

# **Make your website work harder for you #2**

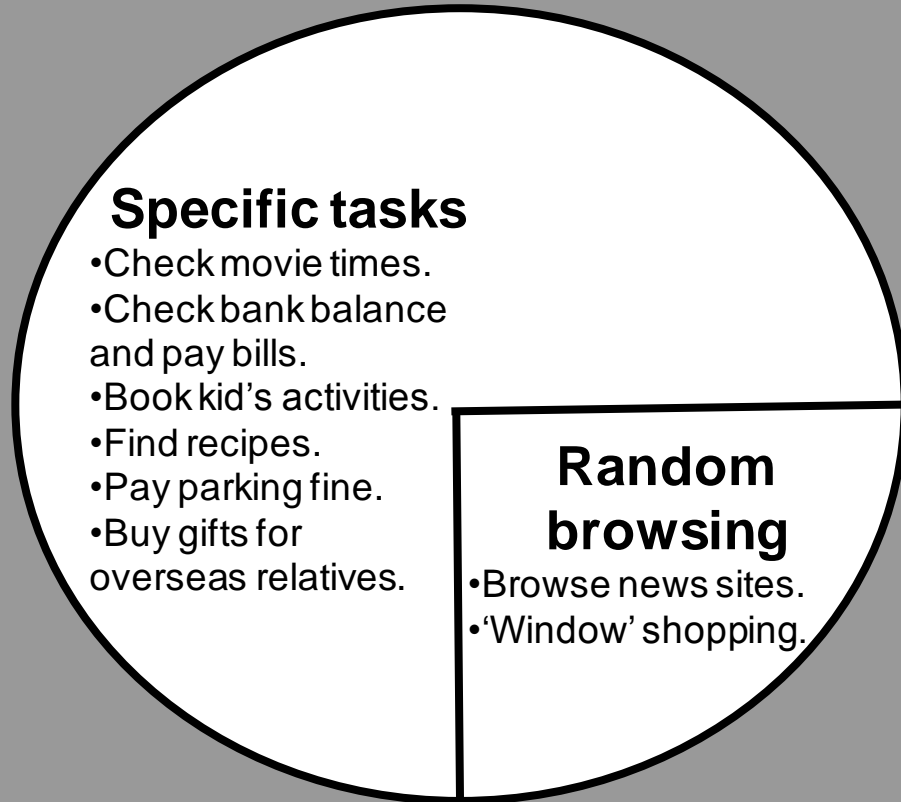
Beyond the home page –  
task-focused navigation and content

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





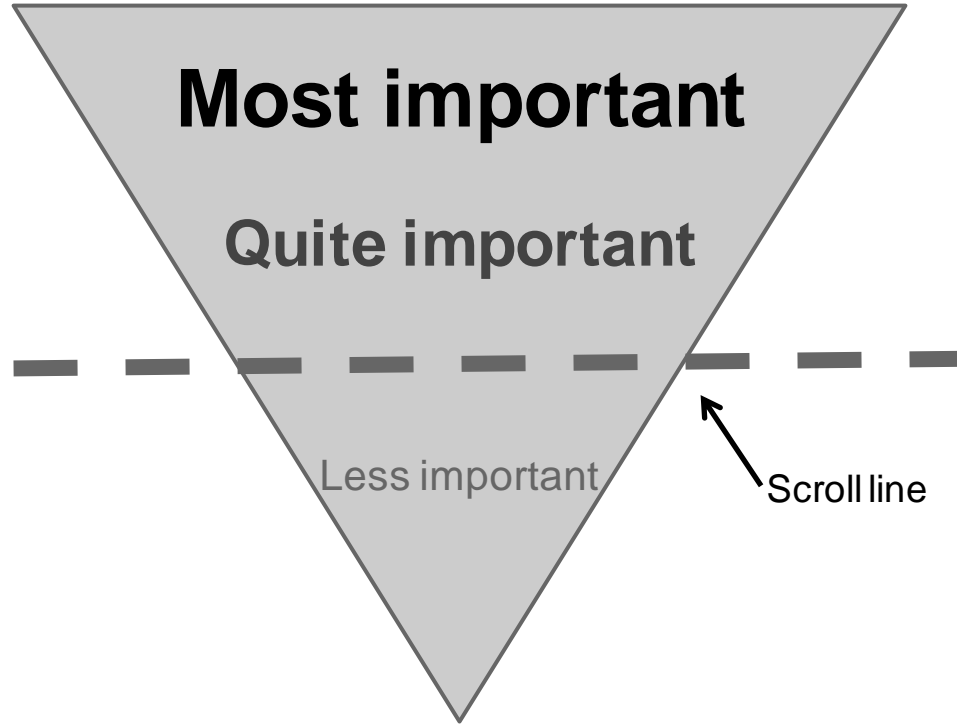
# My website activity (excluding social media)



# 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

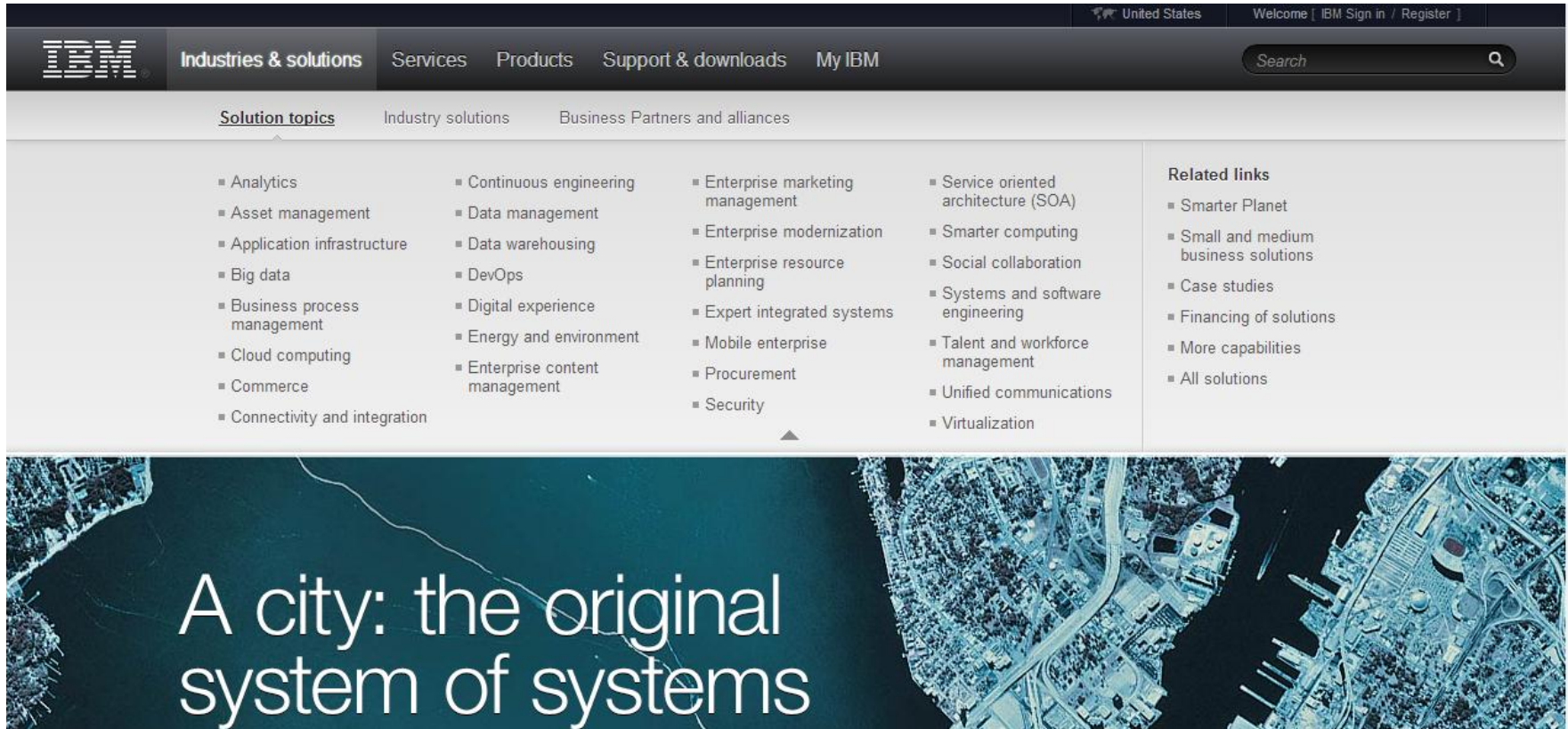


# Task approach vs Category approach



**Categories are subjective**

# Example of Category approach



The screenshot displays the IBM website's navigation and content structure. At the top, the IBM logo is on the left, and navigation links for 'United States', 'Welcome | IBM Sign in / Register |', and a search bar are on the right. Below the logo, a dark navigation bar contains links for 'Industries & solutions', 'Services', 'Products', 'Support & downloads', and 'My IBM'. The 'Industries & solutions' link is active, leading to a page with a light gray background. This page features a 'Solution topics' section with a grid of 20 topics, each preceded by a small square icon. To the right of this grid is a 'Related links' section with five links. At the bottom of the page is a large banner image of a city at night, with the text 'A city: the original system of systems' overlaid in white.

**IBM** | [Industries & solutions](#) | [Services](#) | [Products](#) | [Support & downloads](#) | [My IBM](#) |

Solution topics | [Industry solutions](#) | [Business Partners and alliances](#)

- Analytics
- Asset management
- Application infrastructure
- Big data
- Business process management
- Cloud computing
- Commerce
- Connectivity and integration
- Continuous engineering
- Data management
- Data warehousing
- DevOps
- Digital experience
- Energy and environment
- Enterprise content management
- Enterprise marketing management
- Enterprise modernization
- Enterprise resource planning
- Expert integrated systems
- Mobile enterprise
- Procurement
- Security
- Service oriented architecture (SOA)
- Smarter computing
- Social collaboration
- Systems and software engineering
- Talent and workforce management
- Unified communications
- Virtualization

**Related links**

- Smarter Planet
- Small and medium business solutions
- Case studies
- Financing of solutions
- More capabilities
- All solutions

A city: the original system of systems

# 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 $\pm$ 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](http://savethechildren.org.nz)
- **Alliance for African Assistance**  
[alliance-for-africa.org](http://alliance-for-africa.org)
- **Wellington City Mission**  
[wellingtoncitymission.org.nz](http://wellingtoncitymission.org.nz)



Sign the pledge - All children deserve a decent education

Sign the pledge >>



Home [Contact us](#)

[KNOW about us](#) [LEARN what we do](#) [SEE where we work](#) [News & resources](#) [Support us](#)

[DONATE](#)

[SHOP](#)

Home > [SEE where we work](#) > In New Zealand

[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.



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

[DONATE »](#)

## 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

## *List of Current Programs & Services*

The Alliance for African Assistance offers a wide range of services tailored to supporting underprivileged and immigrant communities. Through our programs we hope to not only empower, but to also provide opportunities, support and guidance. Our efforts begin by first raising awareness to the many challenges that these communities confront. To learn about the many resources offer at the Alliance, please click the links below.

Results Found: 8

Pages



1

2



### WILSON-FISH

#### WILSON-FISH PROGRAM

The **Wilson-Fish (WF)** program is an alternative to traditional state administered refugee resettlement programs for providing assistance (cash and medical) and social services to refugees.

[» view more details](#)

### RESETTLEMENT

#### RESETTLEMENT

Since 1995, Alliance for African Assistance has resettled from over 20 different countries. Our Resettlement Department is comprised of case managers, drivers and job developers all of whom play an

DONATE TODAY

GO

#### EMAIL SIGN UP

Your Name

Your Email

GO

SHARE THIS

GO





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 across 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 your 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

A young child with dark skin and curly hair is smiling broadly, showing their teeth. They are holding a blue card with a colorful drawing of a house with a red door, surrounded by green trees and a yellow sun. Another child is partially visible behind them.

**HELP SPREAD THE WORD  
ABOUT EDUCATION**

**ALL CHILDREN DESERVE A DECENT EDUCATION**  
Education is a path out of poverty for many children and families, and yet there are still 58 million children without access to a decent education

**TELL OUR GOVERNMENT IT MATTERS**

**Sign the pledge**

[www.outofschool.org](http://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 \(w3.org\)](https://www.w3.org/2018/05/web-features/#introduction)

# 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**.

A photograph of a young child with light hair, wearing a blue and white striped long-sleeved shirt, sitting at a dark wooden desk. The child is leaning forward with both hands on the keyboard of a silver laptop. The laptop is open, and its screen is dark. The laptop sits on a white cloth with red stripes. The background is a plain, light-colored wall. The image is framed by a grey border.

**How are your  
projects going?**

**Questions/Comments?**

# **Website usability assessments for seminar attendees**

**[louiselum@gmail.com](mailto:louiselum@gmail.com)**



# Thank you :)

## Acknowledgements

[informationmapping.com](http://informationmapping.com)

[plainenglish.co.uk](http://plainenglish.co.uk)

[nytimes.com](http://nytimes.com)

[write.co.nz](http://write.co.nz)