



Site Map Workshop

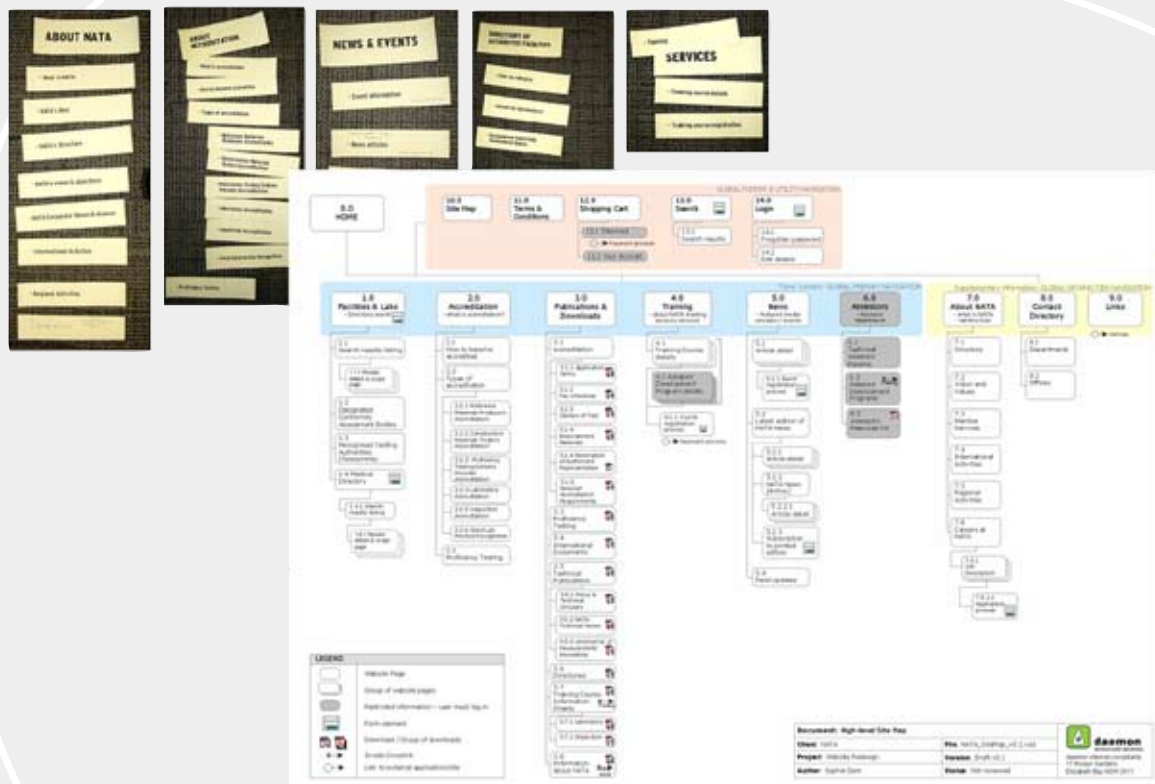


daemon
serious web development.

A site map workshop is an exercise in information architecture where the current and planned information in a web site or application is modelled. The workshops are designed to moderate and coordinate the voices

of various stakeholders, helping to build a consensus and overarching philosophy on the site hierarchy. The outcome is a site map designed to achieve a cohesive and logical organising and labeling structure.

Site map workshops help convey your business goals online, and address the goals of key user groups and the various experience paths they will take through the site.



The Process

- ❶ Daemon holds an initial briefing session to determine:
 - Stakeholder objectives
 - Appropriate selection and involvement of stakeholders for workshop sessions.
- ❷ Daemon drafts a preliminary site map based on your current site, content map and discussion.
- ❸ Daemon conducts a half day site map workshop. The site architecture is created using cards that represent high level categories of web content. Daemon encourage a hands on approach by guiding participants to rearrange the cards to ultimately create a site map.
- ❹ The workshop site map is digitally recorded and relevant changes made to the final site map draft.
- ❺ This final draft is presented at an executive level briefing.
- ❻ Daemon creates a final site map and report incorporating all comments from stakeholders.

**A brief note about relevant stakeholders:*

Relevant stakeholders can include project evangelists (the enthusiasts) and project protagonists (the detractors). Relevant stakeholders may include the end user or client. Where the end user is not available or not appropriate, internal stakeholders representing this user group should be involved e.g. account managers.

N.B. This is a basic guideline of the site map workshop process. Tailored programs can be devised according to your business requirements.

Sample Timeline

Initial briefing session	start of week 1
Draft site map/agenda	end of week 1
½ day workshop with stakeholders	start of week 2
Revised site map	end of week 2
60 min executive briefing	start of week 3
Final site map and report	end of week 3

Approximate Costs

Site Map Report	\$6,600 (inc. GST)
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Costs may vary depending on the complexity and size of the project, but, this is a good guide for a typical engagement.

