

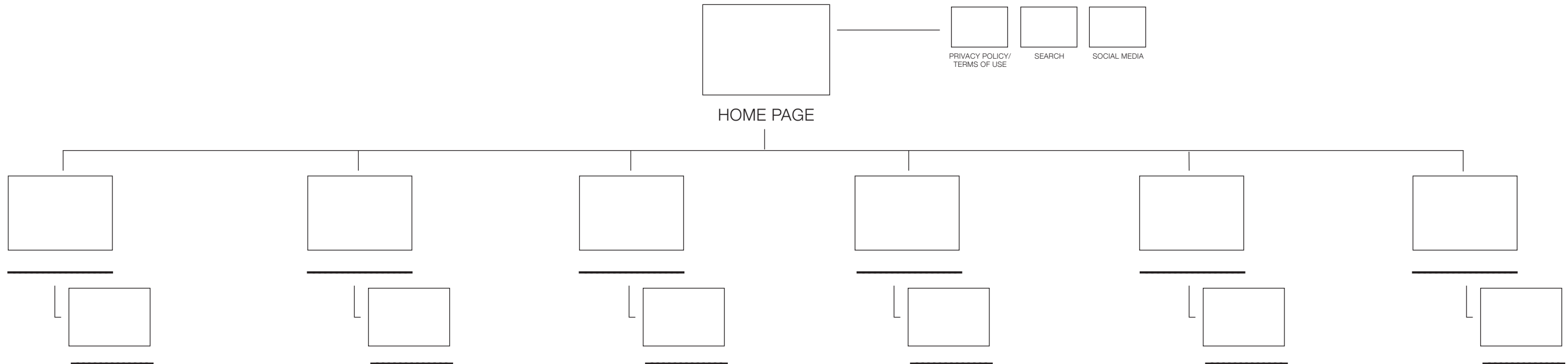
SITE ARCHITECTURE WORKSHEET | 60 MINUTES

The easiest and best way to plan for a site is to map out what it will look like. We do this so that we can understand the flow of information as well as plan for the needs of different viewers. For example, someone looking for a sale will use your site very differently than someone purchasing with you because your ethics align. Both are customers, both need something different. By taking the time to develop a map, you can develop a valuable way to structure and identify what pages you need and how users will interact with them. Furthermore you can overlay the site architecture and use it as a content map - meaning you can use this page to identify which pages get what content. **This is one of the most important pieces you can have to plan for different user bases.**

A Identify three of your **key target market groups** in the space below, if you feel you have more keep going on the back:

Customer Type	Looks For/Drive	Leaves Because	Interaction Level
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

B Take the beginnings of the site architecture and **fill in the boxes** with the pages you know for sure you will have, this is the blue print to start identifying what others you need/want. Continue adding on and drawing until you have a fully flushed out site. We have added the names of the pages every site should have.



SUCCESS TIPS

Make sure you never have a dead end. Always give the user a reason to click into something else
AND
Make sure all your customer types needs are met.

SITE ARCHITECTURE

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