Information Architecture
for Web Development

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Contact Information

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Who is this guy?

Same clients I've worked with:

- Scott
  - 7 years of multimedia/Web experience
  - B.A. in Theatrical stage management
  - Educational multimedia (UCSC)
  - Imagesmith—Executive management, PM & IA
  - Project Management certificate (UCSC Extension)
  - Library & Information Science graduate student
  - Consultant & Contractor

IA Definition — Quotes

"Architecture: The art or science of building […] a unifying or coherent form or structure."

> —Webster's Dictionary

"Information is data endowed with relevance and purpose."

> —Peter Drucker, Economist

"[An IA is] 1) the individual who organizes the patterns inherent in data, making the complex clear; 2) a person who creates the structure or map of information which allows others to find their personal paths to knowledge."

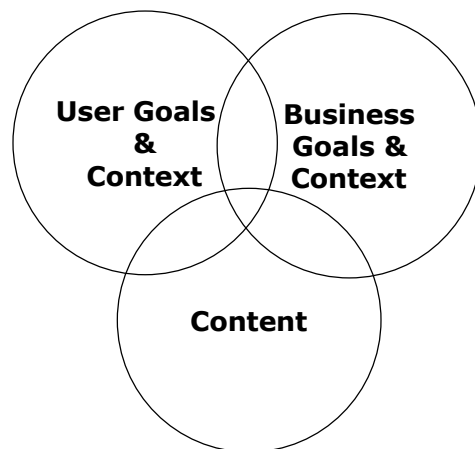> —Richard Saul Wurman, Information Designer
> *Information Architects*

Introduction to Information Architecture for Web Development

IA Job Titles

- Information/Interaction Designer
- Interface Designer
- Information Scientist
- Usability Engineer
- User Experience Designer (UX)
- User Interaction/Interface Designer (UI)
- Customer Experience Designer
- Product Manager
- Product Designer
- Information Ecologist
- Market Researcher (and Marketing!)
- Content Manager
- Project Manager

IA Trinity — Argus & Associates (from www.argus-acia.com)

User Goals & Context

Business Goals & Context

Content

Introduction to Information Architecture for Web Development

Site Mapping — The Basics

Why:
- To see what we're building, its flow, its high-level complexity
- Helps with scoping—identifying all the pieces
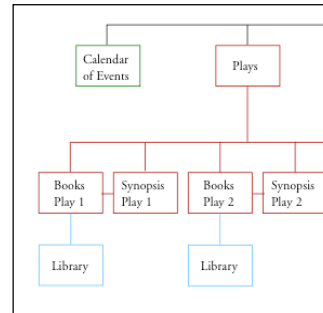- Identify groupings, organize them, find relationships

Who:
- Information Architect, Project Manager

Sponsor Considerations:
- Some people can't relate to maps …

Samples:
- Professional sample: http://orarian.com/documents/Sample_Sitemap.pdf
- Student sample: http://orarian.com/documents/student_sitemap.pdf

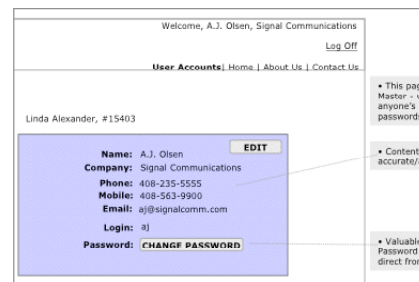## Page Wire Framing — The Basics

Why:
- The page-by-page details
- The devil comes out
- Content needs—e.g. instructional
- User Testing

Sponsor Considerations:
- No design may=poor quality in their eyes
  - *Walk though these with your sponsor!*

Samples:
- http://orarian.com/documents/Sample_WireF_AW.pdf
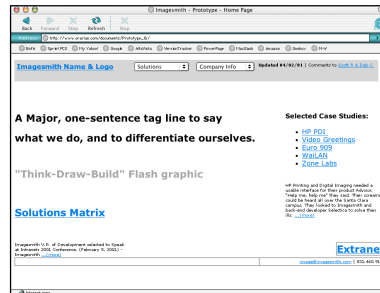- http://orarian.com/documents/Wreframes_IS.pdf

Site Prototyping — The Basics

Why:
- Think wire frames … linked together
- User Testing

Who:
- Information Architect, HTML Producer

Sponsor Considerations:
- HTML prototype can provide interactive experience
- Quality issue

Samples:
- http://orarian.com/documents/Prototype_IS/index.html

Discount User Testing — The Basics

Why:
- This is the low-budget version of user testing, so you can test multiple times without a heavy financial burden
- To put a site/application through real-world use

Who:
- Information Architect, User Testing Facilitator, Receptionist
- Testers, Facilitator and Note Taker

Sponsor Considerations:
- Leverage quotes & results to make *proactive* changes
- Sometimes you're not doing it for them
- The most powerful tool in the IA tool belt

Samples:
- See user testing weeks for my Fall 2002 class, Weeks 14 & 15:
    - http://orarian.com/DM166F02/index.html

Recommended Books

- *The Art & Science of Web Design*
  Jeffrey Veen. New Riders. 2001.

- *Designing Web Usability: The Practice of Simplicity*
  Jakob Nielsen. New Riders. 2000.

- *Don't Make Me Think!*
  Steve Krug. New Rider. 2000.

- *The Elements of User Experience*
  Jesse James Garrett. New Riders. 2002.

- *Envisioning Information*
  Edward Tufte. Graphics Press. 1990.

- *Information Architecture: Blueprints for the Web*
  Christina Wodtke. New Riders. 2002.

- *Information Architecture for the World Wide Web*
  Lou Rosenfeld and Peter Morville. O'Reilly & Associates. 1998.

Recommended Books Cont'd

- *Practical Information Architecture*
  Eric Reiss. Addison-Wesley. 2000.

- *Secrets of Successful Web Sites*
  David Siegel. Hayden Books. 1997.

- *Web Navigation: Designing the User Experience*
  Jennifer Fleming. O'Reilly & Associates. 1998.

- *Web ReDesign: Workflow that Works*
  Kelly Goto and Emily Cotler. New Riders. 2002.

- *Webworks: Navigation*
  Ken Coupland, Ed. Rockport Press. 2000.