Information Architecture
for Web Development

11/19/02 Guest Lecture

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Introduction to Information Architecture For Web Development

Who is this guy?

- Scott
  - 6 years of multimedia/Web experience

  - B.A. in Theatrical stage management

  - Educational multimedia (UCSC)

  - Imagesmith—Executive management, project management & IA

  - Project Management certificate (UCSC)

  - Library 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

IA Definition — Quotes

"User experience is usefulness (*would* I use it?) plus usability (*could* I use it?)?"

—Terry Swack, Razorfish
ACIA Conference

"Fundamentally, IA is about creating navigational and organizational structures that put users in touch with the information they need, when they want it."
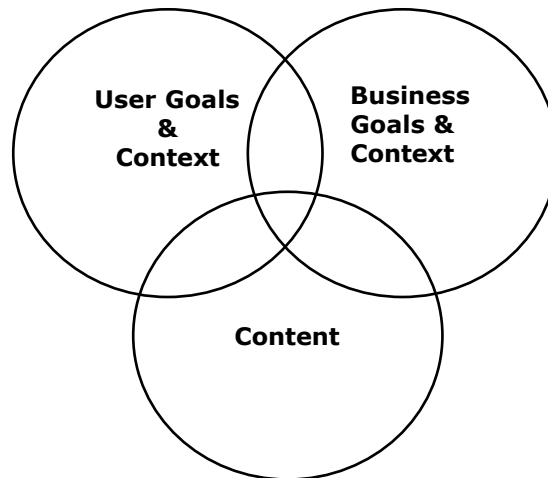
—Alison Head, Usability Consultant
Interview

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

Introduction to Information Architecture For Web Development

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

User Goals & Context

Business Goals & Context

Content

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

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

Reference:
- See Week 5 from DM 166 Fall '02 class at orarian.com

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Page Wire Framing — The Basics

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

Who:
- Information Architect

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

Reference:
- See Week 11 from DM 166 Fall '02 class at orarian.com

Site Prototyping — The Basics

Why:
- Think wire frames for each page … linked together
- User Testing

Who:
- Information Architect

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

Reference:
- See Week 11 from DM 166 Fall '02 class at orarian.com

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 find the devil, through 'innocent' usage
- To put a site/application through real-world use

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

Client 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
  - Watch out for leveraging users wrongly

Recommended Books

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

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

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

- *Information Architecture*
  Lou Rosenfeld and Peter Morville. 2nd Ed O'Reilly & Associates. 2002.

- *Information Design*
  Robert Jacobson, Ed. MIT Press. 1999.

Recommended Books Cont'd

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

- *Visual Explanations*
  Edward Tufte. Graphics Press. 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.

Thank You!

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