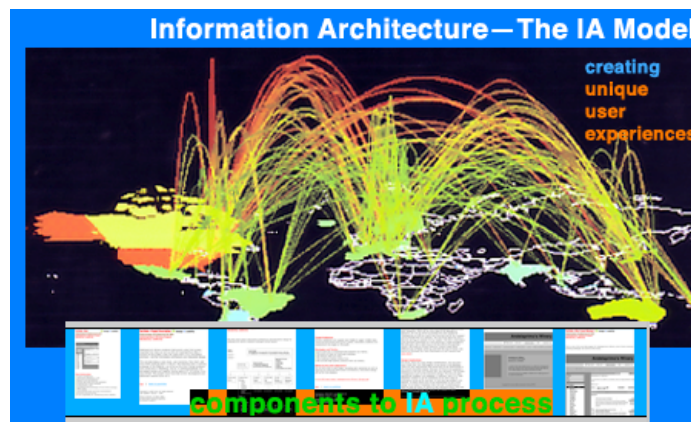


INFORMATION ARCHITECTURE & NAVIGATIONAL SYSTEMS— The Navigational Systems Model

AN ONLINE TUTORIAL FOR DIGITAL-MEDIA DESIGNERS
TO LEARN WEB NAVIGATIONAL SYSTEMS



<p>The Navigational Systems Model— The NS Model</p> <ol style="list-style-type: none">1. Hierarchical Navigational Systems2. Global Navigational Systems3. Local Navigational Systems4. Integrated Navigational Systems5. Remote Navigational Systems6. Ad Hoc Navigational Systems7. Search Engines in Web Sites	<p>The Creative Information Architecture Model (The IA Model)</p> <p>The IA Model is an iterative process.</p> <ol style="list-style-type: none">1. Design Research2. Concept Generation3. User Scenarios4. Wire Frame Mockups5. Prototyping6. Usability Testing7. Implementation8. System Testing
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By
STEVEN HEITMAN

**INFORMATION ARCHITECTURE & NAVIGATIONAL SYSTEMS—
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A Creative Work Thesis Report

Submitted as a Partial Fulfillment of the Requirements for:

MASTER OF ARTS DEGREE IN INDUSTRIAL ARTS

**With a Concentration in Industrial Arts—
Specializations in Information Architecture,
Navigational Systems, Graphic Design**

By

STEVEN HEITMAN

San Francisco, California

May 2000

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CERTIFICATION OF APPROVAL

I certify that I have read *An Online Tutorial for Digital-Media Designers to Learn Web Navigational Systems* by Steven Heitman, and that in my opinion this work meets the criteria for approving a creative work project submitted in partial fulfillment of the requirements for the degree: Master of Arts in Industrial Arts at San Francisco State University, 1600 Holloway Avenue, San Francisco, California, United States of America 94132—May 27, 2000.

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SR INFORMATION ARCHITECT SPECIALIST

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**Steven Heitman
San Francisco State University
May 2000**

ABSTRACT

Navigational Systems and Information Architecture provide structure, and they are used within a Web site, a Web page, and a subsite—to provide a clear path of navigation in which the end user may move about in cyberspace without getting lost. Web-based research revealed that the end user may find himself lost and may experiences extreme bouts of puzzlement while online.

The reason effective Navigational Systems and Information Architecture need to be designed for any Web site, from *only* five-to-fifteen up to thousands of Web sites, because the end user should be able to navigate through any Web site, without experiencing severe problems of *puzzlement* or *getting lost* while surfing.

The methodology that was used to research this Thesis Report on Information Architecture included a review of Information Architecture related literature, field activities relevant to Information Architecture, exploration and review of fifteen online Web sites, regarding Navigational Systems, and Information Architecture.

INFORMATION ARCHITECTURE & NAVIGATIONAL SYSTEMS— The Navigational Systems Model

The Thesis Report addressed the problems of navigation in cyberspace an end user may experience within Web sites, Web pages, and subsites. Web-based research revealed how and why Information Architects should design Navigational Systems that work both effectively and quickly. Utilizing the Seven Commonly Used Navigational Systems that assist the end user in obtaining the information online.

After completion of Information Architecture literature review, field activities relevant to Information Architecture, online investigation and ratings (usability testing) of fifteen Web sites, regarding Navigational Systems, and Information Architecture: it was determined that an outline of The Model of the Seven Commonly Used Navigational Systems relevant to Information Architecture be documented. The *Presentation* about Navigational Systems and Information Architecture (included with Thesis Report) supplemented research and this Thesis Report.

The Model contains nine sections. The Model of Seven Commonly Used Navigational Systems relevant to Information Architecture is divided into the following nine sections:

- 1) Section 1: What are Navigational Systems?
- 2) Section 2: What is the Internet?
- 3) Section 3: What is the World Wide Web?
- 4) Section 4: Why do we need Navigational Systems?
- 5) Section 5: What is an Information Designer?
- 6) Section 6: What is an Information Architect?
- 7) Section 7: What are seven commonly used Navigational Systems within Web sites?

**INFORMATION ARCHITECTURE & NAVIGATIONAL SYSTEMS—
The Navigational Systems Model**

- 8) Section 8: What combinations of Navigational Systems work effectively within a Web site?
- 9) Section 9: Conclusion.

We certify that the Abstract is a correct representation of the content contained within the study and creative work project (on Information Architecture and Navigational Systems—The Navigational Systems Model).

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TRADEMARKS

Trademarked names appear throughout this creative work project. Rather than list the names and organizations that own the trademarked name, the researcher, Steven Heitman, states that he is using the names only for editorial purposes, and to the benefit of the trademark owners with no intention of infringing upon that trademark.

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The Navigational Systems Model**

EPIGRAPH

Whatever there is of God and goodness in the universe, it must work itself out and express itself through us.

—Albert Einstein

HAPPINESS. Derive happiness in oneself from a good day's work, from illuminating the good that surrounds us.

—Henri Matisse

The state of the world, however, cannot and does not interfere with my deep love of life.

—Arthur Rubinstein

**INFORMATION ARCHITECTURE & NAVIGATIONAL SYSTEMS—
The Navigational Systems Model**

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and my family for their support.

**Steven Heitman
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