# Information Architecture

Information architecture, as the same suggests, is the design identification and definition of site content and functionally. This also entails the structure and defines the relationship between the sites content and functionality. You don’t see the information architecture from the end product however it the basis for the decisions made to represent the UI. This information architecture is developed from content inventory, audits, information groupings and metadata. (https://www.nngroup.com/articles/ia-vs-navigation/)

### Navigation design

The navigation for the site was designed around a set of “what we won’t be doing” notes, mostly from personal experience and noting from Steve Krug. Krug’s idea of “don’t make me think” is a great starting point for website development and more specifically navigation. We noted our own personal bugbears when it came to websites and most common were, multi layer menus, or drop down or drop across menus and having menus all over the page.

Our design for navigation was simple; let’s keep it simple. Using the concept map and then having the site map note that the information for most things is in a category understood by everyone we went we a simple 4-item menu. Code Fair 2017, Past Events, Learn More and Sign Up. This aligned with the content for the site and aligned with the goal of presenting to, students to sign up, promoting current and past events to the greater community and encouraging participation of the IT industry at large.

### Page design

We wanted to focus on keeping the information and content on the site in bite size pieces to not overwhelm users and making it easy to follow pages and information throughout the site. We first decided on a single page site with sections for each navigation item. It quickly became apparent that this (although design properly with back to top links and other features) was not really easy to follow and would make the navigation hard to implement.

We still wanted to use the single page idea to try to minimize clicks throughout the site, so we settled on a hybrid method. Using the concept mapping we selected the information for each separate page and filtered out small important bits to establish each section. We decided to keep the most important or we believed most visited data on top. Each heading of each section is large and in contrast to the section before. The information in each section is to the point and also in contrast to not only the background but also other text above and below.

We tried to incorporate a Z-pattern hierarchy because of the low volume of information and text-lite pages. (https://www.interaction-design.org/literature/article/visual-hierarchy-organizing-content-to-follow-natural-eye-movement-patterns)

### User Testing

We tested a couple of scenarios from the point of view of an industry representative and a university student. The focus on these two types of users was mainly based on the fact that they are the two groups we are focusing the website on, and the people to get the most out of the website.

The tests themselves (Appendix 4) focused on the user needing to gather more information or signing up for the Code Fair, this is what we perceived to be the main requirements for both users. The scenario for the industry representative was “You are an industry representative and want to find out how to get involved in the code fair in any capacity.” As for the student the scenario was “You are a university student, you are looking at ways to present your ideas/abilities to the industry and come across the code fair at CDU, if you confirm there is a way you can do this you then sign up.”

We noticed a few things when testing with the users, but the main problem we noticed was that users, when looking for information, went straight to the navigation first and didn’t even scroll down the first page to see if what they needed was there. Then once they “select” a menu item, the page it lands on they then scan the page for the information they require. We ended up using this information in our final design and adjusted navigation items (based on the concept map) to only have the 4 navigation items we ended up with, one being “Learn More”, which in our testing was the main item people went to first. So we ended up putting more information in Learn More that linked back to the first page or other pages on the site.