



Rouyn-Noranda Welcomes you.



GROUP 2

INFORMATION ARCHITECTURE (SPRING 2022)

May 16, 2022

Project Overview

Rouyn-Noranda is a small town in Northern Quebec in the Abitibi-Témiscamingue region, with a population of over 42 000 people.

This project will look at the way information is organized for non-locals, who know less about the town, vs locals, who tend to know more. The website caters more towards established locals because of how information centered around already living there is concentrated in a smaller number of clearly labeled areas.

Our goal is to reconfigure the navigation to make it easier and more efficient for non-locals, be it tourists or newcomers, to access the information they need about the town.

Major Content Items

Information presented on the homepage shows five categories. We will be focusing on the English version of the website.

History

There is a bunch of content on how the town came to be starting off as multiple different settlements. Each settlement had something unique about them and eventually the communities came together to form Rouyn-Noranda.

Visiting/Newcomers

Resources and information for visiting tourists who want to sight- see as well as needed sources for new faces who want to move to the area and adjust to a new life there.

Business

Mining and metallurgy are the driving economic industries of the area, but many smaller businesses can thrive too. Here are the resources and information needed for such ventures. There are resources for contractors who want to work with local businesses too.

Transportation

Different methods of getting to the area via provincial highways, local highways or the Rouyn airport. The Rouyn airport is also useful for commercial travel. Information on public transport is also listed.

Life in Rouyn-Noranda

What is it like to live in this town as a student? What about a full-time worker with a family? There are also several events held in town at various points of the year to get more involved and different municipal organizations to get involved within the local political scene.

Personas

Persona 1

Ron. The new graduate who wants to start life in a small town.

Persona 2

Janine. The tourist who wants to get to know rural Canada.

Scenarios

Scenario 1

You found a town to have a new start in.

Scenario 2

You are visiting rural Canada for the first time.

Scenario 3.

You are looking for work in Rouyn-Noranda.

Testing Process

Content Inventory

Our group proceeded to lay out the website's information architecture into a content inventory, using each component of the main navigation, there was a total of 113 content items.

Purpose

The inventory would help the group understand the main components of the website and evaluate a more efficient organizational scheme for the user.

What we learned

There were too many links in the website's main navigation. Certain pages contained links that lead to other parts of the navigation. The existing category names were unclear at what information they presented based on the user scenario possibilities. Localization added to the ambiguity of the naming conventions of the navigation.

Card Sorts

From the initial content inventory, areas of opportunity to reorganize were found. Three card sorts were conducted: Open card sort, closed card sort, and another closed card sort for validation purposes. Our group used OptimalSort to conduct the card sort testings. Participants were recruited by family, friends and social media connections. The following sections are the results and changes.

Round 1: Open

There were 2 participants for the first card sort as a pilot card sort, with 3 iterations per participant. This was an open card sort.

Results

Round 2: Closed

There were 6 participants for the second card sort. This was a closed card sort.

Results

Needed Changes?

Round 3: Closed, validation

This closed card sort serves to validate the result of the second round of card sorts.

Results

Task Based Tests

TreeJack Test

Tasks

You are visiting rural Canada for the first time. You're looking for something to do. Where would you look for that information?

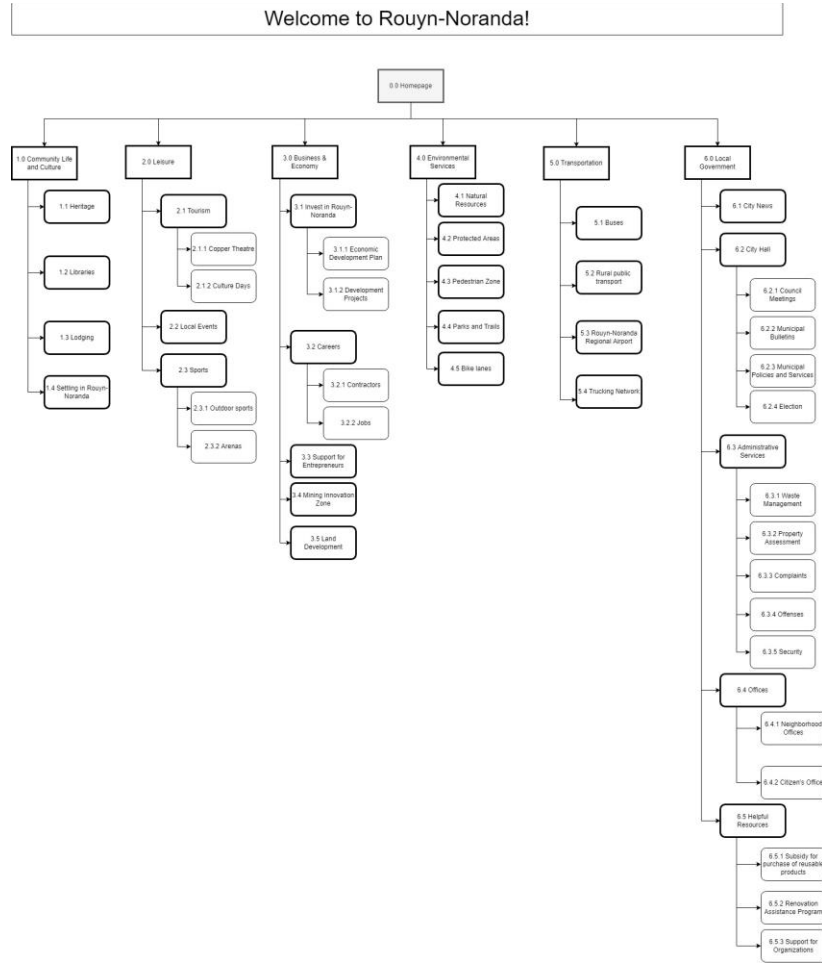
You want to move to a small town, but it's a big step? Where could you find information to start the moving process?

You settled in to Rouyn-Noranda, but you need to find work to pay the bills. Where would you find that information?

Results

Sitemap

Sitemap Version 1



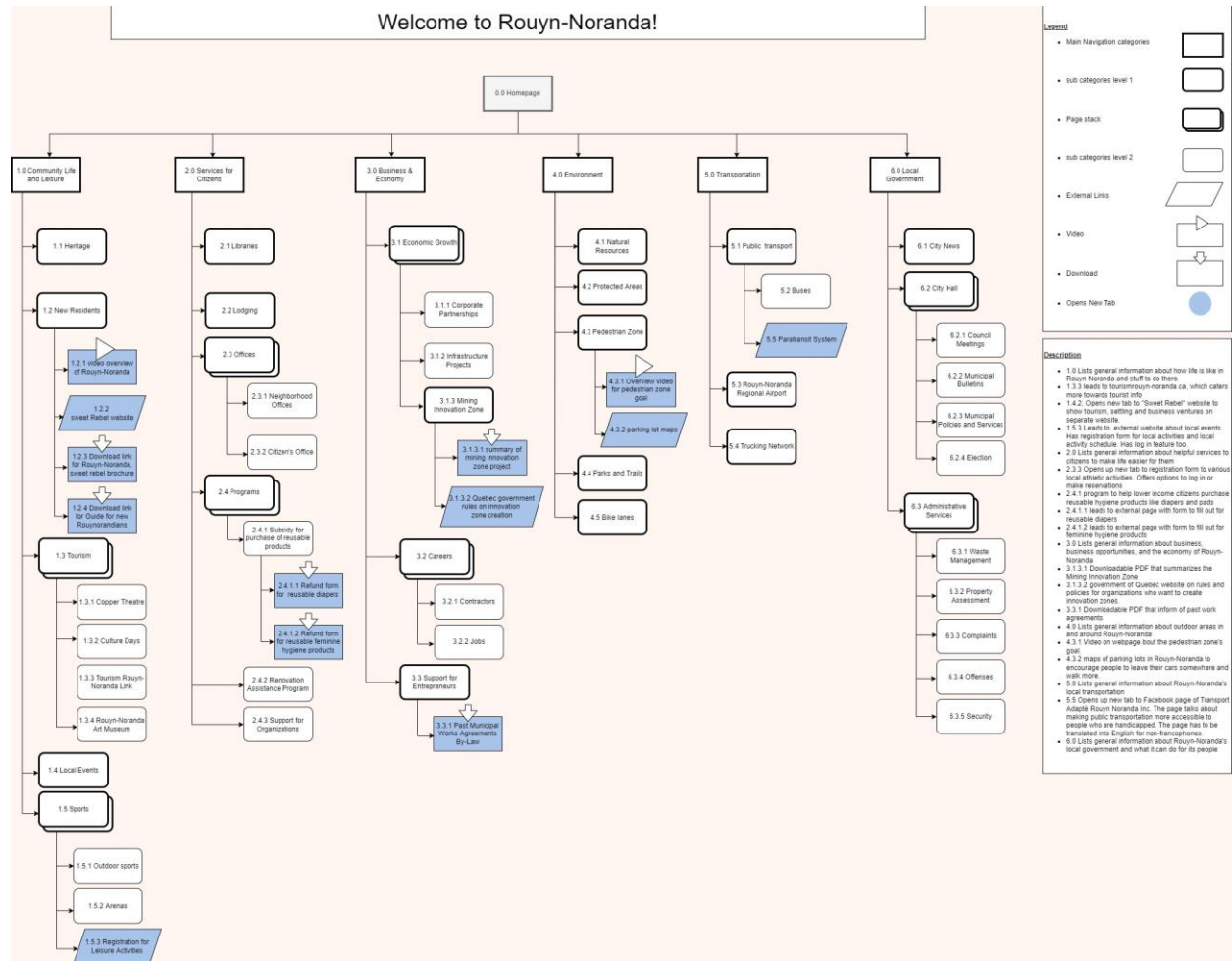
Results

The overall categories are based on results from the card sorts.

Needed Changes

Some subcategories aren't consistent. "Settling in Rouyn-Noranda" is too close to an action which doesn't fit the organizational scheme with the rest of the level in the map. There is a similar problem with "Invest in Rouyn-Noranda". "Development" in the naming convention fringes on an action word as well, so more subcategories needed to be changed. Other subcategories need some clarity in how they are distinct, like "buses" versus "rural public transport".

Sitemap Version 2



Retrospective

Appendix