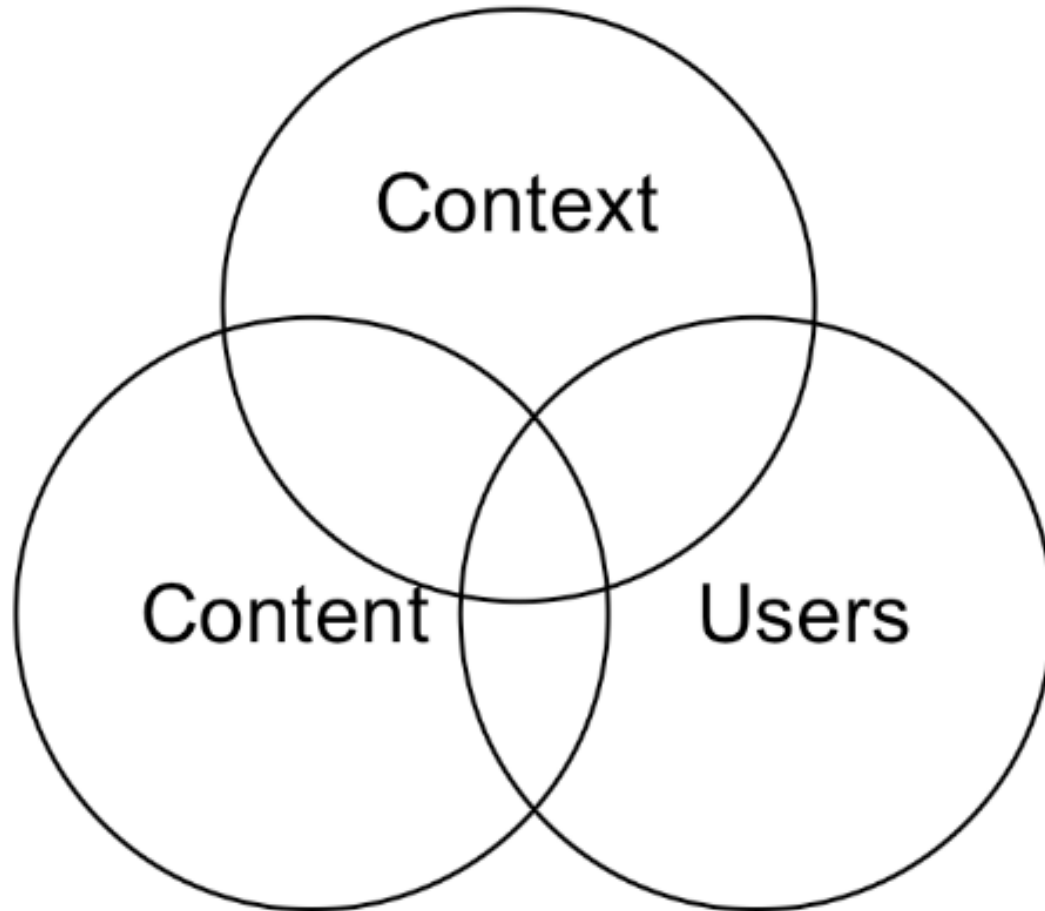


# Information Architecture Strategy Brief

Client Name Here eCommerce Re-platform / Redesign

# Information Architecture Approach

---



In our development process, *Information Architecture* entails the creation of interface and customer experience strategies, tactics, designs and specifications based on a comprehensive understanding of the **Context**, **Content** and **Users** for a redesigned Client Name Here website.

The Strategy Brief articulates the facts and requirements Agency Name Here has gathered in each of these areas and presents preliminary site organization and interface design recommendations based on those facts and requirements.

# Business Context

---

Client Name Here is the leading supplier of draperies and textiles for the theatre and entertainment industry. Strategy for and design of its new website needs to be informed by the business context that Client Name Here operates within:

- Client Name Here CSRs spend a lot of time on the phone helping customers of all kinds choose products and configure their orders. By significantly enhancing product details and information around product configuration options/requirements on the website, Agency Name Here believes that RB can attain a significant reduction in the average duration of CSR telephone sales calls with customers who have been to the website.
- Client Name Here enjoys its healthiest profit margins from custom sewing orders. Finalizing the fabrication design, engineering details and shipping cost of these custom orders will continue to require varying degrees of offline CSR interaction. And while RB does not look to the present phase of website redesign for the creation of a completely “self service” custom sewing order-builder feature, the new website does need to enhance the visibility of RB’s capabilities in the custom sewing arena.

# Business Context

---

- While RB is widely known and loved for its draperies and textiles business, many of the orders placed on its website to-date consist of lower-margin sundry items from product categories which are not sold “by the yard.” One of the many benefits sought in the integration of the new website system with RB’s back-end systems is reducing transaction costs on the web, as the trend toward higher-than-offline sales volumes of pre-packaged, lower-margin items on the web is expected to continue.
- Longtime RB customers have been known to say “I didn’t know you sold \_\_\_\_\_.” Web analytics data around product category popularity and analysis of the keywords that customers utilize in Search Engines before arriving at Client Name Here.com indicates that there are significant improvements to be made with the new site in terms of cross-selling and in terms of increasing customer awareness of the breadth of RB’s products offering. The new site needs to convey the true breadth of products RB offers without overwhelming customers with information and navigation. Similarly, the new site needs to be optimized for organic search engine performance such that keyword searches by product names and product categories bring customers to Client Name Here.com. Presently, the vast majority of incoming organic search traffic comes to Client Name Here.com using “Client Name Here” or “Client Name Here” keywords.

# Website Content

---

Client Name Here publishes the premiere print catalog in its competitive space. And while RB intends to take advantage of the flexibility of the web in terms of retaining the ability to sell products and perhaps entire product categories on the web which might not (for various reasons) appear in its annual print catalog, the catalog will continue to “set the stage” for the website in terms of how products and informational content are categorized and classified.

Recognizing the primacy of the catalog from a website content perspective, Agency Name Here has developed both a comprehensive product taxonomy encompassing all products and services as we understand them as well as a navigation taxonomy for making the full expanse of Client Name Here products and services navigable, findable and usable for online shopping. In a few rare instances where keyword research has shown a significant web-wide preference for a particular form of a category or subcategory label (e.g. Floors vs. Flooring) in the site navigation taxonomy, we’ve deviated from the category labels used in the print catalog in order to enhance organic search engine rankings.

Ultimately, Agency Name Here needs RB to review all of the labels in the full taxonomy document supplied along with the Strategy Brief (Agency Name Heretaxonomy.txt) and correct/re-arrange to taste. Once Agency Name Here receives the reviewed and corrected taxonomy document, final work on navigation labels can commence.

# Website Content

## Based on what we know today, the website content includes:

- **Per-Product Data**  
(sku, price, description, attributes etc.)
- **Per-Product Imagery**  
(product shot, context shot, swatches)
- **Per-Product Files**  
(video, PDF, CAD/DWG)
  
- **Per-Category/Subcategory Data**  
(associations, mappings etc.)
- **Per-Category/Subcategory Imagery**
- **Per-Category/Subcategory Descriptive Copy**
- **Per-Category/Subcategory Files**  
(video, PDF)
  
- **Promotional Imagery**  
(billboards, promos)
- **Client Name Here Company Info Descriptive Copy**
- **Customer Testimonials and Endorsements**
- **Portfolio Imagery**

## Product Attributes

In addition to the automated process of importing certain product information from back-end system feeds, RB website administrators will be tasked with enriching each product with additional attributes utilized by the website search and navigation systems.

### Web-Specific Product Attributes Include

- Catalog Page Number
- Product Is Sold Per Each or Per Yard
- Keywords for On-Site Search
- Meta Keywords and Description for External Search
- Refine-by (color, weight, width, texture etc)

*Note: “refine by” attributes may end up being “inherited” by each product automatically based upon business rules created at the category or subcategory level.*

# Website ~~Users~~ Customers

---

As with any website, the needs of the customer are diverse, ranging from first time users to seasoned professionals. Client Name Here's online customers are, in some areas, even more so than the web at large. Even so, there are a number of identifiable themes in site use that can be drawn upon to better focus this redesign on the needs of actual customers.

Three general groups stood out most strongly and were fleshed out in the personas which follow this summary. Their traits were identified and outlined through discussions with Client Name Here stakeholders, interviewing a Client Name Here customer service representative and then further fleshed out through analysis of other data. These main areas of difference are:

- Amount of theater / production experience
- Degree of cost sensitivity
- Previous experience with Client Name Here

Even with this diversity, there are a number of universal traits and behaviors that are common among web customers on this site:

- Familiarity with Client Name Here as a catalog retailer
- Basic sewing familiarity with raw fabric purchases (fabric customers only)

Drawing from these realities, the following personas have been constructed as touchstones for the design and development process. How the designs Agency Name Here creates support the typical needs and behaviors of these fictional (yet realistically crafted) individuals can, to a large degree, inform the choices made in this redesign.

# Persona 1: Theodore

---

Age: 28

Platform: Mac / Safari

Relationship: Single

Children:0

Job Title: Student

## Scenario:

A long time denizen of theater programs, Theodore is wrapping up his MFA at Big Valley State University. After the most recent production meeting, he's given the go ahead by the department head to order the fabrics necessary to begin work on the new set. He has his selections marked in the catalog and wishes there was a quicker way to order online from the catalog. Half way through entering his order, he realizes that he has forgotten to find fabric for the new scrims that they'll be building. He wanders through the fabrics section of the site, trying to decide what would best suit his needs, unable to view and compare fabrics based upon aspects that matter to him. He finds several that he thinks might work but isn't sure, based on the information he has, if they will work. He'd like to add them both to his basket and then forward the basket on to the CSR he deals with to answer a few questions and finish the order. But there doesn't seem to be a mechanism to do that. So he completes the order without the items he is uncertain about just to be make his life easier and plans to call his CSR later to figure out what exactly he needs.





# Persona 2: Betty

---

Age: 46

Platform: Windows XP / Internet Explorer

Relationship: Married

Children: 2

Job Title: Vegan Chef

## Scenario:

An ardent supporter of her children and their involvement in the Barnsville Amateur Theatre Troupe, Betty has been asked to assist with the troupe's efforts to revamp their playhouse. She has both been helping out back stage with the troupe's productions and is an accomplished seamstress and quilter. As such, they've asked her to help with determining the new stage setup, including new curtains and possibly revamping the lighting setup. While she has no qualms about the basic sewing aspects of the project, the other numerous aspects are something she finds daunting, but she's willing to research to find out what would best serve their needs.

Among the resources she was given was the Client Name Here catalog, which she's thumbed through several times. She noted that they had a website, where she was able to at least winnow-down the number of fabric and finish options she was facing, though she was still uncertain about pricing and how the lighting setup at the playhouse might effect her needs.

Feeling lost, she called a CSR, who helped her make sense of the remaining issues she faced as well as presenting her with several alternatives that, if needed, could be used to further reduce the cost of the project.

**Note:** While the ability for customers to place orders to fulfill their own needs should be present, the site should, on a larger level, act as an initial discussion between the online customer and Client Name Here, helping to prime them for a dialogue with a CSR. A discussion, that online or off, seeks to determine how best the customer's vision can be brought forth to fruition within the constraints of both their experience and their budget.



# Persona 3: Howard

---

Age: 32

Platform: Windows XP / Firefox

Relationship: Single

Children: 0

Job Title: Theatre Tech

## Scenario:

Howard has long dealt with Client Name Here and knows that when he is in a pinch, he can depend on them to deliver what he needs in a timely fashion. He has just gotten home from the night's show, slightly irked at some cast members for having broken a number of hinges on part of the scenery. While he has rigged a temporary replacement, he needs to get the repair done properly as soon as possible. He searches Client Name Here's site and finds several pieces that might meet his needs. He wishes that the search would allow him to see pictures of the items on the search results page since he does not have any idea what the exact part is, but feels that "he'd know it if he saw it." After clicking through a number of search results, he comes across the item. While he's on the site, he tosses a number of other sundries in his basket that he knows he is low on and completes the order, thankful that the items he needs will be on the way.



# Wireframes: Preface

---

The following wireframes support the preliminary strategy articulated in this brief - a strategy derived from examining the context, content and users for the redesigned Client Name Here.com


Once Agency Name Here and Client Name Here review, revise and ultimately validate the overall IA strategy and the specific elements represented in the wireframes, more highly detailed specifications based on the strategy and wireframes in this brief will follow.

## Global Navigation Features

- Allow customers to quickly self-select into the product universe that's most appropriate to their immediate online shopping tasks and needs
- Website system can support as many categories/subcategories as needed, but global header only displays 9 or fewer “top” categories in each pseudo-sitesection (fabrics/nonfabrics) - access to categories not in the “top 9” is provided via the View More Categories button in the global navigation and a corresponding “all categories” landing page for each pseudo-sitesection.
- “Your Order” icon changes from empty cart icon to cart-with-items-inside icon when customer adds an item to their cart
- “Rentals” can be added as a permanent member of each pseudo-section’s “top 9” categories depending on RB preferences

## Global Header - Fabrics

### Rose Brand - Your Partner in Production

 [Your Order](#) | [Log Out](#)


**Fabrics, Draperies + Theatrical Textiles:** **Non-Fabric Items** | [My Account](#) | [Rose Brand Portfolio](#) | [Request Our Catalog](#) | [Contact Us](#)

<a href="#">Custom Sewing + Fabrication</a>	<a href="#">Fabrics by Material</a>	<a href="#">Fabrics by Use</a>	<a href="#">Fabric Finder</a>	<a href="#">Specials</a>	<a href="#">Equipment + Hardware</a>	<a href="#">Resources</a>	<a href="#">View More Categories</a>
---------------------------------------------	-------------------------------------	--------------------------------	-------------------------------	--------------------------	--------------------------------------	---------------------------	--------------------------------------

Search:

## Global Header - Non Fabrics

### Rose Brand - Your Partner in Production

 [Your Order](#) | [Log Out](#)

**Fabrics, Draperies + Theatrical Textiles:** **Non-Fabric Items** | [My Account](#) | [Rose Brand Portfolio](#) | [Request Our Catalog](#) | [Contact Us](#)

<a href="#">Set + Event Space Design</a>	<a href="#">Film + Video</a>	<a href="#">Track + Rigging</a>	<a href="#">Projection Systems</a>	<a href="#">Display Systems</a>	<a href="#">Production Supplies</a>	<a href="#">Tools</a>	<a href="#">Books</a>	<a href="#">Rentals</a>	<a href="#">View More Categories</a>
------------------------------------------	------------------------------	---------------------------------	------------------------------------	---------------------------------	-------------------------------------	-----------------------	-----------------------	-------------------------	--------------------------------------

Search:

## Global Footer

[privacy & security](#) | [terms & conditions](#) | [shipping information](#) | [request our catalog](#) | [contact us](#) | [site map](#)

(c) Rose Brand | 800-000-0000



<Global Header Navigation>

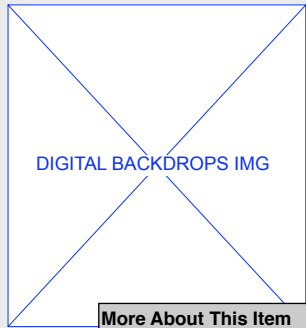
## Not Just Fabrics!

We help you put on your whole show - and have some of the best products. See what's new in:

TRACK AND RIGGING  
FILM AND VIDEO  
RAIN CURTAIN/VINYL

### DIGITAL BACKDROPS

STAR DROPS  
FLOORS  
TAPES  
PROJECTION SCREENS  
DISPLAY SYSTEMS  
PAINT  
PRODUCTION SUPPLIES



DIGITAL BACKDROPS IMG

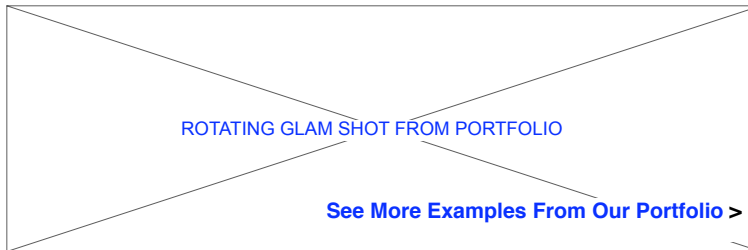
More About This Item

## ROSE BRAND

contact us:  
[cs@rosebrand.com](mailto:cs@rosebrand.com)

New York City  
1-800-111-3333  
Los Angeles  
1-800-999-2222

Not quite sure how much fabric to order, or which types are best for your production? > [Try our Fabric Finder](#)



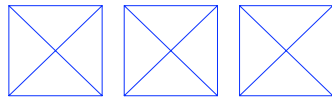
ROTATING GLAM SHOT FROM PORTFOLIO

See More Examples From Our Portfolio >

Copy about Rose Brand being the premiere supplier of [theatrical fabrics](#), textiles and [draperies](#) with **custom sewing and fabrication** from warehouses in New York City and Los Angeles. You can count on us to get it done on time. Rose Brand features many [products](#) and [product categories](#), and this text area on the homepage should be used to link to [some deeper pages](#).

## Try Our Rentals

From Fiber Optics and SoftLED drops to dimensional soft goods, try our rentals department for your next special event or corporate occasion.



[View Full Listing of Rental Equipment](#)

## Customer Log-in

Open Log-in Window Now

-or-

[Create Your New Customer Account Now](#)

Once you log in, the website will show you your discount

## Theatre Pros:

See how we do the fantastic stuff that we do, in a way that you'll find particularly interesting.

## [Order the Rose Brand Catalog Now](#) >

Or just type in a page number from our amazing catalog to view the products on that page:

[View Catalog Page Now](#)

<Global Footer Navigation>

## Home Page Features

Key features and functionality on the Home Page include:

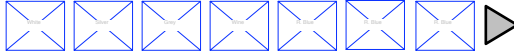
- Prominent messaging to route the absolute novice customers into the Fabric Finder
- Rotating (random on page load) “hero” feature to route all customer types into the enhanced portfolio section where product diversity is highlighted and where customer testimonials reinforce RB’s credibility and quality.
- Make it easy for customers to know they’re supposed to be logged in by placing login button above the fold. Incentivise new customers to create their accounts by communicating the idea that logged in customers see discount pricing.
- Left navigation area responds to customer mouse-over, causing category name to enlarge and triggering the display of a featured product and direct link to that product for each of the categories RB wants to promote in this manner.
- Center-column “browser text” area serves SEO agenda - makes it easy to create text links and drive traffic/spiders into deeper pages on the site.
- Test the catalog order/page number feature on the homepage
- Alternate between Try Our Rentals, Custom Sewing Experts, and Our Customers’ New Shows as the lower center column feature randomly on page load.

<Global Header Navigation>

< [Home](#) < [Fabrics](#) < [Duvetyn and Masking](#)

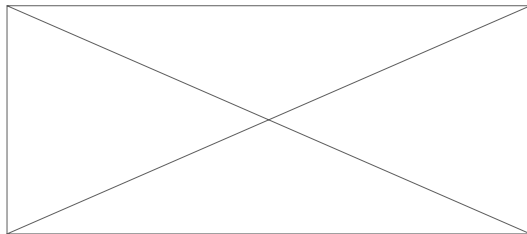
## 54" Duvetyn, 8 oz. Colors

California State Fire Marshall  
reg #: GA-1323



As Featured on page 33 of [Our Catalog](#)

Note: This Item is [Available for Rental](#)



**CUT PRICE:** [Fabric Calculator](#)

\$6.38 /yard

**FULL ROLL PRICE:**

Approx. 50 Yards Per Roll

\$5.10 /yard

**BUY FABRIC NOW:**

Step 1:

Choose Color:

Step 2:

Choose Quantity:

By The Yard

By The Roll

Order A Sample

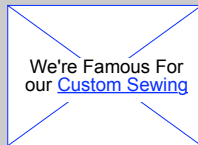
Total Rolls

Vertical  
Fabric  
Image

The most economical flame-retardant masking fabric available. An alternative to [our heavier Commando Cloth](#). Light absorbing, brushed matte finish of a plain denim weave. Use when there are no light sources behind the masking, such as below stages or in front of a dark wall.

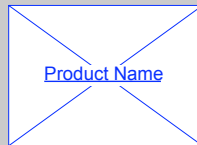
Related Items

Other Items on Page 33 of our Catalog



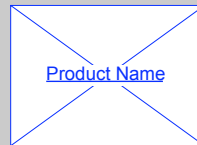
We're Famous For  
our [Custom Sewing](#)

[Get A Quote](#)



[Product Name](#)

[From \\$2.99/yard](#)



[Product Name](#)

[From \\$3.99 /yard](#)

<Global Footer Navigation>

## By-the-Yard Product Page Features

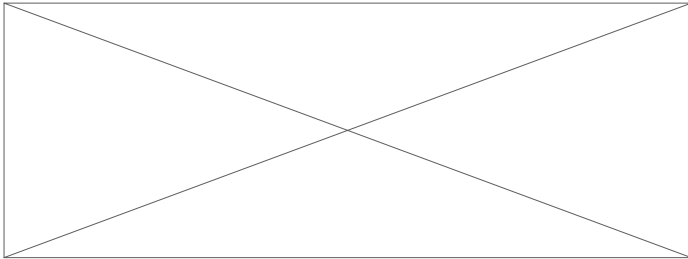
- Clearly present Cut vs. Full Roll pricing
  - Pop-up link wherever roll price is presented in order to clearly indicate roll purchase rules and “estimated quantity” situation with rolls always being of different ultimate linear yard lengths
- Quantity input field reinforces the differences in kind and cost regarding Cut vs. Full Roll
- Provide easy mechanism for customers to order samples
- If possible, provide both a tall/vertical product photo to convey texture/weight/properties of fabric as well as a contextual shot showing the product as it might be used.
- Allow customers to reveal full product specifications with one click, without causing a page refresh - defaulting to capsule-sized product description paragraph allows for cross-sell items to appear “above the fold.”
- In addition to product and service cross-sells assigned by RB administrators and/or system logic, make it easy for customers to understand which catalog page the product appears on and which products appear adjacent to the present product in the catalog.

Question: how best to convey panel size(s) min/max?

<Global Header Navigation>

< [Home](#) < [Tapes](#) < [Adhesive Tapes](#)

## 1" Pro-Gaffer's Fluorescent Tape



As Featured on page 33 of [Our Catalog](#)

**RETAIL PRICE:**  
~~\$7.95~~ per roll

**YOUR PRICE:**  
\$6.25 per roll

**BUY NOW:**  
Step 1:

Choose Color:

Step 2:

Choose Quantity:

Total Rolls

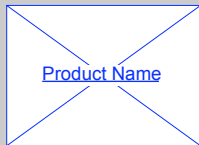
Premium vinyl cloth tape. Engineered for use in the most demanding applications, such as securing and holding lights, stage and set decoration, spiking, and color-coding. All purpose fixit tape for every technician. Water, high temperature and weather resistant. Removes cleanly from most surfaces. Gaffers' Tape's surface is less shiny than plastic tape and rips more easily as well.

Related Items

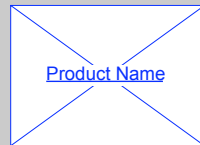
Other Items on Page 33 of our Catalog



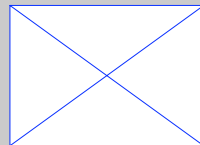
[Get A Quote](#)



[From \\$2.99/yard](#)



[From \\$3.99 /yard](#)



[From \\$3.99 /yard](#)

<Global Footer Navigation>

## By-the-Item Product Page Features

- Generously-sized horizontal product image
- Retains the strategy for withholding full product details text upon page load
- Login-based price display (both here as well as on the by-the-yard style page)

<Global Header Navigation>

< [Home](#) < [Your Order](#)

**1) Basket** 2) Address 3) Shipping 4) Review & Payment

#### FABRIC BY THE YARD

Product Name	Price Per Yard:	Total Yards:	Extended Price:	
<Product Name>	<\$XX.xx>	##	<\$XX.xx>	<a href="#">remove</a>

#### FABRIC BY THE ROLL

Product Name	Price Per Yard:	Total Rolls:	*Extended Price:	
<Product Name>	<\$XX.xx>	##	<\$XX.xx>	<a href="#">remove</a>

#### OTHER PRODUCTS

Product Name	Price Per Ea:	Total Items:	Extended Price:	
<Product Name>	<\$XX.xx>	##	<\$XX.xx>	<a href="#">remove</a>

#### Your Order Summary

Merchandise: \$<####.##>  
\*Estimated Roll Fabric: \$<####.##>  
Shipping: \$ TBD  
Estimated Tax: \$<####.##>

Order Discount: -\$<###.##>

Estimated Order Total: \$<####.##>

All pricing is in US Dollars

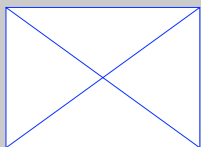
\*The quantity of fabric you'll purchase when buying "by the roll" is estimated until we can measure the exact roll size -- we only charge you for the precise size of the roll.

Do You Have A Customer Code?

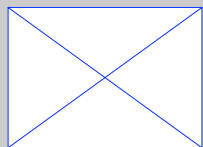
Check Out Now

Continue Shopping

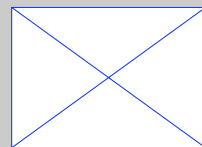
#### Closeout Items



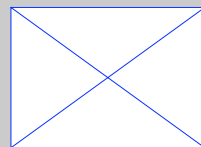
From \$3.99 /yard



From \$3.99 /yard



From \$3.99 /yard



From \$3.99 /yard

<Global Footer Navigation>

## Basket Page Features

- Clear representation of the steps in checkout
- Items by the yard grouped separately than items by the roll and by the "each"
- Clear messaging about estimated totals (when roll fabric is in the basket) and estimated tax
- Cross-sell items in the basket
- Ability to continue shopping from the last product viewed
- Ability to allow customers to key-in a promotional code to receive additional discount without necessarily calling it a "promotional code"