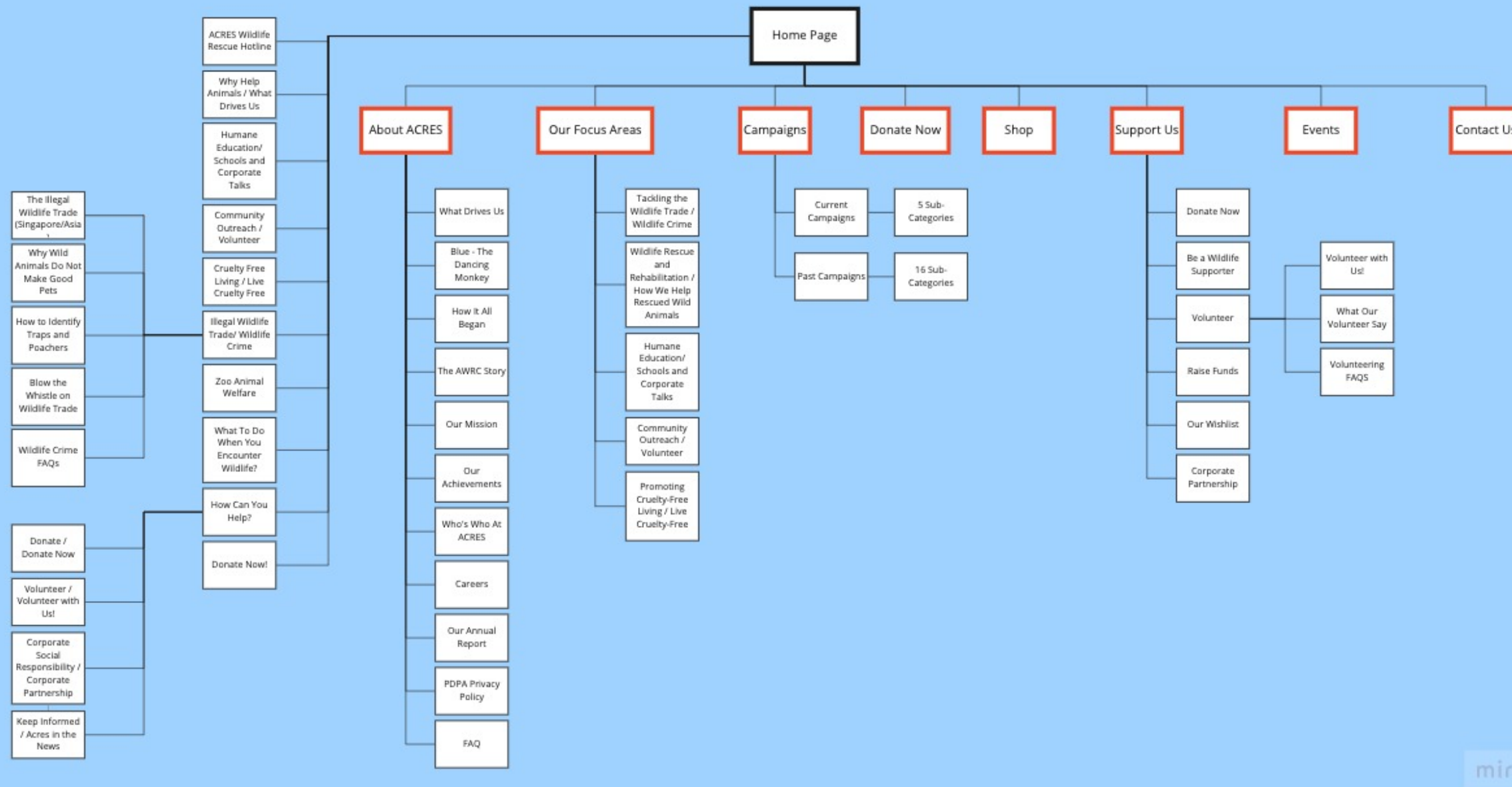


# As Is

We conducted a **content inventory** exercise and created a **site map** of the as is website to help us better understand how information is organised and to seek opportunities for optimisation.



## Key Takeaways

- **Too many categories** in the global navigation menu; Mix of high and low value content
  - To remove low value content from global navigation menu, e.g. Shop, Events
- Multiple touch points with **inconsistent labels** used for same key action button
  - To use same labels in all touch points to maintain consistency and lesser users' cognitive load