# 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

Explain what was tested and why. Findings from the user testing should be discussed and your subsequent response.  
*Include at least two paragraphs.*