

# Information Architecture for AT&T FWS

*An Exploration of Two Options*

8 December 2000 ■ Version 1.1

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## Document Summary

Note all client deliverables, including incorporation of client redlines, in the following table.

<i>Date</i>	<i>By</i>	<i>Version</i>	<i>Revision Summary</i>
11/8/00	Christopher Bain christopherb@saltmine.com	1.0	Document creation
11/15/00	Kim Kerwin kimk@saltmine.com	1.0	Deliver to client
11/20/00	Kim Kerwin kimk@saltmine.com	1.0	Updated portal site map and related schematics based on client feedback.
11/22/00	Kim Kerwin kimk@saltmine.com	1.0	Incorporated client feedback on portal site architecture
12/8/00	Kim Kerwin kimk@saltmine.com	1.1	Updated portal site architecture based on client content

## Acceptance Agreement

By signing below, we represent that we have read, fully understand, and accept the terms of this document. Any changes to the terms in this document must be submitted via the Change Request Form, reviewed and agreed upon by both parties, and attached to this document. We also understand that subsequent changes to this document may directly impact projected schedule and budget estimates.

AT&T Fixed Wireless Services (FWS)

Saltmine, LLC

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# Introduction

The purpose of this document is to present two possible models for structuring the information architecture of the AT&T Fixed Wireless Services (FWS) intranet site. Each option provides a unique approach to the site's structure while housing the same core content. Determining this core architecture is critical as it provides the foundation for all design and content development, sets the stage for the overall user experience, and carries long-term effects in the maintenance and growth of the site.

## The Current FWS Intranet Site

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FWS has grown substantially over time, and the intranet site has been pieced together and evolved in different directions along the way. FWS has tasked Saltmine with researching and presenting a “quick fix” to improve the current intranet site, enhancing the user experience and providing an architecture that will support continued growth.

The two options presented in this document address the goals articulated by FWS during meetings with Saltmine:

- Restructure the site by implementing new content organization; bring critical content from lower-level pages to first- and second-level pages of the site.
- Design an effective navigational system that complements the new site structure.  
**Note:** Per the project contract, Saltmine will only be implementing this navigation on nine pages. FWS will be responsible for implementing the new navigation for the remaining pages of the site.
- Create a new “look and feel” that accurately reflects FWS as it is today.

The first approach, titled **Retrofit**, takes the existing FWS intranet site and enhances it by addressing various usability and consistency issues identified by FWS and Saltmine. The second approach, titled **Portal**, goes a step further by offering a completely different style of site navigation and condensing the content architecture, closely mirroring popular Internet portal sites such as Yahoo!

## ***A Note on Usability***

While some usability issues were discovered during this information architecture exploration, a thorough assessment of site usability was beyond the scope of this project. We have made recommendations for addressing some of these areas of concern where they apply to high-level labeling, navigation, and organization of content.

## Methodology

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In the following pages, Saltmine provides an overview of each option with a site map (to indicate how the content could be named and organized within each top-level area), a list of pros and cons, and several page schematics (to indicate the approximate user experience and structural blueprint for design motifing).

This exercise is intended as a natural precursor to the design motif stage — once the best overall approach has been chosen, Saltmine will fully explore the design and navigation, presenting motif options based on the selected architecture.

**Note:** Saltmine is contracted to design and develop nine pages of the FWS intranet; all other pages shown in the site maps are recommendations and are meant to demonstrate the intent of the information architecture option.

## Next Steps

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Before design motifs can be created and development can proceed, FWS will need to choose and sign off on an information architecture option. Once FWS has chosen an option, Saltmine will revise the document by incorporating any feedback from FWS into the selected architecture option and related schematics.

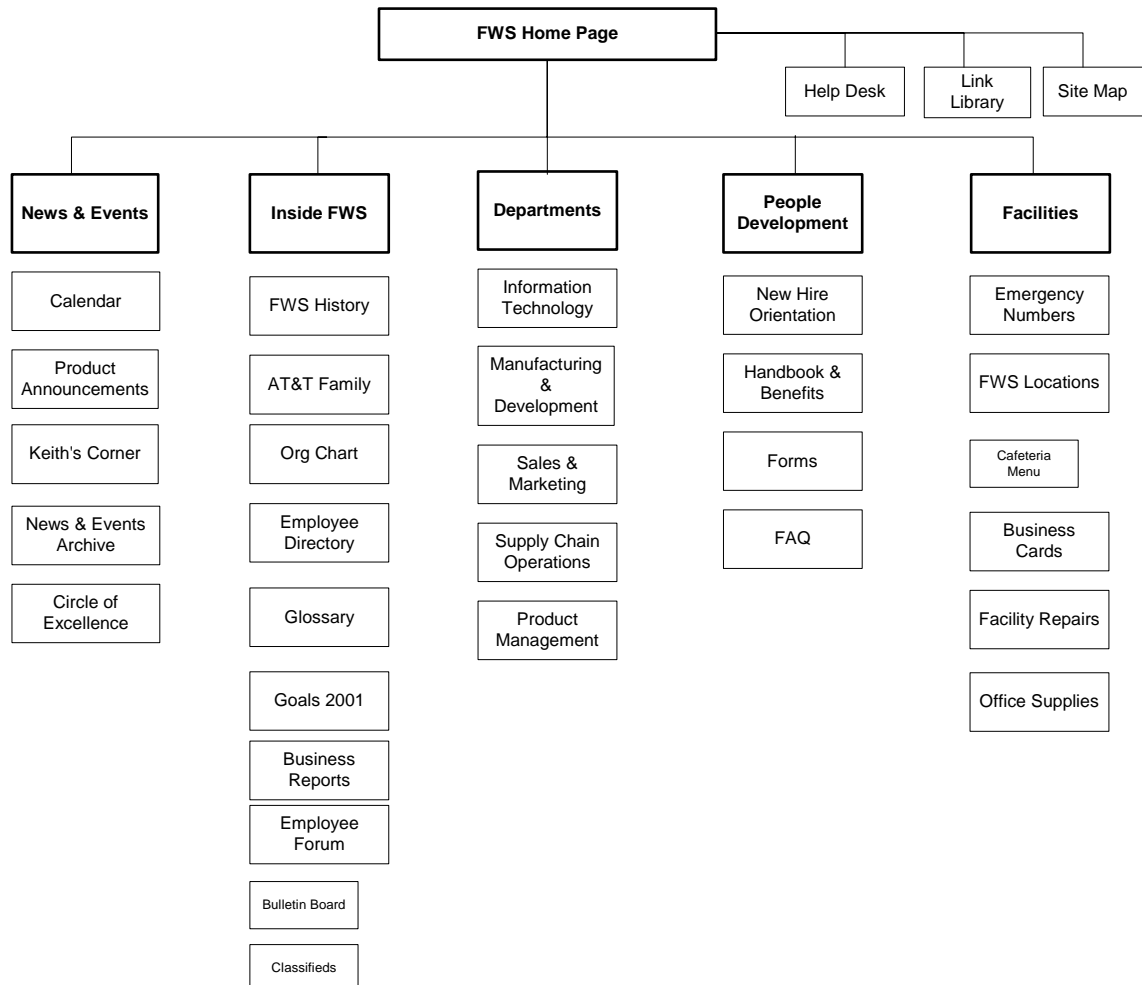
⇒ [Update: FWS has selected the Portal information architecture option. Saltmine has updated the Portal site map and schematics based upon FWS' feedback.](#)

# Option One: Retrofit

This model rearranges and retrofits the current intranet site content into a more intuitive and structured site architecture. Information is organized into logical groupings to encourage users to explore the site as well as make it easier for them to find specific information.

## Site Map

The following map offers a high-level outline of how the site content could be organized based on the Retrofit option.



## Overview

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The Retrofit design focuses the site visitor on key or most often visited areas of the intranet and also allows for easy updates and growth.

Improvements that the Retrofit option offers include:

- More consistent and intuitive navigation model. Global navigation focuses on the major categories of site content and those that employees visit often.
- Cleaner layout that uses space more effectively (see the Home Page schematic on page 5).
- More intuitive labeling. For example, “Link Library” is used in lieu of “Links,” indicating it offers additional information not necessarily related to site content.
- “Sub-tabs” (such as WLTG Today and Product Marketing) incorporated into appropriate areas in the primary navigation.
- Quick Links include cross-indexed access to new employee information, business reports, and the FWS employee directory (see the Home Page schematic on page 5).
- Site map page accessed from the utility navigation provides users another way to search for information. **Note:** The site map is a suggested but optional feature. Because Saltmine is only building nine pages of the site, FWS will be responsible for implementing this architecture on all other site pages.

## Pros

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Saltmine has identified the following pros for implementing the Retrofit option:

- Navigation is straightforward and intuitive to both a new hire and a tenured employee.
- Navigation is improved but not radically different, resulting in only a slight learning curve for current users.
- Organization of content is logical and intuitive; logical groupings make it easy for users to find content.
- Layout of the pages is more clean and streamlined (see the schematics on pages 5 and 6).
- Option can be implemented quickly and accommodates growth.
- Enhanced home page content, such as highlighted news articles, draws employees to the site (see the Home Page schematic on page 5).
- A more cohesive and organized look better represents the FWS brand and culture.

## Cons

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Saltmine has identified the following cons against implementing the Retrofit option:

- Managing and maintaining new opportunities for featured content may pose a resource challenge.
- This approach to architecture and navigation is traditional rather than unique.


# Page Schematics

The following page schematics offer a rough template of how the Retrofit option could translate into a user interface. Note that these are blueprints for content organization and a possible user experience, not site designs or visual motifs. The visual motifs will be produced when FWS has chosen and signed off on the site architecture.

## Home Page

<b>FWS logo</b>	<b>FWS Intranet</b>	<a href="#">Help Desk</a>	<a href="#">Link Library</a>	<a href="#">Site Map</a>
<a href="#">News &amp; Events</a>	<a href="#">Inside FWS</a>	<a href="#">Departments</a>	<a href="#">People Development</a>	<a href="#">Facilities</a>
<h3>Welcome to the FWS Intranet</h3> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</p>		<h3>Events at FWS</h3>		
<h3>News at FWS</h3>		<h4>Title of Event</h4> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore e. <a href="#">More Information</a></p>		
<h4>Title of Article</h4> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam. Ut enim ad minim. <a href="#">Full Story</a></p>		<h4>Title of Article</h4> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam. Ut enim ad minim. <a href="#">Full Story</a></p>		<h4>Title of Event</h4> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore e. <a href="#">More Information</a></p>
<h4>Title of Article</h4> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam. Ut enim ad minim. <a href="#">Full Story</a></p>		<h4>Title of Article</h4> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam. Ut enim ad minim. <a href="#">Full Story</a></p>		<h3>Quick Links</h3> <ul style="list-style-type: none"><li><a href="#">New Hire Orientation</a></li><li><a href="#">Employee Directory</a></li><li><a href="#">Business Reports</a></li></ul>

# People Development Page

		<b>People Development</b>		<a href="#">Help Desk</a>	<a href="#">Link Library</a>	<a href="#">Site Map</a>	
<a href="#">News &amp; Events</a>		<a href="#">Inside FWS</a>		<a href="#">Departments</a>		<a href="#">People Development</a>	<a href="#">Facilities</a>
<a href="#">New Hire Orientation</a> <a href="#">Handbook &amp; Benefits</a> <a href="#">Forms</a> <a href="#">FAQ</a>	<h2>Welcome to People Development</h2> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incidunt et labore et dolore magna aliquam. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</p> <h3>New Hire Orientation</h3> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incidunt et labore et dolore magna aliquam. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip. <a href="#">Learn More</a></p> <h3>Handbook &amp; Benefits</h3> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incidunt et labore et dolore magna aliquam. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip. <a href="#">Learn More</a></p> <h3>Forms</h3> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incidunt et labore et dolore magna aliquam. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip. <a href="#">Learn More</a></p> <h3>FAQ</h3> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incidunt et labore et dolore magna aliquam. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip. <a href="#">Learn More</a></p>				<h2>Welcome Our New Employees</h2> <p><b>First Last Name</b></p> <div data-bbox="1169 588 1274 693"><p>New Hire Picture</p></div> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incidunt et labore.</p> <p><b>First Last Name</b></p> <div data-bbox="1169 829 1274 934"><p>New Hire Picture</p></div> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incidunt et labore.</p>		

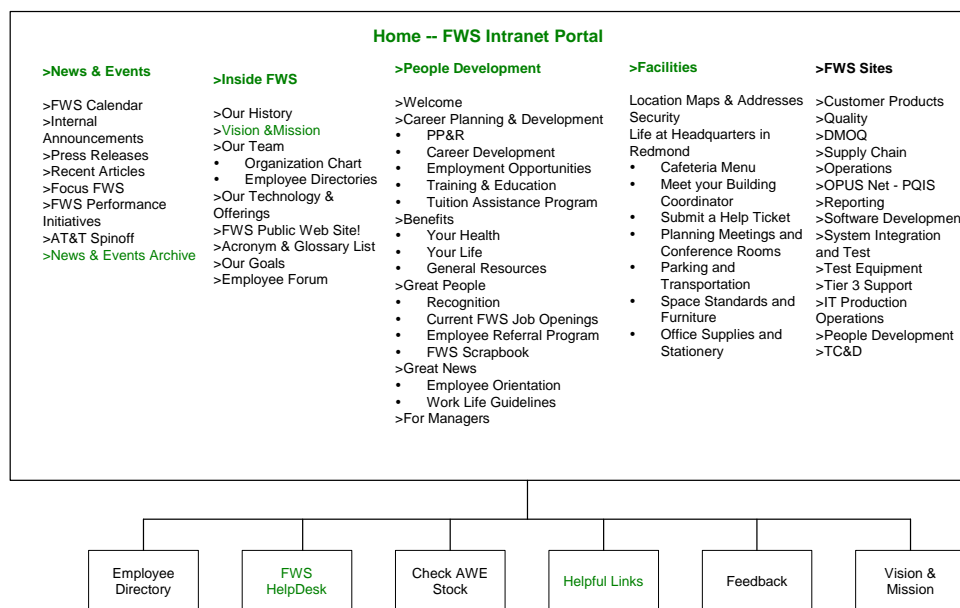
# Option Two: Portal

This option rearranges the current FWS intranet site content into a broad but structured “one stop,” all-encompassing navigation model. With this approach, employees are able to see all of the available categories of information at a glance (as a series of links), and get in and out quickly.

## Site Map

The following map offers a high-level outline of how the site content would be organized using the Portal option.

⇒ **Update:** The nine pages that Saltmine will design and develop are as follows: FWS Home, News & Events, News & Events Archive, Inside FWS, Vision & Mission, People Development, Facilities, FWS HelpDesk, and Helpful Links. These nine pages are highlighted in green in the site map below.



## Overview

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The Portal style site is derivative of the popular Yahoo! and similar Internet portal sites, offering a comprehensive array of indexed information on a single page.

Improvements that the Portal option offers include:

- Central, non-linear “one-stop” navigation model that includes a prominently placed series of buttons that link to frequently accessed information (like Employee Directory).
- More intuitive labeling. For example, “Link Library” is used in lieu of “Links,” indicating it offers additional information not necessarily related to site content.
- Enhanced home page content, such as highlighted news articles, draws employees to the site (see the Home Page schematic on page 9).
- “Sub-tabs” (such as WLTG Today and Product Marketing) incorporated into appropriate areas in the navigation.
- Site map page accessed from the buttons at the top provides users another way to search for information.

**Note:** The site map is a suggested but optional feature. Because Saltmine is only building nine pages of the site, FWS will be responsible for implementing this architecture on all other site pages.

## Pros

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Saltmine has identified the following pros for implementing the Retrofit option:

- All areas of content are listed on one page for quick scanning and access, so users do not have to search through a series of pages to find what they’re looking for. Little or no exploration is required to find specific information.
- Organization of content is logical and intuitive; logical groupings make it easy for users to find content.
- Model is similar to the popular Links section of the current intranet.
- Option can be implemented quickly.
- A more cohesive and organized look better represents the FWS brand and culture.

## Cons

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Saltmine has identified the following cons against implementing the Retrofit option:

- Some users may find the portal-style layout visually confusing or overwhelming.
- There is limited space for graphical elements.
- Users have no need to visit top-level pages, where section-specific content may be featured.
- Layout does not necessarily encourage exploration, as users may find what they’re looking for quickly and leave the site. (Though users who scan all of the links on the page may actually be more likely to be drawn into other areas of the site.)

# Page Schematics


The following page schematics offer a rough template of how the Portal architecture could translate into a user interface. Note that these are blueprints for content organization and a possible user experience, not site designs or visual motifs. The visual motifs will be produced when FWS has chosen and signed off on the site architecture.

## Home Page

Employee Directory	FWS HelpDesk	Check AWE Stock	Helpful Links	Feedback	Vission & Mission
<div style="display: flex; align-items: center;"> <div style="border: 1px solid black; padding: 5px; margin-right: 20px;"> <b>FWS logo</b> </div> <div style="margin-left: 20px;"> <h1 style="margin: 0;">FWS Intranet</h1> </div> </div>					
<p><b><u>News &amp; Events</u></b>  <a href="#">FWS Calendar</a>  <a href="#">Internal Announcements</a>  <a href="#">Press Releases</a>  <a href="#">Recent Articles</a>  <a href="#">Focus FWS</a>  <a href="#">FWS Performance Initiatives</a>  <a href="#">AT&amp;T Spinoff</a>  <a href="#">News &amp; Events Archive</a></p> <p><b><u>People Development</u></b>  <a href="#">Welcome</a>  <a href="#">Career Planning &amp; Development</a></p> <ul style="list-style-type: none"> <li>• <a href="#">PP&amp;R</a></li> <li>• <a href="#">Career Development</a></li> <li>• <a href="#">Employment Opportunities</a></li> <li>• <a href="#">Training &amp; Education</a></li> <li>• <a href="#">Tuition Assistance Program</a></li> </ul> <p><b><u>Benefits</u></b></p> <ul style="list-style-type: none"> <li>• <a href="#">Your Health</a></li> <li>• <a href="#">Your Life</a></li> <li>• <a href="#">General Resources</a></li> </ul> <p><b><u>Great People</u></b></p> <ul style="list-style-type: none"> <li>• <a href="#">Recognition</a></li> <li>• <a href="#">Current FWS Job Openings</a></li> <li>• <a href="#">Employee Referral Program</a></li> <li>• <a href="#">FWS Scrapbook</a></li> </ul> <p><b><u>Great News</u></b></p> <ul style="list-style-type: none"> <li>• <a href="#">Employee Orientation</a></li> <li>• <a href="#">Work Life Guidelines</a></li> </ul> <p><b><u>For Managers</u></b></p>		<p><b><u>Inside FWS</u></b>  <a href="#">Our History</a>  <a href="#">Vision &amp; Mission</a>  <a href="#">Our Team</a></p> <ul style="list-style-type: none"> <li>• <a href="#">Organization Charts</a></li> <li>• <a href="#">Employee Directories</a></li> </ul> <p><a href="#">Our Technology &amp; Offerings</a>  <a href="#">FWS Public Web Site!</a>  <a href="#">Acronym &amp; Glossary List</a>  <a href="#">Our Goals</a>  <a href="#">Employee Forum</a></p> <p><b><u>Facilities</u></b>  <a href="#">Location Maps &amp; Addresses</a>  <a href="#">Security</a>  <a href="#">Life at Headquarters in Redmond</a></p> <ul style="list-style-type: none"> <li>• <a href="#">Cafeteria Menu</a></li> <li>• <a href="#">Meet your Building Coordinator</a></li> <li>• <a href="#">Submit a Help Ticket</a></li> <li>• <a href="#">Planning Meetings and Conference Rooms</a></li> <li>• <a href="#">Parking and Transportation</a></li> <li>• <a href="#">Space Standards and Furniture</a></li> <li>• <a href="#">Office Supplies and Stationery</a></li> </ul> <p><b><u>FWS Sites</u></b>  <a href="#">Customer Products</a>  <a href="#">Quality</a>  <a href="#">DMOQ</a>  <a href="#">Supply Chain Operations</a>  <a href="#">OPUS Net - PQIS Reporting</a>  <a href="#">Software Development</a>  <a href="#">System Integration and Test</a>  <a href="#">Test Equipment</a>  <a href="#">Tier 3 Support</a>  <a href="#">IT Production Operations</a>  <a href="#">People Development</a>  <a href="#">TC&amp;D</a></p>		<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam. Ut enim ad minim. <a href="#">Full Story</a></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam. Ut enim ad minim. <a href="#">Full Story</a></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore e. <a href="#">More Information</a></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore e. <a href="#">More Information</a></p>	

**Note:** Rollover or pop-up text could be used to offer a summary of the type of information contained in each section.

# People Development Page

<a href="#">Employee Directory</a>	<a href="#">FWS HelpDesk</a>	<a href="#">Check AWE Stock</a>	<a href="#">Helpful Links</a>	<a href="#">Feedback</a>	<a href="#">Vision &amp; Mission</a>
	<h2>People Development</h2>				
<a href="#">News &amp; Events</a>	<a href="#">Inside FWS</a>	<a href="#">People Development</a>	<a href="#">Facilities</a>	<a href="#">FWS Sites</a>	
<a href="#">Welcome</a>	<a href="#">Career Planning &amp; Development</a>	<a href="#">Benefits</a>	<a href="#">Great People</a>	<a href="#">Great News</a>	<a href="#">For Managers</a>
<h3>Welcome to People Development</h3> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</p> <h4>New Hire Orientation</h4> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip. <a href="#">Learn More</a></p> <h4>Handbook &amp; Benefits</h4> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip. <a href="#">Learn More</a></p> <h4>Forms</h4> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip. <a href="#">Learn More</a></p> <h4>FAQ</h4> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip. <a href="#">Learn More</a></p>			<h3>Welcome Our New Employees</h3> <p><b>First Last Name</b></p> <div data-bbox="1133 632 1235 737"><p>New Hire Picture</p></div> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore.</p> <p><b>First Last Name</b></p> <div data-bbox="1133 873 1235 978"><p>New Hire Picture</p></div> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore.</p>		