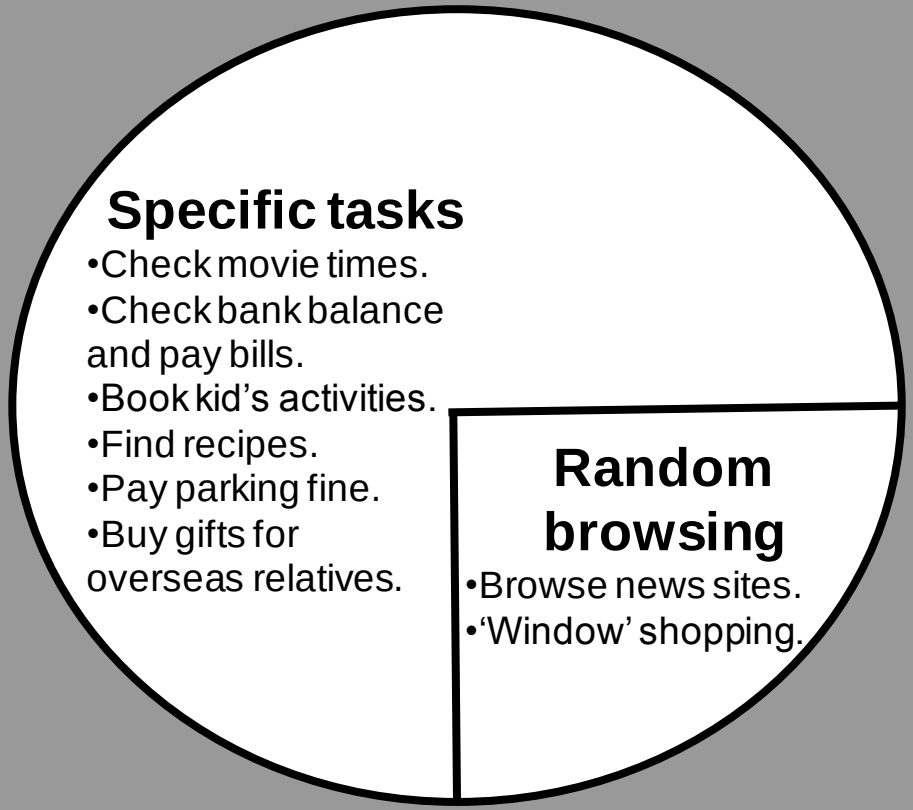
Make your website work harder for you #2

Beyond the home page –
task-focused navigation and content

Website usability – putting yourself in your visitor's shoes and thinking about their needs

Plunket
principal sponsor
baz

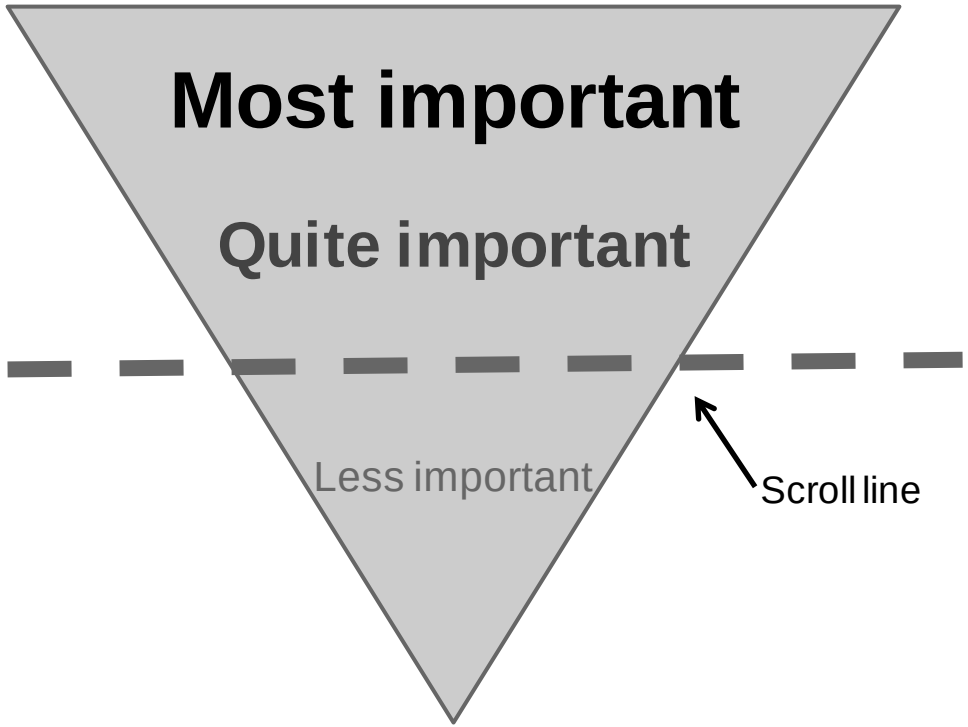
My website activity (excluding social media)



Tool vs brochure

Think of your website as a tool that **enables** visitors like me to **complete tasks**…not an online brochure.

Inverted pyramid principle



Navigation

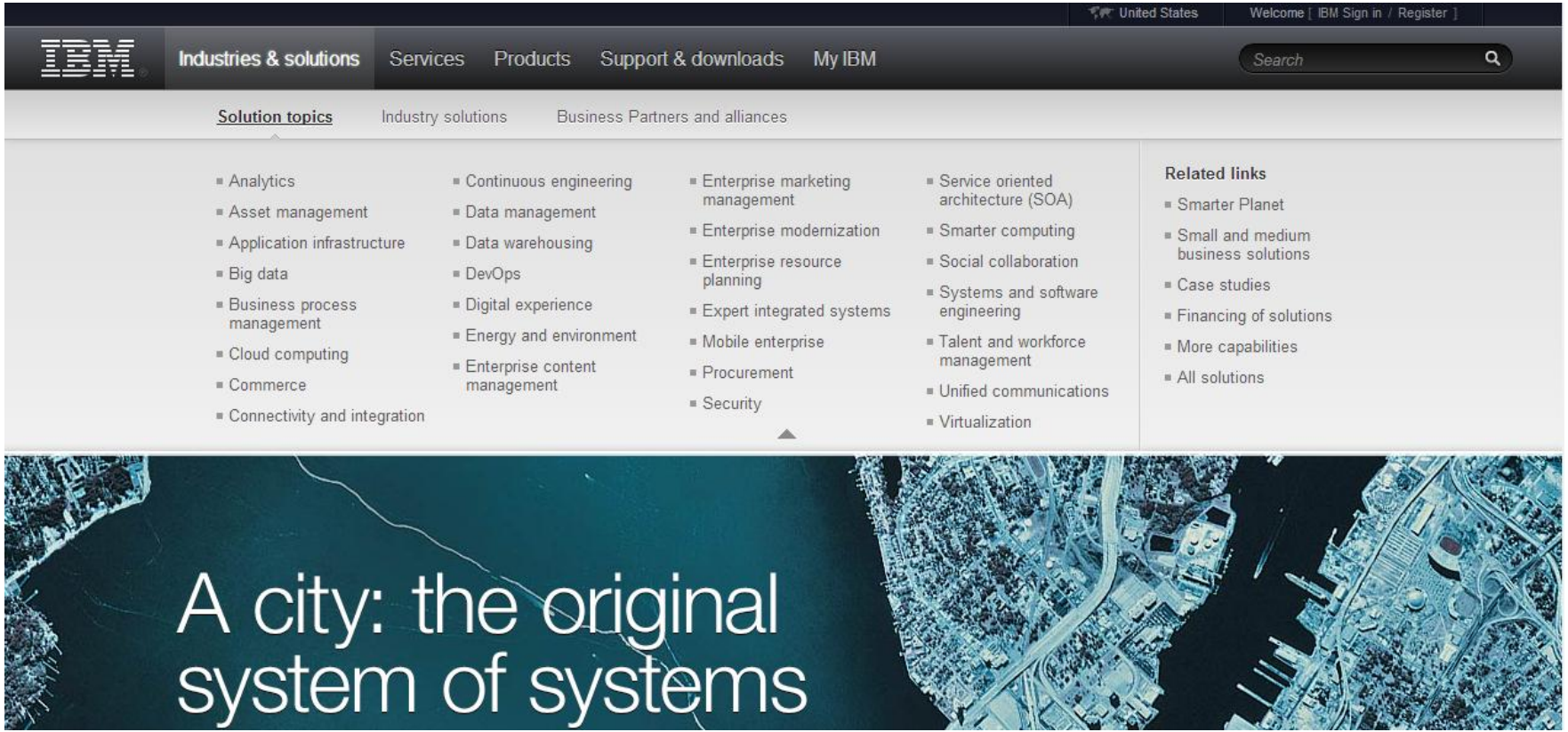
Navigation approaches

	Category focus	Task focus
Point of view	Content provider	Content user
Definition	Card sorting	Asking users and analysing their activity
Structure	Hierarchical	Flatter
Amount of content	Too much!	Enough to ensure tasks are completed

Task approach vs Category approach

Categories are subjective

Example of Category approach

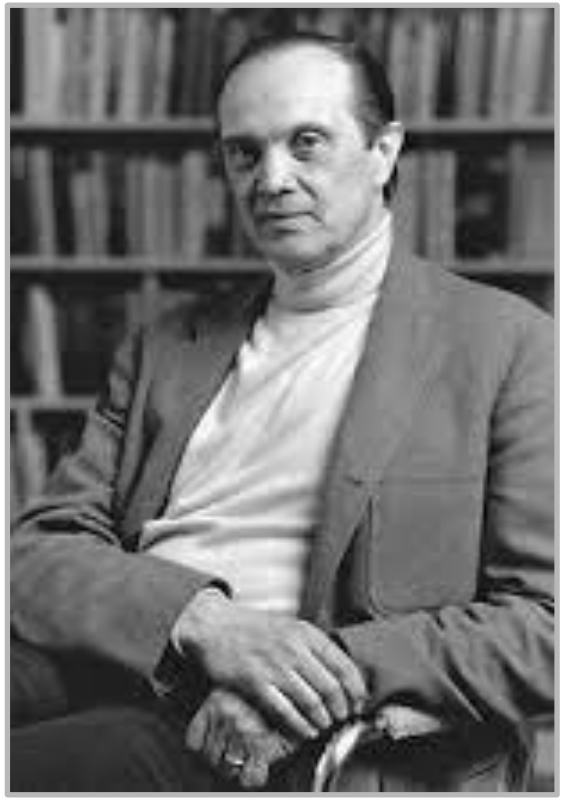


Key task definition

- **Ask your visitors** – face to face, survey.
- **Queries** – via email and phone.
- **Website statistics** – popular pages and search terms.

How many tasks to use for your main navigation?

George Miller



7 ± 2 principle

‘In 1956 Miller published a groundbreaking paper titled The Magical Number Seven, Plus or Minus Two in which he demonstrated that most people can hold 5 to 9 items in their short-term memory.’

The **Information mapping** system recommends helping ‘readers understand and retain information by presenting it to them in chunks of 7 plus or minus 2 items.’

Turning your tasks into navigation labels

Key task	Navigation label
FIND contact details and/or location.	Contact us
LEARN more about the organisation's work/projects/appeals.	What we do
FIND out how to get involved/volunteer.	Get involved
MAKE a donation.	Donate

Navigation examples

- **Save the Children**
  savethechildren.org.nz
- **Alliance for African Assistance**
  alliance-for-africa.org
- **Wellington City Mission**
  wellingtoncitymission.org.nz

Sign the pledge - All children deserve a decent education Sign the pledge >>

SEE where we work
In New Zealand
In the Pacific
Fiji
In Asia
Bangladesh
Indonesia
Emergencies
Solomon Islands
Haiti Earthquake - Four Years On
Philippines Typhoon Haiyan
Syria crisis

In New Zealand

In addition to developing a resilience-building programme for children affected by earthquakes in Christchurch, Save the Children New Zealand is also developing longer-term programmes on home soil.

In New Zealand, our biggest goal is to help children and young people understand their rights. We do this by providing opportunities for them to play a role in shaping their future – by helping them become leaders and ensuring their perspectives are heard and respected by the Government and their communities.

Values EXCHANGE A VOICE FOR EVERYONE

Donate NOW to help make a difference in the lives of children worldwide DONATE »

ALLIANCE FOR AFRICAN ASSISTANCE

GET INVOLVED

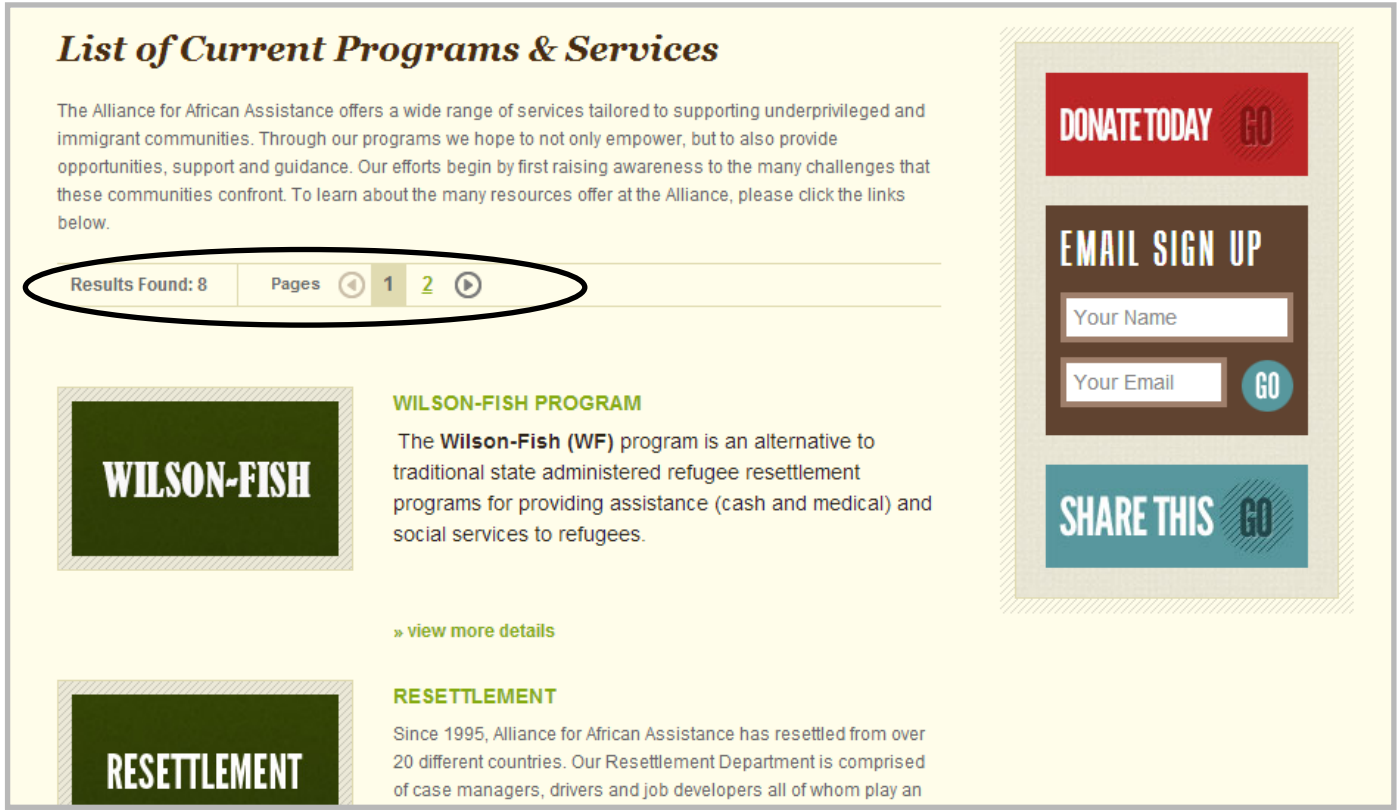
Volunteer

The Alliance for African Assistance is a non-profit organization and as such depends on the support of individuals like you to accomplish our work for refugees. Your support will help us save lives, alleviate suffering and restore the livelihoods of refugees. Your help brings New Hope and New Life to refugees.

GET INVOLVED

- Volunteer
- Volunteer Opportunities
- Adopt A Family
- Donate
- Connect With Us
- Visit Safari Seconds Thrift Store

List approach



wellington citymission

HOME ABOUT US WHAT WE DO HELP US NEWS & EVENTS CONTACT US

Many of the people we know have less. Less money. Less self-esteem. Less stability. Less good-health. At The Wellington City Mission, we believe they deserve more than that. We want to help turn their lives around.

please donate

WHAT WE DO

- Mission for Youth
- Mission for Families
- Mission for Independence
- Mission for Seniors
- Kemp Home & Hospital
- Ezee Meals

Search Go

What We Do

The Wellington City Mission operates four community service programmes - Mission for Families, Mission for Youth, Mission for Independence and Mission for Seniors. Through two subsidiary organisations The Mission also runs Kemp Home & Hospital (Mission Residential Care Limited), and our Ezee Meals manufacturing business (Mission Foods Limited).

Content

Task-focused web writing

- Make text content easy to **SCAN** – use **relevant labels** i.e. clear headings and descriptive links.
- Use **PLAIN** English – get to the point quickly!
- Minimise content – **LESS** is more.

Examples

- **Scouts**
  scouts.org.nz
- **Alliance for African Assistance**
  alliance-for-africa.org

Content you can scan

OUR PEOPLE

Volunteers

SCOUTS New Zealand couldn't be what it is today without the help of thousands of volunteers. Spread accross a wide range of roles, volunteers form the backbone of Scouting in New Zealand.

> for more information on our volunteers

Staff

SCOUTS New Zealand is managed by a core team of National Staff located in Wellington. It also employs a number of other Regional Staff including Regional Development Managers located at the five Regional Office and Service Centres throughout the country.

> for more information on our staff

National Executive Committee

The National Executive Committee decides on the policy and direction of SCOUTS New Zealand. Whilst members are elected, appointed and ex-officio, they are all volunteers and form a valuable team for guidance and future development nationwide.

> for more information on our national executive committee

National Council

Five elected members from each of the five Regions form a large part of the National Council. Other members include National Leaders and other core volunteers. The National Council is responsible for supporting the work of the National Executive Committee and representing the voice of local leaders.

> for more information on our national council

DONATIONS:

We rely on your generous contributions to help us meet our mission of providing to the Refugees and Underserved within our community. You are welcome to drop off you donations 7 days a week during store hours. An itemized tax-deductable receipt is available for all donations.

To schedule a donation pick at your home or office, please call (619) 282-4218.

Desired Donations (but not exclusive):

- Clean Clothing and Linens
- Lamps
- Household Items
- Accessories, shoes, and jewelry
- Furniture
- Toys and Games
- Collectibles
- Kitchenware

Items Not Accepted:

- Computers and computer-related items (scanners, monitors, printers, etc.) more than five years old
- Stained, torn or damaged items
- Large appliances (washers, dryers, larger microwave ovens, refrigerators, etc.)
- Hazardous Materials

STORE HOURS:

Monday – Sunday: 10 am - 6 pm

CONTACT:

2875 El Cajon Blvd
San Diego, CA 92104
(619) 282-4218

Plain English

Web content written in plain English is:

- Clear.
- To the point.
- Easy to understand.

Plain English examples

Before

If there are any points on which you require explanation or further particulars we shall be glad to furnish such additional details as may be required by telephone.

After

If you have any questions, please phone.

Back to IBM...

Get more out of what you've got

Are you struggling to drive innovation and deliver more services on a flat or reduced IT budget? Are the costs of maintaining your existing applications preventing you from meeting new requirements?

As a cornerstone of Smarter Computing, the IBM enterprise modernization approach is one of continuous improvement that enables you to revitalize applications, leverage existing and new skills, unify teams and optimize your infrastructure -- all with the goal of helping you make breakthroughs in IT productivity, efficiency and innovation.

Enterprise modernization solutions can help you cost effectively and incrementally evolve your core IT systems towards modern architectures and technologies for Smarter Computing. As a result you can leverage your existing investments, reduce maintenance costs and efforts and free-up resources to deliver new business requirements and create new, innovative capabilities that help you compete.

Get to the point

www.outofschool.org

Additional benefits

Accessibility

Task-focused written content improves the experience for users with accessibility issues eg:

- Visual impairment.
- Small screens.
- Cognitive/intellectual disabilities.

For much more on Accessibility:

- Introduction to web accessibility (w3.org)

Search engine relevance

Having **clear, well-labelled content** will help a search engine when it is trying to match key words typed into the search box with relevant content on your website.

Your website labels

Label type	✗	✓
Website address (URL)	www.bigredcar.com	www.thewiggles.com
Page title	Get ready to Wiggle with us	Tour information – The Wiggles
Headings	We're coming to a town near you	Tour dates
Links	Click here Read more	New Zealand tour dates

In summary...

- Focus on **key tasks** when defining your website's main navigation items.
- Limit to **7 ± 2** items.
- Ensure your content is in **plain english** and is **easy to scan** using relevant and descriptive **labels**.

How are your projects going?
Questions/Comments?

Website usability assessments for seminar attendees

louiselum@gmail.com

Thank you :)

Acknowledgements

informationmapping.com
plainenglish.co.uk
nytimes.com
write.co.nz