

# User Interface Structure – Web

Site structure determines 80% of usability.

How can we create an efficient navigational framework and metaphor for our Web content that serves both corporate and user goals?

How can we make it user-centered?

A successful User Interface Structure makes a site self evident, easy to navigate, and visually compelling. Users immediately understand what is available on the site and how to find it. The structure makes navigation efficient and rewarding, matching the anticipated user taskflows. The structure's visual presentation is tuned to create a positive initial impression for new customers and a clean, uncluttered look for repeat customers.

## What we do

We design the overall navigational framework and an initial set of primary content pages. Where appropriate, we reengineer the workflow and adopt metaphors that fit the user's conceptual model of the site's intent or purpose. The structure sets the stage for usability testing of the site architecture and subsequent detailed page design.

## Benefits

- › Experience and expertise from the development of over 300 interface structures
- › Elimination of site navigation problems
- › Users get the information they need quickly and efficiently, without frustration
- › A strong foundation for subsequent usability testing and detailed design efforts
- › An extensible basis for future development

## Deliverables

- › High-level site flow illustrating the concept and scope of the site framework
- › Prototype design of the high level structure
- › A set of primary pages demonstrating the relationship between the structure and its content
- › Written report or verbal presentation describing the site structure and behavior

