

Site Deconstruction

Matthaei Botanical Gardens and Nichols Arboretum
lsa.umich.edu/mbg

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Executive Summary

The Matthaei Botanical Gardens and Nichols Arboretum web site was deconstructed to reveal both the strengths and weaknesses in its armature. These insights will facilitate a more robust structure that will enhance users' ease of navigation and orientation within the site. The site outline and structural/functional diagram in this report record both the architecture of the site and the relationships between its pages.

Strengths in the current structure of the site include consistent global navigation throughout the site, extensive cross-linking based on conceptual groupings, and mostly-accurate breadcrumb trails. More problematic aspects of the structure include the following:

- **Large portions of the site are inaccessible through direct navigation routes**

Most notable is the section titled, 'See What's Here.' Pages in this section are widely available through cross-links from other sections, but there is no way to directly access the section or quickly grasp its scope. Moreover there is no local navigation to ensure all pages in this section are accessible. Including this content in navigation menus and/or integrating it into other sections would ensure that users can easily return to pages after they've left them.

- **Section landing pages conflict with local navigation menus**

The similarity between the lists of links on the landing pages and the lists of links on local navigation menus obscures the relationships between pages. For example, the links listed on the landing page for 'Plan Your Visit' include only two of the seven pages in the section. The consistent styling and position of local links and cross-links implies an inaccurate relationship, allowing users to wander unintentionally into other sections of the site. Explicitly distinguishing the two types of links will help users orient themselves.

- **Breadcrumbs don't always match hierarchy**

Occasionally breadcrumbs are incorrectly coded. For example, the label 'exhibit' is used interchangeably with 'explore' in the breadcrumb trail for the 'Matthaei Botanical Gardens' sub-section of 'See What's Here.' A careful retooling of the breadcrumb coding will assist many users.

- **Local navigation menus rely on mouse rollovers**

Requiring users to mouse over a menu for viewing and clicking impedes accessibility for all users, and particularly for users with disabilities. The menu disappears once the mouse is out of its range, and there is no way to keep it active for easy reference. Moreover, the ranges currently overlap each other, making some local menus all but impossible to click on. An example of this is on the home page where the 'Come Learn' menu is covered by the 'Get Involved' menu. Changing the rollover effect to an on-click one would help solve this problem.

- **Menu items occasionally mislinked**

On a few occasions mislinked items give the impression that pages are unavailable. The 'Massasauga Rattlesnake' page, for example, is available from the home page, but is also listed under 'Come Learn' where it is improperly linked to the 'Suggested Links' page. Likewise, 'What's New at MBGNA' under the 'What's Happening' menu simply leads to the section's landing page. These errors can easily be corrected in the page coding.

- **Page headings don't always match menu labels and are reused in other pages**

Some menu labels are shortened versions of page headings, saving space at the expense of clarity. The link labeled 'Learn on Your Own' on the 'Come Learn' menu, for example, leads to a page titled 'Learning on Your Own - Discovery Tools'. On the global navigation menu, 'About' leads to a page titled 'About Us.' The heading 'About Us' is then repeated on the 'Cultivating Community' landing page. Unique and consistent labeling will help users navigate with confidence.

Site Outline

- 1.0 Home (global cross-links: 1.1.8, 1.3.1) (page cross-links to: 1.7.1, 1.7.2, 1.5, 1.2.1)
 - 1.1 About Us (cross-links to: 1.8.4, 1.5.6)
 - 1.1.1 Mission Statement (cross-links to: 1.8.4, 1.3.7)
 - 1.1.2 History (cross-links to: 1.8.4, 1.3.7)
 - 1.1.3 Natural Areas Stewardship (cross-links to: 1.8.4, 1.3.7)
 - 1.1.3.1 Invasive Species
 - 1.1.3.2 Prescribed Burns
 - 1.1.3.3 Native Plant Propagation
 - 1.1.3.4 Erosion Control and Storm Water Management
 - 1.1.4 Student Awards and Prizes
 - 1.1.5 Job Openings
 - 1.1.6 Summer Interns (cross-links to: 1.8.4, 1.3.7)
 - 1.1.7 Staff Directory
 - 1.1.7.1-1.1.7.x Staff Biographies
 - 1.1.8 Contact Us (cross-links to: 1.8.4, 1.3.7)
 - 1.1.9 Summer Internships (cross-links to: 1.8.4, 1.3.7)
 - 1.2 What's Happening (cross-links to: 1.8.4, 1.2, 1.4, 1.5.1, 1.9, 1.8.1.1.5, 1.2.3.1)
 - 1.2.1 Calendar of Events (cross-links to: 1.8.4, 1.3.7, 1.8.1.1.6)
 - 1.2.2 Publications (cross-links to: 1.8.4, 1.3.7)
 - 1.2.3 Press Room (cross-links to: 1.8.4, 1.1.8, 1.6.1, 1.8.4)
 - 1.2.3.1 In the News (cross-links to: 1.8.4, 1.6.1)
 - 1.2.3.2 Press Kit (cross-links to: 1.8.4, 1.6.1)
 - 1.2.3.2.1 Quick Facts (cross-links to: 1.1.7)
 - 1.2.4 Shakespeare in the Arb
 - 1.2.4.1 Shakespeare Ticket Reservations
 - 1.3 Plan Your Visit (cross-links to: 1.8.4, 1.8.1, 1.8.2, 1.8.3, 1.4, 1.9)
 - 1.3.1 Hours and Directions (cross-links to: 1.8.4)
 - 1.3.2 Photography at the Gardens (cross-links to: 1.8.4, 1.3.7)
 - 1.3.3 Parking and Conservatory Admission at Matthaei (cross-links to: 1.8.4, 1.3.7)
 - 1.3.4 Visitor Guides (cross-links to: 1.8.4, 1.3.7, 1.1.8)
 - 1.3.5 Visitor Etiquette (cross-links to: 1.8.4, 1.3.7)
 - 1.3.6 Accessibility (cross-links to: 1.8.4, 1.3.7)
 - 1.3.7 Study Spots (cross-links to: 1.8.4, 1.3.7)
 - 1.4 Weddings & Rentals
 - 1.4.1 Weddings
 - 1.4.1.1 Wedding Rates
 - 1.4.1.2-1.4.1.x Venues (cross-links to: 1.1.8)
 - 1.4.1.3 Special Wedding Offer (cross-links to: 1.4.5)
 - 1.4.2 Room Rentals
 - 1.4.2.1-1.4.2.x Rooms
 - 1.4.3 Birthdays
 - 1.4.4 Rental FAQs
 - 1.4.5 Rental Request
 - 1.5 Come Learn (cross-links to: 1.8.1.1.6, 1.11)
 - 1.5.1 Adult Education (cross-links to: 1.8.5)
 - 1.5.2 Youth Programs at MBGNA
 - 1.5.2.1 Thursday Evening Scout & Group Programs
 - 1.5.2.2 Youth Programs at MBGNA
 - 1.5.2.2.1 (Register Online) Youth Programs at MBGNA
 - 1.5.3 School Programs (cross-links to: 1.8.5, 1.8.1.1.6)

- 1.5.3.1 Program Descriptions
- 1.5.3.2 Teacher's Guide
- 1.5.4 University of Michigan Faculty & Students (cross-links to: 1.8.5, 1.8.1.1.6, 1.)
 - 1.5.4.1 Class Materials
 - 1.5.4.2 Food Systems / Sustainable Agriculture (cross-links to: 1.8.5, 1.8.1.1.6, 1.5.8, 1.8.1.1.5)
 - 1.5.4.2.1 A2 Backyard Beekeepers Courses
 - 1.5.4.3 Research Opportunities
 - 1.5.4.4 Teaching Opportunities (cross-links to: 1.5.8)
- 1.5.5 Learn on your Own - Discovery Tools (cross-links to: 1.8.5, 1.8.1.1.6)
 - 1.5.5.1 Wetland Adventure
- 1.5.6 Suggested Links (cross-links to: 1.8.5, 1.8.1.1.6)
- 1.5.7 Cultivating Community
 - 1.5.7.1 About Us
 - 1.5.7.2 Mission & Goals
 - 1.5.7.3 Our Garden
 - 1.5.7.4 Calendar
 - 1.5.7.5 History
 - 1.5.7.6 Blog
 - 1.5.7.7 Contact Us
- 1.6 Get Involved
 - 1.6.1 Volunteer Opportunities (cross-links to: 1.8.1.1.5)
 - 1.6.2 Volunteer Application
 - 1.6.3 Group Opportunities
 - 1.6.4 Group Volunteer Application (cross-links to: 1.3.1)
 - 1.6.5 Volunteer Photo Album
 - 1.6.5.1 Volunteer Photo Album Carousel
- 1.7 Give (cross-links to: 1.1.8, 1.8.1.1.6, 1.8.2, 1.8.8, 1.8.1.1.3.x, 1.8.2.1.1.x)
 - 1.7.1 Membership (cross-links to: 1.2.3, 1.3.3)
 - 1.7.1.1 Shakespeare in the Arb Member Benefits
 - 1.7.2 Tributes and Memorial Gifts
 - 1.7.4.1-1.7.4.x Tributes and Memorials
 - 1.7.3 Major Gift Priorities
 - 1.7.4 Planned Giving
 - 1.7.5 Endowments
 - 1.7.6 Victors for Nature
 - 1.7.6.1 Internships & Awards
 - 1.7.6.2 Gardens & Collections
 - 1.7.6.3 Campus Farm & Arb Fund
 - 1.7.7 Bonsai Challenge - Success!
- 1.8 See What's Here (cross-links to: 1.8.4, 1.3, 1.1.3) *
 - 1.8.1 Matthaei Botanical Gardens (cross-links to: 1.8.4)
 - 1.8.1.1 Explore the Botanical Gardens
 - 1.8.1.1.1 The Visitor Center (cross-links to: 1.1.2, 1.3.6)
 - 1.8.1.1.2 Gardens at Matthaei
 - 1.8.1.1.2.1-1.8.1.1.2.x Gardens
 - 1.8.1.1.3 Displays, Natural Areas & Structures
 - 1.8.1.1.3.1-1.8.1.1.3.x Displays, Natural Areas & Structures
 - 1.8.1.1.4 Trails
 - 1.8.1.1.4.1-1.8.1.1.4.x Trails
 - 1.8.1.1.5 Campus Farms

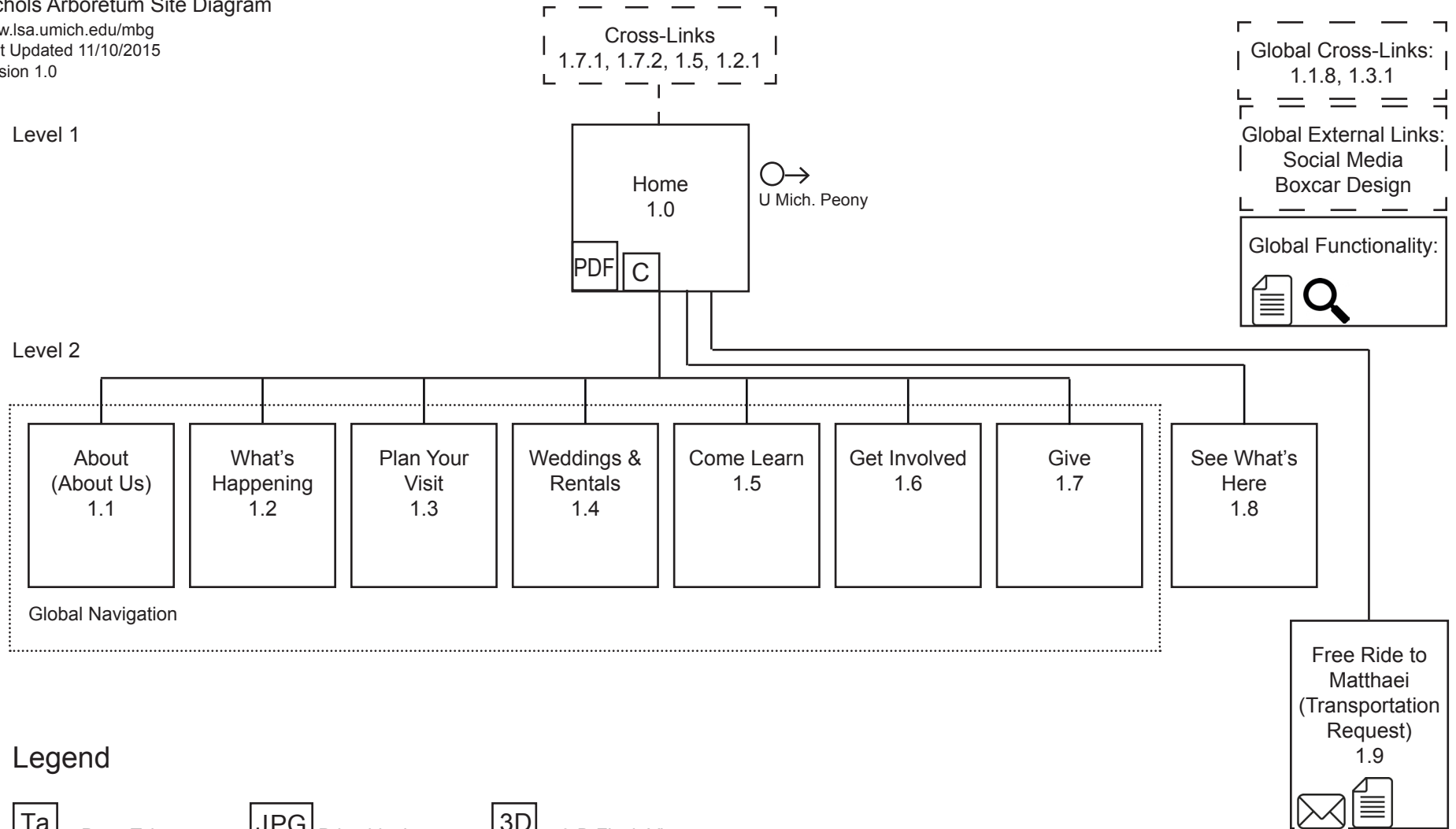
- 1.8.1.1.6 Conservatory
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 - 1.8.1.1.7 Art, Sculpture and Installations
 - 1.8.1.1.7.1-1.8.1.1.7.x Art, Sculpture and Installations
 - 1.8.1.1.8 Exhibits
 - 1.8.1.1.8.1-1.8.1.1.8.x Exhibits
 - 1.8.2 Nichols Arboretum (cross-links to: 1.8.4)
 - 1.8.2.1 Nichols Arboretum Exhibits
 - 1.8.2.1.1 Displays & Natural Areas
 - 1.8.2.1.1.1-1.8.2.1.1.x Displays & Natural Areas
 - 1.8.2.1.2 Trails
 - 1.8.2.1.2.1-1.8.2.1.2.x Displays & Natural Areas
 - 1.8.2.2 Art at Nichols Arboretum
 - 1.8.2.2.1 Amphitheater
 - 1.8.2.2.2 Previous Art
 - 1.8.3 All Gardens and Areas (cross-links to: 1.8.4, 1.3.7)
 - 1.8.3.1-1.8.3.x Exhibits
 - 1.8.4 What's in Bloom: Autumn (cross-links to: 1.8.4, 1.3.7, 1.8.1.1.6)
 - 1.8.4.1 Winter
 - 1.8.4.2 Spring
 - 1.8.4.3 Summer
 - 1.8.5 Birding at MBGNA (cross-links to: 1.8.4, 1.3.7)
 - 1.8.6 Affiliated Research
 - 1.8.7 Virtual Tours (cross-links to: 1.8.4, 1.3.7)
 - 1.8.8 Bonsai & Penjing Collection
 - 1.8.9 The Great Lakes Gardens at Matthahei Botanical Gardens (cross-links to: 1.8.4, 1.3.7)
- 1.9 Transportation Request
 - 1.10 Exhibit: The Gift of Nature
 - 1.11 Eastern Massasauga Rattlesnake
 - 1.12 Plant Explorer
 - 1.12.1 MBG Property Map
 - 1.12.2 NA Property Map
 - 1.12.3 Plant Search Results
 - 1.13 Natural Areas: Data Resources (cross-links to: 1.1.7.x)
 - 1.13.1 Maps & Reports
 - 1.13.2 GIS Downloads
 - 1.13.3 Links

* In section 1.8, 1.8.4 is listed as a cross-link on account of its position on the page signifying it as a sectional link.

Matthaei Botanical Gardens and
Nichols Arboretum Site Diagram

www.lsa.umich.edu/mbg
Last Updated 11/10/2015
Version 1.0

1.0 Global Navigation



Legend

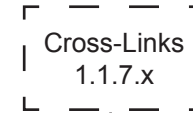
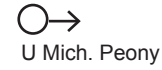
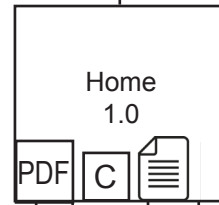
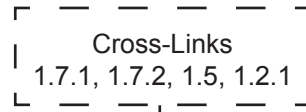
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| Mailto Link | Form | PDF | Image Carousel | Movie | Shared Relationship |
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Matthaei Botanical Gardens and
Nichols Arboretum Site Diagram

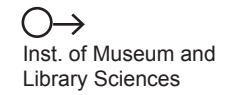
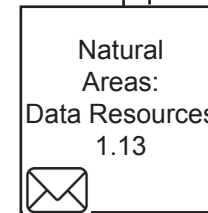
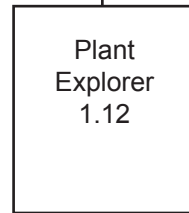
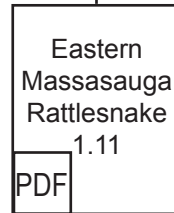
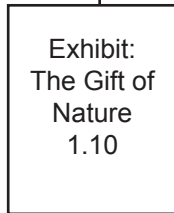
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Version 1.0

1.0 Home

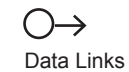
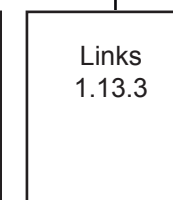
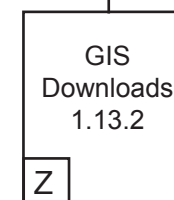
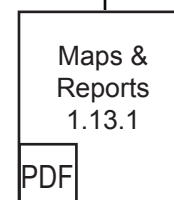
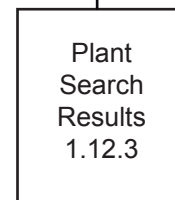
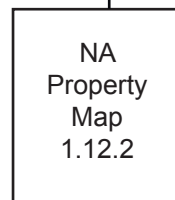
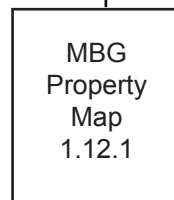
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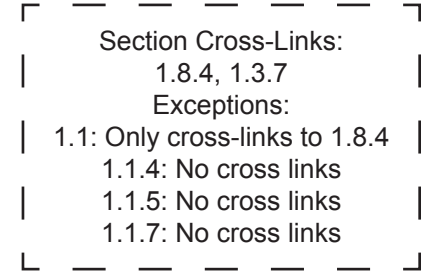
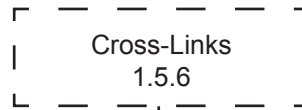
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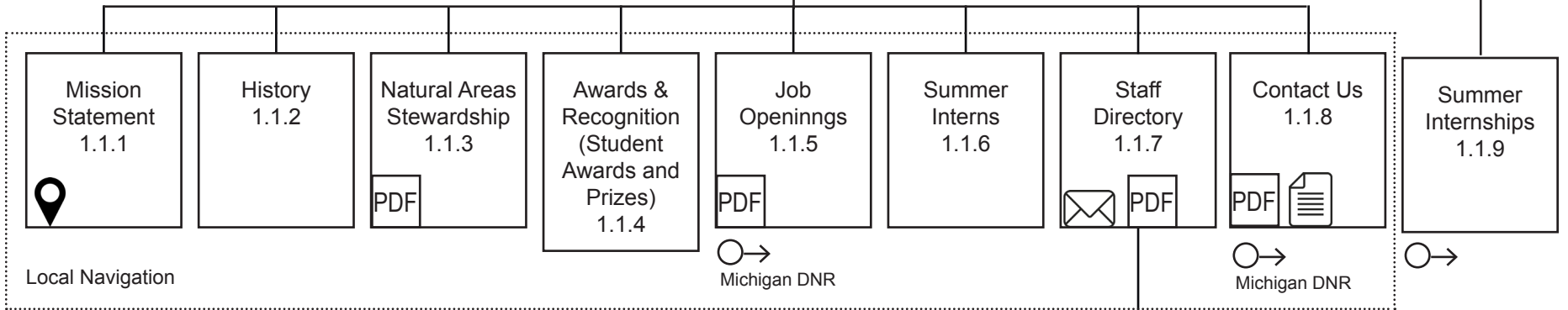
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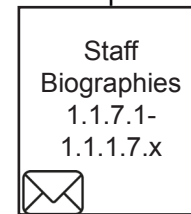
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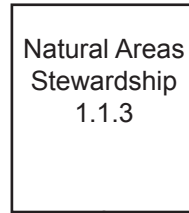
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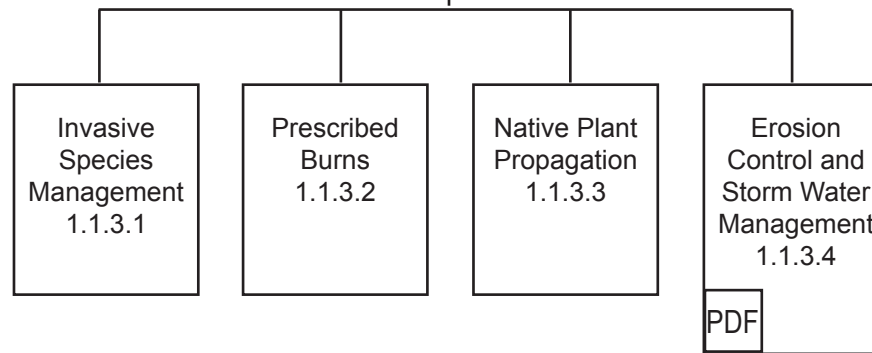
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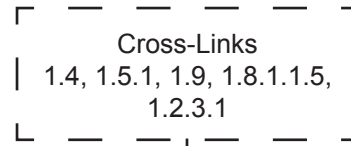
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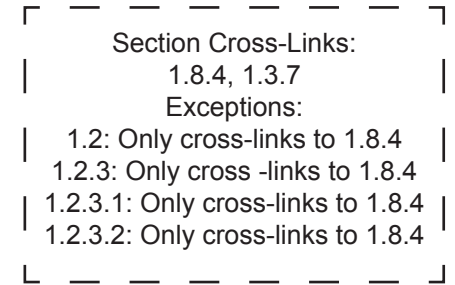
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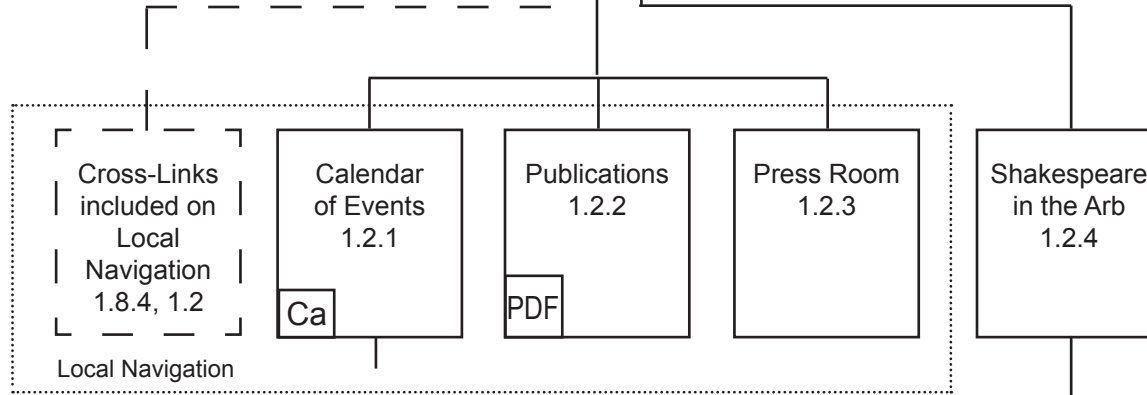
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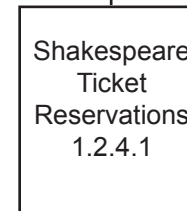
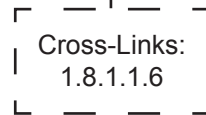
1.2 What's Happening



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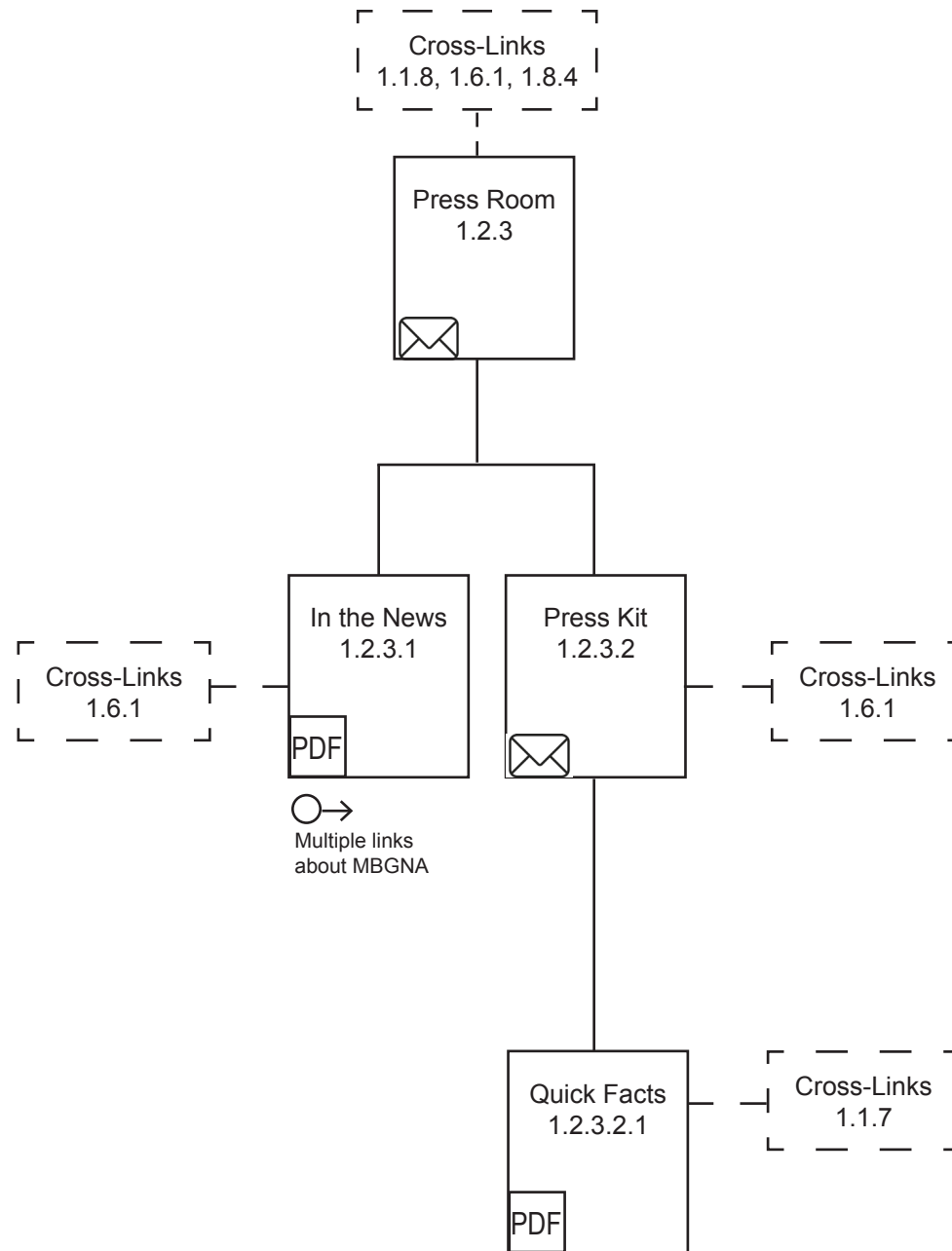
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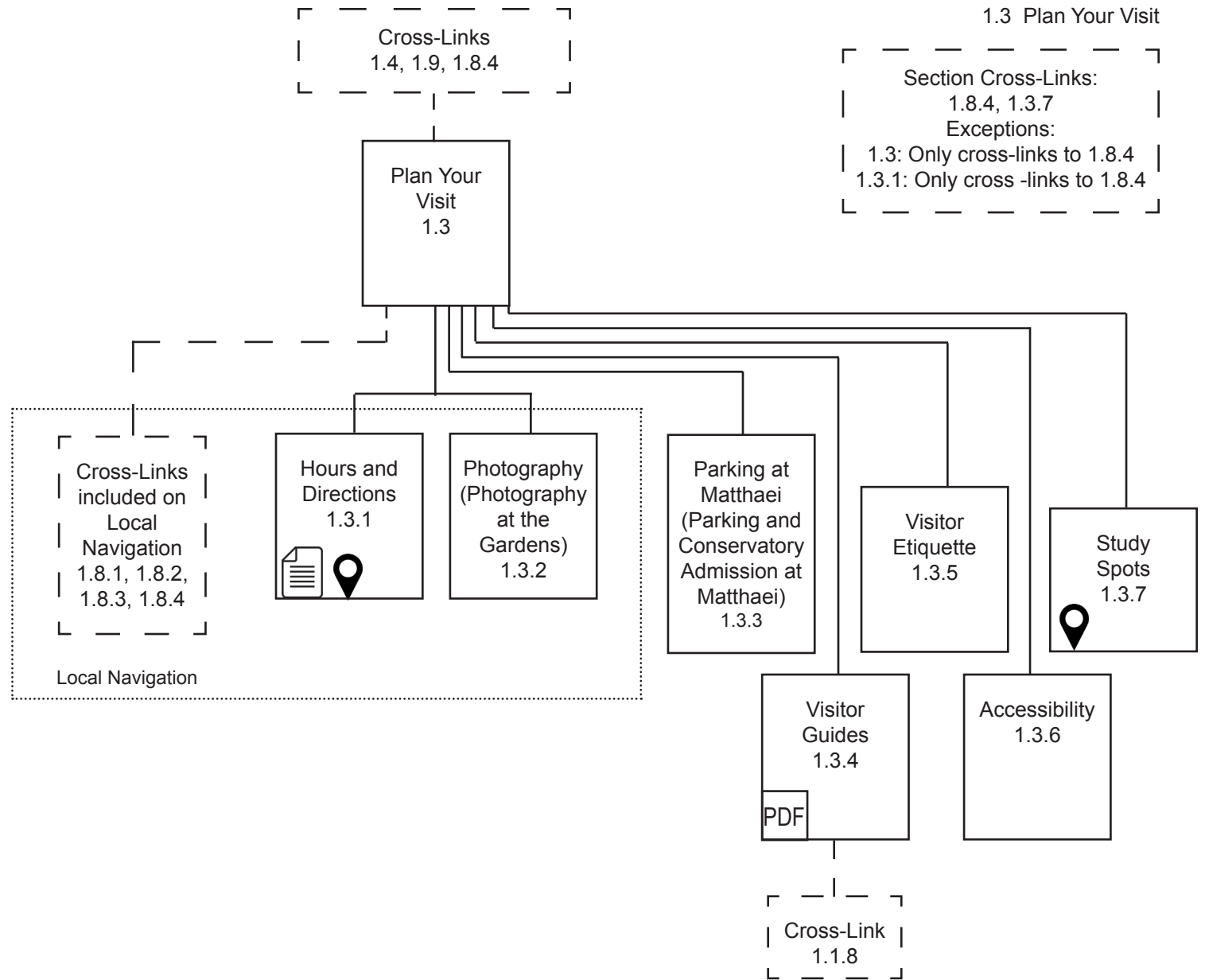
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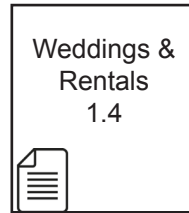


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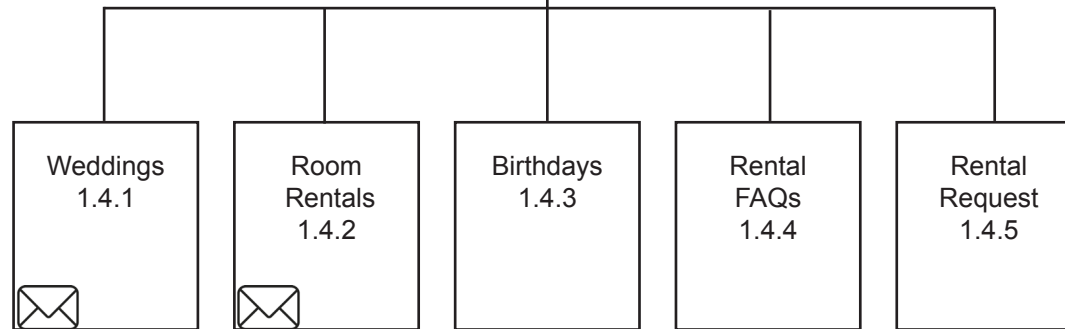
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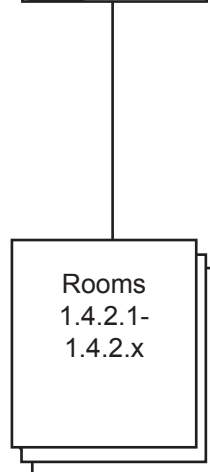
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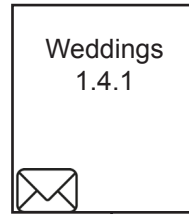
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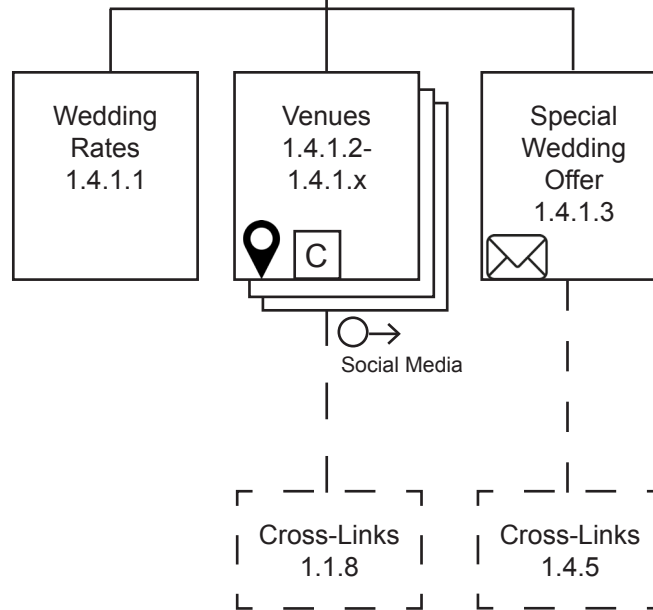
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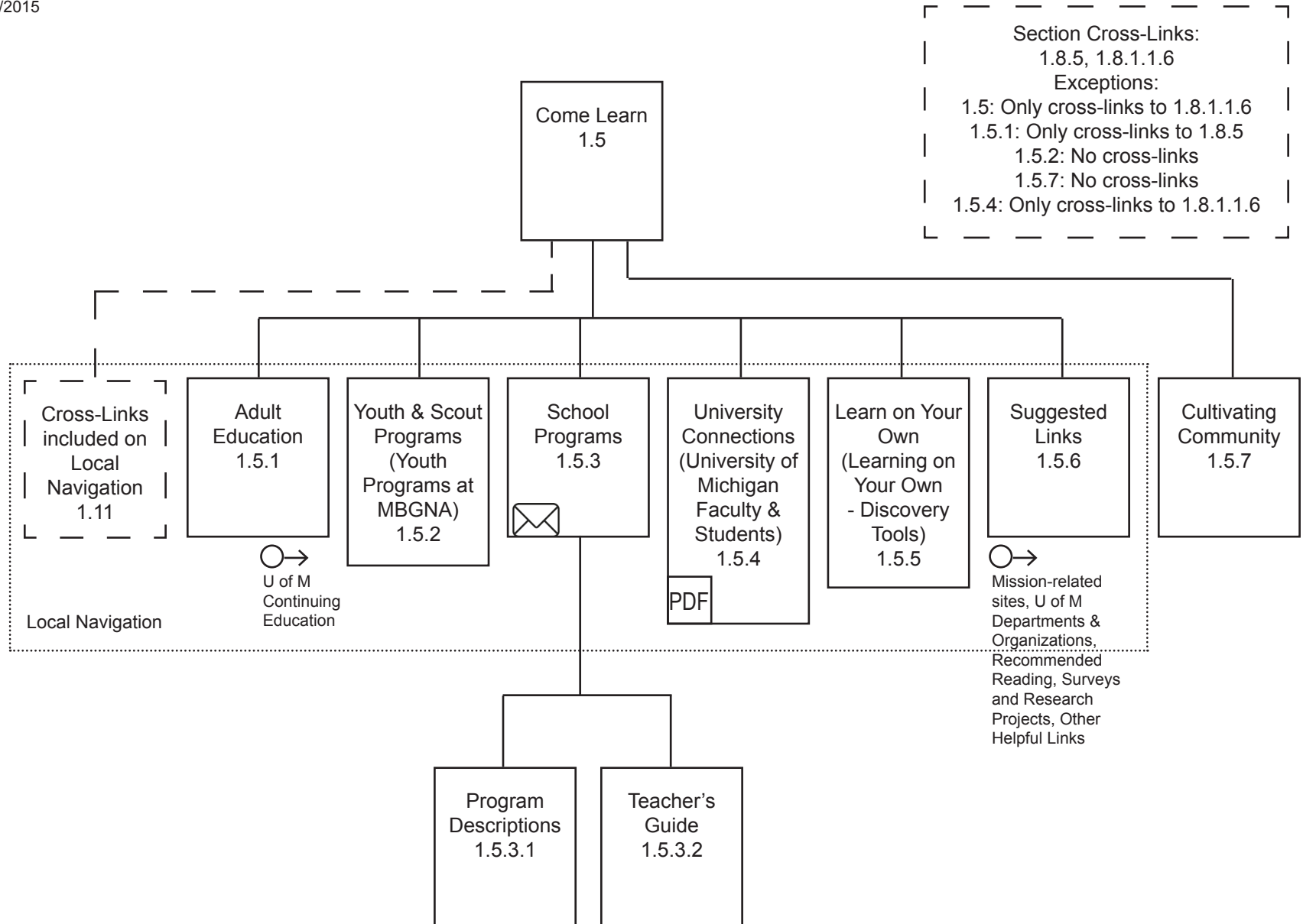
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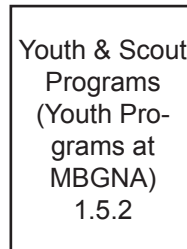
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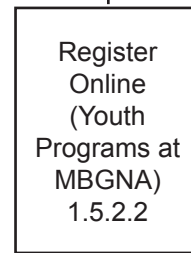
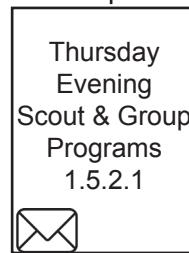
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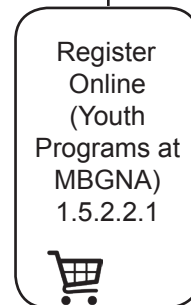
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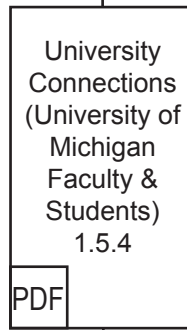
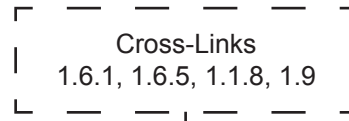
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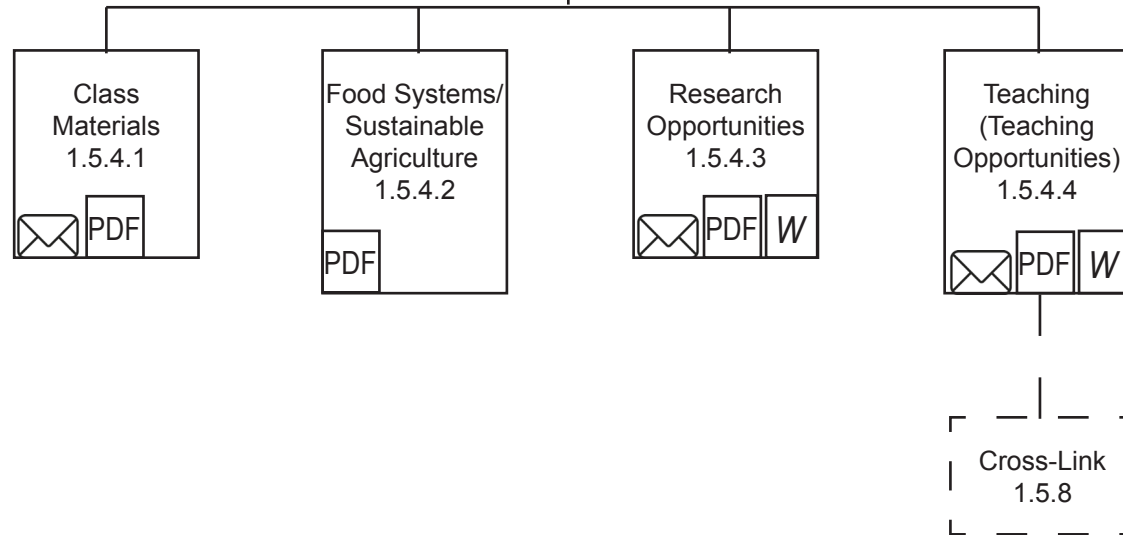
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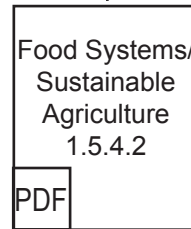
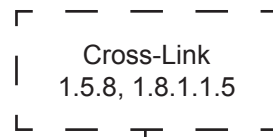
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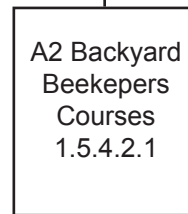
Matthaei Botanical Gardens and
Nichols Arboretum Site Diagram

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Last Updated 11/10/2015
Version 1.0

Level 4

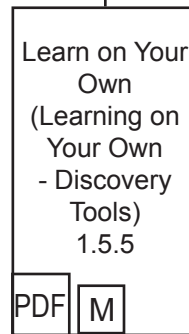
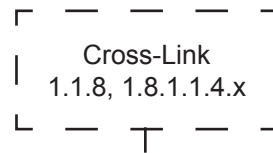


Level 5

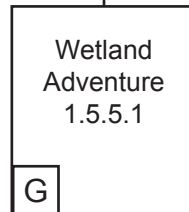


1.5 Come Learn

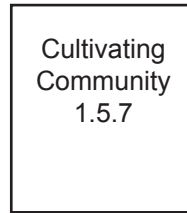
Level 3



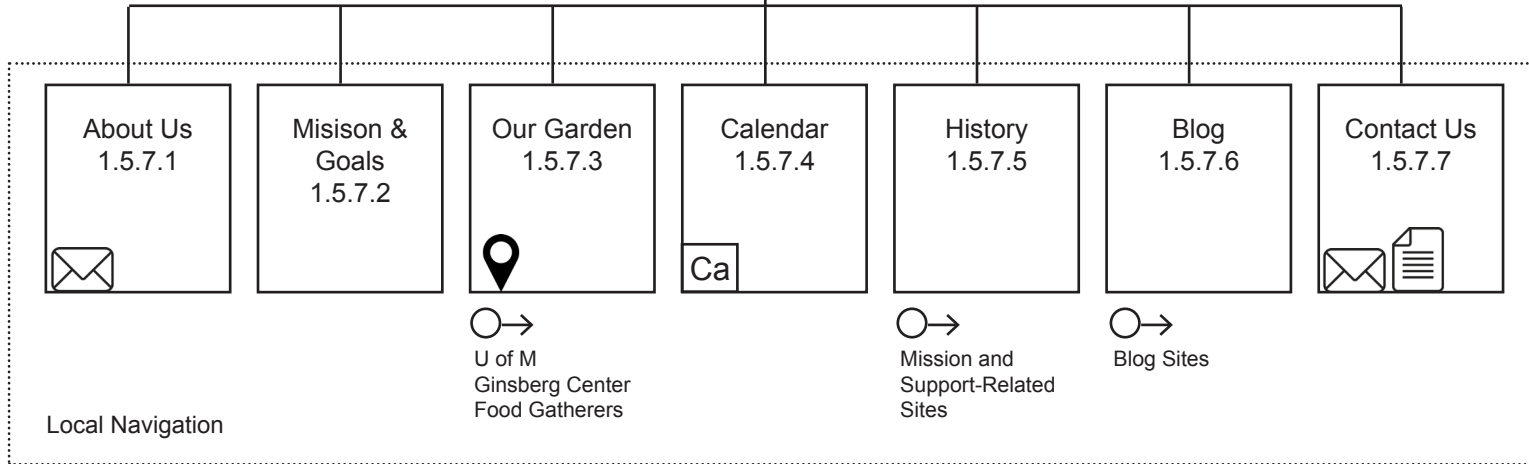
Level 4



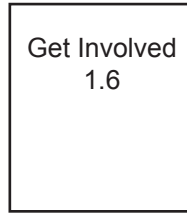
Level 3



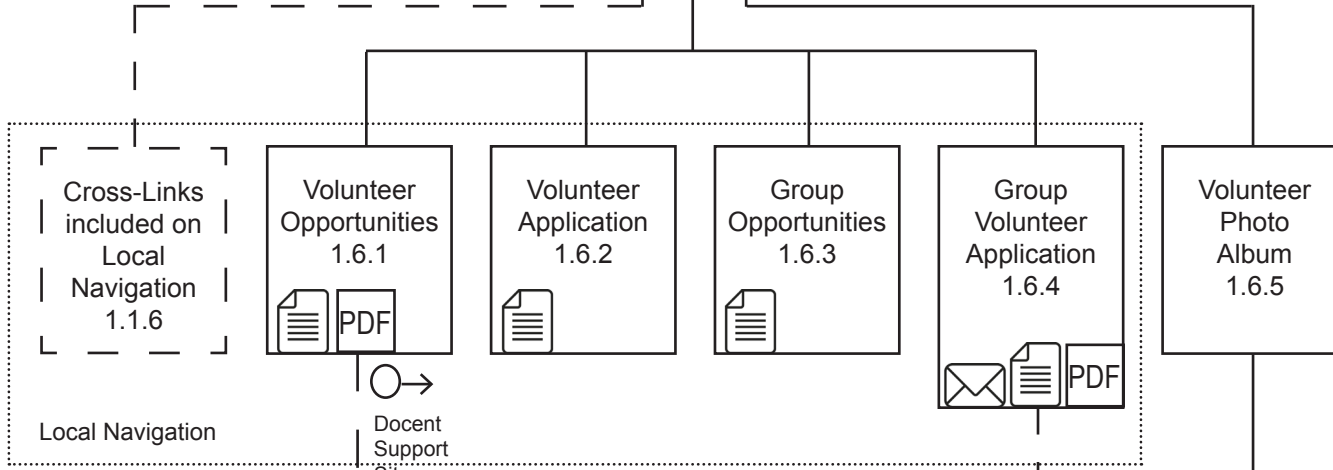
Level 4



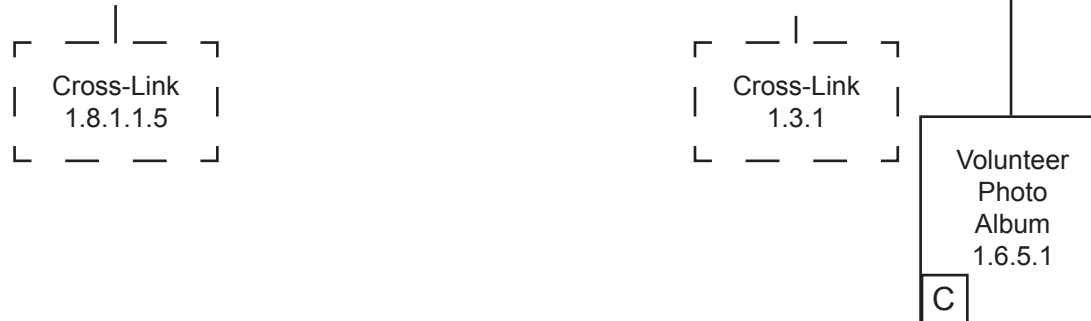
Level 2



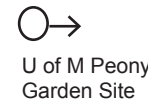
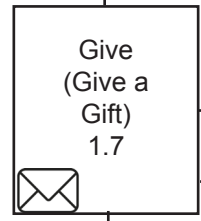
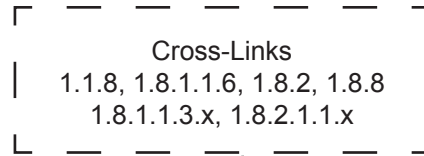
Level 3



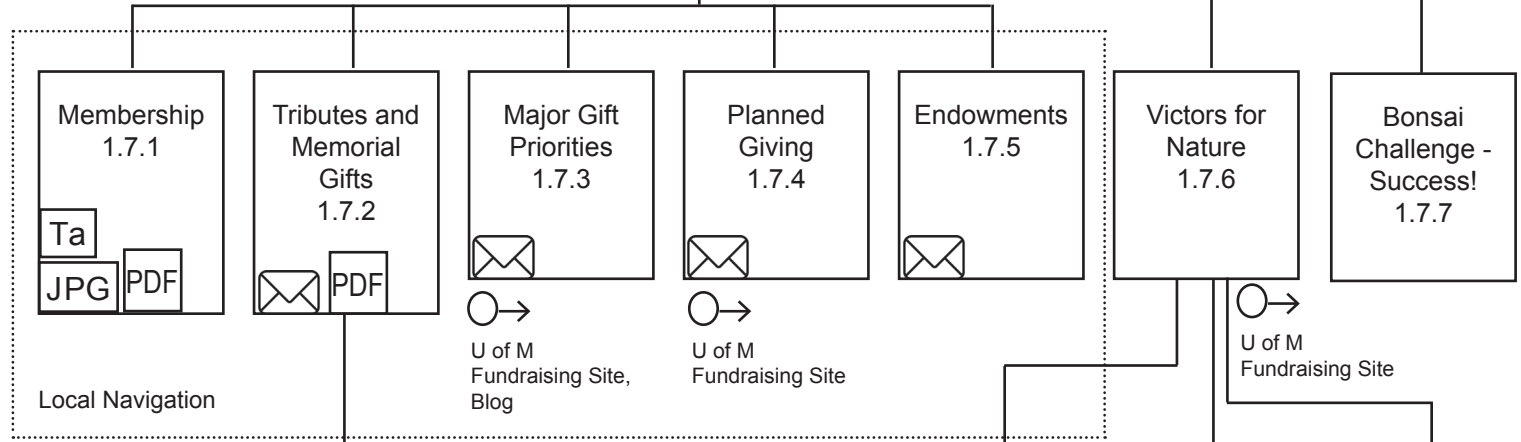
Level 4



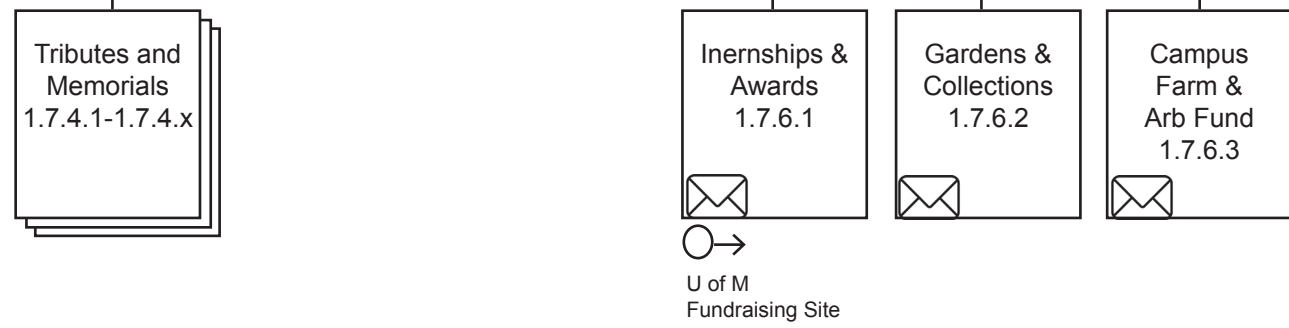
Level 2



Level 3



Level 4

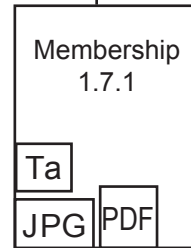
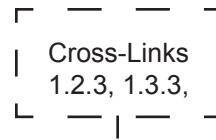


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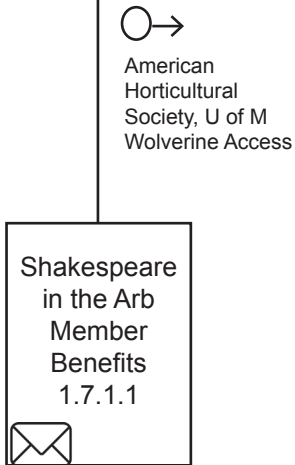
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1.7 Give

Level 3



Level 4



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Cross-Links
1.3, 1.1.3

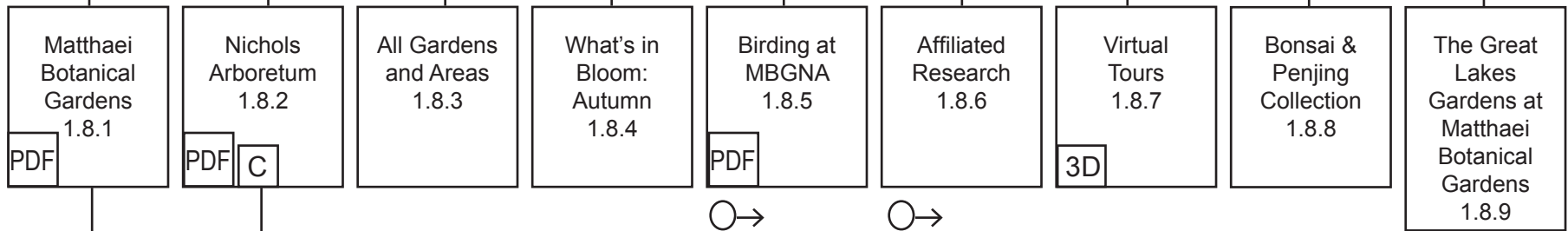
1.8 See What's Here

Section External Links:
Nichols Arboretum Peony Page
Exceptions:
1.8.1

See What's
Here
1.8

Section Cross-Links:
1.8.4
Exceptions:
1.8.3: Also cross-links to 1.3.7
1.8.4: Also cross-links to 1.3.7
1.8.6: No cross-links
1.8.7: Also cross-links to 1.3.7

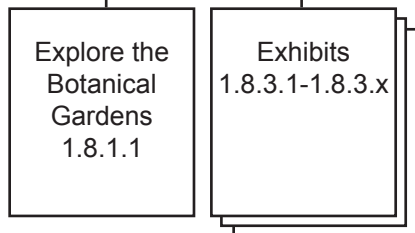
Level 3



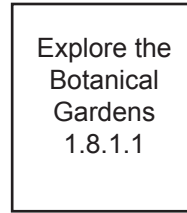
○→
Bird-Related Sites

○→
Research-Related Sites

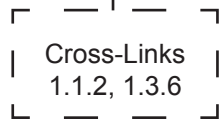
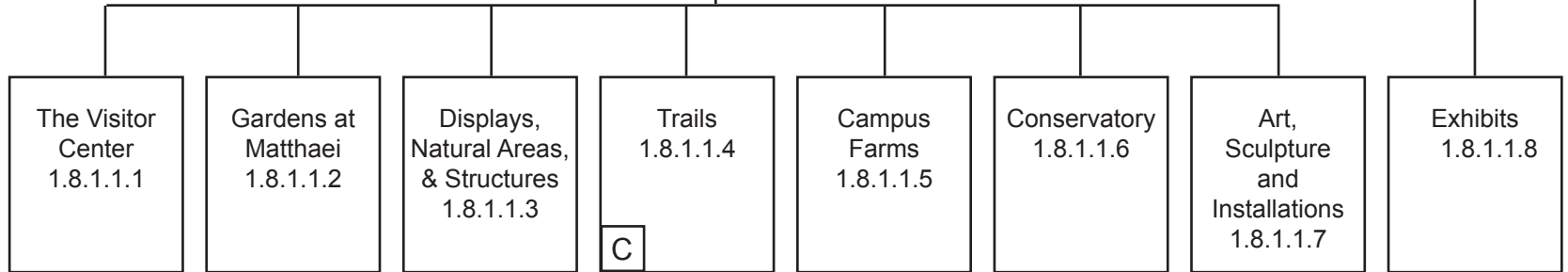
Level 4



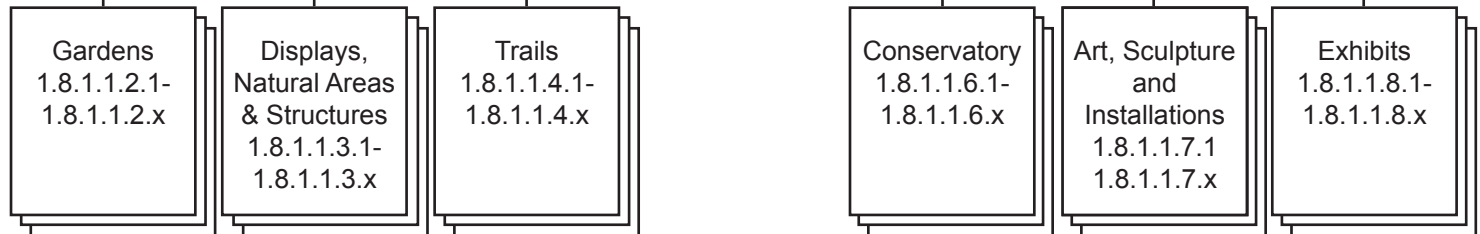
Level 4



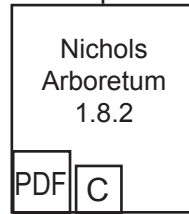
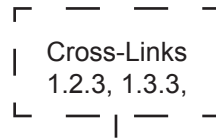
Level 5



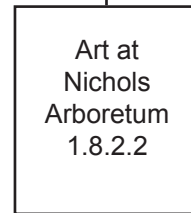
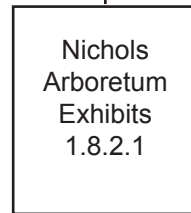
Level 6



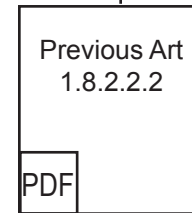
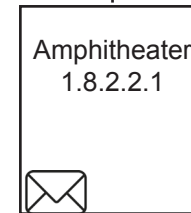
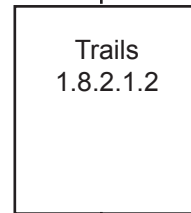
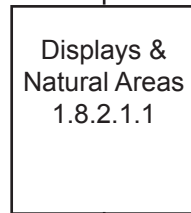
Level 3



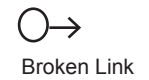
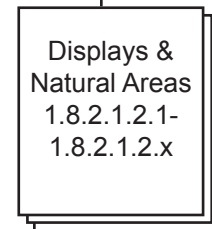
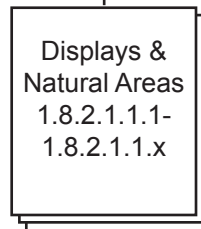
Level 4



Level 5



Level 6



Level 3

┌───┐
Cross-Links:
| 1.8.1.1.8.x , |
| 1.3.7 |
└───┘

What's in
Bloom:
Autumn
1.8.4

Level 4

Winter
1.8.4.1

Spring
1.8.4.2

Summer
1.8.4.3