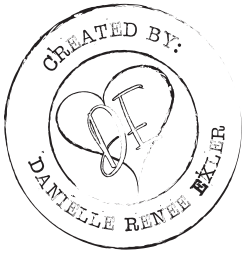
INFORMATION ARCHITECTURE

WEBSITE REDESIGN

STL REN FEST

HTTP://WWW.STLRENFEST.COM/



WEBSITE'S OBJECTIVE:

The Renaissance Festival is a yearly St. Louis event. The goal of the website is to provide information about the opportunities and events taking place during the Festival, and convince viewers to attend.

USER SCENARIOS;

MYSTERION THE DESTROYER (OR JUST TIM):

Known by his companions as Tim, Mysterion desires to attend the STL Ren Fest. Being a huge nerd, Mysterion is intending to create a costume to rule them all and wants to hit as many shopping booths as possible during the faire.

SCENARIO:	QUESTION:
Tim would like to bring his dog Spot to the Festival but isn't sure if pets are allowed on fair grounds.	Are pets allowed at the fair?
USER TASKS:	**CURRENT USER STEPS:**
Find the "Bring your Dog!" page.	1. Scroll over the "Plan your visit" tab 2. Click on the "Bring your Dog!" link.

SCENARIO:	QUESTION:
Tim is wondering if he can bring a prop weapon into the fair.	What are the restrictions on props that can be brought in the fair?
USER TASKS:	**CURRENT USER STEPS:**
Navigate to the "Key Policies" page.	1. Scroll over the "Plan your visit" tab. 2. Click on the "Key Policies" link.

SCENARIO:	QUESTION:
Tim would like to know what kind of shopping booths will be open at the fair.	What kind of vendors will be selling on the fair grounds?
USER TASKS:	**CURRENT USER STEPS:**
Navigate to the "Artisan Market-place" page.	1. Scroll over the "Experience the Realm" tab. 2. Click on the "Artisan Marketplace" link.

USER SCENARIOS;

CLAIRE:

Claire is a local entrepreneur. She sells handmade jewelry and hats and is looking for more venues to sell her products.

SCENARIO:	QUESTION:
Claire would like to be a vendor at the faire but doesn't know how to apply.	How can Claire apply to be a vendor at the faire.
USER TASKS:	**CURRENT USER STEPS:**
Find the "Vendor Applications" page.	1. Scroll over the "Get Involved" tab 2. Click on the "Vendor Applications" link.

SCENARIO:	QUESTION:
Claire has a niece that would like to go the faire as well, but Claire isn't sure if the faire is kid friendly.	Is the faire child friendly?
USER TASKS:	**CURRENT USER STEPS:**
Navigate to the "Family Friendly" page.	1. Scroll over the "Experience the Realm" tab. 2. Click on the "Family Friendly" link.

SCENARIO:	QUESTION:
Claire wants to know what kind of food she will be able to get while working at the faire.	What kind of food will be available at the faire?
USER TASKS:	**CURRENT USER STEPS:**
Navigate to the "Faire Food" page.	1. Scroll over the "Experience the Realm" tab. 2. Click on the "Faire Food" link.

USER SCENARIOS;

CLARK AND KATIE:

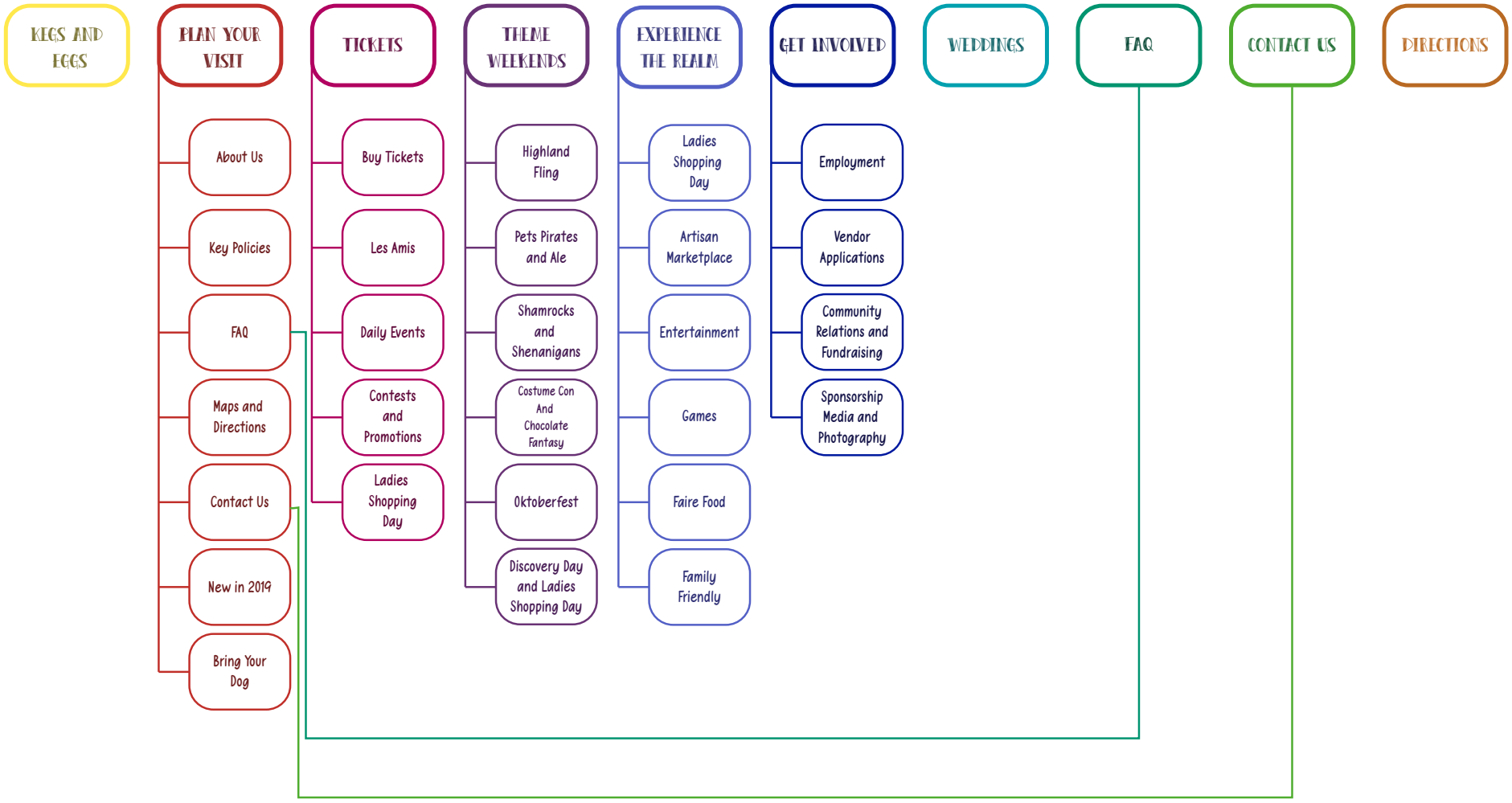
Clark and Katie are an engaged couple looking for a unique wedding and are both lovers of the fantasy genre. They would like to know the couple based events of the faire. They know that the faire offers a wedding en mass and want to know more.

SCENARIO:	QUESTION:
Clark and Katie want to know the best weekend for couples at the faire.	Is there a couples weekend at the faire?
USER TASKS:	**CURRENT USER STEPS:**
Browse the theme weekend descriptions on the website.	1. Scroll over the "Themed Weekend" tab. 2. Browse the descriptions for the weekends and find the "Chocolate Fantasy" page.

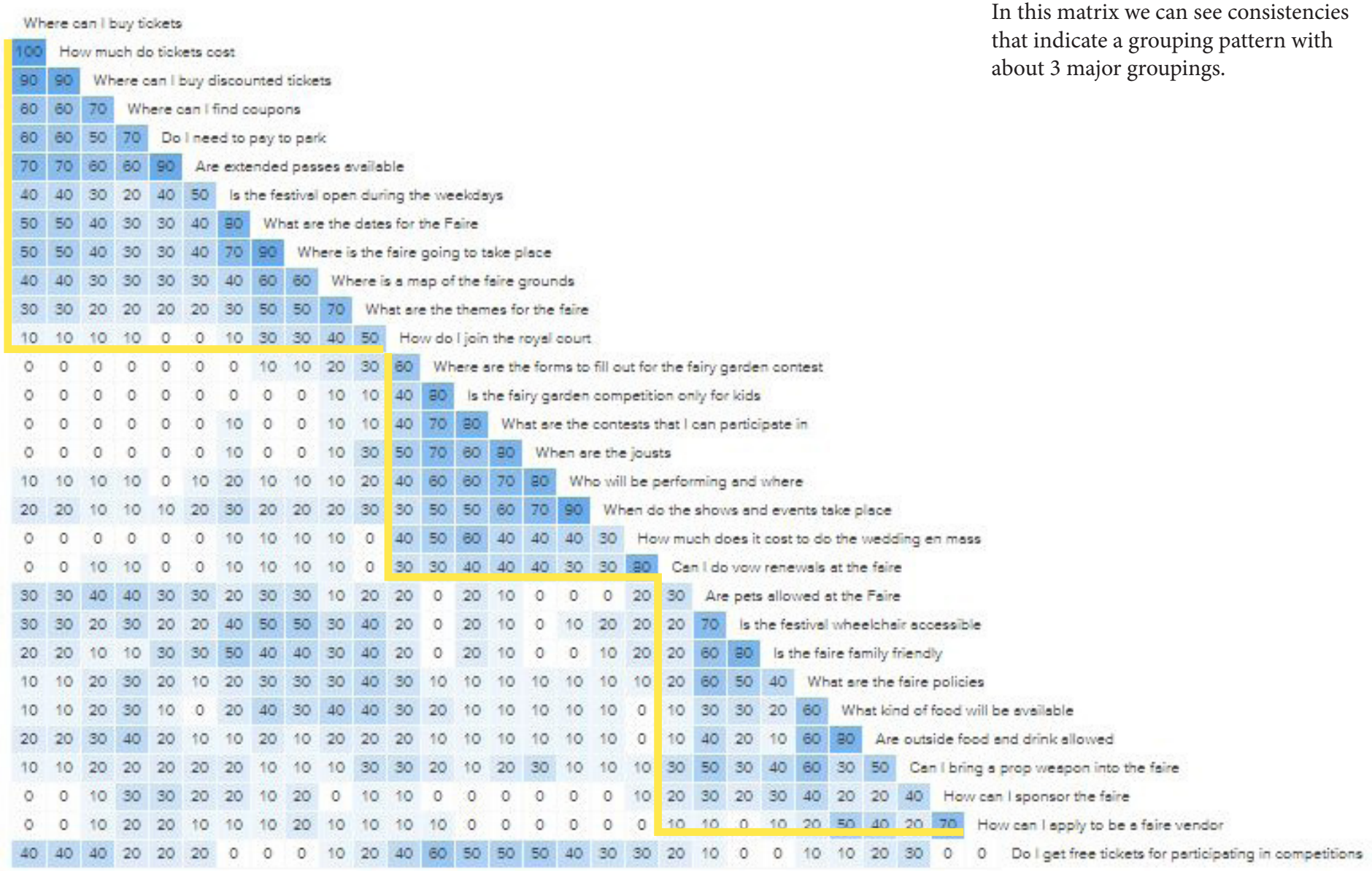
SCENARIO:	QUESTION:
Claire is trying to decide if she wants to do the wedding en mass but needs to know the price.	How much does it cost to participate in the wedding en mass?
USER TASKS:	**CURRENT USER STEPS:**
Navigate to the "Wedding" page.	1. Click on the "Wedding" link in the main navigation.

SCENARIO:	QUESTION:
Clark wants to know how much tickets will cost and if he can get any discounts.	How much do tickets cost?
USER TASKS:	**CURRENT USER STEPS:**
Navigate to the "Buy Tickets" page.	1. Scroll over the "Tickets" tab. 2. Click on the "Buy Tickets" link.

EXISTING ARCHITECTURE:



CARD SORT RESULTS:
SIMILARITY MATRIX



In this matrix we can see consistencies that indicate a grouping pattern with about 3 major groupings.

CARD SORT RESULTS:
STANDARDIZATION GRID

Total participants 0 — 8

Name	About th...	Events	FAQ	Tickets	Vendors ...	Weddings	Not standerdized
Are extended passes evellabl	5		1	4			
Are outside food and drink all	3		4	1	2		
Are pets allowed at the Faire	2		7	1			
Can I bring a prop weapon int	3	1	5	1			
Can I do vow renewals at the		5	3			2	
Do I get free tickets for particl	2	4		4			
Do I need to pay to park	4		1	4	1		
How can I apply to be a faire v	3		1		6		
How can I sponsor the faire	1		3	1	5		
How do I join the royal court	5	3	2				
How much do tickets cost	5			5			
How much does it cost to do t		6	2			2	
Is the faire family friendly	4		6				
Is the fairy garden competitio	1	7	2				
Is the festivel open during the	7	1	2				
Is the festivel wheelchair acce	5		5				
What are the contests that I c	1	6	1				
What are the dates for the Fai	6		2				
What are the faire policies	3		6		1		
What are the themes for the f	7	1	2				
What kind of food will be evel	5		3		2		
When are the jousts	2	6					
When do the shows and even	4	6					
Where are the forms to fill out	3	7					
Where can I buy discounted ti	4		1	5			
Where can I buy tickets	5			5			
Where can I find coupons	4		1	4	1		
Where is a map of the faire gr	7		1	1		1	
Where is the faire going to tak	6		1		1		
Who will be performing and w	3	7					

This grid shows results after standardizing. There were three major groups that contained most of the information options. In addition, users also created 3 more groupings that were more specific categories.

This indicates that the users found these 3 minor groups to contain information that was important enough to be at the top of the website hierarchy.

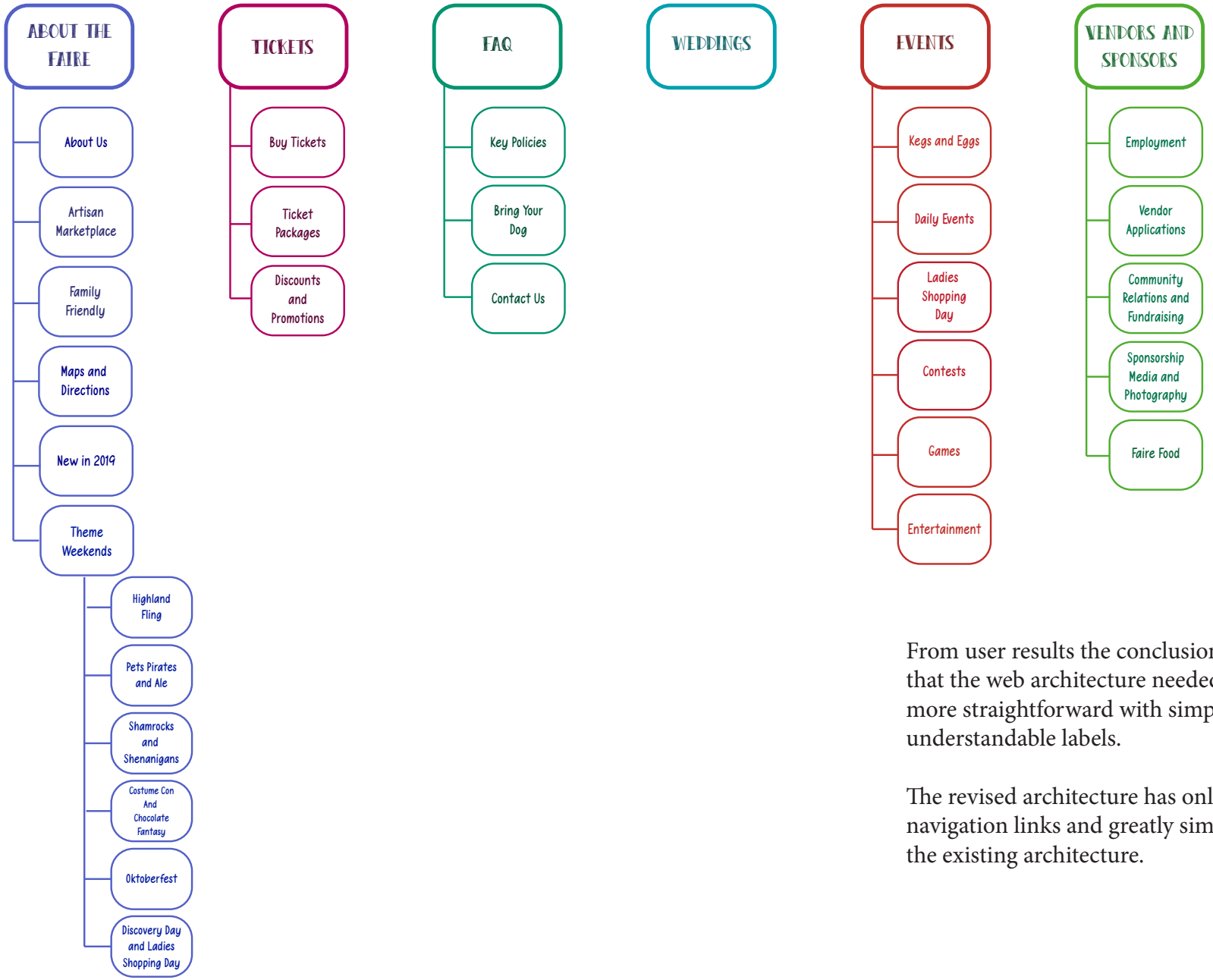
REVERSE CARD SORT RESULTS:
POPULAR PLACEMENTS MATRIX

	About the Faire	Events	FAQ	Tickets	Vendors and Spo...	Weddings	unsorted
21. What are the faire policies	90%		10%				
4. What are the dates for the Faire	90%		10%				
13. Where is the faire going to tak...	80%	10%	10%				
7. What are the themes for the faire	80%	20%					
18. Where is a map of the faire gr...	70%		30%				
27. Is the festival open during the ...	70%		30%				
23. Is the faire family friendly	50%		50%				
10. What are the contests that I ca...		100%					
16. When do the shows and event...		100%					
19. Who will be performing and w...		100%					
15. When are the jousts		90%	10%				
11. Where are the forms to fill out ...	10%	80%	10%				
24. Is the fairy garden competition...		80%	20%				
28. Is the festival wheelchair acce...			100%				
30. Are outside food and drink all...			100%				
22. Can I bring a prop weapon int...	10%		90%				
5. Are pets allowed at the Faire	10%		90%				
26. Do I need to pay to park	10%		80%	10%			
14. How do I join the royal court	10%	20%	70%				
1. Where can I buy tickets				100%			
2. Where can I buy discounted tic...				100%			
3. How much do tickets cost				100%			
29. Are extended passes available			10%	90%			
6. Where can I find coupons			10%	90%			
25. Do I get free tickets for partici...	10%		20%	70%			
20. How can I sponsor the faire					100%		
8. How can I apply to be a faire ve...					100%		
17. What kind of food will be avail...	30%		20%		50%		
12. Can I do vow renewals at the f...						100%	
9. How much does it cost to do th...						100%	

This matrix shows how users organized information into categories provided from the open card sort.

These results show where users expect to find certain content within the website hierarchy.

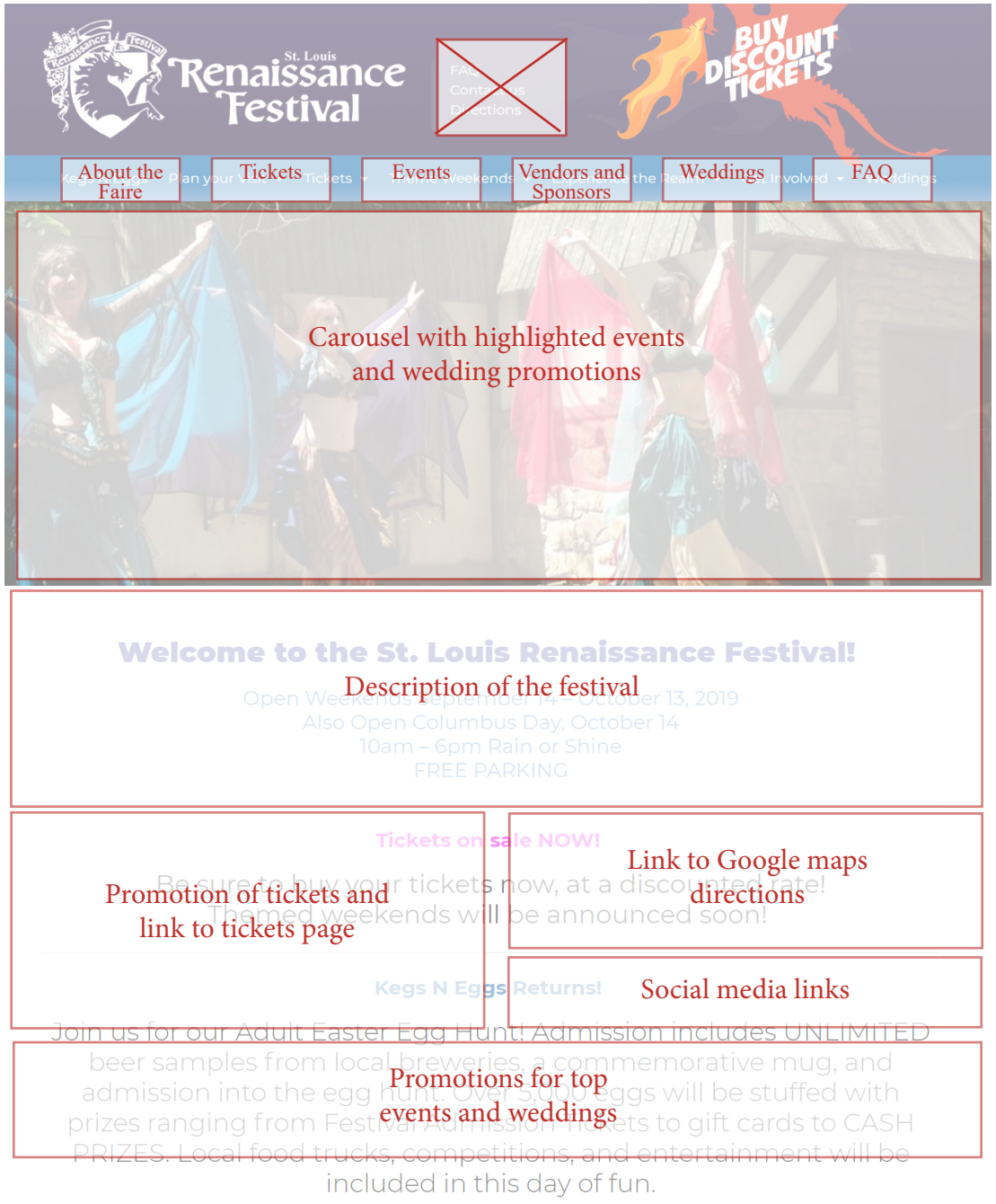
REVISED ARCHITECTURE:



From user results the conclusion was that the web architecture needed to be more straightforward with simple and understandable labels.

The revised architecture has only 6 main navigation links and greatly simplifies the existing architecture.

REVISED WIREFRAME:



In the revised wireframe, the goal is to simplify navigation as well as promote some of the most profitable events at the faire. Ticket sales can be accessed at several locations on the page, and links to social media and directions are easily accessible here.

A description of the festival is a key point in this spread, as well as images that provide an atmosphere of the faire.