INFORMATION ARCHITECTURE STRATEGY:
CHEZ EMILY HANDMADE CHOCOLATES

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Introduction

Chez Emily:

- Fast growing handmade chocolate company
- Expanding range of products online
- Addition of new product lines, e.g. baking equipment, expanding gift range, etc.

Goals:

- To become one of the most visited online chocolate boutiques in Ireland
- Continue to provide quality product range while facilitating pleasant online shopping experience.
- Grow the number of online customers.
Problems:

- Existing site cannot effectively facilitate expanding range of products.
- Content organization in becoming increasingly chaotic.
- The need arises for improvement of content organization and findability.
- Overall structure of the site does not fit its purpose anymore.
Problems:

*Miscellaneous* category is only “clustering” products that do not fit in any other logical category.
Problems:
Problems:

- Overall structure of the site does not fit its purpose anymore
- Navigation is confusing and lacks logical flow.
Principles of Information Architecture (IA)

“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).
Principles of IA

- Organization system
- Labelling system
- Navigational structure (including Search option)
- Content management:
  - Controlled vocabulary and thesaurus
  - Metadata
- Have to be aligned with context, content and user.
IA strategy goals for Chez Emily:

- Reduce costs of re-building ineffective website - customers cannot find what they are looking for or find it difficult use.
- Increase information findability in order to help retain customers.
- Raise the value of brand in general, i.e. easy to use site will improve status of the website and will market the business itself.
- Create a site that is fit for purpose.
Techniques used:

We seek to accomplish effective IA for the site by improving:

- **organization systems** - how information will be categorized, i.e. developing a taxonomy.
- **navigation** - ways of “surfing” the website,
- **labelling** – determining most suitable terminology to suit target audiences and provide logical sorting of the content.
- **mark up of the content** – applying metadata and XML in order to improve search experience and recall and increase visibility of the site online in general.
- **controlled vocabulary** – determining preferred terms and thesaurus construction in order to improve content management, discovery and to secure consistency of labelling throughout the site.
### Thesaurus example:

<table>
<thead>
<tr>
<th>MOULDS (CHOCOLATE)</th>
<th>COOKIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SN</strong> Plastic or silicone shapes used to produce chocolate figurines or individual chocolates</td>
<td><strong>UF</strong> Biscuits</td>
</tr>
<tr>
<td><strong>UF</strong> Molds</td>
<td><strong>NT</strong> Chocolate chip cookies</td>
</tr>
<tr>
<td><strong>NT</strong> Christmas chocolate moulds</td>
<td><strong>BT</strong> Baking</td>
</tr>
<tr>
<td><strong>NT</strong> Lolly pop moulds</td>
<td><strong>RT</strong> Chocolate chips</td>
</tr>
<tr>
<td><strong>NT</strong> Flower shape chocolate moulds</td>
<td><strong>RT</strong> Baking tins</td>
</tr>
<tr>
<td><strong>BT</strong> Bake ware</td>
<td></td>
</tr>
<tr>
<td><strong>RT</strong> Chocolate chips</td>
<td></td>
</tr>
<tr>
<td><strong>RT</strong> Piping bags</td>
<td></td>
</tr>
</tbody>
</table>
Techniques used:

- **Wireframes and blueprints** – for visual representation of the structure of proposed systems and content organization.

Examples...
Home page wireframe
Multiple items page wireframe
Single item page with contextual links wireframe
XML application – Chocolate Figurines

```xml
<figurine>
  <title>Milk Chocolate Horse</title>
  <photo id="horse.jpg">
    <metaData>
      <caption>Chocolate horse</caption>
      <keywords>
        <keyword>chocolate</keyword>
        <keyword>figurines</keyword>
        <keyword>horse</keyword>
      </keywords>
      <format>JPEG</format>
      <type>image</type>
    </metaData>
  </photo>
  <price>10.95</price>
  <weight>400grs</weight>
  <choc_type>Milk chocolate</choc_type>
</figurine>
```
XML application – Recipes

```
<recipes xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:noNamespaceSchemaLocation="recipes.xsd">
  <cakes>
    <recipe>
      <title>Decadent Chocolate Cake</title>
      <photo id="chocCake.jpg">
        <caption>Chocolate cake with raspberries and icing</caption>
      </photo>
      <description>This is our favourite chocolate cake. If you’re going to get started, this is it! Not just because it’s simple – though it is – but because it is essence of chocolate cake: melting, luscious and mood-enhancingly good. Moreover, using good Belgian chocolate makes this cake a very special indulgence…</description>
      <ingredients>
        <ingredient>175g/6oz Cream Plain Flour</ingredient>
        <ingredient>75g/3oz cooking chocolate (min. 70% cocoa solids)</ingredient>
        <ingredient>200g/7oz Butter</ingredient>
        <ingredient>175g/6oz Golden Caster Sugar</ingredient>
        <ingredient>3 Large Eggs</ingredient>
        <ingredient>1 teaspoon Baking Powder</ingredient>
        <ingredient>100g packet Shamrock Ground Almonds</ingredient>
        <ingredient>2 tablespoons Cocoa (sieved)</ingredient>
        <ingredient>2 tablespoons Milk</ingredient>
        <ingredient>1 teaspoon Vanilla Essence</ingredient>
        <ingredient>142ml carton Cream</ingredient>
        <ingredient>175/6oz Plain Chocolate (min. 70% cocoa solids)</ingredient>
      </ingredients>
      <preparation>
      </preparation>
    </recipe>
  </cakes>
</recipes>
```
**XSL style sheet application**

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**Chez Emily Cake Recipes**

**Decadent Chocolate Cake**

This is our favourite chocolate cake. If you're going to get started, this is the cake you should begin with. Not just because it's simple - though it is - but because it's essence of chocolate cake: melting, luscious and mood-enhancingly good. Moreover, using good Belgian chocolate makes this cake a very special indulgence.

**Ingredients:**
- 175g/6oz Cream Plain Flour
- 75g/3oz cooking chocolate (min. 70% cocoa solids)
- 200g/7oz Butter
- 175g/6oz Golden Caster Sugar
- 3 Large Eggs
- 1 teaspoon Baking Powder
- 100g packet Shamrock Ground Almonds
- 2 tablespoons cocoa (sieved)
- 2 tablespoons Milk
- 1 teaspoon Vanilla Essence
- 142ml Carob Cream
- 175/6oz Plain Chocolate (min. 70% cocoa solids)

**Preparation:**
- Preheat oven to 190°C/375°F/Gas 5. Lightly grease and base line a 23cm/9" deep sandwich tin.
- Break the chocolate into a heatproof bowl. Add 25g/1oz of the butter and stand bowl over a pan of hot water until chocolate has melted.
- Meanwhile put the remaining butter, caster sugar, eggs, flour, baking powder, ground almonds, cocoa, milk and essence into a large bowl and beat until smooth and creamy.
- Add the melted chocolate and gently stir into the mixture. Transfer to the prepared tin and level the top.
- Bake for about 40 minutes until risen and the surface feels firm to the touch. Remove from oven. Allow to sit in tin for about 5 minutes, then, transfer to a wire tray to cool.
- Make the chocolate cream by heating the cream until just bubbling around the edges. Add the chocolate and gently stir over a low heat until melted. Remove from heat.
- Transferring to a bowl and allow to cool and begins to set.
- Slice cake horizontally and use half of the icing to sandwich the cake. Spread remaining icing on top and sides of cake.
- Serve with raspberries, cream or creme fraiche.

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**Chocolate Orange Marble Cake**

This is such a gorgeous cake to make when you want something a bit more special than a Victoria sponge cake. The orange means that it isn't quite as sweet as regular chocolate cake, and it is absolutely delicious. Mixing the candied peel into the mixture gives a lovely zingy taste and a great texture. Although it is a bit more fiddly and uses a few more ingredients than a standard chocolate sponge, the extra effort is definitely worth it!

**Ingredients:**
- 225g soft butter, plus extra for greasing
- 225g caster sugar
- 225g self-raising flour
- 4 large eggs, beaten
- 2 tbsp milk
- 3 tbsp cocoa powder, sifted
- 1 large orange, zest and 1 tbsp orange juice
- A few drops orange food colouring (optional)
- 50g orange chocolate

**Preparation:**
- Heat oven to 180°C/fan 160°C/gas 4. Grease and line the base of a loose tin (8 x 21cm/2lb) with baking parchment. Beat the butter, sugar, eggs and flour together in a large bowl with an electric whisk or in a food processor until lump free.
- Split the mixture into two bowls, beat the milk, followed by the cocoa powder into one. Beat the orange juice, zest and orange food colouring, if using, into the other.
- Spoon alternate dollops of the mixture into the cake tin, then use a skewer to create a marble pattern by dragging it through the mixture in swirls. Make sure you don't overmix or you won't see the pattern. Smooth the surface if necessary.
- Bake the cake for 45 - 55 mins until golden and risen, and a skewer poked in comes out clean.
- Leave the cake in the tin to cool, then turn out. Melt the chocolate in a bowl over barely simmering water or gently in the microwave. Use a spoon to drizzle the chocolate over the cake.
Conclusions

- IA principles for creation of a well functioning website cannot be underestimated.

- 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.
Thank you!

Questions?