Assignment 1: Information Architecture & Website Wireframes

By Jessica Ly

1. Content Study

Website chosen: https://en.wikipedia.org/wiki/Window

Non-Modified Information Architecture:

- 1 Etymology <= top level
- 2 History <= top level
- 3 Types <= top level
 - 3.1 Eyebrow <= lower level
- 3.2 Fixed <= lower level
- 3.3 Single-hung sash <= lower level
- 3.4 Double-hung sash <= lower level</p>
- 3.5 Horizontal sliding sash <= lower level
- 3.6 Casement <= lower level
 - 3.6.1 Awning <= lower level
 - 3.6.2 Hopper <= lower level
- 3.7 Pivot <= lower level
- 3.8 Tilt and slide <= lower level
 - 3.8.1 Tilt and turn <= lower level
- 3.9 Transom <= lower level
- 3.10 Side light <= lower level
- 3.11 Jalousie window <= lower level
- 3.12 Clerestory <= lower level
- 3.13 Skylight <= lower level
- 3.14 Roof <= lower level
- 3.15 Roof lantern <= lower level
- 3.16 Bay <= lower level</p>
 - 3.16.1 Oriel <= lower level
- 3.17 Thermal <= lower level
- 3.18 Picture <= lower level
- 3.19 Multi-lite <= lower level
- 3.20 Emergency exit/egress <= lower level
- 3.21 Stained glass <= lower level

- 3.22 French <= lower level
- 3.23 Double-paned <= lower level
- 3.24 Hexagonal window <= lower level
- 4 Terms <= top level
- 4.1 Labeling <= lower level

5 Construction <= top level

- 5.2 Frame and sash construction <= lower level
- 5.3 Glazing and filling <= lower level
- 5.4 Other construction details <= lower level

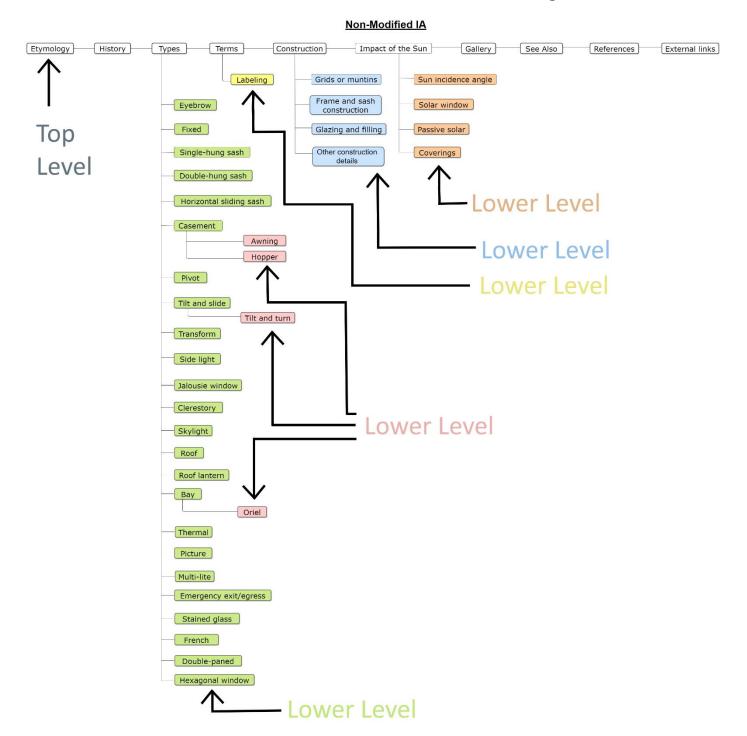
6 Impact of the sun <= top level

- 6.1 Sun incidence angle <= lower level
- 6.2 Solar window <= lower level
- 6.3 Passive solar <= lower level</p>
- 6.4 Coverings <= lower level

7 Gallery <= top level

- 8 See also <= top level
- 9 References <= top level
- 10 External links <= top level

Non-Modified Information Architecture as a Node-Link Tree Diagram:



2. Personas



Hello, my name is Hana

"I'm finally going to plan my perfect house, starting with windows, but I'm going to need a more cohesive understanding of the varieties and what they're best for."

Facts

- Female, 32 year old
- Lives in a rural city in Ontario
- Full time manager of a small business
- Newly engaged to her boyfriend of 6 vears
- Planning to customize her new house
- Enjoys watching home renovation TV shows and doing DIYs
- Interested in healthy living, and life long learning

Challenges and Pain Points

- Busy balancing her job as a manager and organizing her wedding
 - Results to being very stressed, easily irritated at small issues
- Has a rough idea about the windows she has in mind due to her exposure to home renovation, but needs more information
- Not very tech savvy, and has some difficulty with finding what she wants
- Has to budget for the wedding and renovation

Behaviours, Beliefs, and Characteristics

- Uses Pinterest and Reddit
- Enjoys reading about healthy living and how to be a better person
 - Tries to implement what she has learned into her daily decisions
- Believes that hard work pays off, and not to cut corners
- Often goes to home improvement stores such as RONA and Home Depot
- Goes to the gym twice a week
- Is comfortable with using the Internet, but does not identify as tech savvy

Needs and Goals

- Looking for a quick guide and reference to basic types of windows for houses
- Wants to learn about windows so that she feels comfortable talking about them to the construction workers who are modifying the house
- Wants to be confident in her choice of windows for her dream house
- Eager to share her experience in house modification with friends
- Wants to save money on the renovation and also make it a life long investment



Hello, my name is Josh

"I got a job at a home improvement store, but I don't know anything about home improvement. I have to learn fast, so that I can help customers and impress the higher ups."

Facts

- Male, 24 year old
- Lives in a suburban city in British Columbia
- Full time employee at a home renovation store
- Has a degree in business management
- Still looking for a better job that utilizes his degree
- Enjoys watching Dragon's Den and socializing

Challenges and Pain Points

- Has very limited exposure to house renovation products
- Not interested in house renovation and improvement
 - Although, he still has to seem enthusiastic in front of customers
- Must learn about products and customer needs quickly, and potentially on the spot
- Trying to juggle his full time job, job hunt, and social events

Behaviours, Beliefs, and Characteristics

- Uses online news websites to keep up to date on current global issues
- Wants to advance his career as soon as possible by leveraging all his past and present experiences
- Extroverted, and can speak to people with ease
- Has many past experiences in customer service
- Frequently goes out to volunteer, attend social networking events, and play Soccer

Needs and Goals

- Does not want customers to leave empty handed due to indecisiveness
- Needs to be able to give appropriate suggestions to customers
 - e.g. what type of windows they should consider
- Increase sales by being efficient, confident, and informative about customers' house related needs and wants
- Wants to become a manager of a large corporation
 - Needs to learn how to satisfy company's needs quickly
 - Needs to seem trustworthy and charismatic



Hello, my name is Mirabelle

"I'm looking for a website that lets me find what I want without too much work, and help me discover my art aesthetics."

Facts

- Female, 17 year old
- Lives in a busy city in Ontario
- Full time high school student with a part time job at a fast food chain
- Interested in art history, photography, and architecture
- Hobbies include taking photos around the city, drawing, and softball
- On the softball team and the yearbook committee
- Is taking classes aligned with her interests (e.g. art and history classes)

Challenges and Pain Points

- Has little time to spare in her busy life as a student with a job and extracurricular activities
- Will move on to a different website if navigation and search is too confusing
- Lacks knowledge in buildings and windows, and as a result, needs guidance when searching online for what she has in mind
 - e.g. only able to identify windows by image, unable to identify parts of a window

Behaviours, Beliefs, and Characteristics

- Uses Instagram, Tumblr, Snapchat
- Enjoys hanging out at school, malls, art stores and galleries, museums, and home
- Wants to do well in school
- Passionate about her interests and hobbies
- Enjoys admiring and engaging in discussion on art related items
- Wants to put in the minimal effort for maximum results (quickly find what she needs)
- Becomes frustrated when results do not meet expectations
- Tech savvy

Needs and Goals

- Needs to find information quickly and effectively in order to complete assignments on time or study for an upcoming test
- Always trying to find inspiration for school or personal art, such as window lighting utilization in photography
- Developing her portfolio for post secondary applications
- Wants to work in a design related career

3. New IA

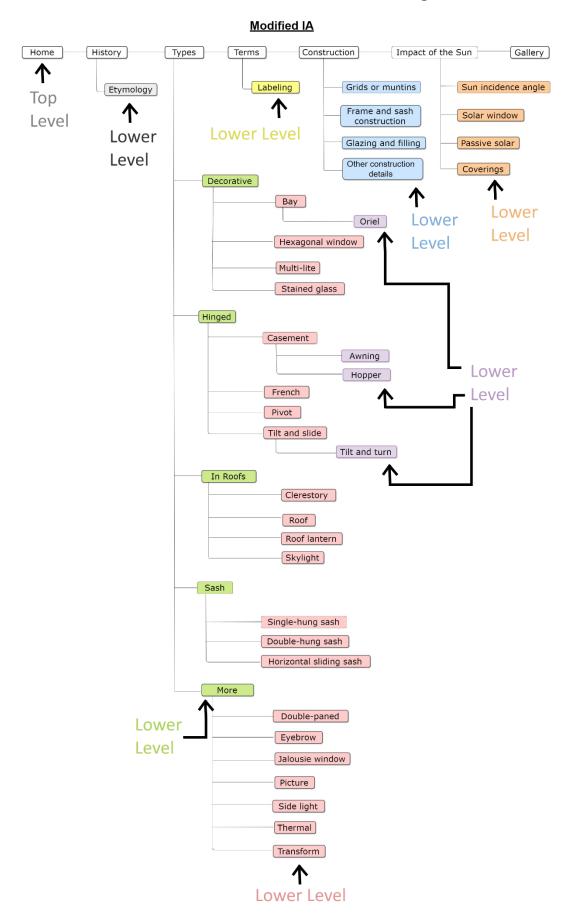
Modified Information Architecture:

```
1. Home <= top level,
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- 2. History <= top level
 - 2.1 Etymology <= lower level
- 3. Types <= top level
 - 3.1 Decorative <= lower level
 - 3.1.1 Bay <= lower level
 - 3.1.1.1 Oriel <= lower level
 - 3.1.2 Hexagonal window <= lower level
 - 3.1.3 Multi-lite <= lower level
 - 3.1.4 Stained glass <= lower level
 - 3.2 Hinged <= lower level
 - 3.2.1 Casement <= lower level
 - 3.2.1.1 Awning <= lower level
 - 3.2.1.2 Hopper <= lower level
 - 3.2.2 French <= lower level
 - 3.2.3 Pivot <= lower level
 - 3.2.4 Tilt and slide <= lower level
 - 3.2.4.1 Tilt and run <= lower level
 - 3.3 In Roofs <= lower level
 - 3.3.1 Clerestory <= lower level
 - 3.3.2 Roof <= lower level
 - 3.3.2 Roof lantern <= lower level
 - 3.3.2 Skylight <= lower level
 - 3.4 Sash <= lower level
 - 3.4.1 Single-hung sash <= lower level
 - 3.4.2 Double-hung sash <= lower level
 - 3.4.3 Horizontal sliding sash <= lower level
 - 3.5 More <= lower level

- 3.5.1 Double-paned <= lower level
- 3.5.2 Eyebrow <= lower level
- 3.5.3 Jalousie window <= lower level
- 3.5.4 Picture <= lower level
- 3.5.5 Side light <= lower level
- 3.5.6 Thermal <= lower level
- 3.57 Transform <= lower level
- 4. Terms <= top level
 - 4.1 Labeling <= lower level
- 5. Construction <= top level
 - 5.1 Grids or muntins <= lower level
 - 5.2 Frame and sash construction <= lower level
 - 5.3 Glazing and filling <= lower level
 - 5.4 Other construction details <= lower level
- 6 Impact of the sun <= top level
 - 6.1 Sun incidence angle <= lower level
 - 6.2 Solar window <= lower level
 - 6.3 Passive solar <= lower level
 - 6.4 Coverings <= lower level
- 7. Gallery <= top level

Modified Information Architecture as a Node-Link Tree Diagram:



The majority of the work was in the types section, which I have decided to first categorize based on visual aspects of the windows, rather than anything that seemed too technical. This is due to my target group having little knowledge about windows, which makes them more easily confused about new terms. The target group would rather learn based on properties they can very easily see, and look for windows based on a popular aspect, which makes this new IA effective and not overwhelming.

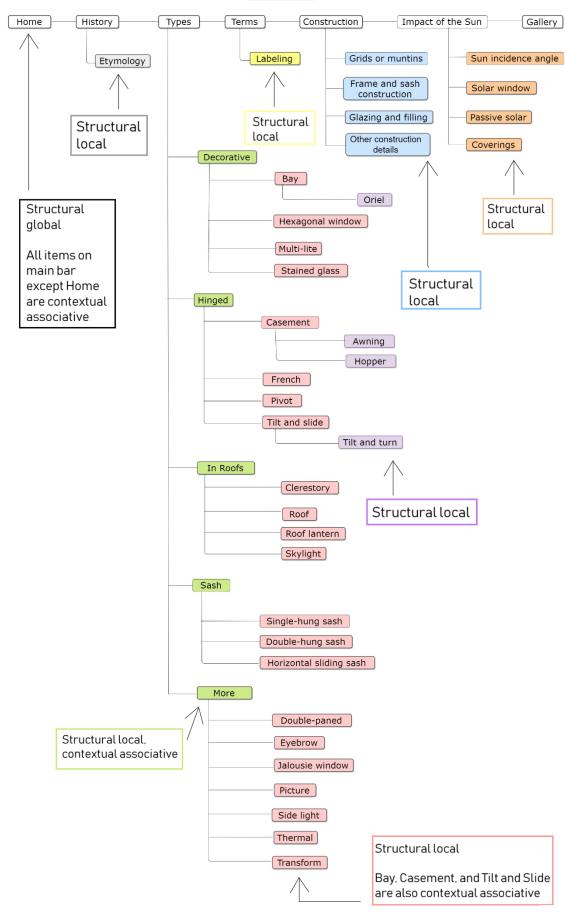
I tried to keep in mind the 3-5-7 rule (3 clicks to the destination, 5-7 items in a list. However, I had to break that rule for some, as seen in the purple levels. After doing some research, I have learned that the rule is just a general guideline meant to help you keep in mind the importance of simplicity and intuitive navigation. If it seems much more intuitive when you add an extra item or need that extra page, it is fine to do so, rather than force an awkward navigation to adhere to the rule. The website https://blog.prototypr.io/breaking-design-rules-the-3-click-rule-of-ux-a70404909a45 especially helped, and even used "Don't Make Me Think" by Steve Krug to support their argument, which was also brought up in a lecture.

4. Navigation

- 0. Search <= structural global utility navigation (at top right, separate from main bar)
- 1. Home <= structural global
- 2. History <= structural global, contextual associative navigation
 - 2.1 Etymology <= structural local
- 3. Types <= structural global, contextual associative navigation
 - 3.1 Decorative <= structural local, contextual associative navigation
 - 3.1.1 Bay <= structural local, contextual associative navigation
 - 3.1.1.1 Oriel <= structural local
 - 3.1.2 Hexagonal window <= structural local
 - 3.1.3 Multi-lite <= structural local
 - 3.1.4 Stained glass <= structural local
 - 3.2 Hinged <= structural local, contextual associative navigation
 - 3.2.1 Casement <= structural local, contextual associative navigation
 - 3.2.1.1 Awning <= structural local
 - 3.2.1.2 Hopper <= structural local
 - 3.2.2 French <= structural local
 - 3.2.3 Pivot <= structural local
 - 3.2.4 Tilt and slide <= structural local, contextual associative navigation
 - 3.2.4.1 Tilt and run <= structural local
 - 3.3 In Roofs <= structural local, contextual associative navigation
 - 3.3.1 Clerestory <= structural local
 - 3.3.2 Roof <= structural local
 - 3.3.2 Roof lantern <= structural local
 - 3.3.2 Skylight <= structural local
 - 3.4 Sash <= structural local, contextual associative navigation
 - 3.4.1 Single-hung sash <= structural local
 - 3.4.2 Double-hung sash <= structural local
 - 3.4.3 Horizontal sliding sash <= structural local

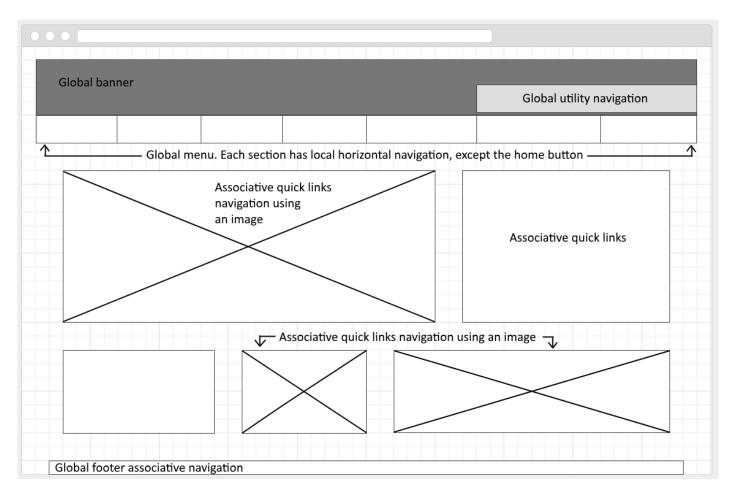
- 3.5 More <= structural local, contextual associative navigation
 - 3.5.1 Double-paned <= structural local
 - 3.5.2 Eyebrow <= structural local
 - 3.5.3 Jalousie window <= structural local
 - 3.5.4 Picture <= structural local
 - 3.5.5 Side light <= structural local
 - 3.5.6 Thermal <= structural local
 - 3.57 Transform <= structural local
- 4. Terms <= structural global, contextual associative navigation
 - 4.1 Labeling <= structural local
- 5. Construction <= structural global, contextual associative navigation
 - 5.1 Grids or muntins <= structural local
 - 5.2 Frame and sash construction <= structural local
 - 5.3 Glazing and filling <= structural local
 - 5.4 Other construction details <= structural local
- 6 Impact of the sun <= structural global, contextual associative navigation
 - 6.1 Sun incidence angle <= structural local
 - 6.2 Solar window <= structural local
 - 6.3 Passive solar <= structural local
 - 6.4 Coverings <= structural local
- 7. Gallery <= structural global
- 8. Footer <= structural global associative footer navigation (at bottom, access to items not part of main IA such as Privacy Policy)

Modified IA



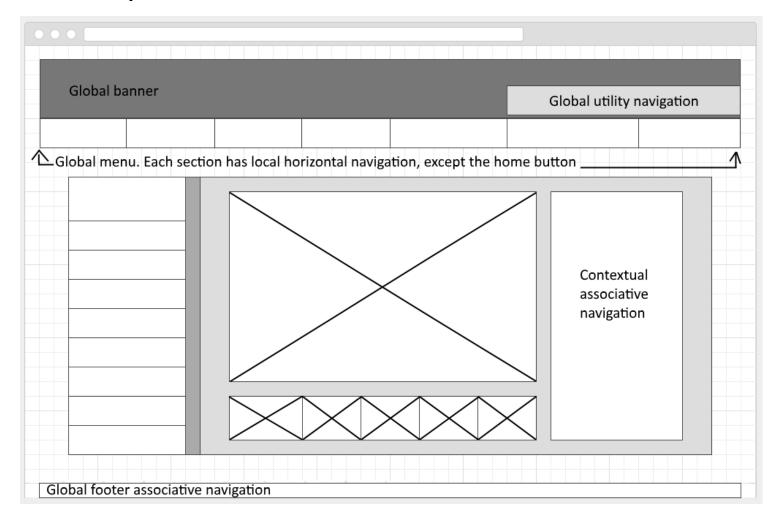
5. Wireframe

Homepage



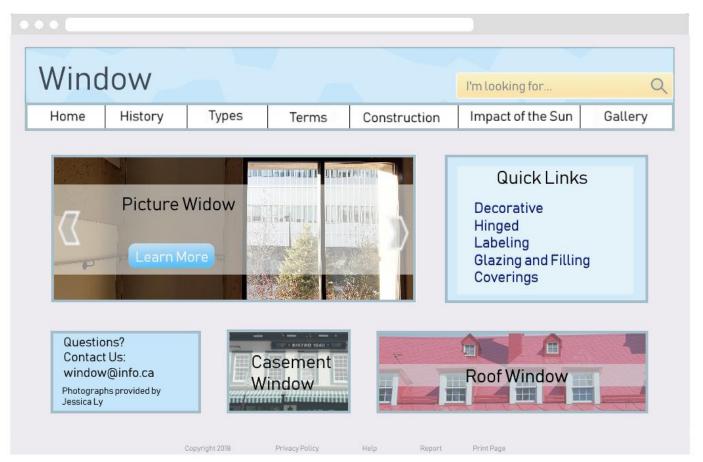
The homepage has many navigation areas, such as the search bar, quick links, and photo quick links. Since the personas want to find what they are looking for, this increases the chances of them finding an item quickly. However, simplicity was kept in mind, as there are not many items on the page to overwhelm the user. This uses Brown's principle of disclosure, which states that the user should be given a general idea of what a page contains before looking further into it. The layout of the page is also consistent and similar to commonly seen pages, which makes it easy to navigate due to familiarity. The main menu bar reflects the IA logically and in an easy to use manner, since there are enough options to be efficient while navigating, and is very intuitive to use due to the different labels on the menu. This follow Brown's principle of focused navigation, since everything is categorized and easily to identify, and the principle of choices, since each section in the main menu bar has meaningful and focused local pages.

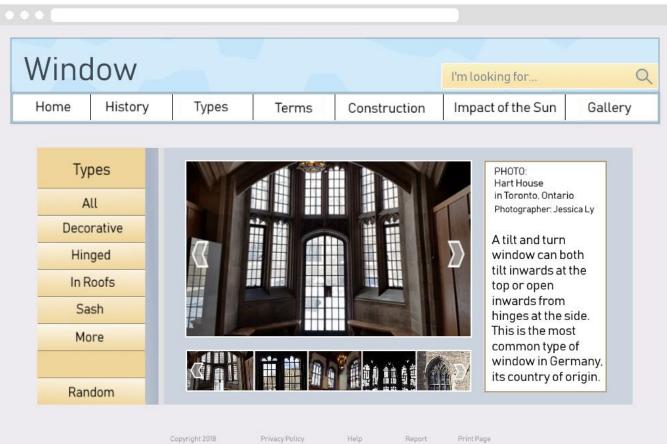
Gallery:



The gallery has a section on the left for the types of windows the user can select to see. Once a section is selected, specific types of those windows will expand underneath, which will make the scrollbar useful. This uses Brown's principle of disclosure, since users are given the general window type before it expands into more specific types. It also follows Brown's principle of focused navigation, since everything is categorized and easily to identify. The image is displayed in the middle, with thumbnails at the bottom, which is a common format for viewing images. The thumbnails also utilize Brown's principle of disclosure, since users can see a preview of photos before seeing the photo's description. The right of the image has a description of the photo, along with hyperlinked words to link to other windows under the same type. The layout of the page is easy to navigate both physically and visually, and is similar to commonly used galleries, which makes it a familiar format to navigate through. This page was made with the intent to allow the target group to be familiar with the visual aspects of the different types of windows (since visuals are easier to understand), by having large and central photos, and information on the sides.

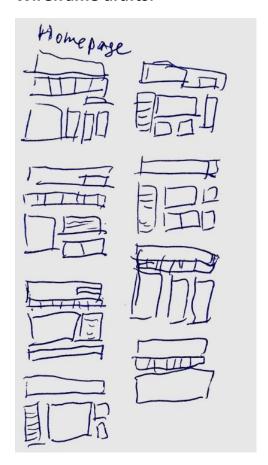
6. Graphic Design

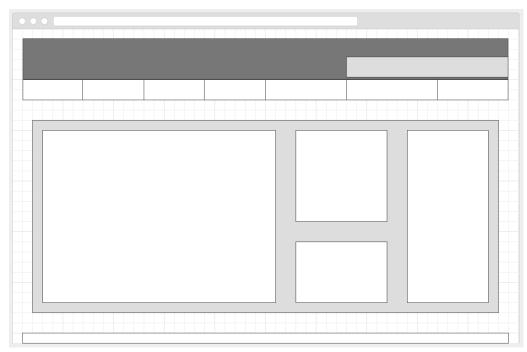


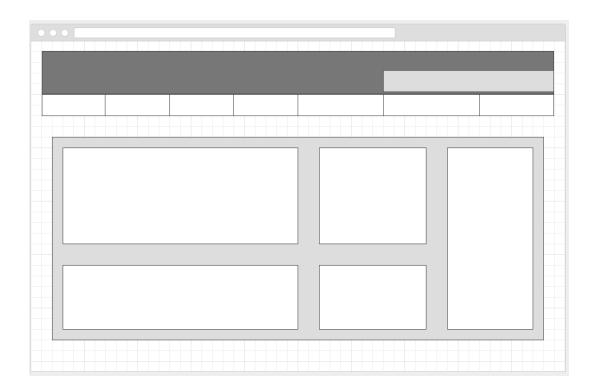


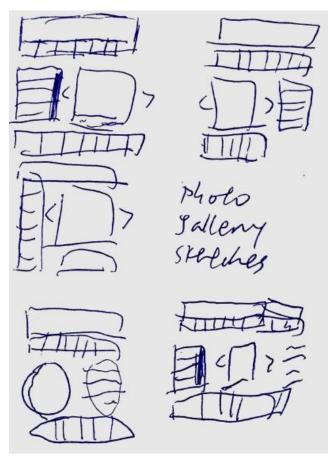
7. Process

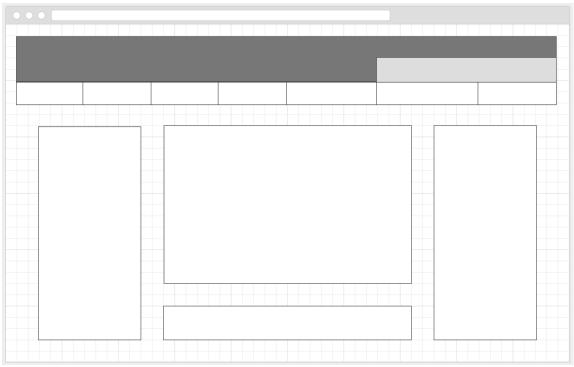
Wireframe drafts:



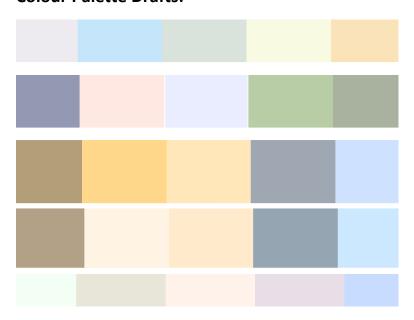








Colour Palette Drafts:



Information Architecture Planning:

Information Architecture Draft Based on Window Wikipedia

A small outline of the process and research taken to reduce the number of sub pages listed directly under the "Types" page in the global navigation . (There were originally 24 sub pages under "Types").

Fixed [edit]

A fixed window is a window that cannot be opened, [6] whose function is limited to allowing light to enter (unlike an uninxed window, which can open and close). Clerestory windows in church architecture are often fixed. Transom windows may be fixed or operable. This type of window is used in situations where light or vision alone is needed as no ventilation is possible in such windows without the use of trickle vents or overglass vents.

Not needed in "Types" page because it is in the "Terms" page

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Multi-lite [edit]

A multi-lite window is a window glazed with small panes of glass separated by wooden or lead glazing bars, or muntins, arranged in a decorative glazing pattern often dictated by the Hexagonal window [edit]

Main article: hexagonal window

A hexagonal window is a hexagon-shaped window, resembling a bee cell or crystal lattice of graphite. The window can be vertically or horizontally oriented, openable or dead. It can also be regular or elongately-shaped and can have a separator (mullion). Typically, the cellular window is used for an attic or as a decorative feature, but it can also be a major architectural 

Stained glass [edit]

Main article: stained glass

Oriel [edit]

A Stained glass window is a window composed of
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Can be grouped into a "Decorative" sub page. Stained glass is usually associated to decorative windows, and Bay windows serve a more decorative function than usability

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3.3 Single-hung sash3.4 Double-hung sash3.5 Horizontal sliding sash
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Sash section can be put into its own sub page



Can be grouped into "In Roofs" sub page



Can be grouped into "Hinged" sub page

Persona Research:

Using Google's tools, I found words that were commonly associated with "Window". I noticed that there was a small trend in house related terms, which helped me invent a persona who is interested in their house. From house, along with identification, I derived a persona who wanted the ability to fluently explain different windows and their uses.



