# Information Architecture Outline

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WEBSITE REDESIGN

NAT + SUS/THE SHOP

WEBSITE: https://natandsus.com/

## Defined

System Improve UX through for Navigation System & to Structure content, used to create wireframes & site maps.

## Purpose of IA

Identifying and marrying the Clients & UX needs, goals and expectations Listed in Order of Importance:

### User:

- Needs
- Goals: Easy to navigate.
- Expectations

### Client:

- Increase revenue
- Create a presence.
- Attract new Customers.
- Maintain Current Customer Base

### Questions:

- How am I going to meet these needs and goals of the nat+sus site?
- How to present Navigation and content to User?
- What is going on and where they are going at every step of interaction?
- What UX should be for nat+sus site?:


Psychologically how to make them forget that they were looking for one thing and have them expand their scope of what they wanted to spend vs what they need to spend.

Interaction: Entertaining and engaging while encouraging use of service, or products.

## Project Requirements:

Create organizational and navigational schemes that will allow users to move through the website efficiently and effectively.

Create hierarchical categorization scheme of your site's content into meaningful groups and a functional sequence.

Women's Retail Store (See Comm Brief)

## Requirements:
Gather a list of topics from a Top-Down perspective.

Top-Down questions:

How do we make more money?

How do I create a presence on the web and in the community?

How do we increase traffic?

How do we state what distinguishes us from our market?  To be natural and sustainable and socially responsible?

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 we process payment, make it easy secure?

## Question for Bottom Up:
- Where am I?
- What am I looking for?
- How do I find related or like items at this site?
- What are the prices?
- How is this items sustainable and natural? Is it socially responsible?
- What is on the site?

## Building the IA
- Use to analyze your questions and content areas from both a Top-Down and Bottom-Up perspective using the Affinity Diagramming usability inspection method: https://lucid.app/documents/view/633620d7-8039-4373-882d-ab5e540e9a1c
- Started by getting affirm definition of what IA is, what it means to the UX
- Identifying the Goals needs and expectations. *I found myself gravitating to the Users needs first*
- Top-down Bottom up questions began

## Deliverable:
Create a final and professionally presentable draft of your Information Architecture in the software of your choosing.