

Site Diagramming: Envision Website

envision.com

03/26/2004

Martinho Tenfen
Information Architect
INP 153

Table of Contents	2
Executive Summary	3
Site Outline	4
Site Diagram	6
Global Navigation	6
Solution Section	7
Consulting Section	8
PMO Section	9
Products Section	10
About us Section	11
Contact us Section	12
Locations Section	13
Careers Section	14

Executive Summary

For the redesign of the Envision website, the website was diagrammed not just to establish the identity of their Information Architecture. But to look how the site was working what was the mistakes that could be fixed. In this outline and diagram clients could see the functionality of the site, where the labels go, and the cross-links that could be a issues for theme, also to reveal the relationship of pages on the web site.

The site is well structured, providing cross-links which speed up the navigation. On the other hand, some clients might get lost with that functionality. There are pros and cons, like every other website. Some ideas are given in the outline:

- **Clarify labeling for some pages.**
Relabeling is indicated for some labels, to make clear their meaning to users. For example, the 'PMO' label is ambiguous. Is this link for what or about what? What is the meaning for PMO some users might never visit that link because they might not have the knowledge to comprehend the meaning of that specific label. Relabeling as 'Project Manager' would improve this issue. Putting clear words for the labels will be less long to navigate and a lot easier for the users to use the website.
- **Increase the number of cross-links.**
There are a large number of cross-links with other labels. For example the label 'Envision Offshore Model' under 'PMO' label there users can click on 'PMO overview', 'Solution overview', 'Practice overview', 'Supply Chain Management', 'Customer Relationship Management' and 'Technology overview'. This label is full of cross-links which speed up the navigation, but for some users might be a nightmare to navigate in this website. Because they could get lost with large amount of cross-links the only way that users could return to the page before is using the return button.
- **Fix broken links.**
To diagram the website was hard because of the existence of many broken links in the website, particularly with the 'Solution' and 'Products' labels those labels appear to have a larger amount of cross-links.

In the 'Envision link' and all the level four links they cross-links to 'Register for Webcast', 'Register for 90 day trial for setup fee' and 'No additional commitment'. Those links are the same form which users might get confuse. These broken links are significant to speed up the navigation but could go to wrong places; making users an easy target to get lost.
- **No presence of search engine.**
This website has certain amount of information it should have a presence of a search engine, for users that have difficulty to navigate on the site.

Site Outline

1.0 Home (cross-links to 1.1.2.4)

1.1 Solutions (cross-links to 1.1.2.4, 1.1.1.1, 1.1.1.3, 1.1.1.2, 1.1.1.5, 1.1.3, 1.1.2, 1.1.2.1, 1.1.2.4, 1.1.2.3)

1.1.1 Practices (cross-link to 1.1.2, 1.1.3)

1.1.1.1 Supply Chain Management (cross-link to 1.1.3)

1.1.1.2 Business Intelligence (cross-link to 1.1.2, 1.1.1.3, 1.1.1.4, 1.1.1.5)

1.1.1.3 Enterprise Application Integration [EAI] (cross-links 1.1.2, 1.1.1.2, 1.1.1.4, 1.1.1.5)

1.1.1.4 Customer Relationship Management (cross-link to 1.1.2, 1.1.1.2, 1.1.1.3, 1.1.1.5)

1.1.1.5 e-Business (cross-link to 1.1.2, 1.1.1.2, 1.1.1.3, 1.1.1.4, 1.4.2)

1.1.1.6 Security Audit

1.1.2 Technology (cross-link to 1.1.1, 1.1.3)

1.1.2.1 Development (cross-link to 1.1.2, 1.1.2.2, 1.1.2.3, 1.1.2.4)

1.1.2.2 Database (cross-link to 1.1.2, 1.1.2.1, 1.1.2.3, 1.1.1.2)

1.1.2.3 Web Services (cross-link to 1.1.2, 1.1.2.1, 1.1.2.2, 1.1.1.3)

1.1.2.4 WebSphere

1.1.2.5 Whitepapers

1.1.3 Industries

1.2 Consulting (cross-link to 1.6)

1.3 PMO (cross-links to 1.3.2)

1.3.1 Project Framework (cross-links to 1.1, 1.3.2, 1.7)

1.3.2 Offshore (cross-links to 1.1, 1.1.1, 1.1.1.1, 1.1.1.4, 1.1.2)

1.4 Products (cross-link to 1.4.2, 1.1.1.3)

1.4.1 Overview (cross-link to 1.4.2, 1.1.1.3)

1.4.2 Envision Link (cross-link to 1.4.2.9, 1.4.2.10, 1.4.2.11,)

1.4.2.1 Overview (cross-link to 1.4.2.9, 1.4.2.10, 1.4.2.11)

1.4.2.2 Functionality (cross-link to 1.4.2.9, 1.4.2.10, 1.4.2.11)

1.4.2.3 Technical Architecture (cross-link to 1.4.2.9, 1.4.2.10, 1.4.2.11)

1.4.2.4 View Demo (cross-link to 1.4.2.9, 1.4.2.10, 1.4.2.11)

1.4.2.5 Case to Study (cross-link to 1.4.2.9, 1.4.2.10, 1.4.2.11)

1.4.2.6 About us (cross-link to 1.4.2.9, 1.4.2.10, 1.4.2.11)

1.4.2.7 Estimate your Roi (cross-link to 1.4.2.9, 1.4.2.10, 1.4.2.11)

1.4.2.8 Request Info.

1.5 About us (cross-link to 1.6, 1.7, 1.8)
1.5.1 Alliances (external link)

1.6 Contact us (cross-link to 1.5, 1.5.1, 1.7, 1.8)
1.6.1 Online Application

1.7 Locations (cross-link to 1.5, 1.5.1, 1.6, 1.8)

1.8 Careers (cross-link to 1.5, 1.5.1, 1.6, 1.7)
1.8.1 Employment Application
1.8.2 Job Search

Note: Boldface items are global navigation.