Bringing Order to a Content Hoarder
An Information Architecture (IA) Primer

Cornell Drupal Camp 2016 • #DrupalCampCU • @anthonydpaul

Innate fear of
being lost

eldest confirmed labyrinth carving
Pylos, Greece c. 1200 BC

Onset of
madness

Minotaur / labyrinth mosaic
Conimbriga, Portugal c. 200 AD

Defeat or
be defeated

Theseus and the Minotaur pottery
Greece c. 500 BC
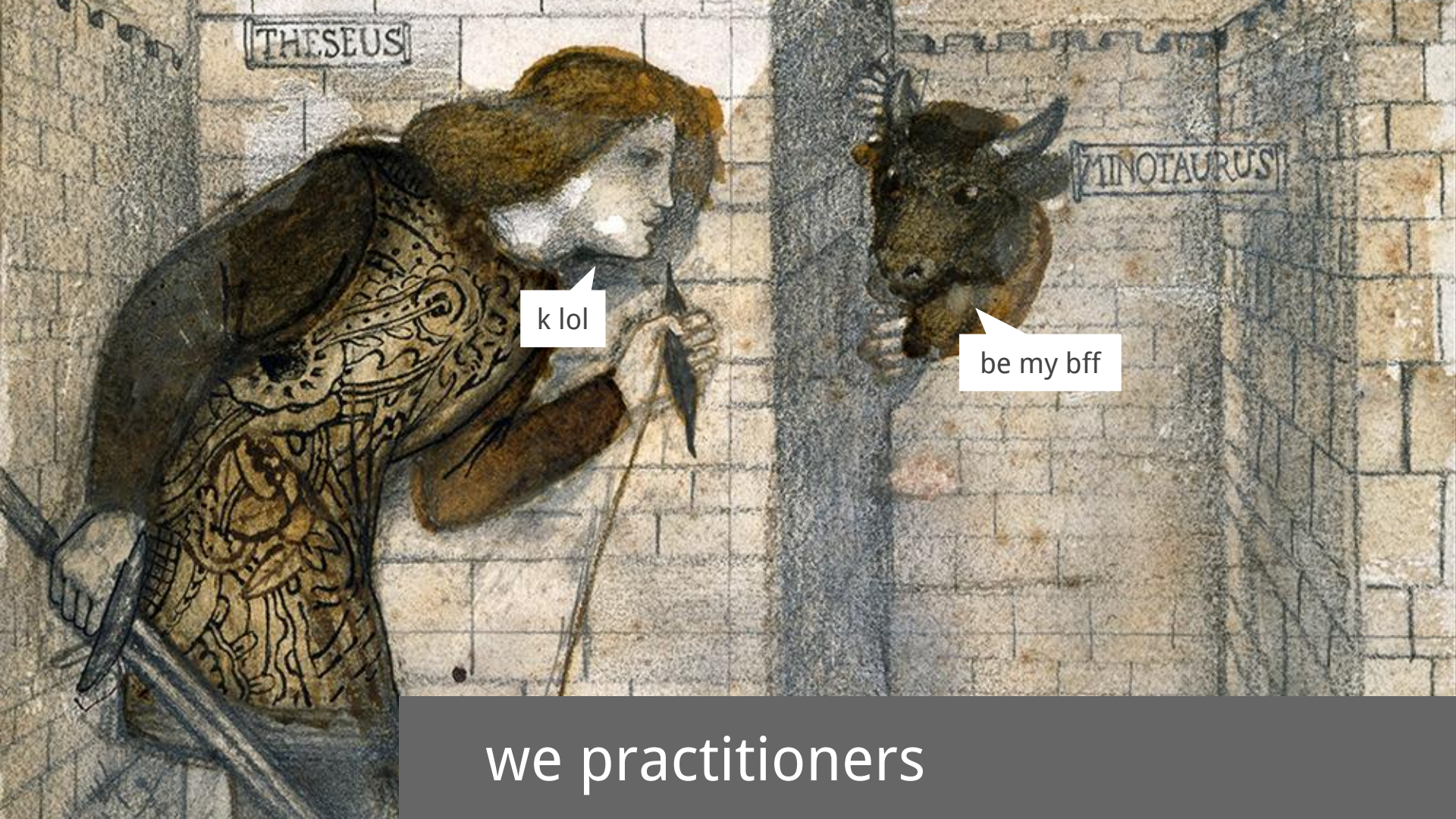
we practitioners

"This doesn't look toooo bad…"

flyout menu ▾ flyout menu ▾ flyout menu ▾ flyout menu ▾ flyout menu ▾ flyout menu ▾ flyout menu ▾ flyout menu ▾ flyout menu ▾

Breaking News ▸	Entertainment			
Entertainment ▸	Politics			
Finance ▸	A&E			
Food & Cooking ▸	**Sports** ▸	Baseball		
Lifestyle	Local	Basketball		
News	Health	A really long label would wrap nicely as you can see		
Politics		**Swimming** ▸	High School	
Sports ▸		Tennis	College	
		Ice Skating	**Professional** ▸	Mens Swimming ▸
		Javascript Programming	Adult Recreational	Womens Swimming ▸
		Running	Youth Recreational	
		Walking	Senior Recreational	

multiple multilevel flyouts
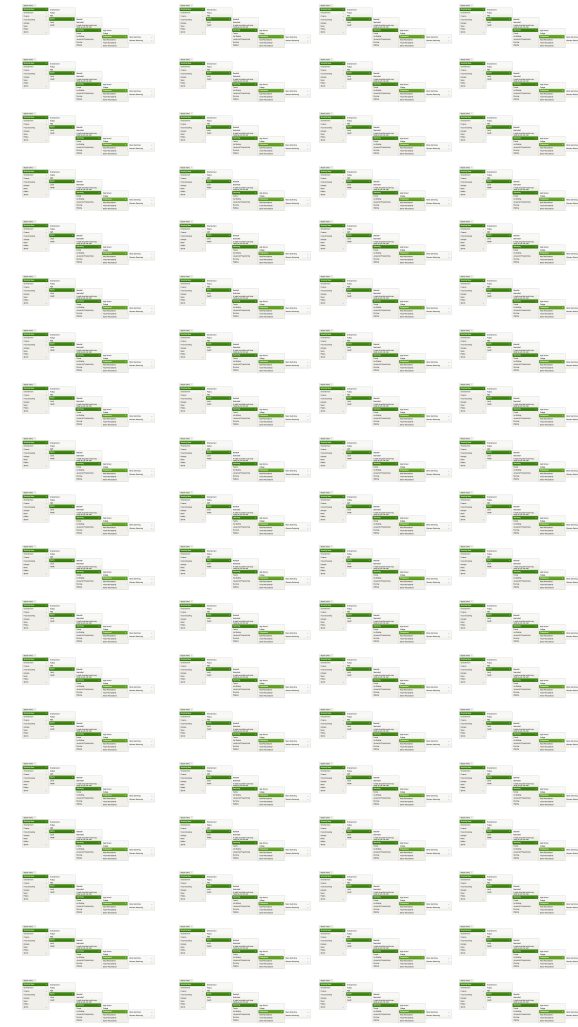
exponential paths

"The filesystem
    may be clearer…"

15,000

12,000

IA process at a glance

What it *could* be

inventory   explore   clean   decide
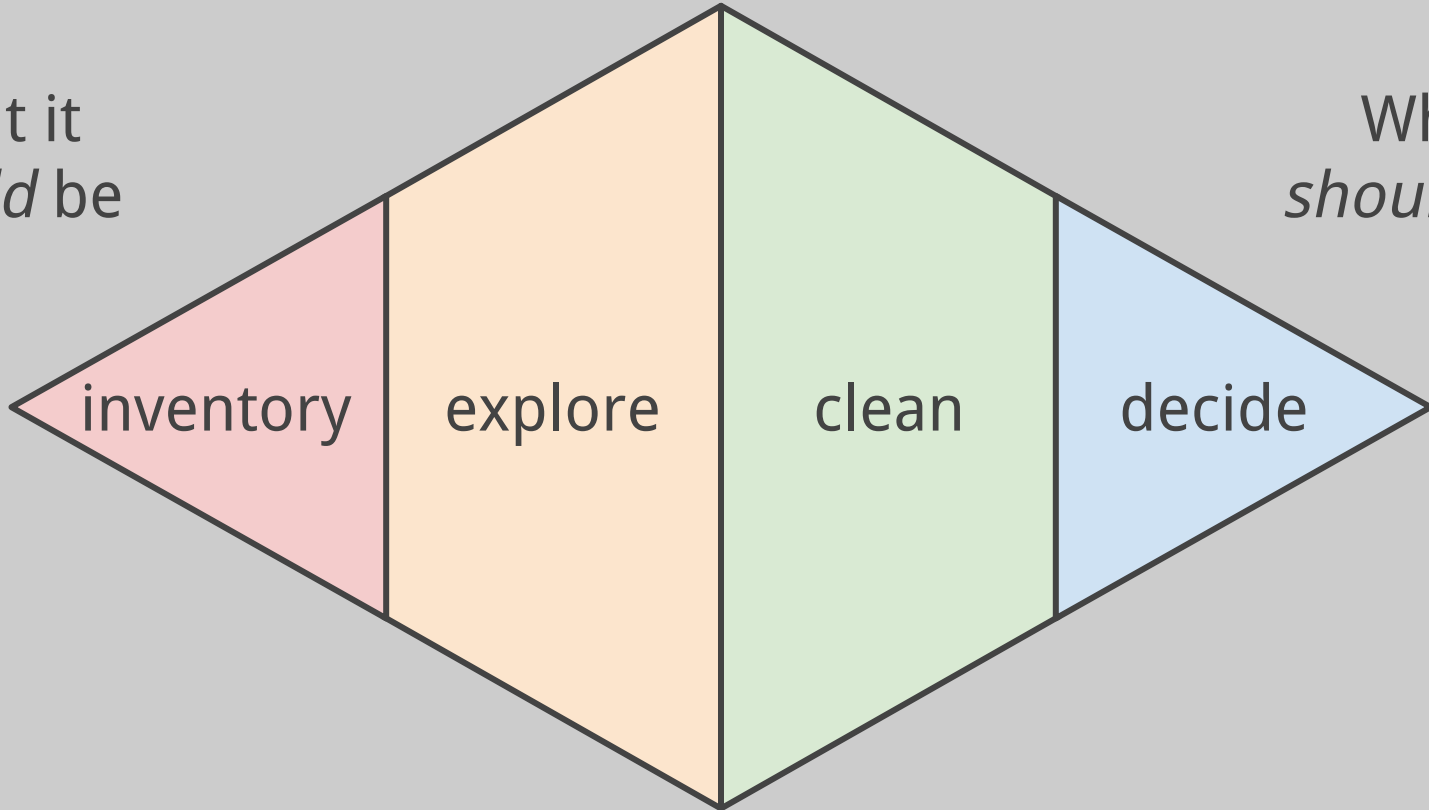
What it *should* be

inventory: What do we have already?

1. Content types

2. Pages

3. Specific details

4. Calls-to-action

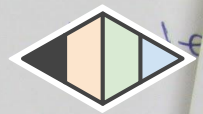| #	Level	Title	URL	Notes
0.0	L0	Home	http://www.oaee.umd.edu	
0.1	L1	[UMD logo]	http://www.umd.edu/	header
0.2	L1	[Clark logo]	http://www.eng.umd.edu/	header
0.3	L1	Testudo	http://testudo.umd.edu/	header
0.4	L1	Make a Gift	[external] http://advancement.umd.edu/giving/showschool.php?id=6512bd43	header
0.5	L1	Calendar	http://oaee.umd.edu/calendar/view	header
0.5.x	L2	[~339 event articles]	[see Events tab]	header
0.6	L1	Request Information	http://oaee.umd.edu/request-information	header
0.7	L1	Apply	http://oaee.umd.edu/apply	header
0.7.1	L2	Frequently Asked Questions on Proctoring	http://oaee.umd.edu/frequently-asked-questions-proctoring	header
0.8	L1	News	http://oaee.umd.edu/newsview	main body
0.8.1	L2	Search	http://oaee.umd.edu/newsview-search	main body
0.8.x	L2	Archive [by semester]	http://oaee.umd.edu/newsview-archive	main body
0.8.x	L2	[~203 news articles]	[see News tab]	main body
0.9	L1	Alumni Stories	http://oaee.umd.edu/alumni-stories	main body
0.9.x	L2	[~23 alumni articles]	[see Alumni Stories tab]	main body
0.10	L1	Canvas	[external] https://umd.instructure.com/login	footer
1.0	L1	About Us (About OAEE)	http://oaee.umd.edu/about-oaee	
1.1	L2	Our Mission	http://oaee.umd.edu/our-mission	
1.1.1	L3	Clark School Corporate Preferred Partner Sc	http://oaee.umd.edu/partners	
1.2	L2	Graduate Program by the Numbers	http://oaee.umd.edu/graduate-program-numbers	
1.3	L2	Faculty Resources	[external] http://advanc	
1.4	L2	Contact Us	http://oaee.umd.edu/co	
1.4.1	L3	Feedback Form	http://oaee.umd.edu/fe	

artifact 1 of 2: spreadsheet

Programs
itive Events
unity Service
cations
Resources
pter Resources
ognition Programs
rit awards
rit certificates
f conferences
ship press release
ce statistics (about)
rmats of competitions
    Role-play/simulations
    Case studies
    Business plans
    Projects
e of Ethics
    For advisors
lendar of competitive events, conference
icer elections
List of programs (repeat/constant)
List of conferences (repeat)
List of events (conf. specific?)

Conferences
portunities/recruiting

Advertising
About
Benefits
Opportunities
 ↳DECA
 ↳DECA
 ↳Magazine
 •Newsle
 •Advisor

○ DECA

(Program

Fundraisi
why
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— li
info

School-Ba
Certification
↳ G
↳ M
↳
↳

DEC

H
— How
— Synop
— Regis

spec

DEC

M

artifact 2 of 2: messy notes

SiteSucker (MacOS, free)
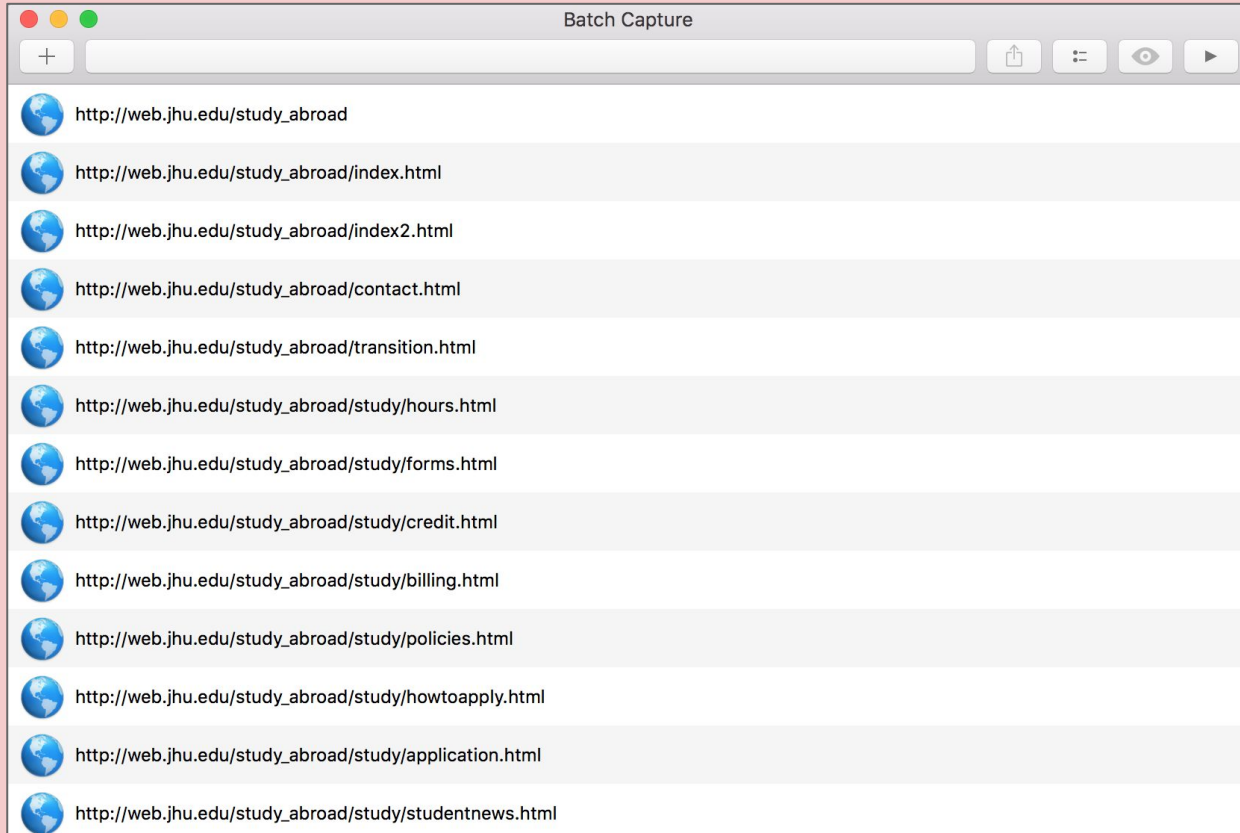

Tips:

Turn off Robots.txt

SlickPlan (online, free trial)

Study Abroad
- Study Abroad
- Study Abroad
- Study Abroad
- Programs
- study
  - Office Hours
  - Forms
  - Credit/Grades
  - Billing/Finance
  - Study Abroad Po
  - How To Apply
  - Application
  - News from Our S
  - Billing/Finance
  - Practical Informa
  - study-parents
  - study-faculty
  - Returning to Hop
  - study-programs
  - Travel Warning P
- Study Abroad
- parents
  - Health and Welln
  - safety
  - Insurance
  - Parents
  - Emergency Cont

name	link
Study Abroad	http://web.jhu.e
Study Abroad	http://web.jhu.e
Study Abroad	http://web.jhu.e
Study Abroad	http://web.jhu.e
Programs	http://web.jhu.e
study	
Office Hours	http://web.jhu.e
Forms	http://web.jhu.e
Credit/Grades	http://web.jhu.e
Billing/Finance	http://web.jhu.e
Study Abroad Policies	http://web.jhu.e
How To Apply	http://web.jhu.e
Application	http://web.jhu.e
News from Our Students	http://web.jhu.e
Billing/Finance	http://web.jhu.e
Practical Information	http://web.jhu.e
study-parents	http://web.jhu.e
study-faculty	http://web.jhu.e
Returning to Hopkins	http://web.jhu.e
study-programs	http://web.jhu.e
Travel Warning Petitions	http://web.jhu.e

Tips:

In import, include "links"

Paparazzi! (MacOS, free)

Batch Capture

+ [   ] ⬆ ☰ 👁 ▶

🌐 http://web.jhu.edu/study_abroad

🌐 http://web.jhu.edu/study_abroad/index.html

🌐 http://web.jhu.edu/study_abroad/index2.html

🌐 http://web.jhu.edu/study_abroad/contact.html

🌐 http://web.jhu.edu/study_abroad/transition.html

🌐 http://web.jhu.edu/study_abroad/study/hours.html

🌐 http://web.jhu.edu/study_abroad/study/forms.html

🌐 http://web.jhu.edu/study_abroad/study/credit.html

🌐 http://web.jhu.edu/study_abroad/study/billing.html

🌐 http://web.jhu.edu/study_abroad/study/policies.html

🌐 http://web.jhu.edu/study_abroad/study/howtoapply.html

🌐 http://web.jhu.edu/study_abroad/study/application.html

🌐 http://web.jhu.edu/study_abroad/study/studentnews.html

Tips:

Use batch, but it crashes

Physical card sort

explore: What may we want/need?

1. Competition gaps

2. Unfulfilled audience needs

3. New content types

4. Menu label ideas

Programs
titive Events
unity Service
cations
Resources
pter Resources
ognition Programs
award
erit certificates
f conferences
ship press release
nce statistics (about)
rmats of competitions
Role-play/simulations
Case studies
Business plans
Projects
of Ethics
For advisors
Calendar of competitive events, conference
lendar of competitive events (repeat/constant)
fficer elections
List of programs (repeat)
List of conferences (repeat)
List of events (conf. specific?)
Conferences
opportunities/recruiting

Advertising
About
Benefits
Opportunities
⤷ DECA
⤷ DECA
⤷ Magazine
• Newsle
• Advisor
∘ DECA
(Program

Fundrais
why
– asse
– in
– qu
– li
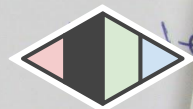info

School-Ba
Certification
⤷ G
⤷ M
⤷
⤷

DEC

H
– How T
– Synop
– Regis
spec

mostly more notes

Interviews, focus groups

Discussion Prompts

1. Does today's site support the Clark brand?
   a. Do people say anything about the site to you, positive or negative?
   b. What makes Clark different to prospects and current students?
   c. Does the website do an adequate job of conveying the Clark story?
2. Do you use the Clark website today?
   a. What content do you access most regularly and why?
   b. How does the Clark site compare to other school websites you've seen?
3. What content needs to update most frequently on today's site?
   a. Is there old or inaccurate content on today's site?
   b. Who updates that content today?
4. What would make the Clark website more useful?
   a. Is there content you've looked for on the Clark website but have not found difficulty finding?
   b. Have you experienced any technical difficulty with the site on any devices?
5. Who is the Clark website designed for?
   a. What do they use it for?

Tips:

Focus on "what works" rather than "likes"

Search analytics

	Keyword	Acquisition			Behavior		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Durati
		604 % of Total: 42.93% (1,407)	89.40% Site Avg: 86.78% (3.02%)	540 % of Total: 44.23% (1,221)	32.62% Site Avg: 23.60% (38.22%)	2.75 Site Avg: 1.98 (38.62%)	00:
☐	1. (not provided)	445 (73.68%)	90.56%	403 (74.63%)	30.56%	2.56	
☐	2. survival gear	32 (5.30%)	81.25%	26 (4.81%)	28.12%	7.19	
☐	3. gerber zombie kit	12 (1.99%)	75.00%	9 (1.67%)	16.67%	1.17	
☐	4. survival gear and supplies	6 (0.99%)	100.00%	6 (1.11%)	66.67%	1.33	
☐	5. survival equipment	5 (0.83%)	100.00%	5 (0.93%)	20.00%	3.20	
☐	6. gerber survival knife	2 (0.33%)	100.00%	2 (0.37%)	0.00%	4.00	
☐	7. gerber zombie	2 (0.33%)	100.00%	2 (0.37%)	50.00%	1.00	
☐	8. northern gear	2 (0.33%)	100.00%	2 (0.37%)	50.00%	1.00	
☐	9. northern survival	2 (0.33%)	100.00%	2 (0.37%)	50.00%	1.00	
☐	10. northern survival gear	2 (0.33%)	100.00%	2 (0.37%)	0.00%	5.50	

Tips:

Look for missing keywords

Session analytics

Tips:

Look to individual
session data via
User Explorer

Survey data (e.g.)

Tips:

Google filetype:pdf market report search

Comparative analysis

Tips:

Look to who solves similar problems

clean: What is easy to ditch?
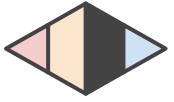
1. Redundant

2. Expired

3. Broken/Dead

#	Level	Title	URL	Notes
0.0	L0	Home	http://www.oaee.umd.edu	header
0.1	L1	[UMD logo]	http://www.umd.edu/	header
0.2	L1	[Clark logo]	http://www.eng.umd.edu/	header
0.3	L1	Testudo	http://testudo.umd.edu/	header
0.4	L1	Make a Gift	[external] http://advancement.umd.edu/giving/showschool.php?id=6512bd43	header
0.5	L1	Calendar	http://oaee.umd.edu/calendar/view	header
0.5.x	L2	[~339 event articles]	[see Events tab]	header
0.6	L1	Request Information	http://oaee.umd.edu/request-information	header
0.7	L1	Apply	http://oaee.umd.edu/apply	header
0.7.1	L2	Frequently Asked Questions on Proctoring	http://oaee.umd.edu/frequently-asked-questions-proctoring	header
0.8	L1	News	http://oaee.umd.edu/newsview	main body
0.8.1	L2	Search	http://oaee.umd.edu/newsview-search	main body
0.8.x	L2	Archive [by semester]	http://oaee.umd.edu/newsview-archive	main body
0.8.x	L2	[~203 news articles]	[see News tab]	main body
0.9	L1	Alumni Stories	http://oaee.umd.edu/alumni-stories	main body
0.9.x	L2	[~23 alumni articles]	[see Alumni Stories tab]	main body
0.10	L1	Canvas	[external] https://umd.instructure.com/login	footer
1.0	L1	About Us (About OAEE)	http://oaee.umd.edu/about-oaee	
1.1	L2	Our Mission	http://oaee.umd.edu/our-mission	
1.1.1	L3	Clark School Corporate Preferred Partner Sc	http://oaee.umd.edu/partners	
1.2	L2	Graduate Program by the Numbers	http://oaee.umd.edu/graduate-program-numbers	
1.3	L2	Faculty Resources	[external] http://advanc	
1.4	L2	Contact Us	http://oaee.umd.edu/co	
1.4.1	L3	Feedback Form	http://oaee.umd.edu/fe	

updated spreadsheet with notes

decide: What is most important?
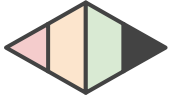
1. Sorting methods (different attributes)

2. Important audience needs (tasks)

3. Important business needs (CTAs)

artifact 1 of 3: stickie notes

Home

About Us
- The Firm
  - *optional detail pages*
    - What makes us different
    - Diversity
- Our Heritage
  - *optional detail pages*
    - Our building
    - Landmark cases
- Serving the Community
  - *optional detail pages*
    - Pro bono

Our Expertise
- Our Passion (mission, industries)
- Practice Areas
  - *each practice area*
    - Feat. news
    - Feat. publications
    - Feat. events
    - Related attorneys
- Legal Services
- Working With Us
  - Client Technology

Client Successes
- Testimonials
- Case Studies
  - *each case study*
    - Feat. news
    - Feat. publications
    - Related attorneys
    - Related practices

- Attorneys
  - *each attorney bio*
    - Social links
    - Feat. news
    - Feat. publications
    - Feat. events
    - Feat. blogs
    - Related practices

artifact 2 of 3: flow doc

#	Level	Title	URL	Notes
0.0	L0	Home	http://www.oaee.umd.edu	
0.1	L1	[Clark logo]	[external] http://www.eng.umd.edu	header
0.2	L1	Contact Us	http://oaee.umd.edu/contact-us	header
0.2.1	L2	Request Information	http://oaee.umd.edu/request-information	header
0.2.2	L2	Feedback Form	http://oaee.umd.edu/feedback-form	header
0.3	L1	Calendar	http://oaee.umd.edu/calendar/view	header
0.3.x	L2	["339 event articles]	[see Events tab]	header
0.4	L1	Faculty Directory	http://oaee.umd.edu/people/faculty	header
0.4.x	L2	["29 faculty bios]	[see Faculty Bios tab]	header
0.5	L1	Request Information	[crosslink to 0.2.1]	header
0.6	L1	Apply	http://oaee.umd.edu/apply	header
0.6.1	L2	Registration	http://oaee.umd.edu/registration	header
0.6.2	L2	Advising	http://oaee.umd.edu/advising	header
0.6.3	L2	Frequently Asked Questions on Proctoring	http://oaee.umd.edu/frequently-asked-questions-proctoring	header
0.7	n/a	[module for featured program or course]	[crosslink to specific program or course]	main body
0.8	n/a	[module for program finder]	[crosslink to specific program]	main body
0.9	n/a	[module for latest news and stories]	[crosslink to specific story articles]	main body
0.11	L1	[UMD logo]	http://www.umd.edu/	footer
0.12	L1	Facebook	[URL?]	footer
0.13	L1	Twitter	[URL?]	footer
0.14	L1	LinkedIn	[URL?]	footer
0.15	L1	Testudo	http://testudo.umd.edu/	footer
0.16	L1	Make a Gift	[external] http://advancement.umd.edu/giving/showschool.php?id=6512b	footer
0.17	L1	Canvas	[external] https://umd.instructure.com/login	footer
0.18	L1	Privacy Policy	[new page]	footer
1.0	L1	Admissions (OAEE Graduate Admissions)	http://oaee.umd.edu/oaee-graduate-admissions	
1.1	L2	Application Process	[new page]	
1.2	L2	Formats and Locations	[new page]	
1.2.1	L3	Online	http://oaee.umd.edu/online-options-0 and http://www.oaee.umd.edu/nod	
1.2.2	L3	At UMD	[new page]	
1.2.3	L3	At remote site	http://oaee.umd.edu/remote-sites	
1.3	L2	Degree Requirements	http://oaee.umd.edu/degree-requirements	
1.4	L2	Tuition and Fees	http://oaee.umd.edu/tuition-and-fees	
1.5	L2	International Students	http://oaee.umd.edu/international-admission	
1.6	L2	Professionals	http://oaee.umd.edu/professional-development	
2.0	L1	Programs (All Degrees & Certificates)	http://oaee.umd.edu/programs	
2.1	L2	Aerospace	http://www.oaee.umd.edu/programs/aerospace	include module for FAQs
2.1.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/aerospace/certificate/courses	include module for tuition and fees
2.1.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/aerospace/masters/courses	include module for tuition and fees
2.2	L2	Bioengineering	http://www.oaee.umd.edu/programs/bioengineering	include module for FAQs
2.2.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/bioengineering/certificate/courses	include module for tuition and fees
2.2.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/bioengineering/masters/courses	include module for tuition and fees
2.3	L2	Chemical & Biomolecular	http://www.oaee.umd.edu/programs/chemical-biomolecular	include module for FAQs
2.3.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/chemical-biomolecular/certificate/c	include module for tuition and fees
2.3.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/chemical-biomolecular/masters/cou	include module for tuition and fees
2.4	L2	Civil & Environmental	http://www.oaee.umd.edu/programs/civil-environmental	include module for FAQs
2.4.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/civil-environmental/certificate/cours	include module for tuition and fees
2.4.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/civil-environmental/masters/course	include module for tuition and fees
2.4.3	L3	Professional Engineers Exam Review	http://oaee.umd.edu/professional-engineers-exam-review-civil-engineeri	
2.5	L2	Cybersecurity	http://www.oaee.umd.edu/programs/cybersecurity	include module for FAQs
2.5.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/cybersecurity/certificate/courses	include module for tuition and fees
2.5.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/cybersecurity/masters/courses	include module for tuition and fees
2.6	L2	Electrical & Computer	http://www.oaee.umd.edu/programs/electrical-computer	include module for FAQs
2.6.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/electrical-computer/certificate/cour	include module for tuition and fees
2.6.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/electrical-computer/masters/course	include module for tuition and fees
2.7	L2	Energetic Concepts	http://www.oaee.umd.edu/programs/energetic-concepts	include module for FAQs
2.7.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/energetic-concepts/certificate/cour	include module for tuition and fees
2.7.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/energetic-concepts/masters/course	include module for tuition and fees
2.8	L2	Energy Systems Management and Policy	http://www.oaee.umd.edu/programs/energy-systems-management-and-	include module for FAQs
2.8.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/energy-systems-management-and-	include module for tuition and fees
2.8.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/energy-systems-management-and-	include module for tuition and fees
2.13.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/nuclear/certificate/courses	include module for tuition and fees
2.13.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/nuclear/masters/courses	include module for tuition and fees
2.13.3	L3	Online Courses	http://www.oaee.umd.edu/programs/nuclear/online-courses	include module for tuition and fees
2.13.4	L3	Professional Master of Engineering	http://www.oaee.umd.edu/programs/nuclear/professional-master-engineering	include module for tuition and fees
2.14	L2	Project Management	http://www.oaee.umd.edu/programs/project-management	include module for FAQs
2.14.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/project-management/certificate/cou	include module for tuition and fees
2.14.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/project-management/masters/cours	include module for tuition and fees
2.15	L2	Regulatory Science & Engineering	http://www.oaee.umd.edu/programs/regulatory-science-engineering	include module for FAQs
2.15.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/regulatory-science-engineering/cert	include module for tuition and fees
2.15.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/regulatory-science-engineering/ma	include module for tuition and fees
2.16	L2	Reliability	http://www.oaee.umd.edu/programs/reliability	include module for FAQs
2.16.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/reliability/certificate/courses	include module for tuition and fees
2.16.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/reliability/masters/courses	include module for tuition and fees
2.16.3	L3	Online Courses	http://www.oaee.umd.edu/programs/reliability/online-courses	include module for tuition and fees
2.16.3.1	L4	Admissions Requirements	http://www.oaee.umd.edu/programs/reliability/online-courses/admission	
2.16.3.2	L4	Class Schedule	http://www.oaee.umd.edu/programs/reliability/online-courses/class-sche	
2.16.3.3	L4	Course Descriptions	http://www.oaee.umd.edu/programs/reliability/online-courses/course-de	
2.16.3.4	L4	Description	http://www.oaee.umd.edu/programs/reliability/online-courses/descriptio	
2.16.3.5	L4	Faculty	http://www.oaee.umd.edu/programs/reliability/online-courses/faculty	
2.16.3.6	L4	FAQs	http://www.oaee.umd.edu/programs/reliability/online-courses/faqs	
2.16.3.7	L4	Requirements	http://www.oaee.umd.edu/programs/reliability/online-courses/requireme	
2.17	L2	Robotics	http://www.oaee.umd.edu/programs/robotics	
2.17.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/robotics/certificate/courses	include module for tuition and fees
2.17.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/robotics/masters/courses	include module for tuition and fees
2.18	L2	Software	http://www.oaee.umd.edu/programs/software	include module for FAQs
2.18.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/software/certificate/courses	include module for tuition and fees
2.18.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/software/masters/courses	include module for tuition and fees
2.19	L2	Sustainable Energy	http://www.oaee.umd.edu/programs/sustainable-energy	include module for FAQs
2.19.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/sustainable-energy/certificate/cours	include module for tuition and fees
2.19.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/sustainable-energy/masters/course	include module for tuition and fees
2.19.3	L3	Online Courses	http://www.oaee.umd.edu/programs/sustainable-energy/online-courses	include module for tuition and fees
2.19.3.1	L4	Admissions Requirements	http://www.oaee.umd.edu/programs/sustainable-energy/online-courses/	
2.19.3.2	L4	Class Schedule	http://www.oaee.umd.edu/programs/sustainable-energy/online-courses/	
2.19.3.3	L4	Course Descriptions	http://www.oaee.umd.edu/programs/sustainable-energy/online-courses/	
2.19.3.4	L4	Description	http://www.oaee.umd.edu/programs/sustainable-energy/online-courses/	
2.19.3.5	L4	Faculty	http://www.oaee.umd.edu/programs/sustainable-energy/online-courses/f	
2.19.3.6	L4	FAQs	http://www.oaee.umd.edu/programs/sustainable-energy/online-courses/f	
2.19.3.7	L4	Requirements	http://www.oaee.umd.edu/programs/sustainable-energy/online-courses/	
2.20	L2	Systems Engineering	http://www.oaee.umd.edu/programs/systems-engineering	include module for FAQs
2.20.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/systems-engineering/certificate/cou	include module for tuition and fees
2.20.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/systems-engineering/masters/cours	include module for tuition and fees
2.21	L2	Transportation Systems	http://www.oaee.umd.edu/programs/transportation-systems	include module for FAQs
2.21.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/transportation-systems/certificate/c	include module for tuition and fees
2.21.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/transportation-systems/masters/cou	include module for tuition and fees
3.0	L1	Students	[new page]	
3.1	L2	Student Help and Resources	[new page]	
3.1.1	L3	Registration Information	[new page]	
3.1.2	L3	FAQs	[new page]	
3.2	L2	Courses (Course Schedule)	http://oaee.umd.edu/course-schedule	
3.2.1	L3			
3.2.2	L3			
4.0	L1			
4.1	L2			
4.1.1	L2			
4.2	L2			
5.0	L1			

Optimal Sort (online, free trial)

About 4

Clark History & Mission

Rankings, Facts, & Figures

K-12 Pre-College Programs

Clark Administrators

Faculty & Research 3

Undergraduate Research

Faculty Research

Award Recipients

Tips:

Involve users and decision-makers

5 Hat Racks: https://youtu.be/Tgi1JQGHENI

Tips:

Try grouping by audience

Contrast by grouping by type of task

Personas/Scenarios/Stories
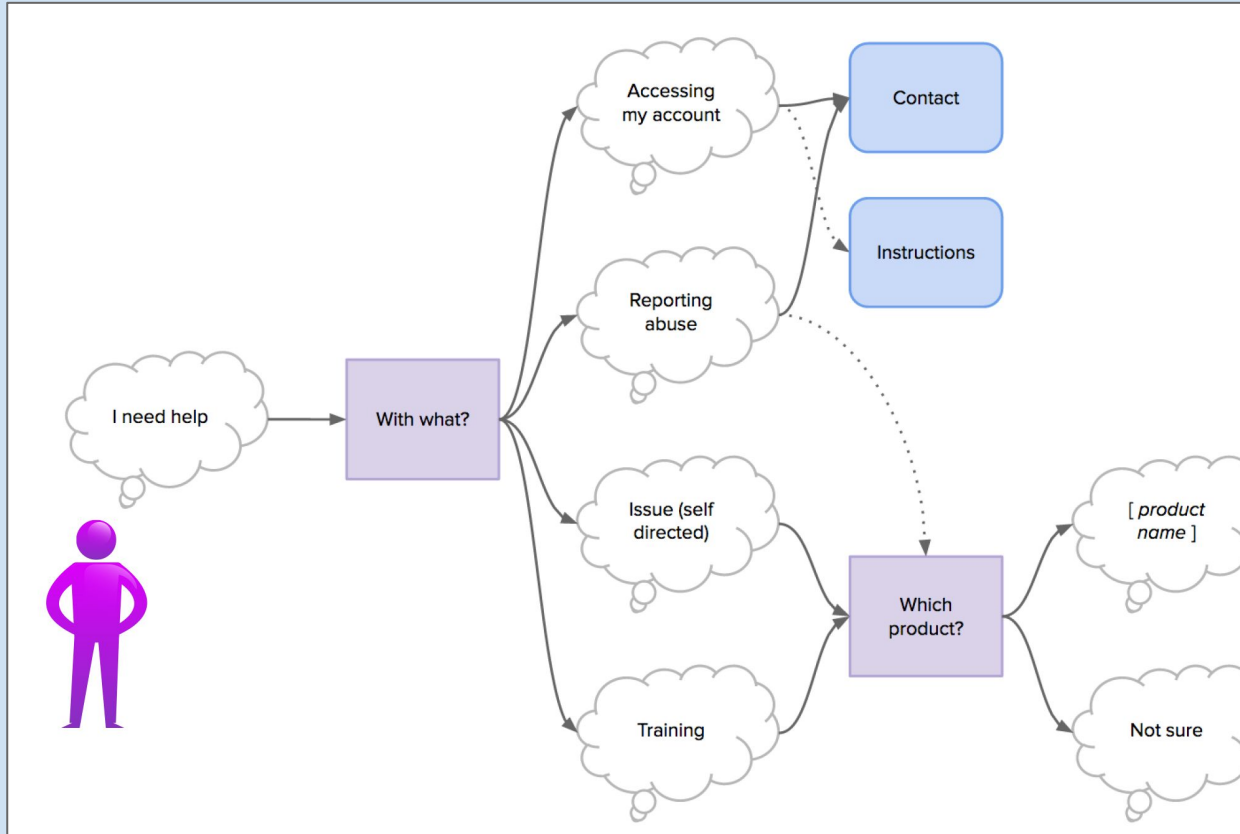
Tips:

Reduce distractions

End Deliverables

Main Menu (detail, part 1 of 2)

main menu continued

Home

About Us
- The Firm
  - *optional detail pages*
    - What makes us different
    - Diversity
- Our Heritage
  - *optional detail pages*
    - Our building
    - Landmark cases
- Serving the Community
  - *optional detail pages*
    - Pro bono

Our Expertise
- Our Passion (mission, industries)
- Practice Areas
  - *each practice area*
    - Feat. news
    - Feat. publications
    - Feat. events
    - Related attorneys
- Legal Services
- Working With Us
  - Client Technology

Client Successes
- Testimonials
- Case Studies
  - *each case study*
    - Feat. news
    - Feat. publications
    - Related attorneys
    - Related practices

Our People
- Attorneys
  - *each attorney bio*
    - Social links
    - Feat. news
    - Feat. publications
    - Feat. events
    - Feat. blogs
    - Related practices
- Paralegals
- Support Staff

Notes

Optional pages

Where relevant, we've noted areas where the CMS will allow second-level pages to be added. Ideally, that content would be captured on the parent page in summary, with links to more information.

Related content

To increase search rankings and the number of pageviews per visit, we've noted related content we anticipate featuring.

For example, a practice area page should list related publications and attorneys. By regularly refreshing the content on each page, Google will index it more frequently and visitors may be encouraged to browse before exiting.

Our Expertise

Practice content is expanded to promote additional services and introduce the firm's mission and client relationship information—to help prospects envision working with Gordon Feinblatt.

Client Successes

This is a new section, to surface the stories buried anecdotally in attorney bios today, attributing successes to the firm itself and complementing the practice content.

Our People

We recommend a new area to give recognition to senior staff, even if they don't have individual bio pages.

KEY

orange	page
grey	content within parent page
hollow	external link
dashed	mirrored link (elsewhere in site)
——	primary path
- - -	shortcut path
◆	filtering tools

Home

main menu continued

shortcuts

content vs pages

About Us

Our Expertise

Client Successes

Our People

filters

The Firm

Our Heritage

Serving the Community

Our Passion (mission, industries)

Practice Areas

Legal Services

Working With Us

Testimonials

Case Studies

Attorneys

Support Staff

optional detail pages

optional detail pages

optional detail pages

each practice area

Client Technology

each case study

each attorney bio

stacks

• What makes us different
• Diversity

• Our building
• Landmark cases

• Pro bono

• Feat. news
• Feat. publications
• Feat. events
• Related attorneys

• Feat. news
• Feat. publications
• Related attorneys
• Related practices

• Social links
• Feat. news
• Feat. publications
• Feat. events
• Feat. blogs
• Related practices

recommended related

Notes

Optional pages

Where relevant, we've noted areas where the CMS will allow second-level pages to be added. Ideally, that content would be captured on the parent page in summary, with links to more information.

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Our Expertise

Practice content is expanded to promote additional services and introduce the firm's mission and client relationship information—to help prospects envision working with Gordon Feinblatt.
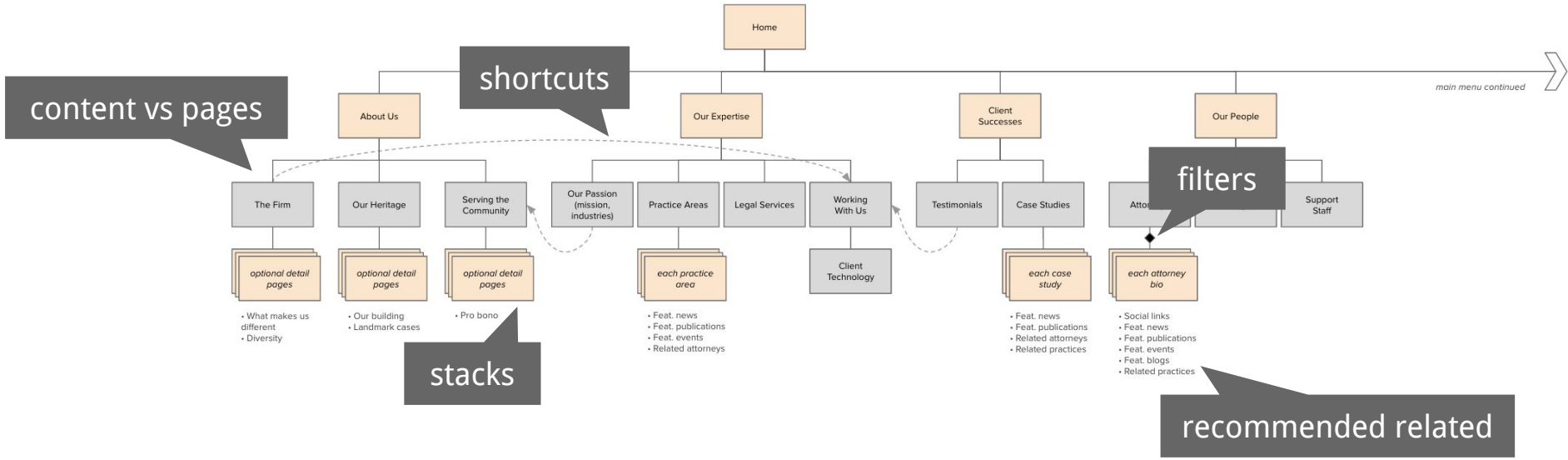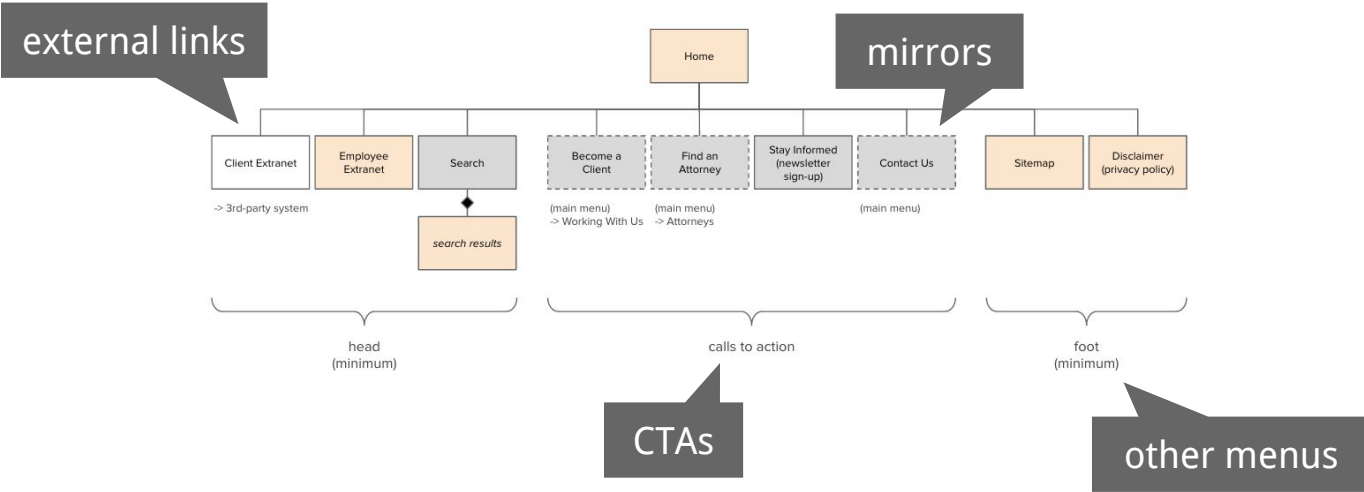
Client Successes

This is a new section, to surface the stories buried anecdotally in attorney bios today, attributing successes to the firm itself and complementing the practice content.

Our People

We recommend a new area to give recognition to senior staff, even if they don't have individual bio pages.

KEY

orange	page
grey	content within parent page
hollow	external link
dashed	mirrored link (elsewhere in site)
————	primary path
- - - -	shortcut path
◆	filtering tools

external links

mirrors

Home

Client Extranet

Employee Extranet

Search

Become a Client

Find an Attorney

Stay Informed (newsletter sign-up)

Contact Us

Sitemap

Disclaimer (privacy policy)

-> 3rd-party system

(main menu)
-> Working With Us

(main menu)
-> Attorneys

(main menu)

search results

head
(minimum)

calls to action

foot
(minimum)

CTAs

other menus

Notes

Introduction

The utility menu will be further explored within wireframes, but we've outlined the minimum placement of each of these supporting links.

Head/Foot

These links are the same as today. We may elect to add additional links into the header and footer as needed, for promoting careers, or other sections.

Calls to Action

To address the primary audiences and needs of the new website, we've highlighted specific actions we want to feature throughout. These may manifest as links within the header or footer when we move into wireframes, but they may also be placed as buttons or links throughout appropriate body areas of the site.

For example, when a visitor is reading about a specific practice area, we should provide a "Become a Client" call to action.

Find an Attorney

Knowing attorneys are a primary draw for the site, we moved the attorney listing into a larger people area. We're calling out a "Find an Attorney" action where helpful.

Stay Informed (newsletter sign-up)

We didn't see this feature on today's site.

> *Consider:* What is being used for today's newsletter contact manager?

> Can and should a sign-up field be integrated into the new site?

KEY

orange	page
grey	content within parent page
hollow	external link
dashed	mirrored link (elsewhere in site)

primary path

shortcut path

filtering tools

Left table:

#	Level	Title	URL	Notes
0.0	L0	Home	http://www.oaee.umd.edu	
0.1	L1	[Clark logo]	[external] http://www.eng.umd.edu	header
0.2	L1	Contact Us	http://oaee.umd.edu/contact-us	header
0.2.1	L2	Request Information	http://oaee.umd.edu/request-information	header
0.2.2	L2	Feedback Form	http://oaee.umd.edu/feedback-form	header
0.3	L1	Calendar	http://oaee.umd.edu/calendar/view	header
0.3.x	L2	[~339 event articles]	[see Events tab]	header
0.4	L1	Faculty Directory	http://oaee.umd.edu/people/faculty	header
0.4.x	L2	[~29 faculty bios]	[see Faculty Bios tab]	header
0.5	L1	Request Information	[crosslink to 0.2.1]	header
0.6	L1	Apply	http://oaee.umd.edu/apply	header
0.6.1	L2	Registration	http://oaee.umd.edu/registration	header
0.6.2	L2	Advising	http://oaee.umd.edu/advising	header
0.6.3	L2	Frequently Asked Questions on Proctoring	http://oaee.umd.edu/frequently-asked-questions-proctoring	header
0.7	n/a	[module for featured program or course]	[crosslink to specific program or course]	main body
0.8	n/a	[module for program finder]	[crosslink to specific program]	main body
0.9	n/a	[module for latest news and stories]	[crosslink to specific story articles]	main body
0.11	L1	[UMD logo]	http://www.umd.edu/	footer
0.12	L1	Facebook	[URL?]	footer
0.13	L1	Twitter	[URL?]	footer
0.14	L1	LinkedIn	[URL?]	footer
0.15	L1	Testudo	http://testudo.umd.edu/	footer
0.16	L1	Make a Gift	[external] http://advancement.umd.edu/giving/showschool.php?id=6512b	footer
0.17	L1	Canvas	[external] https://umd.instructure.com/login	footer
0.18	L1	Privacy Policy	[new page]	footer
1.0	L1	Admissions (OAEE Graduate Admissions)	http://oaee.umd.edu/oaee-graduate-admissions	
1.1	L2	Application Process	[new page]	
1.2	L2	Formats and Locations	[new page]	
1.2.1	L3	Online	http://www.oaee.umd.edu/online-options-0 and http://www.oaee.umd.edu/nod	
1.2.2	L3	At UMD	[new page]	
1.2.3	L3	At remote site	http://oaee.umd.edu/remote-sites	
1.3	L2	Degree Requirements	http://oaee.umd.edu/degree-requirements	
1.4	L2	Tuition and Fees	http://oaee.umd.edu/tuition-and-fees	
1.5	L2	International Students	http://oaee.umd.edu/international-admission	
1.6	L2	Professionals	http://oaee.umd.edu/professional-development	
2.0	L1	Programs (All Degrees & Certificates)	http://oaee.umd.edu/programs	
2.1	L2	Aerospace	http://www.oaee.umd.edu/programs/aerospace	include module for FAQs
2.1.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/aerospace/certificate/courses	include module for tuition and fees
2.1.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/aerospace/masters/courses	include module for tuition and fees
2.2	L2	Bioengineering	http://www.oaee.umd.edu/programs/bioengineering	include module for FAQs
2.2.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/bioengineering/certificate/courses	include module for tuition and fees
2.2.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/bioengineering/masters/courses	include module for tuition and fees
2.3	L2	Chemical & Biomolecular	http://www.oaee.umd.edu/programs/chemical-biomolecular	include module for FAQs
2.3.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/chemical-biomolecular/certificate/c	include module for tuition and fees
2.3.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/chemical-biomolecular/masters/cou	include module for tuition and fees
2.4	L2	Civil & Environmental	http://www.oaee.umd.edu/programs/civil-environmental	include module for FAQs
2.4.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/civil-environmental/certificate/cours	include module for tuition and fees
2.4.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/civil-environmental/masters/course	include module for tuition and fees
2.4.3	L3	Professional Engineers Exam Review	http://oaee.umd.edu/professional-engineers-exam-review-civil-engineeri	include module for tuition and fees
2.5	L2	Cybersecurity	http://www.oaee.umd.edu/programs/cybersecurity	include module for FAQs
2.5.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/cybersecurity/certificate/courses	include module for tuition and fees
2.5.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/cybersecurity/masters/courses	include module for tuition and fees
2.6	L2	Electrical & Computer	http://www.oaee.umd.edu/programs/electrical-computer	include module for FAQs
2.6.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/electrical-computer/certificate/cour	include module for tuition and fees
2.6.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/electrical-computer/masters/course	include module for tuition and fees
2.7	L2	Energetic Concepts	http://www.oaee.umd.edu/programs/energetic-concepts	include module for FAQs
2.7.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/energetic-concepts/certificate/cour	include module for tuition and fees
2.7.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/energetic-concepts/masters/course	include module for tuition and fees
2.8	L2	Energy Systems Management and Policy	http://www.oaee.umd.edu/programs/energy-systems-management-and-	include module for FAQs
2.8.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/energy-systems-management-and-	include module for tuition and fees
2.8.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/energy-systems-management-and-	include module for tuition and fees

Right table:

#	Level	Title	URL	Notes
2.13.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/nuclear/certificate/courses	include module for tuition and fees
2.13.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/nuclear/masters/courses	include module for tuition and fees
2.13.3	L3	Online Courses	http://www.oaee.umd.edu/programs/nuclear/online-courses	include module for tuition and fees
2.13.4	L3	Professional Master of Engineering	http://www.oaee.umd.edu/programs/nuclear/professional-master-engineering	include module for tuition and fees
2.14	L2	Project Management	http://www.oaee.umd.edu/programs/project-management	include module for FAQs
2.14.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/project-management/certificate/cou	include module for tuition and fees
2.14.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/project-management/masters/cours	include module for tuition and fees
2.15	L2	Regulatory Science & Engineering	http://www.oaee.umd.edu/programs/regulatory-science-engineering	include module for FAQs
2.15.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/regulatory-science-engineering/cert	include module for tuition and fees
2.15.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/regulatory-science-engineering/ma	include module for tuition and fees
2.16	L2	Reliability	http://www.oaee.umd.edu/programs/reliability	include module for FAQs
2.16.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/reliability/certificate/courses	include module for tuition and fees
2.16.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/reliability/masters/courses	include module for tuition and fees
2.16.3	L3	Online Courses	http://www.oaee.umd.edu/programs/reliability/online-courses	include module for tuition and fees
2.16.3.1	L4	Admissions Requi		
2.16.3.2	L4	Class Schedule		
2.16.3.3	L4	Course Descriptio		
2.16.3.4	L4	Description		
2.16.3.5	L4	Faculty		
2.16.3.6	L4	FAQs		
2.16.3.7	L4	Requirements		
2.17	L2	Robotics		...dule for FAQs
2.17.1	L3	Certificate Course		...dule for tuition and fees
2.17.2	L3	Masters Courses		...dule for tuition and fees
2.18	L2	Software		...dule for FAQs
2.18.1	L3	Certificate Course		...dule for tuition and fees
2.18.2	L3	Masters Courses		...dule for tuition and fees
2.19	L2	Sustainable Energ		...dule for FAQs
2.19.1	L3	Certificate Course		...dule for tuition and fees
2.19.2	L3	Masters Courses		...dule for tuition and fees
2.19.3	L3	Online Courses		include module for tuition and fees
2.19.3.1	L4	Admissions Requi		
2.19.3.2	L4	Class Schedule		
2.19.3.3	L4	Course Descriptio		
2.19.3.4	L4	Description		
2.19.3.5	L4	Faculty		
2.19.3.6	L4	FAQs		
2.19.3.7	L4	Requirements		
2.20	L2	Systems Engineer		...dule for FAQs
2.20.1	L3	Certificate Course		...dule for tuition and fees
2.20.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/systems-engineering/masters/cours	...dule for tuition and fees
2.21	L2	Transportation Systems	http://www.oaee.umd.edu/programs/transportation-systems	include module for FAQs
2.21.1	L3	Certificate Courses	http://www.oaee.umd.edu/programs/transportation-systems/certificate/c	include module for tuition and fees
2.21.2	L3	Masters Courses	http://www.oaee.umd.edu/programs/transportation-systems/masters/cou	include module for tuition and fees
3.0	L1	Students	[new page]	
3.1	L2	Student Help and Resources	[new page]	
3.1.1	L3	Registration Information	[new page]	
3.1.2	L3	FAQs	[new page]	
3.2	L2	Courses (Course Schedule)	http://oaee.umd.edu/course-schedule	
3.2.1	L3	Summer 2016 Schedule of Classes	http://oaee.umd.edu/summer-2016-schedule-classes	
3.2.2	L3	Fall 2016 Schedule of Classes	http://oaee.umd.edu/fall-2016-schedule-classes	
4.0	L1	Alumni & Industry	[new page]	
4.1	L2	Partners		
4.1.1	L3	Clark School Corporate Preferred Partner Scholars	http://oaee.umd.edu/partners	
4.2	L2	Recruitment	[new page]	
5.0	L1	About Us (About OAEE)	http://oaee.umd.edu/about-oaee	

Notes:

URL redirects

Merges and splits

New content

Content to update

Validating Your IA

Treejack test (online, free trial)

Tips:

Test words and hierarchy only

Usability test

Tips:

Test in context

Success

◆ DECA

Search... 🔍

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

JOIN
» Learn about college membership
» Learn about high school membership
» View upcoming events

ORGANIZE
» Get resources at DECA Direct Online
» Learn about competitive events
» Meet your officer teams

PROMOTE
» Share DECA's public service announcement
» View DECA publications
» Shop DECA Images

◄

...A

...between ...ers to be ...f the ...as well as ...and corporate

GONNA BE THE BEST APP OF YOUR LIFE

DECA COMPETE APP N AVAILABLE
THE OFFICIAL DECA PREP APP

Looking to enhance your competitiveness? Th Compete app is your home to official practice each of DECA's five exams used in competitiv

READ MORE +

►

💬 BLOGS

DECA Alumni: Where Are They Now?
DECA alumni are an important and integral part of this organization. They provide excellent resources for chapters, volunteer their time as judges and serve as shinning examples of what members can accomplish thanks to their DECA experiences.

12.11.2013 | Read More +

Enhance Your Chapter With Great Ideas
Is your chapter in need of inspiration for a new community service project? Do you want to start a new membership recruitment campaign at your school, but aren't sure where to begin?

12.11.2013 | Read More +

Get More on DECA Direct Online
Did you know the ultimate DECA resource center is just a click away! DECA Direct online is the one-stop destination for all your DECA needs.

12.11.2013 | Read More +

BROWSE BLOG POSTS +

◤ NEWS

Wardinski to Become DECA's Fourth Executive Director
Paul A. Wardinski has been selected as the incoming executive director of DECA Inc. He will join the staff June 1, 2014, as the deputy executive director and assume the executive director position when Edward Davis retires this fall.

01.30.2014 | Read More +

DECA Idea Challenge 2013 United States Finalist Announced
DECA Inc. is proud to announce the DECA Idea Challenge 2013 United States finalist.

12.12.2013 | Read More +

Relive the memories of Collegiate DECA's ICDC
Reminisce on the experience that challenged 1,000 Collegiate DECA students, advisors, alumni and businesspeople to aspire higher.

06.28.2013 | Read More +

BROWSE NEWS ARTICLES +

📅 UPCOMING EVENTS

Collegiate DECA Leadership Academy
Collegiate DECA members looking to enhance their leadership skills are invited to attend the Collegiate Leadership Academy (CLA). Sponsored by Collegiate DECA, the CLA is held each fall in New York City.
11.13.2014 | Read More +

DECA Idea Challenge 2014
The DECA Idea Challenge 2014 is a fast-paced competition that challenges elementary, secondary and college student teams around the globe to find an innovative new use for a common, everyday item in just eight days. Student teams of 3-4 members are asked to pitch their invention in a creative 3-minute YouTube video presentation. The item to be used in the challenge will remain a mystery until announced by DECA Inc. on **November 13, 2014.** Teams have until November 20, 2014 to submit their entry. DECA membership is not a requirement to participate.
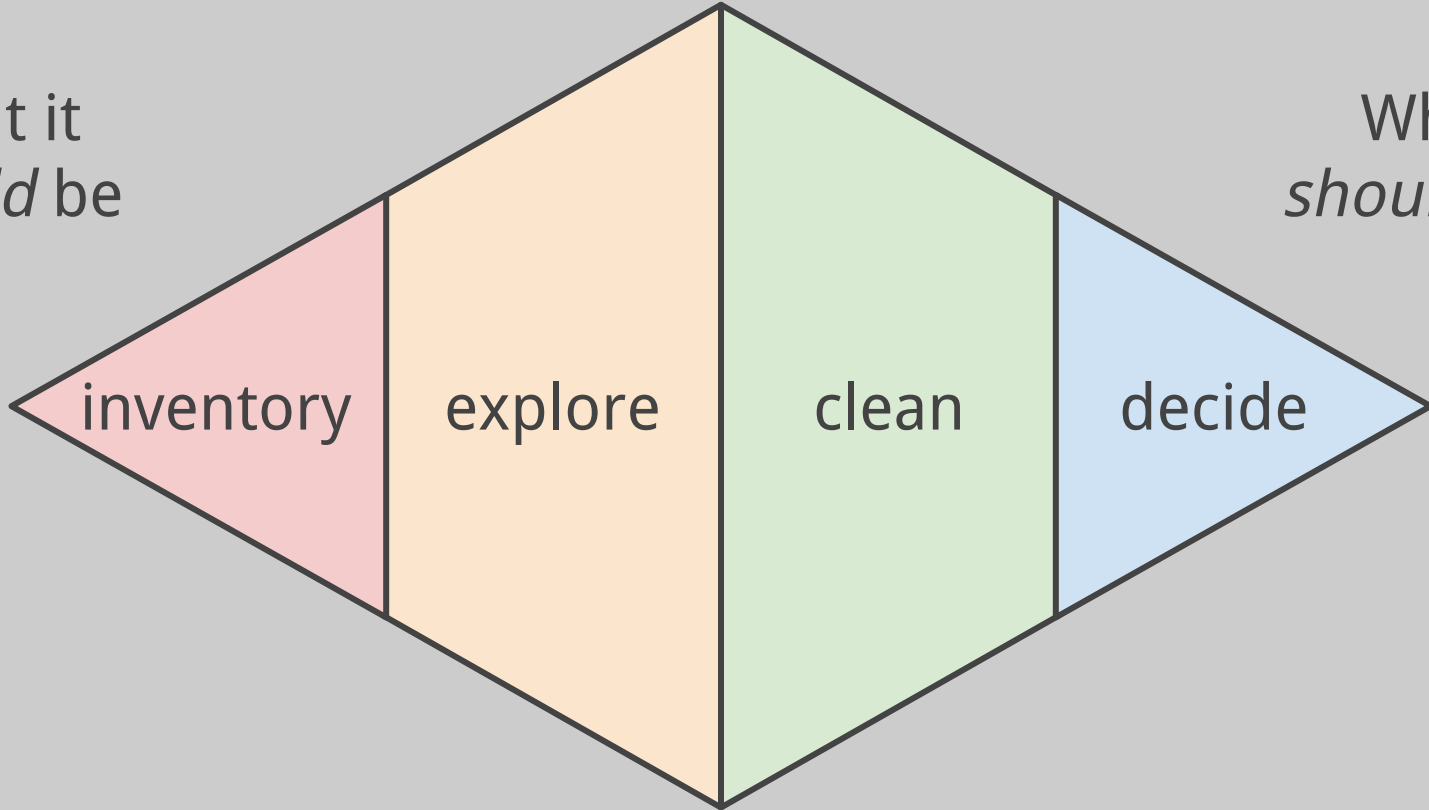11.13.2014 | Read More +

DECA Western Region Leadership Conference
11.13.2014 | Read More +

BROWSE EVENTS +

Any tool in any order to answer questions

What it *could* be

What it *should* be

inventory   explore   clean   decide

"That wasn't so scary…"

artwork by
Joelle Saveliev

Up next

1. Lean requirements gathering

2. User journey mapping

3. Information architecture

4. Usability tests

Thank you

My vids
http://wordpress.tv/?s=anthony+paul

My talks and blog
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