

kcrw.org



Information Architecture Review and Recommendations

December 14, 2004

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Table of Contents

Executive Summary	5
Background	6
About KCRW	6
kcrw.org Goals	6
kcrw.org Content	6
Evaluation Methodology	7
KCRW User Personas	8
Primary Uses of the Site	9
Current Site Map & Pictures	10
Observations and Recommendations	11
Organization	11
Labels	14
Navigation	17
Search	21
Findability: Search Engine Optimization	23
Conclusion: Context, Content, Users	27
Appendices	28
Appendix A: References & Sources	28
Appendix B: Competitive Analysis	29
Appendix C: User Evaluation Tool	30
Appendix D: User Evaluation Results and Summary	31
Appendix E: Card Sort Summary	33
Appendix F: Ideal Navigation System	34
Appendix G: Wireframes of Current Site	35
Appendix H: Proposed Site Sections	38
Appendix I: Proposed Homepage Wireframe	39

Executive Summary

Good Information Architecture (IA) is often regarded as common sense. When implemented well, the concepts—simplicity, clarity, findability—are hardly noticed and seem easy enough to follow. Though attempting to apply principles of simplicity and clarity to an environment as complex as the web is far from easy. Add the web's complexity to the overlapping structure of a radio station that offers on-air broadcasting; three online broadcasts; a freely available archive of 10-years worth of audio programs; public radio affiliation; original news, music and news programming; and an active membership department, and chaos is bound to ensue. To its credit, kcrw.org is a formidable web presence, consistently rated in top-25 rankings for online broadcasting and is a tremendous service to the public.

This report contains an evaluation of kcrw.org through the lens of IA. By considering the goals of the site, performing functional analysis, and most importantly focusing on users, we've come up with observations and recommendations to improve usability of kcrw.org. It is our attempt to streamline both the services delivered via kcrw.org and its maintenance while also positioning the site for growth.

Our recommendations in brief:

Organization

- Eliminate redundancies; develop a unified and consistent organization scheme
- Group similar links and content together
- Propagate structure and scheme through entire site

Labeling

- Label naming conventions need to be more descriptive of the content they represent
- Create a controlled vocabulary and implement it reliably across the web site
- Labels need to ensure a good first impression

Navigation

- Modify the look of global navigation links
- Include local navigation links that provide information about the section a user is in
- Eliminate the “Keyword” drop-down menu and use a site index instead

Search

- Move ‘search again’ function to top of the search result page
- Reformat the text of search results: number them, clarify ‘other results’
- Make searches from all starting points return uniform useful results

Findability

- Research and feature the most popular search terms prominently on the pages of kcrw.org

Many of these recommendations can be implemented without significant rework to the site while others require a more comprehensive organization. With any of them realized, kcrw.org users will find the site more useful and beneficial—allowing KCRW to more fully realize its public service mission and realize the fundraising potential of its web site.

Background

About KCRW

KCRW is a public radio station for Los Angeles County offered as a community service of Santa Monica College in California. The award-winning programming reflects the diverse community it serves. The unique programming—a wide variety of music, local, national and global news, radio drama, and arts and cultural shows—is the core of KCRW’s identity and mission. According to the Fall 2004 Arbitron Radio Market Rankings, the Los Angeles area is the second largest radio market in the country with approximately 10,724,900 listeners.¹ KCRW routinely receives the top ranking for public radio stations in L.A.--in listeners and subscribers--with 534,200 subscribers in the Spring of 2004 (5th in the country)². The station also boasts the largest youth (25-44) audience among National Public Radio (NPR) stations³. The station was named “Best Bit of Everything” radio by *Details* magazine and has won numerous awards for its innovative programming.

kcrw.org Goals

Being funded by listener contributions and private donations, major goals of the station and website are to increase audience share and to convert listeners to subscribers, thus increasing membership numbers and dollars. KCRW meets these goals by catering to the young, diverse community of Los Angeles and engaging the community with the station by sponsoring locally relevant events and programming. As mentioned above, the station ranks 5th in numbers of national public radio members yet are in the second largest radio market. There is room to grow and the station’s web site is a resource that can be leveraged to meet this gap.

[kcrw.org](http://www.kcrw.org) is the Internet home for the radio station. It provides three distinct online broadcasts: Music, News, and Simulcast. The Music and News broadcasts offer the respective programming broadcast on-air in addition to exclusive web-only shows. These streams are heard around the world and have induced the station to mount subscription drives and benefits (including concerts) in the New York City and San Francisco areas. KCRW Simulcast was ranked 24th nationally in Arbitron’s Spring 2002 Webcast Ratings with approximately 147,000 aggregate tuning hours (ATH)⁴. [kcrw.org](http://www.kcrw.org)’s diverse programming, youthful audience, NPR affiliation, and increasingly national presence position it well for leading the station in meeting membership goals.

kcrw.org Content

The eclectic mix of music, cultural, and news programming--designed to attract and express a diverse, connected, youthful audience--should be enhanced by the KCRW web presence. The design of the site is bold and memorable, immediately tuning in users into the uniqueness of KCRW. It also features several eye-catching, animated graphics highlighting the many offers, events, and information of the station.

In addition to the online broadcasts, [kcrw.org](http://www.kcrw.org) is home to the station’s extensive free audio archives of news, music, and cultural programs, dating back to 1994. These programs contain live interviews and performances from the most important and influential names in news and culture. [kcrw.org](http://www.kcrw.org) also serves as the information hub for the station. Program guides and supplements, events relating to the activities of the station, press releases, and information about supporting the station are all featured. Program supplements like the weekly KCRW Top 50 Airplay and Specialty Charts directly link to Amazon.com to allow users to buy the music they hear on-air or online. Purchases made in this manner financially benefit KCRW.

¹ *Radio Market Ratings* (Fall 2004) Arbitron Media Research Information

² *Top 30 Public Radio Subscribers* (Spring 2004) Arbitron Media Research Information

³ KCRW website <http://www.kcrw.org>

⁴ *Webcast Ratings* (Fall 2002) Arbitron Media Research Information

Evaluation Methodology

We utilized a variety of different evaluation methods to inform our observations and make recommendations. These methods included:

- Background analysis of KCRW
- Site architecture map
- Site wireframes
- Individual site reviews by each team member
- Comparative analyses of similar organizations
- Open card sort
- Usability tests

Background Analysis

One team member is currently an active user of the kcrw.org site. She collected a brief background of KCRW and the kcrw.org website. This background analysis included goal and target audience(s) determination for the current site.

Site Architecture Map and Wireframes

A high-level site architecture map was created of the current information architecture using Microsoft Visio. Wireframes of the current layout of the homepage and the top-level section pages were also created in order to visually analyze the current structure.

Individual Site Reviews

Each team member did an initial review of the site's information architecture. We used this initial data as a starting point for our discussions about areas of improvement.

Competitive Analysis of Related Sites

In our competitive analysis of related sites we looked at other public radio station sites and sites that organized information about music in both interesting and ordinary ways, like Musicplasma.org and CDNow.com. We also chose to look at a site with a similar funding model, Bluegrasscountry.org. These sites provide good examples of techniques for highlighting programming, organizing and presenting current and archival information, and most importantly, cultivating a supportive community. See Appendix B for detailed information about our analysis of these sites.

Open Card Sort

We conducted an open card sort with 5 participants. We used labels from kcrw.org and asked participants to sort all the labels and categories. Participants were asked to name each category that they created to classify the cards. Appendix E is a summary of the results from this test.

Usability Tests


We conducted 4 usability tests with users who were unfamiliar with the site. Usability tests were performed using a selection of representative tasks that users on kcrw.org would want to accomplish. Appendix C shows scenarios and user tasks. Appendix D is a summary table of the test results.

The research framework presented in *Information Architecture for the World Wide Web* by Louis Rosenfeld & Peter Morville also informed our observations. This approach investigates and gives equal weight to the context, content, and users of a web site environment.


KCRW User Personas

To inform our analysis of [kcrw.org](http://www.kcrw.org) user personas were created that reflect the audience of current KCRW listeners.

Cloé

- **Age:** 29
 - **Status:** married, no children
 - **Ethnicity:** multiracial
 - **Languages:** English, Spanish
 - **Resident of:** Long Beach, CA
 - **Education:** 4 year degree
 - **Occupation:** Marketing
 - **Computer Skill Level:** Intermediate to Advanced
 - **Hobbies:** Likes music, especially jazz, her husband is a jazz musician, volunteers at the local marina cleaning the beach, Volunteers marketing services to local environmental group.
- 
- **Listens to KCRW:** 25 hours/week, mainly online to the music simulcast from her computer at work
- **Member status:** new member, subscribed on-line
- **Uses <http://www.kcrw.org> for:** listening online, checking for local events and promotions for KCRW members

Steve

- **Age:** 20
 - **Status:** Single, never married
 - **Ethnicity:** Caucasian
 - **Languages:** English
 - **Resident of:** Santa Monica, CA
 - **Education:** pursuing a degree in Graphic Design
 - **Occupation:** Student
 - **Computer Skill Level:** Beginner to Intermediate
 - **Hobbies:** Surfing, playing guitar, hanging out with friends, biking
- 
- **Listens to KCRW:** 10 hours/week, mainly in his car on his way to school or work. He gets most of his news from the station and he likes the music they play, too.
- **Membership status:** non-member
- **Uses <http://www.kcrw.org> for:** searching its archived programs, searching playlists, checks top 5 and DJ pick lists, gets weather and traffic information.

Barry

- **Age:** 34
- **Status:** Single, never married
- **Ethnicity:** Chinese
- **Languages:** English, Chinese, Spanish, French
- **Resident of:** Redondo Beach, CA
- **Education:** PhD in Chinese Literature
- **Occupation:** Professor at UCLA
- **Computer Skill Level:** Intermediate
- **Hobbies:** Theater, dining out, poetry writing, exercise, political activism.
- **Listens to KCRW:** 30 hours/week, favors the cultural programming and is sometimes a guest on those programs. He listens while exercising, in his office, and at home.
- **Membership status:** 15 year member
- **Uses <http://www.kcrw.com> for:** listening to news and cultural programming, uses it as a portal to links about community cultural events and to buy music played on KCRW, reads film and book reviews.



Primary Uses of the Site

1. Listen to music, news, or cultural programming
2. Check out events announced on the station: concerts, films, literature readings, etc.
3. Monitor local conditions: weather, traffic
4. Use archive and playlist services
5. Subscribe

Current Site Map & Pictures

As shown in the sitemap (Figure 1), the top level of the current kcrw.org website is organized into eight different sections: Listen Live (which includes simulcast, music, world news, & on demand), Music, Arts & Culture, News, Program Grid, Find It, About KCRW, and Subscribe to KCRW. Each of these sections provides access to content related to that section as well as content related to other sections on the site in addition to links to information on external sites. From the home page there are also a number of links that will take the user off the kcrw.org site. Wrapped in as part of the kcrw.org site are also the kcrw.com, kcrworldnews.com, & kcrwmusic.com sites, which provide specific content as part of this structure.

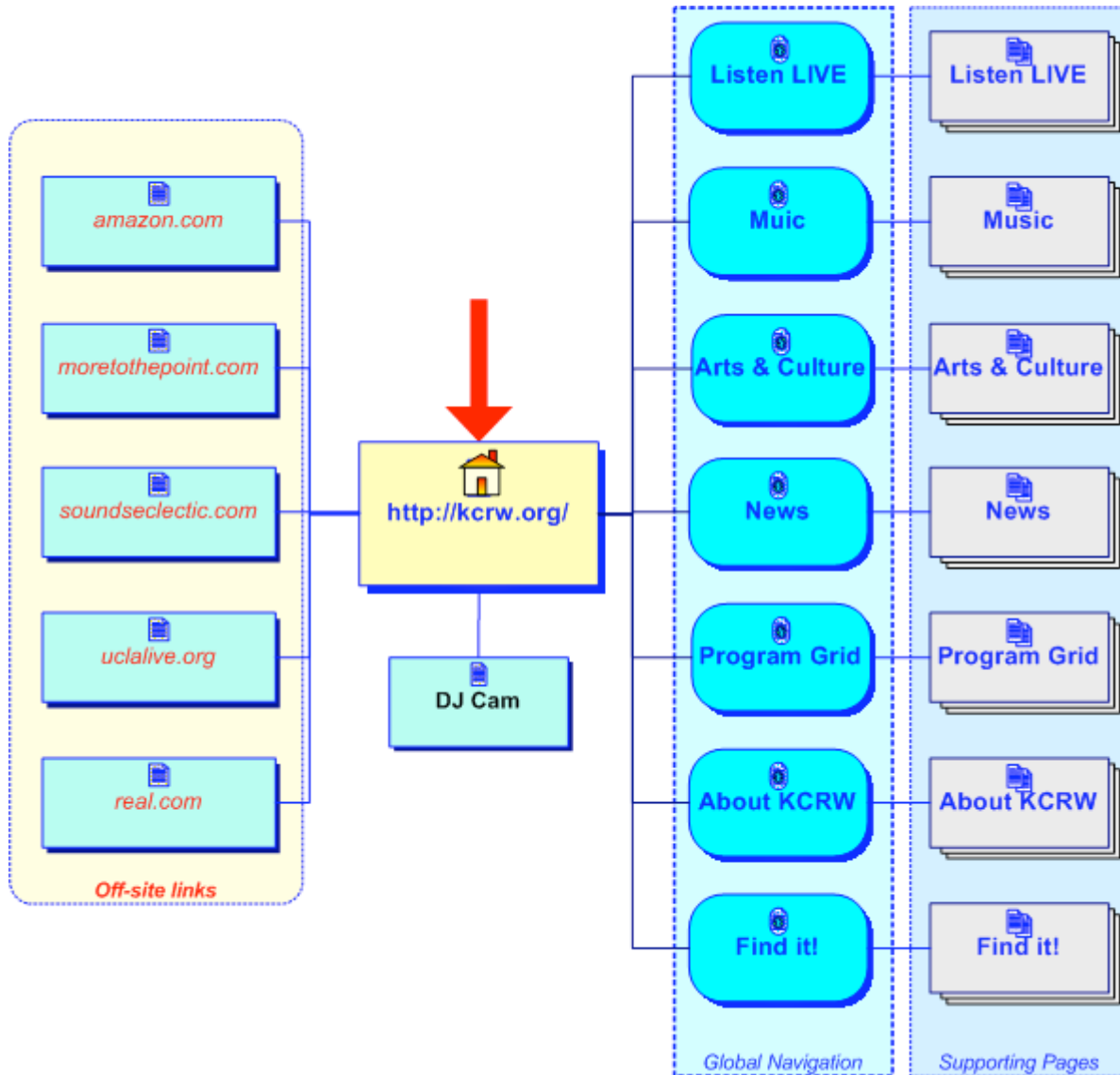


Figure 1: Current Site Map of kcrw.org

Observations and Recommendations

Organization

The organization of a web site works in concert with and helps to inform the site's labels, navigation, and search features. Good organization helps users find what they're looking for with minimal effort through both browsing and searching. "We organize to understand, explain, and control. Our classification systems inherently reflect social and political perspectives and objectives."⁵ As such, the organization structure or scheme chosen is not necessarily universal and understandable by all. One key component of developing an organization structure is to understand your users and their needs and to build your organization structure to support them.

Observation 1: Overall organization structures and schemes are unclear.

From an initial view of the home page one gets the sense there is a basic organization structure being used for the site. The page is broken into 5 major sections (Figure 2): Global navigation along the top; archives and events in the middle-left; today's program schedule in the middle-center; music and membership links in the middle-right; and a re-iteration of the global navigation along the bottom.

Most other main pages appear to implement a similar organization structure, except the middle sections are divided into a left and right only.

As you look closer at these pages you realize that the only consistency in the structure is inconsistency. Looking specifically at the home page, it appears that somewhat of a scatter approach was taken by placing information and elements on the page--if you put a piece of information on the page enough times it's bound to be seen. For example, there are 8



Figure 2: Organization of home page



Figure 3: Many links to subscribe

different links that refer to joining, subscribing, or otherwise supporting KCRW that are circled on the home page (Figure 3).

As noted by one user during our user testing, "There doesn't seem to be any unifying theme." The lack of a consistently implemented structure and scheme on the pages make them confusing even to browse.

⁵ "Information Architecture for the World Wide Web" (2002), p. 50, by Rosenfeld, L. & Morville, P.

Recommendation 1: Eliminate redundancies; develop a unified and consistent organization scheme.

By eliminating redundancies of information and links on pages kcrw.org can start to develop a unified and consistent organization scheme. For example on the home page reducing the number of links to subscribe, join, or support KCRW can mitigate the scattered look and feel. One link to subscribing can be featured prominently in the global navigation and another can be clustered with other KCRW membership topical links. [Appendix I is a proposed final home page wire frame}. Another way to eliminate redundancy is to ensure that clusters of information and links are unique on the page so that users can find all related information in one spot without having to look through to entire page to ensure that they've located the definitive location for that information.

Observation 2: It's hard to create a consistent cognitive model of the site.

It is challenging for users to build a cognitive model, mainly due to inconsistent and scattered organization

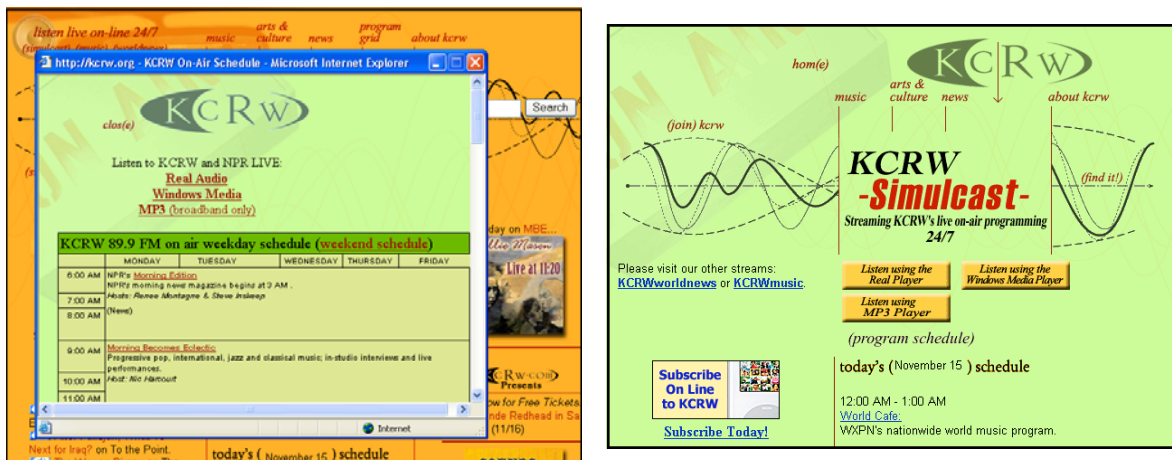


Figure 4: Different views using the same label, "Program Schedule"

that tells them where they are and where they can go in the site. They are further challenged in developing a cognitive model by inconsistent implementation of functionality on various pages. For example, depending on where they are in the site when they click on program grid, they either spawn a new window showing a generalized weekly program schedule (the left image of Figure 4) or are taken to a page with today's program schedule (the right image of Figure 4).

While there are groupings of information that share common characteristics, these groupings aren't unique on the page. Sometimes these groupings are broken up by an unrelated link in their midst. For example, the circled links in Figure 5 are music related links, and in the middle of them is a link for a calendar of local events. As users follow the link, they realize that the events on the calendar are not necessarily music related.

Recommendation 2: Group similar links and content together.

By grouping similar content together you can eliminate redundancy on the page. It will be easier for users to find content, knowing that once they've found a cluster of information on the page for which they're searching, they don't have to continue to scour the page to ensure that they're not overlooking something. In general, this will better enable



Figure 5: Unrelated links

users to create a cognitive model of the site, reduce their frustration, and make it easier and quicker for them to find items that interest them.

Observation 3: Inconsistent implementation of organization structures and schemes across all pages and sections.

Coupled with the change in structure from the home page (Figure 2) to subsequent pages (Figure 6), the inconsistent application of functionality, even with a semi-consistent structure, can further confuse the user. In the ABOUT KCRW section when a link from the *sectional content* area is selected, the information in the *programming info* section is replaced while the *sectional content* area remains static. From other pages both sections are updated, or the link spawns a new window, or you are taken to another section of the site and the whole page is updated.

Another item of note is the inconsistency of graphic elements on some pages. There are stylistic differences in the different sections where font type and size for elements don't carry over from one section to another. For example, in the *Subscribe to KCRW*, *About KCRW*, & *FIND IT* sections of the site the divider element between the middle sections is a different thickness and style than on other pages, which seems to imply that there might be a different functionality available. Depending on which links you follow, the behavior of the *sectional content* area and *programming info* areas changes.

On various pages the collections of links in the *section content* area aren't always consistent. At initial glance, they appear to be the same collection from page to page. However, there are slight variations with some links omitted or added.

Thus, it's difficult to know what to expect from the site, and as such, the user can get lost or confused quickly as they must construct a new cognitive model for each page they visit. As noted by one user, "Seems like I've been somewhere before where I found this information."

Recommendation 3: Propagate structure and scheme through entire site.

Be consistent. By developing and implementing a consistent organization structure and scheme that can be carried from page to page, users will be able to better utilize the site, and will go from having a frustrating to a fun experience. And fun is a much more conducive mood to giving money to your favorite public radio station.



Figure 6: Organization of other pages

Labels

Strategic use of labels in a website is key for ease of findability. Labels must describe the context that they represent in a manner that is meaningful, unambiguous, easy to interpret, and consistent. Equally important, overuse of labels can impede the user's ability to find information in a quick and concise way. Labels are one of the first things that a user notices when visiting a website. They provide the first impression of the company or organization that the site represents. If labels appear to be scattered randomly, and without any forethought as to their naming convention, they can leave the user feeling uneasy about the web site's quality of service. Well thought out labels connect users to the content of the site and give them an overall more satisfying experience.

kcrw.org caters to an NPR programming audience and eclectic music listeners. Creating a one-size-fits-all label taxonomy (if one even exists) does not cater to the specific needs of these different groups. By conducting an open-ended card sort exercise with a representative sample of these types of users, it became readily apparent that the current labeling scheme requires modification. Users were unfamiliar with terms and noticed redundancy in the terms. Additionally, in some areas too much content was covered by one label, leaving the user wondering how the different subjects within this category were related. With this in mind, the following observations and recommendations are offered.

Observation 1: Labels are ambiguous and hazy as to their meaning.

At the KCRW homepage, one of the primary links is titled "Calendar" (Figure 7). This particular link takes the user to a webpage detailing local entertainment events around town. Additional descriptors in the title, such as "Calendar of Events", would be more explanatory as the term "calendar" can represent a timetable, a diary or even a plan. More confusion is introduced when clicking on "KCRW Presents" at the homepage, which takes the user to a listing of live shows in L.A., New York, and San Francisco. Other than a change in location venue, this is really just another type of calendar of events.

Recommendation 1: Label naming conventions need to be more descriptive of the content that they represent.

Don't assume that users will intuitively understand the content behind "one word" labels. Use additional words to effectively convey the topic that the label represents. Stay away from words that have more than one meaning. For instance, in "KCRW Presents", the term "presents" could be perceived as a noun, perhaps meaning gifts with KCRW logo's that listeners can purchase. Or it can be perceived as a verb, meaning KCRW is going to introduce some additional material. Effective content labeling will minimize user search time.



Figure 7: Unclear labels

Observation 2: Labels aren't implemented consistently across the site.

Choosing multiple terms to represent the same concept is detrimental to site navigation. Clicking on the wrong link, due to poor labeling conventions, can send the consumer down the incorrect path toward their information needs. Additionally, when returning to the site, the customer has a harder time recalling the correct path to take to reach their intended destination. Figure 8 shows the many different words used on the home page to enlist visitors to become members. For instance, clicking on the word "subscribe" at the KCRW site takes the user to a "membership" webpage, but



Figure 8: Inconsistent labeling

clicking on the word “join” takes the user to a “subscribe” webpage. Both web pages intend to attract new members, but their inconsistency can cause confusion, resulting in lost revenues for the station as potential members leave the site in frustration.

Recommendation 2: Create a controlled vocabulary and implement it reliably across the web site.

Creating a controlled vocabulary will reduce the user’s cognitive processing time to determine the meaning, or intent, of the terms. Using consistent terminology across the site increases user’s confidence and ease with the information they are browsing. This can ultimately translate into an increased consumer membership base once the labeling to subscribe on-line is more predictable.

Observation 3: Labels are not descriptive enough.

In general, labels do not give good “information scent” as to their subject matter. Because of the diversity of users accessing the KCRW website, common understandings of labels and their content cannot be assumed. For instance, a regular listener may be very familiar with the content behind such label names as “Rare on Air” and “Morning Becomes Eclectic” (Figure 9). However, the more casual user may be confused by these unclear names. The content they represent is not intuitive.

Recommendation 3: Labels need to acquaint the user to the content they represent.

While this recommendation may seem similar to Recommendation #1, it differs in that Recommendation #1 was about descriptive labels that weren’t explanatory enough. This recommendation is about labels that are actually names that do not attempt to be descriptive. This lack of information scent leaves the user feeling tentative about their ability to find the information they seek. This discomfort will cause browsers to leave your site in search of a more understandable one. Additionally, consider grouping labels into several organization schemes for ease of use by the target customer.

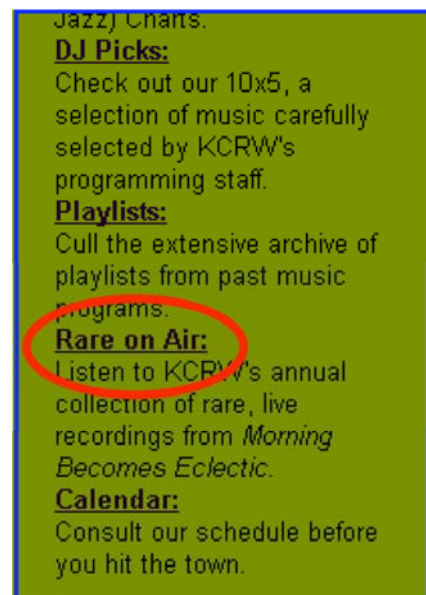


Figure 9: Labels not informative

Observation 4: Same label names navigate to different locations depending upon the page where they originate.

Clicking on the “Program Grid” link from the homepage takes the user to a site that displays the on-air weekday schedule at a glance.

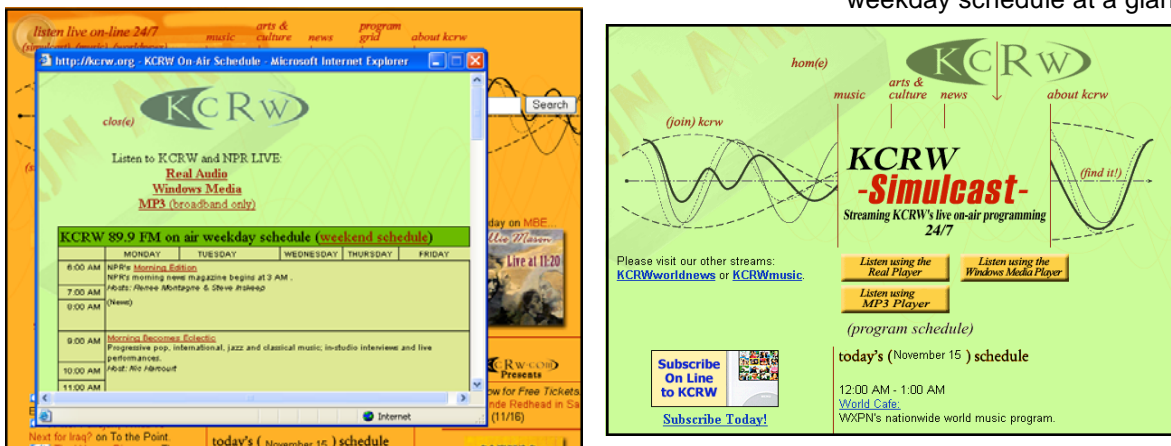


Figure 10: Program Grid navigation from Home Page (left) & News Page (right)

Clicking on the “Program Grid” link from the news page, however, results in a listing of today’s schedule. (Figure 10) These examples, seen in Observation 2 from the Organization Section, show a path inconsistency that affects user recall and increases time and frustration when trying to find the same information during a future session.

Recommendation 4: Maintain consistent label navigation to minimize confusion and enhance recall.

Using the same label for two different pages, though the information is related, adds to the users’ overall confusion. Clarifying the labels will minimize uncertainty all-around.

Observation 5: Labels need to ensure a good first impression.

When first visiting the KCRW website, the amount of information conveyed is overwhelming. Labels appear in different fonts and colors and sizes throughout the homepage. Strategic placement of labels appears to be non-existent, and its NPR affiliation is not known until the user scrolls half way down the page. Instead, flashing labels entreat the user to “volunteer”, “subscribe”, and “join up” before they even have a good sense of what the site is all about. While trying to make the homepage appear artsy and eclectic, the flashiness of some content instead makes it appear cluttered and unfocused.

Recommendation 5: Choose the most important labels for the homepage based on users’ needs and website goals and place them in a strategic and organized fashion.

The old saying, “Less is more” definitely applies to this web site. Limit the quantity of labels on the homepage to improve its appearance and promote ease of findability.

Navigation

The navigation features of a web site should work in harmony with the labels, structure and search system of a site. Good navigation provides context in a web site environment by offering consistent clues to the user as to how the overall site is organized. Users should always know where they are and how to complete their desired tasks, even if they're in the middle of a web site. Displaying key labels at crucial places and times eases initial and repeated task completion. In addition, flexibility in navigation will promote user discovery by offering different ways of accessing information. Yet, flexibility must be balanced with context or else confusion ensues. Well-designed navigation systems promote flexibility and reinforce structure by integrating global, local, and contextual navigation systems.

kcrw.org offers numerous services and varied content to their users. However, a visitor of the site would have a hard time identifying which links will take them to the services or content they want to access. In user tests of the site, users were asked if they always knew where they were in the site while performing their tasks. One user answered "Not at all. I got lost a lot." When asked about their overall impression of the site, one tester answered "Scattered. Too random. No pattern." Users were also asked to perform a "Navigation Stress Test"⁶, and 100% of the users failed (see Appendix D). The navigation elements of kcrw.org are a crucial part of the user experience.

Observation 1: Too much information on the home page makes it hard to for a user to know where to start.

Redundancies in link options and inconsistencies in presentation and labeling confuse the organizational hierarchy. Figure 11 represents all of the links available from kcrw.org [homepage]—there are sixty-six. Same colored squares identify some of the redundant links. The red boxes identify links that either go to the exact same "simulcast" page or a sub-simulcast page. Blue boxes are those which all link to the same "Subscribe" page or link to closely related sub-pages for "Subscribe".

Recommendation 1: Eliminate redundancies in links and group content into logical, hierarchical categories.

By grouping all the information about online broadcasts or subscribing, kcrw.org can deliver a clearer and stronger message about these topics. The user can be strategically guided in their navigation of the site. For example, if the subscription links were consolidated and lead to one page, the user would not have to choose or decipher which link will take them to the information they want—be it member benefits or how to become a corporate underwriter.

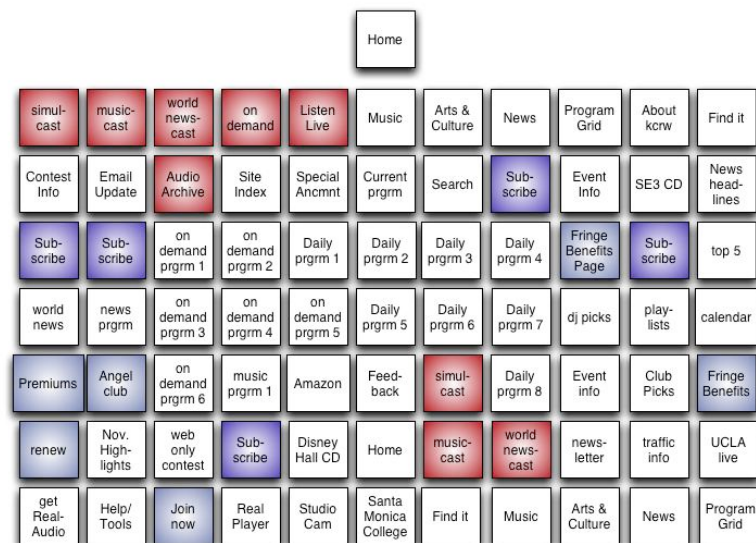


Figure 11: Redundant links have same color

⁶ From Keith Instone's 1997 *Web Review* article, "Stress Test Your Site." <http://keith.instone.org/navstress>

Observation 2: Global navigation links are hard to read and use.

The wide variety of award winning programming and eclectic music presentations are further expressed in an unconventional graphic design for the site. The striking, bold-colored backgrounds and technical-looking, but whimsical, wave graphics create a distinctive look. However, these coupled with the supplementary graphics and flashing items overwhelm the user on the home page. As a result, the global navigation is not easily identifiable—a considerable problem as a site's global navigation is a core element to its usability (see figure 12). Additionally, the selection of terms used as labels for the major sections could improve.



Figure 12: Confusion in the global navigation

Recommendation 2: Modify the look of global navigation links.

It is important that kcrw.org maintain its striking design. Also, in all of our usability tests, users were able to locate the global navigation links. kcrw.org being a one-of-a-kind resource on the web is aptly paired with its one-of-a-kind navigation design. However, with some small changes, the global navigation can serve users better. Steps in the right direction would be to tone down competing graphic elements on the rest of the home page; enlarge and modify the font size of the text links; and consolidate the labels to reflection the major sections of the site. Our recommendation for new global navigation links are offered in our wireframe in Appendix I.

Observation 3: Local navigation does not provide clues about what's available in a particular section.

Figure 13, local navigation from the "Program Grid" page, identifies how local navigation rarely relates to the content in a particular section, nor does it provide complete information about what is available to users in a particular section. "Club Picks", "Fringe Benefits", and "Newsletters" do not have any direct correlation to the "Program Grid". In addition, if local navigation is implemented it appears below many graphic elements advertising (sometimes related) special features or services of the site, forcing users to scroll far down the page to access these links.

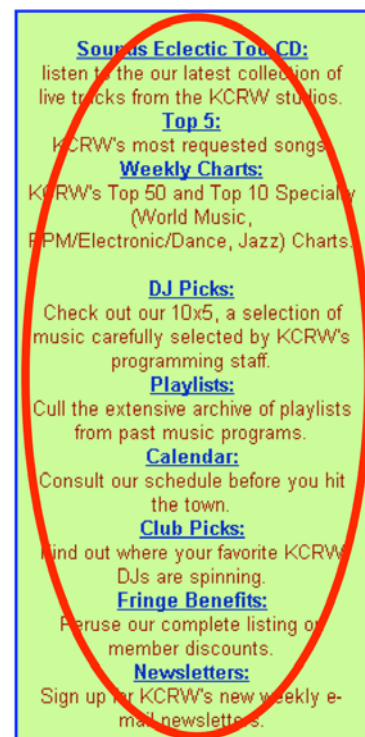


Figure 13: Confusing local navigation

Recommendation 3: Include links in the local navigation that provide information about a section and draw out the subsections of a particular page.

Limiting links along the left hand side of a page to links that relate to that page's section will give users more information about services or events they could take advantage of. Informative local navigation coupled with simple global navigation will be a powerful tool for kcrw.org. Instead of “happening” upon gems of content or services, users would be aware of things like member benefits and online broadcasts by just spending a small amount of time with the site.

Observation 4: Problematic bottom links.



Figure 14: Bottom link for Arts & Culture (left) & Program Grid (right)

The bottom links for KCRW's site often change from one page to another and sometimes take users off of the site without any explanation (Figure 14). For example, the bottom links of the “Arts & Culture” main page include a link to the human rights group, Amnesty International. When a user follows this link, they go off KCRW's site to the Amnesty International home page, which does not reference KCRW or any combined program that the two institutions may be participating in. This is highly confusing for users. Also, the mismatching audio player icons do not instill consistency or unity and may not be displayed according to an agreement with RealPlayer or Media Player.

Recommendation 4: Mirror global navigation in bottom links.

For greater clarity, each page's bottom links should be the same. If it is appropriate to link to outside sites, this should be done in a new window and include an explanation of the relationship between kcrw.org and the outside site. By presenting partnerships in a focused and consistent manner, they can be fully utilized. More useful links, like “Contact Us” or “Copyright Information” could be included instead. Additionally, users will more quickly form a better mental model of the site when they see identical bottom links on every page.

Observation 5: There is no indication of visited/unvisited links when users travel throughout the site.

Text colors remain the same regardless of whether users have clicked on a link to a page or not. There is no record on the web site to show users what pages they have already seen.

Recommendation 5: As is the standard with most web sites, the text of links changes colors after they have been visited. kcrw.org should conform to this standard.

This small but major change will assist users to navigate through kcrw.org successfully and reduce user stress.

Observation 6: The “Keyword” drop-down menu serves as a site index on the home page, and local navigation on section front-pages.

On the center of the home page a drop-down menu labeled “Keyword” contains a list of 92 links. Not only is this list unwieldy, no explanation or context for the links are given.

Recommendation 6: Eliminate the “Keyword” drop-down menu and use a site index instead.

The Keyword drop-down menu is probably a favorite of long-time users of kcrw.org. It takes them directly to any program the station offers or any major section of the site directly from the home page. This method is perhaps popular because actually using global and local navigation to find a desired section is too hard. Instead of intimidating new users with an outrageously long drop-down menu that may be easy to maintain but serves the need for a site map poorly, kcrw.org should do the work to develop a site map or index. The exercise of evaluating the architecture of the site to build a site map or index will assist the creators of kcrw.org in conceptualizing the overall IA and will result in a coherent and useable expression of their work.

Search

Good search is a necessary and important component of a quality website. The KCRW website is particularly heavy on content like archived shows, news programs and events and could benefit greatly from improved search functionality. The current search functions support a user finding the shows, but they do not make it easy. A simple to use, well-formatted and consistent search page would increase the audience's participation in and tendency to return to the site. Moreover, creating search zones to correspond with the different types of information on the pages would help users find results more quickly.

The KCRW website offers users two ways to search their site, a text box in the upper left of the home page and a separate search page labeled "find it!" The "find it!" page currently offers users several options including a keyword search box, the ability to search KCRW show archives by program (another pull-down menu), search on other pages and search on playlists. The user can also limit the search chronologically or by specific program.

In general, the KCRW search functions do a good job of retrieving current, applicable results. However, the difficulties lie in their presentation.

Observation 1: Keyword search results are formatted badly, require too much user cognition to ascertain, and sorting is unclear.

More specifically, the format is similar to other pages throughout the site. There is no clear indication that the user is viewing search results. At KCRW, a keyword search for George Bush will return a long list of links/documents that is practically unusable for several reasons (Figure 15).

In particular, the list's chronological order is not apparent immediately because the user is concentrating on the results themselves, determining their relevance and applicability. There is no index of the results in the initial list, and each result has an extended description. The visual result is paragraphs of text which run together. The initial list is then followed by a list of results from 'other pages'. What 'other pages' means, or where they come from, is unclear. However, they are formatted in a very user-friendly way that looks how we expect search results to look. To revise a search, users must scroll through the entire list in order to get to the search function. If a user was unaware of this feature, then he would not be able to correct a failed search. Finally, there are no search tips or spelling corrections to mend failed searches.

Recommendation 1: Move 'search again' function to top of page, make text of results obviously different, number results, highlight sorting mechanism and clarify 'other results'.

Clearer search results will allow users to understand their returns better, and they will consequently use the search function more often. The more pages that work well for users, the more satisfying experience KCRW visitors will have.



Figure 15: Unwieldy search results

Observation 2: Default limits on the “find it!” page must remain checked.

From the find it page, the options below “go find it!” are very confusing. The default is two boxes checked, and search is most successful this way. A search for “Brazilian Girls” nets no results if the boxes are not checked. If the boxes are checked, the search yields seven results. However, the user has no warning that the defaults need to stay, so inexperienced users may not know why their searches fail.

Recommendation 2: Insert a statement to advise users to keep the default boxes checked (or get rid of these options all together).

Comments advising users not to change defaults will help them get better results. With these improved results, KCRW web users will believe that the site’s search function works well and will have an overall better experience.

Observation 3: Identical searches from the home page and the “find it!” page yield dramatically different results.

A keyword search for the group ‘Brazilian Girls’ (Figure 16) from the home page (left) and the “find it!” page not only look different, but offer different content. Notice the logos at the top of each page as well as words that appear under the FIND IT! heading on the left, but not on the right. Clearly, the searches have been accessing different spaces in the database. The only similarity between the two searches is one program archive and accompanying picture.

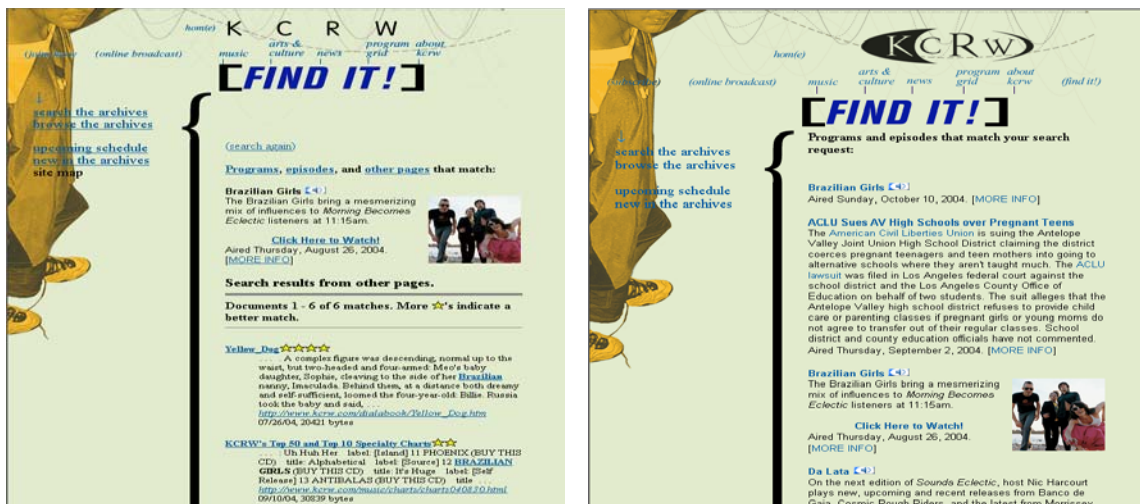


Figure 16: Same search, different starting point, different results

Recommendation 3: Make searches from all starting points return uniform, useful results.

When it works well, search helps users find information quickly and provides them with a more satisfying experience. When search fails, users get frustrated and will not return to the page. Users should be able to expect identical results when entering identical search terms, regardless of the starting point of the search. The search process should be a seamless, behind-the-scenes process to maximize user satisfaction.

Findability: Search Engine Optimization

Findability (we're using the term to mean search engine optimization) is a measure of how easily a web site's content is found by Internet users. For users not familiar with a web site's offerings, the most common means of discovering it (second to word-of-mouth) is an information need satisfied with results from an Internet search engine, Google being the most popular search engine. As Rosenfeld and Morville state, "users need to be able to *find* content before they can use it."⁷ With poor findability, the incredible content of kcrw.org will most likely go undiscovered by those not aware of the station.⁸

Observation 1: kcrw.org does not fare well in tests measuring findability from Internet search engines.

Overture, a commercial online advertising company, offers a free tool that ranks related search terms by frequency⁹. Figure 17 identifies search terms that could be used to find kcrw.org from Internet search engines. "Online broadcast" scores low compared to "listen live", "online music" receives more than double the other two search phrases combined. "Listen live" is the only related term that appears on KCRW's home page.

Searches done in October 2004		Searches done in October 2004		Searches done in October 2004	
Count	Search Term	Count	Search Term	Count	Search Term
551	online broadcast	5764	listen live	106136	online music
505	online tv broadcast	1094	listen to live radio	26831	free music online
492	online radio broadcast	557	listen to live police scanner	20773	listen to music online
95	online broadcast television	485	rush limbaugh listen live	15074	watch music video online
75	online research and broadcast	432	listen live howard stern	13401	listen to free online music
75	broadcast online sports	391	listen to live music	10121	online music store
68	broadcast news online	316	radio station listen live	7748	music video online
61	world series broadcast online	245	michael savage listen live	7618	music india online
56	online music broadcast	181	listen to debate live	6523	free music video online
56	broadcast nfl online	172	fox listen live radio sports	5408	sheet music online
51	broadcast free online tv	160	listen to live atc	5154	download free music online
50	presidential debate online broadcast	151	listen live talk radio	2911	christmas music online
43	broadcast fax online	148	listen to the presidential debate live	2684	online music radio
39	broadcast cowboy dallas online	132	listen to red sox live	2515	buy music online
34	broadcast free online radio	130	listen to the world series live	2453	free online sheet music
33	broadcast online red sox	115	country music listen live	2433	indian music online
32	live broadcast online	115	listen live mib	2285	classical music online
32	broadcast online radio sports	111	espn radio and listen live	2113	christian music online
31	broadcast online yankee	102	listen to live like you were dying	2087	free online music radio
29	broadcast christian online	100	listen to astros game live	2079	download music online
27	live online broadcast radio	96	listen live radio sports	1477	halloween music online
		89	listen to rush live		

Figure 17: Search term analysis with results for related terms and number of time terms were used in the last complete month.

⁷ Rosenfeld and Morville (2002), p. 219

⁸ Until some enlightened soul shares the love.

⁹ <http://inventory.overture.com/d/searchinventory/suggestion/>

WordCount¹⁰, an information visualization experiment shown in Figure 18, presents the 86,800 most frequently used English words, ranked in order of use. This tool, also free, illustrates “music”, ranked 654, is a generally more used word than “radio”, ranked 1150. “Internet” is used least with a ranking of 30,525.

Table 1 below illustrates where [kcrw.org](http://www.kcrw.org) appears in Google search results using a variety of search terms and phrases. (Quotes or capital letters were not used in the search queries). The highest scoring phrase from our test in *Overture*, “online music”, does not produce a link to [kcrw.org](http://www.kcrw.org) in the first five pages of results. Including more specific terms about KCRW programming seems to help, especially if the terms relate to genres of music (e.g. “alternative music online”) or performers featured on the home page (e.g. “Badly Drawn Boy online music”). Strangely, KCRW shows up on the second page of results for “California public radio” when the station is the number one public radio station in California’s number one market.



Figure 18: Results from WordCount searching the terms a) "music", b)"internet", and c)"radio".

Search terms	Results in Google
“Online broadcast”	4 th page
“Listen live”	Not in first 5 pages
“Online music”	Not in first 5 pages
“Free music online”	Not in first 5 pages
“Alternative music online”	1 st page
“Simulcast”	1 st page of results
“Internet music”	Not in first 5 pages
“Internet radio”	Not in first 5 pages
“Radio drama online”	Not in first 5 pages
“California public radio”	2 nd page
“Online news broadcast”	Not in first 5 pages
“Wilco music online”	Not in first 5 pages
“Badly Drawn Boy online music”	3 rd page of results

Table 1: Google search result rankings

find [kcrw.org](http://www.kcrw.org) from popular search engines and studying these terms, it is possible to learn how the outside world conceptualizes the station, how users initially unfamiliar with the station find themselves at [kcrw.org](http://www.kcrw.org), and gain insight into user’s surfing habits.

While these tools are useful for guiding keyword selection, their results shouldn’t be adopted without understanding their weaknesses. The *Overture* tool, for example, gathers data only from search engines associated with the company and their analysis does not include a distinction between singular and plural terms. The data for *WordCount* currently comes from the British National Corpus, a 100-million-word

Recommendation 1: Research and feature the most popular search terms (as text, not images) prominently on the pages of [kcrw.org](http://www.kcrw.org).

This can be done in the title and header HTML tags, and often in text descriptions of KCRW content. By doing so [kcrw.org](http://www.kcrw.org)’s placement in Google and other Internet search engine results should improve.

By utilizing software (e.g. Live Tracking) that reveal keywords / search terms used to

¹⁰ <http://www.fabrica.it/wordcount/main.php>

* Performance featured on home page, <http://www.kcrw.org>

collection of samples of written and spoken language from a wide range of sources. This data is therefore skewed toward British English and is dated. Because kcrw.org fills a unique niche, it is important to use these tools only as guides because niche responses are not always accounted for.

Content Inventory and Task Mapping

An inventory and analysis of content on the KCRW site coupled with a good understanding of users will enable content to be mapped to user needs. Table 2 is an analysis of the current content pieces.

Object	Source	Format / Structure	Metadata*
Audio file	On-air broadcast Web-only brdcst Host/DJ	cgi script runs .ram file (from database)	Audio File ID Interviewee/Performer Interviewer/Host Program Title Date Time Length Subject/Keywords Genre Description
Press Release	Marketing/ Publicity	Static html	Press Release ID Title Date Time Author Subject/Keywords Web Publish date
Membership Promotion	Membership	xhtml	Promotion ID Promotion title Member benefit Sponsor Donation Amount Date offered Date rescinded Subject/Keywords
Playlist	On-air broadcast Web-only brdcst Host/DJ	html (database driven?)	Playlist ID Date Show title Host Time Subject/Keywords

Table 2: High-level content map for kcrw.org
(*represents suggested metadata gathering by kcrw.org)

By identifying which aspects of content (metadata) users would search for and which aspects would be helpful for administration and maintenance of the site, patterns, relationships, and content types emerge. Content mapped to user needs guide the process of conceptualizing the site's searching, labeling, organization, and navigation systems. In the case of audio files and playlists, these pieces of content are from the same source, Hosts/DJs. They also both derive from broadcasts. Playlists describe every song played during a music program. Currently, users can only search and identify archival audio files by program name. In a relational database, if the Playlist ID is associated with a Program ID in an audio file, users will then be able to identify audio files at the song level. Figure 19 illustrates the high-level interactions or the task of searching the archives for a program containing a particular song.

Task:
Find an archived program by
searching for a song played
during the program and listen to it

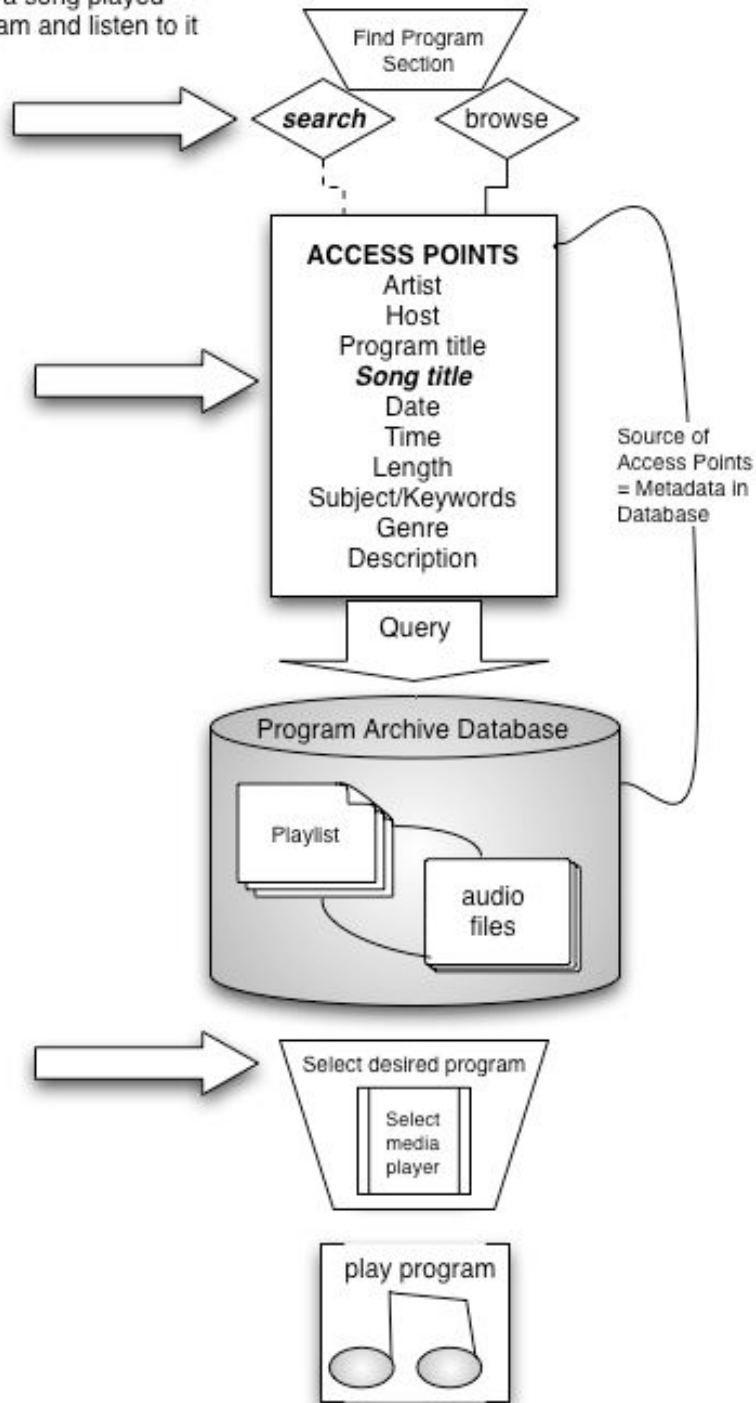


Figure 19: Task Analysis

Conclusion: Context, Content, Users

The preceding analysis attempts to capture the context of kcrw.org's environment, consider the needs of its users, and leverage the amazing content available at kcrw.org. IA unites context, content, and users. Users and their needs are key to understanding where to direct priorities and how to frame content. This strategic use of IA will help kcrw.org to:

- 1) send a focused message about membership;
- 2) make users aware of the vast archives of the web site; and
- 3) offer a valuable and easy-to-use service, which will no doubt help the station meet its goals.

Appendices

Appendix A: References & Sources

Arbitron Media Research Information. *Radio Market Ratings*. (Fall 2004).
Top 30 Public Radio Subscribers. (Spring 2004).
Webcast Ratings. (Fall 2002).

Instone, K. (1997) "Stress Test Your Site." *Web Review*. <<http://keith.instone.org/navstress>>

"Keyword Selector Tool." <<http://inventory.overture.com/d/searchinventory/suggestion/>>

Rosenfeld, L. & Morville, P. (2002). *Information Architecture for the World Wide Web*. 2nd ed. O'Reilly & Associates, Sebastopol, CA.

Overture – search term frequency rankings. <http://inventory.overture.com/d/searchinventory/suggestion/>

"WORDCOUNT/Tracking the way we use language". <<http://www.fabrica.it/wordcount/main.php>>

Competitive Analysis Sources

KCRW website. <<http://www.kcrw.org>>

NPR website. <<http://www.npr.org>>

KUSC website. <<http://www.kusc.org>>

KSDS website. <<http://www.ksds.org>>

WFUV website. <<http://www.wfuv.org>>

Bluegrasscountry website. <<http://www.bluegrasscountry.org>>

Appendix B: Competitive Analysis

	KCRW.org	NPR.org	KUSC.org	KSDS.org	WFUV.org	Bluegrass-country.org
Home Page		Easy to use. Graphics do not prohibit use of site.	No graphics, few pictures.	Basic, informative, easy to use.	Easy to use, colorful. Graphics don't interfere with use.	Basic, informative, easy to use
Organization	Scattered. Hard to tell where you are.	4 main columns of information. Separate sections for news, stories, links, archives, books, music, etc. Balanced between broad/narrow and shallow/deep.	3 main sections split by audience use. Place for e-mail sign up.	1 main section plus a sidebar.	Sidebar grouped according to topic. 4-5 main sections separated into shows, npr links, concerts.	1 main section plus a sidebar. "The Campground" page distinctly different and confusing.
Findability	Over-long pull down menu serves as site map.	Pull down menu organized and separated by topic. Local station finder. Topics and shows distinctly different.	Generally easy to find shows and content. No site map.	Generally easy to find information and content. No site map.	Somewhat easy to find information and content. No site map.	Generally easy to find information and content. No site map.
Labels	Inconsistent, overlapping and confusing.	Clearly distinguish content. Unique and intuitive.	Unique and easy to understand. Some are particular to station programs.	Labels are clear, intuitive and easy to understand.	Labels are clear, intuitive and easy to understand. Separated by topic in side bar.	Some overlap in the use of "Membership". Otherwise, unique and clear.
Navigation	Global navigation hard to read, small, changes from page to page.	Global and local navigation clearly at top and left side. Navigation bars remain consistent throughout site.	Global navigation at top, local navigation found through rollover. Navigation remains constant throughout site.	Global navigation in left sidebar. No local navigation.	Global and local navigation in side bar. Some global navigation. Not consistent from page to page.	Global and local navigation clearly at top and left side. Navigation bars not consistent throughout site.
Search	Search box in upper left corner. Separate search page- find it! Returns uneven results depending on starting point.	Search box in upper left corner. Help screen with search capabilities. Alphabetical or keyword or date search capabilities. Archives page easy to use, offers tips to improve search. Link to "Online Help Center".	No search option available. No show archives.	No search option available. No show archives.	Search options for show archives includes name, dates and other fields to fill. Archives search box at upper left of page. Find/Buy it page combined.	No search option available.
Membership	Pointers inundate user. Different buttons lead to different member information.	N/A	One main section, leads to a single page with consistent, easy to read information.	One link from sidebar, leads to one page with consistent, easy to read information.	One link from sidebar, leads to one page with consistent, easy to read information.	2 pages to join or support, each with different information.

Appendix C: User Evaluation Tool

Users were asked to perform the following tasks while vocalizing their thoughts and actions. These tasks were observed by team members who recorded their actions, success, and failure. The user testing was wrapped up with a general survey to capture the user's thoughts about the site and the tasks.

User Tasks

- 1: From the Second Presidential Debate page, (http://kcrw.com/cgi-bin/db/kcrw.pl?show_code=ot&air_date=10/8/04&tmpl_type=Show) go to the home page and navigate back to this page without using search or the back/forward browser buttons.
- 2: From the Second Presidential Debate page, (http://www.kcrw.org/cgi-bin/db/kcrw.pl?show_code=ot&air_date=10/8/04&tmpl_type=Show) you decide you want to email the station regarding comments you have about the page. Find the email address for where you would send your comments.
- 3: From the home page, (<http://www.kcrw.org>) find what the benefits are of being a KCRW member?
- 4: From the home page, (<http://www.kcrw.org>) you want to listen to news programming.
- 5: From the home page, (<http://www.kcrw.org>) find out how to purchase the Sounds Eclectic Too CD.
- 6: From the ABOUT KCRW page, (<http://www.kcrw.org/about/index.html>) find the KCRW On-Air Schedule.
- 7: From the home page, (<http://www.kcrw.org>) find the most recent Morning Becomes Eclectic show featuring a live performance from the band Wilco.
- 8: From the FIND IT page, (<http://www.kcrw.org/find/>) search for today's current traffic report.

Appendix D: User Evaluation Results and Summary

Users' success/failure and completion/incompletion of tasks

Task #	User 1	User 2	User 3	User 4	Success Rate	Failure Rate
1	Fail	Fail	Fail	Fail	0%	100%
2	Succeed	Succeed	Succeed	Fail	75%	25%
3	Fail	Succeed	Succeed	Succeed	75%	25%
4	Succeed	Succeed	Succeed	Succeed	100%	0%
5	Succeed	Fail	Succeed	Succeed	75%	25%
6	Fail	Succeed	Succeed	Fail	50%	50%
7	Succeed	Succeed	Succeed	Fail	75%	25%
8	Fail	Fail	Fail	Succeed	25%	75%

Users' evaluation of tasks

1-Easy, 2- Moderately difficult, 3- Hard to complete, 4- Fun, 5- Frustrating

Task #	User 1	User 2	User 3	User 4
1	Frustrating 5	Frustrating 5	Hard to complete 3	Hard to complete 3
2	Easy 1	Easy 1	Easy 1	Frustrating 5
3	Easy 1	Easy 1	Easy 1	Moderately difficult 2
4	Easy 1	Easy 1	Easy 1	Easy 1
5	Frustrating 5	Frustrating 5	Moderately difficult 2	Moderately difficult 2
6	Easy 1	Moderately difficult 2	Easy 1	Easy 1
7	Frustrating 5	Frustrating 5	Moderately difficult 2	Hard to complete 3
8	Frustrating 5	Frustrating 5	Frustrating 5	Hard to complete 3

User Survey Responses:

1a. Did the organization of the site make sense?

- No! very poorly done.
- No. It's not organized at all.
- Not really.
- It was more "stylish" than organized.

1b. How was it organized? (by hierarchy, by audience, by programming, by time, not a clue)

- Definitely not by audience, no clue, maybe a hierarchy;
- Organization appeared Random. Believes it was organized "by audience".
- Not a clue. "There doesn't seem to be any unifying theme."
- Not a clue, it was kind of hodge-podge.

2. Did the labels provide good/enough information?

- No, the page is hard to read because of the graphics, and I couldn't find the things you wanted.
- No, plus there were no drop down descriptions.
- Some do and some don't. I'd either get to the right place quickly or it took forever.
- Yes – once they were found.

3. Did you always know where you were in the site?

- No, not at all, sometimes I did, but mostly not. Sometimes, I clicked the wrong button and ended up not where I wanted to be, which took me somewhere else.
- Not at all. I got lost a lot.
- No.
- Most of the time

4. Did the search feature help you find what you were looking for?

- This rarely helped since it gave confusing results and was extremely frustrating.
- Not really. The results it pulled were too broad.
- No

5. What were your overall impressions of the site?

- Poorly done, look is unappealing, too chaotic, too loud (color-wise). It's hard to look at, and I don't want to look at it for a long time.
- Too complicated and too much information. There is too much to read at one time and too much on a page. Way too much scrolling. This is the first time I've been to a radio site.
- Stylish, packed with info, but not a site I would look at for very long.
- Scattered. Too Random. No pattern.

Appendix E: Card Sort Summary

We created an Excel spreadsheet of easy to cut out cards with which to conduct an Open-ended Card Sort exercise. There were a total of 36 cards, containing global labels, secondary labels, and labels that we thought to be troublesome. Each label had an associated number with it, for ease of summarizing the results once the testing had been completed. Four volunteers were recruited and acquainted with the website, via review of the first few slides from our mid-term presentation overview. They were then asked to sort the labels into piles that made sense to them, and to give a subject label to each pile. They were encouraged to speak out loud during this process, so that we could take notes of their thought processes. The volunteers were different than the individuals that were utilized for the User Evaluation Tool exercise.

The results were then compiled into an Excel spreadsheet format that listed the label names of the piles, the card numbers in each pile, and any pertinent comments that were made. Consistently the users commented that they did not know what the Special Program names were (i.e. Rare on Air), that labels were redundant, and, in general, expressed confusion about what the labels represented. This feedback was incorporated into the "Observations" and "Recommendations" for the "Labeling" section of this report.

Following is a manual compilation of the piles, and associated subject labels, that were most consistent across the results of the user tests. These results were then considered when compiling the recommended Subject Headings for our proposed KCRW homepage.

Programming

- #33 Program Grid
- #22 Today's Schedule
- Special Show Offerings**
- #34 Which Way L.A.
- #2 Bookworm
- #12 Rare on Air
- #8 Morning Becomes Eclectic
- #31 Local Programming

Tool Bar

- #4 Find it
- #17 Help
- #29 Home
- #15 FAQ
- #25 Feedback

Music

- #26 DJ Picks
- #20 Music
- #24 Weekly Charts
- #36 Top 5

Listen Live On-Line

- #21 On-Line Broadcast
- #7 Listen Live on Line 24/7
- #23 Studio Cam
- #5 Get Real Audio

About KCRW – Participate

- #10 Subscribe to KCRW
- #11 Volunteer at KCRW
- # 6 Join KCRW (redundant to #10?)
- #28 Fringe Benefits

About KCRW – General

- #1 About KCRW
- #18 KCRW e-mail
- #35 Santa Monica College

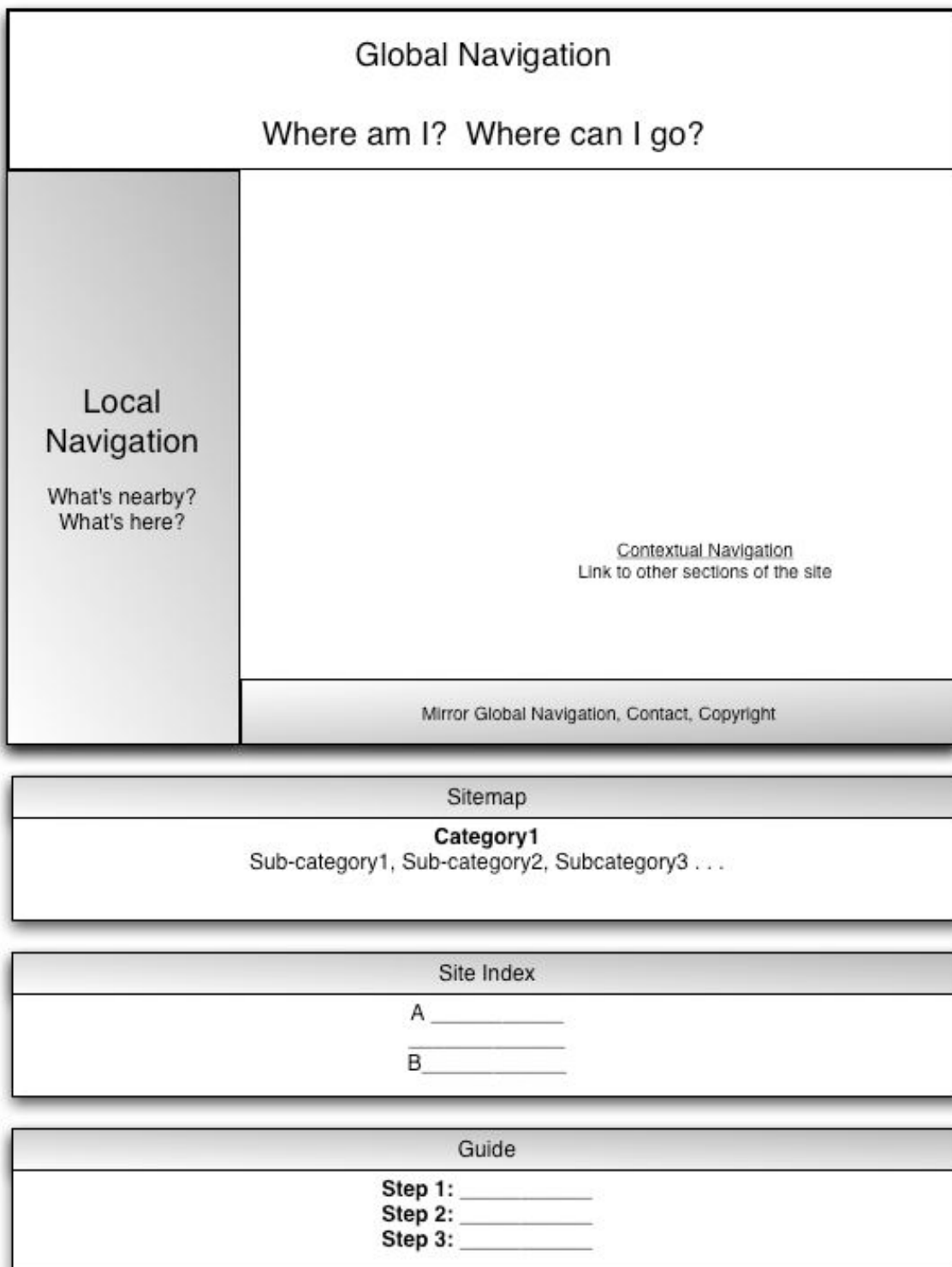
News

- #30 KCRW World News
- #3 Events, Announcements, New News
- #9 News
- #19 Local & National News Headlines
- #16 Freeway Traffic

???

- #32 New in the Audio Archive (should this go under Music, News, or both?)
- #25 Art & Culture (I don't think we have any use for this label anymore)
- #13 Amnesty International (keep, or leave out?)

Appendix F: Ideal Navigation System



Appendix G: Wireframes of Current Site

Home

Listen Live on-line 24/7 simulcast - music - worldnews			Music	Arts & Culture	News	Program Grid	About KCRW
			LOGO				
Subscribe	DJ CAM		Studio CAM		Find It		
KEYWORDS: (see detail on next page)							
Contest Graphic Email Graphic Audio Archives Graphic _____ _____ Events & Announcements Graphic _____ Pres & VP Debates Message Program Graphic Program Highlights Message Program Message Program Message Program Graphic Concert Hall Graphic	Now Playing Subscribe Link Event Promotion Graphic Today's Schedule 12:00 AM-3:00AM _____ 3:00 AM-6:00AM _____ 6:00 AM-10:00AM _____ 10:00 AM-11:00AM _____ 11:00 AM-12:00PM _____ 2:00 PM-5:00PM _____ 5:00 PM-6:00PM _____ 5:00 PM-9:00PM _____ 9:00 PM-12:00AM _____		Event Graphic Feature Graphic NPR Graphic Benefits Graphic Top 5 Message DJ Picks Message Playlist Message Calendar Event Message Club Picks Message Benefits Message Newsletter Message Traffic Message Event Graphic				
RealPlayer Graphic			KCRW home Feedback Music Arts & Culture News Program Grid about KCRW Find It Help/Tools Join Now Studio Cam KCRWSimulcast KCRWmusic.com KCRWworldnews.com Santa Monica College Get RealAudio				

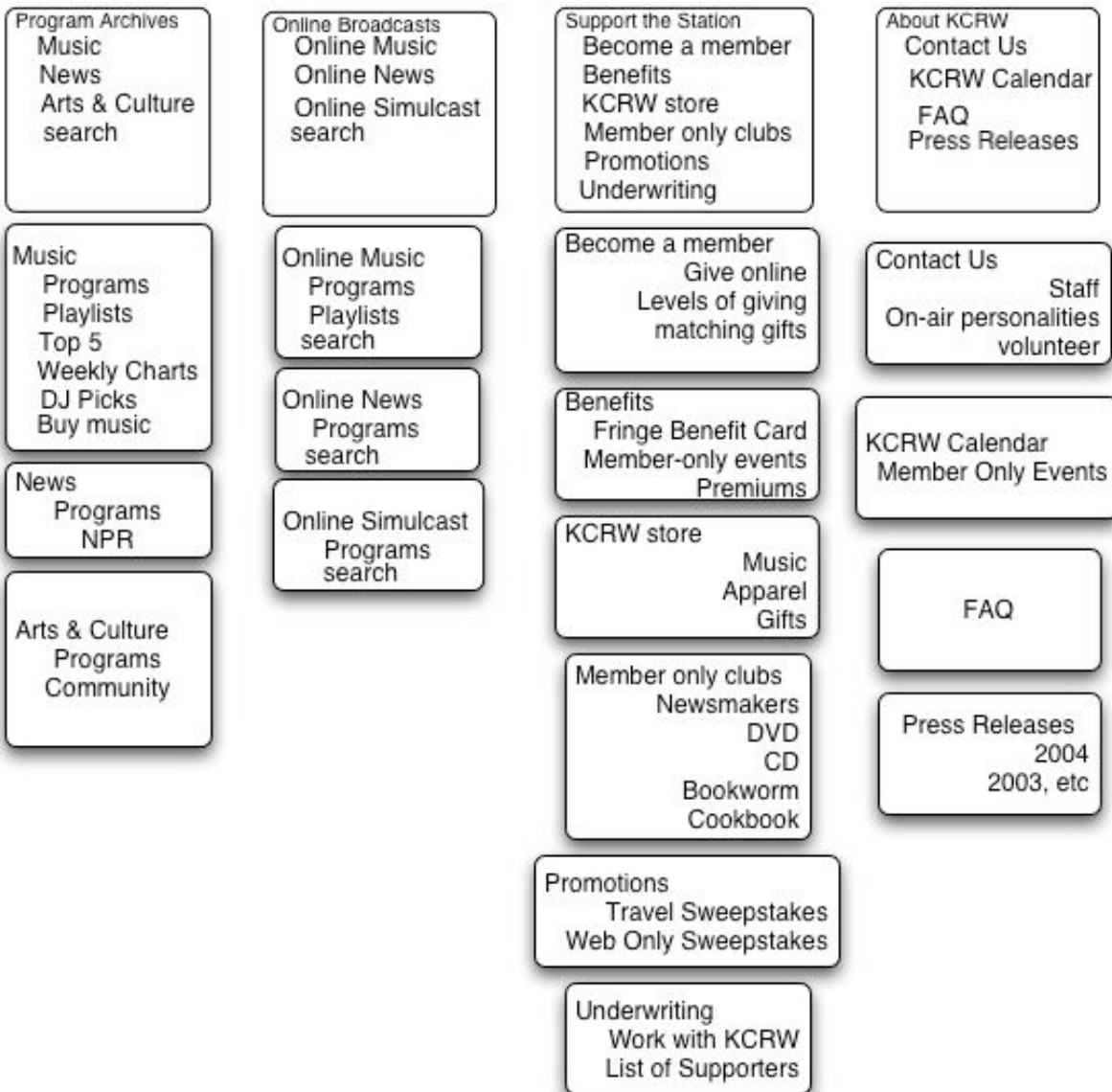
Special Broadcast

Home / Arts & Culture	<div style="border: 1px solid black; padding: 5px; text-align: center;">LOGO</div>
Online Broadcast Join KCRW	Music [arrow] News Program Grid About KCRW
	Find It
Special Show Subscribe Graphic	<div style="border: 1px solid black; padding: 10px; text-align: center;"><p>Special Broadcast: Second Presidential Debate</p><p>Audio Link</p><p>Description</p></div>
Sounds Eclectic Too CD Top 5 Weekly Charts DJ Picks Playlists Calendar Club Picks Fringe Benefits Newsletters Search Special Show (with search box)	<div style="border: 1px solid black; padding: 5px; text-align: center;">Keywords drop menu (see detail)</div> <p style="text-align: center;">More Special Show shows</p>
RealPlayer Graphic	<p>KCRW home Amnesty Intl Feedback Music Arts & Culture News Program Grid about KCRW Find It online braodcast Join Now Studio Cam Help/Tools Get RealAudio</p>

Arts and Culture

Home		LOGO		
Online Broadcast Join KCRW	Music [arrow]	News	Program Grid	About KCRW
				Find It
Bookworm Graphic description	ARTS & CULTURE			
Top 5 Weekly Charts	Description			
DJ Picks	Keywords drop menu (see detail)			
Playlists	Programming	On Air	On Line	Archive
Rare on Air	Name			
Calendar	time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newsletters	description			
	XXXXXXXXXX	X	X	X
	XXXXXXXXXX	X	X	X
	XXXXXXXXXX	X	X	X
	XXXXXXXXXX	X	X	X
KCRW home Amnesty Intl Feedback Music Arts & Culture News Program Grid about KCRW Find It online braodcast Join Now Studio Cam Help/Tools				
RealPlayer Graphic	Get RealAudio			

Appendix H: Proposed Site Sections



Appendix I: Proposed Homepage Wireframe

