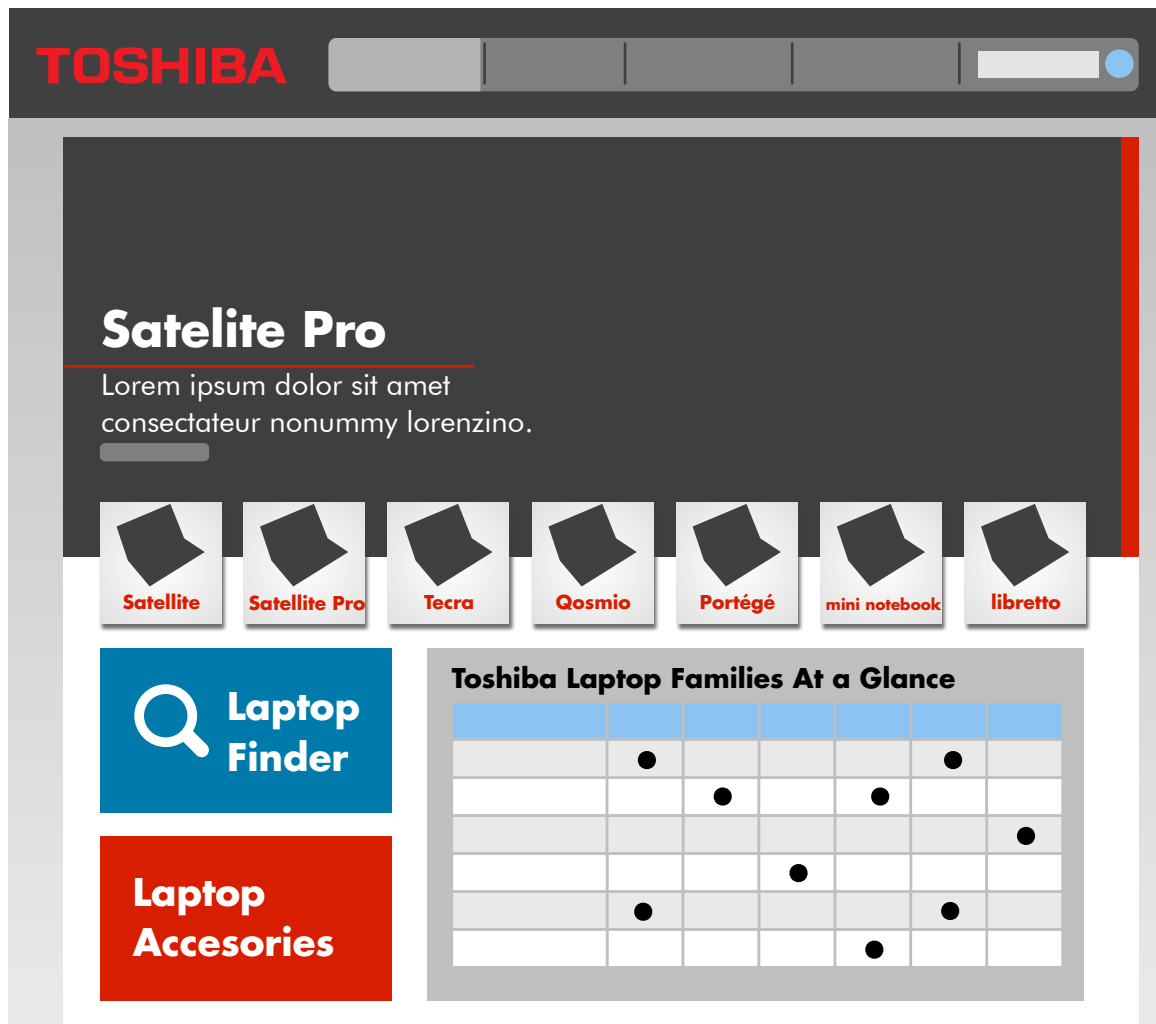


Current Site

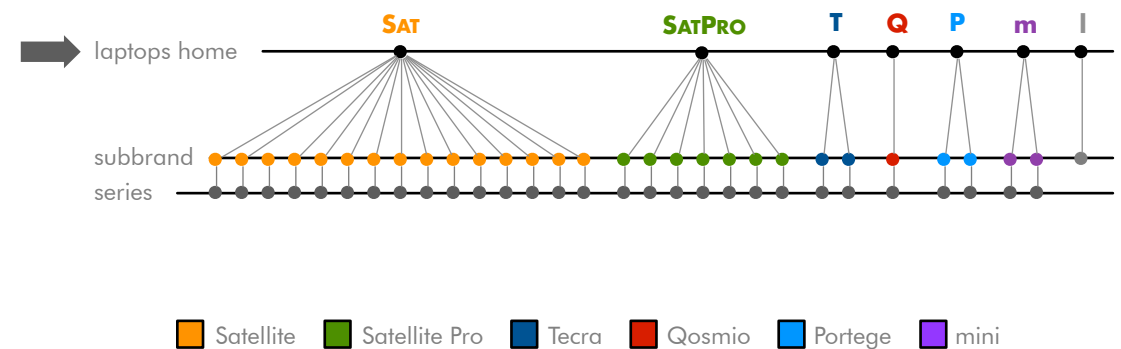
Product Lines (Current Site)



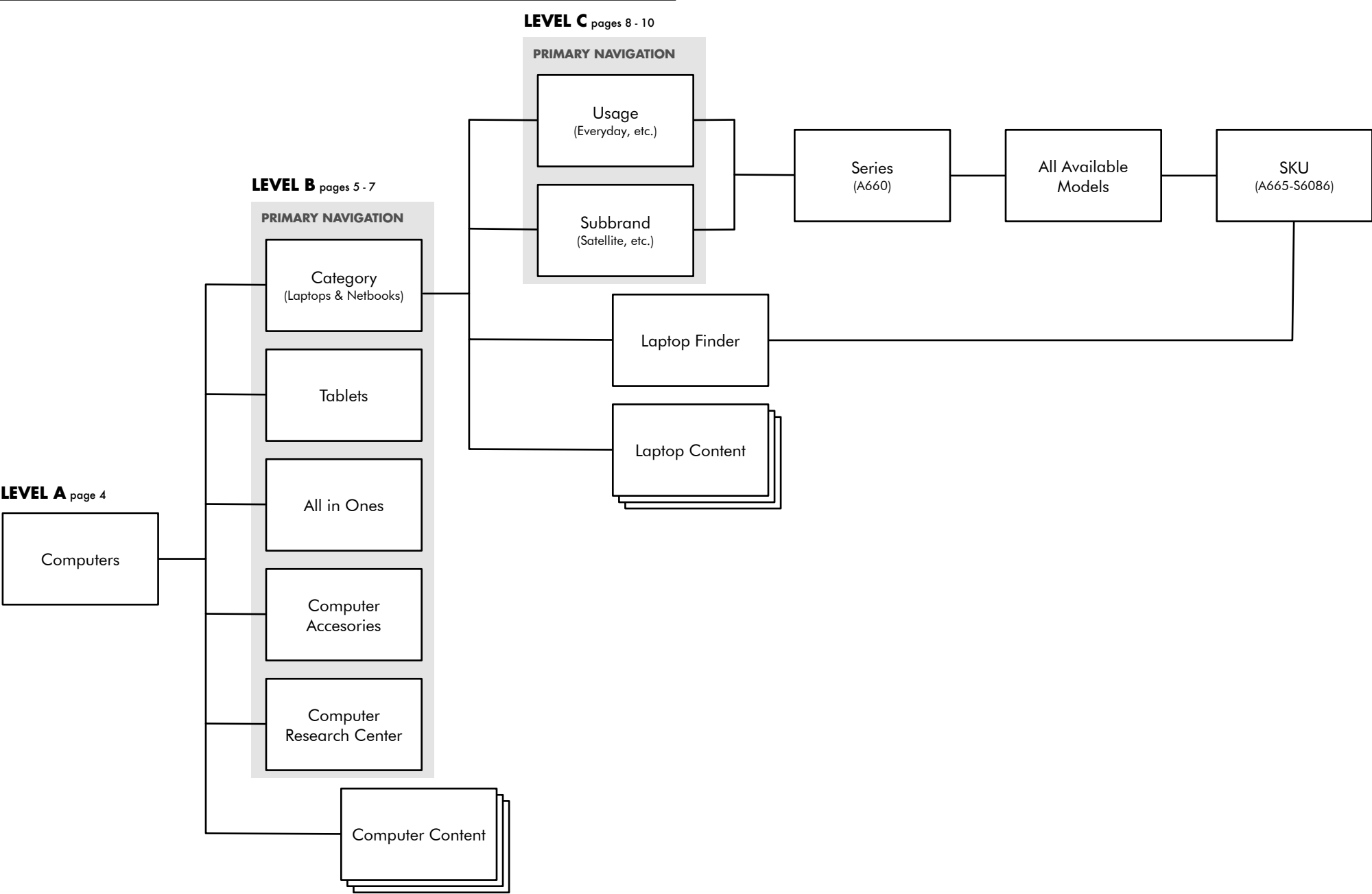
Currently, Toshiba's laptop section's information architecture is a hierarchy sorted into buckets by product line. While this makes finding a laptop by name easy, for the majority of consumers who are unfamiliar with the features of every product line, this system of organization does not make product differentiation much easier.

Additionally, due to an uneven distribution of models in each product line, carousel navigation on line pages is either overcrowded (Satellite line) or empty (Qosmio).

Information Architecture



Proposed Architecture



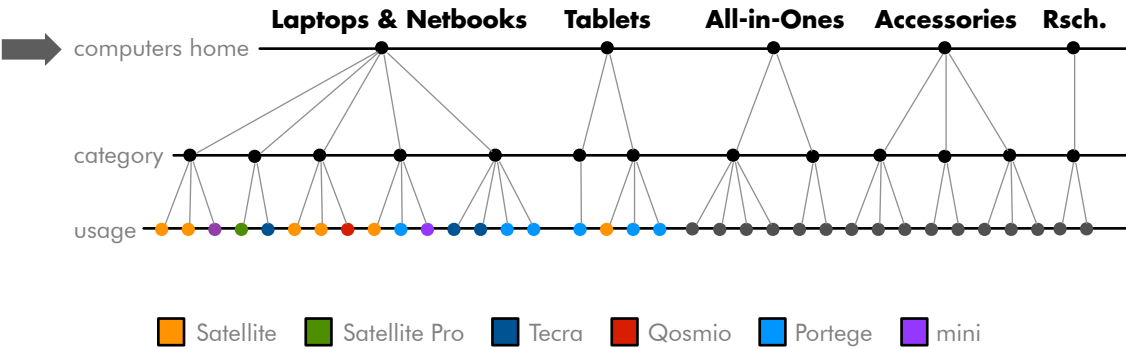
Level A - Computers

Computers Home Page



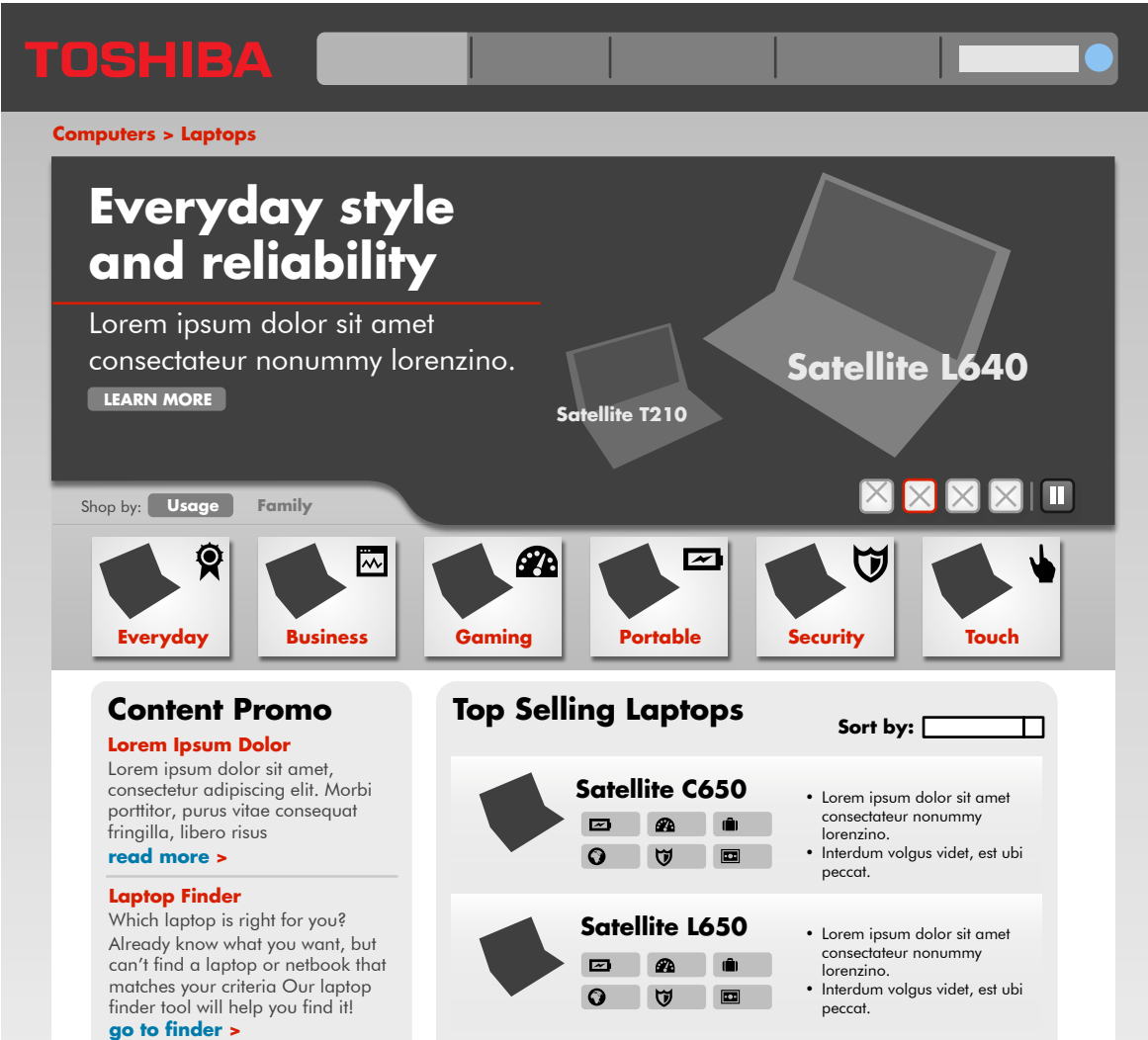
On the computers home page, sub-category links are displayed in a horizontal menu bar below a feature carousel. Sub-categories include *Laptops & Netbooks*, *Tablets*, *All-in-Ones*, *Accessories*, *Research Center*, and *Computer Content*.

Information Architecture



Level B - Category

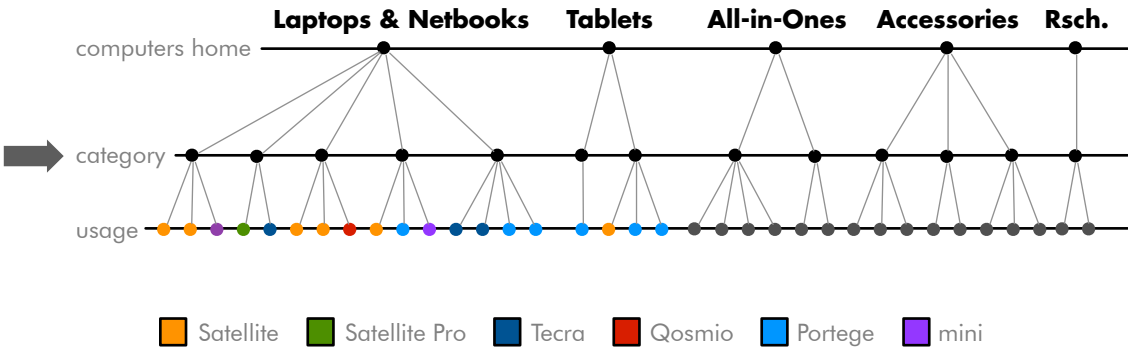
Usage View



In this proposed solution models are by default sorted by usage types rather than product lines. This organizational structure uses functional category names that most customers would easily understand. Models in different lines with shared usages are no longer segregated, thus reducing the number of clicks required to compare functionally similar products.

Users can still view all subbrands by clicking the "Families" toggle above the primary navigation usage category links.

Information Architecture



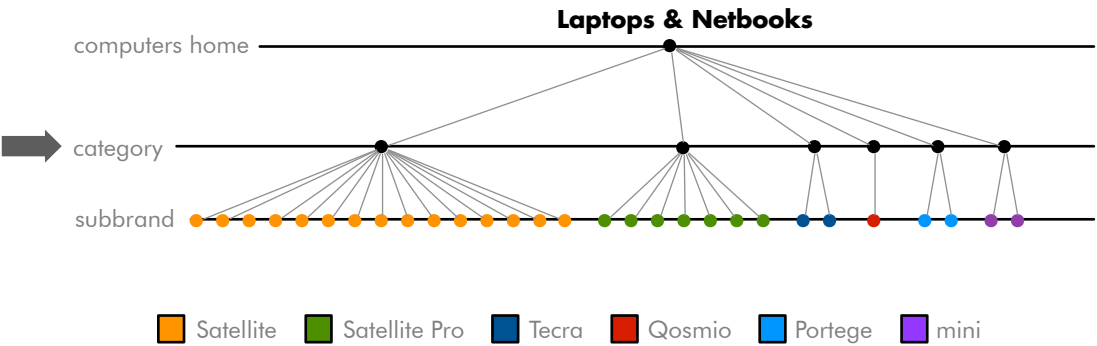
Level B - Category

Subbrand View



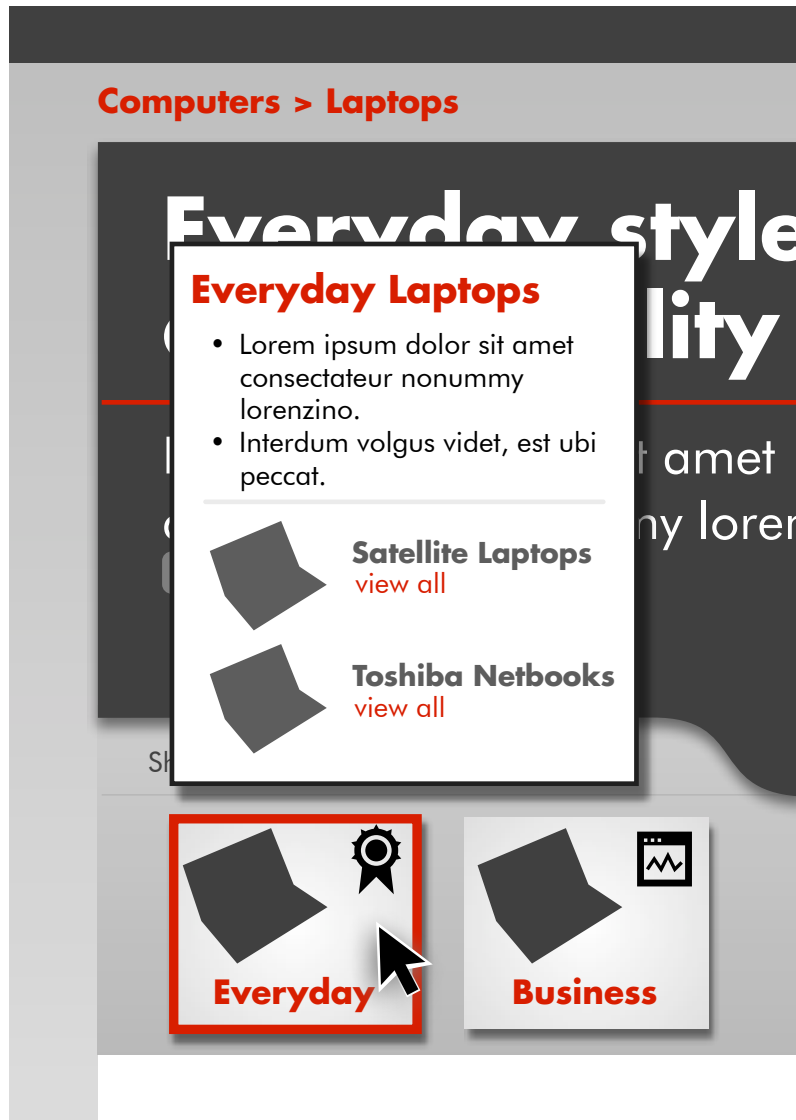
Here we see an alternate view of the category home page, with subbrands displayed rather than usage. The two views can be toggled back and forth by clicking the desired "sort by" filter above the navigation menu.

Information Architecture



Level B - Category

Details Rollover

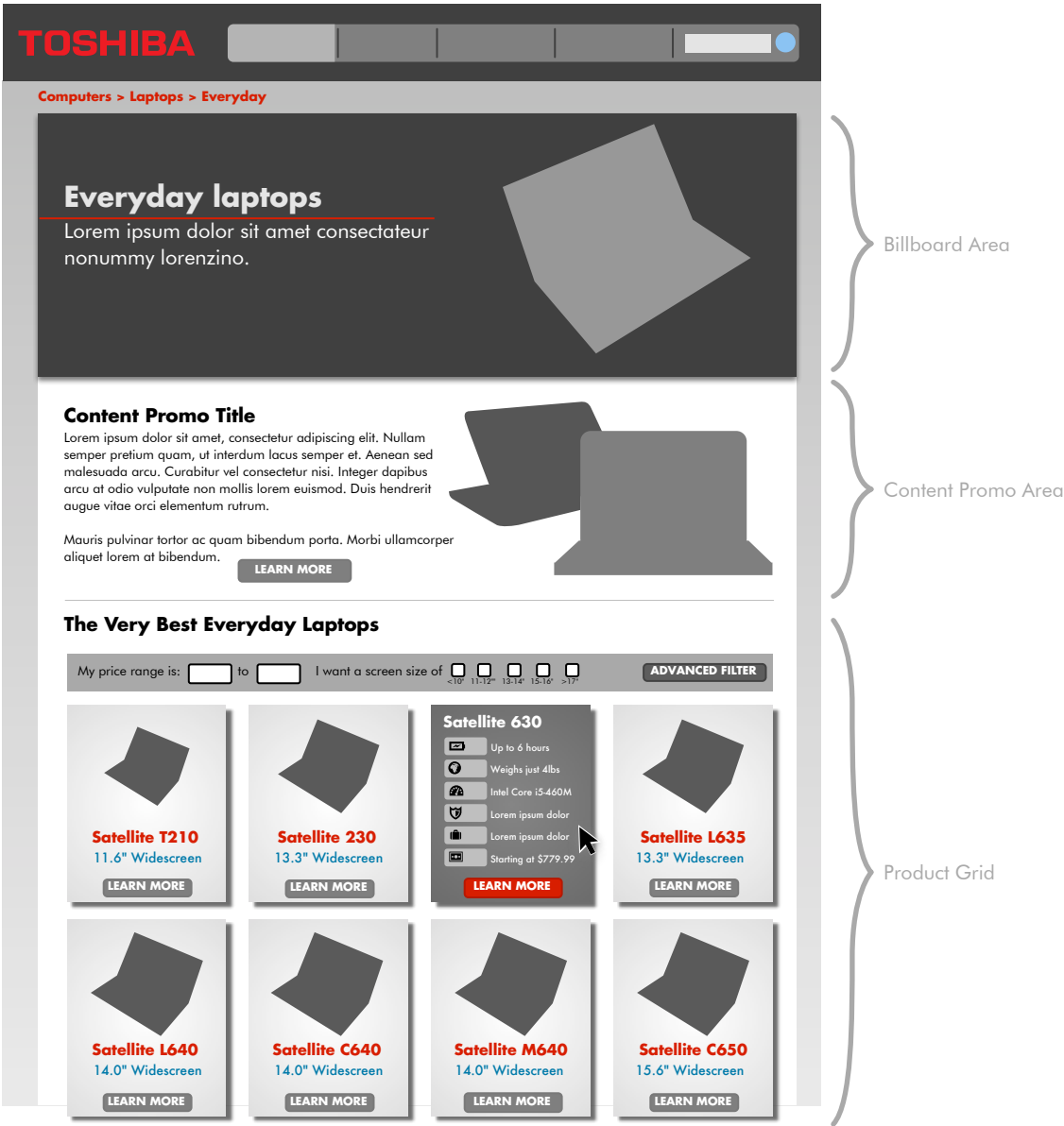


When the user **hovers** over a navigation element, an expanded panel pop-over appears above the icon with text describing the usage category. **Clicking** the icon navigates to the page.

This text should give the user a quick overview of the type of laptops included in the usage category, which may or may not include subbrands that more-or-less fall under the category.

Level C - Usage

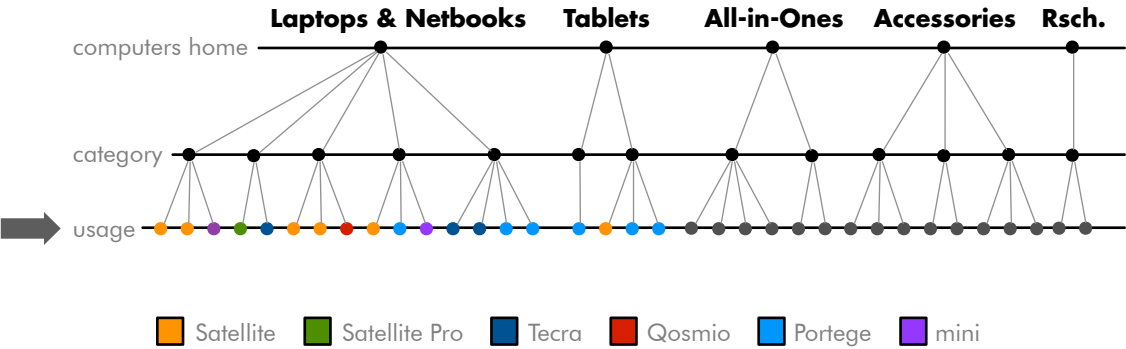
Example: Everyday Laptops



In this example of a possible look for a Level B page, users can quickly compare basic features of related use-type laptops. Text copy describing the usage category is included in the top billboard area. Content promos can be above or below the product grid.

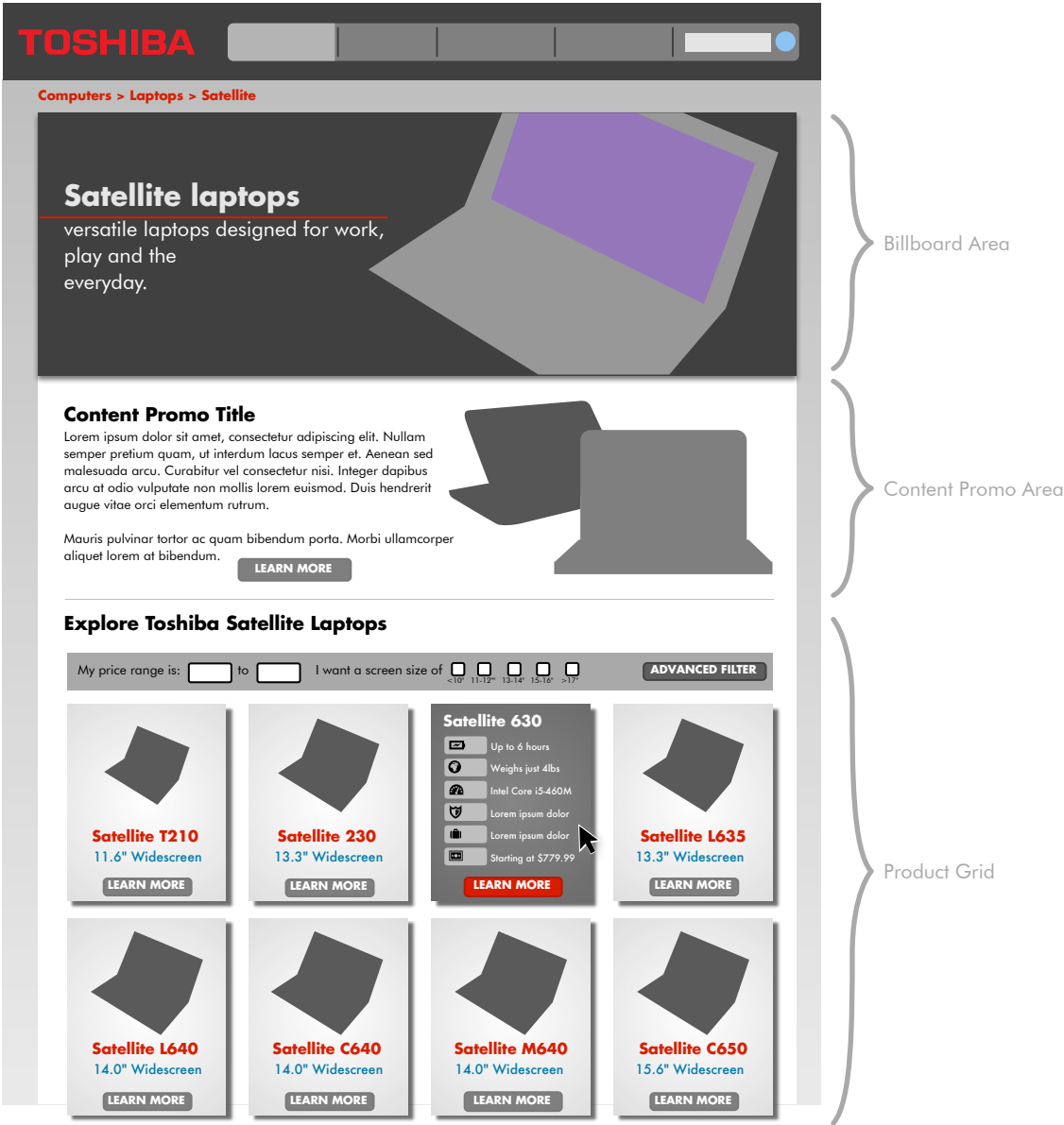
The product grid is a filterable, flexible overview of relevant laptop series or models. The user can click a "card" to flip it over and quickly compare specs between different series/models.

Information Architecture



Level C - Subbrand

Example: Satellite Laptops

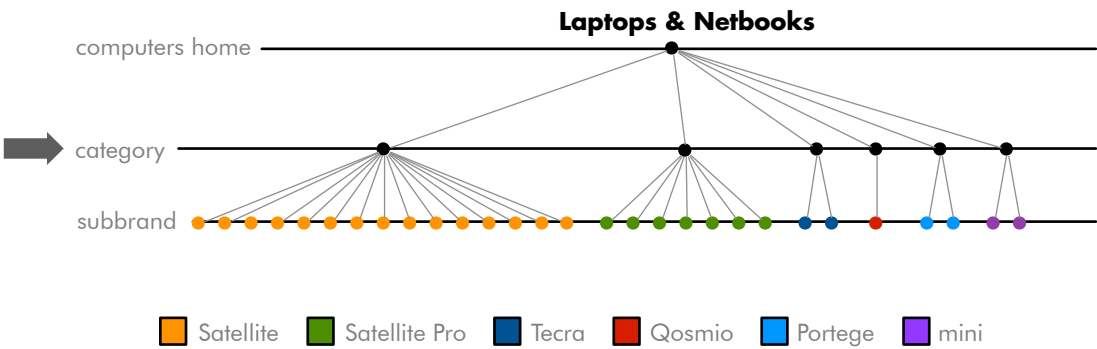


The Level C Subbrand pages are identical to the Level C Usage pages in both form and function, lending to a consistent user experience throughout the site.

Text copy describing the usage category is included in the top billboard area. Content promos can be above or below the product grid.

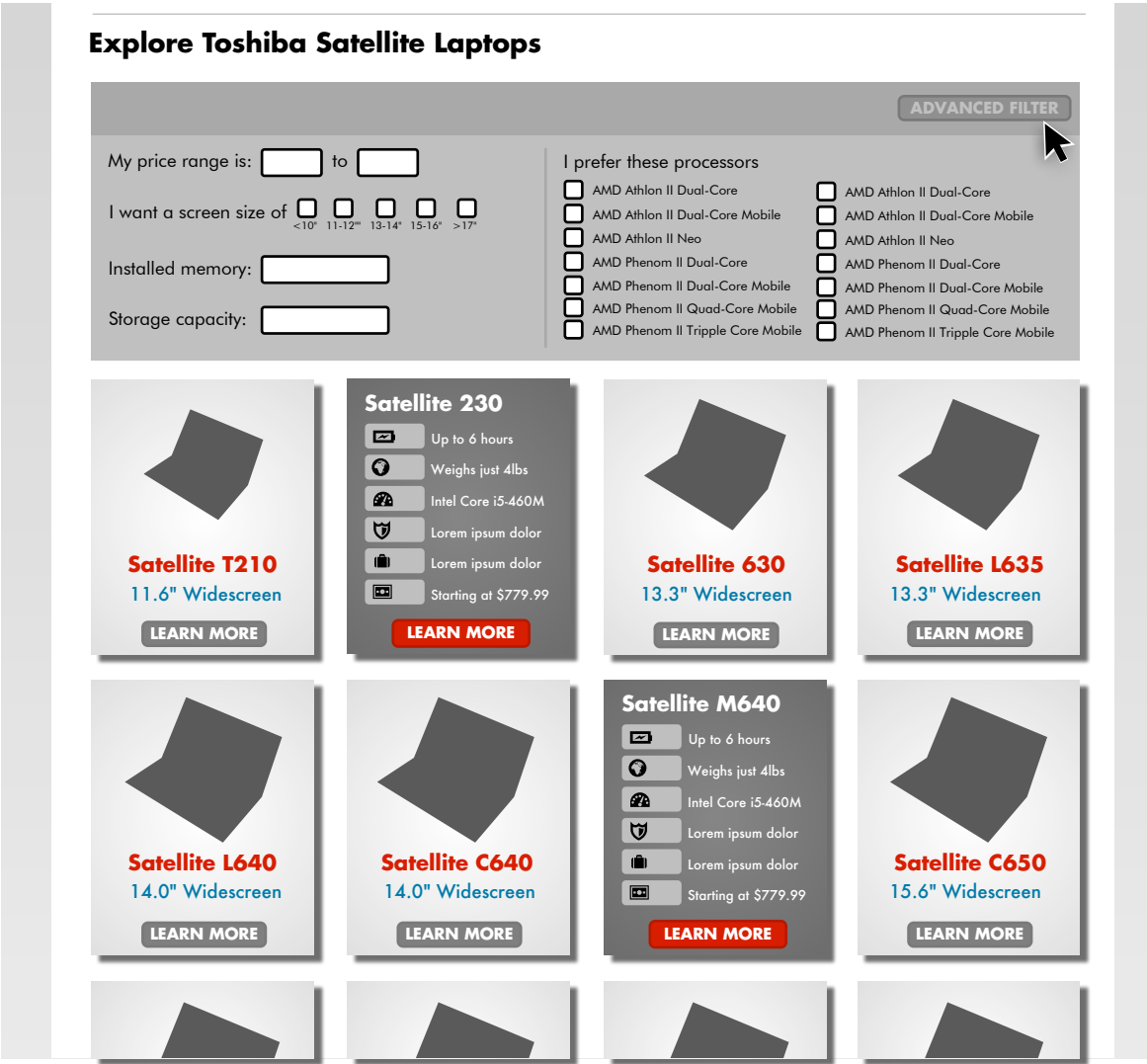
The product grid is a filterable, flexible overview of relevant laptop series or models. The user can click a "card" to flip it over and quickly compare specs between different series/models.

Information Architecture



Level C

Example: Product Grid



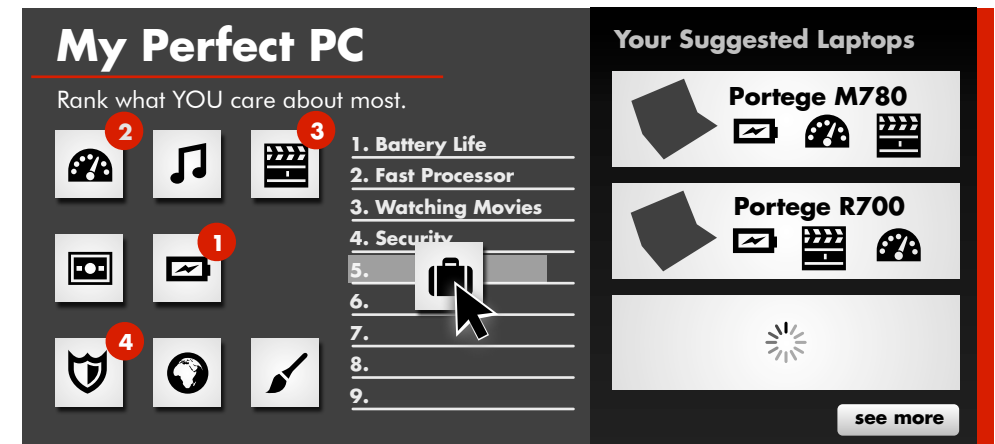
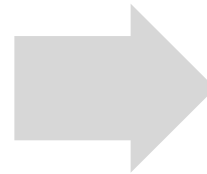
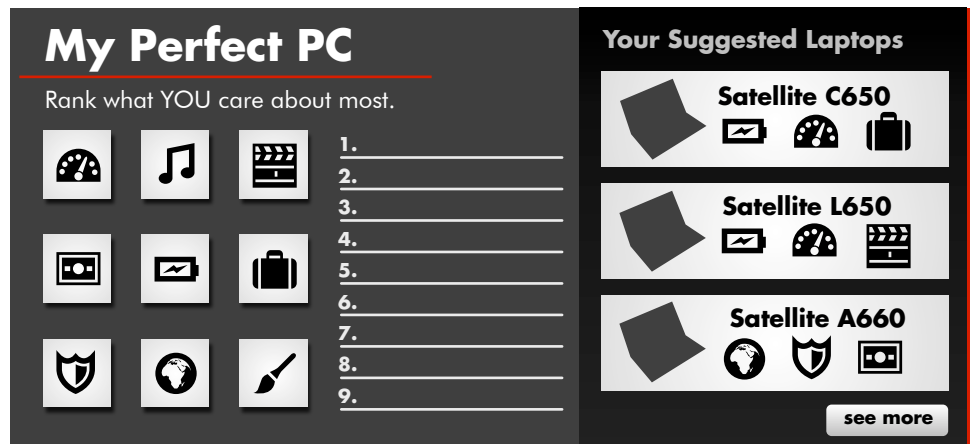
The user can further filter the product grid by opening the "Advanced Filter" panel. These filters are the same as those in the Laptop Finder, with the exception being the "type" or "family", which is preselected dependent on the current usage or subbrand page.

Filters are instantly applied to the product grid, like the current laptop finder.

This example shows two "cards" flipped over to compare product specs.

Suggestion Finder

Rank Attributes



In this proposed solution users can rank the top attributes they want in a laptop PC to find their perfect laptop in seconds. This is a focused browsing approach that presents the user with direction rather than an ambiguous list of options.

Additionally, invaluable consumer behavior research can be gathered from users' attribute rankings that Toshiba could use while developing new models or updating existing ones.

