

# **INFORMATION ARCHITECTURE**

# INFORMATION ARCHITECTURE (IA)

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The structural design of shared information

The process of organizing and labeling content and taxonomies

Acts as a navigational aid to content and information systems

Helps users understand: where they are, what they've found, what to expect, what's related

Represent IA with a site map

# CARD SORTING

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Must understand your users and your content

Helps you:

- Build the structure for your website
- Decide what to put on the homepage
- Label categories and navigation

Conducted by organizing content into logical topics and categories

# **CARD SORTING EXAMPLE**

# BASEBALL CARDS



# BASEBALL CARDS: BY TEAM

## BLUE JAYS



## YANKEES



# BASEBALL CARDS: BY POSITION

## PITCHER



## SHORTSTOP



## RIGHT FIELD

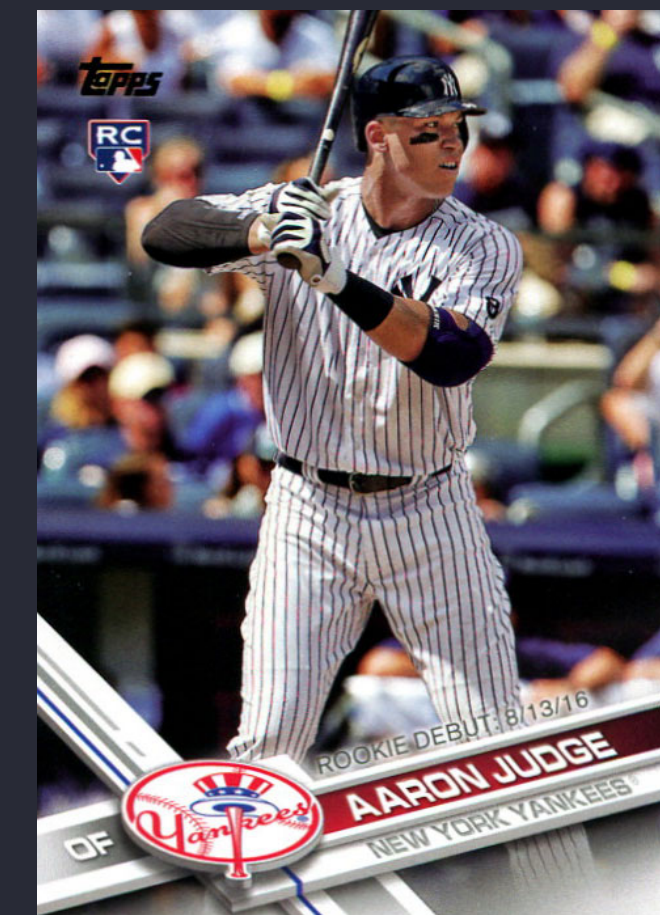


# BASEBALL CARDS: BY THROWING HAND

## THROWS LEFT



## THROWS RIGHT





# BASEBALL CARDS: YEARS PLAYED

## 13 YEARS



## 11 YEARS



## 10 YEARS



## 9 YEARS



## 6 YEARS



## 5 YEARS



## 4 YEARS

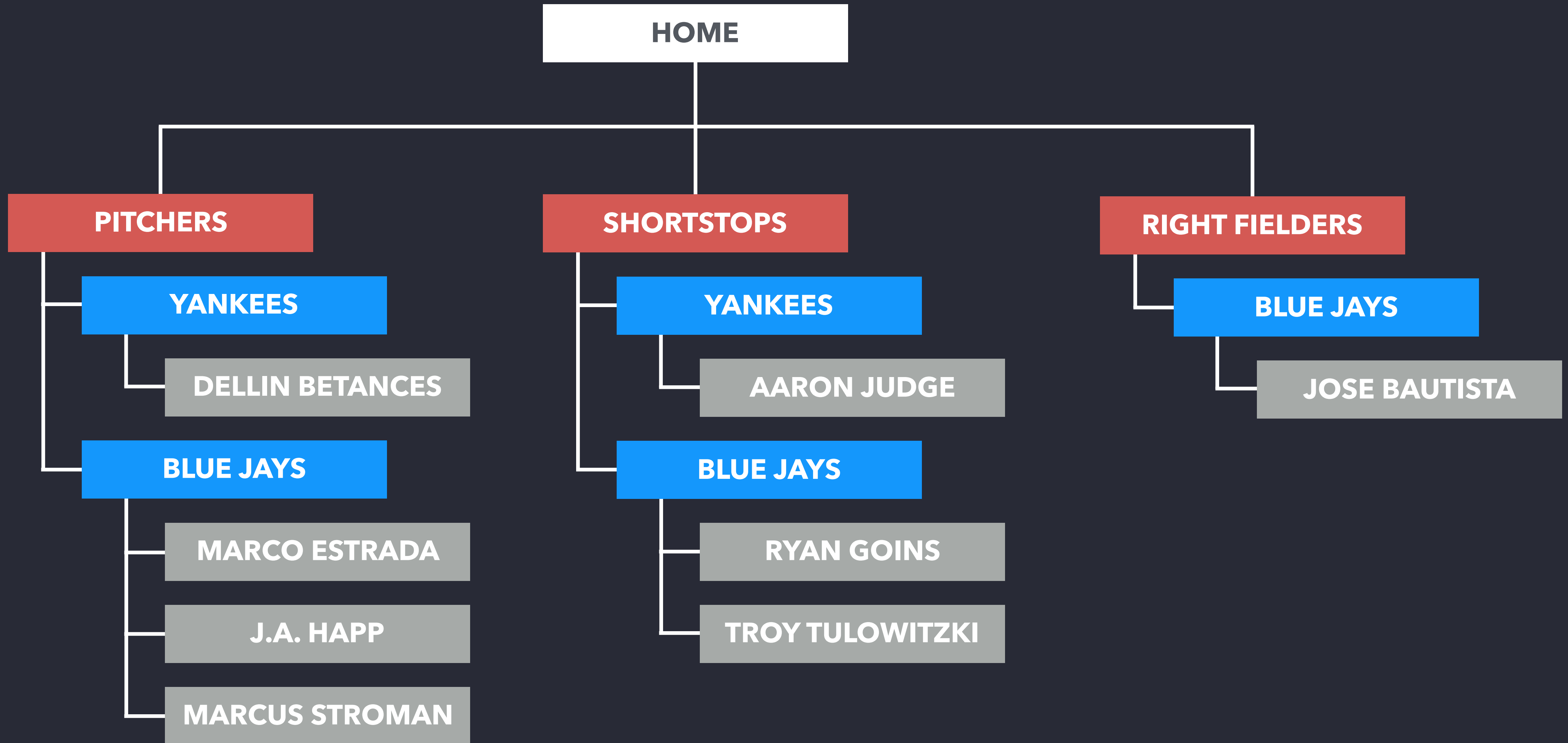


## 2 YEARS



# SITE MAP: BY POSITION

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**QUESTIONS?**