

Blueprinting: Arduino.cc

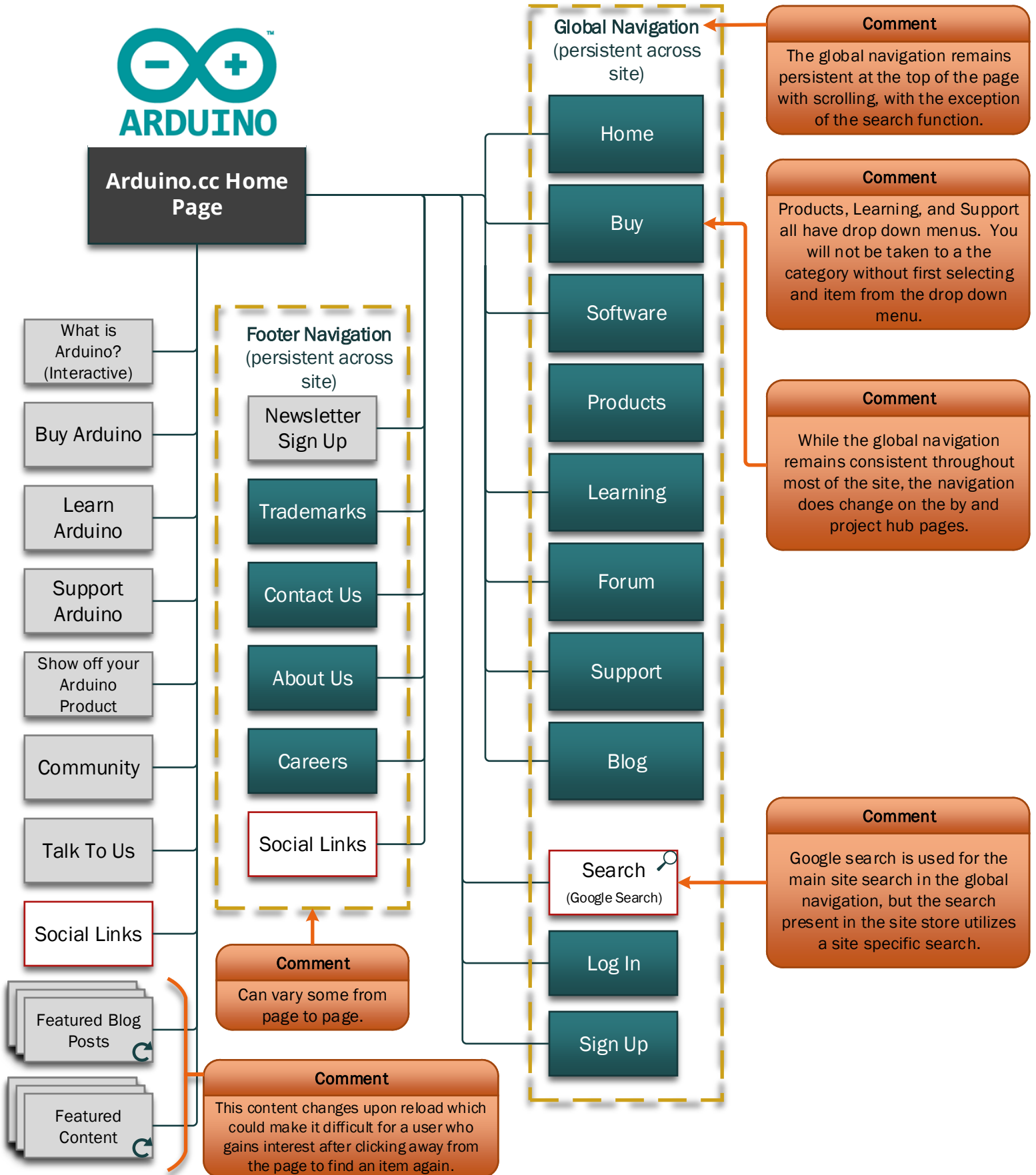
March 5, 2017

This document presents the blueprint and site recommendations for the Arduino.cc website.

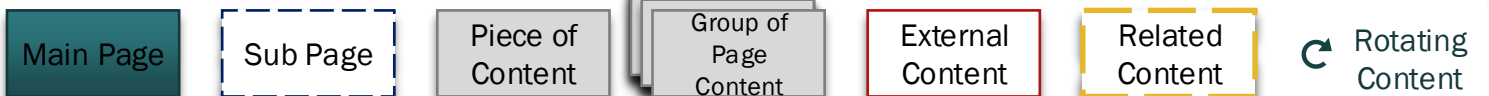
Amy Schlachter
IAKM 60101: Information Architecture

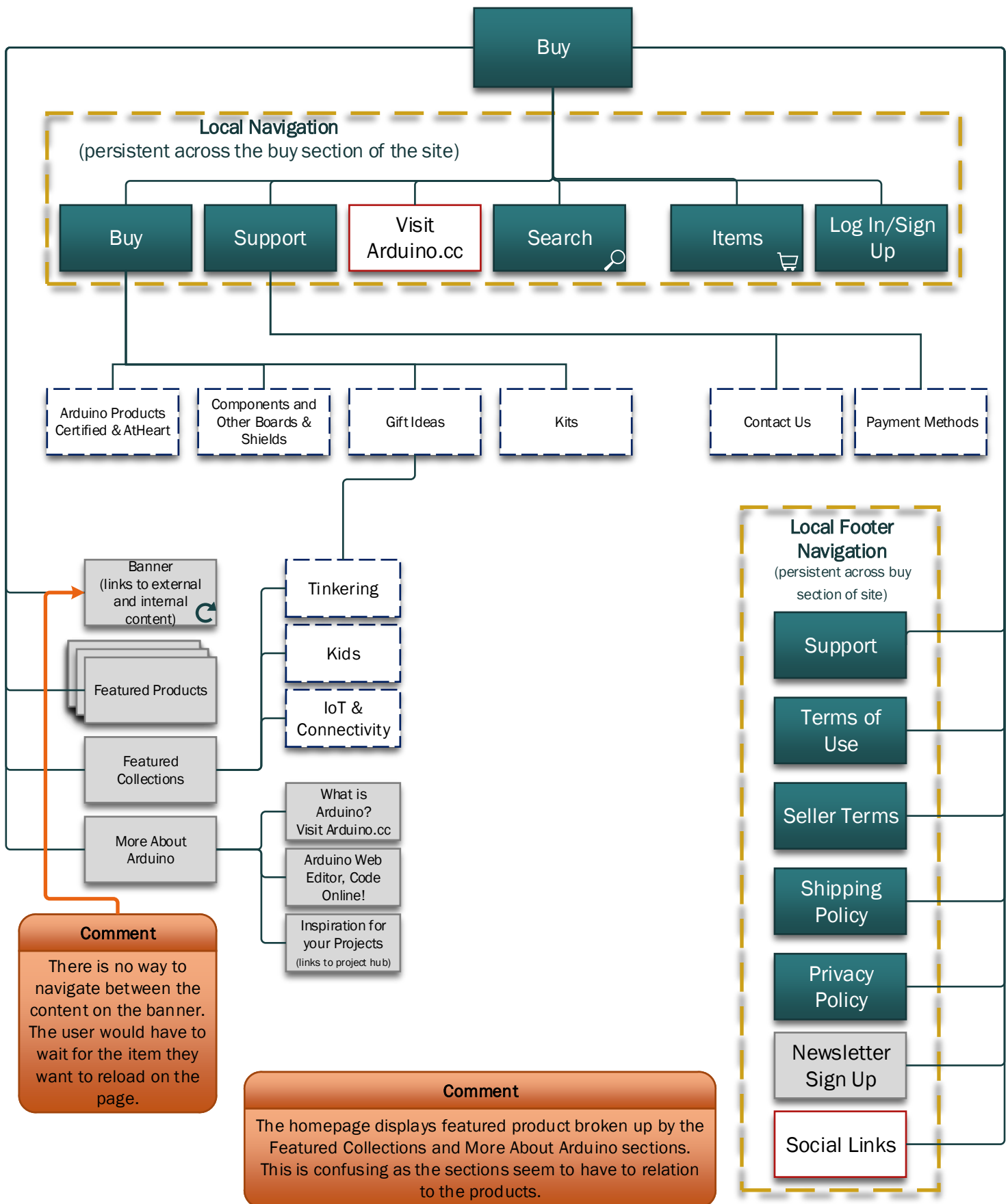


Arduino.cc Home Page



Legend





Legend

Main Page

Sub Page

Piece of Content

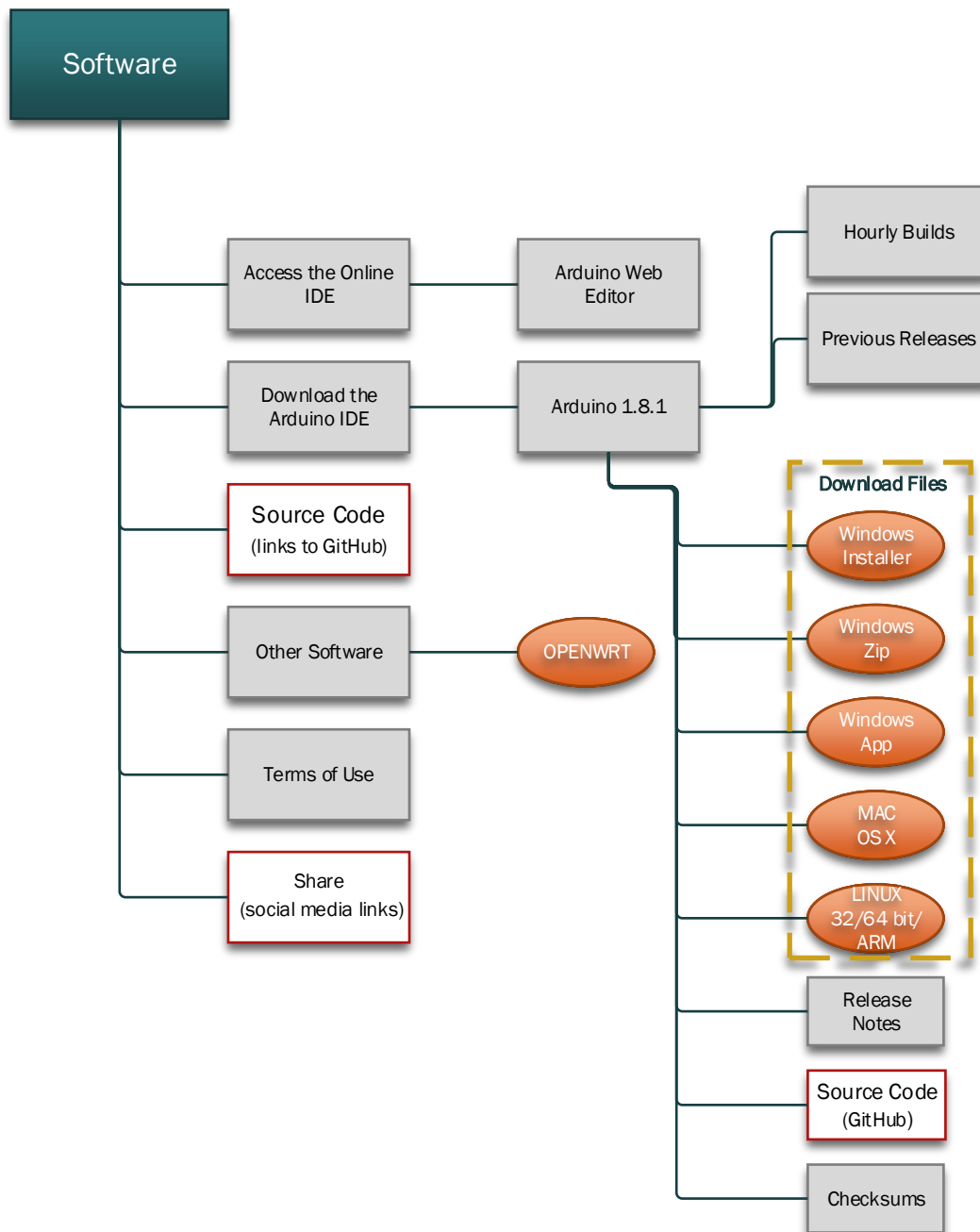
Group of Page Content

External Content

Related Content



Rotating Content



Comment

This page seems to be well designed with good hierarchy, and understandability between sections of content. It is easy to use and find information.

Legend

Main Page

Sub Page

Piece of Content

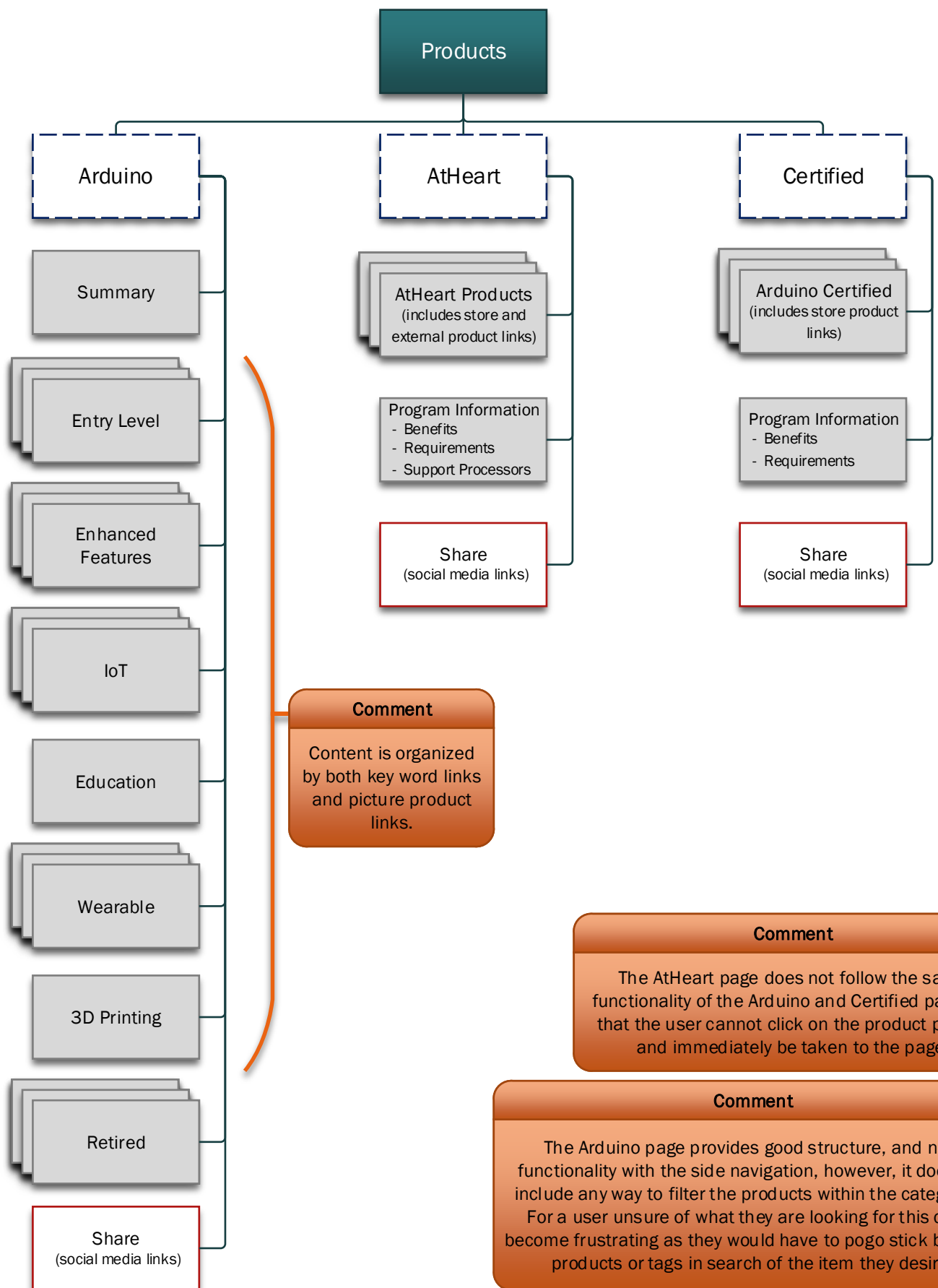
Group of Page Content

External Content

Related Content

Rotating Content

Download



Legend

Main Page

Sub Page

Piece of Content

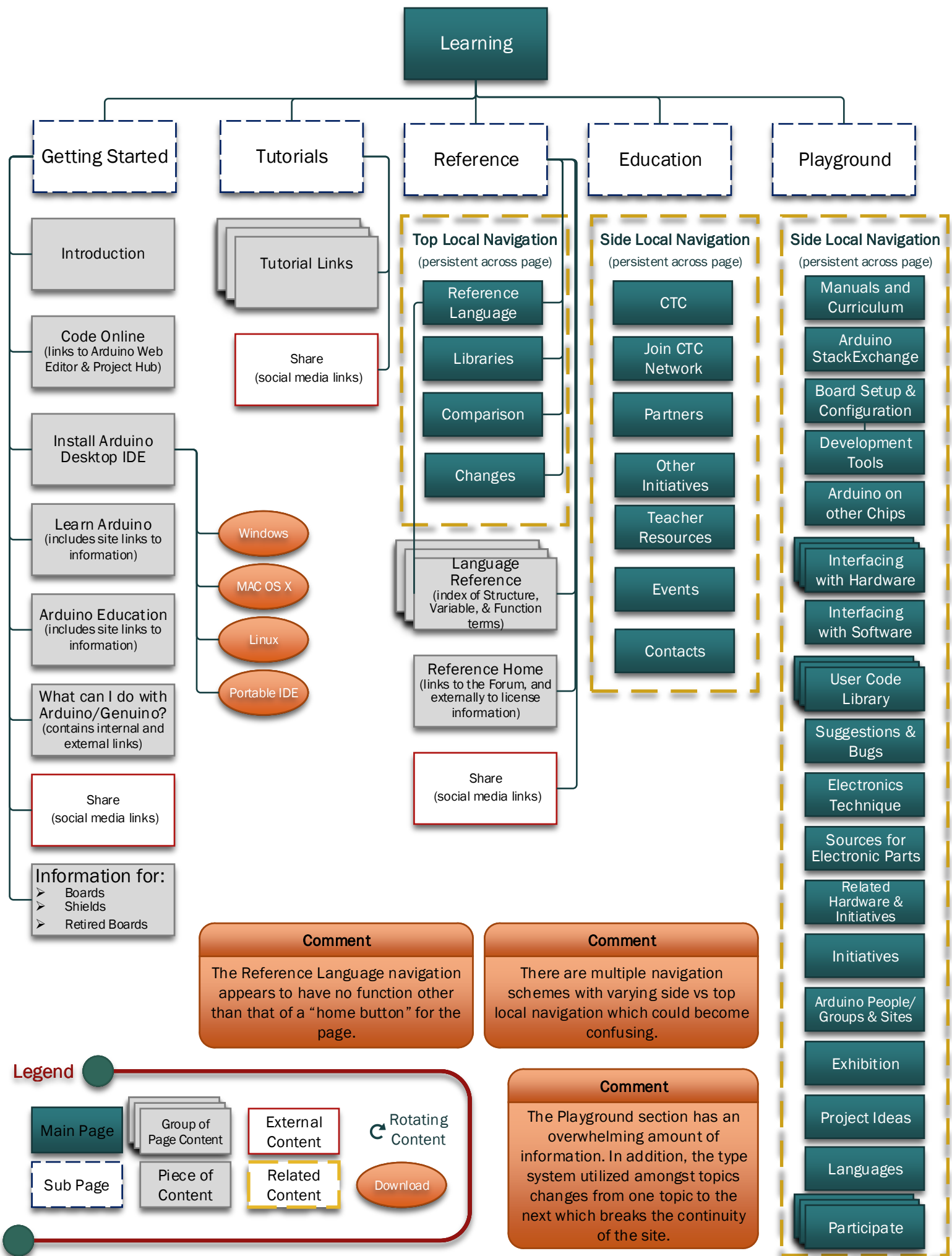
Group of Page Content

External Content

Related Content



Rotating Content



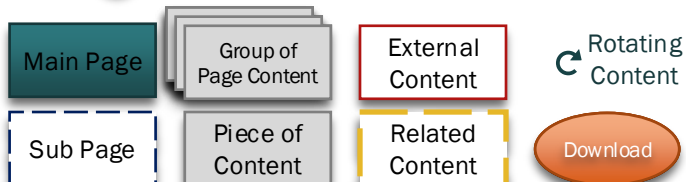
Comment

The Reference Language navigation appears to have no function other than that of a "home button" for the page.

Comment

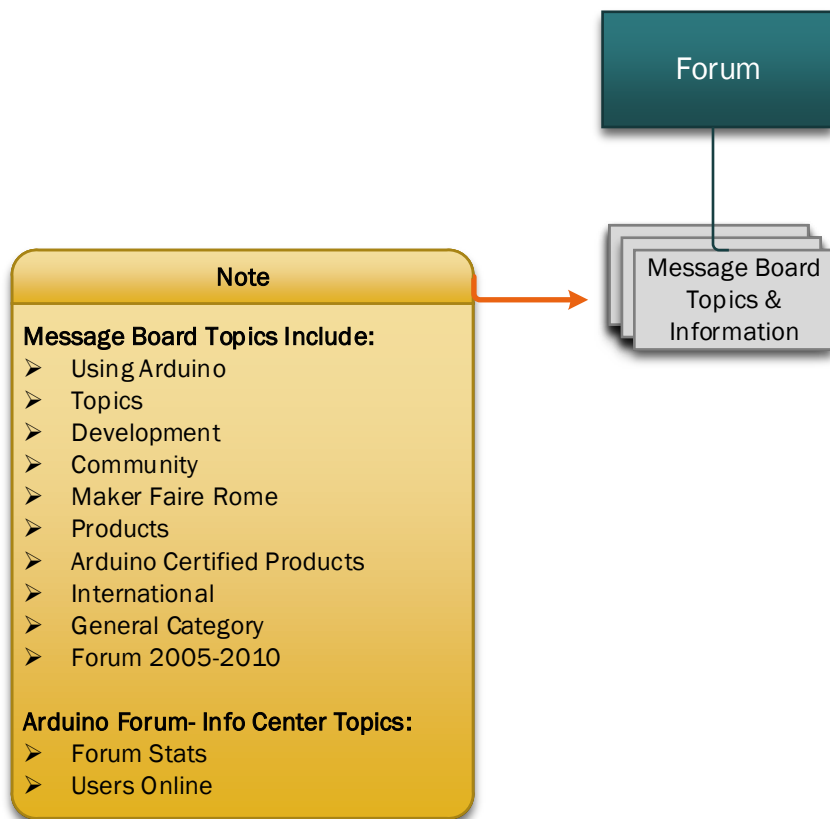
There are multiple navigation schemes with varying side vs top local navigation which could become confusing.

Legend



Comment

The Playground section has an overwhelming amount of information. In addition, the type system utilized amongst topics changes from one topic to the next which breaks the continuity of the site.



Comment

This section is well laid out. Topics are easily differentiate, however, there doesn't appear to be any search or filtering capabilities to allow users to sort through information in any way aside from clicking through page by page. With the vast number of posts it would be very difficult for a user to easily sort through this information.

Legend

Main Page

Sub Page

Piece of
Content

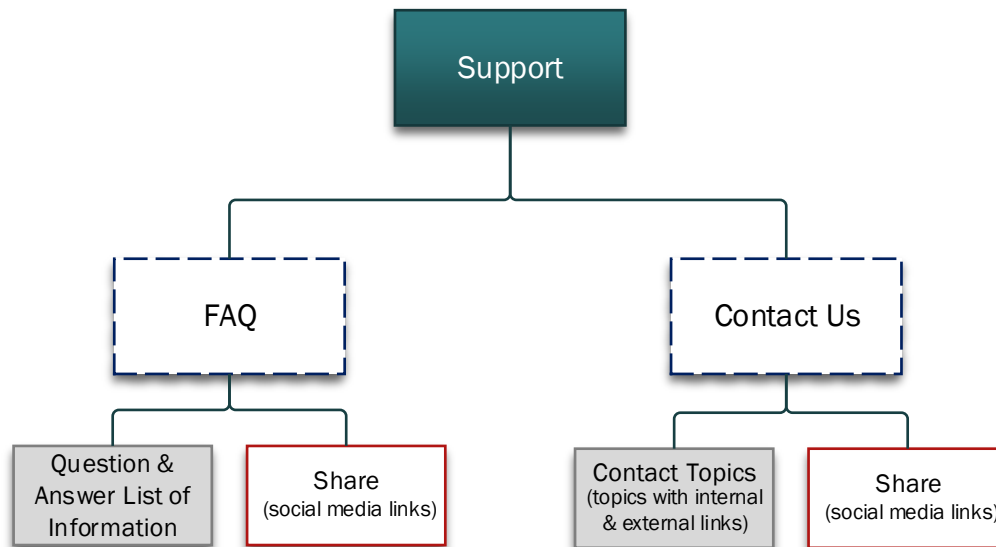
Group of
Page
Content

External
Content

Related
Content



Rotating
Content



Comment

This area of the site is well designed with the question/ topic areas differentiated to the left and the responses to the right. I may suggest differentiating the headings from the text even further with a bolding of the heading or change of color given the use of the same color for both hypertext and headings.

Legend

Main Page

Sub Page

Piece of Content

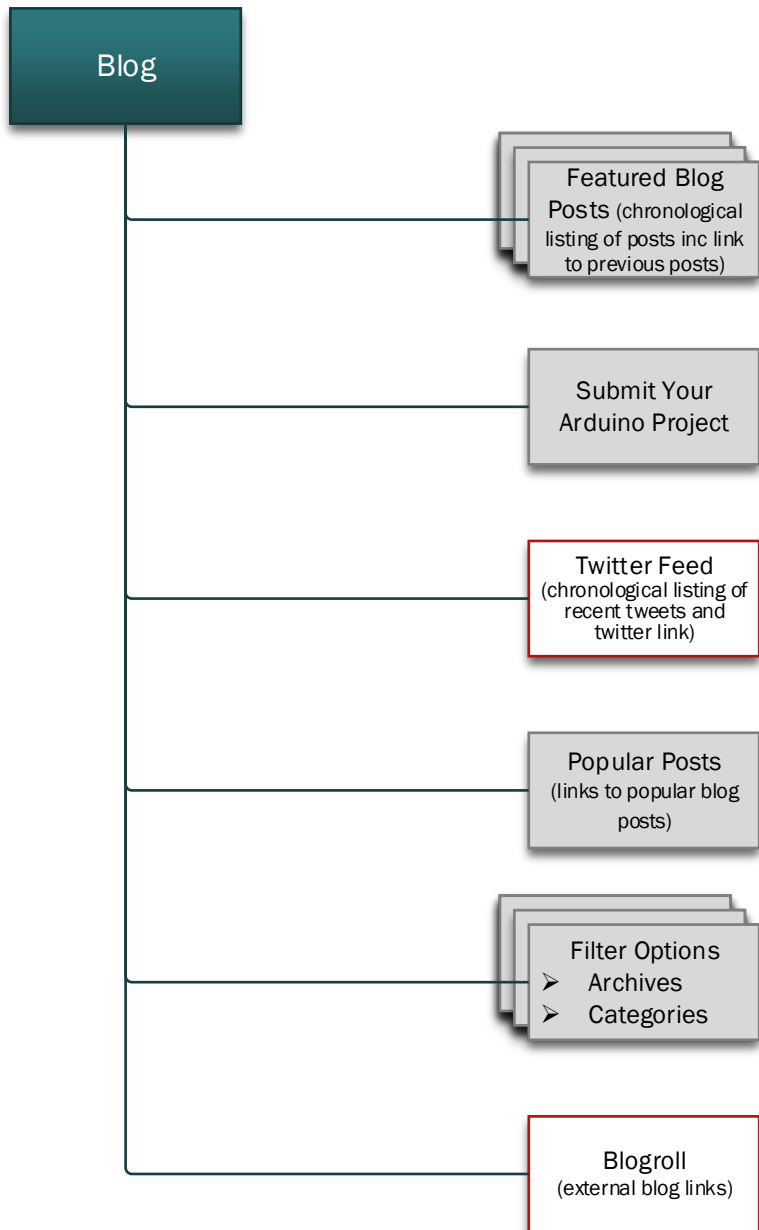
Group of Page Content

External Content

Related Content



Rotating Content



Comment

Although this page does offer filtering options, if a user did not know where within the 200+ category options their desired topic fit, or when the post they were looking for was written, it would be nearly impossible to find their desired information. Even if they did know which category, there are multiple categories, like Led(s) that have more than one category option with the exact same name. Led(s) has 7 alone. How would you know which one to search within?

Legend

Main Page

Sub Page

Piece of
Content

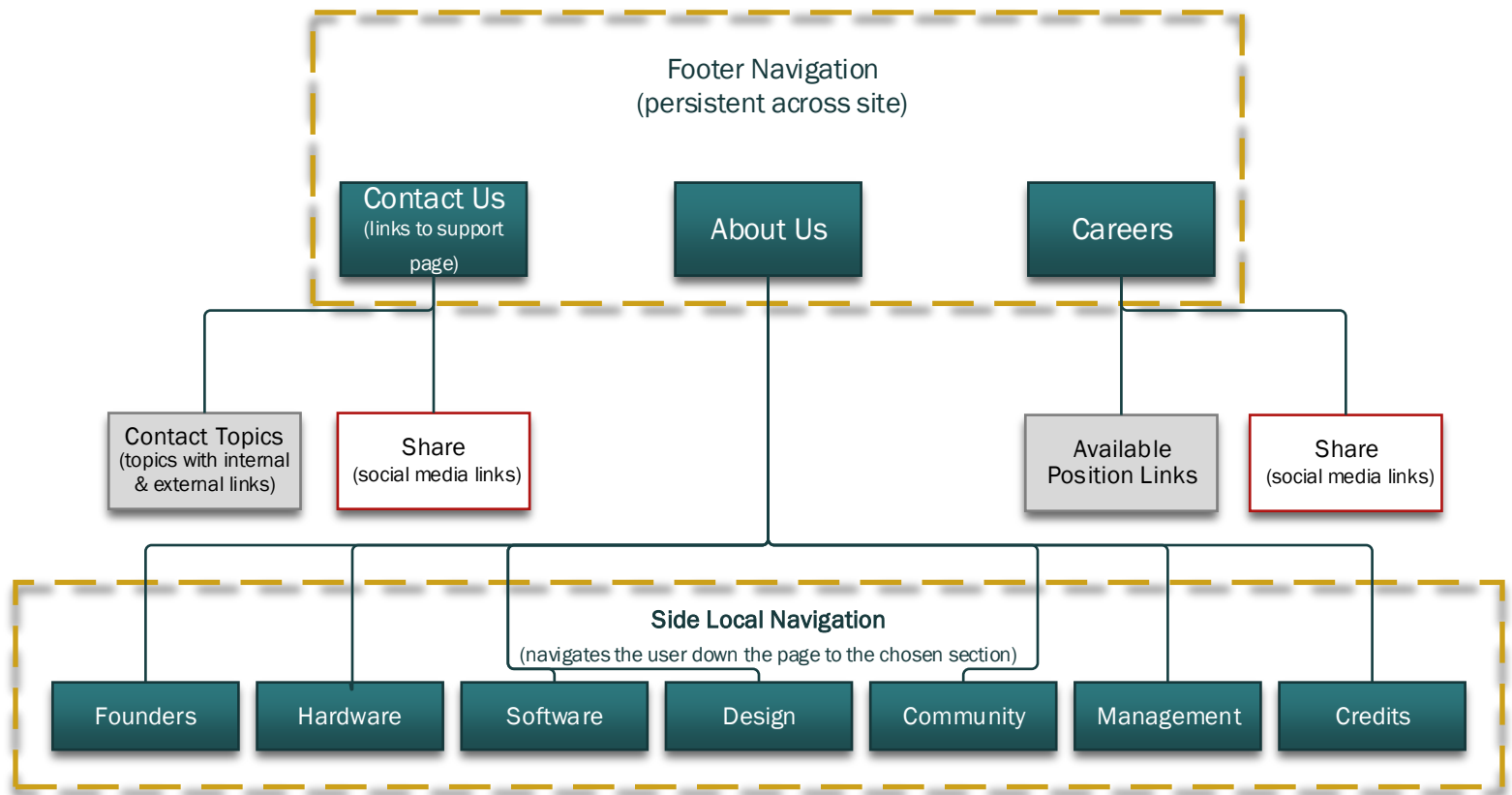
Group of
Page
Content

External
Content

Related
Content



Rotating
Content



Comment

The local side navigation in the About Us section does a good job of scrolling the user through the team images and biographies, but there is a “Credit” heading at the bottom of the navigation that appears to have no functionality. It is a different color than the other headings and does not perform a function when clicked.

Legend

Main Page

Sub Page

Piece of
Content

Group of
Page
Content

External
Content

Related
Content



Rotating
Content

Arduino.cc Site Critique

What Works

Overall Organization Structures & Schemes: Overall the site was well organized and easy to navigate. The relationship between the content was well done, and labeling schemes did display continuity between various sections of the site.

Buy Page Site Search: A site specific search what utilized for the Buy page rather than the Google search which is used for the remainder of the site. This search functions well, and returns useful results.

Playground Section: This section is vast, but helps to keep user engagement with the site, and peak interest in the site's products, which could in turn lead to increased revenue.

Global Navigation: The global navigation is well done, and easily understood. The sections with larger amounts of information/topics utilize dropdown menus, and it is clear what information you will be directed to when you click on an item.

What Isn't Working and Recommendations for Improvement

Google Search: Given the vast amounts of information available on the site, the Google Search proves somewhat useless. Nearly every search will return over 100 results with vaguely similar information to what you were searching for. Better tagging/indexing of information for search is necessary.

Lack of Filter Options: The inability to filter throughout the site. While some sections, of the site do provide filtering options, not all options are good, and some sections, like the Arduino products page and the Forum don't offer filtering at all. It is recommended to add filtering options to the

Continuity of Type System, Site Style, and Function: The lack of continuity between the layout and type system between pages made for a confusing experience when navigating through various sections of the site. In addition, the use of photo linking for some product pages and not others could be frustrating to users. In order to create familiarity for the user, and lessen the time the user would have to take to learn the site, it is recommended that the pages throughout the site be restructured utilizing one style with standard functionality (i.e. If pictures can be clicked to redirect on one page, allow for this on all pages).

Navigation: While the majority of the global navigation did remain in tact while navigating throughout the site, the footer navigation did seem to change on various pages which could lead to user frustration. In addition, the local navigation throughout the site takes on many different forms from left side to top to right side navigation. It is recommended that all global navigation remain intact throughout the site, and local navigation take on one form to provide familiarity for the user throughout the site.