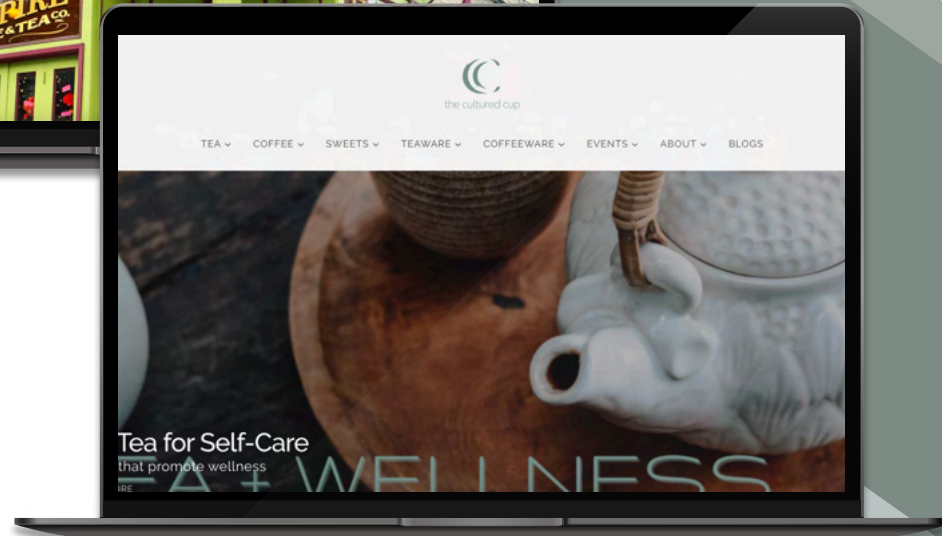


Examining Information Architecture

Shannon Kelly

Sept 2, 2023

Fall 2023 INFORMATION ARCHITECTURE I (UXD-60101-004)



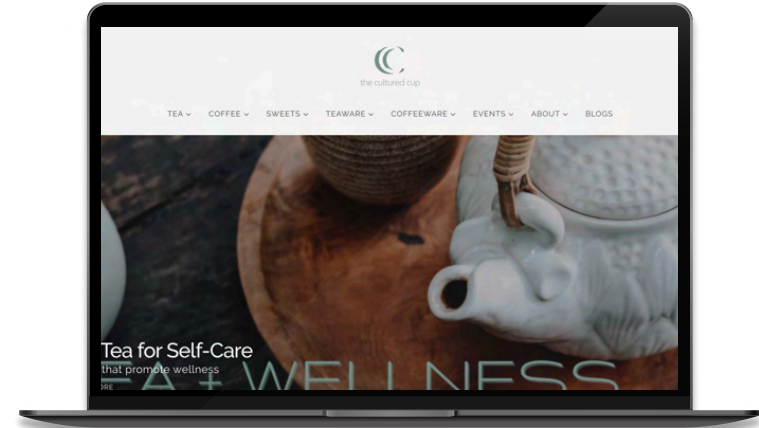
Identify elements of an information architecture

- Primary organization scheme
- Where am I? What element(s) tell users where they are on the site
- How do I get to? What element(s) will get people to all the other products in this category?
- How do I see? What elements will help the user move up one level in the site?
- What's not good?

<http://www.empirecoffeetea.com/>



<http://www.theculturedcup.com/>



To preserve freshness, orders placed on 9/31 thru 9/4 will be shipped on 9/5.

ESTABLISHED 1908
EMPIRE
COFFEE & TEA CO.
INC.

Search



COFFEE ▾ TEA ▾ MAKERS & FILTERS ▾ GIFT BASKETS ▾ GOURMET FOODS ▾ MUGS ▾ HISTORY ▾ HELP ▾

EMPIRE COFFEE & TEA

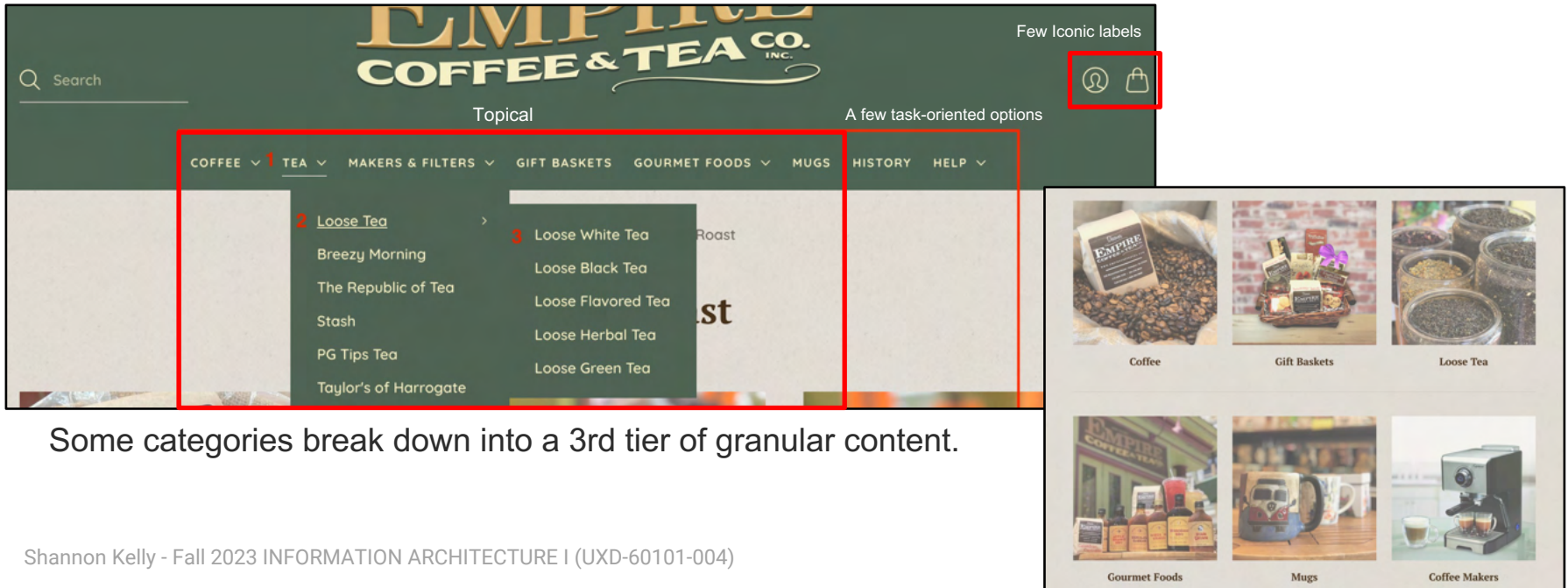
empirecoffeetea.com



Primary organization

empirecoffeetea.com

The primary organization scheme for *Empire Coffee & Tea* is a **topical taxonomy**. The main global navigation shows that the categories and sub-categories are grouped by the different products the business offers. Further down the homepage, the main categories are also highlighted, supporting the topical scheme, although the hierarchy order differs from the global navigation.

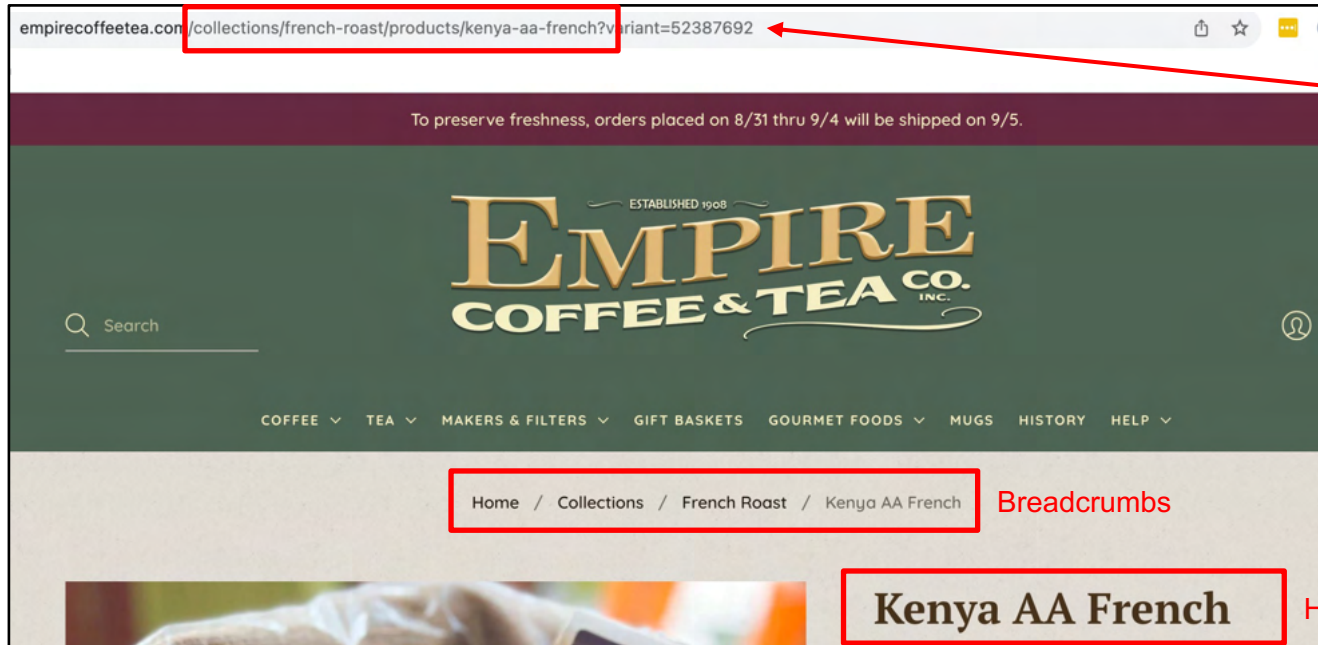


Some categories break down into a 3rd tier of granular content.

Where Am I?

empirecoffeetea.com

On product pages, the main element that tells users where they are within the overall organization scheme is the **product heading** (the name of the product.) The **breadcrumb navigation** provides contextual links that show what category the user is in but also helps users move up a level within the category.

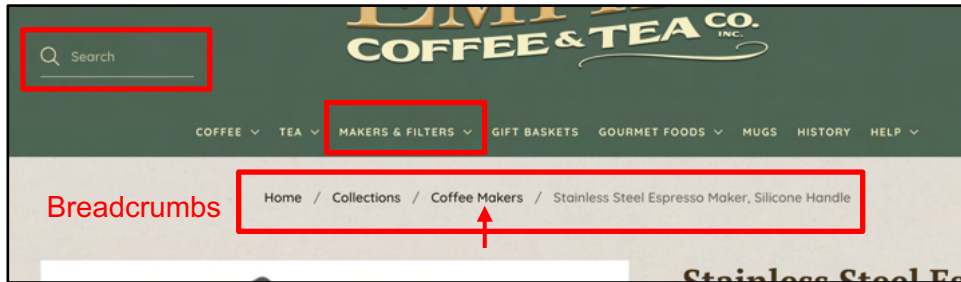


Another (non-page) element that tells the user where they are is the URL structure, which includes keywords and closely mimics the breadcrumb navigation structure.

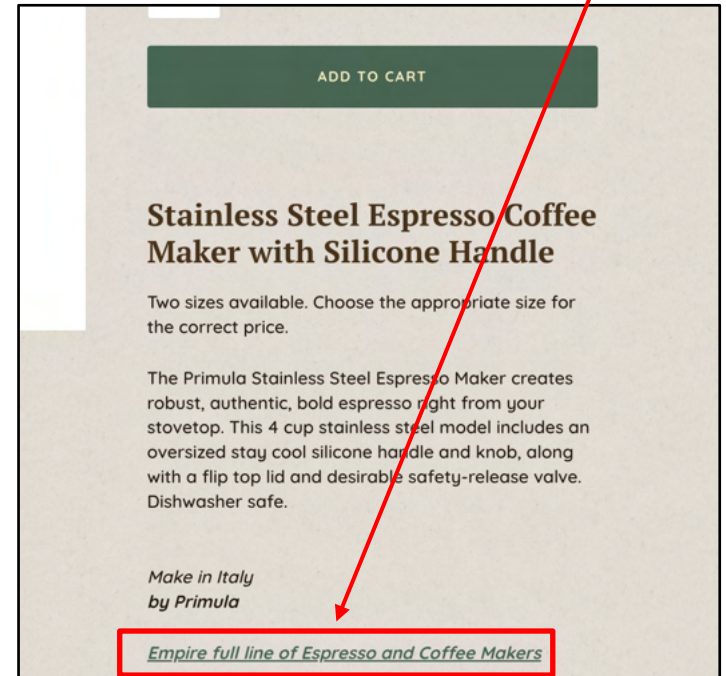
How do I get to?

empirecoffeetea.com

Depending on the product, **contextual links**, such as the "Empire full line of Espresso and Coffee Makers" link found on this stainless steel coffee maker page, help users browse items in the same category. Another way to browse similar things is to utilize the **breadcrumb navigation**.



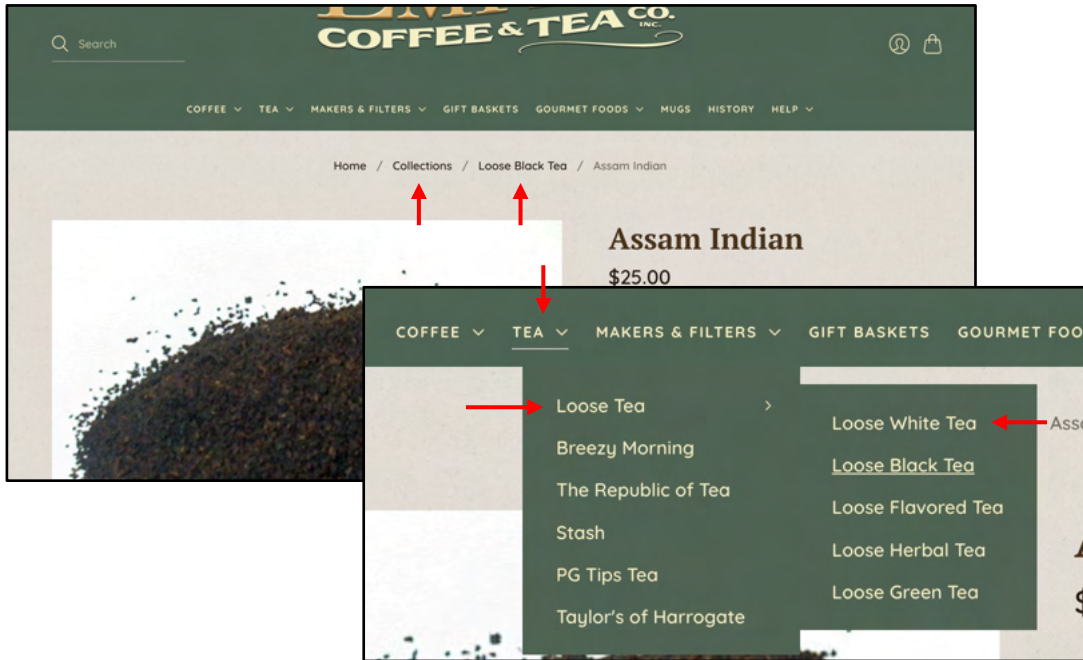
Suppose users don't utilize the contextual links and breadcrumb navigation. In that case, they can always use the menu to go back into a category and browse or utilize search by entering similar product keywords.



How do I see?

empirecoffeetea.com

On product pages, elements that help the users move up one level to see all products of this type include the breadcrumb navigation and the **main global navigation**.

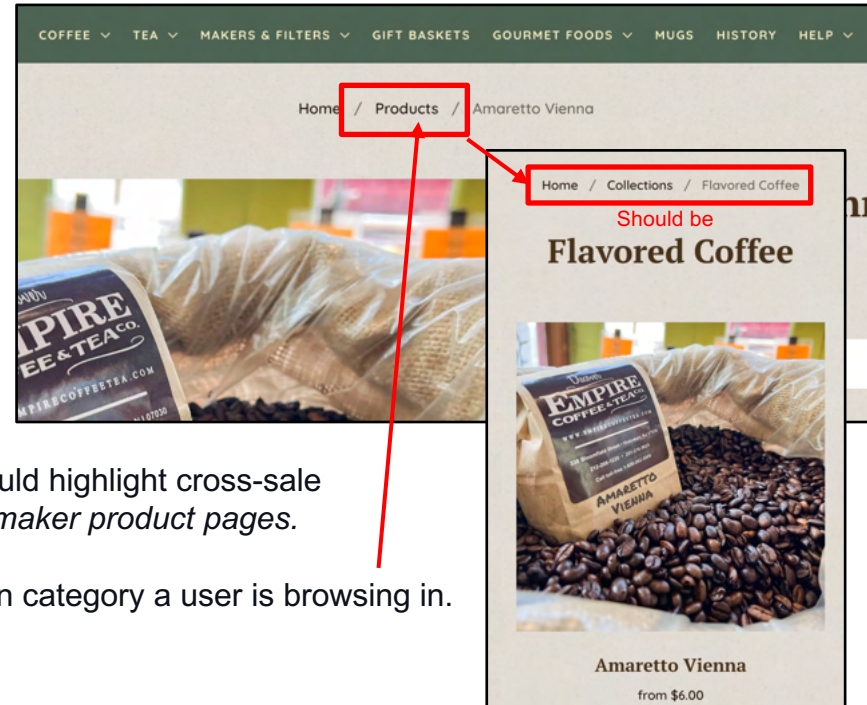


Users can also utilize the search function by entering a product keyword, like "Assam," to get similar results.

What's not good?

empirecoffeetea.com

The homepage features a storefront image, indicating a brick-and-mortar location. Location information is under “Help,” which users may not think to check. The history link could be renamed “About Empire” since it already links to an About page.



Outside of the homepage, the site lacks contextual links that could highlight cross-sale items on product pages. *Example: Mugs and coffee on coffee maker product pages.*

Breadcrumb hierarchical labeling doesn't always reflect the main category a user is browsing in.



theculturedcup.com

TEA ▾

COFFEE ▾

SWEETS ▾

TEAWARE ▾

COFFEEWARE ▾

EVENTS ▾

ABOUT ▾

BLOGS

THE CULTURED CUP

theculturedcup.com

Healthy Tea for Self-Care

Teas that promote wellness

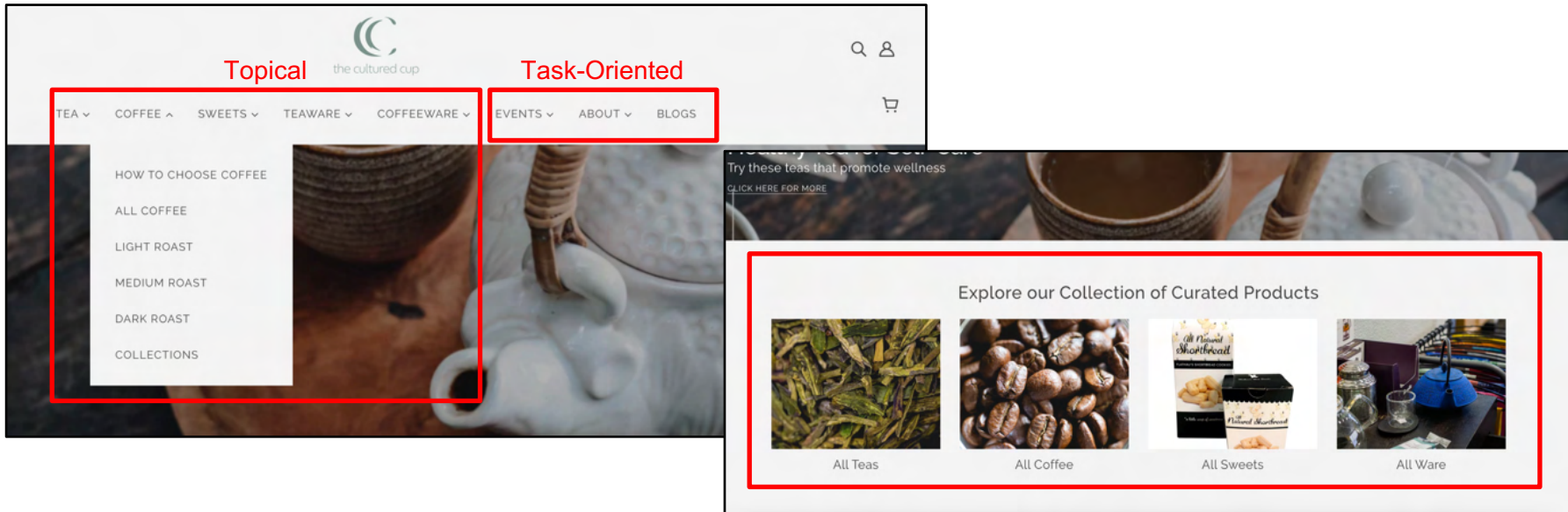
SEE FOR MORE

TEA + WELLNESS

Primary organization

theculturedcup.com

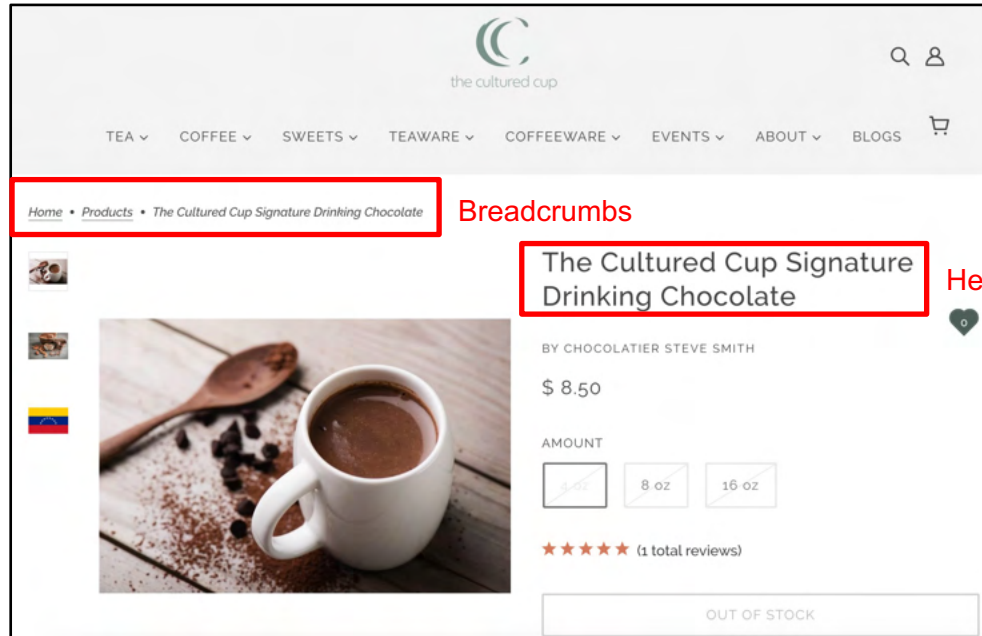
The primary organization for *The Cultured Cup* is also a **topical scheme** with a few **task-oriented** options, making it a **hybrid scheme**. The main global navigation in the header features categories and sub-categories grouped by the different product offerings. The homepage also highlights a few topical (likely popular product) categories.



Where Am I?

theculturedcup.com

On product pages, the **product heading** (or name) is the main element that lets the user know where they are on the page. The **breadcrumb navigation** (as well as the URL structure) provides a little context where the user is, but the next level up (for the example product below, “Products”) is vague.



How do I get to?

theculturedcup.com

To get to similar products in the “hot chocolate” category from this product page, users can access the **contextual links** for similar products under the product description and in the “You may also like” section at the bottom of the product page. Users can also access the main menu and find similar items in the “sweets category” or use the search function.

Signature Drinking Chocolate page

Fun Fact: The infamous Italian seducer Giacomo Casanova is said to have drunk chocolate before bedding his conquests.

Similar Products: [Aztec Love Potion](#), [Texas Chile Chai](#)

Facebook Twitter Pinterest Email Link

You may also like

- Rainbow Rhapsody Teabags**
Mariage Frères White+ Organic
\$ 39.95
Choose Options
- Aztec Drinking Chocolate**
By Chocolatier Steve Smith
From \$ 9.75
Choose Options
- South Africa, Zoulou Tea (Zulu tea)**
Mariage Frères Tisane+ Organic
\$ 42.95
Choose Options
- Dutch Chocolate Almond**
The Cultured Cup Light+ Roast
From \$ 8.00
Choose Options

Search here...

COFFEE SWEETS TEAWARE COFFEEWARE

HOW TO CHOOSE

ALL SWEETS

SIGNATURE DRINKING CHOCOLATE

AZTEC DRINKING CHOCOLATE

FRENCH BUTTER CARAMELS

MANGO PASSIONFRUIT CARAMELS

TEXAS TORTUGAS

How do I see?

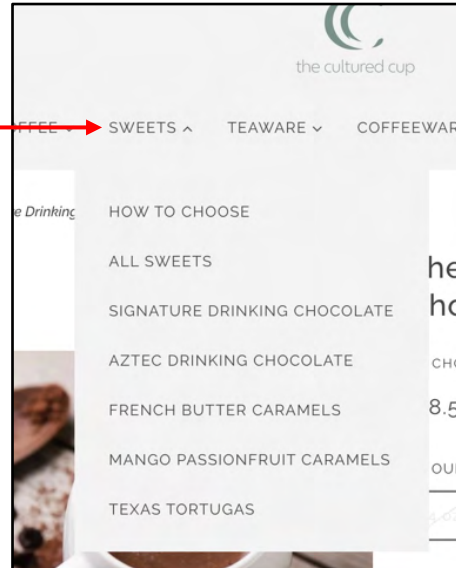
theculturedcup.com

The breadcrumb **navigation** should serve as a means to move a level up in categories, but instead, it takes the user to all products. Therefore, the easiest way to get to the next level in a category is to access the main navigation or search for keywords around product types.

[Home](#) • [Products](#) • [The Cultured Cup Signature Drinking Chocolate](#)



Doesn't allow the user to move a level up in the category to all sweets.



Search for "sweets", "chocolate" etc.



What's not good?

theculturedcup.com

There are only a few minor issues with the Cultured Cups information architecture. If a user clicks on a main category item (vs hovering), it takes the user to the “how to choose” page when the expected behavior is to view “all items” in that category. The minimalist icons for the additional navigation labels (search, account/login, cart.) could prove problematic, but they may not be an issue as they’re a bit more universal (search, account/login, cart.)

