

2011-10-25_14_38

DATE

CYPRESS SEMICONDUCTOR

CLIENT

INFORMATION ARCHITECTURE ANALYSIS

PROJECT

**PART 3**
*Architectural Recommendation***PART 1***Comparative analysis and Best Practices*

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GLOSSARY

COMMON TERMS

A

above-the-fold

refers to content appearing at the top of a web page, seen without scrolling. Comes from newspapers.

accessibility

a general term describing the degree to which a product, device, service, or environment is available to the most possible people.

AJAX

Asynchronous JavaScript and XML. Web development method combining XHTML, CSS, DOM, XML/JSON, asynchronous data retrieval, and JavaScript.

API

Application Programming Interface (API), is a framework established for an application that allows other applications to interact with it.

asynchronous

a process in a multitasking system that can be executed independently, "in the background". Other processes may be started before the asynchronous process has finished.

B-C

below-the-fold

content appearing below the point on a page where scrolling is necessary to view said content.

browser

a software application for retrieving, presenting, and traversing information resources on the World Wide Web.

click-thru

web-based interaction characterized by a user "clicking" on a hyperlink to initiate another page or interaction.

content

text, images and graphics used to convey a specific set of information.

Content Level Analysis (CLA)

an examination of information structure based on content depth. An ideal analysis reveals a progression of content development toward more in-depth, from more abstract, having a logical terminal depth, and maintaining a consistent framework throughout.

content-as-navigation

contextual navigation embedded in content that reveals related or descendant information.

C-F

contextual navigation

navigational element specific to a page or a part thereof, acting to extend the context of a story or message by relating other information resources to it. May appear within a story, or as a panel, widget or other navigational device.

cross-platform interaction

navigational element specific to a page or a part thereof, acting to extend the context of a story or message by relating other information resources to it. May appear within a story, or as a panel, widget or other navigational device.

drop-down navigation

a common global navigation method that exposes descendant content relationships typically done using a JavaScript event triggered when a user activates top level menu items.

filter

a functional interaction used to refine/narrow search results.

F-H

flat navigation

the preferred global navigation method characterized by a simple click-thru interaction to a categorical hub, and no drop-down menus.

footer

a standard global template item on a web page that containing basic informational hyperlinks.

forum

a web environment supported by software providing a feature set that includes: User Management, Indexes of Categories and User Generated Content, and Dialogue amongst users regarding those topics.

global navigation

the primary navigation element for a website, typically appearing at the top of all pages as a standard global template item. Exposes core L1 concepts to the user consistently.

hero

a story type/location that is "front-and-center" on the page. May appear at any level of content, and usually provides specific information.

INFORMATION ARCHITECTURE ANALYSIS: Glossary of Common Terms—page2

COMMON TERMS

H-I

HTML

HyperText Markup Language, a subset of SGML, is the primary markup language used on the web; its elements are the basic structures used to build most web pages.

hyperlink

content that can be "clicked" in order to access new information resources, or interactions.

Information Architecture (IA)

a practice of analysis and theory including the systemic, structural, and orderly principles required to convey a specific set of information.

inline player

an interactive element embedded into the content of a page allowing a browser to stream audio &/ video content directly to the page.

interactive elements

elements that are responsive to user interactions. Ranging from simple CSS:HOVER, to more complex interactions. May include asynchronous behaviors, and "streaming" content.

interactivity (computers/web)

a dialog occurring between a user and a view element, characterized by action & feedback mechanisms.

J-L

JavaScript

a popular prototype-based, object-oriented, scripting language used on the internet that is dynamic, weakly typed and has first-class functions.

L1 index method

a concept describing web pages that employ a "table-of contents"/index style. Named so for this attribute and the common "level" of content where the methodology is used (L1).

level (IA/CLA)

a position or plane in a graded scale of values (i.e. INDEX [0]-L3 [3]). Used as an organizational component of Content Level Analysis (CLA).

level bloat

describes the result of unmanaged lateral content development within a level in application or web-site. *see Content Level Analysis (CLA)*.

local navigation

a secondary navigation element, often appearing at the top left of a page. Exposes related and descendant concepts within a section of a site.

localization (internationalization)

the process of adapting the content and design of an information resource for non-native environments (i.e. other languages and cultures).

M-T

multi-tabbed element

typically an interactive element on a page. Characterized by the use of "tabs" like a note book or index file, associated with specific information on a "card" area or page that switches when a tab is "clicked". In most instances this is a JavaScript interaction and may use AJAX methodologies.

navigation (computers/IA&UX/web)

an element that facilitates a user's movement from one informational resource to another.

page (computers/IA&UX/web)

every destination on the Web is a page (web-page), sites (web-sites) are typically an organization page(s) sharing a common "domain".

structured data

data that are organized in a relational or hierachal manner, maintaining a consistent set of attributes over an entire data set. MySQL, XML and JSON are all examples of structured data architectures.

template (computers/IA&UX/web)

a standardized structure establishing the framework within which specific types of information will be applied.

U-Z

User Experience (UX) (computers)

a field of study that reflects on the experiential, affective, meaningful and valuable aspects of human-computer interaction. It includes the practical analysis of perceptions relating to utility, ease of use and efficiency, as well as, less measurable or more emotive responses from users.

web-based application

a software package accessed through a web browser. The code and database reside server-side, and are network (LAN/WAN) accessible.

widget (computers/IA&UX)

a reusable element of a graphical user interface displaying an information arrangement and providing standardized interactivity.

XML

Extensible Markup Language, a subset of SGML like HTML, it is a structure for encoding documents in machine-readable form. The XHTML standard is a combination of HTML standards with the accepted freedoms of XML for data formatting in dynamic HTML environments.

METHODOLOGY

CONTENT LEVEL ANALYSIS (CLA)

- an examination of information structure based on content depth. An ideal analysis reveals a progression of content development toward more in-depth, from more abstract, having a logical terminal depth, and maintaining a consistent framework throughout.

What is CLA?

Analysis

Content Level Analysis(CLA) is a method of Information Architecture analysis applied to already existing information resources. CLA is specifically focused on web-based bodies of information.

- It is an experiential process that categorizes information architecture into four levels of content: INDEX [0], Level1 (L1) [1], Level2 (L2) [2], Level3 (L3) [3]. In this analysis the most specific level of an information resource should have a terminal depth of [3]. This approach depends heavily on presentation and User Experience methods of research. Page location and legibility of content are important when examining Information Architecture from this point of view. Navigation, URL conventions, and flow should support and reveal the organizational theory of a site. CLA is designed to expose areas where information architecture breaks down leading to user confusion.

Standards (MCMPU)

Max Depth [3]: The most specific level of information should be no more than 3 clicks from INDEX, or any location through Global Navigation.

Controlled Environment: A consistent information structure applied to limited functional templates which establish Global and Structural conventions. By structurally associating alike information the user is more apt to find what they are looking for.

Message Maturation: Well developed messages depend on well developed product understanding, the information architecture should convey this.

Progressive Unfolding: Information distribution moves toward being more in-depth from being more abstract. This considers the content type being presented, and the consistent introduction of small variations to a well established framework in order to clearly convey information.

Usability: Can the user find what they are looking for, are they getting all the information available?

INFORMATION ARCHITECTURE ANALYSIS: *Content Level Analysis*—process - navigate the site, understand the message, merge, purge and synthesize

CONTENT LEVEL ANALYSIS (CLA)

Process

CLA is an experiential analysis having a broad array of considerations. Navigational methods are essential in organizing and presenting information, and set the groundwork for Content Level Analysis to occur. Simple note taking conventions are applied recording observational and qualitative points about the information distribution, accessibility, and structure. Weighed against MCMPU, the outcome highlights successes, and recommendations for improvement.

Navigate the site:

Placement, usability and consistency are the primary concerns when analyzing a navigational scheme. Conventions should be established at INDEX and L1, and should only have minimal variation at greater depth. Link Mapping^t is the primary record of this process. Beginning with Global Navigation at INDEX and determining site depth through feedback mechanisms and URL conventions in relation to "clicks". The outcome shows how information is distributed and reveals potential distribution bottlenecks. see pages 05-07

Understand the Message:

Occurring concurrently or separately a qualitative analysis of the content observes layout and consistency in relation to accessibility, helping to reveal strengths and weaknesses in the overall IA. A journal of screen shots associated with + and comments relating mainly qualitative information are the record of this process. see pages 08-56

Merge, Purge and Synthesize:

The final process of CLA brings together the data accumulated in the previous two process and metes the information for repetition and relevancy. the outcomes of this process are Best Practices information based on Successes and the MCMPU standard, and a recommended course of action in order to improve the overall architecture of a body of information.

Conventions

level naming and reference conventions:

- INDEX [0]
- Level1 (L1) [1]
- Level2 (L2) [2]
- Level3 (L3) [3]

internal referencing conventions:

- * ** *** **** * * *** **** , ** ...
- * see pg2

qualitative notation conventions:

 a best of example, will contribute to heavily to the best practices portion of the process for relating topic.

 a specific strength of a page, interaction or structure, may or may not be a best practice, and will contribute to the formulation of best practice recommendations.

 a specific issue in a page, interaction or structure. Informs recommendations for improvement.

 relating to content

 relating to HERO

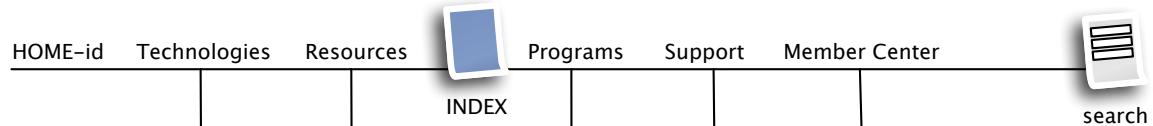
 relating to navigation (Globally)

 designates an interaction

^t Link mapping is a physical process where by the analyst records hyperlinks and results in order to discover the distribution and organization of a site. The map visualizes the max depth[3] standard and places the recorded interactions in parent=>child relationships based on the actual depth of the relationship. This examination of depth includes the number of clicks to reach a resource, type and template of information displayed, and data from feedback mechanisms (i.e. URL, breadcrumb, nav) in order to classify the relative level of an information resource.

INFORMATION ARCHITECTURE ANALYSIS: Content Level Analysis—process example + concepts: link mapping navigational elements

INDEX [0]



Level 1(L1) [1]



search

INDEX

Level 2(L2) [2]



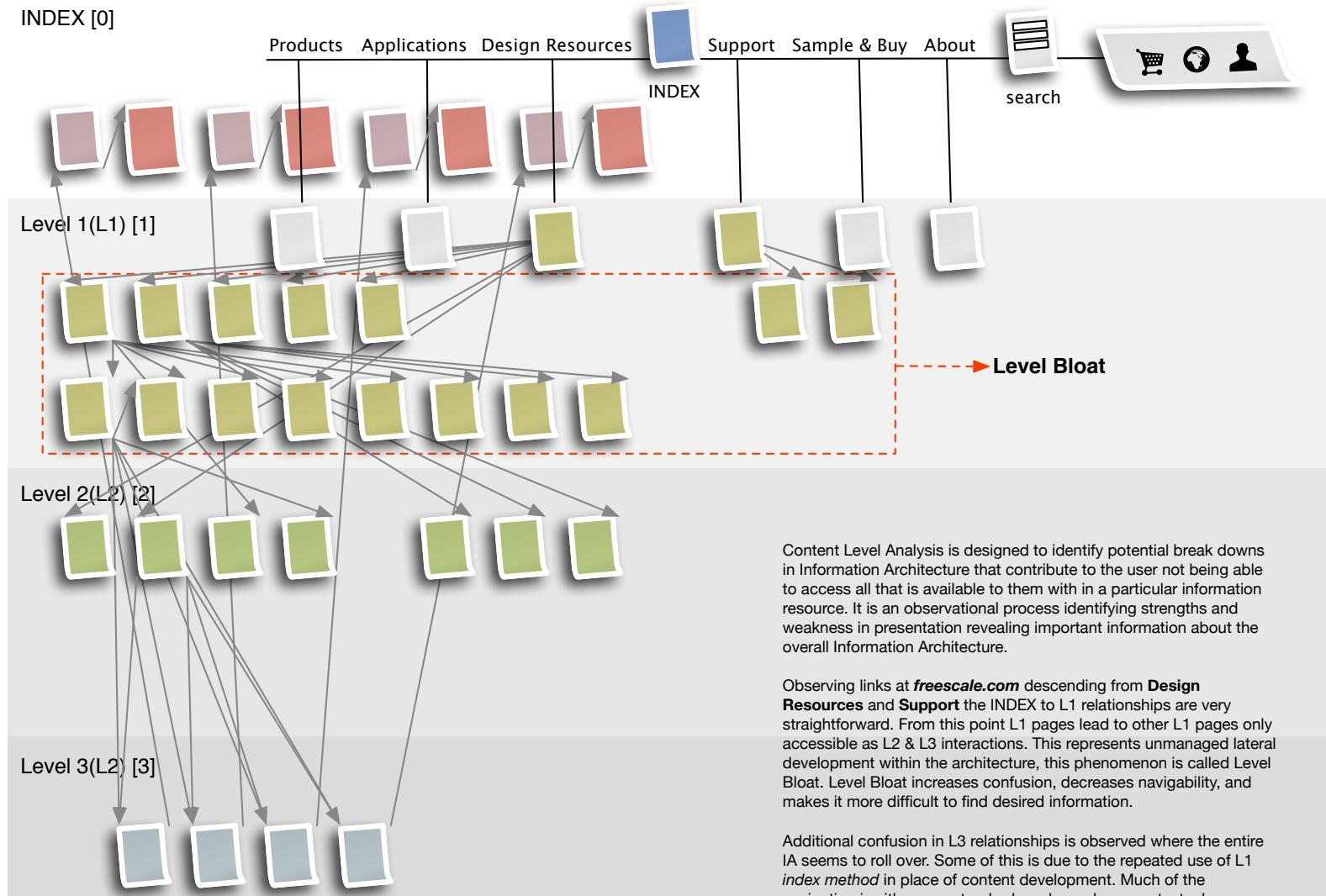
Content Level Analysis is an experiential process. Every Site having a location (INDEX), and in almost all instances Global Navigation is utilized in order to organize and convey information. Interactions are initiated with all navigational elements in order to determine information flow based on feedback mechanisms, URL convention, document structure and number of clicks.

This diagram illustrates the distribution and flow of information at developer.apple.com. Descending from **Technologies** we see a clearly delineated and navigable IA. Everything descends from a predecessor, and shares the same priority with all other like information. There is also a horizontal IA dimension making the entire branch navigable in storybook fashion. The **Technologies**, **Programs** and **Support** of this site share this structure. Apple's URL scheme uses plain English thereby identifying location and eliminating the need for a breadcrumb element.

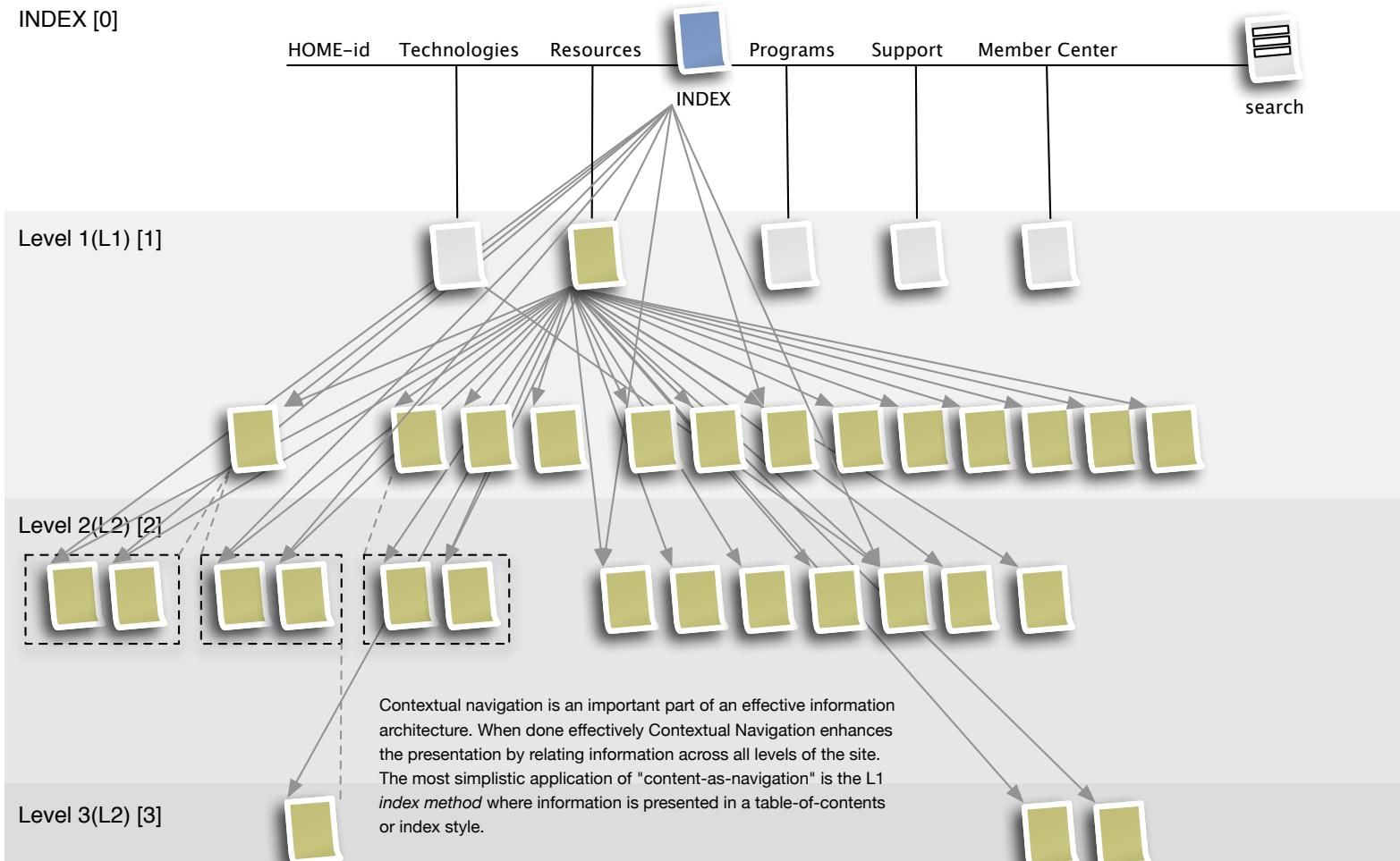
Level 3(L2) [3]



INFORMATION ARCHITECTURE ANALYSIS: Content Level Analysis—process example + concepts: link mapping, contextual navigation, level bloat



INFORMATION ARCHITECTURE ANALYSIS: Content Level Analysis—process example + concepts: link mapping, contextual navigation, effective use of L1 index method



Illustrated here is the **Resources** page at developer.apple.com depends solely on L1 top nav and contextual nav ("content as navigation"). Overlaid there are a few links running from INDEX and Technologies to show how the resources page is inner-related. Almost all other L1 pages linking from Resources also link from INDEX. An effective Contextual Navigation schema cascades from top to bottom with more specificity in the same manner that information is presented.

ANALYSIS

Sampling and Application

Content level analysis provides a framework that is easily applied to any set of web-based information, across industries, companies or individual sites.

In this sampling there are three(3) independent sets of information. The first is a comparative analysis of training, support and documentation portions of semiconductor industry web-sites. The next two are each an independent analysis of the Apple's developer site, and jQuery's documentation site.

Comparative Analysis

09

Reveals conventions, practices and trends across an industry



INDEX survey	11
L1 survey	23
L2 survey	30
L3 survey	41



INDEX survey	15
L1 survey	25
L2 survey	35
L3 survey	46



INDEX survey	19
L1 survey	26
L2 survey	38

Independent Analysis

48

Exposees information distribution within a specific body of information



INDEX	49
L1	51
L2	53, 57, 60
L3	54-55, 57-59



INDEX	61
L1	63
L2	63
L3	63

ANALYSIS

Comparative Analysis

This type of Content Level analysis is applied across samplings of like information. Approaching an analysis this way reveals trends, practices and conventions common to an industry. Identifying general organizing principles, nuances in navigation and search, and the level of content where particular types of information are exposed all help to reveal important Information Architecture patterns.

INDEX TOI

The objective of the INDEX page is to introduce, support and establish the user's global understanding of how the site is organized. All of the main outcomes of the index page should be a lesson in the geography of a site. Brand, Color, Font and Location of each key element should inform users how and where to go for the information needed.

COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES: Index Page Survey—freescale.com



Welcome to Freescale – Freescale Semiconductor

http://www.freescale.com/

akashic LBRP | neuroinsurgent Bookmark on Delicious Improve your...cellent tips The W3C Mar...ion Service SQL-instructions CypressProject

Welcome to Freescale – Freescale ... STMicroelectronics Infineon Technologies

Worldwide: United States | 中国 | 日本語 | 한국어 | My Freescale

Keyword Product/Parametric Orderable Part

Search by keyword >>

freescale™

Products Applications Design Resources Support Sample and Buy About

Make It Challenge: Kinetis MCUs
Register now for your chance to win up to \$11,000 >

My Freescale

- Welcome Guest [i]
- Register or Login
- Browse History
- My Recommendations
- Why Register?

Connect With Us

- Sales and Support
- Communities and Forums
- Blogs
- Investors

Freescale Technology Forum

Training, tools and product demos to inspire your innovations

FTF 2011

All partners »

Real-Time Updates

Freescale's Steven Dean weighs in on the news of Google Health's demise <http://t.co/SSu9rt> about 2 days ago

Read @VDC_Research's Jon Hastings' #FTF2011 observations, such as how new products will likely spur profit margin growth <http://t.co/3z1nPd> about 3 days ago

Freescale's Derek Phillips discusses motivation behind smart energy and home energy management: Much more than a [Follow us on Twitter](#) »

Headlines

- 23 Jun 2011 - Freescale kicks off new Make It Challenge featuring Kinetis microcontrollers
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Events

- 20-23 June 2011 - Freescale Technology Forum Americas, San Antonio, TX
- 26-29 June 2011 - ASEE 2011, Vancouver, B.C. Canada
- 24-25 August 2011 - Freescale All events »

Now Playing

FTF 2011 Keynote: Powering Innovation (02:20 min) Freescale CEO Rich Beyer discusses the latest advancements in embedded technology with customers, partners and industry experts at FTF.

PLAY MUTE ZOOM

CONTENT: above the fold

- + Content As Navigation
- L2, L3 and beyond click-thru access
- Partners, Forums and Video featured *** see pg4
- Teasers to new and changing content

- ✗ Too dense, and too boxy
- Hard to determine priority of information
- Exceeds 1024x768 w/out clean break
- No mention of training/Documentation, w/ exception of forums at the bottom left

GLOBAL NAV & SEARCH

- + Text vs. Image nav
- Readable Font
- Easy to understand categories. i.e. *Design Resources and Support*
- L1 Click-Thru
- Search is integrated
- Localization, Cart, Login tucked away in an non-obtrusive & obvious place

- ✗ Roll-Over activated Drop-Down Menus, javascript dependent ** see pg13
- The navigation is not keyboard accessible * see pg12
- Tabbed search is unnecessary, change the directive slightly and integrate functions into "simple search", dependent on JS

HERO: Slides on JS

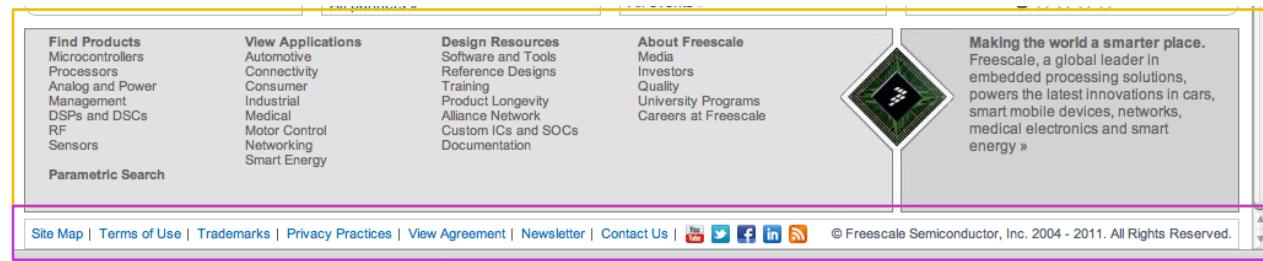
- + Current Marketing Messages shows Company's directives & Market needs
- Bold Visual Design
- Appropriate use of JS

- ✗ Text on transparency is hard to read, message gets lost
- Transition is too fast, message gets lost.



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COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:Index Page Survey—freescale.com - below the fold



The screenshot shows the top portion of the Freescale website. At the top is a horizontal navigation bar with four main categories: 'Find Products', 'View Applications', 'Design Resources', and 'About Freescale'. Below this is a large central content area featuring a diamond-shaped graphic with a circuit board pattern and the text 'Making the world a smarter place.' followed by a detailed description of Freescale's product range. At the bottom is a footer bar containing links to 'Site Map', 'Terms of Use', 'Trademarks', 'Privacy Practices', 'View Agreement', 'Newsletter', 'Contact Us', and social media icons for YouTube, Twitter, Facebook, LinkedIn, and RSS. A purple box highlights the footer area, and a yellow arrow points from the word 'FOOTER' to it.

FOOTER



- Standard "text" based hyperlink footer, includes copyright statement and further IP links, sitemap, etc. ...
- Standardizes social-network icons as a footer utility



- Introduces Newsletter for the first time anywhere, an important training and outreach resource buried in the footer...

CONTENT: below the fold

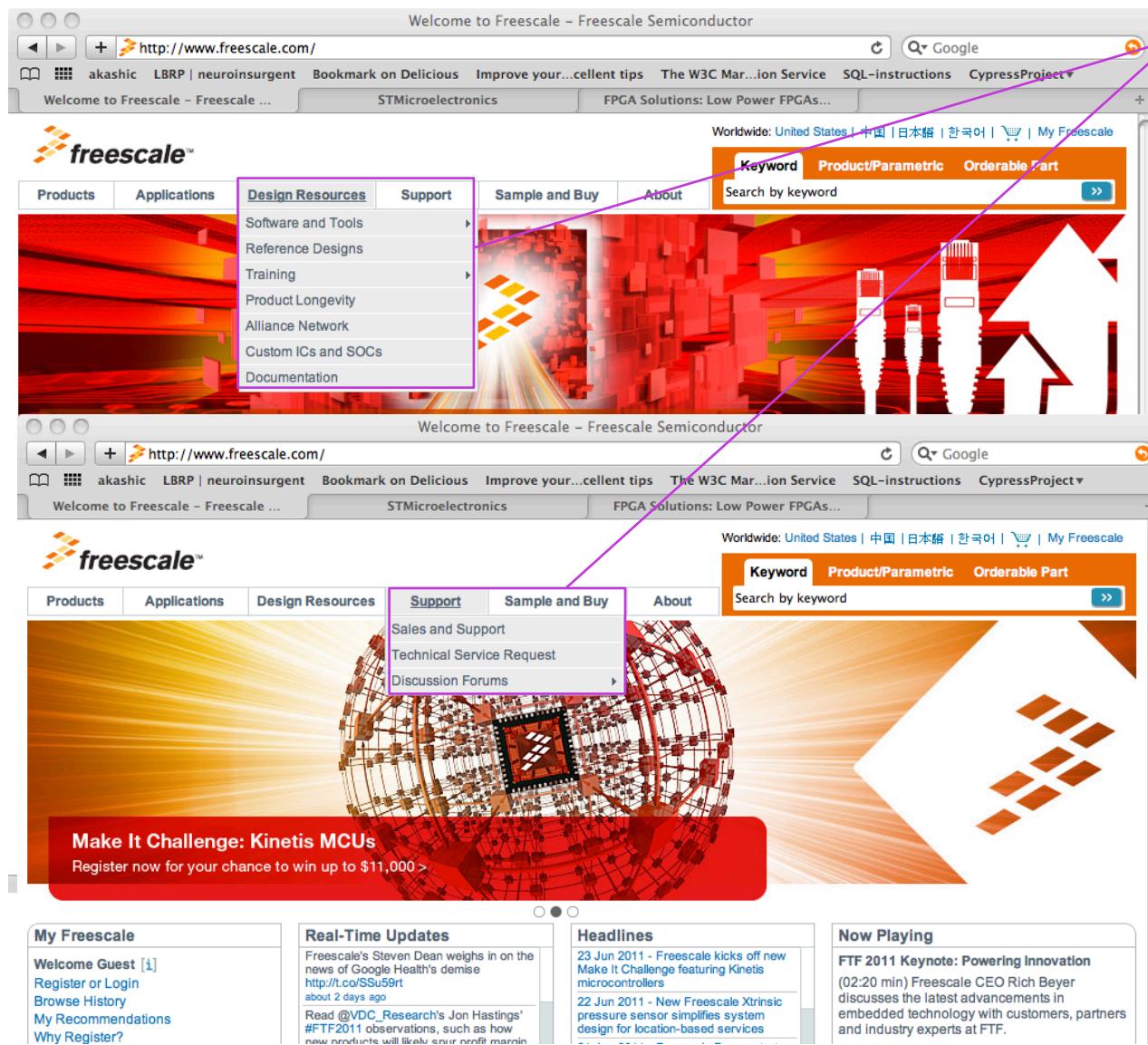


- First 4/5's of space is redundant and repeats drop down nav L1 *
- Last 1/5 is filler text and a graphic that serve no purpose
- Last 1/5 Hover state enacted on entire element with underline

note:

- * This repetition is created by not making the navigation accessible, thus they have most likely disabled the navigation for text readers, and employed L2 level hyperlinking.

COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES: Index Page Survey—freescale.com - drop-down menus: topical examples



The image shows two screenshots of the Freescale Semiconductor website. The top screenshot displays the main homepage with a red abstract background. A purple box highlights the 'Design Resources' dropdown menu under the 'Products' tab in the header. The bottom screenshot shows another page with a similar design, where a purple box highlights the 'Support' dropdown menu under the 'Products' tab.

DROP-DOWN NAVIGATION Design Resources & Support



- Text vs. Image nav
- Readable Font
- Easy to understand L2 sub-category lists.
- Fault and tolerance for L2 sub-categories acceptable



- With L1 Category clickable— L2 menu lists necessitate drop-down navigation & JS **
- This functionality begins to become cumbersome and more fault prone for L3 topic areas hold to sub-categories
- Not keyboard accessible * see pg12
- Drop-Down Navigation is not Global, a number of pages have contextual menu items that do not otherwise exist**

note:

**IA/UX trend is toward flat navigation. Having the main category listed as global navigation parses to a level of usable information. Shows L1 page development and "content as navigation" paradigm. Does not mean do not to do this, it means that there maybe a reason not to.

This navigation paradigm does not translate well to mobile and touch, because hover does not exist and typically the size of this sort of navigation makes it nearly unusable for anything but a pointer based device.



COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES: Index Page Survey—freescale.com - interactive element

The screenshot shows the Freescale homepage with a prominent video player in the center. A yellow arrow points from the text "CONTENT: video widget **" to the video player. Another yellow arrow points from the text "CONTENT: video widget **" to one of the video thumbnails in the grid.

Welcome to Freescale – Freescale Semiconductor

http://www.freescale.com/

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Keyword Product/Parametric Orderable Part

Search by keyword >>

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- Register or Login
- Browse History
- My Recommendations
- Why Register?

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- 21 Jun 2011 - Freescale Drives Embedded Multicore Innovation with [All news](#)

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- 26-29 June 2011 - ASEE 2011, Vancouver, B.C. Canada
- 24-25 August 2011 - Freescale [All events](#)

Now Playing

Now Playing

Freescale Focus, IPO and Motorsports (03:00 min) CSMO Henri Richard shares how NASCAR and other motorsports are incorporating Freescale MCUs as well as new opportunities as a result of the recent IPO.

Now Playing

Healthcare Advancements (03:30 min) Freescale's Steven Dean discusses advances in non-invasive surgery, remote patient monitoring and customer enablement for medical devices.

Now Playing

ARM and Freescale Collaborate (02:20 min) Ken Havens from ARM shares insights into the market traction of the Cortex M4 core and specifically the Kinetics MCU family, as well as development tools.

Now Playing

S12 MagniV Mixed-Signal MCUs (01:14 min) This reference design for low-cost anti-pinch window lift is based on the S12 MagniV Mixed-Signal MCU, the first member of the S12 LL18UHV family.

Now Playing

FTF 2011 Keynote: Powering Innovation (02:20 min) Freescale CEO Rich Beyer discusses the latest advancements in embedded technology with customers, partners and industry experts at FTF.

CONTENT: video widget ***

- InLine player, small but viewable
- Excellent blurb/teaser set-up that changes w/ each video thumbnail
- Good use of space and rich media with this element



- Gets lost in the grid
- In widget nav element will fall below the fold for many users
- Does not click-thru to L2+ main page or story, this is a lost opportunity to use content as navigation



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COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES: Index Page Survey—actel.com

The screenshot shows the Microsemi homepage with the following layout:

- Header:** Microsemi SoC Products Group logo, navigation menu (Home, Company, Products & Services, Documentation, Downloads, Support), and a search bar.
- Hero Section:** A2F-Linux news with a penguin t-shirt image and a "Learn More" link.
- Left Sidebar:** A "WHAT'S NEW" section with three news items: Press Release (06/30/11), Solution Announcement (05/24/11), and Product Announcement (03/08/11). Below it are links for Investor Relations and Press, and social media icons.
- Content Area:** A "LATEST VIDEOS" section featuring a video thumbnail for "SmartFusion Does Motor Control".
- Bottom Navigation:** A horizontal menu with tabs: Products (highlighted), Design Tools, Solutions, and Events & Resources. Below the tabs are links to various product categories like IGLOO Lowest Power FPGAs, ProASIC3 Low Power FPGAs, SmartFusion Mixed Signal FPGAs, and Fusion Mixed Signal FPGAs.
- Footer:** Three call-to-action boxes: Latest News (Actel Corporation is now Microsemi), White Paper (Strategies for Design and Data Security), and Actel Direct (Call today for all sales inquiries: 1.877.94ACTEL).

CONTENT: above the fold

- + Content As Navigation in very basic form, L3+ click-thru access
- Multiple interactive features **** see pg18
- Exceeds 1024x768 w/ clean break
- X
- Graphic language underdeveloped / worn
- Over all layout does not take advantage of screen available space

GLOBAL NAV & SEARCH

- + Text vs. Image nav
- Easy to understand categories. Products & Services, Documentation, Downloads, Support
- L1 Click-Thru
- Search is integrated



- Reversed font makes it less readable.
- Localization, Cart, Login obtrusive and too prominent versus rest of header, begins to confuse hierarchy
- Search on same level as Logo, and Google in search can confuse users
- Roll-Over activated Drop-Down Menus, javascript dependent ** see pg13
- Only the search field is keyboard accessible, leaving all other methods of navigation inaccessible, readers should pickup the UL>li structure, but this is not ideal, and there are no other accessible navigation elements on the page

* see pg12

HERO: flash video

- + Click-thru to featured product L5
- Motion graphic employs person creating a more human appeal



- FLASH plugin required
- Graphics for graphics' sake



fridayarts

COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES: Index Page Survey—actel.com - below the fold

Microsemi Corporation has acquired Actel Corporation

Microsemi Corporation, with corporate headquarters in Irvine, California, is a leading designer, manufacturer and marketer of high performance analog and mixed-signal integrated circuits, high reliability semiconductors and RF subsystems. The company's semiconductors manage and control or regulate power, protect against transient voltage spikes and transmit, receive and amplify signals.

Microsemi's products include individual components, integrated circuit solutions as well as [low power FPGAs](#) and [mixed signal FPGAs](#) that enhance customer designs by improving performance and reliability, battery optimization, reducing size or protecting circuits. The principal markets the company serves include implanted medical, defense/aerospace and satellite, notebook computers, monitors and LCD TVs, automotive and mobile connectivity applications. More information may be obtained by contacting the company directly or by visiting its website at www.microsemi.com.

[Home](#) | [Company](#) | [Products & Services](#) | [Documentation](#) | [Downloads](#) | [Support](#)
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CONTENT: below the fold



- Filler text that serve no purpose, here. News leader should tease then and eliminate this story on the index page altogether

FOOTER



- Basic standard hyperlink footer



- Poorly organized
- Text wrap unnecessary, Leading too small
- Hard to read



COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES: Index Page Survey—actel.com - drop-down menus: topical examples

The figure displays four separate screenshots of the Microsemi SoC Products Group website, each showing a different configuration of the top navigation bar. In all cases, the 'Products & Services' tab is highlighted with a pink border. The other tabs shown are 'Documentation', 'Downloads', and 'Support'. The 'Downloads' tab is also highlighted with a pink border in the third screenshot.

- Screenshot 1:** Shows the 'Products & Services' tab highlighted. Below it, a sub-menu is open, listing 'Devices', 'Processors', 'IP Cores', 'Design Software', 'Design Hardware', 'Solutions', 'Partners', 'Services', and 'Buy Online'.
- Screenshot 2:** Shows the 'Products & Services' tab highlighted. Below it, a sub-menu is open, listing 'Datasheets', 'Handbooks', 'Application Notes', 'User's Guides', 'Quality & Reliability', 'Package & Socket', and 'Request SW & Lit'.
- Screenshot 3:** Shows the 'Products & Services' tab highlighted. Below it, a sub-menu is open, listing 'Design Software', 'Program & Debug', 'Licensing', 'IBIS Models', 'BSDL Models', 'IP Evaluations', and 'Design Examples'.
- Screenshot 4:** Shows the 'Products & Services' tab highlighted. Below it, a sub-menu is open, listing 'Search', 'Knowledge Base', 'Webcasts', 'Training', 'My Cases', 'Customer Notifications', and 'Product Updates'.

DROP-DOWN NAVIGATION

Products & Services,
Documentation, Support



- Text vs. Image nav
- Easy to understand L2 sub-category list, Readable Font
- Fault and tolerance for L2 sub-categories acceptable



- With L1 Category clickable— L2 menu lists necessitate drop-down navigation and JS should be avoided based on trends
** see pg13
- The navigation is not keyboard accessible * see pg12
- Feels as though navigation paradigm forced Information Architecture, creating potentially too many L1 categories as one effect by dividing support & documentation up over 4 tabs



COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES: Index Page Survey—actel.com - interactive elements

The screenshot shows the Microsemi website index page. Key interactive elements include:

- Video Selector (Top Right):** A sidebar titled "LATEST VIDEOS" containing four video thumbnails. A yellow arrow points to the first thumbnail with the text "CONTENT: video selector ****".
- Tabbed Index (Bottom Left):** A sidebar with tabs for "Products", "Design Tools", "Solutions", and "Events & Resources". The "Products" tab is selected. A yellow arrow points to the "Products" tab with the text "CONTENT: tabbed index ****".
- Tabbed Index (Bottom Right):** Another sidebar with tabs for "Products", "Design Tools", "Solutions", and "Events & Resources". The "Events & Resources" tab is selected. A yellow arrow points to the "Events & Resources" tab.
- Product Grid (Main Content):** A grid of product cards including "IGLOO Lowest Power FPGAs", "ProASIC3 Low Power FPGAs", "SmartFusion Mixed Signal FPGAs", "Fusion Mixed Signal FPGAs", "Latest News" (Actel Corporation is now Microsemi), "White Paper" (Strategies for Design and Data Security), and "Actel Direct" (Call today for all sales inquiries: 1.877.9.4ACTEL).

CONTENT: video selector ****

- + Puts videos for marketing and training right up front
- Content as navigation applies here, though it could be employed better

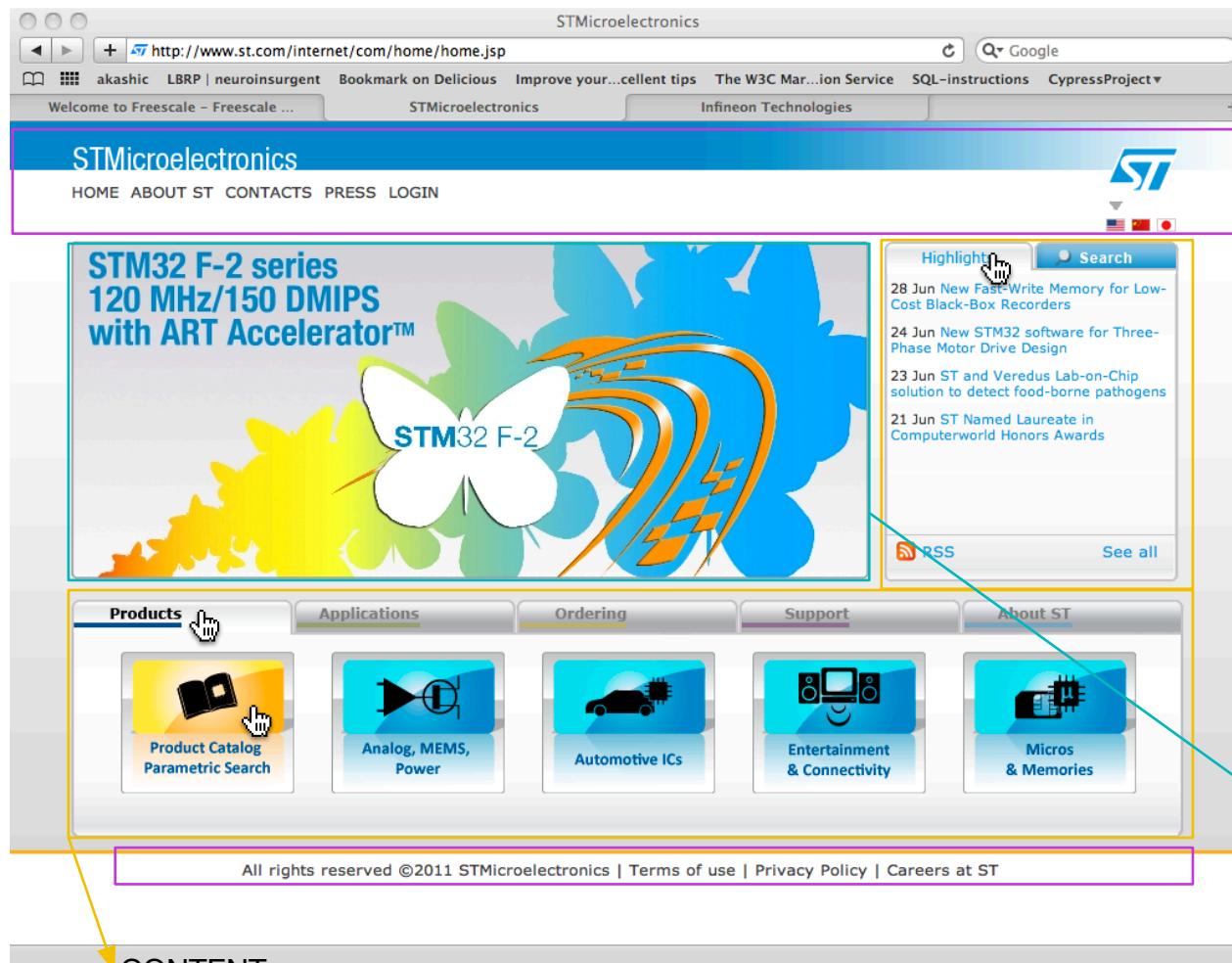
- ✖ Requires account to watch videos, all videos in this position should be open for viewing, guaranteed drop off rate by forcing registration to view teaser information.
- Interaction is too small and not horribly obvious or intuitive.

CONTENT: tabbed index ****

- + A simplistic form of content as navigation
- More interactive and stable than drop-down navigation
- Click thru to L4+ from index for pertinent and useful, mostly static information

- ✖ Does not communicate anything directly about the company/product
- Feels underdeveloped

COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES: Index Page Survey—st.com



The screenshot shows the STMicroelectronics homepage. At the top, there's a header with the company name and a search bar. Below the header is a large graphic featuring a white butterfly and the text "STM32 F-2 series 120 MHz/150 DMIPS with ART Accelerator™". To the right of the graphic is a news feed with several items and an "RSS" link. Below the graphic is a navigation menu with categories: Products, Applications, Ordering, Support, and About ST. Under "Products", there are links for Product Catalog Parametric Search, Analog, MEMS, Power, Automotive ICs, Entertainment & Connectivity, and Micros & Memories. At the bottom of the page is a footer with copyright information.

CONTENT

- + Content As Navigation in basic graphic form, some "L3" click-thru access
- Multiple interactive features * see pg20
- Fits 1024x768
- Hierarchy very easy to understand

- ✖ Too sparse and graphically driven, little to no content on page
- Overly widgetized, JS dependent

GLOBAL NAV & ID

- + Clean, simple & understandable header area
- Text vs. Image nav
- Readable Font
- Easy to understand categories.
- Flat navigation, immediate L1 Click-Thru
- Localization: best execution
- RSS feed well placed



- Image map employed on logo, this duplicates coding efforts
- Localization: depends on JS, only thing in the header that does
- In some instances global navigation requires the user return to HOME before proceeding to the next category. More "content as navigation", or more useful L1 category names would help this

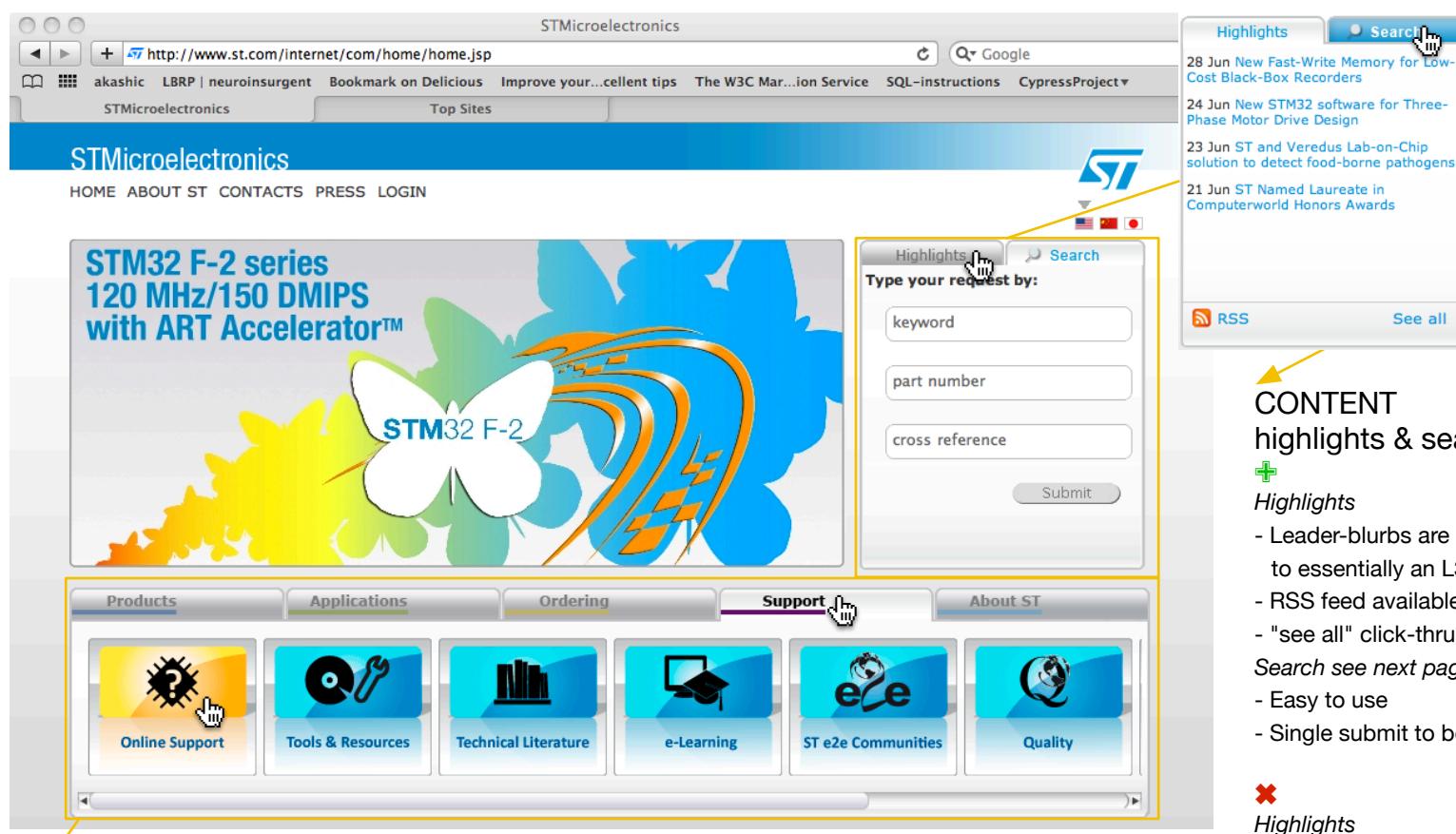
HERO: graphic driver

- + Current Marketing Messages shows Company's directives
- Bold Visual Design
- L3 Product page



- Consumes a lot of page space and tells very little story in an already content light page—Graphics for graphics' sake

COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES: Index Page Survey—st.com - interactive elements



The screenshot shows the STMicroelectronics homepage. A yellow box highlights the top navigation bar, which includes links for Products, Applications, Ordering, Support (which is currently selected), and About ST. Below this is a horizontal scrollable menu with icons for Online Support, Tools & Resources, Technical Literature, e-Learning, ST e2e Communities, and Quality. To the right, a sidebar features a 'Highlights' section with a search bar and a list of news items, and an 'RSS' feed link.

CONTENT: tabbed Index widget °*



- Content As Navigation in simple graphic form
- More useable and stable than drop-down nav
- Clear, easy to understand and use
- **Support** has its own tab
- Compresses IA by 1 making typically L2 pages L1, compression is almost always good.



- Horizontal Scroll is not advised, where content overflows on X-axis continue with JS solutions
- Conveys IA, but does not convey any message, contributing to a page devoid of content
- Graphics are overly simplistic and contrived
- Inefficient use of available space

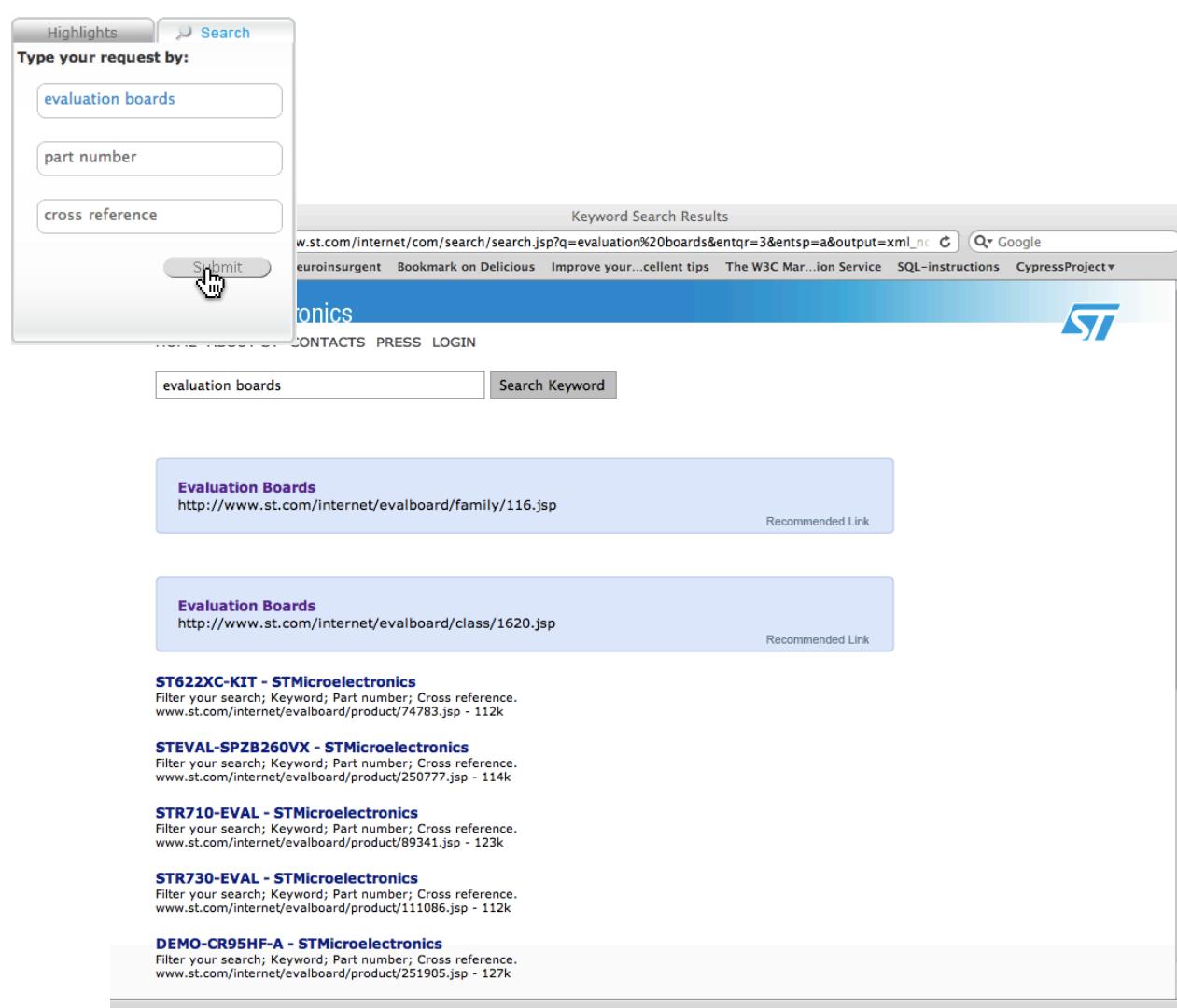
CONTENT
highlights & search widget °**Highlights*

- Leader-blurbs are well formatted, click thru to essentially an L3 page
- RSS feed available
- "see all" click-thru to L2
- Search see next page*
- Easy to use
- Single submit to begin query

*Highlights*

- Still sparse while otherwise decently formatted
- The only text based data in the main content area—feels a little out of place
- Search as independent widget should be more than an optimized simple search, leaves me wanting more

COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES: Index Page Survey—st.com interactive elements: search results



The screenshot shows the STMicroelectronics website's search results page. At the top left is a sidebar with a "Highlights" button, a "Search" icon, and three input fields: "evaluation boards", "part number", and "cross reference". Below these is a "Submit" button with a cursor pointing at it. To the right is the main content area with a header "Keyword Search Results" and a URL bar showing "w.st.com/internet/com/search/search.jsp?". The main content lists several products under the heading "Evaluation Boards", each with a link and a "Recommended Link" button. The products listed are:

- ST622XC-KIT - STMicroelectronics
- STEVAL-SPZB260VX - STMicroelectronics
- STR710-EVAL - STMicroelectronics
- STR730-EVAL - STMicroelectronics
- DEMO-CR95HF-A - STMicroelectronics

Each product entry includes a link like "http://www.st.com/internet/evalboard/family/116.jsp" and a note about its size (e.g., 112k, 114k, 123k, 112k, 127k). The STMicroelectronics logo is visible in the top right corner of the main content area.

CONTENT

highlights & search widget ****

*Highlights*

- Leader-blurbs are well formatted, click thru to essentially an L3 page
- RSS feed available
- "see all" click-thru to L2

Search

- Easy to use
- Single submit to begin query

*Highlights*

- Still sparse while otherwise decently formatted
- The only text based data in the main content area—feels a little out of place
- Search as independent widget should be more than an optimized simple search, leaves me wanting more

Level1(L1) content maintains the initial understanding of how the site is organized. L1 content descends from the INDEX, ideally it relates directly to the Global Navigation, and may contextually link across all levels of the site. There is some latitude in L1 to include other topics not dealt with globally, however too much lateral development will undermine the success of the IA by creating level bloat. Introducing the primary templates to be used throughout the rest of the site, L1 establishes conventions for local and contextual navigation and for story hierarchy and structure.

COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L1 Page Survey—freescale.com

1.

Design Resources	Support
Software and Tools	► Design Resources
Reference Designs	Software and Tools
Training	CodeWarrior Development Tools
Product Longevity	All Software and Tools
Alliance Network	
Custom ICs and SOCs	
Documentation	

freescale > Design Resources

Design Resources

Software and Tools

Freescale's software and development solutions go beyond the silicon, helping to bring embedded applications to life. We equip design engineers with comprehensive solutions, including the software and tools, ecosystem solutions and reference systems, reducing design complexity and accelerating time to market.

As we transition from single-core processors that have been used for so many decades to multicore, unique software challenges are created. To deal with that increasing complexity, we offer strategic alliances with industry experts to bring you vertically integrated, market-specific software solutions. From reference designs to development boards and on-demand training, our engineers know what you need to get the job done.

Training

On-Demand Training
Designing with Freescale Seminars
Live In-Depth Training
Freescale Technology Forum
Events

Freescale offers a variety of face-to-face and online training options to support design initiatives from design conception throughout the development cycle and beyond. From hands-on "Designing with Freescale" seminars held throughout the world to self-paced on-demand training, design competitions and our flagship event, the Freescale Technology Forum, engineers can get world-class training in a format that works best for them. Freescale has trained more than 11,000 customers in 2010 as well as an additional 17,000 University students.

Reference Designs

Freescale provides reference designs to help engineers implement solutions quickly, confidently and with low risk. Our reference designs range from schematics and software to full system solutions, sometimes in the full form factor of the system, enabling engineers to reproduce designs in their own facilities.

Alliance Network

Tap into a powerful ecosystem of Freescale technology alliances for building smarter, better connected solutions. Intended to help shorten design cycles and get products to market faster, our technology alliances provide access to rich design tools and peripherals, extensive software building blocks, and world-class support and training.

Product Longevity

Freescale understands the embedded market requirement for long-term support and offers an industry-leading product longevity program to meet that need. Freescale makes a broad range of devices available for a minimum period of 15 years—ideal for the automotive and medical segments. Devices are made available for a minimum period of 10 years for other market segments in which Freescale participates.

Custom ICs and SOCs

Freescale can help reduce bill of materials and get customer-specific integrated circuit and system-on-chip (SoC) designs to market faster.

[Live Chat Available](#)
[Reference Designs Home](#)
[Alliance Network Home](#)
[Product Longevity Home](#)
[Custom ICs and SOCs Home](#)

2.

Support	Sample and Buy
Sales and Support	freescale > Sales and Support
Technical Service Request	Sales and Support
Discussion Forums	Assistance? We can help. Freescale provides guidance for your project. Our Technical Sales Representatives and Product Specialists are available to respond to technical product questions and help you select and obtain the right devices, tools, and software for your next application.

Live Chat

Real-time chat with a Technical Sales Representative.

[Live Chat: Online Now](#)

Service offered during US and European business hours currently. Global support coming soon.

Forums

Join a forum to ask or answer a question with the design community.

[Discussion Forums](#)

Self Help Resources

- [Freescale Authorized Distributors](#)
- [Freescale Alliance Network](#)
- [Part-Number Search](#)
- [Documentation Search](#)
- [Training and Events](#)
- [Environmentally Preferred Products](#)
- [Dev Tool Warranty Replacement](#)

Phone

Talk or leave a message for call-back from a Technical Sales Representative.

[Phone Support](#)

Enter a Service Request

Get your technical questions answered by our worldwide team of product specialists.

[Create Service Request](#)

You can also [Manage Existing Service Requests Online](#).

Your data is protected by an e-mail address/password combination, and your Service Request number allows for easy follow-up communications.

Featured Videos

[Freescale's History Feature](#) (Video - 4:14) Keep track of pages, documents and videos that you visit

[Parametric Search](#) (Video - 7:17) Identify attributes and specifications to find the device you need

Connect With Us

[Freescale Forums](#)
[The Embedded Beat Blog](#) by Freescale's experts

note: IA glitches begin here ******

Drop-down navigation and page content do not line up. For example in Design Resources it is expected in an L1 *index method*¹ that the order of items on the page will mirror the menu. Additionally "Documentation" falls off the page.

TEMPLATE 1: 2 column



- Breadcrumb, the most simple IA element available, and needed on this site
- Direct L2 and L3 linking



- Visual hierarchy is not clear
- Rules add to visual confusion and do not create the visual space needed
- L1 *index method*

 TEMPLATE 2: 3 col ****** see pg21**

This template employed in L2 on some pages also.



- Maintains consistency w/ and adds to information presented in the Menu
- Cross-linking featured content 3rd column



- Visual hierarchy is jumbled and confusing
- Rules add to visual confusion
- Requires Breadcrumb in order to understand location
- L1 *index method*



COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L1 Page Survey—freescale.com - personalized widget

The screenshot shows the Freescale website interface. At the top, there's a navigation bar with links for Products, Applications, Design Resources, Support, Sample and Buy, and About. To the right of the navigation is a search bar labeled "Search by keyword" with a "Keyword" dropdown and buttons for "Product/Parametric" and "Orderable Part". Below the navigation is a user profile sidebar for "Chad's Freescale" showing options like My Profile, My Freescale, Recent Downloads, and My Training. The main content area has a "My History" section with a "Change My History Settings" link and a table of browsed web pages. A "My Recommendations" section is also visible.

USER TOOL BAR



- GREAT IDEA and functionality
- Once a user understands why this is here, it is a resource
- Track, organize and edit history, notes and recommendations
- Localizing the user data has uncountable benefits & most of them are for the company



- My History and My Recommendations are under developed, pop-over windows
- This bar gets lost in the header, and is not immediately intuitive
- Forces page content down 40px
- Clunky and not terribly intuitive



The screenshot shows the "My History" and "My Recommendations" sections. The "My History" section displays a table of browsed web pages with columns for Page Title, Date Viewed, and Delete. The "My Recommendations" section shows a list of training-related items.

Page Title	Date Viewed	Delete
Magnetic Field Introduction - Part 1	07/03/11	X
8-bit Learning Center	07/03/11	X

note:

Before finding this I wrote this in my notes and it ties into and extends this concept:

"if logged in any search criteria implemented could be added as tag data to found and selected articles in users profile. This data could have a threshold that feeds back into the larger tagging IA of the overall system."

¹ & By the way, the in page note hides once you navigate away from the page or close the note.



COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L1 Page Survey—actel.com - template variations 1 & 2

The screenshot shows two L1 pages from actel.com side-by-side, illustrating template variations 1 and 2.

Template 1 (Left):

- Header:** Home, Company, Products & Services, Documentation, Downloads, Support.
- Left Sidebar:** Devices, Processors, IP Cores, Design Software, Design Hardware, Solutions, Partners, Services, Buy Online.
- Content Area:** Related Links (Awards & Recognitions, Press Room, Product Updates, Licenses & Registration, Webcasts, Training, Image Library, Sales Offices, SmartNews).
- Content Area:** Devices, Processors, IP Cores, Design Software, Solutions.

Template 2 (Right):

- Header:** Home, Company, Products & Services, Documentation, Downloads, Support.
- Left Sidebar:** Services, Buy Online.
- Content Area:** By Type (Datasheets, Handbooks, Application Notes, User's Guides, Quality & Reliability, Package & Socket, Request SW & Lit).
- Content Area:** Overview (Corporate Brochure, Actel Product Catalog, System-Critical FPGAs Product Catalog, Solutions and IP Catalog).
- Content Area:** FPGAs (IGLOO®, IGLOO nano, IGLOO PLUS, ProASIC3, ProASIC3 nano, ProASIC3L, SmartFusion™, Fusion, RTAX-S/SL, RTAX-DSP, RT ProASIC3, RTSX-SU, Accelerator, SX-A, eX, MX, ProASIC^{PLUS}, SX, ACT Series, Discontinued FPGAs).
- Content Area:** Embedded Processors (ARM® Cortex™-M3, ARM Cortex-M1, Core8051s, CoreABC, LEON3).

TEMPLATE 1

Top, Left, Right (l-r, down), Down
TEMPLATE 2

Top, Left, Right, Down



- Very traditional website layout
- Very easy to understand
- L2 click-thru cross-linking on the left in "Related Links"
- Consistent to navigation
- Decent URL scheme usually makes location in site clear

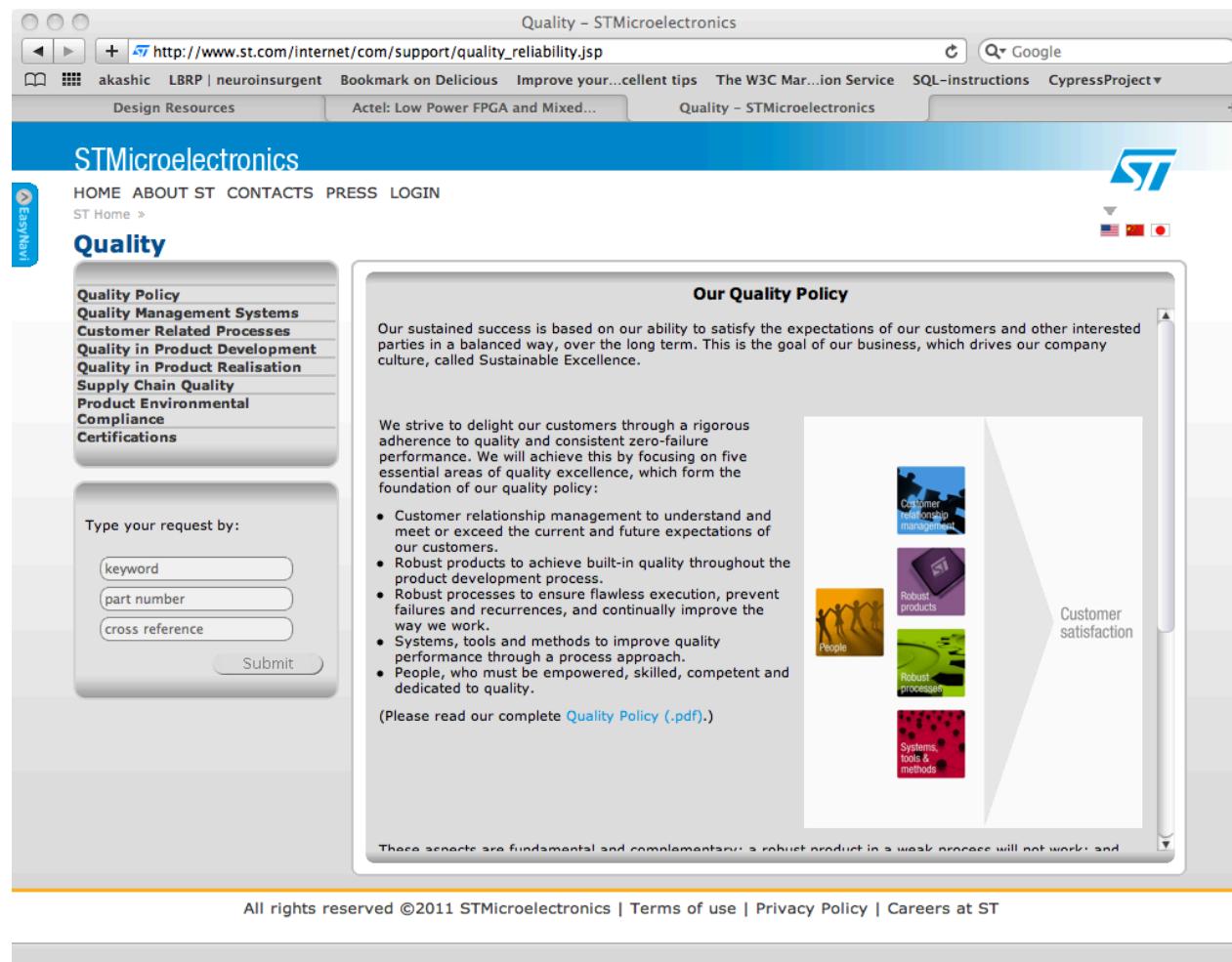


- No content of value to this page, the epitome of L1 *index method*
- Dated, does not employ modern standards
- L2 click-thru cross-linking on the left in "Related Links"



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COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L1 Page Survey—st.com - primary template



Quality – STMicroelectronics

http://www.st.com/internet/com/support/quality_reliability.jsp

akashic LBRP | neuroinsurgent Bookmark on Delicious Improve your...cellent tips The W3C Mar...ion Service SQL-instructions CypressProject▼

Design Resources Actel: Low Power FPGA and Mixed...

Quality – STMicroelectronics

STMicroelectronics

HOME ABOUT ST CONTACTS PRESS LOGIN

ST Home >

Quality

Quality Policy
Quality Management Systems
Customer Related Processes
Quality in Product Development
Quality in Product Realisation
Supply Chain Quality
Product Environmental Compliance
Certifications

Type your request by:

keyword
part number
cross reference

Submit

Our Quality Policy

Our sustained success is based on our ability to satisfy the expectations of our customers and other interested parties in a balanced way, over the long term. This is the goal of our business, which drives our company culture, called Sustainable Excellence.

We strive to delight our customers through a rigorous adherence to quality and consistent zero-failure performance. We will achieve this by focusing on five essential areas of quality excellence, which form the foundation of our quality policy:

- Customer relationship management to understand and meet or exceed the current and future expectations of our customers.
- Robust products to achieve built-in quality throughout the product development process.
- Robust processes to ensure flawless execution, prevent failures and recurrences, and continually improve the way we work.
- Systems, tools and methods to improve quality performance through a process approach.
- People, who must be empowered, skilled, competent and dedicated to quality.

(Please read our complete [Quality Policy \(.pdf\)](#).)

These aspects are fundamental and complementary: a robust product in a weak process will not work; and a strong process without a robust product will not be successful.

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PRIMARY TEMPLATE

L1, L2, L3 static data template

This template is applied to Online Support, Tools & Resources, eLearning, Quality and to most pages directly descendant. For all intents and purposes L1, L2 & L3 are compressed on many sections of the site.



- Very traditional website layout
- Very easy to understand
- Local Navigation L2 click-thru on top left
- Consistent to navigation
- Search widget on every page L1 & L2 that have this template



- Dated, does not employ modern standards
- Left nav is too compact and the font too big and bold making it hard to read
- Intra Section L2 click-thru cross-linking on the left in "Related Links". Left nav is traditional IA, however many opportunities are missed here to link out to other related areas of the site



COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L1 Page Survey—st.com - technical docs tool & workflow

1. Advanced Search (Type: ALL)

2. Advanced Search (Type: Technical Resources, Part Number: LM2902H)

3. Click on the search button in the second Advanced Search form.

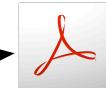
4. Click on the 'Resource Type: Application' dropdown in the main panel.

ST Microelectronics | Resource Selector
 http://www.st.com/stonline/stappi/resourceSelector/app?page=fullResourceSelector&doctype=TECHNICAL_LITERATURE

Resource List

Part Number	Link	Resource Title
TS912		using a piezoelectric cell with a rail to rail op-amp
TSH22		bio line driver
TS925		ter and speaker driver using TS925
TS971		used electret condenser microphone amplifier
TS507		gal amplifier stability compensation methods for capacitive loadin...
TS3431...		AN2944 Plethysmograph based on the TS507
TSV621...		AN2995 Demonstration board user guidelines for single operational amplifiers
LE50AB...		AN3159 STEVAL-ILH005V2: 150 W HID electronic ballast
LD1086XX33...		AN3165 Digital PFC and dual FOC MC integration
TS507...		AN3222 Demonstration board user guidelines for low-side current sensing with th...

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http://www.st.com/internet/com/TECHNICAL_RESOURCES/TECHNICAL_LITERATURE/APPLICATION_NOTE/CD00265167.pdf

1.

2.

3.

Advanced Search

Type:	ALL
Part Number:	ALL
Title:	Corporate Resources
Keyword search:	Legal Resources
Publications	
Quality And Reliability Resources	
Sales And Marketing Resources	

TECHNICAL DOCS TOOL



- Consolidates search functions and options based on industry standard products & applications breakdown
- Complex filtering if the user is not sure what they are looking for
- Optimized simple search
- This entire interaction takes place within a single window, asynchronous behaviour+++



- A little bit hard to use for UI issues
- Launches new browser window, almost always a bad idea with in a site
- Opens file in separate window instead of in app
- Does not allow for immediate download option
- Does not integrate information from other sources, i.e. video...

COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L1 Page Survey—st.com

STMicroelectronics

www.st.com > my.st.com > STe2eCommunities

This Site: STe2eCommunity

STMicroelectronics e2e Communities



Exchanging opinions, asking questions, looking for answers, proposing solutions and more...

Participate in our forums and help us build the communities for engineers with engineers.

Helping you and helping each other - please feel free to post and share.

All posts are property of their authors only.

My Forum Links

- [Sign in to Forum](#)
- [Communities Home](#)
- [Code Of Conduct](#)

Browse Public Forums

(NOTE these forums are open to everybody!)

- [Embedded Microprocessors](#)
- [Microcontrollers](#)
- [Power Conversion](#)
- [ST e2e Communities Support](#)
- [Tools](#)

News and Announcements

A dedicated forum, [STe2e Communities Support](#), has been put in place in case you should have any difficulties using the application, encounter any functionality issue or just want to leave us your comments and/or feedbacks.

Forums

[Most Recent](#) | [Most Viewed](#)

stm32w IAP BOOTLOADER protocol
 Created By czepiec.petr.001 at 7/6/2011 8:03:10 PM
 Last updated by clive1 at 7/6/2011 9:09:34 PM
 In DiscussionBoard [stm32w IAP BOOTLOADER protocol](#)

3 What is myST anyway?

Is it sign into forum/myST?

Back on the home page in the tabbed index widget under the Ordering tab:





It happens that login does the same thing, this really should read myST.

Login

Sign in to access either my.st.com or STPartner.

User ID (email address): Save my user ID

Password:

New user? [Register](#) [Forgot your password?](#) [Retrieve](#)

myST (New)

Brings you a set of personalized features:

- Order free samples (eSamples)
- Subscribe to ST eNewsletters
- Set and manage your preferences
- Access your Online Support and e-Design Studio simulators
- Others to come.....

Private Site (STPartner)

If you are already registered to ST Partner site, you will also be required to login from this page.

Please note, to access to ST Partner, you must use your company's email domain.

I F V F I 2 (1 2) [2]

Level 2 (L2) content maintains the overall framework of the site, and supports and/or extends elements introduced in L1 such as local and contextual navigation, and story hierarchy and structure. Descending from L1 and expanding upon a specific concept by relating components of that concept, and using contextual navigation (content-as-navigation) across all levels of the site. All templates should exhibit only small variations from the already established set of templates, with exceptions for functional items that should be exposed at this depth if not before(web applications, forums...).



COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L2 Page Survey—freescale.com - template variation 1

Freescale > Design Resources > Product Longevity

Product Longevity



Freescale Product Longevity Program
Long-term availability for a broad range of devices

Live Chat Available

Featured Links

- Quality
- Lead-free and RoHS Data
- Part Number Search

Freescale Product Longevity Statement

Freescale Semiconductor provides a product longevity program for the market segments we serve. For the automotive and medical segments, Freescale will make a broad range of devices available for a minimum period of 15 years. For all other market segments in which Freescale participates, Freescale will make a broad range of devices available for a minimum period of 10 years.

Life cycles for participating Freescale products will begin at the time of product launch and will include the standard Freescale end-of-life notification policy (one-year notice for placement of final orders and an additional year until the last ship date). Freescale will manage the program through our own factories, outside foundries and other manufacturing resources. If it becomes necessary to transfer the production of a participating product to an alternate manufacturing facility, Freescale will re-qualify that product. These actions demonstrate our intention to provide supply stability to our customers.

Products included in the Freescale product longevity program:

Category	Family	10-Year	15-Year	Product Launch
Industrial MCU	16-bit DSC	MC56F8006/2	-	2009-03
Industrial MCU	16-bit DSC	MC56F8013/14	-	2005-04
Industrial MCU	16-bit DSC	MC56F802X	-	2007-08
Industrial MCU	16-bit DSC	MC56F803X	-	2009-07

note:

*** IA breaks down @ L2, and turns out to be a half way completed compression of L1 & L2 altogether, a number of L2 pages are only navigable via the breadcrumb, and a number of the L2 pages use L1 index method in there structure. On Design Resources &/ in the Drop Down menu: Software & Tools, Reference Designs, Training & Events, Alliance Network, Custom ICs & SOCs are essentially L1 pages. Only Product Longevity has an L2 relation with Design Resources. *** see pg13

TEMPLATE 1

2 Column template used for Product Longevity and the Alliance network page



- L3 click-thru
- featured links panel



- Column width too wide for easy reading, forces top down approach to the page
- Poor use of space



fridayarts

COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L2 Page Survey—freescale.com - template variation 2 & 3

2.

Freescale > Training and Events > On-Demand Training

On-Demand Training

Learning Centers

Training and other helpful content organized around a topic to provide orientation and support learning

- 8-bit
- 16-bit
- 32-bit
- Analog & Power Management
- CodeWarrior Development Tools
- DSP/DSC
- Sensors
- RF
- ZigBee

eLearning Quick Searches

Industries

- Automotive
- Industrial
- Network Communication
- Consumer
- Medical

Design Topics

- Connectivity
- Low Power
- Motor Control
- USB
- Software Development

Featured Videos

Demonstration: View 32-bit MCF51EM256 MCU metering algorithms (Video 5:11)

Demonstration: Learn how OFDM power line communications over the main supply enables energy saving functionality (Video 3:56)

On-Demand Search

Enter Keyword Search All On-Demand

Related Links

FTF
Events
Design with Freescale Seminars
Live Training
University Programs

[Live Chat Available](#)

[Return to Top](#)

3.

Training and Events

Chad's Freescale Login Annotate this Page Browse History My Recommendations NEW Page Actions

Freescale > Training and Events > Learning Centers

Learning Centers

We know that you don't always use a formal training event to learn. We also know that you are being asked to have broader knowledge in more areas and that you don't have a lot of time to acquire that knowledge. These were the observations that led to the development of the Learning Centers. Here you will find orientation material and training resources organized around the key product, technology, and application topics of the day. Soon you will also find examples and community resources that will enable you to learn from others. And as we become aware of your key on-the-job challenges, we will add "how-to" content to help guide you through common solutions. Our goal is to get you up the learning curve quickly and in a way that is most effective and enjoyable for you.

Learning Centers

- Analog & Power Management
- Sensors
- RF
- ZigBee
- 8-bit Microcontrollers
- 16-bit Microcontrollers
- 32-bit Microcontrollers and Processors
- Digital Signal Processors and Controllers
- CodeWarrior™

Featured Offerings

CodeWarrior™ Learning Center

CodeWarrior Development Studio is a complete integrated development environment (IDE) from hardware bring-up through programming embedded applications.

Learn:

- The components of the CodeWarrior IDE
- The CodeWarrior editions and products
- CodeWarrior value-added extensions

[Live Chat Available](#)

TEMPLATE 2

3 Column template **** see pg13



- Local search
- Related links click-thru L1-L3
-
- X**
- L2 with this layout falls back to L1 *Index method*

TEMPLATE 3

This template implemented on some L2 pages where there is no other way to navigate to them directly.



- Local nav to other L2 pages in this section



- Uses Left-hand navigation for Local nav, almost non-existent in the rest of the site
- Breaks convention and pushes the left hand navigation up to the same level as the user tool bar and higher than the breadcrumb, breaking from every other template L1-L3

note:

All pages below INDEX are forced to far left, where the INDEX page is centered, I am inclined to think that there are CSS issues as I have seen other broken elements, especially within L3 widgets.



COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L2 Page Survey—freescale.com - search

search

Freescale > Search > Documentation

Refine Your Results

- Show: Documentation - (15403) [Expand All](#)
- Data Sheets - (2129)
 - Errata - (944)
 - Application Notes - (2014)
 - Reference Manuals - (877)
 - Users Guides - (1275)
 - Product Briefs - (325)
 - Engineering Bulletins - (215)
 - Fact Sheets - (1066)
 - Brochures - (186)
 - Data Libraries - (5)
 - Selector Guides - (136)
 - Quick Reference Guides - (166)
 - White Papers - (163)
 - Packaging Information - (122)

Freescale > Search > Documentation

Refine Your Results

- Show: Documentation - (1715) [Expand All](#)
- Data Sheets - (385)
 - Errata - (8)
 - Application Notes - (199)
 - Reference Manuals - (96)
 - Users Guides - (69)
 - Product Briefs - (79)
 - Engineering Bulletins - (11)
 - Fact Sheets - (291)
 - Brochures - (59)
 - Data Libraries - (1)
 - Selector Guides - (40)
 - Quick Reference Guides - (3)
 - White Papers - (25)
 - Packaging Information - (5)
 - Product Change Notices - (105)
 - Reliability and Quality Information - (20)
 - Reports or Presentations - (150)
 - Roadmap - (3)
 - Supporting Information - (149)
 - Technology Publications - (7)
 - + University Courseware - (10)

Remove | Results Refined By : Resources > Documentation [x](#)

Quick Search

Enter Keyword

Search All Documentation [»](#)

Quick Search by Product

[»](#)

Tip: Enter the first three letters of the product name or ID for a product list

Browse Popular Categories

- » Data Sheets
- » Application Notes
- » User Guides

Search [Automotive](#)[Go](#) Help

Results 1715 - Automotive

[Bookmark Results](#) | [Email Results](#)

1 2 3 4 5 Next

Remove | Results Refined By : Resources > Documentation [x](#)

ID and Description	Type	Format	Size K	Rev #	Date Last Modified	Download Files / Code Files	Order Hard Copy
IMX53AEC UPDATED i.MX53xA Automotive and Infotainment Applications Processors	Data Sheets	pdf	4711	3	7/7/2011	Download	Buy
IMX51AEC i.MX51A Automotive and Infotainment Applications Processor Data Sheet	Data Sheets	pdf	2218	4	8/6/2010	Download	Buy
MC33810 MC33810, Automotive Engine Control IC	Data Sheets	pdf	1043	10.0	4/14/2011	Download	Buy
IMX28AEC i.MX28 Data Sheet for Automotive Products	Data Sheets	pdf	915	1	5/26/2011	Download	Buy
IMX25AEC i.MX25 Applications Processor for Automotive Products	Data Sheets	pdf	1416	8	2/7/2011	Download	Buy
MCIMX35SR2AEC MCIMX35 (i.MX35) Multimedia Applications Processor for Automotive Products Data Sheet	Data Sheets	pdf	2877	9	8/31/2010	Download	Buy
MC33385 MC33385, Automotive Quad Low Side Driver	Data Sheets	pdf	401	6.0	1/24/2007	Download	Buy
MC33198 MC33198, Automotive High Side TMOS Driver	Data Sheets	pdf	370	2.0	1/24/2007	Download	Buy

DOCUMENTATION SEARCH



- Multiple different ways to search. i.e. Quick categories, keyword, product ID
- Multi-conditional search
- Very simple to use
- Results return into same basic template
- Column sort on some filters
- Immediate download from results



- Page structure breaks on this template, everything below the nav is forced all the way to the right, making for a noticeable variation, adding to confusion and making the breadcrumb less obvious and useable
- Introduces concepts and leaves them unusable. i.e. the query builder at the top of the second column
- does not utilize space well at all
- results are not formatted well, making them very hard to read



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COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L2 Page Survey—freescale.com - template variation 4

Welcome back, Chad Augur. (If you're not Chad Augur, [click here to log in.](#))

New Service Request

Category/Topic Submit

SR Details

Please enter the following required fields to open a New Service Request.

*Required Fields

Step 1: Category*:

Step 2: Topic*:

Category	When to use this Category
Documentation	Select this Category if you know the document number, but cannot find it (archived or inactive). DO NOT use this category for requesting active literature, please use our Documentation library and the links to the literature ordering system.
Ecommerce (Buy Direct)	Choose this category for topics related to online shopping and Buy Direct web orders (tools, samples, and silicon devices).
Hardware Product Support	Any Freescale Semiconductor product related technical questions: features, usage, specification, documentation details, suggestions
Other	For whatever does not fit into the other categories

TEMPLATE 4: Service Request



- Step indicator showing number of steps in submission process



- Introduces a number of new IA features, for no particular reason. i.e. left hand nav
- Does not cross-link in the suggested solutions for any category
- Drops breadcrumb from page
- Drops user tool bar from the page

COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L2 Page Survey—freescale.com - template variation 5

TEMPLATE 5: forums



- Tag Cloud
 - Standard functionality and feature set



- Navigation deviates from rest of the site
 - Stacked search fields on the right of the page, two on top of each other, and a third lower that sits off a bit. This is really bad for UX and IA clarity
 - Little to no consistency in design language between the rest of the site and the forums, breaks many conventions already established site wide
 - Break of IA, an L1 page only accessible through L2 means *** see pg30



COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L2 Page Survey—actel.com - template variation 1

1.

1b.

Complete FPGA Development Software

Libero® IDE: Actel's comprehensive software suite for designing with all Actel [FPGAs](#), including the new SmartFusion™ intelligent mixed signal FPGAs, and managing the entire design flow from design entry, synthesis and simulation, through place-and-route, timing and power analysis

- » [Learn More](#)
- » [Download Software](#)
- » [Licenses & Registration](#)

Included with Libero IDE, [Designer](#) physical implementation software can be installed as standalone by selecting that option when installing the Libero IDE software.

SoC, Processor and IP Deployment Development Software

SmartDesign: The next generation block-based design creation tool for simple to complex system-on-chip (SoC) systems, including [SmartFusion](#) and other processor and bus-based designs. SmartDesign is included in Libero IDE and available in all editions.

Related Links

- » Request Free Software
- » Obtain Free License
- » Register Licenses
- » Actel's EDA Partner

Related Links

- » Radiation & Reliability Data
- » Product Updates

Quality Policy

Consistently meet or exceed customer expectations of our products and processes. We accomplish this by training and empowering our employees through a culture of continuous improvement. We partner with our customers and suppliers to provide the highest quality and reliability in our markets.

Reports*

Actel Reliability Report - Rev. 8		1 MB	5/2010	
* For more information, visit the Military & Aerospace Radiation & Reliability Data page.				

Certifications

AS9100:2009 Rev C Certificate		231 KB	6/2011	
DSCC-VQ Letter (VQC-04-005576) - Accompanies the QML Q & N Certificate		377 KB	1/2004	
ISO 9001:2008 Certificate (Registrar: NSF-ISR)		232 KB	6/2011	
PURE Certificate		29 KB	3/2011	
QML MIL-PRF-38535 Certificate (Class Q & N)		110 KB	2/2004	
Sony Green Partner Certificate		765 KB	4/2010	
STACK International Supplier Certification		244 KB	11/2010	

Rate This Page

TEMPLATE 1 & 1b

2 column layout Left Column local navigation, Right Column content

Both templates are also used in L3 pages^{oo*}



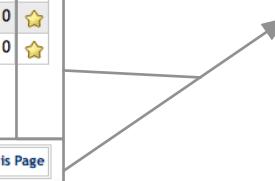
- Very traditional website layout
- Very easy to understand
- Local L2 click-thru on the left
- Cross-linking used extensively in content for L3 page and beyond, this is strong+++



- Dated, does not employ modern standards
- Top-down layout forces user to scroll in order to find what they are looking for

Where'd this come from?

"Rate This Page" has existed @ L1, on the bottom of each page, almost always below the fold, and thus has been missed. The Quality Policy page is the first time it takes a prominent role in the UI at all.



This feature falls short by only being a feedback mechanism, and does not add any real value for the user. Freescale's approach is a lot stronger.



COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L2 Page Survey—actel.com - general search

The screenshot shows a search interface for actel.com. At the top left is a large "search" button. To its right is a navigation bar with links: Home, Support, and Search. Below this is an "Advanced Search" section. The search form includes several input fields and dropdown menus:

- Find Results**:
 - with all of the words
 - with the **exact phrase**
 - with **at least one** of the words
 - without the words
- File Format**: A dropdown menu set to "any format".
- Occurrences**: A dropdown menu set to "anywhere in the page".
- Display**: A dropdown menu set to "10 results per page".
- Categories**: Two columns of checkboxes:
 - All Web Pages, Press Releases, Knowledge Base, All Documentation (Datasheets, Handbooks, Application Notes, User's Guides and Manuals), All Products, Devices, Processors, Intellectual Property, Design Software, Design Hardware, Solutions.
- Buttons**: "Search" and "Reset" buttons at the bottom of the form.

TEMPLATE 1 & 1b

2 column layout Left Column Local navigation, Right Column content

see pg35

Very simple HTML form layout for advanced search. See *search results on next page*.



- Google Branding is a difficult thing to work around in this instance, contributing to the overall underdeveloped nature of the page



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COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L2 Page Survey—actel.com - knowledgebase search & search results

search

Home » Support » Knowledge Base

Knowledge Base Search

Keyword [Tips](#)

Article Type
 Known Issue Solution FAQ Tips & Tricks

Devices	Software Tools	Hardware Tools
IGLOO ProASIC3 SmartFusion Fusion RTAX-S/SL RTSX-SU Axcelerator SX-A eX MX	CoreConsole Designer DirectC Installation IP Cores Libero IDE Libraries Licensing ModelSim Multiview Navigator	Demoboard FlashPro Silicon Explorer Silicon Sculptor

* Hold down the <CTRL> key while clicking on multiple items above to add or remove a selection.

results

Home » Support » Knowledge Base » Search Results

Go back to search page.

Displaying results 1-20 (of 32)
 Page: 1 - [2](#) « Back • [Next](#) »

1 KI51916: PLL supplies on ProASIC3/E Evaluation board are floating
 Scenario: There are two PLLs in A3PE600-PQ208 device. On the evaluation board
<http://www.actel.com/kb/article.aspx?id=KI51916>
 7/12/2005

2 KI8806: External Memory Controller settings for SmartFusion Development board
 Actel: Technical Support: Knowledge Base =>4) document.write(""); else document.write(""); -->
 Scenario: Where can I find the information about the External Memory Controller settings?
 Backgrou
<http://www.actel.com/kb/article.aspx?id=KI8806>
 7/30/2010

3 KI8815: SmartFusion - Running DAC in Voltage Mode
 Scenario: Running DAC on the SmartFusion Development Board
<http://www.actel.com/kb/article.aspx?id=KI8815>
 8/2/2010

TEMPLATE 1 & 1b

2 column layout Left Column Local navigation, Right Column content

see pg35

Very simple HTML form layout for search of knowledge base and search results page.

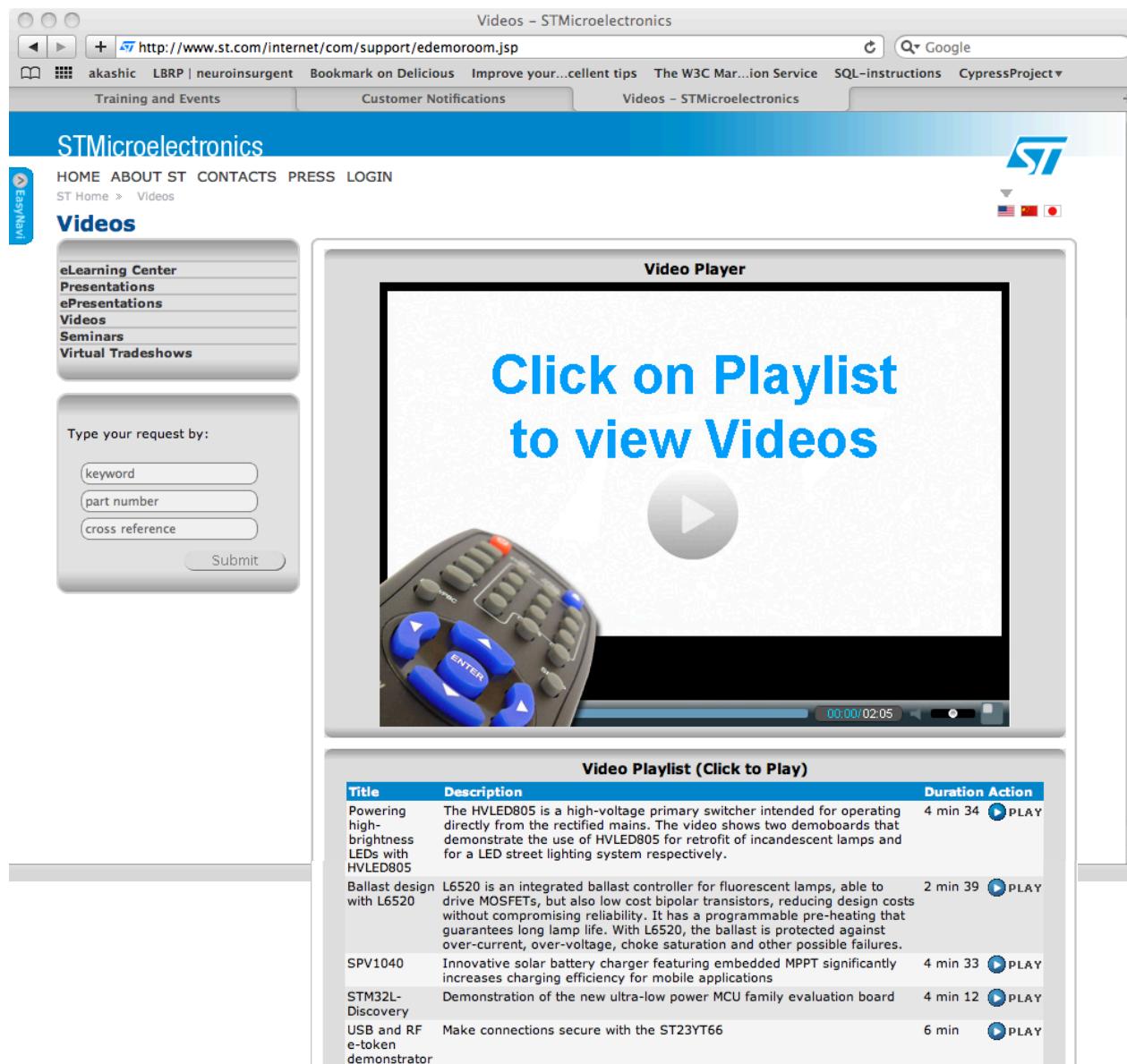


- Standard google search results formatting including term highlighting, makes it easier to decipher results on an otherwise difficult to read top-down page



- It is unclear why the knowledgebase search is necessary with the advanced search on the same level

COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L2 Page Survey—st.com - videos



The screenshot shows the 'Videos' section of the STMicroelectronics website. At the top, there's a navigation bar with links like 'Training and Events', 'Customer Notifications', and 'Videos'. Below the navigation is a large 'Video Player' area with a play button and the text 'Click on Playlist to view Videos'. Below this is a 'Video Playlist (Click to Play)' table:

Title	Description	Duration	Action
Powering high-brightness LEDs with HVLED805	The HVLED805 is a high-voltage primary switcher intended for operating directly from the rectified mains. The video shows two demoboards that demonstrate the use of HVLED805 for retrofit of incandescent lamps and for a LED street lighting system respectively.	4 min 34	
Ballast design with L6520	L6520 is an integrated ballast controller for fluorescent lamps, able to drive MOSFETs, but also low cost bipolar transistors, reducing design costs without compromising reliability. It has a programmable pre-heating that guarantees long lamp life. With L6520, the ballast is protected against over-current, over-voltage, choke saturation and other possible failures.	2 min 39	
SPV1040	Innovative solar battery charger featuring embedded MPPT significantly increases charging efficiency for mobile applications	4 min 33	
STM32L-Discovery	Demonstration of the new ultra-low power MCU family evaluation board	4 min 12	
USB and RF e-token demonstrator	Make connections secure with the ST23YT66	6 min	

VIDEO LEARNING

L1 & L2 eLearning Center: videos



- Simple UI
- Compression between L2 & L3 with a very simple asynchronous behaviour



- FLASH player required, no HTML Video option included, does not play on any device that does not have FLASH
- As user scrolls down the player gets lost above the fold, once a video is selected it loads in the player back at the top of the page and begins to autoplay, the user must scroll back to the top to view video
- The Pause Button does not function properly
- There is not stop button

note:

The major reason to show this template when it is only a derivative of the standard template is to make the point that as early as L2 there is actually accessible content related to other accessible content. ST has accomplished a massive amount of IA compression using simple techniques. There are some major gaps in usability of the IA.



COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L2 Page Survey—st.com - template variation 3

The screenshot shows a web browser window for the STMicroelectronics Evaluation Tools page. The URL is http://www.st.com/internet/evalboard/family/116.jsp. The page has a blue header with the STMicroelectronics logo and navigation links for HOME, ABOUT ST, CONTACTS, PRESS, and LOGIN. Below the header, there's a breadcrumb trail: Home > Tools & Resources > Evaluation Tools. The main content area is titled "Evaluation Tools" and features a "Product Evaluation Boards and Kits" section with a "System Evaluation Boards" link. There are three tabs: "Overview" (selected), "Resources", and "Related Info". The "Overview" tab contains text about evaluation boards and a list of classification types. The "Resources" tab lists featured products: Solar-LED streetlight controller demonstration board, Embedded MPPT, automatic day/night/weather detection; iNEMO: Multi-sensor inertial measurement unit (IMU) devices, 10 degrees of freedom (DOF) IMU opens the way to new applications; and 1 kW 3-phase motor control demo board, Based on a 600 V IGBT small low-loss intelligent molded module (SLLIMM™). The "Related Info" tab is partially visible. At the bottom of the page, there's a footer with links to Terms of use, Privacy Policy, and Careers at ST.

TEMPLATE 3

A 3-panel, multi-tabbed layout

Used for Evaluation Tools and Development Tools. This template begins to appear in L2 and is used in L3 for these sections



- Simple and usable UI
- Good use of JS to expose info when requested
- Featured 3rd party products panel tab introduced along with the search widget from the index page
- Cross-Linking to related portions at L2 thru L4 within the site



- Too squished together
- Text highlighting makes formatting hard to read

note:

L2 templates not shown here all use L1 template described on pg26

I FIFI 3 (I 3) [3]

Level 3 (L3) content is the most refined level of content and thus the information presented in L3 is very specific (i.e. product, process, or component). L3 content will have a relatively high amount of contextual navigation (content-as-navigation) across all levels of the site. L3 is the terminal depth in all the best examples of information architecture.



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COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L3 Page Survey—freescale.com - multi-tabbed layout: tab1

The screenshot shows the Freescale Processor Expert product page. At the top, there's a navigation bar with links to Overview, Documentation, Downloads, and Training & Support. Below this is a sub-navigation bar with Application Notes, Download Evaluation, and Live Chat Available. The main content area has three tabs: Config / Dev Tools, Embedded Components Store, and Software Components. The Config / Dev Tools tab displays a diagram titled "This Software Includes" with categories like Customer Application, Stacks, Applications, Drivers, APIs, Libraries, OS, BSP, HAL, Hypervisor, and Processor. The Embedded Components Store tab contains a message about visiting the Embedded Components Store. The Software Components tab provides information about software components available free of charge.

note:

Overall layout does not fit into the 1024px width of the rest of the site, again breaking the base page layout. see *note pg31*

The "product template" represented here is the most concise pool of information within the site. Each tab has a wealth of related information linked to the product. Documentation concisely lists all available documents as PDFs for a particular "product". Training & Support provides training information from introductory product videos to specific tutorials with downloadable PDFs.

TEMPLATE 1 Multi-tabbed layout



- Appropriate use of JS to expose info when requested
- Cross-Linking to related portions at L2 thru L4 within the site
- Acts well as representing the best hub of information structure anywhere in the site



- Visual cues are hard to read due to color and spacing concerns
- Line length of text is awkward
- Interaction area is too dense and squished together, information gets lost even at this specific of a level



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COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L3 Page Survey—freescale.com - multi-tabbed layout: tab2

Freescale > CodeWarrior Development Tools > Value-Add Extensions > PROCESSOR-EXPERT

Processor Expert

- [Overview](#)
- [Documentation](#)
- [Downloads](#)
- [Training & Support](#)

[Application Notes](#) | [Download Evaluation](#) | [Live Chat Available](#)

Refine Your Results

Show: **Documentation** - (10) [Close All](#)

- Application Notes- (1)
- Users Guides- (7)
- White Papers- (1)
- Supporting Information- (1)

See what other engineers are interested in

- ▶ Activating Change MCU and Connection in Proce...
- ▶ Processor Expert User Manual
- ▶ Processor Expert for Freescale HC(S)08 Family
- ▶ Processor Expert for MPC512x Family
- ▶ Processor Expert for MPC55xx Family
- ▶ Processor Expert for Freescale HC(S)08 Family
- ▶ Processor Expert User Manual

ID and Description	Type	Format	Size	K Rev #	Date Last Modified	Download Files / Code Files	Order Hard Copy
TN242 Activating Change MCU and Connection in Processor Expert V3.1 Project	Application Notes	pdf	174	1.0	11/22/2006	Download	Buy
CWPE_MPC512XUG Processor Expert for Freescale MPC512x Family	Users Guides	pdf	108	3.1	1/13/2010	Download	Buy
CWPE_MPC55XXUG Processor Expert for Freescale MPC55xx Family	Users Guides	pdf	107	3.1	1/13/2010	Download	Buy
CW_HC08_PROCESSOR_EXPERT_UG Processor Expert for Freescale HC(S)08 Family	Users Guides	pdf	133	3.1	1/13/2010	Download	-
CW_PROCESSOREXPERTUG Processor Expert User Manual	Users Guides	pdf	116	3.1	1/13/2010	Download	Buy



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freescale

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Search Result Summary

Search Results: Page 1 of 1 2 Results Found

Hint: To help with modifying the results, click [here](#) for more search hints.

Active Documents

Item Number	Description	Rev	Quantity Available	Type of Item	Price	Add to Cart
CWTN242WP	ACTIVATING CHANGE MCU AND CONNECTION IN PROCESSOR EXPERT V3.1	1	Black and White Print 8 1/2 x 11 Saddle Stitched	White Paper	\$0.18	View Document
TN242	ACTIVATING CHANGE MCU AND CONNECTION IN PROCESSOR EXPERT V3.	1.0	Black and White Print 8 1/2 x 11 Saddle Stitched	Application Note	\$0.18	View Document

Better search results may be achieved by shortening your search parameter. Items will sort first by active documents, then by archive documents. If you are searching for an item that may be archived, try searching with the status field set to Archive Only. Click [here](#) for more search hints.

[Checkout](#) [Return to Search](#)

Shopping cart services are provided by The Hibbert Group. [Hibbert Privacy Policy](#)

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TEMPLATE 1

Multi-tabbed layout-tab2 Documentation

see pg41

One click to view PDF in browser, and one click to begin Ordering process of hard copy documentation from freescale vendor. I am not sure why someone would pay for the hard copy but this is an interesting feature.



COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L3 Page Survey—freescale.com - multi-tabbed layout: tab3

Freescale > CodeWarrior Development Tools > Value-Add Extensions > PROCESSOR-EXPERT

Processor Expert

- [Overview](#)
- [Documentation](#)
- [Downloads](#)
- [Training & Support](#)

[Application Notes](#) | [Download Evaluation](#) | [Export to Excel](#) | [Live Chat Available](#) |

Featured Software and Tools

- [CodeWarrior Development Studio for Microcontrollers \(RS08/HC\(S\)08/ColdFire...\)](#)
- [CodeWarrior Development Studio for HCS12\(X\) Microcontrollers \(Classic IDE\)](#)
- [CodeWarrior Development Studio for 56800/E Digital Signal Controllers...](#)
- [CodeWarrior Development Studio for ColdFire Architectures \(Classic IDE\)](#)

Popular with Other Engineers

- [CodeWarrior Development Studio for Microcontrollers \(Eclipse IDE\)](#)
- [CodeWarrior Development Studio for Microcontrollers \(RS08/HC\(S\)08/ColdFire ...\)](#)
- [CodeWarrior for MCU V6.3 Processor Expert V3.09 Update](#)
- [CodeWarrior Development Studio for HCS12\(X\) Microcontrollers \(Classic IDE\)](#)

[See more](#)

Development Tools (3) Expand All

ID and Description

	Vendor	Availability
Evaluation: CodeWarrior for Microcontrollers (Classic, Windows-hosted): Supports RS08, HC08, HCS08, V1 ColdFire devices.	FREESCALE	Evaluation
Evaluation: CodeWarrior for HCS12(X) Microcontrollers (Classic) ^[1] : Release date: 8/19/2010	FREESCALE	Evaluation
CodeWarrior for Microcontrollers:	FREESCALE	Download

Sort by Modified Date

IDE - Debug, Compile and Build Tools (3)

Embedded Components (30)

Updates and Patches (17)

User: chad@fridayarts.com Server Time: 20-Jul-2011 13:15:10 MST

Export Compliance Project Inquiry

Thank you for your interest in Freescale. To expedite your request, please provide the following information as completely as possible. The information requested is a requirement under section 742 supplement 6 of the Export Administration Regulations(EAR). Inaccurate Information will delay the receipt of your requested files. If you have questions regarding this information, please view the

[Export Compliance FAQ](#)

* What is your product or project?

Medical Equipment



Please provide a detailed description of your product end use?

Develop a glucose metering system compatible with all SmartPhone to integrated as an auxiliary device



Character Count: 101

(Description must be limited to 250 characters)

[Cancel](#)

[Submit](#)

TEMPLATE 1

Multi-tabbed layout-tab3 Downloads

see pg41

A 3 window multi-step process in order to download an uncompressed 450MB Code Warrior .EXE file.

note:

*** An example as to why this JS interaction should be approached carefully or even avoided, especially with dynamic content. This interaction is broken and on some screens these two headers of information will be lost altogether. The most likely cause of this is bad character encoding breaking lines of HTML. This exemplifies how UI can undermine IA.



CW_MCU_V6_3.exe



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COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L3 Page Survey—freescale.com - multi-tabbed layout: tab4

Freescale > CodeWarrior Development Tools > Value-Add Extensions > PROCESSOR-EXPERT

Processor Expert

- [Overview](#)
- [Documentation](#)
- [Downloads](#)
- [Training & Support](#) ▾

Support

- [Create Service Request](#)
- [Phone Support](#)
- [Live Chat: Online Now](#)

Training (3) Close All Sort by Modified Date

▼ On-Demand Training (3)

Name and Description	Vendor	Duration
Design Considerations for Portable Applications and Solutions: Reduce software development time with Processor Expert and Device Initialization technology Format: swf Modified: 06/23/2010	FREESCALE	1 Hours
Getting Started with Digital Signal Controllers Tools: Overview of available DSC tools Format: swf Modified: 07/16/2009	FREESCALE	42 Minutes
Processor Expert Orientation - Environment and Bean Basics: Understand the elements of the Processor Expert environment Format: wmv Modified: 04/01/2009	FREESCALE	6 Minutes

Freescale >
Getting Started with Digital Signal Controllers Tools

Course Description

Freescale has a number of getting started tools including Quick Start, Processor Expert™ and FreeMASTER. These tools were invented to help you reach productivity faster. Learn what each of these products can do for you and let us help you get to your final product faster.

Course Outline

- FreeMASTER Overview
- Quick_Start Overview
- Processor Expert Overview
- Processor Expert Demo

What You'll Learn

- Define the FreeMASTER software and discuss its capability
- As a Real-time Monitor
- As a GUI for your Embedded Application
- Describe the FreeMASTER internal application structure
- Describe the Quick_Start Overview which provides:
- Set of Low-level Drivers for all Peripheral Modules
- Ready-to-use Project Templates
- Graphical Configuration Tool
- Define Processor Expert and watch a demonstration of a sample program built for a Digital Signal Controller

Launch

Open PDF

Course Details

Type: Webinar
Duration: 42 Minutes
Format: swf
Cost: None
Audience:

Getting Started with DSCs

Support R

Digital Sign
Page

vTF Video Webcast – Freescale Semiconductor

Agenda

- ▶ FreeMASTER Overview
- ▶ Quick_Start Overview
- ▶ Processor Expert Overview
- ▶ Processor Expert Demo



00:19 | 00:00 slide number 2 of 53
NOTE: Slides automatically transition at specific times during the speaker's presentation.

Loading "http://www.freescale.com/files/graphic/flash/training/tf09/az141/az141_09.html", completed 6 of 7 items

TEMPLATE 1 Multi-tabbed layout-tab4 Training & Support

see pg41

A 2 step process to content. The video presentations take on many forms, and use a number of different player formats including YouTube, and at least two different embedded players, and thus begin to lack consistency. Step one of the process leads to an info page about the training breaking IA as it is not descendant to anything.



COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L3 Page Survey—freescale.com - user feedback mechanism

See what other engineers are interested in:

Products	Documentation	Software and Tools	Applications
S08JM: 8-bit USB Microcontroller... S12xE: 16-Bit Automotive Micro... K80: Low-Power MCU with option... MCF5225X: One-Stop-Shop Connec... S08QE: Flexie 8-bit HCS08 Micr... K10: Low-Power MCU with option... MCF51QE: Flexie 32-bit ColdFire... MCF51JM: Flexie 32-bit V1 Cold... S08AC: Flexie™ AC Family	Activating Change MCU and Conn... Processor Expert User Manual Processor Expert for Freescale... CodeWarrior Suites Quick Refer... Processor Expert: CodeWarrior ... CodeWarrior™ Development... Microcontrollers V10.1 Quick S... Quickly Turning Ideas into Mic... Processor Expert CodeWarrior P... Embedded Software Beans Compar...	CodeWarrior Development Studio... CodeWarrior Development Studio... CodeWarrior for MCU V6.3 Proce... CodeWarrior Development Studio... CodeWarrior Development Studio... CodeWarrior Development Suite ... CodeWarrior Development Suite ... Device Initialization Special Edition: CodeWarrior f... Special Edition: CodeWarrior f... Evaluation: CodeWarrior for Mi...	components (formerly Controller Area Network (...) Brushless DC (BLDC) Motor: free of Permanent Magnet Synchron... standard Stepper Motor: all editions of Brushed DC Motor: microcontroller... 3-Phase AC Induction Moto... Please see the download section. * Subject to license and agreement.

What's This?

Hide

SEE WHAT OTHER ENGINEERS ARE INTERESTED IN: see pg24

Relating back to the user tool bar first observed in L1 we can now see some of the simple results of gathering the data relating to user selections and how the site is used. It is unfortunate that this element is pushed into a very disruptive space in the layout, basically overpowering actual content.

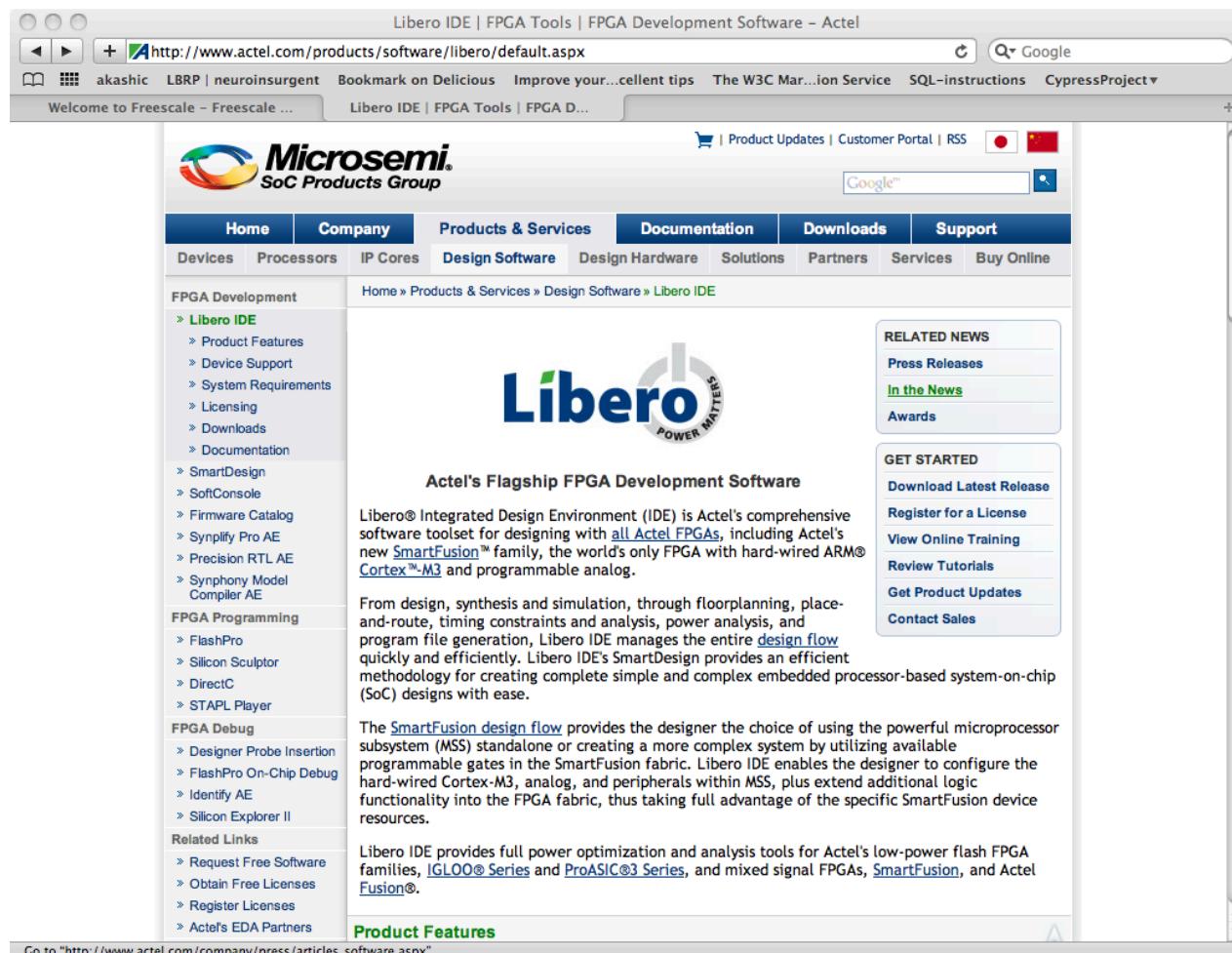


- Very simple to read and understand
- Personalization of information



- Rules are unnecessary
- Feels underdeveloped
- Ends up being stacked in an overly filled template level, and jumbles the hierarchy of information in an already difficult to negotiate page

COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:L3 Page Survey—actel.com - relational link panels


TEMPLATE 1 & 1b^{}** see pg35:
 top down product template w/
 relational links panels

This is only a slight variation from the L2 templates. It adds the relational hyperlink panels (e.g. Related News, Get Started). Additionally there is a wealth of information down the page with contextual hyperlinking to related pages.



- The most developed level of content in this site
- Good use of contextual linking throughout content, building relationships between information and products



- Information is too dense and sometimes difficult to differentiate
- Must scroll down page to find specific content

note:

Consider contextual highlighting for pages selected through search

COMPARATIVE CONTENT LEVEL ANALYSIS OF SEMICONDUCTOR INDUSTRY SITES:*L3 Page Survey—actel.com - webcasts*

Firm Error Immunity in Flash FPGAs – Actel

http://www.actel.com/videos/vpld/firm_error.html

actel smartfusion forum

akashic LBRP | neuroinsurgent Bookmark on Delicious Improve your...cellent tips The W3C Mar...ion Service SQL-instructions CypressProject

Freescale Search eLearning Center – STMicroelectr... Firm Error Immunity in Flash FPG...

Agenda

- What causes radiation effects?
 - Neutrons and where they come from
 - Alpha particles and where they come from
- What effects do Neutrons and Alphas have on FPGAs?
 - Data upsets
 - Configuration upsets
- How serious is this problem?
 - Test results
 - Examples
- Is the problem going to get worse?
- What is the solution?

Actel POWER MATTERS

Actel Corporation Confidential © 2010

2

0:28 / 10:45

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Loading "http://www.actel.com/videos/vpld/firm_error.html", completed 3 of 4 items

WEBCASTS & VIDEO:



- Breaks all other site conventions
- Drops navigation elements from framework leaving the user to browser controls to get back
- Flash only player
- Player controls are difficult to see, hard to find and arranged badly
- Players are not consistent across presentations, with the format seen here, a more horizontal format, and YouTube players all presenting webcast & video information

ANALYSIS

Independent or Flow Analysis

This type of Content Level analysis is applied to a singular or specific body of information. Approaching the analysis in this manner reveals information distribution patterns based on site flow quickly and easily. This analysis focuses more heavily on the specific message being conveyed, and the accessibility of that message. Finding strengths and weaknesses, an independent analysis helps to strengthen the overall presentation of information by building upon successes and working to recommend improvements.

FLOW BASED CONTENT LEVEL ANALYSIS: *Flow Analysis—developer.apple.com - index page*

The screenshot shows the Apple Developer website's index page. At the top, there's a navigation bar with links for Technologies, Resources, Programs, Support, Member Center, and a search field. Below the navigation is a large headline "Design. Code. Build. Innovate." followed by the subtext "Here's where it all happens for Apple developers." To the right of the headline is a photograph of an iPhone and a MacBook Pro. On the left side, there are three main development centers: iOS Dev Center, Mac Dev Center, and Safari Dev Center, each with a small icon and a brief description. Below these is a link to "More Development Resources". In the center, there's a section titled "Submit Your OS X Lion Apps" featuring a large image of a lion's face and a "Submit" button. At the bottom of the page, there are five cards: "Download iOS 5 beta", "iCloud beta for Developers", "WWDC 2011 Session Videos", "App Store Review Guidelines", and "App Store Resource Center". Each card has a play button icon and a hand cursor icon indicating interactivity.

INDEX: developer.apple.com

Index template is also used at the L1 level on Programs, and with variants in other areas of the site.



- Clearly defined and understandable Global Navigation with L1 click-thru and no drop-down (flat navigation). Simple CSS effect
- Integrated search field
- Space! supports a very clear hierarchy of information, everything has its place
- Placement of headlines for *below-the-fold* information is an enticement to scroll
- Graphic and Content development is clear, simple and action oriented
- "Content as Navigation", leaders to draw interest to relevant click-thru
- Interactive element extends messaging



- Degradation for JS element is awkward, though it still conveys the message and links to the appropriate information
- Do not really recommend *below-the-fold* information on the index page, though if it must be done see *the next page*
- Interaction with JS element stops the animation

FLOW BASED CONTENT LEVEL ANALYSIS: *Flow Analysis—developer.apple.com - index page: below-the-fold*

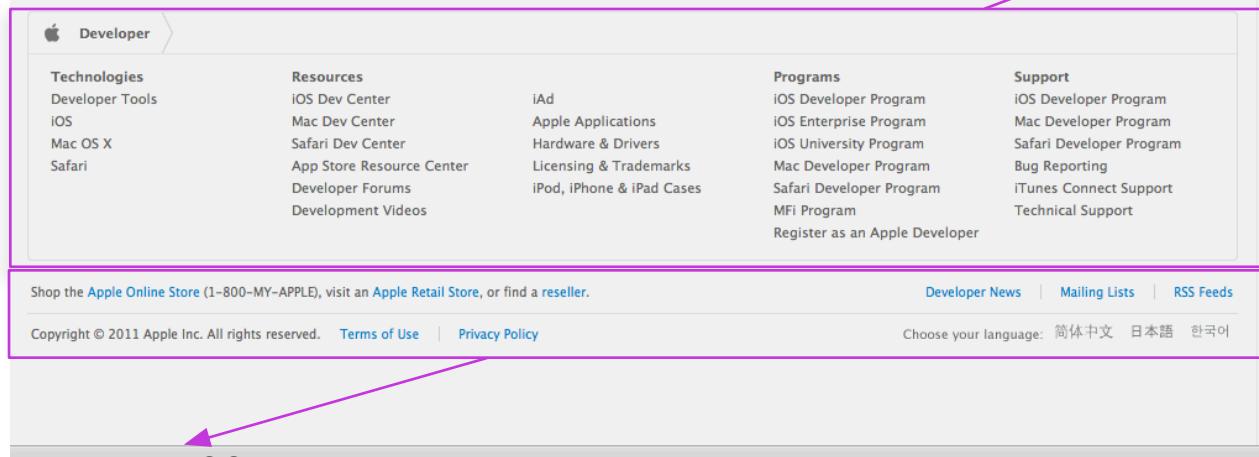

The screenshot shows the Apple Developer homepage. The main content area is divided into three columns: 'Learn Why You'll Love to Develop with Apple Technologies', 'Join the iOS Developer Program', and 'Join the Mac Developer Program'. Each column contains descriptive text and small images. Below this is a footer section with links like 'Developer Tools', 'iOS', 'Mac OS X', 'Safari', 'Resources', 'Programs', and 'Support'.

★ INDEX: below-the-fold

- Space! Independent and stands on its own, making it worthwhile and useful to scroll down the page. Does not feel like overflow which often is the case with content *below-the-fold* on index pages
- Carries over just enough information from *above-the-fold* in order to know where you are on the page
- Supports content *above-the-fold*
- Extended navigation/index—much like newspapers—the user does not have to scroll back up the page to move on



- Below the fold content is not something that I typically recommend on index pages



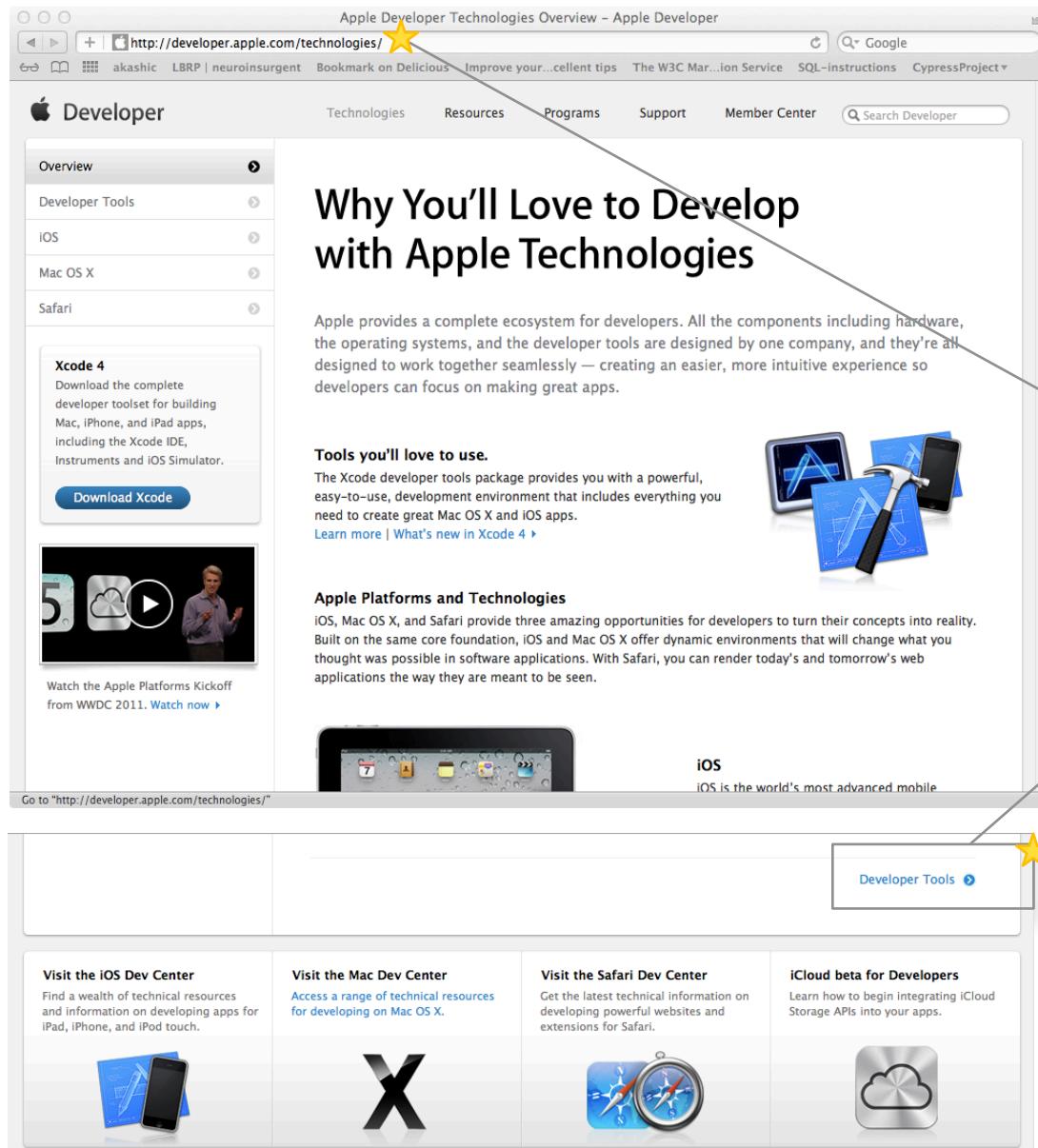
The screenshot shows the footer area of the Apple Developer homepage. It includes links for 'Developer News', 'Mailing Lists', 'RSS Feeds', 'Choose your language: 简体中文 日本語 한국어', and copyright information: 'Copyright © 2011 Apple Inc. All rights reserved.' and 'Shop the Apple Online Store (1-800-MY-APPLE), visit an Apple Retail Store, or find a reseller.'

FOOTER

- Standard "text" based hyperlink footer, includes copyright statement and further IP links, etc...
- Information is simple and uses space well
- Only cross-sell on the site



- Localization pushed to the bottom of the page, perhaps this is based on research, however if this service is provided making it more accessible is a good idea

FLOW BASED CONTENT LEVEL ANALYSIS: *Flow Analysis—developer.apple.com - L1-L3 content basic template*


The screenshot shows the Apple Developer Technologies Overview page. At the top, the URL bar displays <http://developer.apple.com/technologies/>. The main content area features a large heading "Why You'll Love to Develop with Apple Technologies". Below it, a paragraph explains the ecosystem's integration and a section titled "Tools you'll love to use" with a sub-section about Xcode 4. To the right is an illustration of developer tools. Further down, sections for "Apple Platforms and Technologies" (iOS, Mac OS X, Safari) and "iOS" are shown. At the bottom, there are links to developer centers for iOS, Mac, and Safari, along with an iCloud beta for Developers section.

L1-L3 content: basic template1

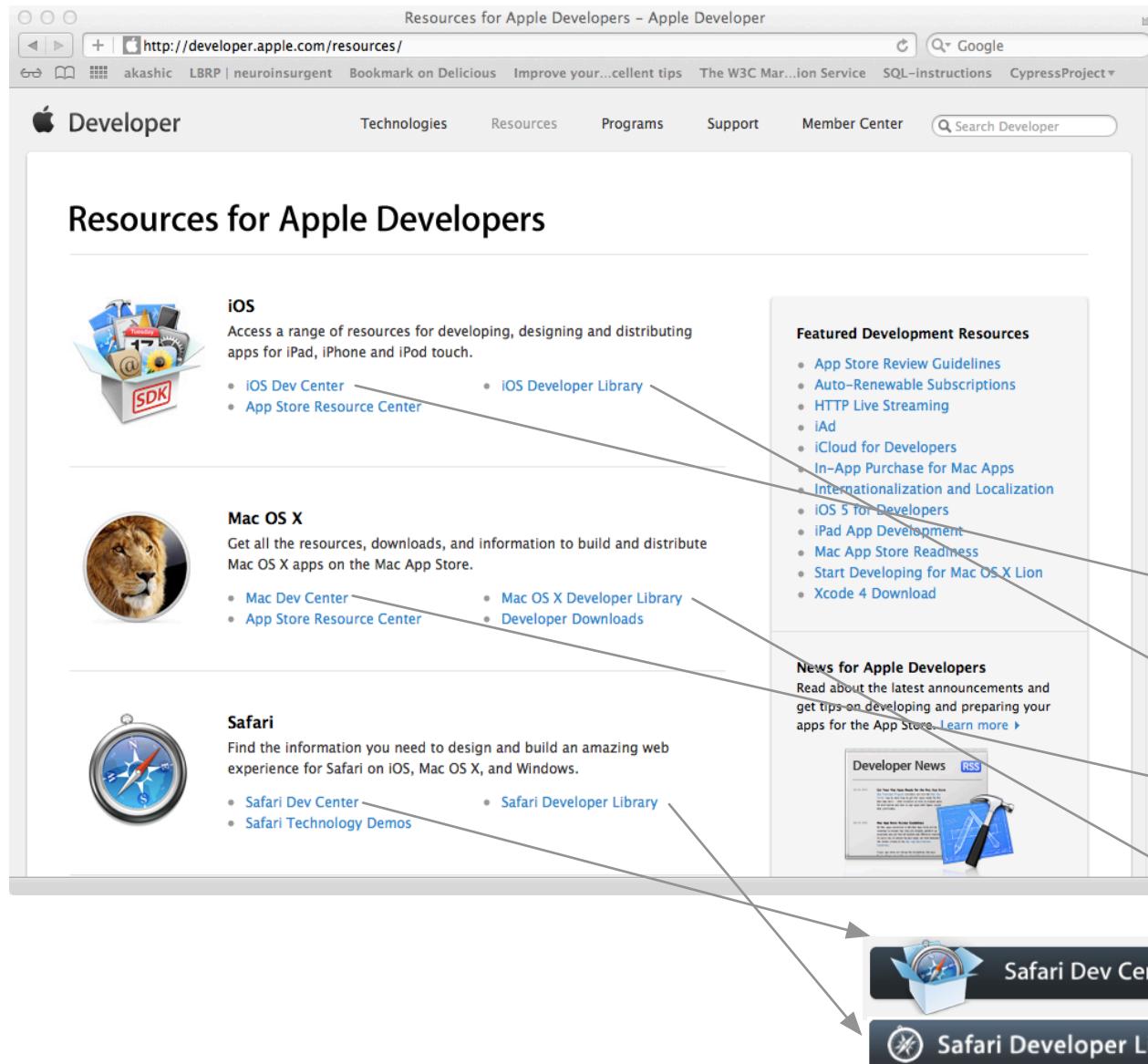
This template and the flow laid out here are used in both the the Technologies and Support L1 pages. see IA diagrams pgXX



- Space! Hierarchy of information is clear and is supported by and reflected in the navigation on the top left, even the teaser in this navigation area supports the information on the next page
- Excellent mix of standard navigation and "content as navigation"
- Graphic and Content development relevant and clear, more in depth, abstract like, click-thru to supporting content
- URL scheme and Page Title give location in easy to understand English, avoiding additional IA feedback mechanisms
- At the end of the page there is a hyperlink to the next page, this is super-simple & VERY EFFECTIVE, appeals to a familiar editorial style

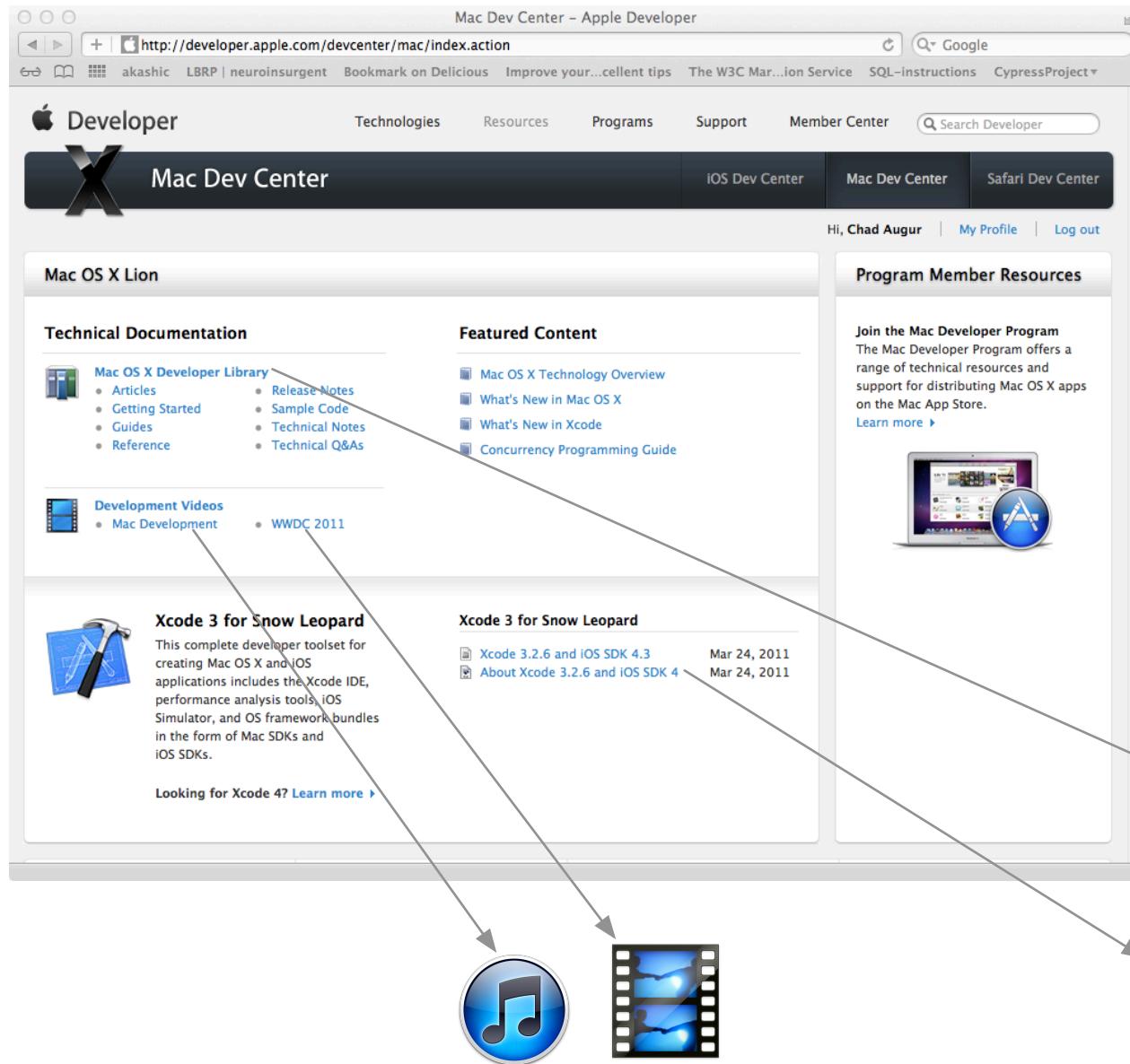


- It is a personal thing, I do not like to scroll down...

FLOW BASED CONTENT LEVEL ANALYSIS: Flow Analysis—developer.apple.com - L1 template2: appropriate use of L1 index method

L1: template2

This template is true to the name of the page to which it is applied, "Resources". An appropriate if necessary use of the L1 index method which ideally relates and lists information in such a way so as to make it more easily understood and navigable. This page for instance locks in a major IA feature of the Developer site, everything is organized by "Product" iOS, Mac OSX, Safari...

The main resources linked here are the Dev Centers and Dev Libraries. Additionally the Right Column links related development resources including forums, videos, and commonly sought after materials.

FLOW BASED CONTENT LEVEL ANALYSIS: *Flow Analysis—developer.apple.com - L2 template***L2: dev center template**

The Dev Center template is common across all three main "Products", and as a descendant of the Resources category it also employs the L1 *index method* as it pertains to a specific "Product". The linked resources are relational across the site including L1 pages and terminal links.

FLOW BASED CONTENT LEVEL ANALYSIS: *Flow Analysis—developer.apple.com - L2 developer library*

The screenshot shows the Mac OS X Developer Library homepage. The navigation bar includes links for "Mac OS X Developer Library" and "Top Sites". The main content area has tabs for "Overview", "Getting Started" (which is selected), "Required Reading", and "Featured". A sidebar on the left lists "Resource Types" under "Topics" and "Frameworks". Under "Topics", there are links for Apple Applications, Audio & Video, Cross Platform, Data Management, Drivers, Kernel, & Hardware, General, Graphics & Animation, Interapplication Communication, Mathematical Computation, Networking, Internet, & Web, Performance, Security, System Administration, Tools & Languages, and User Experience. A note at the bottom of the sidebar says: "For older documents not applicable for current development, see Legacy Mac OS X Developer Library". The "Getting Started" section features a heading "Learn the basics about Mac OS development by reading these documents." followed by a list of four items: "Mac OS X Technology Overview", "Cocoa Application Tutorial", "Learning Objective-C: A Primer", and "Xcode Quick Start Guide". Below this is a screenshot of a Mac OS X interface showing a file browser window. The "Required Reading" tab is currently active. At the bottom, there is a table titled "Documents" with 3015 of 3015 results. The table has columns for Title, Resource Type, Topic, Framework, and Date. Two entries are visible: "Implementing optional methods of the KImageBrowserItem Protocol" (Resource Type: Technical Q&As, Topic: Graphics & Animation, Framework: Quartz, Date: 2011 First) and "Installing an I/O Kit KEXT Without Rebooting" (Resource Type: Technical Q&As, Topic: Drivers, Kernel, & Hardware, Framework: Kernel, Date: 2011 First).

L2: developer library

This is the common template across all three main "Product" Libraries.



- Distinct treatment of documentation, has its own "app" like style
- Strictly targeted simple search in "Product" category
- Interactive filter methods, asynchronous results, including left column nav, "hero" area, and the table filter below the fold
- Effective basic search framework for documentation



- Breaks from the basic framework for the rest of the site, drops Global Nav
- Layout does not account for scroll bars at minimum width (1024px) as is found across rest of the site does
- Does not cross link to other developer libraries as is seen in the Dev Center "grey bar" below the Apple ID
- For the first time on the site this feels incredibly crowded with potentially too much going on spatially



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FLOW BASED CONTENT LEVEL ANALYSIS: Flow Analysis—developer.apple.com - document page

L3: developer library document

This is the primary presentation, with small variations per resource type, for all documentation pertaining to a particular "product". This environment has been highly stylized for optimization on touch platforms. For many reasons I am not going to treat this analysis in the same manner, I am only pointing out features.

- The document itself scrolls within a static framework top to bottom. The framework provides simple navigation, the BreadCrumb at the bottom of the frame is most useful. Options based on resources type are displayed in the Title bar. The search is pretty much useless right now.
- More complex documents use drill down navigation on the left of the document area. This Table of Contents becomes part of the framework in which the document scrolls.
- Document Revision history falls at the bottom of each document, just above the feedback bar, and standard page footer (as seen across the site). see [more about the feedback bar on the next page](#)

L3: developer library document

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- Document Revision history falls at the bottom of each document, just above the feedback bar, and standard page footer (as seen across the site). see [more about the feedback bar on the next page](#)

FLOW BASED CONTENT LEVEL ANALYSIS: *Flow Analysis—developer.apple.com - feedback page*

Did this document help you? **Yes** **It's good, but...** **Not helpful...**

Document Feedback – Apple Developer

http://developer.apple.com/feedback/?v=2

Document Feedback – Apple Dev... Untitled Document

Developer Technologies Resources Programs Support Member Center Search Developer

Document Feedback

Thank you for taking the time to tell us about your experience using our documentation; your input will help us improve this document. We regret that we cannot directly respond to you about your comments.

To submit a product bug or enhancement request and track your submission, please visit the [bug reporter](#) page.

The document is good, but...

What would you like to report to us about this document?
(Check all that apply)

- It contains a typographical error.
- Some information in the document is incorrect.
- Some information in the document is difficult to understand.
- Code listings or images are not displaying properly.
- The document contains one or more broken links.
- The document would be more helpful if there were more code examples.

Write a brief description of the problem you're reporting.
Knowing more about the issue will help us to make the most of your feedback.

Please read [Apple's Unpublished Idea Submission Policy](#) before you send us your feedback.

DOCUMENT FEEDBACK

The Document Feedback template is shared across at least 3 distinct messages related to the user's interaction with the feedback bar at the bottom of every document—as identified on the previous page.

+ This is a very straightforward and simple to use interaction. By linking the page contents to the desired feedback the experience is personalized and engages the user to provide useful information.

✗ One major failure of this interaction is that the user is not returned to the document once the feedback is submitted.

FLOW BASED CONTENT LEVEL ANALYSIS: *Flow Analysis—developer.apple.com - videos*

DEVELOPMENT VIDEOS

This is a simple listings page, based on the standard content template, used to show the "Channels" of video content available to developers. All video content that exists directly on the web takes the user directly to that content. For instance the **Dev Center** page links to WDC201 and goes directly to that Channel. Where as the link on that same page for **Mac Development** brings the user to this channels page.

WWDC 2011
Watch over 100 sessions covering the latest innovations in iOS and OS X at the Apple Worldwide Developers Conference 2011.
[Learn more ▶](#)

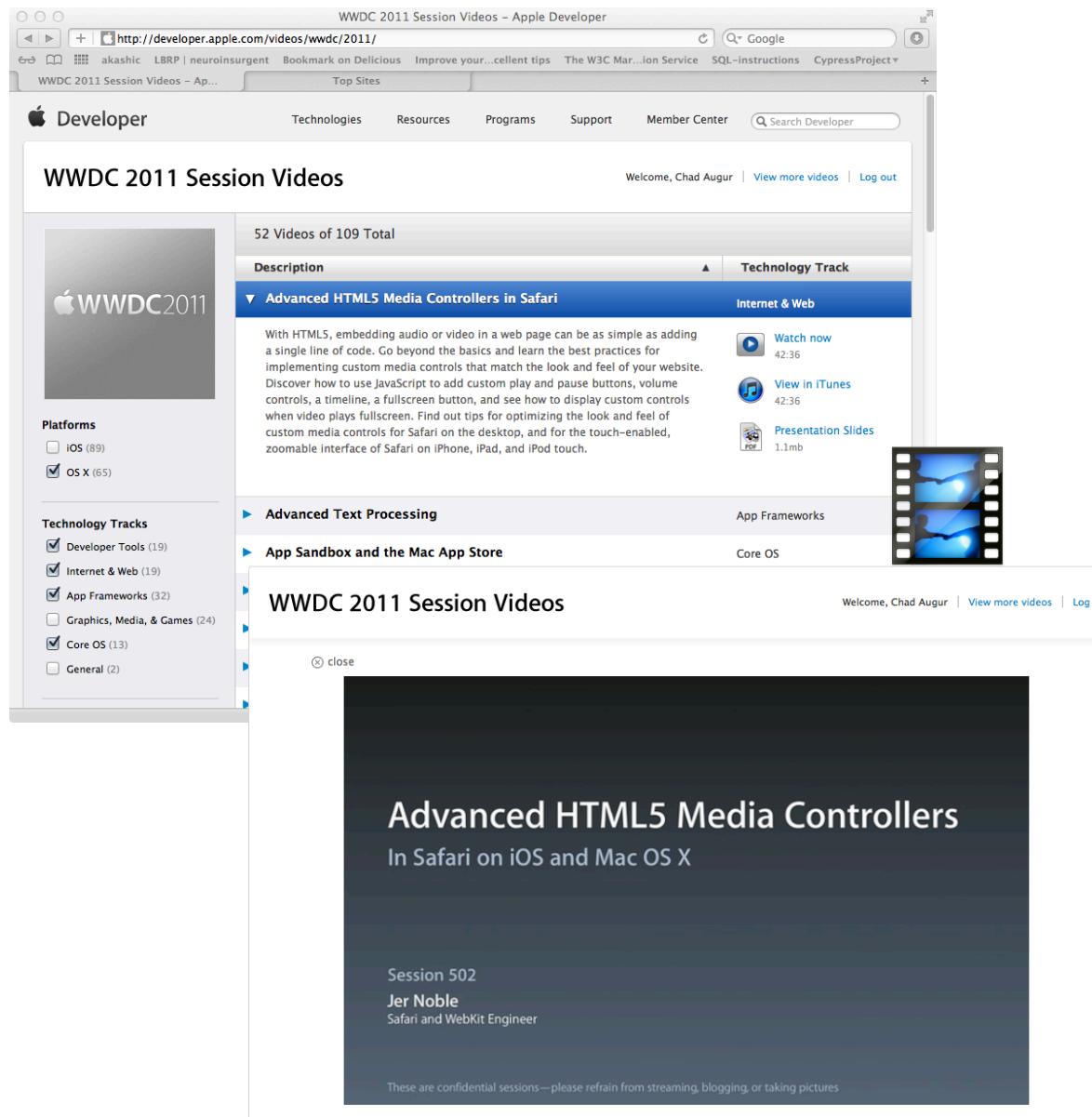
WWDC 2010
Watch Apple engineers present over 100 sessions from the Apple Worldwide Developers Conference 2010 and download the supporting presentations.

Developer on iTunes U
All Web videos and a few iTunes exclusive channels, can be viewed at iTunes U. If the user logs into iTunes from the site, or selects an exclusive channel, this is where it comes. Cross technology integration will become more common, of which this example between the browser and iTunes is a simple token. see pg 51

FEATURED CONTENT

Thumbnail	Name	Last Modified	Total Tracks
	WWDC 2011 Sessions - HD	Jun 23, 2011	218
	WWDC 2010 Sessions - SD	Jun 13, 2011	221
	Mac Development Resources	Jun 13, 2011	88
	iPhone Development Resources	Jun 13, 2011	166

Apple Inc.'s Copyright Claim Policy

FLOW BASED CONTENT LEVEL ANALYSIS: Flow Analysis—*developer.apple.com* - web-based videos


The screenshot shows the Apple Developer website's session videos page. The main header reads "WWDC 2011 Session Videos – Apple Developer". The left sidebar includes links for "Platforms" (iOS 89, OS X 65), "Technology Tracks" (Developer Tools 19, Internet & Web 19, App Frameworks 32, Graphics, Media, & Games 24, Core OS 13, General 2), and a search bar. The main content area displays "52 Videos of 109 Total" under the heading "Advanced HTML5 Media Controllers in Safari". It lists three items: "Watch now" (42:36), "View in iTunes" (42:36), and "PRESENTATION SLIDES" (1.1mb). Below this, there are links for "Advanced Text Processing" (App Frameworks) and "App Sandbox and the Mac App Store" (Core OS). A large video player overlay is visible, titled "Advanced HTML5 Media Controllers In Safari on iOS and Mac OS X", featuring a speaker icon and the text "Session 502 Jer Noble Safari and WebKit Engineer". The bottom of the overlay says "These are confidential sessions—please refrain from streaming, blogging, or taking pictures".

★ WEB BASED VIDEO CHANNEL

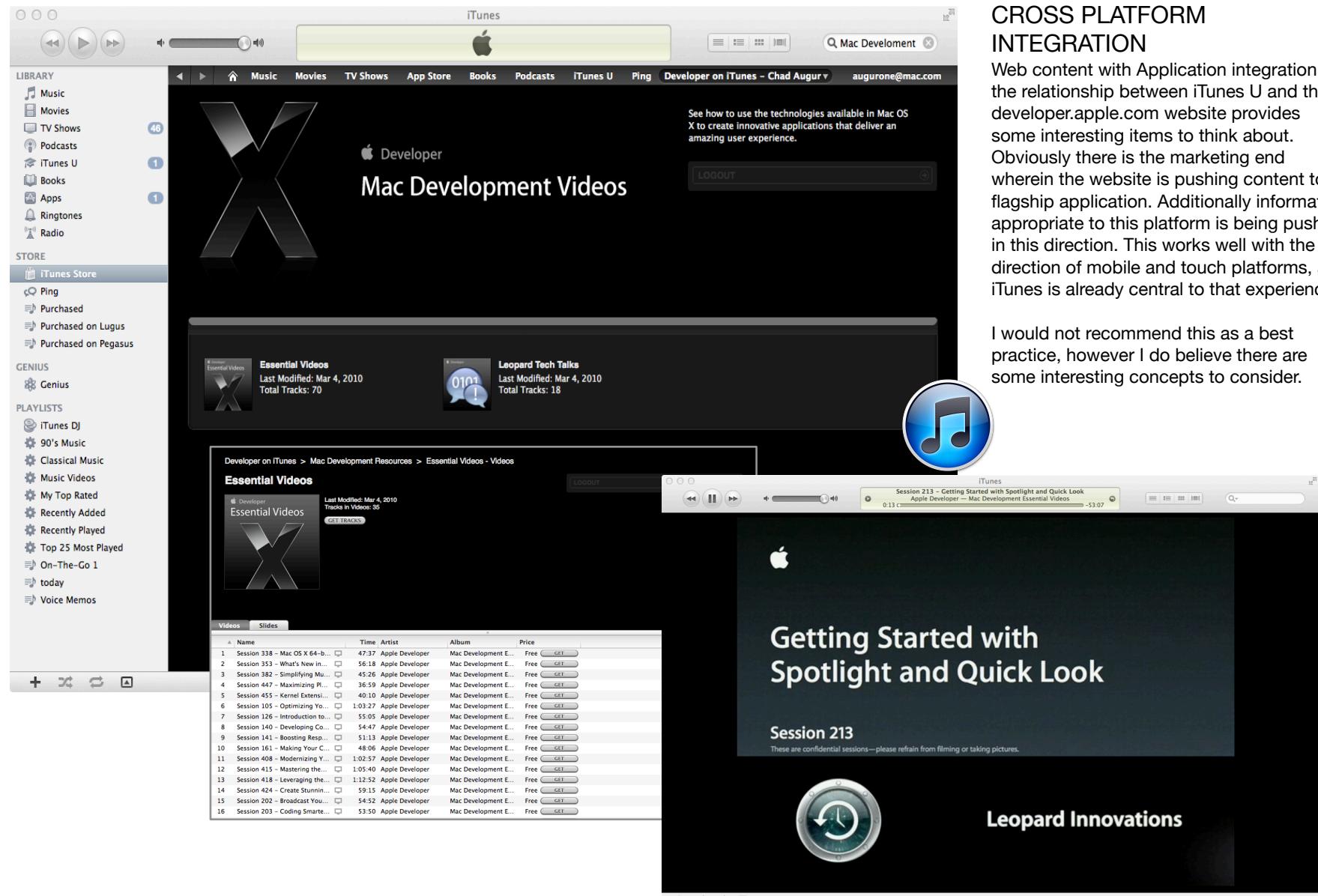
The Channel interface is used with some variation for web based video content available to developers, some of this is free and some of it is premium based on subscription.

The video selector and filter have multiple interaction points from narrowing results to expanding topics for more detailed information, every action supporting the drive for more information. With the "watch now" option the player seen below takes over *above-the-fold* pushing the selector *below-the-fold*, very simple and one of the best interactions on the web as a result.

I think that this metaphor could be easily extended to other forms of documentation.



- This is a best of breed interface, interaction and layout of information
- Simple and straightforward, readable
- Every interaction has a purpose that relates to the desired information, and produces a rewarding result
- Supports standard site framework

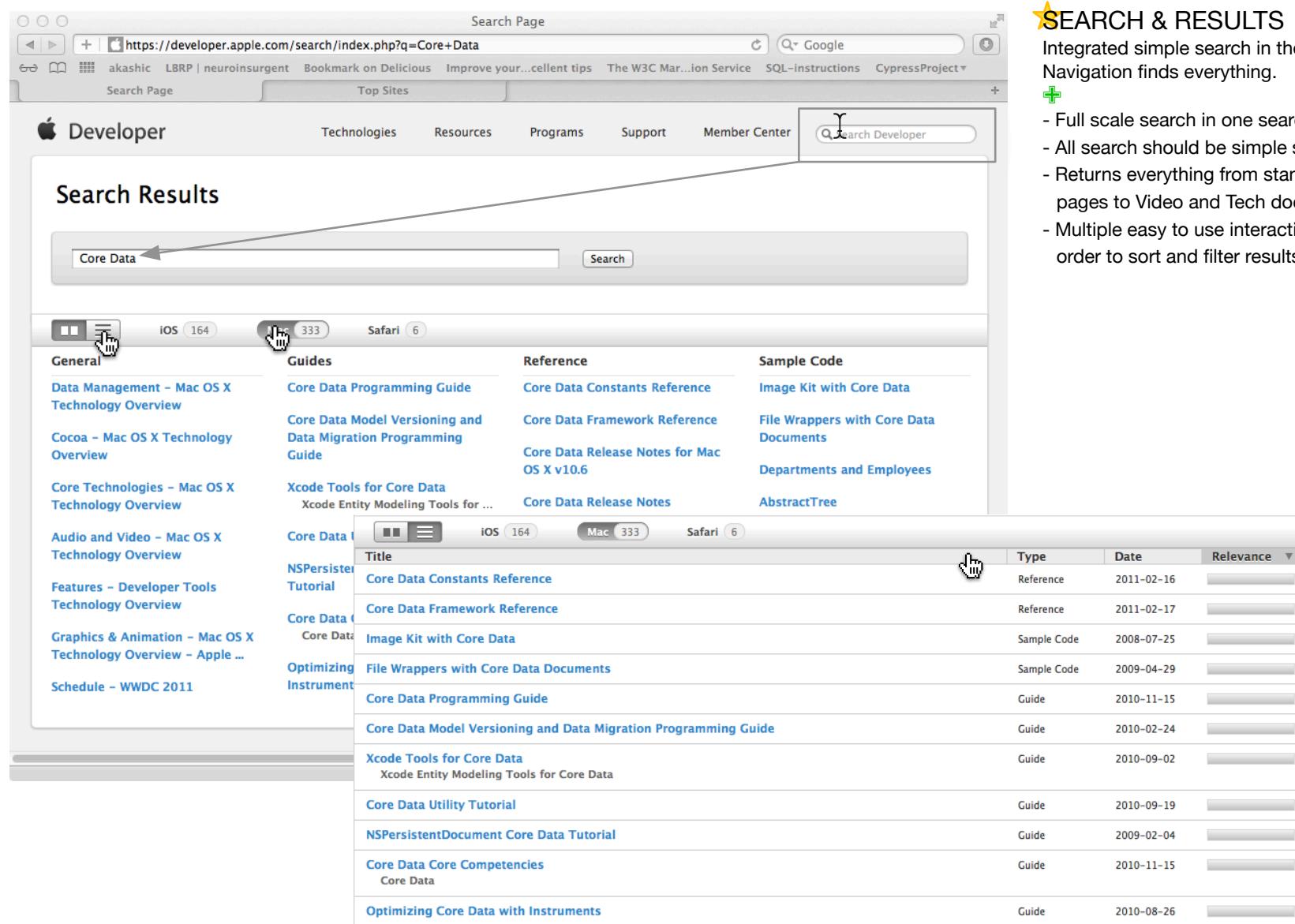
FLOW BASED CONTENT LEVEL ANALYSIS: Flow Analysis—developer.apple.com - cross platform integration with iTunes and browser


The screenshot illustrates a flow-based content analysis where the developer.apple.com website is integrated with the iTunes application. On the left, the iTunes interface shows a sidebar with categories like Library, Store, Genius, and Playlists. The main content area displays the "Mac Development Videos" section from developer.apple.com, featuring a large "X" logo and a video thumbnail for "Leopard Tech Talks". Below this, there's a smaller thumbnail for "Essential Videos". On the right side of the iTunes window, a separate video player window is open, showing a session titled "Session 213 – Getting Started with Spotlight and Quick Look" from "Developer on iTunes". This demonstrates how web content can be embedded directly into a desktop application's interface.

CROSS PLATFORM INTEGRATION

Web content with Application integration, the relationship between iTunes U and the developer.apple.com website provides some interesting items to think about. Obviously there is the marketing end wherein the website is pushing content to a flagship application. Additionally information appropriate to this platform is being pushed in this direction. This works well with the direction of mobile and touch platforms, as iTunes is already central to that experience.

I would not recommend this as a best practice, however I do believe there are some interesting concepts to consider.

FLOW BASED CONTENT LEVEL ANALYSIS: *Flow Analysis—developer.apple.com - search results*


The screenshot shows a search results page for "Core Data" on developer.apple.com. The search bar at the top contains "Core Data". Below the search bar, there are two main sections: "Guides" and "Reference". The "Guides" section includes links to "Core Data Programming Guide", "Core Data Model Versioning and Data Migration Programming Guide", "Xcode Tools for Core Data", and "Core Data Utility Tutorial". The "Reference" section includes links to "Core Data Constants Reference", "Core Data Framework Reference", "Core Data Release Notes for Mac OS X v10.6", and "Core Data Release Notes". At the bottom of the page, there is a table of search results:

Title	Type	Date	Relevance
Core Data Constants Reference	Reference	2011-02-16	High
Core Data Framework Reference	Reference	2011-02-17	Medium
Image Kit with Core Data	Sample Code	2008-07-25	Medium
File Wrappers with Core Data Documents	Sample Code	2009-04-29	Medium
Core Data Programming Guide	Guide	2010-11-15	Medium
Core Data Model Versioning and Data Migration Programming Guide	Guide	2010-02-24	Medium
Xcode Tools for Core Data	Guide	2010-09-02	Medium
Core Data Utility Tutorial	Guide	2010-09-19	Medium
NSPersistentDocument Core Data Tutorial	Guide	2009-02-04	Medium
Core Data Core Competencies	Guide	2010-11-15	Medium
Optimizing Core Data with Instruments	Guide	2010-08-26	Medium

★ SEARCH & RESULTS

Integrated simple search in the Global Navigation finds everything.



- Full scale search in one search field
- All search should be simple search
- Returns everything from standard web-pages to Video and Tech docs
- Multiple easy to use interaction options in order to sort and filter results

FLOW BASED CONTENT LEVEL ANALYSIS: *Flow Analysis—jquery.com - index page*

The screenshot shows the homepage of jquery.com. At the top, there's a global navigation bar with links like 'jQuery', 'Plugins', 'UI', 'Meetups', 'Forum', 'Blog', 'About', and 'Donate'. Below this, a prominent header features the 'jQuery' logo and the tagline 'write less, do more.' To the right of the logo is a sub-navigation bar for 'docs.jquery.com' with links for 'Download', 'Documentation', 'Tutorials', 'Bug Tracker', and 'Discussion'. A large call-to-action button says 'GRAB THE LATEST VERSION!' with a 'Download(jQuery);' button. Below this, there's a section for 'WHO'S USING JQUERY?' with logos of various companies. Further down, there are sections for 'LEARN JQUERY NOW!' and 'JQUERY RESOURCES'.

INDEX: jquery.com

The reason to show jQuery at all is because the primary focus of the site is code documentation. I also find it interesting that the number one JavaScript library does not use drop-down menus.



- Good use of space, clear hierarchy of content
- Clean break *above-the-fold*, though the enticement to scroll is weak
- Flat Global Navigation
- Clear and concise messaging targeted at driving the User toward primary dependency fulfillment when exploring this technology



- Use of black from a design stand point is tempting, and should be limited to graphic areas and backgrounds only, avoid high contrast text on dark backgrounds as a general rule
- Local Navigation bar placement jeopardizes clarity of Navigational hierarchy, see *note below*

note:

jQuery uses subdomains for each of its core conceptual groupings. This (sub)site is primarily focused on documentation. This localized navigation element is the Global Nav for docs.jquery.com. This element visually dominates the Global Navigation for the organization, which takes an inferior role in the use of the site.

FLOW BASED CONTENT LEVEL ANALYSIS: *Flow Analysis*—jquery.com - index page: below the fold

The screenshot shows the jQuery website's index page. At the top, there's a navigation bar with links like "RSS", "Google", and "Apple Developer". Below the fold, the page is divided into several sections:

- LEARN JQUERY NOW!**: A section with a sample of jQuery code: `$(".p.neat").addClass("ohmy").show("slow");` and a "RUN CODE" button.
- JQUERY RESOURCES**: A sidebar with links to "Getting Started With jQuery", "Developer Resources", and other resources like "How jQuery Works", "Tutorials", "Using jQuery with other libraries", and "jQuery Documentation".
- BOOKS ABOUT JQUERY**: A section featuring five book covers:
 - jQuery 1.4 Animation Techniques: Beginner's Guide** by Dan Wellman
 - jQuery Plugin Development Beginner's Guide** by Guillio Bai
 - jQuery in Action** by Bear Bibeault and Yehuda Katz
 - jQuery Enlightenment** by Cody Lindley
 - Learning jQuery 1.3** by Karl Swedberg and Jonathan ChafferEach book has a "Buy Now" button.
- Footer**: Includes copyright information ("© 2010 The jQuery Project"), sponsorship ("Sponsored by Media Temple and others."), and navigation links: "Download", "Documentation", "Tutorials", "Bug Tracker", and "Discussion".

INDEX: jquery *below-the-fold*

- Simple, Simple, Simple
- Uses space well, at minimum test screen the perfect amount of above-the-fold information is carried over, and the space is developed to stand on its own
- Content stands on its own as an independent theme: Learn, Resources, Books...
- Repeats Local Navigation at bottom of page, helps in confirming location and supporting IA



- Too dark, makes the space appear underdeveloped and tends toward looking like overflow versus content



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FLOW BASED CONTENT LEVEL ANALYSIS: Flow Analysis—jquery.com - L1-L3 templates

note:

see more about the options in this contextual menu relating to the API and structured data as content on the next page:

L1-L3: docs.jquery.com template & variations

+

- Clean and traditional layout
- Index pages lead to abstract pages that lead to specific content (functions, methods, selectors, effects....), and maintain the overall framework
- Near perfect consistency in layout and style of information
- Site degradation is excellent

✗

- Highly text based
- Dependent on L1 *index* method

FLOW BASED CONTENT LEVEL ANALYSIS: *Flow Analysis—jquery.com* - structured data as content: the web-page

```

<entry type="method" name="focus" return="jQuery">
  <desc> Bind an event handler to the "focus" JavaScript event, or trigger that
  event on an element. </desc>
  <signature>
    <added>1.0</added>
    <argument name="handler(eventObject)" type="Function">
      <desc> A function to execute each time the... </desc>
    </argument>
  </signature>
  <signature>
    <added>1.4.3</added>
    <argument name="eventData" type="Object" optional="true">
      <desc> A map of data that will be passed... </desc>
    </argument>
    <argument name="handler(eventObject)" type="Function">
      <desc> A function to execute each time the... </desc>
    </argument>
  </signature>
  <signature>
    <added>1.0</added>
  </signature>
  <longdesc>
    <ul>
      <li> This method is a shortcut for <code>.bind('focus',...</code>
          <li> The <code>.focus</code> event is sent to... </li>
          <li> Elements with focus are usually highlighted... </li>
    </ul>
    <p>For example, consider the HTML:</p>
    ...
  </longdesc>
  <example>
    <desc> To focus on a login input box with id 'login'... </desc>
    <code>
      <![CDATA[ $(document).ready(function(){ $(
        ("#login").focus(); }) ]>
    </code>
  </example>
  <category name="Form Events"/>
  <category name="Forms"/>
  <category name="Version 1.0"/>
  <category name="Version 1.4.3"/>
</entry>

```

.focus()

Categories: [Events](#) > [Form Events](#) | [Forms](#)

.focus(handler(eventObject))

Description: Bind an event handler to the "focus" JavaScript event, or trigger that event on an element.

.focus(handler(eventObject)) version added: 1.0
handler(eventObject) A function to execute each time the event is triggered.

.focus([eventData,] handler(eventObject)) version added: 1.4.3
eventData A map of data that will be passed to the event handler.
handler(eventObject) A function to execute each time the event is triggered.

.focus() version added: 1.0

- This method is a shortcut for `.bind('focus', handler)` in the first and second variations, and `.trigger('focus')` in the third.
- The `focus` event is sent to an element when it gains focus. This event is implicitly applicable to a limited set of elements, such as form elements (`<input>`, `<select>`, etc.) and links (`<a href>`). In recent browser versions, the event can be extended to include all element types by explicitly setting the element's `tabindex` property. An element can gain focus via keyboard commands, such as the Tab key, or by mouse clicks on the element.
- Elements with focus are usually highlighted in some way by the browser, for example with a dotted line surrounding the element. The focus is used to determine which element is the first to receive keyboard-related events.

For example, consider the HTML:

Example: To focus on a login input box with id 'login' on page startup, try:

```

$(document).ready(function(){
  $("#login").focus();
});

```

STRUCTURED DATA: document web-page

The Information Architecture for [docs.jquery.com](#) is highly developed and is structured in an XML document, and parsed using jQuery. The XML is used to create a consistent and simple top-down document architecture based on a common data standard and consistent stylesheets. This is a closed environment in that it is internally consistent and coherent, and may not be as understandable from the outside. With an XML manager or CMS, adding data to this site could be very simple, otherwise hand-writing HTML and JS in XML by hand is highly brittle and a bit unwieldy. see [next page](#) for more on this structured data format.

FLOW BASED CONTENT LEVEL ANALYSIS: *Flow Analysis*—jquery.com - structured data as content: the web app

```
<entry type="method" name="focus" return="jQuery">
    <desc> Bind an event handler to the "focus" JavaScript event, or trigger that
event on an element. </desc>
    <signature>
        <added>1.0</added>
        <argument name="handler(eventObject)" type="Function">
            <desc> A function to execute each time the... </desc>
        </argument>
    </signature>
    <signature>
        <added>1.4.3</added>
        <argument name="eventData" type="Object" optional="true">
            <desc> A map of data that will be passed... </desc>
        </argument>
        <argument name="handler(eventObject)" type="Function">
            <desc> A function to execute each time the... </desc>
        </argument>
    </signature>
    <signature>
        <added>1.0</added>
    </signature>
    <longdesc>
        <ul>
            <li> This method is a shortcut for <code>.bind('focus',...</code>)
                <li> The <code>.focus</code> event is sent to...
            <li> Elements with focus are usually highlighted...
        </ul>
        <p>For example, consider the HTML:</p>
        ...
    </longdesc>
    <example>
        <desc> To focus on a login input box with id 'login'...</desc>
        <code>
            <![CDATA[ $(document).ready(function(){ $
                ("#login").focus(); }) ]]>
        </code>
    </example>
    <category name="Form Events"/>
    <category name="Forms"/>
    <category name="Version 1.0"/>
    <category name="Version 1.4.3"/>
</entry>
```

The screenshot shows a web browser window titled "focus() :: jQuery API Browser v1.3". The URL is "http://api.jquery.com/browser/". The page displays the "focus()" method documentation from the jQuery API. The "Returns" section indicates it returns "jQuery". The "Example" section provides sample code: `$(document).ready(function(){ $("#login").focus(); });`. The "Category" is listed as "Events/Event Helpers". The "Category" dropdown at the top of the browser interface also includes "API", "jQuery UI", "Favs", "Filter", and "focus".

STRUCTURED DATA: api.jquery.com/browser/

This is a web-application employing the jQuery library in order to present and structure the same XML data shown on the previous page as it appears on the web site. This application leverages asynchronous behaviors in order to search for and display data in a single page web experience. All of this to show that Information Architecture and Content are independent from presentation.

Other examples of the same data set visualized in a number of different ways:

<http://jqapi.com/>

<http://remysharp.com/jquery-api/>

<http://view.jquery.com/trunk/tools/api-browser/>

SYNTHESIS

Merge, Purge and Synthesize:

The final process of CLA brings together the data accumulated in the previous two process and metes it for repetition and relevancy. The outcomes of this process are two fold. Best Practices information based on successes and the application of the MCMPU standard, and a recommended course of action in order to improve the overall architecture of a body of information.

Best Practices

This list of best practices is a distillation of analysis across the semiconductor industry, and other support/documentation based sites. The list was developed in order to provide a standard to be applied to the client site.

The Best Practices Checklist can be downloaded in PDF format.



BestPracticesDocument_checklist.pdf

The Scale

- Statement Evaluation Scale
- 1- Equivalent to Best of Breed/Industry
 - 2- Excellent example of the principle
 - 3- Meets standard, and functions as needed
 - 4- Near standard, requires some work
 - 5- Fails standards, should be eliminated or redone

site score:

$$\sum s[i]:s[i++]+N$$

$$i++$$

i= 1, i++= total number of standards statements
s = [15], evaluative score applied to a statement
N = 3.29(total number of NA values), if # of NA values is > 10 the multiplier increases to 3.79.
Site score is rounded to the nearest 100th to show nuance in valuation.

Best Practices Checklist in application

The best practices checklist as applied to the client site. This will show strengths and weakness in the current IA as it concerns the portions of the site examined.

see pg85-88

APPLICATION

The process began with a sampling of related web-based bodies of information each examined for common practices, standards and approaches resulting in a best practices checklist. Taking from those discoveries and applying the same methods in an Independent/Flow Analysis, and by applying the lens of the Best Practices Checklist the successes of the client architecture, and areas for improvement are exposed. Detailed recommendations and a strategy for strengthening the client architecture are the intended outcomes of this process.

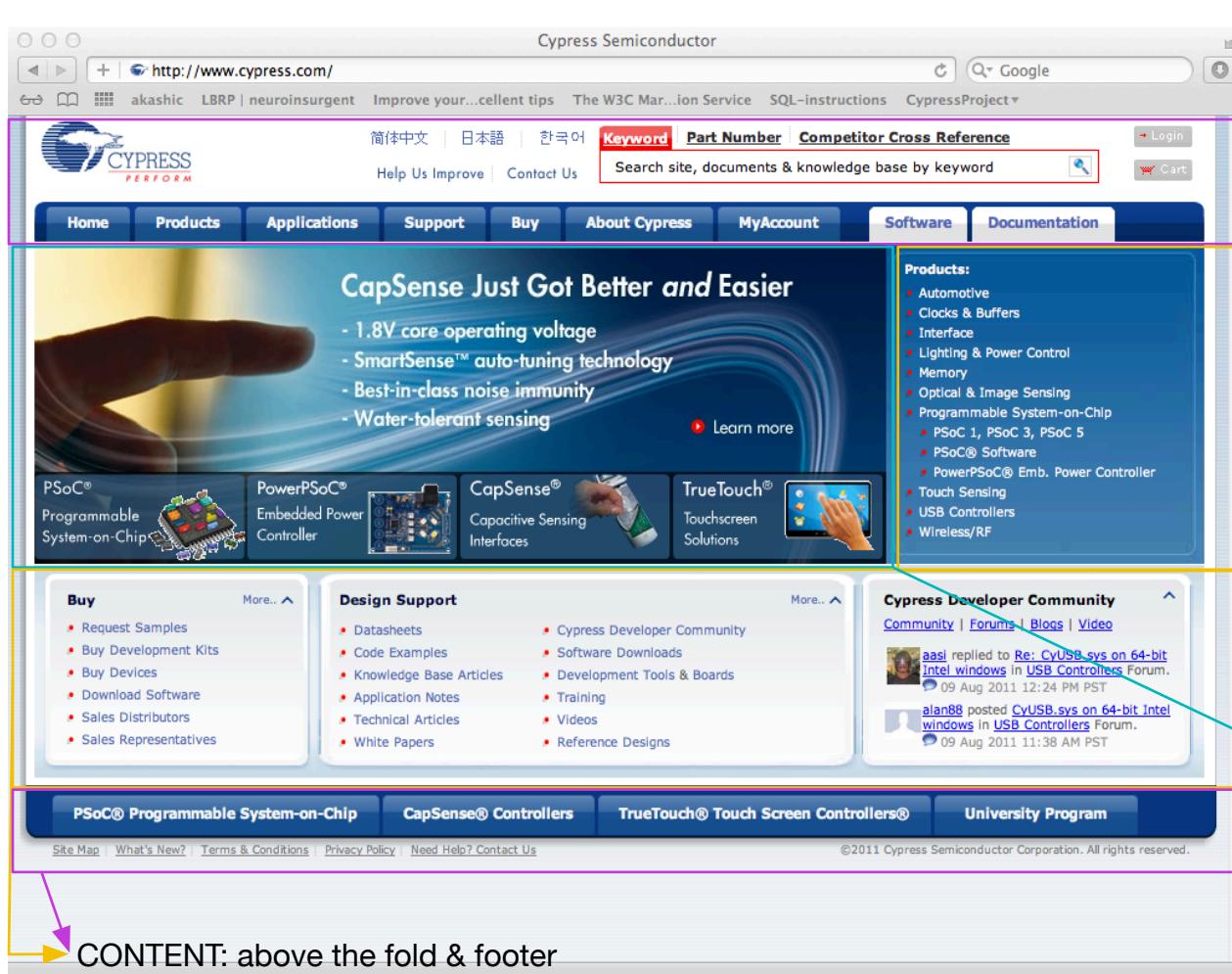
Independent Analysis of Client Site 68

There is an offset in the Information Architecture in this site, a number of resources are on the same level, and at the same time have dependent relationships. Such occurrences are noted in the header of effected pages using the following format LX[x], where the first 'X' represents the level number and the second 'x' represents how many clicks it took to access the interaction. Ultimately this is representative an an overall IA issue—as observed in the index below—that will be addressed in the recommendations.



INDEX survey	68
L1 survey	69 (73-75) (82,84,86)
L2 survey	76, 78, 79, 81 (73,75,77) (82,84,86)
L3 survey	74 (77) (79-80)

CONTENT LEVEL ANALYSIS: Flow Analysis—cypress.com - index page analysis



The screenshot shows the Cypress Semiconductor homepage. At the top is a global navigation bar with links for Home, Products, Applications, Support, Buy, About Cypress, MyAccount, Software, and Documentation. Below this is a search bar labeled "Keyword" and "Search site, documents & knowledge base by keyword". A sidebar on the right lists "Products" such as Automotive, Clocks & Buffers, Interface, Lighting & Power Control, Memory, Optical & Image Sensing, Programmable System-on-Chip (PSoC 1, PSoC 3, PSoC 5), PSoC® Software, PowerPSoC® Emb. Power Controller, Touch Sensing, USB Controllers, and Wireless/RF. The main content area features a large banner for "CapSense Just Got Better and Easier" with bullet points about 1.8V core operating voltage, SmartSense™ auto-tuning technology, best-in-class noise immunity, and water-tolerant sensing. Below the banner are four product categories: PSoC® Programmable System-on-Chip, PowerPSoC® Embedded Power Controller, CapSense® Capacitive Sensing Interfaces, and TrueTouch® Touchscreen Solutions. The footer contains links for PSOC, CapSense, TrueTouch, and University Program, along with Site Map, What's New?, Terms & Conditions, Privacy Policy, and Need Help? Contact Us.

CONTENT: above the fold & footer

- +**
- L2, L3 and beyond click-thru
 - Teasers to new and changing content in CDC
 - Exposes the overall organization of the site

- ✗**
- Hard to determine priority of information
 - Font face and color make readability poor
 - No story presented, everything is a list
 - The interactive portion of these boxes serves no purpose and is awkward
 - CDC is cramped and inaccessible.

GLOBAL NAV & SEARCH

- +**
- Everything above fold on INDEX
 - Text vs. Image nav
 - Easy to understand categories
 - L1 Click-Thru
 - Search is integrated
 - Localization, Cart, Login are included



- Cramped does not use the page well
- Roll-Over activated Drop-Down Menus with L2 & L3 click-thru ** see pg13
- The navigation is not keyboard accessible
- High usage of knockout (white) type
- Localization, Cart, Login and Search are cramped and dominate, should be simplified and made more accessible
- Tabbed search is unnecessary integrate functions into "simple search"

HERO: Slides on JS

- +**
- Current Marketing Messages shows Company's directives & Market needs
 - Bold Visual Design
 - L1 thru L5 click-thru (L5 is not good)



- Use of Flash is unnecessary for interaction
- Has a check error on the last slide for TrueTouch, results in fault in animation
- Thumbnails do not relate to slides, and there are no thumbnails for the slides, confuses story



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CONTENT LEVEL ANALYSIS: Flow Analysis—cypress.com - L1 page analysis

Sales Support
Knowledge Base
Application Notes
Code Example
Datasheets
Cypress Developer Community™
Forums >
Technical Blogs >
Video Library
Software Downloads
Product Selector Guide
Design Partner Program
Design Partner Solutions
Documentation >
Development Kits/Boards
Quality & Reliability
RoHS & Green
Packaging
Technical Training >
Other PSoC Resources >
Technical Support >

Home Products Applications Support Buy About Cypress MyAccount Software Documentation support.cypress.com

Home > Support
Support

Browse KB By Product

- Automotive (33)
- Clocks & Buffers (413)
- Image Sensing (49)
- Interface (728)
 - Laser Navigation Solutions (11)
 - Lighting & Power Control (132)
 - Memory (402)
 - Programmable System-on-Chip (632)
 - Touch Sensing (68)
 - USB Controllers (2078)
 - Wireless/RF (301)

Browse KB By Type

- Compiler (130)
- Development Kits (219)
 - Development Tools (422)
- Device Drivers (138)
- Device Programming (240)
 - Documentation (926)
 - Firmware (372)
 - General (1090)
 - Hardware (1246)
 - Known Problems and Solutions (70)
 - Microcontrollers (45)
 - Modules (10)
 - Platforms (8)

Support

Knowledge Base
Browse for Knowledge Base articles, by products and categories, or perform a search

Code Examples
Browse through the vast collection of Code Examples

Datasheets
Locate datasheets

Video Modules
Check out the video modules on various topics

Quality & Reliability
Locate Quality and Reliability Documents

White Papers
Browse through White Papers by products and topics

Forums
Connect with other users in the Cypress user forums

Application Notes
Browse through application notes, by products and applications

Developer Community
Join the Cypress Developer Community

Technical Articles
Browse through technical articles by products and topics

IP Elements
Browse through IP elements

Errata
Hardware and software errata list

Development Tools
Locate Development Kits and Evaluation Boards

Design Partners
Engage with certified design partners for extensive design assistance

Most Popular Articles
Total views are for the past 7 days

Article Title	Rating	Total Views	Last Updated
Difference Between Moore and Mealy State Machines	★★★★★ (4.8/5)	206	by 8 users
Error message "Install driver for Cypress AT2LP RC2Z and Install driver for Cypress AT2LP RC55"	★★★★★ (4.8/5)	789	by 20 users
Implementing an Interrupt Service Routine in C on the PSoC1	★★★★★ (4.8/5)	75	by 12 users
Why is cyusb.sys not WHQL signed?	★★★★★ (3.7/5)	73	by 3 users
Definitions of INL and DNL in an ADC	★★★★★ (4.8/5)	70	by 2 users
Kelvin connection of PCB traces for current sensing	★★★★★ (4.8/5)	50	by 2 users
Difference Between Logical and Bitwise Operators in Verilog	★★★★★ (4.8/5)	44	Not yet rated
Error - .NET framework is not compatible with previously installed one	★★★★★ (5/5)	39	by 1 user
VBUS Pin of USB Connector	★★★★★ (4.8/5)	30	Not yet rated

note:

The only natural descendants of Support are the Quality and ROHS pages, otherwise support acts as an "index" or "resource" across the rest of the site. I think that in this instance and usage this Support page could be eliminated especially with the drop-down menus, search and the developer community.

STANDARD TEMPLATE:

This is the most commonly applied template on the site, it appears commonly in L1 and L3 and beyond.



- Information is organized well
- Applies cross-linking to all levels of the site effectively L1-L5
- Spacing between informational elements is effective and supports the page well
- Contextual navigation panels introduced
- Breadcrumb introduced and is useful throughout the site with minor exceptions



- Inconsistencies between the drop down menu and the page, where they should be essentially the same info
- Page framework shifts, position of elements move, the framework is not applied consistently across the site
- L1 click-thru with a drop down menu, either have the page or have the menu, not both and preferably not the latter
- Contextual navigation panels are too dense and the fonts too small
- **support.cypress.com** is introduced adding confusion as the site does not use subdomains as a standard or feedback mechanism. Why include this, are there statistics showing that this works? Even if you enter that URL it translates into a system URL
- Give a little more padding to the breadcrumb it gets lost in the page

LINK MAPPING

Link mapping is a physical process where by the analyst records hyperlinks and results in order to discover the distribution and organization of a site. The map, visualizes the max depth[3] standard and places the recorded interactions in parent=>child relationships based on the actual depth of the relationship. An accurate and visual reference is generated showing the structure of the site.

Global Drop Down Navigation

71, 83, 85

This set of diagrams illustrates the path of each link in the Global Drop-Down Navigation menus being examined for cypress.com. Immediately these maps show the overall organization of the site and the particular category of the menu; while exposing some potential breakdowns or bottlenecks. Each menu map is accompanied by  and  comments pertaining to its characteristics.

Multi-Level Contextual Navigation

72

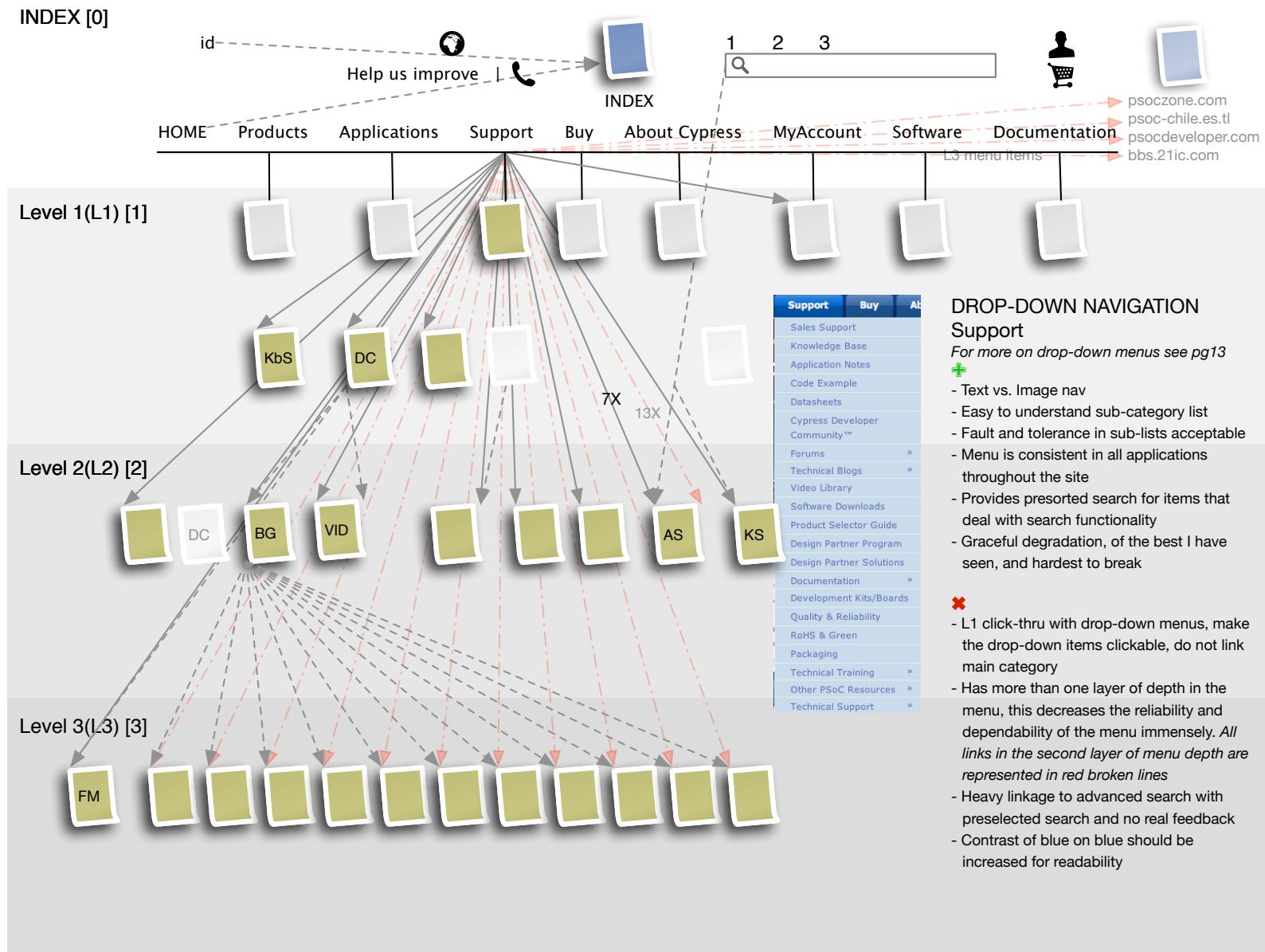
This diagram illustrates the path of each link in the body of the Support page, and some of the descendent interactions on the cypress.com website. Quickly this map identifies heavy dependencies on three different search mechanisms, a terminal depth of L5, and compression of architecture throughout L1 and L2.

Search has a prominent presence in the site. Integration of search filters and results on the advanced search page is a good approach. Some of the integration of search with other content is useful, and is an excellent concept. An immense amount of the contextual navigation is directed at one of three search mechanisms, this dependence overwhelms and confuses the overall architecture.

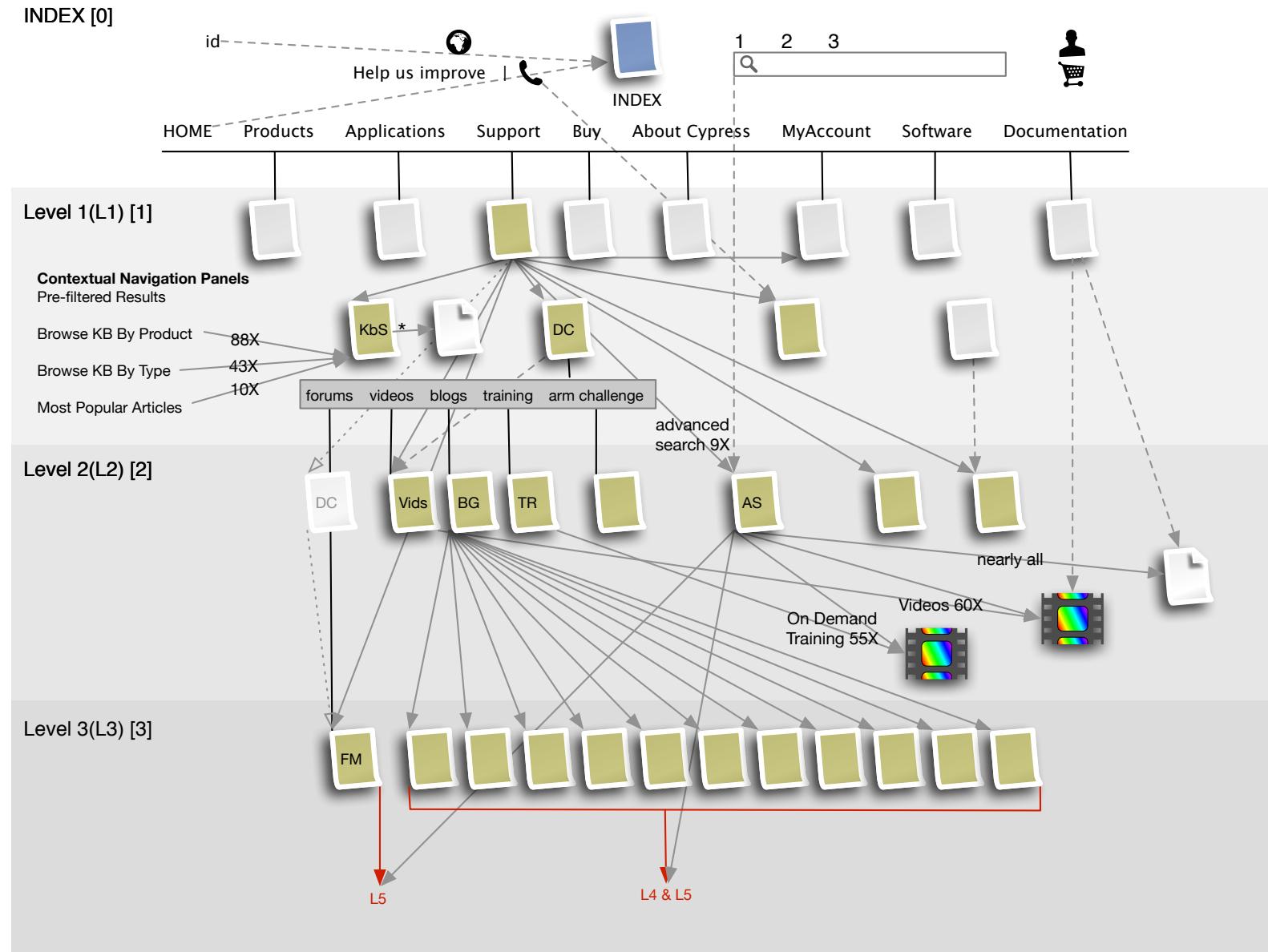
Due to the broad application of the *L1 index method* across the site, the information violates the max depth [3] standard of MCMPU, with the most specific portions of information terminating at a depth of L5.

Some level compression can be a good thing, and it can lead to level bloat. Interactions at a depth of L2 and L3 in some navigational paths move laterally. In a number of instances all feedback mechanisms fail to identify anything specific about the resource and can be seen as breaks in the overall architecture.

CONTENT LEVEL ANALYSIS: Flow Analysis—cypress.com



CONTENT LEVEL ANALYSIS: Flow Analysis—cypress.com





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CONTENT LEVEL ANALYSIS: Flow Analysis—cypress.com - L1[2] analysis: knowledge base search page

Home > Support
Support

Browse KB By Product

- [+] Automotive (33)
- [+] Clocks & Buffers (413)
- [+] Image Sensing (49)
- [+] Interface (728)
 - Laser Navigation Solutions (11)
 - [+] Lighting & Power Control (132)
 - [+] Memory (402)
 - [+] Programmable System-on-Chip (634)
 - [+] Touch Sensing (88)
 - [+] USB Controllers (1889)
 - [+] Wireless/RF (302)

Browse KB By Type

- [+] Compiler (131)
- [+] Development Kits (219)
- Development Tools (422)
- [+] Device Drivers (138)
- [+] Device Programming (240)
 - Documentation (926)
 - Firmware (373)
 - General (1090)
 - [+] Hardware (1246)
 - Known Problems and Solutions (71)
 - [+] Microcontrollers (45)
 - Modules (10)

Knowledge Base Search

Selected Type: All Knowledge Base Types

Keyword:	Product:	Application:	Search
	All Products	All Applications	

Results 1 - 25 of 5601

Title	Customer Rating	Updated
Hi-Lo programmer <small>Updated</small> Does the Hi-Lo programmer (CY3649-110V) include the Adapter Base and the Matrix Card? If not how much are they, and can these be ordered online?	★★★★★ Not yet rated	08/12/11
Page crossing detected and XPAGEOFF enabled <small>Updated</small> When compiling the firmware with the USB M8 Series Hi Lo Programmers and the following message occurred: "warning : Page crossing detected and XPAGEOFF enabled." Why?	★★★★★ Not yet rated	08/12/11
Hi-Lo programmer <small>Updated</small> When programming with a Hi-Lo programmer a message 'Error at 000000!' occurred What is the reason of this error?	★★★★★ Not yet rated	08/12/11
"Error Identification on hardware !" message while programming M8 with Hi-Lo programmer <small>Updated</small> While programming the M8 with a Hi-Lo programmer, the 'Error Identification on hardware !' message is seen. Why?	★★★★★ Not yet rated	08/12/11
Power supply for CY3649 Hi-Lo Programmer <small>Updated</small> What power supply is required for the CY3649 Hi-Lo Programmer?	★★★★★ Not yet rated	08/12/11
Operating systems are supported by the CY3649 HiLo Programmer? <small>Updated</small> What Operating Systems are supported by the CY3649 Hi-Lo Programmer?	★★★★★ Not yet rated	08/12/11
Security feature of M8 Programmers <small>Updated</small> Using Hi-Lo system's All-11 programmer, the programmer has "Lock Bit" option for code protection. Would you explain briefly how the lock bit of CY7C63001a works and how secure it is?	★★★★★ Not yet rated	08/12/11

2 COLUMN TEMPLATE: Knowledge Base Search Page



- "Filters" at top of the page
- Sortable columns
- Local/Contextual navigation across knowledge base



- Visual Hierarchy of listings is hard to differentiate, because the fonts is too thin making the blue and black similar visually
- Avoid visual grids and borders where they are unnecessary. Lines being to stack up making the document harder to visually navigate. This is most clear to the right of the page where the table runs close to the outer edge of the page panel
- Contextual/Local navigation links to 134 other knowledge base articles, and to nothing else, not good planning for cross-linking across site resources
- Updated and New signifiers shift baseline and do not link to anything, adding to visual clutter without serving a purpose



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CONTENT LEVEL ANALYSIS: Flow Analysis—cypress.com - L1[3] analysis: knowledge base document

Home > Support
Support

Browse KB By Product

- [Automotive \(33\)](#)
- [Clocks & Buffers \(413\)](#)
- [Image Sensing \(49\)](#)
- [Interface \(728\)](#)
- [Laser Navigation Solutions \(11\)](#)
- [Lighting & Power Control \(132\)](#)
- [Memory \(402\)](#)
- [Programmable System-on-Chip \(634\)](#)
- [Touch Sensing \(88\)](#)
- [USB Controllers \(1889\)](#)
- [Wireless/RF \(302\)](#)

Browse KB By Type

- [Compiler \(131\)](#)
- [Development Kits \(219\)](#)
- [Development Tools \(422\)](#)
- [Device Drivers \(138\)](#)
- [Device Programming \(240\)](#)
- [Documentation \(926\)](#)
- [Firmware \(373\)](#)
- [General \(1090\)](#)
- [Hardware \(1246\)](#)
 - [Known Problems and Solutions \(71\)](#)
- [Microcontrollers \(45\)](#)
 - [Modules \(10\)](#)
- [Platforms \(8\)](#)
- [Protocols \(66\)](#)
 - [Quality \(7\)](#)
 - [Reference Designs \(14\)](#)
- [Software \(237\)](#)
- [User Modules \(146\)](#)

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support.cypress.com

Knowledge Base Article

Hi-Lo programmer

Last Updated: 08/12/2011

Question: Does the Hi-Lo programmer (CY3649-110V) include the Adapter Base and the Matrix Card? If not how much are they, and can these be ordered online?

Answer:

The adapter and matrix card are NOT included with the Hi-Lo programmer. If the chips to be programmed are CY630xx-PDIP, you don't need any adapter or matrix card. For information on price and availability of these parts, contact our sales representatives at:
<http://www.cypress.com/?id=1062&l=&type=Sales%2520Representatives&country=US>

Related Categories: [USB Low-Speed Peripherals](#)

Tags: [OTP](#), [Hi-Lo Programmer](#), [Low Speed](#)

Rate this Knowledge Base Article

★★★★★
Be the first to rate

Provide feedback on this article

How likely are you to recommend this article to a friend or colleague?

Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely

Did this article help you solve your problem?

Yes
 No
 Maybe

Additional comments:

To protect your privacy, do not include contact information in your feedback.

Submit

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STANDARD TEMPLATE:
Knowledge Base Document

- Terminal point [3] for Knowledge Base
- Variation of already established template
- Document hierarchy is easy to understand
- Contextual/Local navigation elements linking across knowledge base
- Rating system and feedback mechanism for documentation introduce



- Contextual/Local navigation links to 144 other knowledge base articles, and to nothing else, not good planning for cross-linking across site resources
- Document feedback/rating system asks two questions, "rate this knowledge base article" and "would you recommend this article", I theorize that they are essentially the same question. Keep the rating and drop the recommend question
- Three column layout is too crowded for this presentation. The navigational panels are taking up too much space making visual hierarchy too dense
- Space for tags gets crowded by rule increased clearance
- Font in Interaction and links in the contextual panels is too small



CONTENT LEVEL ANALYSIS: Flow Analysis—cypress.com - L1[2] analysis: cypress developer community™

Home > Cypress Developer Community™

Cypress Developer Community™

[Forums](#) | [Videos](#) | [Blogs](#) | [Training](#) | [ARM Cortex-M3 PSoC® 5 Design Challenge](#)

Support Forums

- [Clocks & Buffers](#)
- [Memory](#)
- [PSoC® 1](#)
- [PSoC® 3](#)
- [PSoC® 5](#)
- [PSoC® Software](#)
- [USB Controllers](#)
- [University Alliance](#)

Community Activity

[sunlei](#) replied to [Re: The communications between flash drive u-disk and cy7c67300 in USB Controllers Forum.](#)
15 Aug 2011 8:24 AM PST

[sodafari](#) replied to [Re: Missing data with Synchronous Fifo Firmware in USB Controllers Forum.](#)
15 Aug 2011 8:06 AM PST

[mykz](#) replied to [Re: How to write nonvolatile user block on cy8c29466 in PSoC® 1 Forum.](#)
15 Aug 2011 7:23 AM PST

[aasi](#) replied to [Re: Missing data with Synchronous Fifo Firmware in USB Controllers Forum.](#)
15 Aug 2011 7:23 AM PST

[sodafari](#) posted [Missing data with Synchronous Fifo Firmware](#) in [USB Controllers Forum.](#)
15 Aug 2011 6:48 AM PST

[ragers](#) replied to [Re: how to give correct path to included headers in uvision in USB Controllers Forum.](#)
15 Aug 2011 3:14 AM PST

[aasi](#) replied to [Re: how to give correct path to included headers in uvision in USB Controllers Forum.](#)

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 FORUMS • BLOGS • VIDEOS

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 Congratulations to [Victor A.](#) for being selected as our June Apple® iPad™ 2 winner!

Register today

Upload your photo and be entered to win an Apple iPad™

Try the new PSoC Product Selector

Featured Video

PSoC 5 Overview

STANDARD TEMPLATE: Cypress Developer Community™



- This page Cross-links across all levels and areas of the site, excellent use of L1 index method, this should be more highly promoted in the navigation
- Local navigation applied to Developer Community descendant pages



- Local navigation is redundant, the image on the right links to the same items listed in the text navigation on the left
- With breadcrumb and local navigation an additional 135px are consumed at the top of the page that have no content. A total of 235px, more 30.6% of the viewable space above the fold
- Toggle Interaction objects need to be bigger, see Support Forums panel at the top left, difficult to use, especially on a touch device
- Breaks framework, objects on right of page have inconsistent width violating margins
- Arrangement and Ordering of information is visually awkward throughout this page, starting with the top matter and continuing through inconsistencies in spacing, arrangement and size of objects



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CONTENT LEVEL ANALYSIS: *Flow Analysis*—cypress.com - L2 analysis: video documentation index

Videos

Sort by: [Recent](#) | [Name](#) | [Rating](#)

CE70486 - EZ-USB FX2LP Host Application in VC 2008 Using Suite USB Library (CyUSB.dll) ★★★★★ (5/5) by 1 user	Intro to Cypress's TrueTouch® Touch Screen Technology ★★★★★ (5/5) by 3 users	nvSRAM Basics ★★★★★ (4/5) by 1 user	Cypress TrueTouch® with 1mm Stylus Support ★★★★★ (4/5) by 5 users	Cypress TrueTouch® with Hover Technology ★★★★★ (4.8/5) by 5 users
Cypress TrueTouch® with Charger Armor™ ★★★★★ (4.5/5) by 6 users	Cypress TrueTouch® with Waterproofing ★★★★★ (4.8/5) by 4 users	Application and Firmware for Bulkloop Transfer on FX2LP	EzI2C Slave Component in Psoc 3 and PSOC 5 ★★★★★ (4.3/5) by 3 users	Entering Sleep Mode and Wakeup Using RTC - PSOC3/5 ★★★★★

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2 COLUMN TEMPLATE: Standard CDC™ 2-col template

This is a variation on the earlier 2col template, it flips the main column to the left and the navigation panels to the right. It is the standard L2 template used in the Cypress Developer Community™.



- Simple layout, easy to determine where things are



- Formatting is too neutral and loose making it hard to read text
- Repeated thumbnail image is too generic and represents a lost opportunity to communicate more about the content
- L2 click-thru to documentation/videos shows potential for level bloat in L2 with lateral movement



CONTENT LEVEL ANALYSIS: *Flow Analysis*—cypress.com - L2[3] analysis: video page

Home > Documentation > Video

CE70486 - EZ-USB FX2LP Host Application in VC 2008 Using Suite USB Library (CyUSB.dll)

Last Updated: 08/08/2011

Play Video

Host Application in C++2008 Using SuiteUSB#

00:00 11:31

PLAY MENU

Click here to view code example: <http://www.cypress.com/?rID=53167>

2 COLUMN TEMPLATE: Standard CDC™ 2-col template with Brightcove player



- Integrates an external content service with their player or through the use of a JS api, this is excellent next generation thinking pushing overhead off internal resources, it requires some thinking for best implementation
- The Brightcove player seems to have all the bells and whistles and is HTML5 compatible, it will play on mobile



- L2 click-thru to documentation/videos shows potential for level bloat in L2 with lateral movement.
- Documentation is not an L1 destination in the way the site is configured, it is a designation for a search page
- "Click here to view code example: http://www.cypress.com/?rID=53167" leads to a page that asks for OAW login, huh?
- Where's the beef? All this real estate and no supporting content, related links, product pages, etc....



CONTENT LEVEL ANALYSIS: Flow Analysis—cypress.com - L2 analysis: blogs index page

Home > Cypress Developer Community™ > Blogs

Cypress Developer Community™

[Forums](#) | [Videos](#) | [Blogs](#) | [Training](#) | [ARM Cortex-M3 PSoC® 5 Design Challenge](#)

Cypressblogs

www.CYPRESS.COM/GO/BLOGS

Most Recent Blog Posts

Back to School

 School starts again in just a few weeks and I will be at the FIRST robotics supplier summit next week. This will be Cypress' third year sponsoring the competition. I'll be sure to post pictures of the amazing robots that the students ...
 Posted to C.U. Around: Cypress University Program Blog on 12 Aug 2011 by Patrick Kane
 Rating: ★ ★ ★ ★ (4/5) by 1 user
 Tags: [Cypress Kits and Demo Boards](#), [Programmable System-on-Chip](#)

Welcome to Cypress's Silicon Holiday Camp

 Kids, tired of Science Camp? Bored with math camp? Got deer fever from mosquito bites at Wilderness Survival Camp? See no point to Space Camp now there is no shuttle? Well then try the Cypress Silicon IC Design Camp! Y...
 Posted to Dave's Corner: The Dave Van Ess Blog on 04 Aug 2011 by David Van Ess
 Rating: ★ ★ ★ ★ (4/5) by 1 user

Design Idea - Analog Gain controlled Digitally

 Many of you may know that both PSoC1 and PSoC3/5 devices have PGAs (Programmable Gain Amplifiers). These are handy devices allowing you to either select the system gain during design time or during run time. The gain for these P...
 Posted to PSoC Insiders Blog on 04 Aug 2011 by Mark Hastings
 Rating: ★ ★ ★ ★ (4/5) by 1 user

CYPRESS DEVELOPER COMMUNITY
 FORUMS • BLOGS • VIDEOS

Browse Blogs

- [Dave's Corner: The Dave Van Ess Blog](#)
- [The PSoC Hacker Blog](#)
- [C.U. Around: Cypress University Program Blog](#)
- [Creator Comforts - PSoC Software Blog](#)
- [PSoC Design Methods and Madness Blog](#)
- [PSoC Sensei Blog](#)
- [The Patron Saints of Cypress Blog](#)
- [The Touchscreen Machine](#)
- [The USB Connection Blog](#)
- [Fast Times at Cypress Semi Blog](#)
- [PSoC In China Blog 可编程片上系统芯片之中国篇](#)
- [Memory Lane Blog](#)
- [Powerline Talking Blog](#)

2 COLUMN TEMPLATE: Standard CDC™ 2-col template



- Local and contextual navigation accesses the main content of the developer's community and of the blogs section of the site.



- Again introduces an inapplicable URL scheme and highlights it, I would recommend an overall of the total URL scheme approach
- The grey background with the wide line space make this really hard to read, and extend the nested grid layout
- "Cypressblogs" header consumes another 95px taking the total top matter space up to 330px or 43% of the total screen space above the fold at minimum standard view size without presenting any content
- This page shows the most recent blog posts without introducing the blogs at all. How do I know which blog I want to go?

note:

The blogs section below this point has little to no consistency in application of templates. There are a number of places where CSS breaks and objects appear out of the main framework of the page. There are even a number of broken links.



CONTENT LEVEL ANALYSIS: *Flow Analysis*—cypress.com - L2[3] analysis: training splash page

[Home](#) > [Documentation](#) > [Training On-Demand](#)

PSoC Creator 110: Schematic Components

Last Updated: 04/04/2011

[View Download](#)

First introduction to the development of components in the PSoC Creator environment. Covers the basic development of components using a schematic as the implementation methodology. Also includes the generation of symbols and the placement of the component into the component catalog.

Rate this Training On-..

★★★★★
(4.8/5) by 4 users

Related Pages

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[PSoC® 5](#)
[PSoC® 3](#)

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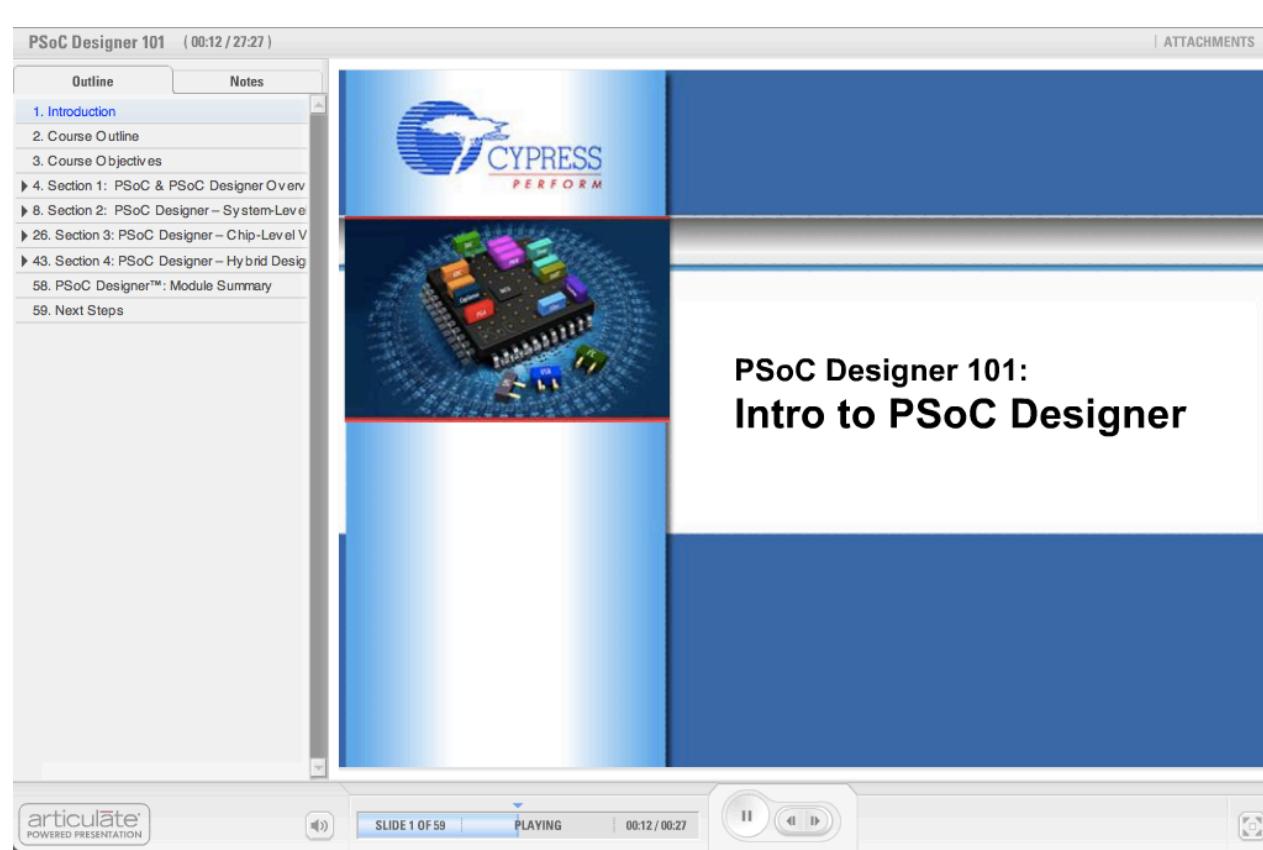
[in LinkedIn](#)
[XML/RSS](#)
[+ MY YAHOO!](#)
[Windows Live](#)
[Add to Google](#)
[Bloolines](#)

2 COLUMN TEMPLATE: Standard CDC™ 2-col template

The training index page is the same template implementation as videos with minimal variation.



- This page type serves no real purpose, integrate the experience
- Underdeveloped, lack of content
- IA categorization has shifted to Documentation/Training On Demand, and all Training on Demand content indexes appear to be L2 via and L3 interaction. Potential issue here with Bloat due to lateral development in L2 Training on Demand descendant pages
- Documentation/Training On Demand is a preselected search

CONTENT LEVEL ANALYSIS: *Flow Analysis—cypress.com - elearning experience with articulate*

E-LEARNING PLATFORM

Articulate.com platform

The implementation of this platform falls short of its potential. If there is a commitment to this technology it should be invested in and implemented properly.



- Document title logs as html page title



- Completely breaks out of framework
- Loads training into the same window as site, and does not provide navigational elements established at every other level of the site. Represents a complete break in UX, and should be integrated in some fashion with common elements of the site
- Does not work on iPhone/iPad

CONTENT LEVEL ANALYSIS: *Flow Analysis—cypress.com* - L2 analysis: design partners multi tabbed layout

Home > Design Partner Program > Design Partners

Design Partner Program

Authorized Design Partner

Cypress Design Partner Program

The Cypress Design Partner Program is an expansion of our engineering capabilities providing customers with access to design services and solutions from trusted and capable partners. The program maintains a list of independent consultants, independent design houses and original design manufacturers with in-house design. The partners are also segmented by region and capability. These partners have demonstrated competence in Cypress products ensuring that only partners with the best skill sets are available to our customers. The partners are tiered by four membership levels: Member, Silver, Gold and Platinum. The membership levels are updated by Cypress annually based on the customer design activity and number of solutions developed by the partners using Cypress products.

How to find a Design Partner

Select a Design Partner Capability in the box on the left and click Search. You can narrow your search by selecting any of the following criteria for your desired consultant: Capability, Membership Level, Country and State.

If you're unable to find a consultant in your desired region, or one of a specific expertise, [contact your local Cypress Sales office](#) or representative or email designpartners@cypress.com

Benefits for Partners

All certified design partners will enjoy the following benefits:

- Free device samples
- Company profile listed in cypress.com
- 40% discount of development kits (60% for premium partners - Silver, Gold and Platinum)
- Prioritized technical support
- Exclusive access to Cypress University on-demand courses and special training webcasts

Premium benefits for Silver, Gold and Platinum Partners

BENEFITS	SILVER	GOLD	PLATINUM
Access to Regional Marketing	✓	✓	✓

2 COLUMN TEMPLATE: design partner tabbed variation

This tabbed layout is used here for the design partners section and also with some variation it is used for the packaging section



- This is an efficient way to associate common information
- Graceful degradation of "tabbed" experience, which in reality is not a JS based experience anyway
- Filter mechanism on the left works well once the user knows where to use it or what it is for
- Some cross-linking to other site resources



- This second row of tab based navigation is visually confusing
- Non uniform page elements across tabs
- Blogs tab leads out of the partner program into blogs which is reasonable, but does not conform to the rest of the tabs and thus makes the experience a bit incongruous
- Design Partner Program is a phantom L1 category, this is all L2 content



CONTENT LEVEL ANALYSIS: Flow Analysis—cypress.com - L1-2 page analysis: 2 column template software index

Software Documentation

- PSoC Creator™
- PSoC Designer™
- PSoC Programmer™
- CyClock Wizard 1.0
- Software Solutions from Cypress
- All Software

Search Software

Software Solutions from Cypress

Last Updated: 12/03/2010

Cypress supports its semiconductor products with a range of innovative and powerful software tools. Almost everything we do is programmable; from clocks, to USB controllers, to Programmable Systems-on-Chip (PSoC), to lighting and power controllers, to touch screens, and on.

Programmability is realized through our development tools and drivers, so here is a guide to our software packages and the products they support:

PSoC / Lighting & Power Control / Touch Sensing

- > [PSoC Creator](#)
Software IDE with schematic-based design capture for PSoC 3 and PSoC 5 applications
- > [PSoC Designer](#)
Full-featured development environment for the following applications:
 - > PSoC 1
 - > EZ Color
 - > PowerPSoC
 - > CapSense
 - > True Touch
- > [PSoC Programmer](#)
Program flash-based devices through Cypress MiniProg hardware. Includes Bridge Control Panel v1.0.
- > [Powerline Communication Control Panel GUI](#)
Control Powerline Network nodes through a PC
- > [Powerline Communication RGB Control GUI](#)
Control the intensities of High Brightness LEDs at nodes present on the Powerline Network through a PC

Clocks and Buffers

- > [CyClockWizard 1.0](#)
CyClockWizard is an integrated software tool that enables users to identify and customize Cypress timing solutions to meet their unique requirements.

2 COLUMN TEMPLATE: 2-col same as CDC™ template

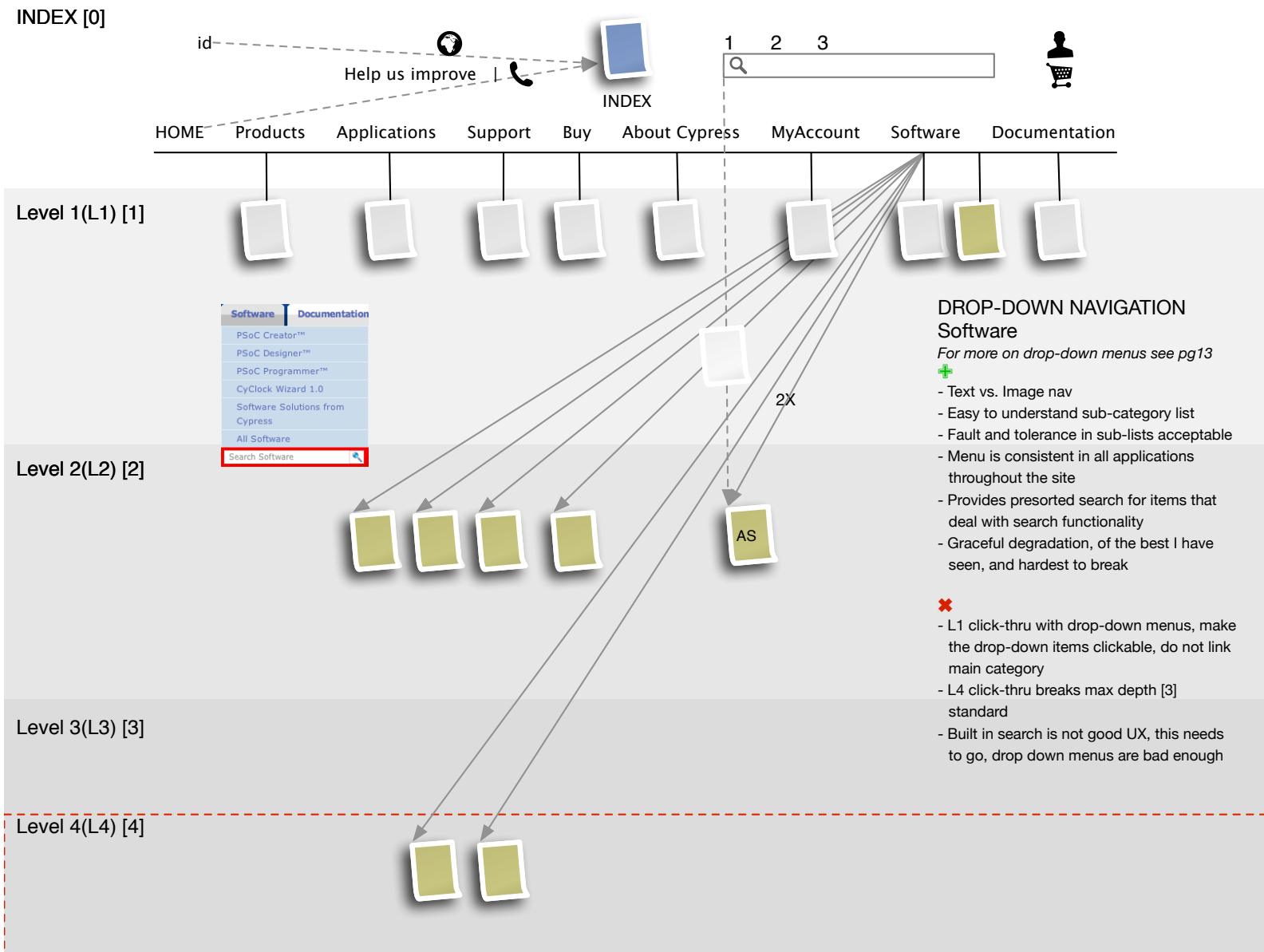


- The content of this page is an exact match of the navigation with a little bit of padding added to it. Really seems best to integrate this page into something else. Software is an option in the advanced search page that the user is led to for documentation
- Lack of content development. Missed opportunity to promote software products in any real way. Very little cross-linking going on at this level
- L4 relationships exposed here, content depth violates max depth [3] standard.

note:

See next page for navigation link mapping. Following each of the links in this page will expose the grave inconsistencies in the standard framework and elements of the site.

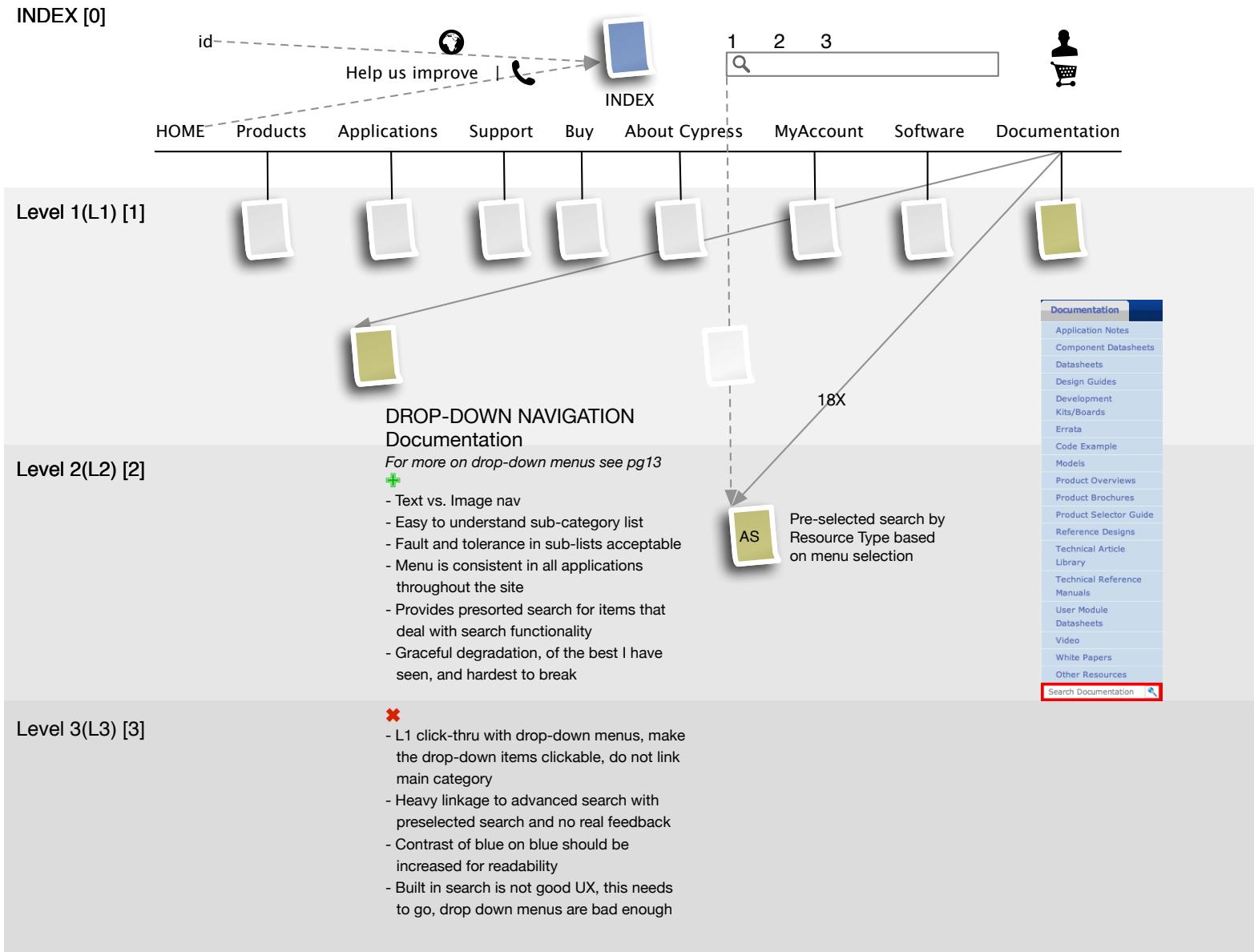
CONTENT LEVEL ANALYSIS: Flow Analysis—cypress.com



CONTENT LEVEL ANALYSIS: *Flow Analysis*—cypress.com - L1-2 page analysis: keyword searchNON-STANDARD TEMPLATE
Documentation Menu and
Keyword Search

- Menu extends past the bottom the framework on the index page and obviously here. Reduce the number of choices in the menu especially since all options lead to the same place
- This is a completely wasted page, and should be eliminated integrating the functionality into the already prevalent advanced search. Having so many search mechanisms on the site is not helpful
- Search and search results are google formatted, while advanced search results are formatted differently, again adding to inconsistencies and confusion

CONTENT LEVEL ANALYSIS: Flow Analysis—cypress.com





CONTENT LEVEL ANALYSIS: Flow Analysis—cypress.com - advanced search

Title	Resource Type	Related Categories	Customer Rating	Updated
PSoC® Creator™ System Reference Guide v2.21 http://www.cypress.com/?ID=51972	Component Datasheets	PSOC Creator	★★★★★ Not yet rated	08/11/11
Serial Peripheral Interface (SPI) Master 2.10 PSoC Creator Component Data Sheet http://www.cypress.com/?ID=48906	Component Datasheets	PSOC Creator, PSOC® 5, PSOC® 3	★★★★★ (5/5) by 1 user	07/25/11
Serial Peripheral Interface (SPI) Slave 2.10 PSoC Creator Component Data Sheet http://www.cypress.com/?ID=48908	Component Datasheets	PSOC Creator, PSOC® 5, PSOC® 3	★★★★★ Not yet rated	07/25/11
Real-Time Clock (RTC) 1.60 PSoC Creator Component Data Sheet http://www.cypress.com/?ID=48907	Component Datasheets	PSOC Creator, PSOC® 5, PSOC® 3	★★★★★ Not yet rated	07/25/11
Counter 2.0 PSoC Creator Component Data Sheet http://www.cypress.com/?ID=48909	Component Datasheets	PSOC Creator, PSOC® 5, PSOC® 3	★★★★★ Not yet rated	07/25/11
I2C Master/Multi-Master/Slave 2.10 PSoC Creator Component Data Sheet http://www.cypress.com/?ID=48885	Component Datasheets	PSOC Creator, PSOC® 5, PSOC® 3	★★★★★ Not yet rated	07/25/11
Shift Register / Shift Register 1.6n Shift Register / Shift Register 1.6n	Component Datasheets	PSOC Creator, PSOC® 5, PSOC® 3	★★★★★ Not yet rated	07/25/11

ADVANCED SEARCH PAGE

This page should be the format and results for all search mechanisms. Items entered into any search field should reveal results on this page in a consistent format.

There are more than 100 preselected search links in the site that lead to this page, this is confusing and non-beneficial. Use this page better, tell a story/ show a workflow, and send people here only when they search.



- Clean and simple
- Sortable columns in results table



- Not all columns actually work
- Layout pushes results too low in the page, compress this interaction and make the results more prominent
- Needs a bit more development

CONTENT LEVEL ANALYSIS: Flow Analysis—cypress.com L1-2 page analysis: keyword search

Best Practices Checklist

1 2 3 4 5 NA

1 Content (level templates, content depth and structures)

1.1 Index [0]

- 1.1.1 Introduce, support and establish the user's global understanding of how the site is organized.
- 1.1.2 All of the main outcomes of the index page should be a lesson in the geography of a site, and architecture of the message.
- 1.1.3 Brand, Color, Font and Location of each key element should inform users how and where to go for the information needed.
- 1.1.4 Hero message is prominent and clear, drives the user deeper into the site.
- 1.1.5 Content satisfies a directional goal of "where should I go?", and takes the nature of "teasers" or "leaders". Beyond the hero story, specifics are left to later.

<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>	<input type="checkbox"/>

1.2 Level 1 (L1) [1]

- 1.2.1 Naturally descends from the Index page, ideally these pages are linked to Global navigation. May also link from Local and Contextual navigation elements.
- 1.2.2 Maintains user's initial understanding of how the site is organized.
- 1.2.3 Introduces new templates that further define how specific information will be organized (local & contextual navigation, story hierarchy and structure).
- 1.2.4 Local Navigation introduced, shows related topics descending from the L1 concept.
- 1.2.5 Uses a consistent local navigation methods to support movement within a "Volume" of information
- 1.2.6 Navigational feedback mechanisms {state based navigation} relate name of location. {active state vs inactive or roll over states in Global navigation}
- 1.2.7 URL convention is understandable and defines location clearly.

<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	5	<input type="checkbox"/>	<input type="checkbox"/>

1.2.8 Content Driven L1 Pages

- 1.2.8.1 Some Cross-linking introduced that is used to support content and flow of the site.
- 1.2.8.2 Contextual navigation (content-as-navigation) conventions established.
- 1.2.8.3 Content introduces a group of general concepts as they relate to the Global concept from which they descend, as an abstract of information to follow.

<input type="checkbox"/>	NA				
<input type="checkbox"/>	NA				
<input type="checkbox"/>	NA				

1.2.9 L1 index method pages

- 1.2.9.1 Relates information from many different levels of the site to a core set of concepts {i.e. Resources Page > PSoC: PSoC Dev Center, PSoC Dev Library, PSoC Training; Memory: Memory Dev Center, Memory Dev Library, Memory Training ... }
- 1.2.9.2 Stays focused and is concise, provides only the necessary items to move on to the desired content.
- 1.2.9.3 Limited in usage, should only be used for pages that serve the function of being a glossary or index of information. Ideally, there should be no more than 1 such page in L1.
- 1.2.9.4 Takes on many of the attributes of the index page itself while being more specific.
- 1.2.9.5 Further defines the Hierarchy and organization of the site.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>	<input type="checkbox"/>

1.3 Level 2 (L2) [2]

- 1.3.1 Naturally descends from an L1 page, this level should link from local or contextual navigation elements in other pages also.
- 1.3.2 Maintains the overall framework of the site, supports and/or extends elements introduced in L1 (local & contextual navigation, story hierarchy and structure)
- 1.3.3 Only introduces small variations of already established template structures.
- 1.3.4 Use of consistent local navigation methods is extended to support movement within a "Chapter of a Volume" of information
- 1.3.5 Navigational feedback mechanisms {state based navigation} relate information about location. {active Global Navigation element, expanded & active local navigation element, exposing descendant information}
- 1.3.6 URL convention is understandable and defines location clearly.
- 1.3.7 Content expands upon a specific concept and introduces descendant information resources.
- 1.3.8 Contextual Navigation (content-as-navigation) across all layers where it is supportive and relevant to the flow of content.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	5	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>

CONTENT LEVEL ANALYSIS: Flow Analysis—cypress.com L1-2 page analysis: keyword search

Best Practices Checklist

1 2 3 4 5 NA

1.4 Level 3 (L3) [3]

- 1.4.1 This information is very specific regarding a product, process or component concept.
- 1.4.2 Terminal depth of the IA (i.e. ./products/productgroup/product.html) on the site.
- 1.4.3 High level of contextual navigation (content-as-navigation) expected. Cross-linking across all levels of the site for supporting, related and parallel information.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>

2 Navigation

2.1 ID & Global Nav

- 2.1.1 Space, all elements have enough room and a balanced distribution
- 2.1.2 ID is clear and obvious, it occupies its own area while relating spatially to navigation
- 2.1.3 ID has hyperlink to INDEX.
- 2.1.4 Flat Navigation: click-thru to L1(hub) page only, no drop down. note: *Where drop-down menus are necessitated top level categories should not be clickable*
- 2.1.5 Text Based Navigation: easy to read san-serif font, min 12px.
- 2.1.6 Easy to understand category names applied consistently
- 2.1.7 Category names are globally pertinent concepts across the site serving as categorical hubs(i.e. Like volumes of a book)
- 2.1.8 Integrated simple search- see search

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>

2.2 Global Sub-navigation

These are not drop-down menus, they contain items that apply globally that are not directly related to navigation or finding content. To this end, often this information may appear in or near the footer, though not recommended. Where the overall layout necessitates this placement, then it should follow the same rules

2.2.1 Localization

2.2.2 Access to personalization (i.e login, mySt, etc..)

2.2.3 Only contains globally pertinent items and remains consistent throughout the site

2.2.4 Exists in its own space independent of Global Site navigation

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>

2.3 Local Navigation

2.3.1 Occupies a specific part of the page consistently across all templates where it is used

2.3.2 Aids in the user's movement within a specific topic ("Volume") of information

2.3.3 Text Based Navigation: Text Based Navigation: easy to read san-serif font, min 12px

2.3.4 Concepts that are more finite and encompassing a particular aspect abstractly (i.e. chapters of a volume)

2.3.5 May expose descendant concepts (i.e. sections of a chapter)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>

2.4 Contextual Navigation within content ("content as navigation" hyperlinking)

2.4.1 Does not compete with content, inline hyperlinks are not ideal

2.4.2 The link leads to information that supports directly the information preceding it, or the message of the element

2.4.3 Contextually notifies user when a new domain will be launched by mentioning it by name, or specifically listing the URL

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>

2.5 Contextual Navigation internal navigation elements (complex navigation, hyperlink panels {i.e. related, recommended})

2.5.1 Once introduced are consistently applied.

2.5.2 Are easy to read.

2.5.3 Support the content adjacent to them.

2.5.4 Do not crowd or compete for attention with information

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>

CONTENT LEVEL ANALYSIS: *Flow Analysis—cypress.com L1-2 page analysis: keyword search*

Best Practices Checklist

1 2 3 4 5 NA

3 Search

This is a broad topic, specifically this examines usability of a search object versus the overall philosophy of search, though some of that is included.

3.1 Integrated "simple search" in navigation

- 3.1.1 Has a text input field that is visible and easily accessible, and is labeled in an understandable manner. 3
- 3.1.2 The text input field contains an example search, or search instruction 3
- 3.1.3 Includes a visible and recognizable submit button of some sort. 4
- 3.1.4 The search function is designed to find the most relevant information site wide in a single search field. 5

3.2 Search pages, should be avoided if possible

- 3.2.1 Part of an "application" or AJAX based query engine, that includes filtering and formatted results. 5
- 3.2.2 Exposed no deeper than L2 in the Architecture of the site. 2
- 3.2.3 Targets a more specific subsection of search topics (i.e. TechDocs, Knowledge base) 3

3.3 Results

- 3.3.1 A well formatted and consistent treatment of results information. A great example is google. 5
- 3.3.2 The results page replaces the need for an "advanced" search functionality. Broadly uses the integrated search and allows the user to refine results. 5
- 3.3.3 Includes filter functionality (sortable columns, type filters, multi-conditional queries) on the results page in order to refine bulk results.
See search at developer.apple.com/search/index.php?q=tutorials 4
- 3.3.4 Search term highlighting in results can be useful and is recommended. 3
- 3.3.5 Search term appears in a search field on the results page. 2
- 3.3.6 Constant refinement of content and search functionality informed by analysis of search terms and behaviors. NA
- 3.3.7 Ranking and feedback mechanisms provide the most relevant results first (i.e. related search terms, result relevancy scores). 4

4 Documentation

4.1 Search: see 3, 3.2, 3.3

- 4.1.1 Documentation is searchable, preferably using already established paradigms covered above. 3
- 4.1.2 If documentation stands alone from the rest of the site, the document search acts as the hub for the documentation. 4
- 4.1.3 Includes filter functionality (sortable columns, type filters, multi-conditional queries) on the results page to refine results. developer.apple.com/library/mac/navigation/ 4

4.2 Documents

- 4.2.1 Documents apply a clear convention for headers, sub headers, body text, code examples and links 4
- 4.2.2 The order of items appearing in a document is consistent across a document type and as much as possible across all documents 4
- 4.2.3 Documents include a synopsis/description of what aspects the document covers at the top of the document 4
- 4.2.4 Document links other relevant documents and resources. 2
- 4.2.5 Documents provide direct feedback mechanisms, or links to feedback mechanisms including relevancy scoring, corrections and suggestions. jQuery goes as far to include comments, which I do not recommend, otherwise check out their documentation api.jquery.com/addClass. 3
- 4.2.6 Documentation is maintained and current. 4

4.3 Video

- 4.3.1 HTML 5 and flash options included in playing of video 3
- 4.3.2 Players are consistently applied across all video documentation 3
- 4.3.3 Videos are of unique content that is best conveyed in video format and not just repetition of other documentation. 5



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CONTENT LEVEL ANALYSIS: Flow Analysis—cypress.com L1-2 page analysis: keyword search

Best Practices Checklist

- 4.3.4 Player is "inline" and large enough to both see and interact with. The best example is developer.apple.com/videos/wwdc/2011/
 4.3.5 Player has easy to use controls, and allows for standard features (i.e. Full Screen)

1	2	3	4	5	NA
<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	

5 Training

- 5.1 Video: see 4.3, and 4.2
 5.1.1 Dependencies are identified and accessible to the user before starting the video. (system/environment requirements, downloads)
 5.1.2 Support documentation provided. (Slides, transcripts, etc.)
 5.2 Tutorial web/download: see 4.2, 4.3
 5.2.1 Follows standards for documentation consistently
 5.2.2 Downloads occur in the background not diverting the user from the main content
 5.2.3 Purpose, requirements and dependencies are all clearly stated at the beginning of the document

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>

6 Personalization

6.1 Login

- 6.1.1 User registration & / login is an L1 relationship from site index, in Global Navigation.
 6.1.2 User registration & / login is a single source login applied across all secure portions of the, forum inclusive.
 6.1.3 If an interaction forces the user to Login, they are immediately allowed access to secure information, without further navigation to find what they were looking for.
 6.1.4 User Registration process is minimal, only gathers as much data as necessary to set up an account, allow user personalization options once account is in place.
 6.1.5 DashBoard
 I am not going to cover dashboards here, if there is any sort of personalization there needs to be some sort of dashboard. The user can manage their own account information, it is also an opportunity to extend functionality of the site by offering specialized search tools (favorites, recent, etc. ...), and supports more effective feedback mechanisms for improvements in information and architecture.

<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>

6.2 Forums

- By no means an exhaustive examination of forums, this only details some finer points about having them.
 6.2.1 Brand maintains its own forums. If not one will start somewhere else, make your site the hub for discussions about your products.
 6.2.2 Forums Domain is unique from main domain. Typically this means using sub-domains (discussions.apple.com, forum.jquery.com/).
 6.2.3 Forums conform to common features and elements with some allowable variations the user will recognize and understand.
 6.2.4 Forums conform to brand and earlier framework conventions where they do not interfere with forum functionality. (i.e. apple choose its most basic document template to act as framework for its forum creating familiarity in already established place elements).

<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>

6.3 User Feedback

- 6.3.1 User feedback should be accessible and available at all times, and should be promoted at relevant points. Documentation is a perfect example of feedback promotion for corrections, refinements, etc. from the community of users.
 6.3.2 The more personalized the feedback is, the more feedback that will be generated. Ultimately this can be done in passive manners such as query logging, favorite pages, helpful or not helpful, interactions that allow the user to give direct feed back that can be easily analyzed.

<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>	

Statement Evaluation Scale

- 1-Equivalent to Best of Breed/Industry
- 2-Excellent example of the principle
- 3-Meets minimum standard, and functions
- 4-Near standard, requires some work
- 5-Fails standards, should be eliminated or redone

site score:

- i= 1, i++= total number of standards statements
- s = [1-5], evaluative score applied to a statement
- N = 3.29(total number of NA values), if # of NA values is > 10 the multiplier increases to 3.79

$$\frac{\sum s[i]:s[i++]+N}{i++} = 3.54$$

99

score is rounded to the nearest 100th