**Week 1: Candy Sort**

**Description:**

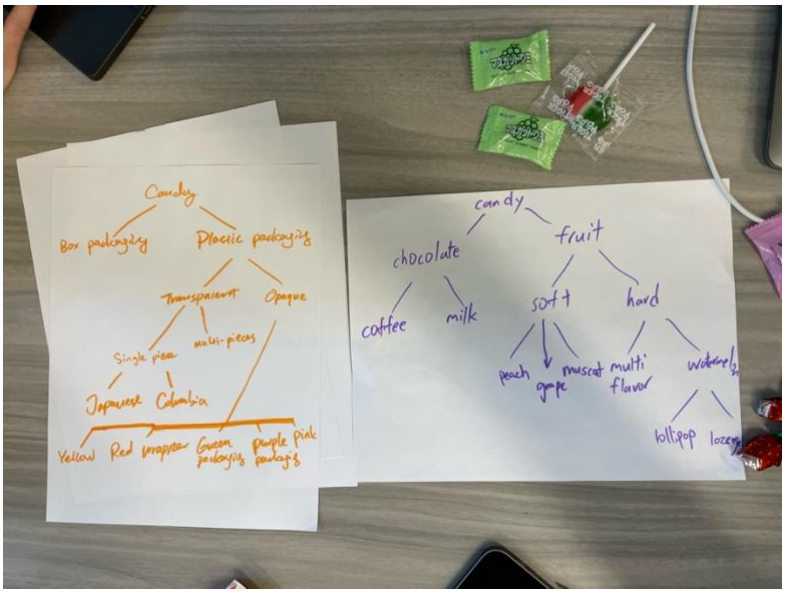
The Candy Sort activity involved categorizing different types of candies into distinct categories such as color, flavor, or packaging.

**Steps Taken:**

1. Given various types of candies by the professor.
2. Sorted candies into groups based on different criteria: color, flavor, and packaging.
3. Compared with other groups' classification, highlighting subjective perspectives.

**Reflection:**

This activity highlighted the differences and similarities in people's mental models. Users perceive attributes in different ways, and there is no one perfect categorization system. The key takeaway is that a good categorization should be "good enough" for most users rather than perfect for everyone. This insight aligns with the discussion in *Information Architecture for the Web and Beyond* on the challenges of organizing information systems for a wide audience (Chapter 6: "Challenges of Organizing Information").




*Visual 1 Candy Sorting Tree Comparison*

**References:**

**Textbook:** Rosenfeld, Morville, and Arango discussed the subjectivity of categorization and the challenges in organizing information effectively in *Information Architecture for the Web and Beyond* (Chapter 6, pg. 98).

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**Week 2: Content Inventory (Screaming Frog SEO Spider)**

**Description:**

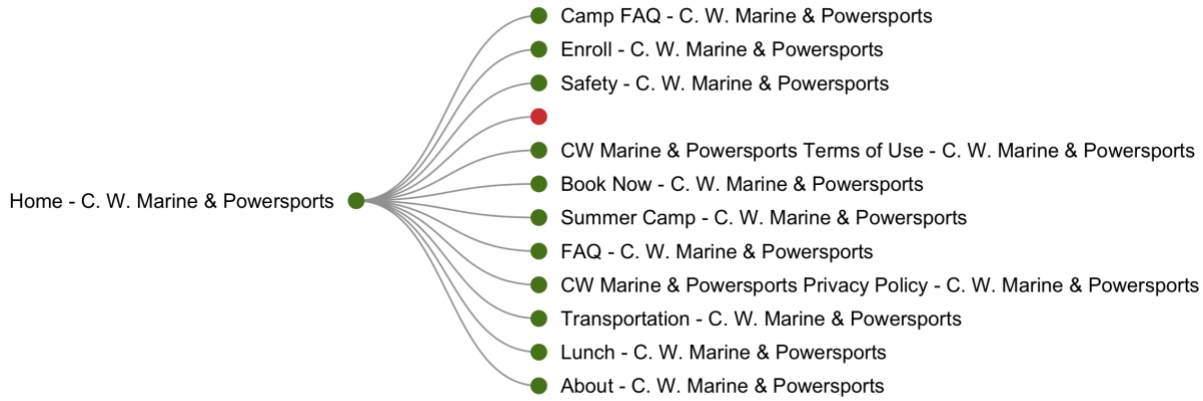
This activity used Screaming Frog to conduct a content inventory of a website. The purpose was to analyze the structure, content, and technical details of the site.

**Steps Taken:**

1. Ran Screaming Frog on a self-chosen website.
2. Collected URLs, page titles, metadata, and information about content updates.
3. Exported content inventory into a spreadsheet.

**Reflection:**

Content inventory provided a comprehensive perspective from both user and technical standpoints. Using Screaming Frog helped identify areas to improve metadata and readability, ultimately enhancing SEO. The textbook emphasizes the importance of considering the website from both user experience and search engine perspectives (Chapter 9: "Search Systems").




*Visual 2 Website Structure Tree For cwroyalty.com*

| Address | Content Type | Status Code | Status | Indexability | Indexability Status | Title 1 |
|---|---|---|---|---|---|---|
| https://cwroyalty.com/ | text/html; charset=UTF-8 | 301 | Moved Permanently | Non-Indexable | Redirected | |
| https://www.cwroyalty.com/ | text/html; charset=UTF-8 | 200 | OK | Indexable | | Home - C. W. Marine & Powersports |
| https://www.cwroyalty.com/wp-content/plugins/wp-google-maps/js/v8/wp-google-maps.min.js?ver=9.0.44 | application/javascript | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/wp-content/uploads/2016/02/minnows.jpg | image/jpeg | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/wp-content/plugins/onepress-plus/assets/js/slider.js?ver=6.7.1 | application/javascript | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/?page_id=1994 | text/html; charset=UTF-8 | 200 | OK | Indexable | | Lunch - C. W. Marine & Powersports |
| https://www.cwroyalty.com/?page_id=2005 | text/html; charset=UTF-8 | 200 | OK | Indexable | | About - C. W. Marine & Powersports |
| https://www.cwroyalty.com/wp-content/plugins/wp-google-maps/lib/pako_deflate.min.js?ver=6.7.1 | application/javascript | 200 | OK | Indexable | | |
| https://cwroyalty.com/wp-content/uploads/2021/01/wechatqrcode.jpeg | image/jpeg | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/wp-content/plugins/wp-google-maps/js/dataTables.responsive.js?ver=6.7.1 | application/javascript | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/wp-content/plugins/wp-google-maps/lib/CanvasLayerOptions.js?ver=6.7.1 | application/javascript | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/?page_id=1754 | text/html; charset=UTF-8 | 200 | OK | Indexable | | Summer Camp - C. W. Marine & Powersports |
| https://www.cwroyalty.com/wp-content/themes/onepress/assets/js/owl.carousel.min.js?ver=6.7.1 | application/javascript | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/?page_id=1999 | text/html; charset=UTF-8 | 200 | OK | Indexable | | Safety - C. W. Marine & Powersports |
| https://www.cwroyalty.com/wp-content/plugins/wp-google-maps/lib/text.js?ver=6.7.1 | application/javascript | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/wp-content/uploads/2016/02/rod-scaled.jpg | image/jpeg | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/wp-content/plugins/onepress-plus/onepress-plus.css?ver=2.3.8 | text/css | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/wp-content/plugins/wp-google-maps/js/jquery.dataTables.min.js?ver=6.7.1 | application/javascript | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/wp-content/plugins/wp-google-maps/lib/pep.js?ver=6.7.1 | application/javascript | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/wp-content/plugins/onepress-plus/assets/js/onepress-plus.js?ver=2.3.8 | application/javascript | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/wp-content/plugins/instagram-feed/js/sbi-scripts.min.js?ver=6.6.1 | application/javascript | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/void(0); | text/html; charset=iso-8859-1 | 404 | Not Found | Non-Indexable | Client Error | |
| https://www.cwroyalty.com/?page_id=1983 | text/html; charset=UTF-8 | 200 | OK | Indexable | | Transportation - C. W. Marine & Powersports |
| https://www.cwroyalty.com/wp-content/themes/onepress/assets/fontawesome-v6/css/all.min.css?ver=6.5.1 | text/css | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/wp-content/plugins/wp-google-maps/lib/jquery-cookie.js?ver=6.7.1 | application/javascript | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/wp-content/plugins/wp-google-maps/lib/CanvasLayer.js?ver=6.7.1 | application/javascript | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/wp-content/themes/onepress/assets/css/lightgallery.css?ver=6.7.1 | text/css | 200 | OK | Indexable | | |
| https://www.cwroyalty.com/?page_id=1702 | text/html; charset=UTF-8 | 200 | OK | Indexable | | CW Marine & Powersports Terms of Use - C. W. Marine & Powersports |

*Visual 3 Content Inventory Spreadsheet of cwroyalty.com*

**References:**

**Textbook**: A detailed discussion on content inventories can be found in Chapter 13 of the textbook, it explored concepts such as site maps, wireframes, and content mapping and inventory as tools to facilitate IA design (pg. 414)

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**Week 3: Labeling IA in the Wild**

**Description:**

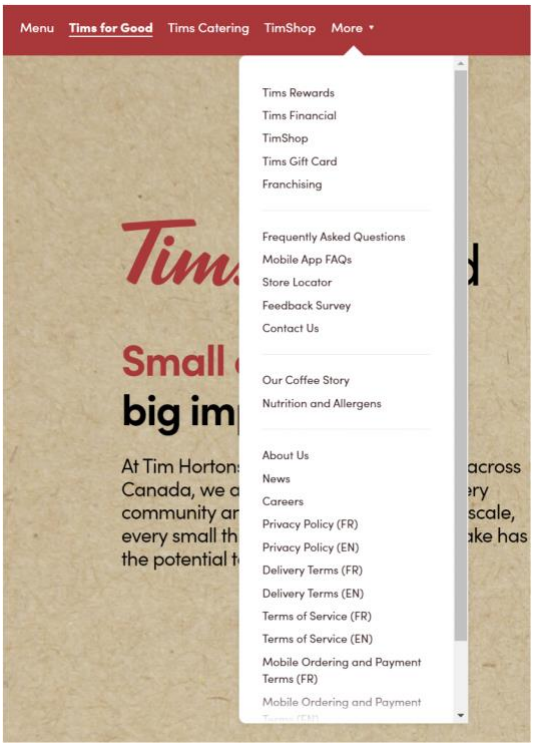
This activity was to observe and analyze information architecture on existing websites, identifying how well they help users navigate.

**Steps Taken:**

1. Selected 4 websites, McDonald's, Tim Hortons, KFC, and Jollibee.
2. Analyzed the websites' information architecture such as labeling systems, specifically focusing on the clarity and consistency of navigation labels.
3. Proposed suggestions for improving unclear labels.

**Reflection:**

Labeling directly impacts user navigation. While analyzing the sites, it was evident that consistent and simple labels worked best. *Information Architecture for the Web and Beyond* discusses the critical role of clear labeling for intuitive navigation (Chapter 7: "Labeling Systems").



*Visual 4 The IA of the Tim Hortons website*

**References:**

**Textbook:** The importance of labeling systems is covered in Chapter 7, emphasizing how effective labels enhance user experience.

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**Week 4: Card Sorting**

**Description:**

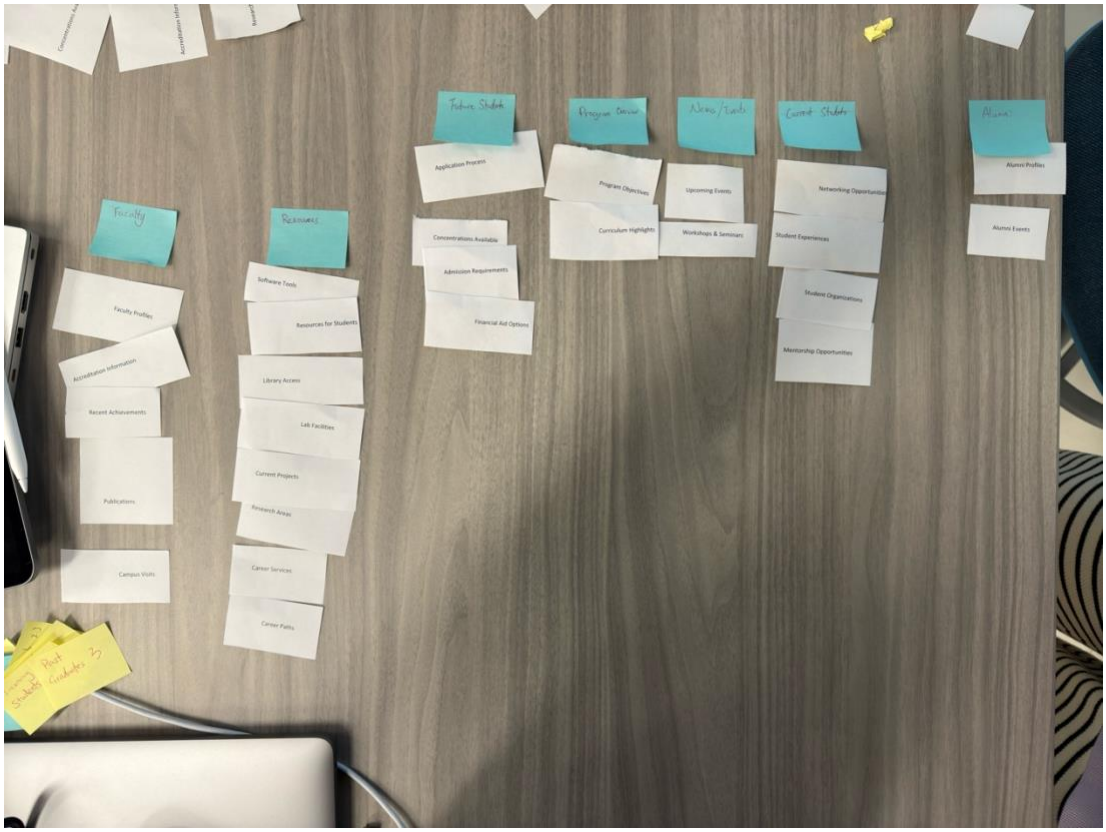
This activity involved conducting both open and closed card sorting to design a navigation system for a hypothetical website.

**Steps Taken:**

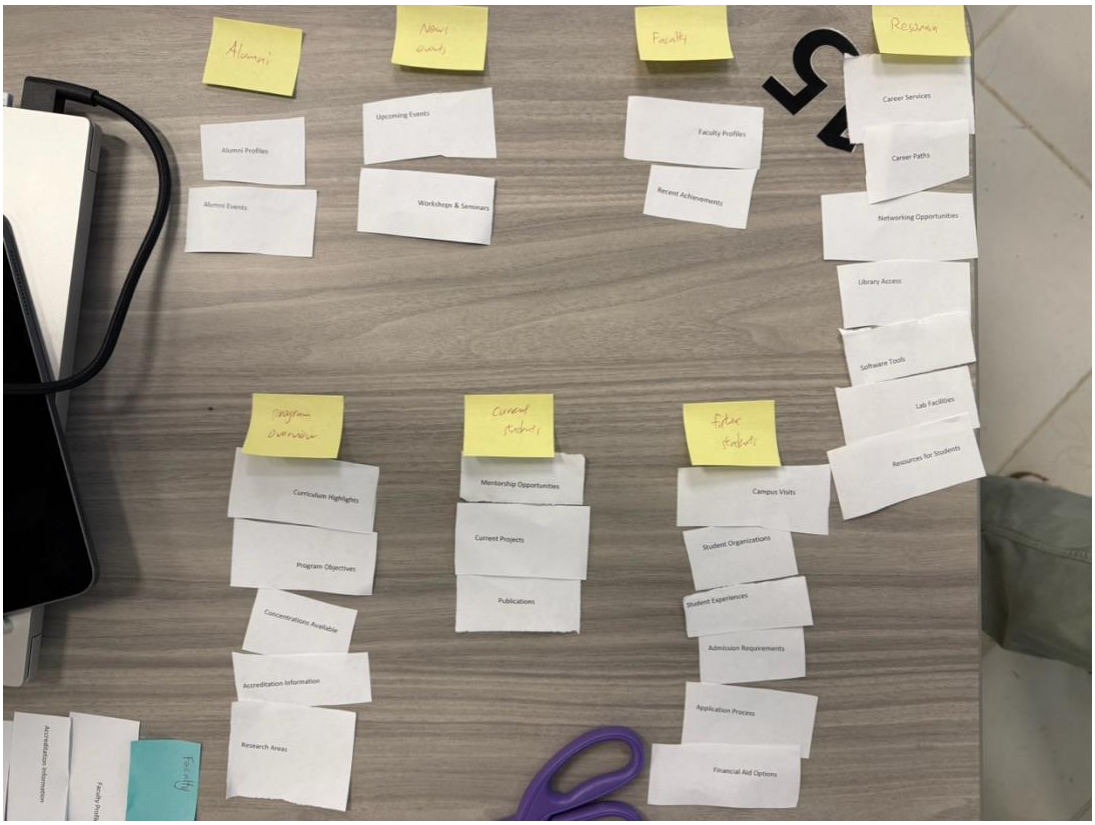
1. Created cards representing different content items.
2. Conducted both open and closed card sorting sessions with participants.
3. Collected data on how participants grouped the cards and the terminology they used.

**Reflection:**

The differences in how different people grouped the cards showed that individuals have different mental categorization frameworks. This reflects the differences on how users perceive information. As discussed in the IA textbook, aligning navigation structures with user mental models is crucial for usability (Chapter 6).




*Visual 5 Card Sorting First Attempt*




*Visual 6 Card Sorting Second Attempt, Refined*

**Textbook References:** Bottom-up and top-down categorization in Chapter 6 of *Information Architecture for the Web and Beyond* was particularly relevant to this activity.

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**Week 5: Peer Review**

**Description:**

The Peer Review activity involved swapping Assignment 1 projects which was the website content inventory and audit with a peer and giving and receiving feedback and example grades based on a rubric. The aim was to improve both the content and presentation quality based on peer suggestions.

**Steps Taken:**

1. Swapped assignment 1 with a peer.

2. Gave feedback and example grades based on feedback based on the rubric which focused on the contents and the presentation approach.

3. Submitted the graded feedback through email to the professor.

**Reflection:**

This activity gave me the chance to look at assignments from other students, gave me new perspectives on what can be done in terms of the visual presentation of assignment (The student I looked at used Canva to create her assignment). During my undergrad studies, most of my assignments were done in the form of papers or essays, now I finally had a chance to look at assignments in a new way.

**Personal Note:** Consider using more design focused app to create visually appealing assignments rather than using traditional text editor such as MS words.

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**Week 6: Tree Tests**

**Description:** Tree testing was conducted to evaluate the effectiveness of a proposed navigation structure for a website. This activity aimed to determine whether users could easily find specific information using the given navigation labels.

**Steps Taken:**

1. Created a simplified version of the website's structure as a clickable tree.

2. Assigned tasks for users to locate specific pieces of information.

3. Measured success rates and times for completing tasks.

**Reflection:**

## Understanding Tree Testing in Industry

- **How is tree testing used in industry to evaluate information architecture and navigation?**

  Tree testing is widely used in the industry to assess the usability of navigation structures before they are fully implemented. It helps identify where users struggle in finding content, allowing designers to make informed decisions to improve labeling and categorization.

  https://maze.co/guides/ux-research/tree-testing/

- **What specific methodologies did we implement during our practicum to conduct the tree test?**

  I used a clickable prototype to represent the website's structure and assigned participants realistic tasks to navigate through this structure. Then I tracked success rates, directness, and time taken for task completion.

## Site Selection and Structure Decisions

- **How did you choose your site for the tree test? What criteria influenced your decision?**

  The site cwroyalty.com was selected, it being the same site for Assignment 1, this site was chosen because I wanted to confirm my argument of the site having navigation issues when it comes to site structure.

- **What factors did you consider when deciding what to include in the site structure?**

  I prioritized frequently accessed content and ensured key user tasks were represented.

The structure was designed to reflect realistic user goals, balancing simplicity with comprehensiveness.

**Perception of Site Structure**

- **Did your perception of the site structure change as you set it up? If so, in what ways?**

  No, it was evident that certain categories were too broad, which led to confusion.

- **What insights did you gain about the organization of information during the setup process?**

  Information organization is a highly subjective matter, what the designer of the website thought would make sense, might not make sense to someone new using the site.

**Question Setup**

- **How did you approach the formulation of your questions for the tree test?**

  The questions were designed to mirror common user tasks, focusing on scenarios that users were likely to encounter. This ensured the tasks were relevant and realistic.

- **Were there any obvious questions you avoided? What guided that decision?**

  I avoided questions that were too straightforward, as they wouldn't reveal issues with navigation. Instead, I focused on questions that required users to explore the hierarchy, which better tested the effectiveness of the information structure.

**Evaluating Others' Tree Tests**

- **How was the experience of evaluating other people's tree tests? What did you find valuable or challenging about it?**

Evaluating others' tree tests provided insight into alternative approaches to structuring content. It was valuable to see how different labeling strategies affected usability, though it was challenging to understand some decisions without the context behind them.

- **Did you notice any common patterns or insights from the tree tests you reviewed?**

  A common issue was the task being too descriptive and straightforward, which basically meant you just have to find the tabs that has the same words.

**Analyzing Results**

- **Were your results from the tree test interesting or surprising? What insights did they reveal?**

  The results were somewhat surprising, particularly the high rate of indirect failures for certain tasks. This indicated that users were unsure of their choices, suggesting a need for clearer labeling.

- **What was the success rate of users completing tasks? What does this indicate about the effectiveness of your information structure?**

  The success rate was 52.6%. This relatively low rate indicates that the current structure has significant room for improvement, particularly in simplifying the hierarchy and clarifying labels.

- **From the user behavior observed in the results (or from your experience of trying out this method more broadly!), what lessons can you apply to improve navigation or information architecture in future projects?**

  One key lesson is the importance of iteratively testing and refining labels. Clear and

intuitive labeling, combined with a shallower structure, can significantly enhance navigation and overall usability.

**Completion Rate:** 9 out of 12 respondents completed the test, which indicates a 75% completion rate. This is a solid response rate, suggesting that most users were able to finish the test.

**Success Rate:** The success rate is 52.6%, meaning that slightly over half of the respondents completed the tasks with the correct answers. In tree testing, a success rate of around 50% suggests that there are potential issues with the labeling, structure, or organization of the categories or tasks. It indicates that some users had difficulty finding the correct answers.

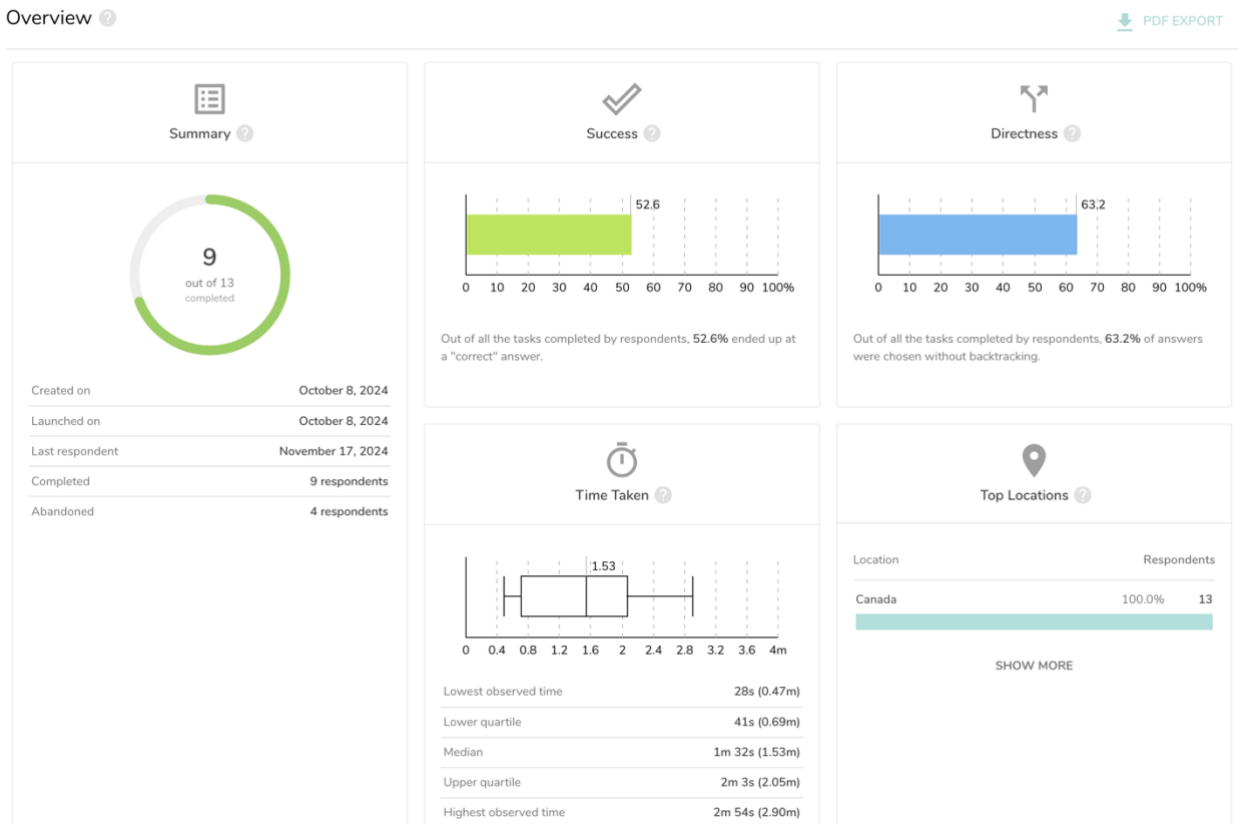
**Directness (63.2%):** The directness score of 63.2% indicates that 63.2% of the tasks were completed without backtracking (i.e., users chose their answer directly without hesitation or correcting themselves). A relatively high directness score indicates that the information architecture was clear for most of the users, but there is room for improvement to guide more users directly to the correct answers.

**Time Taken:** The median time taken to complete the tasks is around 1 minute and 32 seconds. The upper quartile was around 2 minutes and 3 seconds. Time taken can indicate the complexity of the navigation. Longer times suggest that respondents may have faced difficulties finding the answers or understanding the structure.

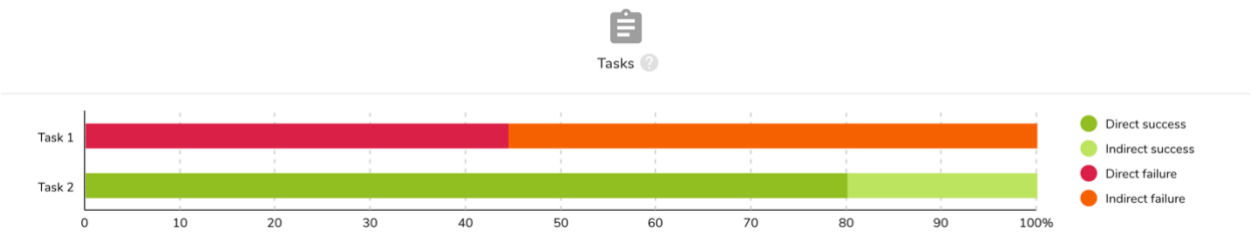
**Task Results:** For Task 1, there are both direct failures (red) and indirect failures (orange), suggesting that users struggled with this task significantly. Direct failures indicate users selected incorrect paths, while indirect failures indicate they abandoned the task or chose an uncertain path. For Task 2, there is a higher proportion of direct success (green) and indirect success (light

green), meaning users had an easier time completing this task, though a portion still found it indirectly.

**Overall Interpretation:** Task 1 seems to need the most attention, as the high failure rates suggest users had difficulties navigating to the correct answer. Task 2 has better success, though the fact that some users found success indirectly indicates potential areas for refinement. Improving label clarity, restructuring categories, or refining task flows could enhance both success rates and directness for future iterations.




*Visual 7 Tree Testing Results Overview*




*Visual 8 Tree Testing Task Success/Failure Rate*