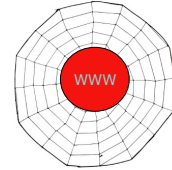


3.02C Website Organization

3.02 Develop webpages.

Information Architecture

- Determine the mission/purpose of the website
 - Sell (e-Commerce)
 - Inform
 - Entertain
 - Social Networking
 - Hybrid
- Define goals of the site
- Define target audience
- Examine competitive sites



Information Architecture

- Identify the content of the website
 - Text
 - Graphics
 - Video, Audio, Animation
 - Forms
- Determine website structure and navigation
 - Linear
 - Webbed
 - Hierarchical

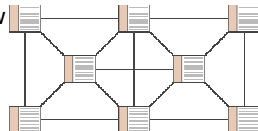
Linear Structure

- Users view pages one at a time in a specific order.
- Topics are arranged in chronological, alphabetical, or series specific order.
- Pages have links to the next page and back to previous or index page only.
- Used for pages that need to be read or completed in a specific order.
 - Step-by-step learning
 - Presentations
 - Online orders



Webbed Structure

- Allows users to jump to any page on the website
- Used for sites with a few inter-related pages
 - The order of the viewing doesn't matter.
- Must be consistent or user will get confused
 - Navigation bars or menus are included on all pages.



Hierarchical Structure

- Looks like a family tree or like a chain of command.
- Used to organize large amounts of information with categories and subcategories
- Best way to organize complex bodies of information.

