

Reorganizing IA | Sara Smith

Assessment Criteria

Criteria	Potential Value	Graded Value
Your description of the website's information architecture schemes and structures are thorough.	6	5.5
Your design critiques, recommendations and justifications demonstrate understanding of IA principles described in the textbook and associated reading. These principles include navigation schemes, labeling schemes, search schemes, and content structure.	6	5.5
Illustrations, screenshots and callouts are used effectively. Images serve to advance your point of view and are not gratuitous or overused.	6	6
Craft: The proposal is free of spelling and grammar errors, and makes for a professional appearance and presentation.	2	2
Total Points	20	19

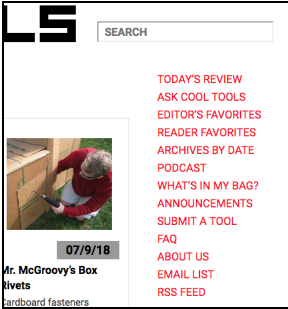
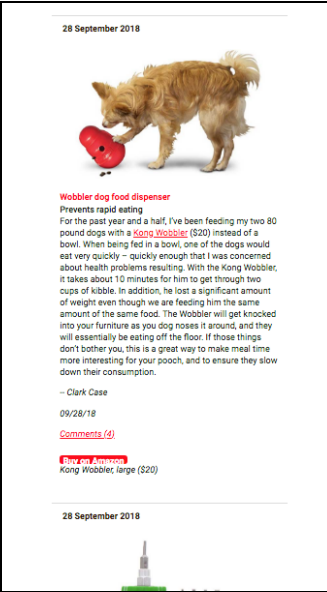
Organization Schemes of Cool Tools

According to our textbook, an **organization scheme** defines the **shared characteristics** of content items and influences the logical grouping of those items.

The site Cool Tools by Kevin Kelly contains **both exact and ambiguous organizational schemes**, such as alphabetical, chronological, task-oriented , metaphor driven and is hybrid of schemes. In addition to this, the structure includes both top-down and bottom-up hierarchies.

“On the Web, task-oriented organization schemes are most common in the context of websites where customer interaction takes center stage. ... You will rarely find a website organized solely by task. Instead, task-oriented schemes are usually embedded within specific subsites or integrated into **hybrid task/topic systems** ...” (111)

Examples of the organization schemes on the Cool Tools site are pictured below:

Topical/Task Oriented Navigation	Alphabetical Index	Metaphor Driven Index	Chronological Organization
			

Additional Images

Note: The following images note the information architecture elements on the Cool Tools site.

Search Term: Gardens

About this screenshot: The search results for search term “Garden” resulted in a page with heading displaying what the results related to, visualized results with content components and retrieval results sorting at the bottom. Note: This result varies from the result of clicking the indexed category “Garden” in the sidebar.

COOLTOOLS

SEARCH **Garden (Search Term)**

Heading

Search Results for: Garden

Visualized Results



AeroGarden
Aeroponic countertop agriculture

8/9/18



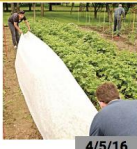
Suncast Garden Tool Hanger
Keeps broom bristles straight

3/14/18



Brass Garden Hose Shut-Off valve
Control garden hose flow from the end you are holding

4/29/16



Reemay Garden Blanket
Easy way to keep pests away from growing vegetables

4/5/16



Garden / greenhouse light meter recommendation needed
I need a light meter for gardening in our yard and, eventually, in a small greenhouse. Ideally, I'd like to ...

2/17/15



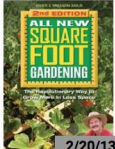
Suncast Lawn & Garden Cart
Hauling around the home

10/21/14



Cedar stakes for gardening
Tomato cage alternative

5/10/13



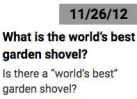
All New Square Foot Gardening
Best intro to backyard vegetables

2/20/13



Best resources for organic gardening?
There is Organic Gardening magazine which seems to be recycling the same articles it was running 40 years ago. Not ...

1/22/13



What is the world's best garden shovel?
Is there a "world's best" garden shovel?

11/26/12



Best garden tiller?
Is Troybuilt still the best garden tiller? Any reputable and cheaper alternatives that you've used?

11/26/12



Nature's Garden and The Forager's Harvest
Incredible, edible plants

11/5/12

TODAY'S REVIEW

ASK COOL TOOLS

EDITOR'S FAVORITES

READER FAVORITES

ARCHIVES BY DATE

PODCAST

WHAT'S IN MY BAG?

ANNOUNCEMENTS

SUBMIT A TOOL

FAQ

ABOUT US

EMAIL LIST

RSS FEED







Adobe Creative
Cloud for Teams
starting at \$29.99
per month.

ada via Carbon

Cool tools really work.

A cool tool can be any book, gadget, software, video, map, hardware, material, or website that is tried and true. All reviews on this site are written by readers who have actually used the tool and others like it. Items can be either old or new as long as they are wonderful. We post things we like and ignore the rest. Suggestions for tools much better than what is recommended here are always wanted.

Tell us what you love.

CATEGORIES

Announcements

Aural

Autonomous Motion

Backpacking

Big Systems

Clothing

Communications

Community

Computers

Consumptivity

Craft

Culture

Dead Tools

Deals

Design

Destinations

Dwelling

Edibles

Family

Gardens

Retrieval Results Sorting

Page 1 of 15 1 2 3 4 5 ... 10 ... » Last »

Homepage IA Element Overview

About these screenshots: The following images convey the long scroll on the homepage, that lacks anchored links. It additionally shows the different IA elements relating to the structure and current organization of the site. (Note: These images together do not represent the entire homepage.)

COOLTOOLS SEARCH

Global Navigation (Search)

Section Heading: 28 September 2018

Global Navigation (Task/Topical)

Today's Review: ASK COOL TOOLS, EDITOR'S FAVORITES, READER FAVORITES, ARCHIVES BY DATE, PODCAST, WHAT'S IN MY BAG?, ANNOUNCEMENTS, SUBMIT A TOOL, FAQ, ABOUT US, EMAIL LIST, RSS FEED

Social Navigation

Heading and Subheading: Anita Sarkeesian, Feminist Frequency Radio. Cool Tools Show 142: Anita Sarkeesian. Our guest this week is Anita Sarkeesian. Anita is a media critic and the host of *Feminist Frequency Radio*. She has a new book called *History vs. Women*, which she wrote with Ebony Adams.

Contextual Navigation: Subscribe to the Cool Tools Show on iTunes | RSS | Transcast | Download MP3 | See all the Cool Tools Show exists on a single page

Show notes: Anita Sarkeesian

Calendly: "You know when you're trying to schedule a time to meet with someone, and you do 20 back and forth emails to find the date and time that works for everybody? It is the most annoying thing especially for those of us who are just in meetings all the time. So earlier this year, I found this app called Calendly and what it is, is you just send a link and then the other person finds the time on your calendar and just automatically schedules it. It's like heaven. The way it works is you put in your calendar constraints. So, if you want to have availability open from nine to five, Monday through Friday, you do that. You can also change it and be like, 'Oh, I'm not available from one to five or whatever might be. It's very customizable, and then it only shows the other people the dates and times that you are available. It's awesome... I think there's premium versions where you can have more people, but in my experience I'm just using it one-to-one. So, it definitely works that way. I've also seen people use it who work in a customer service scenario where they're scheduling meetings to introduce new clients to their product or what have you, and so they set it up and then they're just like, 'Here, pick your time that works.' I've seen people use it for events. So, if you're at a conference and you're scheduling a bunch of meetings, you can use it that way for that week to make sure that everyone can just schedule in and it's not all these back and forths."

Visualization: Instant Pot. "The Instant Pot is a slow cooker, pressure cooker, rice cooker. It's a multi-tool thing in your kitchen that lets you cook kind of everything. It is remarkable. I actually had the instant pot sitting in my house for a couple of years and never used it, and I finally pulled it out earlier this year, and I don't know why I waited so long. You can make so much with it so quickly. You can sauté in it. You can do roasts in it. You can make soups. I boil eggs in it. I make the most perfect soft-boiled eggs every time. I love it... You could put 20 eggs in it and it will be absolutely perfect every time, because it's the exact same pressure and there's no juggling when did the water start boiling and all of that stuff. I come from a family where my mother has every single kitchen gadget known to humankind. I somehow end up with all of these kitchen gadgets, and this is a one-stop shop. You don't need a rice cooker, and a pressure cooker, and a slow cooker, and all of these different things because it literally does everything. I actually just heard from a friend who for some reason her building isn't going to have gas for a while. So, she's switching to the instant pot as her primary tool for cooking. I'm seeing more and more cookbooks coming out. I just got one that was this 25 Affordable Easy Instant Pot Recipes. So, this is becoming kind of a craze and a thing that people are using. We're seeing more and more experimentation and more and more options of how to use it."

Index by Category: Categories: Announcements, Aural, Autonomous Motion, Backpacking, Big Systems, Gaming, Communications, Community, Computers, Consumerism, Craft, Culture, Dead Tools, Design, Destinations, Diving, Editing, Family, Gardens, General Purpose Tools, Health, Homebased, Interior Space, Kitchen, Learning, Life on Earth, Livelihood, Living on the Road, Maker Tools, Maker Update, Materials, Media Tools, Multiple Product Reviews, Paper World, Photography, Play, Podcast, Price Us Wrong, Reader's Life, Recommendations, Related Stuff, Science Method, Somatics, Source Wanted, Tips, Tool Chest, Unorganized, Vehicles, Videos, Visual Media, What's in My Bag, Workplace, Workshop.

Heading: Packing Cubes. "I am a little bit neurotically obsessed with packing efficiency. I will sometimes go through YouTube rabbit holes of the best way to pack things. It's kind of a problem but also I travel so much, and I hate checking in luggage. I don't like to bring a lot of stuff, so I am constantly looking for more efficient ways of bringing the least amount of things especially when I'm going on month long multi-city trips. So, packing cubes are one of the things that I started using long before you brought them. They're basically like little boxes

28 September 2018

Content Components (Image, description, company, cost, etc.)

Heading: Wobblers dog food dispenser. Prevents rapid eating. For the past year and a half, I've been feeding my two 60 pound dogs with a *Kong Wobbler* (\$20) instead of a bowl. When being fed in a bowl, one of the dogs would eat very quickly – quickly enough that I was concerned about health problems resulting. With the *Kong Wobbler*, it takes about 10 minutes for him to get through two cups of kibble. In addition, he lost a significant amount of weight even though we are feeding him the same amount of the same food. The *Wobbler* will get knocked into your furniture as you dog noses it around, and they will essentially be eating off the floor. If those things don't bother you, this is a great way to make meal time more interesting for your pooch, and to ensure they slow down their consumption.

– Clark Case

09/28/18

Comments (4)

Buy on Amazon: Kong Wobbler, large (\$20)

Content Components

28 September 2018

Heading: Teeny Turner. Pocket-size driver. The small size and stubby shape of the *Teeny Turner* (\$7) driver allows me to reach tight spaces and still apply considerable torque. I've used it to adjust

Section Heading

ALL REVIEWS

Visualized Results



09/24/18

Run to Cadence Recordings

Double time motivator



09/23/18

Escape room tips/MagPi/Puddle & Pile

Recommends: Issue no. 113



09/21/18

Steven Levy, Editor at Large at WIRED

Cool Tools Show 141: Steven Levy



09/21/18

Rösle Garlic Press

World's best garlic press



09/20/18

Fiskars Rotary Cutter

Better than razor blades



09/19/18

Buff

Multi-use warmer for heads, hands, neck

See all the reviews

EDITOR'S FAVORITES



08/20/12

Nelson Quick Hose Connectors

Brass outlives plastic



04/21/04

HeadBlade

Perfect scalp razor



07/8/18

Tangees

Classic puzzle in great package



12/3/15

Audible

Satisfying audio books



11/17/04

Atlas Nitrile Garden Gloves

Super dexterity



11/26/15

99Designs

Crowdsourced design

See all the favorites

COOL TOOLS SHOW PODCAST

Visualized Results



09/28/18

Cool Tools 142: Anita...

Picks and shownotes



09/21/18

Cool Tools 141: Steven Levy

Picks and shownotes



09/14/18

Cool Tools 140: Brian Farnen

Picks and shownotes

See all the episodes

RSS

Subscribe on iTunes

Section Heading

WHAT'S IN MY BAG?

23 February 2017



ABOUT COOL TOOLS

Cool Tools is a web site which recommends the best/cheapest tools available. Tools are defined broadly as anything that can be useful. This includes hand tools, machines, books, software, gadgets, websites, maps, and even ideas. All reviews are positive raves written by real users. We don't bother with negative reviews because our intent is to only offer the best.

One new tool is posted each weekday. Cool Tools does NOT sell anything. The site provides prices and convenient sources for readers to purchase items.

When Amazon.com is listed as a source (which it often is because of its prices and convenience) Cool Tools receives a fractional fee from Amazon if items are purchased at Amazon on that visit. Cool Tools also earns revenue from Google ads, although we have no foreknowledge nor much control of which ads will appear.

We recently posted a [short history of Cool Tools](#) which included current stats as of April 2008. This explains both the genesis of this site, and the tools we use to operate it.

Contextual Navigation



Kevin Kelly started Cool Tools in 2000 as an email list, then as a blog since 2003. He edited all reviews through 2006. He writes the occasional review, oversees the design and editorial direction of this site, and made a book version of Cool Tools. If you have a question about the website in general his email is kk@ctk.org.



Mark Frauenfelder edits Cool Tools and develops editorial projects for Cool Tools Lab, LLC. If you'd like to submit a review, email him at editor (at) cool-tools.org (or use the Submit a Tool form).



Claudia Dawson runs the Cool Tool website, posting items daily, maintaining software, measuring analytics, managing ads, and in general keeping the site alive. If you have a concern about the operation or status of this site contact her email is cl@ctk.org.

SOURCE: Page numbers referenced in this document are cited from Information Architecture: For the Web and Beyond by Louis Rosenfeld, Peter Morville and Jorge Arango (2015)

Organization Structure of Cool Tools

The information architecture elements for the **Cool Tools site** can be found labeled in the images above. Below is a description of each of these key elements identified in the screenshots, and how they play a part in the organizational system built by **Cool Tools**.

- **Navigation Schemes**

- The **primary navigation** of Cool Tools maintains consistent on all pages in the desktop view, except the “Ask Cool Tools” page of the site - the navigation veers off the consistent path it had once been on and instead implements, what can be assumed as a “local” navigation.
- Additionally if viewing via **mobile** the navigation is pushed to the bottom of the site.
- The site uses primary navigation via **global navigation** and **contextual navigation** to navigate the site.
- The site uses **secondary/supplemental navigation** in the way of **indexes** and **search**.

- **Labeling Schemes**

- The site makes use of **contextual links**, **headings** and **index** terms.
- The **labeling system** is consistent but the presentation at times is not easy to distinguish the hierarchy, which is part of the role of labeling.
- The **contextual links** provide a bottom-up hierarchical navigation for the site.
- It is not clear to the user where he or she is within the site itself.

- **Search Schemes**

- **Search** is consistently placed on the site. However, it does not include an autosuggestion.
- The **search retrieval results** sorting display the number of results from the database, providing a bottom-up style navigation within the content of the site.
- There are no filters present to further define the search results.
 - “**Sorting** is especially helpful to users who are looking to make a decision or take action.” “Users will generally assume that the **top few results** are the best.” (240)
- **Visualization** is present in the search results, providing the user with content components such as:
 - Representational (image)
 - Descriptive (name of item, company, and additional elements relating to the product)

- **Content Structure**

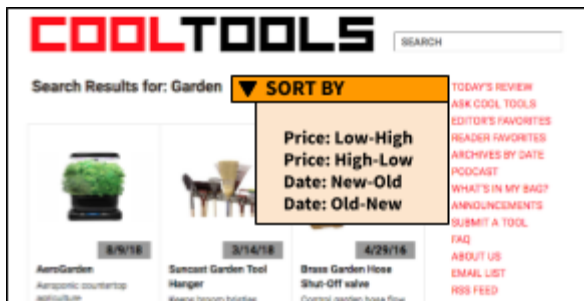
- The current content structure of Cool Tools is similar to the display of an everyday blog.
 - However it does not contain a proper database structure to provide the user with the necessary tools to navigate the database structure of blog posts.
 - ‘A collection of **data** arranged for ease and speed of search and retrieval.’” (122) “By tagging documents and other information objects with **metadata**, we enable powerful searching, browsing, filtering and dynamic linking.” (124)
- The site uses visualization to navigate content on the site.
 - “**Visualization** has proven most useful when the user must select among a result set of elements that she knows by their looks, as in the case of shopping for physical goods.” (205)
- The structure includes product names and descriptions and dates as the primary focus of displayed content in search. Additional content items are included, but further within the site.
- The site sections off content through headings, horizontal rules and subheadings on the main page.

Re-Organizing Cool Tools

Four ways Cool Tools could improve the organization to help people make use of the information on the Cool Tools site would be as follows, in no particular order. Prioritization to be explained in next section.

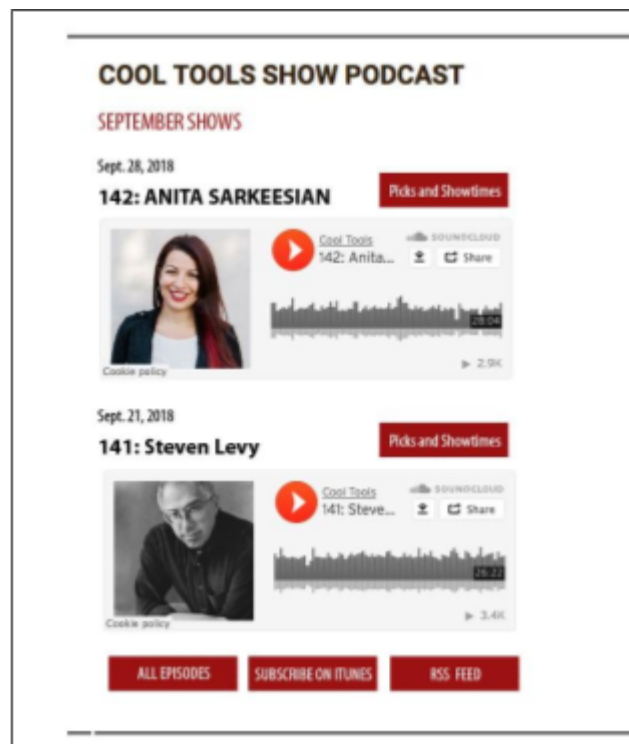
Incorporate filtering and sorting into an improved database's result views.

Include a filtering and sorting option for all result views on Cool Tools, such as: search results, index displays or individual pages with views.



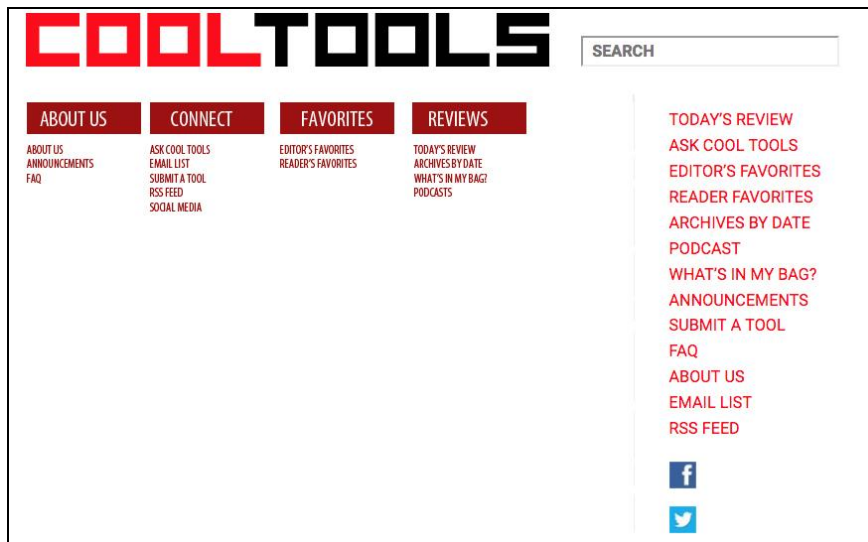
Labeling system presentation improvement for navigation hierarchy.

Distinguish the hierarchy of the site through the presentation of labels for digestible content.



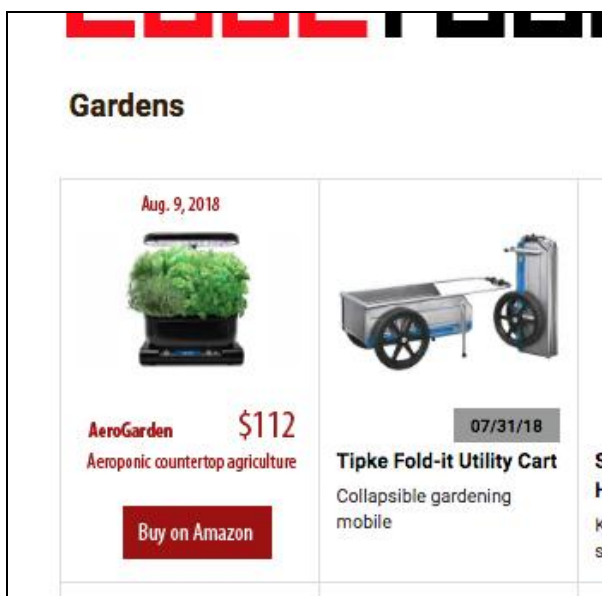
Simplified navigation system through grouping more like items.

Combine like items in the current global navigation to create a simplified navigational system that expands to local navigation based on where you are on the site. Navigation additionally would signify where you are in the site through local navigation.



Content components reorganization - geared toward the user.

The main display of content components for the cool tools on the site include: Name of product, description, date and image. The adjustment of this view to include price and vendor should be added.



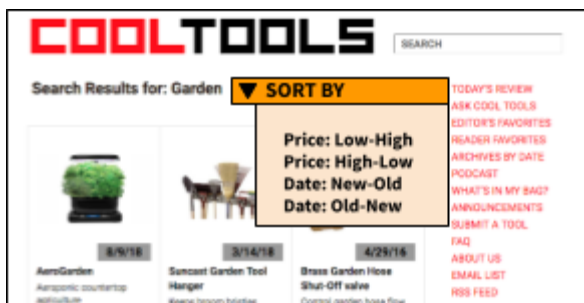
Justifications of Recommendations

Please find the following justifications to accompany the recommendations made above, which will help the site user. It appears there was a website improvement for “Cool Tools” in May of 2017, according to the site’s Announcements section. The following would build upon those improvements to better the site for all users.

PRIORITY 1

Incorporate filtering and sorting into an improved database’s result views.

Include a filtering and sorting option for all database result views on Cool Tools, such as: search results, index displays or individual pages with views.



RECOMMENDATION JUSTIFICATION

The first recommendation for improving the Cool Tools site is to incorporate filtering and sorting into an improved database. The reasoning behind this is, the main focus of the site is to showcase “Cool Tools” - in order to do so, one must be able to locate them with ease.

The current setup of the Cool Tools site simply provides the user with pages and pages of results, based on search or indexed category, and navigatable only by next page and page number options in the retrieval results sorting field.

By incorporating a filtering and/or sorting system with a database of proper metadata through tags, it will allow the user to successfully navigate through the plentiful field of results.

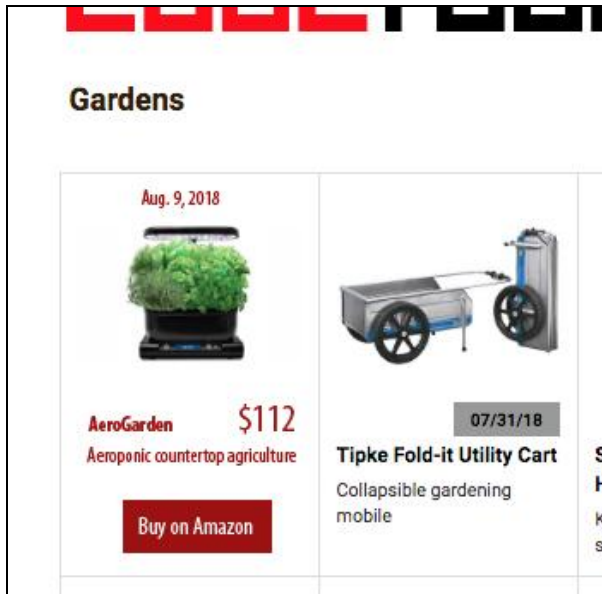
Improving the database will also allow the user to receive more accurate results. A check was done on the category index term “garden” - the word “gardens” was searched. When searched, different results appeared than those of the singular category tag: “garden.” This was an indicator that perhaps the tagging system may need to be revisited at the same time as the filtering and sorting system, to make sure the best results are available to the user.

“By tagging documents and other information objects with metadata, we enable powerful searching, browsing, filtering and dynamic linking.” (124)

PRIORITY 2

Content components reorganization - geared toward the user.

The main display of content components for the cool tools on the site include: Name of product, description, date and image. The adjustment of this view to include price and vendor should be added.



RECOMMENDATION JUSTIFICATION

The second recommendation for improving the Cool Tools site is to make sure when the proper results are displayed they are then able to be digested with ease. When displaying multiple results, it is important to showcase the proper content components, which will assist the user in distinguishing what he or she is looking at.

For instance, in the example provided above, the current site's content components do not include value-added items such as price and the option to purchase from the search. Clicking on the title allows the user to jump into the full listing of the product and learn more, which includes the price and option to purchase; however, the option is not provided for a user who can make a decision on the results screen.

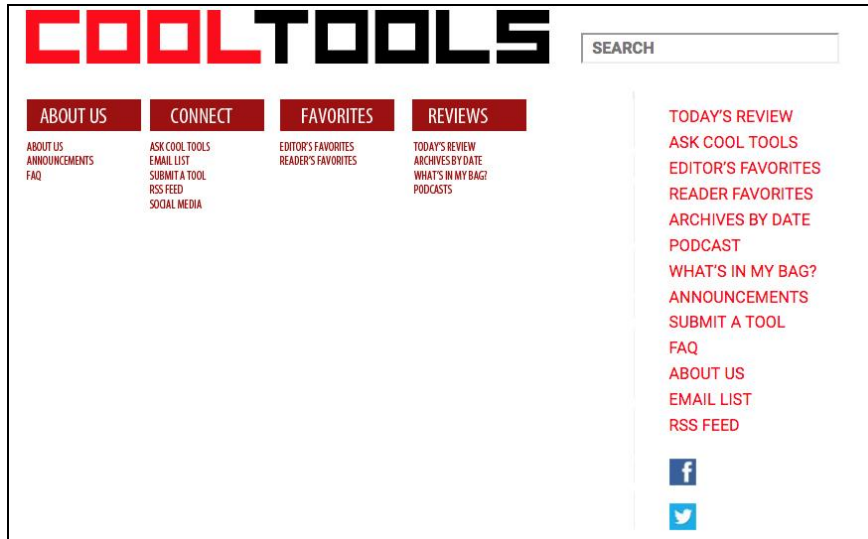
By facilitating the option to take action, while still maintaining the option to learn more, the site user can then choose which path they want to take and not be held to just one path.

"Show users who are clear on what they're looking for only representational content components ... to help them quickly distinguish the results they're seeking. Users who aren't as certain of what they're looking for will benefit from descriptive content components such as summary, part of an abstract, or keywords to get a sense of what their search results are about." (234)

PRIORITY 3

Simplified navigation system through grouping more like items.

Combine like items in the current global navigation to create a simplified navigational system that expands to local navigation based on where you are on the site. Navigation additionally would signify where you are in the site through local navigation.



RECOMMENDATION JUSTIFICATION

The third recommendation for improving the Cool Tools site is to simplify the navigation system through grouping more or like items. When providing users with a lot of options, even though these options apply, plenty can be too plentiful and impede the user's navigation and delay their time on the site. As a result of the recommendation to consolidate there will be pages nested under the parent navigation, as pictured above. These will be referred to as children.

In addition to this, I am recommending that the navigation also visually signify where the user is within the site. Currently when visiting the site, you are not informed where you are on the site. This can be accomplished through breadcrumbs, in addition to showcasing the primary navigation in the header on the page the user is currently visiting, and so forth.

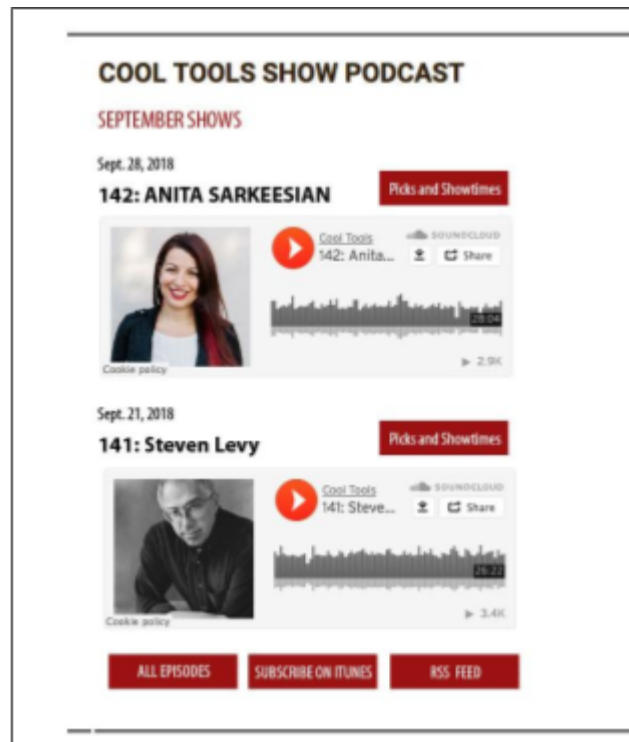
The navigation would be both task oriented and topical, as it is today. The proposed new navigation is in alphabetical order, however, based on user testing and analytics, this is subject to change. Additionally, it did not involve any card sorting or user feedback and could perhaps be limited further.

"On the Web, task-oriented organization schemes are most common in the context of websites where customer interaction takes center stage. ... You will rarely find a website organized solely by task. Instead, task-oriented schemes are usually embedded within specific subsites or integrated into hybrid task/topic systems ..." (111)

PRIORITY 4

Labeling system presentation improvement for navigation hierarchy.

Distinguish the hierarchy of the site through the presentation of labels for digestible content.



RECOMMENDATION JUSTIFICATION

The fourth recommendation for improving the Cool Tools site is to improve the content structure of the site through its labeling system. Once users are able to successfully navigate the site through improved navigation, they will be delving into its content. When presented with the content structure, as the one pictured above, users will need to identify the content's hierarchy through headers, clear style differentiation and effective use of whitespace.

The previous iteration conveys important information; however, there is room for improvement. The reorganization of the content creates a distinguishable structure of the content: the podcast presenter, the date and actionable items, such as the buttons. Previously, the date was more prominent than the presenter's name. By incorporating the header "September Shows" based on the date metadata, the importance of the timeframe is still present. However, now, with the reorganization of whitespace and the heightened importance of the presenter's name through its heading presentation, the user can clearly distinguish what he or she is looking at.

Therefore, when presenting the user with contextual navigation, they will be able to navigate it in a fluid manner, so that they can explore the content on their own terms.

"Contextual navigation supports associative learning. Users learn by exploring the relationships you define between items. ... The actual definition of these links is often more editorial than architectural." (188)

