

# Information Architecture - R. Yamagiwa Massage

IT171 Theory of Web Design

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## Top-Down (Client) Topics

Home Page - Welcome

Pricing - Insured/Uninsured/Sliding Scale/Student/Senior/Packages

Contact - Client Screening/Availability, phone number

Legal Notices

What To Expect - Process/FAQs, Billing

Policies

## Bottom-Up (User) Questions

Availability

Gallery

Appt

Types of massage

3rd party ie groupon availability

Combo deals

Social media

Hours

Parking

Directions

Testimonials

Products used

About/bio

Credentials

Legal notices

Services offered

Pricing

Discounts

Location

Insurance

## Process

Rachel Yamagiwa does not currently have a website for her small, independent massage business. I spoke with her about her goals for a web presence: largely to reduce work by screening clients and pre-answering questions, while also correcting inaccurate information being posted on business profile sites without her permission. This should be achieved with as little management as possible, so as not to add labor.

Certain information needs to be included legally, such as her license, education, affiliations and other information. In addition, pricing, information about insurance and billing, business address and phone line, policies, availability, screening questions, and client FAQs should also be included.

Given these needs, the major topics of the website from the client side (top down) are as follows:

**Home Page:** availability, business address and phone number, some screening questions

**Policies and Legal Notices** - accreditation, late/cancel policies

**FAQs** - client questions/quick answers, contact info, info from other pages

**About Page** - Rachel's story, photos

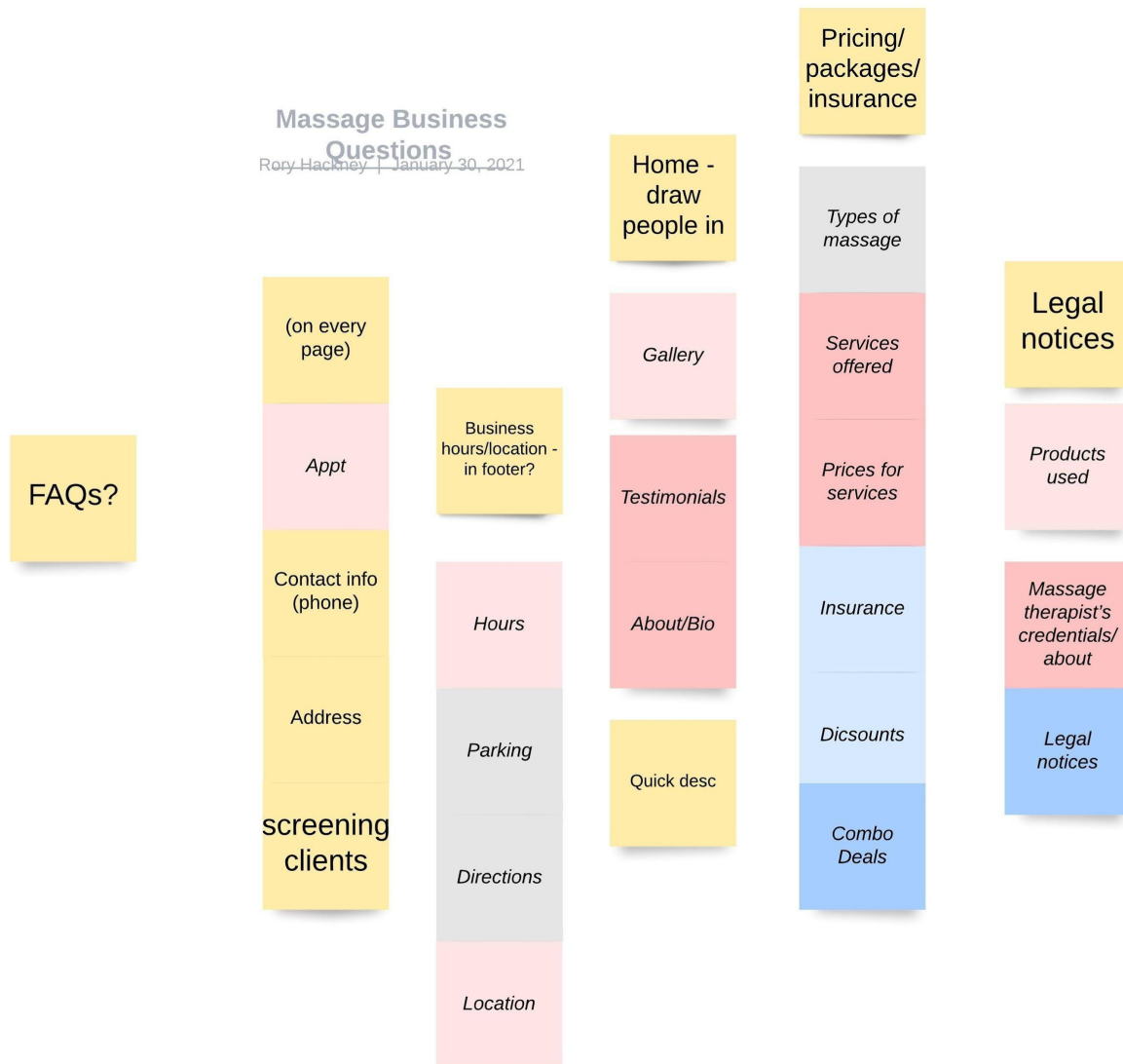
**Contact Info** - screening questions, then phone number and address

**Pricing/Billing** - packages, insured/uninsured, policies

After finding out what information she considered important for her website, I turned to users and my classmates to gather questions and ideas from the client side (bottom up). I gathered this information using post it notes on Lucid Charts.



Once I had gathered these client questions and requests for information, I organized them by content and added a few questions of my own.



Once I had topics from both the client side and the user side, I gathered them into broad categories, which became my Information Architecture.

**Home Page** - Pictures, testimonials, quick description and about/bio

**About Page** - Rachel's story, photos, description of technique/approach

**Pricing Page** - Service types, insurance and billing, uninsured pricing, packages/discounts

**Legal Notices** - policies and required documents/information, product info (lotions, etc)

**FAQs** - Frequently asked questions, explanations

**Appt/Contact** - phone number, address/directions, screening questions

**Process** - billing, first appointment, what info is needed, instructions, screening

I then created a diagram displaying each page with its subpages.

## Final Information Architecture Design

