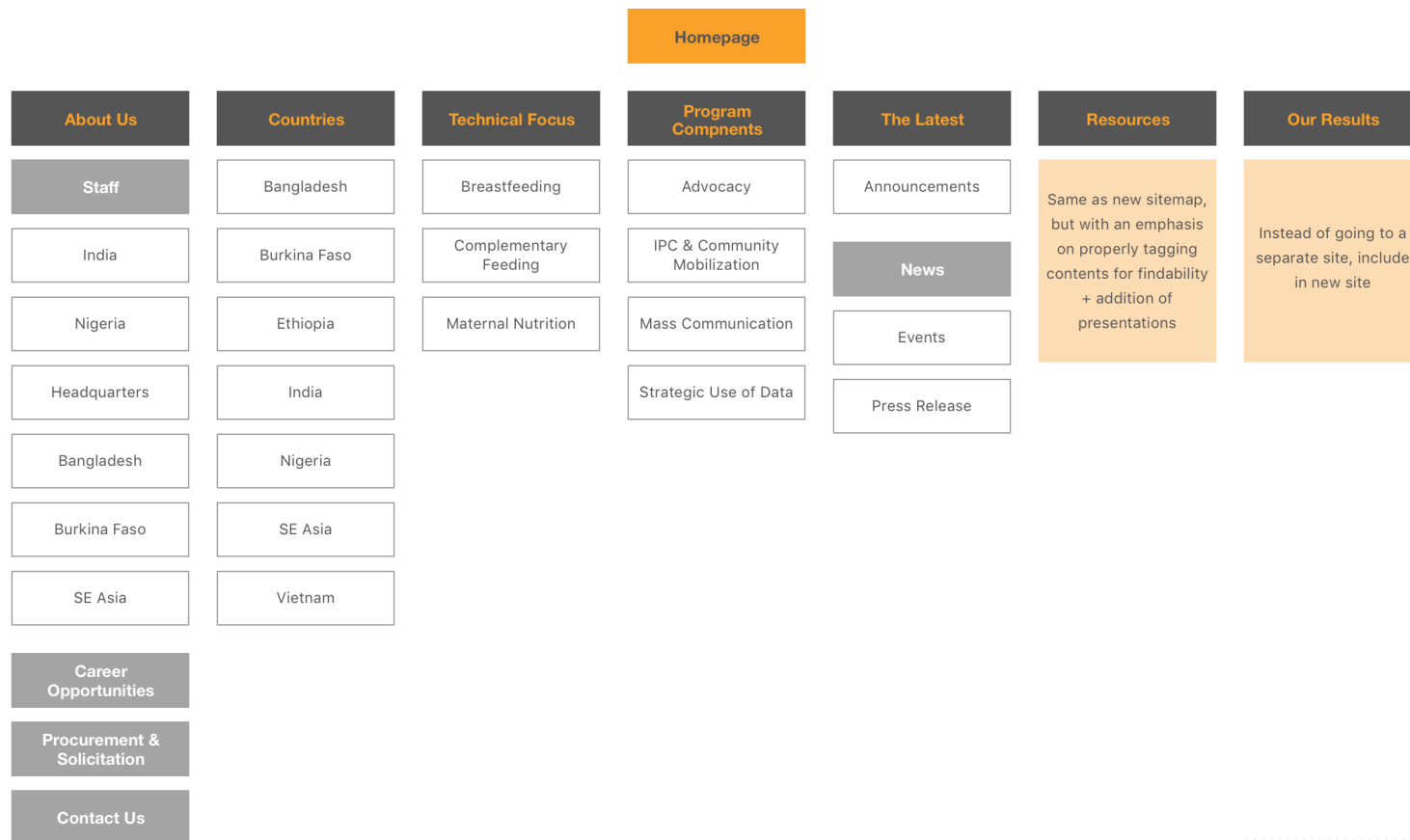
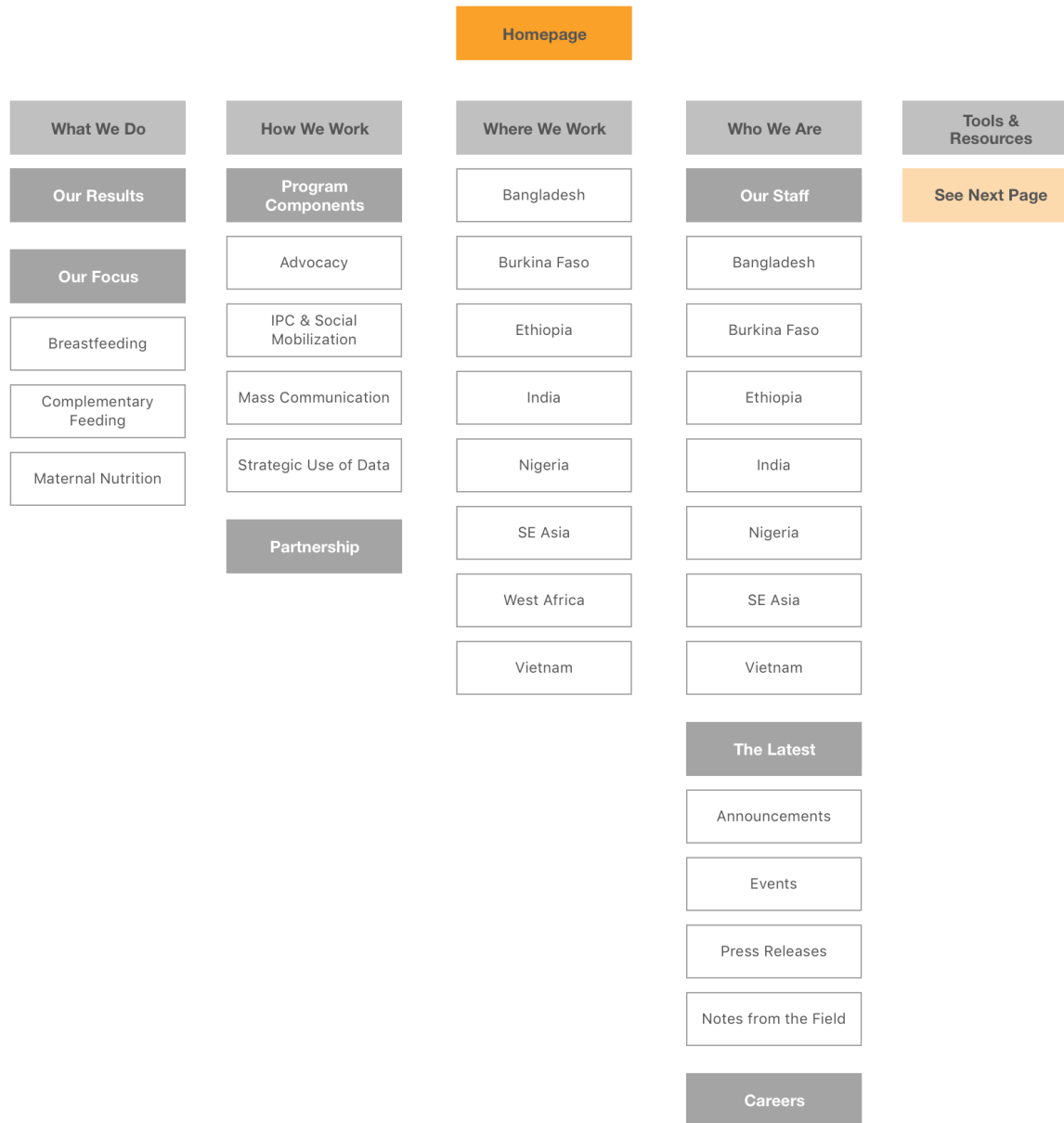


Alive & Thrive

High-level Sitemap and Taxonomy

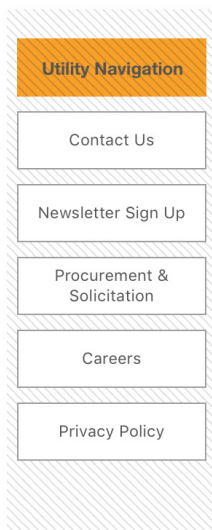




Tools & Resources

Filters

Program Components	Countries	Tool Types	Topics	Languages
Advocacy	Bangladesh	Briefs and Reports	Breastfeeding	Amharic
IPC & Social Mobilization	Burkina Faso	Job Aids	Code of Marketing	Bangla
Mass Communication	Ethiopia	Journal Articles	Complementary Feeding	English
Strategic Use of Data	India	Materials for Families	Handwashing	French
	Nigeria	Posters	Maternal Nutrition	Hindi
	SE Asia	Tools & Guides	Maternity Leave	Oromiffa
	Vietnam	Training Materials	Research	Tigrinya
	West Africa	TV Spots	Small Grants Programs	Vietnamese
		Videos	Stunting	
		Presentations	Technical (Insight Series)	
			Training	



How we landed on this taxonomy and site structure

(We apply user-centered design to create an intuitive experience.)

Card Sort Study

Context

We sent the “open sort” study to 29 possible participants.

We had 13 respondents, with 4 abandons.

These respondents organized 30 cards into categories that made sense to them.

Cards

1. Staff
2. India
3. Nigeria
4. Headquarters
5. Bangladesh
6. Burkina Faso
7. Ethiopia
8. Southeast Asia
9. Procurement & solicitation
10. Breastfeeding
11. Complementary feeding
12. Maternal nutrition
13. Advocacy
14. IPC & community mobilization
15. Mass communication
16. Strategic use of data
17. Announcements
18. News
19. Events
20. Press releases
21. Stories
22. Resources
23. Results
24. LESS GUESS Blog
25. Countries
26. Technical Focus
27. Program Components
28. The Latest
29. Dr. Sebanti Ghosh
30. Roger Mathisen

Participants

Participant	Time Taken	Categories Created	Comments
1	6:47	5	
4	9:25	6	
5	3:13	6	
7	5:56	6	<i>“Unclear what “Mass communications” is so wasn’t sure where to put it and same w/ Results — is it results of program areas? Annual reports? May make sense in News if it’s that.”</i>
9	9:08	5	<i>“Where to put “results” was one of my biggest challenges — it felt important for all categories. it depends on what kind of results we have to share and how often they’re updated.”</i>
13	4:52	4	
14	13:41	5	
15	6:50	4	
16	5:57	4	
17	6:37	4	
18	8:32	4	<i>“Not sure what “program components” means Also, unclear whether procurement is a technical capability or some info that a potential site visitor would be looking for — just depends on the org.”</i>
19	4:37	6	

Note: Participants 2, 6, and 8 abandoned without sorting any cards so they are excluded from the results

[\[View Results\]](#)

Categories

This was an “open sort” so we asked participants to put cards into categories of their own creation. We learn what people would call things, instead of forcing a taxonomy on them. Here are the categories they created:

About	Geography	Our Country Work	Staff
About Us	Industry Resources	Our Work	Staff and Leadership
Advocacy	Infrastructure	Our issues: what we do	Tactics
Approach and Results	Issues	Our work in action	Technical Areas
Communications	Issues & Network	Program Components	The Latest
Countries	Main Subjects	Program or Focus Areas	The latest learnings...
Countries and Regions	Maternal and Child Nutrition	Program Technical Focus	What We Do
Country Focus	Methods of Engagement	Region and Countries	Where We Work
Country Impact	News	Regions	Who We Are... and how to partner
Focus Areas	News and Resources	Research	Miscellaneous
General Info	Notes from the field	Resources	
Geographic Focus	Other Resources	Resources and News	

Standardization

Some categories were repeated by different participants and some were very similar, so we standardized the categories. For example:

About	Geography	Our Country Work	Staff
About Us	Industry Resources	Our Work	Staff and Leadership
Advocacy	Infrastructure	Our issues: what we do	Tactics
Approach and Results	Issues	Our work in action	Technical Areas
Communications	Issues & Network	Program Components	The Latest
Countries	Main Subjects	Program or Focus Areas	The latest learnings...
Countries and Regions	Maternal and Child Nutrition	Program Technical Focus	What We Do
Country Focus	Methods of Engagement	Region and Countries	Where We Work
Country Impact	News	Regions	Who We Are... and how to partner
Focus Areas	News and Resources	Research	Miscellaneous
General Info	Notes from the field	Resources	
Geographic Focus	Other Resources	Resources and News	

Navigation Tree Study

Facts

We sent the study to 29 possible participants, for the non-Alive & Thrive staff study.

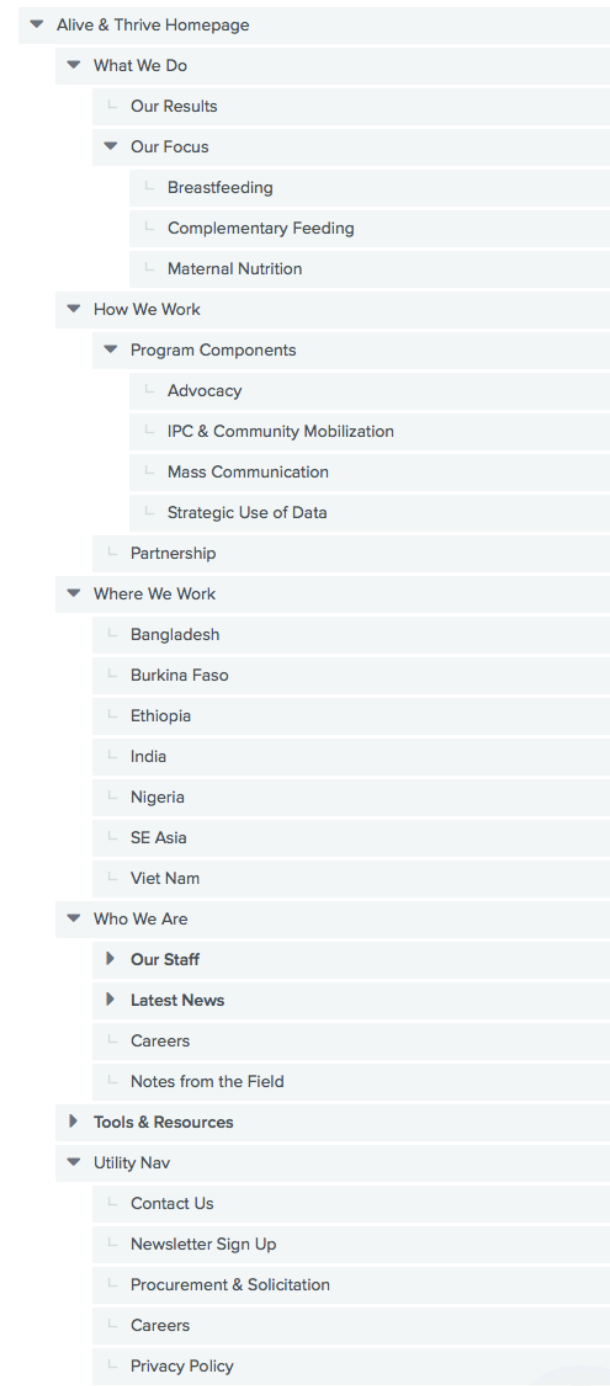
We had 10 respondents.

These respondents were asked to complete 3 tasks to locate a specific piece of information within the taxonomy applied to navigation.

*the Alive & Thrive staff results are still coming in

Tasks

1. Where would you find an informational poster?
2. Where would you look for a staff member in Nigeria?
3. Where do we present Our Results?



Participants

Participant	Time Taken	Tasks Successful
1	1:33	67%
2	1:49	100%
3	1:17	33%
4	1:59	67%
5	1:13	100%
6	1:42	100%
7	1:34	100%
8	1:53	100%
9	1:48	100%
10	:46	67%

One participant emailed a comment, since the tree study didn't offer a comment opportunity as the card study did.

"I struggled to find a good option for the informational poster and checked about three or four links before deciding half-heartedly on one. I would have loved to share that feedback (each of the other challenges were exactly where I thought I'd find them – very intuitive)."

*the Alive & Thrive field staff results are still coming in

Results

[\[View Results\]](#) *the Alive & Thrive staff results are still coming in

Task 1: Where would you find an informational poster?

Success 80%
Fail 20%

The wrong paths:

Filters > Program Components > Advocacy

Who We Are > Latest News > Announcements and Press Releases

How We Work > Program Components > Mass Communication

Utility Nav > Procurement & Solicitation

Tool Types > Tools and guides

Interpretation/Action: The participant who emailed provided a clue to the wrong answers.

Task 2: Where would you look for a staff member in Nigeria?

Success 80%
Fail 20%

The wrong path:

Where We Work > Nigeria

Interpretation/Action: Provide a link to Our Staff, the specific region/country, from the Where We Work, specific region/country, page

Task 3: Where do we present Our Results?

Success 90%
Fail 10%

The wrong paths:

How We Work > Program Components > Advocacy

Tools & Resources

Interpretation/Action: Include a link to Our Results on the How We Work page