Tree Diagram

Home

Donate
- Monthly
- One-Time
- Other Options

Pay Form

Shop
- Featured
- Herbs
- Vegetables
- Flowers
- Gift Shop
- Trees & Transplants

All Products

Item View

Support
- Become a Member
- Volunteer
- Renew

Exchange

Programs & Resources
- Resources
  - Garden Planning
  - Seed Starting
  - Plant Care
  - Soil
  - Seed Saving
  - Growing Guidlines
  - Programs & Exhibits
- Programs
- Exhibits

Visit
- Farm
- Library
- Upcoming Events

About Us
- Mission
- Story
- Leaders
- Finances/Impact
- Jobs

Shopping Cart
- Guest/Sign-in
- Payment/Shipping
- Review/Add Donation
- Order Conformation

Key

▭	Page
◯	Outgoing
——	Path
- - - -	Shortcut
· · · ·	Process

https://www.seedsavers.org/

Home Page Schematic

Site Title

SubNav

Seed Savers Exchange

Sign In | Sign Up   Catalog   Donate   Cart

Top Level Navigation

Shop   Support   Exchange   Programs &Resources   Visit   About Us   🔍
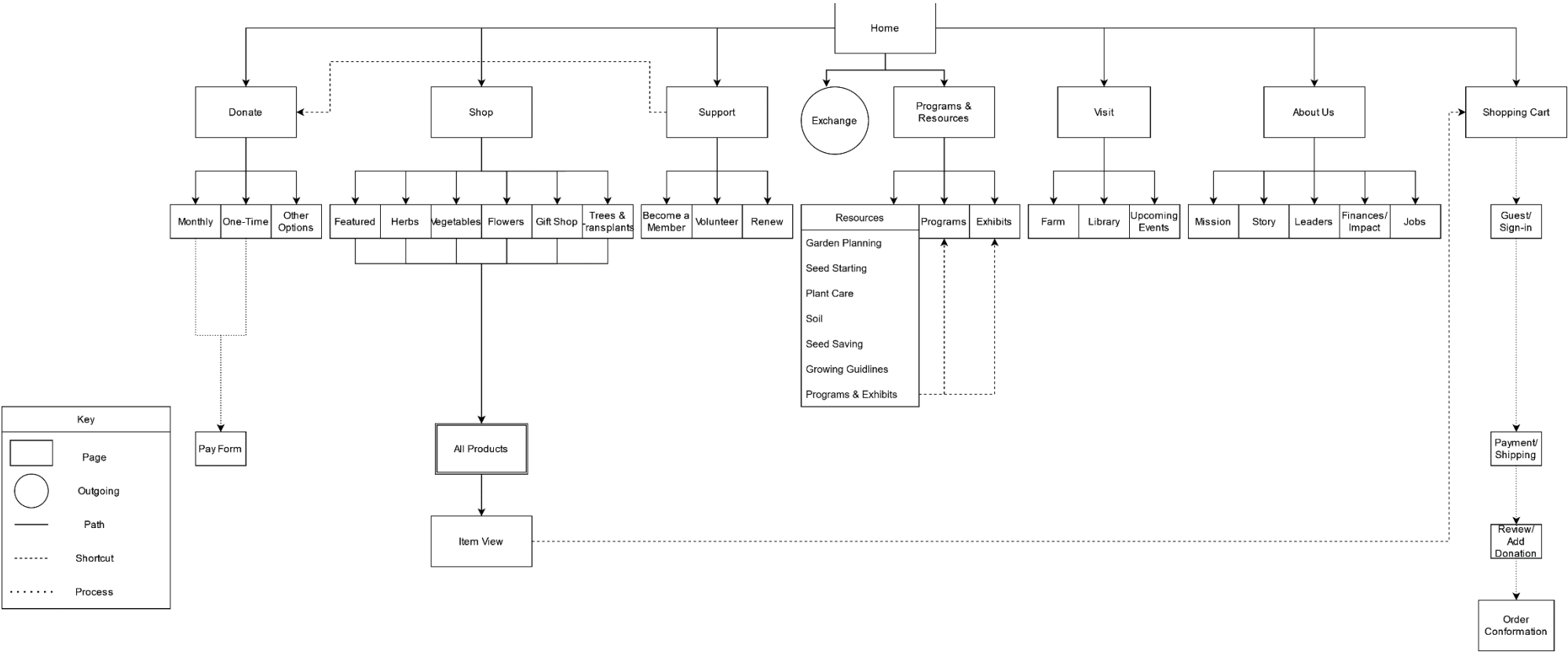
Search

Mission Statement

Shop   Request Catalogue

Featured Content

Summary

The desktop version of the site was evaluated for this assignment.

I believe this site is well designed because the navigation is not all that deep. The top-level navigation explains everything that the site offers, and the user is always aware of which part of the site they are on because of the page title when they arrive. The top-level navigation bar is persistent and remains with the user at every step in the process—until they reach some of the final steps in the check-out process.

Removal of the navigation links during checkout is a usability feature, and not a flaw. When a user is checking out, there should be very few distractions on the page. At that point they only need to see where they must enter the required information to complete the order. This is in line with Hick's Law of usability—the time it takes to make a decision increases with the number and complexity of choices available. By minimizing choices, the user's cognitive load is less, ad they are more likely to finish the process of purchasing seeds.

Another usability win for this site is the outsourcing of the Exchange portion of the site. While technically it is part of the same domain, clicking "Exchange" in the navigation bar defaults to opening a new tab as it takes you to https://exchange.seedsavers.org/. The color and options on the nav bar have changed, indicating to the user that they are on what seems to be a different site entirely. This is a win because it separates the organizations proprietary shop from the community exchange marketplace. It also has some other distinctly different features than the main site. Those features were not evaluated in great detail in the scope of this assignment.