ITI0209: User Interfaces

06. Sitemap

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Jakobs's Law

Users spend most of their time on other sites, and they prefer your site to work the same way as all the other sites they already know.

Jakob Nielsen. 2000

https://lawsofux.com/jakobs-law/

Bad structuring can lead to a poor user experience — and beyond that, lost business: you have 10 to 20 seconds to capture your user's attention. If your visitors don't know where to go or what to do, they'll leave.

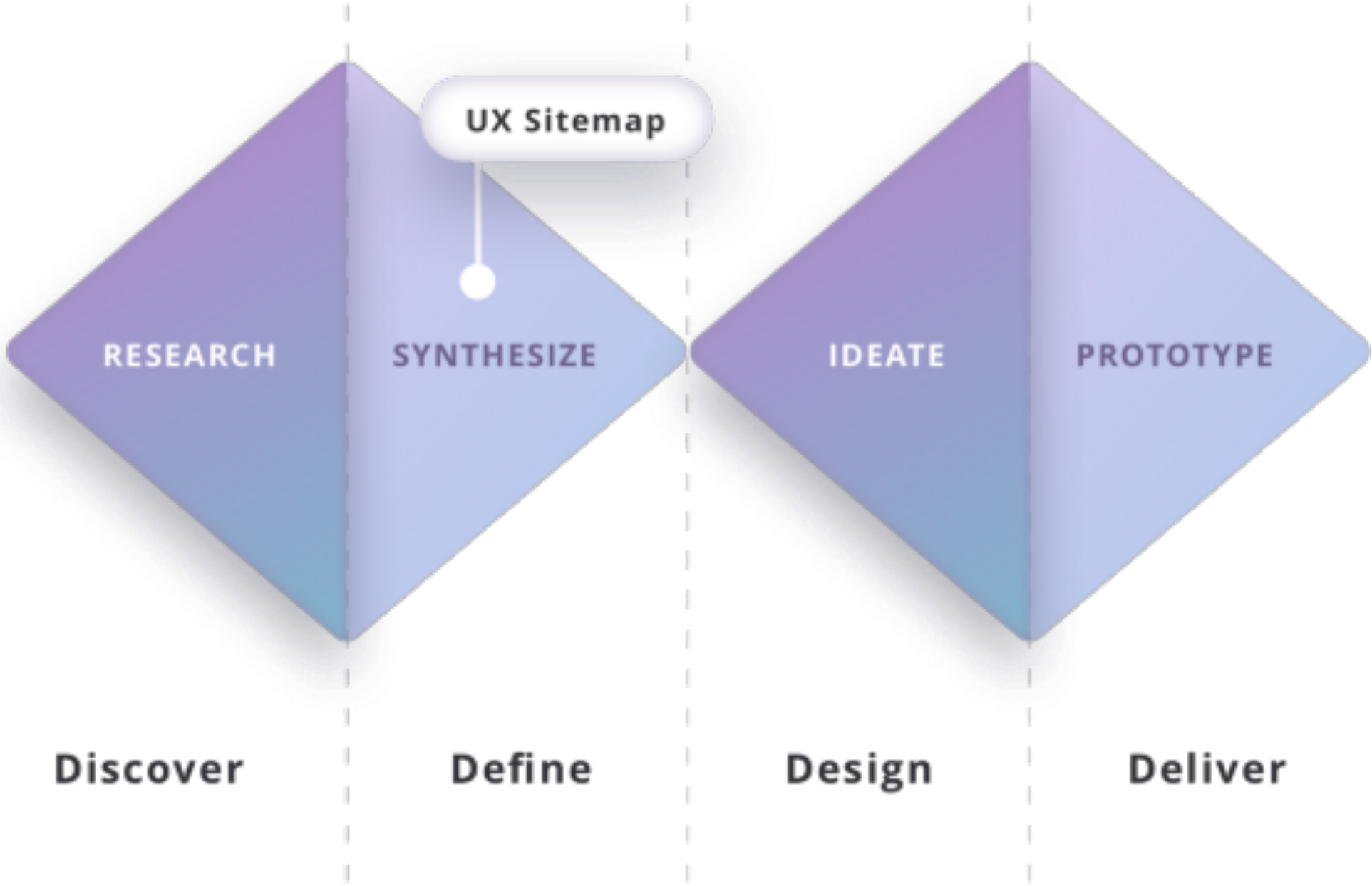
Sitemap *(Sisukaart)*

A sitemap is a visual representation of a site's structure . Usually arranged hierarchically, sitemaps indicate how content and information are organized and,consequently, how users will navigate the system. A sitemap documents the system as a whole, pulling back from interface specifics to look from a broader vantage point.

It's sometimes called an information architecture (IA) diagram or content outline.

Sitemap

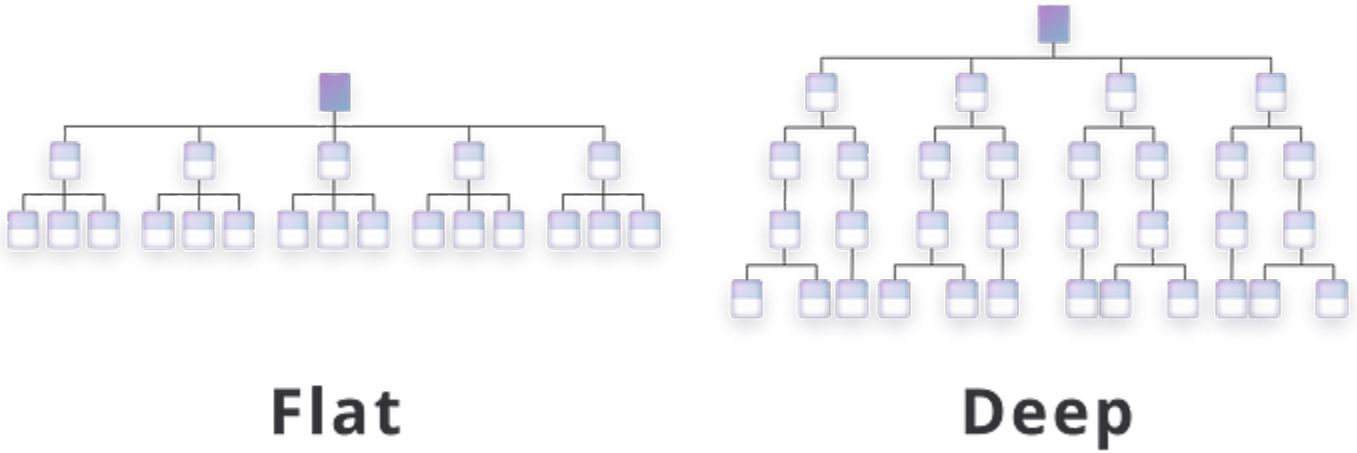
- **What:** UX sitemap is a hierarchical diagram of linked pages.
- **When**: Create early in the UX design process, after discovery phase.
- **How**: Each page has a reference number and label, and pages are linked from high-level categories to specific pages. Consider a flat sitemap for smaller websites, and deep sitemap for larger websites.
- **Why**: UX sitemap shows a full picture of your digital product so you can make better design decisions, provide single source of truth and eliminate unneccessary pages.


UX Sitemap
RESEARCH
SYNTHESIZE
IDEATE
PROTOTYPE
Discover
Define
Design
Deliver

Creating a Sitemap

1. Start working on the sitemap from the beginning of the web design process, finish during the *define*-phase of the .
2. Organize your content
3. Think about how your site will be used
4. Define your primary pages
5. Add your secondary pages
6. Link your pages
7. Share with the wider team
8. Update sitemap regularly

Flat vs Deep Sitemaps



- For a small website or application consider creating a flat sitemap.
- For large sized onsider creating a deep sitemap to help house all the information

Links

- What is a UX sitemap, and why is it important? https://nulab.com/learn/design-and-ux/what-is-a-ux-sitemap-and-why-is-it-important/
- How to create a UX Sitemap: a simple guideline. https://uxdesign.cc/how-to-create-a-ux-sitemap-a-simple-guideline-8786c16f85c1
- Sitemaps & Information Architecture (IA). https://xd.adobe.com/ideas/process/information-architecture/sitemap-and-information-architecture/