

Special Olympics Public Web Site Redesign Information Architecture

Version 1.1 ~ Apr 11, 2002

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[2 Content Types](#)

Before explaining the structure of the site, this document will define the various content types appearing on SpecialOlympics.org. Each content type is meant to accomplish one of four objectives: Engaging, Calling to Action, Retaining, and Servicing. Of particular importance is the notion of a profile, which has been extended to include many aspects of the organization.

[3 Profile Relationships](#)

Since one purpose of the site is to accurately represent the Special Olympics experience, this section demonstrates the inherent relationships between different aspects of the movement.

[4 Profiles on the Web](#)

Building on the concept of the linked profile, this section shows how profiles might be used on the Web site. While this section does not provide a complete user experience, it does show how profiles fit into it.

[5 Site Map](#)

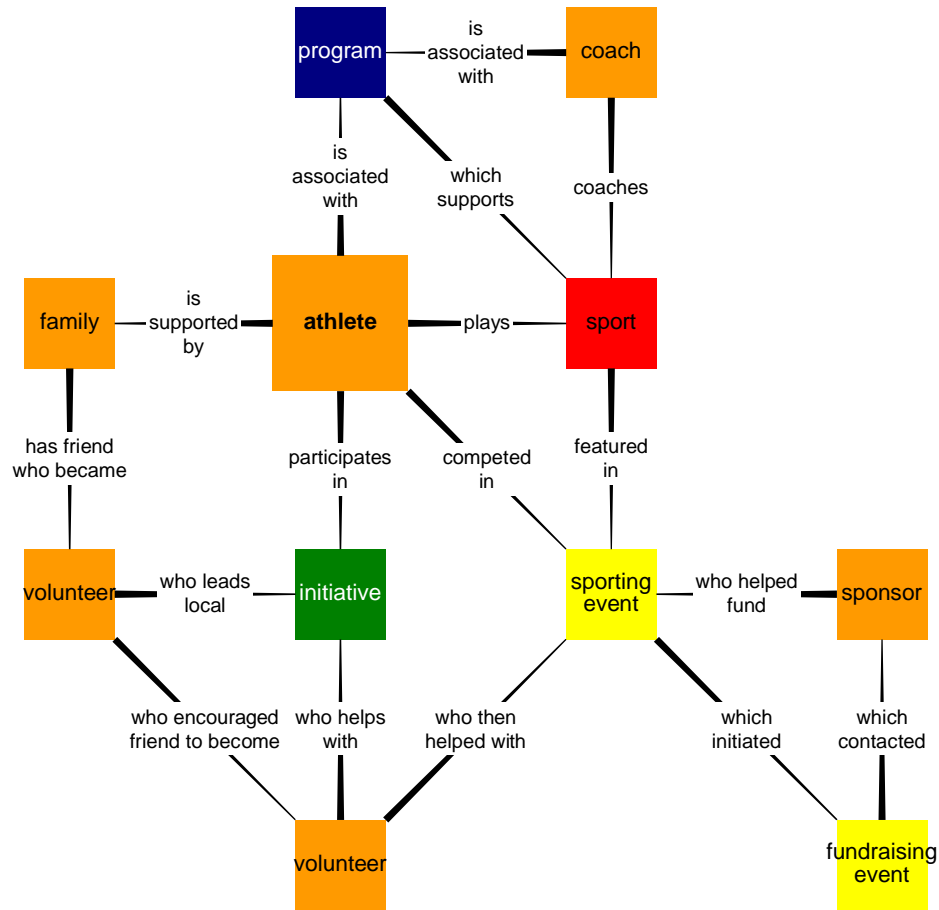
The site map provides a more complete picture of the user experience. This section of the document also revisits the Internet Project Goals, showing how the information architecture addresses some of them, and how others will be addressed.

Four content types, each with a different purpose:

ENGAGE	CALL TO ACTION	RETAIN	SERVICE
<p>The Web site extends the notion of profiles to include several other sorts of information. The profiles form a collection of content which the Web site can use to draw users in, or highlight different areas of the movement.</p> <p>People</p> <ul style="list-style-type: none"> Athletes Coaches Volunteers Donors SO Leaders <p>Events</p> <ul style="list-style-type: none"> Fundraising Sporting <p>Sports</p> <ul style="list-style-type: none"> Basketball Skiing etc. <p>Initiatives</p> <ul style="list-style-type: none"> Health Leadership Fundraising <p>Programs</p> <ul style="list-style-type: none"> Maryland South Africa etc. 	<p>At the moment, the ultimate purpose of the site is to draw people into the movement. There are four ways people can become involved, and the site will have actionable content around these activities.</p> <p>Compete</p> <p>Coach</p> <p>Volunteer</p> <p>Donate</p> <p>Ultimately, the call to action will be to get in touch with a <u>local program</u>. All these activities must be coordinated through the local program, with the exception of donation which can also happen at the headquarters level.</p>	<p>Prior to fully developing content geared toward retaining participants, we must first answer the questions:</p> <ul style="list-style-type: none"> • Why are people leaving the movement? • What can we do online to encourage people staying? 	<p>Like retention, servicing begs questions:</p> <ul style="list-style-type: none"> • What can we do online to better service people? • Is the Web an appropriate place to service them? <p>No doubt the Web site includes content that address these objectives, but we must answer certain questions before we can flesh out areas of the site dedicated to them.</p>

There are inherent relationships between profiles:

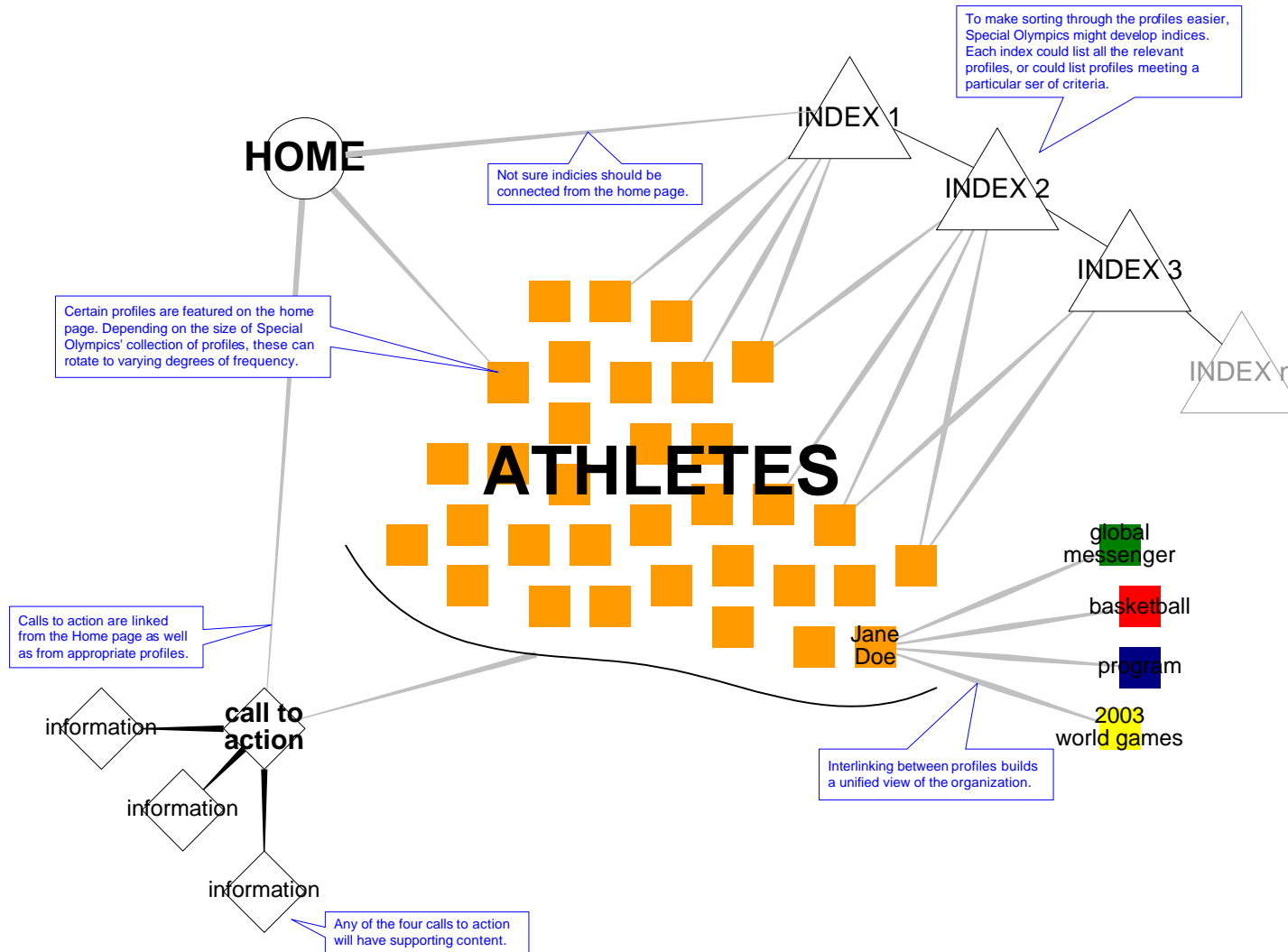
A new game: Six Degrees of Special Olympics
How many people are connected through Special Olympics?



The Web site must build on these relationships.

On the Web site, these relationships might look something like:

○△◇□ In this diagram, all these shapes represent discrete Web pages.



A more complete picture of the user experience:

This site map seems a little thin. Is there something missing? Keep in mind that much of the content specified in the requirements document will be captured in the profiles.

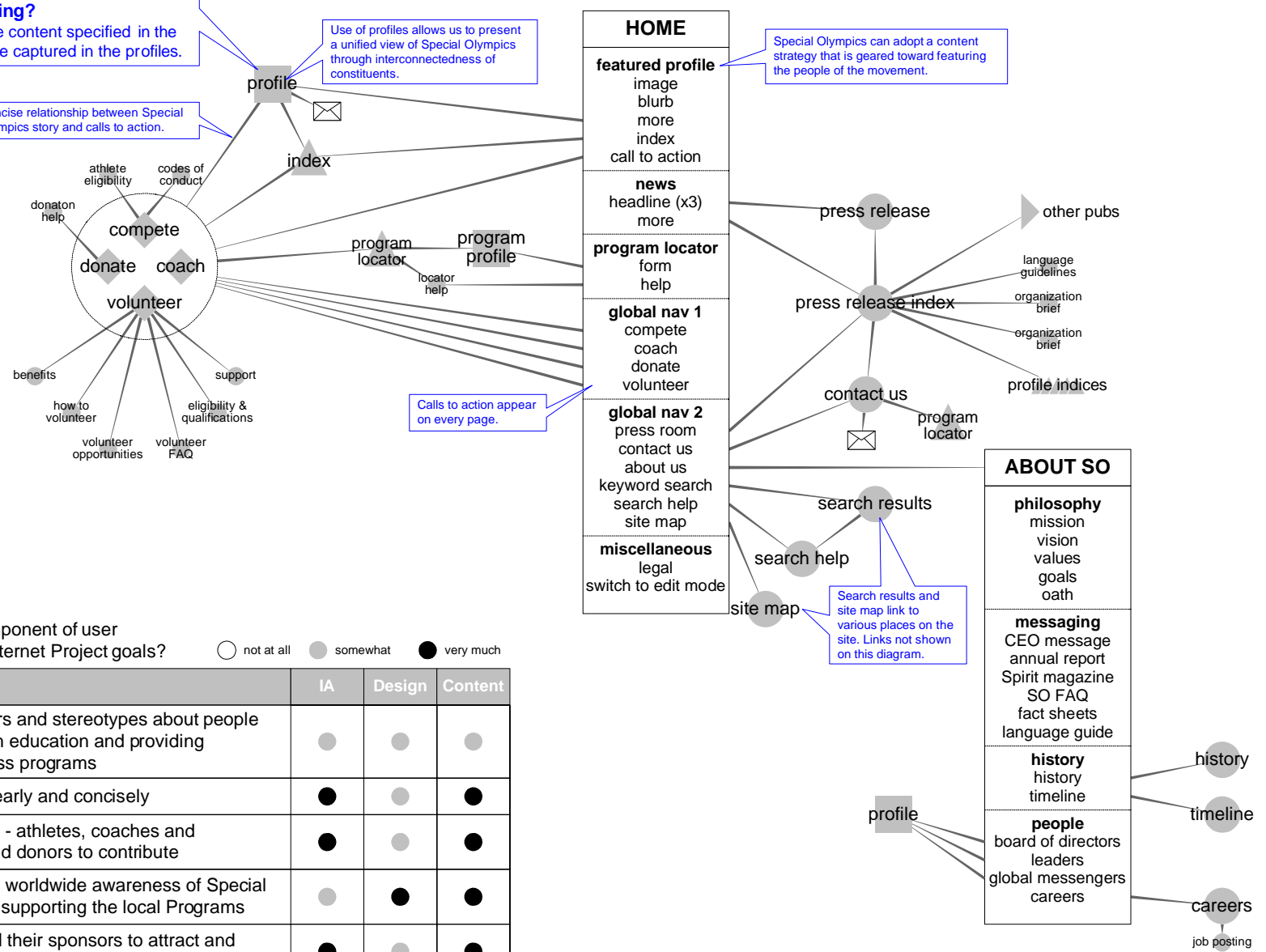
Use of profiles allows us to present a unified view of Special Olympics through interconnectedness of constituents.

Concise relationship between Special Olympics story and calls to action.

Special Olympics can adopt a content strategy that is geared toward featuring the people of the movement.

Calls to action appear on every page.

Search results and site map link to various places on the site. Links not shown on this diagram.



To what extent does each component of user experience contribute to the Internet Project goals?
 ○ not at all ● somewhat ● very much

Internet Project Goals	IA	Design	Content
Assist in breaking down barriers and stereotypes about people with mental retardation through education and providing information on public awareness programs	●	●	●
Inform the target audiences clearly and concisely	●	●	●
Compel visitors to get involved - athletes, coaches and volunteers in the Programs, and donors to contribute	●	●	●
Develop a Web site that drives worldwide awareness of Special Olympics while promoting and supporting the local Programs	●	●	●
Promote Special Olympics and their sponsors to attract and process contributions	●	●	●
Convey the Special Olympics Experience through the voice of the Athlete	●	●	●