Joanna Russell Bliss
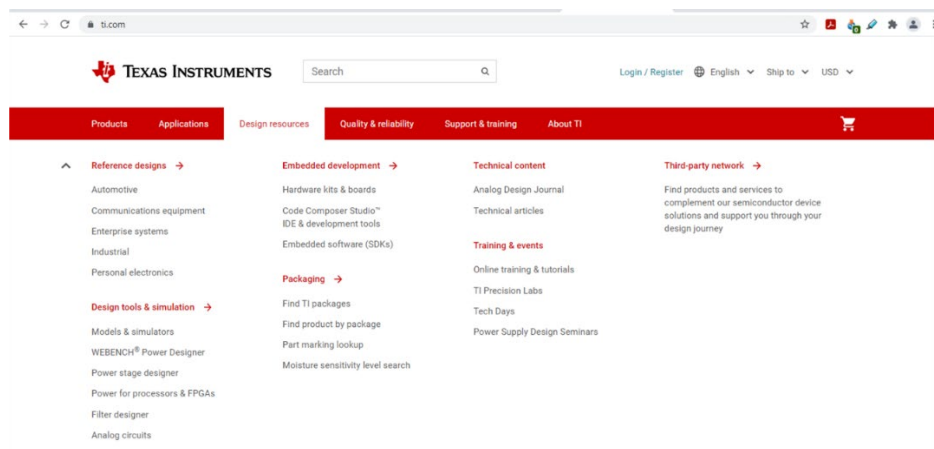
INFO 5745

25 July 2021

ASSIGNMENT THREE

ANALYSIS OF AND SUGGESTIONS FOR WEBSITE FOR TEXAS INSTRUMENTS

PART I: ANALYSIS OF TI.COM

ORGANIZATION OF INFORMATION

It is difficult to analyze the information organization on the website when the audience for the website is unknown. But approaching the website as a newcomer, a user learns that it is an informational website that uses ambiguous organization for its scheme. As with many other websites studied this semester, this was chosen because an exact organization scheme, i.e., pages listed in alphabetical, chronological or geographical order, would not work for this site. The top-level categories appear to be topical, organizing information into broad categories, depending on what the user might be looking for: product information, applications for various products, information about the company, and other information. See Figure 1 below for a screen grab of how the top-level organization appears for users.

In addition, the structure appears to be hierarchical, with each broad category containing several sections, and most sections containing at least 2-3 pages of distinct information, but not all of the pages listed in each section belong to the top-level category. For example, in Figure 1, we see that the top-level label of Design resources contains seven sections. Each section contains a landing page and between two and six sub-pages, with the exception of a link to search for Third-party networks, which has no pages in the section, just a link to one page with more information about third-party vendors, products and services. But the URLs do not always include the Design resources category; Reference designs pages are independent of it (ex: https://www.ti.com/reference-designs/index.html#search?applid=308), but Design tools pages include it (ex: https://www.ti.com/design-resources/design-tools-simulation/processor-fpga-power/overview.html).

FIGURE 1: SCREEN GRAB OF HOME PAGE AT TI.COM WITH ONE OF THE TOP-LEVEL GROUPS, DESIGN RESOURCES, CHOSEN TO SHOW THE MYRIAD NAVIGATION OPTIONS BELOW, INCLUDING DESIGN TOOLS & SIMULATION, PACKAGING, TRAINING & EVENTS, AND FOUR OTHER SECTIONS.
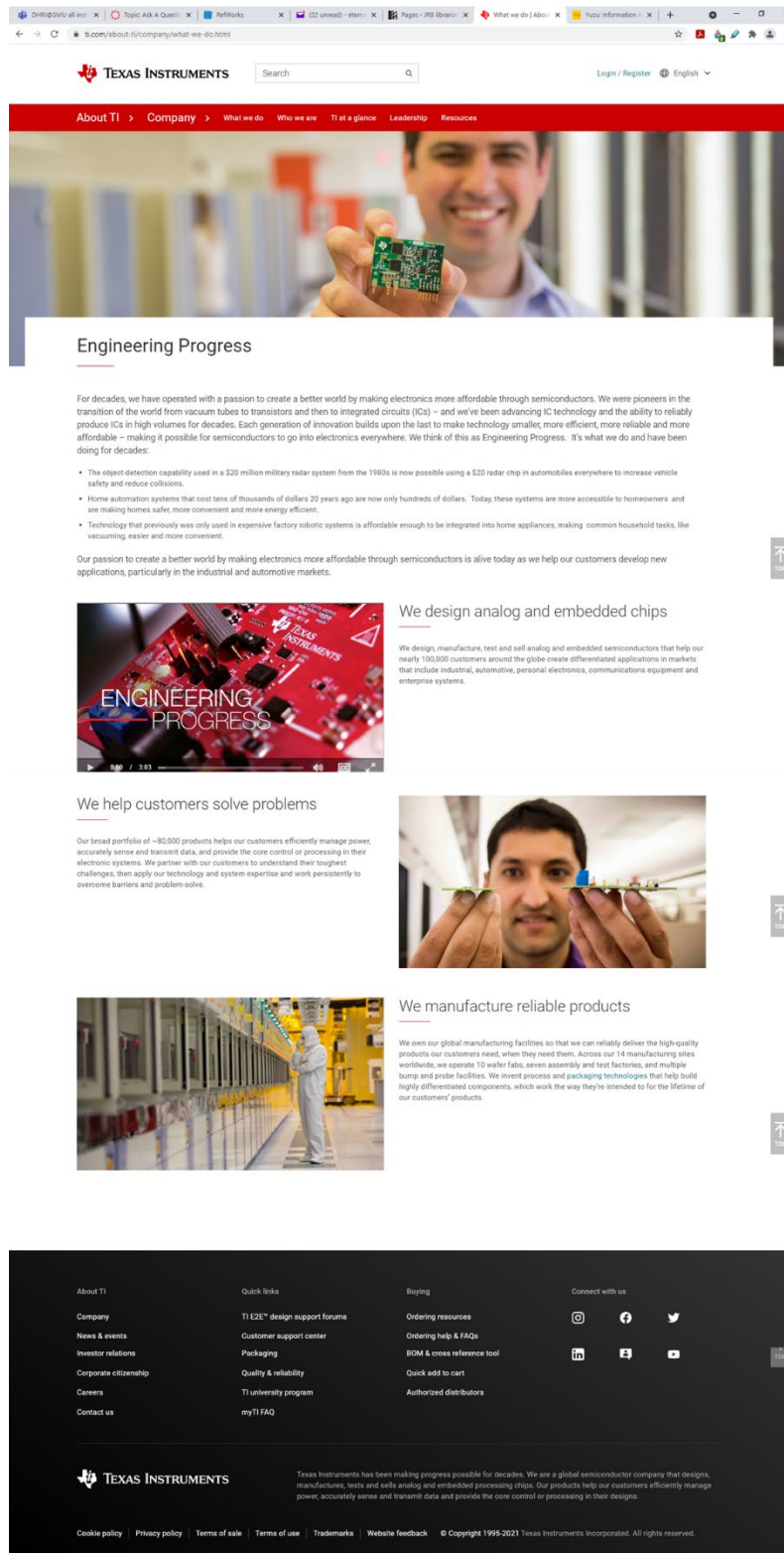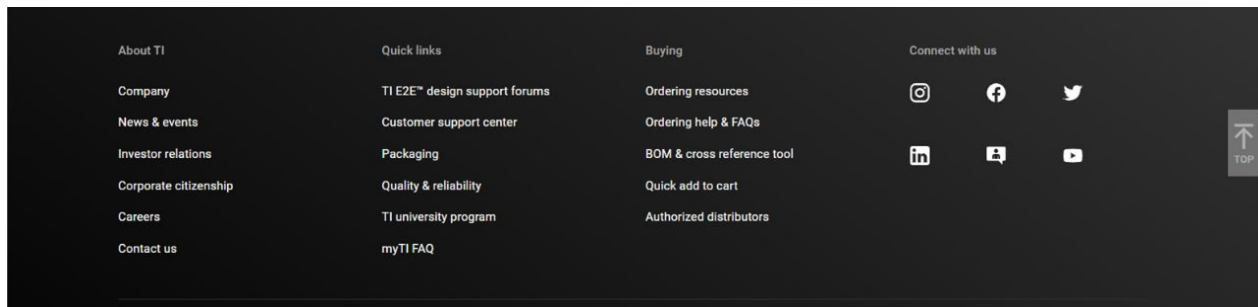
FIGURE 2: SCREEN GRAB OF ABOUT US PAGE ON TI.COM, WHICH SUGGESTS WHAT THE COMPANY IS KNOWN FOR AND WHY USERS MAY COME TO THE SITE.

FIGURE 3: CLOSE UP SCREEN GRAB OF THE FOOTER MENU AT TI.COM, WHICH SUGGESTS QUICK LINKS TO PRODUCT SUPPORT FORUMS AND HOW TO BUY PRODUCTS.

POSSIBLE CHANGES

The mission statement and company introduction is far down on the home page, forcing the user to scroll down to learn more about the company. It would be helpful to have this information more front and center, to understand who they are and what they do, along with what they are offering via the website to the user, in order to help me understand what I might learn or do on the website. The lack of direction or suggestion gives the user pause while they try to figure out where the information they are looking for might be.

None of the top-level labels have a landing page. For example, the product listing has no home page, just a list of types of products. It is overwhelming to consider these items and groupings without any further description. The company needs to reconsider how to link to these descriptions and whether this needs to be a top-level option. In addition, the menus on the home page include 161 links to pages, with about 150 of those to unique pages. While I understand wanting to reduce the number of clicks to get to information, there needs to be a paring of what is accessible directly from the main menu.

MISSING FUNCTIONS

The "what we do" is hidden on an interior page. The researcher suggests using these tasks (We design, We help, We manufacture), as well as shortcuts in the Footer menu to guide reorganization of the site. See Figure 2 on page 2 for a screen grab of the About us page used for suggestions of tasks on the site, and Figure 3 above for a close-up of the navigation in the Footer menu.

The researcher also notes that the top-level navigation often disappears when a user navigates to an internal page. The researcher suggests that the top-level navigation should remain at the top of the page for ease of going elsewhere on the site once done with the current page.

PART II: NEW BLUEPRINT/SITE MAP

After taking a quick content inventory of the top-level pages and navigation, and considering the above suggested changes and missing functions, the researcher has redesigned the top-level blueprint as follows, encouraging users to learn more about TI products, applications, designs, questions and people, as well as a contact us link that is easier to find:

LEGEND

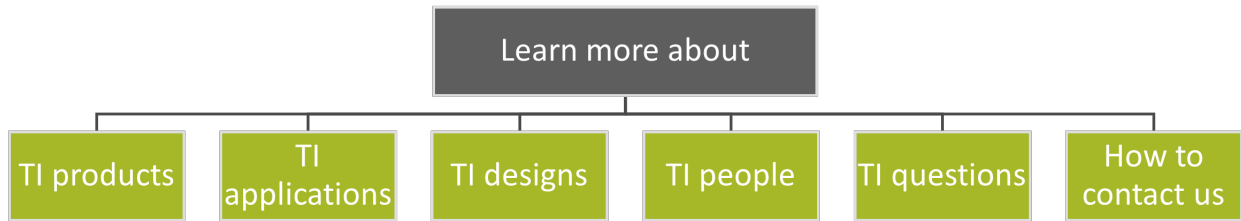|	
Home page	Sectional landing pages
Global navigation	Page

TOP-LEVEL NAVIGATION

FIGURE 4: GRAPHIC OF TOP-LEVEL NAVIGATION, SHOWING THAT PAGES HAVE BEEN ORGANIZED INTO 5 MAIN SECTIONS, PLUS A GLOBAL NAVIGATION TO CONTACT US.

Top-level navigation represents both labels for the global navigation and menus, as well as landing pages for each section (with the exception of Contact us).
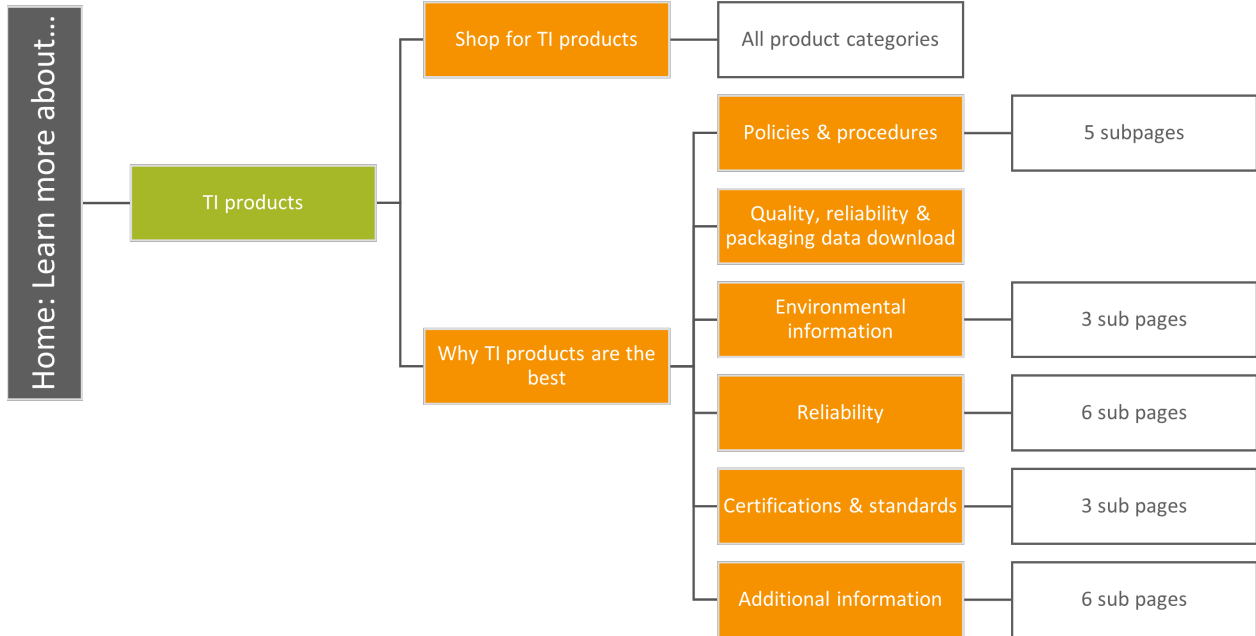
TI PRODUCTS

FIGURE 5: GRAPHIC OF SITE MAP FOR TI PRODUCTS SECTION, WHICH INCLUDES PAGES FROM THE PRODUCT CATALOG AND PREVIOUS QUALITY PAGES.

LEGEND

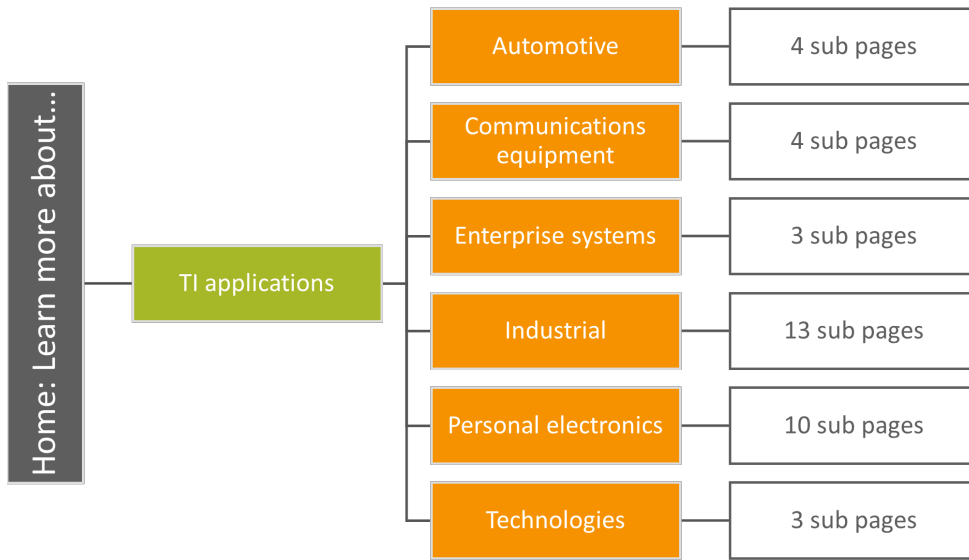|	
Home page	Sectional landing pages
Global navigation	Page

TI APPLICATIONS

FIGURE 6: GRAPHIC OF SITE MAP FOR TI APPLICATIONS SECTION.

TI DESIGNS
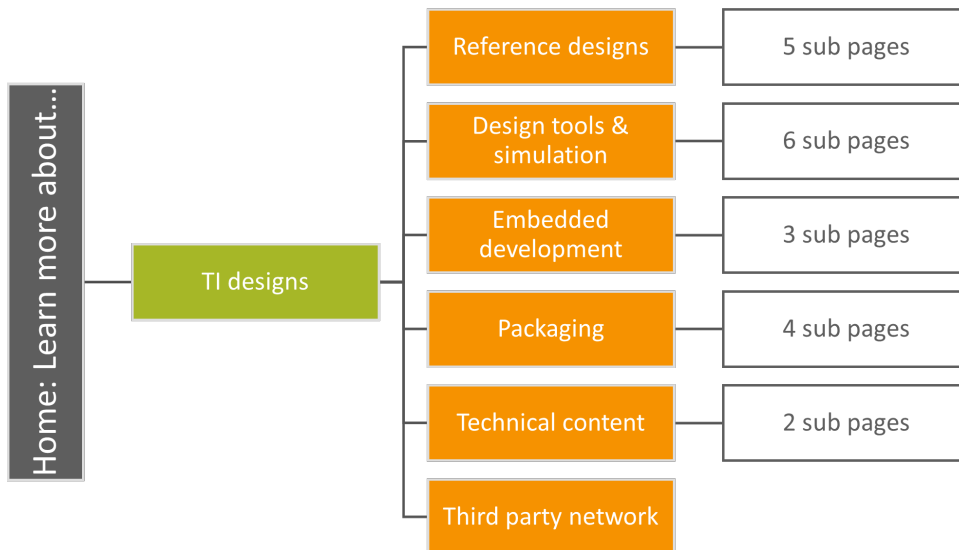
FIGURE 7: GRAPHIC OF SITE MAP FOR TI DESIGNS SECTION.

LEGEND

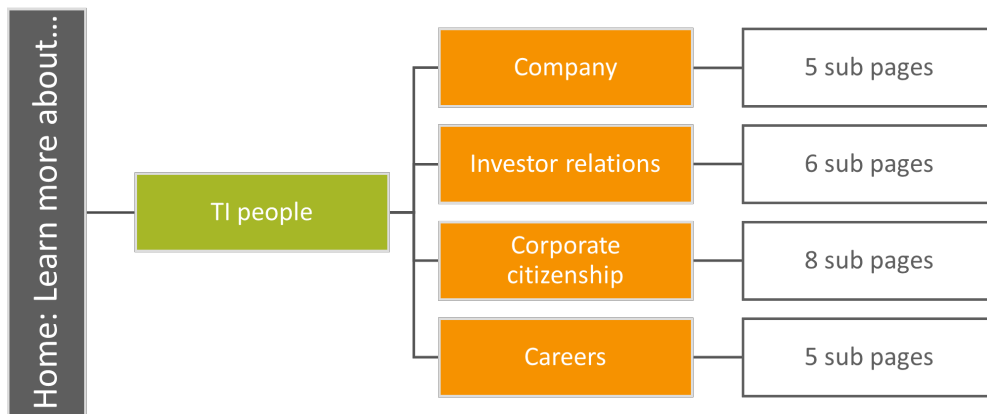| Home page	Sectional landing pages
Global navigation	Page
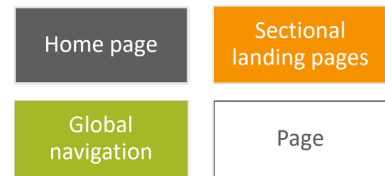
TI PEOPLE

FIGURE 8: GRAPHIC OF SITE MAP FOR TI PEOPLE SECTION, FORMERLY ABOUT TI.

The designer would rename About TI as Learn more about TI's people, humanizing the engineers behind the products and design. She would also remove Contact us from this section to be in the global navigation.
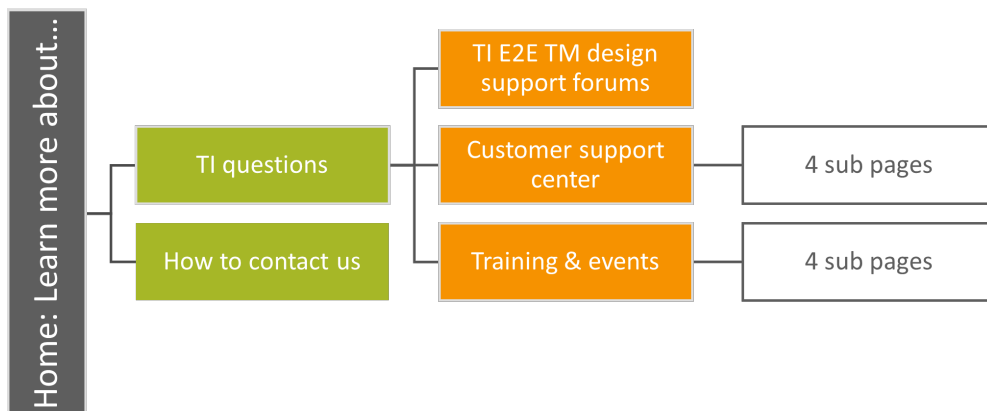
TI QUESTIONS AND CONTACT US

FIGURE 9: GRAPHIC OF SITE MAP FOR TI QUESTIONS AND HOW TO CONTACT US.

The links for these pages should also be within the footer of the website, easy to access from anywhere.

The designer suggests adding several landing pages, allowing users to navigate to a particular section before having to choose where to go. The top-level navigation would only include the links to the 5 main

sections and the 21 subheadings, rather than all sub pages. See the attached spreadsheet for all sub pages for the suggested sections and subheadings.

PART III: WIREFRAME FOR NEW HOME PAGE

The researcher used Whimsical to create a medium-fidelity wireframe to suggest the home page design. Key home page design changes from the current site:

- Making contact us easy to find in the upper right-hand corner of every page.
- Reducing global navigation to 5 categories instead of six.
- Making the revolving feature smaller to make space for company information higher on the page.
- Reducing the size of the latest news feature.

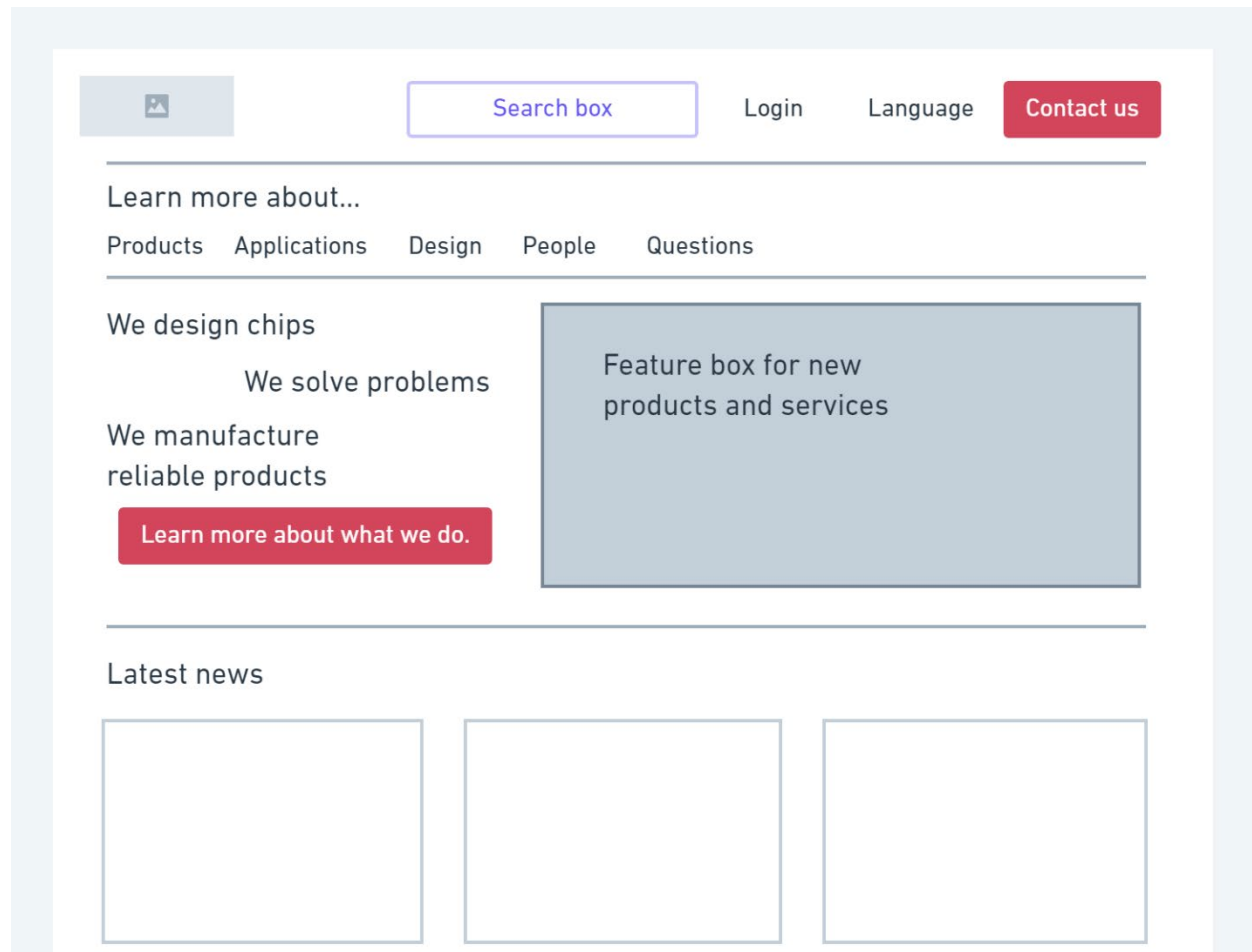The wireframe has been split in two to allow for clarity of layout; see a full-page version in Appendix A.

FIGURE 10: UPPER HALF OF MEDIUM-FIDELITY WIREFRAME FOR HOME PAGE AT TI.COM.
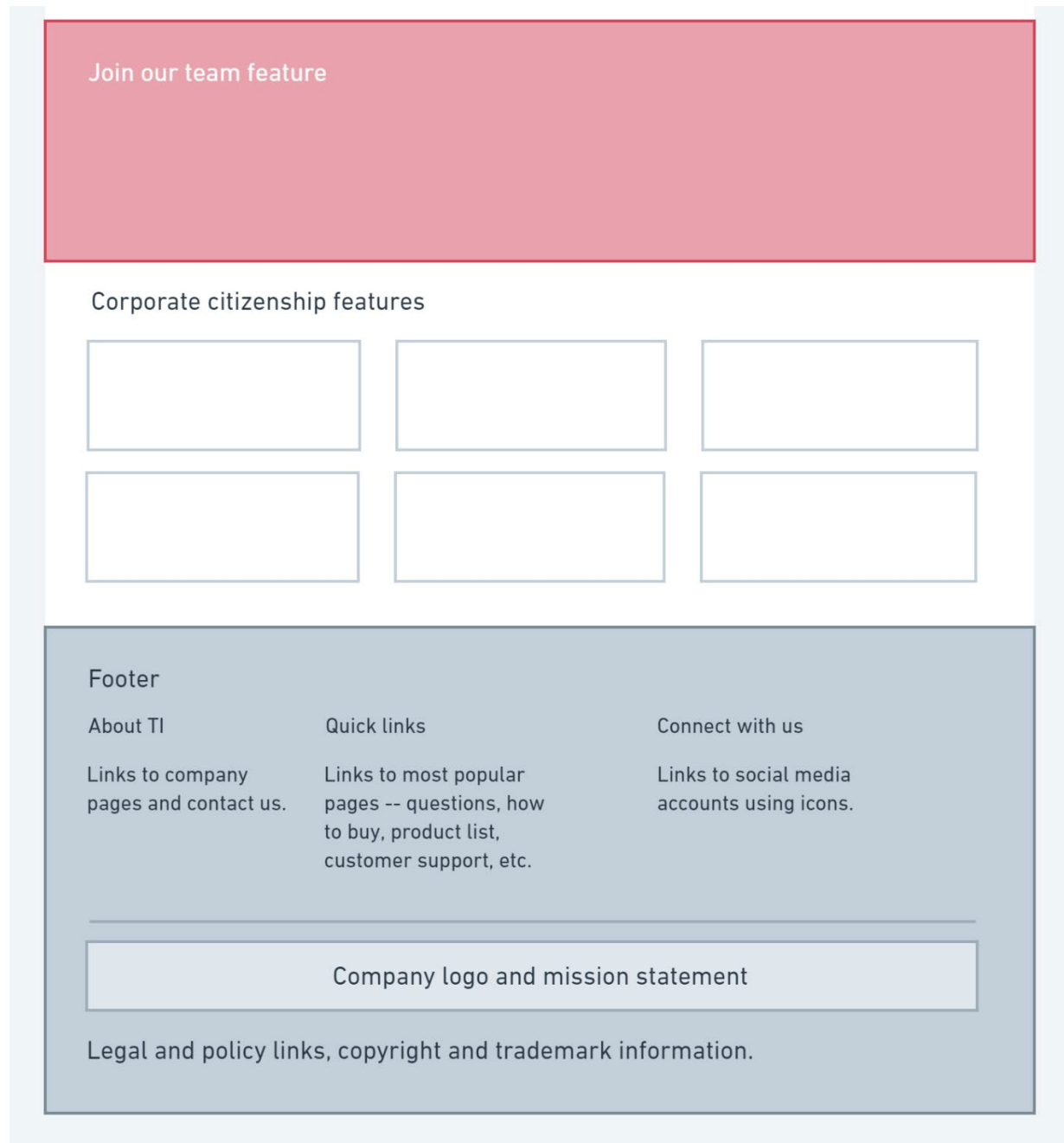
FIGURE 11: LOWER HALF OF MEDIUM-FIDELITY WIREFRAME FOR HOME PAGE AT TI.COM.

PART IV: USABILITY TESTING

OBJECTIVES
- Determine whether the new navigation makes information easier to find.
- Determine whether the new content organization makes sense to users.

USERS TO TEST

- People who purchase products from ti.com
- People who incorporate TI products into their own technology
- People who use information from ti.com to conduct training on TI products

SCENARIOS TO TEST

SCENARIO I: PURCHASING

Look up product information for several products. Go through the purchase process – find product, add to cart, and complete purchase. Are there any steps that feel clunky or where it is difficult to find information or move to the next step?

SCENARIO II: APPLICATION

Look up product information for a particular product used in your own technology. What do you need to know to be able to apply the product to your own tech? Are you able to find the information you need quickly?

SCENARIO III: TRAINING

Plan a training session for your own company based on information you can find on ti.com. Can you find the information you need easily? If you need to complete training from TI before doing your own training, can you identify when and where such training will be held, and register for the event easily?

LOGISTICS

Once 2-3 users representing each of the three groups have been identified, create directions and script for testing and determine whether it will be done in person or via Zoom. Schedule a date and time to meet and take each group of users through the scenarios, taking notes on where they may have problems locating the information they need. Once all testing is complete, return to team to discuss any problems that occurred during the testing and determine what can be improved to avoid such issues in the future.
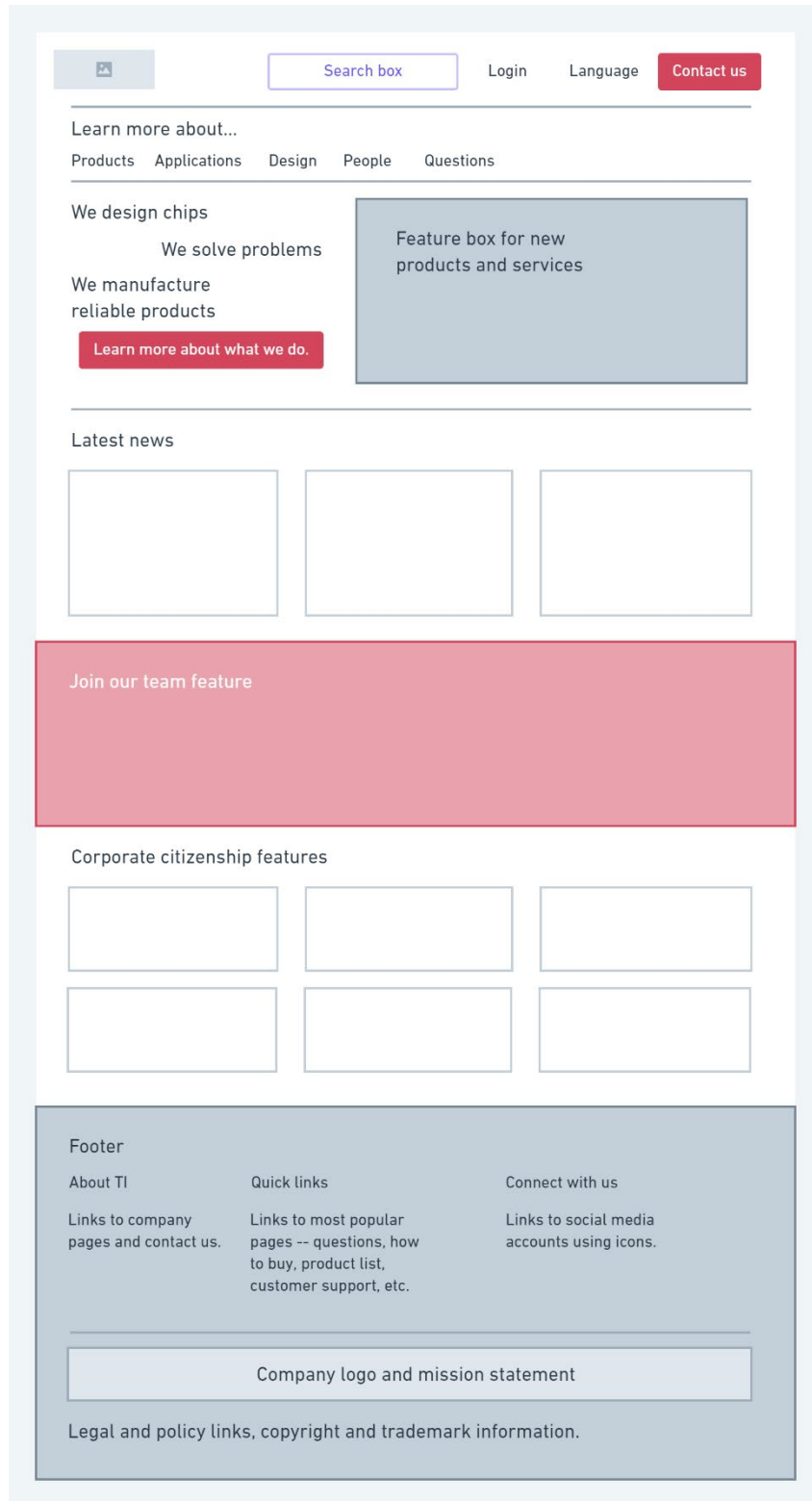
APPENDIX A: MEDIUM-FIDELITY WIREFRAME

FIGURE 12: MEDIUM-FIDELITY WIREFRAME FOR HOME PAGE AT TI.COM, INSERTED AS A SMALLER BUT FULL-PAGE IMAGE.