

## Information Architecture Plan for “Northwest US Travel” Site

About.com is a network of topic sites. In accord with requirements set at the network level, users are able to navigate within an About.com topic site via a series of up to 15 categories that appear as left hand navigation. The overall page layout is controlled at the network level and is outside of the individual topic guide’s control. Each individual topic guide is responsible for the labeling and organization of site content within the topic site.

### “Northwest US Travel” Category Labels and Structure: Geographical

Because the site will grow organically as new content is added over the years, a well-defined information architecture is essential to maintain user-friendly topic site navigation as well as consistency across states and locales. The “Northwest US Travel” topic site shall follow both a geographic and a topical model. The geographical (state-specific) site content and links shall be organized in accordance with the following information architecture. Links to new content shall be placed under all appropriate categories and subcategories. Each category page shall have a minimum of 3 links; subcategories will not be invoked unless this minimum will be met.

Black text – primary category location that defines breadcrumb trail

Gray text – duplicate category appearance outside breadcrumb trail

## **“Northwest US Travel” Information Architecture Outline View**

### **Individual State AK, ID, MT, OR, WA, WY**

#### 1. Arts & Entertainment

- Art
  - Art Festivals
  - Art Galleries
  - Art Museums
- Dance
- Film
- Music
- Night Clubs
- Sports
- Theatre

#### 2. Attractions

- Cruises & Tours
- Events & Festivals
- Getaways & Day Trips
- Museums & Visitor Centers
  - Art Museums
  - History Museums
- Parks & Forests
- Outdoor Recreation
- Shopping
- Sports
- Zoos & Aquariums
  - Wildlife Refuges

#### 3. Cruises & Tours

- Cruises
- Scenic Drives
- Tours

- Bus Tours
- Rail Tours
- Walking Tours

#### 4. Events & Festivals

- Spring Events & Festivals (March, April, May)
- Summer Events & Festivals (June, July, August)
- Fall Events & Festivals (September, October, November)
  - Halloween
- Winter Events & Festivals (December, January, February)
  - Christmas
  - New Year

#### 5. Food & Drink

- Beer & Breweries
- Local Food Products
  - Food Gifts & Gift Baskets
  - Recipes
- Where to Eat
  - Dining Guides
  - Restaurants
- Wine & Wineries

#### 6. History & Culture

- History Resources & Information
- History Museums
- Historic Parks & Preserves
- Native Americans
  - Attractions (museums, casinos, entertainment, festivals)
  - Information & Resources
  - Native American Art

#### 7. Hotels & Lodging

- Hotel Reviews

#### 8. Maps

- Attractions Maps
- Transportation/Road Maps

## 9. Outdoor Recreation

- Bicycling
- Boating
- Camping
- Hiking
- Parks & Forests
- Skiing
- Windsurfing
- Winter Recreation (tubing, snowmobiling, snowshoeing, skijouring)

## 10. Parks & Forests

- Historic Parks & Preserves
- Wildlife Refuges

## 11. Pictures & Webcams

- Pictures
- Webcams
  - Road/Traffic Cams

## 12. Shopping

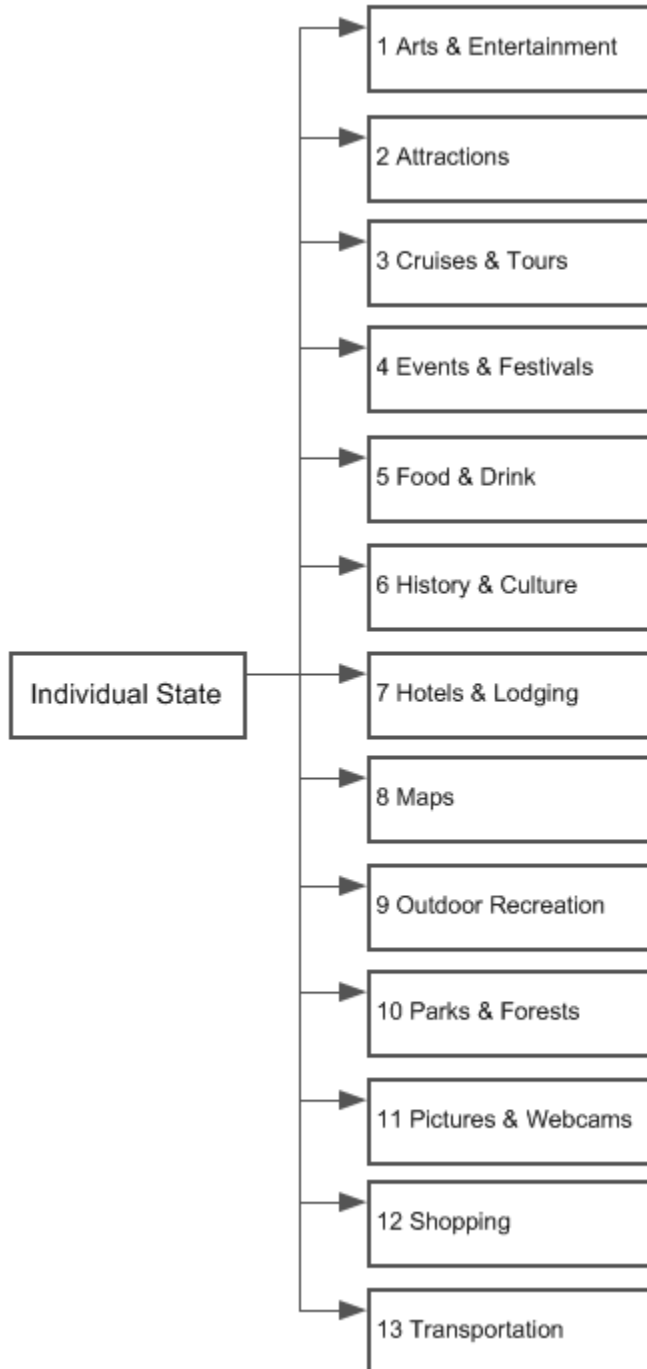
- Art Galleries
  - *Native American Art*
- Food Gifts & Gift Baskets
- Shopping Centers & Malls

## 13. Transportation

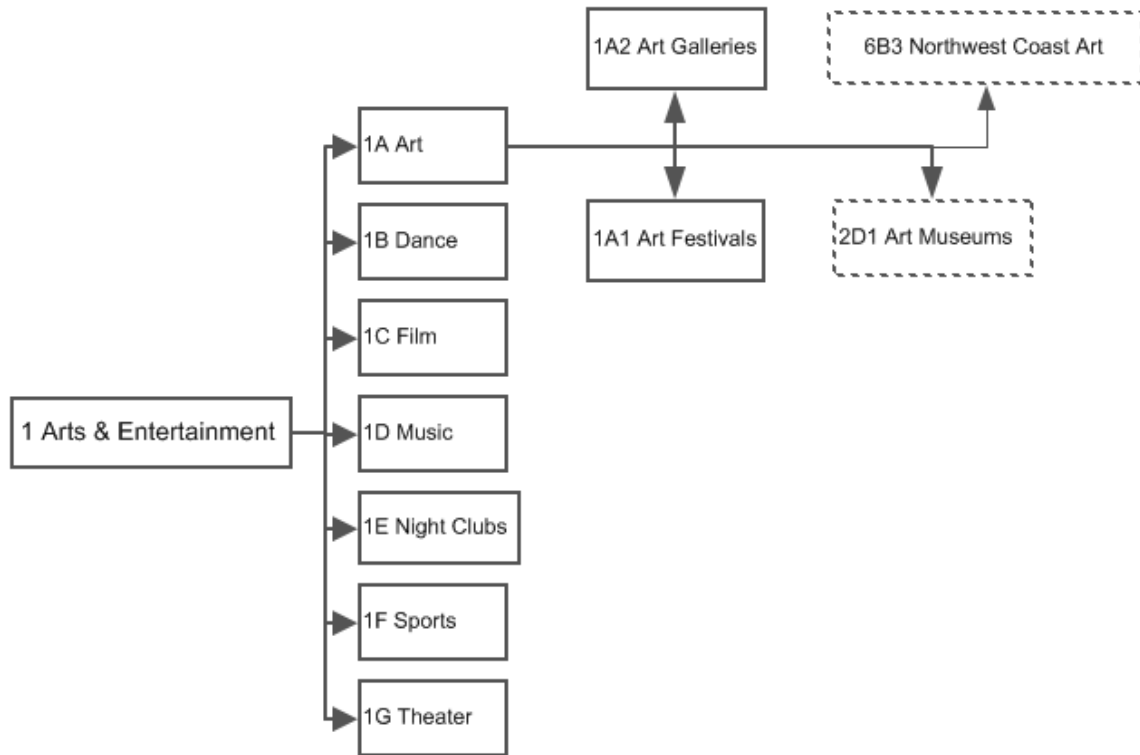
- Cruises & Tours
- Ground Transportation (taxis, shuttles)
- Public Transportation
- Road Conditions
  - Road/Traffic Cams
- Scenic Drives
- Traffic
- Transportation/Road Maps

## “Northwest US Travel” Information Architecture Site Map View

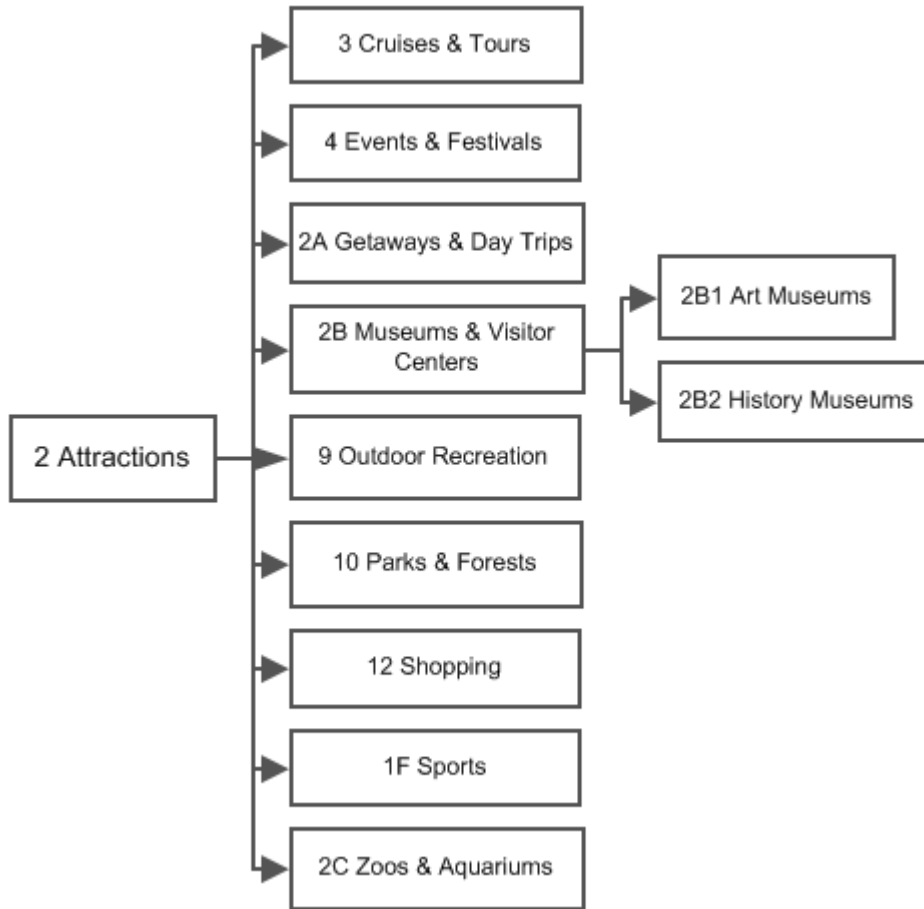
### Individual State Structure



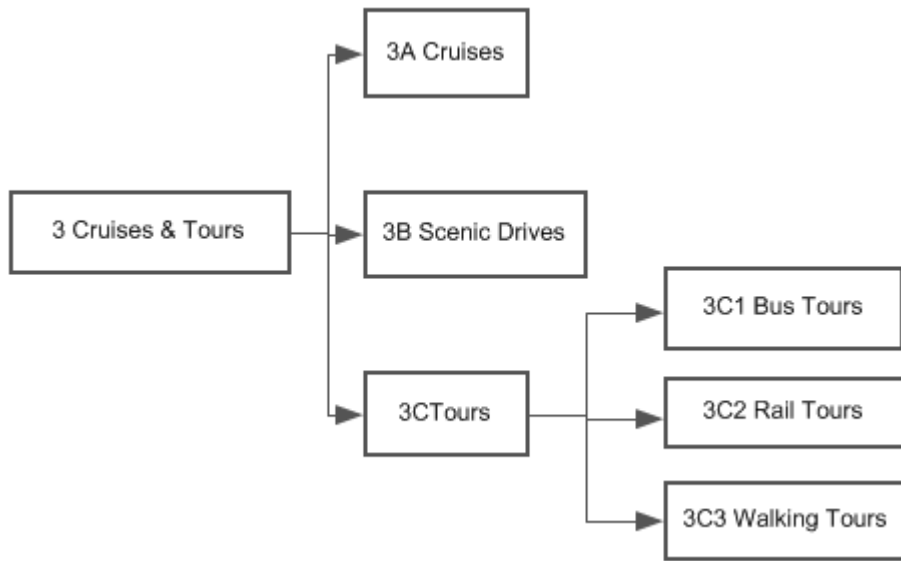
1. Arts & Entertainment



## 2. Attractions

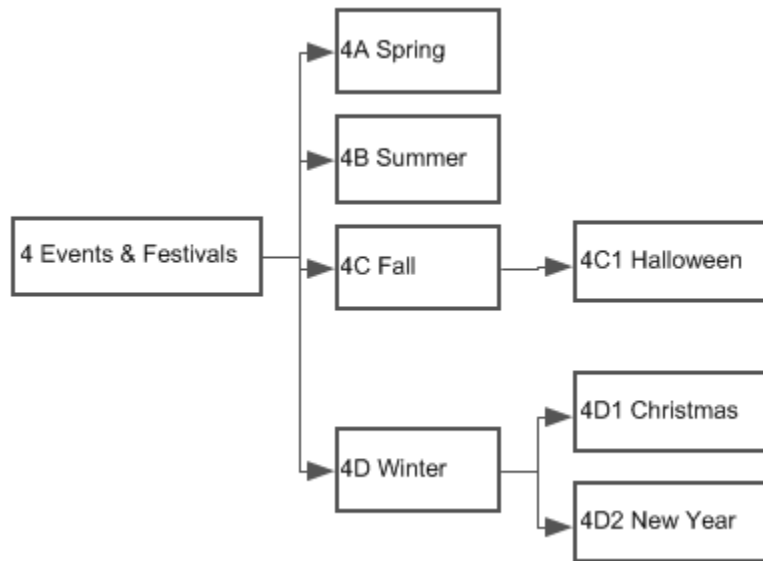


### 3. Cruises & Tours

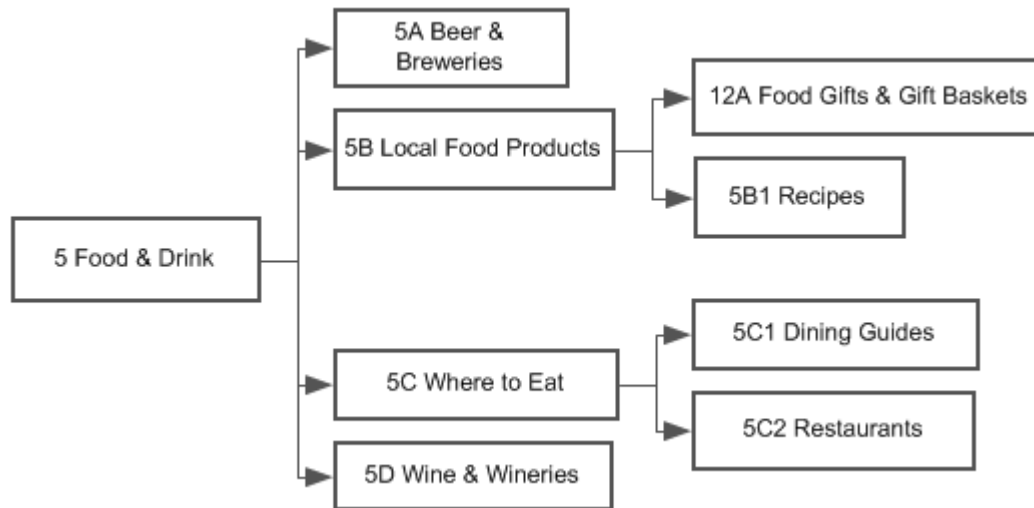




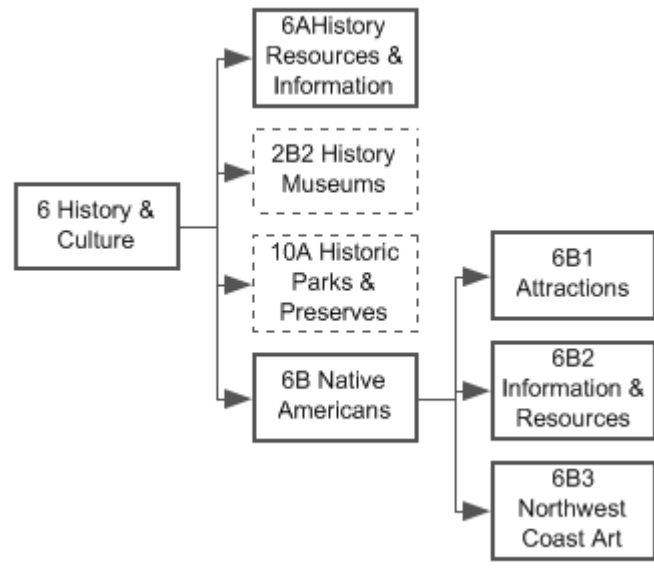
## 4. Events & Festivals



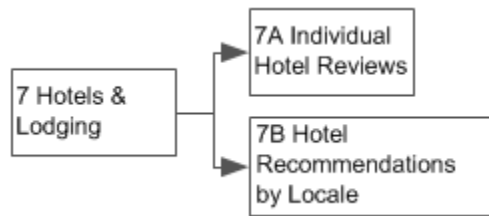
## 5. Food & Drink



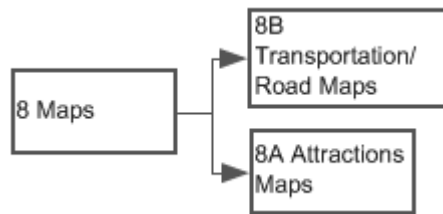
## 6. History & Culture



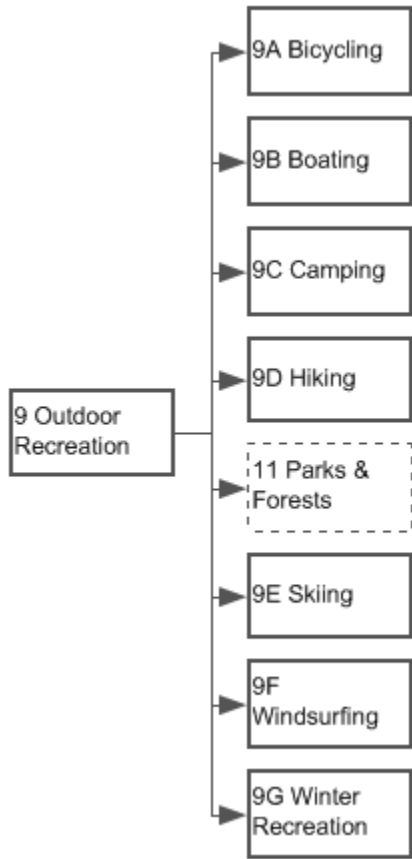
## 7. Hotels & Lodging



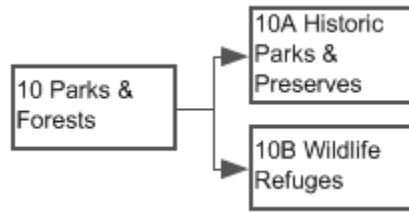
## 8. Maps



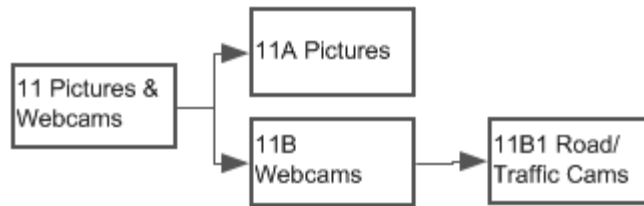
9. Outdoor Recreation



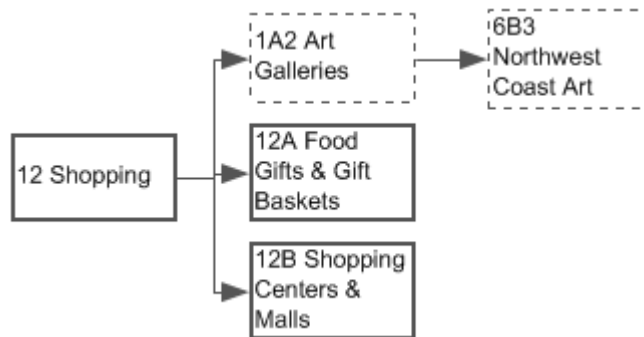
## 10. Parks & Forests



## 11. Pictures & Web Cams



## 12. Shopping



## 13. Transportation

