

Site Deconstruction

Ann Arbor Hands-On Museum

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Executive Summary

To assist in the redesign of the Ann Arbor Hands-On Museum website, the existing website was deconstructed to identify not only the present structure but also any structural issues that will need to be addressed in the redesign. A site outline and a structural/functional site diagram reveal the structure and relationship of pages on the website.

The primary strength of the existing structure is the extensive use of cross-linking, which speeds up navigation and links together conceptually related material from across the sections of the website. There are also various areas of improvement for the AAHOM website. These areas include the following:

- **Create landing pages for each navigation category (Visit, Experience, Join Us, etc.) to increase consistency between link labels and the page titles to which they lead, as well as to provide a quick overview of all third-level pages under each corresponding category.**

In the current website, there are numerous instances in which the link labels do not correspond to the titles of the pages they lead to. For example, the global navigation category labels (Visit, Experience, Join, etc.) lead users to the first third-level page under each category, which has a different title than the label the users clicked on. Clicking on Visit, for example, takes users to a page titled Pricing & Hours, which is confusing to users, as they are not able to make as clear of a mental association between what they clicked and their destination. Also, label improvements were made for pages 1.3, 1.4, 1.5, and 1.8.

- **Create an extensive page footer for all pages with links to third-level pages.**

It is recommended to add a footer on all pages, with cross-links to all third-level pages, as well as links to social media, app download, donate, contact us, and location.

- **Make the site responsive.**

Making the site responsive is recommended in the redesign process. The current site does not respond to the user's viewport—it's not mobile-friendly; that means that when users visit the site on a mobile device, they see the desktop version, making the site incredibly difficult to use because the screen's real estate is too small.

- **Reduce the number of pages in order to reduce the time it takes users to complete tasks and find the information they are looking for.**

There are too many pages (4th to 5th+ levels) with information that can be contained on higher/previous levels. Other structural and layout problems will be solved during the wireframe process.

Site Outline

1.0 Home (cross-links to all level 3 pages)

1.1 Visit (cross-links to all level 3 pages, and to 1.2.2.1)

1.1.1 Pricing and Hours (cross-links to 1.3.1, 1.5.1)

1.1.2 Visitor FAQs (cross-links to 1.5.1)

1.1.3 Directions & Parking

1.1.4 Accessibility

1.1.4.1 Exhibit Directory

1.2 Experience (cross-links to all level 3 pages)

1.2.1 Exhibits

1.2.2 Events

1.2.2.1 Tech Twilight (cross-links to 1.7, 1.3.1)

1.2.3 Birthday Parties

1.2.3.1 Birthday Party E-Invite

1.2.4 Children's Activities

1.2.5 Museum Rental (cross-link to 1.1.3)

1.3 Become A Member (cross-links to all level 3 pages)

1.3.1 Purchase a Membership

1.3.1.1 Bridge Card Discount

1.3.1.2 Purchase Membership

1.3.2 Membership Reciprocity

1.3.3 Membership FAQs (cross-links to 1.2.3, 1.2.5)

1.4 Donate & Support (cross-links to all level 3 pages)

1.4.1 Donate

1.4.1.1 Make a Gift Today

1.4.1.2 Plan Your Legacy Gift (cross-links to 1.7)

1.4.2 Our Donors

1.4.2.1 Donor Spotlight

1.4.2.2 Donor Wall

1.4.3 Volunteer

1.4.3.1 Individual Volunteer Application

1.4.3.2 Group Volunteer Application

1.4.4 Spring Appeal

1.5 Learning Programs (cross-links to all level 3 pages)

1.5.1 Field Trip

1.5.1.1 Science-To-Go Bags Purchase

1.5.1.2 Field Trip Reservation

1.5.2 Science Works

1.5.2.1 - 1.5.2.x Labs

1.5.3 Outreach

1.5.3.1 - 1.5.3.x Programs

1.5.4 Distance Learning

1.5.4.1 - 1.5.4.x Programs

1.5.5 Teacher Workshops

1.5.5.1 - 1.5.5.x Programs

1.5.6 Scouts

1.5.6.1 Programs

1.5.7 Summer Camp

1.5.8 Birthday Parties (cross-links to 1.2.3.1)

1.5.9 Evening Workshops

1.5.10 Scholarship Fund Opportunities

1.6 About Us (cross-links to all level 3 pages, and to 1.7.1, 1.3.1.2, 1.2.2.1, 1.5.1, 1.5.10, 1.5.3, 1.5.4, 1.5.8)

1.6.1 - 1.6.x Press Release Articles

1.6.3 - 1.6.x Media Events

1.7 Contact Us (cross-links to all level 3 pages)

1.7.1 Auction Item Requests

1.8 Join Our Team (cross-links to all level 3 pages)

1.8.1 Employment Application

1.9 Site Map (cross-links to all pages)

1.10 Log-In (cross-links to all level 3 pages)

Ann Arbor Hands-On Museum Site Diagram



www.aahom.org


Last Updated 11/16/2019


Version 1.0

1.0 Home & Global Navigation

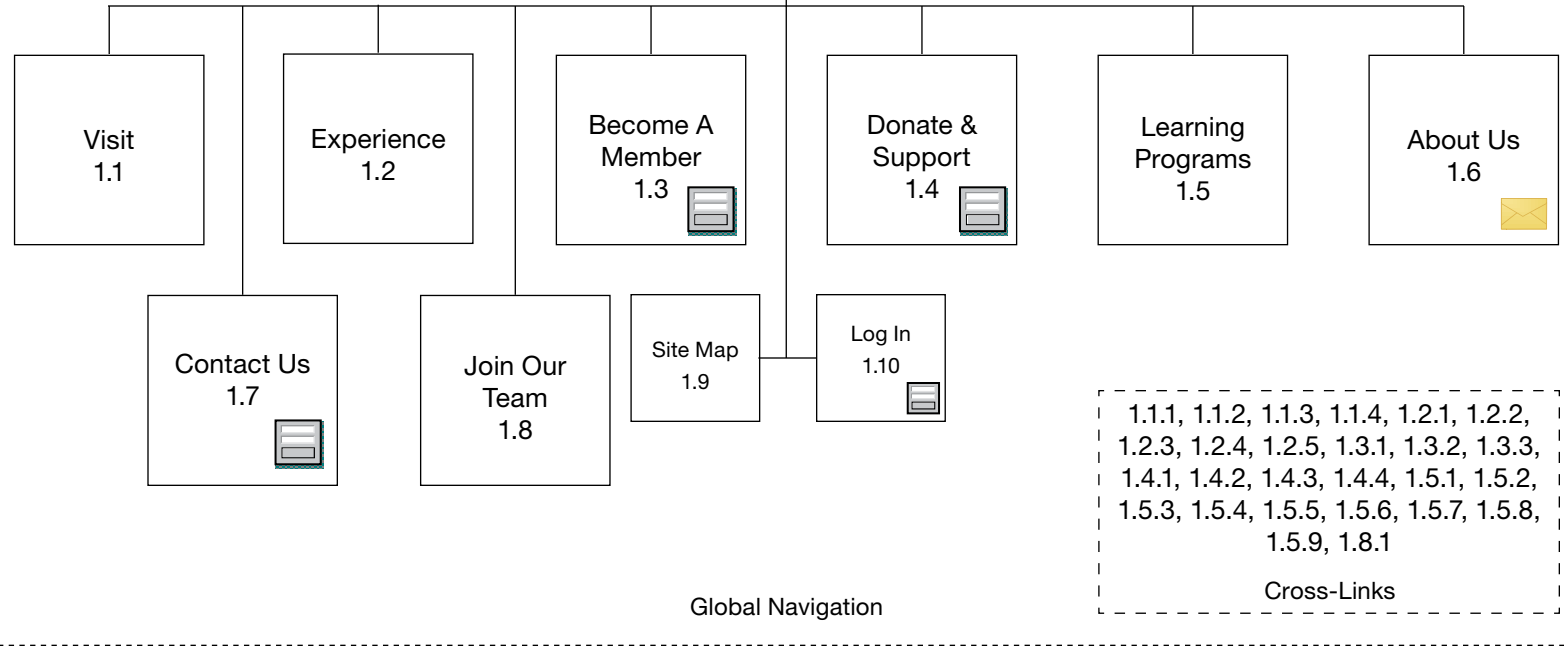
Level 1

 Donate and Search
 Back to Top
 Global Functionality

Home 1.0 

 Social Media
 MichiganBusiness.org
 CultureSource.org
 Download Mobile App / iTunes
 Global External Links


Level 2




Legend

 Mailto Link

 Web Page

 Carousel


 PDF


 Calendar


 Video


 External Link

 Form

 Cross-Link

 Shared Relationship

 Within-Page Anchors

 Map

Ann Arbor Hands-On Museum Site Diagram

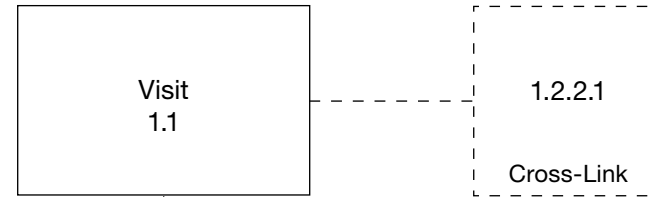
www.aahom.org

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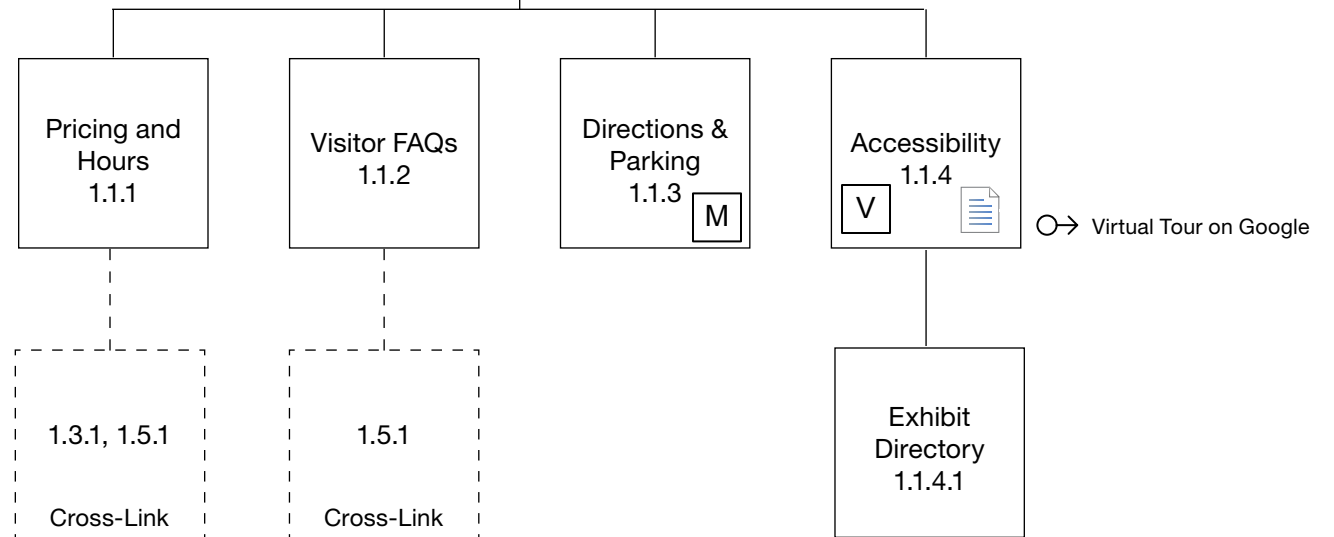
Version 1.0

1.1 Visit

Level 2



Level 3



Ann Arbor Hands-On Museum Site Diagram

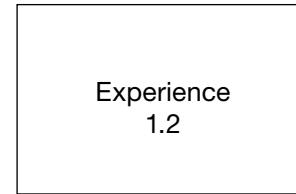
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Version 1.0

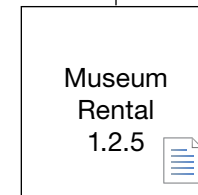
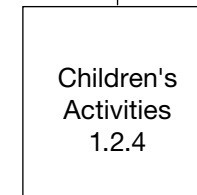
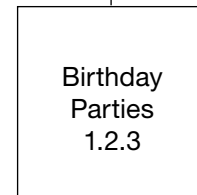
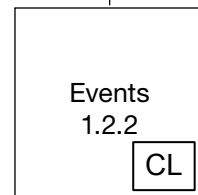
1.2 Experience

Level 2



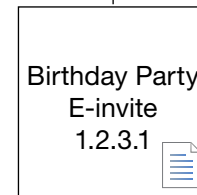
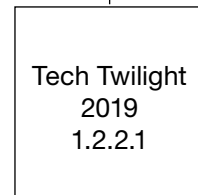
Level 3

○→
Virtual Tour
on Google

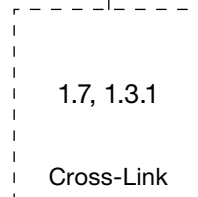
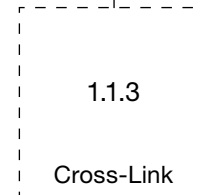


Level 4

○→
Partners and
sponsors



○→ Buddy's Pizza



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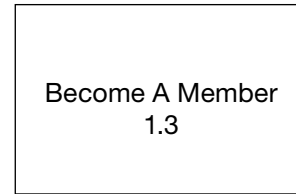
www.aahom.org

Last Updated 11/16/2019

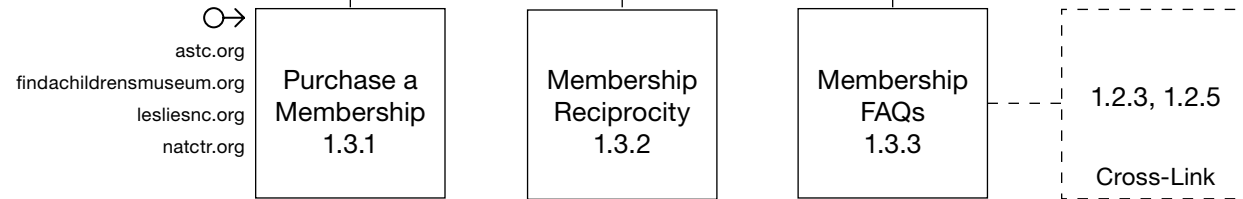
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1.3 Become A Member

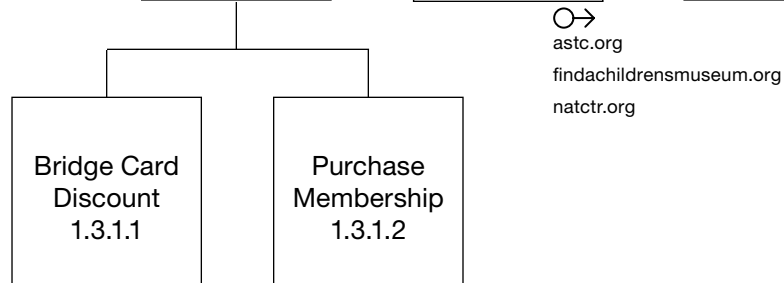
Level 2



Level 3



Level 4



Ann Arbor Hands-On Museum Site Diagram

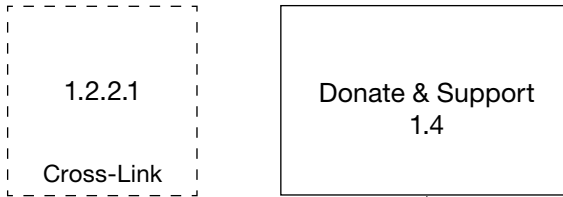
www.aahom.org

Last Updated 11/16/2019

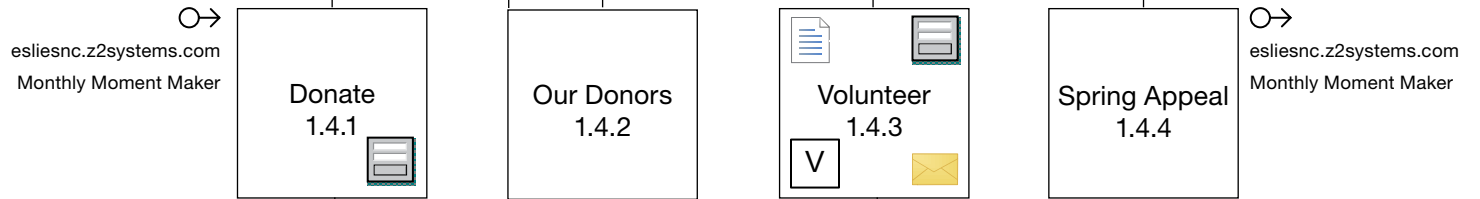
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1.4 Donate & Support

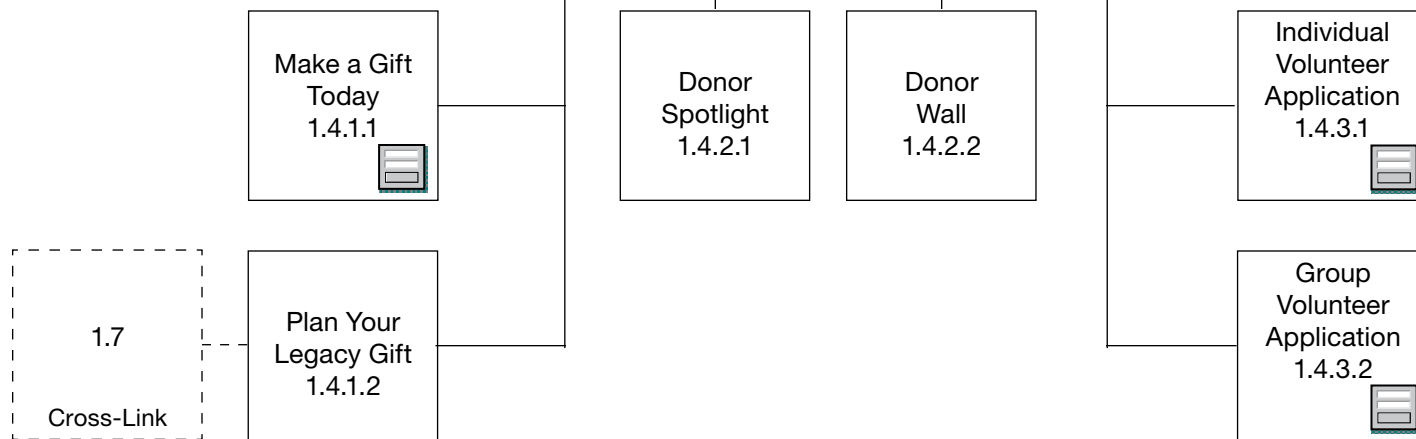
Level 2



Level 3



Level 4



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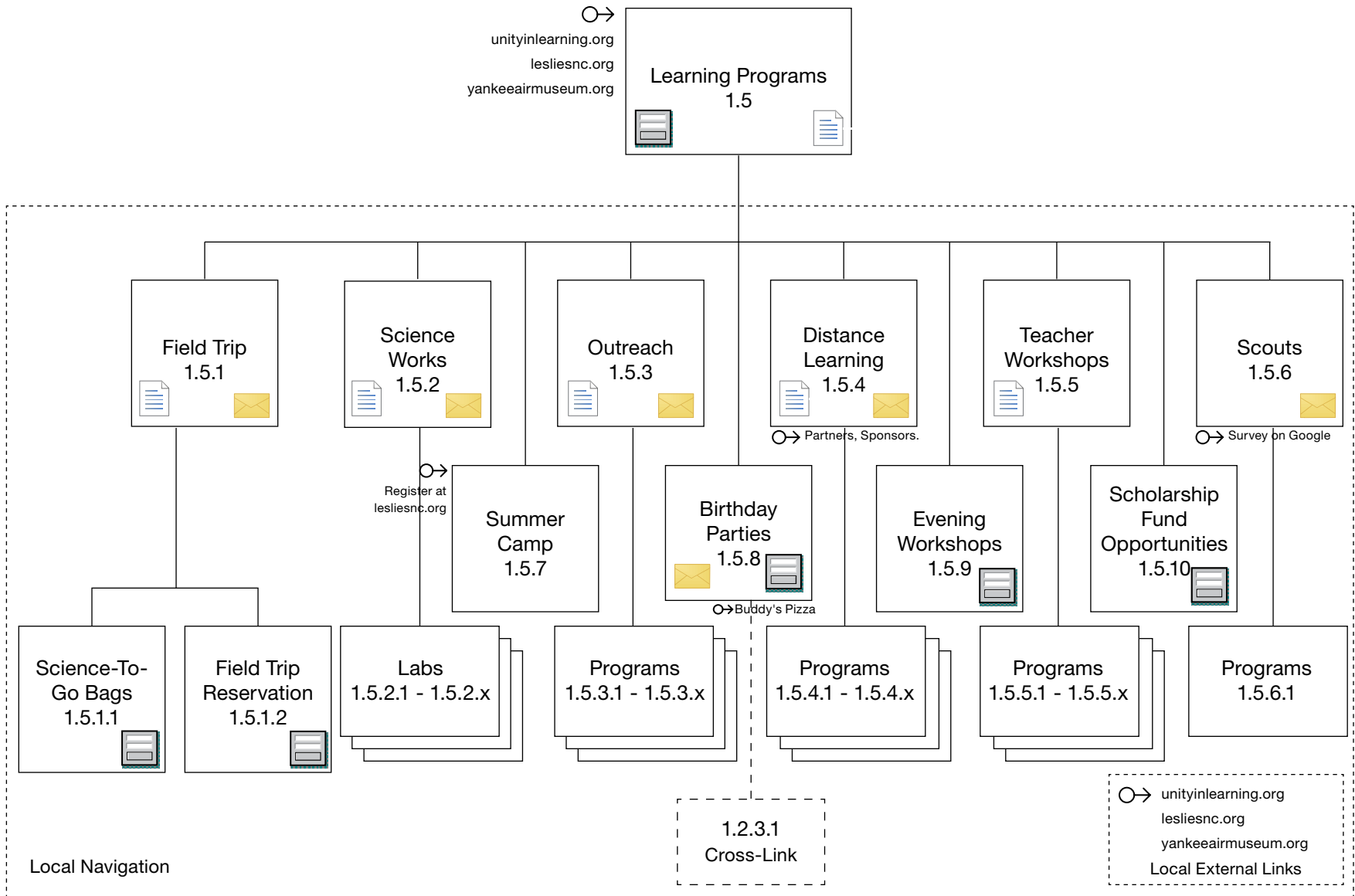
Version 1.0

1.5 Learning Programs

Level 2

Level 3

Level 4



Ann Arbor Hands-On Museum Site Diagram

www.aahom.org

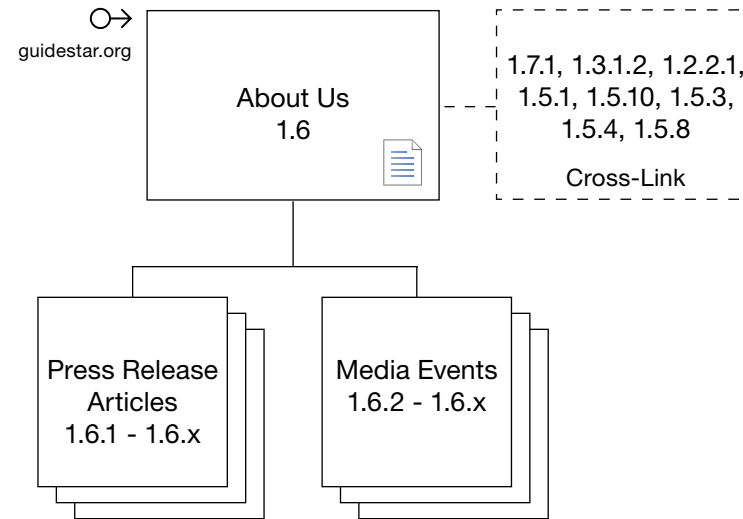
Last Updated 11/16/2019

Version 1.0

1.6 About Us

Level 2

Level 3



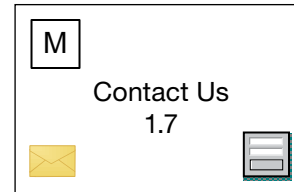
Ann Arbor Hands-On Museum Site Diagram

www.aahom.org

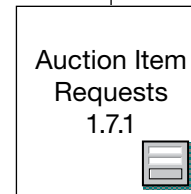
Last Updated 11/16/2019

Version 1.0

Level 2



Level 3



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www.aahom.org

Last Updated 11/16/2019

Version 1.0

1.8 Join Our Team

Level 2



○→ The Andrews Group
Employment Application
www.aahom.org
www.lesliesnc.org

Level 3

