Information Architecture for Web Site Development

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Introduction

We at Seven Degrees of Design are collaborating with Kendall Powell to recreate and re-establish a new functional website for the Annistown Elementary School Parents Teacher Association.

One of the main objectives of this website is have involved parents and dedicated teachers be able communicate the events that happen during the school year. Through the site parents can keep track of those events, sign up for the PTA and get involved themselves.

The purpose of this document is to provide an idea or a plan of how we at Seven Degrees of Design will build a functional website for the Annistown Elementary School PTA. The way how that is achieved is through Information Architecture. Information Architecture is defined as a way to label and organize websites, online communities', or intranets to create an aesthetic usability and structure.

Key Features of the Document

- Outline the components of the document and explain each component...
- Web Site Requirements - This represents the road map for the project including detailed specifications and measurable objectives.
- User Personas/Audience Definition - personas are fictional characters created to represent the different user types within a targeted demographic, attitude and/or behavior set that might use a site, brand or product in a similar way.
- User Scenarios – typically in art or design, scenarios are used to communicate an idea involving some form of interactivity.
- Site Map – a site map is simply a list of pages of a website that is available to users.
- Interactive Wireframes of the Site – Interactive Wireframes is the basic skeletal blueprint of a website.

Web Site Requirements

Web Site Requirements are useful because it ensures that everything that is supposed to be on the website is supposed to be there as required. Requirements are usually traceable, so that in the event that an element of your website doesn't function as planned.

- Business Requirements – are the goals and objectives of the business
- User Requirements – outlines what the user will need
- Design Requirements – outlines the requirements in which the design will abide by, such as resolution, browser compatibility, etc.
- Functional Requirements – the types of features and functions that the user can perform on the Annistown Elementary School PTA Web Site.

Business Requirements

- Proper Alignment of the Website
- Clear Purpose
- Focused Content

User Requirements

- Easy and simple to navigate
- Definition of the project scope
- Competition is identified and offer improvements

Design Requirements

- Accessibility
- Usability
- Content Writing

Functional Requirements

- Content Management System
- Administrative Access
- Member sign up process
- Front End Features
- SEO
- Back end Features

User Personas

User Personas/Audience Definition - personas are fictional characters created to represent the different user types within a targeted demographic, attitude and/or behavior set that might use a site, brand or product in a similar way.

As the first step in developing a user-centric design, a series of representative end-users, or Personae are developed for the Web site. These Personae are tools that enable us to design site features and functionality around user needs. Each Persona includes:

1. Identification: including name, position, age, technology comfort-level
2. Description: job, personality, preferences
3. Long-term objectives and how the Web site will satisfy them
4. List of High Level needs

Personae are not meant to stand in for all potential users of the Web site; rather, they represent a range of user roles and preferences. Moreover, they do not reflect the composite roles that real users often play. The roles are separated to better clarify and categorize user needs. The following will give you a brief overview of the group of users that will use the site.

Persona Overview:

Potential PTA Member
- Name of User: Marie Smith
- Job Title: Lead Sales Associate
- Age: 37

Existing PTA Member
- Name of User: Faye Wallace
- Job Title: Postal Carrier
- Age: 42

Potential PTA Member
- Name of User: Justin Tyme
- Job Title: Foreman at Blasfield and Gorrie Construction
- Age: 38

Category/Group: Potential PTA Member

Marie Smith – Potential PTA Member

"I am interested in being more a part of my children's education."

PERSONAL PROFILE

Marie Smith is a single mother of three kids; all of which who attends Annistown Elementary School. Marie works full time as lead sales associate at Best Buy Monday through Friday.

BACKGROUND
- 37 years old
- Three kids ages 7-10
- Originally from Savannah, GA
- Works as Lead Sales Associate

ATTRIBUTES
- Female
- Medium Income($35,000-$42,000)
-

CUSTOMER NEEDS
- To read up on current events with Annistown Elementary School
- Read up on information on how to join the PTA.

Scenario	Needs	Features	Behavior
Marie wants to visit the website to read up on current events for the month of October.	Find information on Current Events.	User access area	Marie will visit the site and find current events on the home page and she'll likely check the calendar for future events.
Marie is interested in joining the PTA.	Joining the PTA	User Access area	Marie will visit a link on the home page about signing up for PTA membership. She'll likely follow the instructions so that she may join.

Category/Group: Existing PTA Member

Faye Wallace – Existing PTA Member

"As a parent, my involvement in my child's education is vital."

PERSONAL PROFILE

Faye Wallace is a Married, 42 year old woman and mother of two. She has worked as postal carrier for 13 years. Faye is

BACKGROUND
- 42 years old
- Originally from Houston, Texas
- Married for 15 years
- Works as a Postal Carrier

ATTRIBUTES

Scenario	Needs	Features	Behavior
Faye is interested in who is leading the different PTA committees	Basic Search of information	User Access area.	Faye will likely visit the Annistown PTA site and find the link that says "Committees" click on it and it shall take her to the list of people in charge of different committees.

originally from Houston, Texas. She met her husband, William during college at Clark Atlanta University.

- Female
- Medium income($39,000-$45,000)
- Lives 10 minutes from Annistown Elementary School

CUSTOMER   NEEDS

- To be able to see the new committee in the Annistown Elementary School PTA.
- To be able to find out how to volunteer.

Faye wants to be able to volunteer.	Basic Search of Information	User Access area	Faye will visit the Annistown PTA website and visit the volunteer link. From there she'll be provided with all pertinent information.

Category/Group: Existing PTA Member

Justin Tyme – Existing PTA Member

"It is important that I stay in the know when it comes to my child's daily activities."

PERSONAL PROFILE

Justin Tyme is a recently divorced father with a 10 year old son. He works as the lead foreman at Blasfield and Gorrie construction.

BACKGROUND
- 38 years old
- Was married for 10 years
- Recently divorced
- Has 10 year old son
- From Alpharetta, GA

ATTRIBUTES
- Male
- High Income($65,000-$80,00)
- Has prominent position at Brasfield and Gorrie Construction

CUSTOMER NEEDS
- Wants to be able to Donate to the PTA
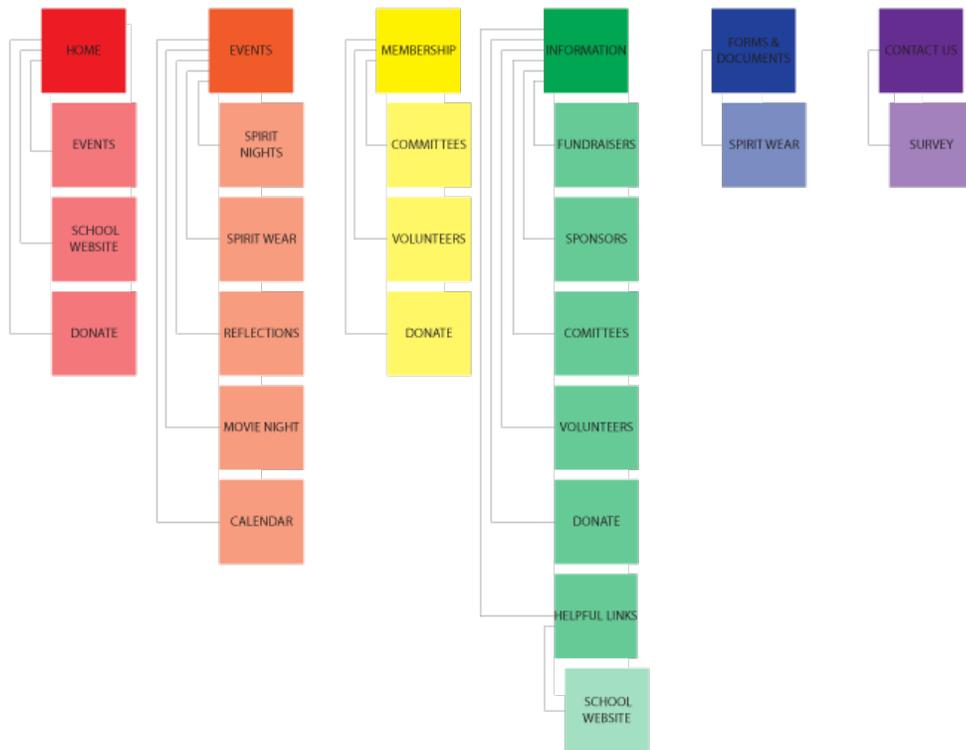- To be able to check for other fundraising events.

Scenario	Needs	Features	Behavior
Justin is interested in donating to the Annistown Elementary School PTA.	Basic information search.	User access area.	Justin will likely visit the Annistown PTA website and come across a donate button or link and he will likely follow the prompt to donate.
Justin wants to be able to check for future fundraising events.	Basic information search.	User access area	Justin will find a fundraising link on the website. From there he'll be able to check out other ways Annistown Elementary raises funds.

Site Map

Site Map – a site map is simply a list of pages of a website that is available to users. Site maps can increase the usability of a website by simply providing a page that links out to the other pages that may be a part of the website itself.

Annistown Elementary PTA Sitemap

Wireframes

Wireframes is the basic skeletal blueprint of a website. Wireframes focuses on:

- The kind of information put on display
- The range of functions
- The purpose and priorities of the information and functions

Conclusion

The information in this document will be useful in the other phases of this project as the week's progress. We now have a clear idea of our target audience and the requirements that are needed to make this website a success. As we continue into the other phases, we will learn what is successful and what is not. The Annistown Elementary School PTA will be an operational success.