ARDUINO SITE MAP EXPLORATION

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EXECUTIVE SUMMARY

This presentation includes an as-is site map for ARDUINO.CC created and analyzed by ChadCo. Studio. The mapping of this site can be used to reference the current information architecture and content used to navigate the site.

We have annotated the site map, noting how the site works, with a focus on the information architecture used throughout. We have also included a summary of our analysis of the site that includes:

- *What is Working Well?*
- *What Is Not Working Well?*
- *What Needs to be Addressed?*
- *What Needs to be Retained?*

Finally, we have created a list of recommendations to enhance the current IA:

- *Be Consistent*
- *Be Precise*
- *Be Thoughtful*
- *Be Concise*
- *Be Inclusive*

ARDUINO CC SITE MAP

Homepage

- 1.0 Homepage
  - 1.1 Store (Goes to Store Subdomain Page)
  - 1.2 Software (Unactionable Link)
    - 1.2.1 Online Tools (Opens in New Tab)
      - 1.2.1.1 What Is Arduino Create?
      - 1.2.1.2 Arduino Web Editor (Requires Login)
      - 1.2.1.3 Getting Started
      - 1.2.1.4 Arduino Project Hub (Same as Homepage Link under Community)
      - 1.2.1.5 Device Manager (Requires Login)
      - 1.2.1.6 Digital Store (Variant Subdirectory of Store Subdomain)
      - 1.2.1.7 Arduino IOT Cloud (Requires Login / Also differs from IOT Cloud Link in Homepage > Resources)
    - 1.2.2 Downloads
      - 1.2.2.1 Getting Started (Opens Subdirectory of Project Hub)
      - 1.2.2.2 Code Online (Launches Arduino Create / Requires Login)
  - 1.3 Education
  - 1.4 Pro
  - 1.5 Resources (Unactionable Link)
    - 1.5.1 Products
      - XXX Product Pages (Opens individual Product Pages)
    - 1.5.2 Getting Started (Includes Sidebar Table with Links to Instructions for Specific Products)
    - 1.5.3 Tutorials
      - 1.5.3.1 Tutorials on Arduino Project Hub (Opens Arduino Project Hub)
      - 1.5.3.2 Built-in Examples (Opens Subdirectory of Tutorials Page)
      - 1.5.3.3 Examples from Libraries (Opens Subdirectory of Tutorials Page)
      - 1.5.3.4 Foundations and More (Opens Subdirectory of Tutorials Page)
      - 1.5.3.5 Hacking (Opens Subdirectory of Tutorials Page)
    - 1.5.4 Reference (Opens Subdirectory for Reference Page with Local Sidebar Navigation. This Nav is a Combination of Page Anchor Links and Links to Other Subdirectory Pages.)
      - 1.5.4.1 Libraries (Opens Libraries Subdirectory)
      - 1.5.4.2 IOT Cloud API (Opens IOT Cloud API Subdirectory)
      - 1.5.4.3 Glossary (Opens Glossary Subdirectory)
    - 1.5.5 IOT Cloud (Opens Subdirectory for IOT Cloud Page with Local Sidebar Navigation. This Nav is a Combination of Page Anchor Links and Links to Other Subdirectory Pages.)
      - 1.5.5.1 Arduino Create FAQ (Subdirectory of Main Site with Page Anchors (Same as Listed Below in Help))
      - 1.5.5.2 Tutorials and Articles (This is an Anchor Link to the Bottom of the Page)
      - 1.5.5.3 Arduino IOT API (Opens IOT Cloud API Subdirectory Page (Same as Listed Above))
  - 1.6 Community (Unactionable Link)
    - 1.6.1 Forum (Subdomain of Forum Topics)
    - 1.6.2 Blog (Subdomain of Blog Listings)
      - XXX Blog Posts
    - 1.6.3 Project Hub (Subdirectory of Main Arduino Site / Opens in New Tab)
      - 1.6.3.1 Add Project (Requires Login)
      - XXX Project Pages
    - 1.6.4 Playground (Contains Sidebar Link Bank Primarily Linkning to Internal Subdirectories, with a Few Links to Exertnal Development Partner Sites (GIPHub, StackExchange, etc.))
    - 1.6.5 Atheart
      - 1.6.5.1 Shop Kits
  - 1.7 Help (Unactionable Link)
    - 1.7.1 FAQ (Subdirectory of Main Site with Page Anchors)
    - 1.7.2 Contact Us (Subdirectory of Main Site with List of Internal and External Links)
    - 1.7.3 Store Support (Subdirectory of Store Subdomain / Opens a Form)

All Contained Within Main Navigation

Additional Homepage Content

- 1.8 What Is Arduino? (User Remains on Homepage but Internal and External Links are Displayed)
- 1.9 Covid-19 Response (Temporary Banner Link for Covid-Related Information)
  - 1.9.1 Covid-19 Response
  - 1.9.2 Hardware
  - 1.9.3 Initiatives
  - 1.9.4 Remote Learning
  - 1.9.5 Latest News
  - 1.9.6 Contact Us
- 1.10 Donate (Subdomain of Main Page with Dollar Amounts or Manual Input of Donation)
- 1.11 Blog Posts (Various Blog Posts are Highlighted on Homepage / Duplicates of Posts Under Blog Page)
- 1.12 Product Posts (Some Product Information and Advertisements are Included on the Homepage)

Footer

- 1.13 Contact Us (Subdirectory of Main Site with List of Internal and External Links / Same as Global Nav Item)
- 1.14 About Us (Opens Subdirectory Page)
- 1.15 Careers (Subdomain / Currently Not Working)

Store Page Breakout

- 2.0 Store
  - 2.1 New Products
  - 2.2 Most Popular
  - 2.3 Most Popular
  - 2.4 Arduino (Unactionable Link / Expands Accordion)
    - 2.4.1 Boards & Modules
    - 2.4.2 Shields
    - 2.4.3 Kits
    - 2.4.4 Accessories
    - 2.4.5 Spare Parts
    - 2.4.6 Retired
  - 2.5 Arduino Pro (Opens Subdirectory of Store Subdomain with Pro Products Filtered)
  - 2.6 Arduino Education (Opens Subdirectory of Store Subdomain with Education Products Filtered)
  - 2.7 Goodies (Displays Arduino Branded Merchandise and Apparel)
  - 2.8 Other Brands (Unactionable Link / Expands Accordion)
    - 2.8.1 New Arrivals
    - 2.8.2 Boards & Shields
    - 2.8.3 Kits
    - 2.8.4 Sensors
    - 2.8.5 LEDs & Displays
    - 2.8.6 Motors & Actuators
    - 2.8.7 Connectors
    - 2.8.8 Accessories
  - 2.9 Store Info (Unactionable Link / Expands Accordion)
    - 2.9.1 Shipping Policy (Subdirectory of Store Subdomain)
    - 2.9.2 Payment Methods (Subdirectory of Store Subdomain)
    - 2.9.3 Seller Terms (Subdirectory of Store Subdomain)
    - 2.9.4 Transparency (Subdirectory of Store Subdomain)
    - 2.9.5 Store Support (Subdirectory of Store Subdomain / Opens a Form)
    - 2.9.6 Educators (Subdirectory of Store Subdomain)
  - 2.10 Become A Distributor (Subdirectory of Store Subdomain)

Unless Otherwise Noted: This Body of Links Filter the Products as Individual Subdirectory Links, and Have the Ability to Launch into Multiple Product Pages

- XXX Product Page

Education Page Breakout

- 3.0 Education
  - 3.1 Arduino.CC (Goes to Arduino Homepage / Opens in New Tab)
  - 3.2 Professional (Goes to Pro Subdirectory Page)
  - 3.3 Store (Goes to Store Subdirectory Page)
  - 3.4 Register Kit
    - XXX Register Kit Flow (Requires Login)

Pro Page Breakout

- 4.0 Pro
  - 4.1 Why Pro (Subdirectory of Home Page)
  - 4.2 Platform (Unactionable Link / Expands Accordion)
    - 4.2.1 Overview (Subdirectory of Home Page)
    - 4.2.2 Hardware (Subdirectory of Home Page)
    - 4.2.3 Software (Subdirectory of Home Page)
    - 4.2.4 Connectivity (Subdirectory of Home Page)
  - 4.3 Verticals (Subdirectory of Home Page)
  - 4.4 Partnerships (Subdirectory of Home Page)
  - 4.5 Resources (Unactionable Link / Expands Accordion)
    - 4.5.1 IOT Cloud References (Subdirectory of Home Page)
    - 4.5.2 IOT Projects (Subdirectory of Home Page)
    - 4.5.3 Licensing (Subdirectory of Home Page)
  - 4.6 Tutorials (Subdirectory of Home Page)

Analysis & Critique

Homepage: The Homepage's main navigation is a mix of direct links to other pages, or headers for dropdown menu items. Being that the heading links are not actionable, the discrepency in consistency becomes confusing for users of the site. Several pages open a subdomain or subdirectory page, and may be presented as a new site, most notably the Store page. There is an opportunity here to address consistency between pages, layouts, and styling of IA, even if the use of subdomain or subdirectory is required. There are also links accessible from the main nav that open in new tabs. This takes the user out of their current thinking model, and drops them into another space (digitally and mentally). There is potential to keep the Arduino user within the Arduino mindset, even if there is a family of pages necessary for the overall experience. Overall the labels are short, and easy to understand without much site/product specific knowledge. Exceptions to this are the more technical or product specific labels, which may benefit from additional exploration of content. Another area the homepage excels in, is its adherance to more common website standards and expectations. Examples of this include: logo in upper-left-hand corner of the page, main navigation centered on the page, and search/store/login options in the upper-right-hand side of the page.

Store: The Store, as mentioned before, feels and acts like a separate child-site from the main homepage. It includes an additional sidebar navigation with several links to help users organize products. Some of these links might be better served as filters (which is how they function), and could help shorten and simplify some of the IA labels within the Store sidebar nav. Additionally, several of the labels appear to be links, but are unactionable as a parent category. Changing this to allow for a higher-level filtering of products, might remove an additional click from user's hands, and get them closer to their desired product quicker. Again, similar to the main homepage, the Store does a good job of keeping individual labels concise and understandable.

Education: The one item to highlight on the Education page would be the opening of Arduino.CC in a new tab. For reasons afore mentioned, it is recommended that this label link within the current tab.

Pro: Likewise, the Pro page includes labels that are not actionable. While this follows an existing pattern from other IA implementations on sister pages, it is not recommended and should be addressed.

ARDUINO CC SITE MAP

Site Description

Arduino is an open-source electronics platform based on easy-to-use hardware and software. Arduino boards are able to read inputs - light on a sensor, a finger on a button, or a Twitter message - and turn it into an output - activating a motor, turning on an LED, publishing something online. You can tell your board what to do by sending a set of instructions to the microcontroller on the board. To do so you use the Arduino programming language (based on Wiring), and the Arduino Software (IDE), based on Processing.

Site Map Legend

Screen Number: #.#.#

Screen / Group: Screen Name

Page Breakout

Direct Path

Optional Path

Annotations / Issues: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sit amet risus id est suscipit.

SUMMARY OF RECOMMENDATIONS

- **BE CONSISTENT -** Whether considering the use of dropdowns, the individual labels, or the way a new page opens within the browser, remain as consistent as possible for the best user experience.

- **BE PRECISE -** When looking at content and labels, use precise and well known terms by avoiding jargon and technical verbiage. This will go a long way in assisting users who are navigating the site.

- **BE THOUGHTFUL -** Consider all users of the site to be novice users. Consider ways to guide them throughout the experience, and offer simple ways to return to previously visited pages.

- **BE CONCISE -** Limit labels in the main and sidebar nav only to those that are absolutely necessary. Avoid redundancies on the nav and within individual pages when possible, and keep those labels short!

- **BE INCLUSIVE -** Arduino should feel like an inclusive family of pages, rather than a body of loosely related sites. Work to ensure the flow and consistency is easily recognizable, while keeping individual characteristics of specific pages.