

SITEMAP & NAVIGATION MENU DESIGN

While working as a UX writer at Legalfit, a law firm came to us for new website that users could visit to learn more about the firm's services.

I designed a new sitemap and navigation menu for client's new website with the goal of creating a more intuitive and enjoyable user experience.

- About Us
 - [Attorney Name]
 - [Attorney Name]
- Practice Areas
 - Wrongful Death
 - Product Liability
 - Premises Liability
 - Dangerous Premises
 - Balcony & Skylight Failure
 - Explosions
 - Truck & Bus Crashes
 - Truck Wrecks
 - Jackknife Truck Accidents
 - Trucker Fatigue
 - Abandoned Trucks
 - Trucking Weight Violations
 - Car Crashes
 - Drunk Driving Accidents
 - Intersection Car Accidents
 - Rear-End Collisions
 - Professional Malpractice
 - Oilfield Injuries & Deaths
 - Electrocutation
 - Insurance Claim Disputes
- Case Results
- Testimonials
 - Review Us
- Resources
 - Videos
 - Useful Links
 - Directions to Our Office
 - Directions to the [Redacted] County Courthouse
- In the Media
- Blog
 - What Is a Premises Liability Claim in Texas?
 - What Is Causation in A Premises Liability Case?
 - What Steps Should Someone Take in A Premises Liability Claim?

Project summary

The Needs: A redesigned sitemap and navigation menu for a personal injury law firm

How They Were Identified: I performed a content audit of the client's existing website and noticed its content had been structured poorly. Some child pages were left out of the navigation menu and instead buried within the site. Others were filed under unnecessary parent pages.

The User Problem: All of the above factors combined made it difficult for users to navigate the site, especially when they couldn't see all of the page options in the main navigation menu.

The Business Problem: If users can't easily navigate the firm's website, they will likely leave, resulting in a loss of business opportunities for the firm.

The Goal: Redesign the website's content structure to create an optimal navigation experience for users.

My Role: As the UX writer, I was responsible for auditing the client's existing website and deciding how the content would be structured on the new site we were building for them. This also included designing the new website's navigation menu.

The content audit helped me understand the weak points of the existing sitemap.

For the privacy of the client, attorney and county names have been hidden.

Each first-level page title was listed in the main navigation menu. Second- and third-level page titles were listed in dropdown menus that could be viewed by clicking on the main menu items.

The yellow arrows point to the unnecessary information index pages mentioned on the previous slide. When users navigated to these pages, all they would find were links to the pages filed under them. (Ex: When users navigated to the "Resources" page, they would find a link to the "Useful Links" page.)

- 
- [About Us](#)
 - [Attorney Profiles](#)
 - [\[Redacted\], Esq.](#)
 - [\[Redacted\], Esq.](#)
 - [Directions to Our Office and Tarrant County Courthouse](#)
 - [Directions to The \[Redacted\] Firm](#)
 - [Directions to the \[Redacted\] County Courthouse](#)
 - [Firm Overview](#)
 - [Practice Areas](#)
 - [Trucks/Bus Crashes](#)
 - [Car Wrecks](#)
 - [Premises Liability](#)
 - [Product Liability](#)
 - [Professional Malpractice](#)
 - [Oilfield Injuries & Deaths](#)
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 - [Blog](#)
 - [Contact Us](#)

Weak points of the "Practice Areas" section

- [Practice Areas](#)
 - [Trucks/Bus Crashes](#)
 - [Car Wrecks](#)
 - [Premises Liability](#)
 - [Product Liability](#)
 - [Professional Malpractice](#)
 - [Oilfield Injuries & Deaths](#)
 - [Electrocution](#)
 - [Wrongful Death](#)
 - [Dangerous Premises](#)
 - [Balcony and Skylight Failure](#)
 - [Explosions](#)
 - [Insurance Claims](#)

Pages not grouped together correctly

- [Car Wrecks Overview](#)
- [What Are The Most Common Types Of Auto Accident Cases You Handle?](#)
- [Are Most People Aware Of Auto Accident Laws In Texas?](#)
- [Should Someone Notify Their Own Insurance In Case Of A Car Wreck?](#)
- [How Important Are Evidence And Witnesses In A Car Wreck Claim?](#)
- [Drunk Driving Wrecks](#)
- [Intersection Car Wrecks](#)
- [Rear-end Collisions](#)
- [Insurance Claim Disputes](#)

The above menu could only be seen by navigating to the "Car Wrecks" page via the main navigation menu.

Pages not visible in the main navigation menu

Pages filed under "Practice Areas" that should have been added as blog posts

Weak points of the "Resources" section

For the privacy of the client, attorney and county names have been hidden.

Both "Directions" pages were filed under an unnecessary parent page.

Instead of being filed under "Resources" the index page of helpful videos was added as its own unique first-level page.

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 - [\[Redacted\], Esq.](#)
 - [\[Redacted\], Esq.](#)
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Weak points of other sections

For the privacy of the client, attorney and county names have been hidden.

Information about the firm is spread out on two separate pages: "About Us" and "Firm Overview."

The "Case Results" and "Testimonials" pages exist for a similar purpose: to legitimize the firm. However, on the old site's navigation, they aren't found next to each other.

The "Review Us" page allows user to leave a testimonial for the firm, yet it's not filed under the "Testimonials" page.

- 
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 - [Redacted], Esq.
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 - [Directions to The \[Redacted\] Firm](#)
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I used the design thinking process to create the improved sitemap.

Stage 1: Empathize

- Got into the mindset of the user and realized the website was confusing and difficult to navigate

Stage 2: Define

- Came up with a problem statement: Users need a website that makes it easy for them to find the information they're looking for.

Stage 3: Ideate

- Crawled the client's website to gather a list of its URLs
- Conducted an audit of the client's website content
- Mentally pieced together a redesigned sitemap

Stage 4: Prototype

- Assembled the first iteration of the new sitemap

Stage 5: Empathize Again

- Performed keyword research to determine how the practice area pages would be named

Stage 6: Test

- Conducted A/B testing with three other UX writers

Stage 7: Prototype Again

- Sent the sitemap to the account manager, who reviewed it with the client
- Received client's feedback and implemented their requested updates

Stage 8: Finalize

- Sent the finished sitemap to the account manager, who received the final approval from the client

Final design

Consolidated the content from the "Firm Overview" and "About Us" pages into one page and got rid of the unnecessary "Attorney Profiles" index page

Listed out all practice area pages and grouped them into related categories

Placed the "Case Results" and "Testimonials" pages next to each other and added "Review Us" underneath "Testimonials"

Moved all resource-related pages under "Resources" and got rid of the unnecessary "Directions to Our Office and [X] County Courthouse" page

Moved certain blog-related pages from the "Practice Areas" section to the blog posts index

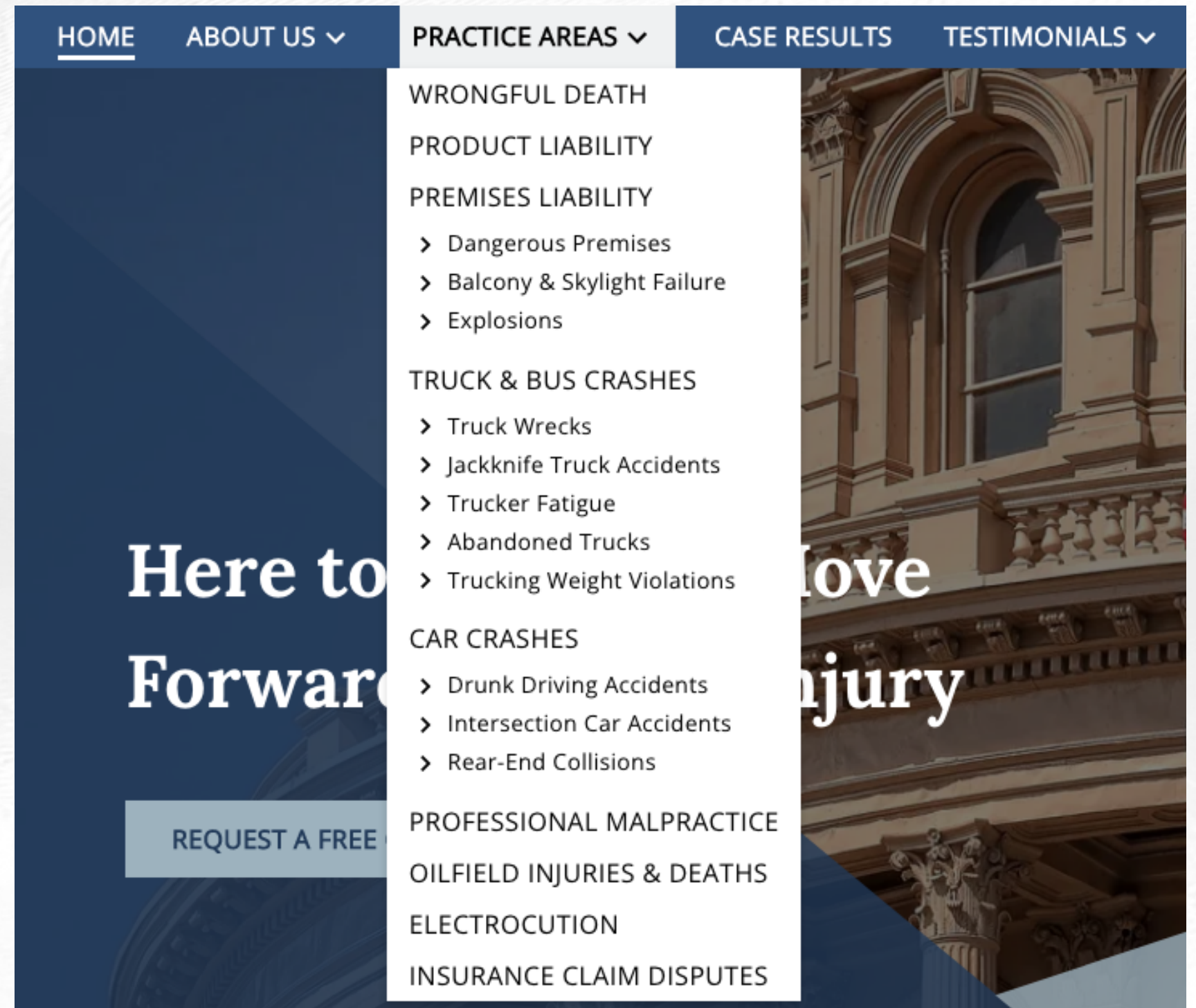
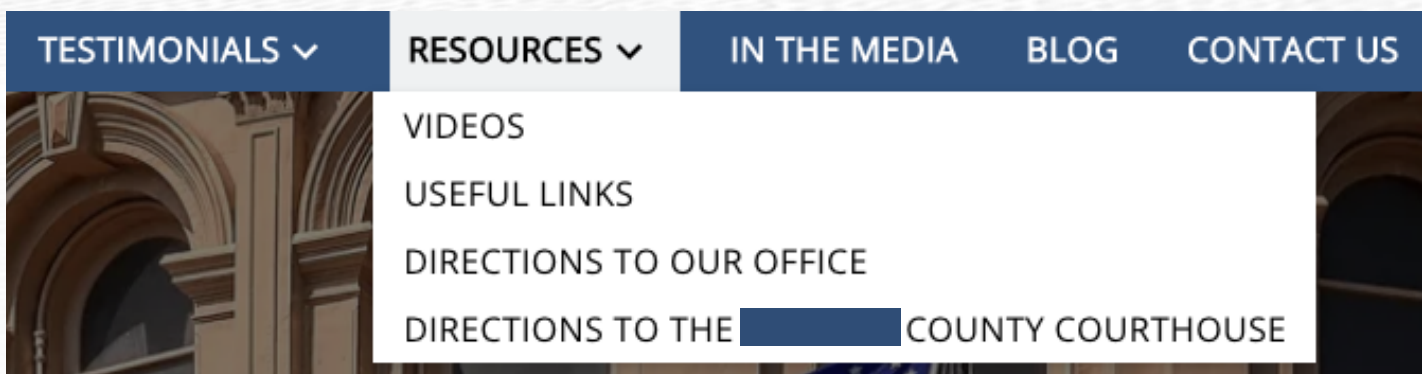
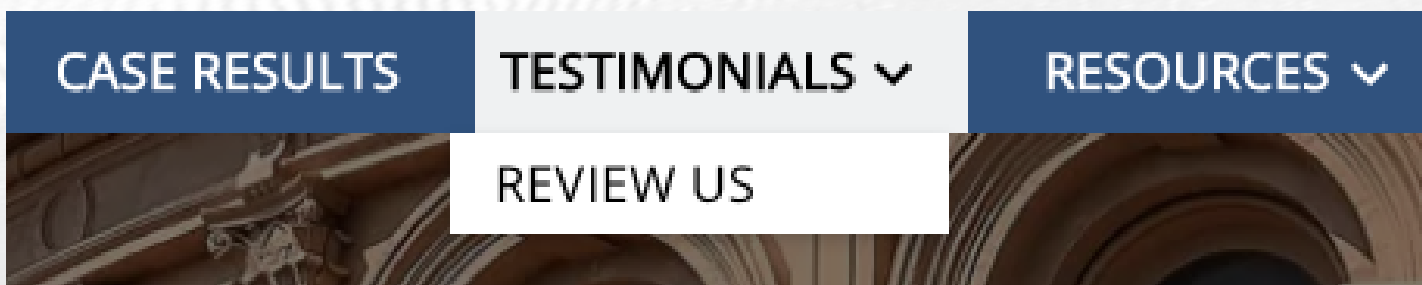
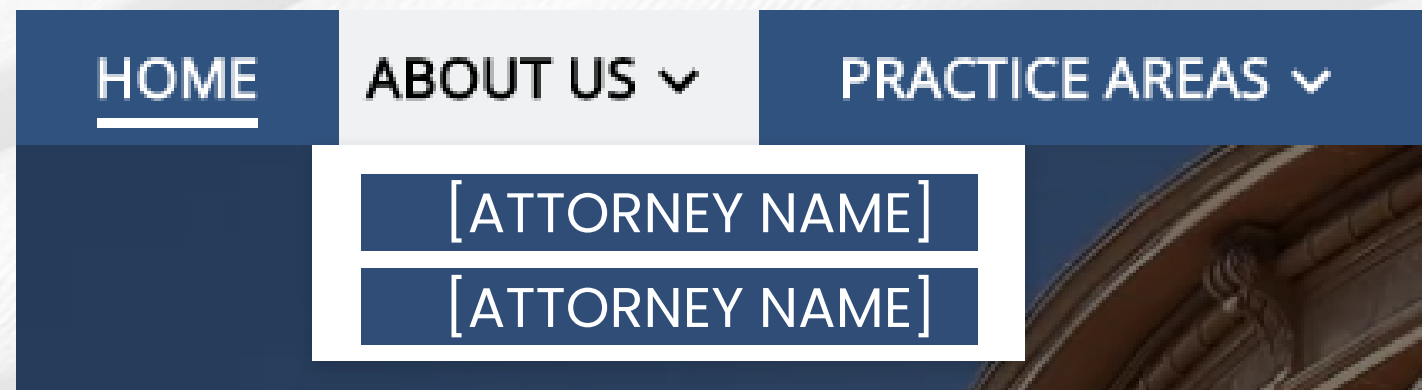
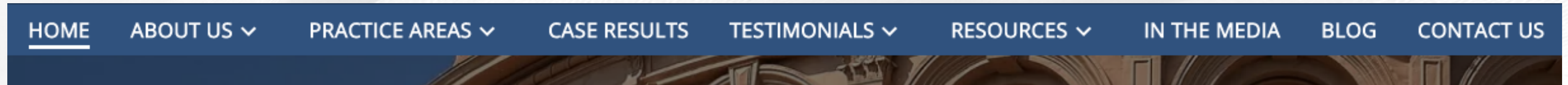
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Old vs. new sitemap

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 - [Attorney Profiles](#)
 - [REDACTED], Esq.
 - [REDACTED], Esq.
 - [Directions to Our Office and \[REDACTED\] County Courthouse](#)
 - [Directions to The \[REDACTED\] Firm](#)
 - [Directions to the \[REDACTED\] County Courthouse](#)
 - [Firm Overview](#)
- [Practice Areas](#)
 - [Trucks/Bus Crashes](#)
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 - [Useful Links](#)
 - [Directions to Our Office](#)
 - [Directions to the \[REDACTED\] County Courthouse](#)
- [In the Media](#)
- [Blog](#)
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 - [What Steps Should Someone Take in A Premises Liability Claim?](#)

New navigation menu



Results

The client said they were "thrilled with the finished product" and were "excited to finally have a user-friendly website." If I was still working on this project and wanted to gauge its success, I would use a website analytics tool to observe metrics and KPIs like:

- Bounce rates
- Average amount of time users spent on the website
- Conversion rates (how many people contacted the firm using the site's contact form)

What I learned

Throughout this project, I learned about the importance of using a framework to guide your content design process. The design thinking process gave me a clear path to follow and helped me streamline the way I approached future sitemap designs.

What I would do differently

If I could go back, I would have conducted A/B testing with more colleagues. For this project, I only asked other UX writers to review the first iteration of the sitemap, and I wonder if I would have gotten different kinds of feedback from people who didn't work in UX.