



# The identification of points of improvement in the Information Architecture of the Finding Roots web presence

By Linxue Wei

## Abstract

This proposal begins by discussing the identification of points of improvement in the Information Architecture of the web presence. And then it is the statement of the needs of potential users that we have observed in some communities, such as Facebook groups, and the analysis of competing products within the same area. Subsequently, it explores FR's stakeholders and personas, and based on this knowledge investigates a number of possible usage scenarios about IA. Then it describes the approach to understanding persona needs in this process and the scope of the research conducted. Finally, it presents the proposed scope of conclusion & recommendations to be captured in the "Portfolio".

## Introduction & Background

Having a garden full of your favorite plants can be a delightful experience, but it is not always easy for people who live in an apartment to have a garden. Platform such as Finding Roots (FR) provides a miniature garden solution for those who are unable to have a garden. The innovative Self-Watering container provides a great user experience for its customers. Each season Finding Roots will deliver a new ready-planted insert and remove the previous one. In order to better present FR's services a logical and user-friendly Information Architecture (IA) can help solve these problems, help consumers find the information they want quickly and accurately. Another aspect is to help users understand how FR deals with out-of-season plants and try to find better solutions and present this information to customers in a clear and accessible way.

## Specification & Implementation

### Interview

The purpose of the Interview was to find out more about what the target users wanted from an online plant subscription and to give insights into what users think about the FR website.

### First click testing

It gives you information about user expectations, particularly for common interface elements such as menus, buttons, and form elements.

### Tree test

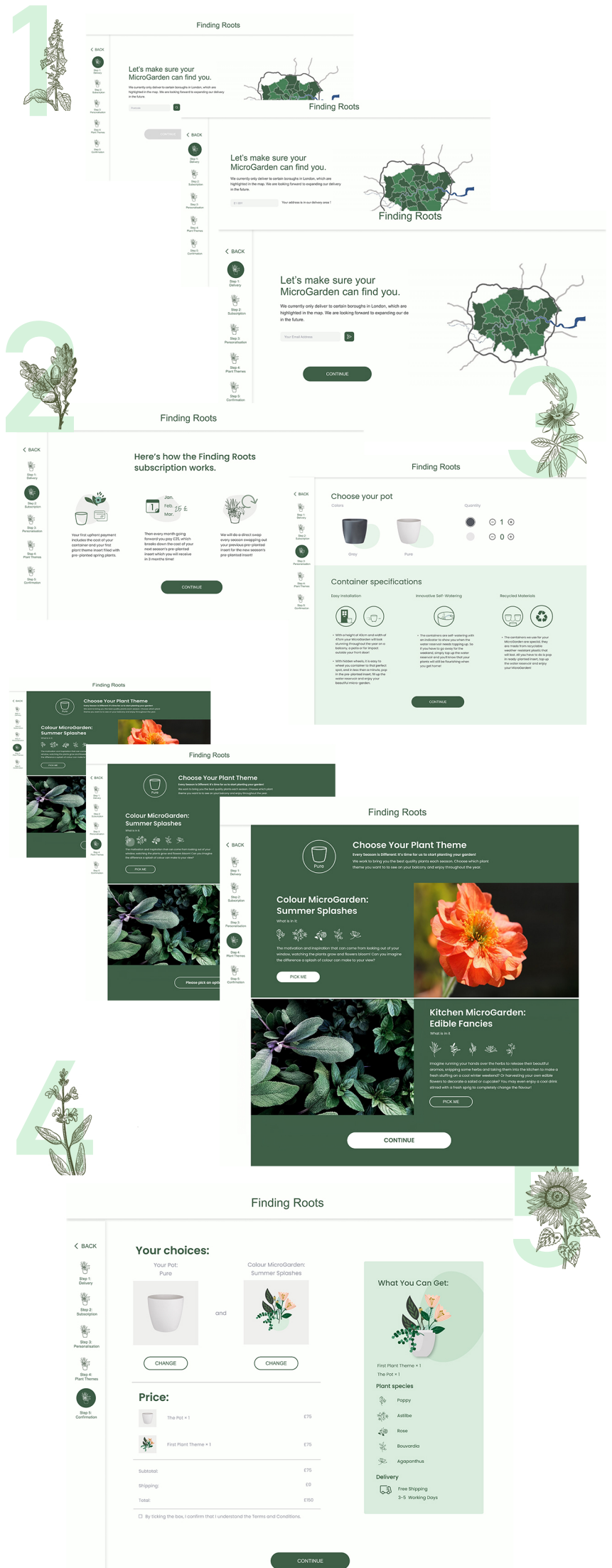
This is also necessary to do a Tree test on the existing website. By stripping away everything but the labels and how they're organized, you can work out just how effective your website structure is at enabling people to find what they need.

## Testing & Evaluation

### Insight :

1. The issue of the Continue key. The design of the website should be kept to one page as far as possible
2. The map is not clear, set up a function to input the postcode to find out if it is in the delivery area
3. When introducing the working principle in the second step, use pictures and illustrations instead of text
4. Increase the number of scenarios in which the planter can be used, rather than just a single planter
5. Add themes for plants and describe what plants are available under each theme so that users know exactly what they are ordering

## Diagram / Design



## Conclusions & Future Work

1. Testing of existing versions of the prototype including first click test and tree test  
Compare with previous tests
2. Find FR users who are willing to be interviewed where possible and interview them to gain valuable input
3. Iterate on the existing prototype