Information Architecture

The Winding Path

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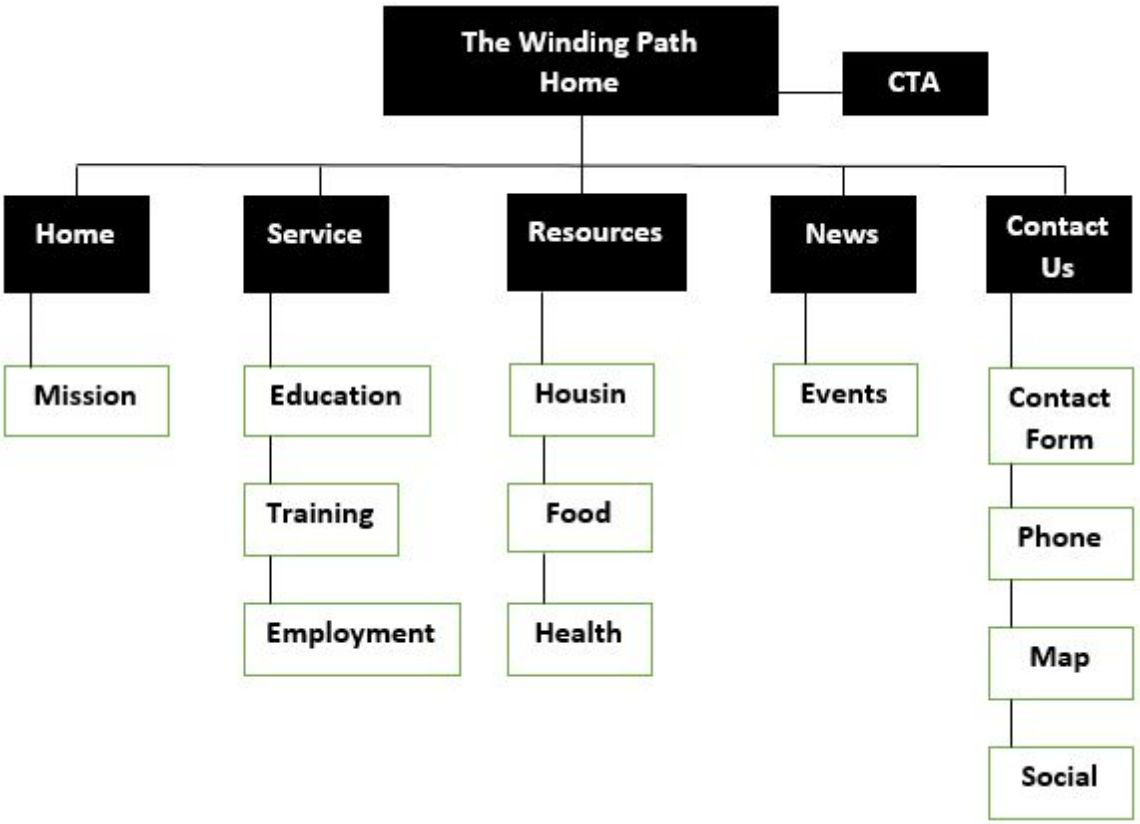
Before start building the site, it is important to figure out the page layout. The layout needs to be informative and make most logical sense to the user from both top-down and bottom-up perspective

TOP-DOWN Perspective:

In this section we are analysing the organization's current web site comparing the sitemap from a TOP-DOWN perspective. This exercise helps us looking at the sitemap from the client's perspective. We have also taken into consideration the design process initiated from the organization's Communication Brief with the current site structure.

The client's business priority is to navigate individuals reentering society after being incarcerated towards an educational, training, or employment service provided by Seattle Central College. The first goal of the organization is to increase the number of enrollments through the re-entry program. Secondly, the organization wanted to provide resources for those individuals seeking assistance outside the scope of the services provided by seattle central. Finally, the organization would like to have a means for individuals or organizations contribute to the mission.

Current Sitemap:



BOTTOM-UP perspective:

Bottom-UP analyzation will help us know what kind of information the users expect from this website and organize those information effectively. The users will not come back to the website if they cannot find the information they need and if it takes too long to find them, therefore it's going to be a key to boost the usability of the website through bottom-up perspective.

What is Users/Audience Questions?

First step is to come up with questions which the users may have. This activity should be done by several people who are not familiar with this organization and its website.

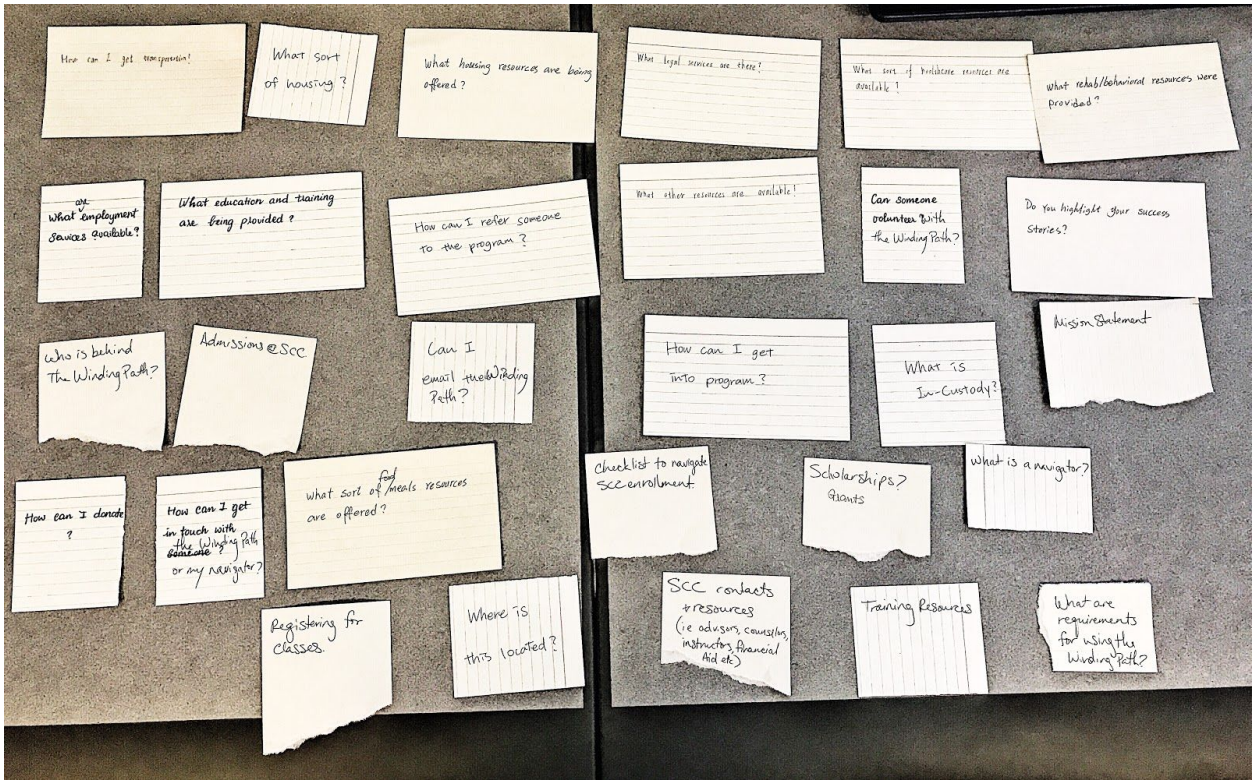
Collect all the questions they have and what they want to know about this organization and its service as much as we can.

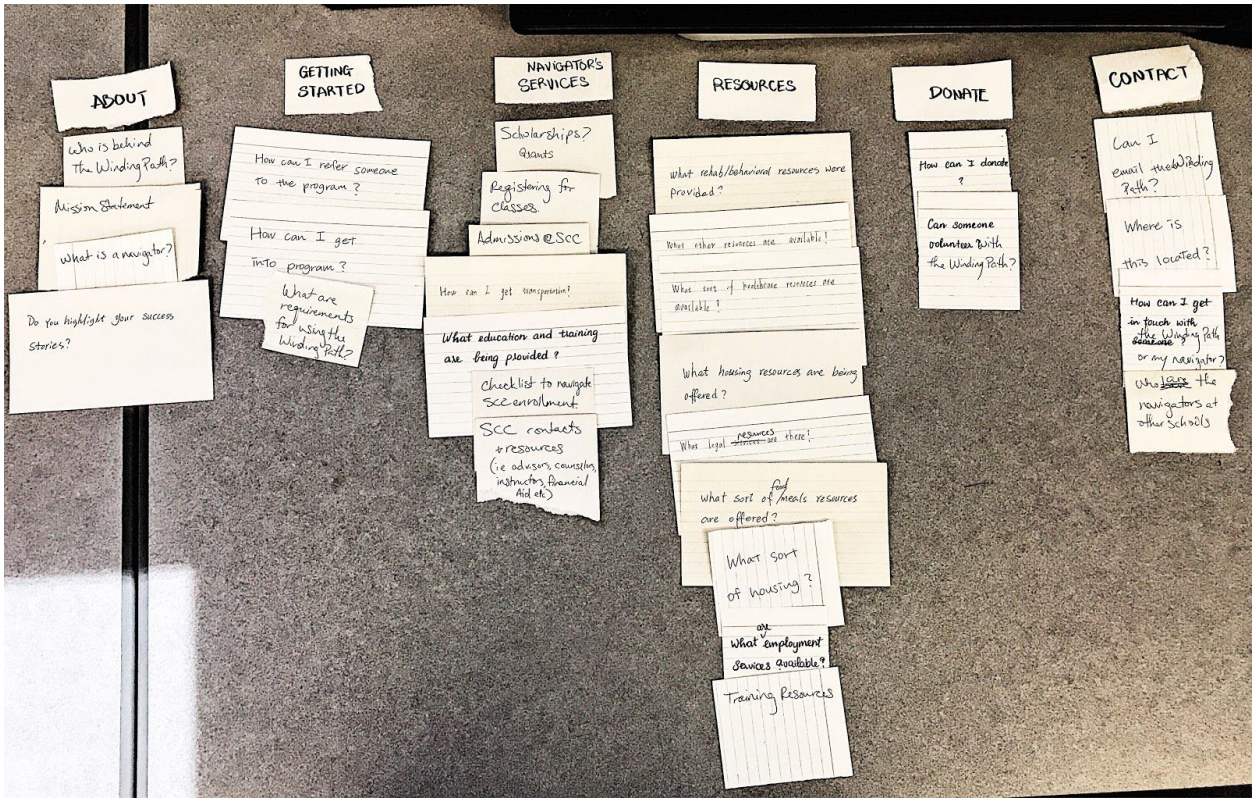
The following questions are what we came up with:

1. What education and training are being provided?
2. What are the employment services available?
3. How can I donate?
4. Can someone volunteer with the Winding Path?
5. How can I refer someone to the program?
6. How can I get into program?
7. What housing resources are being offered?
8. Who are the navigators at other schools?
9. How can I get transportation?
10. What legal services are there?
11. What other resources are available?
12. What sort of healthcare resources are available?
13. What rehab/behavioral resources were provided?
14. What sort of food/ meals resources are offered?
15. What are the requirements for using the Winding Path's services?
16. Do you highlight your success stories?
17. What is a navigator?
18. Who is doing this?
19. What are they called?
20. How can I get in touch with The Winding Path or my navigator?
21. Where is this located?
22. Can I email them?
23. What are the Scholarships/Grants available?

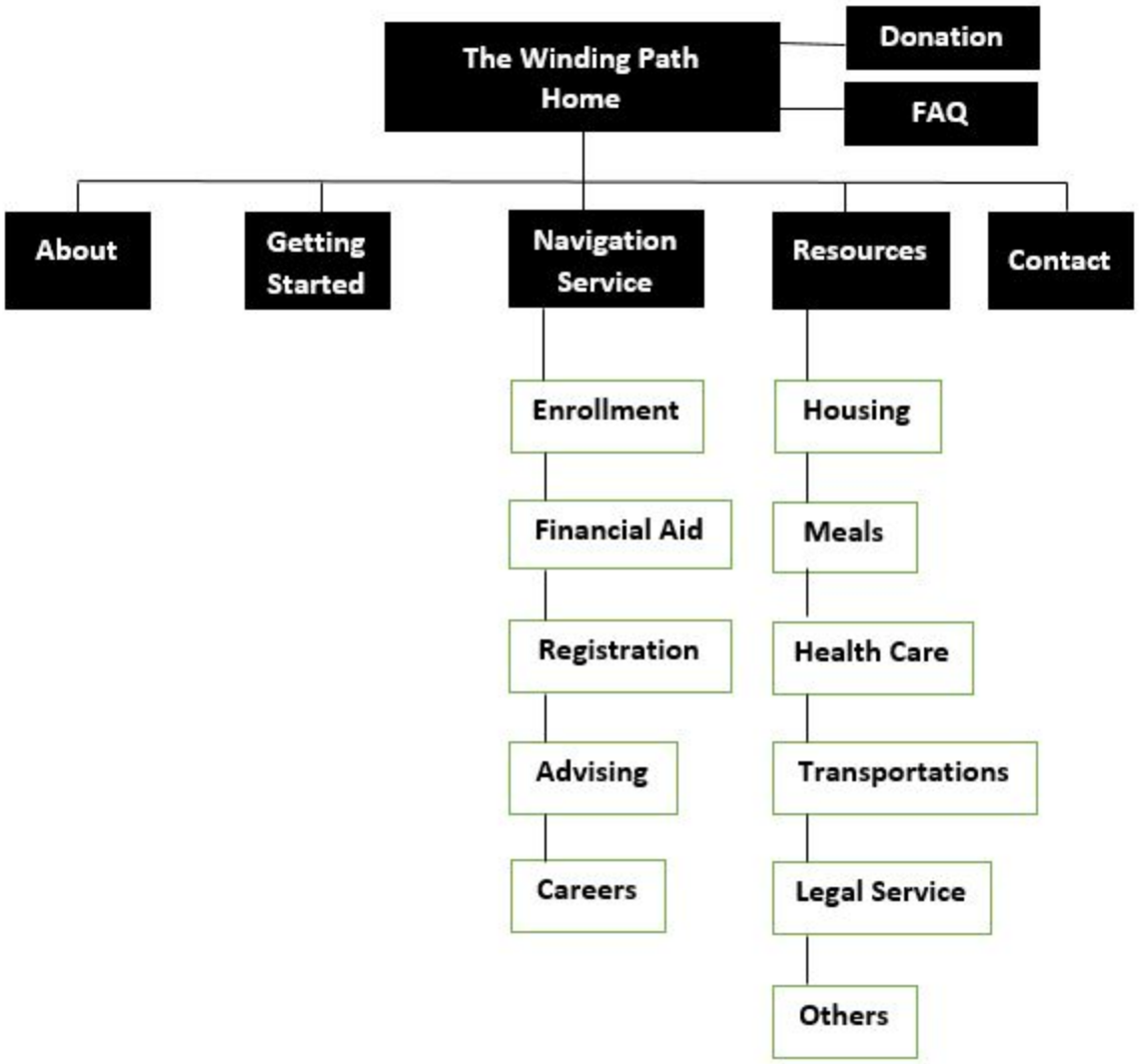
Affinity Diagram

The second step is sorting those question based on categories from Top-Down perspective. It is also important to come up with the best naming for the navigation bar so that the users can find the information as soon as they can.


How can I get transportation?
What sort of housing?
What housing resources are being offered?
What legal services are there?
What sort of healthcare resources are available?
What rehab/behavioral resources were provided?
What employment Services available?
What education and training are being provided?
How can I refer someone to the program?
What other resources are available?
Can someone volunteer with the Winding Path?
Do you highlight your success stories?
Who is behind The Winding Path?
Admissions@SCC
Can I email the Winding Path?
How can I get into program?
What is In-Custody?
Mission Statement
How can I donate?
How can I get in touch with the Winding Path or my navigator?
What sort of food/meals resources are offered?
Checklist to navigate SCC enrollment
Scholarships? Grants
What is a navigator?
Registering for classes
Where is this located?
SCC contacts + resources (ie advisors, counselors, instructors, financial Aid etc)
Training Resources
What are requirements for using the Winding Path?


ABOUT
GETTING STARTED
NAVIGATOR'S SERVICES
RESOURCES
DONATE
CONTACT
Who is behind The Winding Path?
Mission Statement
What is a navigator?
Do you highlight your success stories?
How can I refer someone to the program?
How can I get into program?
What are requirements for using the Winding Path?
Scholarships? Grants
Registering for classes
Admissions@SCC
How can I get transportation?
What education and training are being provided?
Checklist to navigate SCC enrollment
SCC contacts + resources (ie advisors, counselors, instructors, financial Aid etc)
What rehab/behavioral resources were provided?
What other resources are available?
What sort of healthcare resources are available?
What housing resources are being offered?
What legal resources are there?
What sort of food/meals resources are offered?
What sort of housing?
What employment Services available?
Training Resources
How can I donate?
Can someone volunteer with the Winding Path?
Can I email the Winding Path?
Where is this located?
How can I get in touch with the Winding Path or my navigator?
Who are the navigators at other Schools

New Site Map



Results & Conclusion:

During the group study, we had a hard time organizing the services. There are many services to be put under the same tab. We have decided to split them in two main tab, services that will be provided by the navigator and other resources that is outsourced. Currently these resources are broken into tabs like housing, jobs, foods, etc. We were also debating if we should break these into county tabs if there are enough resources gathered for each county.

We also put all the great questions people might be asking when it come to these services under Getting Started. While discussing we also thought of a list of navigators that are available at other schools might be helpful. This will be available under a list or on our dynamic map which our developer will be working on.

Below is the new sitemap we came up with using TOP-DOWN and BOTTOM-UP system: