



The Livelihood Project

Assignment 3

INF 2170H

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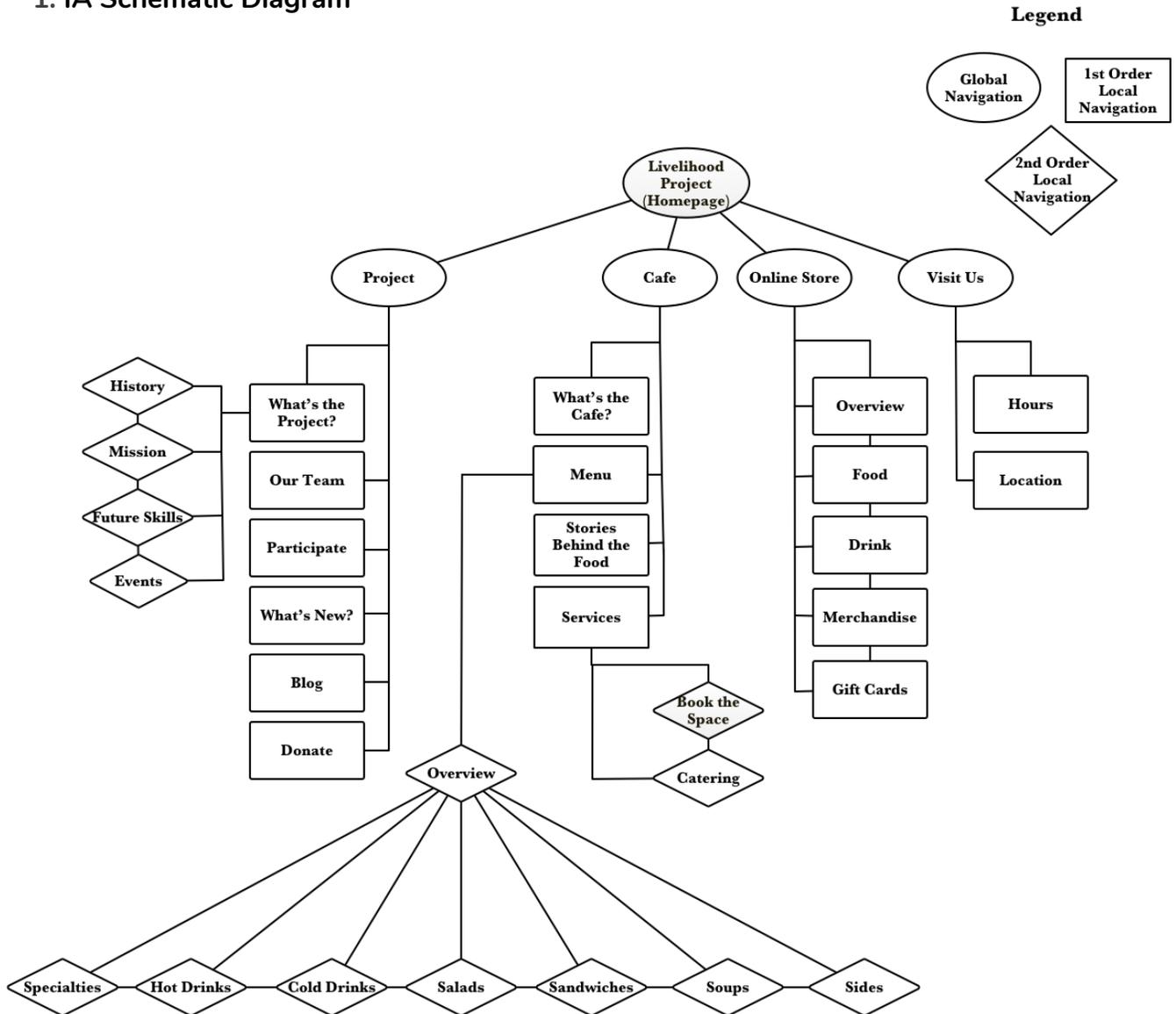
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1. IA Schematic Diagram



The schematic diagram is arranged by global navigation, first order local navigation and second order local navigation, as shown in the legend. The global navigation represents labels which will be shown on every page of the website. Within each global navigation label, the first order local navigation contains labels that will be accessible on every page through a drop down menu in the global navigation. Some pages have their own local navigation, which is denoted as second order local navigation. These are sections of a page that can be navigated via their own embedded local navigation. Examples of this can be found in the prototype screens 1. Online Store (Merchandise) or What's the Project Page (on click). Livelihood Project as 'Home' is a part of the global navigation, but it is at the top because it is the landing page and the

highest level of the website. This becomes relevant when we use breadcrumbs in the Online Store portion.

The schematic diagram had some changes from Assignment 2. The biggest change was adding in the local navigation for the Menu, which required a new organizational scheme to be created and the addition of various labels. A page that was missing from What's the Project (Events) has been added in. Additionally, a legend has been included to differentiate between local navigation connected to the global navigation and local navigation embedded in specific pages.

2. Clickable Medium Fidelity Prototype

The link was submitted online on Quercus under Assignment 3¹.

3. Information Architecture Elements

A. Organization Systems and Structures

The organization structure of the Livelihood Project website continues to maintain a top-down, hierarchical approach. This is based on our user testing, as most representative users found the structure in being able to differentiate between different aspects of the Livelihood Project. The original hierarchy avoids cross-listing of various items, which minimizes confusion for users. Within the new hierarchy that we have proposed, we maintain this aspect from before, but we made changes to the breath of the information covered by reducing the number of sections in the global navigation bar (from 6 to 5 items -- see Figures 3.1 and Figure 3.2) and having users reach the deepest level of content within four clicks (instead of 3 originally).

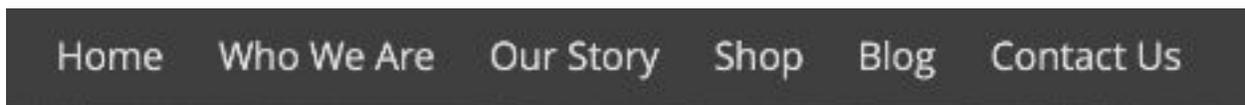


Figure 3.1 The topical organization scheme of the original site.

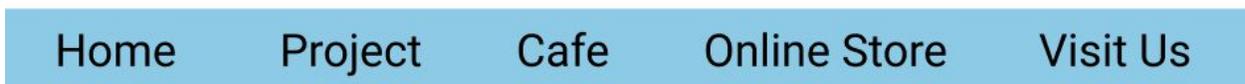


Figure 3.2 Our proposed hybrid topic/task-oriented organization scheme.

We also revised the website's organization scheme. The original Livelihood Project website was arranged by topic as part of a topical organization scheme that centered on providing information about its various activities to its users. The new

¹ Clickable Mid-fidelity Prototype <https://www.figma.com/file/Kf6aNKh9ryaRUGsAqm5oZc9y/2170-Assignment-3?node-id=0%3A1>

scheme that we proposed is grounded as a hybrid topic/task-oriented scheme based on the stakeholder's need to expand into the e-commerce space. The revised tasks and information needs for the website's users now included: 1) online purchase of food and goods, 2) in-store purchase of food and goods, 3) retrieval of information about the Livelihood Project (non-profit), and 4) retrieval of cafe information for visitors. We also used in-person card sorting as a way to determine what topics and tasks to include in the global navigation menu, and conducted this activity with both representative users and the founder (Parin Kolharti) of the Livelihood Project. We also made sure to consider the feedback provided in the post-task, debrief questions collected from the card sorting exercises². What our testing revealed was that many representative users wished to see a clearer differentiation between the Livelihood Project non-profit and the Livelihood Cafe, so we separated information related to the Cafe versus the Project within the organization system of the website, and clearly communicate this change in the global navigation bar with the two headings "Cafe" and "Project".

Additionally, since we changed the organization system of the website from an topical scheme to an ambiguous one, we proceeded with further rigorous user testing using the Optimal Workshop online tool before finalizing the prototype³. Specifically, a tree testing study was conducted using Optimal Workshop's TreeJack tool. Three information retrieval tasks were assigned to representative users who were 1) cafe employees and the 2) customers in the cafe in order to assess the validity of the ambiguous organization scheme that we proposed. The founder was also included in the tree testing pool to reassure that the organization system was meeting his current needs and vision as well as anticipating his future needs. The testing largely reinforced the categories and schema that we had come up, so we chose to maintain the top-down organization structure and the ambiguous organization scheme as part of our re-design.

B. Labelling Systems

When we started this project, we knew labels would be a major aspect of the redesign process. From our own heuristic evaluation and initial user testing, we found that the existing labels did not properly convey the purpose of the Livelihood Project as a whole, and that they also misidentified the purpose of individual pages on the website.

² Card Sorting Test Results

<https://www.optimalworkshop.com/optimalsort/8fboa658/mt21jkmnd/shared-results/bc5b4023j8qh7v47g44v583pfagq8dwp>

³ Optimal Workshop results <https://docs.google.com/document/d/1RKmwQa1sotT9nWjNjeHu6-TJ1ajpcnSSsAkzavwGvVo/edit?usp=sharing>

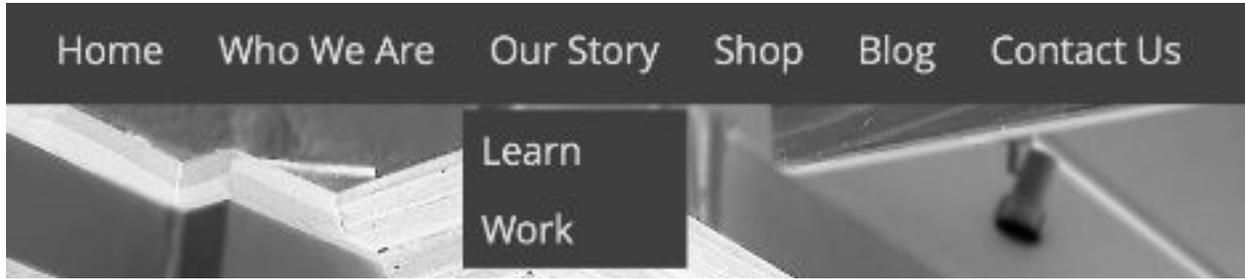


Figure 3.1B Global Navigation labels from the original site.

In our initial round of user testing, we found that people were confused by the ambiguity of various terms, such as 'Learn' or 'Work' (Figure 3.1B). We conducted a paper card sort exercise with the original labels from the website and found that the representative users (who were loyal customers of the cafe) had no clear consensus about what the labels referred to or how they should be grouped. We also did a general browsing test and found that the global navigation label 'Shop' also caused some issues, since people did not know if it meant the shopping at the physical location or shopping online. This was part of a bigger finding that pointed to the fact that people could not clearly differentiate between labels that referred to the Cafe versus the non-profit Livelihood Project. Being able to properly convey how these two entities are connected is a factor we decided to account for in a new labelling system.

In discussing with key stakeholders, we determined that we would discard all the old labels and create new ones that better fit their vision for the website. To do so, we analyzed information about the project and the cafe through stakeholder interviews and other promotional materials that was provided. After doing so, we came up with a rough set of labels for the global and local navigation menus that clearly conveyed the Livelihood Project's three parallel businesses: namely, its non-profit, online store (not live at the moment), and cafe.

We sought to create labels that were as unambiguous as possible while clearly differentiating between these three entities. Since understanding what these different branches of the project do is primary goal, we created straightforward heading labels such as 'What's the Project' and 'What's the Cafe'. We had the labels we envisioned to be under the Cafe be focused on the products they sell and the services they offer at the physical location, while the labels under Project would be focused on gathering information and getting involved at the organization as a whole. The labels under 'Online Store' strictly referred to the types of goods the cafe wanted to sell online. In our initial ideation, there were some overlapping categories, and we eventually discarded labels that were too similar when constructing the card sort.

We proceeded to do a hybrid open/closed card sorting test to validate our ideas, which was done to understand users' current mental models of the Livelihood Project. We also conducted a test with the stakeholder to understand his mental model of the Livelihood Project, and how we could accommodate for both in our re-design. We decided that the website would have three labels that denoted three sections that the stakeholder wanted the redesign to incorporate: "Cafe", "Project", and "Online Store", and we decided to test if these categories made sense, and what labels would fit under each one, as well as if there are any other groupings we had missed.

We found that users consistently grouped the same five or six labels under the "Project" category, but they were confused about the labels between the "Cafe" and "Online Store" and were inconsistent about the labels to put under these two categories (Figures 3.2A and 3.2B). Based off this data, we met again with the founder of the Project, Parin, to clarify what differentiated the goods sold online versus at the cafe, and revised our labels accordingly. In our final prototype, the "Cafe" heading label supports a wider variety of food item labels, whereas the "Online Store" heading supports more merchandise-related options.

Card Labels	Standard Categories		
	Cafe	Livelihood Project	Online Store
About the Livelihood Project		5	
Blog	2	2	
Cart	1		4
Cold Drinks	2		1
Contact Us	2	1	1
Crew	1	4	
Donations	1	4	
Events	2	2	
Facebook		2	1
Future Skills		5	
Gift Cards	3		1
History	1	4	
Hot Drinks	2		1
Instagram		2	1
Join Us	1	4	
Merchandise	1		2
Mission	1	3	1
Notices	1	2	2
Rental Space	1	1	1
Salads	2	1	1
Sandwiches	3		1
Sides	3		1
Soups	3		1
Specialties	1	2	1
Startup Team		5	
Stories Behind Food	3		
Twitter		2	1
Values		4	1
Visit Us	3	1	
Workshops		4	

Figure 3.2A: This table from our card sorting data shows the number of times each label was sorted in one of the three categories: 'Cafe', 'Livelihood Project' and 'Online Store'.

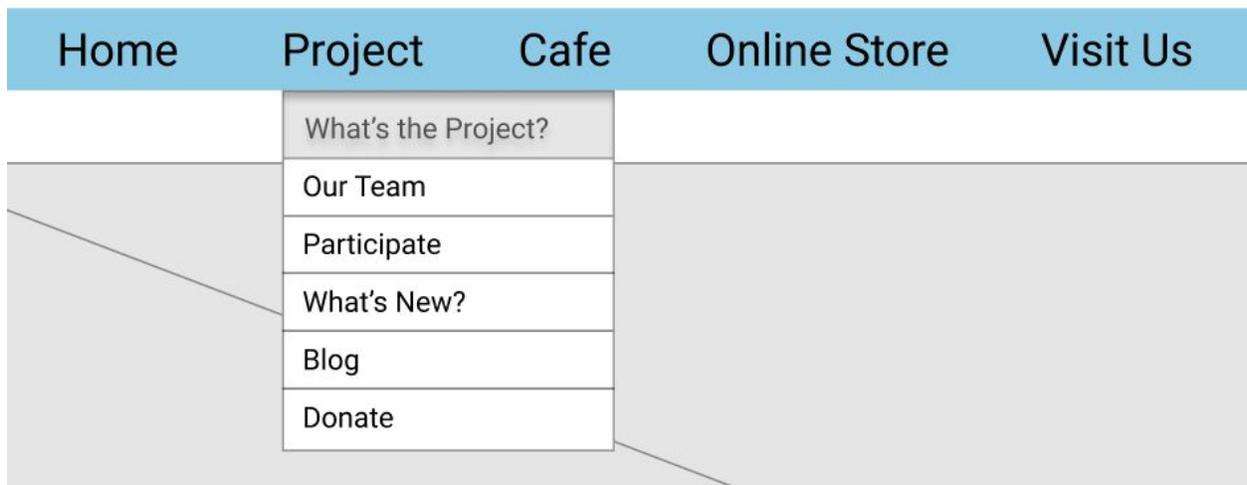


Figure 3.2B Our proposed redesign for the Global Navigation labels and the Local Navigation under 'Project'. Screenshot of Figma prototype.

C. Navigation

Since many users visit the Livelihood Project's website from their desktop/laptop computers, the embedded global navigation system the original website had was kept as part of the redesign. The same global navigation system is visible at the top of every page throughout the site to allow direct access to key tasks for users regardless of their place in the site's hierarchy. In doing so, the new navigation system creates a sense of place and provides related pathways for browsing for the users, even if they are at the bottom-most page of the hierarchy.



Figure 3C The initial navigation system from the original site.



Figure 3.1C Our proposed navigation system with five labels intended to provide contextual clues to orient the users without burdening them to navigate further into the subsite to find more context.

However, there are a few key changes we made with the navigation. One of the first changes that we implemented was to have the Livelihood Project logo redirect the users back to the homepage of the website. Additionally, we added local navigation menus for all three major sections of the website: Project, Cafe, and Online Store. As depicted in figures 3.2 to 3.4, these local menus encourage users to explore related topics within each section, as these topics can be overlooked when users quickly scroll down to the bottom-most page (or get to a bottom-level page via search engines).

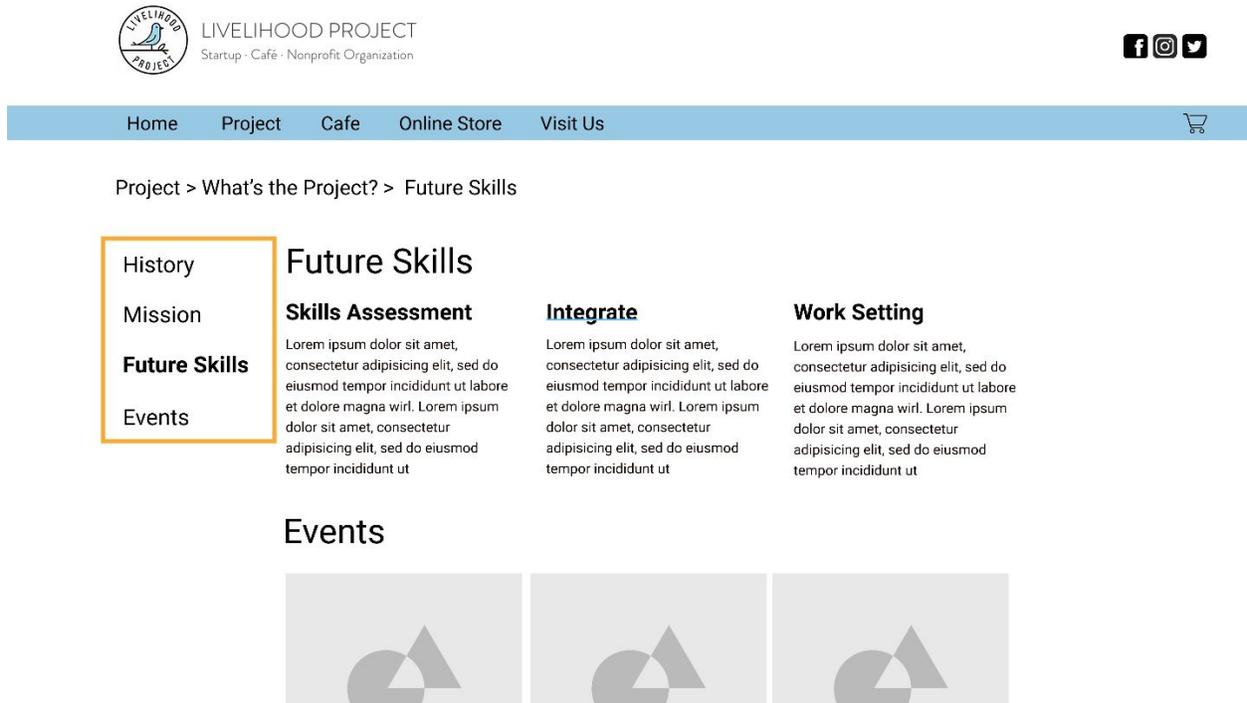


Figure 3.2C Our proposed local navigation in the 'Project' page.



Cafe > Overview

Livelihood Specialties

- Overview
- Specialties
- Hot Drinks
- Cold Drinks
- Salads
- Sandwiches
- Soups
- Sides

Item photo	Item photo	Item photo	Item photo
Item name \$00	Item name \$00	Item name \$00	Item name \$00

Hot Drinks

Item photo		Item photo	Item photo
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Figure 3.3C Our proposed local navigation in the 'Cafe' page.



Online Store > Overview

Food

- Overview
- Food
- Drinks
- Merchandise
- Gift Cards
- View All

Item photo	Item photo	Item photo	Item photo
Item name \$00	Item name \$00	Item name \$00	Item name \$00
<input type="button" value="Add to Cart"/>			

Drinks

Figure 3.4C Our proposed local navigation in the 'Online Store' page.

We have also integrated contextual navigation labels for the specific items sold in the Livelihood Cafe that have significant stories behind them. Through a series of user interviews we conducted with the regular customers of the cafe, we discovered that the cafe offers a unique experience for its customers because its baristas come from a wide range of ethnic backgrounds and traditions, and they incorporate these traditions into the food that is sold at the cafe. To support this aspect of the Cafe, some of the food items within the “Cafe” section link to a related page that detail in-depth stories about how these items are made. This is done through contextual labels on the specialty item’s specific product page, and is characterized by the phrase ‘Learn more about what makes this item special’ (see figure 3.5 below). In addition, contextual navigation links to related products are integrated into the bottom-level store pages to increase flexibility for the user while capturing opportunities to sell different items (for both the online store and cafe sections). Currently, this system is not customized or personalized -- instead, it presents a selection of items within the same category that the user has selected.



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Syrian Breakfast

CS8.00

Quantity

ADD TO CART



Spiced bread, labneh' cheese, fig jam, veggies and herbs

Figure 3.5.1C The item page from the original site.



Ingredients:

Cinnamon, ginger, galangeh / Thai ginger, served with walnuts

Story:

Lorem ipsum Lorem ipsum Lorem ipsum Lorem ipsum Lorem ipsum
Lorem ipsum Lorem ipsum Lorem ipsum Lorem ipsum Lorem ipsum
Lorem ipsum Lorem ipsum Lorem ipsum Lorem ipsum

[Learn more about what makes this item special.](#)

Customer who viewed this item also viewed

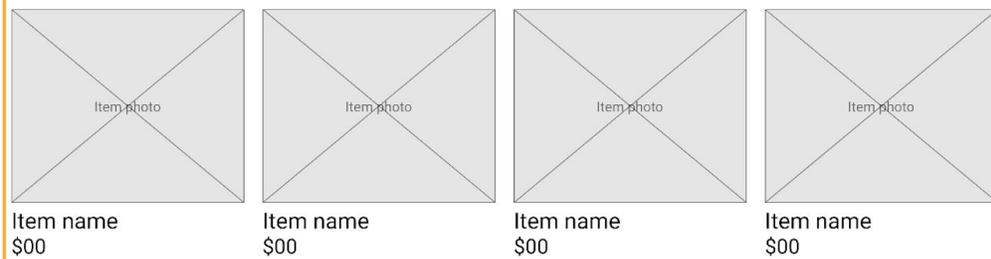


Figure 3.5.2C Our proposed item page with the in-line hypertext links for 'Learn more' and contextual navigation links to related products.

We have also incorporated breadcrumb trails as part of the local, embedded navigation within the subpages of the 'Cafe' and 'Online Store' sections (see figures 3.6 and 3.7). Breadcrumb trails are integral as a wayfinding strategy for users visiting the website, as it allows users to explore new menu items or goods without losing the initial item they were looking for.



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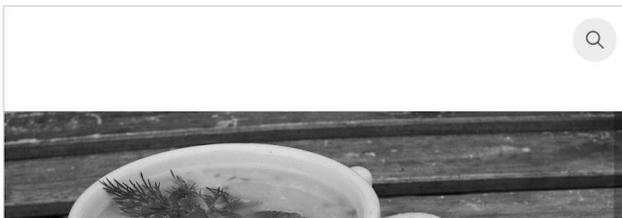
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Home Who We Are Our Story Shop Blog Contact Us



Home / Shop / Lentils from Levant Soup

< Prev | Next >



Lentils from Levant Soup

C\$8.00

Figure 3.6C Breadcrumb navigation tool present only for the subpages under 'Shop' from the original site.



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Home Project Cafe Online Store Visit Us



Cafe > Overview > Hot Drinks > Syrian Tea

Overview

Syrian Tea

Specialties

\$ 4.00

Hot Drinks



Figure 3.7C Our proposed breadcrumb navigation tool for the subpages under 'Cafe'.



Online Store > Merchandise

Merchandise

Overview

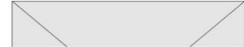
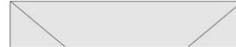
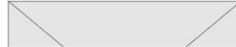


Figure 3.8C Our proposed breadcrumb navigation tool for subpages under 'Online Store'.

As commonly observed in other e-commerce websites, food items and goods in the 'Online Store' page are further grouped into categories based on the descriptive sub-headings (i.e. "Merchandise"). The breadcrumb trail only shows this aspect of the navigation (Global Navigation Heading -> Local Sub-heading), based on practices observed in other e-commerce platforms. The groupings are implemented for the pages under the 'Cafe' and 'Online Store' as a way to help the user distinguish between the different types of food items (as well as goods) and to make their navigation of their shopping and information gathering tasks easier. Please see figures 3.9 to 3.11 for further details.



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Luscious Lattes
C\$5.25



Syrian Breakfast
C\$8.00



Hoisinstyle Hummus
C\$8.00



Lentils from Lentil Soup
C\$8.00



Eggplant Mash Meezo
C\$8.00



Hummus Pincho
C\$8.00



Figure 3.9C The navigation system visualization present only on 'Shop' from the original site.



Cafe > Overview

Livelihood Specialties

Overview

Specialties

Hot Drinks

Cold Drinks

Salads

Sandwiches

Soups

Sides

Item name \$00	Item name \$00	Item name \$00	Item name \$00

Hot Drinks

Item name \$00	Syrian Tea \$4.00	Item name \$00	Item name \$00
Item name \$00	Item name \$00	Item name \$00	Item name \$00

Figure 3.10C Our proposed navigation system visualization present on 'Cafe' under headings

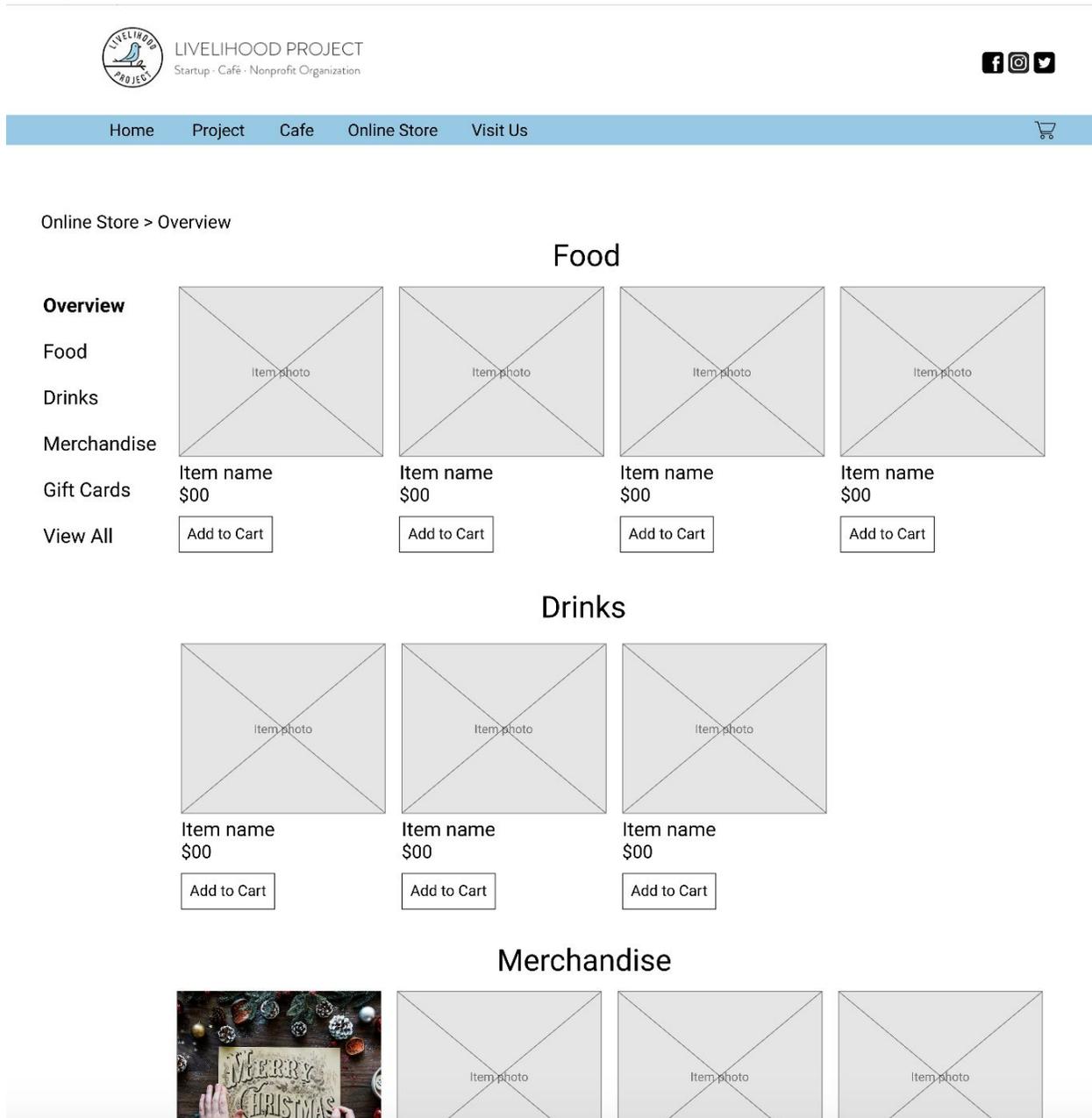


Figure 3.11C Our proposed navigation system visualization present on 'Online Store' under headings.