



Chase.com - Re-Designing Site Map

Role
Lead User Experience Specialist for this project

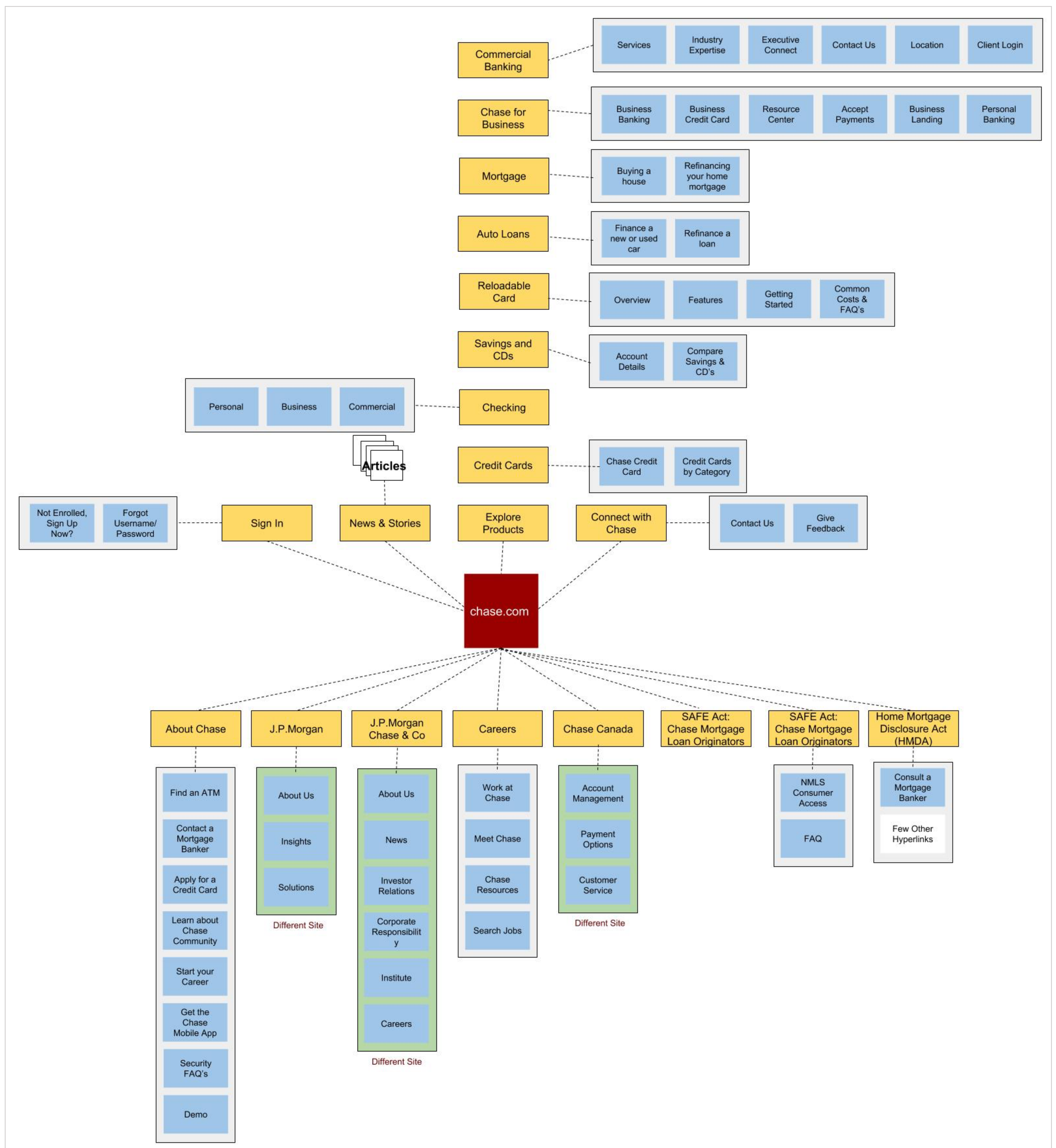
Key Focus Areas
Information Architecture

Overview
Assignments focus was to understand Information Architecture for any site that we interact with on fairly daily basis. Evaluation based on:

- Knowing what type of navigation
- Identifying inconsistencies related to navigation
- Higher level - who the users are
- Any potential barriers for users related to the existing website
- Re-designing Chase site map



Re-Designing - Site Map



At A Glance

As a user this site is well structured. I was able to navigate and access content without much confusion. This site has multiple channel accessibility and content can be found using iconic labeling method as well as hamburger menu on the left which reflects global navigation schemes. Since the site is geared towards different products, next to the hamburger menu is a drop down menu under "Explore Products".

The content is displayed using Global navigation schemes and Topical navigation schemes. The first analysis draws conclusion that the site has broad and shallow navigation hierarchy. While exploring more, the hamburger menu uses narrow and deep navigation hierarchy. Intended user can be categorized separately, although some of their needs might be common ones. Examples:

1. Recent graduates who need a credit card, an auto loan (buy a car), start own business (rarely use case)
2. Family who are thinking of buying a house, save money or invest for the future
3. Commercial businesses looking for venture capitals
4. Users who are predominantly looking for convenient banking options with online, mobile banking experience

Potential barrier –

1. Labeling inconsistencies, the home page has icons below the main imagery and the labels – change slightly when the user hovers over the dropdown menu under "Explore Products"
2. There is another path to find the same links and they exist under hamburger menu which is the main global navigation. That being said, if I click on Chase for Business then all the sub menus change to reflect the business products including the hamburger navigation. Maybe "See all" link should be moved to the top of the navigation as the user might get confused how to get back to the home page of "chase.com"
3. One case where user clicks on "Commercial Banking" it takes the user to a new site with different URL. What if the user wants to go back to main page or explore other chase products?
4. When clicked on "See all" again the site opens with a different look and feel, though the URL remains consistent being "https://www.chase.com/business-banking/sitemap"