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Information Architecture & Interaction Design

For content driven sites such as “Clutching Our Pearls,” easy navigation and tactful organization is vital to the users movement through the website. This website is designed to provide information, help discover things, and to persuade the users. In order to categorize a scheme for the information architecture, the **bottom-up** approach will be employed. This is to ensure that the website reflect the objectives and user needs while avoiding inflexibility of the site. A **sequential structure** provides a flow of information in the most basic way. It is used for books, articles, audio, and videos—and often used for smaller-scale structures. Sequential structures for a blog style website allows a smooth flow of information for media online and offline. Using the sequential structure, the organizing principles of nodes will be in a **chronological order**, from the start of matriculation process to the end at Spelman College.

Home

startChat

addValues

sendValues

endChat

endChat

addValues

sendValues

waitResponse

:askQuestion

:sendResponse

onClick

onHoverOver

holdConvo

Q&A

ChatBox

addName

addEmail

addPhone

sendInfo

:dialogBox

Contact Info

1. Contact Info
2. Enter Contact Info

About

Contact

1. Inquiries
2. Answers
3. Chat box

IV: Clubs/Associations

V: Who’s Who?

VI: Words of Encouragement

I: Entrance/Acceptance

II: Spelman Experience

III: Make or Break

Q/A

Blog