

**Site Outline and Diagramming:
BioMedware
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Table of Contents

| | |
|--|----|
| Executive Summary..... | 3 |
| Site Outline: BioMedware Website..... | 4 |
| Site Discussion: BioMedware Website..... | 6 |
| Site Diagram: BioMedware Website | |
| Global Navigation..... | 8 |
| 1.1 Research..... | 9 |
| 1.2 Completed Projects..... | 10 |
| 1.3 Software..... | 11 |
| 1.4 Conferences..... | 12 |
| 1.5 Order Books..... | 13 |
| 1.6 About Us..... | 14 |

Executive Summary

The purpose of this report is to summarize the analysis of the structure of BioMedware's website: www.biomedware.com. BioMedware is a research and software development company based out of Ann Arbor, Michigan.

The site architecture contains both global and local navigationbars within a total of five levels of depths. The site employs much cross-linking, with-in-page links and external links throughout these four levels. These techniques are intended to aid the navigator to additional areas within the site and other relevant information outside of BioMedware. Technology used includes Adobe Acrobat Portable Document Format files, form elements, ability to download executable files, a printable order form, pop-up windows and mailto links.

BioMedware's biggest strength is the consistency of their Global Navigation Bar, allowing the visitor to navigate to other categories from whatever page they happen to be on. The hierarchy of information is obvious to the visitor by the use of bold links, indentation and using the given label also as the page header. The BioMedware logo and graphic links back to the homepage, a common practice that many users will recognize. The labeling scheme is also a strength as it is largely topical, easy to understand and straight to the point. A few labels are task-based, such as "Order Books" and "Download Atlas Viewer". The combination of labeling schemes allows the site to clearly tell the visitor what the sections contain. This combination will allow the site to grow easily, as content that cannot be labeled topically will most likely fit into the task-based scheme. The site does not have excessive depth and navigation up to level three is effectively employed.

BioMedware's biggest weakness is the break down of navigation upon the fourth level. While there are only a few fourth level pages, local navigation does not display these links. These links are found next to with-in page links and no indication is given that the link is a separate page. The site also over-uses the with-in page link technique. BioMedware does not indicate the links will navigate further down the current page only. With-in page links are unnecessary when the page is not overly long. This lends to confusion as to where the user is and where the user can navigate to. Removal of unnecessary links and clarification of where the link takes the user would help the understanding of the site's architecture. Another weakness of the site is the inconsistency of whether a given link is going to open in a separate browser or the current browser. Some external links open in the current browser, forcing the visitor to leave BioMedware's site. Some cross-links open in a new browser window for apparently no sufficient reason.

Overall BioMedware's website is fairly well designed and easy to navigate. The information is displayed in a decent fashion and usability is good. The techniques of cross-linking, particularly between correlating project pages, and the use of many external links to the partner site, are good practices to apply and assists BioMedware with their goals for the site.

Site Outline
BioMedware Website
www.biomedware.com

- 1.0 Home** (cross-links to 1.1 *Research*, 1.3 *Software*, 1.4 *Conferences*, 1.6.5 *Employees*, 1.6.1 *Publications* and cross-links to 1.6.3 *News*, 1.3.3 *Download Atlas Viewer*)
- 1.1 Research** (cross-links to 1.1.1 *Arsenic*, 1.1.2 *Disparities*, 1.1.3 *Geoseer*, 1.1.4 *MTSA*, 1.1.5 *Netsurv*, 1.1.6 *Neutral Models*, 1.6.2 *Grants*)
 - 1.1.1 Arsenic (cross-links to 1.2.1 *Atlas*, 1.2.7 *Stroodle*, 1.4.4 *STIS*, 1.4.6 *STIS 2002*, 1.6.2 *Grants*)
 - 1.1.1.1 Arsenic Presentations (cross-link to 1.6.2 *Grants*)
 - 1.1.2 Disparities (cross-link to 1.6.2 *Grants*)
 - 1.1.3 Geoseer (cross-links to 1.4.2 *Geoseer*, 1.6.2 *Grants*)
 - 1.1.4 MTSA (cross-links to 1.4.5 *MTSA*, 1.4.8 *MTSA 2001*, 1.5.2, *Modeling With Compartments*, 1.5.1 *Compartmental Modeling In...*, 1.6.2 *Grants*)
 - 1.1.4.1 MTSA Presentations (cross-link to 1.6.2 *Grants*)
 - 1.1.5 Netsurv (cross-links to 1.4.7 *Netsurv*, 1.6.2 *Grants*)
 - 1.1.6 Neutral Models (cross-link to 1.6.2 *Grants*)
- 1.2 Completed Projects** (cross-links to 1.2.1 *Atlas*, 1.2.2 *Gamma*, 1.2.3 *Gem*, 1.2.4 *Geomed*, 1.2.5 *HSRH*, 1.2.6 *Microseer*, 1.2.7 *Stroodle* and 1.6.2 *Grants*)
 - 1.2.1 Atlas (cross-links to 1.2.7 *Stroodle*, 1.1.1 *Arsenic*, 1.4.4 *STIS*, 1.4.6 *STIS 2002*, 1.3.1 *About Atlas Viewer*, 1.6.2 *Grants*)
 - 1.2.2 Gamma (cross-link to 1.6.2 *Grants*)
 - 1.2.3 Gem (cross-link to 1.6.2 *Grants*)
 - 1.2.4 Geomed (cross-link to 1.6.2 *Grants*)
 - 1.2.5 HSRH (cross-links to 1.4.9 *HSRH*, 1.6.2 *Grants*)
 - 1.2.6 Microseer (cross-links to 1.4.3 *Microseer*, 1.6.2 *Grants*)
 - 1.2.7 Stroodle (cross-links to 1.2.1 *Atlas*, 1.3.1 *About Atlas Viewer*, 1.1.1 *Arsenic*, 1.4.4 *STIS*, 1.4.6 *STIS 2002*, 1.1.1.1 *Arsenic Presentations*, 1.6.2 *Grants*)
- 1.3 Software (Commercialized Software)** (cross-link to 1.3.1 *About Atlas Viewer*)
 - 1.3.1 About Atlas Viewer (cross-links to 1.3.2 *Atlas Help*, 1.3.3 *Download Atlas Viewer*)
 - 1.3.2 Download Atlas Viewer (cross-link to 1.3.2 *Atlas Help*)
 - 1.3.2.1.a Cancer Atlas Download (form)
 - 1.3.2.2.b Cancer Atlas Download 2

- 1.4 **Conferences** (cross-links to 1.4.1 *Disparities*, 1.4.2 *Geoseer*, 1.4.3 *Microseer*, 1.4.4 *STIS*, 1.4.5 *MTSA*, 1.4.6 *STIS 2002*, 1.4.7 *Netsurv*, 1.4.8 *MTSA 2001*, 1.4.9 *HSRH*)
 - 1.4.1 *Disparities* (cross-links to 1.1.2 *Disparities*, 1.6.5.2 *Gillian AvRuskin*, 1.6.5.3 *Eve Do*, 1.6.5.5 *Chad Hershock*, 1.6.5.1 *Geoffrey Jacquez*, 1.6.5.6 *Laura Jacquez*, 1.6.5.7 *Andrew Kaufmann*, 1.6.5.8 *Robert Rommel*)
 - 1.4.2 *Geoseer* (cross-links to 1.1.3 *Geoseer*, 1.6.5.2 *Gillian AvRuskin*, 1.6.5.x *Dunrie Greiling*, 1.6.5.7 *Andrew Kaufmann*)
 - 1.4.3 *Microseer* (cross-links to 1.2.6 *Microseer*, 1.6.5.2 *Gillian AvRuskin*, 1.6.5.3 *Eve Do*, 1.6.5.4 *Pierre Goovaerts*, 1.6.5.x *Dunrie Greiling*, 1.6.5.1 *Geoffrey Jacquez*, 1.6.5.7 *Andrew Kaufmann*)
 - 1.4.4 *STIS* (cross-links to 1.1.1 *Arsenic*, 1.2.1 *Atlas*, 1.2.7 *Stroodle*, 1.6.5.1 *Geoffrey Jacquez*, 1.6.5.2 *Gillian AvRuskin*, 1.6.5.3 *Eve Do*, 1.6.5.x *Dunrie Greiling*, 1.6.5.6 *Laura Jacquez*, 1.6.5.7 *Andrew Kaufmann*)
 - 1.4.5 *MTSA* (cross-links to 1.4.8 *MTSA 2001*, 1.1.4 *MTSA*, 1.6.5.1 *Geoffrey Jacquez*, 1.6.5.2 *Gillian AvRuskin*, 1.6.5.3 *Eve Do*, 1.6.5.x *Dunrie Greiling*, 1.6.5.6 *Laura Jacquez*, 1.6.5.7 *Andrew Kaufmann*)
 - 1.4.5.1 *MTSA 2003 Conference Photos*
 - 1.4.6 *STIS 2002* (cross-links to 1.4.4 *STIS*, 1.1.1 *Arsenic*, 1.2.1 *Atlas*, 1.2.7 *Stroodle*, 1.6.5.1 *Geoffrey Jacquez*, 1.6.5.3 *Eve Do*, 1.6.5.x *Dunrie Greiling*, 1.6.5.7 *Andrew Kaufmann*)
 - 1.4.6.1 *STIS 2002 Conference Photos*
 - 1.4.7 *Netsurv* (cross-links to 1.1.5 *Netsurv*, 1.6.5.1 *Geoffrey Jacquez*, 1.6.5.3 *Eve Do*, 1.6.5.x *Dunrie Greiling*)
 - 1.4.8 *MTSA 2001* (cross-links to 1.4.5 *MTSA*, 1.1.4 *MTSA*, 1.6.5.1 *Geoffrey Jacquez*, 1.6.5.3 *Eve Do*, 1.6.5.x *Dunrie Greiling*, 1.6.5.7 *Andrew Kaufmann*)
 - 1.4.9 *HSRH* (cross-links to 1.2.5 *HSRH*, 1.6.5.x *Dunrie Greiling*, 1.6.5.1 *Geoffrey Jacquez*)
- 1.5 **Order Books (Order Form)** (form) (cross-links to 1.5.1 *Compartmental Modeling In...*, 1.5.2 *Modeling With Compartments*)
 - 1.5.1 *Compartmental Modeling In...* (cross-links to 1.5 *Order Books*)
 - 1.5.2 *Modeling With Compartments* (cross-links to 1.5 *Order Books* and 1.5.1 *Compartmental Modeling In...*)

1.6 About Us

- 1.6.1 Publications
- 1.6.2 Grants (cross-links to 1.2.1 *Atlas*, 1.1.3 *Geoseer*, 1.1.2 *Disparities*, 1.1.4 *MTSA*, 1.2.7 *Stroodle*, 1.2.6 *Microseer*, 1.1.5 *Netsurv*, 1.1.6 *Neutral Models*, 1.2.5 *HSRH*, 1.2.3 *Gem*, 1.2.2 *Gamma*, 1.2.4 *Geomed*, 1.1.1 *Arsenic*)
- 1.6.3 News (cross-links to 1.1.6 *Neutral Models*, 1.2.7 *Stroodle*, 1.1.1 *Arsenic*, 1.3.3 *Download Atlas Viewer*, 1.1.1.1 *Arsenic Presentations*, 1.1.3 *Geoseer*, 1.4.5 *MTSA*, 1.1.4 *MTSA*, 1.2.6 *Microseer*, 1.2.1 *Atlas*, 1.1.5 *Netsurv*)
- 1.6.4 Commercialization (cross-links to 1.2.3 *Gem*, 1.2.4 *Geomed*, 1.2.7 *Stroodle*, 1.2.1 *Atlas*)
- 1.6.5 Employees (Employee Directory)
 - 1.6.5.1 Geoffrey Jacquez (cross-links to 1.6.5 Employee Directory)
 - 1.6.5.2 Gillian AvRuskin (cross-links to 1.6.5 Employee Directory)
 - 1.6.5.3 Eve Do (cross-links to 1.6.5 Employee Directory)
 - 1.6.5.4 Pierre Goovaerts (cross-links to 1.6.5 Employee Directory)
 - 1.6.5.5 Chad Hershock (cross-links to 1.6.5 Employee Directory)
 - 1.6.5.6 Laura Jacquez (cross-links to 1.6.5 Employee Directory)
 - 1.6.5.7 Andrew Kaufmann (cross-links to 1.6.5 Employee Directory)
 - 1.6.5.8 Robert Rommel (cross-links to 1.6.5 Employee Directory)
 - 1.6.5.x Dunrie Greiling (ex-employee – disabled link)
- 1.6.6 Contact Us

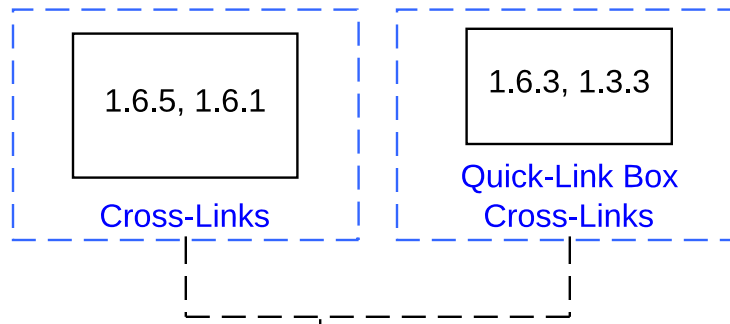
Note: Global Navigation indicated in boldface text.

Discussion of BioMedware Website

The labeling scheme used for this site is largely topical, with a few occurrences of task-based labeling. The global navigation consists mostly of topical labels, with the exception for “Order Books” which is task-based. The local navigation is also made of up of topical labels, with an exception for the task-based label “Download Atlas Viewer”.

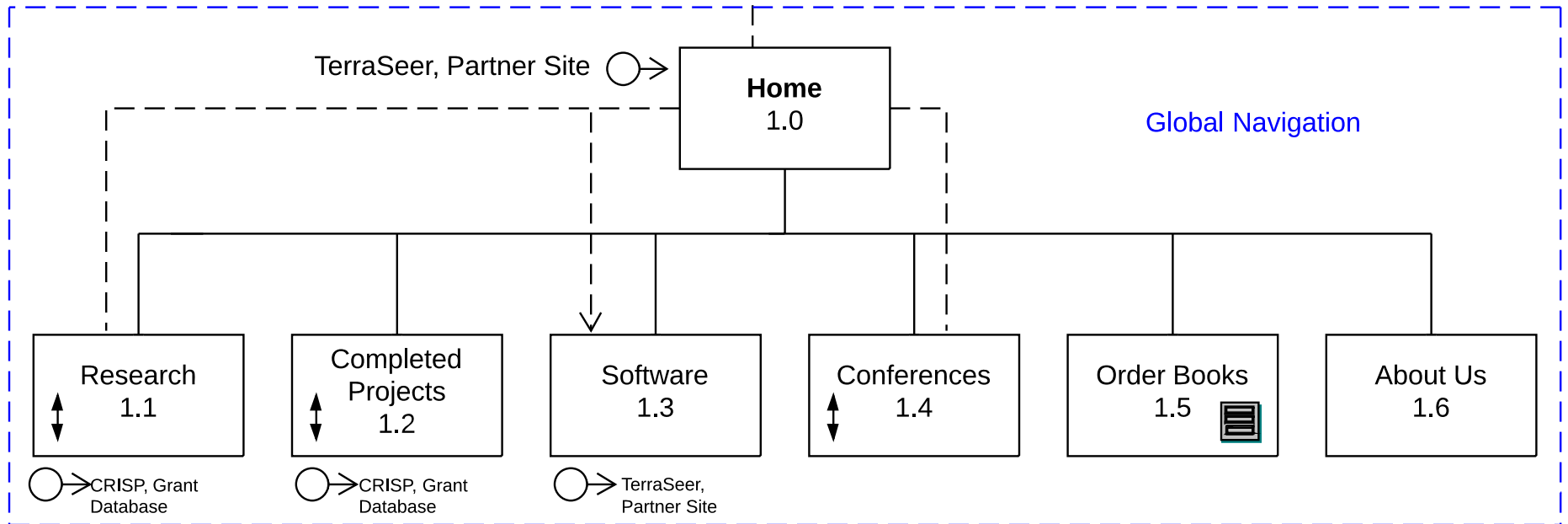
The topical scheme is most common, straight-forward and easily understood by users. The site should easily be able to grow using this scheme, as most scientific content for BioMedware should be able to be titled topically. The combination of topical and occasional task-based works efficiently for this site.

BioMedware's site supports consistent navigation through the use of the Global Navigation bar (six global navigation links and Home link). The local navigation is mostly consistent in style and usability. The site architecture involves mainly three levels, with small usage of a fourth level. However, navigation begins to break down upon reaching the fourth levels. The navigation to said fourth level is ad hoc and hard to track. Links to fourth level content are not provided in local navigation and found only by chance.



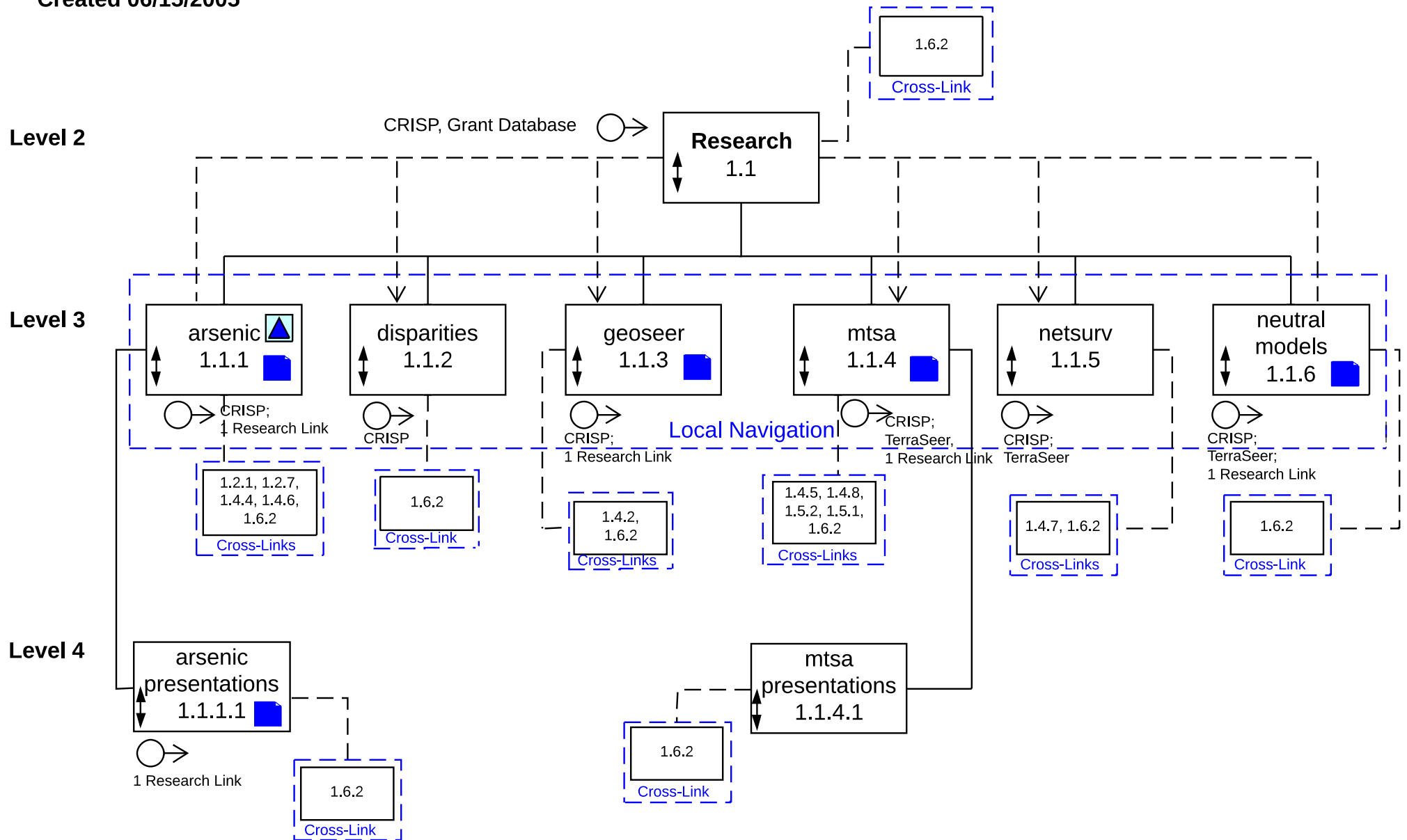
Level 1

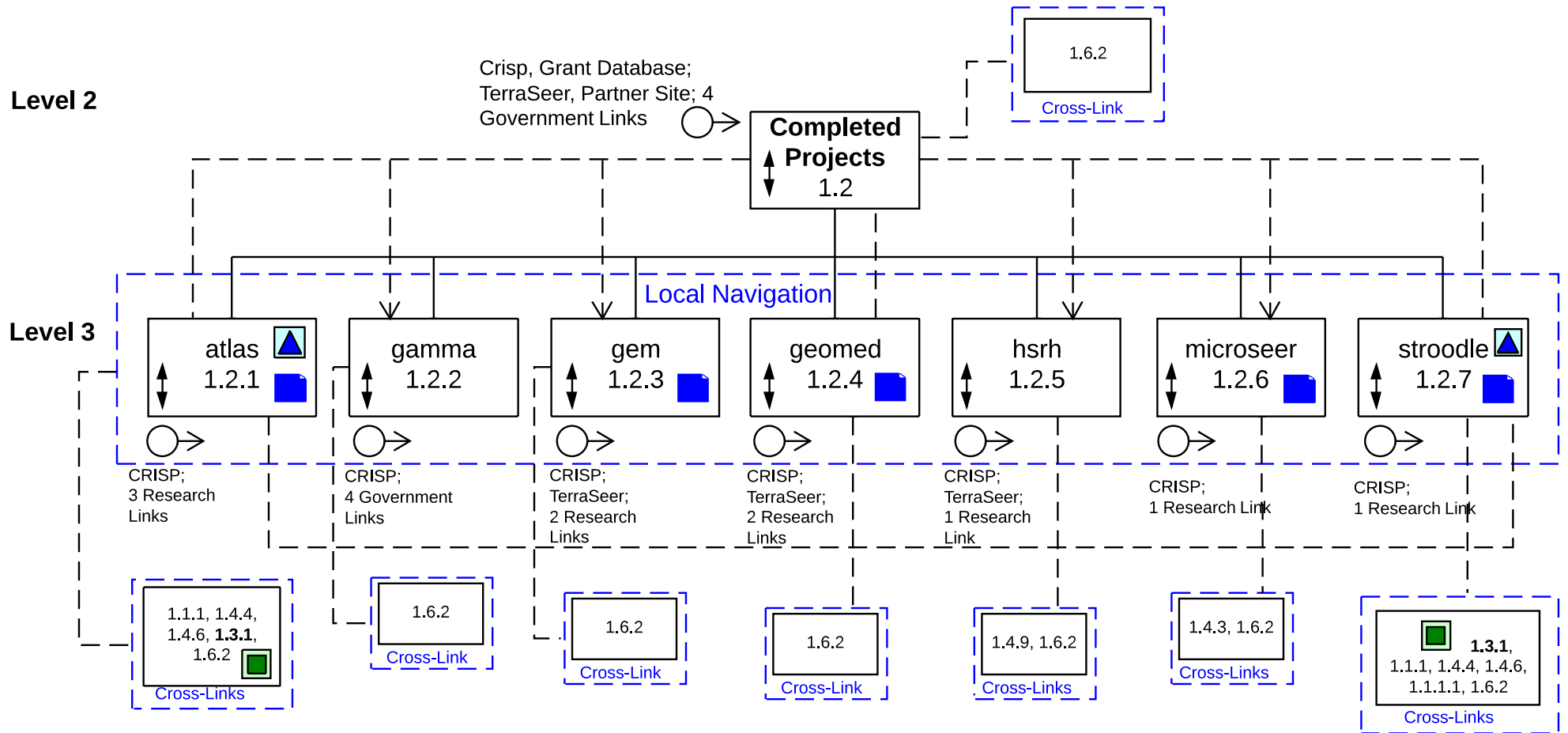
Level 2



Legend

- Page
- Groups of related pages
- Animated gif
- Pop-up window (specific link will be bolded)
- Download executable file
- Standard links between pages
- Stack of similar pages
- Form element(s) on page
- Mailto: Link(s)
- Cross-links within website (will have directional arrow if on same diagram page)
- With-in page links
- PDF document(s)
- Linear sequence of pages
- Links to other websites

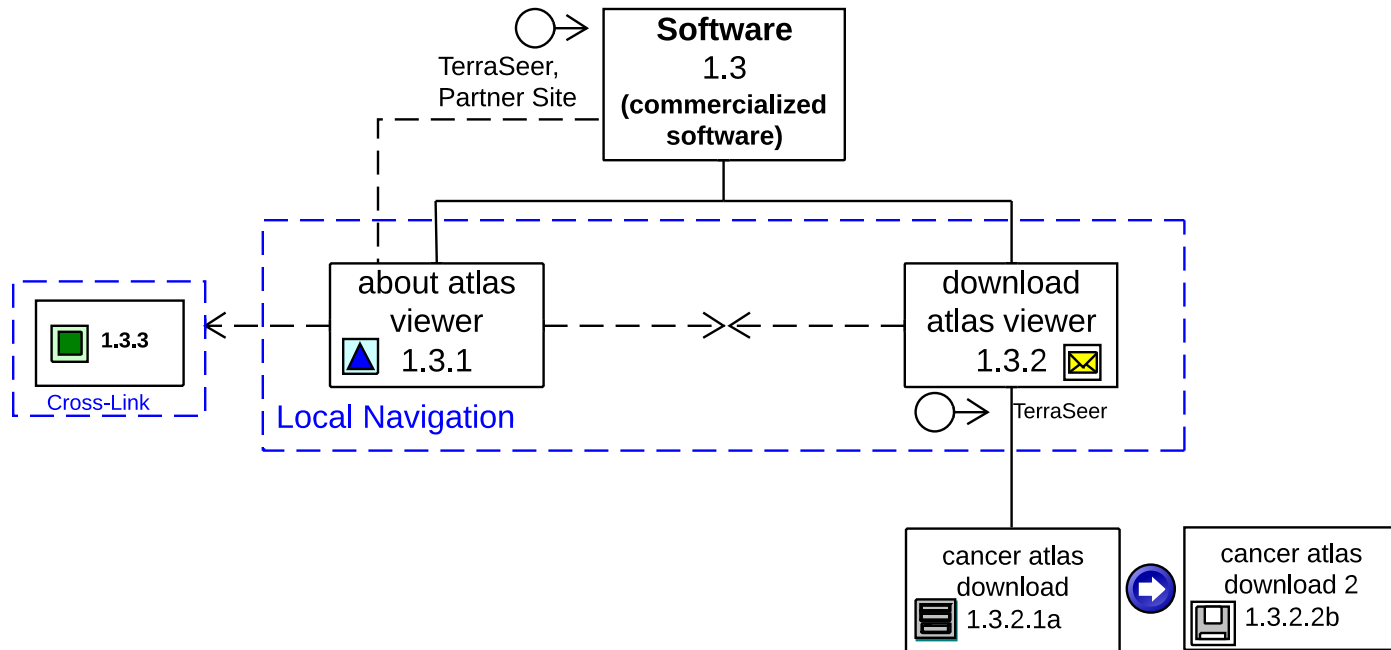




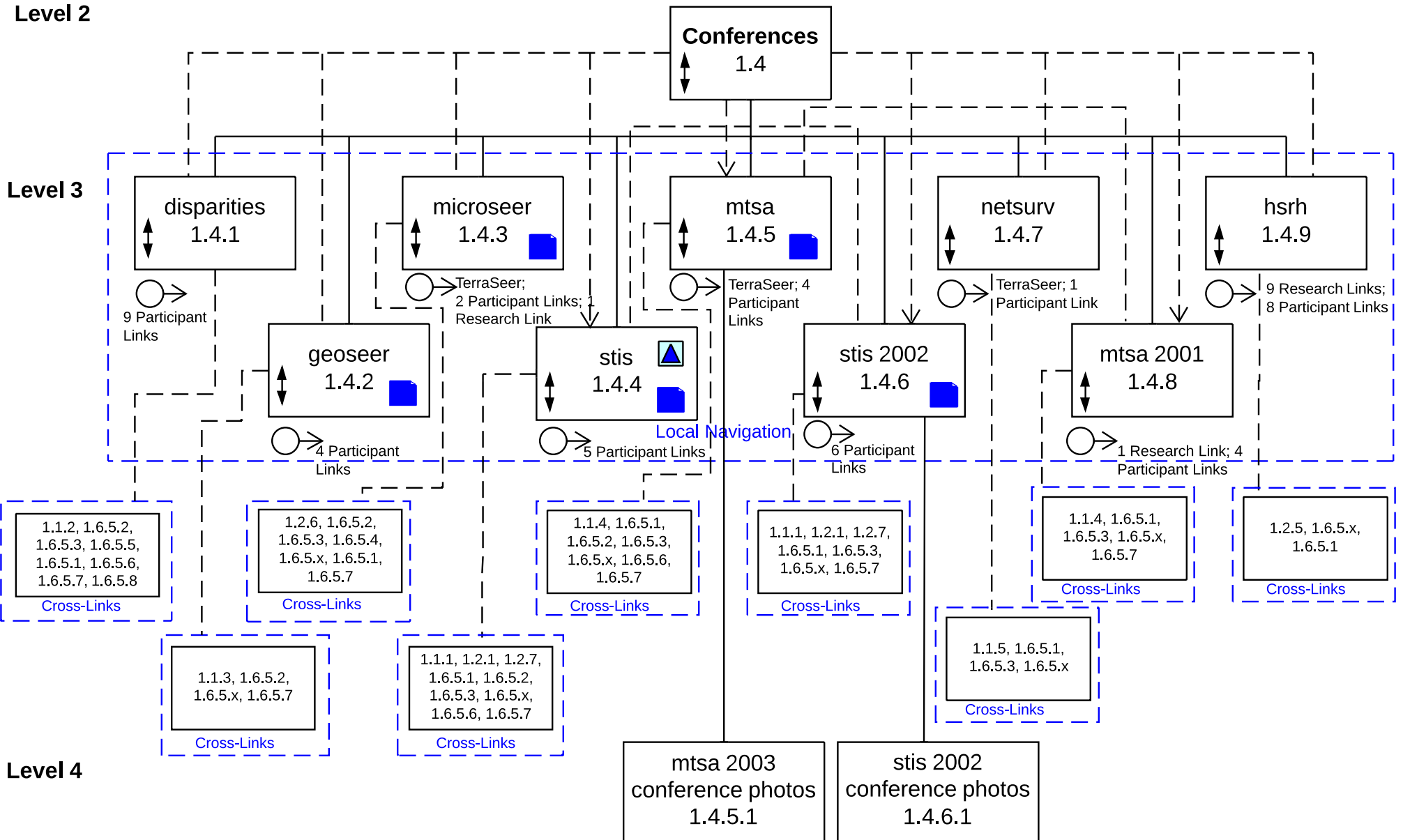
Level 2

Level 3

Level 4



Level 2



Level 2

Level 3

