Information Architecture Profile

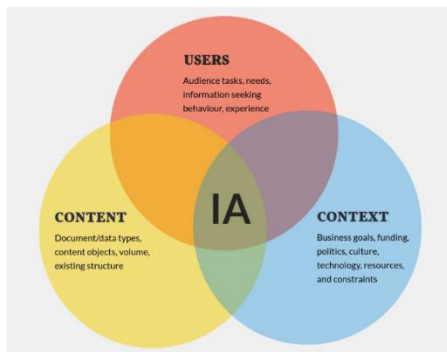**KELLY J HILL**

WEBSITE REDESIGN

NAT + SUS/THE SHOP

WEBSITE: https://natandsus.com/

Summary

Create the basis for a redesign that will not only be an extraordinary user experience but will suffice the Top/Client needs and present them the way to ensure they achieve their web presence goals.

As reported in the communication brief and now confirmed by user testing, the site is frustrating, confusing and disorganized. It misses the primary goals of a website: Create a confident customer by entertaining and engaging while encouraging use of services, and/or purchase of products.

Creating the Information Architecture

After analyzing both the Client's needs and the User's desires I was able to prepare to interview a sample of my target demographic.

- Women
- Annual Salary: $36-125k
- Age range: 22-45
- Readily available technology, multiple types of devises
- Avid Shopper with Limited Shopping Outlets
- Online Usage: Heavy online shopping experience

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Top-Down Perspective

A Client's Top Business Needs:

1. Increase sustainable Revenue.
2. Establish a presence.
3. Attract new Customers.
4. Maintain Current Customer Base.

With a solid background in sales and marketing, I struggled to prioritize the top-down perspective. In my career, the customer's priorities are my priorities. However, in this case, I have two clients to account for, as my client's customers are indirectly my customers.

I was able to overcome this block by just reversing the questions I used to evaluate the sites Users.

- What are 3 short phrases that would accurately describe the business?
- What UX should be for nat+sus site?
- How do we present Navigation and content to User in a manner that encourages shopping and creates trust?
- Does this Design represent us and what we are selling and why is it unique and desirable?
- How do we present what distinguishes us from in our market? (To be natural and sustainable and socially responsible.)
- How do we create a strong web presence?
- How do we nurture, retain and expand our current customer base?
- How do we attract new customers?
- How do we get them into our current customer base?
- How do we keep cost down and maintain website?
- How do we show up when the User specifically searches for us?
- How do we show up in a general search?
- What words are people using to search for what we offer?
- How do we present the products in an organized and easy to shop fashion?
- What product are the highest grossing and how do we premiere those?
- How do you create a sense of trust?
- How do you process payment, make it easy secure?
- How do you ensure you are communicating that my products are really natural and sustainable?
- How do you express your value every visitor?

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Bottom-Up Perspective

While Preparing Interviews, the goal of course was to glean as much information in a small amount of time but still getting accurate and honest answers. I derived the questions from what I would ask myself. As noted in the previous section the Bottom questions were prepared first and reframed for the Top.

- Where am I?

    What is on the site?

    What do they do?

    Do I want to be here?

- Is this shop really only dealing in natural and sustainable products?

    How are there items and Products sustainable and natural?

    Is it socially responsible?

- What are all the products that are offered on this site?

    Do they have what I am looking for?

    Where is what I am looking for?

    What am I truly looking for?

- Do I need or want it?

    Do they have what I want?

    Is this within a budget I am comfortable with?

- What are the price points?

    If this is out of my budget, am I willing to pay more for this product?

    Why am I willing to pay more?

- Do I trust this site? Are they honest?

    Is my information safe?

    It my transaction safe?

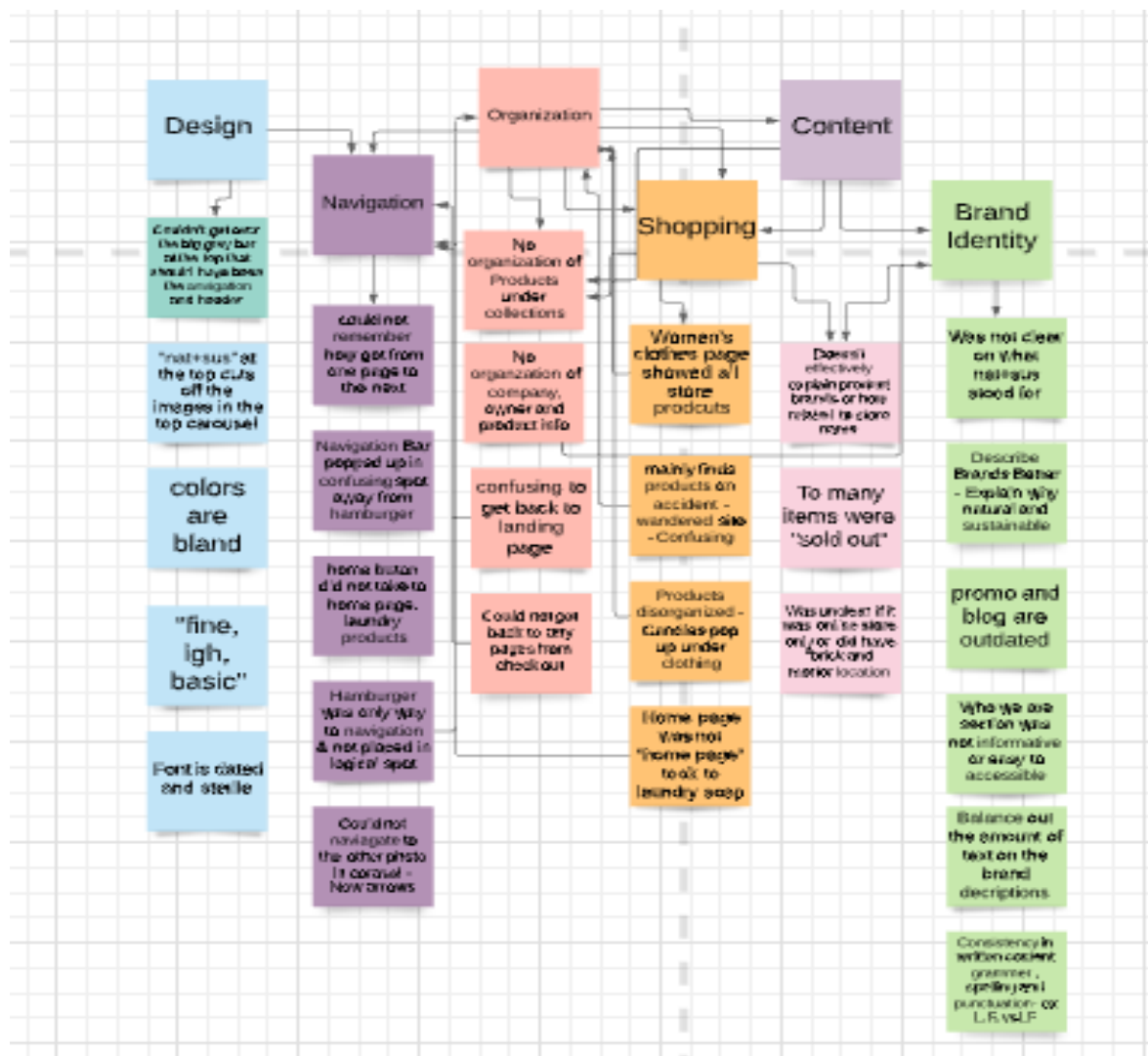   If I make a purchase, will it be easy to check out?

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Organizing the Information

After my interviews, I felt I had enough information to create my visual representation of the changes that need to be made. Across the boards, the results were pretty clear: Organization and Content.

INFORMATION ARCHITECTURE DIAGRAM

https://lucid.app/lucidchart/9b45d0ae-4d84-4504-affa-5822367ec811/view?page=0_0#?folder_id=home&browser=icon

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Conclusion

This site meets few if any user needs. It does not encourage online shopping or an instore visit.

Many users, who were specifically asked to investigate for 10-15 minutes gave up within the first 5- 7 minutes. They were not interested in exploring further or visiting the shop.

To make this a user-oriented site need to meet the expectations that were common amongst the sample group, the following will need to be addressed:

1. Functional Navigation
2. Logical Layout
3. Sense of Moderately maintained pages
4. Current Design and Font Styles that would reflect product lines.
5. Engaging Shopping experience
6. Creating a sense of urgency and confidence in finding the "new favorite" piece of clothing or accessories.

Piece of Cake!