

# **Site Deconstruction: Envision**

[www.Envision.com](http://www.Envision.com)

11/09/2004

## Table of Contents

<b>Site Outline</b> .....	<b>4</b>
<b>Site Architecture Diagrams</b> .....	<b>6</b>
Global Navigation .....	6
Solutions Section .....	6
Practices Sub-section .....	7
Technology Sub-section .....	7
PMO Section .....	8
Products Section .....	8

## Executive Summary

The *Envision* website was deconstructed to identify its current structure and determine any structural issues that will need to be corrected during its upcoming redesign. The website's structure and page relationships are documented via a site outline and a structural/functional site diagram.

One main strength of this website is a simple graphic design that is carried throughout all of the main structural pages of the website. Although the actual pictures change from page to page, the color scheme is subdued and consistent. Global navigational menus appear consistently at the top of each page and local navigation menus are on the left sidebar of each page of site sections with multiple pages.

Areas of improvement include:

- **Regroup global navigation categories.**  
The "Contact Us", "Location" and "Careers" global navigation categories appear with "Home" at the extreme right top of each 1<sup>st</sup> through 4<sup>th</sup> level page on the website. They are also redundantly included as sub-pages of the "About Us" page. Links to these pages could be removed from the "About Us" page and the "About Us" page could be grouped with them instead of with the global categories that relate to *Envision* products and services.
- **Create clearer labels.**  
This site uses many labels that do not make sense to anyone not directly connected to *Envision*. Acronyms are frequently used ("PMO", "EAI", "RFID") but users have to read through the content to find out what words they stand for and what they mean. Other labels, such as "Solutions", "Practices" and "Offshore" are not meaningful to most users.
- **Add breadcrumb navigation.**  
This site is not very difficult to navigate but cross-links are embedded in the content of many of the pages, making it easy to move laterally across the site. A breadcrumbs trail at the top of each page would show users exactly where they are within the hierarchy of the site and provide assistance in returning to the previous page.
- **Provide a consistent local navigation scheme for 4<sup>th</sup> level pages.**  
In the "Solutions" section, subsections have local navigation that leads to distinct pages. Under "Products", some subsections provide local navigation to anchors on the same page but there is no way to get back to the top of that page. This should be changed to match the style of navigation used in the "Solutions" section.
- **Develop new product demos.**  
Several demos for various products and services are provided on the site. One of these uses *Flash*, another is a rather clumsily rendered image map and a third consists of 86 pages arranged in a pseudo-hierarchical structure within frames. Simple html-based demos should be created that allow users to navigate through a series of consecutive pages.

## Site Outline

### 1.0 Home (cross-linked to level 4 page 1.1.1.2)

### 1.1 Solutions (cross-linked to level 4 pages 1.1.1.1-6, 1.1.2.1, 1.1.2.3-4)

- 1.1.1 Practices (cross-linked to level 3 pages 1.1.2-3)
  - 1.1.1.1 Supply Chain Management
  - 1.1.1.2 RFID (Radio Frequency Identification)
  - 1.1.1.3 Business Intelligence
  - 1.1.1.4 EAI
    - 1.1.1.4.1 EAI Stack (popup page)
      - 1.1.1.4.1.1-13 Enterprise Nervous System (popup pages)
  - 1.1.1.5 Customer Relationship Management
  - 1.1.1.6 E-Business (cross-linked to level 3 page 1.4.1)
  - 1.1.1.7 Security Audit
    - 1.1.1.7.1 Security Audit Brochure (PDF file)
- 1.1.2 Technology
  - 1.1.2.1 Development
  - 1.1.2.2 Database (cross-linked to level 4 page 1.1.1.3)
  - 1.1.2.3 Web Services (cross-linked to level 4 page 1.1.1.4 and level 5 page 1.1.1.4.1)
  - 1.1.2.4 WebSphere
- 1.1.3 Industries

### 1.2 Consulting

### 1.3 PMO (Project Management Office)

- 1.3.1 Project Framework
- 1.3.2 Offshore (cross-linked to level 3 pages 1.1.1-2, level 4 pages 1.1.1.1,5)

### 1.4 Products (cross-linked to level 4 page 1.1.1.4)

- 1.4.1 Envisionlink
  - 1.4.1.1 Functionality
  - 1.4.1.2 Technical Architecture (off-site link to *Flash* player download site)
    - 1.4.1.2.1 Message Flow Architecture (*Flash* presentation)
  - 1.4.1.3 View Demo
    - 1.4.1.3.1-86 Envisionlink Demo (popup pages)
  - 1.4.1.4 Case Studies (2 cases, 9 popup pages)
    - 1.4.1.4.1-9 Two case studies (popup pages)
  - 1.4.1.5 About Us (offsite link to Convergent Software)
  - 1.4.1.6 Estimate your ROI (online form)
  - 1.4.1.7 Request Info (online form)

### 1.5 About Us

- 1.5.1 Alliances (links to allied corporations)

The About Us page also lists pages 1.5-7 as sub-pages

**1.6 Contact Us** (offsite link to staffingsoft.com)

**1.7 Locations**

**1.8 Careers** (offsite link to staffingsoft.com)

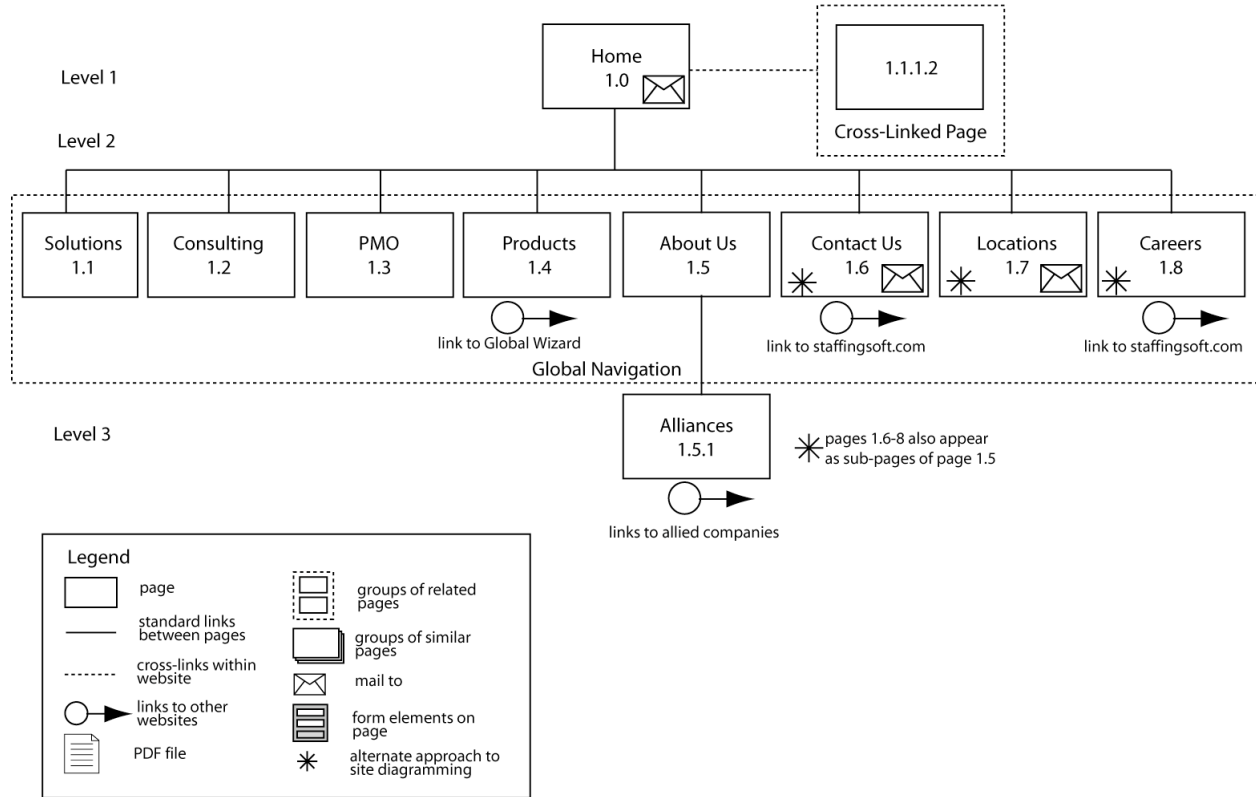
Bold-faced items are global navigation.

## Site Architecture Diagrams

### Global Navigation

Structural/Functional Site Diagram:  
 envision.com  
 v 1.0, Created: 11/09/2004

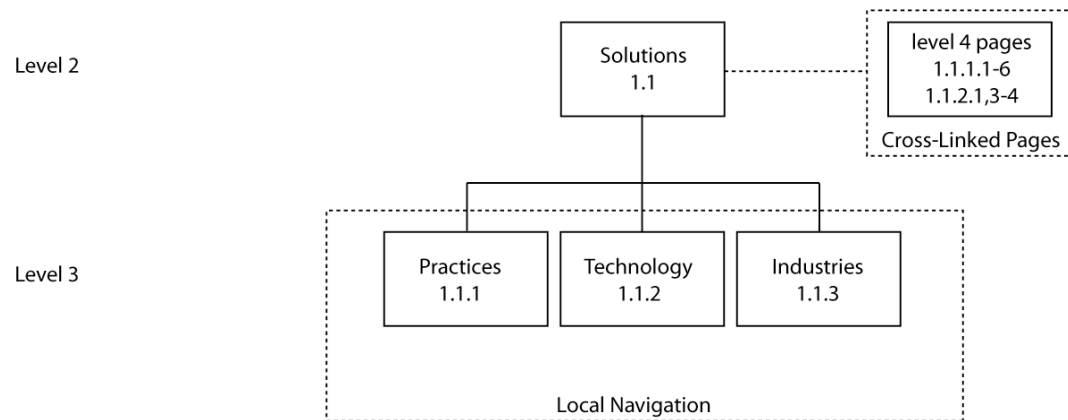
Global Navigation



### Solutions Section

Structural/Functional Site Diagram:  
 envision.com  
 v 1.0, Created: 11/09/2004

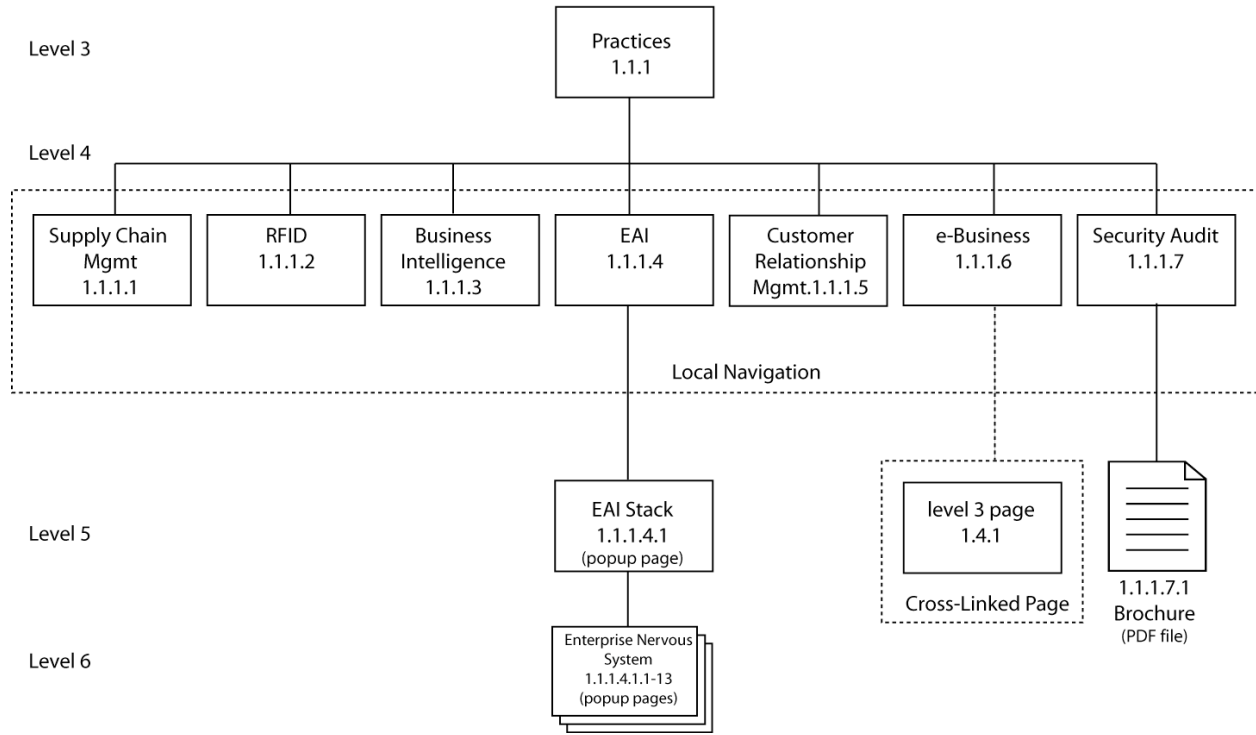
Solutions Section



## Practices Sub-section

Structural/Functional Site Diagram:  
envision.com  
v 1.0, Created: 11/09/2004

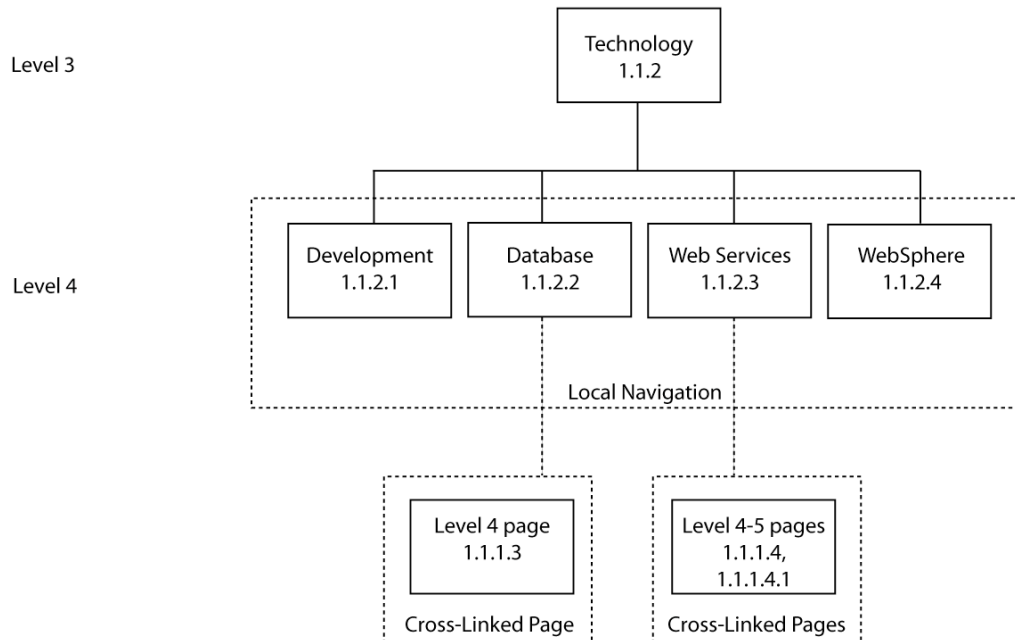
Practices Sub-section



## Technology Sub-section

Structural/Functional Site Diagram:  
envision.com  
v 1.0, Created: 11/09/2004

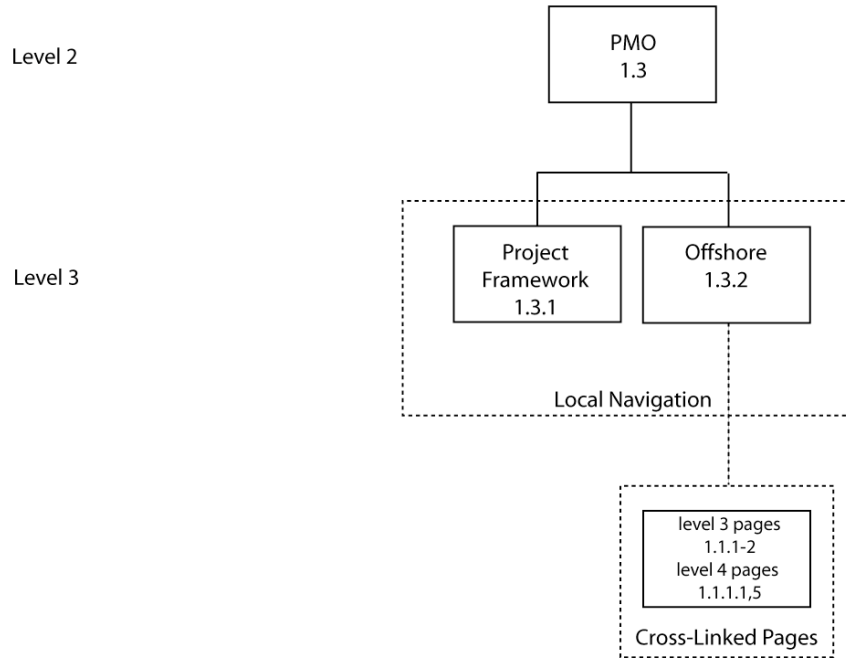
Technology Sub-section



## PMO Section

Structural/Functional Site Diagram:  
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PMO Section



## Products Section

Structural/Functional Diagram  
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Products Section

