

Workshop Presentation at the UNIMAS Website Workshop 2006 (21-23 June 2006)

# Information Architecture and Site Navigation

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# Who am I?

- Lecturer since 2002
- MSc in Electronic Imaging & Media Communications (Multimedia System) Bradford, UK
- Football/Golfing



# Quote

“The world can be seen as only connections, nothing else... A piece of information is really only defined by what it’s related to, and how it’s related. There really is little else to meaning.

**The structure is everything.”**

— Tim Berners-Lee  
*Weaving the Web*



# What's Wrong

- Users can't find what they need



# What to focus?



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# Some questions users may ask

- Where am I?



# The secret history of information architecture



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# IA definition

the arrangement of individual pieces of information in order to convey meaning.





# Users want to know:

- Where am I?



# Where am I?

- Well placed logos and up-front value propositions

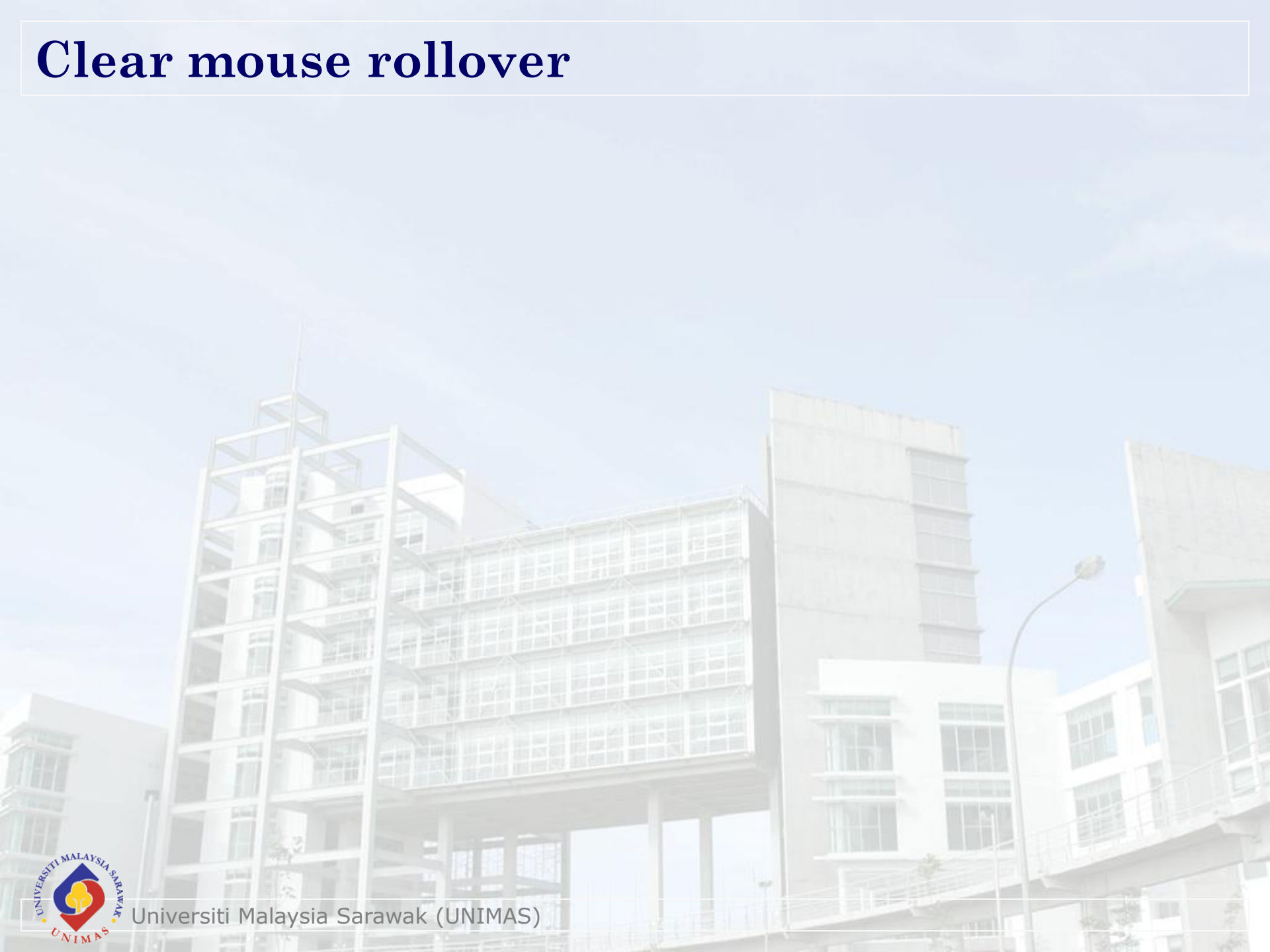


# Where are the things I am looking for?



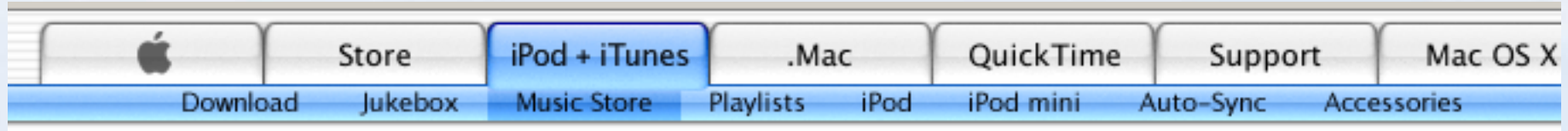
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# Clear mouse rollover



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# Global navigation systems



Tab Menu



Horizontal Menu



Bottom Menu

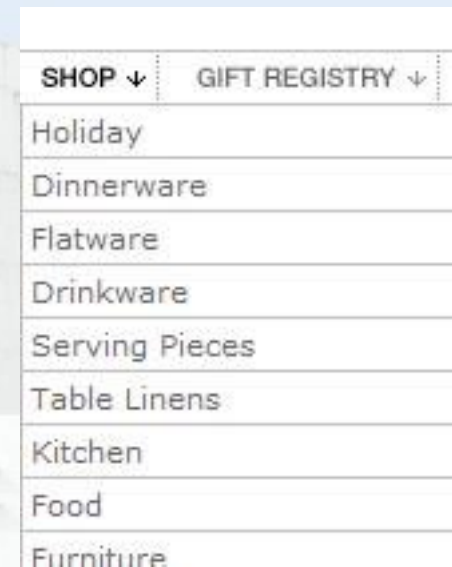
# Local navigation systems

## Cascading Menu

### Sidebar



### Fly-out Menu



### Drop-down Menu



# Contextual navigation systems

- Embedded or 'in line' hypertext links
- Associative links

# Supplemental navigation systems

- Search
- Sitemaps
- Indexes
- Guides
- Breadcrumbs
- Pagination

Site Index





# Site Map



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# Site Index



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# Guides on Special Topic



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# Supplemental system examples

- Breadcrumbs
  - Location
  - Path
  - Attribute



# Navigation

question

Answer

Where am I?

logo on every page

-Where have I been?

Standard visited link colour

Where can I go?

Underline text (blue)

# Clear Page Title

- Every pages should have it!



# Homepage Role

- Magazine cover
- Face to the world
- Building lobby
- Organization receptionist
- Book table of contents
- Newspaper front page
- brochure



# Magazine Cover

