

## Site Deconstruction

*Ann Arbor YMCA*  
*[www.annarborymca.org](http://www.annarborymca.org)*

## TABLE OF CONTENTS

Executive Summary .....	3
Site Outline ..	4
Site Diagram .....	7
Global Navigation .....	7
Legend.....	7
about the Ann Arbor YMCA / who we are.....	8
programs .....	9
barracudas swim club.....	10
health & wellness.....	11
camp al-gon-quian (about camp al-gon-quain).....	12
sports / youth sports classes .....	13
summer day camps / general information.....	13
youth & teens / teen programs.....	14
membership / membership benefits .....	15
give to the Ann Arbor YMCA.....	15

## Executive Summary

The Ann Arbor YMCA requested that their website be redesigned. To start this project, a site deconstruction was done to demonstrate the existing pages, cross-links, in-page links, links to external websites, and broken links. The website includes PDFs, forms, Adobe Flash, and email contact information. A site outline and structural/ functional site diagram were created to examine all of these aspects of the website.

The site's main strength is its dominant navigation, giving all the pages a global navigation, as well as some pages having their own local navigation. Users have the option of browsing the site's content instead of doing a search. Some areas for improvement were found for the Ann Arbor YMCA website. These areas include the following:

- **Refine labeling for some pages to be consistent with link/button.**

There are numerous pages that are labeled with a different page heading than the link/ button. For example, the "alumni" link page heading is "friends of camp al-gon-quian alumni association". This may cause a user to be confused as to which page they are actually viewing.

- **Fix or remove any broken links.**

A few pages have broken links, and there is a link that directs the user to an internal "page not found" page. The link for "financial assistance application" found on the "who we are page" does not open to a link, but just refreshes the page. The frustration of clicking the link a few times and not having anything happen may cause the user to leave the website.

- **Provide accurate and complete breadcrumb information.**

The website does attempt to give the user an idea which pages linked them to the current page, but not with a clear hierarchy for the user. Using the example of the page "camp news", the main navigation, local navigation, and the page heading are spread throughout the page. The user may not make the connection of how they navigated to that specific page and may always return to the home page or even hit the back button until they reach a familiar page.

- **News Archive is very limited.**

There are two major problems with the news archive. One is that the stories are the current stories from the Home page. Second, at times there are as few as two stories in the archives. The point of an archive is long-term preservation but the site only uses current stories, and only a few of them.

## Site Outline

Depiction: Bold black indicates Global Navigation.

**1.0 Home** (Cross-link: 1.2.2, 1.2.5, 1.3.1, 1.3.2, 1.3.3, 1.3.4, 1.3.5, 1.3.6, 1.3.7, 1.3.8, 1.3.9, 1.3.10)

### **1.1 Hours**

### **1.2 about the Ann Arbor YMCA / who we are**

- 1.2.1 employment (Cross-link: 1.4.1)
- 1.2.2 facility features
- 1.2.3 Active America
- 1.2.4 staff directory
- 1.2.5 board of directors
- 1.2.6 annual reports

### **1.3 Programs**

- 1.3.1 aquatics / youth swim classes
  - (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
  - 1.3.1.1 adult swim classes (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
  - 1.3.1.2 barracudas swim club
    - (links to: [www.ymcaswimminganddiving.org](http://www.ymcaswimminganddiving.org), [www.final.org](http://www.final.org), [www.uss-michigan.com](http://www.uss-michigan.com))
    - 1.3.1.2.1 barracudas overview
    - 1.3.1.2.2 barracudas silver
      - (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
    - 1.3.1.2.3 barracudas gold
      - (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
    - 1.3.1.2.4 barracudas platinum / tri-swim
      - (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
- 1.3.2 health & wellness (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
  - 1.3.2.1 getting started (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org), [www.healthimprovement.stanford.edu](http://www.healthimprovement.stanford.edu))
  - 1.3.2.2 aerobics & conditioning
    - (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
  - 1.3.2.3 cancer survivorship (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
  - 1.3.2.4 personal wellness (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
  - 1.3.2.5 pilates (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
  - 1.3.2.6 studio (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
  - 1.3.2.7 yoga (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
  - 1.3.2.8 wellness center (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))

- 1.3.2.8.1 equipment
- 1.3.2.8.2 equipment signup procedures
- 1.3.2.8.3 wellness center policies
  
- 1.3.3 camp al-gon-quian (links to: [www.admarket.se](http://www.admarket.se), [www.flikrslidr.com](http://www.flikrslidr.com))
  - 1.3.3.1 daily schedule
  - 1.3.3.2 history (links to: [www.admarket.se](http://www.admarket.se), [www.flikrslidr.com](http://www.flikrslidr.com))
  - 1.3.3.3 Herbert H. Twinning
  - 1.3.3.4 forms & registration
  - 1.3.3.5 employment opportunities
    - (links to: [www.admarket.se](http://www.admarket.se), [www.flikrslidr.com](http://www.flikrslidr.com))
  - 1.3.3.6 FAQs (links to: [www.admarket.se](http://www.admarket.se), [www.flikrslidr.com](http://www.flikrslidr.com))
    - 1.3.3.6.1 camper life
    - 1.3.3.6.2 registration
    - 1.3.3.6.3 preparing for camp (links to: [www.maps.google.com](http://www.maps.google.com))
    - 1.3.3.6.4 for parents
  - 1.3.3.7 counselor-in-training programs
  - 1.3.3.8 alumni / friends of camp al-gon-quian alumni association
  - 1.3.3.9 camp news
  - 1.3.3.10 donate to camp
  - 1.3.3.11 contact us
- 1.3.4 martial ways
- 1.3.5 child care
  - 1.3.5.1 after kindergarten
  - 1.3.5.2 after school
- 1.3.6 Sports
  - 1.3.6.1 youth sports leagues
  - 1.3.6.2 adult sports
  - 1.3.6.3 gymnastics
- 1.3.7 dance & arts / dance (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
  - 1.3.7.1 arts (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
- 1.3.8 summer camps/ general information (Cross-link: 1.13)
  - 1.3.8.1 camp Birket (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
  - 1.3.8.2 sports camps (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
  - 1.3.8.3 specialty camps (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
  - 1.3.8.4 sun & fun (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
  - 1.3.8.5 teen camps (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))
  - 1.3.8.6 information for staff
- 1.3.9 fencing (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))

### 1.3.10 youth & teens

#### 1.3.10.1 youth volunteer group (Cross-link: 1.3.10.2)

(links to: [www.a2gov.org](http://www.a2gov.org), [picasaweb.google.com/acenuzzle/YouthVolunteerCopsOfAnnArbor](https://picasaweb.google.com/acenuzzle/YouthVolunteerCopsOfAnnArbor))

#### 1.3.10.1.1 expanding horizons summer programs

#### 1.3.10.1.2 school year programs ([www.google.com/login/calendar](http://www.google.com/login/calendar))

#### 1.3.10.1.3 the chain of plenty

#### 1.3.10.2 youth in government

### **1.4 membership / membership benefits** (Cross-link: 1.13)

#### 1.4.1 membership policies

#### 1.4.2 newsletter archives

#### 1.4.3 for new members (Cross-link: 1.4.4)

#### 1.4.4 Volunteering Page (Cross-link: 1.3.9.1)

### **1.5 give to the Ann Arbor YMCA**

#### 1.5.1 donate online

#### 1.6 program guide / sessions (links to: [www.registration.annarborymca.org](http://www.registration.annarborymca.org))

#### 1.7 search

#### 1.7.X search results

#### 1.8 Sign up for email alerts!

#### 1.9 Sign up for text alerts!

#### 1.10 privacy policies

#### 1.11 contact us