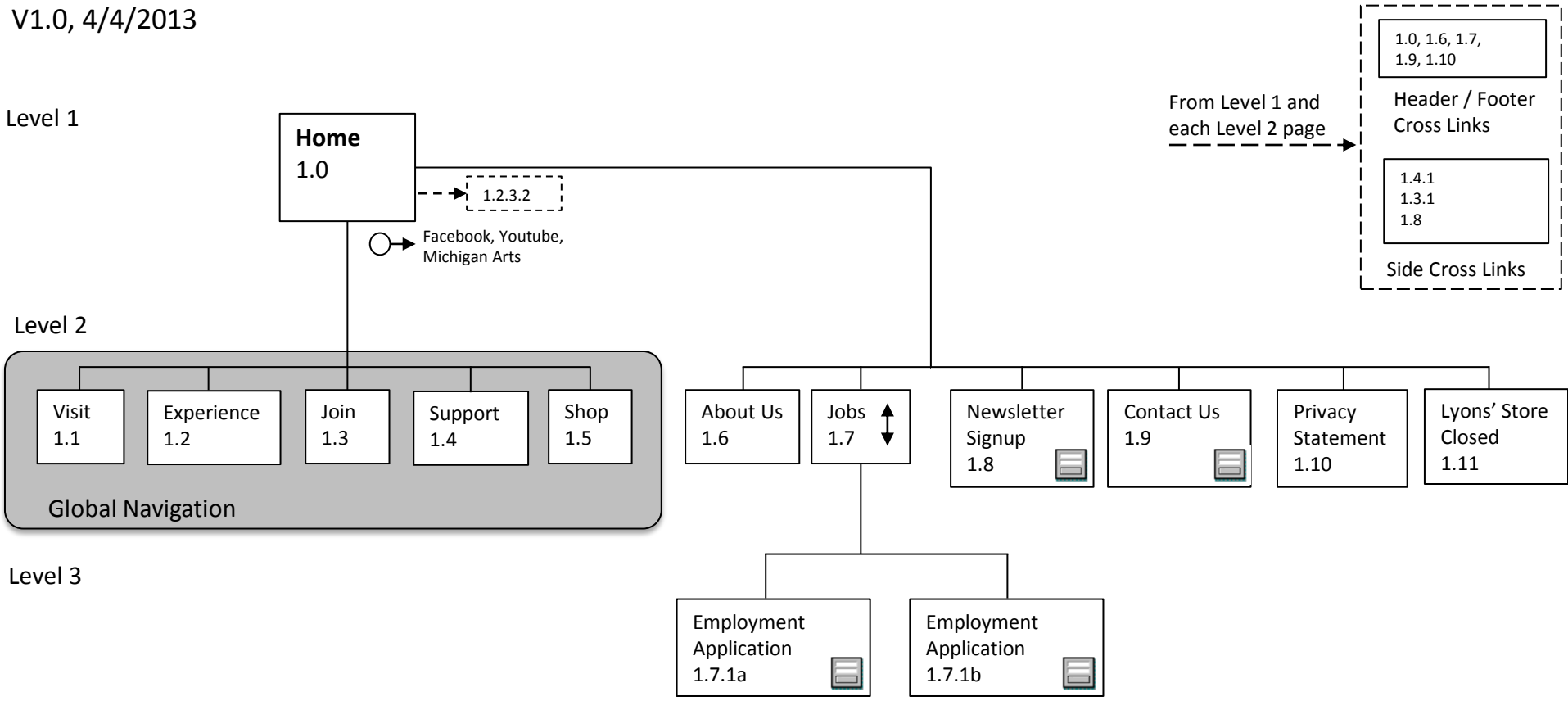
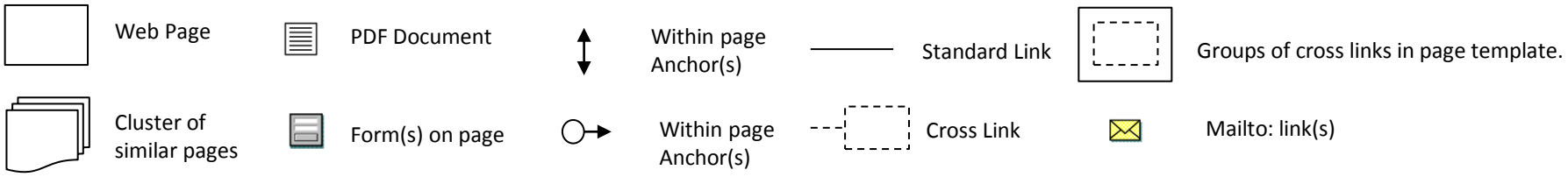
Structural / Functional Site Diagram: Ann Arbor Hands-On Museum
www.aahom.org
V1.0, 4/4/2013

Home Page and Global Navigation



Legend



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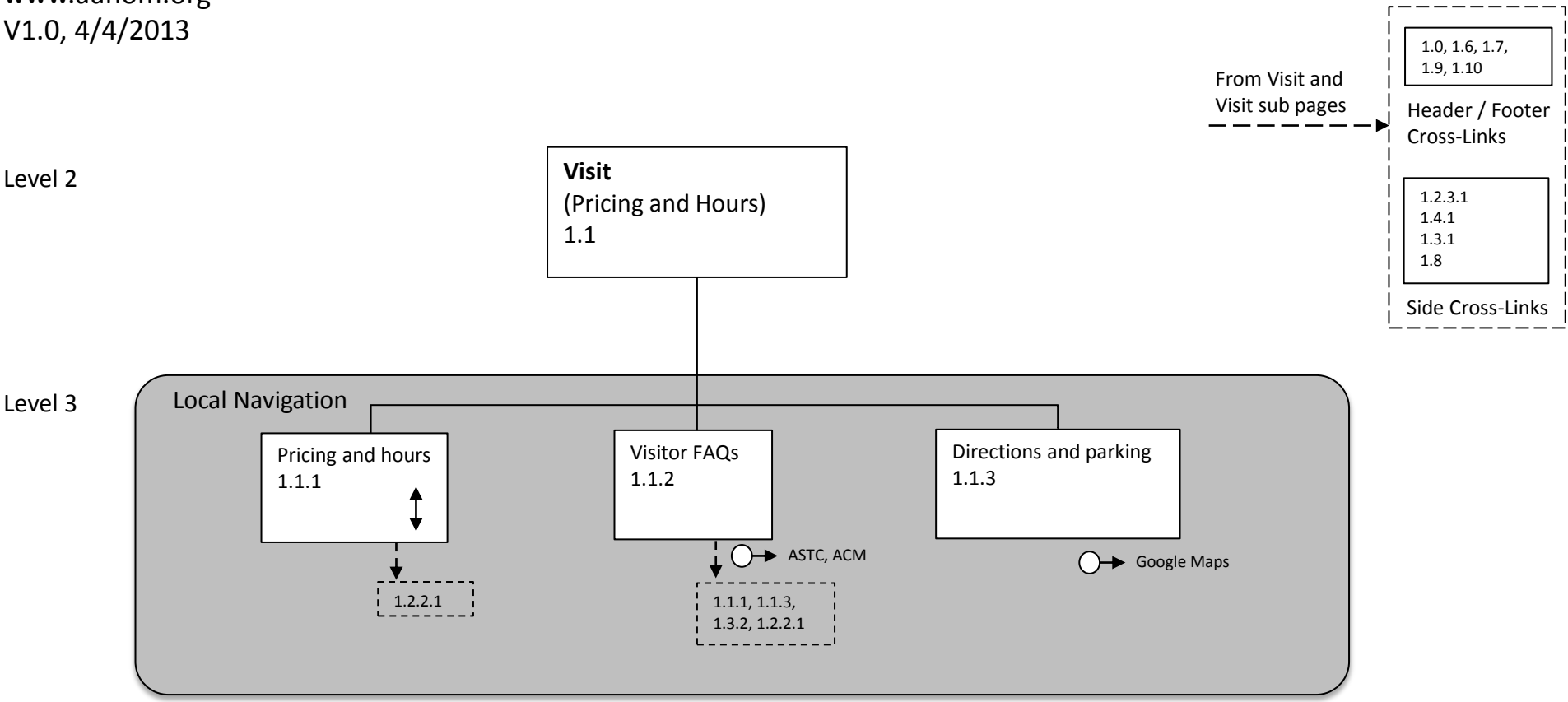
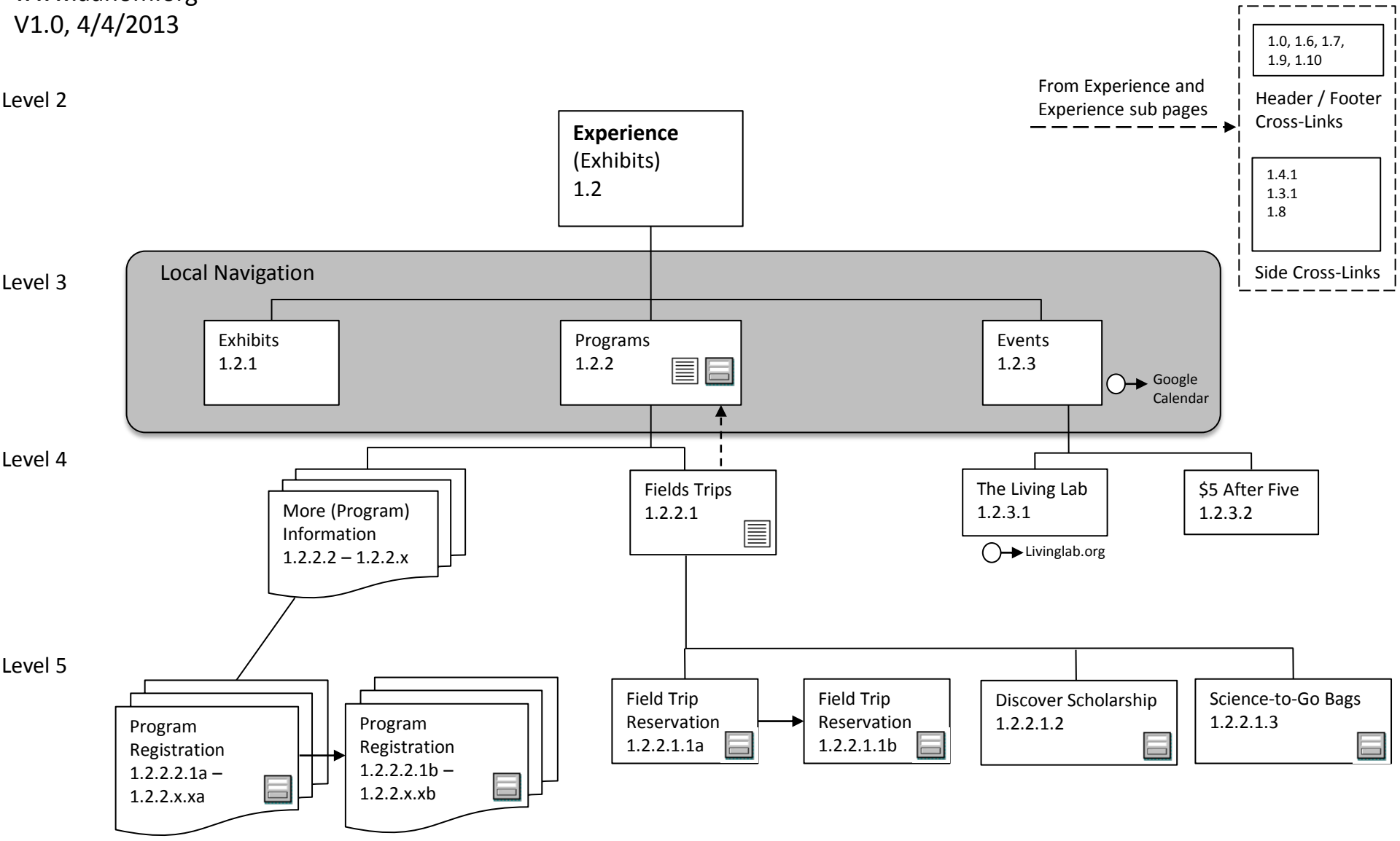
1.1 Visit




Level 2
Level 3
Level 4
Level 5
Experience
(Exhibits)
1.2
From Experience and
Experience sub pages
1.0, 1.6, 1.7,
1.9, 1.10
Header / Footer
Cross-Links
1.4.1
1.3.1
1.8
Side Cross-Links
Local Navigation
Exhibits
1.2.1
Programs
1.2.2
Events
1.2.3
Google
Calendar
More (Program)
Information
1.2.2.2 – 1.2.2.x
Fields Trips
1.2.2.1
The Living Lab
1.2.3.1
Livinglab.org
$5 After Five
1.2.3.2
Program
Registration
1.2.2.2.1a –
1.2.2.x.xa
Program
Registration
1.2.2.2.1b –
1.2.2.x.xb
Field Trip
Reservation
1.2.2.1.1a
Field Trip
Reservation
1.2.2.1.1b
Discover Scholarship
1.2.2.1.2
Science-to-Go Bags
1.2.2.1.3

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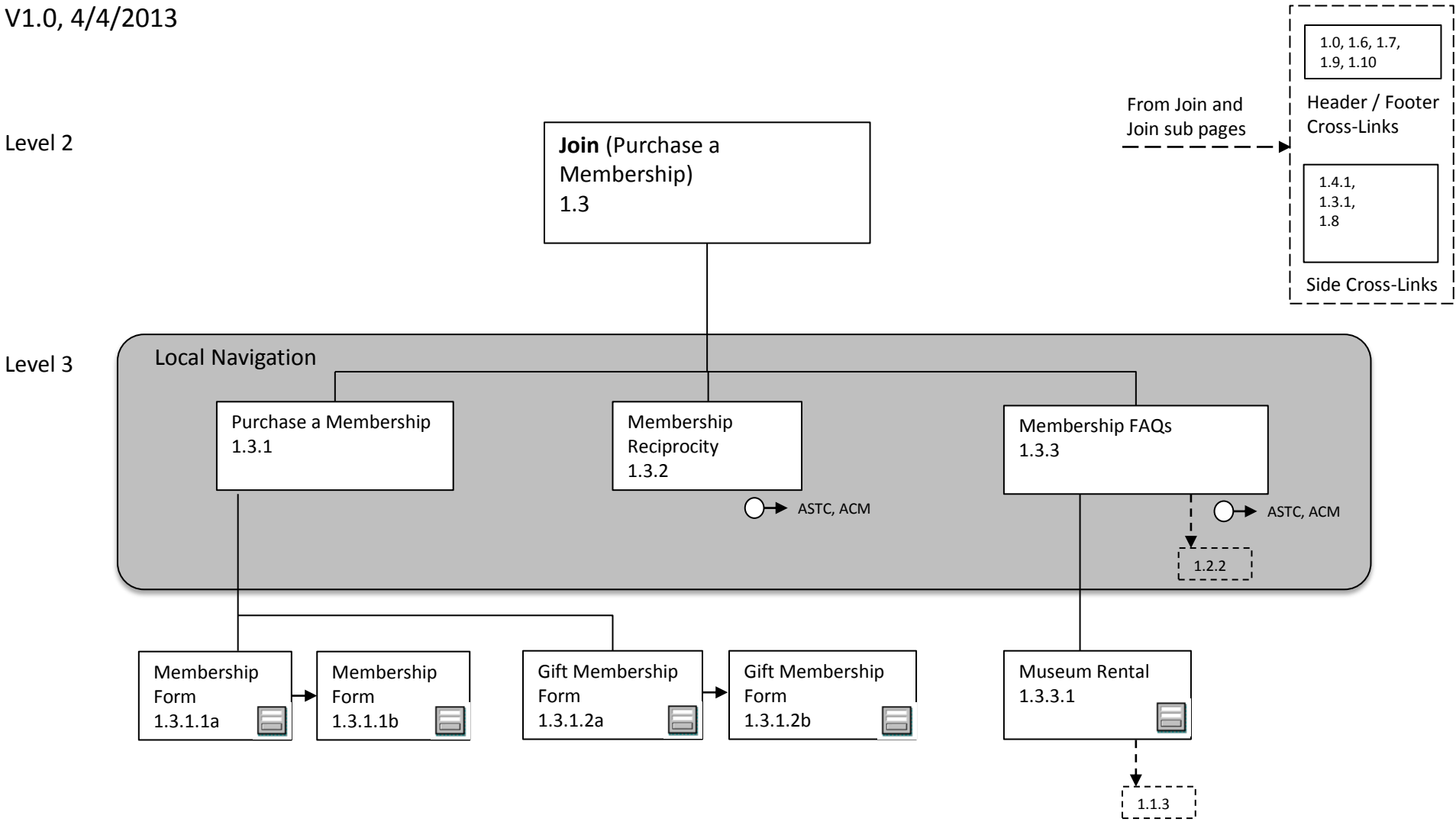
1.3 Join



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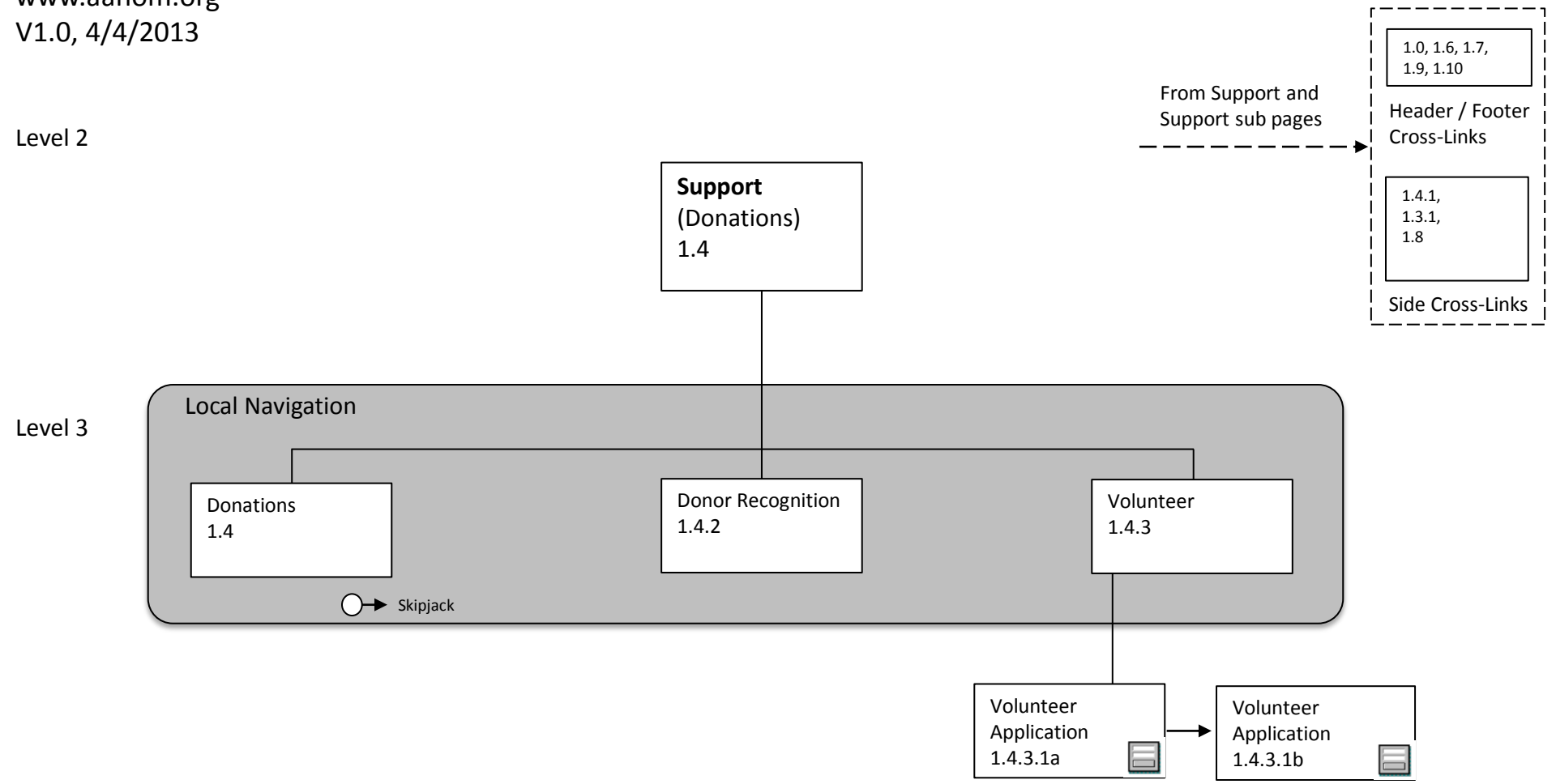
1.4 Support



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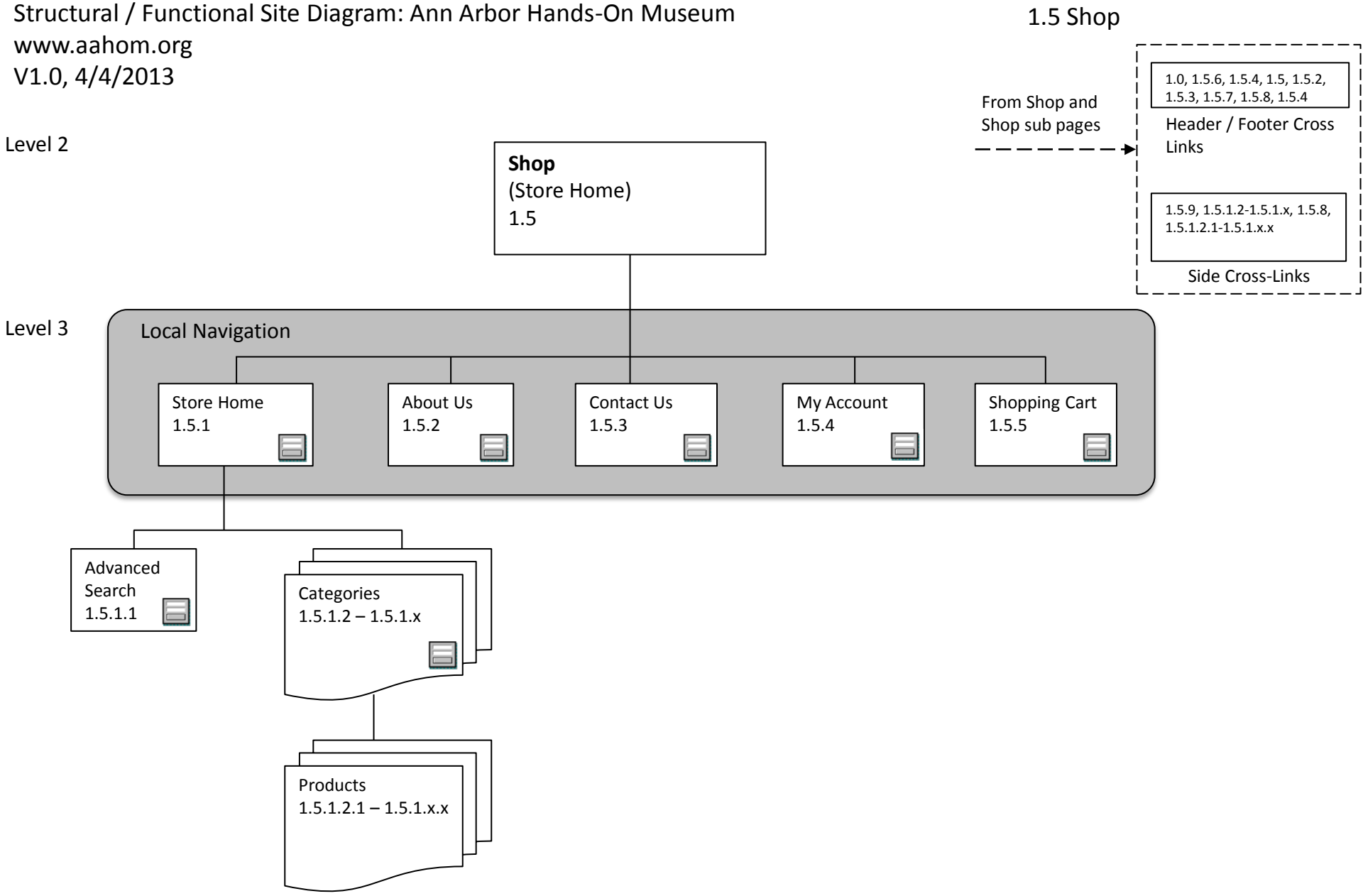
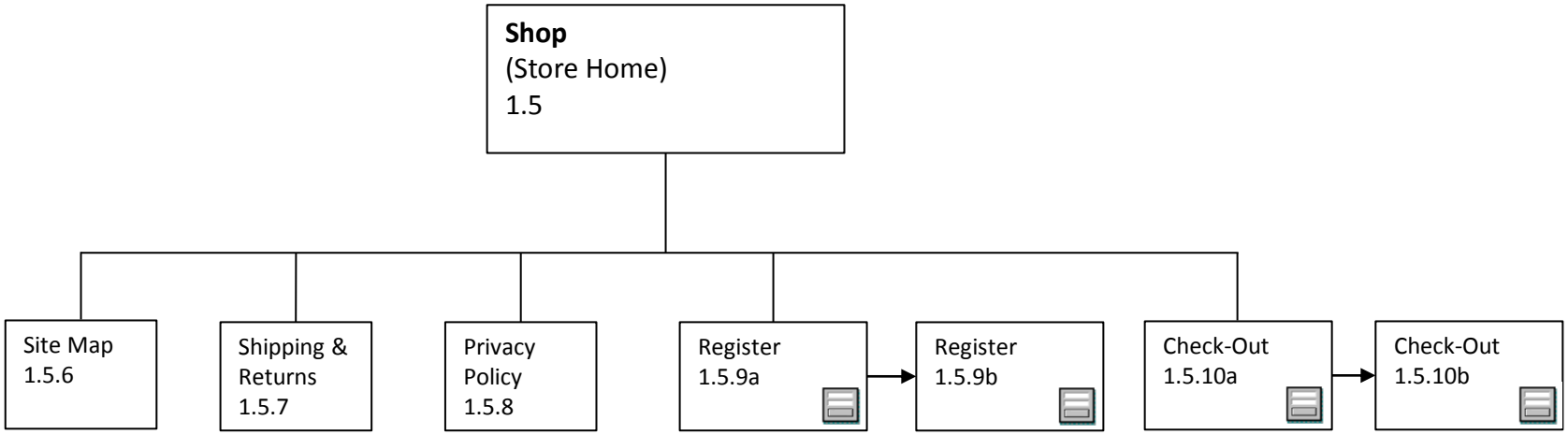


Level 2

Level 3



Site Deconstruction

aahom.org

Chris Rockwell
4-10-2013

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Executive Summary

To assist in the redesign of the Ann Arbor Hands-On Museum website, the existing website was deconstructed to identify not only the present structure but also any structural issues that will need to be addressed in the redesign. A site outline and a structural / functional site diagram reveal the structure and relationship of pages on the website.

The primary strength of the existing structure is the readability of site text and global navigation. However, there are also various areas of improvement for aahom.org. These areas include the following:

• Giving cues to the user about present location within the website. On every page in the site there is at least one link that leads to the present page. Links to the current page should be disabled. Further, the look of the present page name within the local or global navigation should be different in some respect. This will help the user know which page they are presently visiting.

• There are numerous instances in which the link/button labels do not correspond to page names. For example, on the 'Visit' page the link for 'Free!' leads to a page for membership registration. Such inconsistencies are confusing to users, as they are not able to make as clear of a mental association between what they clicked and their destination.

• Deconstruction was complicated by the presence of a broken link in the website, particularly with the cross-links to pages within the website. As an example, the 'Field Trip' page contains a broken cross-link to the 'Order Form' page. Broken links are a significant impediment to effective navigation and may cause some users to resort to search as a last resort before leaving the website.

• The 'Programs' page uses the CMS Drupal to dynamically provide content to the page. The current implementation can be very confusing, as the same page will either show all the content or a subset. There does not seem to be a method for the user to returning from a subset of content to the complete showing of content on the 'Programs' page.

• The 'Store' page label should be made consistent. Presently the both 'Shop' and 'Store' are used.

• The 'Store' pages always show links for 'Logout' as well as for 'Login.' This is confusing as a customer expects to be presented with one or the other based on conventional web sign in processes.

• The 'Store' pages look and feel are significantly different. Generally the style of the site should be consistent across the site. This will provide the user an instant intuition about how the next page should work. When the style changes, they can be confused or dissatisfied.

• The 'Store' sub-site repeats pages that should be cross-linked and not repeated. From the store site 'Contact us,' 'About Us' and 'Privacy Policy' are each essentially duplicates with different styling from the main site. This is a problem because it might indicate to the user that she has actually left the site.

Site Outline

1.0 Home

Level 1 and Level 2 pages have cross-links in the header to 1.0, 1.6 and 1.7, in the footer to 1.9 and 1.10, and on the right side to 1.4.1, 1.3.1 and 1.8.

1.1 Visit (Pricing and Hours)

Visit subpages have links in the header to 1.0, 1.6 and 1.7, in the footer to 1.9 and 1.10, and on the right side to 1.2.3.1, 1.4.1, 1.3.1 and 1.8.

1.1.1 Pricing and Hours- Pricing and hours has a cross link to 1.2.2.1.

1.1.2 Visitors FAQs- Visitor FAQs has cross-links to 1.1.1, 1.1.3, 1.3.2 and 1.2.2.1.

1.1.3 Directions and Parking

1.2 Experience (Exhibits)

Experience subpages have links in the header to 1.0, 1.6 and 1.7, in the footer to 1.9 and 1.10, and on the right side to 1.4.1, 1.3.1 and 1.8.

1.2.1 Exhibits

1.2.2 Programs

1.2.2.1 Field Trips

1.2.2.1.1a - 1.2.2.1.1b Field Trip Reservation Form

1.2.2.1.2 Discover Scholarship

1.2.2.1.3 Science-to-go Bags order form

1.2.2.2-1.2.2.x More Information

1.2.2.2.1a-1.2.2.x.xa Program Registration part 1

1.2.2.2.1b-1.2.2.x.xb Program Registration part 2

1.3 Join (Purchase a Membership)

Join subpages have links in the header to 1.0, 1.6 and 1.7, in the footer to 1.9 and 1.10, and on the right side to 1.4.1, 1.3.1 and 1.8.

1.3.1 Purchase a Membership

1.3.1.1a – 1.3.1.1b Membership Form

1.3.1.2a – 1.3.1.2b Gift Membership Form

1.3.2 Membership Reciprocity

1.3.3 Membership FAQs. Membership FAQs has a cross link to 1.2.2.

1.3.3.1 Museum Rental. Museum Rental has a cross link to 1.1.3.

1.4 Support (Donations)

Support subpages have links in the header to 1.0, 1.6 and 1.7, in the footer to 1.9 and 1.10, and on the right side to 1.4.1, 1.3.1 and 1.8.

- 1.4.1 Donations
- 1.4.2 Donor Recognition
- 1.4.3 Volunteer
  - 1.4.3.1a – 1.4.3.1b Volunteer Application

1.5 Shop (Store Home)

Shop subpages have links in the header to 1.0, 1.5.6 and 1.5.4, in the footer to 1.5, 1.5.2, 1.5.3, 1.5.6, 1.5.7 and 1.5.4, and cross-links on the left side 1.5.9, 1.5.1.2-1.5.1.x, 1.5.8, 1.5.1.2.1-1.5.1.x.x.

- 1.5.1 Store Home
  - 1.5.1.1 Advanced Search
  - 1.5.1.2 – 1.5.1.x Categories
    - 1.5.1.2.1 – 1.5.1.x.x Products
- 1.5.2 About Us
- 1.5.3 Contact Us
- 1.5.4 My Account
- 1.5.5 Shopping Cart
- 1.5.6 Site Map
- 1.5.7 Shipping & Returns
- 1.5.8 Privacy Policy
- 1.5.9a – 1.5.9b Register
- 1.5.10a – 1.5.10b Checkout

1.6 About Us

1.7 Jobs

- 1.7.1a - 1.7.1b Employment Application

1.8 Newsletter

1.9 Contact Us

1.10 Privacy Statement

1.11 Lyon’s Store