

# ***Information Architecture: Case Study for Andelaprimo's Winery***



**IA Design & Usability: Case Study**

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**Topic: Information Architecture: Case Study for Andelaprimo's Winery**

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**My Role and Client Deliverables**

- Project management
- Information architecture
- Interaction design
- Research and development
- Digital documents in Photoshop and ImageReady
- Writing case study and user scenarios
- Flow chart (shows interaction design concepts)
- Producing wire frame mockups and working prototype
- Coordinating events and client presentations
- Brainstorming with group
- IA is not responsible for maintaining Andelaprimo's Website

**Information Architecture (IA) and Interaction Design (IXD)—What I Did**

The main navigational system consists of five main categories that help the end user to get quick service while using this Website, enabling stakeholders to receive a high rate of return on their investment.

**1. Main Navigational System**

- View cart
- Wish list
- Your account
- Help
- Contact us

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**Main Navigational Systems**

Six main categories are underneath the other categories. These two main navigational systems remain on each Web page (see Figures 1, 2 for further details on wire frame mockups). These two main navigational systems comprise the main navigational system and make navigating quite easy for an end user. For this project, the online prototype, created in GoLive, represents the wire frame mockups, not online at this time.

**2. Main Navigational System**

- About us
- Wine shop
- Olive oil shop
- User login
- Gifts
- Meal planner and calendar

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### Wire Frame Mockup (Shows Main Navigational System)



Figure 1: Wire Frame Mockup of Andelaprimo's Winery Website Homepage

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### Wire Frame Mockup

#### (Shows Main Navigational System, Sub Navigational System)

Pull-down menus are yet another navigational system and help end users to find the wine online. The wine lists are organized in alphabetical order and by type (red wines, white wines, so on, and so forth). Lists on Website include category, price, and origin.

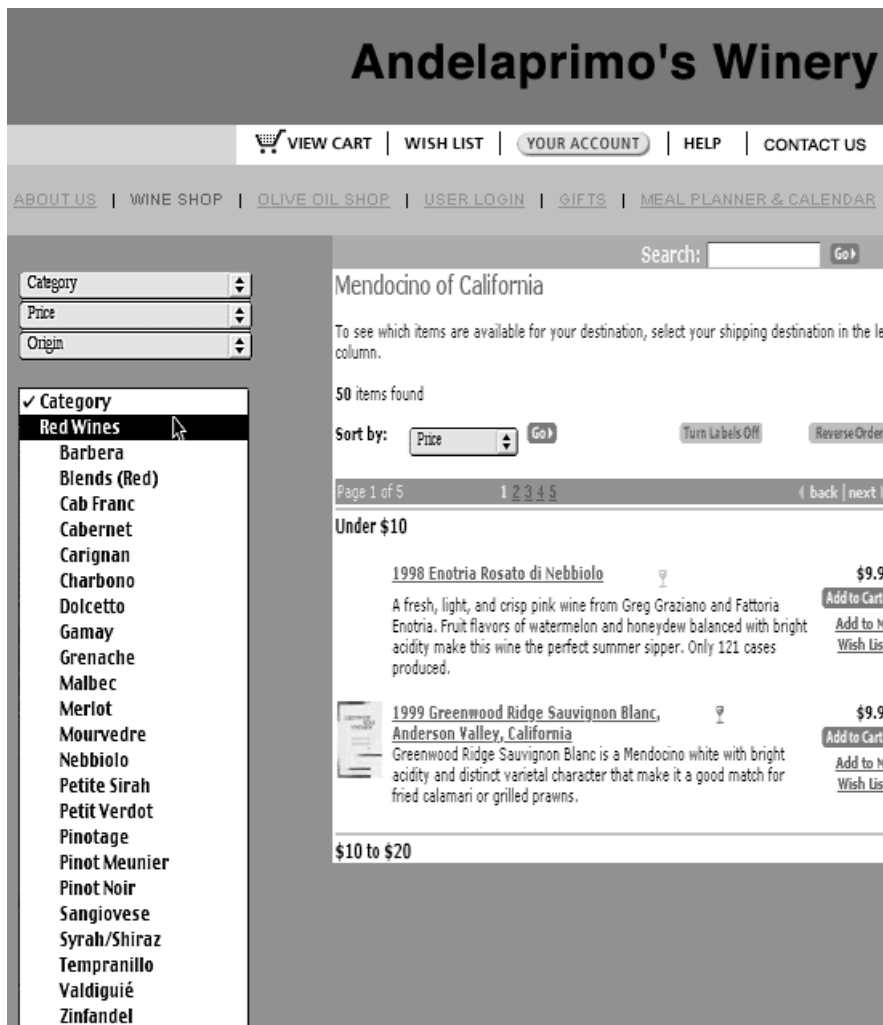


Figure 2: Wire Frame Mockup of Andelaprimo's Winery Sub Web Page

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#### **Project Description**

This project is the development and implementation of a Website for a small, family owned winery. The winery also produces special varieties of olive oils (organic). The documentation enclosed is to define the parameters for this project in terms of objectives, strategies, and target audiences. This will serve as the foundation for the information architecture and Web design for this project. The documentation consists of data collected from end users and their user scenarios. As discovery occurred, then more user scenarios would be developed and personas developed because this helps the information architect and team to collect pertinent pieces of data helpful to gain better insights about end users—how they intend to use this Website. Additional research and compilation of statistics helps to validate expense of project.

#### **Objectives for Team**

- Research and develop the business goals for this Website.
- Research and develop IA plan design report for this Website.
- Add in deliverables to IA plan design report as they are developed.
- Research and develop 20+ user scenarios for this case study.
- Research and develop 20+ personas for this case study.
- Research and develop other items as necessary or required.

#### **Information Architecture Design and Research**

Do a competitive analysis of different Websites. Think about what groups of end users use this Website to buy wine or other consumables.

- Why do they come to this Website?
- What is the main goal of this Website?
- Are end users motivated by their life styles?
- Are they motivated by the holidays?
- Does their entertaining needs motivate them?

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This Website serves as a marketing tool to provide meaningful information to the end user about:

- Why this particular brand of wine tastes so good
- Special characteristics of their wines
- Production techniques used to produce high-quality wines (not family secrets but general information)—passed down from generation to generation
- Different flavors of wine
- Different meals that wine could complement to round out a good meal
- For dining experiences that are unforgettable—you need the right wine
- How to select the wine
  - By price
  - By flavor
  - By year
  - By selection
  - By cost of wines
  - By table wines
  - By inexpensive wines
  - By expensive wines

This Website would be used as an e-commerce site to sell wine. Online marketing is important to the overall economic success of the winery. This winery is a small and a family owned winery. They need to make more of a profit and draw people into their winery.

Team collects surveys to calculate statistical information; maybe a large enough sample of 15-20 end users would be collected from data. Then narrow that down by doing structured interviews with selected end users. We will hold participatory usability testing sessions, providing open house to users, including meal and wine. This is a good way for Andelprimo's Winery to network with the community and advertise.

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This is a delightful way to collect information in an informal environment, which would be comfortable for everyone. This would include video taping end users to see, find, get their information on what they would like in the Website. Data from oral interviews should be recorded to supplement research and other IA documentation.

- How would they organize the content on Website?
- What is their initial purpose?
- How often do they go online?
- What is the modem speed most used by end users?
- Distribution of surveys via email.
- The end user would receive free gift—a bottle of wine—for their participation.

It would be constructive to create a nice, comfortable—but informal—environment and give end users different components to put together. Use stickums and post them up on wall. Figure out main objective for users going to this site. Per research, end users are:

- Consumers
- Professional chefs
- Wine brokers
- Restaurant owners
- Corporations
- Retail chains
- Wholesale buyers

We will not have all these users in at same time. We would have different groups in at different times. This would be a good way to concentrate *only* on *one group* at a time.

### **Strategies and Tactics**

The Website will convey a message to audience that every end user is important and valued. The policy: we want your business—so we deliver what you want—the customer always comes first. We provide high-quality wine and olive oils from our winery, which has been passed down for seven generations.

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### **Target Audiences**

- Primary audiences are yuppies and middle- to upper-middle class, restaurant personnel, and owners (chefs).
- Secondary audiences are corporations—Apple, Microsoft.

### **Tone of Voice**

The audience will be addressed sincerely and in a professional manner.

### **Benefits of Information Architecture and Usability Testing**

This project delivers value to clients because this winery offers high-quality wines and olive oils. The value is that the information architecture will make this site work smoother in terms of navigational systems and overall interaction design. Usability testing as well as user centered design help to create a Website that is both effective and provides high return on investment for stakeholders.

### **Closing the Loop for Winery**

This winery wants to automate its business, and serve customers better via online and fax orders. The Website is primarily an ecommerce Website. The interaction design has to work accurately and quickly to produce desired results for the end users.

### **Must Haves for Information Architecture**

The information architecture on this project must show accurate categories and subcategories coupled with cutting-edge graphic design and good interaction design.

### **Production Notes**

We will have an executive producer, project manager, graphic designer, production artists, Web designer, information architect, computer programmer, and HTML coder to work as a team on this project.

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#### **Two User Scenarios**

##### **User Scenario No. 1**

##### **Consumer (Mrs. Susan Black—Full-Time Housewife)**

She is a very busy housewife. There are so many tasks to be attended to. However, she can go online to purchase the wine needed for Thanksgiving, as well as a party she must plan out for her husband and his friends from his company. The nice thing about this site is that she can log on instantly via her modem. The site is informative since pertinent information on menu planning is made available to the end users. She is able to go in on one click to the gourmet section. She finds all of these different, creative ideas about different type of foods—which go well with the type of wines—she desires to purchase.

She could then log on and create her own Web page that contains all of the information she obtains from the database (thus saved in her document and may be retrieved whenever she pleases). She can plan out a complete menu, using this Website. Then she may choose from appropriate wine choices within her price range and personal taste. She can put together a viewable, printable document that contains all of choices she has made. This includes the menus, recipes, wines, and the entire plan of her meal.

She has then plotted out and organized her meal. She can then add her wine choices to the shopping cart and purchase the wine. Not only was she able to plan to very important events, she was also able to obtain gourmet recipes from this Website. On this site shopping is effortlessly accomplished, she is able to access what she needs very quickly. Thus, she feels relieved and calm that she has been able to find the solutions and make plans for two very special events.

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#### **Design Implications**

The end users may create their own Web page(s) to be stored in the database. There are tool requirements that would have to be implemented in the overall interaction design. End user will have to be assigned a password or end user can provide their own password. The account management is part of the interaction design.

The end user gets appropriate feedback from database. There is a 1-800 telephone number to call for assistance at any time when an emergency comes up for end user, or end user has problem with Website. A cookie would have to be implemented as part of the design. If no cookie is detected, then end user is automatically taken to sign up menu—or taken to user password menu; then end user is taken to calendar that he/she has created or blank calendar—if already signed up.

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#### **User Scenario No. 2**

##### **Executive Chef (Mr. Robert Martineski)**

He is a very busy executive chef and works 60-80 hours a week. He has the heavy burden of keeping the wine supply stocked up. He can always use his palm pilot to log on to this Website—perhaps he is purchasing produce in Sonoma county—it clicks in his head that he could get a different type of wine to go with his changed dinner menu. He can make quick choices to accommodate the needs of his restaurant and clientele.

He is under a tremendous amount of pressure to order high-quality wine. Because this winery has already built up a clientele, their clients respect them. They know they can get what they need from this winery. The chef does not have to worry about the quality of the wine. He, too, has his own personal Web page already created. He may access information from the database on how many bottles are left at the winery. He can set up his Web page to meet his particular need, including an online calendar to keep track of what he needs from a week-to-week basis and/or a month-to-month basis (he can access the information whenever he desires).

He has come to trust this Website. The information is always easy to access. He can always depend on this e-commerce site to obtain the wine for his restaurant. The winery has next day delivery, so the service is very dependable. The chef feels very thankful to the winery for making his life easier. He can thus purchase the wine without any hassles. He has very tight schedules to keep, and he is able to do so without pressure or worry about getting his shipment of wine.

## INFORMATION ARCHITECTURE: Case Study for Andelaprimo's Winery

### Flow Chart and Interaction Design Flow Chart

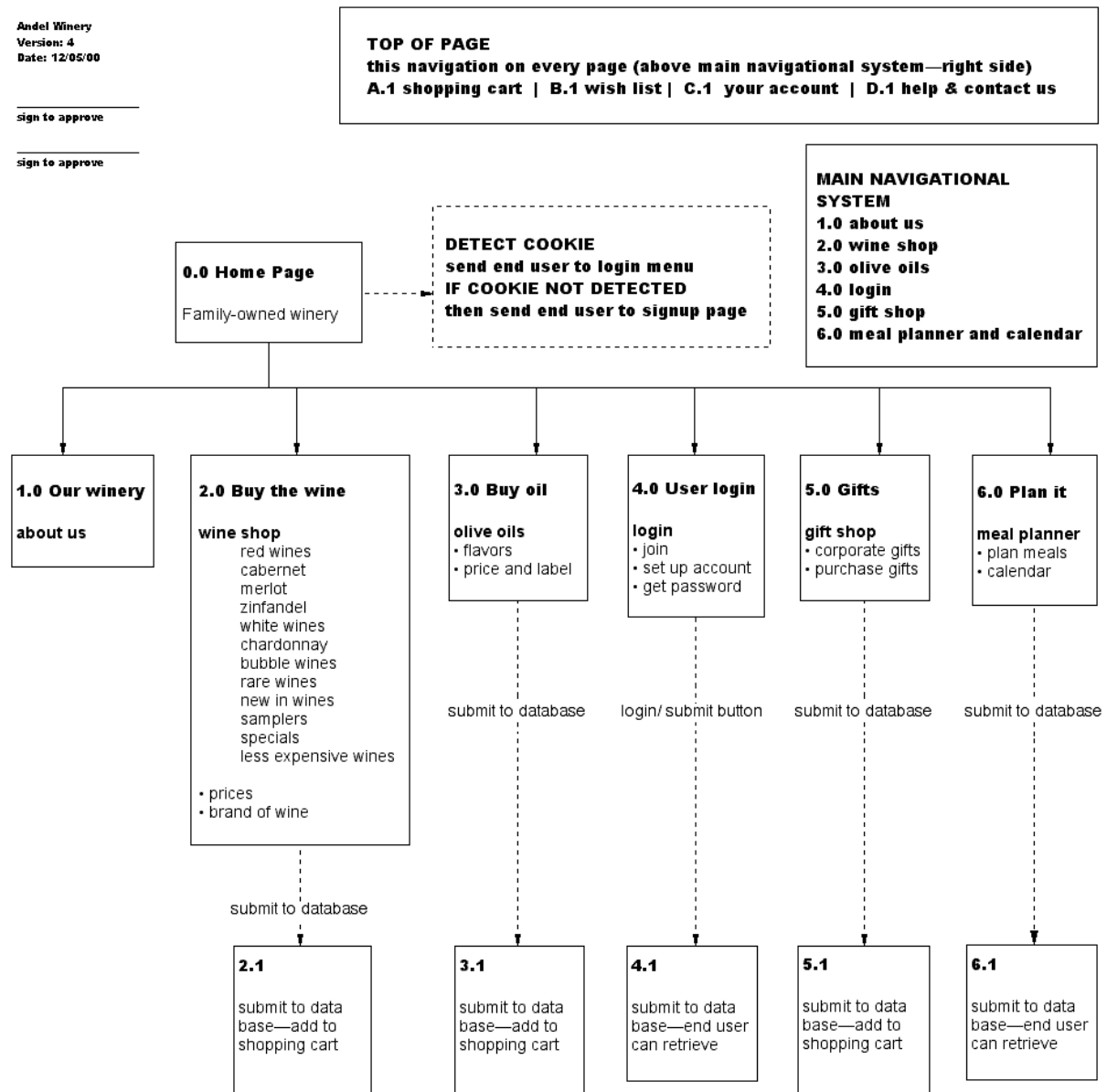


Figure 3: Flow Chart—Shows Interaction Design (Large Version Included on Website)

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#### **Interaction Design—Explanation of Flow Chart**

These steps were not all shown on how the end user might complete online transaction. This explanation is only a quick snapshot into how the Interaction Design could be designed. It is assumed that end user is logged in correctly before making online purchases:

1. End user selects desired product(s) for purchase and items are retained in shopping cart
  - a. Database search confirms YES product is available
  - b. Database search confirms NO product is available, not added to shopping cart
2. If YES, then product is added to shopping cart (for each individual purchase)
  - a. Then screen shows end user price and sales tax for each product before end user makes a confirmation
3. End user confirms YES on purchase; if NO, then purchase is canceled
4. When end user is finished making online transactions, then YES to complete final transaction (with final total)
5. End user chooses delivery options (price for delivery and timeframe)
  - a. Screen shows confirmation of option for shipping
  - b. If YES, then end user approves shipping option for product(s)
  - c. If NO, then transaction is canceled
  - d. If YES, then screen shows product purchased with sales tax and shipping expenses—on all product(s) purchased during online transaction
  - e. If YES, then end user confirms shipping address and/or makes changes to shipping address
  - f. If YES, FINAL purchase is approved by end user
  - g. If NO, FINAL purchase is canceled
  - h. If YES, then screen shows confirmation of FINAL purchase made and sends email confirmation to end user

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### **Design Implications, PDA to iPodcasting**

The Website can also be viewed in PDA (wireless technology—smaller screen for transactions and viewing; see Figure 4). It will have to be also tied in with main site. The database must also provide inventory management functions. This will require daily maintenance of records of what is left over after purchases.



Figure 4: PDA

### **Conclusion**

An online working prototype was developed for this project (rapid prototyping). Additional research was done to collect data from end users to see if the working prototyping met their needs. Many end users stated they felt the working prototype gave them necessary online resources for this business-to-business Website. They felt they could adequately and successfully make online transactions because the interaction design for this Website worked great.