

Site Deconstruction

The Ark
theark.org

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Executive Summary

To assist in the redesign of the website for The Ark, 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 primary strength of the existing structure is the extensive use of cross-linking, which speeds up navigation and links together conceptually related material from across the sections of the website. There are also various areas of improvement. These areas include the following:

- **Remove cross-links from local navigation.**
The local navigations of both the Ark Information (1.1) and Tickets (1.2) sections have multiple links that point to other sections of the site. While cross-linking is a very useful tool, use in navigation bars can cause the user to become disoriented.
- **Indicate the user's location via navigation modifications.**
The utilization of a color-change on the global navigation tabs as well as the use of boldface on level three pages in the local navigation helps keep the user oriented to their location on the site. However, the use of boldface is not utilized on any level four pages and also appears to fail on some server-generated pages. Additionally, links to the current page should be disabled in the applicable navigation bar(s) to prevent a user from clicking them and expecting to be taken somewhere else.
- **When linking to The Ark Jukebox, do so directly.**
The Ark Jukebox (1.7) is launched in a pop-up window from the Home page (1.0). All cross-links on the site for The Ark Jukebox are paired with instructions to "click on the bottom, left hand corner of [the] front page." As the user may not read these instructions, it would be beneficial for the cross-links to cue the pop-up window directly or for the Jukebox not to be located in a pop-up window in the first place.
- **Remove or update references to outdated or orphaned pages.**
The Ark Information page (1.1) contains a cross-link to an otherwise orphaned page on Gift Certificates (1.2.1.4). The actual content of the Gift Certificates page is identical to the Gift Cards page (1.2.1.3), including a note that "The Ark no longer sells paper gift certificates." The link on the Ark Information page should be updated to point to the page on Gift Cards and the Gift Certificates page should either be deleted or setup as a permanent redirect.
- **Update broken external links.**
Broken links were discovered pointing to both the Main Street Area Association and Ann Arbor Area Community Foundation websites. These links should be updated or removed.
- **Combine pages with identical purposes.**
There are three methods to sign-up for the Ark's newsletter: [1] via an external link located in the utility navigation on every page of the site, [2] via an on-site form page (1.6.7.2) only linked from the Log In page (1.6.7), and [3] via an on-site single-field form page (1.6.10) linked from the body of a few pages. All but one of these methods should be eliminated, and all links should be updated accordingly.
- **Fix or repair site search feature.**
The within site search function appears to only work on a handful of pages. It is recommended that a new search feature is implemented, possibly one that doesn't rely upon Flash technology.

Site Outline

All pages contain cross-links to 1.6.1, 1.6.2, 1.6.4, and 1.6.9.

1.0 Home (cross-links to 1.3.4, 1.3.x, 1.3.x.x, 1.5.1)

1.1 Ark Information (cross-links to 1.1.1, 1.1.3, 1.1.4, 1.1.5, 1.1.6, 1.1.7, 1.2.1.2, 1.2.1.4, 1.3.x.x, 1.4.1, 1.4.1.1, 1.4.3)

- 1.1.1 Ark History (cross-links to 1.2.1.2, 1.3.x.x, 1.4.1, 1.4.3)
 - 1.1.1.1 Who's Played At The Ark? (cross-links to 1.2.1.2, 1.3.3, 1.4.1, 1.4.3)
- 1.1.2 Staff & Board (cross-links to 1.2.1.2, 1.3.3, 1.4.1, 1.4.3, 1.7)
- 1.1.3 Merchandise (cross-links to 1.2.1.2, 1.4, 1.4.1, 1.4.3)
- 1.1.4 Policies (cross-links to 1.2.1.2, 1.3.x.x, 1.4.1, 1.4.1.1, 1.4.3)
- 1.1.5 Driving Directions & Parking (cross-links to 1.2.1.2, 1.3.x.x, 1.4, 1.4.1, 1.4.3)
- 1.1.6 Seating Chart (cross-links to 1.2.1.2, 1.3.x.x, 1.4.1, 1.4.3)
- 1.1.7 Accessibility (cross-links to 1.2.1.2, 1.4.1, 1.4.3, 1.6.1, 1.7)
- 1.1.8 Job Postings (cross-links to 1.2.1.2, 1.4, 1.4.1, 1.4.3)
- 1.1.9 Announcements (cross-links to 1.2.1.2, 1.3.x.x, 1.4.1, 1.4.3)
- 1.1.10 Find Us, Follow Us, Friend Us (cross-links to 1.2.1.2, 1.4.1, 1.4.3)

1.2 Tickets (cross-links to 1.1.6, 1.3.8, 1.4.3, 1.7)

- 1.2.1 How To Purchase Tickets (cross-links to 1.1.6, 1.3.3, 1.3.8, 1.4.1.1, 1.4.3, 1.6.10)
 - 1.2.1.1 About Online Ticket Sales (cross-links to 1.1.6, 1.3.8, 1.4.3, 1.7)
 - 1.2.1.2 Gift Cards (cross-links to 1.1.6, 1.3.3, 1.3.8, 1.4.3)
 - 1.2.1.3 Ticket Policies (cross-links to 1.1.6, 1.3.8, 1.4)
 - 1.2.1.4 Gift Certificates (cross-links to 1.1.6, 1.2.1, 1.2.1.1, 1.3.3, 1.3.8, 1.4.3)

1.3 Calendar (cross-links to 1.3.x, 1.4.3, 1.7)

- 1.3.1 Today's Events (cross-links to 1.3.x, 1.3.x.x)
- 1.3.2 Events This Month (cross-links to 1.3.x, 1.3.x.x)
- 1.3.3 Upcoming Events (cross-links to 1.3.x, 1.3.x.x)
- 1.3.4 Special Events (cross-links to 1.3.x, 1.3.x.x)
- 1.3.5 Open Stage (cross-links to 1.4, 1.4.3)
- 1.3.6 Sold Out Shows (cross-links to 1.3.x.x, 1.4.3)
- 1.3.7 Free Member Shows (cross-links to 1.3.3, 1.4)
- 1.3.8 Tickets On Sale Now (cross-links to 1.3.1, 1.3.2, 1.3.3, 1.3.4, 1.3.5, 1.3.6, 1.3.7, 1.3.x, 1.3.x.x)
- 1.3.9-1.3.x calendars by month (cross-links to 1.3.1, 1.3.2, 1.3.3, 1.3.4, 1.3.5, 1.3.6, 1.3.7, 1.3.x, 1.3.x.x)
- 1.3.x-1.3.x calendars by day (cross-links to 1.3.1, 1.3.2, 1.3.3, 1.3.4, 1.3.5, 1.3.6, 1.3.7, 1.3.x, 1.3.x.x)
- 1.3.x-1.3.x calendars by genre (cross-links to 1.3.1, 1.3.2, 1.3.3, 1.3.4, 1.3.5, 1.3.6, 1.3.7, 1.3.x, 1.3.x.x)
 - 1.3.x.1-1.3.x.x events (cross-links to 1.1.6, 1.2.1, 1.3.1, 1.3.2, 1.3.3, 1.3.4, 1.3.5, 1.3.6, 1.3.7, 1.4.3, 1.7)

1.4 Support The Ark (cross-links to 1.3.3, 1.4.1, 1.4.2, 1.4.3)

- 1.4.1 Membership + Contributions (cross-links to 1.3.x.x, 1.4.1.1, 1.4.1.6, 1.4.3)
 - 1.4.1.1 Become A Member (cross-links to 1.3.3, 1.4.3)

- 1.4.1.2 Membership Application (cross-links to 1.3.3, 1.4.3)
- 1.4.1.3 Capital Campaign (cross-links to 1.3.3, 1.4.3)
- 1.4.1.4 Campaign Supporters (cross-links to 1.3.3, 1.4.3)
- 1.4.1.5 The Ark Endowment (cross-links to 1.4.3, 1.7)
- 1.4.1.6 Other Contributions (cross-links to 1.3.x.x, 1.4.1.5, 1.4.3)
- 1.4.1.7 Contribution Acknowledgements (cross-link to 1.4)
- 1.4.2 Corporate Sponsorship (cross-links to 1.3.x.x, 1.7)
- 1.4.3 Volunteers (cross-links to 1.3.3, 1.3.x.x, 1.4.3.1, 1.4.3.2)
 - 1.4.3.1 Club Volunteers (cross-link to 1.4)
 - 1.4.3.2 Tech Volunteers (cross-link to 1.3.3)
 - 1.4.3.3 Tech Volunteer Application (cross-link to 1.7)
 - 1.4.3.4 Volunteer Loaders (cross-link to 1.3.x.x)

1.5 Events + Workshops (cross-links to 1.3.x.x, 1.4.3, 1.5.4, 1.6.10)

- 1.5.1 Ann Arbor Folk Festival (cross-links to 1.4, 1.4.3)
 - 1.5.1.1 Folk Festival Line-Up History (cross-links to 1.3.3, 1.4.3)
- 1.5.2 Annual Fall Event (cross-links to 1.3.x.x, 1.4)
- 1.5.3 Storytelling Festival (cross-links to 1.2, 1.4.3)
- 1.5.4 Concert Sound Production (cross-link to 1.5.4.1)
 - 1.5.4.1 Sound Class Registration
- 1.5.5 Student Songwriter Series: *The Ark at UMMA* (cross-link to 1.4.3)

1.6 Contact (cross-links to 1.2, 1.4.3, 1.6.1)

- 1.6.1 Ask a Question
- 1.6.2 Privacy (cross-link to 1.3.x.x)
- 1.6.3 The Ark Contact Information (cross-links to 1.1.5, 1.6.1)
- 1.6.4 Feedback
- 1.6.5 Perform At The Ark (cross-links to 1.3.5, 1.3.x.x, 1.7)
- 1.6.6 For The Press (cross-links to 1.3.x.x, 1.4.3)
 - 1.6.6.1 Press Information (cross-links to 1.3, 1.3.x.x, 1.6.6.2, 1.7)
 - 1.6.6.2 Press Releases (cross-link to 1.4.3)
- 1.6.7 Log In
 - 1.6.7.1 E-mail password
 - 1.6.7.2 Sign-up For our E-mail List
- 1.6.8 Search The Ark
- 1.6.9 Suggest an Artist
- 1.6.10 Please enter your e-mail address:

1.7 The Ark Jukebox

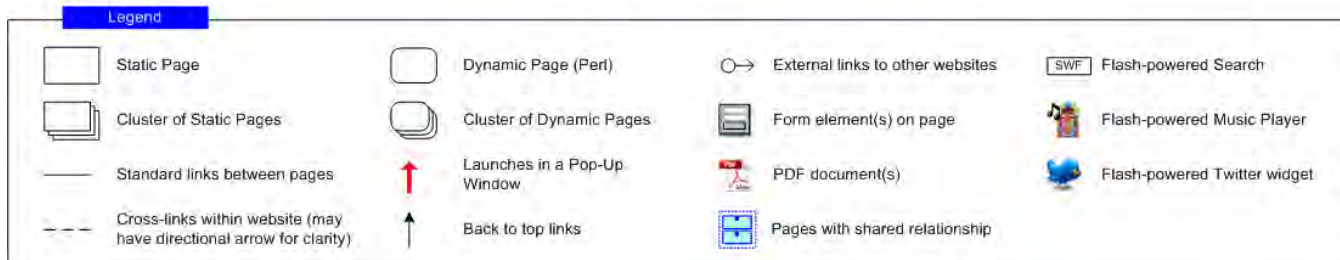
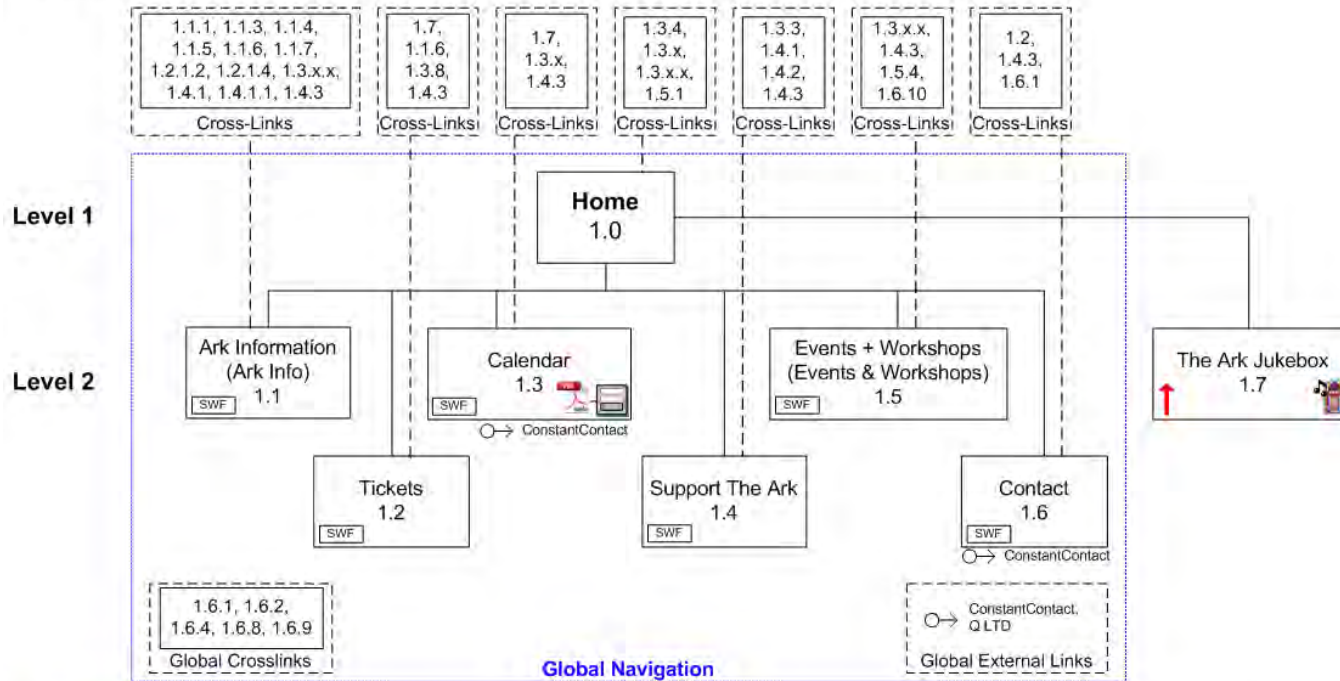
- 1.7.1-1.7.x songs

Note: Boldface items are global navigation.

Site Diagram

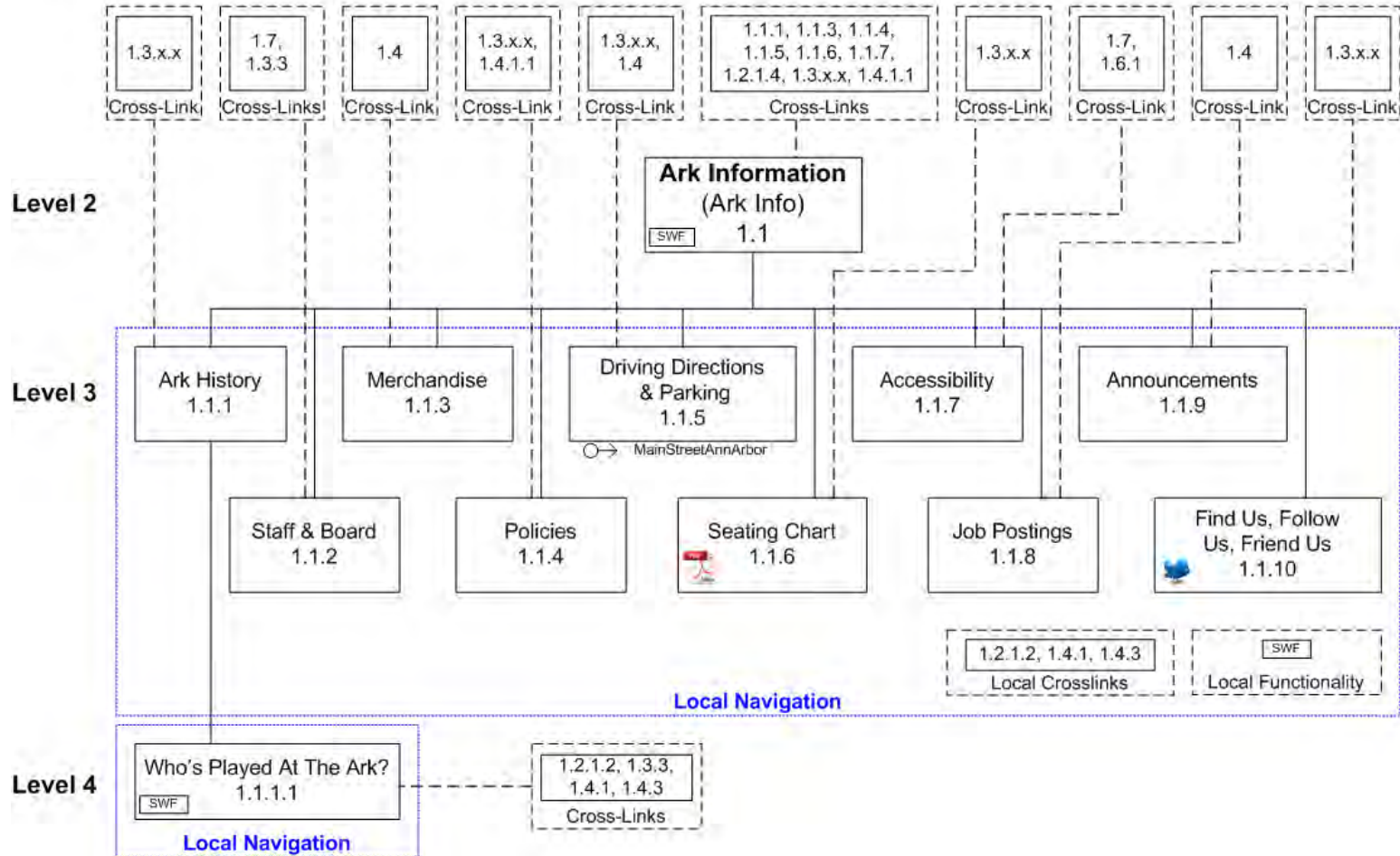
Structural/Functional Site Diagram: The Ark
 www.theark.org
 v1.0, Last Updated: 11/10/2009

Global Navigation



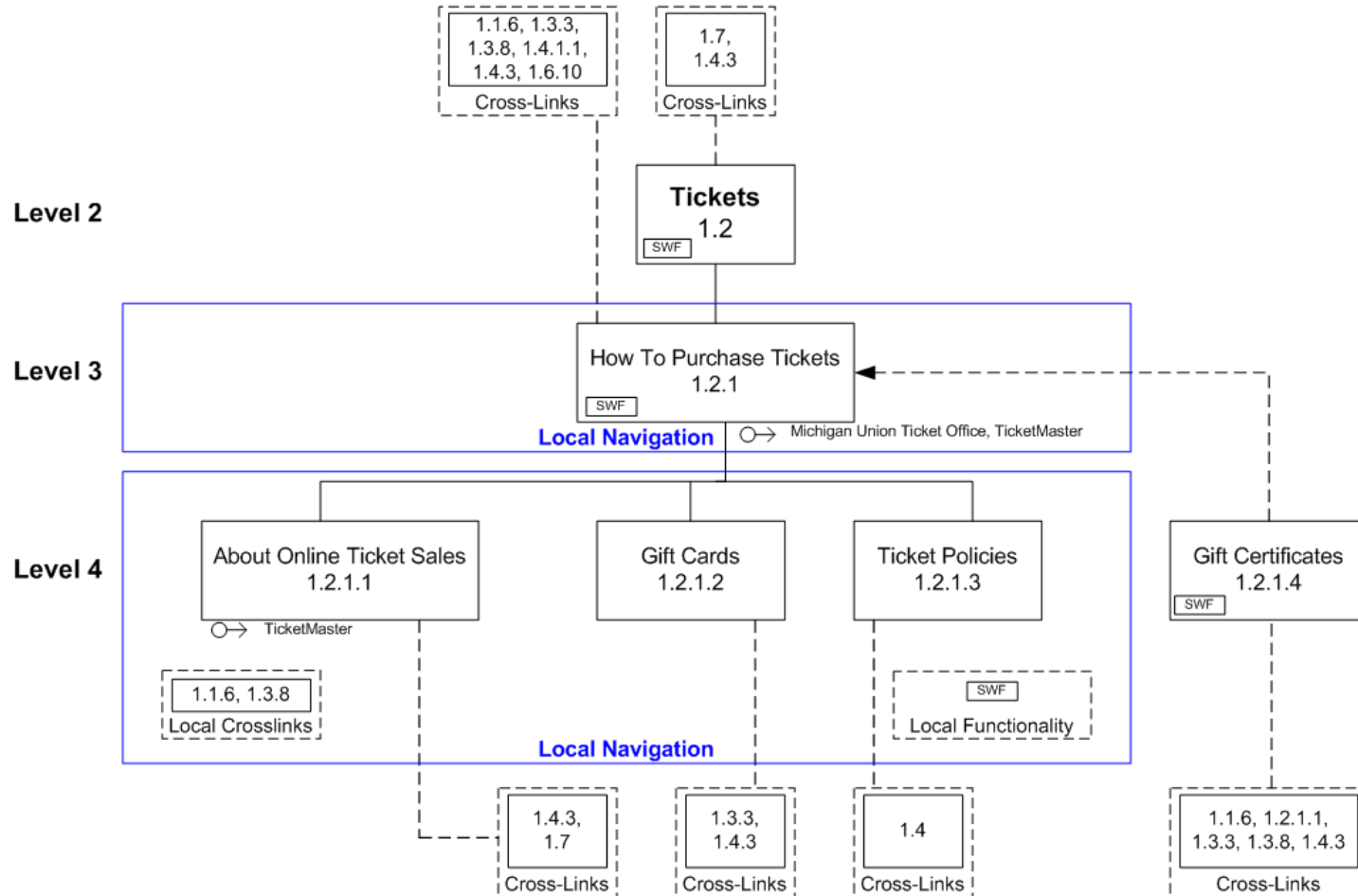
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1.1 Ark Information section



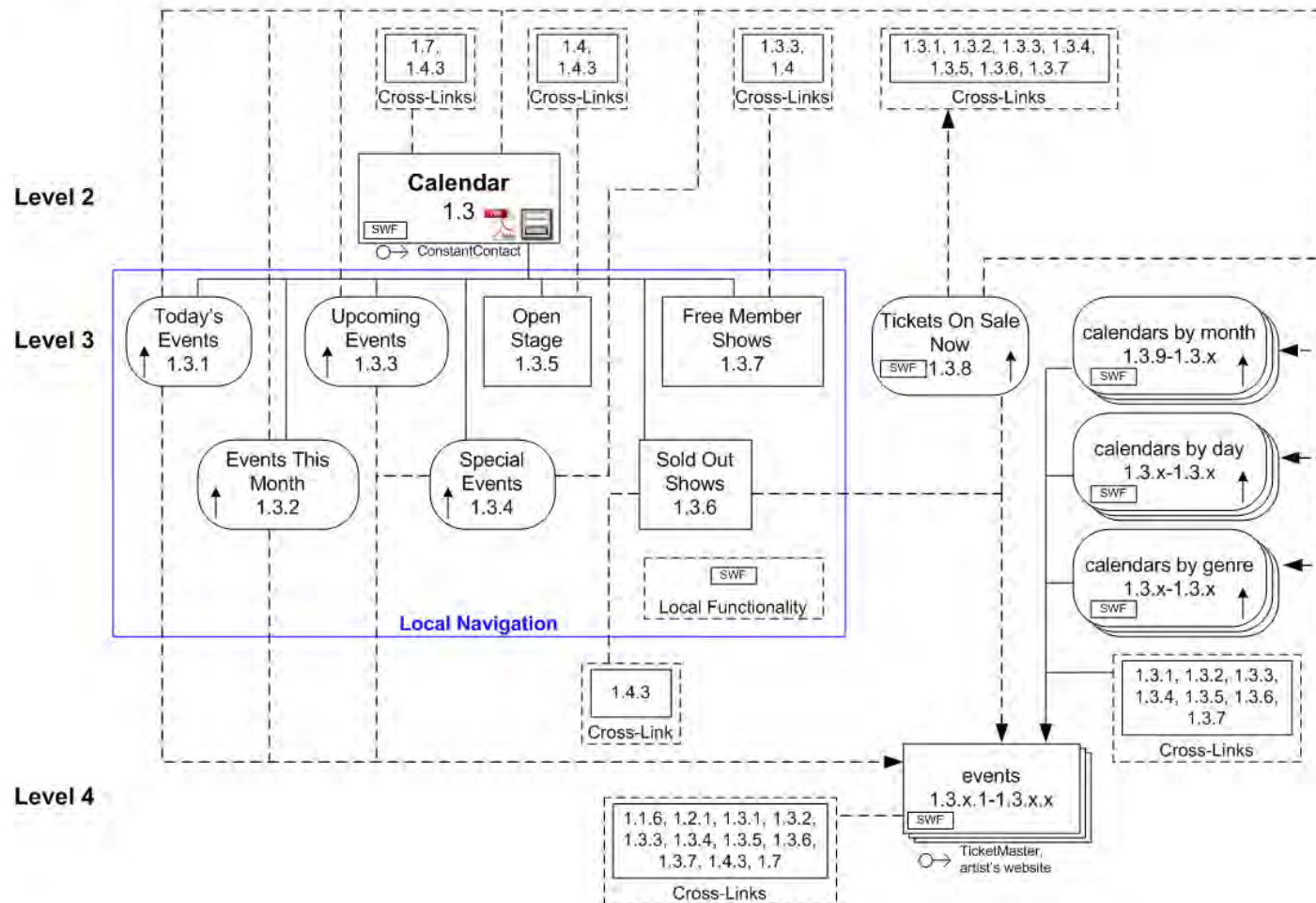
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1.2 Tickets section



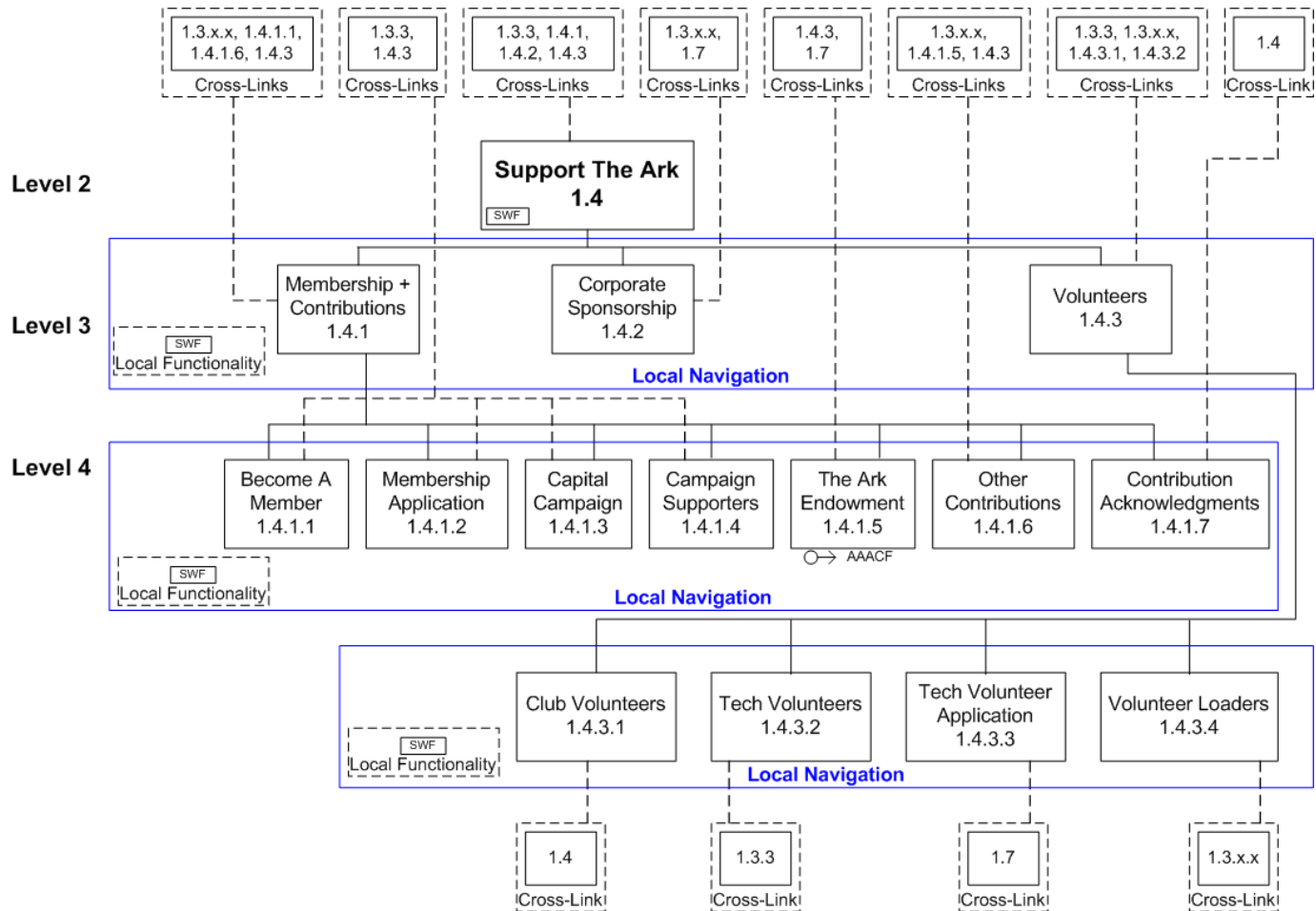
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1.3 Calendar section



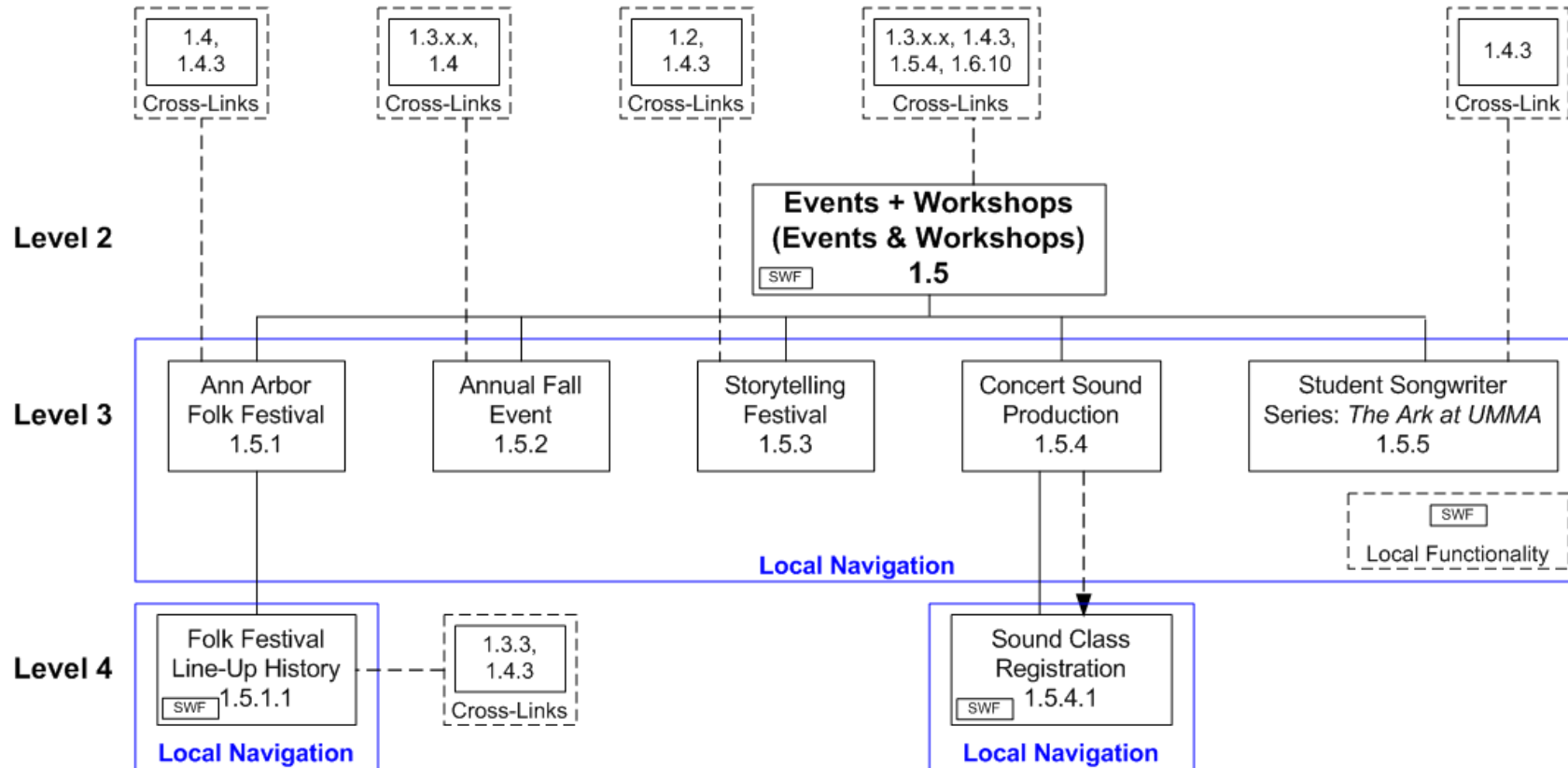
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1.4 Support The Ark section



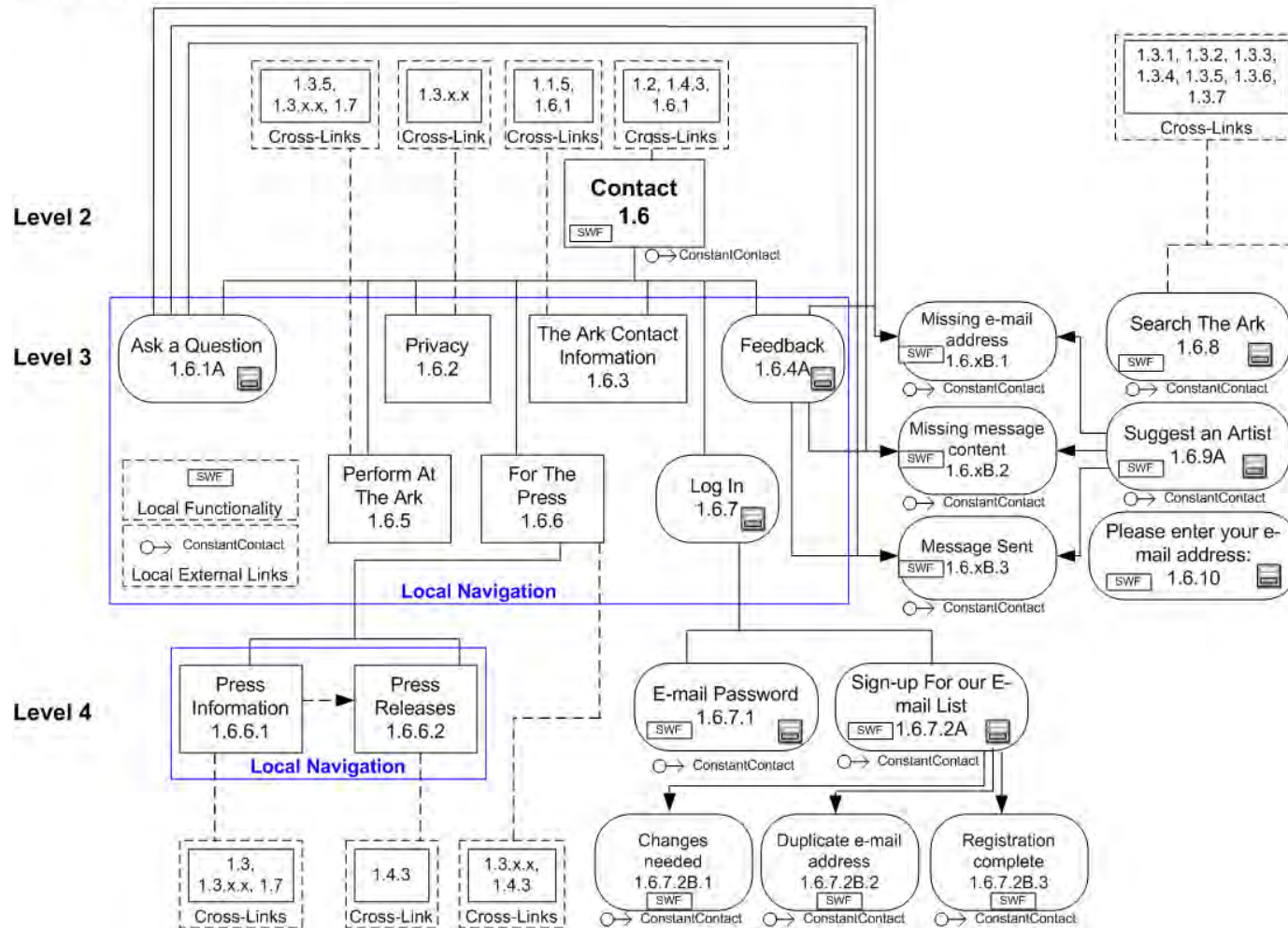
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1.5 Events + Workshops section



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1.6 Contact section



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1.7 The Ark Jukebox section

