

Mapping Information Architecture

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Image by vectorjuice on Freepik

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Image by Freepik and Logo by Stash Tea Company

Objectives

Part 1: Evaluative Site Map

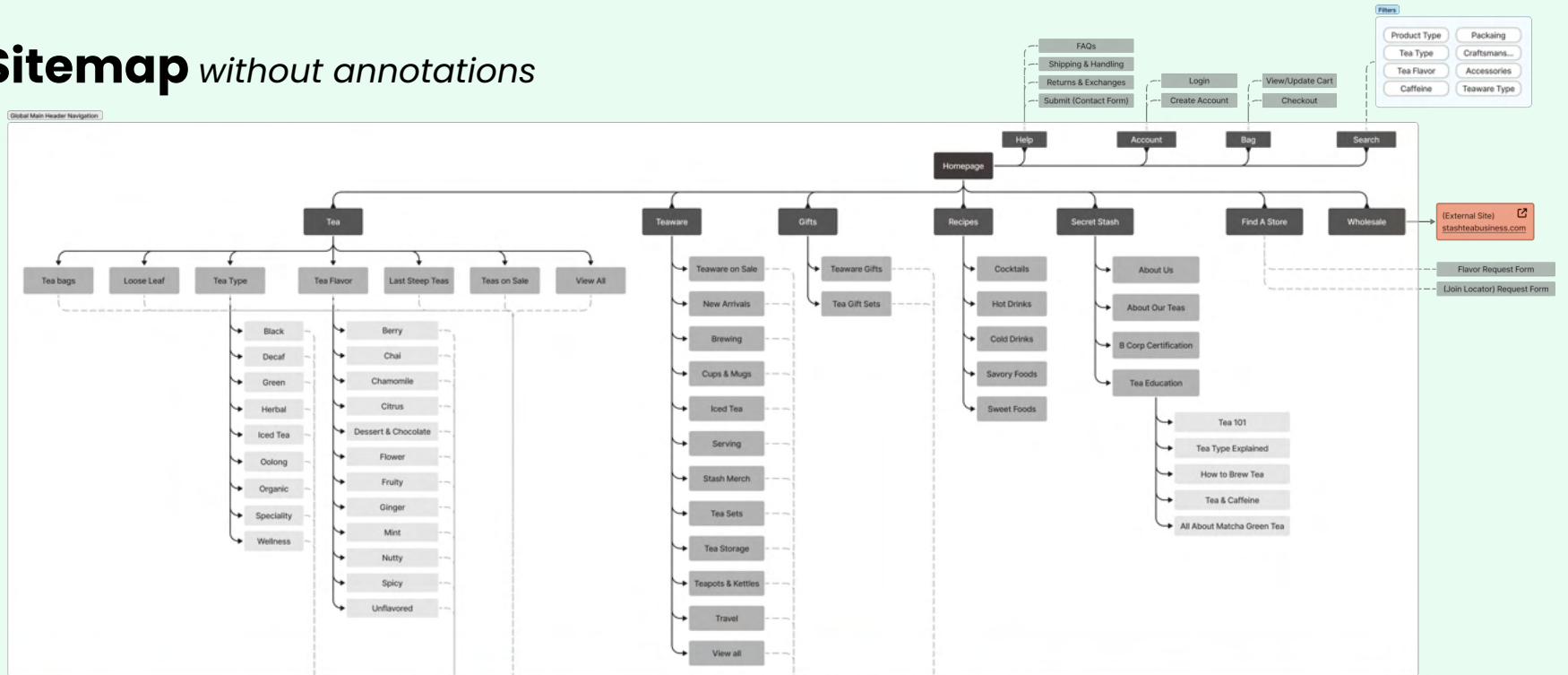
Develop an evaluative site map of stashtea.com.

- Reflect on the structure of the site.
- Display how it's organized while showing primary content and relationships.
- Find ways to make clear the complexities of the website.

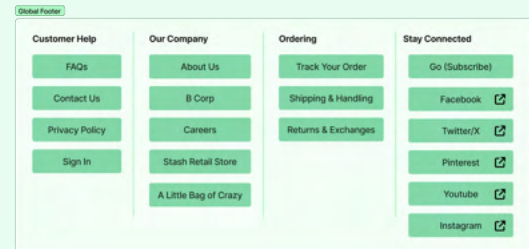
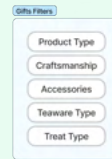
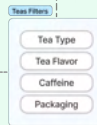
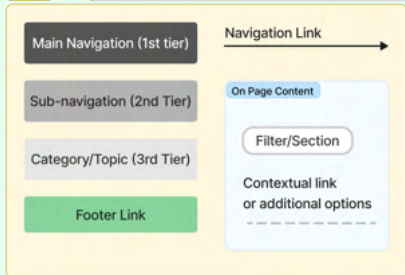
Part 2: Analyze & Critique the Architecture

- Annotate site map - identify specific problems, weaknesses, and opportunities for potential changes in the architecture.
- Summarize critiques - what works, what doesn't, what should be changed, what should be retained, etc.

Sitemap without annotations



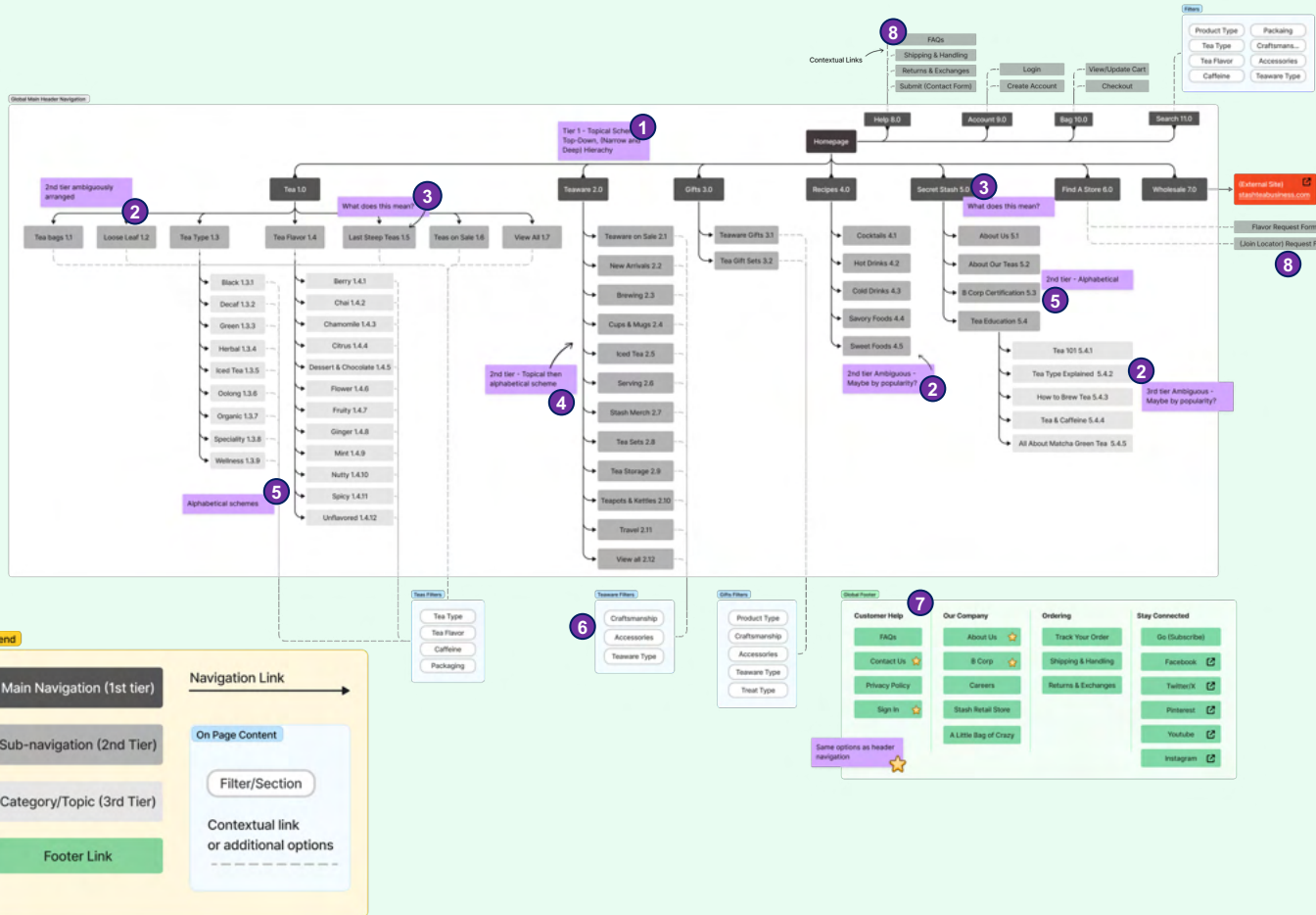
Legend



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Annotations

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- The site's global header navigation follows a hybrid topical/task-oriented scheme within a top-down hierarchy.
- Sub-menus on the 2nd and 3rd tiers lack a consistent organizational scheme and are ambiguously ordered, particularly in Tea (1.0).
- A few menu labels are unclear. Example: "Last Steep Teas" and "Secret Stash."
- Teaware's sub-menu is organized alphabetically within topical categories, with the first two items possibly featured at the top due to popularity.
- Some navigation items solely follow an alphabetical scheme.
- Users can quickly sort and filter product categories with multiple facets. Breadcrumb navigation provides location context.
- The footer navigation follows a topical and task-oriented scheme.
- "Help" and "Find a Store" feature contextual navigation links not found in the global header or footer navigation.

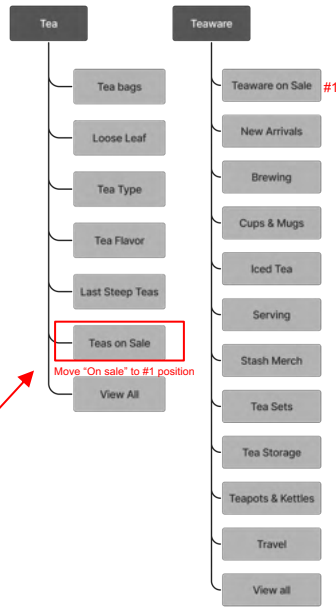
Critique Summary

What works and should be retained:

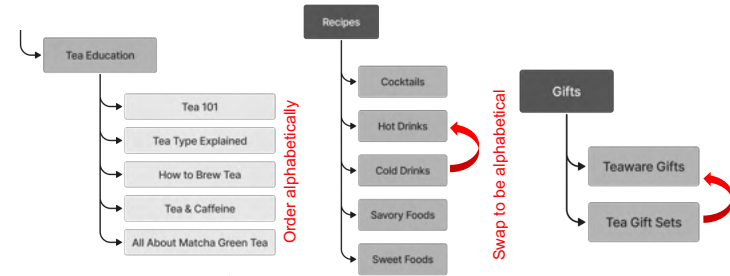
- The main navigation is clearly labeled except for “Secret Stash”.
- Faceted sorting and filtering options give users greater control over displayed content.

What doesn't and what should be changed:

- Inconsistent organization schemes across sub-menus. i.e. Teas and Teawares sub-menus should be organized the same for consistency – with “On Sale” options first.
- Sub-menus that don't have similar browsing categories should be ordered alphabetically for easy scanning.
- Change “Last Steep Teas” to “Clearance” and “Secret Stash” to “About Stash” to clarify content.
- Apply breadcrumb navigation across entire the site (not just product pages) for contextual location.



Move "On sale" to #1 position



Order alphabetically

Swap to be alphabetical

Clearance
(and order alphabetically)



APPENDIX

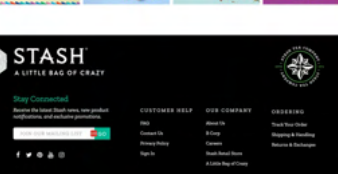
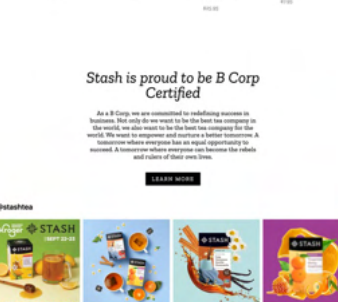
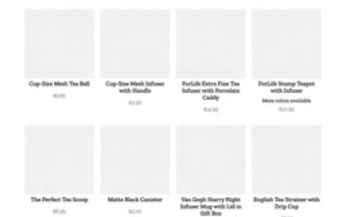
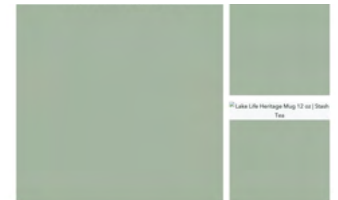
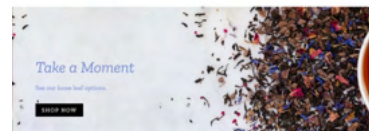
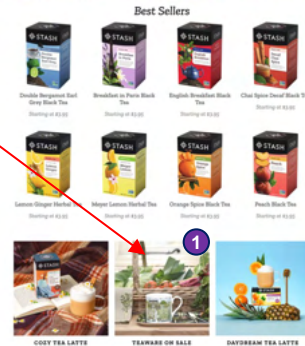
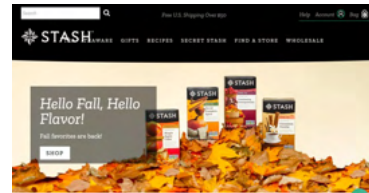
Homepage Organization

1. Random sale callout in between recipes seems out of place. Call out sales elsewhere and keep this content block just recipes for consistency.

Homepage Content

| | | |
|-----------------------|-----------------|-----------|
| 1. Shop (Fall) | | |
| 2. Best Sellers | | |
| 3. Recipe | 4. Teaware Sale | 5. Recipe |
| 6. Shop (Loose Leaf) | | |
| 7. Teaware Top Picks | | |
| 8. B Corp Info | | |
| 9. Social media posts | | |
| 10. Footer | | |

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Stash Wholesale Sitemap

1. “Shop” organization is an ambiguous, topical scheme, likely ordered by popularity. Noting is alphabetically ordered.
2. The recipes page provides filtering facets.
3. “FAQ” doesn’t seem like the right label for all the sub-menu options under it. Perhaps a “Help” or “resources” would be more general.

