UX AUDIT INFORMATION ARCHITECTURE

18 OCT 2016

1. UNDERSTANDING INFORMATION ARCHITECTURE
2. GLOBAL CONTENT WEIGHT
3. CURRENT NAV STRUCTURE
4. ACCESSIBILITY TO HIGH VALUE CONTENT
5. NAV PAGE VALUE
6. USER FLOW (HOME/ROOT PAGES)
7. USER FLOW (HIGH PERFORMANCE PAGE)
8. AUDIT (SUMMARY)

1. WHAT IS INFORMATION ARCHITECTURE?

Information architecture (IA): The main focus is on the structure of the information first, and the design of the actual user interface second (if at all). Understanding how people actually use content and how the structure should function to support that effort. IA grasps the range of content and functionality on how it needs to be structured.

THE PRINCIPLES OF IA

1. **The principle of objects** – Treat content as a living, breathing thing, with a lifecycle, behaviors and attributes.

2. **The principle of choices** – Create pages that offer meaningful choices to users, keeping the range of choices available focused on a particular task.

3. **The principle of disclosure** – Show only enough information to help people understand what kinds of information they'll find as they dig deeper.

4. **The principle of exemplars** – Describe the contents of categories by showing examples of the contents.

5. **The principle of front doors** – Assume at least half of the website's visitors will come through some page other than the home page.

6. **The principle of Multi classification** – Offer users several different classification schemes to browse the site's content.

7. **The principle of focused navigation** – Don't mix apples and oranges in your navigation scheme.

8. **The principle of growth** – Assume the content you have today is a small fraction of the content you will have tomorrow.

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GLOBAL CONTENT WEIGHT

Total Page Views (TPV): 1,347,575
Data reflecting: Sept 10 - Oct 10

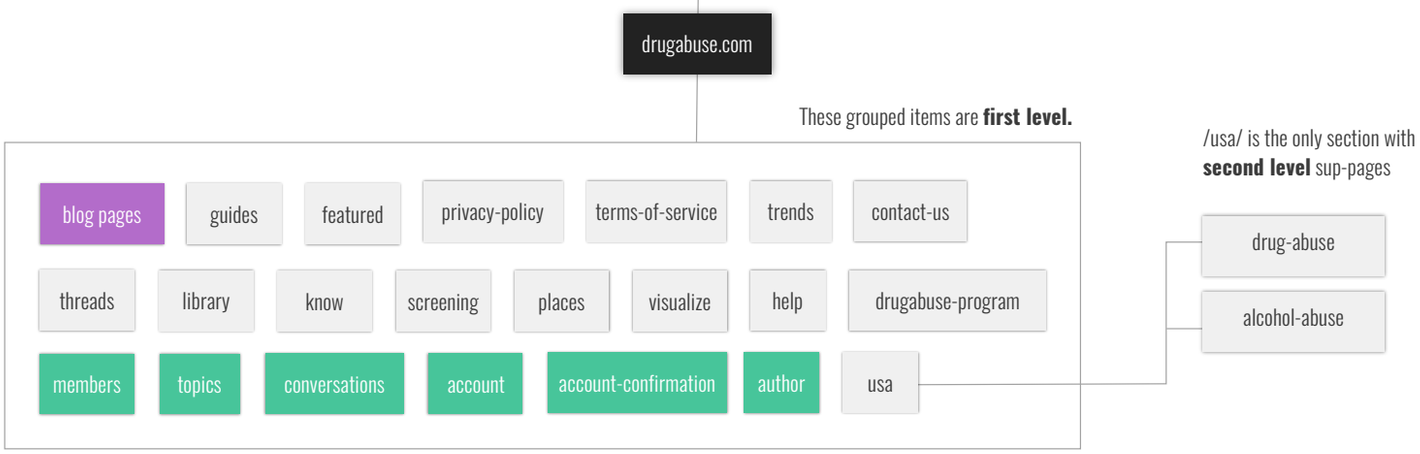
This following data reflects a global view of a subpage's (including subdomains) total page count and total page views.

Blogs talk.da.com

SUBPAGES	TPV %	TOTAL PAGES
/know/	**n/a**	**206**
/library/	79%	548
/threads/	**3%**	**989**
/usa/drug-abuse/	3%	1209
/usa/alcohol-abuse/	3%	602
/featured/	3%	12
/guides/	0%	5
/privacy-policy/	0%	1
/screening/	1%	32
/terms-of-service/	0%	1
/topics/	**1%**	**10**
/trends/	0%	2
/visualize/	0%	1
/members/	**0%**	**45**
/contact-us/	0%	1
/drug-abuse-programs/	1%	3
/conversations/	**0%**	**67**
/accounts/	**0%**	**0**
/account-confirmation/	**0%**	**68**
/author/	**0%**	**21**

GLOBAL STRUCTURE

This sitemap demonstrates the location of subpages and items such as blogs and items associated to subdomains.



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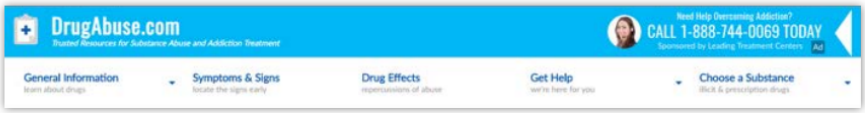
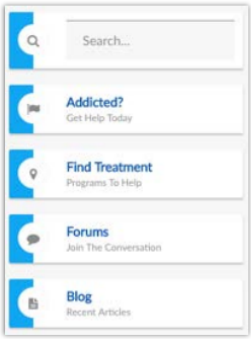
THESE 4 NAVIGATIONS CURRENTLY EXIST ON DA.

DRUGEABUSE.COM (HOME)



HEADER NAV

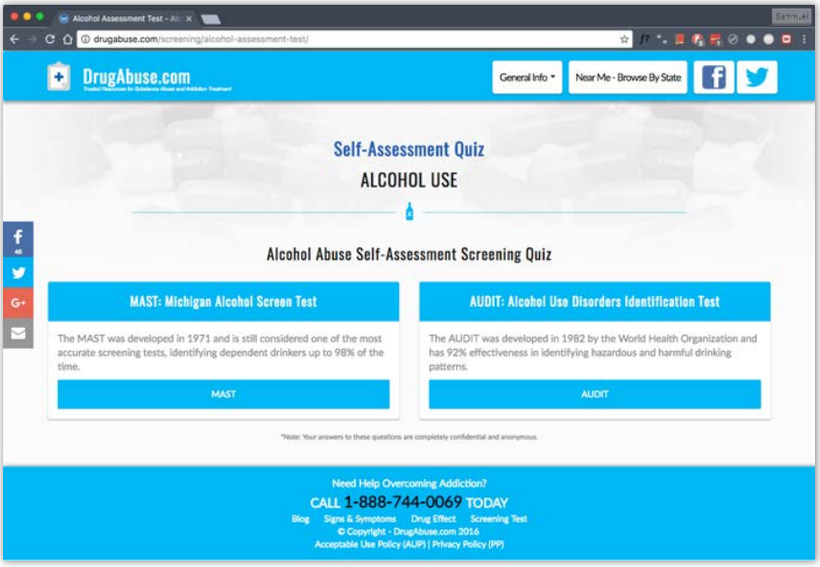
- HOME
- GE
  - Prevention
  - Facts & Information
  - Workplace Drug Abuse
  - Teen Drug Abuse
  - Careers
  - Recovery
  - Hotlines
  - Famous Drug Abusers
  - Visual and Interactive Content
  - Diabetes
  - Weight Change
- S&S
- DE
- GH
  - How to get help
  - Screening: Are you Addicted?
- CAS
  - Illicit Substances
    - Alcohol
    - Marijuana
    - Cocaine
    - Ecstasy
    - Heroin
    - Crack
    - Meth
  - Prescription Drugs
    - Adderall
    - Alprazolam
    - Ambien
    - Ativan
    - Clonazepam
    - Hydrocodone
    - Klonopin
    - Lorazepam
    - Oxycodone
    - Percocet
    - Tramadol
    - Valium
    - Vicodin
    - Xanax



SIDEBAR

- Search
- Addicted?
- FT
- Forums
- Blog

DRUGEABUSE.COM/SCREENING



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  - Careers
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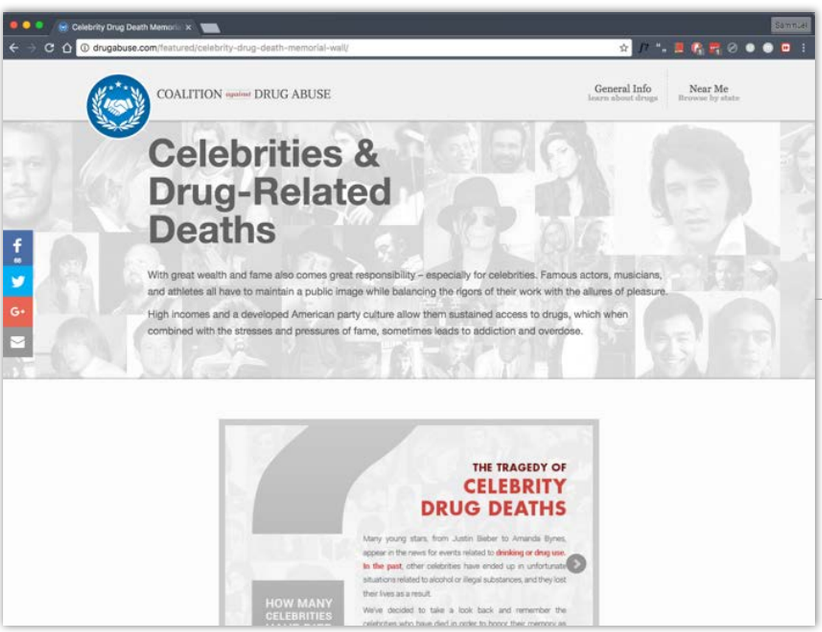
  - Hotlines
  - Famous Drug Abusers
  - Visual and Interactive content
- Near Me - Browse by State
- Facebook
  Twitter

DRUGEABUSE.COM/FEATURED



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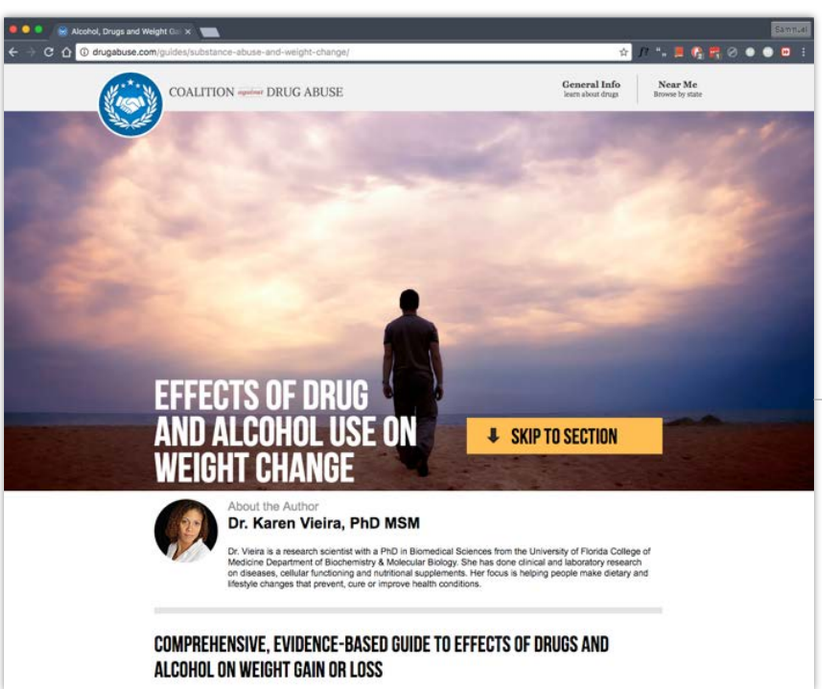
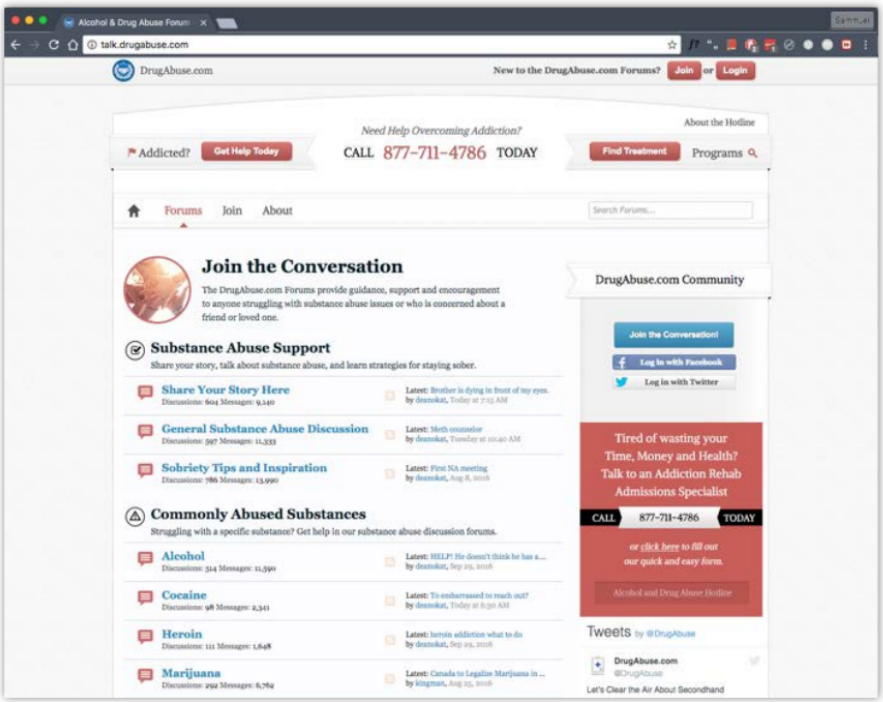
  - Careers
  - Recovery
  - Hotlines
  - Famous Drug Abusers
  - Visual and Interactive content
- NM
  - Alabama
  - Alaska
  - Arizona
  - Arkansas
  - California
  - Colorado
  - Connecticut
  - Delaware
  - ...

DRUGEABUSE.COM/GUIDES



TALK.DRUGEABUSE.COM (HOME)



HEADER NAV

HOME | JOIN | LOGIN

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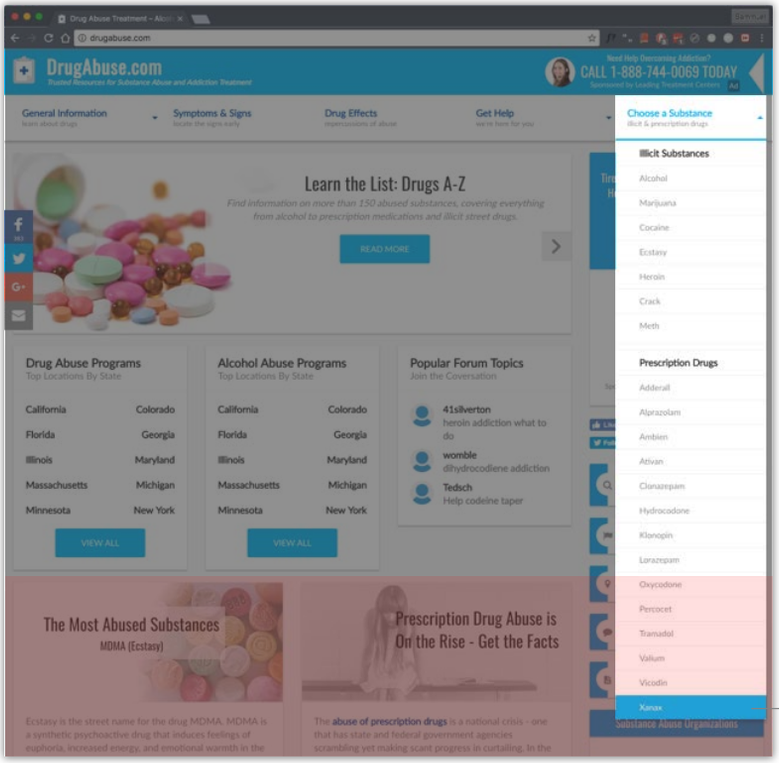

HOME PAGE ACCESSIBILITY

Total Page Views (TPV): 1,423,441 (SEPT 19 - OCT 19)

3 **high value** pages are located at the bottom of the list for **Choose a Substance**, which makes it difficult for a user to access.

LIBRARY SUBPAGES	TPV
/library/xanax-abuse/	17,418
/library/percocet-abuse/	12,233
/library/tramadol-abuse/	6,881

the /library/xanax-abuse/ (highest value) page is **below the fold** and difficult to find.

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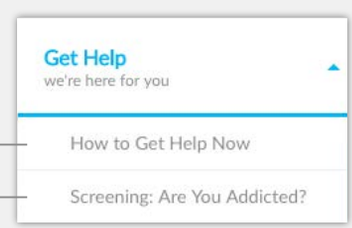
NAV STRUCTURE & UI ITEM VALUE

Total Page Views (TPV): 1,376,000 (SEPT 14 - OCT 14)

High Performance Pages

Low performance pages (below 1000 views)

GET HELP	TOTAL VIEWS
/library/how-to-help-a-drug-addict/	12,833
/library/symptoms-and-signs-of-drug-abuse/	9,982



GENERAL INFORMATION	TOTAL VIEWS	
/library/drug-abuse-prevention/	949	Prevention
/library/get-the-facts-on-substance-abuse/	5,738	Facts & Information
/library/workplace-drug-abuse/	1,521	Workplace Drug Abuse
/library/teen-drug-abuse/	1,578	Teen Drug Abuse
/library/drug-abuse-careers/	2,810	Careers
/library/drug-abuse-recovery/	394	Recovery
/library/drug-abuse-hotlines/	2,746	Hotlines
/library/famous-drug-abusers/	2,888	Famous Drug Abusers
/featured/	721	Visual and Interactive Content
/guides/substance-abuse-and-diabetes/	13	Diabetes
/guides/substance-abuse-and-weight-change/	5	Weight Change

General Information
learn about drugs

SYMTOMS & SIGNS	TOTAL VIEWS	
/library/symptoms-and-signs-of-drug-abuse/	24,472	Symptoms & Signs locate the signs early

DRUG EFFECTS	TOTAL VIEWS	
/library/drug-abuse-effects/	24,472	Drug Effects repercussions of abuse

Choose a Substance
illicit & prescription drugs

CHOOSE A SUBSTANCE

ILLICIT SUBSTANCE	TOTAL VIEWS	Illicit Substances
/library/alcohol-abuse/	12,368	Alcohol
/library/marijuana-abuse/	6,275	Marijuana
/library/cocaine-abuse/	19,444	Cocaine
/library/ecstasy-abuse/	2,778	Ecstasy
/library/heroin-abuse/	8,703	Heroin
/library/crack-abuse/	10,806	Crack
/crystal-meth-abuse/	19,493	Meth

PRESCRIPTION DRUGS	TOTAL VIEWS	Prescription Drugs
/library/drug-abuse-	19,374	Adderall
/library/alprazolam-	799	Alprazolam
/library/ambien-abuse/	3,209	Ambien
/library/ativan-	532	Ativan
/library/clonazepam-abuse/	1,465	Clonazepam
/library/hydrocodone-abuse/	4,856	Hydrocodone
/library/klonopin-abuse/	6,311	Klonopin
/library/lorazepam-abuse/	2,069	Lorazepam
/library/oxycodone-abuse/	3,866	Oxycodone

/library/percocet-abuse/	11,652	Percocet
/library/tramadol-abuse/	6,816	Tramadol
/library/valium-abuse/	1,678	Valium
/library/vicodin-	839	Vicodin
/library/xanax-	17,881	Xanax

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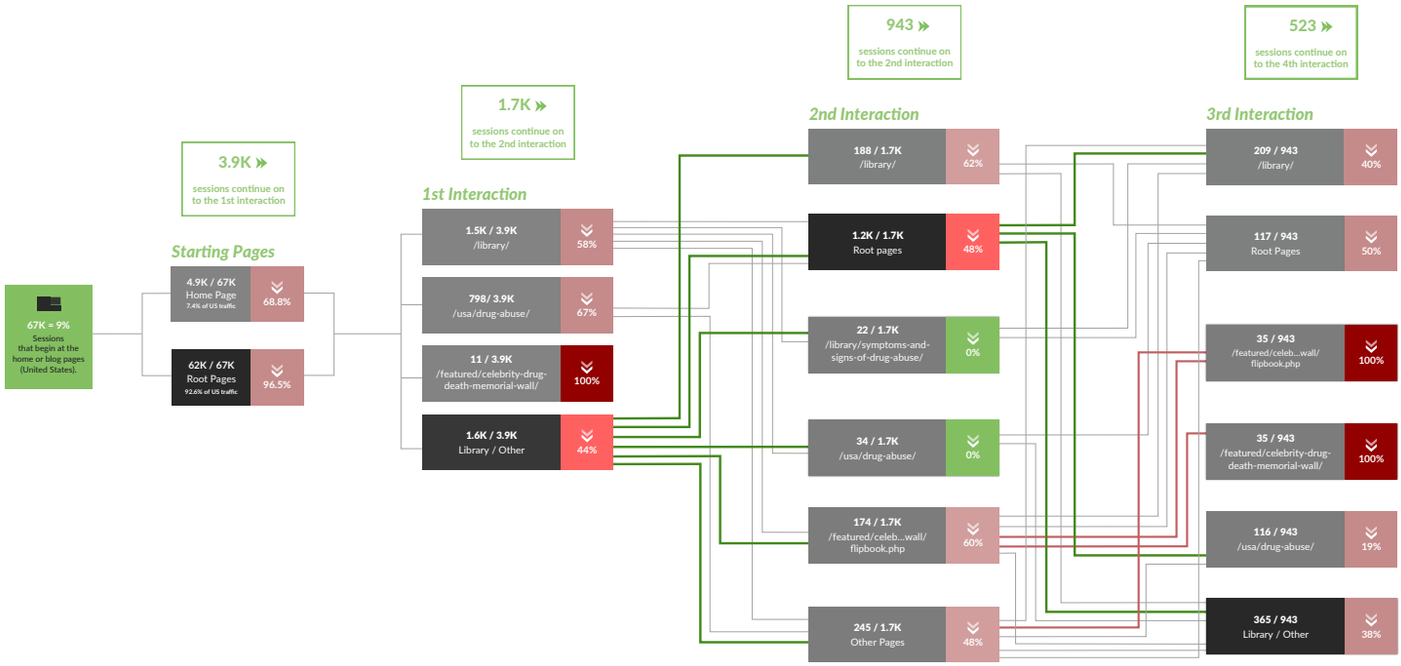
USER FLOW (HOME/ROOT PAGES)

TOTAL SESSIONS: 738K (UNITED STATES) Sessions
DATE: (Sep 17, 2016-Oct 17, 2016)

Through Traffic: Through Traffic indicates the user has clicked on a page, which results in a interaction.
Drop-offs: A drop off simply means the user went out of the flow you've defined in your google analytics.

Sessions: A session is defined as a group of interactions one user takes within a given time frame on your website.
High Performace Sessions: These sections indicate where the majority of traffic is going.
Other Sessions: These sections indicate where the rest of the traffic is going.

High Performace Behavior flow: These sections indicate where the majority of traffic is going.
Other Behavior Flow: These sections indicate where the majority of traffic is going.
Red Routes: These sections indicate the user has left the page/website all together.



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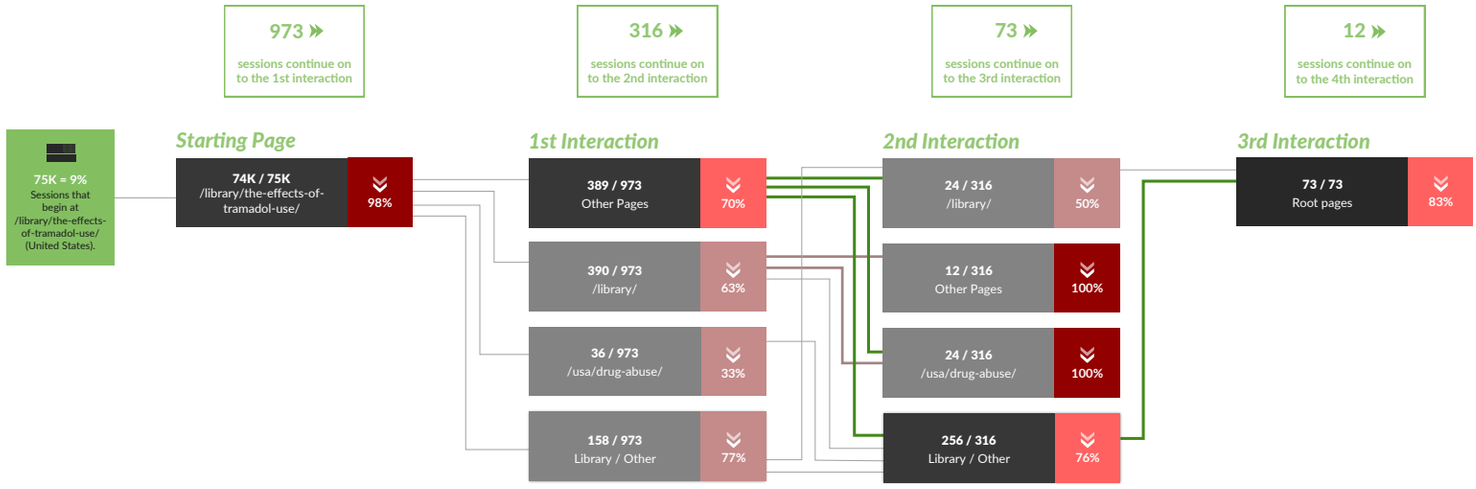

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1. UNDERSTANDING INFORMATION ARCHITECTURE
No evaluation needed.

2. GLOBAL CONTENT WEIGHT & STRUCTURE - A
After locating all blog pages, we've concluded that they do not have a sub-page associated to them. The Total Page Views cannot be accurately measured as a group. The /know/ sub-pages lead to blogs, but there is no way to track the performance of all blog pages because they are located at the root of DA.

GLOBAL STRUCTURES - B
As indicated in the sitemap, each blog page is technically considered a first level items among all of the other first level items. This creates an inaccurate representation of the number of subpages that currently exist on DA. The path /usa/ is the only section with second level sup-pages.

3. CURRENT NAV STRUCTURE
A variety of navigations exist within DA. The 4 sitemaps within this section show that they are inconsistent and their sub-items vary within each nav.

4. ACCESSIBILITY TO HIGH VALUE CONTENT
The section demonstrates the excessive number of items under the Choose a Substance dropdown. The dropdown currently surpasses the fold, which makes it harder for the user to find a higher performance item.

5. NAV PAGE VALUE

This section demonstrates the value of each item per drop down on DA's homepage. The total pages views and the location to each item is highlighted.

6. USER FLOW (HOME/ROOT PAGES)

This visual demonstrates user behavior as sessions from the home page and root pages such as blogs. This visual helps us locate the density of all sessions and their flow as they advance to the next level of subpages per interaction. Red routes can be found by identifying the percentage of session drop-offs per subpage. Through traffic can be found by identifying the number of sessions that advance to the next interaction.

7. USER FLOW (HIGH PERFORMANCE PAGE)

This visual demonstrates user behavior as sessions from a high performance page. This visual helps us locate the density of all sessions and their flow as they advance to the next level of subpages per interaction. Red routes can be found by identifying the percentage of session drop-offs per subpage. Through traffic can be found by identifying the number of sessions that advance to the next interaction.

8. AUDIT (SUMMARY)