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Strategy Report

for

Chez Emily
Fine Handmade Chocolates

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2
EXECUTIVE SUMMARY

*Chez Emily* handmade chocolate company contracted with the author (information architect) of this report in order to develop strategic approach and recommendations for optimising information architecture of their site and, in this way, increase competitive advantage of *Chez Emily*.

This report provides an analysis of current site, its drawbacks and weaknesses. Also, recommendations and examples for improvement of current information architecture of the site are provided and discussed in detail.

The problems encountered in the current site are as follows:

- The site cannot facilitate expanding range of products.
- Lack of consistency throughout the labelling of the site is causing confusion and impedes content discovery.
- Content organisation is becoming increasingly chaotic, i.e. many items are “buried” in unsuitable categories and this, in turn, affects user experience of the site.

Consequently, our information architecture strategy will address these main issues of the site. Therefore, recommendations in this report address:

- Content organization.
- Consistency of labelling throughout the site.
- Navigation systems of the site.
- Content management (controlled vocabulary and metadata).

Also, recommendations were developed with business context, content and the user in mind, i.e. information architecture principles were applied by creating “custom fit” for this particular site.

All recommendations are supported by examples provided either as figures within the main body of report, included in the appendices or supplied in a separate file together with this report. In addition, wireframes and blueprints are used for visual representation of recommended strategy.

Lastly, our ultimate goal of this report is to develop a well-rounded information architecture strategy that helps enhance user experience, ease content management and will support further growth of Chez Emily.
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1. BACKGROUND

The author is information architect that was hired by fast growing business to improve overall functionality of their website that is facing multiple problems. The report presents recommendations that can help optimise functionality of the site and complement general business goals.

1.1 VISION AND GOALS OF CHEZ EMILY

*Chez Emily* will become one of the most visited online chocolate boutiques in Ireland. It will achieve a status of a strong competitor to other similar businesses online. The company will continue to provide quality product range online while facilitating pleasant user experience and smooth shopping process. The main goal of online site of *Chez Emily* is to facilitate online shopping for their exclusive range of chocolates and gifts. In addition, the company seeks to equip enthusiastic bakers with chocolate-related baking ingredients and tools. Lastly, providing a diverse range of chocolate-related recipes on the site is a strategic technique that will help engage the audience and promote products available on the site.

Therefore, *Chez Emily* will employ appropriate technologies and their strategic use that best address these goals.

To better understand the strategy proposed, the following will present the context and environment *Chez Emily* is operating in.

1.2 BUSINESS CONTEXT

*Chez Emily* is rapidly growing handmade chocolate company. Its flagship product is a range of luxury handmade chocolates offered in various presentation boxes, hampers, sets, etc. In addition, the company specializes in providing niche confectionary for sugar free, gluten free and dairy free selections. Lastly, the company is introducing a new range of high quality baking ingredients and tools.
As it stands now, most of interaction with the customers is achieved through physical contact (by phone, or visiting physical store). Although, the company is expanding rapidly and the interest in buying online is on the rise, therefore, greater effort is being made in presenting the product online and improving its visibility and discovery on the site.

In order to determine the most suitable strategic principles that will be applied to optimize overall organization and functions of the site, it is important to discuss the nature of content that is presented on the website.

### 1.3 CONTENT

The main content body is comprised of individual pages containing **description** of a single item and its **photo**. Items are grouped by **purpose of the product** (e.g. gift, baking, decorating) the **type of the product** (Chocolate boxes, bars, figurines, etc.) or **special dietary features** (sugar free, gluten free, dairy free). Additionally, due to the nature of the business (i.e. chocolate and its products), visual appeal of the site is very important. Thus, the content is presented alongside with graphical material in order to convey product aesthetics and feel of the physical store.

Lastly, the section *Our Recipes* contains a number of unique recipes related to chocolate baking that consist of a photo, list of ingredients and description of preparation.

To sum up, primary focus of the site is to present and promote items for sale. Secondarily, it tries to attract and engage chocolate enthusiasts that are interested in learning more about chocolate.

The following section presents the nature of target audience of the site and determines their needs and expectations.

### 1.4 CUSTOMERS

As *Chez Emily* produces high-end products, its main focus is directed towards customer category aged 35+ looking for gourmet gifts and specialised ranges (diabetic, gluten free, etc.) of confectionary. Typically, the main user group is women looking for gift ideas,
speciality products and baking ingredients. Occasionally- men looking for all-in-one gift (e.g. a hamper). Also, the number of customers of Chez Emily is highly influenced by seasonal festivities (Christmas, Easter) and other annual occasions (Mother’s day, birthdays, anniversaries, etc.). Therefore, in order to address varying demands of the main user group, the site needs to provide intuitive interface, smooth browsing and buying experience. Also, the content has to be descriptive and engaging in order to retain customer on the site.

The following chapter serves as a basis for the proposed information architecture strategy by pinpointing weaker aspects of the site that are subject for improvement.

2. LESSONS LEARNED

2.1. CONTENT ORGANIZATION

Initially, the site served as a canvas for presenting general range of products and providing information about the nature of the company (screenshot of Home page of the current site is supplied in Appendix 1). Although, the company is growing and the range of products is expanding. As a result, content organization is becoming increasingly chaotic and difficult to manage. For example, current section Miscellaneous does not do any good for the site as it seems to serve a purpose of just “clustering” random products that do not
fit in any other logical category (see figure 2.1).

**Figure 2.1. Miscellaneous category**

This example indicates the need for better organization of content categories that would be able to facilitate all of the content of the site.

Lastly, the need to provide online shopping feature arose as increasing product range is attracting customer attention and increasing their wish to purchase here-and-now instead of making a trip to the physical store for the desired item. All in all, these factors present the need of re-thinking organization of the site to better fit its new purpose.

The following section will explain the reasons for improving navigation structure of the site.

*Structure and organization is about building rooms. Navigation design is about adding doors and windows (Moville and Rosenfeld, 2007, p.115).*

### 2.2. SITE NAVIGATION AND LABELLING

Primarily, effective site navigation assists user in answering these questions:

1) Where am I?
2) What's here?
3) Where can I go from here (Instone, 1997, p.13)?

Current *Chez Emily* website was considerably easy to browse and “get around” in general (see Appendix 1 – Screenshot of current website). Although, its navigation system is weak, i.e. customers are provided only with global navigation bar (links at the top of the page) without further guidance as they go deeper into the site.

Therefore, as the amount of content is growing, more categories are due to be implemented and product offers and recommendations displayed at the home page will
bring customers to the pages deeper down within the site, the need arises to optimise user experience by improving navigation of the site.

In addition, **labelling** (i.e. names of the categories, links and headings within the site) needs to be systematic throughout the site in order to provide consistency and improve content discovery. For the current site such strategy was not applied and that resulted in inconsistent labels. For example, the figure below (Figure 2.2) presents the same category labelled by two different names. That, as a result, causes confusion as *Our Chocolates* category on the site encompasses wider range of products that just chocolate related items.

![Figure 2.2. Labelling of current site](image)

These inconsistences present the need of vocabulary control. Therefore, recommendations drawn in section 3.3.1 address these issues in the most appropriate way.
The following section will present rationale for implementing additional features of the site.

2.3. FEATURES

At the moment, Chez Emily presents simple interface and uncomplicated display of products. Although, with expanding range of products, the need is rising for product filtering, i.e. customers should be able to sort retrieved results by price or narrow down the list of products according to the type of chocolate (e.g. milk, dark or white).

Also, implementation of search box would improve customer experience if browsing is not a preferred way of finding the product.

The next section presents rationale for importance of implementation of information architecture principles throughout the business website. Further, it will present in detail recommendations for improving various aspects of the site. Additionally, as we go along, in order to avoid confusion and achieve clarity, the main terms of the vocabulary of information architecture will be explained.

3. INFORMATION ARCHITECTURE (IA) STRATEGY

3.1. IMPORTANCE OF IA PRINCIPLES FOR CHEZ EMILY

As Mahon and Gilchrist (2004, p.xvii) state, “information is now recognized as a valid and valuable resource in the management of an organization <…>”, it is understood that businesses should make the most of it by structuring it in the way that helps achieve set goals and complements overall mission of the company.

The term Information Architecture encompass such notions as “structural design of shared information environments”, “organization, labelling, search, and navigation systems within web sites <…>”, creating information products in a way that supports their usability and findability (Morville and Rosenfeld, 2007, p.4). Even though information architecture is
explicit from the user/customer point of view, successfully applied principles present many benefits for the business:

1) reduces costs of re-building ineffective website if customers cannot find what they are looking for or find it difficult use,
2) increased information findability helps retain customers,
3) improved status of the website raises the value of brand, i.e. easy to use site will market the business itself (ibid.)

Our focus for this IA strategy report is to pinpoint select ways the website can facilitate customer service by improving overall quality of experience for each visitor to the site. We seek to accomplish this by improving:

- **organization system** - how information will be categorized,
- **navigation** - ways of “surfing” the website,
- **labelling** – determining most suitable terminology to suit this particular situation, i.e. taking into consideration context, content and the user of the site,
- **mark up of content** – applying metadata and XML in order to facilitate improved searching and higher recall throughout the site and online in general, also to ease management of the site content.

In addition, IA recommendations will be illustrated by presenting **wireframes** and **blueprints** of the proposed structure for the site:

- **wireframe** is a basic visual representation of the web page showing its structure and links.
- **blueprint** is a visual representation of the structure of the site, processes involved or information flow throughout the site.

With strategically applied IA principles, *Chez Emily* will increase its potential and gain competitive advantage against other similar online businesses.
Implementation of recommendations detailed in the following sections will support vision of the site and impact further growth of the company by providing a solid base for effective site content management, improve its overall organization and increase its findability. As a result, it will attract more customers and will help retain existing ones.

3.2. ENHANCING USER EXPERIENCE

3.2.1. ORGANIZATION SYSTEM

Organization system of the website determines the principles of how the content is organized throughout the site. Effectively organized website presents logical layout of the content and provides easier navigation and discovery of the product.

Content of the site will be organized by grouping or classifying similar content into appropriate categories, i.e. we will be building a taxonomy for the site. Taxonomy is defined as “rules or conventions or order or arrangement” (Lambe, 2007, p.4). Apart from grouping related content together, taxonomy can also represent semantic relations between various parts of content, therefore it is closely linked to implementation of controlled vocabulary and thesaurus that are discussed in section 3.3.1.

Thus, proposed organization of the website is a hierarchical approach with no more than two or three levels deep until the desired content is reached. In comparison to current organization of content (sitemap of the current site is supplied in Appendix 2), proposed hierarchy is able to facilitate present and future product range and is better balanced in its breadth and depth. In this way, no piece of information is “buried” too deep, the user does not need to spend too much time clicking through the website and does not get lost in it so easily. Proposed site structure is supplied in Appendix 3.

In addition, content of the site will be grouped by implementing ambiguous, subject-based organization scheme, i.e. the content of the site will be grouped into logical
categories denoting different types (e.g. boxed chocolates, bars, figurines, etc.) and purpose (e.g. various occasions) of products available.

In addition, new section ChocoBlog will be added that will serve as a blog and will provide a number of articles and external links related to chocolate origins, use and benefits. This section will increase visibility of the website online, raise the number of site visits and engage with the customer at a higher level.

As a result of thorough analysis of nature and purpose of the content of Chez Emily, the following primary categories were determined:

- *Our Products*
- *Shop Gifts*
- *Dietary Range*
- *Chocoblog*
- *Our Recipes*
- *News*
- *About Us*

Site map of the website illustrates organization of content (see Appendix 3 – Proposed sitemap of Chez Emily).

Lastly, it is important to note that, in order to better understand customer behaviour and expectations of the site, higher level research would be beneficial. Multiple methods of researching customer behaviour patterns include analysing user statistics, conducting surveys and other user research sessions, e.g. focus groups, interviews and card sorting exercises (Morville and Rosenfeld, 2007, p. 251-256). The latter method involves the user sorting index cards with headings taken from categories and content of the website (ibid.). This type of user testing would provide better insight into users’ perception of the organization of the site and associations between different pieces of content. In turn, content organization and labelling system could be adjusted to achieve the best “fit” of the website.
3.2.3. LABELLING SYSTEM

Labelling systems determine terminology, vocabulary and style of presenting the content of the website. Therefore, it is our upmost priority to design a well-rounded, clear labelling system throughout the site in order to achieve accurate content representation, implement user-centric approach and make a good overall impression of the site.

First of all, in determining labels for the site, its context, users and content were taken into consideration, i.e. the terms were selected that best express the nature of content and are mostly used by the customers.

Secondly, consistency is a highly valuable feature that labelling of the site must comply with, i.e. names of various categories and headings must remain the same throughout the site. Effectively applied, consistent labels create a sense of familiarity with the site (Morville and Rosenfeld, 2007, p.93). Therefore, the names of categories and other links have been defined and applied in the same form in the website. For example, we propose the label *Home* to be used in all of the pages without varying, e.g. *Main page*, *Main*, etc. In comparison to inconsistent names of the categories within the present site where, for example, category *Our Products* becomes *Our Chocolates* (Figure 3.1), proposed site will employ uniform and clear labels that will enhance user experience.

![Figure 3.1. Inconsistent labelling of current site](image-url)
Also, labels of the site have to be representative, i.e. reduce chance of confusion when browsing the site. For example, if the user is trying to find category Greeting Cards in current Chez Emily website, he or she would not expect to discover them “hidden” in Our Chocolates section (Figure 3.1). Therefore, achieving consistency and representation of content are two main objectives for improving existent labelling of the site.

Lastly, labelling is closely linked to effective navigation and controlled vocabulary of the site. These features are discussed in the following sections of the report.

### 3.2.3. NAVIGATIONAL STRUCTURE

Navigation systems are designed to answer three questions: “where am I?”, “where have I been?” and “where can I go?”

In order to provide clarity and flexibility of “getting around” the website for the customer, it is recommended to implement a well-thought through navigation of the site. The desired effect will be achieved by implementing very straightforward drop-down menus and intuitive supplemental navigation, i.e. guiding the user throughout the site by providing links that improve orientation and feel of the site.

First of all, **global navigation** of the site is presented at the top and bottom of each page throughout the site. The links provided will bring the customer “Home” or to any primary category of the content. Also, at the very top of the page important links to information related to customer shopping processes (Shipping Information, Sign In, Register, Your Basket) and business contact information (Contact us) will be provided (figure 3.2).

**Figure 3.2. Global navigation of proposed site structure**
Secondly, local navigation will present further options for the customer to either jump to near-by pages or to further define retrieved results (Figure 3.3).

Also, as the main goal of the site is to promote and effectively display its content, i.e. items for sale, it will highly benefit from implementing contextual navigation, i.e. hyperlinks to information on other pages of the site.

Morville and Rosenfeld (2007, p. 89) state, that contextual links may not be very representational as they link content that is not necessarily connected hierarchically. Although, we propose strategic implementation of this type of links to enhance user experience by, in this way, providing richer user-website interaction and better discovery of content. For example, interchanging graphic billboard at Home page will provide direct links to promoted sections of the site - Christmas range, new additions to the blog, recipes, etc. that might not be discovered
instantly (Figure 3.4).

In addition, contextual navigation will link related content that is located in not-so-near pages or categories, for example in single – item page the customer will be presented with additional link to related item category (see Appendix 4.C – Single item page with contextual links).

Also, supplemental navigation of the site will include “breadcrumbs” (Figure 3.5) feature allowing customers to jump back and forward to the desired pages without getting lost. In addition, “breadcrumbs” feature will welcome the users who will “jump in” to the site without going through Home page.

Finally, all types of navigation systems discussed in this section are presented in Appendix 4.B – Multiple items page. Also, Appendix 4.D presents these navigation systems marked for easier presentation of this report.

3.2.4. SEARCH SYSTEM

Due to rapid growth and change of the content of the site, we recommend to implement a simple search box at the top of global navigation bar (Figure 3.6)
It will provide an option for fast content discovery for the user that knows what he or she is looking for and does not prefer browsing.

In addition, search function of the site is closely linked to controlled vocabulary (discussed in section 3.3.1). Controlled vocabulary will increase effectiveness of search function. For example, if a customer is looking for sugar free items on the site, he can enter the term in several ways: sugar free, sugarfree or diabetic. That’s where controlled vocabulary and thesaurus comes into use: our proposed thesaurus (discussed in more detail in section 3.3.1) defines all these variant terms as having equivalence relations, therefore, any of these terms will return results that contain Sugar free term in their title or description.

Overall, proposed search function for the site will perform simple keyword search. Also, due to strategically constructed thesaurus, it will be intuitive to variant search terms, e.g. different spelling and singular/plural forms.

The following section will present recommendations for content management and mark up.

3.3. CONTENT MANAGEMENT RECOMMENDATIONS

3.3.1. CONTROLLED VOCABULARY AND THESAURUS

Controlled vocabulary is “any subset of natural language” (Morville and Rosenfeld, 2007, p.194). To be more specific, it defines preferred terms that will be used throughout the site for labelling and excludes alternate or less precise terms (Lambe, 2007, p.6).

In addition, defining hierarchical relationships of preferred terms with other terms within the created taxonomy of the site, leads to thesaurus development. Also, as Lambe (2007, p.7) defines, good thesaurus extends beyond the terms used within the site, i.e. it includes variant terms (synonyms) that are not part of created taxonomy, scope notes (definition of the terms) for defining the context in which the term is being used, and related terms that have other relations to preferred term that are not necessary
hierarchical. Therefore, the proposed thesaurus adhere to these recommended components and will perform several important functions in Chez Emily website.

First of all, as a comprehensive list of preferred terms and hierarchically linked terms, it will provide consistency throughout the labelling of the site, i.e. proposed labelling adheres to thesaurus.

Secondly, search function of the site will become more effective as use of thesaurus will increase retrieval, i.e. by defining equivalent terms to preferred terms, we include them as possible search keywords and, therefore, relevant results will be presented. For example, a customer is looking for “truffles”, but enters into a search box a term “buttercreams”. Without thesaurus, there would be no results retrieved as the term entered does not have exact match throughout the site. Although, in our case, thesaurus is implemented and, therefore, all the items with keyword “truffles” are retrieved. Figure 3.7 presents the part of thesaurus with preferred term Truffles and its relation to other terms.

In addition, by defining related terms in our thesaurus, we are able to implement personalisation feature in the site, i.e. we can provide recommendations according to the content being browsed and also implement contextual links to related items of the site.

<table>
<thead>
<tr>
<th>Preferred Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Truffles</td>
<td>Chocolate confectionery made with fresh cream and chocolate and then rolled into cocoa or nut powder</td>
</tr>
<tr>
<td>UF Buttercreams</td>
<td></td>
</tr>
<tr>
<td>UF Truffle</td>
<td></td>
</tr>
<tr>
<td>SN</td>
<td></td>
</tr>
<tr>
<td>NT Coffee truffles</td>
<td></td>
</tr>
<tr>
<td>NT White chocolate truffles</td>
<td></td>
</tr>
<tr>
<td>NT Almond truffles</td>
<td></td>
</tr>
<tr>
<td>BT Chocolates</td>
<td></td>
</tr>
<tr>
<td>RT Pralines</td>
<td></td>
</tr>
<tr>
<td>RT Liqueurs</td>
<td></td>
</tr>
</tbody>
</table>

Figure 3.7. Preferred term Truffles in thesaurus
To sum up, controlled vocabulary is closely interlinked with all other aspects of the site discussed in previous sections, i.e. it impacts content organization, labelling and navigation systems and search function. Moreover, by providing consistency, it eases content management and enhances user experience. Proposed thesaurus is supplied in Appendix 5.

In addition to controlled vocabulary and thesaurus, metadata is an essential element of any digital content for its structuring, management and discovery. Therefore, the following section will discuss it in further detail.

### 3.3.2. APPLICATION OF METADATA AND XML

Metadata can be defined as “data that describe attributes of a resource, characterise its relationships, support its discovery and effective use, and exist in an electronic environment” (Vellucci; cited in Batley, 2007, p.101). As all these functions are relevant for effective functioning of proposed Chez Emily website, implementation of metadata throughout the site cannot be underestimated.

Metadata of the site will perform several functions. It will:

1) define the structure of the content,
2) describe items on the site for retrieval purposes,
3) provide easier management of content,
4) enhance user experience by allowing effective filtering of results.
5) increase visibility of the site online.

First of all, all content of the site will be marked up using XML (Extensible Markup Language). XML serves as a standard for content structuring and storage. Its most beneficial feature is that it provides interoperability for use with different programs in digital world (Harold and Means, 2004, p.3).

Also, by using XML, we will define hierarchical relationships among different parts of the content, i.e. content organization proposed will be mirrored in the XML document for the site.
In addition, XML allows us to describe the content in the most effective way, i.e. we can define the elements of XML that best represent the nature of the content and, in this way, can improve user experience of the site. For example, Figure 3.8 presents an example of how XML impacts filtering of items of the site. We can see that, by implementing elements like `<price>` and `<choc_type>` we allow the user to further define the list of items. This example can be applied to further categories, e.g. grouping of seasonal items or new items is possible if corresponding elements included in XML document. Full XML document for *Figurines* category is supplied in a separate file together with this report (screenshot of this XML document is included in Appendix 6).

Figure 3.8. XML and filtering of results example

In addition to XML document, XML schema will be developed. XML schema is an XML document defining rules for elements and attributes of the XML document that is linked to the particular schema (Harold and Means, 2004, p.278). XML schemas for *Chocolate Figurines* category and *Recipes* category are supplied in a separate file together with this report (screenshot of this XML schema is added to Appendix 7).
In addition to XML, XSL (Extensible Stylesheet Language) can be implemented. XSL is “an XML application for transforming XML documents into a form that could be viewed in web browsers” (Harold and Means, 2004, p.9). We are including an example in this report of XSL applied to *Cakes* section within *Recipes* category. XSL can be developed and applied to all content of the site. XSL document is supplied in a separate file together with this report (screenshot of the file is added to Appendix 10). In addition, Figure 3.9 shows display of content that XSL was applied to.

In addition, as the website will contain a number of photos of the items for sale and other content (e.g. illustrating images for *Recipes* category), descriptive metadata will be applied to all of the images displayed on the site. This, in turn, will improve their discovery and identification on the site and online in general. Our recommendation is to implement MODS (Metadata Object Description Schema). MODS is metadata standard “for a bibliographic element set that may be used for a variety of purposes” (Library of Congress, 2013). In our case, MODS will be used mainly for resource description and for building of

![Chez Emily Cake Recipes](image)

*Figure 3.9. Content presentation using XSL*
metadata into an electronic resource. MODS was chosen as most appropriate metadata standard as it provides simple, though granular enough, element set for effective description of an electronic resource. Figure 3.10 presents an example of MODS application for an image on the site.

<table>
<thead>
<tr>
<th>Data Element (Field)</th>
<th>Data Value (Content)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;titleInfo&gt;&lt;title&gt;</td>
<td>Chocolate Cake</td>
</tr>
<tr>
<td>&lt;typeOfResource&gt;</td>
<td>still image</td>
</tr>
<tr>
<td>&lt;name&gt;&lt;namePart&gt;</td>
<td>Smith, John</td>
</tr>
<tr>
<td>&lt;role&gt;</td>
<td>photographer</td>
</tr>
<tr>
<td>&lt;physicalDescription&gt;</td>
<td></td>
</tr>
<tr>
<td>&lt;internetMediaType&gt;</td>
<td>image/jpeg</td>
</tr>
<tr>
<td>&lt;originInfo&gt;</td>
<td></td>
</tr>
<tr>
<td>&lt;publisher&gt;</td>
<td>Chez Emily</td>
</tr>
<tr>
<td>&lt;dateCreated&gt;</td>
<td>2013-10-28</td>
</tr>
<tr>
<td>&lt;dateModified&gt;</td>
<td>2013-11-18</td>
</tr>
<tr>
<td>&lt;subject&gt;</td>
<td>Recipes</td>
</tr>
<tr>
<td></td>
<td>Baking</td>
</tr>
<tr>
<td></td>
<td>Cakes</td>
</tr>
<tr>
<td></td>
<td>Chocolate baking</td>
</tr>
<tr>
<td></td>
<td>Chocolate cakes</td>
</tr>
<tr>
<td>&lt;location&gt;</td>
<td></td>
</tr>
<tr>
<td>&lt;url&gt;</td>
<td><a href="http://www.chezemily.ie/recipes/cakes/chocolatec">http://www.chezemily.ie/recipes/cakes/chocolatec</a></td>
</tr>
</tbody>
</table>
In addition, MODS can be applied to a page of the website for better discovery online. Figure 3.11 shows MODS applied to Home page of the proposed website.

<table>
<thead>
<tr>
<th>Data Element (Field)</th>
<th>Data Value (Content)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;titleInfo&gt;&lt;title&gt;</td>
<td>Chezemily.ie – Home Page</td>
</tr>
<tr>
<td>&lt;name&gt;</td>
<td>Chez Emily</td>
</tr>
<tr>
<td>&lt;genre&gt;</td>
<td>Web site</td>
</tr>
<tr>
<td>&lt;originInfo&gt;</td>
<td></td>
</tr>
<tr>
<td>&lt;dateCreated&gt;</td>
<td>2013-10-28</td>
</tr>
<tr>
<td>&lt;dateModified&gt;</td>
<td>2013-11-18</td>
</tr>
<tr>
<td>&lt;language&gt;</td>
<td>eng</td>
</tr>
<tr>
<td>&lt;physicalDescription&gt;</td>
<td></td>
</tr>
<tr>
<td>&lt;internetMediaType&gt;</td>
<td>text/html</td>
</tr>
<tr>
<td>&lt;internetMediaType&gt;</td>
<td>image/jpeg</td>
</tr>
<tr>
<td>&lt;abstract&gt;</td>
<td>Website providing a range of handmade chocolates, gifts, baking supplies and chocolate-related recipes.</td>
</tr>
<tr>
<td>&lt;subject&gt;</td>
<td></td>
</tr>
<tr>
<td>&lt;topic&gt;</td>
<td>Chocolate</td>
</tr>
<tr>
<td></td>
<td>Recipes</td>
</tr>
<tr>
<td></td>
<td>Gifts</td>
</tr>
<tr>
<td></td>
<td>Handmade chocolates</td>
</tr>
<tr>
<td></td>
<td>Ireland</td>
</tr>
<tr>
<td>&lt;location&gt;</td>
<td></td>
</tr>
<tr>
<td>&lt;url&gt;</td>
<td><a href="http://www.chezemily.ie">http://www.chezemily.ie</a></td>
</tr>
</tbody>
</table>

Figure 3.11. MODS applied to Home page of the site
4. CONCLUSION

Information Architecture plays important role in optimising functionality of the website and, with strategically addressed content organization, labelling, navigation, controlled vocabulary and metadata, it can be achieved in one big step.

To sum up, application of Information Architecture principles for creation of effective website cannot be underestimated. Therefore, Chez Emily, addressing existent issues of their site by applying IA approach, is taking an important step towards significant improvement of the existent site. Lastly, with successful implementation of recommendations provided in this IA strategy report, Chez Emily has potential to develop a well-rounded, effective website that is pleasant to use and easy to manage.
Welcome to Chez Emily – Artisan chocolates, Dublin.

Established in 1996, through a love of all things chocolate, Chez Emily combines the very best raw materials, the freshest local ingredients and uses only the highest quality Belgian chocolate.

The couverture chocolate we use is from Belgium and is a high quality Belgian chocolate that contains only cocoa butter. No substitutes or additives are used in the chocolate in place of the cocoa butter and this gives the chocolate a creamy mellow flavour, a shiny appearance and a snapier snap!

Located in Dublin and supporting the local community, Chez Emily sources the best local Irish ingredients for use in the recipes for our handmade chocolate fillings.

We have stockists across Dublin and the Republic of Ireland, for more information stockists of our chocolates take a look at handmade chocolates stockists.

Artisan Chocolates

Chez Emily are creators of artisan chocolates. We conceive, design and create our handmade chocolates, none are mass produced and this is reflected in the diversity of our chocolate designs and tastes. No artificial preservatives are used in any of our chocolate fillings.
A. HOMEPAGE

Christmas range

SHOP NOW

Recent Products

Product Name
Product Name
Product Name
Product Name

Best Sellers

Product Name
Product Name
Product Name
Product Name
### B. MULTIPLE ITEMS PAGE

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chocolate Bars</td>
<td>1</td>
</tr>
<tr>
<td>Liqueurs</td>
<td>7</td>
</tr>
<tr>
<td>Truffles</td>
<td>3</td>
</tr>
<tr>
<td>Pralines</td>
<td>8</td>
</tr>
<tr>
<td>Chocolate Figurines</td>
<td>20</td>
</tr>
<tr>
<td>Chocolate Bars</td>
<td>12</td>
</tr>
<tr>
<td>Chocolate Boxes</td>
<td>4</td>
</tr>
</tbody>
</table>

**Refine by**

- **Price**
  - $0.00 – $9.99 (52)
  - $10.00 – $19.99 (37)
  - $20.00 – $29.99 (27)
  - $30.00 – $39.99 (2)
  - $40.00 – $49.99 (2)
  - $50.00 and above (0)

- **Chocolate Type**
  - Milk Chocolate (52)
  - Dark Chocolate (19)
  - White Chocolate (11)
  - Assorted Chocolate (25)

---

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D. NAVIGATION SYSTEMS OF PROPOSED SITE
APPENDIX 5 – PROPOSED THESAURUS FOR CHEZ EMILY WEBSITE

Thesaurus is supplied in a separate Word document Thesaurus.

APPENDIX 6 – XML APPLIED TO FIGURINES CATEGORY

```
<figurines xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:noNamespaceSchemaLocation="figurines_schema.xml">
  <figurine>
    <title>Milk Chocolate Horse</title>
    <photo id="horse.jpg">
      <metadata>
        <caption>Milk chocolate horse</caption>
        <keywords>
          <keyword>chocolate</keyword>
          <keyword>horse</keyword>
        </keywords>
        <type>image</type>
      </metadata>
    </photo>
    <price id="10.95">$10.95</price>
    <weight>400g</weight>
    <choc_type>Milk chocolate</choc_type>
    <description>A lovely chocolate horse figurine. Handmade with the best smooth Belgian chocolate.\n</description>
  </figurine>

  <figurine>
    <title>Chocolate Santa - large</title>
    <photo id="santaClassic.jpg">
      <metadata>
        <caption>Chocolate Santa - large</caption>
        <keywords>
          <keyword>chocolate</keyword>
          <keyword>figurines</keyword>
          <keyword>Santa Claus</keyword>
        </keywords>
        <type>image</type>
      </metadata>
    </photo>
    <description>A handcrafted chocolate Santa figurine in a large size. Great for Christmas decorations.\n</description>
  </figurine>
</figurines>
```

Also, see `figurines.xml` file supplied together with this report.
Also, see **figurines_schema.xml** file supplied together with this report.
Also, see *recipes.xml* file supplied together with this report.
Also, see *recipes_schema.xml* file supplied together with this report.
Also, see *recipesStyleNew.xsl* file supplied together with this report.
REFERENCES


LIST OF WEBSITES CONSULTED

www.cacoo.com - open source tool for creating sitemaps and wireframes.

www.chezemily.ie – current site for Chez Emily.

www.butlerschocolates.ie - consulted for ideas for site navigation, labelling and structure.

http://www.xmlvalidation.com/ - online xml validator.