

## Executive Summary

To assist in the redesign of the School of Information Management and Systems (SIMS) website, the existing website was deconstructed to identify not only the present structure but also any structural issues that will need to be addressed in the redesign. A site outline and a structural/functional site diagram reveal the structure and relationship of pages on the website.

The primary strength of the existing structure is the extensive use of cross-linking, which speeds up navigation and links together conceptually related material from across the sections of the website. There are also various areas of improvement for the SIMS website. These areas include the following:

- **Increase consistency between link/button labels and the names of the pages to which they lead.**

There are numerous instances in which the link/button labels do not correspond to page names. For example, on the 'Admissions FAQ' page the link for 'Financial Aid' leads to a page named 'Fees, Fellowships, and Financial Assistance'. Such inconsistencies are confusing to users, as they are not able to make as clear of a mental association between what they clicked and their destination.

- **Clarify labeling for some pages.**

Relabeling is indicated for some labels, to clarify their meaning to users. For example, the 'Alumni' label is ambiguous. Is this link for alumni or about alumni? Relabeling as 'For Alumni' would alleviate this issue. Similarly, the label 'Experience SIMS' is ambiguous. Users are likely to have varying expectations about what such a page will contain.

- **Fix or remove broken links.**

Deconstruction was complicated by the presence of many broken links in the website, particularly with the cross-links to pages within the SIMS website. As an example, the 'Ph.D. Program' page contains a broken cross-link to the 'Faculty Profiles' page. These broken links are a significant impediment to effective navigation and may cause some users to resort to search as a last resort before leaving the website. In creating the site outline and diagrams all links were treated as being functional, as the desired destination could always be determined.

- **Provide accurate and complete breadcrumb information.**

Currently some breadcrumbs have abbreviated content, which should be expanded as sufficient space exists for complete breadcrumb information to be provided. For example, on the page for 'The Ph.D. Dissertation' the final two parts of the breadcrumb are abbreviated when space exists for them to be fully spelled out.

## Site Outline

**1.0 Home** (cross-links to all level 3 pages except 1.4.7, 1.4.8; 1.3.4.5, 1.1.1.x)

### 1.1 About SIMS

- 1.1.1 News (cross-link to 1.1.2)
  - 1.1.1.1-1.1.1.x Press Releases
  - 1.1.1.x-1.1.1.x Community News
- 1.1.2 Calendar of Events
  - 1.1.2.1 Calendar of Events (Reverse Order) (cross-link to 1.1.2.2)
  - 1.1.2.2 Other Calendars of Interest (cross-link to 1.1.2)
- 1.1.3 Visitor Information
- 1.1.4 History
  - 1.1.4.1 Proposal for SIMS
- 1.1.5 About South Hall
  - 1.1.5.1 South Hall Photo Archive
    - 1.1.5.1.1-1.1.5.1.21 Photos

### 1.2 Academics

- 1.2.1 Courses
  - 1.2.1.1 Fall 2002 Course Schedule (cross-links to 1.2.1.3.1-1.2.1.3.x)
    - 1.2.1.1.1 Long View (cross-links to 1.2.1.3.1-1.2.1.3.x)
    - 1.2.1.1.2 Fall 2002 Cross-Listed MOT Courses
  - 1.2.1.2 Spring 2003 Course Schedule (cross-links to 1.2.1.3.1-1.2.1.3.x)
    - 1.2.1.2.1 Long View (cross-links to 1.2.1.3.1-1.2.1.3.x)
    - 1.2.1.2.2 Spring 2003 Cross-Listed MOT Courses
  - 1.2.1.3 Course Catalog
    - 1.2.1.3.1-1.2.1.3.x Course Descriptions
- 1.2.2 Masters Program (cross-link to 1.3.4)
  - 1.2.2.1 M.I.M.S. Requirements (cross-links to 1.2.1.3, 1.2.1.3.1-1.2.1.3.x)
  - 1.2.2.2 M.I.M.S. Suggested Degree Tracks (cross-link to 1.2.1.3)
  - 1.2.2.3 M.I.M.S. Final Project
    - 1.2.2.3.1 2002 Final Projects
    - 1.2.2.3.2 2001 Final Projects
    - 1.2.2.3.3 2000 Final Projects
    - 1.2.2.3.4 1999 Final Projects
- 1.2.3 Ph.D. Program (cross-links to 1.3.4, 1.4.1.1)
  - 1.2.3.1 Fields of Study (cross-links to 1.2.1.3.1-1.2.1.3.x)
  - 1.2.3.2 Ph.D. Requirements (cross-links to 1.2.1.3.1-1.2.1.3.x)
  - 1.2.3.3 Ph.D. Dissertation (cross-links to 1.2.1.3.1-1.2.1.3.x)
  - 1.2.3.4 Current & Past Dissertation Topics (cross-links to 1.2.3.3, 1.4.3)
- 1.2.4 MOT Certificate
- 1.2.5 University Policies

- 1.3 Admissions** (cross-links to 1.2.2, 1.2.3, 1.2.1.3, 1.4.1.1)
  - 1.3.1 Dean's Welcome
  - 1.3.2 Learning at SIMS (cross-links to 1.2.2, 1.2.3, 1.2.1.3, 1.4.1.1, 1.3.3)
    - 1.3.2.1-1.3.2.16 SIMS Questions (some cross-link to 1.1.4.1, 1.4.1.1.)
  - 1.3.3 Life at SIMS (cross-links to 1.2.2, 1.2.3)
    - 1.3.3.1 Student Profiles
    - 1.3.3.2 Student Life
    - 1.3.3.3 Computing Facilities
    - 1.3.3.4 Student Employment
    - 1.3.3.5 Experience SIMS (cross-links to 1.1.2, 1.4.1, 1.1.1.x)
  - 1.3.4 Applying to SIMS (cross-links to 1.2.2, 1.2.3, 1.2.1.3, 1.4.1.1)
    - 1.3.4.1 How to Apply (cross-links to 1.3.4.4, 1.2.2, 1.3.4.2, 1.2.3, 1.3.4.3, 1.3.4.4.6)
    - 1.3.4.2 Master's Admission Requirements (cross-link to 1.2.2)
    - 1.3.4.3 Ph.D. Admission Requirements (cross-link to 1.2.3)
    - 1.3.4.4 Admissions FAQ
      - 1.3.4.4.1 Admissions (cross-link to 1.3.4.2, 1.3.4.3)
      - 1.3.4.4.2 Admissions Requirements (cross-link to 1.3.4.2)
      - 1.3.4.4.3 Admissions Statistics (cross-link to 1.3.4.2)
      - 1.3.4.4.4 Course of Study
      - 1.3.4.4.5 Financial Aid
      - 1.3.4.4.6 For International Students
      - 1.3.4.4.7 School and Department Codes
    - 1.3.4.5 Recruitment Fairs 2002
- 1.4 People** (cross-link to 1.6.3)
  - 1.4.1 Faculty Directory
    - 1.4.1.1 Faculty Profiles
  - 1.4.2 Staff Directory
  - 1.4.3 Ph.D. Directory
  - 1.4.4 Masters 2002 Directory
  - 1.4.5 Masters 2003 Directory
  - 1.4.6 Masters 2004 Directory
  - 1.4.7 All Masters Directory
  - 1.4.8 All Students Directory
  - 1.4.9 Visitor/Adjunct Directory
  - 1.4.10 Student Groups
- 1.5 Research**
  - 1.5.1 Projects (cross-link to 1.4.3)
  - 1.5.2 Conferences (cross-link to 1.1.2)
- 1.6 Resources**
  - 1.6.1 For Employers (cross-links to 1.2.1.3, 1.6.2)
    - 1.6.1.1 Recruiting SIMS Students (cross-links to 1.6.1, 1.6.2)
    - 1.6.1.2 Student Skills (cross-links to 1.3.2.15, 1.2.1.3, 1.4)
    - 1.6.1.3 Summer Internships (cross-links to 1.2.2, 1.4.4, 1.4.5)
  - 1.6.2 Affiliates Program (cross-links to 1.5, 1.6.1, 1.6.2.1, 1.6.2.3)
    - 1.6.2.1 Joining the Affiliates Program (cross-links to 1.0, 1.1.1, 1.5.1)

- 1.6.2.2 Current Members (cross-link to 1.5)
- 1.6.2.3 Workshops
- 1.6.3 Administration (cross-link to 1.4.1, 1.4.2)
- 1.6.4 Related Sites and Organizations

**1.7 Site Map**

1.8 my.sims

1.9 cardea.sims

**Note:** Boldface items are global navigation.