

HCI 454 (Summer 2017)

Woof Dogs

Information Architecture



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Project Overview

Speak to any dog owner and they'll tell you what a priceless experience it is having a dog as a companion, but ownership also takes a lot of hard work. Getting started is one of the hardest parts of ownership particularly when you never owned a dog before. When looking for a dog, potential owners need to do their research, not everything is the same; temperament, size, weight, etc. all need to be considered. What is the purpose for your new furry friend? Will the dog be a companion, service dog, family dog, or perhaps a brother or sister to another pet?

Most new pet owners are not doing enough to understand what happens when a pet enters their lives, which in turn can cause the dog to become an unwanted nuance. One reason that can attribute to this is that information is spread out, requiring potential owners to spend hours searching to find what they need. There are sites for specific breeds, training, diets, but nothing really provided for a centralized location for owners.

The purpose of this project is to build an an informational site that explores the various aspects of dog ownership. The site would focus on bringing together the sheer amount of information into a centralized location. In order to provide users with a more fluid experience I will design the information architecture (IA) for an interface that allows users to find a range of topics including breeds, training, diet, health care, breeder's vs adopting, etc. The interface will go through several rounds of card sorting and testing to determine the best way to categorize the site.

Content Items

There are two major contents items for the proposed site website that will be explored: (1) global navigation and (2) drop down navigation items.

1. **Global navigation:** The initial proposed global navigation will need to be explored to ensure that drop down menu items fit under correct navigational categories as well as to ensure that there are no redundant and competing category labels.

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2. **Drop down navigation items:** Drop down items are used to organize content into small, uncluttered elements so that users can find specific information. Proposed drop down items will need to be explored to ensure that they fit properly under the proposed global navigation and that they are not redundant.

The following proposed global navigation and drop down menu items will be explored:

Global Navigation	Drop Down Menu Items
Becoming a Dog Owner	Content Items - Becoming a dog owner, breeders, adoption
Choosing a dog	Content Items - Breeds by characteristic, energy level, size, intelligence, short / long hair, home size, good with children, good with other dogs, health
Breeds	Content Items - List of dog breeds
Health	Content Items - Vaccination and vet care, allergies, emergencies and first aid, dental care, ear care, grooming and hygiene, parasite prevention and treatment, common health issues, exercise, pet insurance, cost of care
Diet	Content Items - Dog food basics (dry, wet, natural, grain free, puppy, adult, senior), brands, reviews, raw diet, supplements, treats, recalls
Training	Content Items - Basic, advanced, tricks, sports, behavior issues
Puppies	Content Items- Preparing for a puppy, three to twelve weeks, three to six months, six to eighteen months
Community	Content Items: General based on the content outlined above.

See [Appendix 1.0](#) for full descriptions of global navigation and drop down menu.

Testing Strategy

In order to establish a refined navigational structure a categories and subcategories will be created which will be put into a content inventory in order to remove redundant categories. The remaining categories will be used to conduct two rounds of card sorting followed by a round of treejack testing. During the first round of card sorting a hybrid sort will be used to allow participants to move cards into predefined categories as well as create their own. Results from the first card sort will be used to conduct another content inventory in which categories and subcategories will be further refined. The refined content inventory will be used to conduct a closed card sort in which participants will move cards into predetermined categories. Based on the results from the second card sort a treejack test will be conducted after which a sitemap will be developed.

Personas 1



PATTY

“who has never owned a pet before she is a little unsure of where to start”

Age: 25
Education: Bachelor's Degree
Pet: None
Pet Care Experiences:
 New pet owner with very minimal experiences, have handled pets from friends & families.

GOALS

- Basic knowledge of pet care, diet, training and behavior
- Tips and tricks from other pet owner's experiences
- Have access to information about being a first time owner

FRUSTRATIONS

- Lacking time needed as a great pet care taker
- Work and social life schedule needs to be reevaluated

KEY CHARACTERISTICS

- Animal Lover
- Single & New pet owner
- Works full time


KNOWLEDGE OF OWNING A PET



PET CARE EXPERIENCE



TIME AVAILABLE FOR PET



USE OF TECHNOLOGY



Personas 2



PATRICK

“whichever breed he selects has to be good with kids and other dogs”

Age: 53

Education: Masters

Pet: Small, year old bichon name Noodles.

Pet Care Experiences:

Knowledgeable, as him and his wife have raised Noodles since he was a puppy.

GOALS

- Gain knowledge as to type of breed or characteristic will suit his family and Noodles
- Learn new facts or tips/tricks from other owners that may help improve his pet care

FRUSTRATIONS

- Selecting a breed that will work with his family and Noodles

Patrick can't imagine his life without his faithful bichon, Noodle. As a child, he grew up with pets being around his life. His parents owned both dogs and cats, so there was never a dull day growing up with them. He knew once he got older he would too own his own dog with his family. He is the primary person who takes the bulk of the responsibilities as the pet care giver, as his wife is busy caring for a one and three year old toddler.

Although he is a full time employee as tech support, his work schedule is flexible and allows him to work from home from time to time. He is able to have a good balance of time between his work, family, pet care and social life. He is very knowledgeable for caring for pets, but information or tips can evolve and he is more than willing to try or change up the routine to make Noodle's life happier and comfortable. He expresses interest in learning new food diets, treats, exercises that will help prolong his Noodle's life.

KEY CHARACTERISTICS

- Very knowledgeable in pet care
- Animal lover
- Flexible schedule

KNOWLEDGE OF OWNING A PET



TIME AVAILABLE FOR PET



PET CARE EXPERIENCE



USE OF TECHNOLOGY



Use Scenarios

Scenario 1

Patty is a recent college graduate living in an inexpensive apartment in the city. As a full time office worker, Patty wants to come home to a warm hearted go lucky dog at the end of the day. As someone who has never owned a pet before Patty is a little unsure of where to start. Patty begins by looking at the “Becoming a Pet Owner” section and browses the list of dogs available for adoption but doesn't know if any of the pets would be a right fit. Patty exits the adoption page and back to the “Becoming a Pet Owner” section and reads through

various articles about things to consider in ownership. Patty has a slightly better idea of what she is looking for and how it will fit her needs. She knows she needs a dog that is ok in a smaller environment and that is generally healthy. Having this knowledge Patty navigates to “Choosing a Dog” section and selects “Home Size” in the sub menu. Several different breeds come up and Patty begins reading about each type of dog. Patty explores different characteristics about each dog and decides to get an idea of the health cost involved. Patty jots down some of the health issues associated with her interested breed and navigates “Health” section to learn more about these issues. Wanting to know the financial aspects associated with these potential health problem Patty selects the “Cost of Care” submenu under “Health, there Patty gets a better understanding of what it might cost to treat these health issues. After several hours of reading Patty is exhausted but has a better understanding of what she is looking for.

Scenario 2

Patrick is a family man with his wife and two young kids. He is a full-time tech worker which offers flexible hours. Because of Patrick's flexible work schedule, he knows that someone will always be home to take care of his ten-year-old Bichon “Noodles”. Patrick and his wife are currently looking for another friend for Noodles since he is getting older, they figure it would be nice for him to have someone to play with. Patrick doesn't know much about other breeds but does know that whichever breed he selects has to be good with kids and other dogs. Patrick navigates to the “Choosing a Dog” section and browses the various submenus provided focusing primarily on the “Good with Children” and “Good with Other Dogs” submenu. Patrick makes note of some of his findings and hopes to discuss this with his wife when she gets home. While on the site Patrick remembers, his veterinarian telling him that Noodles may want some to start transitioning to food that is geared more towards senior dogs. Patrick navigates over to the “Diet” section and selects “Dog Food Basics - Seniors”. Patrick gets an idea of what to look for in his potential selection and moves over to the “Reviews” section. Patrick learns about various ingredients in each food and looks at some of the user's reviews. Wanting to know more about a specific brand of food and how it would fit in with the Bichon breed, Patrick navigates to the “Community” section and post

a question asking for feedback regarding his interested brand and Bichons. Patrick checks the time and decides to get ready for work while he waits for a response.

Testing Process

Content Creation / Inventory

Initial navigational structure was created based on the global navigation acting as a table of contents and that subcategories would be grouped into topics or categories that best fit. Cards were created by writing down a general list of items that new owners might want to learn about when getting a new dog. From there redundant cards were removed and remaining cards were placed into groups based on similarity. Groups were then given a category name that best represented the cards. Based on the category names additional cards were then added to the categories. A content inventory ([Appendix 1.1](#)) was created with 1 level 1 category, 6 level 2 categories, 28 level 3 categories, 5 level 4 categories, and 3 level 5 categories. The content inventory would be used for the first round of testing, however only level 2 and level 3 categories were to be tested.

I. First card sort

All card sorting was done by using OptimalSort by Optimal Workshop. The first card sort was hybrid (participants are able to add their own cards and categories to existing ones), and it contained 28 cards and 7 categories (Fig 1).

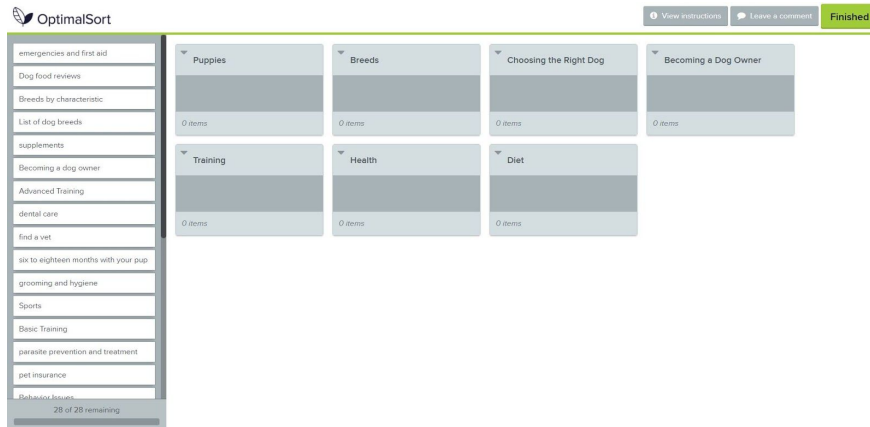


Fig 1 - First Card Sort

The first round of card sorting focused on refining level 2 and level 3 categories. The card sort was sent to friends, family, and colleagues of which 8 participants completed the card sort with a median time of 4.90 minutes (Fig 2).

Summary

This OptimalSort card sort study was launched on Jul 24 2017 and closed on Jul 30 2017.
 The latest response was received on Jul 29 2017.
 8 completed and 4 abandoned.
 12 people participated and 8 (66%) of those people sorted all 28 cards into an average of 7 groups.

Top Participant Locations

Location	Percentage
United States	
San Francisco, California	42%
Mililani Town, Hawaii	25%
Walnut Creek, California	17%
Honolulu, Hawaii	8%

Overall

Time Taken

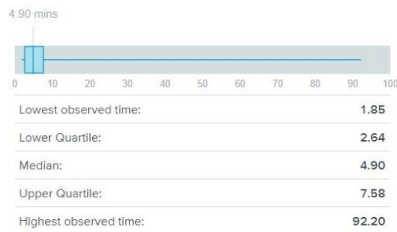


Fig 2 - Summary of First Card sort

Analysis of the [Standardization Grid](#) was done using Microsoft Excel ([Table 1](#)). Based on the analysis the key findings from the first card sort were:

1. There was a split in where participants were putting “Preparing for a Puppy” with half of the participants putting the card under “Puppies” and the other under “Becoming a Dog Owner”.
2. “Choosing the Right Dog” category had no dominate cards making it the only category with no cards. While the data showed “Breeders” with the most participants putting it under “Choosing the Right Dog”, it was not clear enough that the results warranted the card to fall under “Choosing the Right Dog” category.
3. There was no clear indication as to where “Breeders” card should fall under.

Row Labels	Becoming a Dog Owner	Breeds	Choosing the Right Dog	Diet	Health	Puppies	Sports	Training	Vet Care	Grand Total	Percentage
Adoption	7		1							8	87.50%
Advanced Training	1							7		8	87.50%
Basic Training	1							7		8	87.50%
Becoming a dog owner	8									8	100.00%
Behavior Issues	2		1		1			4		8	50.00%
Breeders	1	2	3			2				8	37.50%
Breeds by characteristic		5	3							8	62.50%
dental care				1	7					8	87.50%
Dog food basics	1			7						8	87.50%
Dog food brands	1			7						8	87.50%
Dog food reviews	1			7						8	87.50%
ear care					8					8	100.00%
emergencies and first aid					8					8	100.00%
exercise					7		1			8	87.50%
find a vet	5				2				1	8	62.50%
grooming and hygiene					8					8	100.00%
List of dog breeds	1	6	1							8	75.00%
parasite prevention and treatment	1				6			1		8	75.00%
pet insurance	2				5				1	8	62.50%
Preparing for a puppy	4					4				8	50.00%
six to eighteen months with your pup						5		3		8	62.50%
Sports					3		1	4		8	50.00%
supplements				6	2					8	75.00%
three to six months with your pup						5		3		8	62.50%
three to twelve weeks with your pup						6		2		8	75.00%
treats	1			7						8	87.50%
Tricks	1							7		8	87.50%
Vaccination and vet care	1				6				1	8	75.00%

Table 1 - Standardization Grid Analysis

See [Appendix 1.2](#) for full first card sort results.

Based on the first round of card sorting several changes were made to the categories and subcategories:

-
- “Puppies” category was eliminated and three of its original cards; “Six to Eighteen Months with your Pup”, “Three To Six Months With Your Pup”, and “Three To Twelve Weeks With Your Pup” should be subcategories of “Preparing For a Puppy”.
 - Removing “Six to Eighteen Months with your Pup”, “Three To Six Months With Your Pup”, and “Three To Twelve Weeks With Your Pup” allowed for the removal of the “Puppies” category as “Preparing For a Puppy” could fall under “Becoming a Dog Owner”.
 - “Becoming a Dog Owner” card was removed as it was redundant to have a card and category have the same label.
 - “Choosing the Right Dog” category was also eliminated.
 - “Breeders” card was remained to “Finding a Breeder” to provide more clarification to the card.
 - “Breeds by Characteristics” and “List of Dog Breeds” was removed and broken out to provide more clearer and specific cards; “A-Z Dog Breeds”, “Best Breeds For”, and “Breeds by Group” is used in its place.

With the new changes, a revised content inventory ([Appendix 1.3](#)) was created and consisted of 5 level 2 categories, 26 level 3 categories, and 17 level 4 categories. The revised content inventory would be used for a second card sort.

II. Second card sort

The second card sort (Fig 3) was closed (participants were not able to add their own cards or categories to the card sort), and it contained 25 cards and 5 categories.



Fig 3 - Second Card Sort

The second card sort was sent to friends, family, and colleagues of which 10 participants completed the card sort with a median time of 2.03 minutes (Fig 4).

Summary

This OptimalSort card sort study was launched on Jul 30 2017 and closed on Jul 31 2017.
 The latest response was received on Jul 31 2017.
 10 completed and 1 abandoned.
 11 people participated and 10 (90%) of those people sorted all 25 cards.

Top Participant Locations

United States	
San Francisco, California	27%
Honolulu, Hawaii	18%
Walnut Creek, California	18%
Fremont, California	18%
South San Francisco, California	9%
Fort Lee, New Jersey	9%

Overall

Time Taken



Fig 4 - Summary of Second Card sort

Using the [Popular Placement Matrix](#) from the second card sort, an analysis was done using Microsoft Excel table (*Table 2*) to review the second card sort results as well as an analysis between the first and second card sorts. The results showed some key findings from the second card sort:

1. Changing “Breeders” to “Finding a Breeder” helped to clarify what category the card should fall under. There was an increase from 37.50% during the first round to 70% in the second round with “Finding a Breeder”.
2. Removing “Breeds by Characteristic” and “List of Dog Breeds” and replacing them with “A-Z Dog Breeds”, “Best Breeds For” and “Breeds by Group” helped more users in placing the cards in just one or two categories versus three or four..
3. 100% of participants selected “Becoming a Dog Owner” category for “Preparing for a Puppy” card after removing the “Puppies category”, opposed to just 50% putting it in “Becoming a Dog Owner” category during the first card sort.
4. 28% reduction in where participants placed the “Exercise” card. During the second card sort 60% of participants placed the “Exercise” card under the “Health” category opposed to 88% during the first card sort.
5. 13% reduction in where participants placed the “Pet Insurance” card. During the second card sort 50% of participants placed “Pet Insurance” card under the “Health” category opposed to 63% during the first card sort.

Row Labels	Becoming a Dog Owner	Breeds	Choosing the Right Dog	Diet	Health	Puppies	Sports	Training	Vet Care	Grand Total	Percentage
Adoption	7		1							8	87.50%
Advanced Training	1							7		8	87.50%
Basic Training	1							7		8	87.50%
Becoming a dog owner	8									8	100.00%
Behavior Issues	2		1		1			4		8	50.00%
Breeders	1	2	3			2				8	37.50%
Breeds by characteristic		5	3							8	62.50%
dental care				1	7					8	87.50%
Dog food basics	1			7						8	87.50%
Dog food brands	1			7						8	87.50%
Dog food reviews	1			7						8	87.50%
ear care					8					8	100.00%
emergencies and first aid					8					8	100.00%
exercise					7			1		8	87.50%
find a vet	5				2				1	8	62.50%
grooming and hygiene					8					8	100.00%
List of dog breeds	1	6	1							8	75.00%
parasite prevention and treatment	1				6			1		8	75.00%
pet insurance	2				5				1	8	62.50%
Preparing for a puppy	4					4				8	50.00%
six to eighteen months with your pup						5		3		8	62.50%
Sports					3		1	4		8	50.00%
supplements				6	2					8	75.00%
three to six months with your pup						5		3		8	62.50%
three to twelve weeks with your pup						6		2		8	75.00%
treats	1			7						8	87.50%
Tricks	1							7		8	87.50%
Vaccination and vet care	1				6				1	8	75.00%

Row Labels	Becoming a Dog Owner	Breeds	Diet	Health	Training	Grand Total	Percentages	Difference
Advanced Training					10	10	100.00%	12.50%
Basic Training		1			9	10	90.00%	2.50%
Behavior Issues		1	1		6	10	60.00%	10.00%
Finding a Breeder		7	3			10	70.00%	32.50%
Breeds by Group		10				10	100.00%	37.50%
Dental Care				10		10	100.00%	12.50%
Dog Food Basics		3		7		10	70.00%	-17.50%
Dog Food Brands		2	1	7		10	70.00%	-17.50%
Dog Food Reviews		2		8		10	80.00%	-7.50%
Ear Care				10		10	100.00%	0.00%
Emergencies And First Aid		2		8		10	80.00%	-20.00%
Exercise				6	4	10	60.00%	-27.50%
Find A Vet		7		3		10	70.00%	7.50%
Grooming And Hygiene		2		8		10	80.00%	-20.00%
Best Breeds For		1	9			10	90.00%	15.00%
Parasite Prevention And Treatment		1		9		10	90.00%	15.00%
Pet Insurance		5		5		10	50.00%	-12.50%
Preparing For A Puppy		10				10	100.00%	50.00%
Sports				3	7	10	70.00%	20.00%
Supplements			7	2	1	10	70.00%	-5.00%
Treats		1		9		10	90.00%	2.50%
Tricks		1			9	10	90.00%	2.50%
Vaccination And Vet Care		2		8		10	80.00%	5.00%
A-Z Dog Breeds		1	9			10	90.00%	

Table 2 - Card Sort 1 and 2 Analysis

See [Appendix 1.4](#) for full second card sort results. Based on the results from the second card sort, the categories and cards that saw a reduction were chosen to be tested during the task based test.

III. Task based test

Task based testing was done using Treejack by Optimal Workshop with the same categories and cards that were used during the second sort. There were 10 participants who took part in the testing with 9 participants completing all 3 tasks and 1 participant completing two task and indirectly failing one task (Fig 5). Overall results were:

1. On average, participants completed all 3 tasks within 1.74 minutes.
2. Out of all the tasks completed by participants, 97% ended up at a "correct" answer.
3. Out of all the tasks completed by participants, 63% of answers were chosen without backtracking.

Summary

This Treejack tree test study was launched on Aug 02 2017 and is still active.
The latest response was received on Aug 02 2017.
10 completed and 1 abandoned.
11 people have participated and 10 (90%) of those people completed all 3 tasks.

Top Participant Locations

> United States

Overall

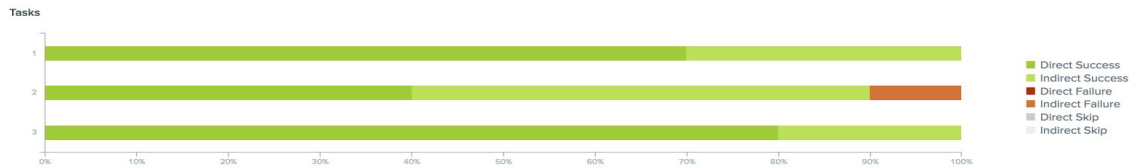
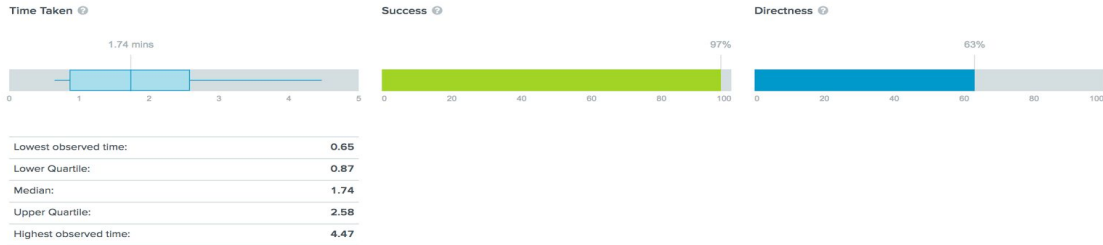


Fig 5 - Summary of Task Test

Task were designed around the categories and cards that participants had troubles with during the second card sort. Additionally I wanted to test one of the newer cards created after the first sort, specifically one that had a 4th level navigation. The testing consisted of using two categories (Breeds and Health) and three different cards (Best Breeds For, Exercise, and Pet Insurance) (Fig 6).

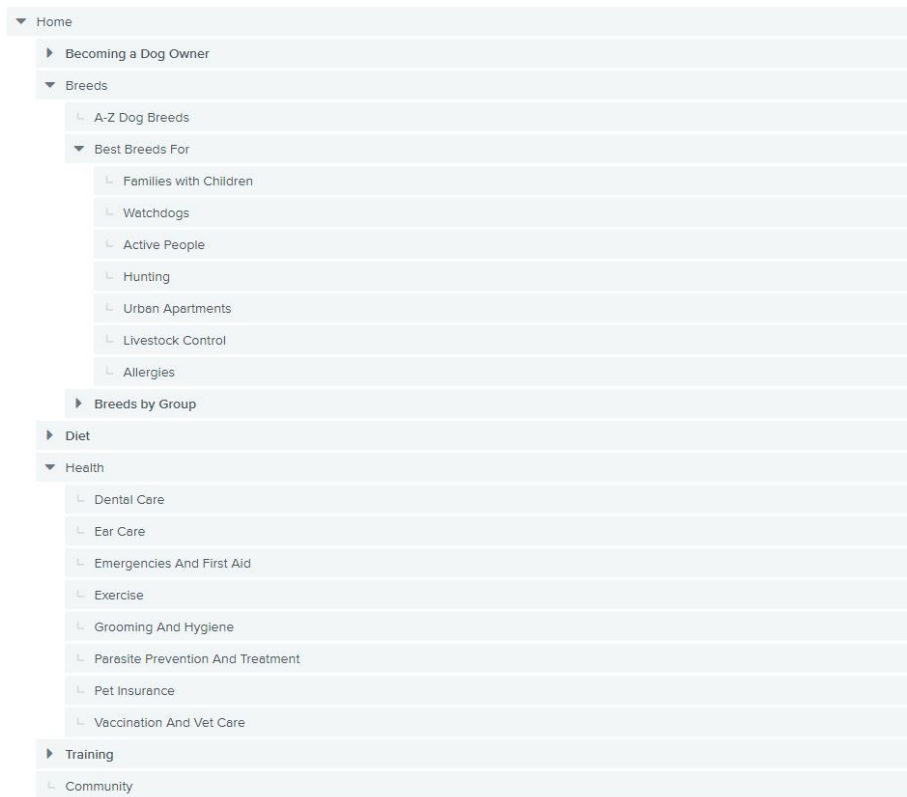


Fig 6 - Task Test Hierarchy

The result of each tasks were:

1. **Finding information related to pet insurance** (Fig 7): 80% of participants visited the Health category first, and 100% of participants visited it during. 20% of participants visited the Kitchen category first. All participants were able to complete the task.

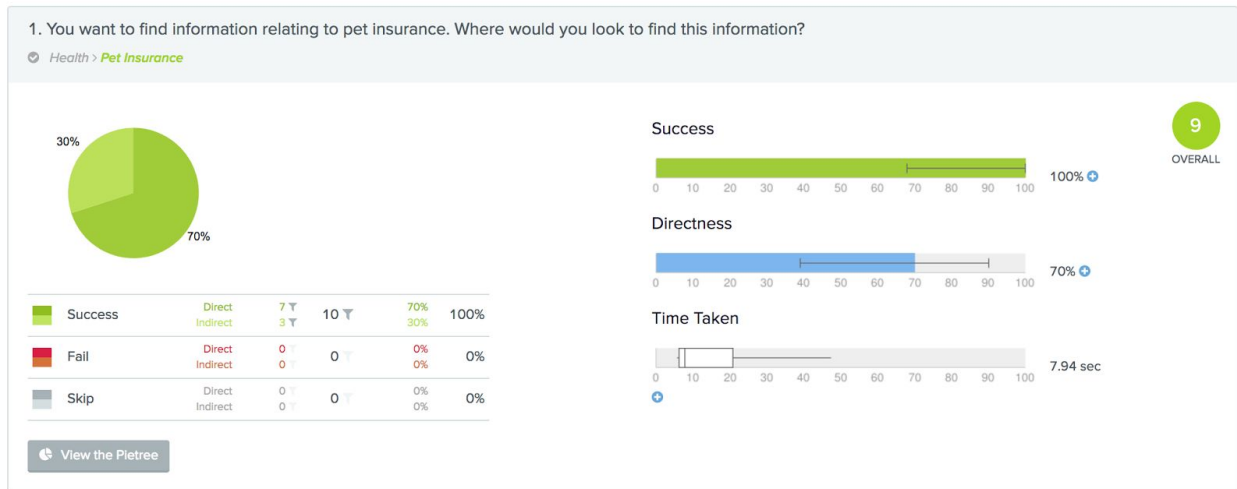


Fig 7 - Task Test 1 Results

2. **Finding information related to dog exercise** (Fig 8): 60% of participants visited the Health category first, and 100% of participants visited it during. 20% of participants visited the Training category first, 10% visited the Diet category, and 10% visited Breeds first. One participant failed the task.

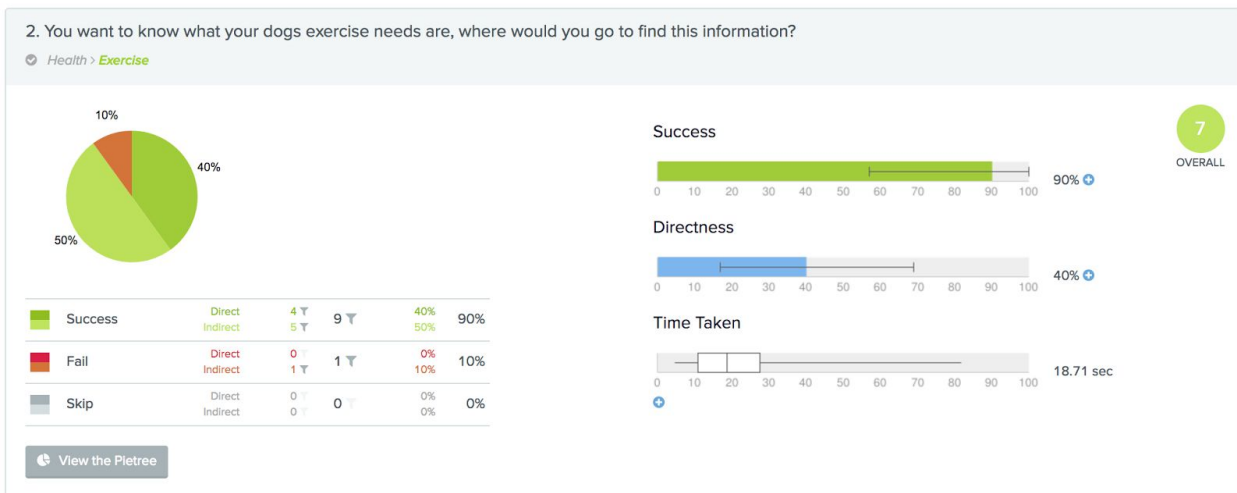


Fig 8 - Task Test 2 Results

3. **Find a dog that is good with families with children** (Fig 9): 80% of participants visited the Breed category first, and 100% of participants visited it during. 10% of

participants visited the Community category first, and 10% of participants visited the Becoming a Dog Owner category first. All participants were able to complete the task.

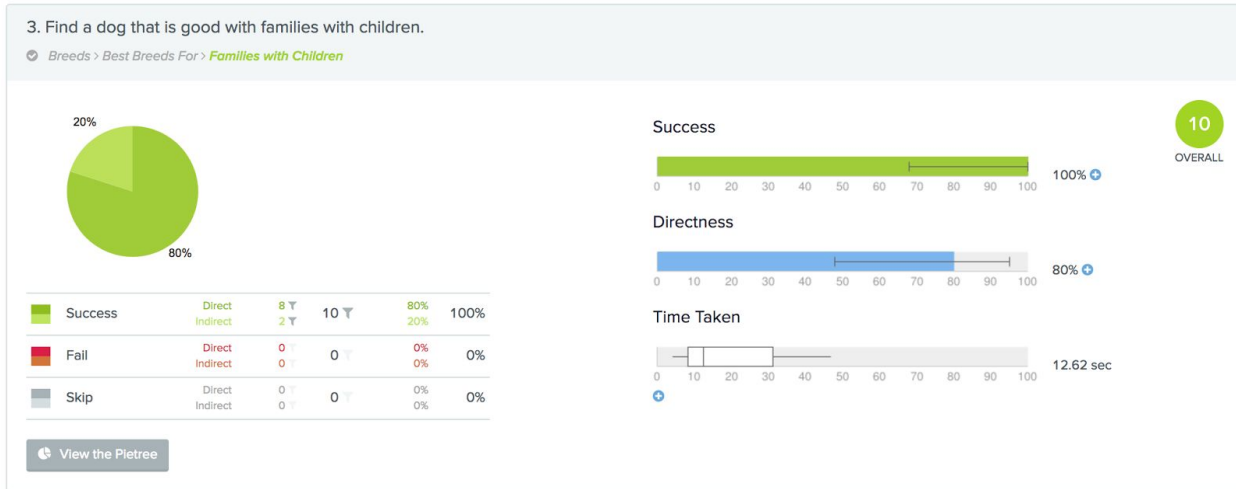


Fig 9 - Task Test 3 Results

See [Appendix 1.5](#) for full TreeJack results. Results from the task based testing indicated that participants associated “Pet Insurance” with the “Health” category by clicking on “Health” first 80% of the time contradicting the results from the second card sort which showed that only 50% of participants associating “Pet Insurance” with the “Health” category (Fig 10).

Participant Paths ⌵

Task 1

Filter: Direct Success Indirect Success Direct Failure Indirect Failure Direct Skip Indirect Skip

1. You want to find information relating to pet insurance. Where would you look to find this information?

Health > Pet Insurance

SUCCESS ⌵	PARTICIPANT ⌵	PATH ⌵
■	1	> Health > Pet Insurance
■	2	> Health > Pet Insurance
■	3	> Health > Pet Insurance
■	5	> Becoming a Dog Owner < Home > Health > Pet Insurance
■	6	> Health > Pet Insurance
■	7	> Health > Pet Insurance
■	8	> Becoming a Dog Owner > Find A Vet < Becoming a Dog Owner > Preparing For A Puppy < Home > Health > Pet Insurance
■	9	> Health > Pet Insurance
■	10	> Health < Home > Breeds < Home > Health > Pet Insurance
■	11	> Health > Pet Insurance

Fig 10 - Task 1 Click Path

Task based testing also confirmed that 60% of participants associated “Exercise” with the “Health” category which is in line with the second card sort results. There was one failure with the Exercise task and when I followed up with the participant regarding the failure he cited that the wording of the question was confusing (Fig 11).

Participant Paths ⓘ

Task 2Filter: Direct Success Indirect Success Direct Failure Indirect Failure Direct Skip Indirect Skip

2. You want to know what your dogs exercise needs are, where would you go to find this information?

Health > Exercise

SUCCESS	PARTICIPANT	PATH
■	1	> Training > Sports < Home > Health > Exercise
■	2	> Health > Exercise < Home > Training < Home > Health > Exercise
■	3	> Health > Exercise
■	5	> Diet < Home > Health > Exercise
■	6	> Health > Exercise
■	7	> Health < Home > Training > Basic Training < Home > Becoming a Dog Owner < Home > Breeds < Home > Training > Sports < Training < Home > Health > Exercise
■	8	> Training < Home > Health > Exercise
■	9	> Health > Exercise
■	10	> Breeds > A-Z Dog Breeds < Home > Health < Home > Health < Home > Breeds > A-Z Dog Breeds < Home > Training < Home > Breeds > A-Z Dog Breeds
■	11	> Health > Exercise

Fig 11 - Task 2 Click Path

Lastly although the 4th level navigation category “Families with Children” was not in either card sort, I wanted to test the parent category “Best Breed For” to see if the card was a clear enough indicator that participants would be able to associate the 3rd level category to the 4th level category. The click path (Fig 12) indicated that 80% of participants had direct success with the task with 100% of participants completing the task.

Participant Paths 🔗

Task 3

Filter: Direct Success Indirect Success Direct Failure Indirect Failure Direct Skip Indirect Skip

3. Find a dog that is good with families with children.

🔗 Breeds > Best Breeds For > Families with Children

SUCCESS	PARTICIPANT	PATH
■	1	> Breeds > Best Breeds For > Families with Children
■	2	> Community < Home > Training < Home > Health < Home > Breeds > Best Breeds For > Families with Children
■	3	> Breeds > Best Breeds For > Families with Children
■	5	> Breeds > Best Breeds For > Families with Children
■	6	> Breeds > Best Breeds For > Families with Children
■	7	> Breeds > Best Breeds For > Families with Children
■	8	> Becoming a Dog Owner > Adoption < Home > Breeds > Best Breeds For > Families with Children
■	9	> Breeds > Best Breeds For > Families with Children
■	10	> Breeds > Best Breeds For > Families with Children
■	11	> Breeds > Best Breeds For > Families with Children

Fig 12 - Task 2 Click Path

Overall while not every participant visited the designated category first, an average of 73% did go to the correct category on the first try and 100% of the participants did visit the correct category during the testing process.

Sitemap

An initial sitemap was created after the first round of card sorting. The initial sitemap consisted of 1 level 1 category, 6 level 2 categories, and 29 level 3 categories and was built using Microsoft Visio (Fig 13).

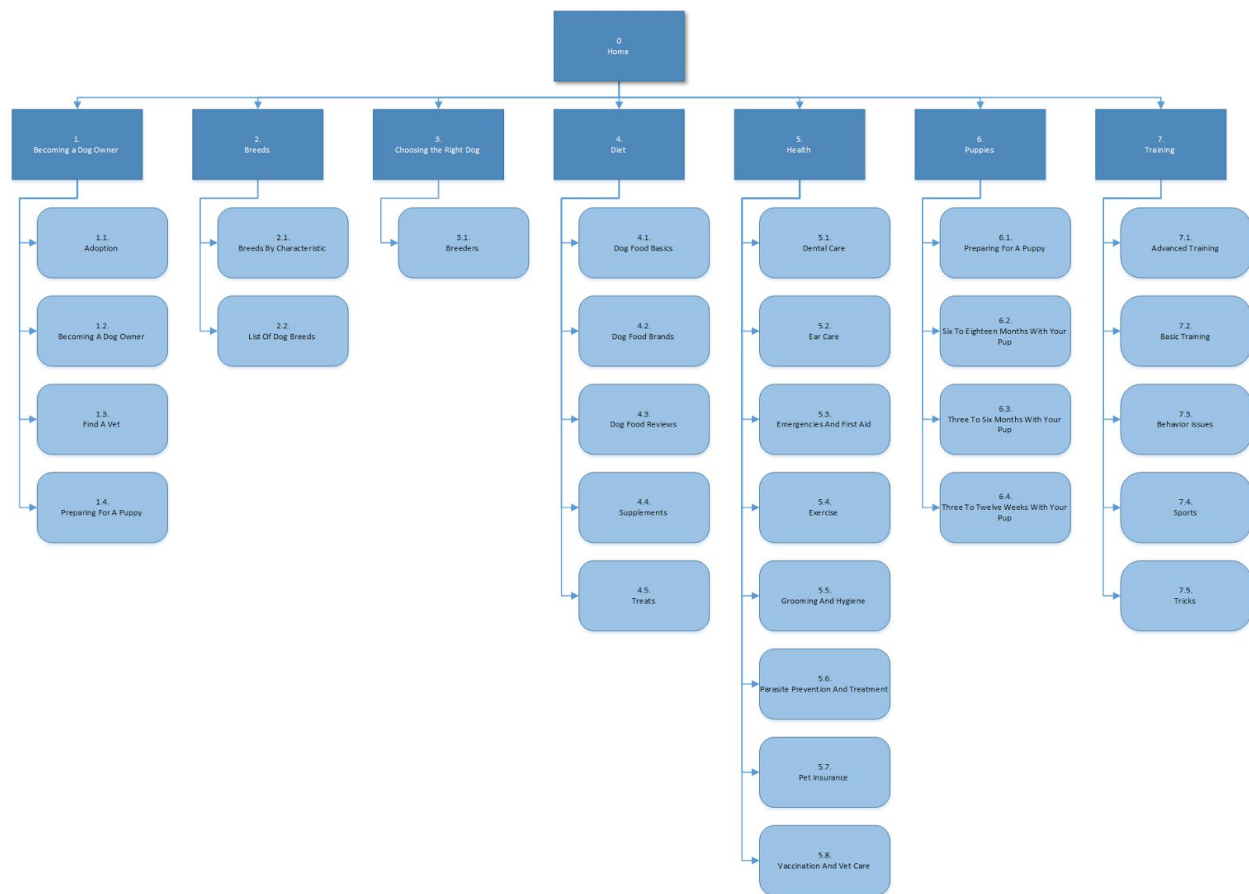


Fig 13 - First Site Map

While building the initial sitemap it became clear to that a further refinement of the existing categories was needed. A second [content inventory](#) was done prior to the second card sort where items were further refined and eventually ended up with of of 1 level 1 categories, 5 level 2 categories, 26 level 3 categories, and 17 level 4 categories.

Results from the second card sort and task based testing indicated that most level 3 categories were placed under the correct level 2 categories with the exception of “Pet Insurance”. The “Pet Insurance” card which only had a 60% first click during the task test ultimately stayed under the “Health” category because the results from the first and second card sort and task test showed that participants continuously associated “Pet Insurance” with the “Health” category. Although data from the card sorts and task testing provided

clear indication in the site map structure, I felt that there were some categories that could be further refined. The following was revised:

- Dog Food Basics, Dog Food Brands, and Dog Food Reviews were moved to level 4 navigational categories under Dog Food.

The final sitemap (Fig 14) consisted of 1 level 1 category, 6 level 2 categories, 23 level 3 categories, and 20 level 4 categories. The final sitemap was created using Microsoft Visio.

An additional level 2 category (Community) that did not need to be tested but needed to be included in the sitemap to provide a greater overall picture of the new navigation system was added. The final sitemap is broken down into several sections; home (1st level navigation), the main navigation (2nd level categories), dropdown subcategories (3rd level categories), and subcategories (4th level categories).

With the main navigation, there are drop down menu links associated to the main navigation and sub menu links associated with the drop down menu links. The sitemap also includes search results page, conditional areas in which actions are taken based on user interactions, external links, an article aggregator, videos, search, and user forum. Multiple page categories are template based since they will be displaying multiple versions of similar content.

The Home page is the the only level category and is used to facilitate navigation to other pages by providing links, articles, and videos.

“Becoming a Dog Owner” is the first 2nd level category and consist of “Preparing for a Puppy”, “Finding a Breeder”, “Adoption” and “Finding a Vet” as its level 3 categories. “Preparing for a Puppy” has three level 4 categories consisting of “Three to Twelve Weeks”, “Three to Six Month”, and Six to Eighteen Months”. “Finding a Breeder”, “Adoption” and “Finding a Vet” provides a search function. Should the user decide to use the search function three level 4 categories are presented in which the user has the option to select external links to the search results.

“Breeds” has three level 3 categories consisting of “A-Z Dog Breeds”, “Best Breeds For”, and “Breeds by Group”. “A-Z Dog Breeds” is a multiple page category and uses templates to display information. There are 14 level 4 categories falling under “Best Breeds for” and “Breeds by Group” which have conditional areas, should the user select links from these level 4 categories the pages link back to “A-Z Dog Breeds”.

“Diet” consist of three level 3 categories, “Dog Food”, “Supplements” and “Treats”. “Dog Food” has three level 4 categories of which two use templates and map to each other. Should a user select links within the templated page they link to the other level 4 category. Two of the level 3 categories provide links to external sites.

“Health” consist of eight level 3 categories, “Vaccination and Vet Care”, “Parasite Prevention and Treatment”, “Emergencies and First Aid”, “Dental Care”, “Ear Care”, “Grooming and Hygiene”, “Pet Insurance”, and “Exercise”. “Health” category uses a article aggregator to pull articles from its eight level 3 categories and links provided from these articles links back to the page in which the articles are written.

“Training” consist of five level 3 categories, “Basic Training”, “Advanced Training”, “Tricks”, “Sports”, and “Behavior Issues”. “Training” category uses a article / video aggregator to pull articles and videos from its five level 3 categories . Links provided on the “Training” page links back to the page in which the articles and videos are from.

Lastly, “Community” is the last 2nd level category. “Community” provides a public forum for users to ask questions, get opinions and answers.

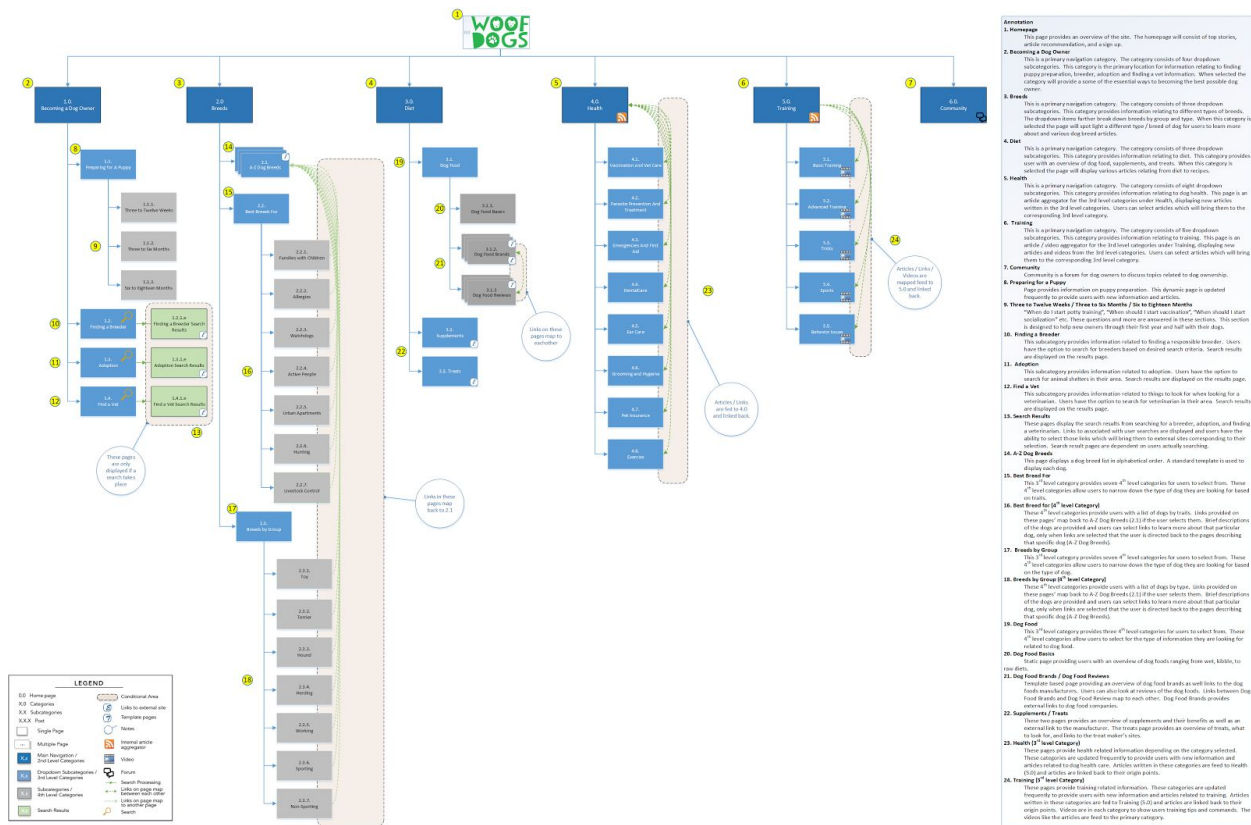


Fig 14 - Final Site Map

Retrospective

The information architecture process was fairly rewarding in that it provided exposure to seeing the process from start to finish. Coming up with the initial categories and cards was a little challenging but being a dog owner myself helped. Card sorting helped with refining both categories and cards and doing a second card sort helped to further narrow down the choices. I found that Treejack testing was a great way to solidify the results from the second card sort as it presented users with a screen that they may already be familiar and comfortable with. I learned a great deal through this process particularly narrowing and trimming down redundant categories and cards. The testing process showed me that although I think a card should fit under a certain category users may not feel the same. If I could have done things differently I would have:

-
1. Have users develop an initial list of categories / cards.
 2. Prescreened participants for the card sorting and task testing to those who are looking for a dog or have gotten a dog in the last year.
 3. Done further card sorting and task testing to further refine categories and cards.
 4. Ask follow up questions after task testing.
 5. Have a greater participant pool.

Appendix

1.0 Content Items

Global Navigation	Drop Down Menu Items
Becoming a Dog Owner	<p>This section is an introduction into what it is like to become a dog owner and the responsibilities that come with it. Through a series of question new owners can gauge whether they are ready to take that next step. This section also provides various ways to go about becoming a dog owner.</p> <p>Content Items - Becoming a dog owner, breeders, adoption</p>
Choosing a dog	<p>It's sometimes hard to know what you're looking for in a dog. The intention of this section is to help potential owners explore the different variety of dogs by breaking and grouping dogs into categories.</p> <p>Content Items - Breeds by characteristic, energy level, size, intelligence, short / long hair, home size, good with children, good with other dogs, health</p>
Breeds	<p>Explore the different types of dogs out there. This section provides list the different types of dogs as well as additional information related to the breeds.</p> <p>Content Items - List of dog breeds</p>
Health	<p>Not only is keeping your dog healthy important but it can help owners by sparing them from eyebrow-raising veterinary expenses.</p> <p>Content Items - Vaccination and vet care, allergies, emergencies and first aid, dental care, ear care, grooming and hygiene, parasite prevention and treatment, common health issues, exercise, pet insurance, cost of care</p>

Diet	<p>Diet and nutrition have become an increasingly complicated area within dog care with a variety of options and methods for feeding your dog. This section provides insight into dog food and what best fits your dog.</p> <p>Content Items - Dog food basics (dry, wet, natural, grain free, puppy, adult, senior), brands, reviews, raw diet, supplements, treats, recalls</p>
Training	<p>Dog training can strengthen your bond with your pet, eliminate behavioral issues, improve the life of your dog, and even potentially save your dog from dangerous situations.</p> <p>Content Items - Basic, advanced, tricks, sports, behavior issues</p>
Puppies	<p>A puppy's first year is critical in shaping who they will become. Understanding the needs of a pup during their first year sets them up for success down the line.</p> <p>Content Items- Preparing for a puppy, three to twelve weeks, three to six months, six to eighteen months</p>
Community	<p>Owning a dog isn't always fun and games, fortunately because so many people love dogs and have experience with dogs it can benefit everyone. The community section is where dog lovers can discuss dogs and puppies, get answers to questions, and help others out.</p> <p>Content Items: General based on the content outlined above.</p>

1.1 Content Inventory Version 1

Page Number	
0.0	Home

0.1.	Becoming a Dog Owner
0.1.1.	Adoption
0.1.2.	Becoming A Dog Owner
0.1.3.	Find A Vet
0.2.	Breeds
0.2.1.	Breeds By Characteristic
0.2.1.1	Energy level
0.2.1.2	Short / Long Hair
0.2.1.3	Good with Children
0.2.1.4	Good with Other Dogs
0.2.1.5	Size
0.2.1.5.1	Small
0.2.1.5.2	Medium
0.2.1.5.3	Large
0.2.2.	List Of Dog Breeds
0.3.	Choosing the Right Dog
0.3.1	Breeders
0.4.	Diet
0.4.1.	Dog Food Basics
0.4.2.	Dog Food Brands
0.4.3.	Dog Food Reviews
0.4.4.	Supplements
0.4.5.	Treats
0.5.	Health
0.5.1.	Dental Care

0.5.2.	Ear Care
0.5.3.	Emergencies And First Aid
0.5.4.	Exercise
0.5.5.	Grooming And Hygiene
0.5.6.	Parasite Prevention And Treatment
0.5.7.	Pet Insurance
0.5.8.	Vaccination And Vet Care
0.6.	Puppies
0.6.1.	Preparing For A Puppy
0.6.2.	Six To Eighteen Months With Your Pup
0.6.3.	Three To Six Months With Your Pup
0.6.4.	Three To Twelve Weeks With Your Pup
0.7.	Training
0.7.1.	Advanced Training
0.7.2.	Basic Training
0.7.3.	Behavior Issues
0.7.4.	Sports
0.7.5.	Tricks

1.2 Card Sort Results - First Round

1.2.1 Summary

Summary

This OptimalSort card sort study was launched on Jul 24 2017 and closed on Jul 30 2017.
 The latest response was received on Jul 29 2017.
 8 completed and 4 abandoned.
 12 people participated and 8 (66%) of those people sorted all 28 cards into an average of 7 groups.

Top Participant Locations

United States	
San Francisco, California	42%
Mililani Town, Hawaii	25%
Walnut Creek, California	17%
Honolulu, Hawaii	8%

Overall

Time Taken

4.90 mins



1.2.2 Standardization Grid

Standardization Grid

	Becoming a Dog ...	Breeds	Choosing the Rig...	Diet	Health	Puppies	Training
Adoption	7		1				
Advanced Training	1						7
Basic Training	1						7
Becoming a dog owner	8						
Behavior Issues	2		1		1		4
Breeders	1	2	3			2	
Breeds by characteristic		5	3				
dental care				1	7		
Dog food basics	1			7			
Dog food brands	1			7			
Dog food reviews	1			7			
ear care					8		
emergencies and first aid					8		
exercise					7		1
find a vet	5				2		
grooming and hygiene					8		
List of dog breeds	1	6	1				
parasite prevention and treatment	1				6		1
pet insurance	2				5		
Preparing for a puppy	4					4	
six to eighteen months with your ...						5	3
Sports					3		4
supplements				6	2		
three to six months with your pup						5	3
three to twelve weeks with your p...						6	2
treats	1			7			
Tricks	1						7
Vaccination and vet care	1				6		

1.2.3 Similarity Matrix

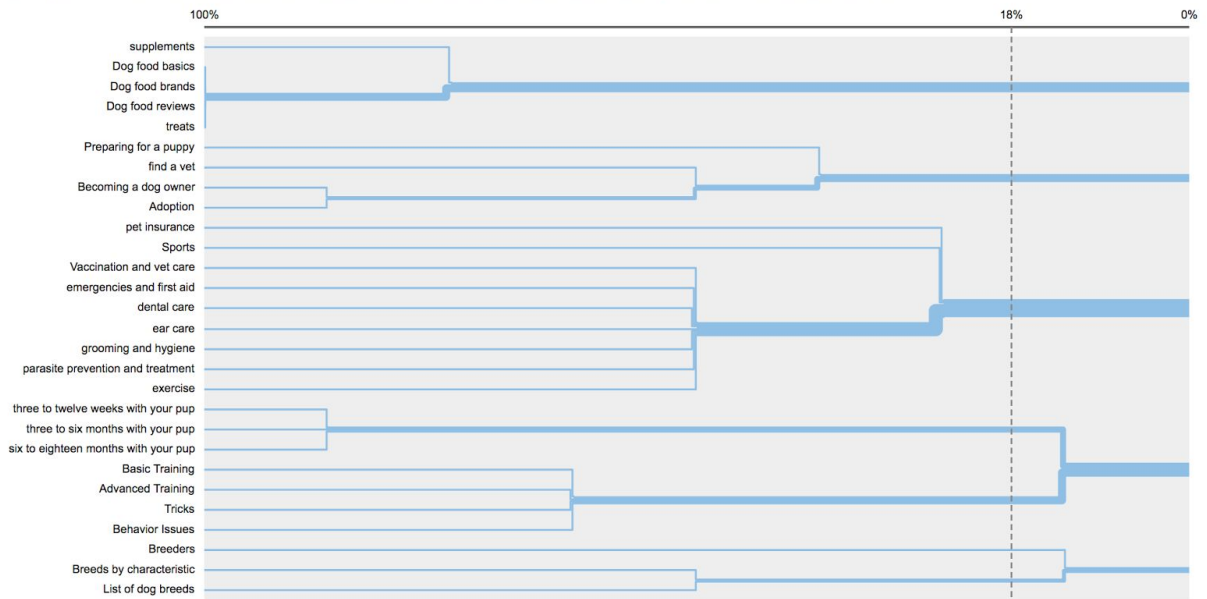
Similarity Matrix 🔍

emergencies and first aid																										
100	ear care																									
100	100	grooming and hygiene																								
87	87	87	exercise																							
87	87	87	75	dental care																						
75	75	75	75	62	Vaccination and vet care																					
62	62	62	62	50	87	pet insurance																				
75	75	75	62	62	75	62	parasite prevention and treatment																			
25	25	25	25	12	50	62	37	find a vet																		
0	0	0	0	0	12	25	12	62	Becoming a dog owner																	
0	0	0	0	0	12	25	12	50	87	Adoption																
0	0	0	0	0	12	25	12	37	50	50	Preparing for a puppy															
0	0	0	12	0	0	0	0	0	0	0	25	three to six months with your pup														
0	0	0	12	0	0	0	0	0	0	0	25	100	six to eighteen months with your pup													
0	0	0	12	0	0	0	0	0	0	0	25	87	87	three to twelve weeks with your pup												
0	0	0	12	0	12	12	25	12	12	12	12	37	37	25	Basic Training											
0	0	0	12	0	12	12	25	12	12	12	12	37	37	25	100	Advanced Training										
0	0	0	12	0	12	12	25	12	12	12	12	37	37	25	100	100	Tricks									
12	12	12	0	12	12	25	25	25	25	25	25	12	12	12	62	62	62	Behavior Issues								
0	0	0	0	12	12	12	12	12	12	12	12	0	0	0	12	12	12	12	Dog food basics							
0	0	0	0	12	12	12	12	12	12	12	12	0	0	0	12	12	12	12	100	treats						
0	0	0	0	12	12	12	12	12	12	12	12	0	0	0	12	12	12	12	100	100	Dog food brands					
0	0	0	0	12	12	12	12	12	12	12	12	0	0	0	12	12	12	12	100	100	100	Dog food reviews				
25	25	25	25	37	12	12	0	0	0	0	0	0	0	0	0	0	0	0	75	75	75	75	supplements			
37	37	37	50	37	37	37	25	0	0	0	0	25	25	12	37	37	37	12	0	0	0	0	12	Sports		
0	0	0	0	0	12	12	12	12	12	12	12	0	0	0	12	12	12	12	12	12	12	0	0	List of dog breeds		
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	50	Breeds by characteristic	
0	0	0	0	0	0	0	0	0	12	25	25	0	0	0	0	0	0	12	0	0	0	0	0	12	12	Breeders

1.2.4 Dendrograms

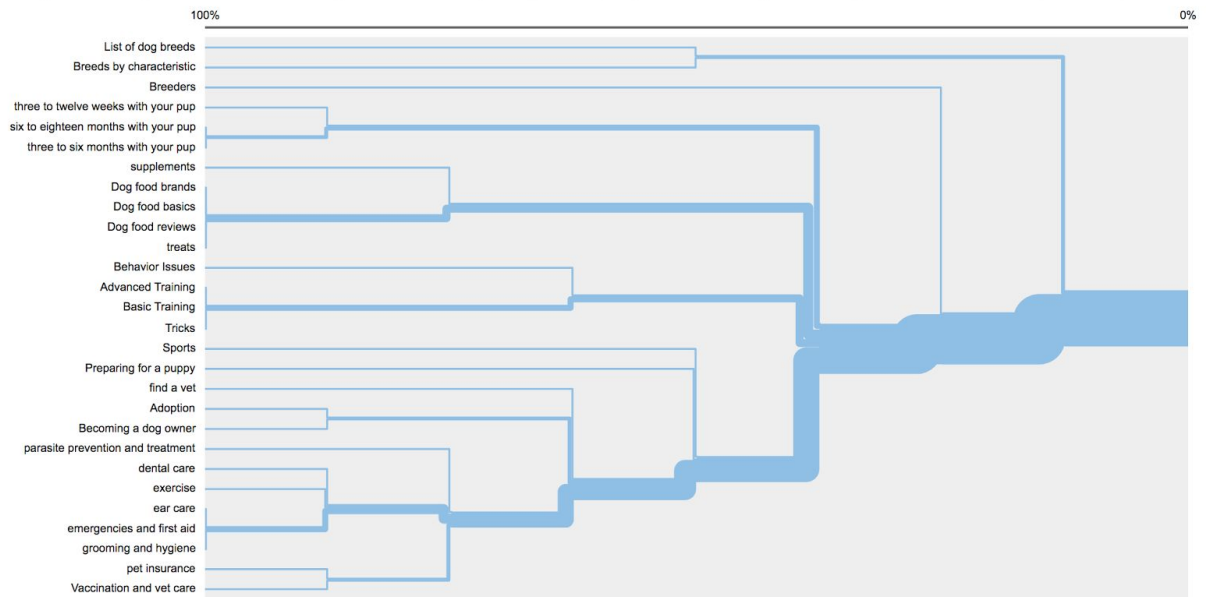
Actual Agreement Method

The Actual Agreement Method works best with 30 or more participants and will depict only absolutely factual relationships. We call this the Skeptical Dendrogram.



Best Merge Method

The Best Merge Method often performs better than the Actual Agreement Method when your study has fewer participants. It makes assumptions about larger clusters based on individual pair relationships.



1.2.4 Standardization Grid Analysis

Row Labels	Becoming a Dog Owner	Breeds	Choosing the Right Dog	Diet	Health	Puppies	Sports	Training	Vet Care	Grand Total	Percentage
Adoption	7		1							8	87.50%
Advanced Training	1							7		8	87.50%
Basic Training	1							7		8	87.50%
Becoming a dog owner	8									8	100.00%
Behavior Issues	2		1		1			4		8	50.00%
Breeders	1	2	3			2				8	37.50%
Breeds by characteristic		5	3							8	62.50%
dental care				1	7					8	87.50%
Dog food basics	1			7						8	87.50%
Dog food brands	1			7						8	87.50%
Dog food reviews	1			7						8	87.50%
ear care					8					8	100.00%
emergencies and first aid					8					8	100.00%
exercise					7		1			8	87.50%
find a vet	5				2				1	8	62.50%
grooming and hygiene					8					8	100.00%
List of dog breeds	1	6	1							8	75.00%
parasite prevention and treatment	1				6			1		8	75.00%
pet insurance	2				5				1	8	62.50%
Preparing for a puppy	4					4				8	50.00%
six to eighteen months with your pup						5		3		8	62.50%
Sports					3		1	4		8	50.00%
supplements				6	2					8	75.00%
three to six months with your pup						5		3		8	62.50%
three to twelve weeks with your pup						6		2		8	75.00%
treats	1			7						8	87.50%
Tricks	1							7		8	87.50%
Vaccination and vet care	1				6				1	8	75.00%

1.3 Content Inventory version 2

Page Number	
0.0	Home
0.1.	Becoming a Dog Owner
0.1.1.	Preparing For A Puppy
0.1.1.1	Three to Twelve Weeks
0.1.1.2	Three to Six Months
0.1.1.3	Six to Eighteen Months
0.1.2.	Finding a Breeder
0.1.3.	Adoption
0.1.4.	Find A Vet

0.2.	Breeds
0.2.1.	A-Z Dog Breeds
0.2.2.	Best Breeds For
0.2.2.1	Families with Children
0.2.2.2	Watchdogs
0.2.2.3	Active People
0.2.2.4	Hunting
0.2.2.5	Urban Apartments
0.2.2.6	Livestock Control
0.2.2.7	Allergies
0.2.3.	Breeds by Group
0.2.3.1	Terrier
0.2.3.2	Toy
0.2.3.3	Working
0.2.3.4	Sporting
0.2.3.5	Hound
0.2.3.6	Non-Sporting
0.2.3.7	Herding
0.3.	Diet
0.3.1.	Dog Food
0.3.1.1	Dog Food Basics
0.3.1.2	Dog Food Brands
0.3.1.3	Dog Food Reviews

0.3.2.	Treats
0.3.3.	Supplements
0.4.	Health
0.4.1.	Vaccination And Vet Care
0.4.2.	Parasite Prevention And Treatment
0.4.3.	Emergencies And First Aid
0.4.4.	Dental Care
0.4.5.	Ear Care
0.4.6.	Grooming And Hygiene
0.4.7.	Pet Insurance
0.4.8.	Exercise
0.5.	Training
0.5.1.	us
0.5.2.	Advanced Training
0.5.3.	Tricks
0.5.4.	Sports
0.5.5.	Behavior Issues

1.4 Card Sort Results - Second Round

1.4.1 Summary

Summary

This OptimalSort card sort study was launched on Jul 30 2017 and closed on Jul 31 2017.
The latest response was received on Jul 31 2017.
10 completed and 1 abandoned.
11 people participated and 10 (90%) of those people sorted all 25 cards.

Top Participant Locations

United States	
San Francisco, California	27%
Honolulu, Hawaii	18%
Walnut Creek, California	18%
Fremont, California	18%
South San Francisco, California	9%
Fort Lee, New Jersey	9%

Overall

Time Taken



1.4.2 Results Matrix

The Results Matrix ?

	Becoming a Dog ...	Breeds	Diet	Health	Training	unsorted
Adoption	10					
Find A Vet	7			3		
Preparing For A Puppy	10					
Finding a Breeder	7	3				
A-Z Dog Breeds	1	9				
Best Breeds For	1	9				
Breeds by Group		10				
Dog Food Basics	3		7			
Dog Food Brands	2	1	7			
Dog Food Reviews	2		8			
Supplements			7	2	1	
Treats	1		9			
Dental Care				10		
Ear Care				10		
Emergencies And First Aid	2			8		
Exercise				6	4	
Grooming And Hygiene	2			8		
Parasite Prevention And Treatment	1			9		
Pet Insurance	5			5		
Vaccination And Vet Care	2			8		
Basic Training	1				9	
Advanced Training					10	
Tricks	1				9	
Sports				3	7	
Behavior Issues	1	1		2	6	

1.4.3 Popular Placement Matrix

Popular Placements Matrix ?

	Becoming a Dog ...	Breeds	Diet	Health	Training	unsorted
Adoption	100%					
Preparing For A Puppy	100%					
Find A Vet	70%			30%		
Finding a Breeder	70%	30%				
Pet Insurance	50%			50%		
Breeds by Group		100%				
A-Z Dog Breeds	10%	90%				
Best Breeds For	10%	90%				
Treats	10%		90%			
Dog Food Reviews	20%		80%			
Dog Food Basics	30%		70%			
Dog Food Brands	20%	10%	70%			
Supplements			70%	20%	10%	
Dental Care				100%		
Ear Care				100%		
Parasite Prevention And Treatment	10%			90%		
Emergencies And First Aid	20%			80%		
Grooming And Hygiene	20%			80%		
Vaccination And Vet Care	20%			80%		
Exercise				60%	40%	
Advanced Training					100%	
Basic Training	10%				90%	
Tricks	10%				90%	
Sports				30%	70%	
Behavior Issues	10%	10%		20%	60%	

1.4.4 Card Sort Analysis

Row Labels	Becoming a Dog Owner	Breeds	Choosing the Right Dog	Diet	Health	Puppies	Sports	Training	Vet Care	Grand Total	Percentage
Adoption	7		1							8	87.50%
Advanced Training	1							7		8	87.50%
Basic Training	1							7		8	87.50%
Becoming a dog owner	8									8	100.00%
Behavior Issues	2		1		1			4		8	50.00%
Breeders	1	2	3			2				8	37.50%
Breeds by characteristic		5	3							8	62.50%
dental care				1	7					8	87.50%
Dog food basics	1			7						8	87.50%
Dog food brands	1			7						8	87.50%
Dog food reviews	1			7						8	87.50%
ear care					8					8	100.00%
emergencies and first aid					8					8	100.00%
exercise					7			1		8	87.50%
find a vet	5				2				1	8	62.50%
grooming and hygiene					8					8	100.00%
List of dog breeds	1	6	1							8	75.00%
parasite prevention and treatment	1				6			1		8	75.00%
pet insurance	2				5				1	8	62.50%
Preparing for a puppy	4					4				8	50.00%
six to eighteen months with your pup						5		3		8	62.50%
Sports					3		1	4		8	50.00%
supplements				6	2					8	75.00%
three to six months with your pup						5		3		8	62.50%
three to twelve weeks with your pup						6		2		8	75.00%
treats	1			7						8	87.50%
Tricks	1							7		8	87.50%
Vaccination and vet care	1				6				1	8	75.00%

Row Labels	Becoming a Dog Owner	Breeds	Diet	Health	Training	Grand Total	Percentage	Difference
Advanced Training					10	10	100.00%	12.50%
Basic Training		1			9	10	90.00%	2.50%
Behavior Issues		1	1		6	10	60.00%	10.00%
Finding a Breeder		7	3			10	70.00%	32.50%
Breeds by Group		10				10	100.00%	37.50%
Dental Care				10		10	100.00%	12.50%
Dog Food Basics		3		7		10	70.00%	-17.50%
Dog Food Brands		2	1	7		10	70.00%	-17.50%
Dog Food Reviews		2		8		10	80.00%	-7.50%
Ear Care				10		10	100.00%	0.00%
Emergencies And First Aid		2		8		10	80.00%	-20.00%
Exercise				6	4	10	60.00%	-27.50%
Find A Vet		7		3		10	70.00%	7.50%
Grooming And Hygiene		2		8		10	80.00%	-20.00%
Best Breeds For		1	9			10	90.00%	15.00%
Parasite Prevention And Treatment		1		9		10	90.00%	15.00%
Pet Insurance		5		5		10	50.00%	-12.50%
Preparing For A Puppy		10				10	100.00%	50.00%
Sports				3	7	10	70.00%	20.00%
Supplements			7	2	1	10	70.00%	-5.00%
Treats		1	9			10	90.00%	2.50%
Tricks		1			9	10	90.00%	2.50%
Vaccination And Vet Care		2		8		10	80.00%	5.00%

Row Labels	Becoming a Dog Owner	Breeds	Choosing the Right Dog	Diet	Health	Puppies	Sports	Training	Vet Care	Grand Total	Percentage	Row Labels	Becoming a Dog Owner	Breeds	Diet	Health	Training	Grand Total	Percentage	Difference
Advanced Training	1							7		8	87.50%	Advanced Training					10	10	100.00%	12.50%
Basic Training	1							7		8	87.50%	Basic Training	1				9	10	90.00%	2.50%
Behavior Issues	2		1		1			4		8	50.00%	Behavior Issues	1	1		2	6	10	60.00%	10.00%
breeders	1	2		3			2			8	87.50%	Choosing a Breeder	1	3				10	70.00%	32.50%
breeds by characteristic		5		9						8	62.50%	breeds by breed				10		10	100.00%	37.50%
dental care			1	7						8	87.50%	Dental Care				10		10	100.00%	12.50%
Dog food basics	1			7						8	87.50%	Dog Food Basics	3			7		10	70.00%	-17.50%
Dog food brands	1			7						8	87.50%	Dog Food Brands	2	1	7			10	70.00%	-17.50%
Dog food reviews	1			7						8	87.50%	Dog Food Reviews	2		8			10	80.00%	-7.50%
ear care					8					8	100.00%	Ear Care				10		10	100.00%	0.00%
emergencies and first aid					8					8	100.00%	Emergencies And First Aid	2			8		10	80.00%	-20.00%
exercise					7			1		8	87.50%	Exercise				6	4	10	60.00%	-27.50%
find a vet		5			2				1	8	62.50%	Find A Vet				3		10	70.00%	7.50%
grooming and hygiene					8					8	100.00%	Grooming And Hygiene	2			8		10	80.00%	-20.00%
historical breeds	1	6		1						8	75.00%	find a breed	1	9				10	90.00%	15.00%
parasite prevention and treatment	1				6			1		8	75.00%	Parasite Prevention And Treatment	1			9		10	90.00%	15.00%
pet insurance	2				5				1	8	62.50%	Pet Insurance	5			5		10	50.00%	-12.50%
Preparing for a puppy		4				4				8	50.00%	Preparing For A Puppy		10				10	100.00%	50.00%
Sports					3		1	4		8	50.00%	Sports				3	7	10	70.00%	20.00%
supplements					6	2				8	75.00%	Supplements				7	2	10	70.00%	-5.00%
treats	1				7					8	87.50%	Treats	1			9		10	90.00%	2.50%
Tricks	1							7		8	87.50%	Tricks	1				9	10	90.00%	2.50%
Vaccination and vet care	1				6				1	8	75.00%	Vaccination And Vet Care	2			8		10	80.00%	5.00%

1.5 Tree Jack Results

1.5.1 Tree Jack Summary

Summary

This Treejack tree test study was launched on Aug 02 2017 and is still active.
 The latest response was received on Aug 02 2017.
 10 completed and 1 abandoned.
 11 people have participated and 10 (90%) of those people completed all 3 tasks.

Top Participant Locations

> United States

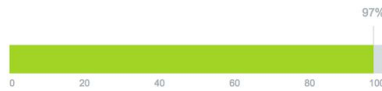
Overall

Time Taken

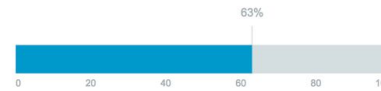


Lowest observed time:	0.65
Lower Quartile:	0.87
Median:	1.74
Upper Quartile:	2.58
Highest observed time:	4.47

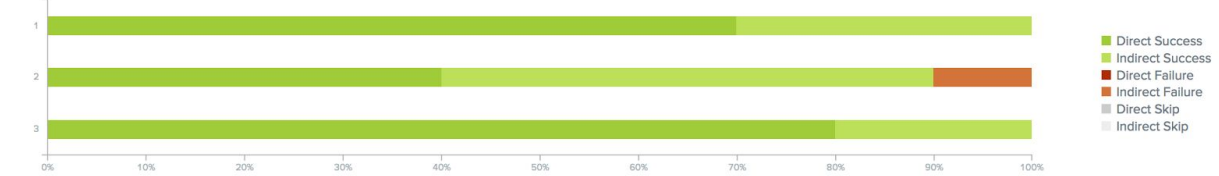
Success



Directness



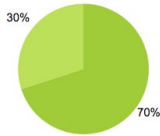
Tasks



1.5.2 Task by Task

1. You want to find information relating to pet insurance. Where would you look to find this information?

Health > Pet Insurance



Success	Direct	7	10	70%	100%
	Indirect	3		30%	
Fail	Direct	0	0	0%	0%
	Indirect	0		0%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

View the Pietree

Success



Directness



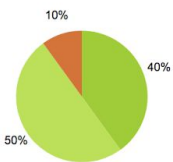
Time Taken



9 OVERALL

2. You want to know what your dogs exercise needs are, where would you go to find this information?

Health > Exercise



Success	Direct	4	9	40%	90%
	Indirect	5		50%	
Fail	Direct	0	1	0%	10%
	Indirect	1		10%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

View the Pietree

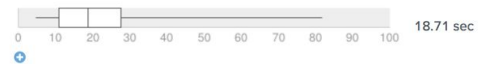
Success



Directness



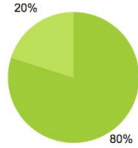
Time Taken



7 OVERALL

3. Find a dog that is good with families with children.

Breeds > Best Breeds For > Families with Children



	Success	Fail	Skip
Direct	8	0	0
Indirect	2	0	0
	10	0	0
	80%	0%	0%
	100%	0%	0%

[View the Pietree](#)

Success



Directness



Time Taken



10
OVERALL

1.5.3 First Click

First Click

1. You want to find information relating to pet insurance. Where would you look to find this information?

LABEL	VISITED FIRST	VISITED DURING
Becoming a Dog Owner	20%	20%
Breeds	0%	10%
Diet	0%	0%
Health	80%	100%
Training	0%	0%
Community	0%	0%

2. You want to know what your dogs exercise needs are, where would you go to find this information?

LABEL	VISITED FIRST	VISITED DURING
Becoming a Dog Owner	0%	10%
Breeds	10%	20%
Diet	10%	10%
Health	60%	100%
Training	20%	50%
Community	0%	0%

3. Find a dog that is good with families with children.

LABEL	VISITED FIRST	VISITED DURING
Becoming a Dog Owner	10%	10%
Breeds	80%	100%
Diet	0%	0%
Health	0%	10%
Training	0%	10%
Community	10%	10%

1.5.4 Participant Path

Participant Paths ?

Task 1

Filter: Direct Success Indirect Success Direct Failure Indirect Failure Direct Skip Indirect Skip

1. You want to find information relating to pet insurance. Where would you look to find this information?

Health > Pet Insurance

SUCCESS	PARTICIPANT	PATH
■	1	> Health > Pet Insurance
■	2	> Health > Pet Insurance
■	3	> Health > Pet Insurance
■	5	> Becoming a Dog Owner < Home > Health > Pet Insurance
■	6	> Health > Pet Insurance
■	7	> Health > Pet Insurance
■	8	> Becoming a Dog Owner > Find A Vet < Becoming a Dog Owner > Preparing For A Puppy < Home > Health > Pet Insurance
■	9	> Health > Pet Insurance
■	10	> Health < Home > Breeds < Home > Health > Pet Insurance
■	11	> Health > Pet Insurance

Participant Paths ?

Task 2

Filter: Direct Success Indirect Success Direct Failure Indirect Failure Direct Skip Indirect Skip

2. You want to know what your dogs exercise needs are, where would you go to find this information?

Health > Exercise

SUCCESS	PARTICIPANT	PATH
■	1	> Training > Sports < Home > Health > Exercise
■	2	> Health > Exercise < Home > Training < Home > Health > Exercise
■	3	> Health > Exercise
■	5	> Diet < Home > Health > Exercise
■	6	> Health > Exercise
■	7	> Health < Home > Training > Basic Training < Home > Becoming a Dog Owner < Home > Breeds < Home > Training > Sports < Training < Home > Health > Exercise
■	8	> Training < Home > Health > Exercise
■	9	> Health > Exercise
■	10	> Breeds > A-Z Dog Breeds < Home > Health < Home > Health < Home > Breeds > A-Z Dog Breeds < Home > Training < Home > Breeds > A-Z Dog Breeds
■	11	> Health > Exercise











Participant Paths ⌵

Task 3

Filter: Direct Success Indirect Success Direct Failure Indirect Failure Direct Skip Indirect Skip

3. Find a dog that is good with families with children.

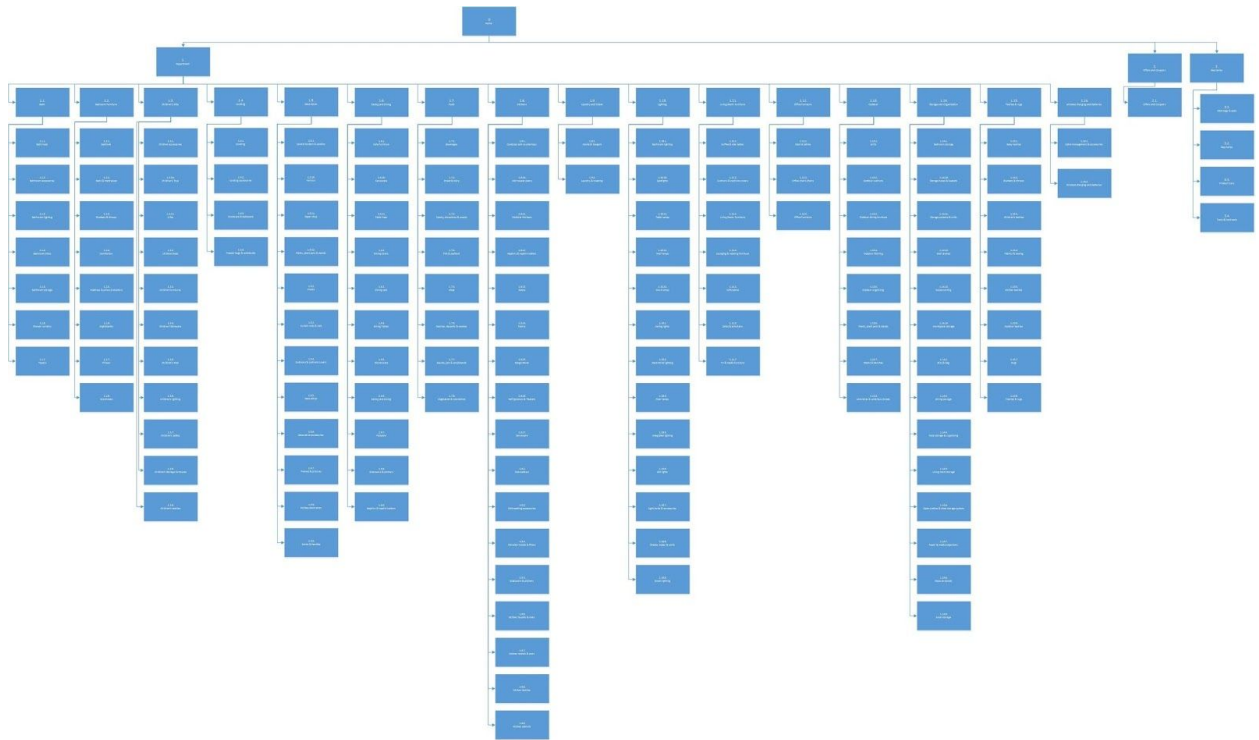
⌵ Breeds > Best Breeds For > **Families with Children**

SUCCESS ⌵	PARTICIPANT ⌵	PATH ⌵
	1	> Breeds > Best Breeds For > Families with Children
	2	> Community < Home > Training < Home > Health < Home > Breeds > Best Breeds For > Families with Children
	3	> Breeds > Best Breeds For > Families with Children
	5	> Breeds > Best Breeds For > Families with Children
	6	> Breeds > Best Breeds For > Families with Children
	7	> Breeds > Best Breeds For > Families with Children
	8	> Becoming a Dog Owner > Adoption < Home > Breeds > Best Breeds For > Families with Children
	9	> Breeds > Best Breeds For > Families with Children
	10	> Breeds > Best Breeds For > Families with Children
	11	> Breeds > Best Breeds For > Families with Children

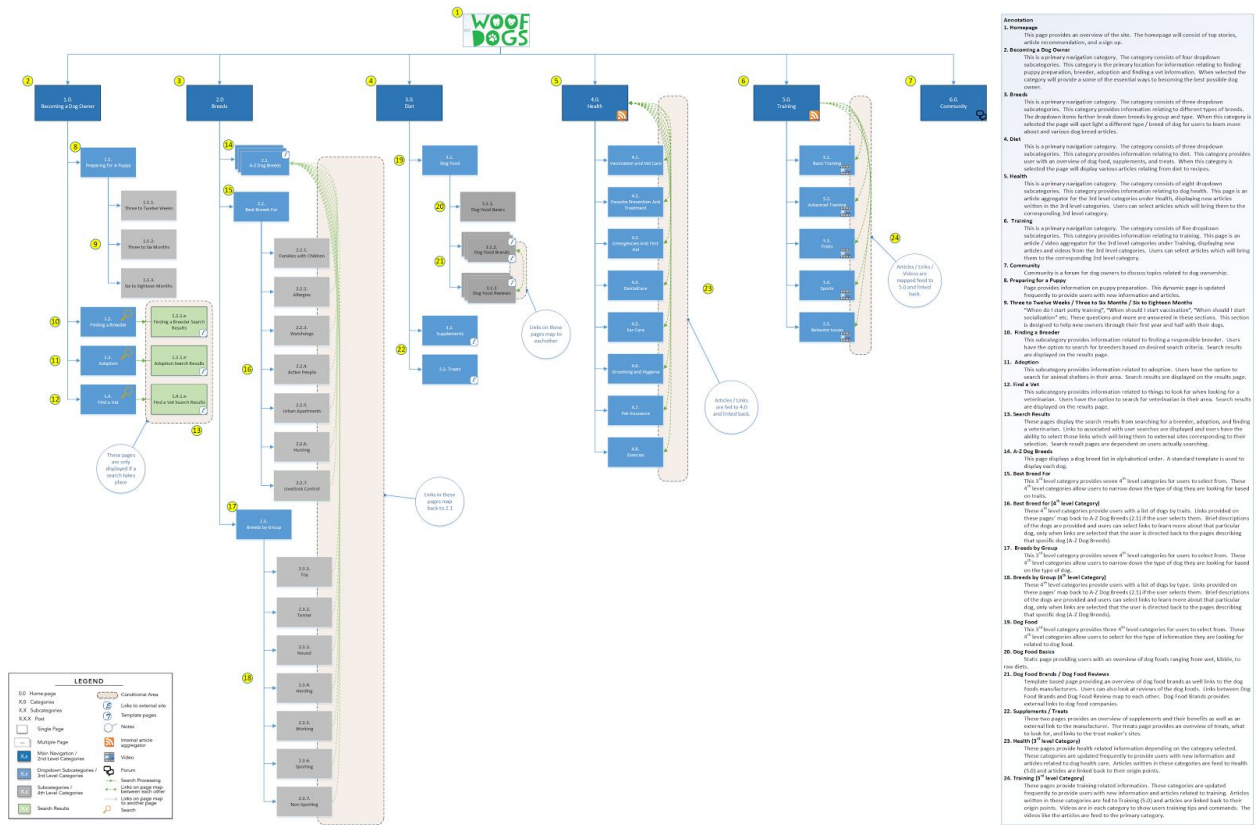
1.5.5 Tree Jack Hierarchy

- ▼ Home
 - ▶ Becoming a Dog Owner
 - ▼ Breeds
 - ↳ A-Z Dog Breeds
 - ▼ Best Breeds For
 - ↳ Families with Children
 - ↳ Watchdogs
 - ↳ Active People
 - ↳ Hunting
 - ↳ Urban Apartments
 - ↳ Livestock Control
 - ↳ Allergies
 - ▶ Breeds by Group
 - ▶ Diet
 - ▼ Health
 - ↳ Dental Care
 - ↳ Ear Care
 - ↳ Emergencies And First Aid
 - ↳ Exercise
 - ↳ Grooming And Hygiene
 - ↳ Parasite Prevention And Treatment
 - ↳ Pet Insurance
 - ↳ Vaccination And Vet Care
 - ▶ Training
 - ↳ Community

1.6 Sitemap



1.7 Sitemap v2



1.7.1 Sitemap Legend



1.7.2 Annotation

1. Homepage

This page provides an overview of the site. The homepage will consist of top stories, article recommendation, and a sign up.

2. Becoming a Dog Owner

This is a primary navigation category. The category consists of four dropdown subcategories. This category is the primary location for information relating to finding puppy preparation, breeder, adoption and finding a vet information. When selected the category will provide a some of the essential ways to becoming the best possible dog owner.

3. Breeds

This is a primary navigation category. The category consists of three dropdown subcategories. This category provides information relating to different types of breeds. The dropdown items further break down breeds by group and type. When this category is selected the page will spot light a different type / breed of dog for users to learn more about and various dog breed articles.

4. Diet

This is a primary navigation category. The category consists of three dropdown subcategories. This category provides information relating to diet. This category provides user with an overview of dog food, supplements, and treats. When this category is selected the page will display various articles relating from diet to recipes.

5. Health

This is a primary navigation category. The category consists of eight dropdown subcategories. This category provides information relating to dog health. This page is an article aggregator for the 3rd level categories under Health, displaying new articles written in the 3rd level categories. Users can select articles which will bring them to the corresponding 3rd level category.

6. Training

This is a primary navigation category. The category consists of five dropdown subcategories. This category provides information relating to training. This page is an article / video aggregator for the 3rd level categories under Training, displaying new articles and videos from the 3rd level categories. Users can select articles which will bring them to the corresponding 3rd level category.

7. Community

Community is a forum for dog owners to discuss topics related to dog ownership.

8. Preparing for a Puppy

Page provides information on puppy preparation. This dynamic page is updated frequently to provide users with new information and articles.

9. Three to Twelve Weeks / Three to Six Months / Six to Eighteen Months

“When do I start potty training”, “When should I start vaccination”, “When should I start socialization” etc. These questions and more are answered in these sections. This section is designed to help new owners through their first year and half with their dogs.

10. Finding a Breeder

This subcategory provides information related to finding a responsible breeder. Users have the option to search for breeders based on desired search criteria. Search results are displayed on the results page.

11. Adoption

This subcategory provides information related to adoption. Users have the option to search for animal shelters in their area. Search results are displayed on the results page.

12. Find a Vet

This subcategory provides information related to things to look for when looking for a veterinarian. Users have the option to search for veterinarian in their area. Search results are displayed on the results page.

13. Search Results

These pages display the search results from searching for a breeder, adoption, and finding a veterinarian. Links to associated with user searches are displayed and users have the ability to select those links which will bring them to external sites corresponding to their selection. Search result pages are dependent on users actually searching.

14. A-Z Dog Breeds

This page displays a dog breed list in alphabetical order. A standard template is used to display each dog.

15. Best Breed For

This 3rd level category provides seven 4th level categories for users to select from. These 4th level categories allow users to narrow down the type of dog they are looking for based on traits.

16. Best Breed for (4th level Category)

These 4th level categories provide users with a list of dogs by traits. Links provided on these pages' map back to A-Z Dog Breeds (2.1) if the user selects them. Brief descriptions of the dogs are provided and users can select links to learn more about that particular dog, only when links are selected that the user is directed back to the pages describing that specific dog (A-Z Dog Breeds).

17. Breeds by Group

This 3rd level category provides seven 4th level categories for users to select from. These 4th level categories allow users to narrow down the type of dog they are looking for based on the type of dog.

18. Breeds by Group (4th level Category)

These 4th level categories provide users with a list of dogs by type. Links provided on these pages' map back to A-Z Dog Breeds (2.1) if the user selects them. Brief descriptions of the dogs are provided and users can select links to learn more about that particular dog, only when links are selected that the user is directed back to the pages describing that specific dog (A-Z Dog Breeds).

19. Dog Food

This 3rd level category provides three 4th level categories for users to select from. These 4th level categories allow users to select for the type of information they are looking for related to dog food.

20. Dog Food Basics

Static page providing users with an overview of dog foods ranging from wet, kibble, to raw diets.

21. Dog Food Brands / Dog Food Reviews

Template based page providing an overview of dog food brands as well links to the dog foods manufacturers. Users can also look at reviews of the dog foods. Links between Dog Food Brands and Dog Food Review map to each other. Dog Food Brands provides external links to dog food companies.

22. Supplements / Treats

These two pages provides an overview of supplements and their benefits as well as an external link to the manufacturer. The treats page provides an overview of treats, what to look for, and links to the treat maker's sites.

23. Health (3rd level Category)

These pages provide health related information depending on the category selected. These categories are updated frequently to provide users with new information and articles related to dog health care. Articles written in these categories are feed to Health (5.0) and articles are linked back to their origin points.

24. Training (3rd level Category)

These pages provide training related information. These categories are updated frequently to provide users with new information and articles related to training. Articles written in these categories are fed to Training (5.0) and articles are linked back to their origin points. Videos are in each category to show users training tips and commands. The videos like the articles are feed to the primary category.