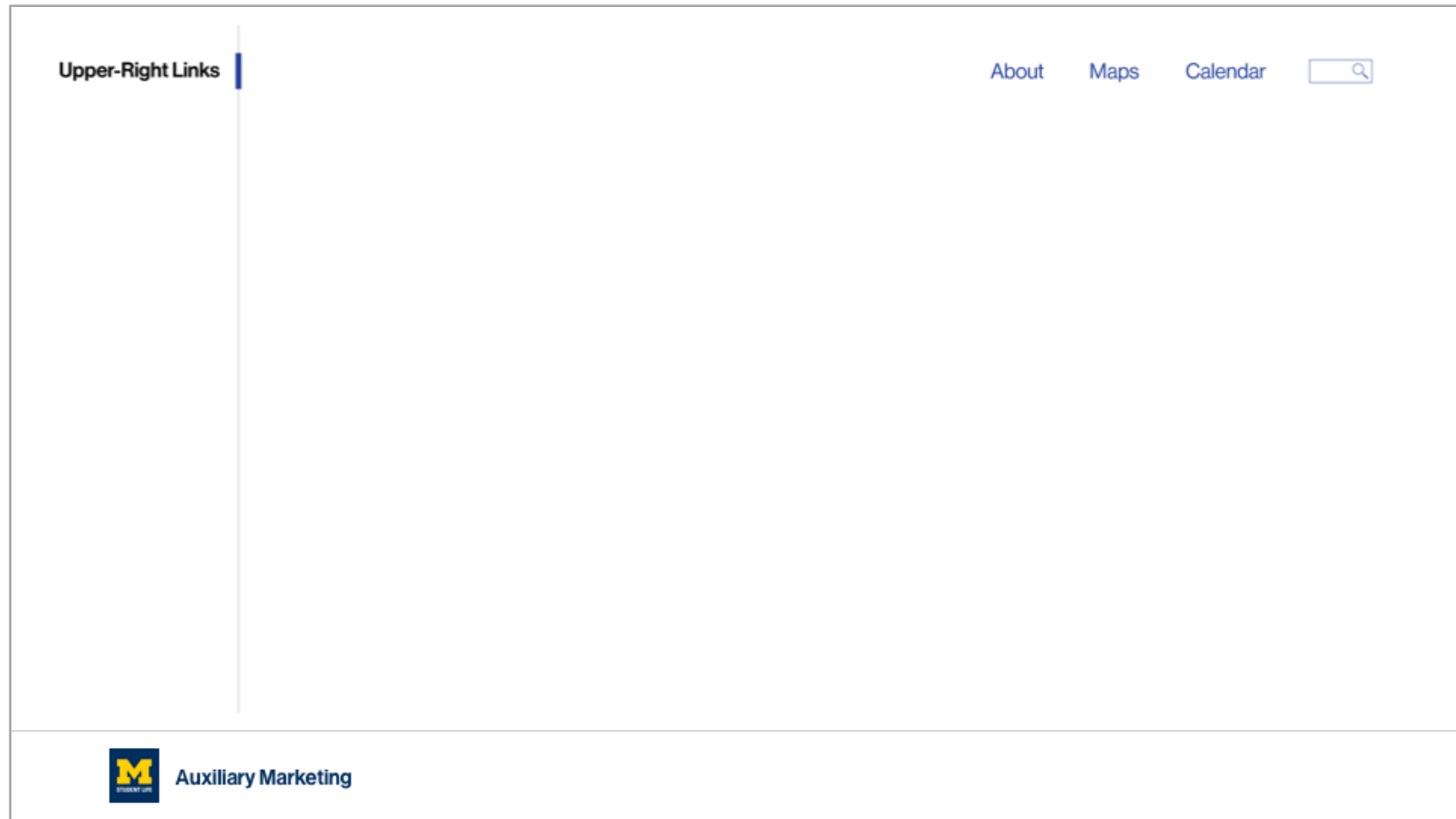




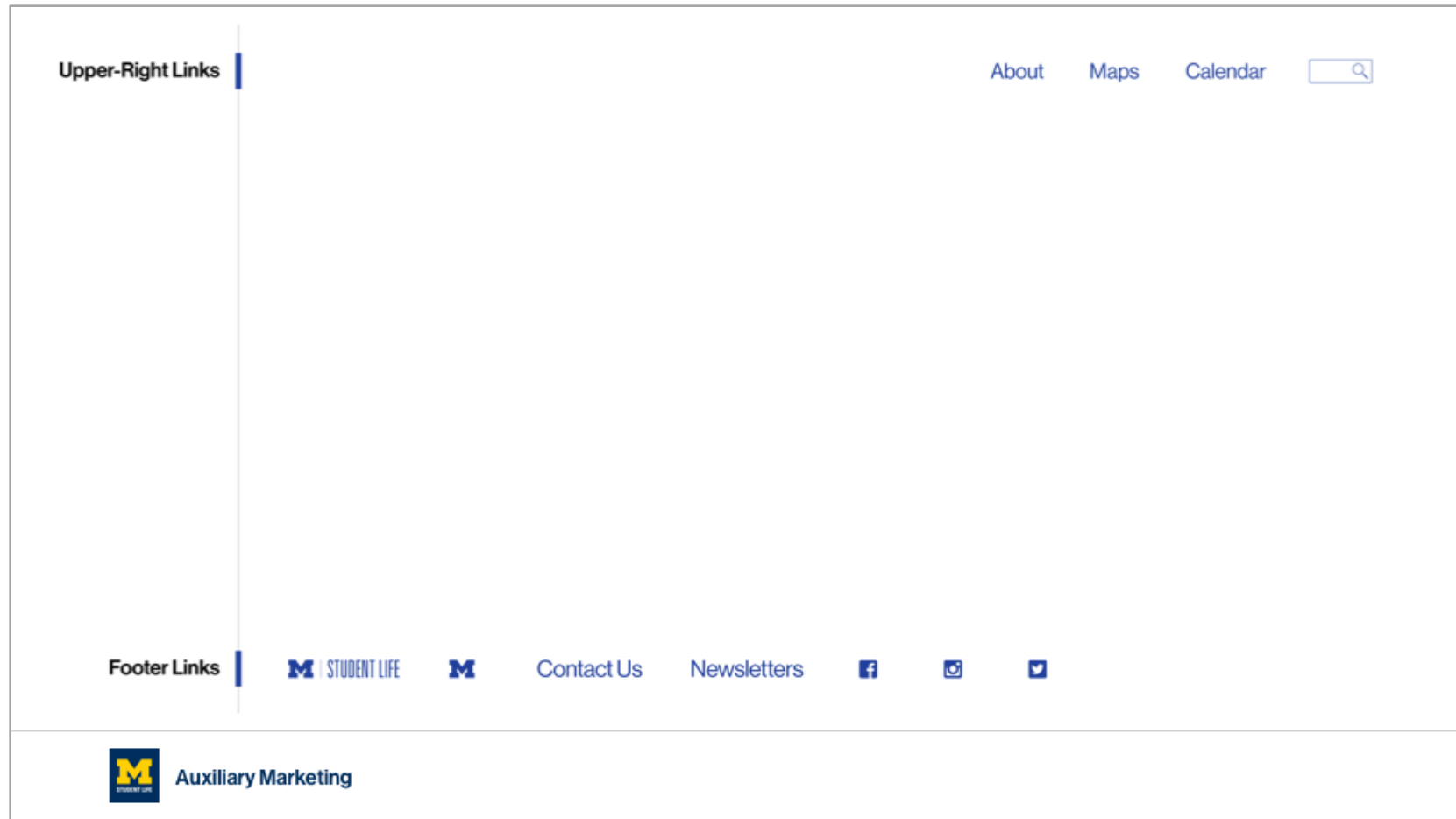
2016

U-M Student Life Auxiliary Marketing for  
U-M Conference & Event Services

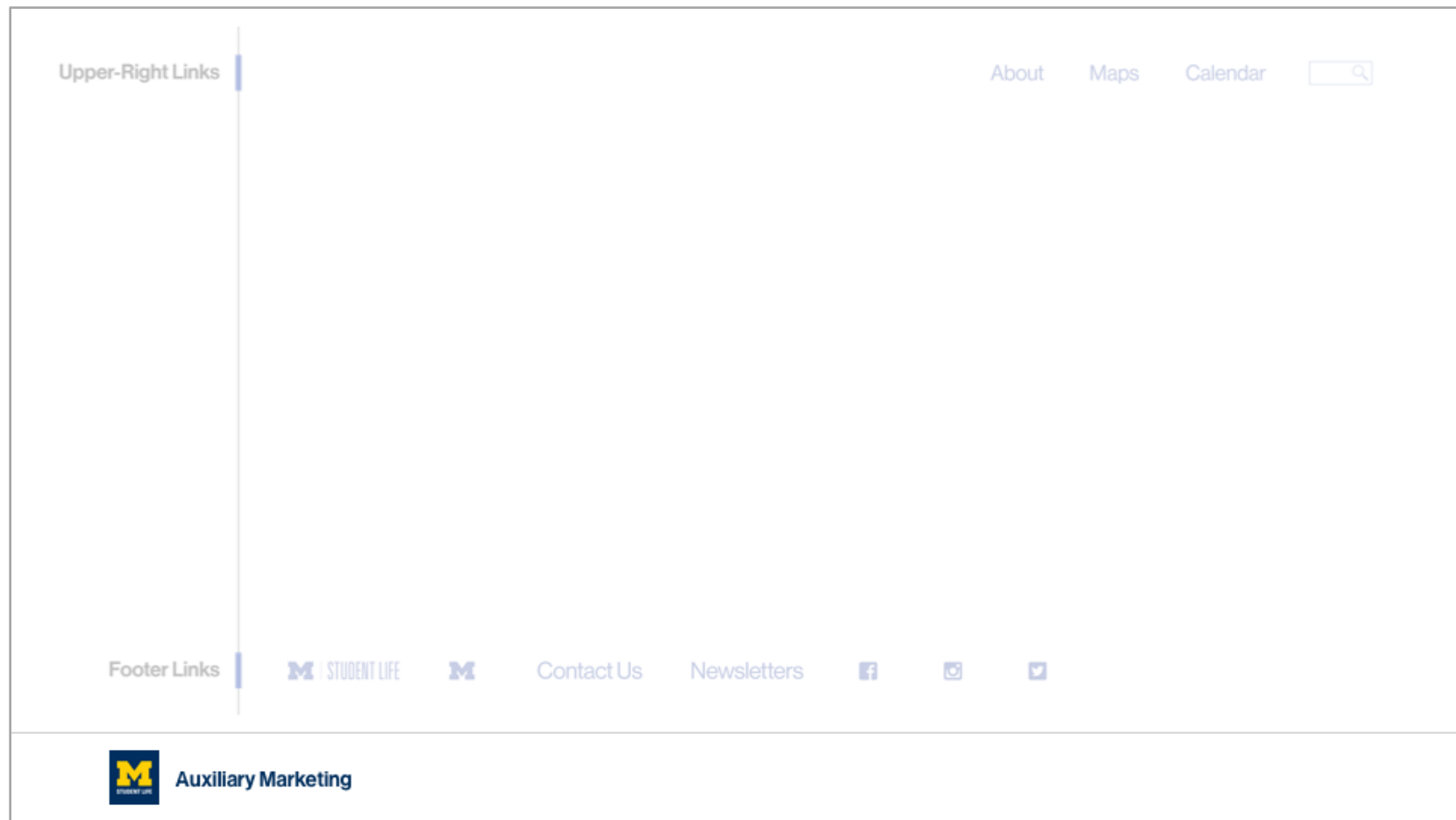
**Client Website Meeting  
Information Architecture**



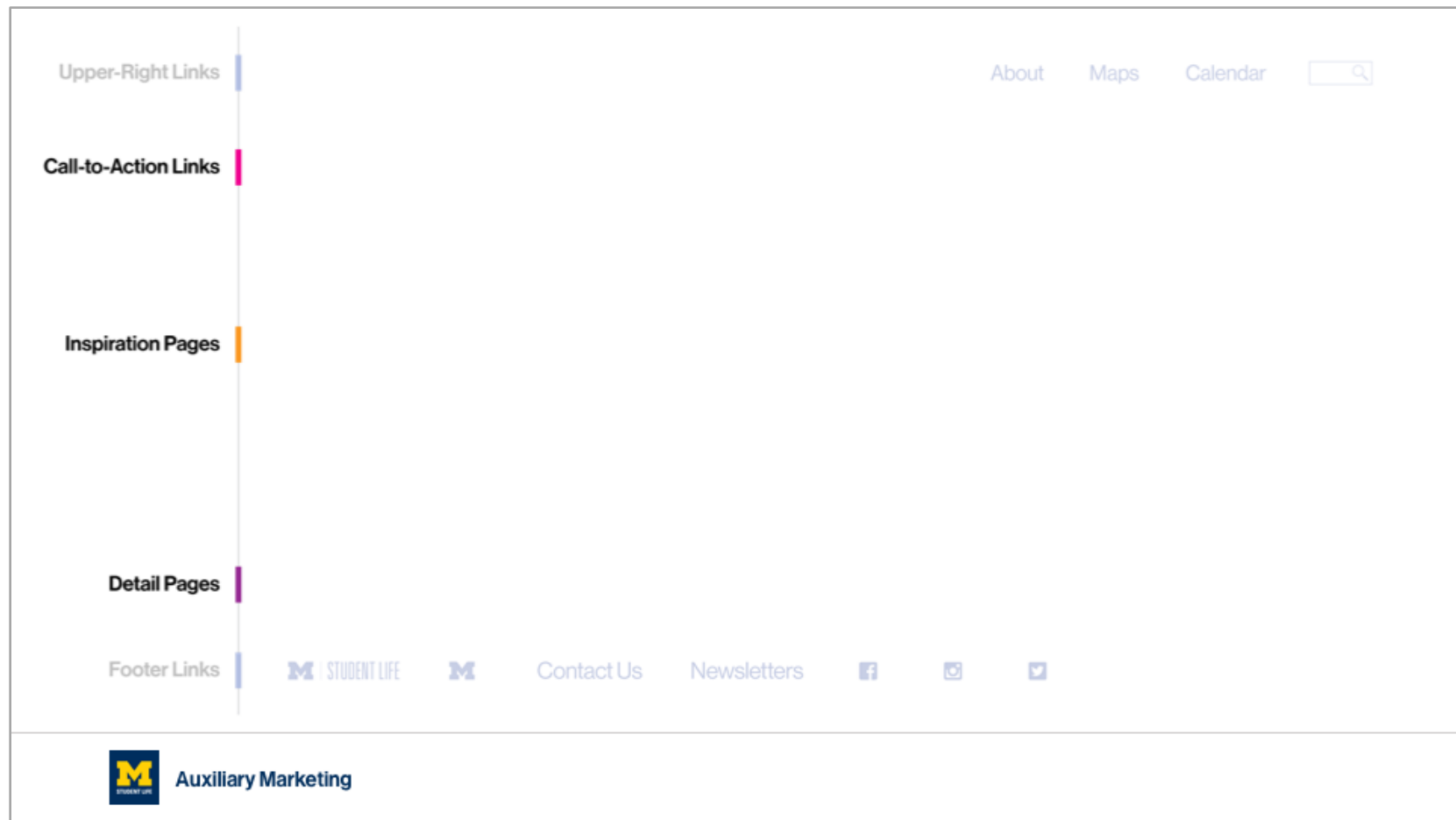
[Starting out as before...] we have the upper right links to include things like about us, maps, calendar, and search.



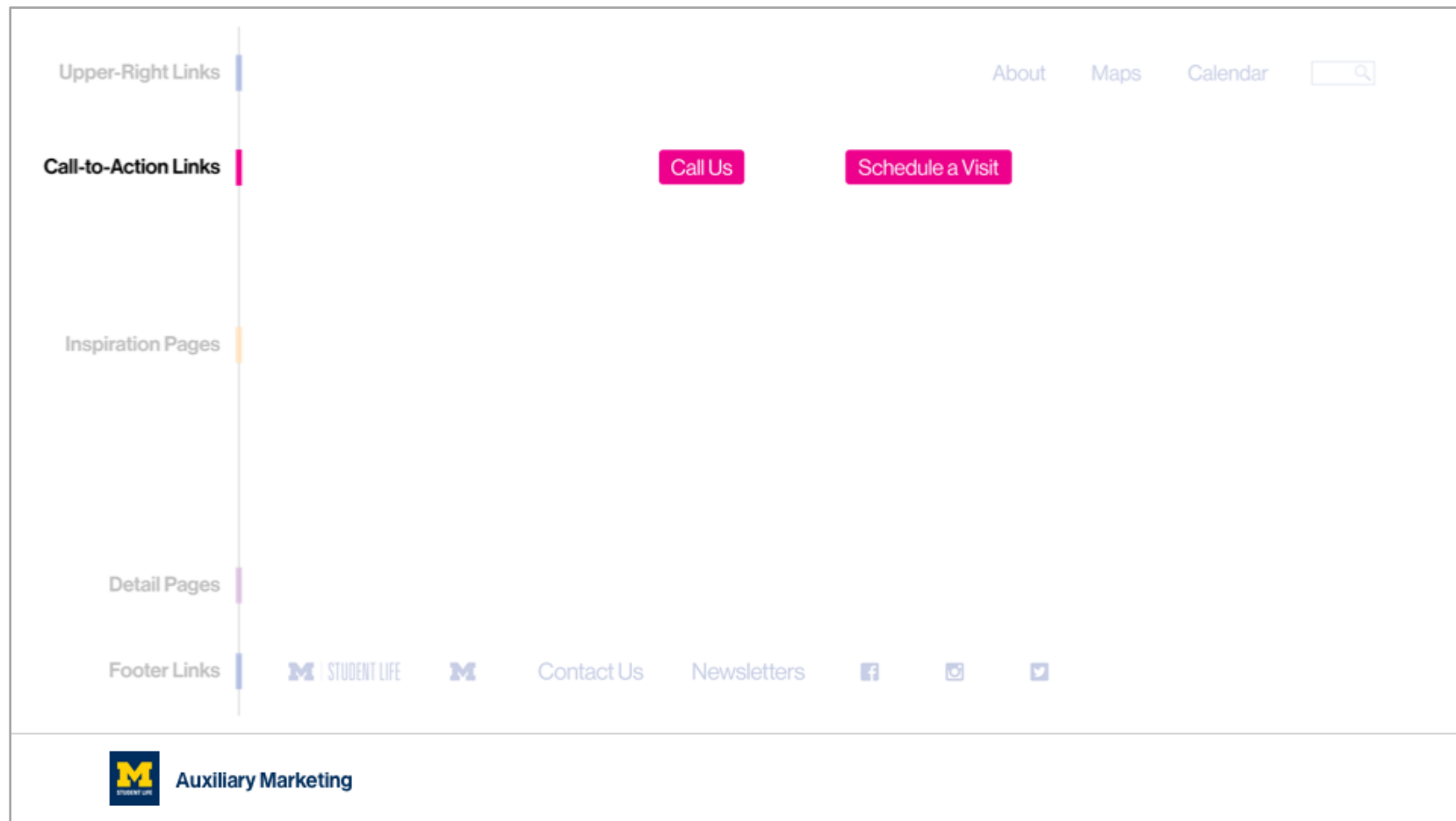
Next, we have the footer links with all the standard items and some social media outlets, which can be added as you extend outreach to more channels. Again, these two parts are straightforward.



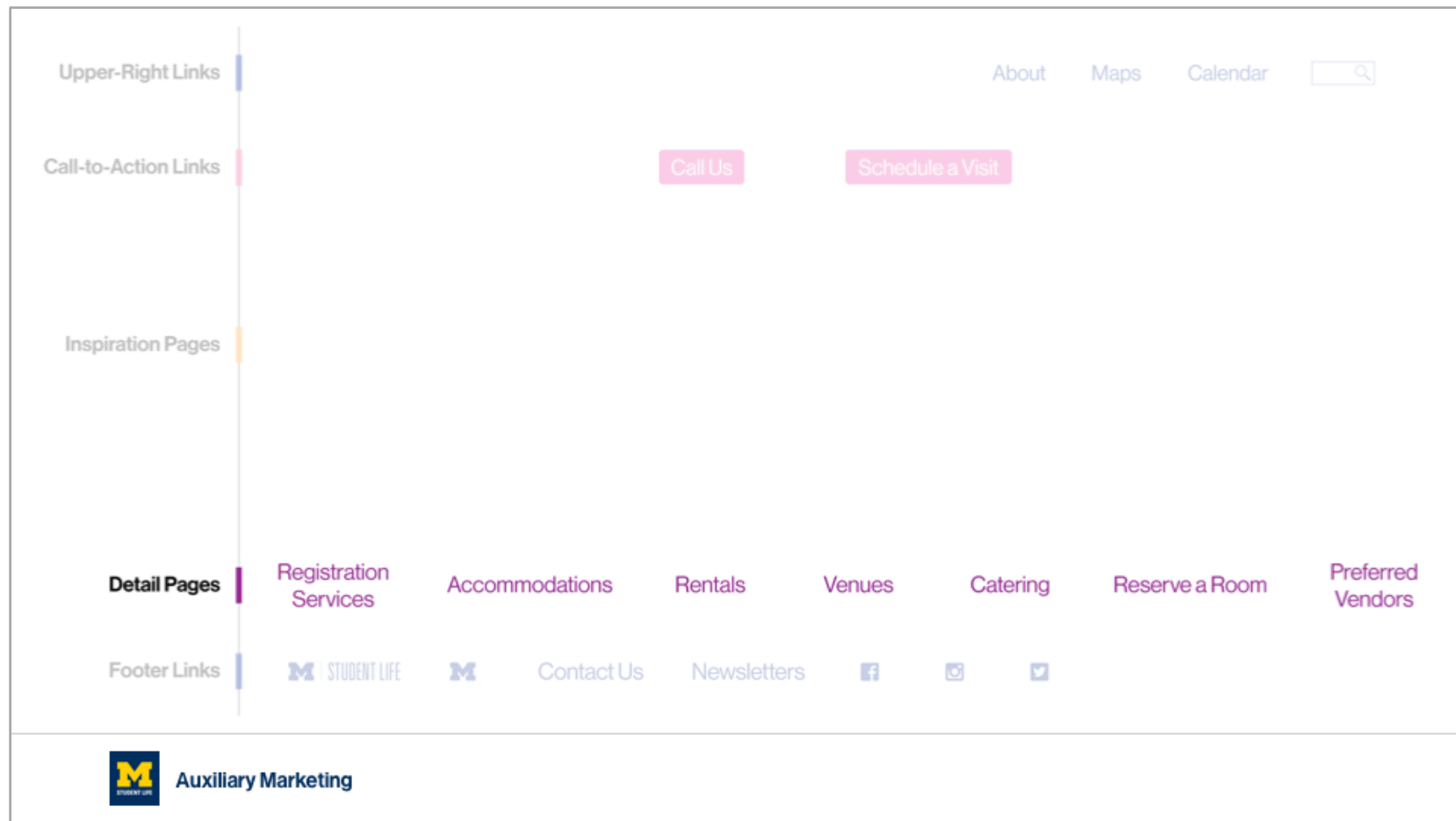
Next, we have the three crucial sections, ...



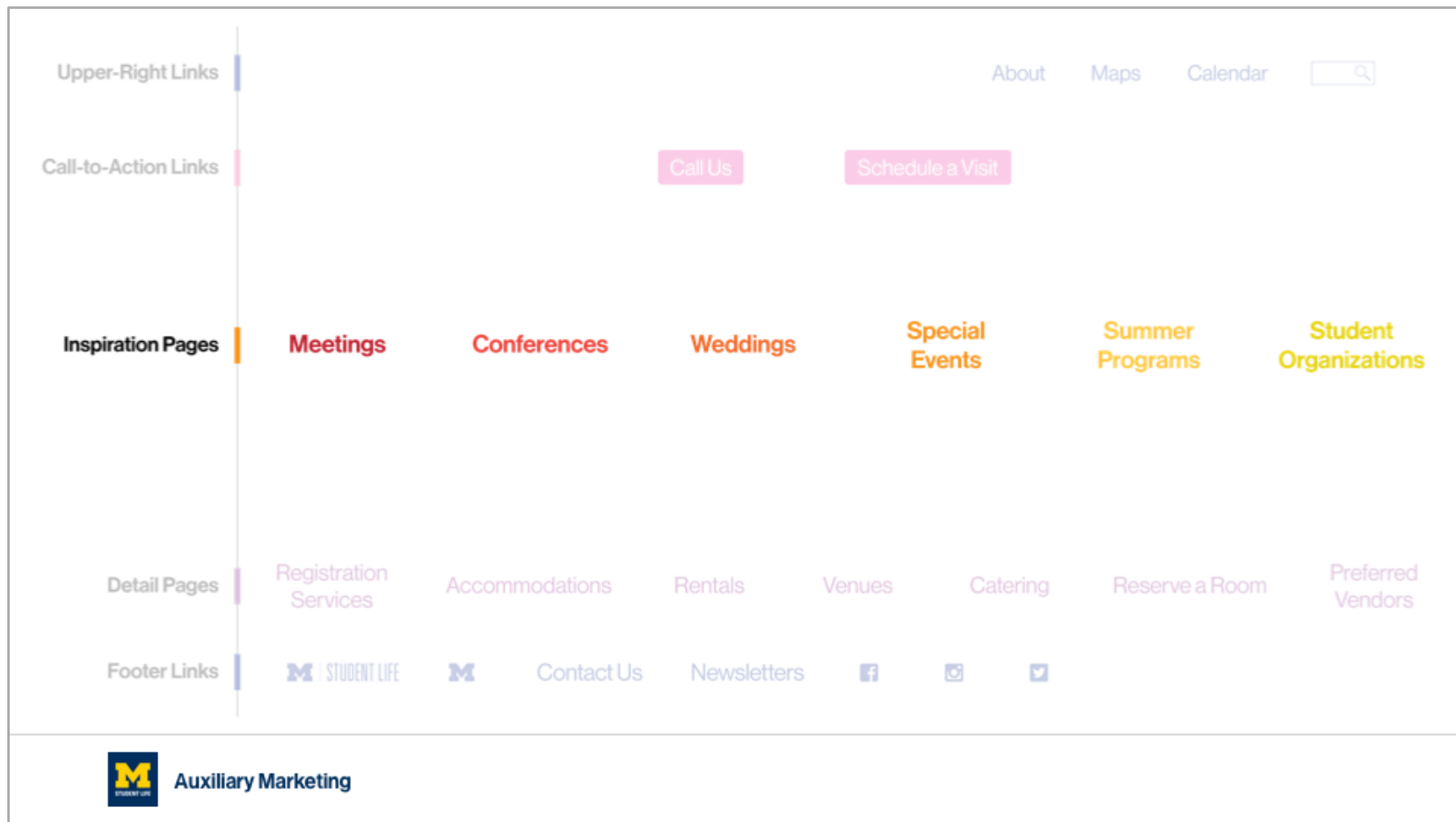
the inspiration pages and their related detail pages and call-to-action links.



In the Call-to-Action links, as I mentioned earlier, we have "Call Us" and "Schedule a Visit." Not every inspiration page will include the "schedule a visit" action button since it doesn't make sense for some audiences, as we'll see.

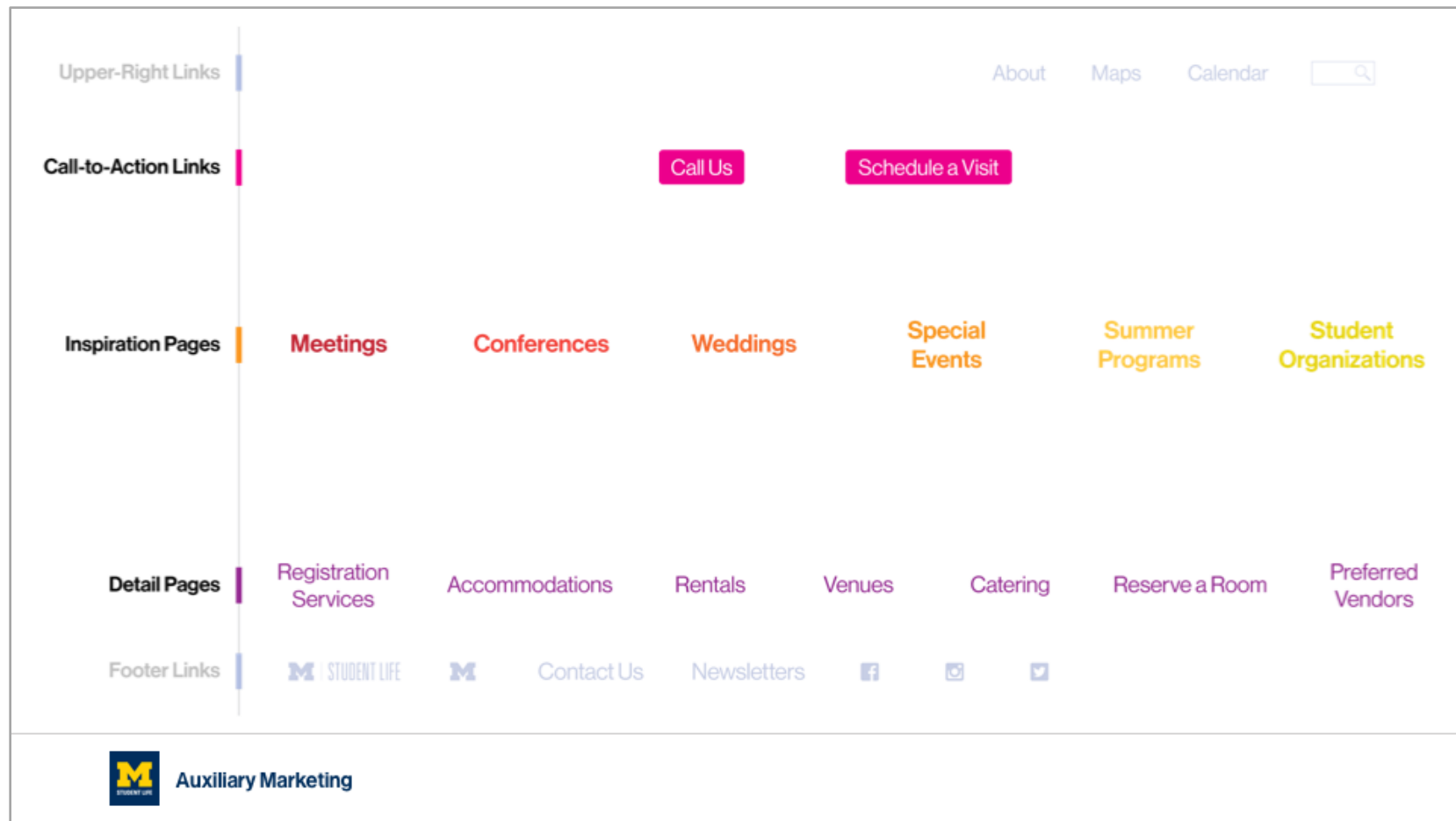


The Detail Pages boil down to seven main pages: Registration Services, Accommodations, Rentals, Venues, Catering, Room Reservations, and Preferred Vendors. Similar to the Call-to-Action Links, not all of the detail pages are applicable to the Inspiration Pages, meaning they won't appear in those spots.

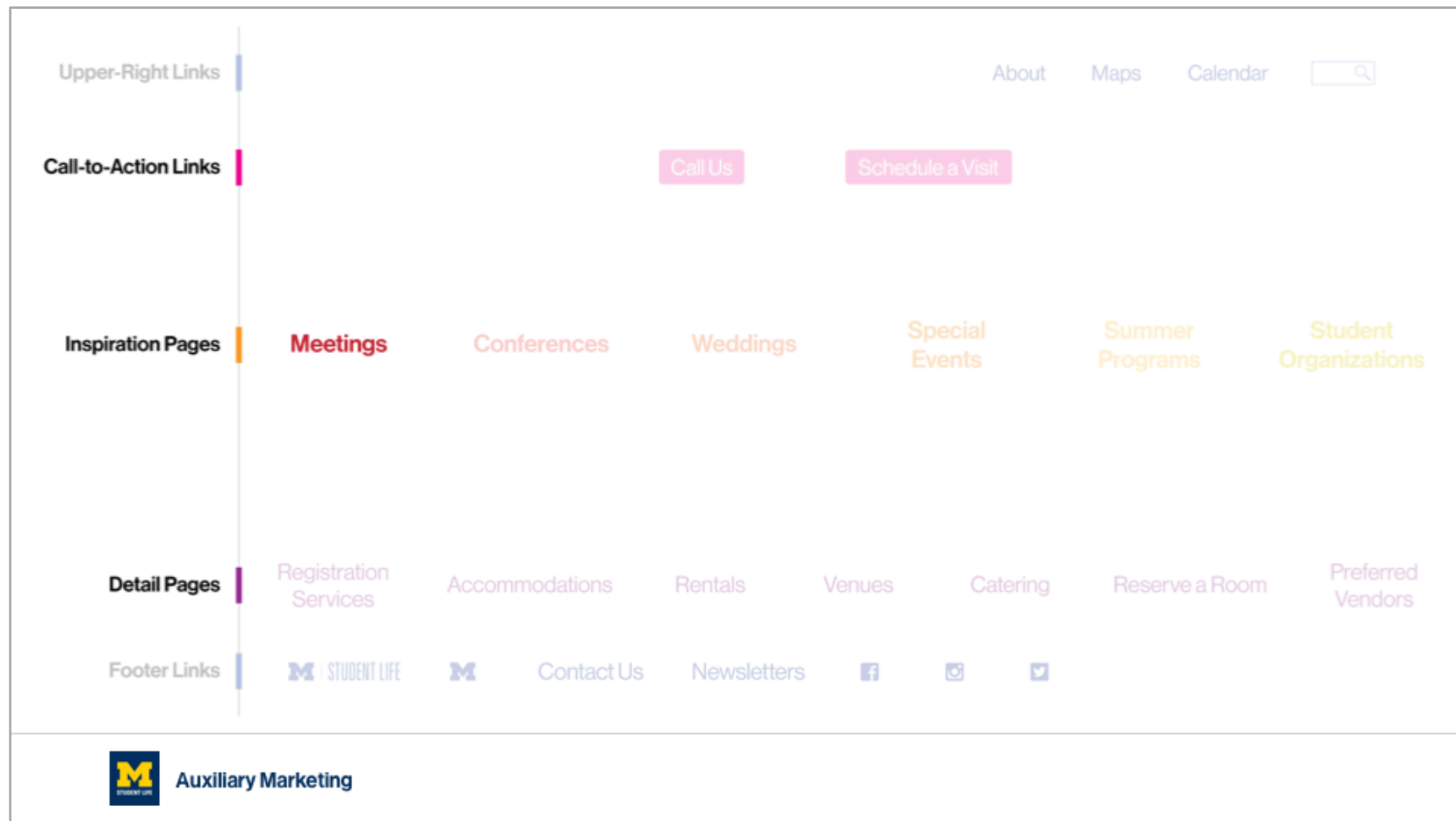


And of course, most important to this system is our groups, which are our Inspiration Pages. As we previously saw, these are Meetings, Conferences, Weddings, Special Events, Summer Programs, and Student Organizations.

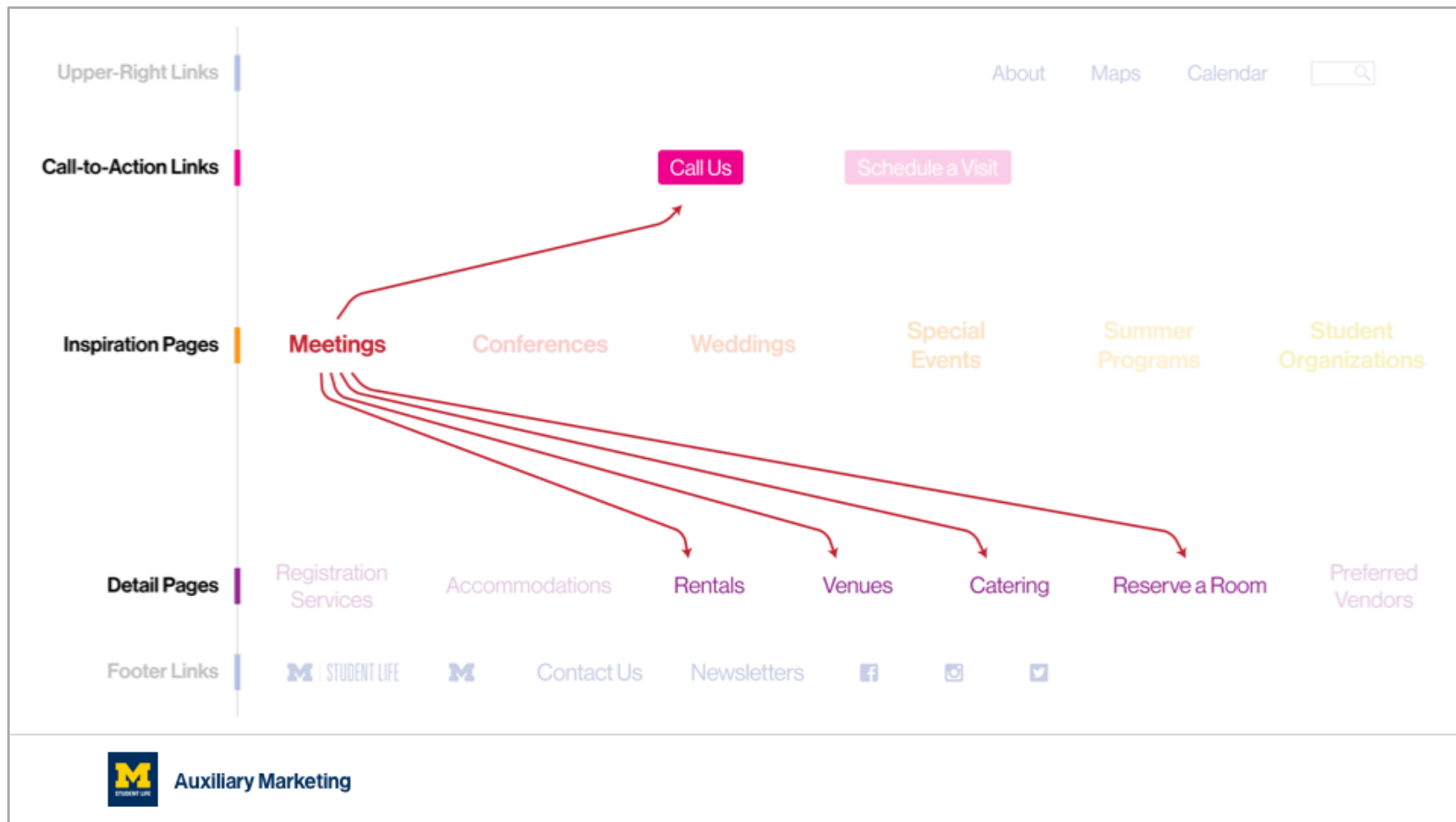




So with these three sections, let's see how they interact. We'll start [with Meetings.]



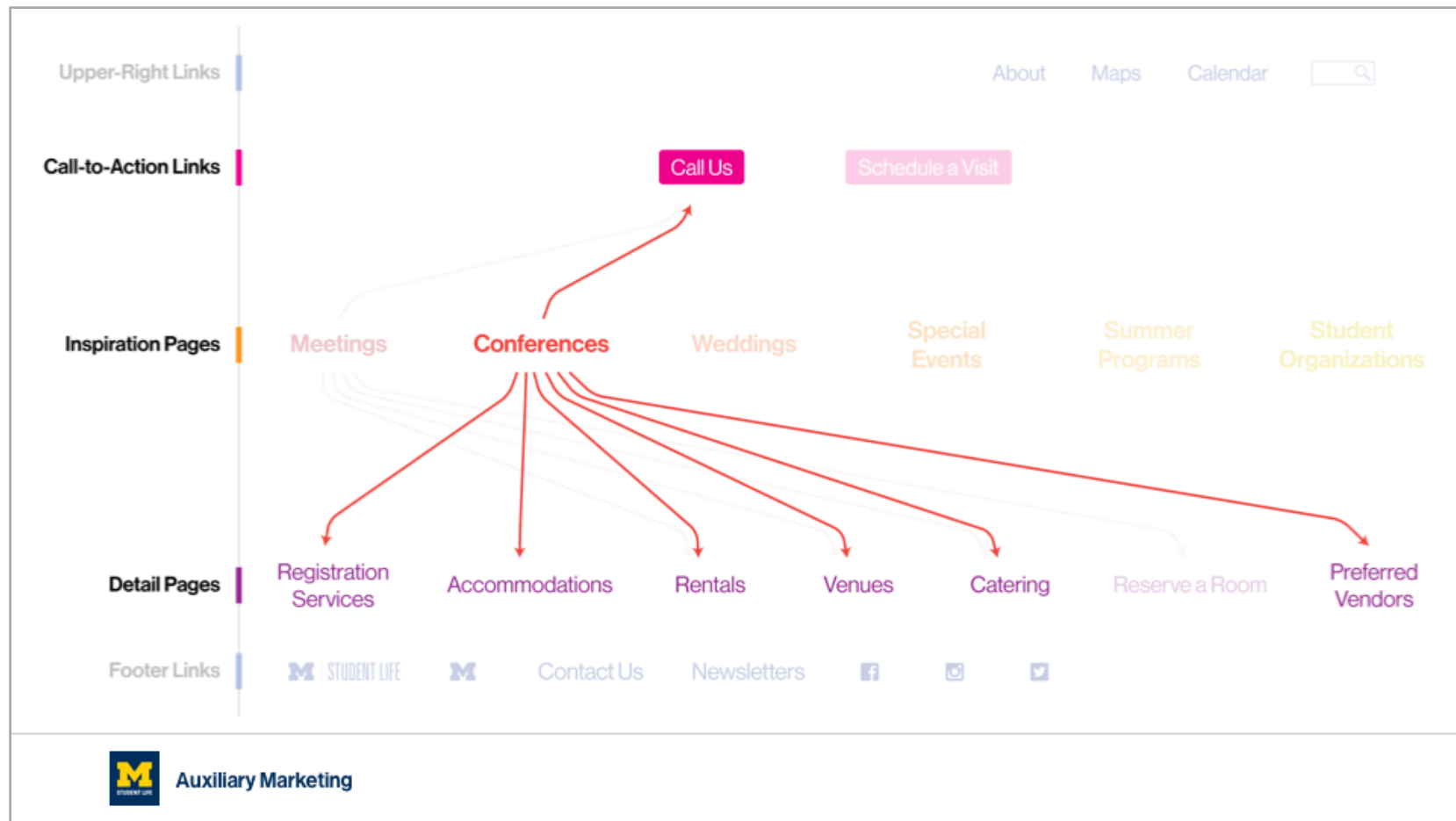
[with Meetings.] So, as we've discussed, the Inspiration Page is always the first step for a new visitor. So the parts they would see or navigate to, branch out from the root inspiration page. Thus, specifically for Meetings, [we would have teasers...]



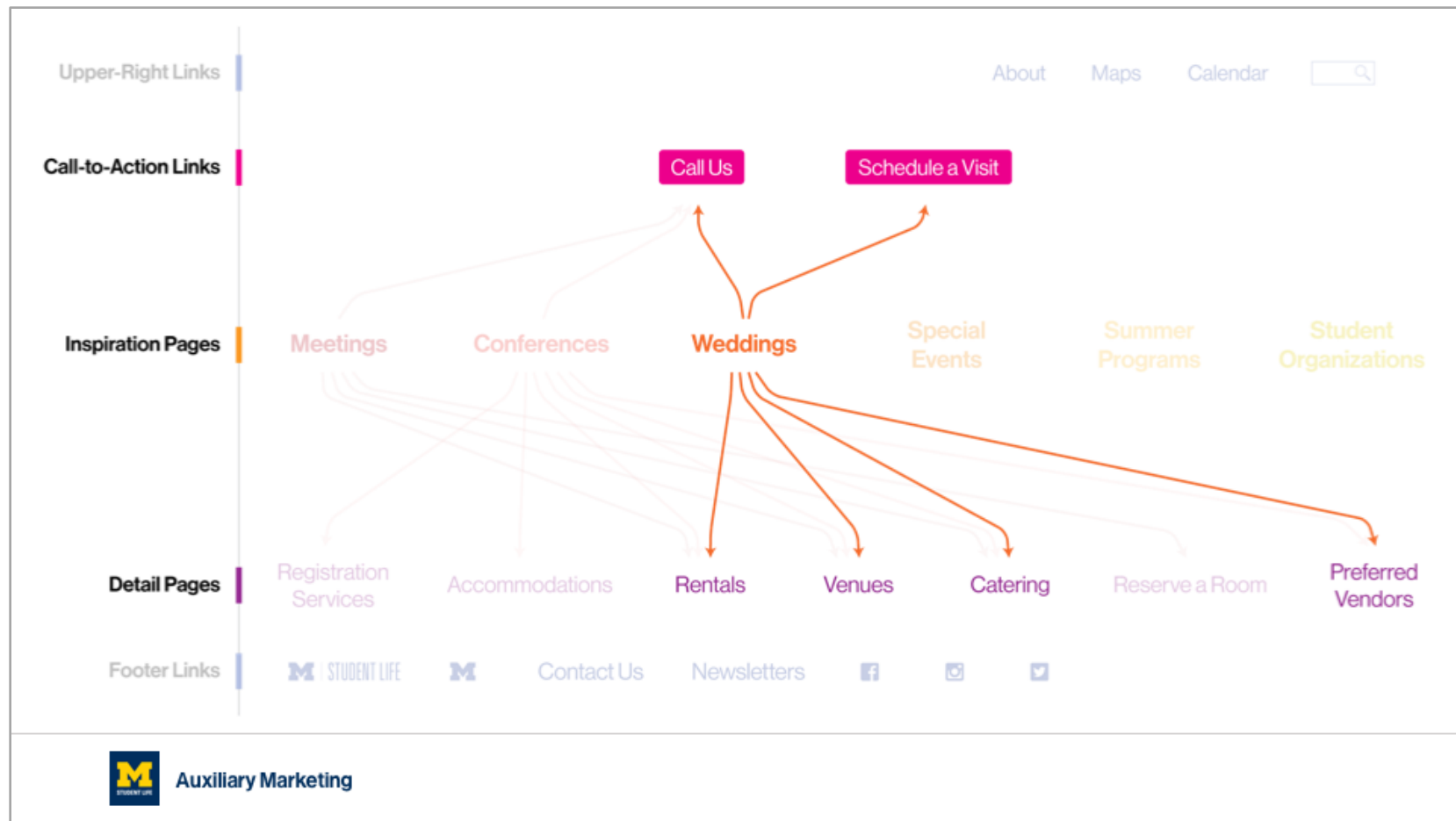
[we would have teasers] and have links to rentals, venues, catering, and reserve a room. Like on all pages, we show the Call Us button for our call-to-action.



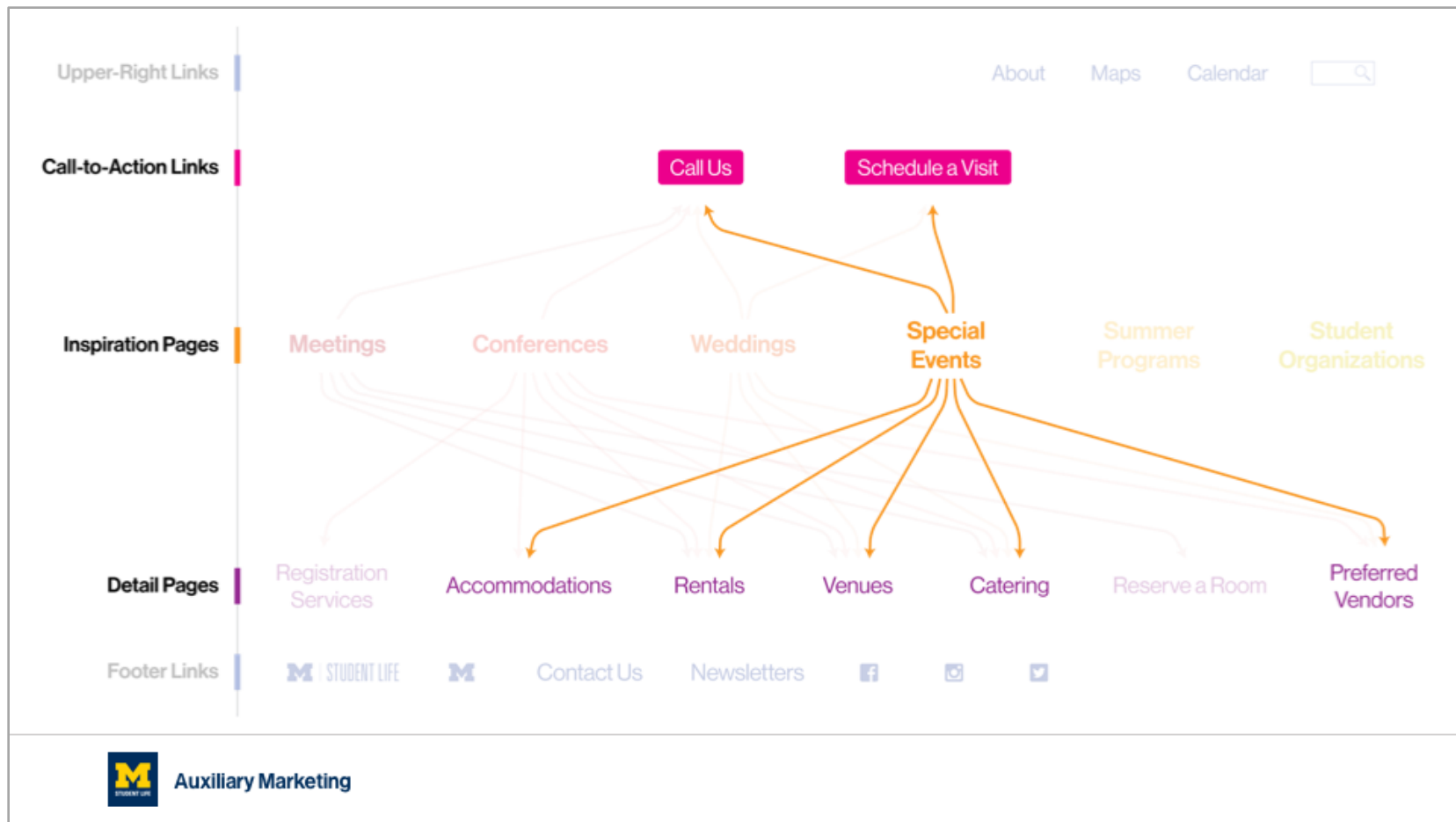
Let's move on to the Conferences inspiration page, where, again, audiences start to get inspired and learn about services overall. Most all of the [details are pertinent to Conferences, with...]



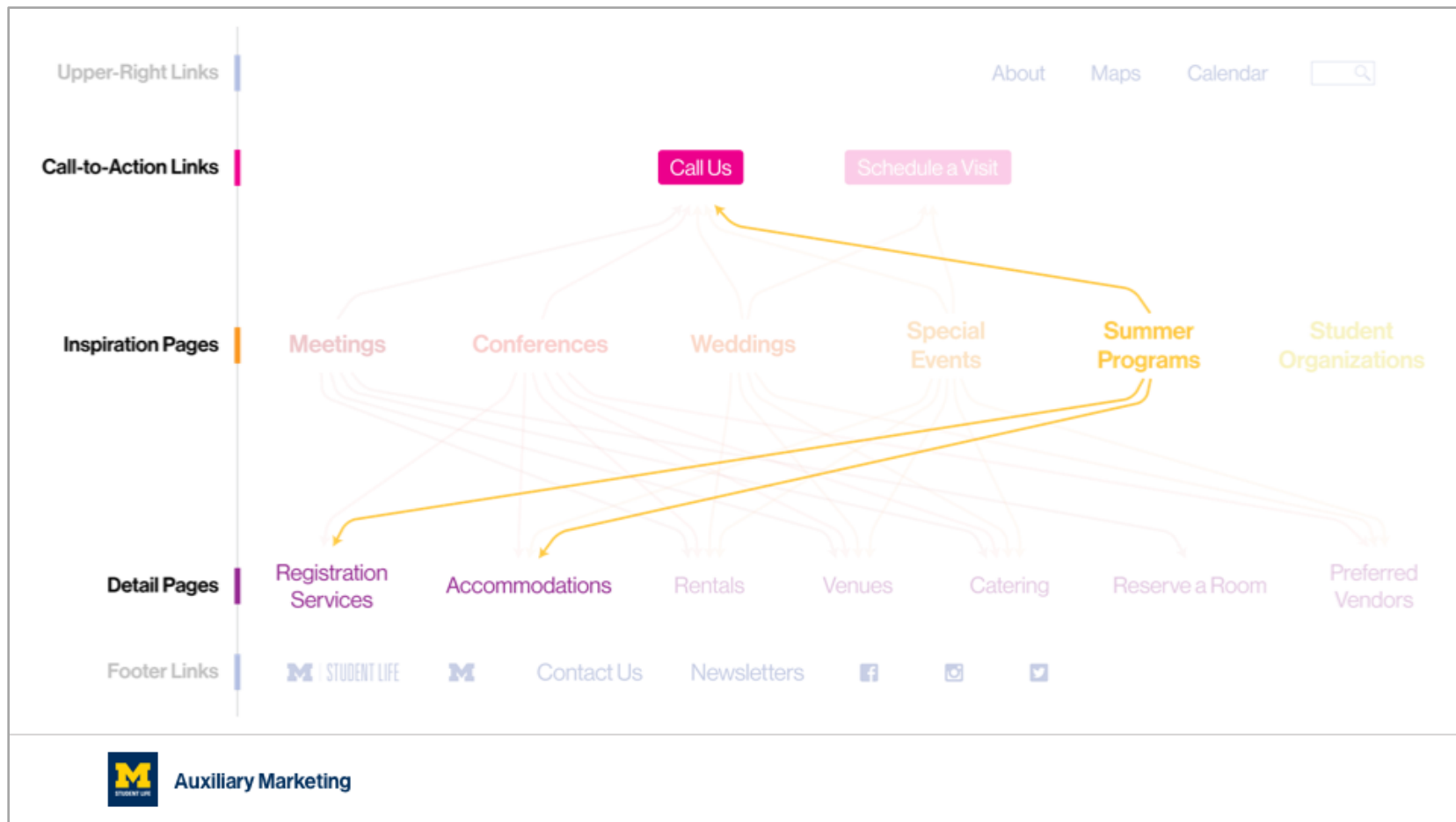
[details are pertinent to Conferences,] with Registration Services, Accommodations, Rentals, Venues, Catering, and Preferred Vendors. These are all included on the Conferences Inspiration Page in teaser form, as well as links that go to each specific Detail Page. Again, Call Us appears everywhere. [Next, for Weddings, ...]



[Next, for Weddings,] we include Rentals, Venues, Catering, and Preferred Vendors. In addition to the Call Us call-to-action, we also show the Schedule a Visit link as a second action to take.

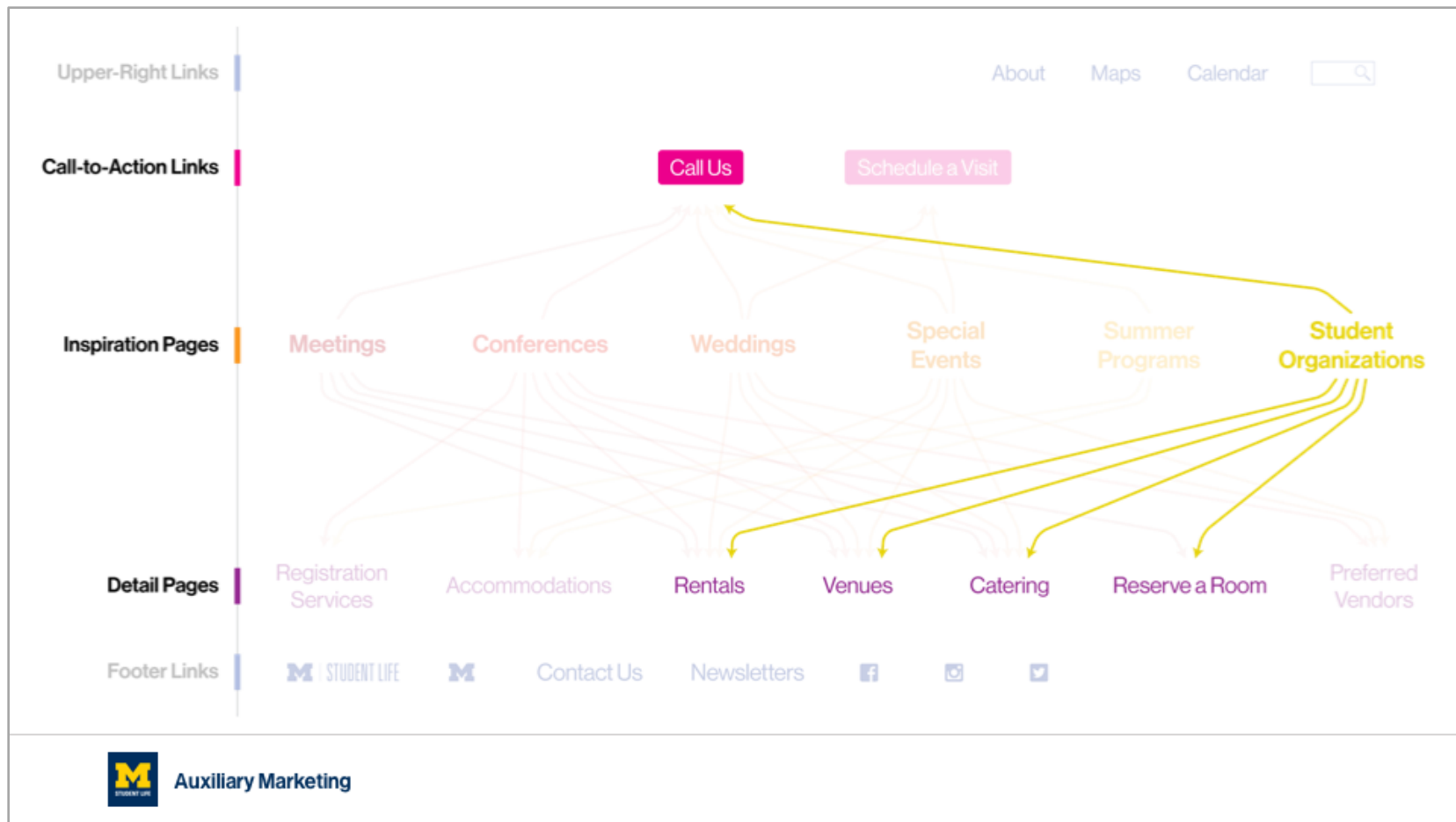


For Special Events, we include accommodations, rentals, venues, catering, and preferred vendors, with both call-to-action buttons shown.

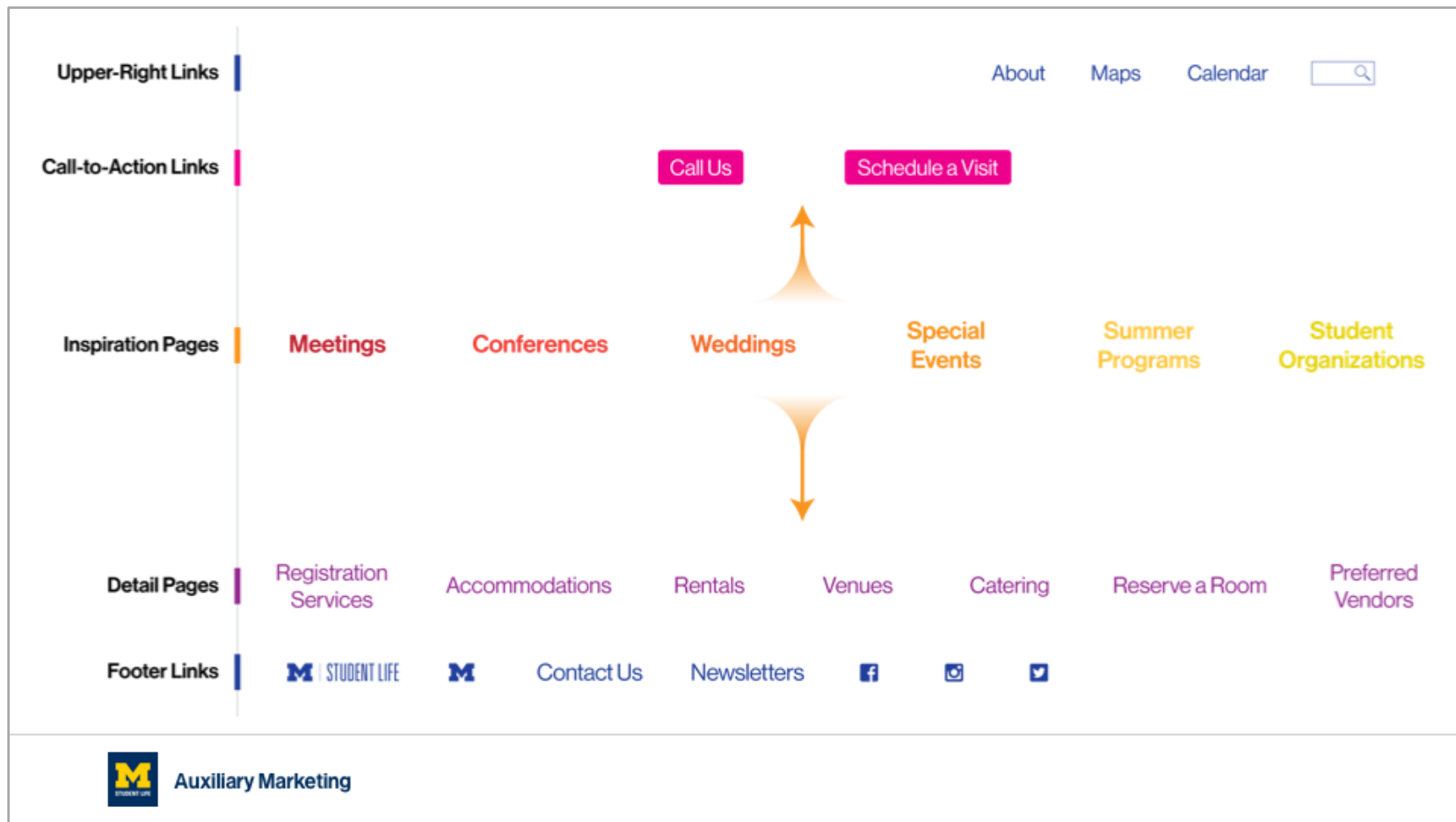


For summer programs, we show Registration Services and Accommodations, with Call Us as the only action.





And finally, for Student Orgs, we show rentals, venues, catering, and reserve a room, with call us as the only action.



So, in all, this is the navigation system. It promotes efficiency by eliminating duplication wherever possible while maintaining an audience-focused experience at all times.