Blueprinting Information Architecture: arduino.cc

Information Architecture I: IAKM-60101-002

March 5, 2017

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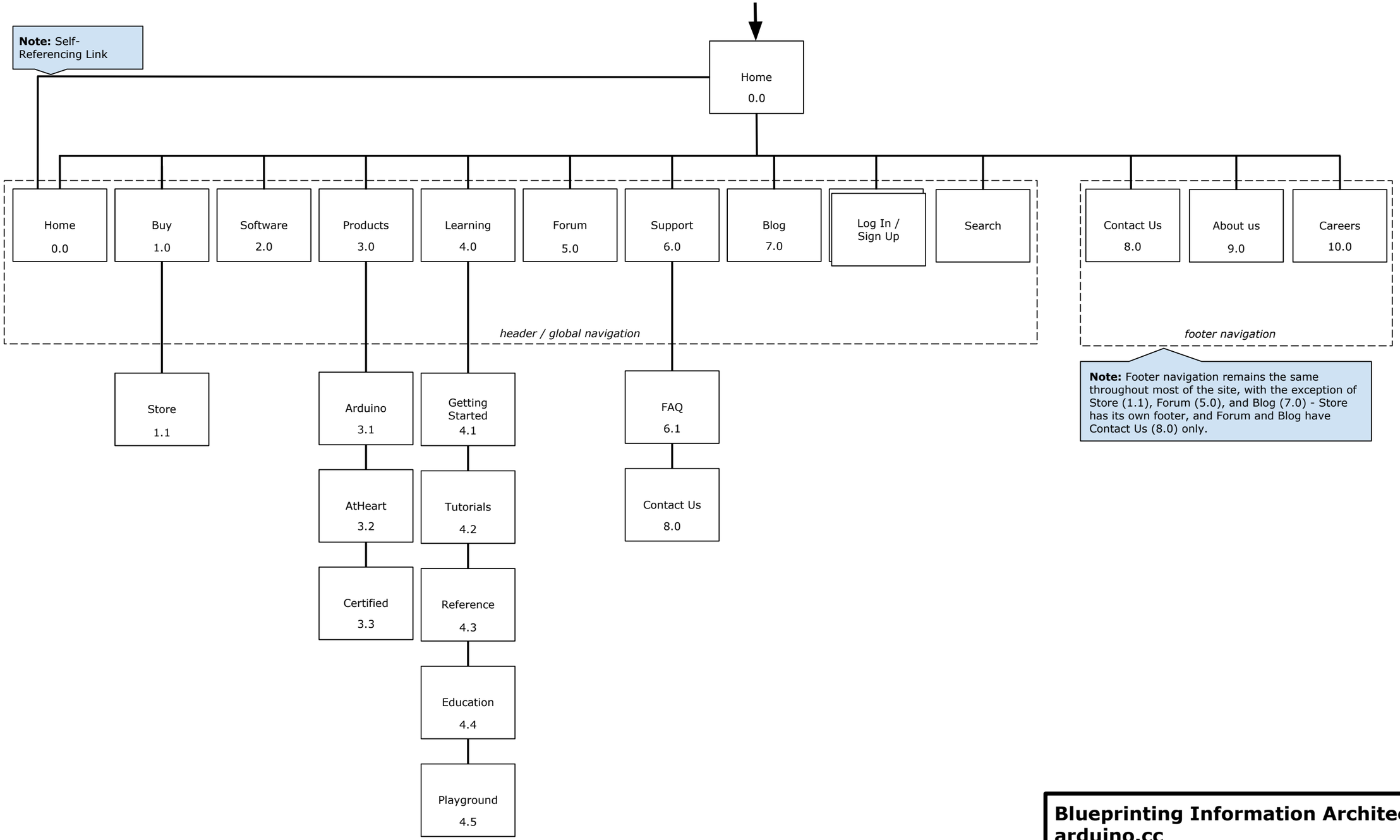

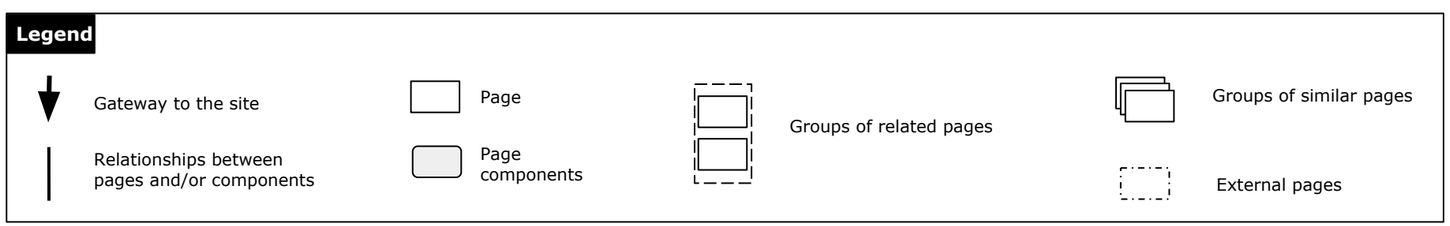

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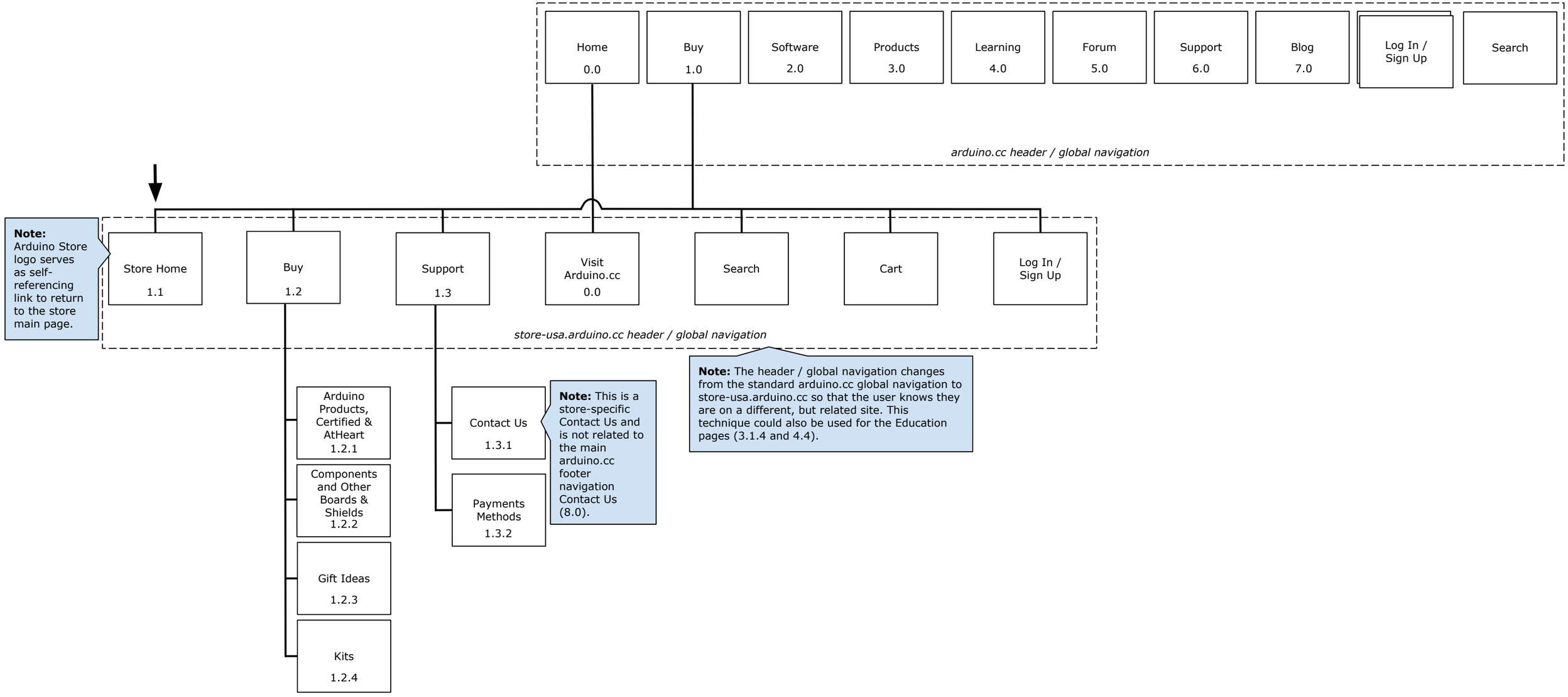

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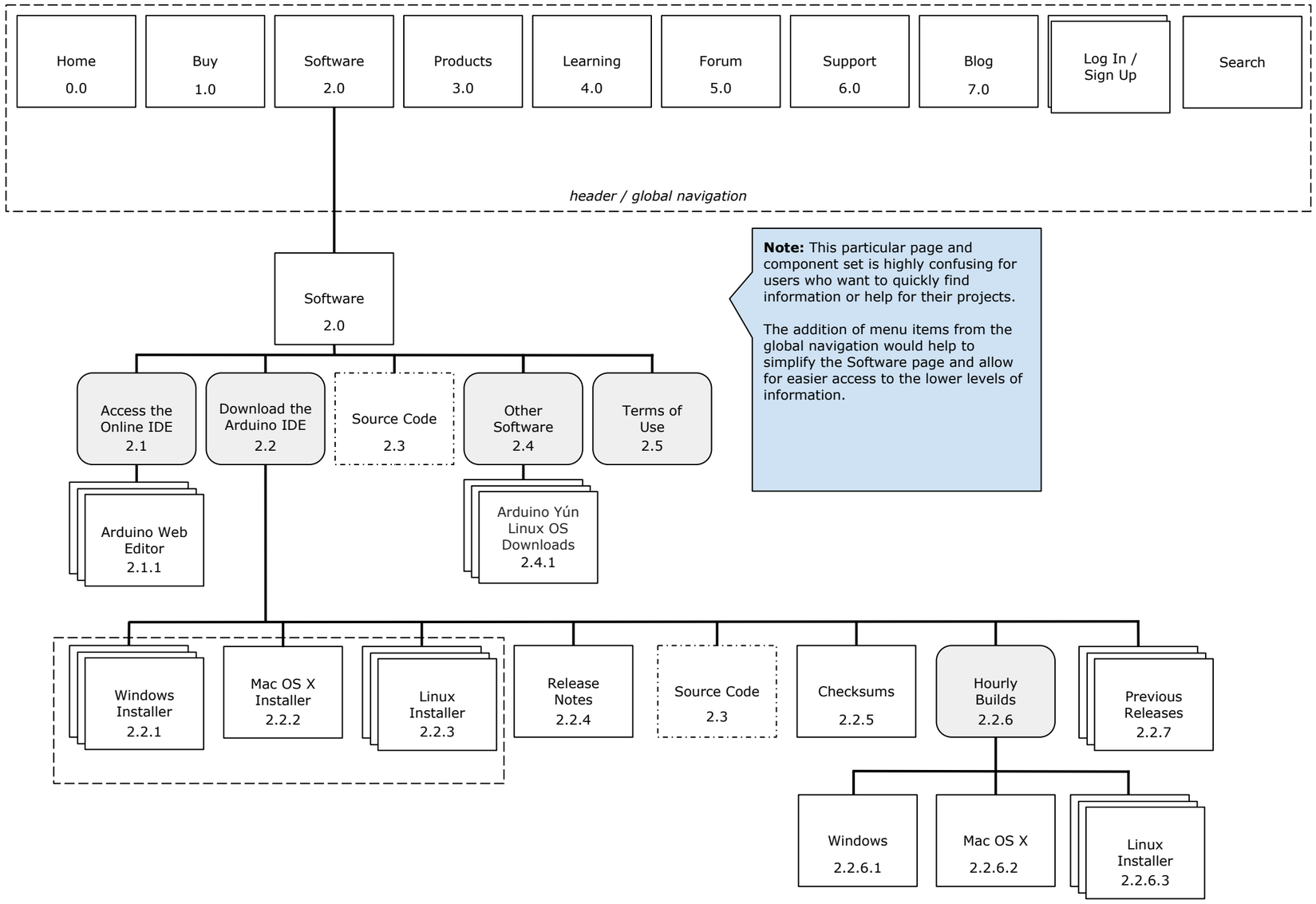

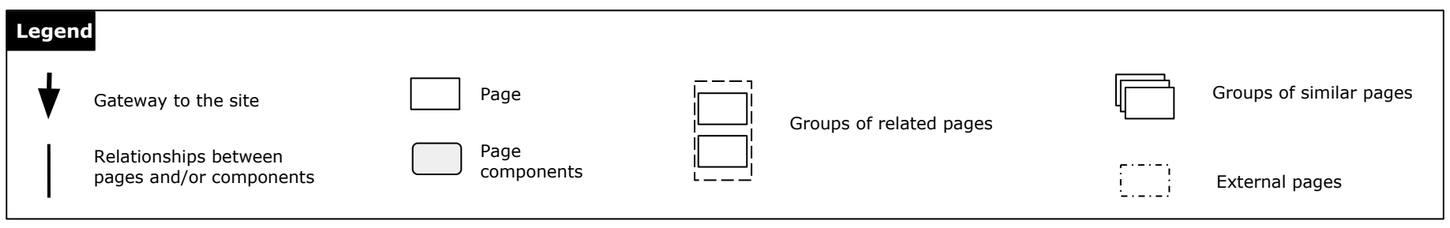

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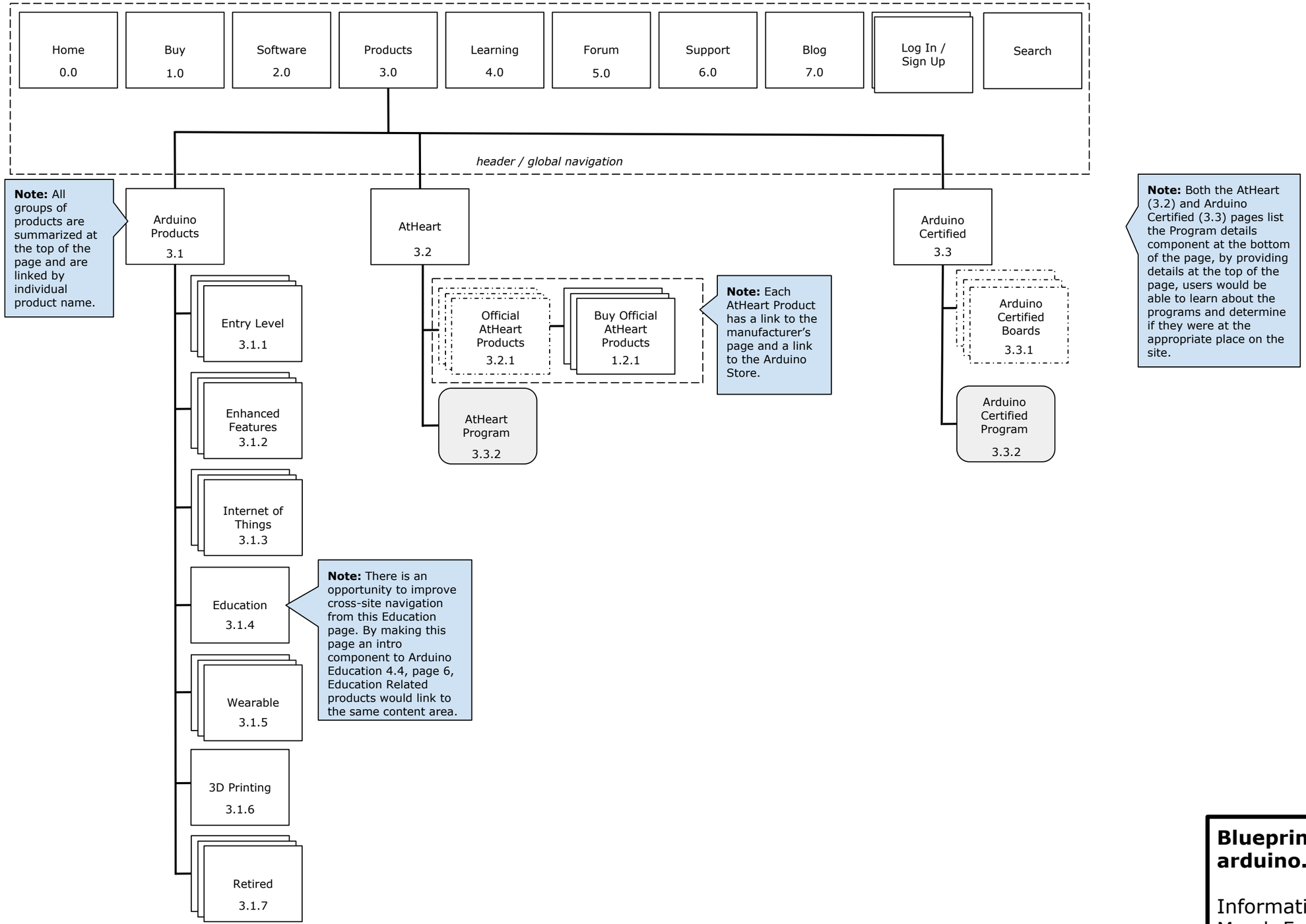

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Home 0.0

Buy 1.0

Software 2.0

Products 3.0

Learning 4.0

Forum 5.0

Support 6.0

Blog 7.0

Log In / Sign Up

Search

header / global navigation

Getting Started 4.1

Web Editor 4.1.1

Download the Arduino IDE 2.2

Learn Arduino 4.1.2

Arduino Education 4.4

What can I do…? 4.5

Windows 2.2.1

Mac OS X 2.2.2

Linux 2.2.3

Portable IDE 4.1.1.1

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Project Hub 4.2.3

Tutorials 4.2

Built-In Examples 4.2.1

Examples from Libraries 4.2.2

Tutorials on Arduino Project Hub 4.2.3

Foundations and More 4.2.4

Hacking 4.2.5

Reference 4.3

Structure 4.3.1

List of Structures 4.3.1.1

Variables 4.3.2

List of Variables 4.3.2.1

Functions 4.3.3

List of Functions 4.3.3.1

Note: Reference is a confusing title for this navigation menu item and should be combined with the Getting Started > Learn Arduino (4.1.2) menu to eliminate confusion about what "Reference" could mean. This information could also be contained in the Wiki (4.5.1).

Education 4.4

Note: This menu should be called "For Education" or "For Educators" as the majority of site visitors want to learn about Arduino products or projects.

CTC 4.4.1

Join CTC Network 4.4.2

Partners 4.4.3

Other Initiatives 4.4.4

Teacher Resources 4.4.5

Events 4.4.6

Contacts 4.4.7

Playground 4.5

Arduino Wiki 4.5.1

Legend

- Gateway to the site
- Relationships between pages and/or components
- Page
- Page components
- Groups of related pages
- Groups of similar pages
- External pages

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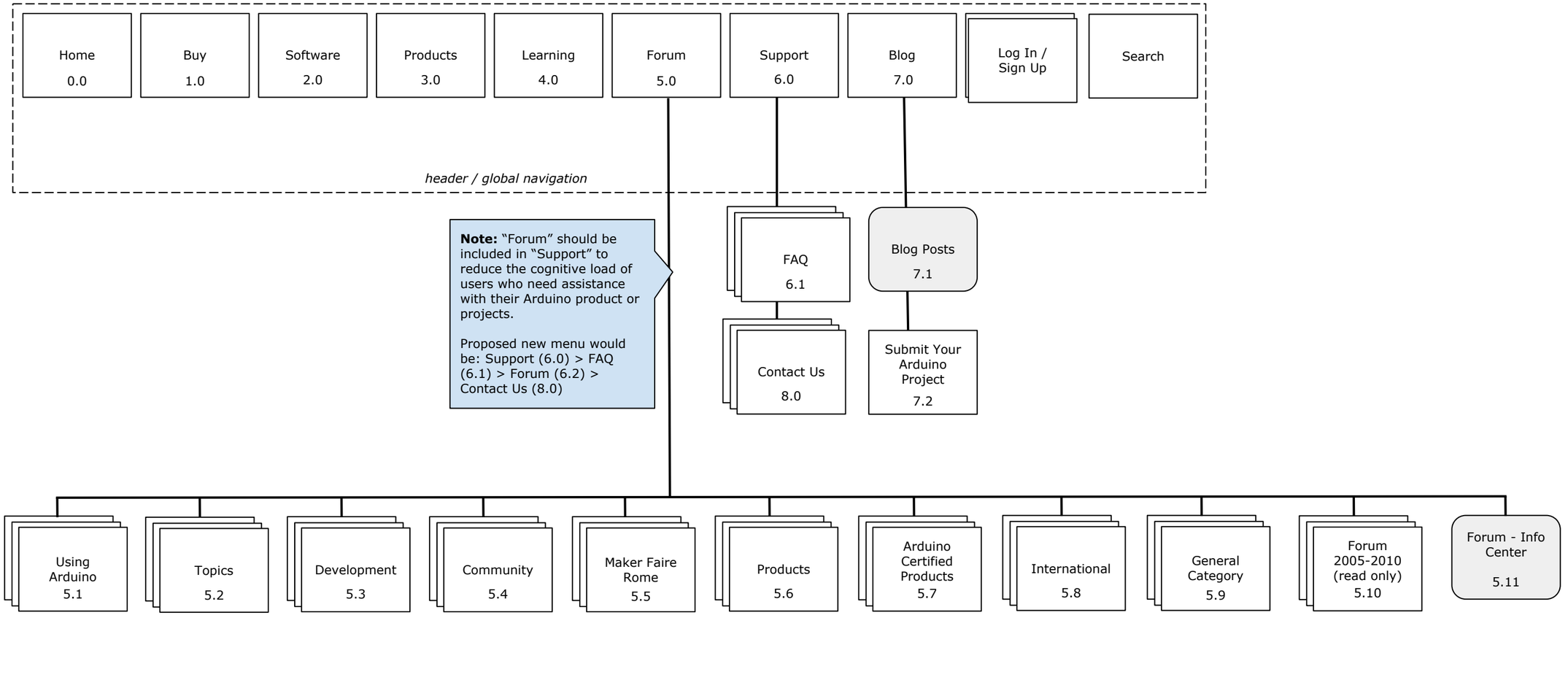

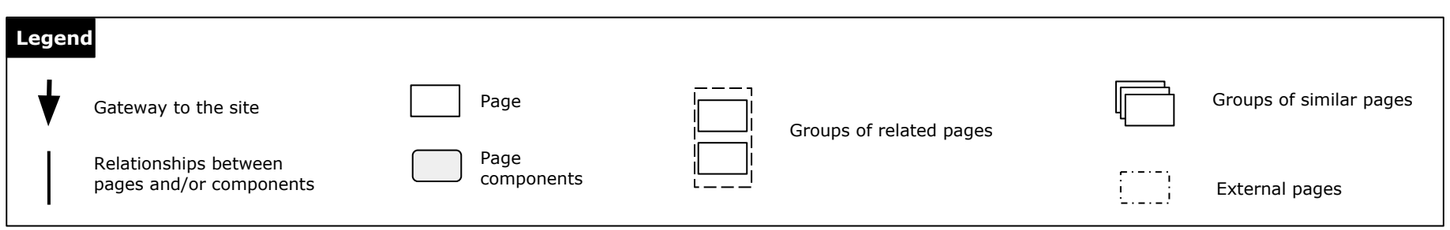

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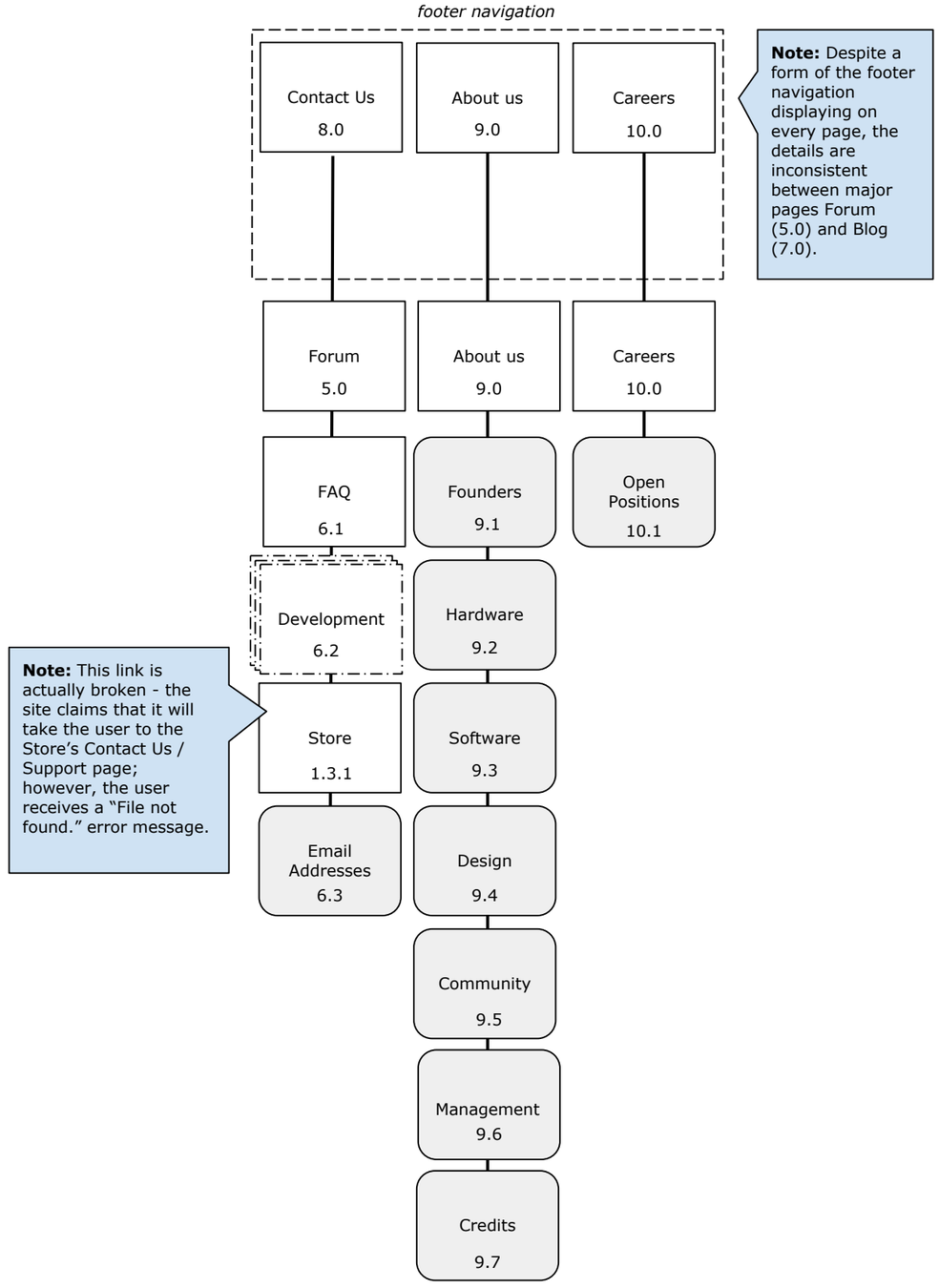

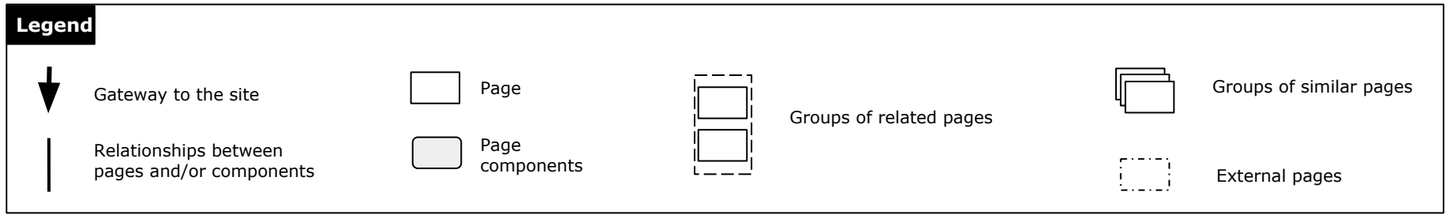

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What Needs to Be Improved

The collection of arduino.cc sites contains a vast amount of information; however, with its mix-and-match approach toward information architecture and knowledge management, it can be challenging for a user to find information at first attempt.

The home page displays content using a database (bottom-up) approach primarily from the blog and store arduino.cc sites, see Figure 1 below.

Figure 2 shows where a top-down organizational scheme and extra topical navigation options would help the user looking for a specific operating system's downloads to filter the page for a reduction in time spent scanning the page and user cognitive load.

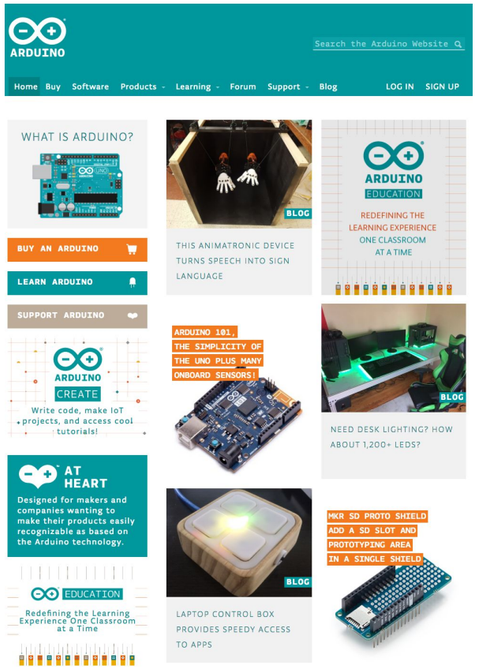

Figure 1. Arduino.cc home page with a mix of content from the Store and the Blog.

Figure 2. The Software page on the arduino.cc site displays information in a bottom-up format; however, a top-down organization implemented in the Navigation Menu would allow for a better user experience.

The main Store page also suffers from lack of supporting navigation, seemingly the only option to filter items in the store is to use the main navigation menu under Buy, as shown in Figure 3, although the Featured Collections below the "fold" seem promising as a topical navigation scheme.

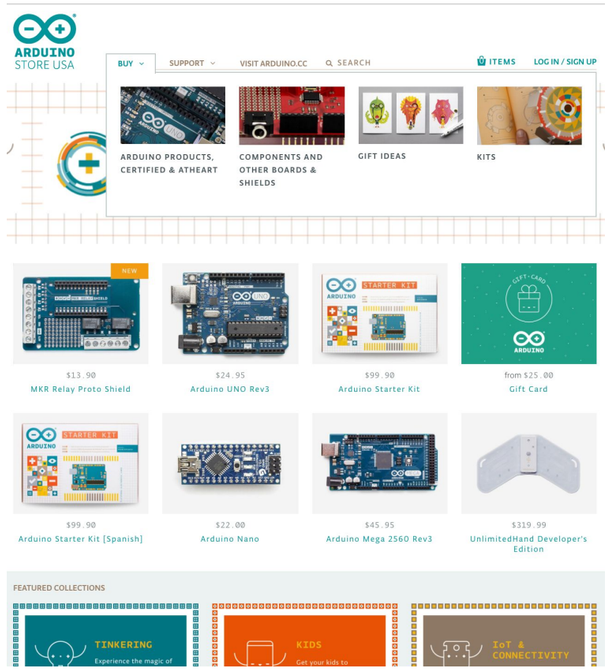

Figure 3. Store-usa.arduino.cc suffers from lack of either task or topical navigation schemes. Implementation of topical navigation would greatly assist users who are attempting to purchase an item based on project.

The core of the issue is missing topical and task-based navigation options to allow users to filter and sort the massive quantity of information into more manageable and easier to understand pieces. By adding navigation menus and splitting out larger sections of similar information like the Store, Forum, and Blog, users will be better able to navigate and transverse the vast universe of arduino.cc.

What Works Well

There is an enormous amount of information available on the site with appropriately matching metadata.

Searching generally works well and resources are approachable with plentiful inspiration. Navigation menus are broad and deep enough without being overwhelming.

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