INFORMATION ARCHITECTURE STRATEGY:

CHEZ EMILY HANDMADE CHOCOLATES

LAURA ZALIENE

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.

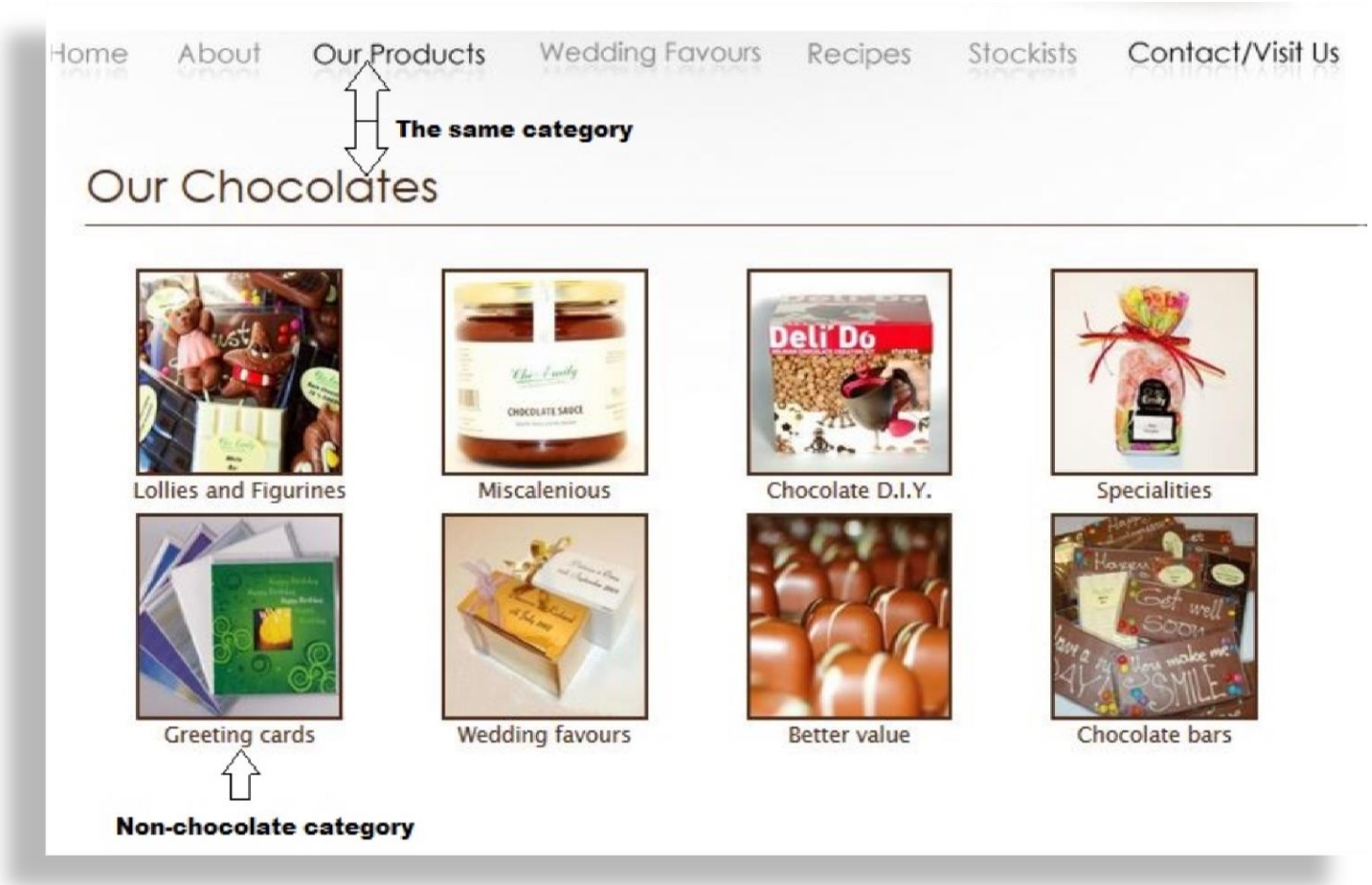
Problems:

- 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:

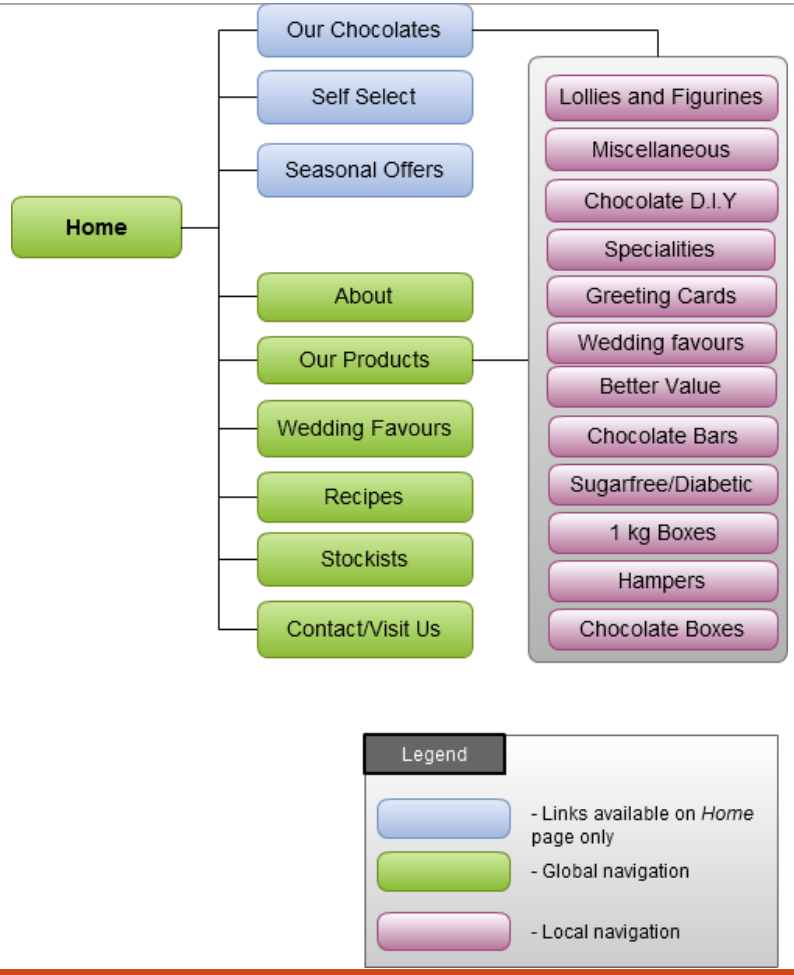
Miscellaneous category is only “clustering” products that do not fit in any other logical category

Problems:


Home
About
Our Products
Wedding Favours
Recipes
Stockists
Contact/Visit Us
The same category
Our Chocolates
Lollies and Figurines
Miscalenious
Chocolate D.I.Y.
Specialities
Greeting cards
Wedding favours
Better value
Chocolate bars
Non-chocolate category

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 vocaburary** – determining preferred terms and thesaurus construction in order to improve content management, discovery and to secure consistency of labelling throughout the site.

Thesaurus example:

MOULDS (CHOCOLATE)

SN Plastic or silicone shapes used to produce chocolate figurines or individual chocolates

UF Molds

NT Christmas chocolate moulds

NT Lolly pop moulds

NT Flower shape chocolate moulds

BT Bake ware

RT Chocolate chips

RT Piping bags

COOKIES

UF Biscuits

NT Chocolate chip cookies

BT Baking

RT Chocolate chips

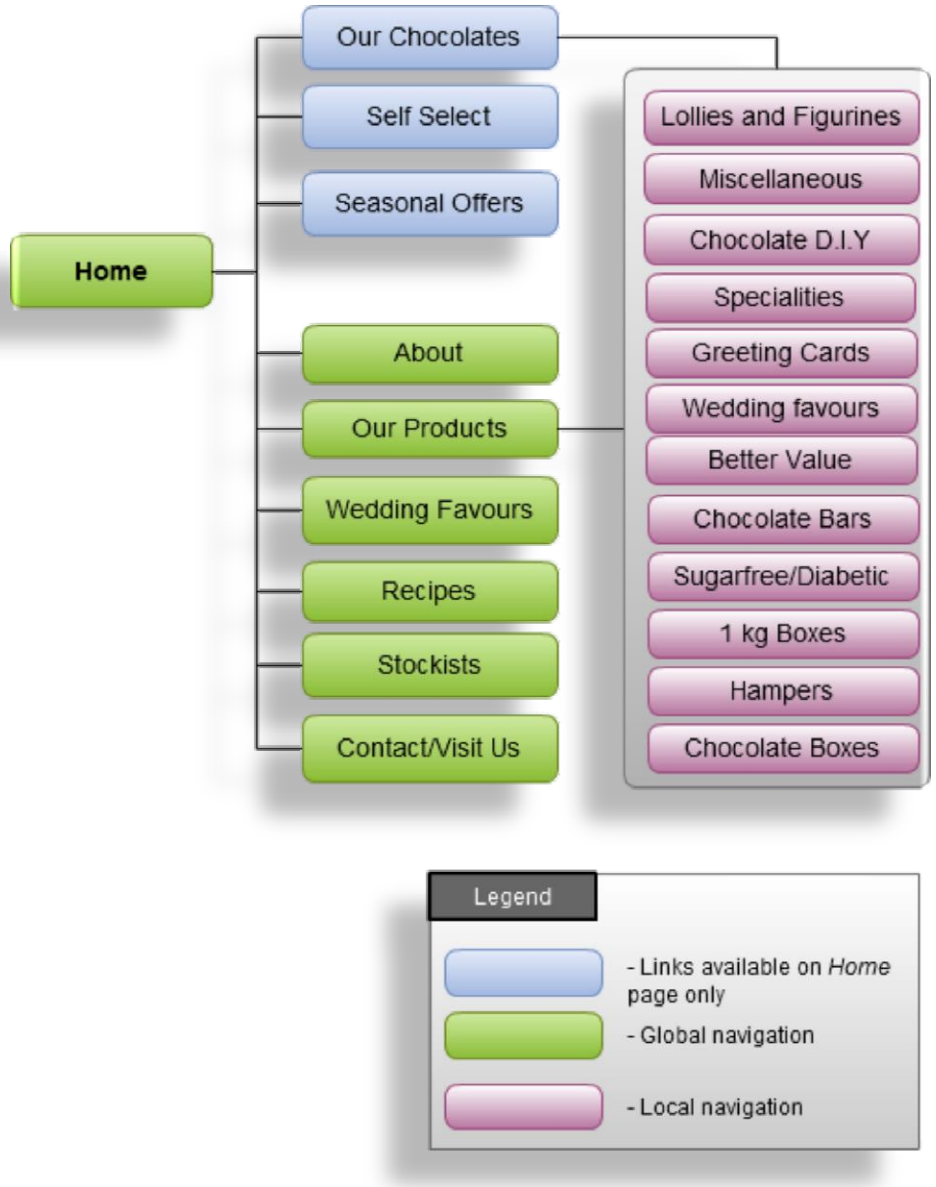
RT Baking tins

Techniques used:

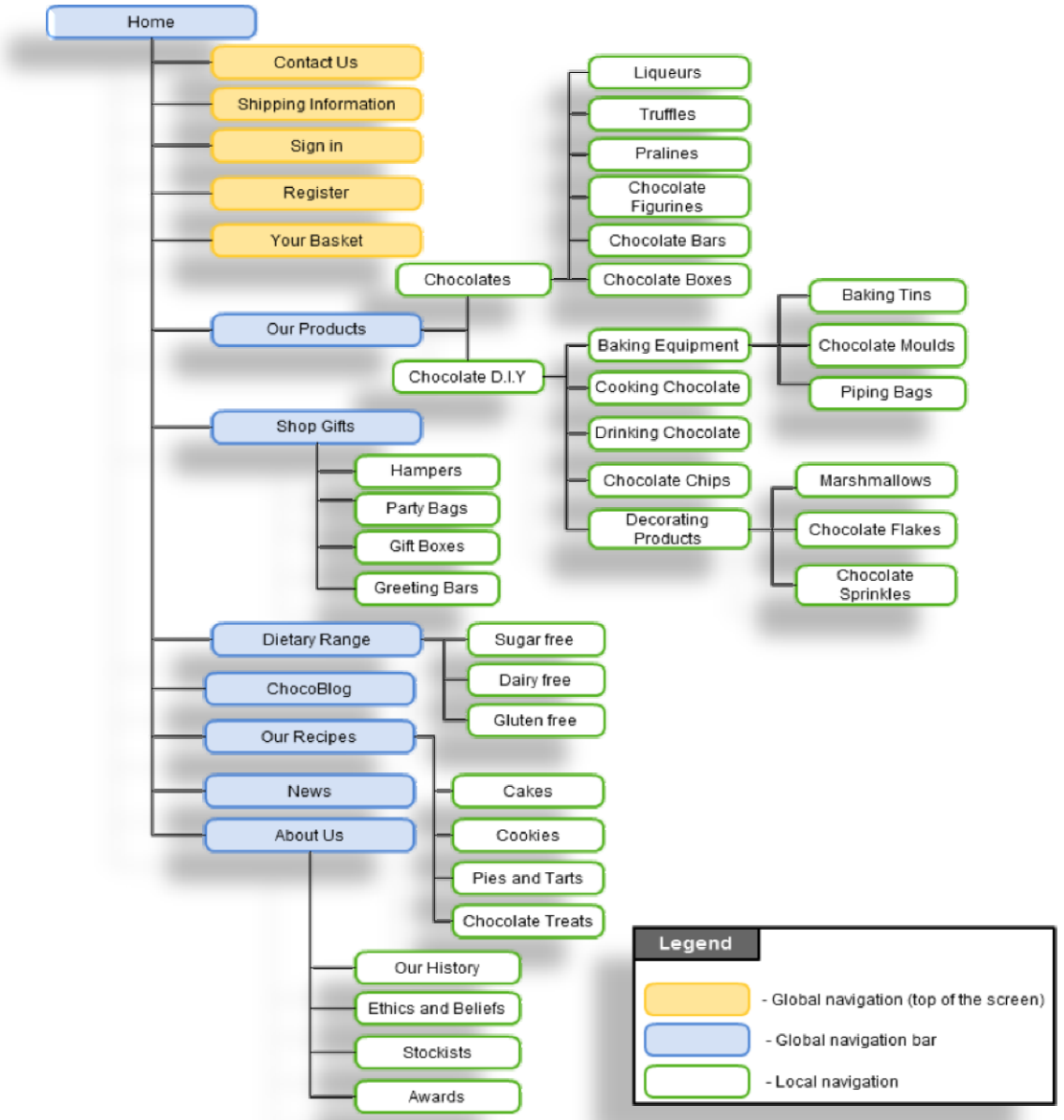
- **Wireframes and blueprints** – for visual representation of the structure of proposed systems and content organization.

Examples…

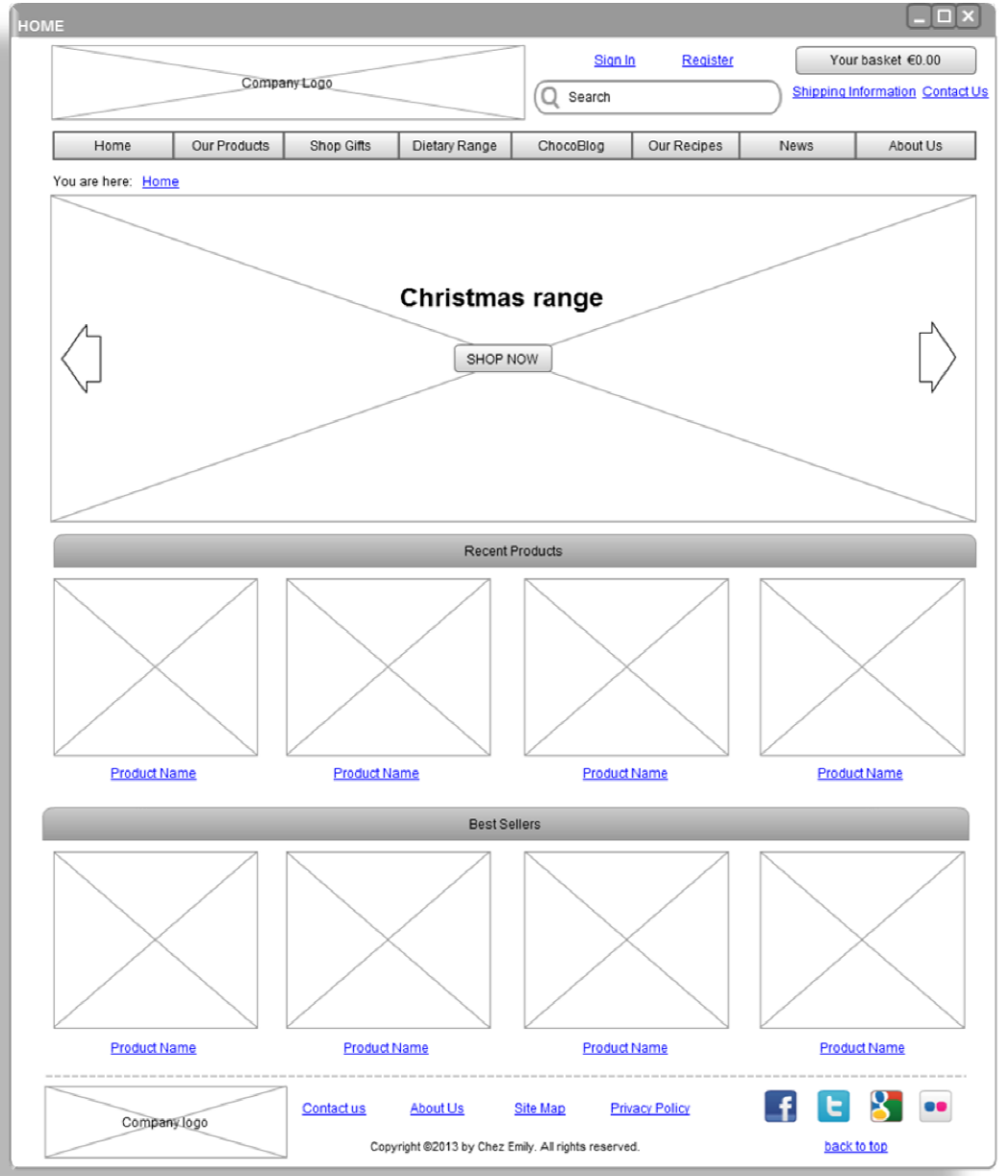
Current architecture



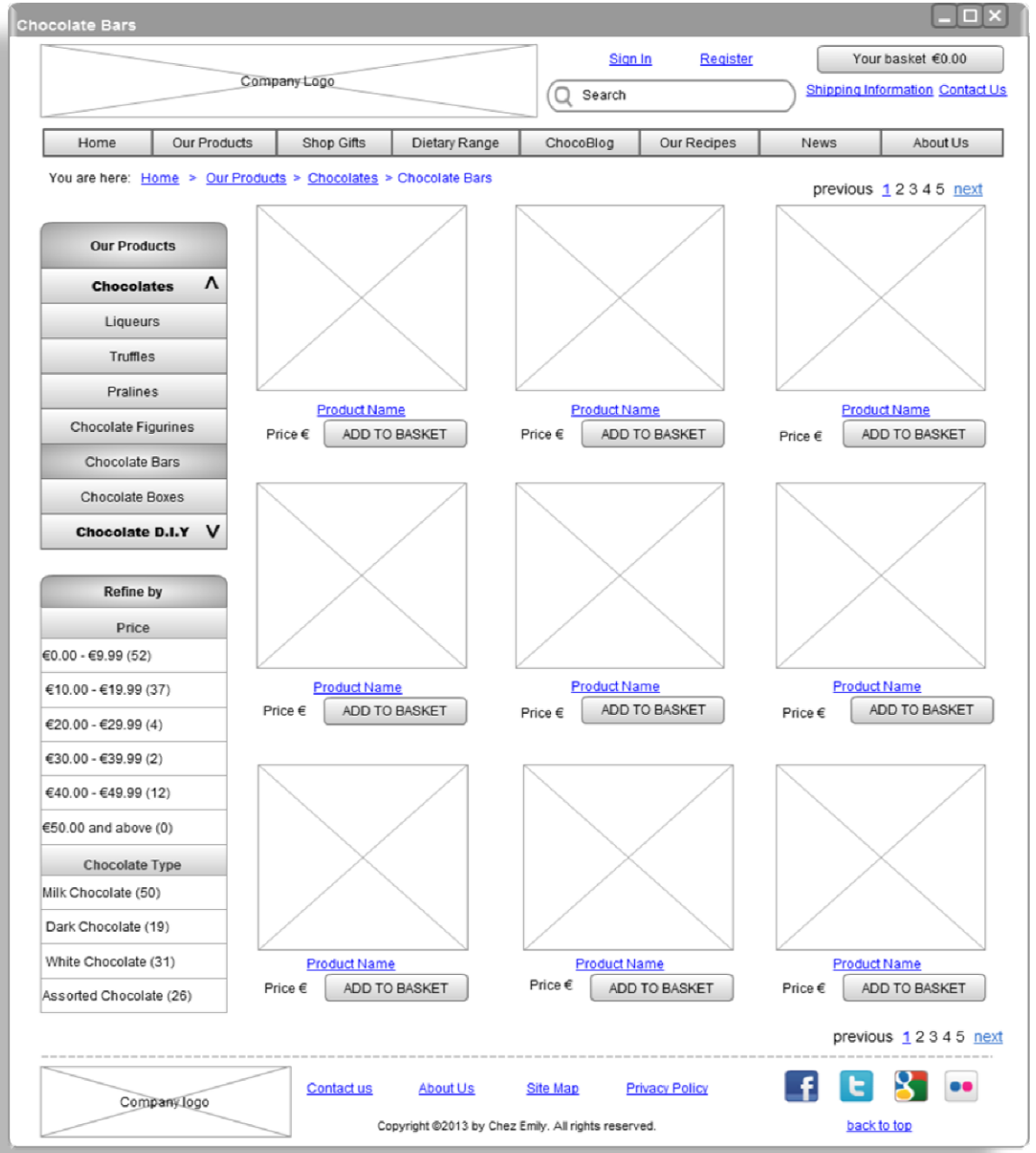
Proposed architecture



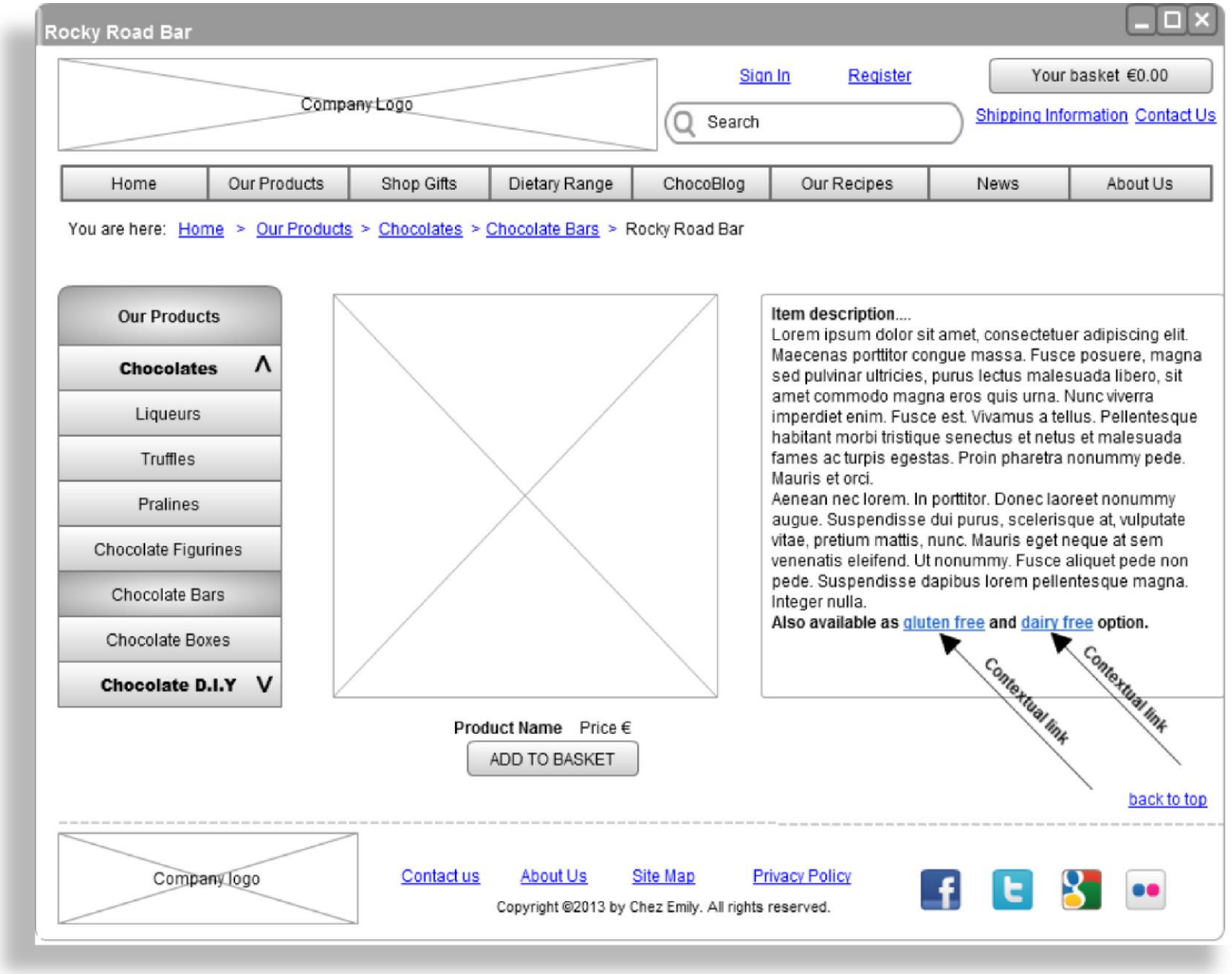
- *Home* page wireframe



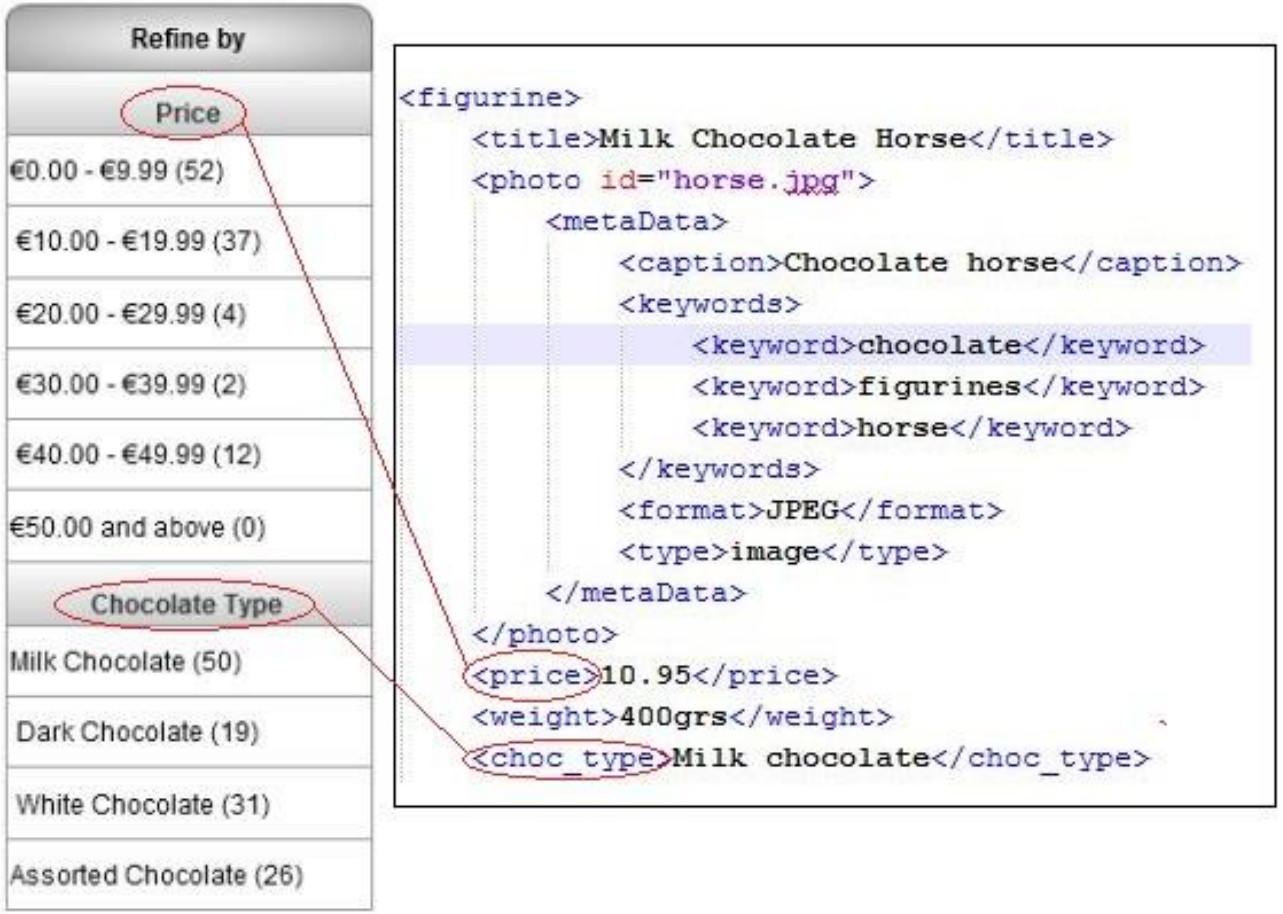
- Multiple items page wireframe



- Single item page with contextual links wireframe



XML application – Chocolate Figurines



XML application – Recipes

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<?xml version="1.0" encoding="utf-8"?>
<?xml-stylesheet type="text/xsl" href="recipesStyleNew.xsl"?>
<recipes xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:noNamespaceSchemaLocation="recipes_sc
    <cakes>
        <recipe>
            <title>Decadent Chocolate Cake</title>
            <photo id="chocCake.jpg">
                <caption>Chocolate cake with raspberries and icing</caption>
                <subject>recipes</subject>
                <subject>cakes</subject>
                <subject>chocolate</subject>
                <format>JPEG</format>
                <type>image</type>
            </photo>
            <description>This is our favourite chocolate cake. If you're going to get started, this is t
            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>
```

XSL style sheet application

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 is 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 carton 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 23cms/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.
- Transfer to a bowl and allow to cool and begins to set.
- Slice cake horizontally and use half the icing to sandwich the cake.
- Spread remaining icing on top and sides of cake.
- Serve with raspberries, cream or crème fraiche.

Chocolate Orange Marble Cake

This is such a gorgeous cake to make when you want something a bit more special than a Victoria or chocolate sponge. 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 very 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 180C/fan 160C/gas 4. Grease and line the base of a loaf 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?

References:

Morville, P., & Rosenfeld, L. (2007). *Information architecture for the World Wide Web*. O'Reilly Media, Inc.