Arduino.cc
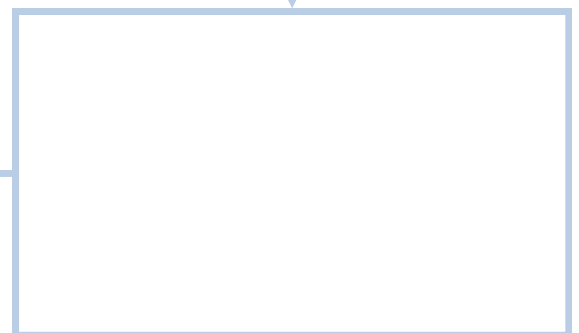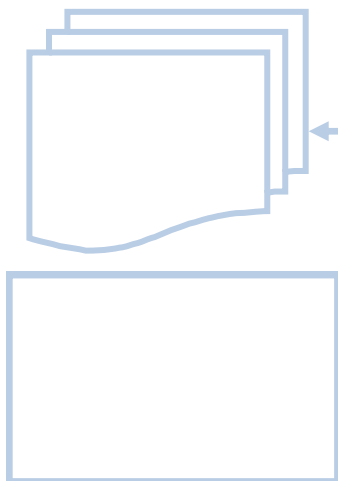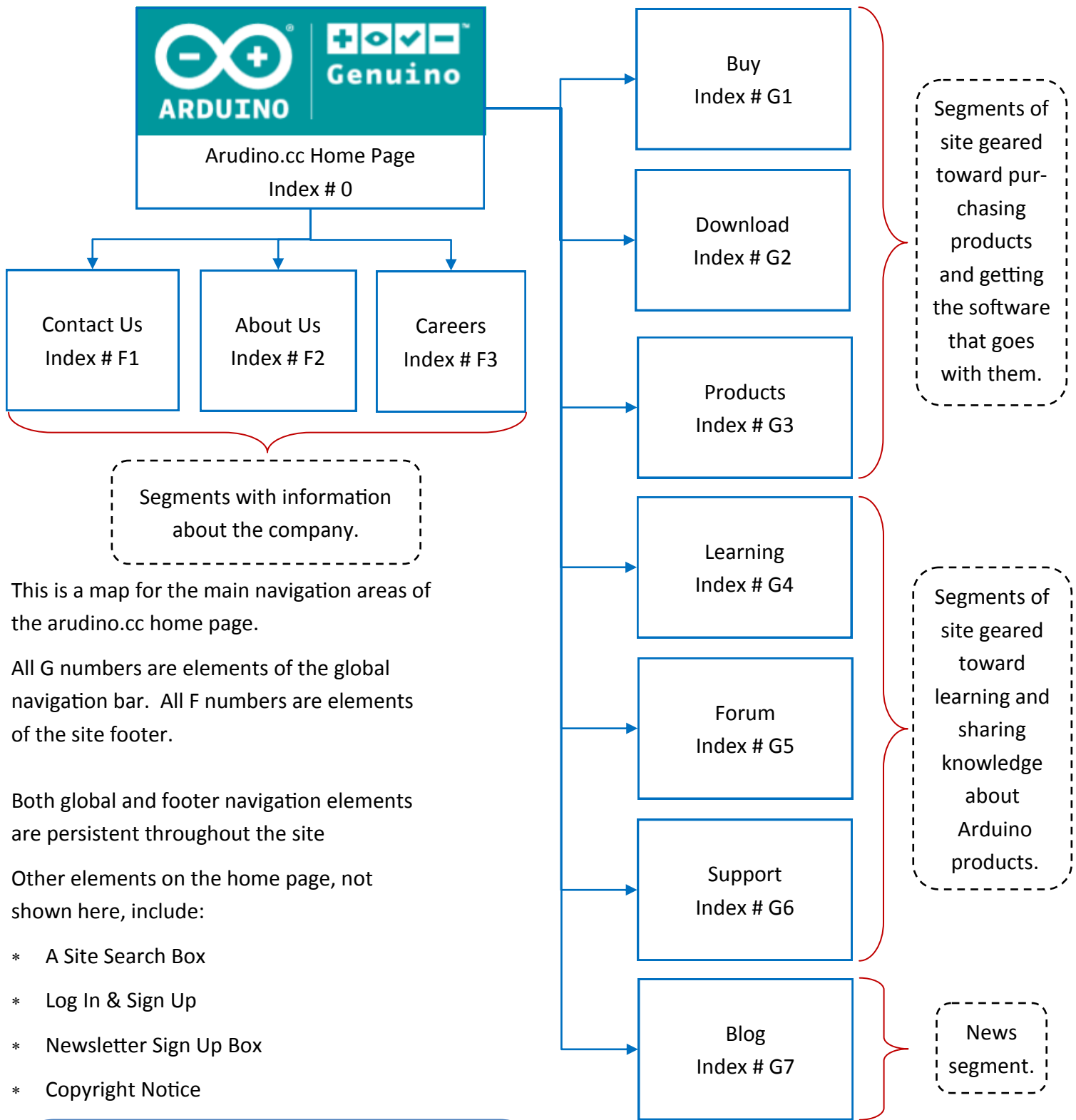
Site Blueprint

Assignment # 5

IAKM 60101-004

Information Architecture

By James Allard

Kent State University

6/27/2015

ARDUINO | **Genuino**

Arudino.cc Home Page
Index # 0

Contact Us
Index # F1

About Us
Index # F2

Careers
Index # F3

Buy
Index # G1

Download
Index # G2

Products
Index # G3

Learning
Index # G4

Forum
Index # G5

Support
Index # G6

Blog
Index # G7

Segments of site geared toward purchasing products and getting the software that goes with them.

Segments with information about the company.

Segments of site geared toward learning and sharing knowledge about Arduino products.

News segment.

This is a map for the main navigation areas of the arudino.cc home page.

All G numbers are elements of the global navigation bar. All F numbers are elements of the site footer.

Both global and footer navigation elements are persistent throughout the site

Other elements on the home page, not shown here, include:

* A Site Search Box

* Log In & Sign Up

* Newsletter Sign Up Box

* Copyright Notice

Legend

Page =

Sub Page Group =

Connection =
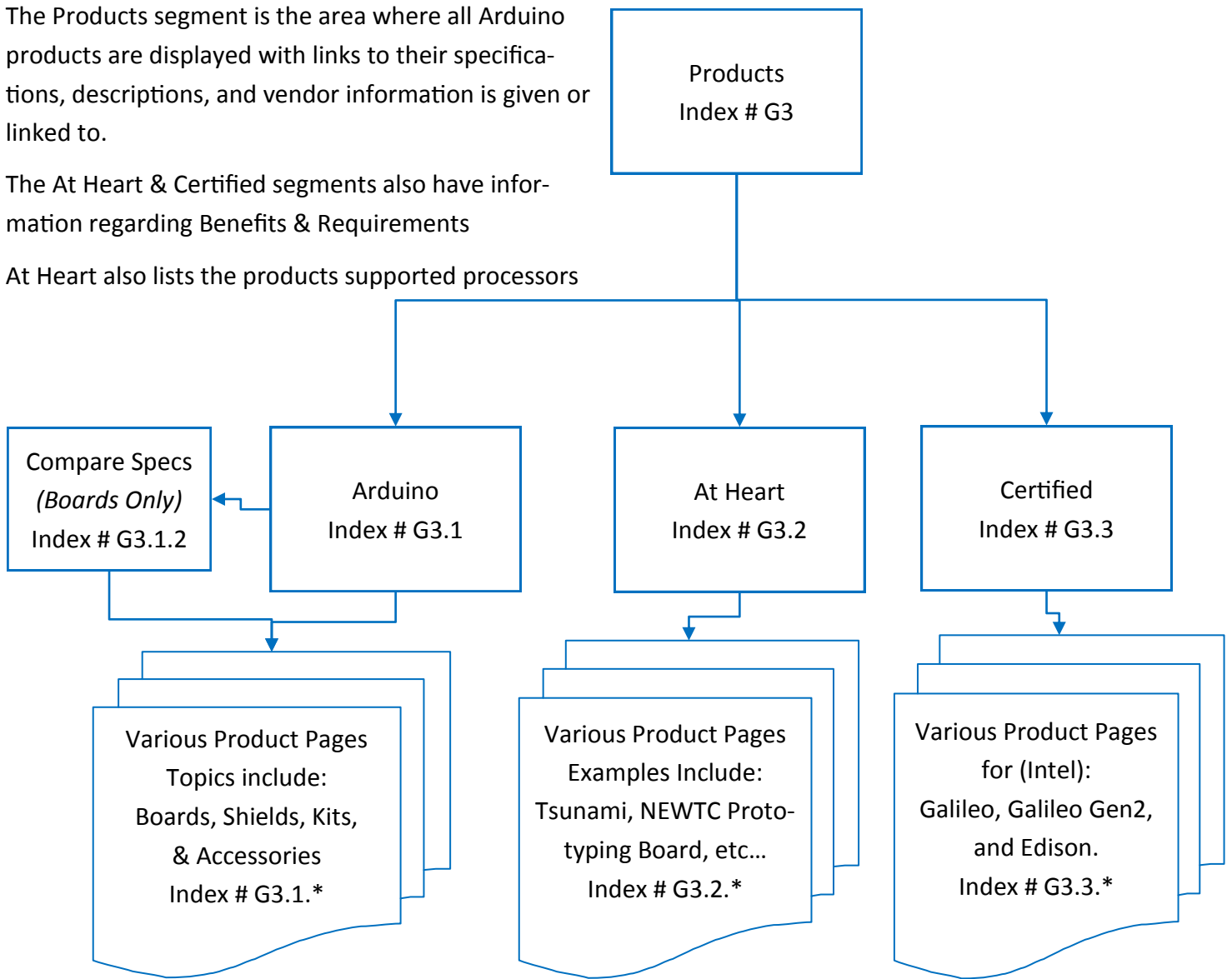
Heading Label = / Place Holder
(No Actual Page)
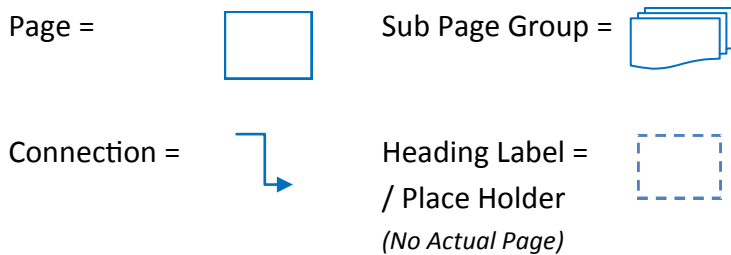
The main home page of Arduino seems to be well designed in order to facilitate the ease of finding information in key categories on the site.
The only suggestion I would make is to move products before buy in the menu. This would create a left to right flow that would be a more natural user progression path.

The Products segment is the area where all Arduino products are displayed with links to their specifications, descriptions, and vendor information is given or linked to.
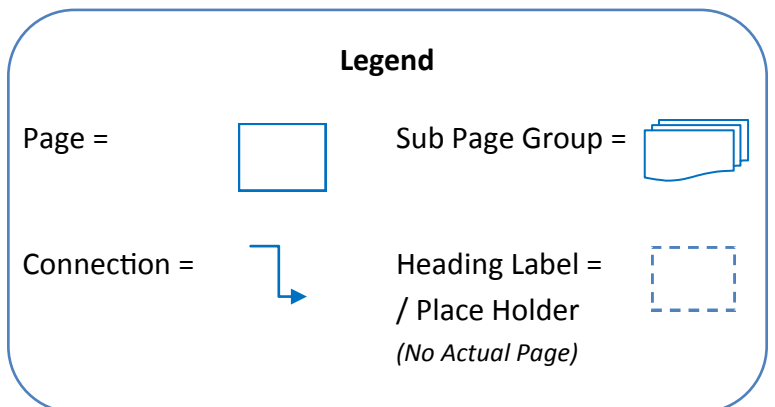
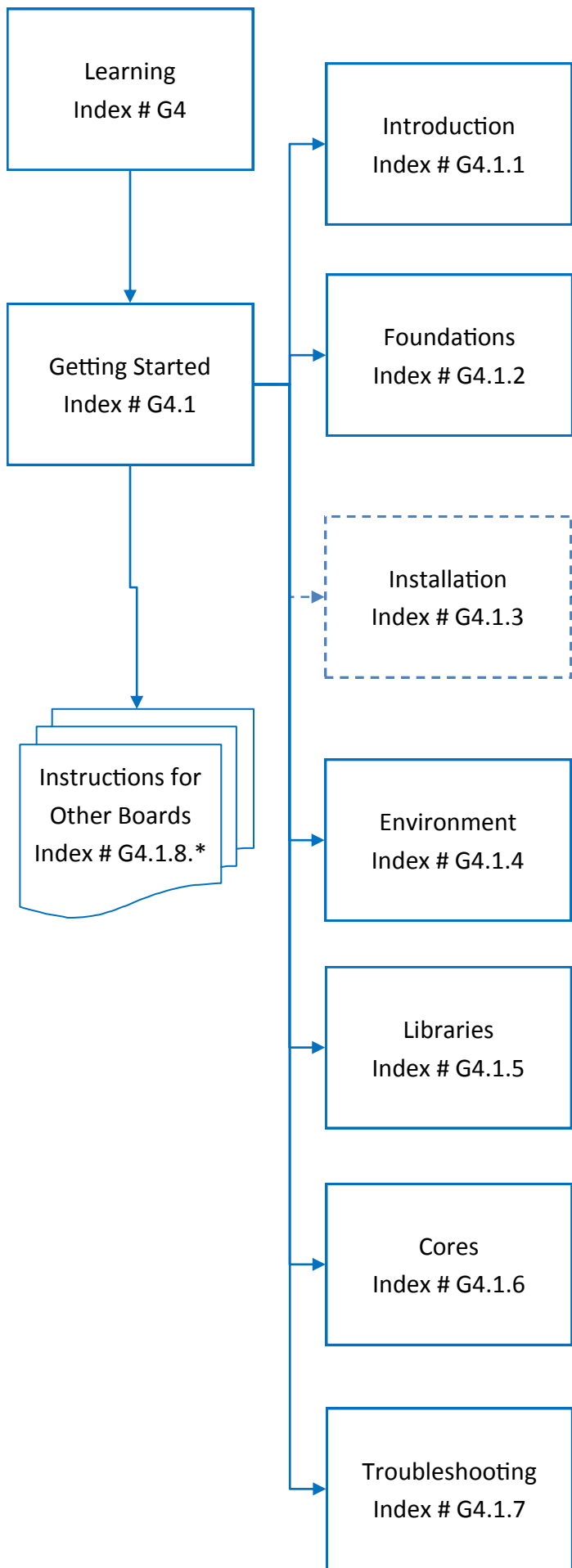The At Heart & Certified segments also have information regarding Benefits & Requirements

At Heart also lists the products supported processors

Products
Index # G3

Compare Specs
(Boards Only)
Index # G3.1.2

Arduino
Index # G3.1

At Heart
Index # G3.2

Certified
Index # G3.3

Various Product Pages
Topics include:
Boards, Shields, Kits,
& Accessories
Index # G3.1.*

Various Product Pages
Examples Include:
Tsunami, NEWTC Proto-
typing Board, etc…
Index # G3.2.*

Various Product Pages
for (Intel):
Galileo, Galileo Gen2,
and Edison.
Index # G3.3.*

The Arduino product page (G3.1) is, for the uneducated, very confusing. Many of the product images look very much alike and without the (Compare Specs) sub page figuring out the differences would be near impossible without viewing each product sub page individually.
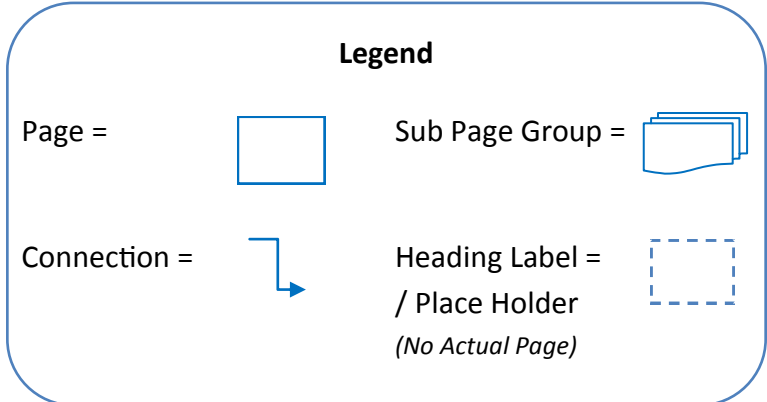
The At Heart page has a feature that breaks the design of the other two top level product pages (Arduino & Certified). Which is that the images for the products are not links as they are on the other two pages.

Legend

Page =

Sub Page Group =

Connection =

Heading Label =
/ Place Holder
(No Actual Page)

Learning
Index # G4

Getting Started
Index # G4.1

Instructions for
Other Boards
Index # G4.1.8.*

Introduction
Index # G4.1.1

Foundations
Index # G4.1.2

Installation
Index # G4.1.3

Environment
Index # G4.1.4

Libraries
Index # G4.1.5

Cores
Index # G4.1.6

Troubleshooting
Index # G4.1.7

Windows
Index # G4.1.3.1

Mac OS X
Index # G4.1.3.2

Linux
Index # G4.1.3.3

The Learning segment contains all the additional information about how to utilize the Arudino products, and (as far as I can tell) it is the largest segment of the site. It includes program code examples, user generated Arudino project examples, and much more as you can see via pages 3-5 in the blueprint.
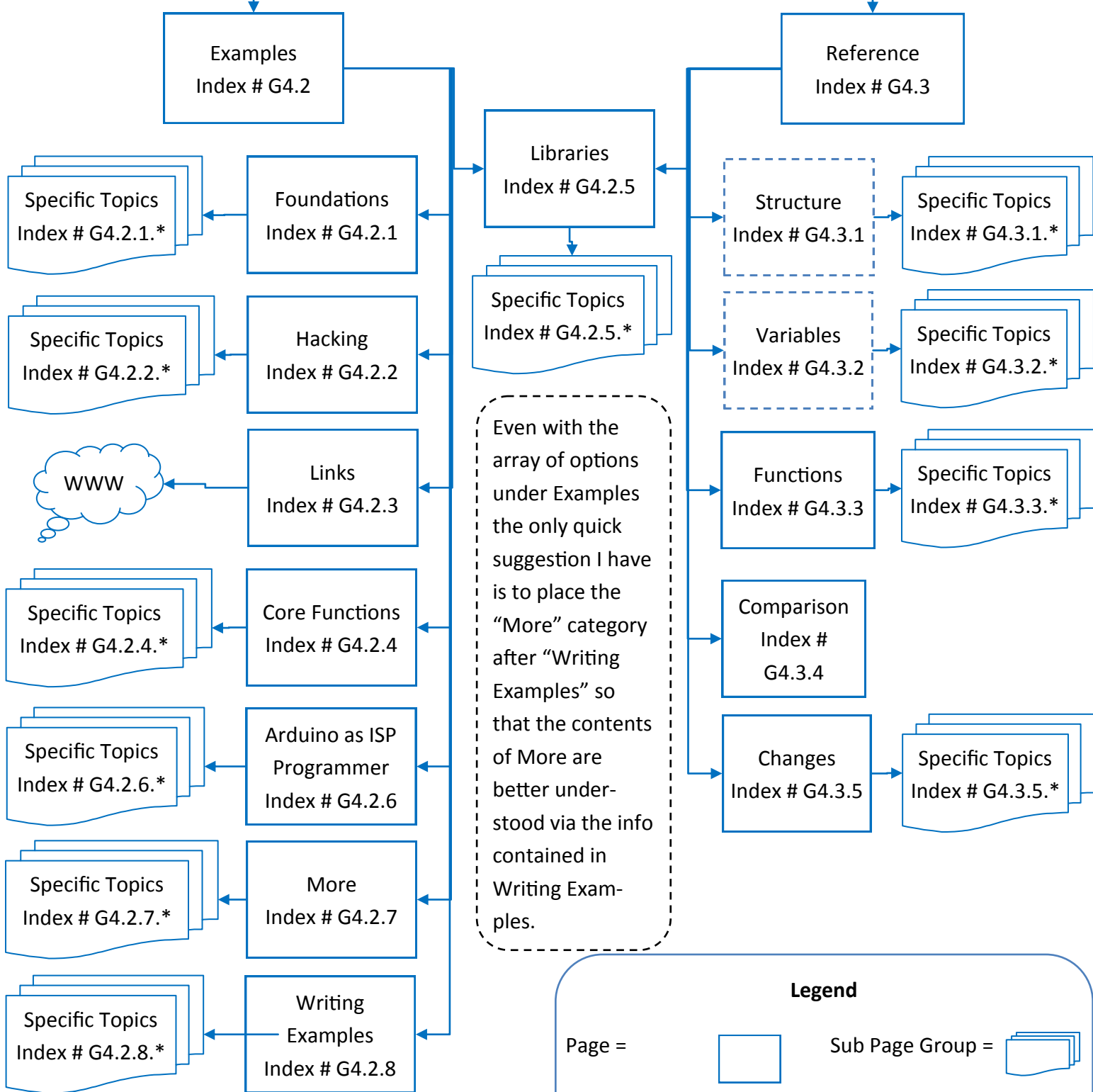
The Getting Started page is ordered very well for its designated purpose. The natural user flow appears to be an accurate order of how a user would need to find information about their newly obtained Arduino product. Confusion may arise however if the newly obtained board falls inside the "Other Boards" category, but while that list is long it is alphabetically sorted for better discovery.
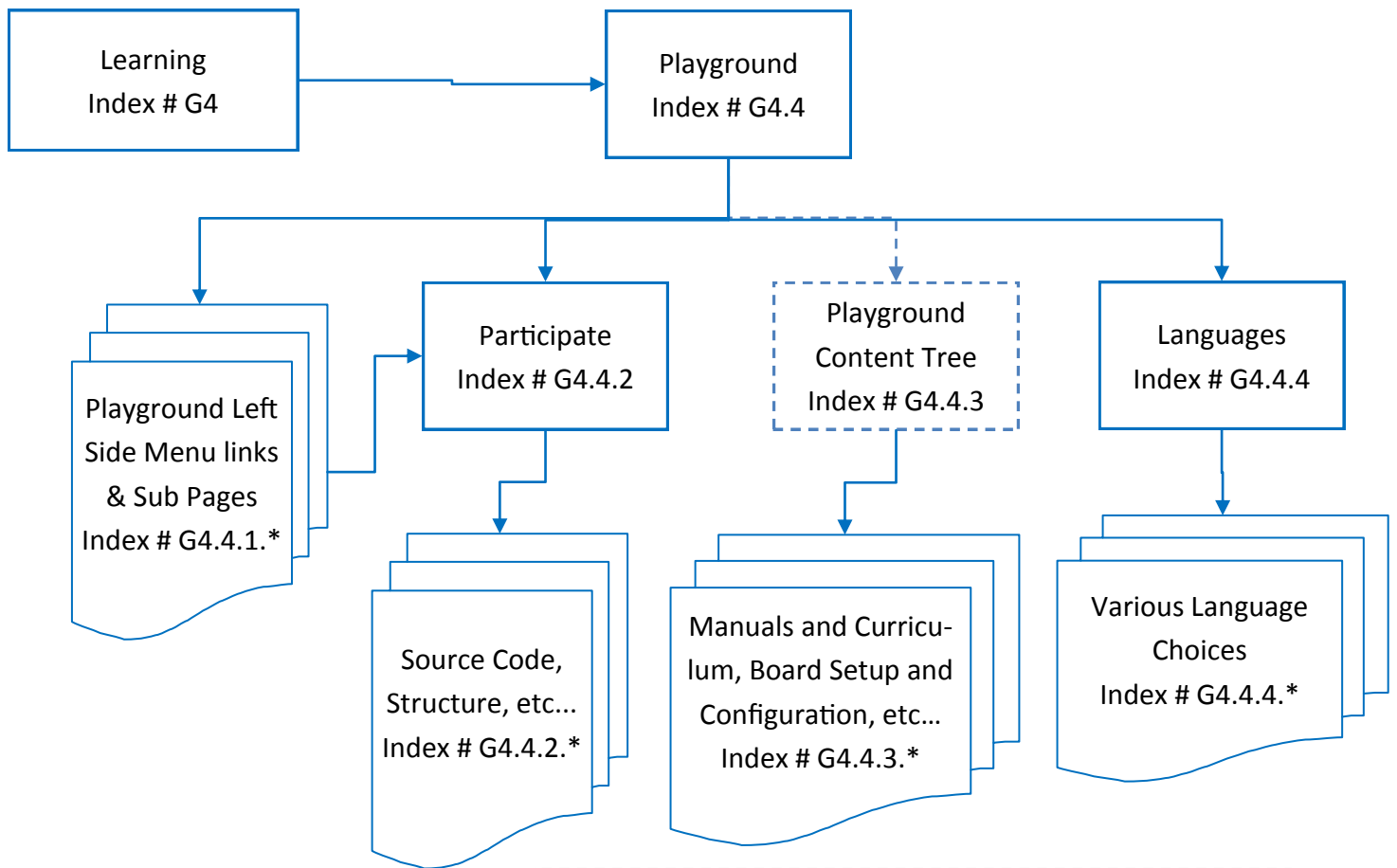
Legend

Page =

Sub Page Group =

Connection =

Heading Label =
/ Place Holder
(No Actual Page)

Learning
Index # G4

Examples
Index # G4.2

Reference
Index # G4.3

Libraries
Index # G4.2.5

Specific Topics
Index # G4.2.1.*

Foundations
Index # G4.2.1

Structure
Index # G4.3.1

Specific Topics
Index # G4.3.1.*

Specific Topics
Index # G4.2.2.*

Hacking
Index # G4.2.2

Specific Topics
Index # G4.2.5.*

Variables
Index # G4.3.2

Specific Topics
Index # G4.3.2.*

WWW

Links
Index # G4.2.3

Even with the array of options under Examples the only quick suggestion I have is to place the "More" category after "Writing Examples" so that the contents of More are better understood via the info contained in Writing Examples.

Functions
Index # G4.3.3

Specific Topics
Index # G4.3.3.*

Specific Topics
Index # G4.2.4.*

Core Functions
Index # G4.2.4

Comparison
Index #
G4.3.4

Specific Topics
Index # G4.2.6.*

Arduino as ISP
Programmer
Index # G4.2.6

Changes
Index # G4.3.5

Specific Topics
Index # G4.3.5.*

Specific Topics
Index # G4.2.7.*

More
Index # G4.2.7

Specific Topics
Index # G4.2.8.*

Writing
Examples
Index # G4.2.8

Legend

Page =

Sub Page Group =

Connection =

Heading Label =
/ Place Holder
(No Actual Page)

Learning
Index # G4

Playground
Index # G4.4

Playground Left Side Menu links & Sub Pages
Index # G4.4.1.*

Participate
Index # G4.4.2

Playground Content Tree
Index # G4.4.3

Languages
Index # G4.4.4

Source Code, Structure, etc...
Index # G4.4.2.*

Manuals and Curriculum, Board Setup and Configuration, etc...
Index # G4.4.3.*

Various Language Choices
Index # G4.4.4.*

Manuals and Curriculum

Arduino StackExchange

Board Setup and Configuration

Development Tools

Arduino on other Atmel Chips

Interfacing With Hardware
- Output
- Input
- User Interface
- Storage
- Communication
- Power supplies
- General

Interfacing with Software

User Code Library
- Snippets and Sketches
- Libraries
- Tutorials

Suggestions & Bugs

Electronics Technique

Sources for Electronic Parts

Related Hardware and Initiatives

Arduino People/Groups & Sites

Exhibition

Project Ideas

Languages

PARTICIPATE

Playground's Side Menu

The "Playground" is the area with the most information, and the most breaks in previous site style standards. The playground has its own left side menu, it uses non-standard link color (orange) as well as site standard link colors, and the header "Playground Content Tree" is not a link but the header "Languages" is. Admittedly this section's content is governed by the customers not the site owners, and the level of information is staggeringly varied, but the site style should remain the same if at all possible.

Playground and Buy are the only two site segments with left side menus. As Buy lists product categories, and Playground lists topic and task categories this makes sense. However this menus sudden appearance certainly adds to the amount of information that a user has to process in order to find what they are seeking on the site.

Legend

Page =

Sub Page Group =

Connection =

Heading Label = / Place Holder
(No Actual Page)

The Support segment contains all the help and Arudino.cc contact information, or in other words sources of support in all forms.
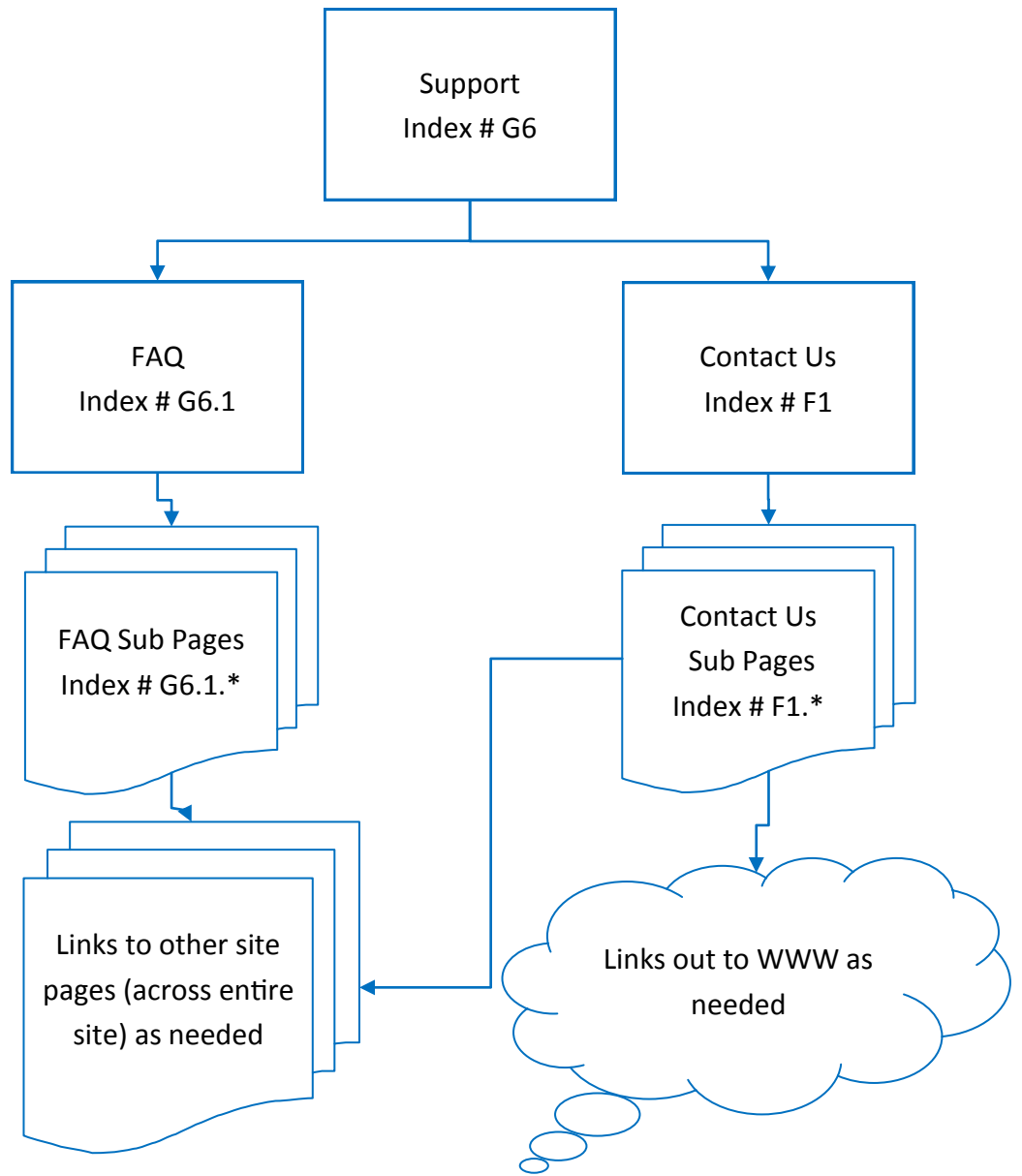
The two support sub pages "FAQ" and "Contact Us" are well laid out with their two column design of question / topic headers and content. Answers and information are easy to find, and the included links stand out amongst the text easily enough. I would however suggest that the questions and contact category labels be differentiated from the links in some fashion so users don't mistake a heading label for a link.

The screen shot image below illustrates the differentiation problem I described above.

Support
Index # G6

FAQ
Index # G6.1

Contact Us
Index # F1

FAQ Sub Pages
Index # G6.1.*

Contact Us
Sub Pages
Index # F1.*

Links to other site pages (across entire site) as needed

Links out to WWW as needed

Documentation   If you have found an error in the online documentation, please check if it's already known by looking at the github documentation issues, and if it's not known, please add it to the list.

Legend

Page =

Sub Page Group =

Connection =

Heading Label =
/ Place Holder
(No Actual Page)

Arudino.cc Home Page
Critique Summary
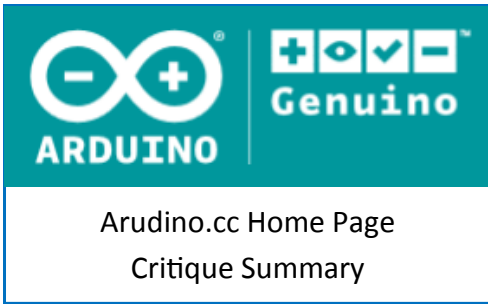
Key information architecture features of Arduino.cc:

- Main Organization Schemes: Hybrid of Topic & Task oriented schemes with the exception of "Blog" which is Chronological.

- Main Organization Structure: Appears to be Hypertext.

- Supplemental Navigation System: Site Search

- Labels: Contextual Links, Headings, Navigation System Choices, and Index Term Labels are all present and used to good effect on the site.

Critique (Changes):

- The style of the site is useful and distinctive; however it is not consistent across all pages.

  - I recommend unifying the style across all pages to merge the various portions of the site. Doing this will lessen the confusion currently faced on the site by changing style standards for such things as labels and links for an example.

- Libraries appears in two places: first as a linked heading under Learning -> Examples (G4.2), and again as a link on the top of the Learning -> Reference page (G4.3). Also the libraries page (G4.2.5) that the links point to does not contain the same information that is beneath the heading Libraries on the Examples page.

  - I recommend uniting all of the various Libraries information under the existing Libraries page and giving it it's own pull down menu selection instead of linking to it in different ways from various pages. This will lessen confusion, and create better findability for those seeking the Libraries information.

- Playground is a site unto itself. The navigation, styling, and content sources are all different than those from the rest of the main Arduino site.

  - I have two possible recommendations for the Playground segment.

    - Option 1: revamp the styling of the Playground site to match the rest of the Arduino site. This will lessen user confusion, and allow for a more unified site experience.

    - Option 2: Turn the Arduino Playground site into its own site...not a sub page of Arduino.cc. This will allow the Playground to have its own navigation system (top and left side column), its own unique style, and as it is created by user generated content the users will gain more of a sense of ownership when adding information to the site. As it can still be linked to from the Arduino.cc main site no content will be lost.

Critique (Keep):

- Keep the site search. This is a massive site full of useful information for dealing with the various Arduino products sold here. A search interface is the only way for really quick information discovery in such a large site.

- Keep the existing Organization Schemes & Structures as they are both functional and effective with the current design and the various kinds of information present.

- Keep or increase the level of user involvement in the Forum & Playground as this will increase the sense of community and user ownership on the site. These users may then draw new users to the products and site.