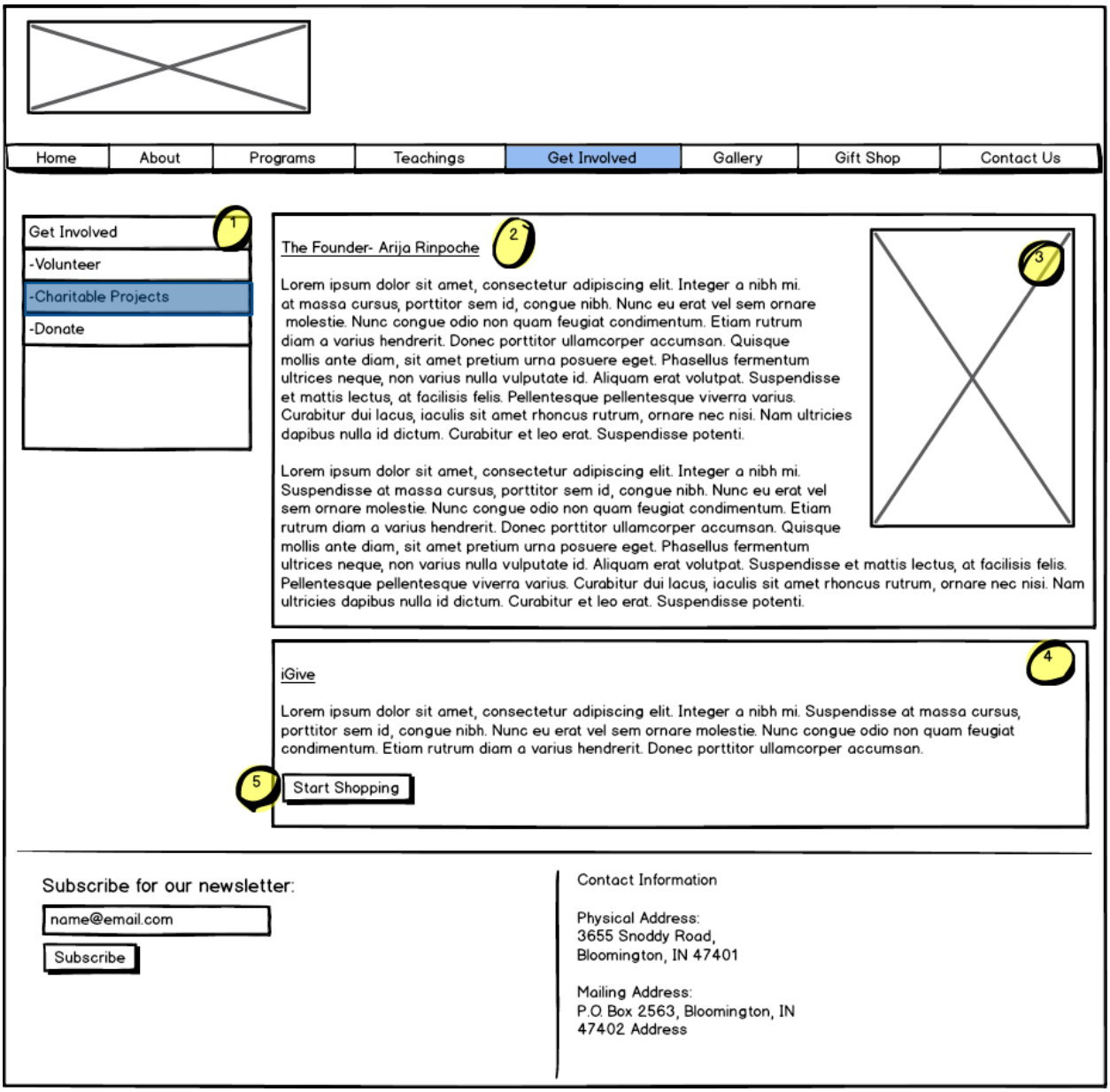
Get Involved - Volunteer



1. Sidebar navigation: This local navigation will have the current page, 'Get Involved', highlighted.

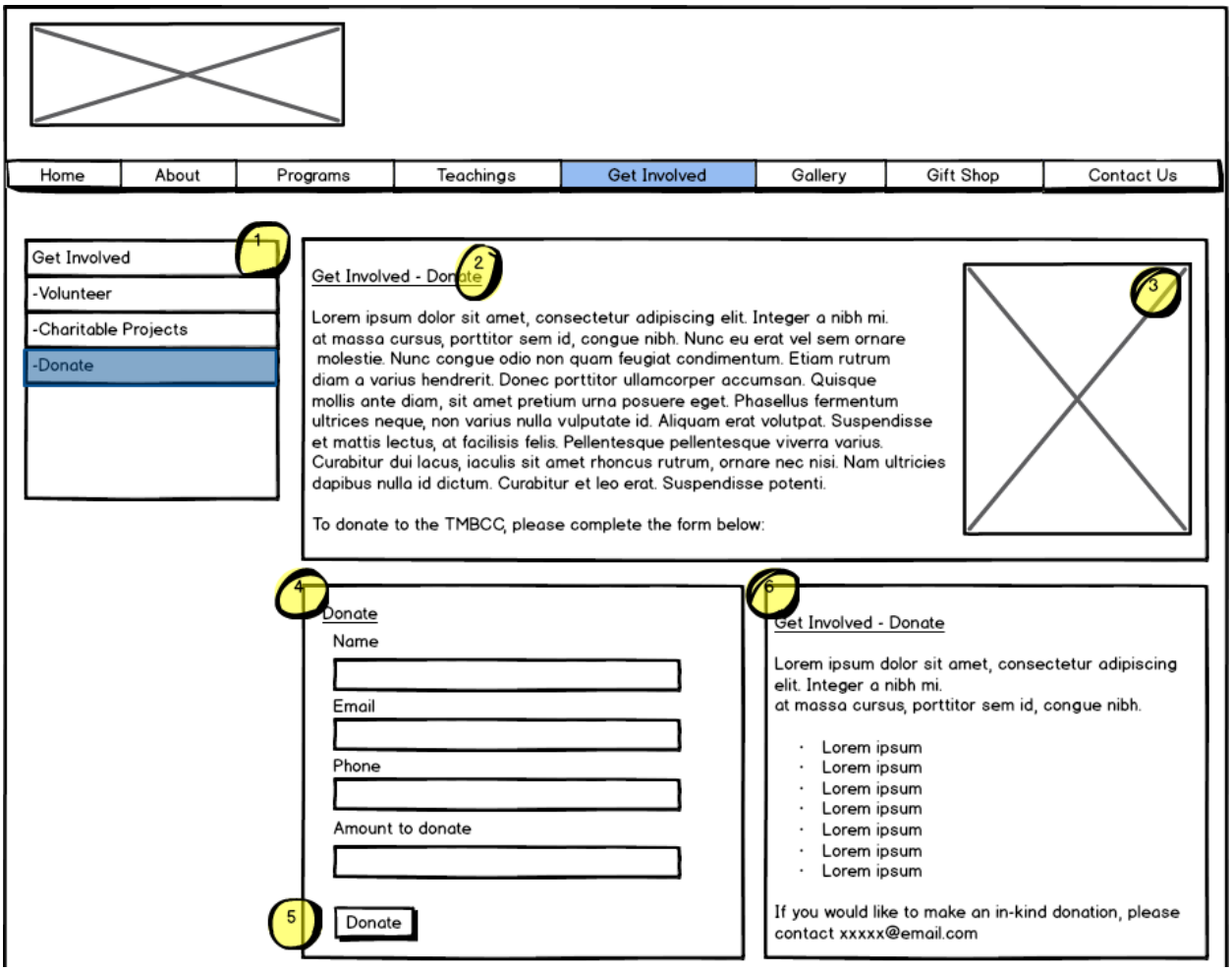
2. A summary of volunteer activities at the TMBCC. Explains why volunteers are so important. Also contains a list of the different kinds of volunteers that are needed.
3. A picture of volunteers at work.
4. This form will allow users to express interest in volunteering. It will require users to submit a name and email address. Phone number will be optional.
5. The submit button will email a copy of the prayer request to a member of the TMBCC team.

Get Involved – Charitable Projects



1. Sidebar navigation: This local navigation will have the current page, 'Charitable Projects', highlighted.
2. This block will describe the current charitable projects that the TMBCC is undertaking.
3. A photo relating to the current charitable projects.
4. A description of the iGive program which donates a portion of the money you spend when shopping to a charitable organization.
5. A button that takes you to the TMBCC iGive portal.Get Involved – Donate

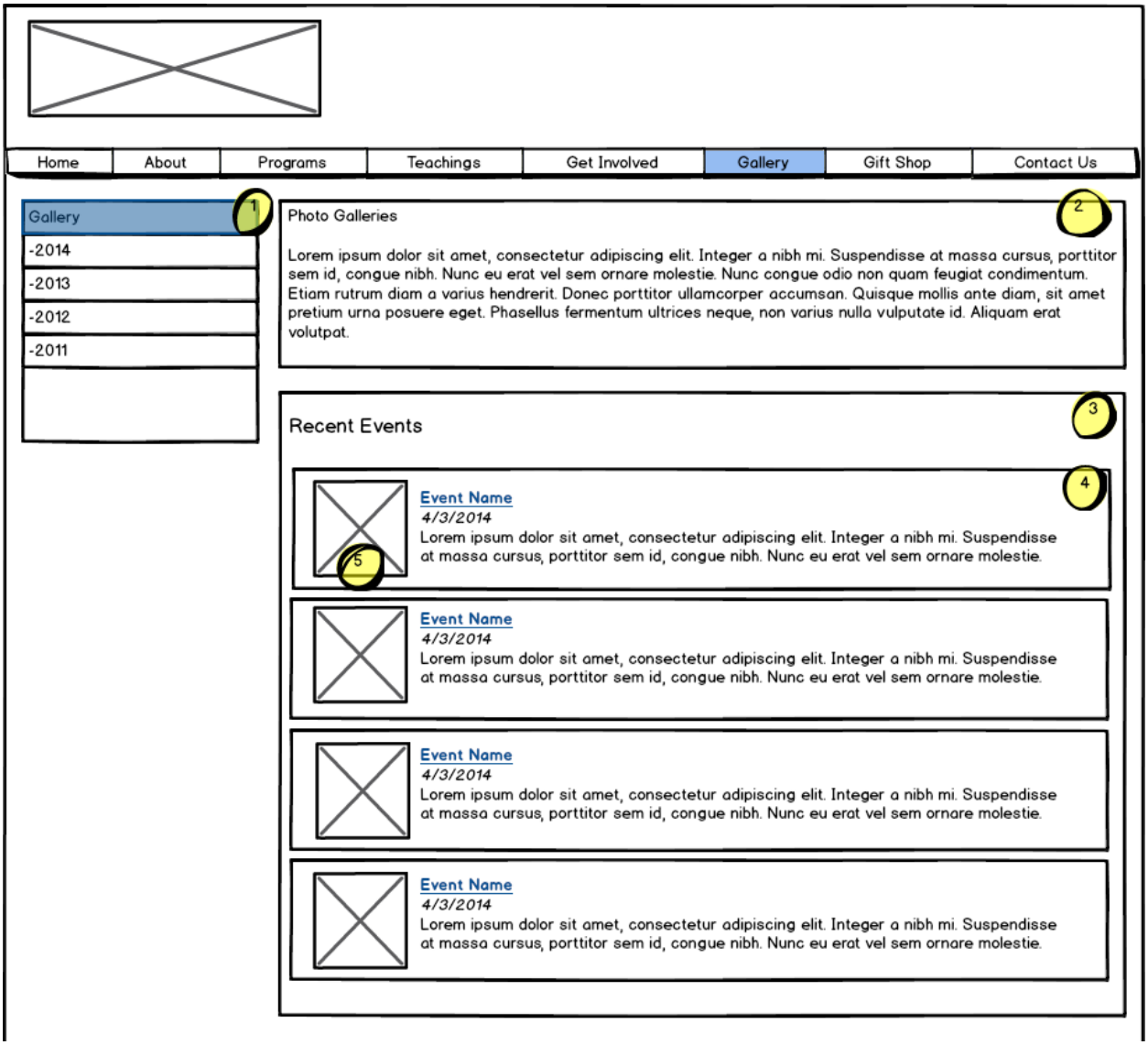
Get Involved – Donate



1. Sidebar navigation: This local navigation will have the current page, 'Donate', highlighted.
2. This block will describe why the TMBCC relies on donation, the importance of these donations, and how these donations are used.
3. An image of the TMBCC grounds.

4. The donation form. Will require users to provide their name, email, phone, and the amount they wish to donate.
5. The donate button will transfer the user to PayPal where they will complete the rest of the transaction.
6. This block will provide a list of material goods that the organization needs and information about how users can go about making in-kind donations.

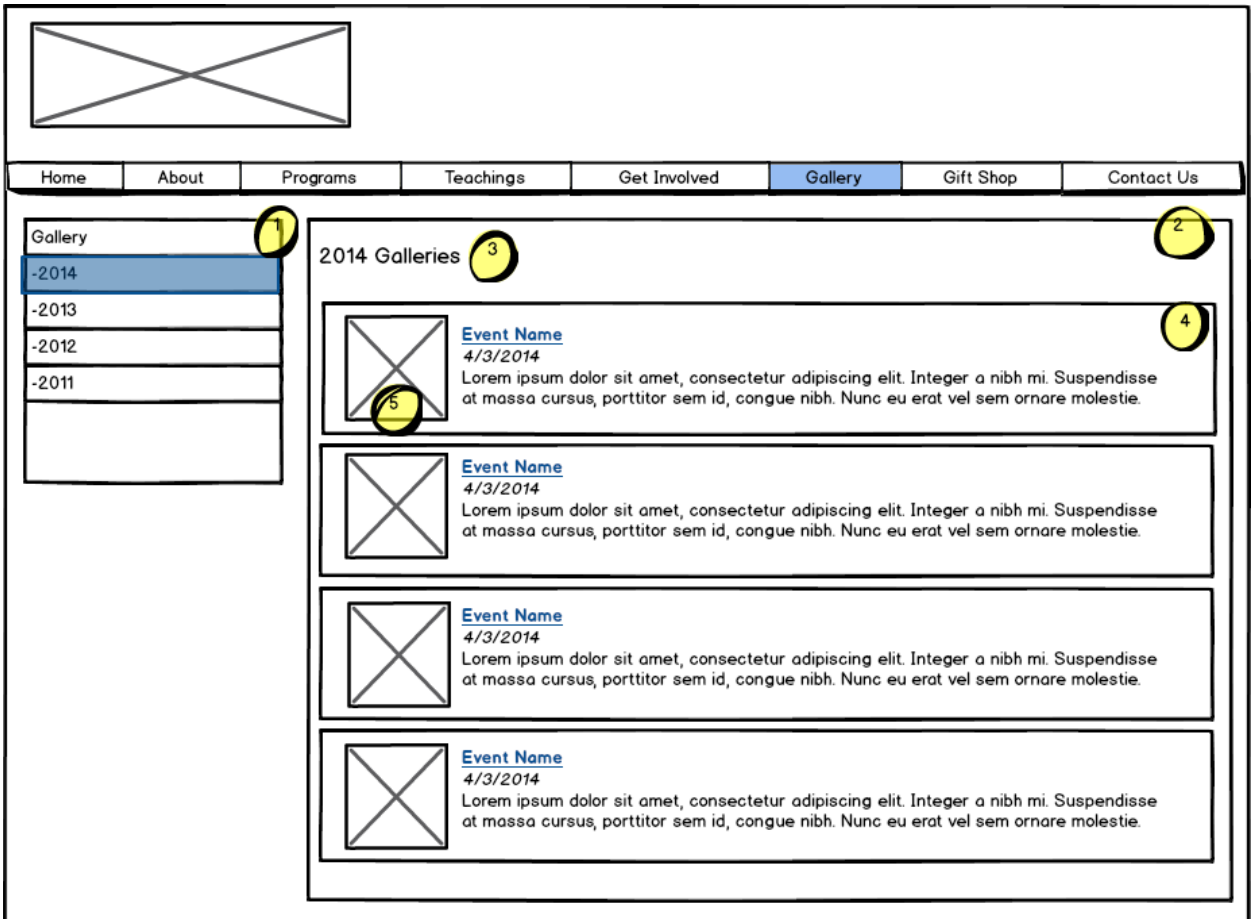
Gallery



1. Sidebar navigation: This local navigation will have the current page, 'Gallery', highlighted. It will also contain a list of years in which other photos were taken.
2. This block will provide a brief introduction to the gallery and invite users to check it out.

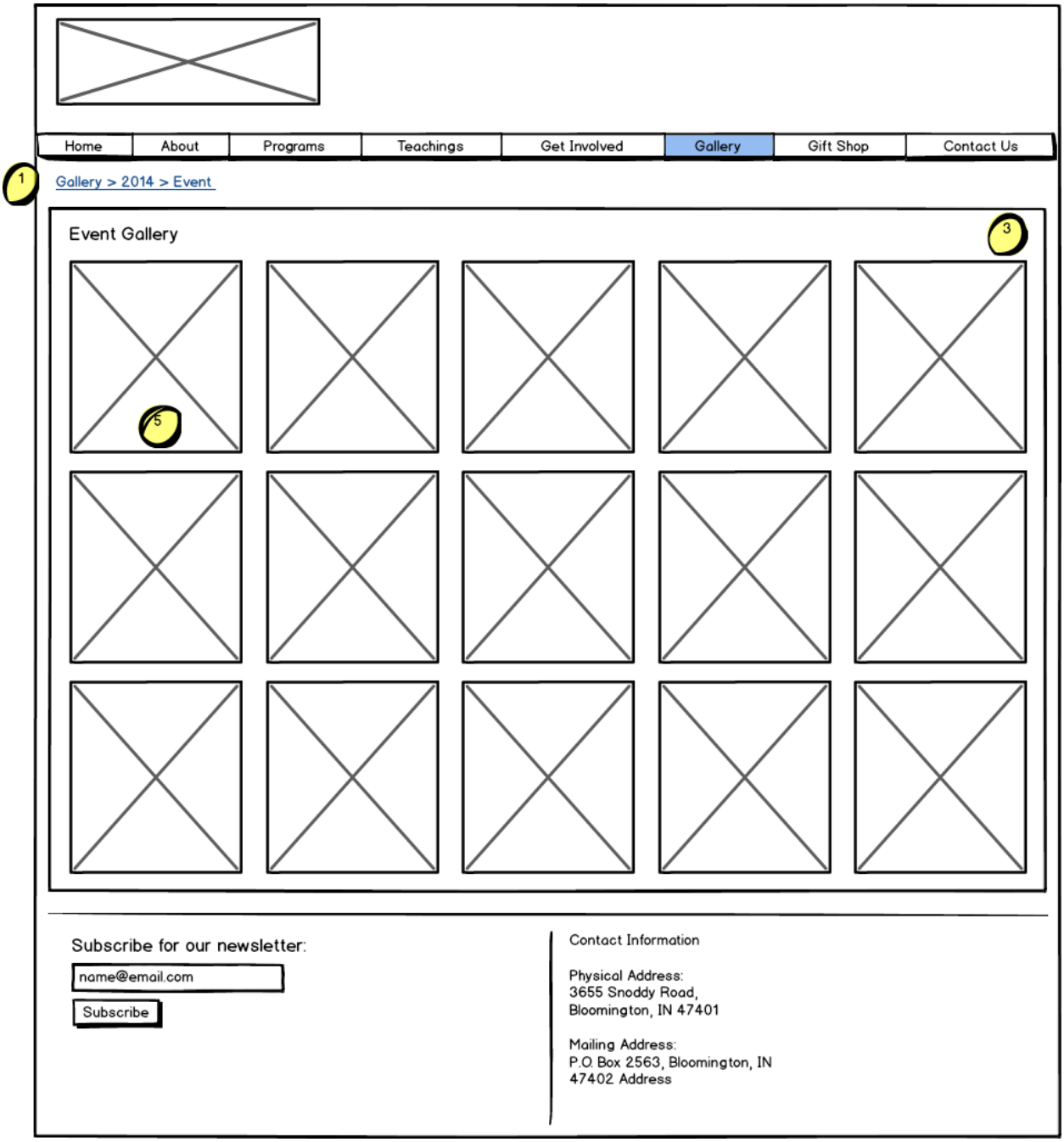
3. The recent event block contains a list of recently posted photo galleries from newest to oldest.
4. Each event block within the list will provide the name of the event, the date, and a description of the event.
5. A cover photo for each gallery will be displayed here.

Gallery - Year



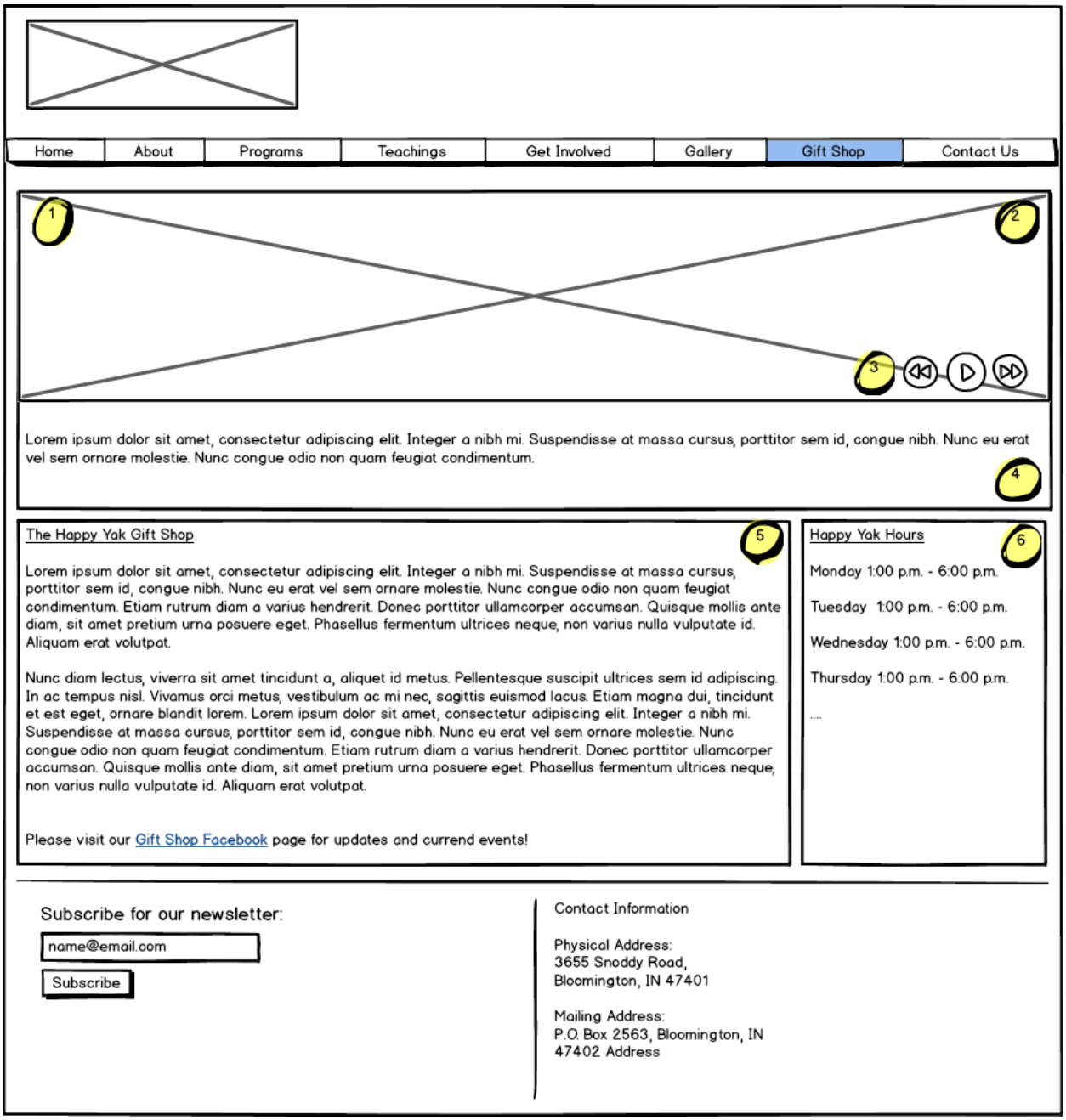
1. Sidebar navigation: This local navigation will highlight the year of the current gallery being viewed.
2. N/A
3. This block contains a list of event galleries posted that year from newest to oldest.
4. Each event block within the list will provide the name of the event, the date, and a description of the event.
5. A cover photo for each gallery will be displayed here.

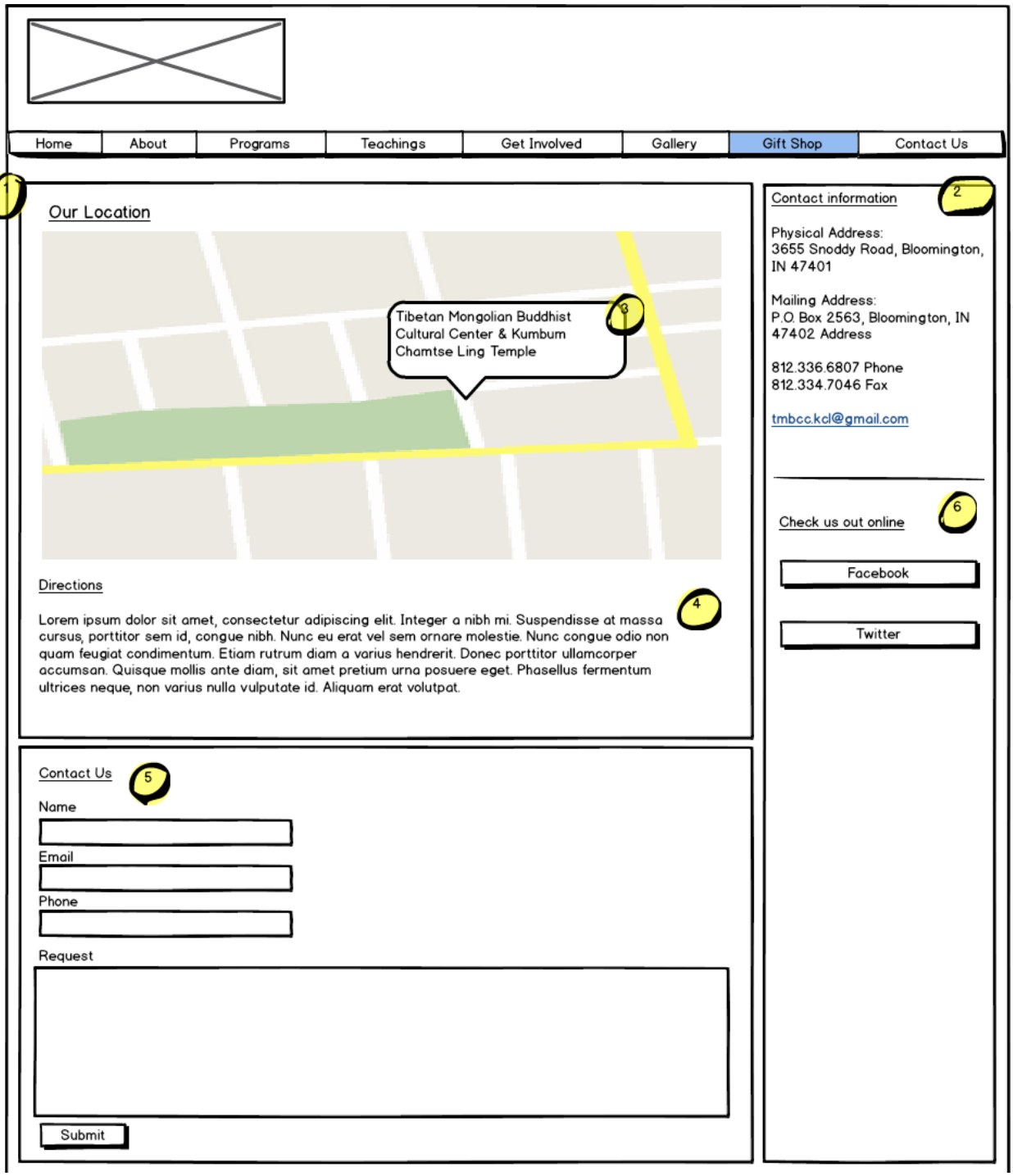
Gallery – Event

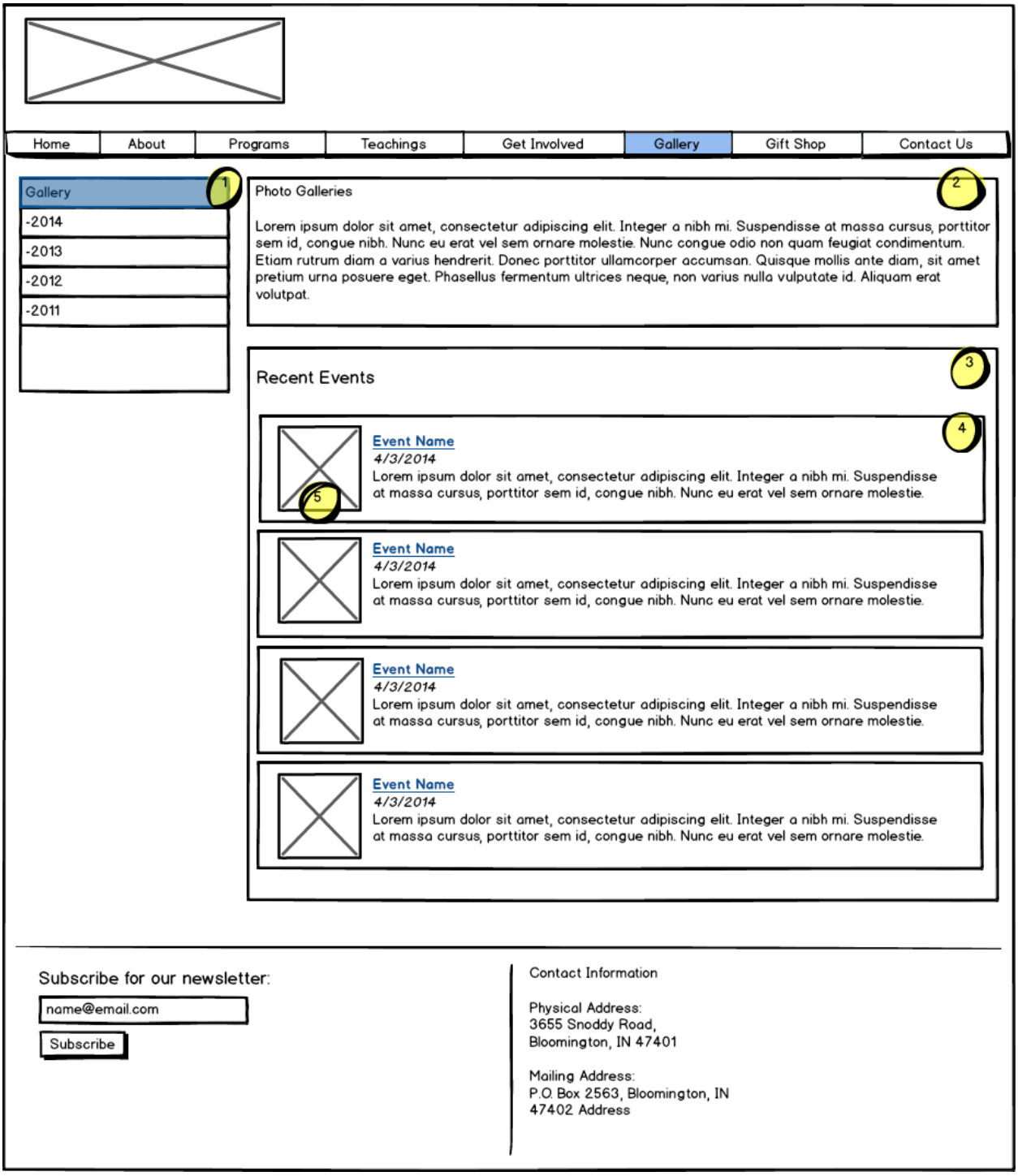


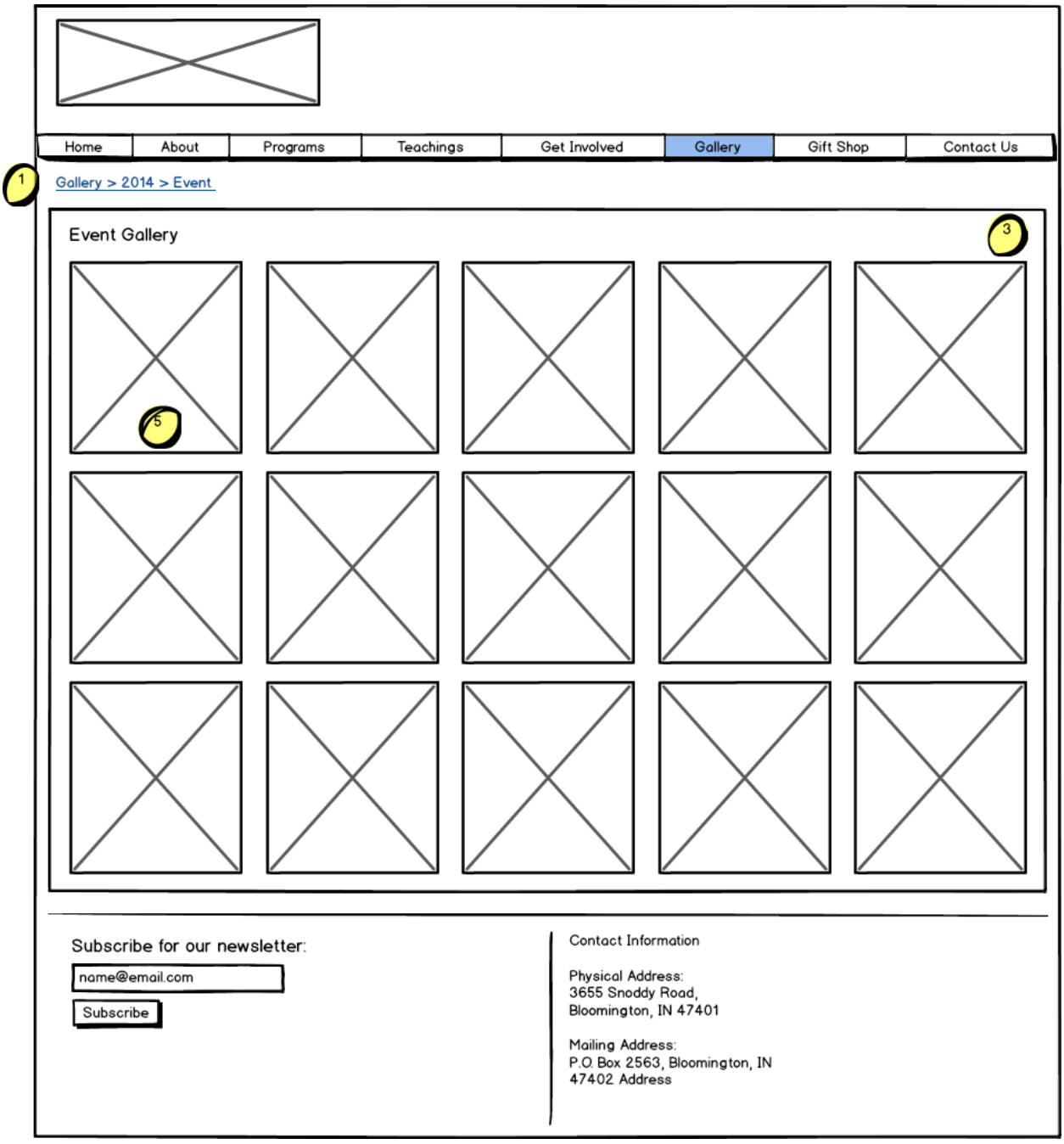
1. The sidebar menu will be replaced with breadcrumbs at this point, because there will be too many events to display on the sidebar.
2. The photo gallery will display 5 columns of images. The number of rows will increase dynamically with the number of photos in the gallery so that they will all fit on one page.
3. A thumbnail of the image. When clicked it will open up a light box and show the full image, dimming the page in the background until exited.

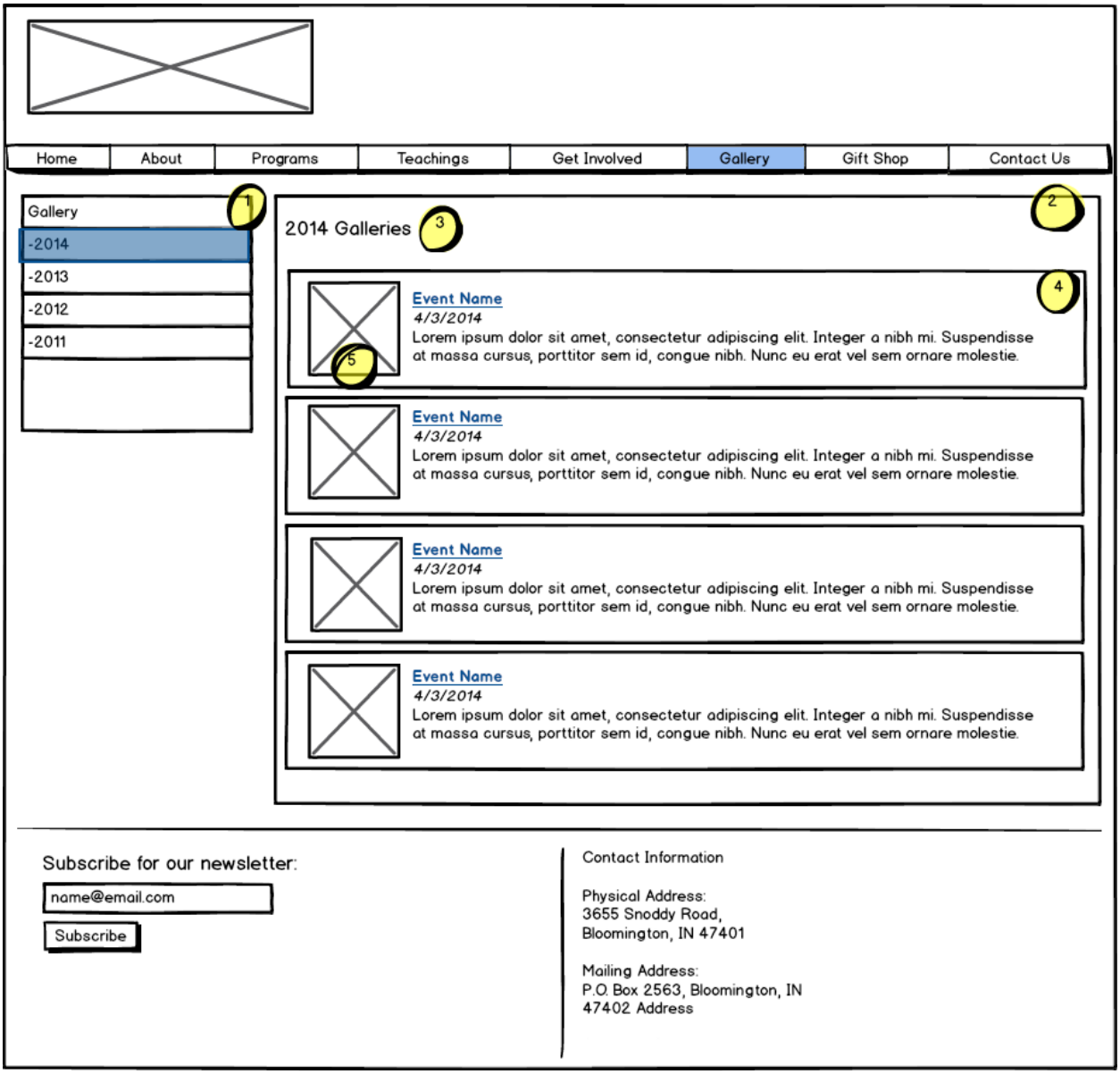
Gift Shop

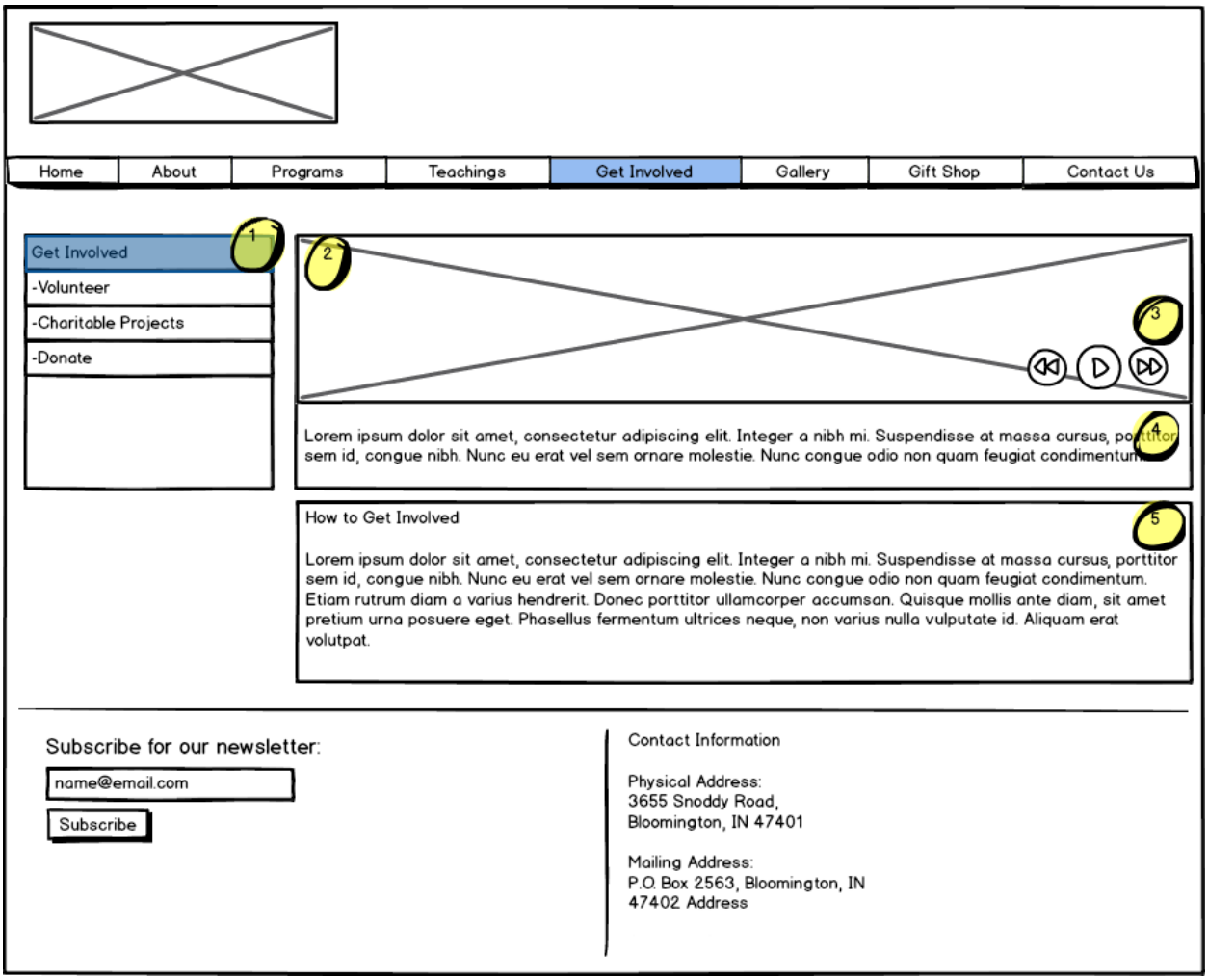

Home
About
Programs
Teachings
Get Involved
Gallery
Gift Shop
Contact Us
1
2
3
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie. Nunc congue odio non quam feugiat condimentum.
4
The Happy Yak Gift Shop
5
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie. Nunc congue odio non quam feugiat condimentum. Etiam rutrum diam a varius hendrerit. Donec porttitor ullamcorper accumsan. Quisque mollis ante diam, sit amet pretium urna posuere eget. Phasellus fermentum ultrices neque, non varius nulla vulputate id. Aliquam erat volutpat.
Nunc diam lectus, viverra sit amet tincidunt a, aliquet id metus. Pellentesque suscipit ultrices sem id adipiscing. In ac tempus nisl. Vivamus orci metus, vestibulum ac mi nec, sagittis euismod lacus. Etiam magna dui, tincidunt et est eget, ornare blandit lorem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie. Nunc congue odio non quam feugiat condimentum. Etiam rutrum diam a varius hendrerit. Donec porttitor ullamcorper accumsan. Quisque mollis ante diam, sit amet pretium urna posuere eget. Phasellus fermentum ultrices neque, non varius nulla vulputate id. Aliquam erat volutpat.
Please visit our Gift Shop Facebook page for updates and currend events!
Happy Yak Hours
6
Monday 1:00 p.m. - 6:00 p.m.
Tuesday 1:00 p.m. - 6:00 p.m.
Wednesday 1:00 p.m. - 6:00 p.m.
Thursday 1:00 p.m. - 6:00 p.m.
....
Subscribe for our newsletter:
name@email.com
Subscribe
Contact Information
Physical Address:
3655 Snoddy Road,
Bloomington, IN 47401
Mailing Address:
P.O Box 2563, Bloomington, IN
47402 Address

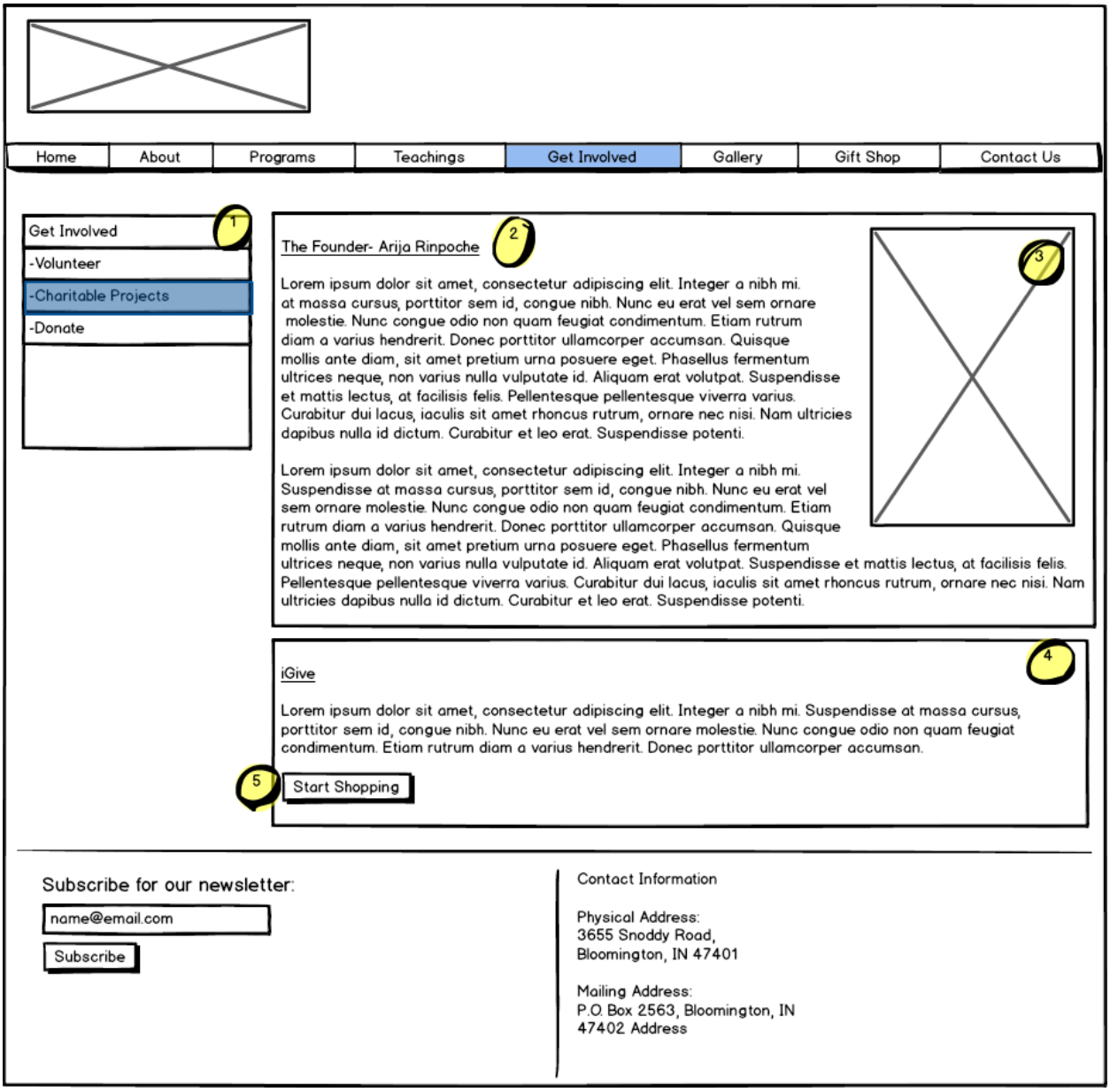

Home
About
Programs
Teachings
Get Involved
Gallery
Gift Shop
Contact Us
1
Our Location
Tibetan Mongolian Buddhist Cultural Center & Kumbum Chamtse Ling Temple
3
Directions
4
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie. Nunc congue odio non quam feugiat condimentum. Etiam rutrum diam a varius hendrerit. Donec porttitor ullamcorper accumsan. Quisque mollis ante diam, sit amet pretium urna posuere eget. Phasellus fermentum ultrices neque, non varius nulla vulputate id. Aliquam erat volutpat.
Contact Us
5
Name
Email
Phone
Request
Submit
Contact information
2
Physical Address:
3655 Snoddy Road, Bloomington, IN 47401
Mailing Address:
P.O Box 2563, Bloomington, IN 47402 Address
812.336.6807 Phone
812.334.7046 Fax
tmbcc.kcl@gmail.com
Check us out online
6
Facebook
Twitter

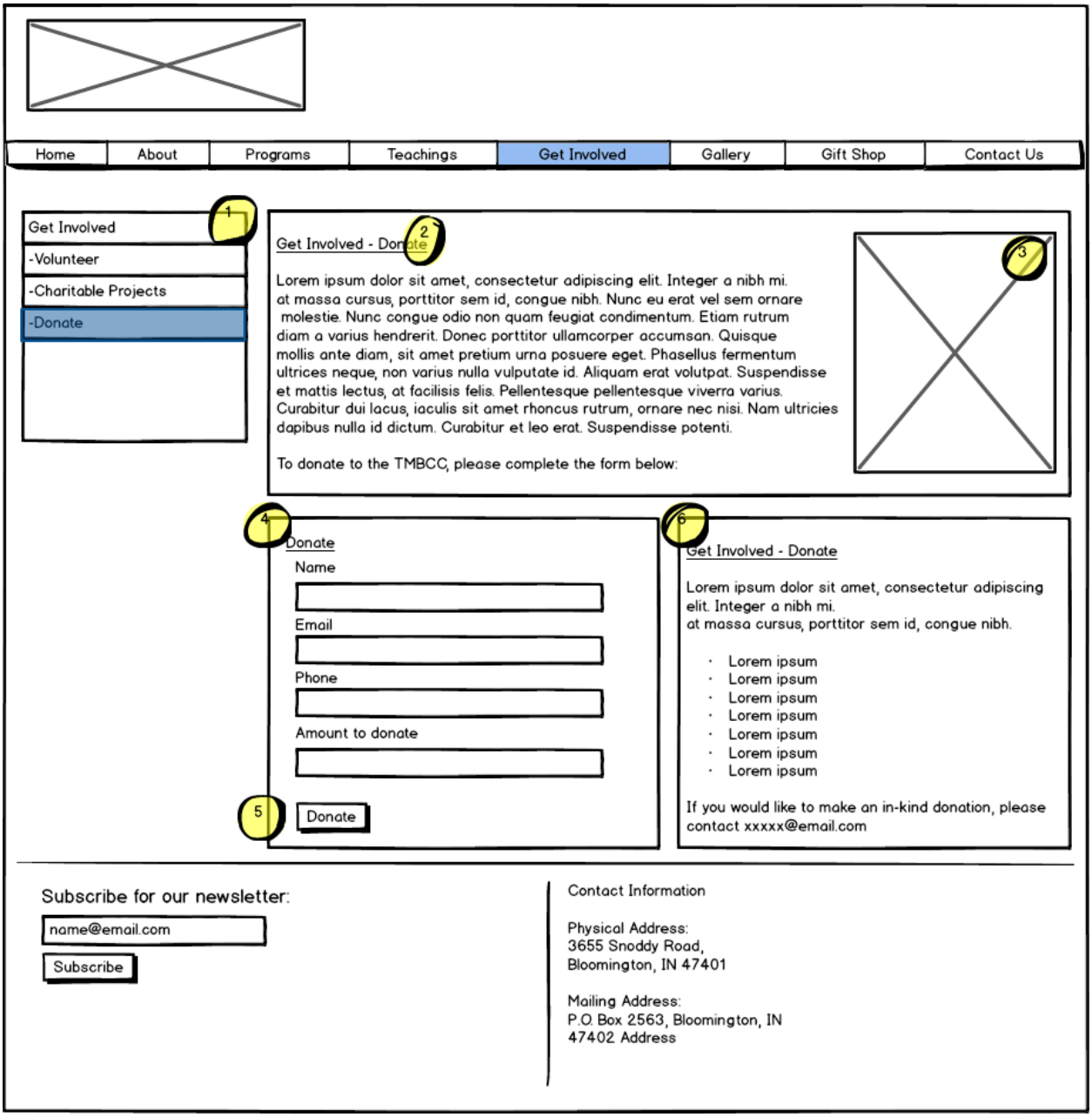

Home
About
Programs
Teachings
Get Involved
Gallery
Gift Shop
Contact Us
Gallery
-2014
-2013
-2012
-2011
1
Photo Galleries
2
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie. Nunc congue odio non quam feugiat condimentum. Etiam rutrum diam a varius hendrerit. Donec porttitor ullamcorper accumsan. Quisque mollis ante diam, sit amet pretium urna posuere eget. Phasellus fermentum ultrices neque, non varius nulla vulputate id. Aliquam erat volutpat.
Recent Events
3
4
5
Event Name
4/3/2014
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie.
Event Name
4/3/2014
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie.
Event Name
4/3/2014
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie.
Event Name
4/3/2014
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie.
Subscribe for our newsletter:
name@email.com
Subscribe
Contact Information
Physical Address:
3655 Snoddy Road,
Bloomington, IN 47401
Mailing Address:
P.O. Box 2563, Bloomington, IN
47402 Address

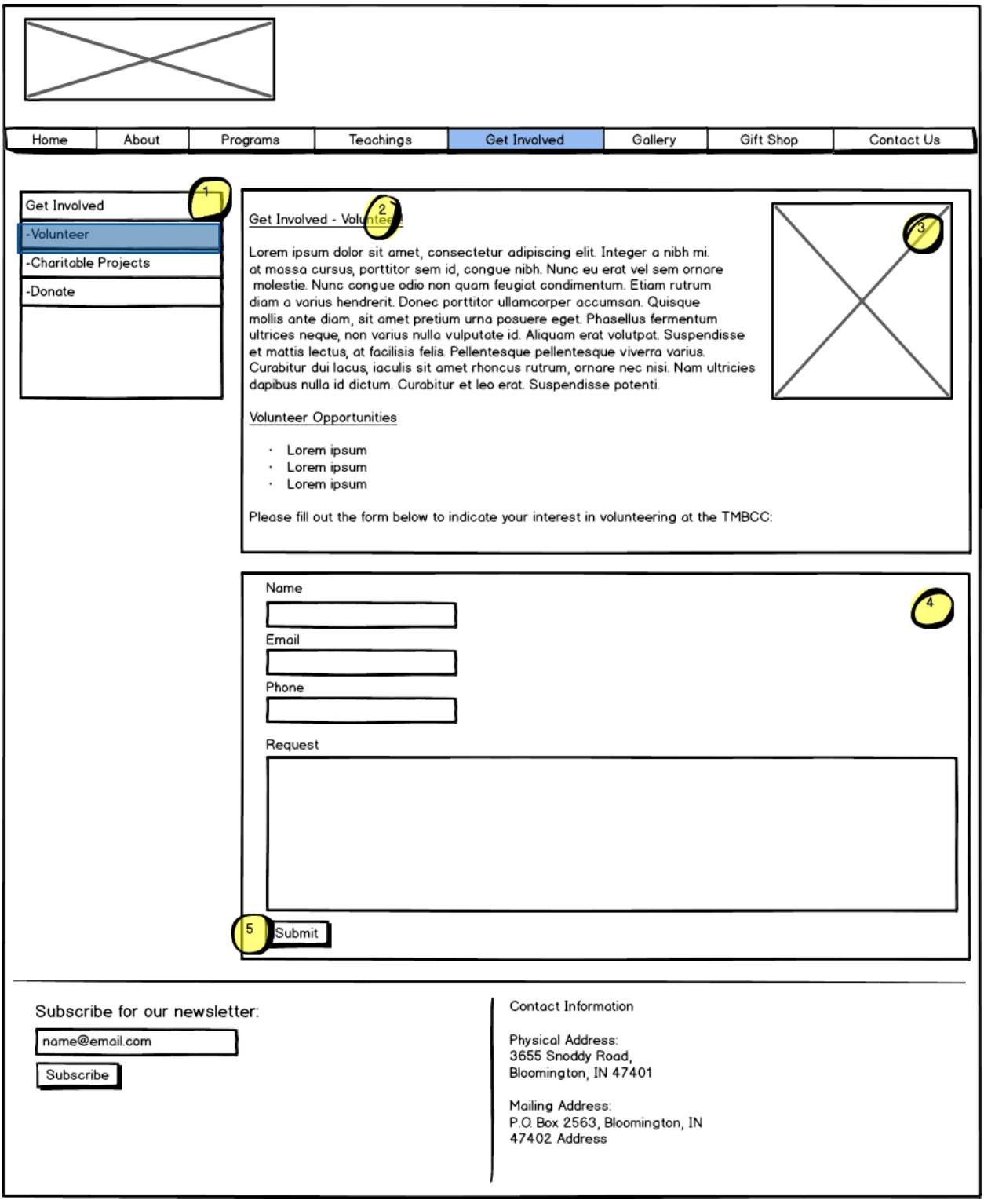

Home
About
Programs
Teachings
Get Involved
Gallery
Gift Shop
Contact Us
1
Gallery > 2014 > Event
Event Gallery
3
5
Subscribe for our newsletter:
name@email.com
Subscribe
Contact Information
Physical Address:
3655 Snoddy Road,
Bloomington, IN 47401
Mailing Address:
P.O. Box 2563, Bloomington, IN
47402 Address

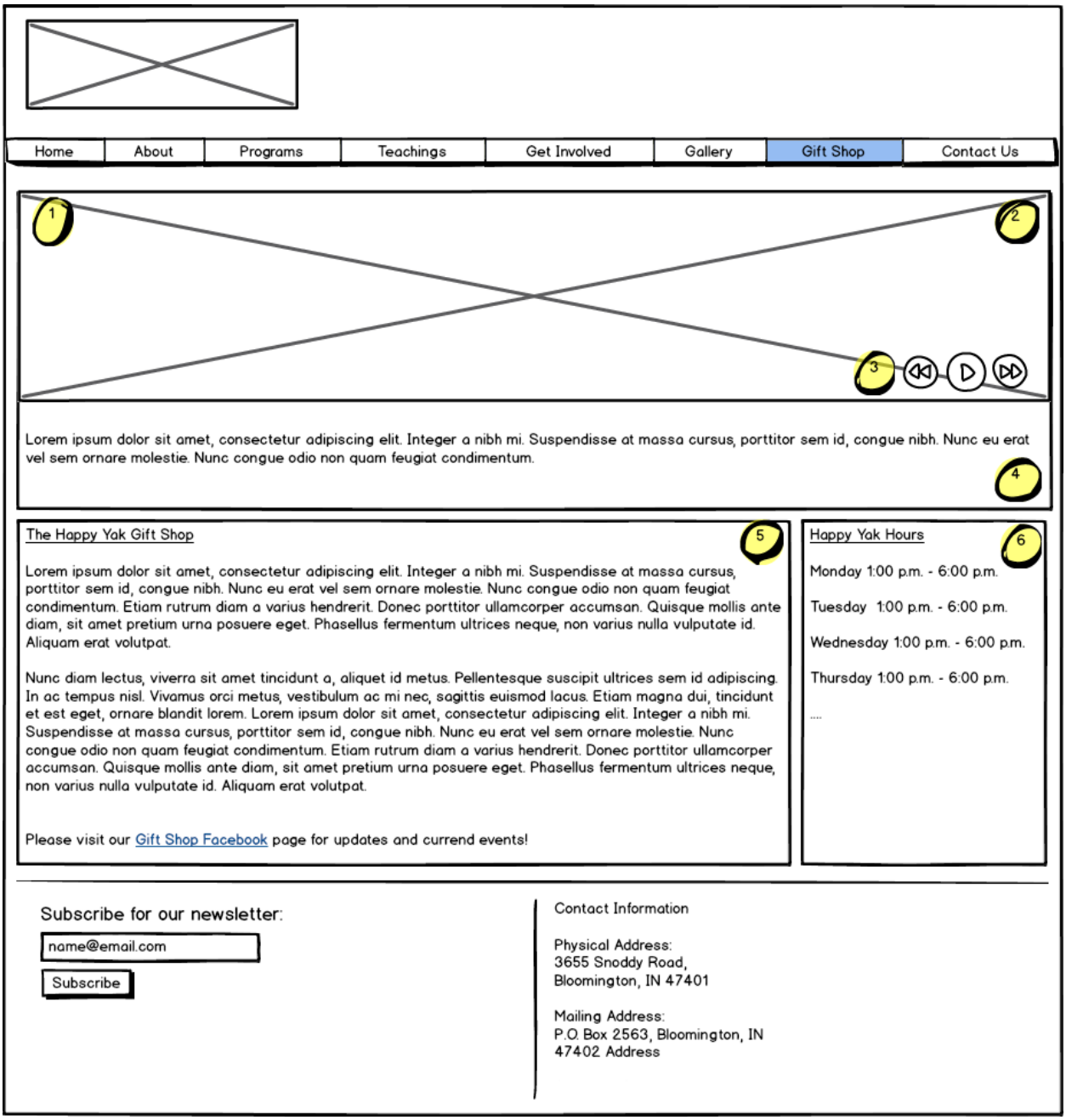

Home
About
Programs
Teachings
Get Involved
Gallery
Gift Shop
Contact Us
Gallery
-2014
-2013
-2012
-2011
1
2
2014 Galleries
3
4
5
Event Name
4/3/2014
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie.
Event Name
4/3/2014
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie.
Event Name
4/3/2014
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie.
Event Name
4/3/2014
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie.
Subscribe for our newsletter:
name@email.com
Subscribe
Contact Information
Physical Address:
3655 Snoddy Road,
Bloomington, IN 47401
Mailing Address:
P.O. Box 2563, Bloomington, IN
47402 Address


Home
About
Programs
Teachings
Get Involved
Gallery
Gift Shop
Contact Us
Get Involved
-Volunteer
-Charitable Projects
-Donate
1
2
3
4
5
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie. Nunc congue odio non quam feugiat condimentum.
How to Get Involved
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie. Nunc congue odio non quam feugiat condimentum. Etiam rutrum diam a varius hendrerit. Donec porttitor ullamcorper accumsan. Quisque mollis ante diam, sit amet pretium urna posuere eget. Phasellus fermentum ultrices neque, non varius nulla vulputate id. Aliquam erat volutpat.
Subscribe for our newsletter:
name@email.com
Subscribe
Contact Information
Physical Address:
3655 Snoddy Road,
Bloomington, IN 47401
Mailing Address:
P.O. Box 2563, Bloomington, IN
47402 Address


Home
About
Programs
Teachings
Get Involved
Gallery
Gift Shop
Contact Us
Get Involved
-Volunteer
-Charitable Projects
-Donate
1
The Founder- Arija Rinpoche
2
3
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie. Nunc congue odio non quam feugiat condimentum. Etiam rutrum diam a varius hendrerit. Donec porttitor ullamcorper accumsan. Quisque mollis ante diam, sit amet pretium urna posuere eget. Phasellus fermentum ultrices neque, non varius nulla vulputate id. Aliquam erat volutpat. Suspendisse et mattis lectus, at facilisis felis. Pellentesque pellentesque viverra varius. Curabitur dui lacus, iaculis sit amet rhoncus rutrum, ornare nec nisi. Nam ultricies dapibus nulla id dictum. Curabitur et leo erat. Suspendisse potenti.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie. Nunc congue odio non quam feugiat condimentum. Etiam rutrum diam a varius hendrerit. Donec porttitor ullamcorper accumsan. Quisque mollis ante diam, sit amet pretium urna posuere eget. Phasellus fermentum ultrices neque, non varius nulla vulputate id. Aliquam erat volutpat. Suspendisse et mattis lectus, at facilisis felis. Pellentesque pellentesque viverra varius. Curabitur dui lacus, iaculis sit amet rhoncus rutrum, ornare nec nisi. Nam ultricies dapibus nulla id dictum. Curabitur et leo erat. Suspendisse potenti.
iGive
4
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. Suspendisse at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie. Nunc congue odio non quam feugiat condimentum. Etiam rutrum diam a varius hendrerit. Donec porttitor ullamcorper accumsan.
5
Start Shopping
Subscribe for our newsletter:
name@email.com
Subscribe
Contact Information
Physical Address:
3655 Snoddy Road,
Bloomington, IN 47401
Mailing Address:
P.O. Box 2563, Bloomington, IN
47402 Address

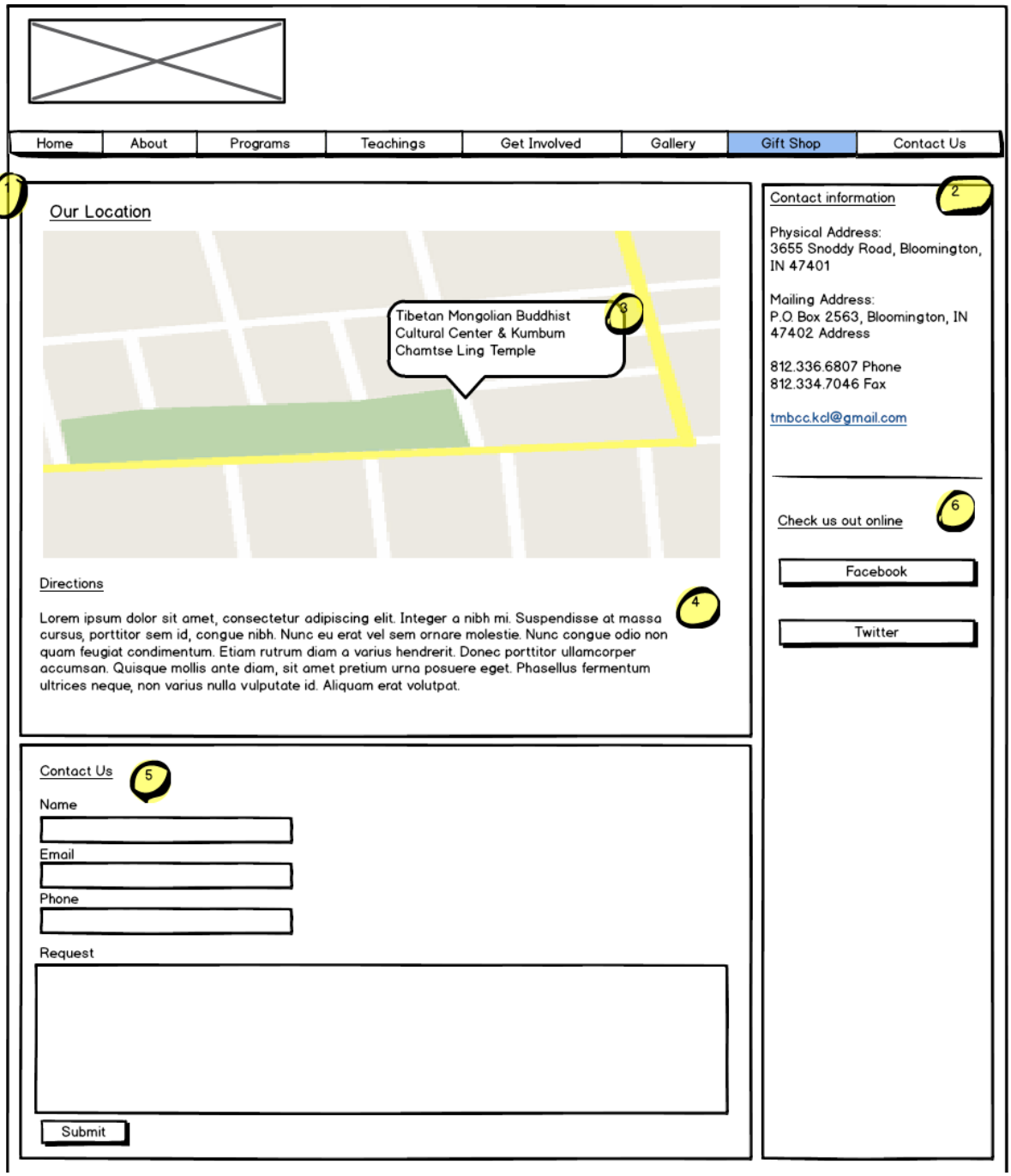

Home
About
Programs
Teachings
Get Involved
Gallery
Gift Shop
Contact Us
1
Get Involved
-Volunteer
-Charitable Projects
-Donate
2
Get Involved - Donate
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi.
at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare
molestie. Nunc congue odio non quam feugiat condimentum. Etiam rutrum
diam a varius hendrerit. Donec porttitor ullamcorper accumsan. Quisque
mollis ante diam, sit amet pretium urna posuere eget. Phasellus fermentum
ultrices neque, non varius nulla vulputate id. Aliquam erat volutpat. Suspendisse
et mattis lectus, at facilisis felis. Pellentesque pellentesque viverra varius.
Curabitur dui lacus, iaculis sit amet rhoncus rutrum, ornare nec nisi. Nam ultricies
dapibus nulla id dictum. Curabitur et leo erat. Suspendisse potenti.
To donate to the TMBCC, please complete the form below:
3
4
Donate
Name
Email
Phone
Amount to donate
5
Donate
6
Get Involved - Donate
Lorem ipsum dolor sit amet, consectetur adipiscing
elit. Integer a nibh mi.
at massa cursus, porttitor sem id, congue nibh.
Lorem ipsum
Lorem ipsum
Lorem ipsum
Lorem ipsum
Lorem ipsum
Lorem ipsum
Lorem ipsum
If you would like to make an in-kind donation, please
contact xxxxx@email.com
Subscribe for our newsletter:
name@email.com
Subscribe
Contact Information
Physical Address:
3655 Snoddy Road,
Bloomington, IN 47401
Mailing Address:
P.O Box 2563, Bloomington, IN
47402 Address


Home
About
Programs
Teachings
Get Involved
Gallery
Gift Shop
Contact Us
1
Get Involved
-Volunteer
-Charitable Projects
-Donate
2
Get Involved - Volunteer
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a nibh mi. at massa cursus, porttitor sem id, congue nibh. Nunc eu erat vel sem ornare molestie. Nunc congue odio non quam feugiat condimentum. Etiam rutrum diam a varius hendrerit. Donec porttitor ullamcorper accumsan. Quisque mollis ante diam, sit amet pretium urna posuere eget. Phasellus fermentum ultrices neque, non varius nulla vulputate id. Aliquam erat volutpat. Suspendisse et mattis lectus, at facilisis felis. Pellentesque pellentesque viverra varius. Curabitur dui lacus, iaculis sit amet rhoncus rutrum, ornare nec nisi. Nam ultricies dapibus nulla id dictum. Curabitur et leo erat. Suspendisse potenti.
3
Volunteer Opportunities
Lorem ipsum
Lorem ipsum
Lorem ipsum
Please fill out the form below to indicate your interest in volunteering at the TMBCC:
4
Name
Email
Phone
Request
5
Submit
Subscribe for our newsletter:
name@email.com
Subscribe
Contact Information
Physical Address:
3655 Snoddy Road,
Bloomington, IN 47401
Mailing Address:
P.O. Box 2563, Bloomington, IN
47402 Address



1. A slideshow containing products sold at the gift shop.
2. Photos can be updated to display current sales and offers
3. Slideshow controls: Will contain options for moving to the next slide, to the previous slide, and pausing.
4. A brief description of each slide describing the type of item.
5. A brief description of the Happy Yak gift shop and the items that are sold there.
6. A listing of the shops hours.

Contact Us



1. This block will contain information about locating the TMBCC including an embedded Google Map.
2. General contact information for the TMBCC.
3. The location of the TMBCC on the map.
4. A contact form for submitting any sort of general communication.
5. Social media buttons that link to the organizations Twitter and Facebook pages.

Essay

Sitemap

When comparing the current and the proposed sitemaps one will immediately notice some dramatic differences. While the overall structure has not changed radically, some improvements have been made to ensure that navigation is simple and intuitive.

To begin with, the original site's persistent navigation included dropdown menus. While, not a problem in itself, the way that this was implemented was very unintuitive. For example, not all of the labels on the primary navigation were accessible. Categories with dropdown menus did not have a landing page for the user to visit. So, while there was a label titled 'About' on the primary navigation, there was not actually a corresponding 'About' page -- It was merely an indicator that there was a dropdown menu.

To remedy this, and create a more intuitive navigation system, the dropdown menu was replaced altogether. The new navigation scheme uses sidebar menus accessible from the top-level page for each category. As a result, the new sitemap is deeper and narrower than the previous. While the user can no longer access every page on the site from every other page on the site, most users should find this new layout simpler to use. For example, a user seeking information about services relating to yoga will not have to search through all of the dropdown options to find where there may be something relating to yoga. Instead, that user will merely have to visit the top-level 'Programs' page which will give her an overview informing her that the TMBCC provides yoga as part of their weekly service and also hosts occasional classes. The user can then hone in further by navigating to the pages relating to these programs through the sidebar.

The sitemap has also been streamlined by removing duplicate and unnecessary pages. For example, in the previous incarnation of the site, the 'Buildings & Grounds' page and the 'Staff' page contained much of the same information. The staff information on this page was completely out of place and, once it was

removed, there was little of substance left, so this page was removed in its entirety. Any important information was shuffled into other, more relevant pages. Another example of the removal of unnecessary content was the reduction of the three pages under 'Contact' to one single page. A user looking for basic contact information would have had a hard time previously, facing a wealth of unrelated information to sort through.

Wireframe

Much like the updated sitemap, the proposed wireframes focus on removing extraneous and unnecessary information, and making it much easier to find the information that users are actually looking for. One place this is most evident is on the redesigned home page. Looking at the original home page, the user is bombarded with irrelevant information and is subjected to all kinds of advertisements that have little to do with the TMBCC. In fact, a first time visitor would have a hard time figuring out what TMBCC even stands for when visiting the homepage.

The redesigned homepage completely does away with the large advertisements that previously stole the show. In their place, users will find a brief but informative introduction to the Tibetan Mongolian Buddhist Cultural Center alongside images that help to illustrate the TMBCC and its activities. The user is also now met with a Twitter stream so that they can view the latest news and announcements from the TMBCC, as well as a feed of the center's upcoming activities.

The wireframes also reflect a number of changes to the site's design that will enhance the user experience throughout the site. For example, previously, there was no easily discernable logo at the top of the page. The new site boasts a TMBCC logo at the top of each page which serves two purposes. Most importantly, this logo identifies the site to the user. Previously, users had no way of discerning whose site they were on. In addition, it now provides an easy way for the user to return to the home page. Another important chance is the highlighting of the users current location within the site on the sites navigation. For example, a user on the 'Classes; page would be easily able to discern where they were within the site by seeing that the

'Programs' section was highlighted on the primary navigation, and that 'Classes' was highlighted on the local sidebar navigation.

Overall, these changes are aimed at improving the user's experience while visiting the tmbcc.org website. Ideally, these change will result in a more rewarding and intuitive experience for the user while reducing many of the frustrations caused by the previous design.