

# Site Deconstruction

*ForeSee Results*

*[www.foreseeresults.com](http://www.foreseeresults.com)*

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## Executive Summary

To assist in the redesign of the ForeSee Results website, the existing website was deconstructed to identify not only the present structure, but also any structural issues that will need to be addressed in the redesign. A site outline and a structural/functional site diagram reveal the structure and relationship of pages on the website.

The following are areas for improvement:

- **Increase consistency between link/button labels and the names of the pages to which they lead.**

There are instances in which the link/button labels do not correspond to the page names. In some cases, the page header and title are enough different that it is confusing to the user. For example, on the 'Research Commentaries' page there is a link for 'ForeSee Results Online Banking Commentary' that leads to a page named 'The State of Customer Satisfaction with Online Banking.' In addition, the page in the browser is entitled 'Forbes.com/ForeSee Results Online Banking Survey.' Such inconsistencies are confusing to users, as they are not able to make as clear of a mental association between what they clicked and their destination.

- **Correct or remove broken links and links that return 403 error messages.**

There is one case of a broken link and two instances of a broken navigation to an outside website. In the first case, the Home Page had a cross-link to a page named "2<sup>nd</sup> Segment: FreedyourMind Audiocast' that seemed to be connected to the 'Employment Opportunities' section; the 'Employment Opportunities' section, however, did not indicate any connection or link to the audiocast. In another instance, the analyst was able to navigate to theacsi.org website from the 'About ACSI' page, but was unable to do so from the Site Map.

- **Correct global and navigation labeling issues.**

There are two instances in which a global navigation link/button and one of its local navigation links/buttons are one-in-the same page. This can be very confusing to the user. For example, the 'News' global navigation page and its local navigation page 'Media Coverage' are the same page. The recommended solution is to create a separate 'News' page and move the present 'Media Coverage' to level 2.

- **Fix any structural imbalances.**

Where there exists structural inconsistencies, navigation becomes confusing. An example is that the 2006 Press Release articles are presently located at level 5, while the 2007 articles are located at level 4. A solution might be to create a level 4 page named '2007 Press Releases' and move the 2007 articles to level 5.

## Site Outline

### 1.0 Home (cross-links to 1.7.1, 1.7.1.1)

#### 1.1 Company (cross-links to 1.7.1)

- 1.1.1 Clients & Measured Companies (cross-links to 1.7.1)
- 1.1.2 Executive Team (cross-links to 1.7.1)
- 1.1.3 Board of Directors (cross-links to 1.7.1)
- 1.1.4 Partners (cross-links to 1.7.1)
- 1.1.5 Advisory Board (cross-links to 1.7.1)
- 1.7.1 Employment Opportunities (Career Opportunities)

#### 1.2 About ACSI

#### 1.3 Products and Services

- 1.3.1 CS Site Manager
- 1.3.2 CS SiteGov (cross-links to 1.1.1; 1.5.1)
- 1.3.3 Industry Solutions (cross-links to 1.5.1.1a, 1.5.1.2a)
  - 1.3.3.1 How to Measure Your Web Campaign Performance (cross-links to 1.2)
    - 1.3.3.1.1 Website Experience Measurement
    - 1.3.3.1.2 Interactive Campaign Measurement
    - 1.3.3.1.3 Site Lift Measurement

#### 1.4 News

- 1.4.1 Press Releases
  - 1.4.1.1 2006 Press Releases
    - 1.4.1.1.1 – 1.4.1.1.20 2006 Articles (cross-links to 1.0)
  - 1.4.1.2 – 1.4.1.x Articles (cross-links to 1.0)
- 1.4.2 2006 Media Coverage

#### 1.5 Research & White Papers

- 1.5.1 ACSI Commentaries
  - 1.5.1.1a – 1.5.1.3a Commentary Request Forms
  - 1.5.1.1b – 1.5.1.3b Download Page
  - 1.5.1.4a All ACSI Commentaries Request Form
  - 1.5.1.4b Download Page
- 1.5.2 Research Commentaries
  - 1.5.2.1a Top 100 Research Commentary Request Form
  - 1.5.2.1b Download Page
    - 1.5.2.1.1 Top 100 Online Retail Satisfaction Index – Syndicated Research
  - 1.5.2.2a – 1.5.2.4a Research Commentary Request Forms
  - 1.5.2.2b – 1.5.2.4b Download Pages
  - 1.5.2.5a All Research Commentaries Request Form
  - 1.5.2.5b Download Page
- 1.5.3 White Papers
  - 1.5.3.1a – 1.5.3.10a Various White Paper Request Forms
  - 1.5.3.1b – 1.5.3.10b Download Pages
  - 1.5.1.4a All ACSI Commentaries Request Form
  - 1.5.1.4b Download Page
- 1.5.4 Bylined Articles

**1.6 Events**

1.6.1 Webinars

**1.7a Contact Us**

1.7b Thank You Page

1.7.1 Employment Opportunities

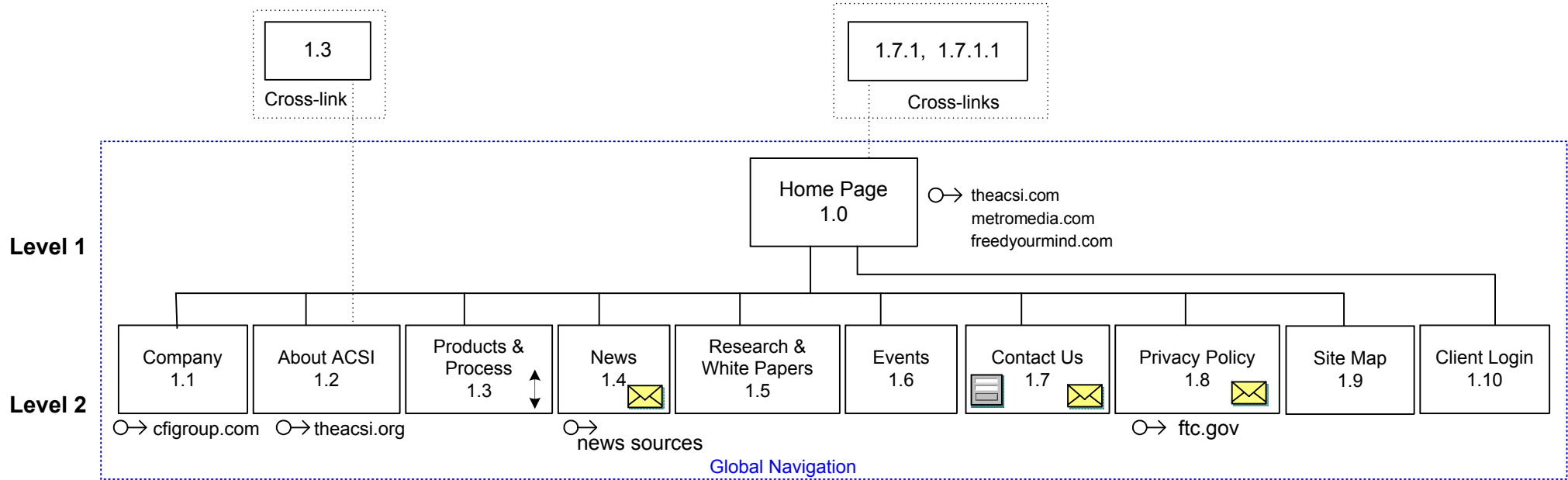
1.7.1.1 2<sup>nd</sup> Segment: FreedyourMind Audiocast

**1.8 Privacy Policy**

**1.9 Site Map**

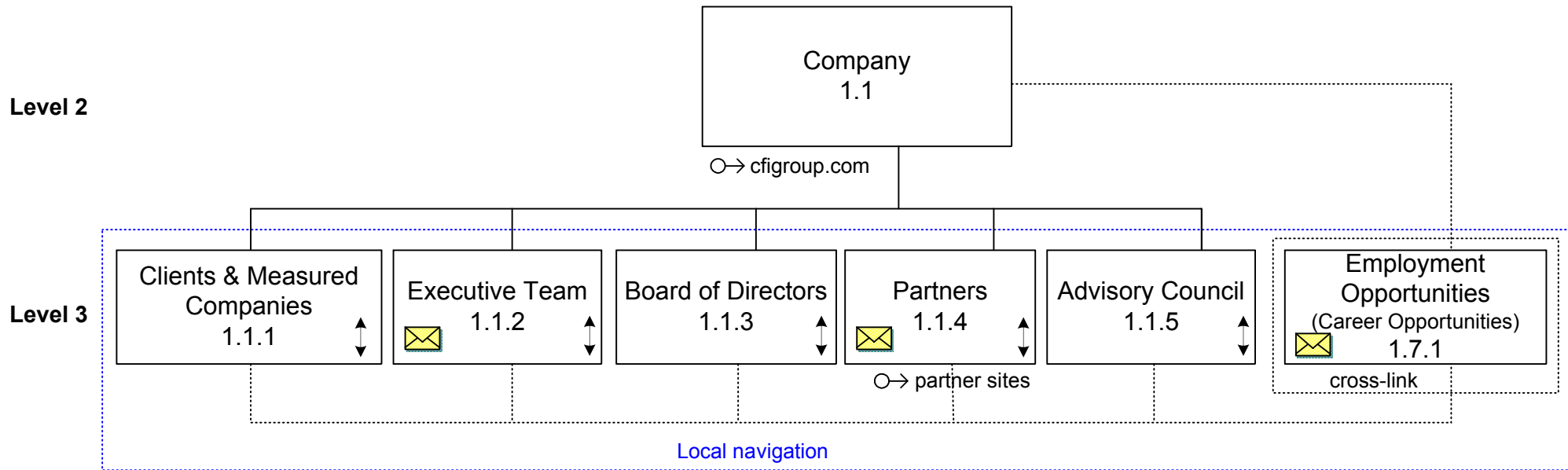
**1.10 Client Login**

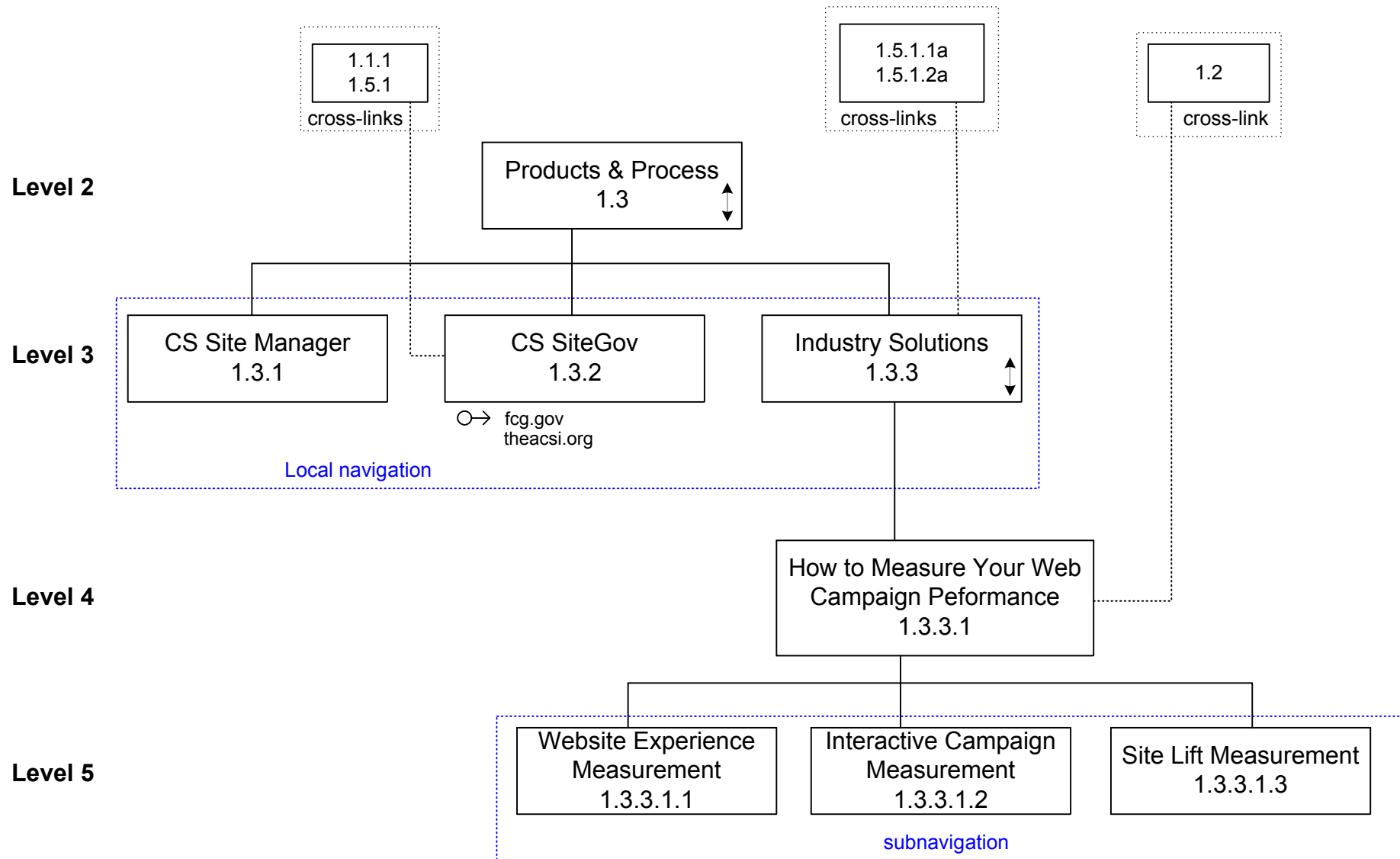
**Note:** Boldface items are global navigation

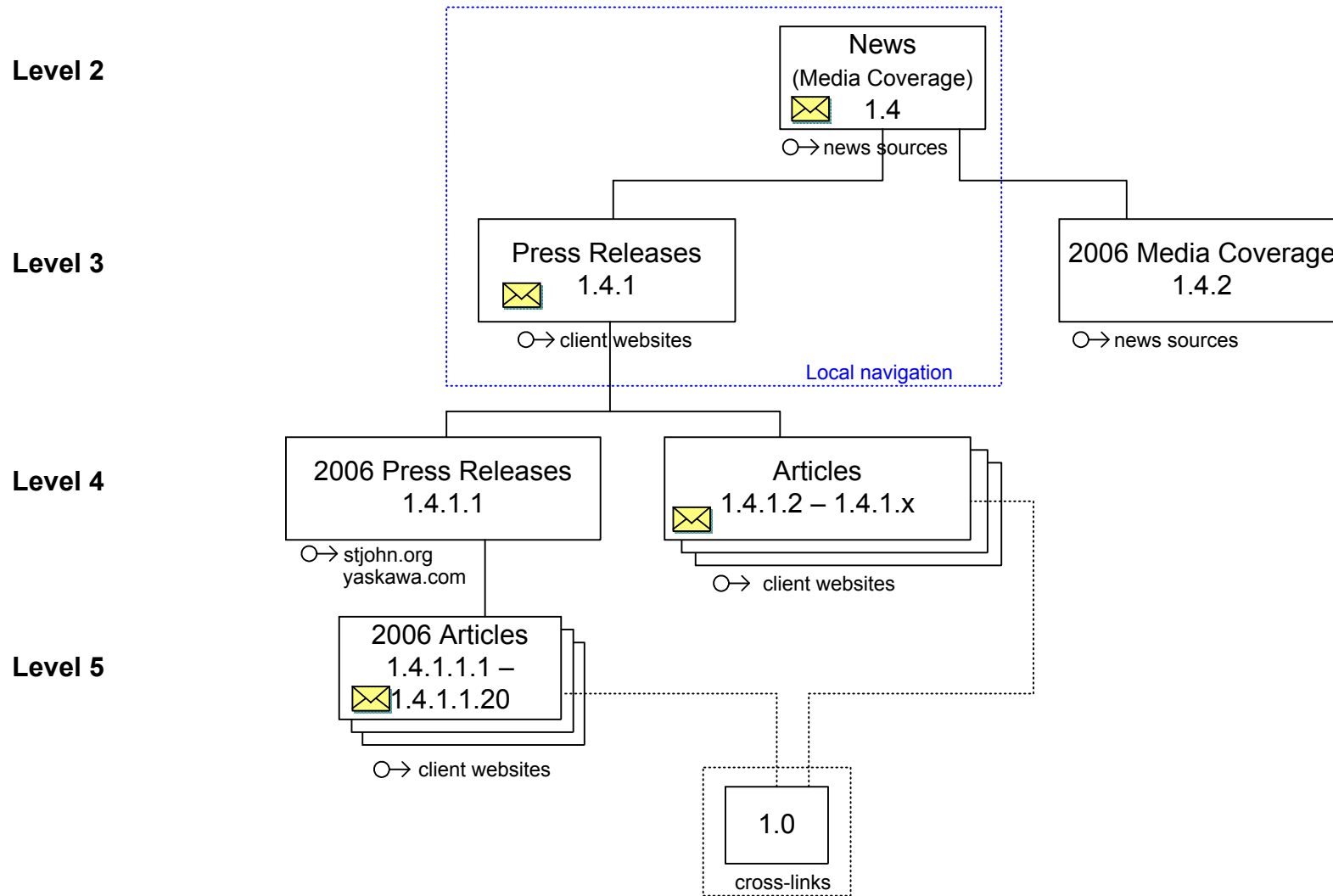


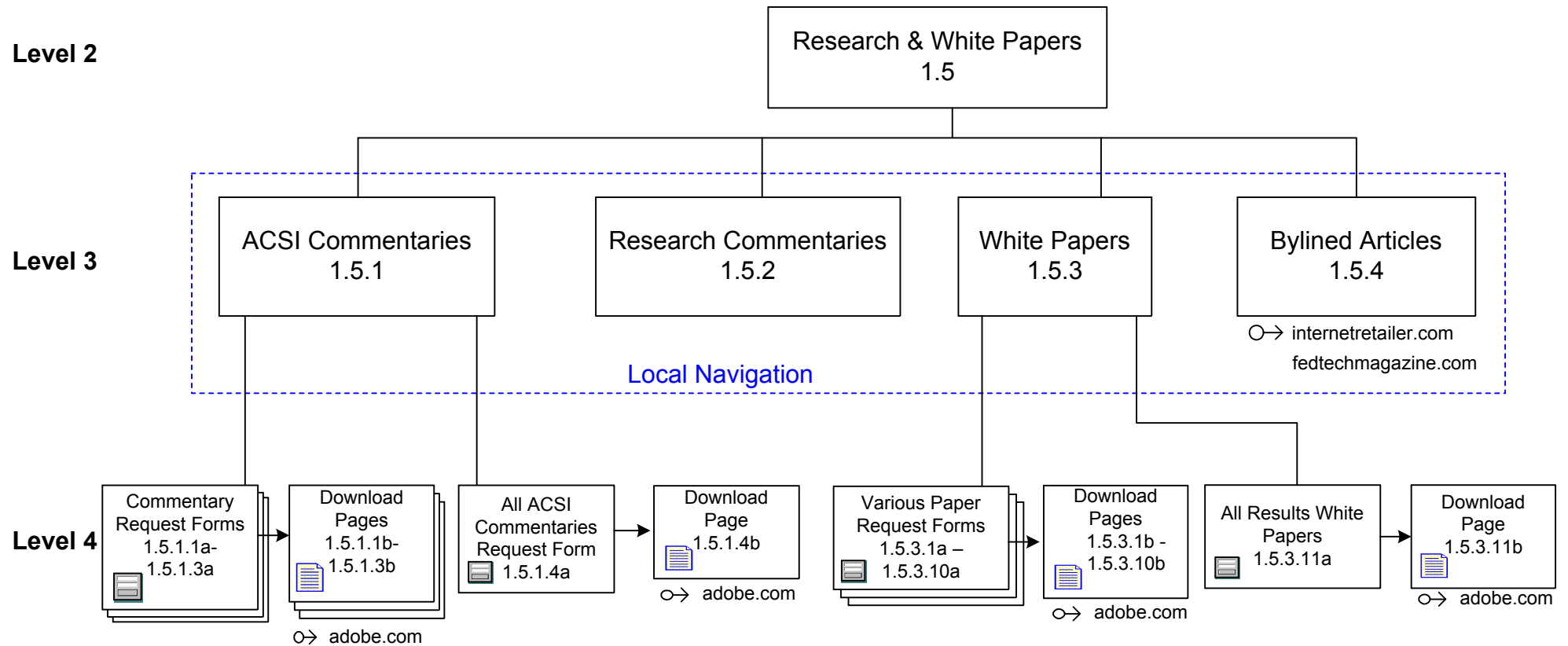
**Legend**

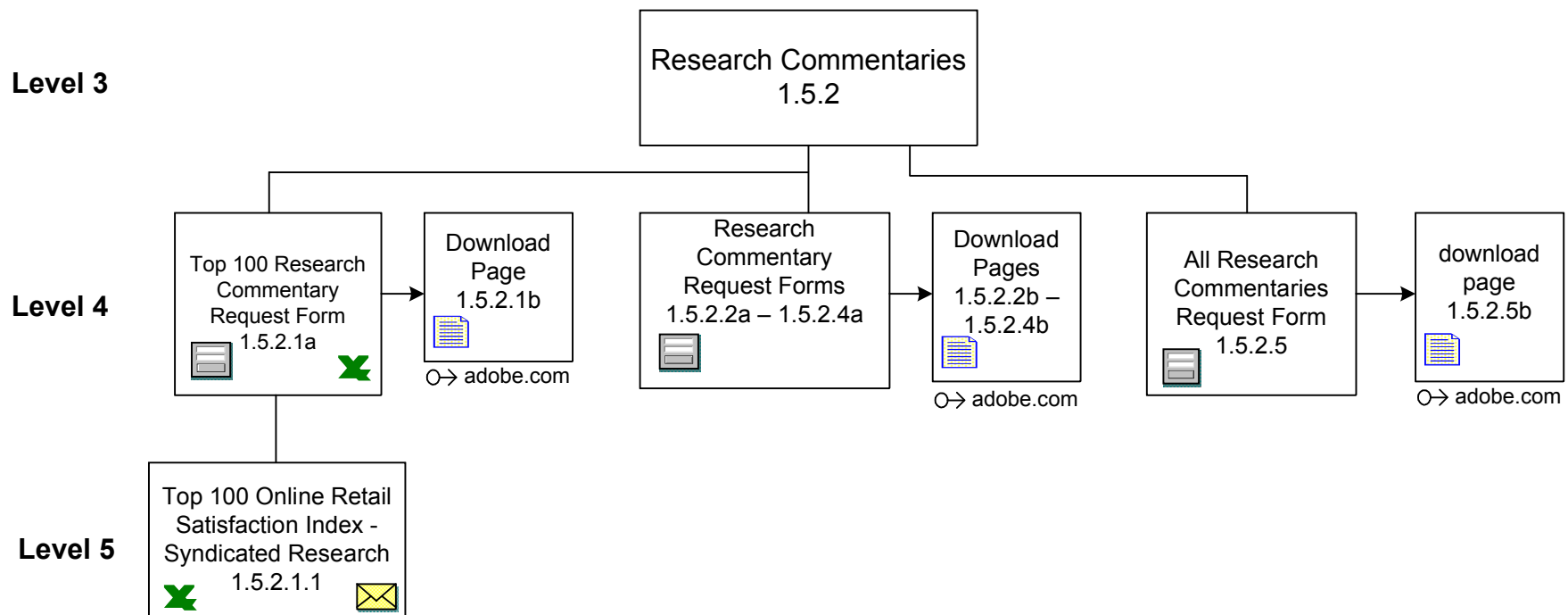
- Static page
- Standard links between pages
- Cross-links within website (may have directional arrow if on same diagram page)
- Broken link between pages
- Pages with shared relationship
- Groups of similar pages
- PDF document
- Excel document
- Mailto: link(s)
- Form element(s) on page
- Within-page anchors
- Audio file
- Linear process
- Links to other websites
- Broken links to other websites

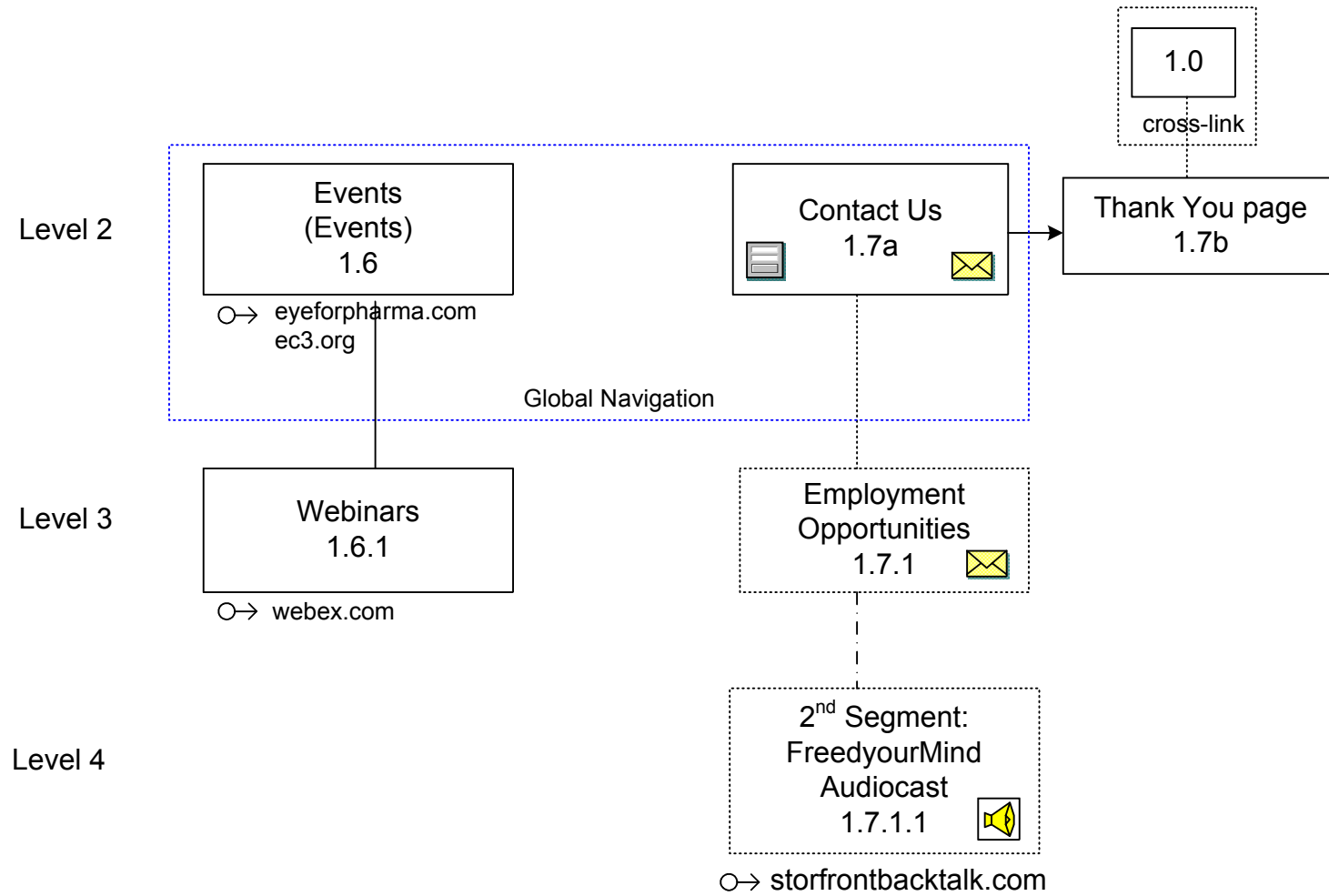


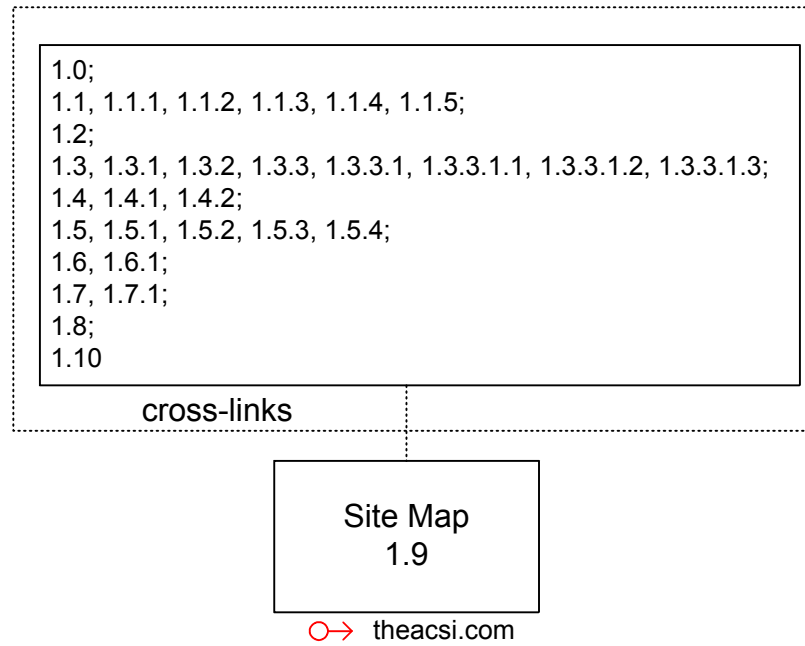












Level 2