

Site Deconstruction

Ann Arbor YMCA
www.annarborymca.com

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Executive Summary

To assist in the redesign of the Ann Arbor YMCA website, a site deconstruction was done to identify the current structure and to identify any structural issues that need to be addressed in the redesign. A site outline and structural/functional diagram reveal the structure and relationship of pages on the website.

There are various areas of improvement for the Ann Arbor YMCA website. These include the following:

Page names and labels are different on numerous pages.

Examples are “about the Ann Arbor YMCA” opens the page “who we are” and “aquatics” opens the page “youth swim classes.” This can be confusing to users since they can’t make an association between what they clicked and where they went. These need to be fixed.

Fix or remove broken links, links that go to the page they’re on and links that go to the home page.

There were several links that did not work right. An example is the “financial assistance application” on the “who we are” page that opens the “who we are” page. An example of this on the “programs” page. A broken link is the “Camp AGQ Alumni Registration” page. These need to be fixed or removed so that users don’t need to search for the page or leave without finding it. Several pages have links on their page back to the home page. These are unnecessary because the user is already on the website.

The news archive only shows the most recent news items.

Only three or four news items show up in the news archive. Users may want to see some earlier news items which they may only be able to access by searching for them. If the older news items have been removed from the site, the news archive should be removed.

Within page links are not always needed.

There are within page links on the “barracudas overview page. These are not needed because the page is not long.

Site Outline

1.0 Home (cross-links to all level 1.3 pages and 1.11)

- 1.01 See all news...
 - 1.01.1 news archive
 - 1.01.2 Please give to...
 - 1.01.3 March 21 outdoor...
 - 1.01.4 Youth Baseball League...
 - 1.01.5 2010 Summer Day Camps...

1.1 hours/location

1.2 about the Ann Arbor YMCA (who we are)

- 1.2.1 facility features
- 1.2.2 staff directory
- 1.2.3 board of directors
- 1.2.4 annual reports
- 1.2.5 employment (cross-link to 1.11)

1.2.6 Activate America

1.2.7 virtual tour

1.3 programs

1.3.1 aquatics (youth swim classes) (cross-link to 1.0)

1.3.1.1 adult swim classes

1.3.1.2 barracudas swim classes

1.3.1.2.1 barracudas overview

1.3.1.2.2 barracudas silver

1.3.1.2.3 barracudas gold

1.3.1.2.4 barracudas platinum/tri-swim

1.3.2 camp al-gon-quian (about camp al-gon-quian) (cross-link to 1.0)

1.3.2.1 daily schedule

1.3.2.2 history

1.3.2.3 herbert h. twining

1.3.2.4 forms & registration

1.3.2.5 employment opportunities

1.3.2.6 FAQs

1.3.2.6.1 camper life

1.3.2.6.2 registration

1.3.2.6.3 preparing for camp

1.3.2.6.4 for parents

1.3.2.7 counselors-in-training

1.3.2.8 alumni (friends of camp al-gon-quian alumni association)

1.3.2.8.1 camp AGQ alumni registration

1.3.2.9 camp news

1.3.2.9.1 sign up for the camp AGQ newsletter

1.3.2.10 donate to camp

1.3.2.11 contact us

1.3.3 child care (early childhood) (cross-link to 1.0)

1.3.3.5 after kindergarten

1.3.3.6 after school

1.3.4 dance & arts (dance) (cross-link to 1.0)

1.3.4.5 arts

1.3.5 fencing (cross-link to 1.0)

1.3.6 health & wellness (cross-link to 1.0)

1.3.6.5 getting started

1.3.6.6 aerobics & conditioning

1.3.6.7 cancer survivorship

1.3.6.8 personal wellness

1.3.6.8.1 personal training contact form

1.3.6.9 pilates

1.3.6.10 studio cycling

1.3.6.11 yoga

1.3.6.12 wellness center

1.3.6.12.1 equipment

1.3.6.12.2 equipment signup procedures

1.3.6.12.3 wellness center policies

1.3.7 martial ways (cross-link to 1.0)

1.3.8 sports (youth sports classes) (cross-link to 1.0)

- 1.3.8.5 youth sports leagues
- 1.3.8.6 adult sports
- 1.3.8.7 gymnastics
- 1.3.9 summer day camps (general information/registration) (cross-link to 1.0)
 - 1.3.9.5 Camp Birkett
 - 1.3.9.6 sports camps
 - 1.3.9.7 specialty camps
 - 1.3.9.8 sun & fun
 - 1.3.9.9 teen camps
 - 1.3.9.10 information for staff
- 1.3.10 youth & teens (teen programs) (cross-link to 1.0)
 - 1.3.10.5 youth volunteer corps
 - 1.3.10.5.1 Expanding Horizons Summer Program
 - 1.3.10.5.2 School Year Program
 - 1.3.10.5.2.1 Become a YVC member
 - 1.3.10.5.2.2 YVC project sign-up
 - 1.3.10.5.3 The Chain of Plenty
 - 1.3.10.6 youth in government
- 1.4 membership (membership benefits)**
 - 1.4.1 membership policies
 - 1.4.2 newsletter archives
 - 1.4.3 for new members (cross-link to 1.4.4)
 - 1.4.4 volunteering (cross-links to 1.4.4.1, 1.3.10.2)
- 1.5 give to the Ann Arbor YMCA**
- 1.6 program guide/sessions**
- 1.7 sign up for email alerts**
- 1.8 sign up for text alerts**
- 1.9 privacy policy**
- 1.10 contact us**
- 1.11 employment (global crosslink)**

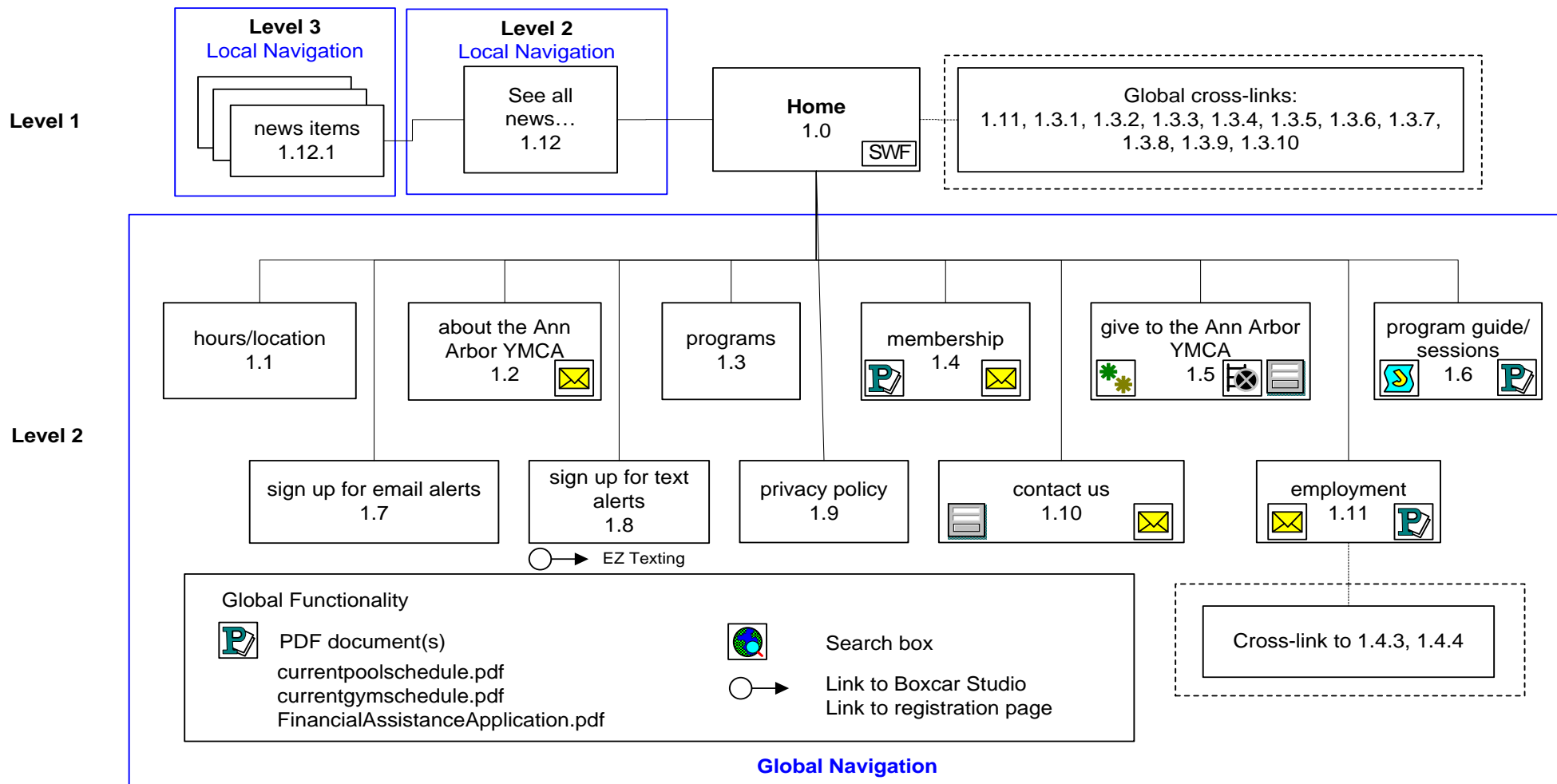
Note: boldface items are global navigation

Site Diagram

Global Navigation

Structural/Functional Diagram – Ann Arbor YMCA
 www.annarborymca.org/
 v. 1.0, last updated 4/5/10

Global Navigation



Legend

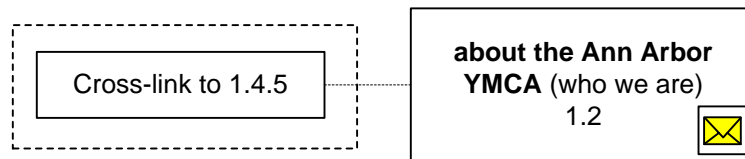
-  Static page
-  Standard link between pages
-  Cross links within website
-  Video (Windows Media Player)
-  Mail to: Link(s)
-  Links to other websites
-  Form element(s) on page
-  Plug in request for download
-  PDF document(s)
-  Within-page anchor(s)
-  Javascript opens in new window
-  Flash file (may be slideshow)

About the Ann Arbor YMCA Section

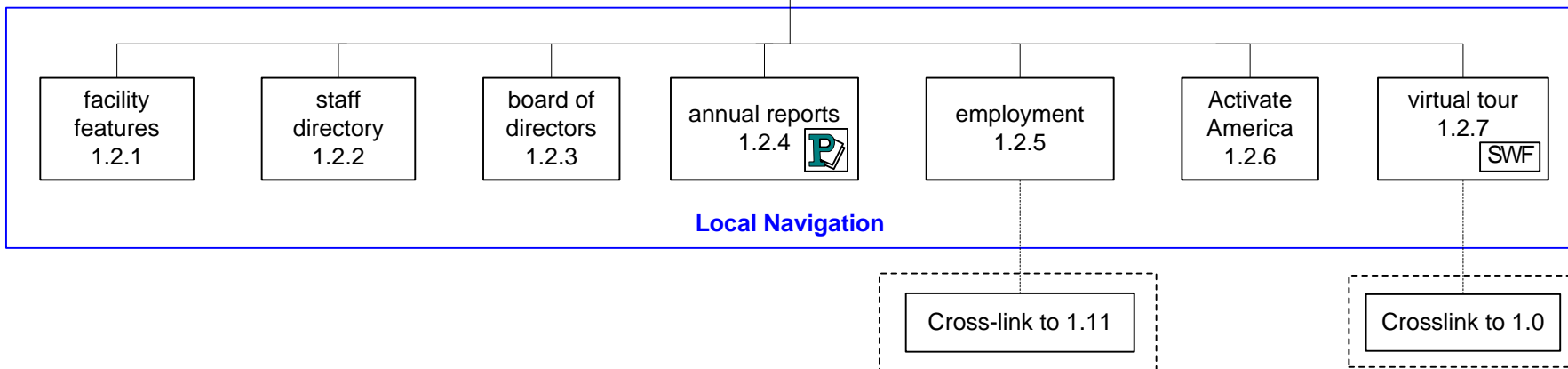
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1.2 about the Ann Arbor YMCA

Level 2



Level 3



Programs Section

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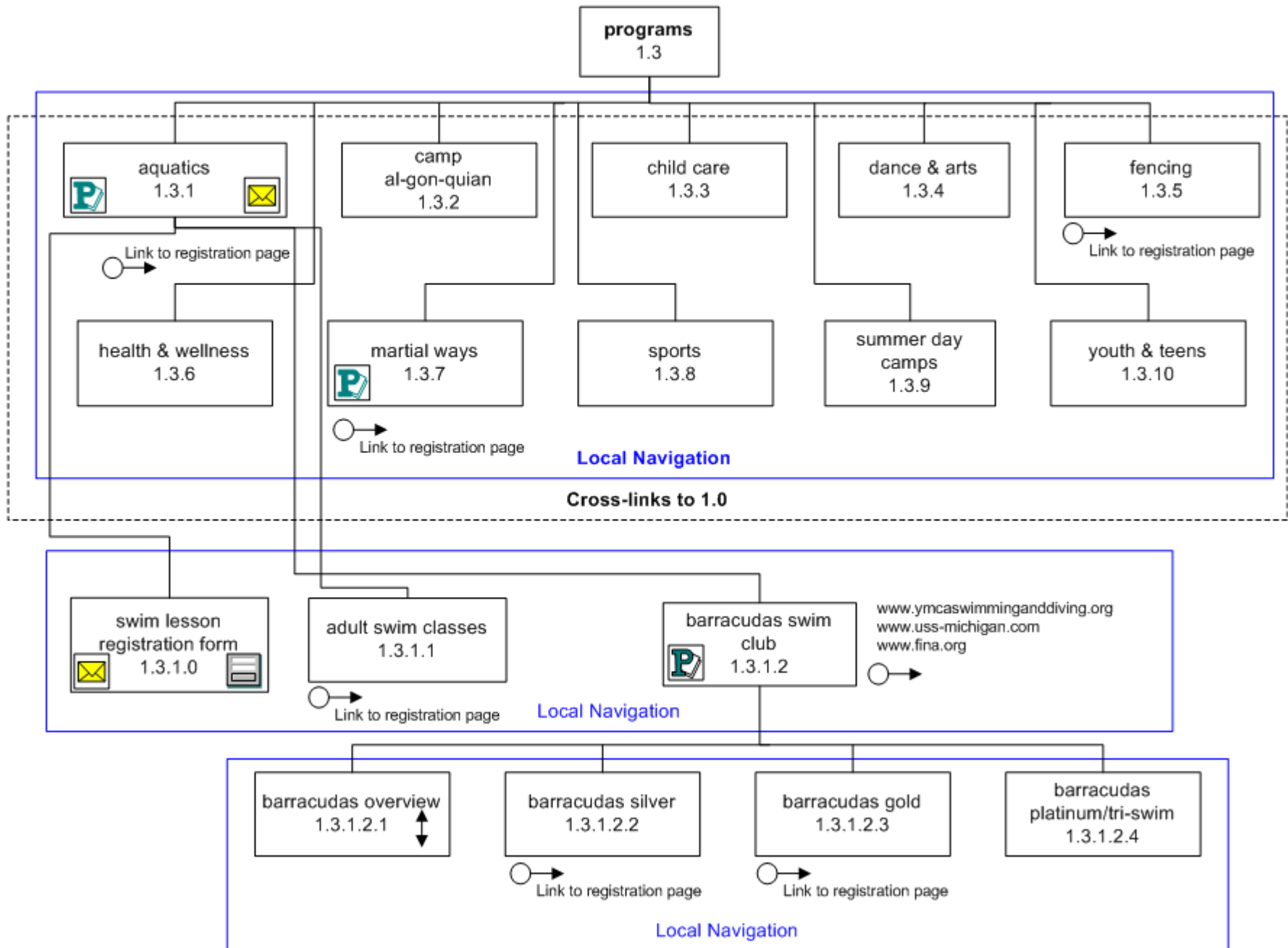
1.3 programs
 1.3.1 aquatics

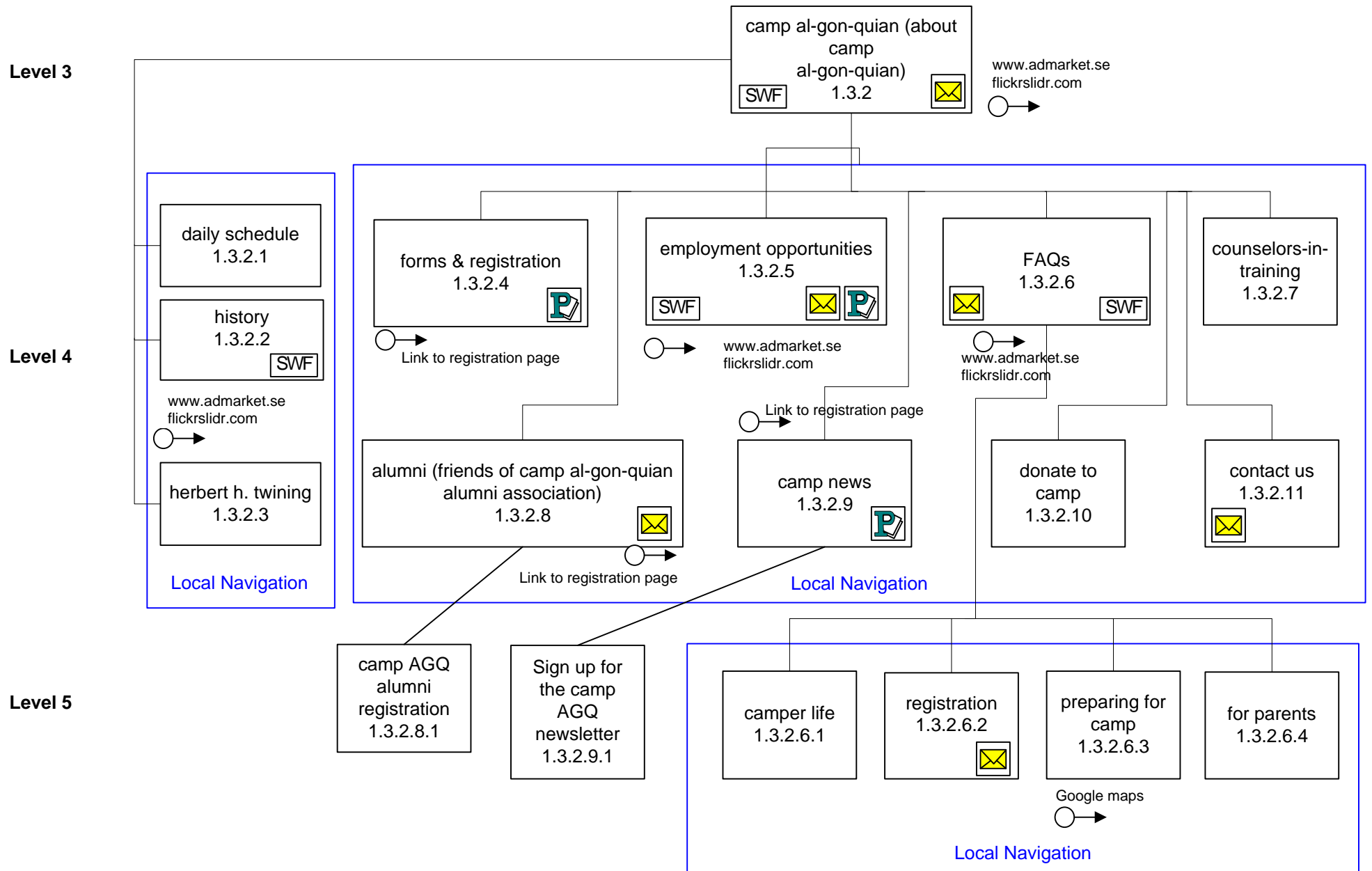
Level 2

Level 3

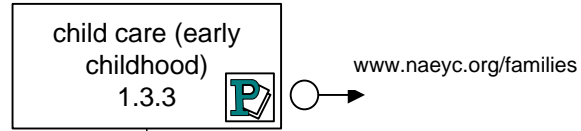
Level 4

Level 5

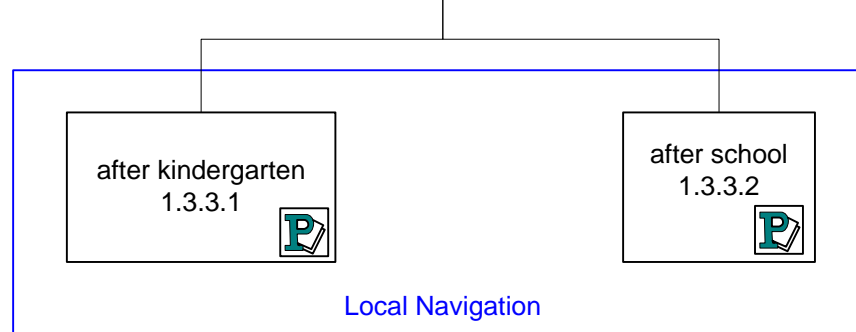




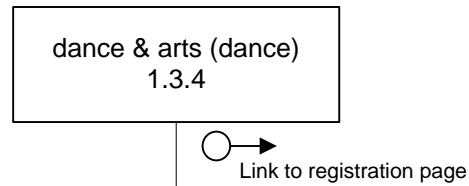
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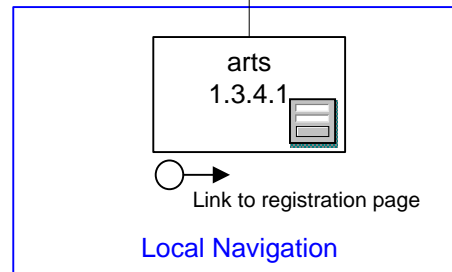
Level 4



Level 3



Level 4

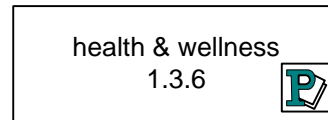


Structural/Functional Diagram – Ann Arbor YMCA

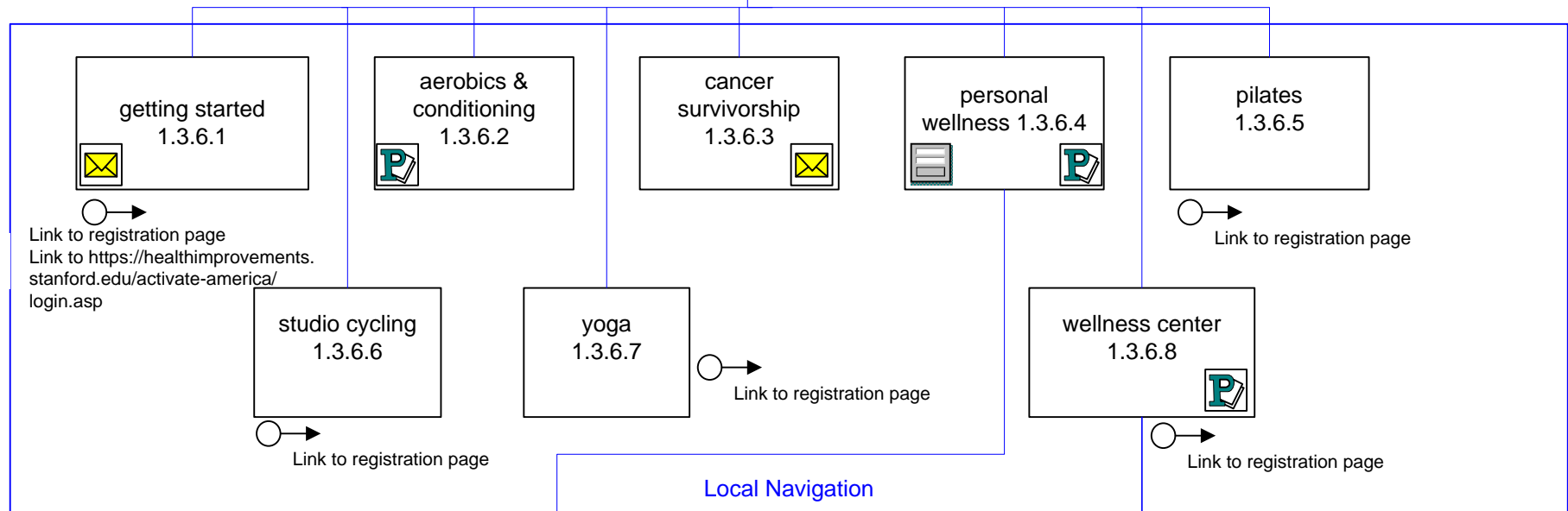
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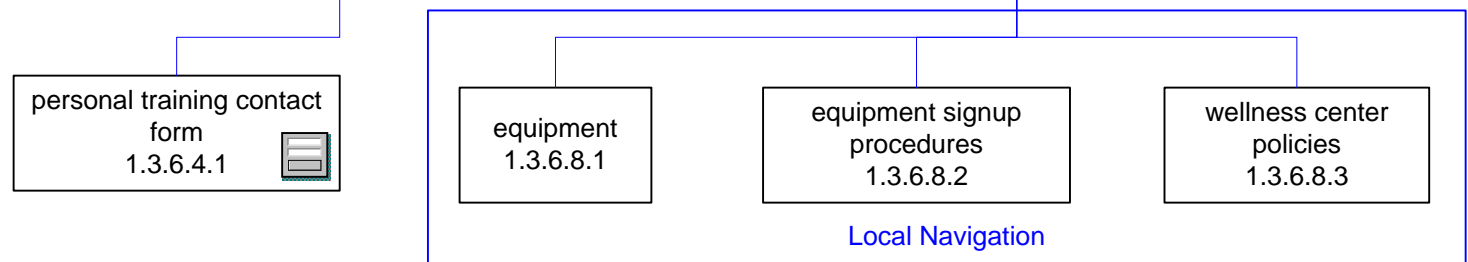
Level 3



Level 4



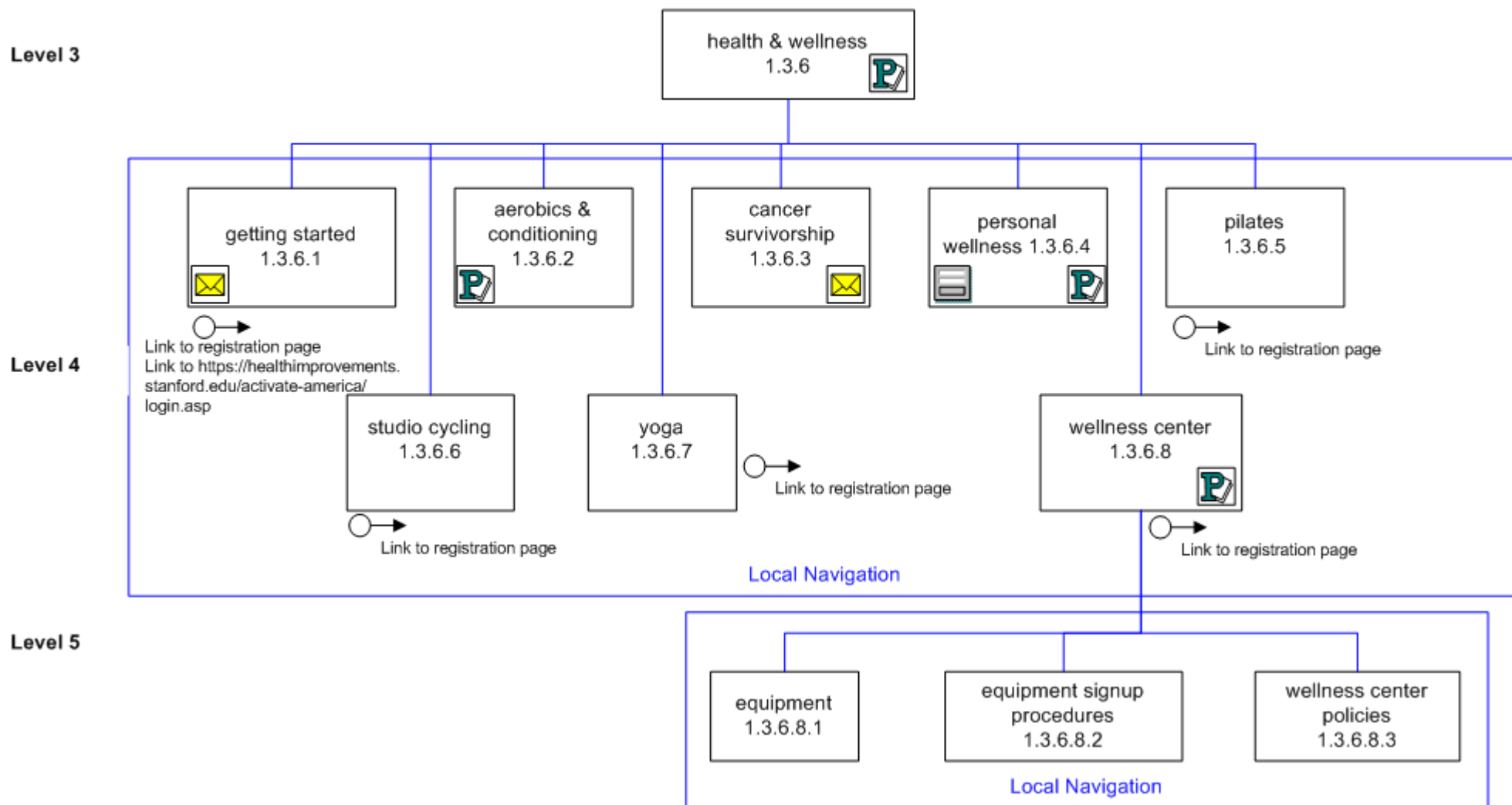
Level 5



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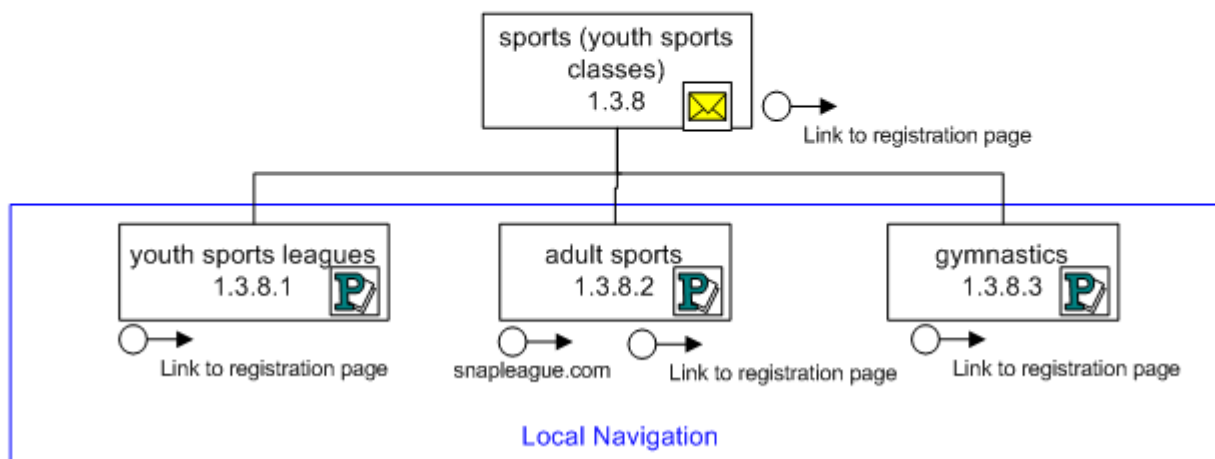
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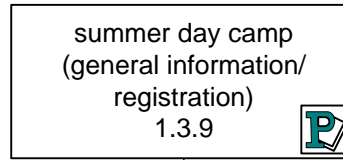
v. 1.0, last updated 4/5/10

Level 3

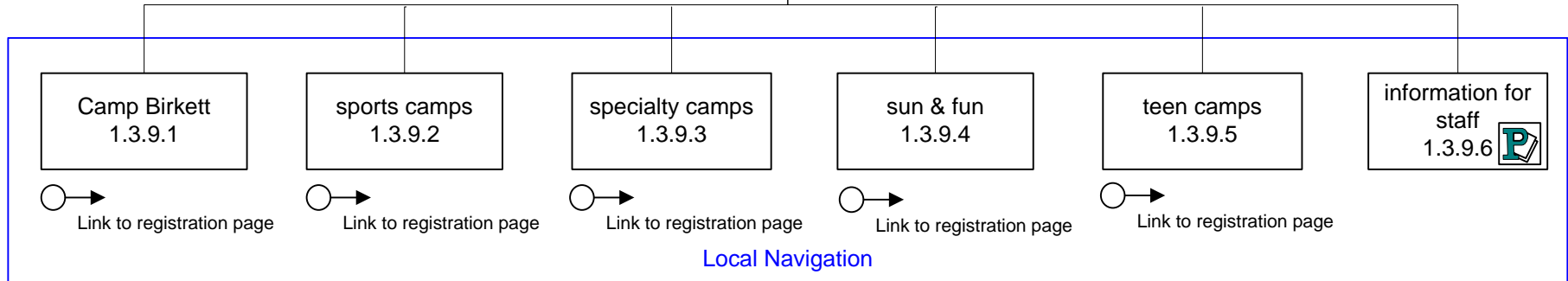
Level 4



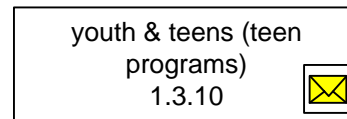
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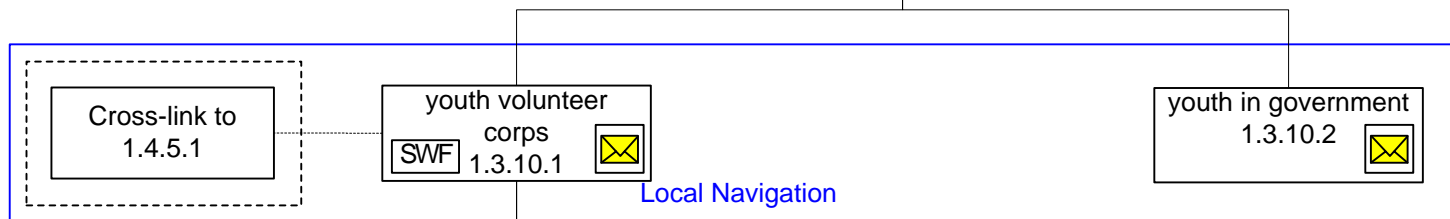
Level 4



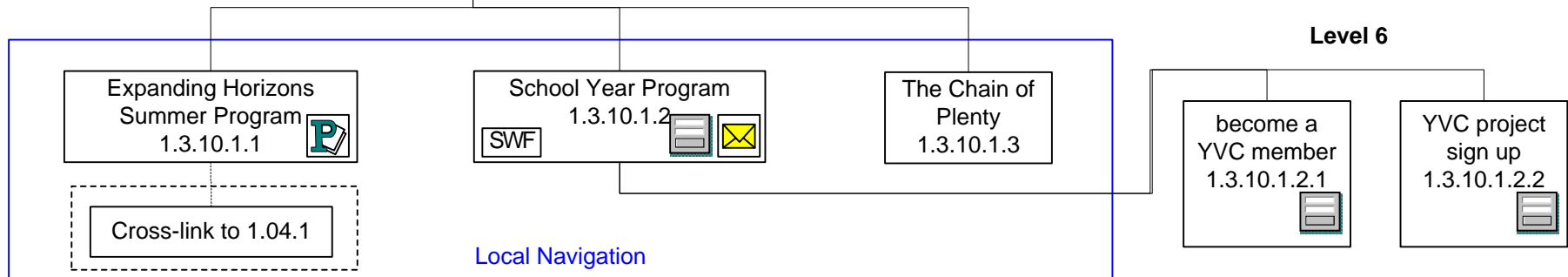
Level 3



Level 4



Level 5

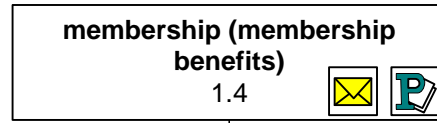


Membership Section

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1.4 membership

Level 2



Level 3

