



ALJBS Website Information Architecture Analysis

Ty Clark · 20 Mar 13

Overview

- The ALJBS Website was analyzed against information architecture principles and [Keith Instone's Navigation Stress Test](#).
- Although our website has a lot of helpful information, there are some confusing parts to it, especially navigation.

Many of our users are unfamiliar with our terms, so the site needs to be extremely clear.

- Our program is growing, so our site needs to be strong

As we reach 1,000 delegates, our website will be viewed by even more people. The time to review its information architecture is now, before the influx hits.

- Recommended improvements: consolidate navigation, indicate where in the site the user is at all times, and adjust the site structure into fewer headings and more general labels.

The navigation, indicators, and labels should be fairly simple CSS changes. The site reorganization may take longer depending on the site CMS.



Why analyze the website?

- Our program is growing, so our site needs to be strong

As we reach 1,000 delegates, our website will be viewed by even more people. The time to review its information architecture is now, before the influx hits.

- Make it easy for users to find information

No parent is eager to relinquish charge of their son to us for an entire week, and that anxiety can be heightened by small things. Our website should implicitly reassure parents that this is a good place for their son and that we can be trusted. This starts with anticipating their questions, answering them, and providing useful information.

- Increase focus on content

Having navigation at three sides of the page (with a blue background) is slightly overwhelming. By simplifying the navigation, we restore focus to the right spot: content.



Current user groups

1

Delegates & Families

- Unfamiliar with ALJBS (program and terminology)
- Likely to browse site quickly
- Interested in program and session information

2

ALJBS Staff

- Very familiar with ALJBS
- Interested in staff page and news sections
- Quickly scan site for specific information

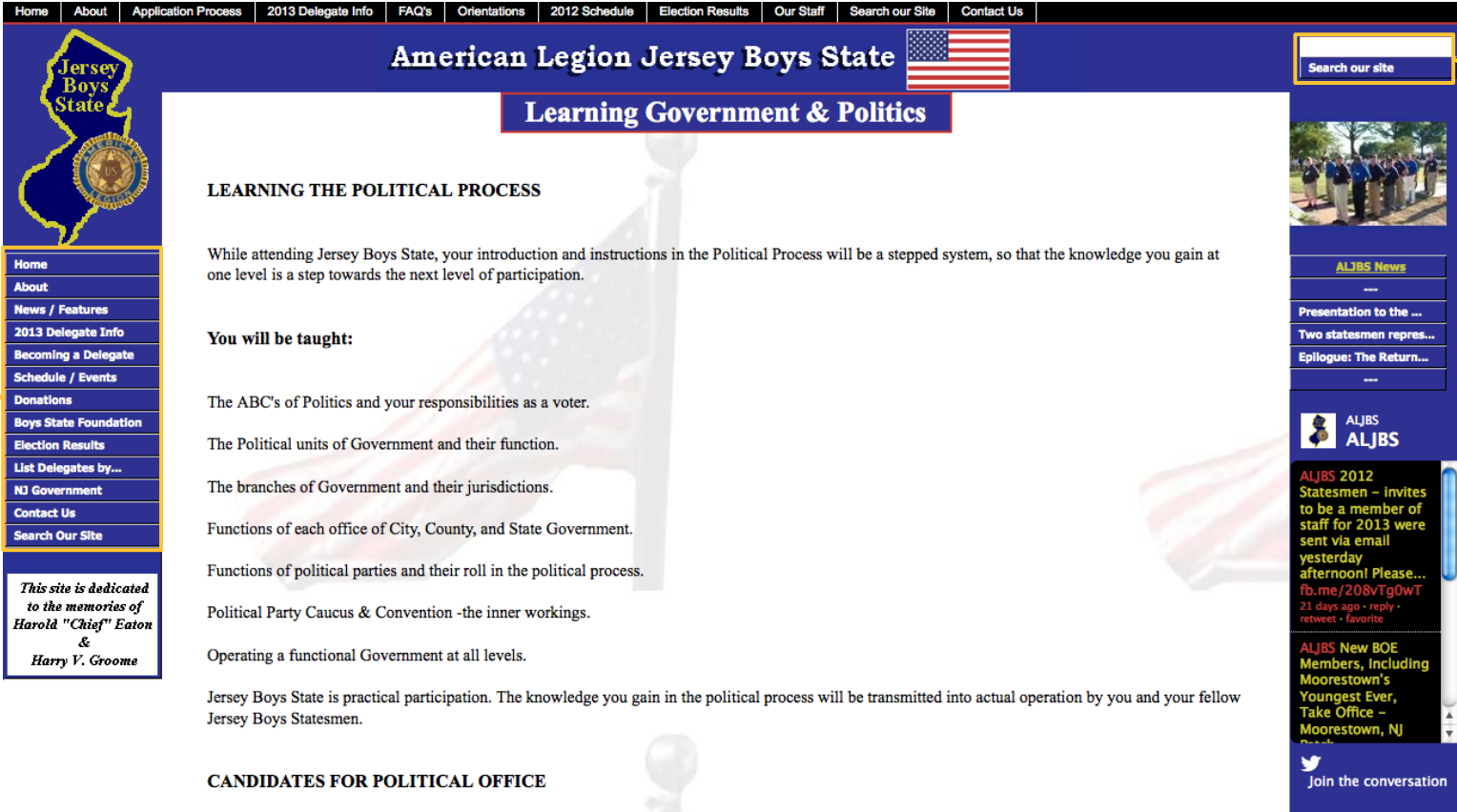
3

Visitors & Guests

- Unfamiliar with ALJBS (program and terminology)
- Interested in location information and news
- Not a large group (compared to groups 1 & 2)

Current website: positives

Existing structure and lots of content



The screenshot displays the American Legion Jersey Boys State website. The header includes a navigation menu with links such as Home, About, Application Process, 2013 Delegate Info, FAQ's, Orientations, 2012 Schedule, Election Results, Our Staff, Search our Site, and Contact Us. The main content area is titled 'Learning Government & Politics' and features a section on 'LEARNING THE POLITICAL PROCESS'. This section includes a paragraph about the political process and a list of topics to be taught, such as 'The ABC's of Politics and your responsibilities as a voter', 'The Political units of Government and their function', 'The branches of Government and their jurisdictions', 'Functions of each office of City, County, and State Government', 'Functions of political parties and their roll in the political process', 'Political Party Caucus & Convention -the inner workings', and 'Operating a functional Government at all levels'. The right sidebar contains a search box, a section for 'ALJBS News', and a section for 'ALJBS New BOE Members, Including Moorestown's Youngest Ever, Take Office - Moorestown, NJ'. A search box is highlighted in the top right corner with a yellow box and a label 'Search box'.

Search box

Current website: concerns

Navigation (part 1)

What section is this?

Navigation
(part 2)

Search box
is isolated

Navigation
(part 3)

The screenshot shows the homepage of the American Legion Jersey Boys State website. The layout includes a top navigation bar with links like Home, About, Application Process, etc. A left sidebar contains a vertical navigation menu. The main content area is titled 'Learning Government & Politics' and 'LEARNING THE POLITICAL PROCESS'. A right sidebar features a search box, a news section, and social media links. Annotations with arrows point to specific elements: 'Navigation (part 1)' points to the top bar; 'What section is this?' points to the 'Learning Government & Politics' header; 'Navigation (part 2)' points to the left sidebar; 'Search box is isolated' points to the search box in the right sidebar; and 'Navigation (part 3)' points to the news section in the right sidebar.

Home | About | Application Process | 2013 Delegate Info | FAQ's | Orientations | 2012 Schedule | Election Results | Our Staff | Search our Site | Contact Us

American Legion Jersey Boys State

Learning Government & Politics

LEARNING THE POLITICAL PROCESS

While attending Jersey Boys State, your introduction and instructions in the Political Process will be a stepped system, so that the knowledge you gain at one level is a step towards the next level of participation.

You will be taught:

- The ABC's of Politics and your responsibilities as a voter.
- The Political units of Government and their function.
- The branches of Government and their jurisdictions.
- Functions of each office of City, County, and State Government.
- Functions of political parties and their roll in the political process.
- Political Party Caucus & Convention -the inner workings.
- Operating a functional Government at all levels.

Jersey Boys State is practical participation. The knowledge you gain in the political process will be transmitted into actual operation by you and your fellow Jersey Boys Statesmen.

CANDIDATES FOR POLITICAL OFFICE

This site is dedicated to the memories of Harold "Chief" Eaton & Harry V. Groome

Search our site

ALJBS News

Presentation to the ...

Two statesmen repres...

Epilogue: The Return...

ALJBS ALJBS

ALJBS 2012 Statesmen - Invites to be a member of staff for 2013 were sent via email yesterday afternoon! Please... fb.me/208vTg0wT 21 days ago · reply · retweet · favorite

ALJBS New BOE Members, Including Moorestown's Youngest Ever, Take Office - Moorestown, NJ

Join the conversation

Current website: review

- A lot of helpful information

In this aspect, we compare favorably to our peer programs' websites.

- Too many first-level headings

We need a simple, clear structure as the site continues to grow.

- Lack of clarity about where the user is in the site

Pages only have titles and don't show where they are in the navigation structure.

- Search box and triple navigation zones is too much

Make one location for primary navigation.

Recommendations for improvement

- Consolidate navigation

Make it easier for users to find information.

- Refine section titles & create useful structure for future pages

The section titles aren't bad but minor wording changes can help. Also, we want a structure that can easily accept any future pages we create.

- Indicate where in the site the user is at all times

Highlight the current section in the navigation or add breadcrumbs.

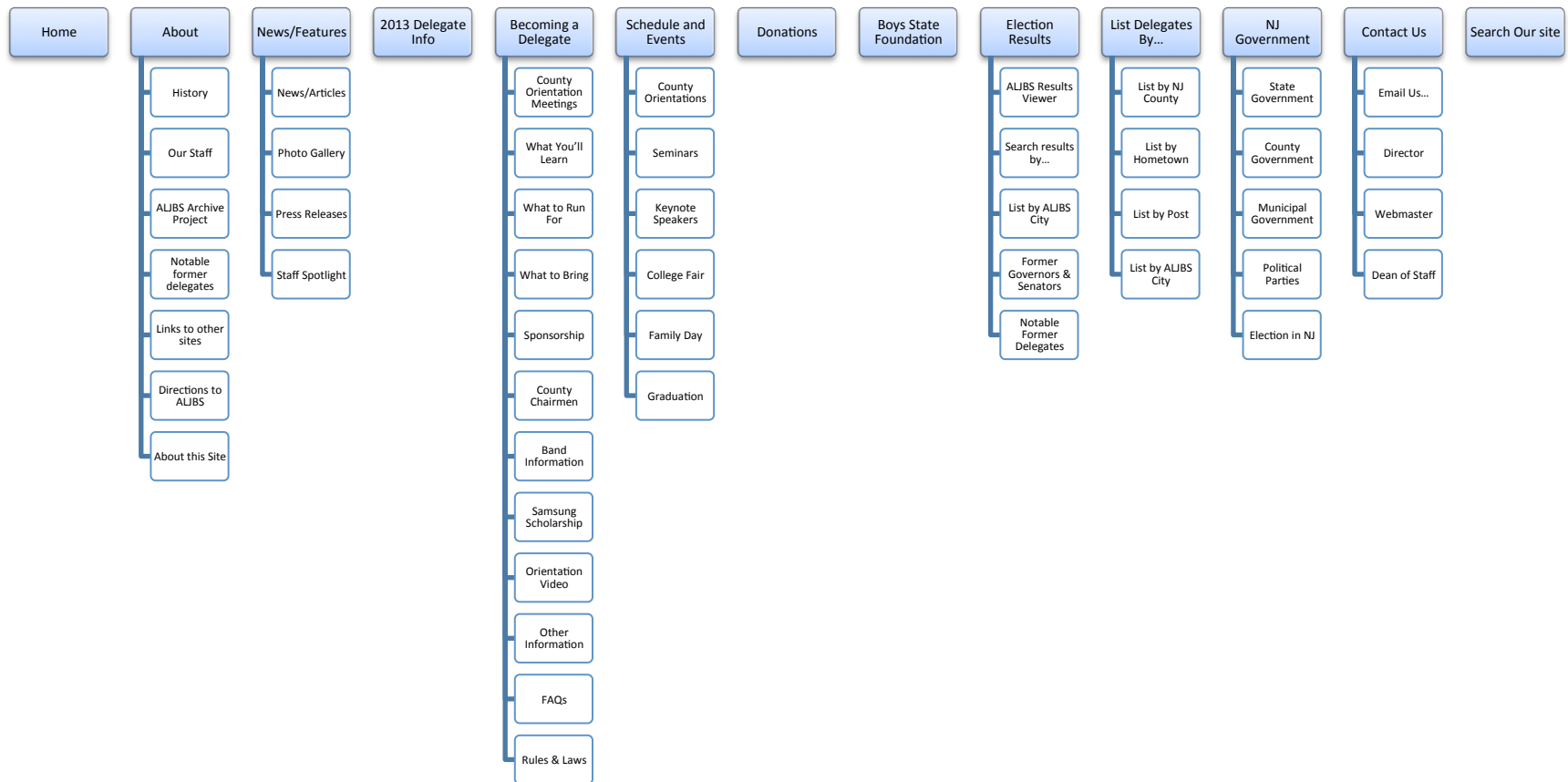
- Bring search box closer to navigation

Make one location for primary navigation.

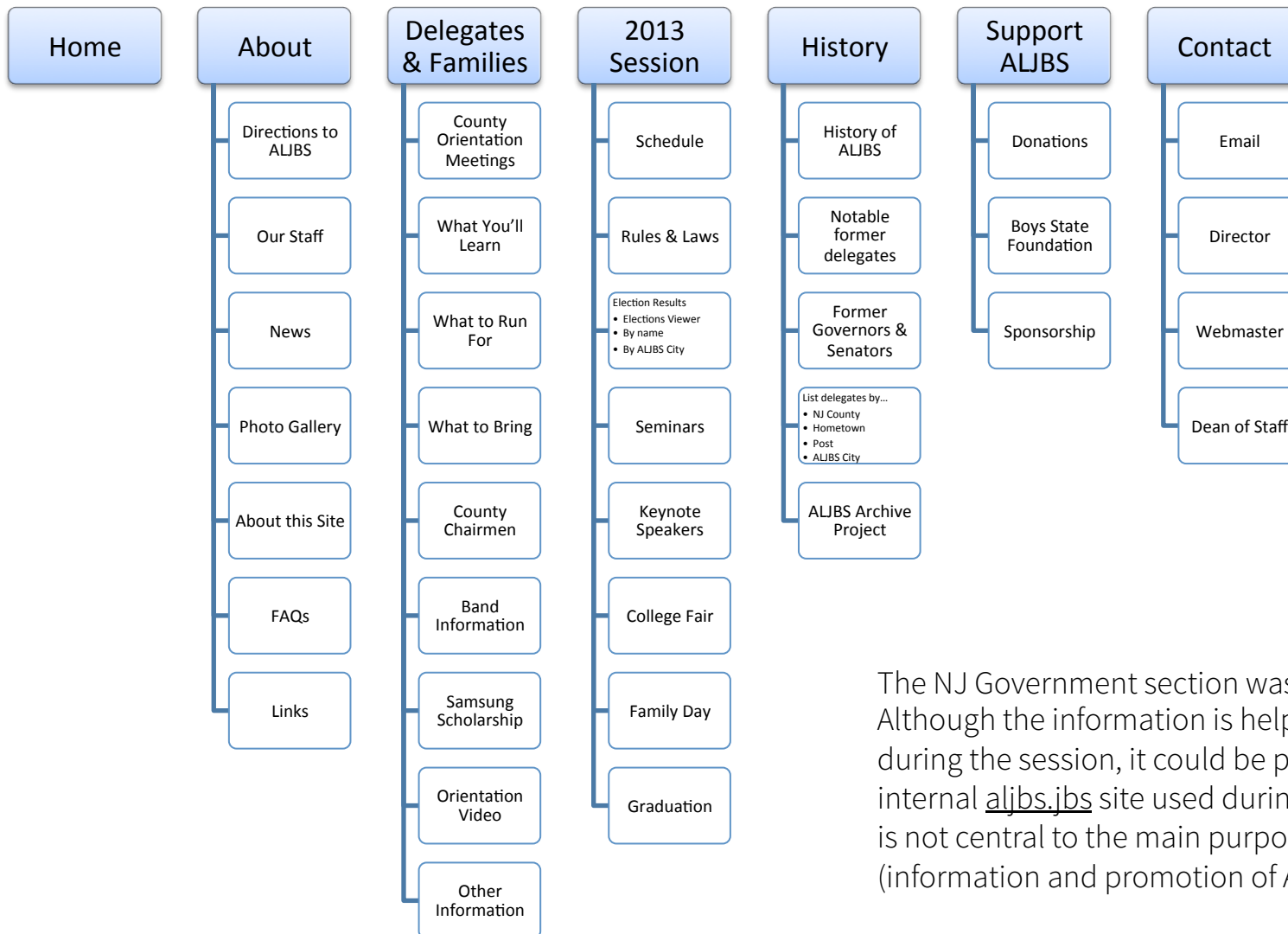
- Make navigation font larger

Increase accessibility & make it easier to scan the site.

Current site structure



Proposed site structure



The NJ Government section was removed. Although the information is helpful to delegates during the session, it could be placed on the internal [aljbs.jbs](#) site used during the session. It is not central to the main purposes of our site (information and promotion of ALJBS).

Prototypes: Home Page



Prototypes: Subpage #1

logo

American Legion Jersey Boys State

Social icons

Home

About

Delegates & Families

2013 Session

History

Support ALJBS

Contact

County Orientation Meetings

Webtwo ipsum dolor sit amet, eskobo chumby doostang bebo. Skype akismet twones fleck plaxo ifttt octopart blippy movity, voxy joost loopt akismet shopify lanyrd jajah eduvant prezzi, doostang greplin zoomr insala udemy oooj heekya koofers. Diigo klout elgg doostang spock ooooooc etsy qeyno sococo, yammer sclipo joost squidoo jajah jaiku lijit zoho chartly, revver kippt twitter koofers greplin blekko babblely. Skype ebay kippt scribd quora bitly dropio zinch, woopra insala blippy zapier zoho grockit wufoo quora, zlio jiglu wakoopa kippt sococo waze. Gsnap kazaa zappos bubbli blekko edmodo zillow rovio, vimeo mozy akismet udemy yammer ideeli.

Search

See also:

- Meeting schedule
- Chairman contact list
- Orientation video

In this section

Prototypes: Subpage #2

logo

American Legion Jersey Boys State

Social icons

Home

About

Delegates & Families

2013 Session

History

Support ALJBS

Contact

ALJBS Elections: City 1

Position	Name	Photo	Hometown, Post	Party
Position	Name	Photo	Hometown, Post	Party
Position	Name	Photo	Hometown, Post	Party
Position	Name	Photo	Hometown, Post	Party
Position	Name	Photo	Hometown, Post	Party
Position	Name	Photo	Hometown, Post	Party

Search

Search by:
-Results
-Name
-Senators & Governors
-Notable alumni

In this section

Conclusion & next steps

- Our website has a lot of information with an acceptable structure
- Simplifying the labels and structure of our navigation will improve our site and allow us to add future pages easily
- We should indicate where in the site the user is at all times

The labels and position indicator are relatively simple CSS changes. Adjusting the structure may require some additional work (depending on site CMS).

Questions? Comments?

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