Information Architecture - "Before" and "After" Desktop/Mobile Wireframes

INTRODUCTION

This document presents an approach to building a mobile website for the desktop website http://CISO.memberclicks.net/ (soon to be www.CISO.com). The information architecture (IA) of this website has already been fairly well optimized. The MemberClicks (MC) solution is the new website – the old website can still be viewed at www.CISO.com (as of Feb. 2013). Previous assignments completed in Part I of this course aided in determining how to improve the IA of the CISO desktop website. *Therefore, this will **not** be an assignment that identifies IA problems in the "before" wireframes. Rather, it will be an assignment that proposes how an already-solid desktop IA could be appropriately transposed to the mobile environment*. The brokers, insurers and software providers who currently use the CISO desktop website have **not** explicitly requested a mobile website. However, as mobile becomes increasingly popular in the workplace context, the need for a mobile CISO website will eventually reveal itself. This assignment will present wireframes that visualize some preliminary ideas for a CISO mobile website. The mobile wireframes are also available in interactive form via AxShare: http://share.axure.com/W16SLA/. The designs are based primarily on guesswork as to what a CISO member's user needs will likely be when they're accessing the site from a mobile device. These are educated guesses, however, because fairly substantial user research was conducted for the redesign of the desktop site.

KEY CONCERNS

"Mobile site designs should give priority to the features and content users are most likely to need when viewing a site using a mobile device." - UXmatters

Merely creating a responsive website will not be sufficient for CISO's needs because there is a lot of content even on the new, cleaned-up CISO MC site that mobile users will likely never care about; *e.g.*, PDF articles, press releases, board of directors page. The mobile site should present only the information essential to the users' needs – there is a lot less room for adding "potentially useful" information on the mobile web. Other concerns include:

- There is a lot of hypertext on the CISO desktop site. Hyperlinks should not be used as frequently on the mobile web because it is difficult to tap links precisely using one's finger
- The desktop site has horizontal global navigation. Vertical navigation works much better in the mobile context
- The breadcrumbs on the MC desktop site are likely unnecessary in a mobile environment where third-tier pages are cut out. Users shouldn't have to dig so deeply to accomplish their goal on the CISO mobile site

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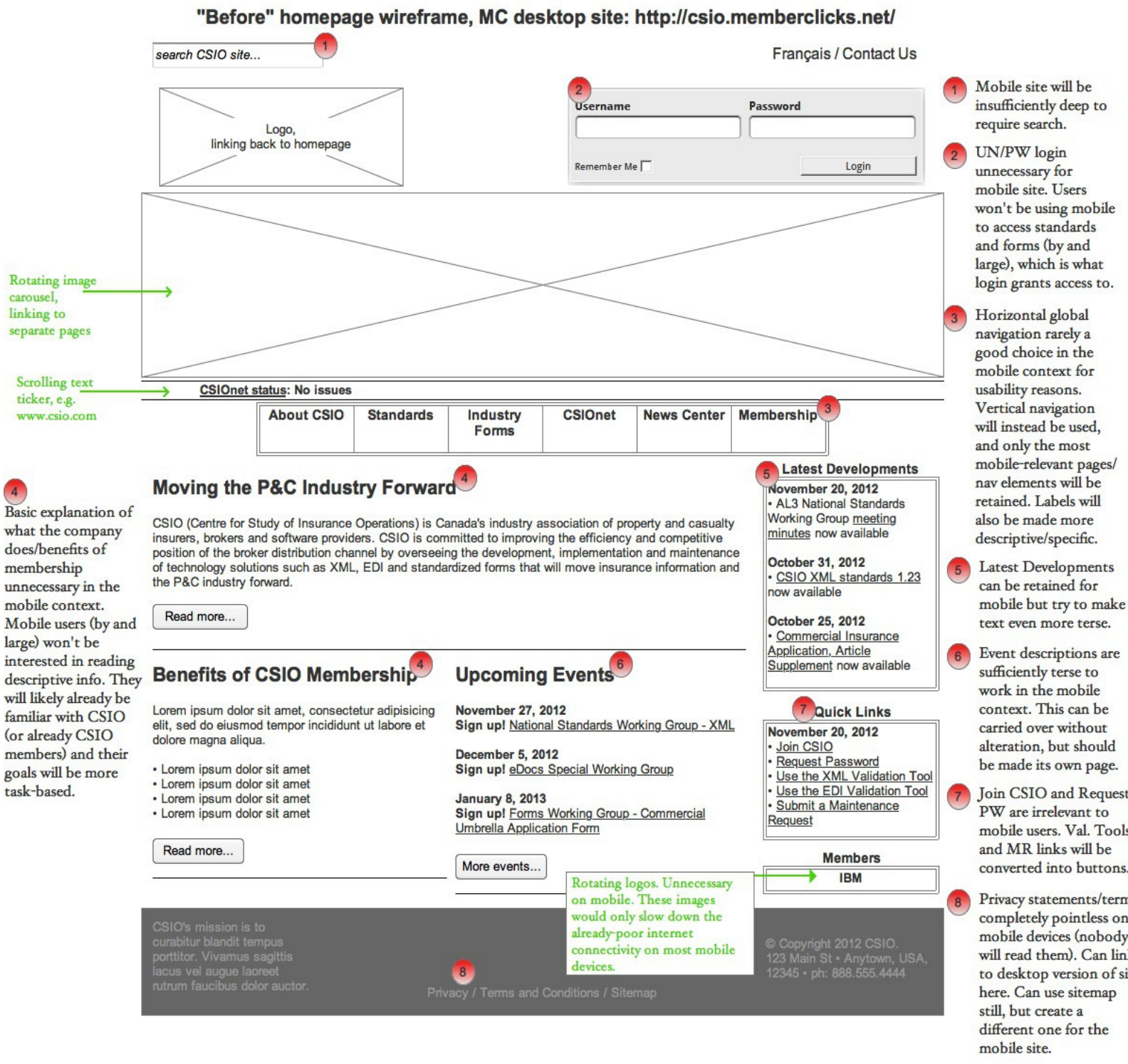

"AFTER" HOMEPAGE WIREFRAME, THE MOBILE SITE

Please visit the interactive mobile prototype on AxShare to view all the navigation elements: http://share.axure.com/W16SLA/

Created vertical navigation for the mobile homepage. Horizontal navigation from the desktop site would make for poor usability in the mobile context. Made buttons large and easily clickable.

Got rid of most images from the desktop homepage to enhance mobile performance/load times. Instead created space for small icons (these are placeholders) to enhance user recall and aesthetic value of mobile homepage.

Labels made more descriptive/specific than desktop global nav labels, e.g. **CSIOnet** becomes **CSIOnet Status**. Mobile users generally have less time/patience to do information exploration than desktop users, so labels need to be more pointed.

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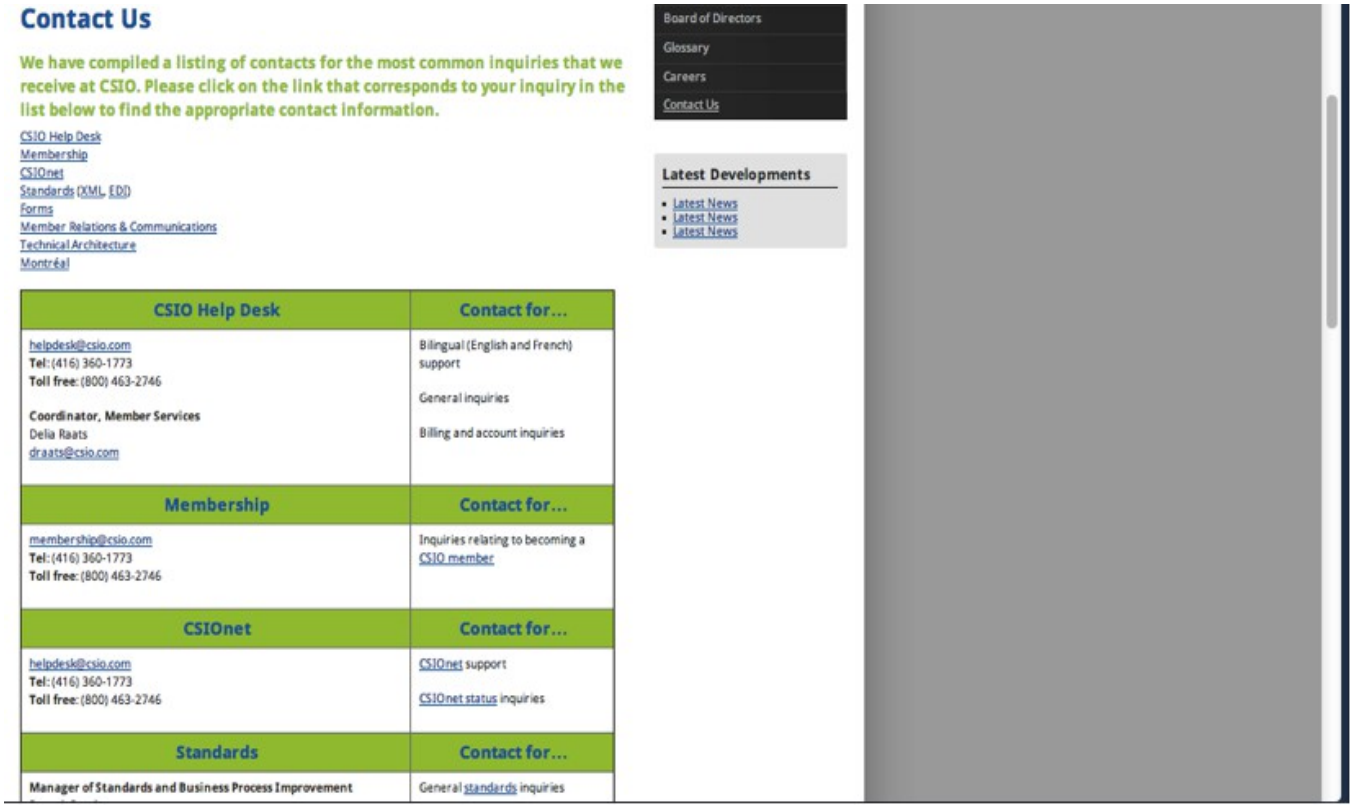
THE CONTACT US PAGE

"Simpler, smaller content - research shows that users read less and understand less on mobile. This means you have to rewrite long and complicated content from the desktop site to make it shorter and more understandable." - http://ux.stackexchange.com/

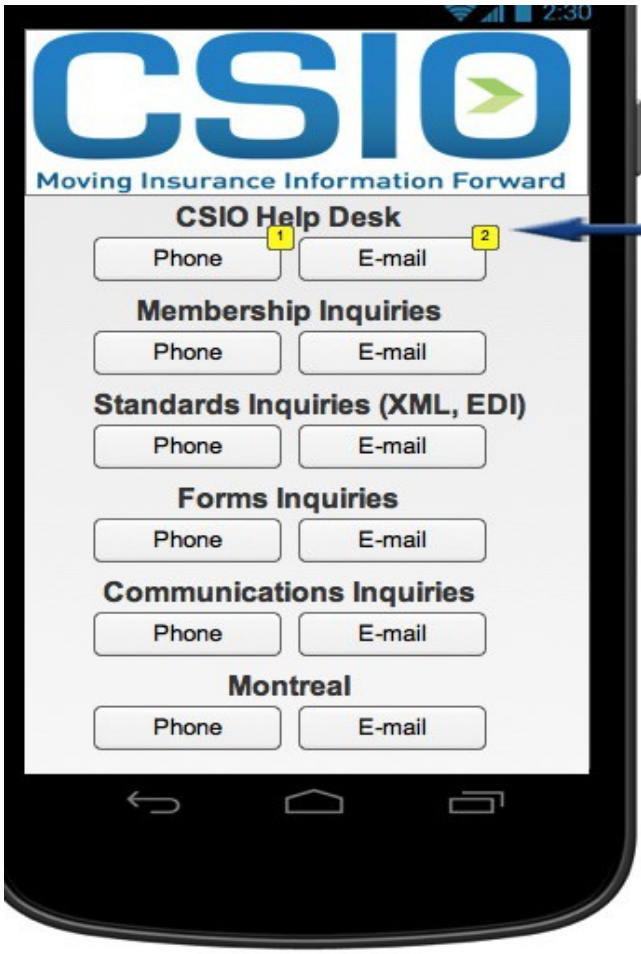
For reference, the Contact Us page on the MC desktop site: http://CISO.memberclicks.net/contact-us



The Contact Us page on the desktop site is very thorough and includes contact details for specific employees under each department; *e.g.,* Grant Patten, Communications Specialist under "Member Relations & Communications" includes Patten's e-mail and the local/toll-free telephone numbers to his office. This is too much information in the small-screen mobile context. A decision has to be made regarding which number/e-mail would *likely* be most appropriate for the mobile user. In this case, it's sensible to make the "Phone" and "E-mail" buttons under this department dial Patten's manager because she's more senior (obviously) and therefore capable of handling more issues.

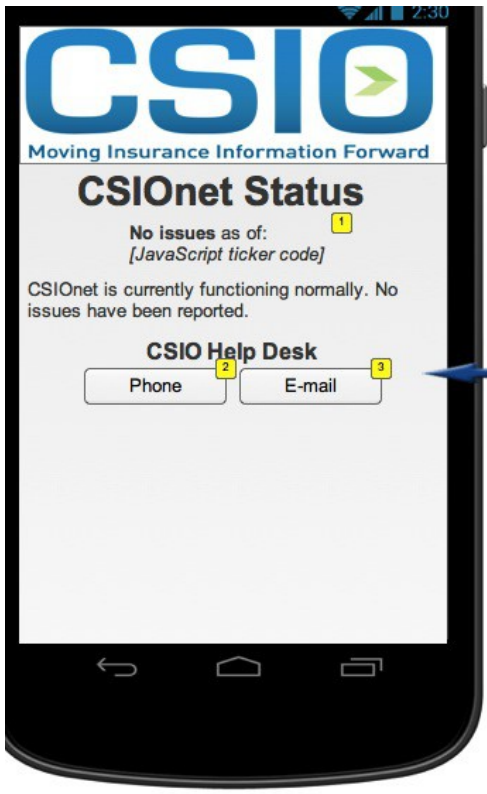
"On a standard website, an address and contact information may be in the footer. When we think about the mobile version of that same website, though, what comes to mind? Many users may go to the website on a mobile device in order to look up the physical location, phone number, or other contact information immediately." - http://www.onextrapixel.com/

The above quote captures why I've decided to prioritize the CISO contact information so heavily on the mobile site.

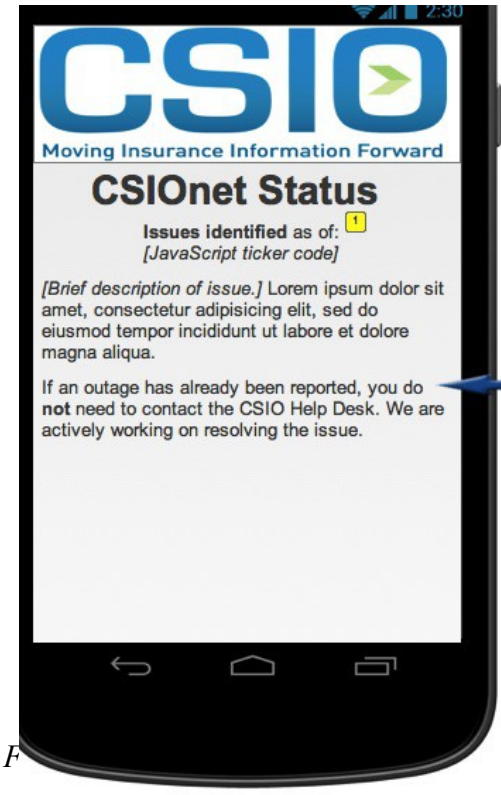


Contact Us page greatly simplified and enhanced for the mobile environment. Text size increased, large buttons added to avoid the "fat fingers" problem and inessential information deleted. Made the page substantially smaller by carrying over only the most mobile-relevant contact info.

THE CISOnet STATUS PAGES



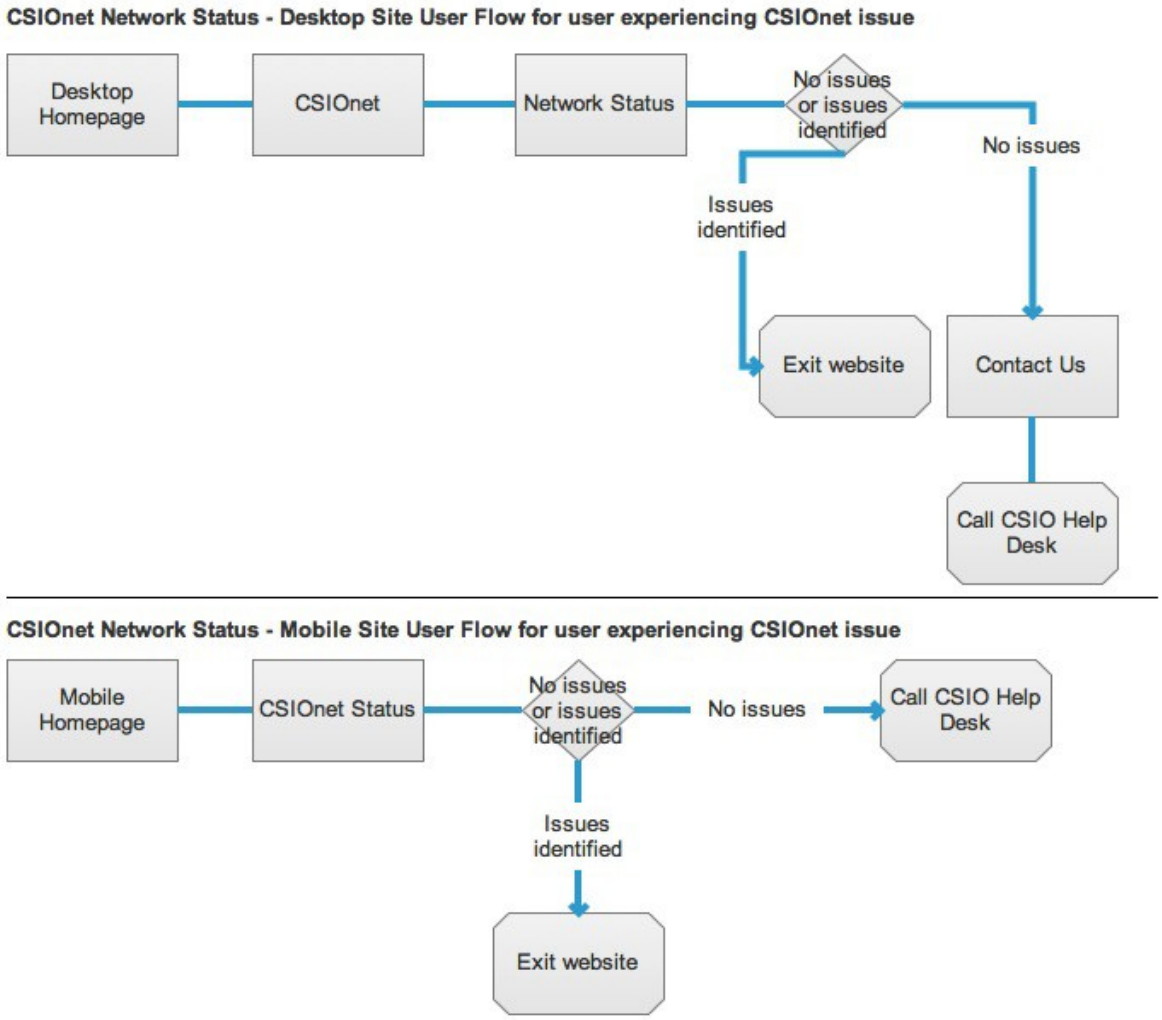
Rather than requiring mobile users to click into the separate **Contact Us** or **Contact CSIOnet Support** pages, like on the desktop site, the process can be simplified by putting easily-clickable contact buttons onto the **CSIOnet Status** mobile page.



This content has been taken from the **Contact CSIOnet Support** page, a separate page on the CSIO MemberClicks desktop site. But there is content on that page that will be completely irrelevant to a mobile user, e.g. fax number. Therefore, the page is not carried over to mobile but its most relevant content is extracted.

CISOnet STATUS PAGES USER FLOW

Showing how the user flow for a CISOnet-related scenario on the desktop site has been improved for the mobile site. The user only accesses two pages on the mobile site to accomplish the goal of reporting a CISOnet issue, while they normally access three or four on the desktop site.



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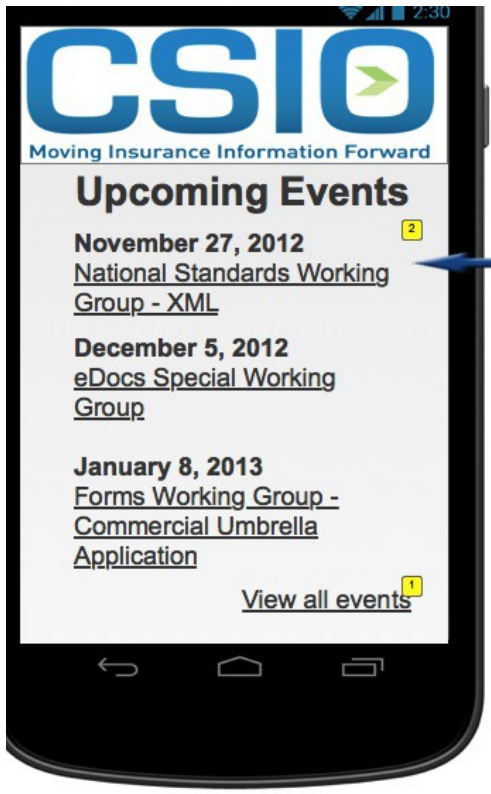
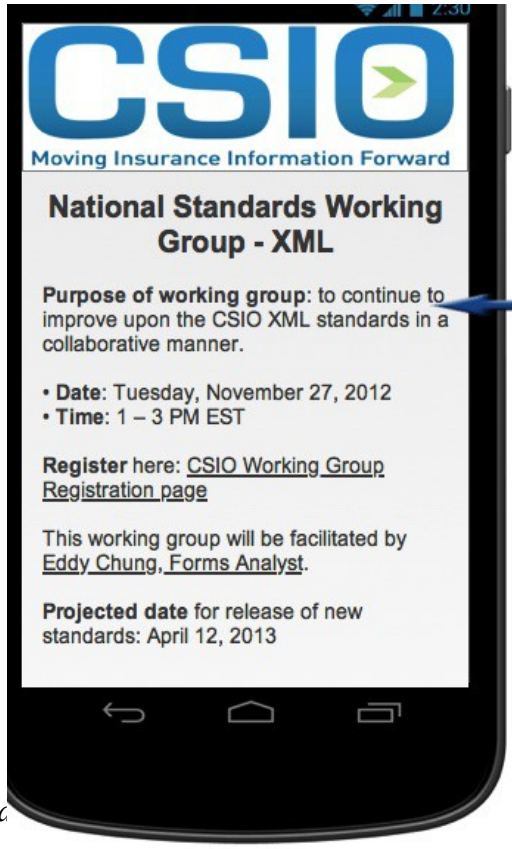
THE UPCOMING EVENTS PAGE

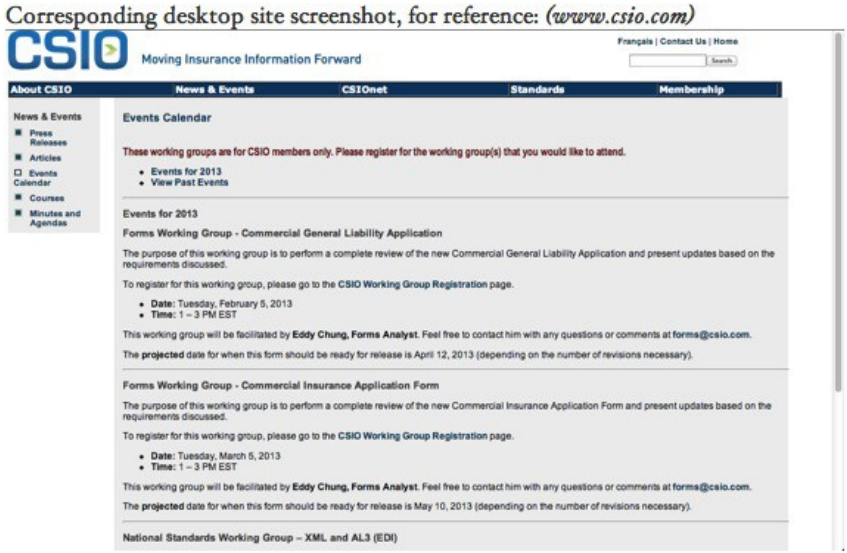


Get rid of "Sign up!" language from desktop homepage, as it's inessential text. Make links slightly larger, so easier to click on mobile (eliminating potential "fat fingers" problem.)



Made content more concise, slightly larger text than desktop site. Used bolding to call attention to pertinent areas.

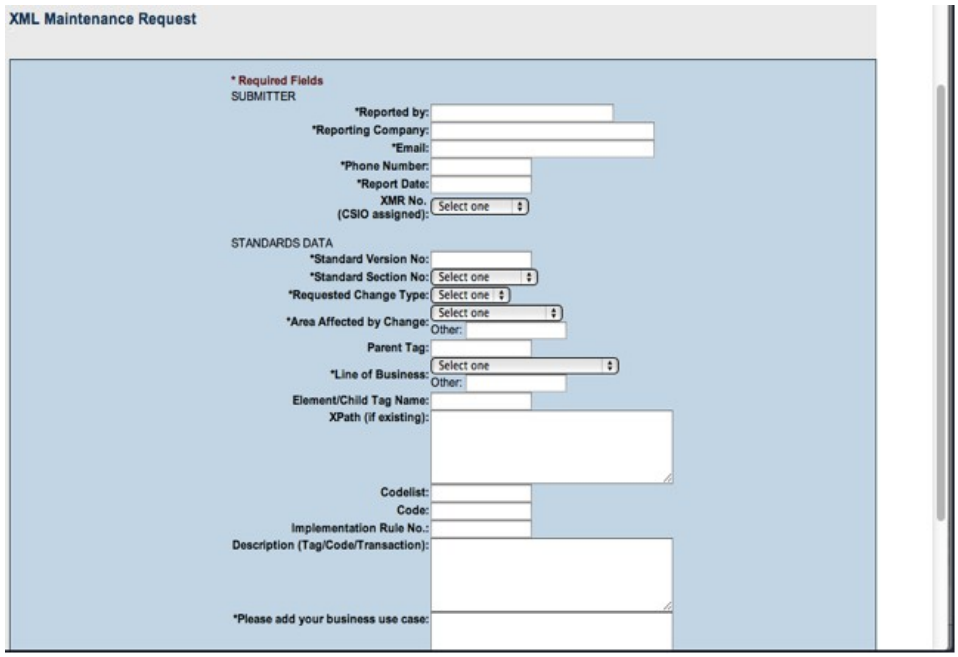
Corresponding desktop site screenshot, for reference: *(www.csio.com)*



THE MAINTENANCE REQUESTS PAGE

"Limit input to essential fields. Or, as Luke Wroblewski says in his book Mobile First, 'When it comes to mobile forms, be brutally efficient and trim, trim, trim.'" - mobile.smashingmagazine.com/

For reference, existing CISO XML maintenance request form:
http://www.CISO.com/en/xmlstand/mr.html



The existing CISO maintenance request forms for XML and EDI need to be simplified greatly for the mobile context. I've decided to combine both forms into one and eliminate many fields. I cleaned up the XML maintenance request form for mobile devices by making various alterations to the desktop site version, including:

- "reported by" and "reporting company" can most likely be inferred from an individual's e-mail address, so they aren't completely necessary
- "phone number" is usually included in an individual's email signature. If a call is necessary, CISO can obtain that information later. Only one point of contact (email) is truly necessary for the first interaction
- "report date" totally unnecessary as that will be automatically logged upon submission of MR
- "version number" clearer label than "XMR No."
- most fields under "Standards Data" are too technical for the average user to understand; *e.g.*, standards section no., element/child tag name, XPath, codelist. More importantly, these fields are unnecessary in accomplishing the user's goals. They just want to register that they have an MR. There will be further discussion about the MR in future emails, phone conversations and working groups. The more detailed information about the MR (*e.g.*, XPath) can come out via these routes, if necessary. But these fields aren't necessary in the initial submission of the form

CONCLUSION

Again, these wireframes represent only preliminary ideas for a CISO mobile website. But the general concepts relating to mobile IA presented here should still remain in any future iterations of a CISO mobile website; *e.g.,* building vertical navigation, eliminating inessential descriptive information, writing more specific labels, shortening forms, enlarging buttons, limiting graphics. As work-related mobile phone usage increases among CISO members, they will likely find that they could benefit from a CISO mobile website that quickly presents to them key information they're interested in while they're "on the go" and away from their desktops/laptops. Of course, the **Contact Us** and **Directions** pages in the mobile design address the classic mobile use case in which the user is on their way to an office but forgot to write down the necessary address/contact details. Less obviously, it's very plausible that a CISO member might want to check **Upcoming Events** on their mobile. These events are usually CISO standards or forms working groups hosted through GoToMeeting. A member who isn't at their desktop might want to attend one of these working groups via their mobile device instead. By focusing on how desktop and mobile user needs can differ, these wireframes offer a plausible starting point for designing a CISO mobile website.