

Final Information Architecture Report: Honeysuckle Biscuits & Bakery



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Introduction

Honeysuckle Biscuits & Bakery is a small business that specializes in biscuits, cakes, and other treats with two locations in Kennesaw and Holly Springs, Georgia. Honeysuckle Biscuits & Bakery currently operates a website that allows customers to place orders, look at the menu, inquire about pricing, and more.

In our proposal report, we identified two problems with the website information architecture: the global navigation menu is a “hamburger” icon rather than a visible global navigation bar (potentially because the navigation labels are too lengthy) and that two global navigation labels are redundant (both labels are related to ordering).

In this report, we will recommend a new information architecture for Honeysuckle Biscuits & Bakery’s website. A new information architecture will help users locate more efficiently—ultimately leading to increased user retention and a better customer experience.

In this report, we outline our process, materials, and justification for the new information architecture.

Identifying the Problems

The content audit (featured in the proposal) allowed us to see what was wrong with the website’s existing structure. The audit revealed two major issues: (1) the global navigation bar is in hamburger form—likely because of long labels; and (2) there is redundancy within the global navigation labels, particularly the links related to online ordering. These structural and labeling issues affect findability, increase cognitive load, and ultimately reduce the site’s usability. A detailed breakdown of each page and subpage can be found in [Appendix A](#).

Our Process

Once we identified the problems, we came up with several methods to help improve the information architecture for the website. We conducted and created the following:

- Personas and user journeys
- A competitive analysis.
- A heuristic evaluation.
- A system usability test.
- An open card sort.

Personas & User Journeys

Personas

To best solve navigation issues for patrons of Honeysuckle Biscuits & Bakery, it is important that we train ourselves to think like those customers. One popular tool that we often use is the creation of personas. Using imaginary characters to represent archetypes allows us to see a customer experience from the customer's perspective without adding additional cost or compromising anonymity. By understanding how their minds work, we can come close to understanding their needs, preferences, behaviors and ultimately, they themselves.

We created three personas to represent common customer types for the bakery:

- **Sarah:** The busy professional.
- **Karsyn:** The ambitious student.
- **Michael:** The teacher and family man.

The common theme among these three characters was a high regard for the value of time. For Sarah, she wants an efficient experience so that she can get to work on time; Karsyn wants to focus on her studies, and Michael wants to prioritize family time. Full persona profiles can be found in [Appendix B](#).

User and Customer Journey Maps

User and customer journey maps visualize the steps the persona takes from discovering the bakery to making a purchase and beyond. Both versions of these maps help identify pain points and opportunities for enhancing the customer experience, but Bella Williams (2025) identifies subtle differences between the two below:

Customer journey maps focus on the entire experience from awareness to post-purchase support, while user journey maps home in on usability and functionality within specific platforms. By comparing these approaches, organizations can align their strategies more effectively, enhancing customer satisfaction and improving the overall user experience.

In the user journey (located in [Appendix C](#)), Karsyn discovers Honeysuckle Biscuit & Bakery via an ad on Instagram. The post features a well-curated picture of a chocolate raspberry cheesecake brownie! Karsyn quickly clicks on the post and is redirected to the bakery's main site. She peruses the page, trying to find the menu. She eventually locates it under the hamburger icon but is annoyed to only find one listing for "brownie." Does this mean they only have one type of brownie? Has it not been released yet? Or is it no longer for sale? Rather than attempt to call the bakery to inquire, Karsyn decides to pass on ordering altogether and is left with a bad impression of the bakery.

In the customer journey map for Sarah, we look at both the online and offline experience the customer has with the business. She hears about the bakery from a client

and decides to try it out. She visits the website but is quickly annoyed as she has trouble locating the online ordering section. Sarah can place an order to pick up tomorrow morning, but she feels uneasy about the experience. If the website is not user-friendly, how good can customer service be?

Sarah arrives promptly at 8:00 AM to pick up her latte and breakfast sandwich and is pleasantly surprised to be greeted by a cheery cashier. Both the coffee and the sandwich are hot and smell wonderful. Her transaction is completed quickly, just as she needed, but she does not feel rushed. Later that day she receives a thank-you email and decides to join the customer loyalty program, as she plans to be a frequent customer.

This exercise demonstrates that a poor interaction with a website can cost a company a significant number of customers. Poor navigation systems will certainly lead to those types of experiences. It also reminds us that it is important to take a holistic approach when considering user experience and that the online experience should at least meet the in-person expectation.

Competitive Analysis and Heuristic Evaluation

We did a competitive analysis comparing Honeysuckle Biscuit & Bakery to its three main competitors and similar businesses: (1) Maple Street Biscuit Company, (2) Crooked Tree Café, and (3) The Flying Biscuit Café. The goal of this analysis was to identify where the design and usability of the website was better or worse compared to others.

To accomplish this, we conducted a heuristic evaluation of each website to assess their usability against established design standards. In this case, we used Jakob Nielsen's 10 heuristic principles (Nielsen, 2024):

1. Visibility of system status
2. Match between the system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

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We measured the problems against a severity score scale from 0 to 4. In our scale, 0 meant that there were no issues, and 4 meant it was a serious problem. This evaluation helped us understand the areas where users usually face the most usability problems.

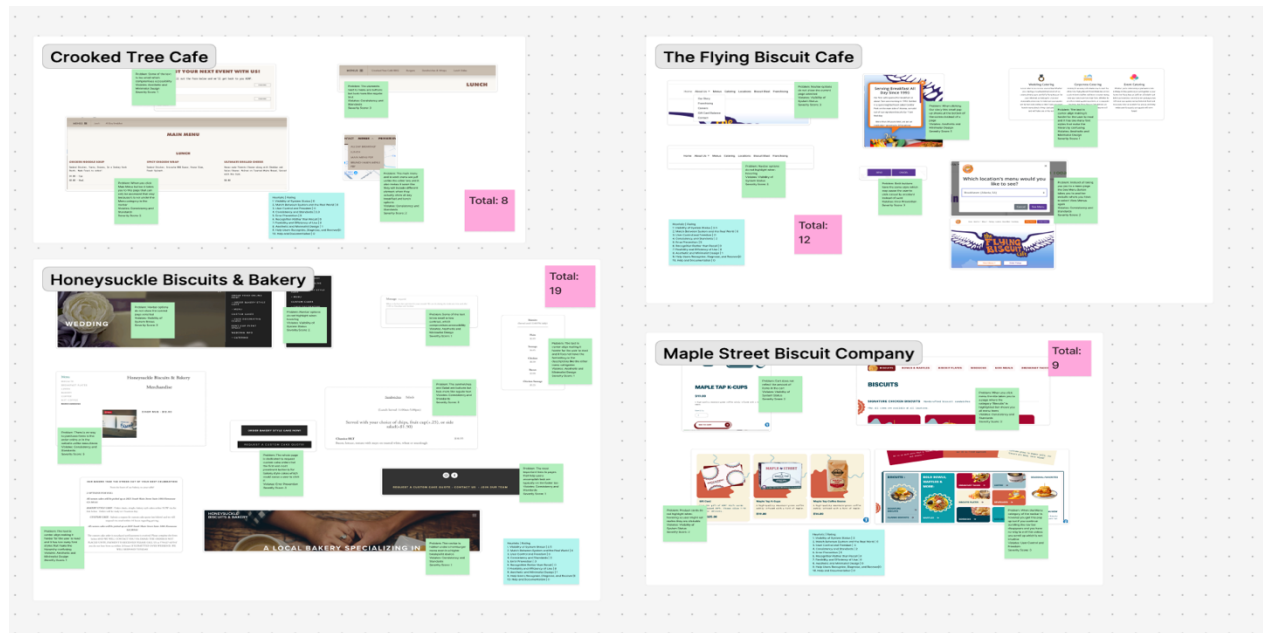


Figure 1: Figma white of heuristic evaluation.

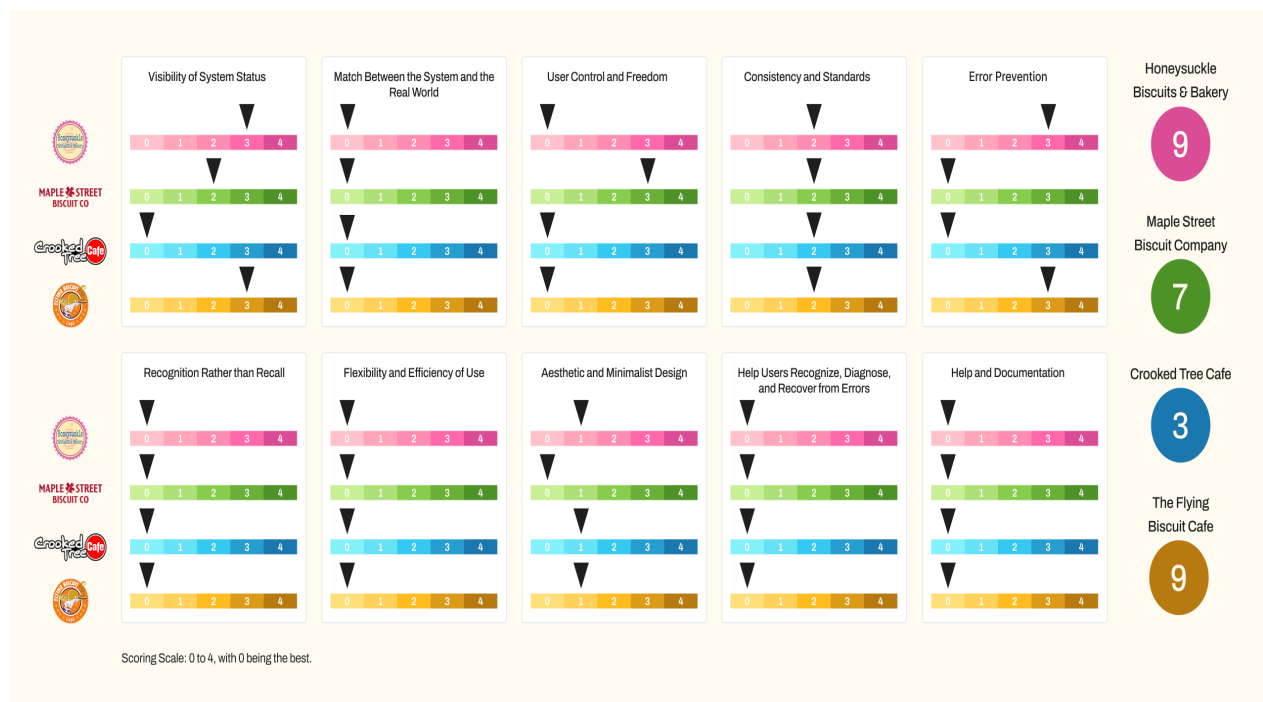


Figure 2: Heuristic scores among the websites.

The process involved reviewing each website, examining every page, and documenting issues using screenshots and annotations. For each issue, we identified the violated heuristic (Figure 1) and assigned a severity score (Figure 2).

After that, we created a graph to show the average severity score per heuristic for each site using Figma and calculated the total score to display it right next to the graph. We found that Honeysuckle Biscuits & Bakery and The Flying Biscuit Café had the highest total scores, meaning they had the biggest usability issues.

Doing the heuristic evaluation helped us understand the main usability problems that the Honeysuckle Biscuits & Bakery had and to start thinking about the design improvements we would need to recommend. These problems can be divided by the heuristic principle they belong to:

- **Visibility of System Status:** The global navigation bar does not highlight the current page the user is on or show a differentiated hover state, making it harder for users to understand where they are or what they are clicking on.
- **Consistency and Standards:** There are several buttons that look like regular text, which can prevent users from clicking them. Besides this, the global navigation bar is hidden under a hamburger menu even on larger screens, which goes against expected design standards that most websites follow.
- **Aesthetic and Minimalist Design:** Some text is too small or low contrast, which affects readability and accessibility. There is also inconsistent formatting and too many font styles across all pages, which makes it hard for the user to understand the hierarchy.
- **Error Prevention:** On the custom cake order page, the most prominent button is for ordering bakery-style cakes, which leads users to a page that is not for custom cakes.

System Usability Scale (SUS)

To assess the overall usability and information architecture of the website, we conducted usability testing with four anonymous participants. Each participant completed five tasks and filled out the system usability questionnaire, which allowed us to calculate the website's usability using the SUS scoring system (Bellio, 2024). Table 1 shows the SUS scores for all participants, as well as the average SUS score. Full SUS scores can be found in [Appendix D](#).

Table 1: SUS scores among participants.

Participant	SUS Score
1	82.5
2	37.5
3	87.5
4	90.0
Average	74.4

Interpretation: The average score was 74.4, meaning that the site falls under the “good” usability category. However, all participants had trouble with finding or completing at least one task.

Task-Based Observations

Participants were asked to complete the following five tasks:

1. **Order food online:** All participants were able to get to the online ordering page, either through the home page or through the global navigation menu.
2. **Find the menu:** All participants were able to find the menu through different methods. Two participants clicked a button on the home page to get to the menu; one participant expected the “menu” button in the global navigation bar to lead to the menu page; one participant expected one consolidated menu page.
3. **Request a custom cake quote:** All participants were able to find the custom cake quote page. Two participants found the button in the footer and two participants found a button on the home page.
4. **Find the bakery’s address (one or both):** All participants were able to find at least one address; however, each participant had expectations on where it could be found. **Two participants expected to find the address in the footer. Three participants went through several pages before finding the address by clicking the online ordering buttons.** One participant found the main address on the about page.
5. **Place a catering order:** All participants were able to find the catering page, but **this task took longer than the others. Three participants struggled in finding the catering buttons because the hamburger menu icon is not easily findable.** Two participants were given a hint about the existence of the hamburger icon button. The only way to reach the catering page is to click the hamburger global navigation icon, click “Catering”, then click “Schedule Catering Order”.

Open Card Sort

For this test, we conducted an open card sort where three participants were given randomly assorted cards that were on the same granular level. The participants then organized these cards into groups and named them based on how they wanted the cards to be grouped on a website. To conduct these in-person tests, we used a Figma whiteboard, as shown in Figure 3. Full card sort results can be found in [Appendix E](#).



Figure 3: Figma whiteboard of the sorted cards.

After the tests were complete, we analyzed the groupings that our participants created and made note of the similarities and differences. The main difference was the number of groups created. Each subsequent test had fewer groups than the previous. One participant even created subgroups for the menu items.

We initially thought the different number of groups would make creating a hierarchy difficult; however, we found lots of similarities between the group labels and what was in them. For instance, we saw that a lot of groups were for the menu items, the bakery, and the other website information. More specific labels were named “Beverages”, “About Us”, “Activities”, “Breakfast”, “Sides”, “Lunch”, “Dinner”, etc.

Materials We Created

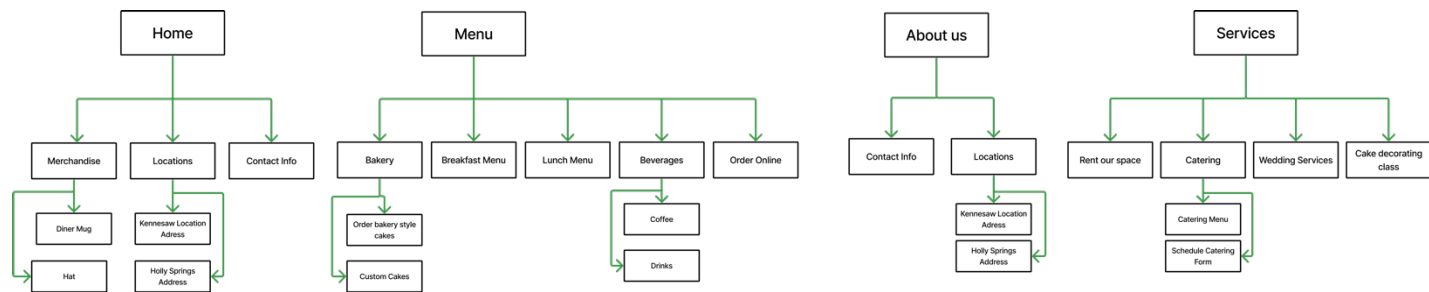


Figure 4: Our revised navigation system.

Revised Navigation Structure

We were able to create a new tree diagram for the site's navigation using data from our open card sort. (A clearer tree diagram can be found in [Appendix F.](#)) The old global navigation bar was okay; however, it had 9 labels. George Miller, an American psychologist who is known for Miller's Law, states that "the average person can only hold about 7 (plus or minus 2) items in their working memory at a time" (Cowan, 2015). This means that the average person cannot remember roughly 7 things at one time. In our new organization system, we considered Miller's Law and cut the navigation items from 9 to 4, as shown in Figure 4. This will decrease the amount of time and effort that it takes users to find what they need on the restaurant's site.

This new structure will first have a link to the home page where you can find merchandise, locations, and other store info. Store info can also be found in the "About Us" page. We structured it this way so that users can have multiple ways to find this information.

The most important section of the site is the menu page where we located all the menus, online ordering, and all the bakery options. We put the bakery options under the menu so that users can see all the food in one place rather than traveling to several different places to view cakes, custom ordering, etc.

Finally, we have all the wedding info, event info, catering info, and cake decorating classes inside a page called "Services." Previously, all these options were in separate pages that congested the global navigation bar. With this new structure, everything is cleaner and more efficient.

Most of the labels we chose were based off existing website conventions. We stuck to conventions rather than breaking a mold because we didn't want to confuse users. For example, we merged "Coffee" and "Not Coffee" into one label simply called "Beverages". During our card sorts, our participants were confused about what the card meant when it said "not coffee"—just like our own confusion when we saw this on the website's menu.

Updated Labeling System

A labeling system is a set of words used to describe and group content on a website. Labels can be found in headings, buttons, navigation, and menu items (Quinley, 2024). Clear labeling supports faster scanning, reduces user confusion, and improves overall site usability.

The existing labeling structure may appear to be simplistic as it is a list of items; however, even this setup can be somewhat confusing. For example, "Order a Bakery Style Cake" and "Custom Cakes" are both listed labels. Many people would not know the difference between these two options without clicking on both.

Our open card sorts determined that this site would be better served by a top-down approach which lends itself to starting with broader categories and working to the more granular. In other words, many people like to have descriptive categories made up of similar items so that it reduces cognitive load.

Table 2 compares the existing website's labels with the proposed labels.

Table 2: Table comparing old and new navigation menu items.

Menu - Existing	Menu - New
Biscuits	Breakfast Menu
Breakfast Plates	
Lunch	Lunch Menu
Bakery	Bakery
Coffee	Coffee
Not Coffee	Drinks
Merchandise	N/A

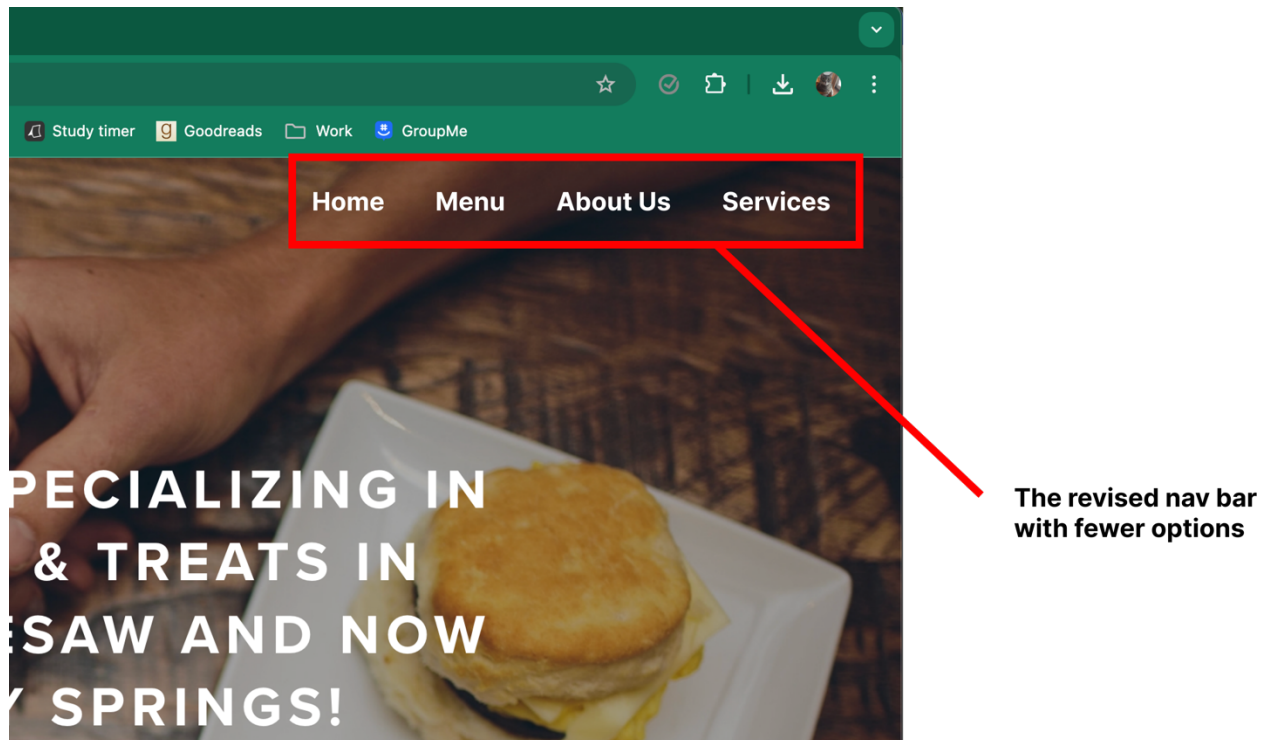


Figure 5: A zoomed-in screenshot of the revised global navigation bar.

Wireframe

As shown in Figure 5, we provided a wireframe with a new global navigation bar that simplifies the options to only four tabs. Sarah, one of our personas, is a busy professional who doesn't have a whole lot of time on her hands. With only four tabs in the global navigation bar, she can complete her tasks more efficiently, saving her time in her busy day.

Design Recommendations

Based on the qualitative research we conducted, we were able to identify some of the main areas for improvement regarding the design of the website. These recommendations are centered on improving the consistency, precision, and usability of the Honeysuckle Biscuits & Bakery website.

The first and most important thing is to create a global navigation bar that is located on the top of the screen on the desktop version and where the elements show a changed state when hovering them and when the user is on that current page.

Inside the pages, the buttons should look and be clickable. To do this, the buttons could be styled in a distinct way with colors, underlines, or borders. Then, all the text should be bigger, have higher contrast, and use left alignment to improve the readability and accessibility of the website overall.

Relating to specific sections, the "Request a Custom Cake Quote!" button located in the "Custom Cake" page should be the only one to appear or at least be the most prominent one—instead of "Order Bakery Style Cake Now!"—to avoid user confusion.

Finally, in the footer, we recommend adding the restaurant's address and including a sitemap to help users find links and pages easily.

Meta Tag and SEO Recommendations

Honeysuckle Biscuits & Bakery is using the bare minimum for meta tags on their website. Meta tags are in the <head> section of the website's HTML code. Meta tags improve accessibility by enhancing search engine visibility and supporting users who rely on assistive technologies.

We recommend that Honeysuckle Biscuits & Bakery expand its use of meta tags, including title, description, and alt attributes, to improve accessibility, search engine optimization (SEO), and usability for users relying on assistive technologies.

Justification of Our Design Decisions

The changes that we made to the website are backed up with data from our card sort and the SUS score that we calculated.

One problem we found was that there were too many menu options in the global navigation bar. This led to several tasks in our user observation being more difficult for the user. They were all able to complete their tasks; however, some were completed with great difficulty. Some participants even needed hints to find where the catering page was.

During the card sorts, many of the participants were overwhelmed by the number of cards they had to sort. From this, we gathered that Honeysuckle Biscuits & Bakery has too many pages on the website, making it overwhelming for users. In addition to this, we used the original website labels in our card sort. The result was that almost all participants in the card sort were confused by cards such as "Not Coffee", meaning that the business could also rename some of their labels to make it easier for customers to find what they are looking for.

We reduced the number of pages by combining pages with the same information because many users went to the wrong section of the website while completing tasks. With just one tab for "Services", users will be able to find catering, wedding, class, and renting information much easier.

Honeysuckle Biscuits & Bakery tied with The Flying Biscuit Café for the highest error prevention score in the heuristic evaluation, indicating that both sites had more issues related to preventing user errors. Simpler navigation will increase error prevention and lower the heuristic score drastically.

Conclusion

The new navigation organization proposed with the tree diagram and the wireframe we designed helped us improve the usability of the Honeysuckle Biscuits & Bakery website by reducing the amount of information the user needs to process and creating a clear path for them to complete their tasks. The new organization also helps increase customer retention and satisfaction.

From this experience, the whole team gained a deeper understanding of various research methods, such as

1. conducting a content audit to analyze the existing information architecture of the website,
2. conducting a usability test to assess the website's usability,
3. creating personas and journey maps that help us empathize and understand the needs and goals of the users,
4. running a competitive analysis and heuristic evaluation to assess the areas of improvement of the website while comparing it to competitors, and
5. card sorting to learn more about how users think about the organization of the information.

Future implementation would involve creating a prototype of the redesigned website that incorporates our design recommendations and proposed organization, followed by usability testing with both new and returning customers of Honeysuckle Biscuits & Bakery.

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Appendices




The following appendices include raw data, visuals, and supplemental materials referenced throughout this report.

Appendix A: Full Content Inventory Spreadsheet

ID	Navigation Label	Navigation Button (Exact Words)	Page title	URL
0.0	Home	—	A local bakery specializing in biscuits, cakes & treats in downtown Kennesaw and now open in Holly Springs!	https://www.honeysucklebiscuits.com/
1.0	About	ABOUT OUR BAKERY	About Honey Suckle Biscuits and Bakery	https://www.honeysucklebiscuits.com/about
2.0	Online Ordering	ORDER FOOD ONLINE NOW!	Select Location	https://order.tapmap.com/merchant/b1455012-f989-48d2-8f2f-96a4e3a09d45/order/location
3.0	Order Cakes Online	ORDER BAKERY STYLE CAKE	(Not a page, serves as navigation only)	—
3.1	Kennesaw Location	KENNESAW LOCATION	Kennesaw Location (no page title - based on navigation button)	https://honeysucklemenu.square.site/s/order?location=11ea6e0ce77ddcc0a53a0cc47a2b63cc#12
3.2	Holly Springs Location	HOLLY SPRINGS LOCATION	Let us do the baking! Pre order today!	https://honeysuckle-holly-springs.square.site/
4.0	Menu	MENU	(Not a page, serves as navigation only)	—
4.1	Biscuits	BISCUITS	Our Menu	https://www.honeysucklebiscuits.com/menu
4.2	Breakfast Plates	BREAKFAST PLATES	Breakfast Plates (served until 12:00PM daily)	https://www.honeysucklebiscuits.com/breakfast-plates
4.3	Lunch	LUNCH	Served with your choice of chips, fruit cup(+.25), or side salad(+\$1.50)	https://www.honeysucklebiscuits.com/lunch
4.4	Bakery	BAKERY	Bakery	https://www.honeysucklebiscuits.com/bakery
4.5	Coffee	COFFEE	Coffee	https://www.honeysucklebiscuits.com/coffee
4.6	Not Coffee	NOT COFFEE	Not Coffee	https://www.honeysucklebiscuits.com/notcoffee
4.7	Merchandise	MERCHANDISE	Merchandise	https://www.honeysucklebiscuits.com/merchandise
5.0	Custom Cakes	CUSTOM CAKES	Custom Cakes	https://www.honeysucklebiscuits.com/custom-cakes-copy
6.0	Cake Decorating Class	CAKE DECORATING CLASS	(Not a page, serves as navigation only)	—
6.1	Kennesaw Location	KENNESAW LOCATION	Cake Decorating Class	https://square.link/u/0bzcRiD
6.2	Holly Springs Location	HOLLY SPRINGS LOCATION	Cake Decorating Class	https://square.link/u/thkz7ZF
7.0	Event Space	RENT OUR EVENT SPACE	Event Space	https://www.honeysucklebiscuits.com/eventspace
8.0	Wedding Info	WEDDING INFO	Wedding	https://www.honeysucklebiscuits.com/wedding
9.0	Catering	CATERING	(Not a page, serves as navigation only)	—
9.1	Schedule Catering Order	SCHEDULE CATERING ORDER	Honeysuckle Biscuits & Bakery Catering	https://www.ezcater.com/brand/pvt/honeysuckle-biscuits-and-bakery

Appendix B: Personas

<h1>Personas</h1>			
			
NAME	SARAH	KARSYN	MICHAEL
DESCRIPTION	Busy Professional	Ambitious Student	Inspired Educator
AGE	33 years old	20 years old	48 years old
LOCATION	Marietta	Acworth	Kennesaw
OCCUPATION	Marketing Manager	Part-Time Retail	Teacher
INCOME RANGE	\$ 120,000 - \$150,000	\$20,000 - \$25,000	\$45,000 - \$64,000

<h1>Personas</h1>			
			
NAME	SARAH	KARSYN	MICHAEL
LIFESTYLE	Sarah is always on the go, balancing work and personal life. She values convenience and quality.	Karsyn is juggling her studies, part-time job, and social life. She often needs quick, affordable meals and snacks.	Michael is a committed educator and family man. He especially enjoys spending quality time with his children.
NEEDS	Quick, tasty breakfast options and snacks that she can grab on her way to work.	Budget-friendly options that are easy to eat on the go, and nutritious enough to keep her energized throughout the day.	Family-sized portions, kid-friendly treats, and options for special occasions like birthdays.
PREFERENCES	Prefers comfort foods and enjoys classic flavors. She appreciates loyalty programs and mobile ordering.	Enjoys trendy and diverse flavors. She appreciates discounts and student specials, and is active on social media, often sharing her favorite foods.	Values affordability and variety. He looks for snacks that his children will enjoy.
QUOTABLE QUOTE	"I expect the same level of customer service from the businesses I patron that I provide for my customers."	"Staying on top of my studies is essential for me."	"I want to maximize the time I have with my family."

Personas



SARAH



KARSYN








MICHAEL






NAME	SARAH	KARSYN	MICHAEL
PERSONALITY	<ul style="list-style-type: none">• Confident• Leader• Independent	<ul style="list-style-type: none">• Ambitious• Dependable• Resourceful	<ul style="list-style-type: none">• Inspiring• Creative• Intelligent
INFLUENCES	Market Trends	Opinions of Others	Facts
BRANDS / APPS	Social Media and Productivity Apps	Social Media and Music Apps	Fitness and Teaching Apps
INTERESTS	Writing and Photography	Art and Studying	Running and Reading
SOURCES OF INFO	Digital Newsletters	Social Media	Email Subscriptions

Appendix C: Journey Maps






User Journey Map - Michael

	Awareness	Consideration	Exploration	Decision	Delivery
Touchpoints	Social Media	Bakery Website	Bakery Website	Custom Cake Order Page	Delivery/Pickup
Customer Actions	Sees a post on Parents Facebook Group Page a cake from the bakery.	Clicks on post and is redirected to the bakery's mobile site.	Locates the cake ordering menu, but gets "stuck" on the standard cake page	Reviews customization options and submits order.	Picks up cake at bakery.
Emotions	<div>Positive</div>  <div>Excited</div>	<div>Positive</div>  <div>Anticipation</div>	<div>Negative</div>  <div>Frustration</div>	<div>Negative</div>  <div>Concern</div>	<div>Positive</div>  <div>Joy</div>
Pain Points	None	None	Navigation is not intuitive.	Unsure if cake will turn out.	None

Customer Journey Map - Sarah

	Awareness	Consideration	Decision	Experience	Loyalty
Touchpoints	Word of Mouth	Company Website	Online Ordering System	<ul style="list-style-type: none"> Bakery Ambience Customer Service Food/Drink Quality 	Receives Thank You Email
Customer Actions	Given a recommendation for Honeysuckle Biscuits & Bakery.	Visits Honeysuckle Biscuits & Bakery website.	Visits Honeysuckle Biscuits & Bakery.	Picks up online order.	Joins Loyalty Program
Emotions	<div>Negative</div>  <div>Hesitant</div>	<div>Negative</div>  <div>Annoyed</div>	<div>Negative</div>  <div>Concerned</div>	<div>Positive</div>  <div>Excited</div>	<div>Positive</div>  <div>Valued</div>
Pain Points	Limited Time	Needs quick and easy access to information.	Needs reassurance that order will be ready on time.	Positive Experience	Full Email Inbox

User Journey Map - Karsyn

	Awareness	Consideration	Exploration	Decision	Abandonment
Touchpoints	Social Media	Mobile Site	Mobile Site Navigation	Menu Site	Mobile Site
Customer Actions	Sees an Instagram post for the Chocolate Raspberry Cheesecake Brownie.	Clicks on post and is redirected to the bakery's mobile site.	Struggles to find menu.	Locates the bakery menu, but this particular brownie is not listed.	Decides not to make a purchase.
Emotions	<div> <div>Curious</div>  </div>	<div> <div>Anticipation</div>  </div>	<div> <div>Frustration</div>  </div>	<div> <div>Disappointment</div>  </div>	<div> <div>Dissatisfied</div>  </div>
Pain Points	None	None	Navigation is not intuitive.	Unsure if Brownie is available or not.	Customer is left with a negative impression of the bakery.

Appendix D: Raw SUS Scores

Note: Values range from 1 (Strongly Disagree) to 5 (Strongly Agree). Raw responses were converted into SUS scores using the standard method.

Question	Participant 1	Participant 2	Participant 3	Participant 4
1: I think that I would like to use this system frequently.	4	1	3	4
2: I found the system unnecessarily complex.	2	4	2	1
3: I thought the system was easy to use.	5	3	5	4
4: I think that I would need the support of a technical person to be able to use this system.	1	1	1	1
5: I found the various functions in this system were well integrated.	4	2	5	5
6: I thought there was too much inconsistency in this system.	4	4	1	1
7: I would imagine that most people would learn to use this system very quickly.	5	2	5	4
8: I found the system very cumbersome to use.	1	5	1	1
9: I felt very confident using the system.	4	5	3	4
10: I needed to learn a lot of things before I could get going with this system.	1	4	1	1

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Appendix E: Card Sort Results



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Appendix F: Revised Navigation System

