



The chaotic information structure is a problem in many websites. As websites grow and content increases, information becomes harder to categorise. The complex navigation directory structure will lead to users not being able to obtain the desired information very well, and at the same time, it will reduce the efficiency of the website and service. This Field project first is aimed at helping TFG restructure the information architecture of the website in order to direct customers the information they are looking for, provide good content structure and set easy navigate methods for different consumers.also Improve user experience Increase retention and conversion efficiency. recorded and path tracking for users find a good content recommendation mechanism to ensure better conversion efficiency in attracting customers.

# Study Methodolgy

OW) OPTIMAL WORKSHOP

**Ps** Ai



## User Interviews

Through User Interviews identity and understanding mental models, relationship with the content and user journey. By interviewing different users can investigate their access paths, categorise and summarise their needs, and understand what questions different users want to search for.

Through interviews track different access points of four different user journeys and identify how user-friendly our website is for their use. Then help identify a clear customer journey strategy.

## **Open Card sorting methods**

Use open card sorting to reconstruct information structures and reclassify the contents of each directory and hierarchy, sorting out the priorities of different roles, users and stakeholders, and recording and observing how different users categorise and label categories hierarchy. In order to build an efficient IA for TFG will use open card sorting methods to prototype IA structure.

Participants go through stack of cards


1. Participants get a stack of cards with the items want to classify.

- 2. Participants sort cards into groups.
- 3. Participants assign names to groups.

By cataloguing information throughout the site, visualising the site map, build stakeholder map of the website. Then disorder the menu for card sorting. Draw waar partraite and build waar lowrnay Man agaarding to ralae

# Improve User Experience and service efficiency through rebuild IA (Information Architecture) for Fintech Company

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