

Representing brand architecture in our IA and navigation on Mozilla.org

A discussion



IA & Navigation Thinking

What is IA vs. Navigation and how do we design each?

What is the difference between IA and nav?

Information Architecture

The information backbone of the site. The underlying **organization, structure and nomenclature** that define the relationships between a site's content.

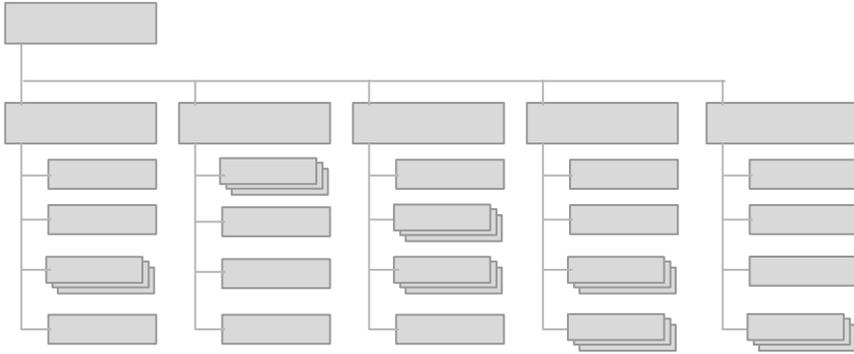
All of the pages we have on Mozilla.org, organized into like-groups that will live on, past campaigns and multiple product release cycles.

Navigation

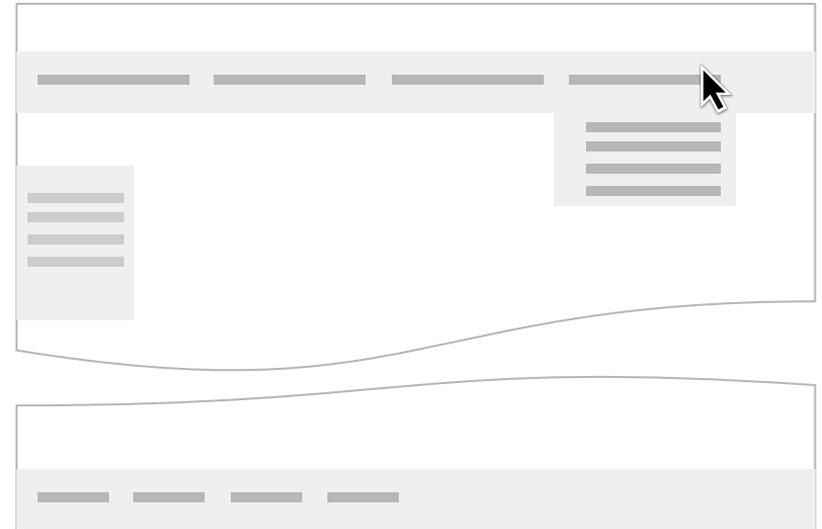
Elements in the UI that allow users to reach specific information on the site. Elements and vocabulary that promote findability and our brand message. **IA informs navigation.**

What is the difference between IA and nav?

Information Architecture



Navigation



What is the difference between IA and nav?

Information Architecture

- Not visible to the user
- Defined by
 - Content inventory and audit
 - Information grouping
 - Taxonomy development
 - Content strategy
- Defines
 - URL structure
 - What is available for navigation to link to

Navigation

- User-facing
- Design considerations
 - Usage priority
 - Placement
 - Patterns
 - Task support /Findability
- Copy considerations
 - Tone
 - Brand messaging
 - Actionable

What makes IA and navigation useful?

Information Architecture

- Designed for
 - Reason people visit site
 - Company's short and long term goals (sustainable)
 - Website audience

Navigation

- Designed to be
 - Easy to learn
 - (Mostly) consistent across site (exceptions are allowed)
 - Clear and intuitive (vocab based on user's perspective and expectations)
 - Minimize clicks to next destination
 - Logical
 - Supporting of customer pathways
 - Supporting of brand message and tone

Balancing Mozilla's goals & user actions

This is a mental model to consider the balance between Mozilla's goals, perception of our brand, and satisfying what the user came to our website to do.

Brand Architecture/Pillars of Mozilla

- Not translated directly into navigation
- Brand architecture, communicated w/in Homepage content
- Brand messaging, presented in context on appropriate pages
- Presented as findable and actionable items in navigation

Comms focus

- Mozilla.org allowing for flexible, prioritized messaging that is actionable and helps users to understand our Brand message
- Does not impact navigation as key issues change throughout year

Navigation

- Global navigation
- Sub-navigation
- Footer navigation
- Supports findability & user-needs
- Supporting of (not mirror of) brand architecture

Tasks & cross-actions

- Presenting actions like "Donate", "Get Involved", "Download"
- Cross-navigation items presented outside of their place in the IA - presented in the right context and in the right moment for the user

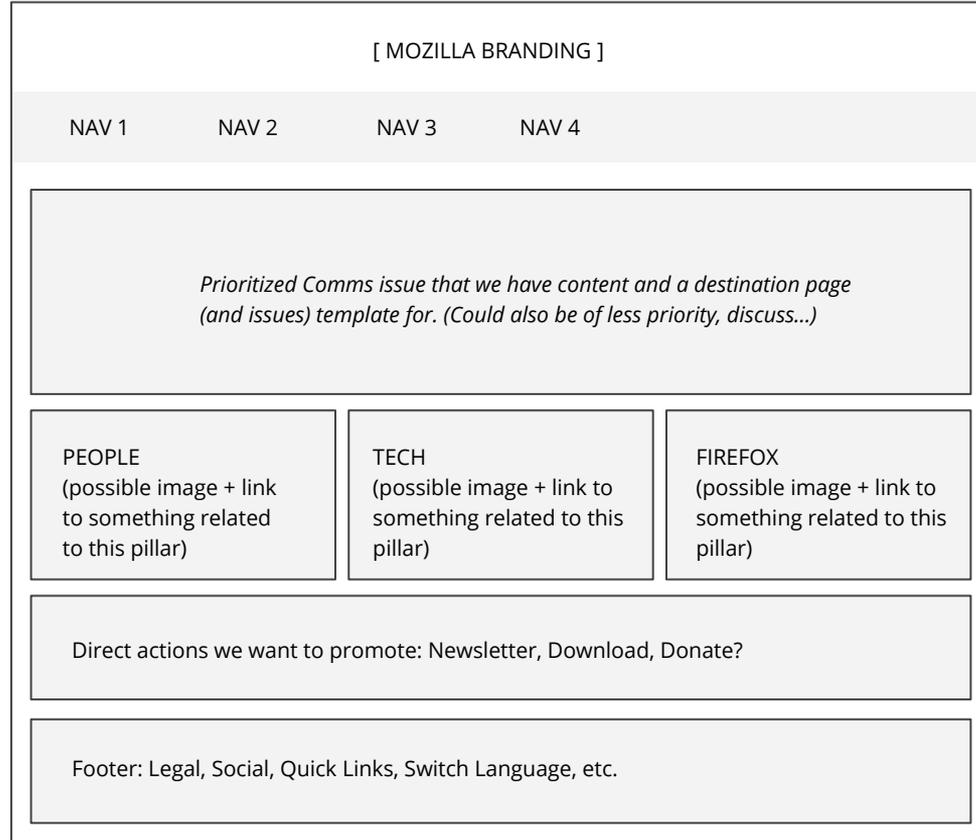
Legal & Conditional Requirements

An exercise in applying balance / hierarchy on webpages

Don't think about creative presentation yet.

Use as exercise to think about and discuss content hierarchy and to communicate that global navigation and page content serve a different, yet complimentary purpose.

.....
** Don't get married to this as a page layout as creative and content process will change what you see here.*



Global Nav:
Findability, consistent, ever-present anchor

P1:
Issue - tangible way to show what Mozilla stands for to support brand perception & definition.

P2:
Actionable examples from each brand arch pillar.

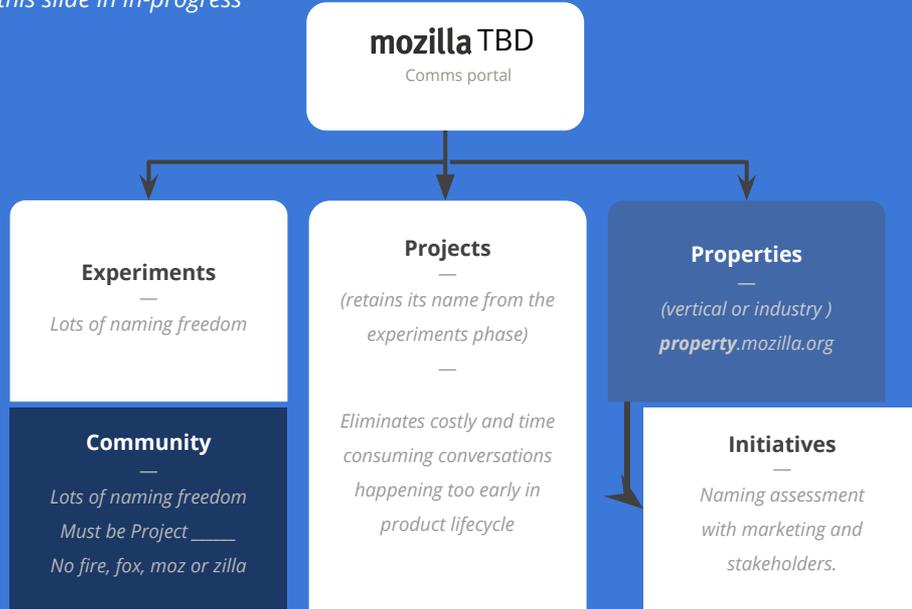
P3:
One-click actions users may have come here to do.

Expected location for this content.

Example of brand hierarchy

NAMING EARLY TECHNOLOGIES

* Content on this slide in in-progress



Divested Properties

—
(Given away. Mozilla doesn't own, and doesn't support)

Maintained Standards / Open Stacks / Open Initiatives

—
Mozilla doesn't own, but supports and fosters initiatives that either directly or indirectly contribute towards bettering the web for everyone.



NAMING

Project [xxx]

Project [xxx]

[xxx]

Open Web [xxx]
Web [xxx] or Open [xxx]
[xxx]



Information Architecture

www.mozilla.org

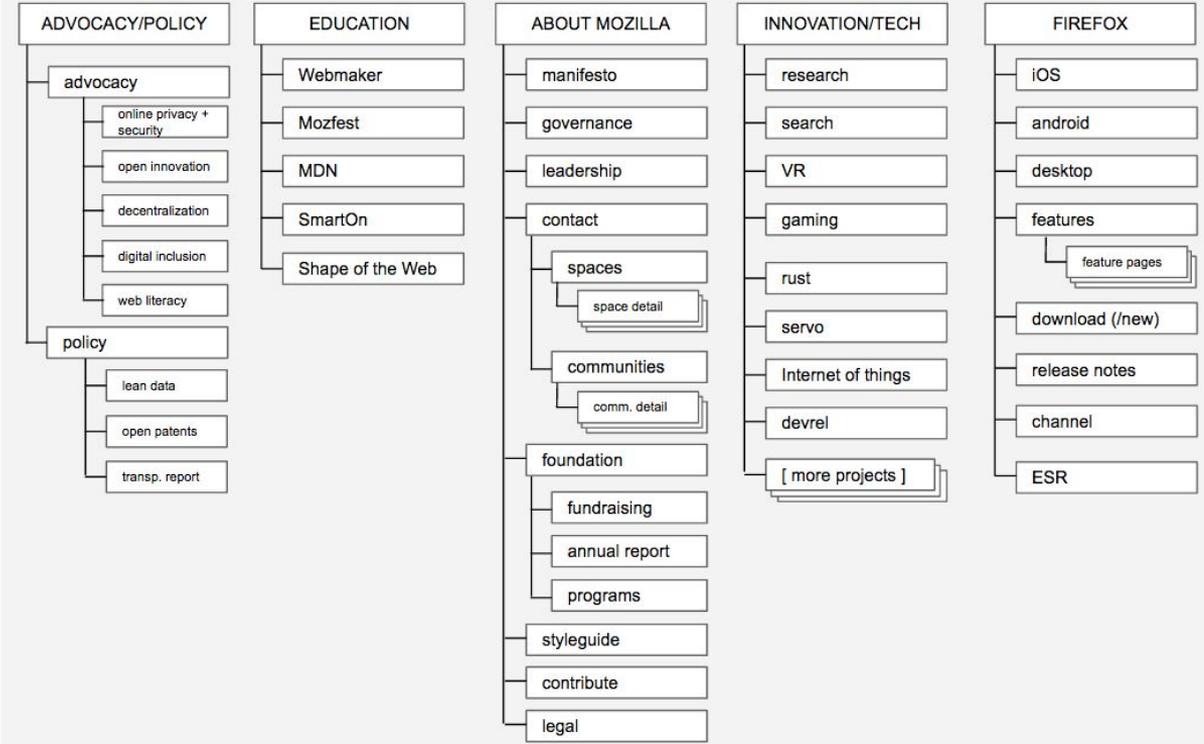
Current IA work (2016)

www.mozilla.org IA

Collaborative doc

Holly Habstritt Gaal
Jennifer Bertsch
17 August 2016

Global Nav IA



Footer

Contact
Donate
Get Involved
Contribute to this page
Privacy Policy
Legal
Careers
Firefox Help
For Developers
Mozilla Twitter
Mozilla Facebook
Firefox Twitter
Firefox Facebook
Firefox YouTube
Language Selector

Additional Mozilla Domains

support.mozilla.org
developer.mozilla.org
blog.mozilla.org

mozillians.org
webmaker.org
mozillafestival.org

See the [following presentation](#) for past thoughts and work regarding IA, vocabulary and Global Navigation



Navigation Research

User testing and card sorting

User Testing (2015)

Recommendations from past navigation label user testing research:

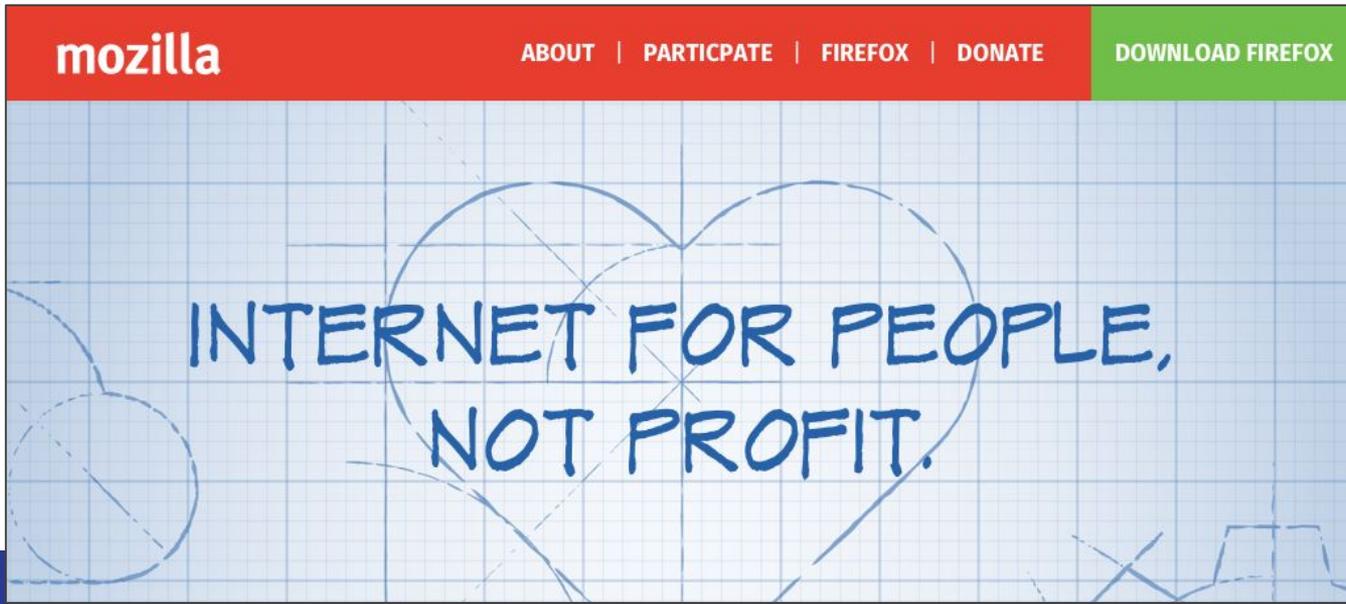
- There is already a strong brand association between Firefox and Mozilla. **Use the navigation as a means to prioritize Mozilla's other key objectives.**
- **Don't be too brief in our global navigation vocabulary** as it can lead to not understanding our objective and not set up the expectation of the user's next step. Consider a descriptive word that can help give the key word some context.
- The following navigation labels are **most understandable** to users and **successfully set user expectations**:
 - **"Teaching the Web"** vs "Education" or "Digital Literacy & Skills"
 - **"Web Innovations"** vs "Advancing the Web"
 - **"Web Advocacy"** vs "Protecting the Web" or "Advocacy Work"



User Testing (2016)

Recommendations from 2016 homepage label user testing research:

- Including **“Donate”** in the nav reinforces Mozilla as a non-profit.
- **Firefox presence** in initial viewport makes users comfortable and sets up understanding of Mozilla + Firefox relationship



Navigation & Redesign work (2015)

Global navigation recommendation that came from our work with Zurb during the summer of 2015

Web Advocacy | Teaching the Web | Innovations | Firefox | About

Navigation conversation starters

V1 - Brand Arch

PEOPLE	TECHNOLOGY	FIREFOX	ABOUT MOZILLA		<i>Donate!</i>
Policy Advocacy / Issues Get Involved Mofo >	VR, Servo, etc	Firefox Family Channels	Leadership Manifesto Contact		

V2 - "People" content split up + Zurb's tested vocabulary

WEB ADVOCACY	TEACHING THE WEB	INNOVATION	FIREFOX	ABOUT MOZILLA		<i>Donate!</i>
Or "WEB INNOVATIONS"						

V3 - Hotl+ Zurb's tested vocabulary

HEALTH OF THE INTERNET	INNOVATION	FIREFOX	ABOUT MOZILLA		<i>Donate!</i>
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V4 - Homepage A v1

MOZILLA IN ACTION	WEB INNOVATIONS	FIREFOX	ABOUT MOZILLA		<i>Donate!</i>
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V4 - Homepage A v2

POWERED BY PEOPLE	WEB INNOVATIONS	FIREFOX	ABOUT MOZILLA		<i>Donate!</i>
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Consider ways to elevate actionable items and clear pathways in navigation (ie: Get Involved, Advocacy?) that have content and team support.

Card sort research (2015)

What is a card sort and why do we do it?

Card sorting is a collaborative method to **help us understand the people that we are designing for and the way they think.**

We start with a stack of cards that have examples of content written on them.

By asking users to sort these cards into groupings that make sense to them, we begin to understand **how they would expect to find information on our website**, which informs how we design our navigation and place elements across the site to support findability and users' tasks.

Card sort research (2015)

We used the following cards in the card sorting app.

research	events	Mozilla communities	Firefox Student Ambassadors	terms and conditions
virtual reality	Mozilla volunteer stories	Firefox	web literacy	search technology
gaming	Sign up to volunteer at Mozilla	net neutrality	community participation guidelines	advocacy
internet of things	manifesto	rust	community participation tools	understanding the web
developer relations	leadership	servo	FirefoxOS	
tips	fundraising	trademark policy	Firefox for Android	
security	donate	contact us	Firefox for iOS	
surveillance	annual reports	Thunderbird	education	
advertising	style guide	licensing	supporting choice of internet service providers	
Mozilla festival	Mozilla spaces	Firefox Friends	privacy and trademarks	

Card sort research (2015)

Participants were asked to not just group like-words together, they were asked to name the groups that they created. Commonly used names shown below:

Mozilla Volunteer participants

About / About Mozilla	Events
Community	Get Involved / Volunteer / Contribute
Contact	Products
Developers	Who are we
Donate	Where are we / where to find us
Education	Web literacy / freedom / knowledge

Non-Mozillian Participants

Business	Mozilla
Community	Misc
Education	Contact Us
Learning	Legal
Events	
Firefox	

Mozillians think

Mozilla = Community

non-Mozillians think

Mozilla = Company

What story do we want to tell? What do we want visitors to Mozilla.org to think?

Next Steps

Testing next steps

- Card Sort based on brand pillars and content strategy to measure user expectations and perceptions of vocabulary options
- Navigation Testing
 - What do users understand when they see the words “Health of the Internet ~~People~~” or “~~Mozilla in Action~~”? What content do they expect to find on a landing page after clicking this label?
 - Alternate vocabulary for “Health of the Internet” (“~~Powered by People~~” or “~~Mozilla in Action~~” etc)
 - Are users most interested in learning about Mozilla’s Advocacy, Policy or Education work? Does it make sense to users to combine these 3 areas of work under a “Health of the Internet” heading?
 - How can we present Mozilla’s Advocacy, Policy or Education work to visitors in ways that encourage them to start or continue a relationship with Mozilla?

Appendix

Past and present related work

**Navigation and redesign work
(Zurb and moz.org team)**

Comms Objectives (Janice)

Old IA work (Holly & Jen)

**Mozilla Personas Research (MEM -
awaiting outcome of this work)**

**Brand architecture and
naming work (Brad)**

Please share others if you have them...

Brand Architecture & Naming (Q1 2016)

* Brad's presentation

Comms Objectives (Q1 2016)

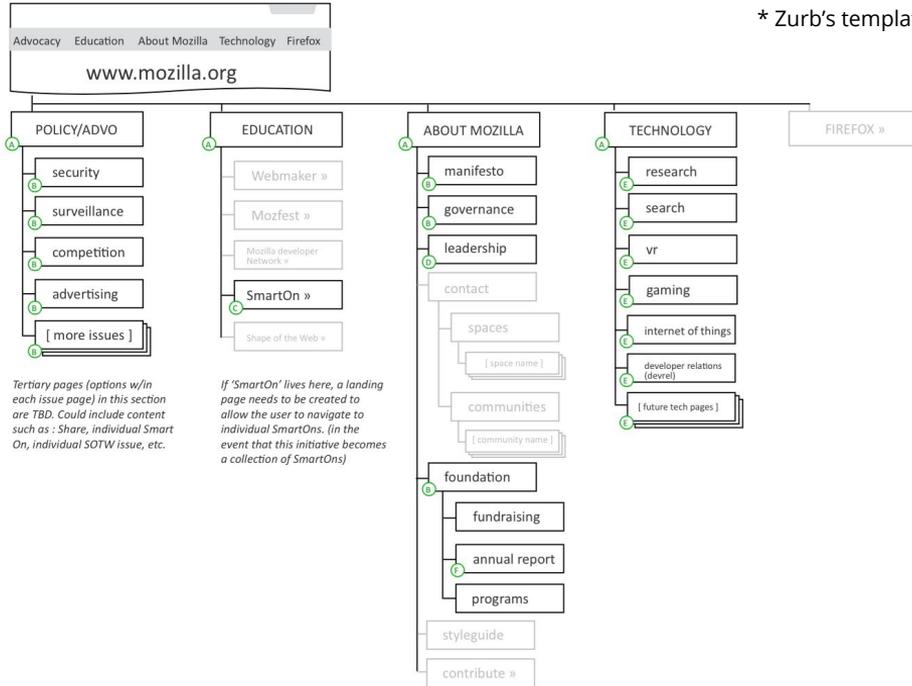
* Janice's/Comms team work on Mozilla's communication objectives and 5 key issues to focus on.

Mozilla Personas (Q1 2016)

* TBD. Should see this work next week.

Past IA work (2015)

MOZILLA.ORG IA FOR REDESIGN
June 4, 2015



* Zurb's template work accommodated the opaque pages in this diagram.

Template Types

Mozilla took a pass at assigning template types to pages in the IA. Not all pages have been assigned a template yet. Zurb can update these decisions as we continue through the design process.

- A Landing Page
- B Sub page / Advocacy Issue / info heavy page
- C Smart-On (may need landing and sub page of its own - TBD)
- D Showcases people
- E One-sheet of project & people involved. (could be variant of B and/or D)
- F Annual Report (could be variant of existing template)

Key

Zurb's work impacts these pages

page title

Zurb's work does NOT impact these pages

page title

Links to contained experience that does not retain global nav »

Additional Mozilla domains

support.mozilla.org
developer.mozilla.org
careers.mozilla.org
blog.mozilla.org

mozillians.org
webmaker.org
mozillafestival.org

Footer Links

Contact
Donate
Get Involved
Contribute to this page
Privacy Policy
Legal
Careers
Firefox Help
For developers
Mozilla Twitter, Facebook
Firefox Twitter, Facebook, Youtube
Language Selector

Current URLs

www.mozilla.org/contact/
www.mozilla.org/donate
www.mozilla.org/contribute
www.mozilla.org/contribute/page
www.mozilla.org/privacy
www.mozilla.org/about/legal
careers.mozilla.org
support.mozilla.org
developer.mozilla.org



User Testing Links (2015)

- [10 Recommendations from our work with Zurb](#) (review first 5 recommendations)
- [Summary of Card Sorting Exercise to understand how people would expect to find information on mozilla.org](#)
- [Qualitative user testing and “Label test” from Zurb](#)

Outstanding questions/challenges

- Representation of MDN?
- Representation of Mofo? Is this their main site that will continue to be maintained? <https://teach.mozilla.org/>
- Breaking out “People” objectives into actionable and *findable* items in navigation
- Organizing “About” section while keeping content simple/brief
- Consider levels of content and how to present hierarchy
 - Global Navigation
 - Sub-navigation
 - Cross-navigation presented outside of IA structure (ie: placing “Get Involved” link on About landing page)
 - Actions (Donate, Get Involved, Download)
 - Footer items
 - Legal
 - Comms focus (ie: If we’re pushing Web Literacy as our main message, how can we have a system on Mozilla.org to make this happen)
- Roll one-off pages like this into Issues content template (yet to be created) and place in nav? <https://advocacy.mozilla.org/>
- When blogs structure is redesigned, how will this content fit in navigation and homepage hierarchy

Example of brand hierarchy

