

INFORMATION ARCHITECTURE

INFORMATION ARCHITECTURE (IA)

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

Must understand your users and your content

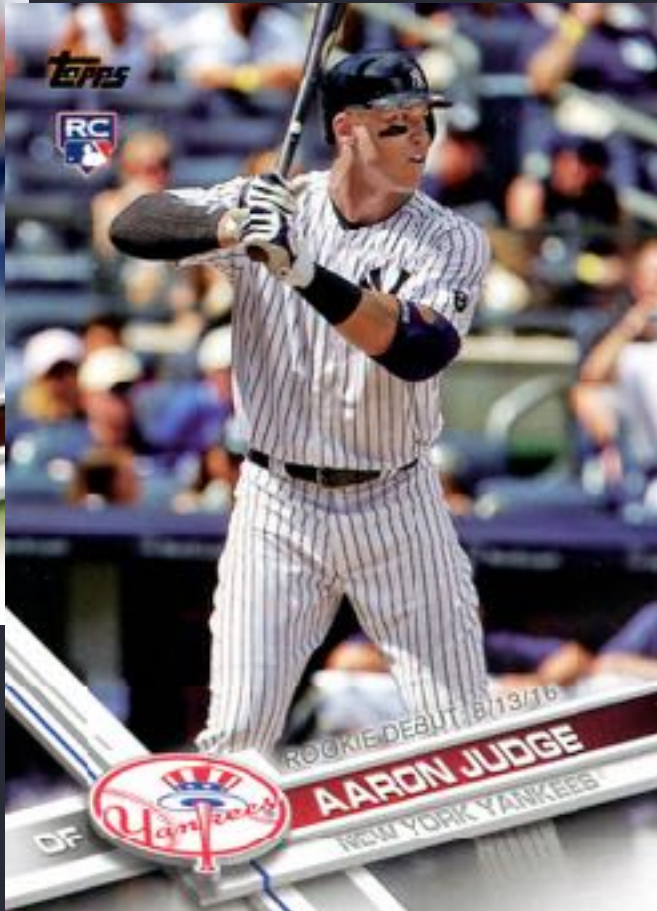
Helps you:

- 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

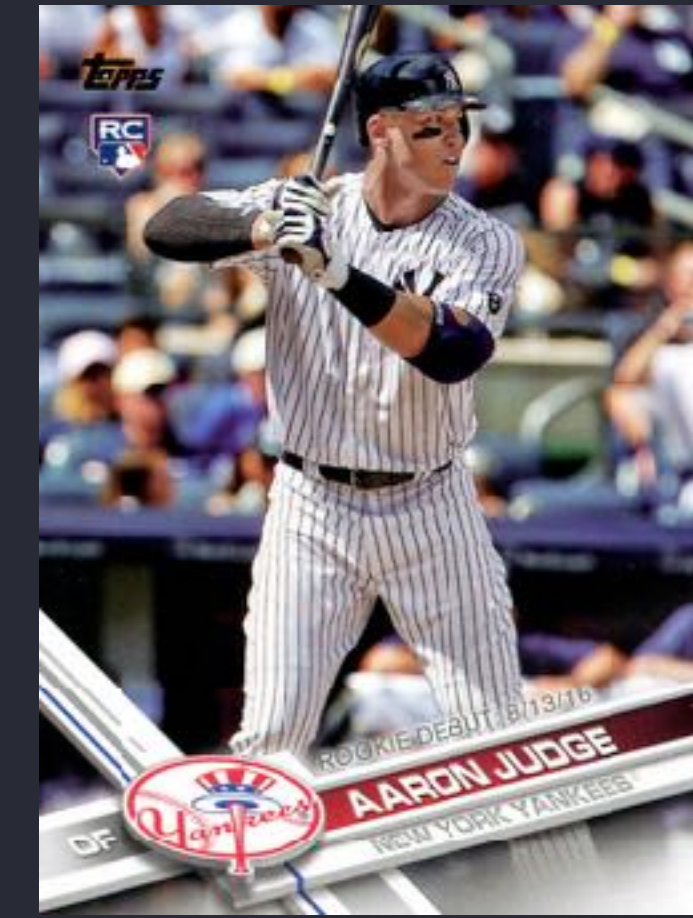


BASEBALL CARDS: BY TEAM

BLUE JAYS



YANKEES

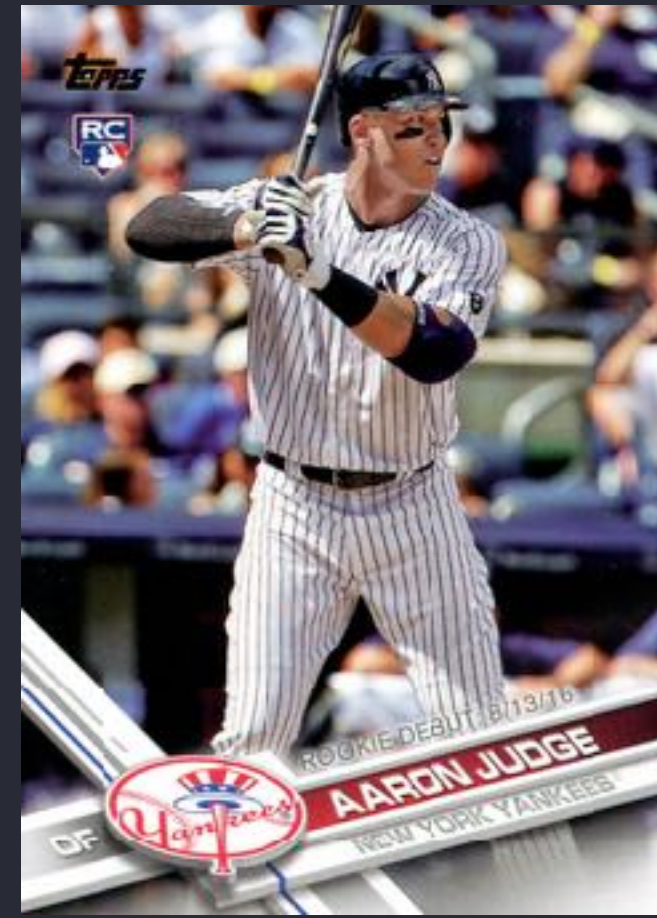


BASEBALL CARDS: BY POSITION

PITCHER



SHORTSTOP



RIGHT FIELD

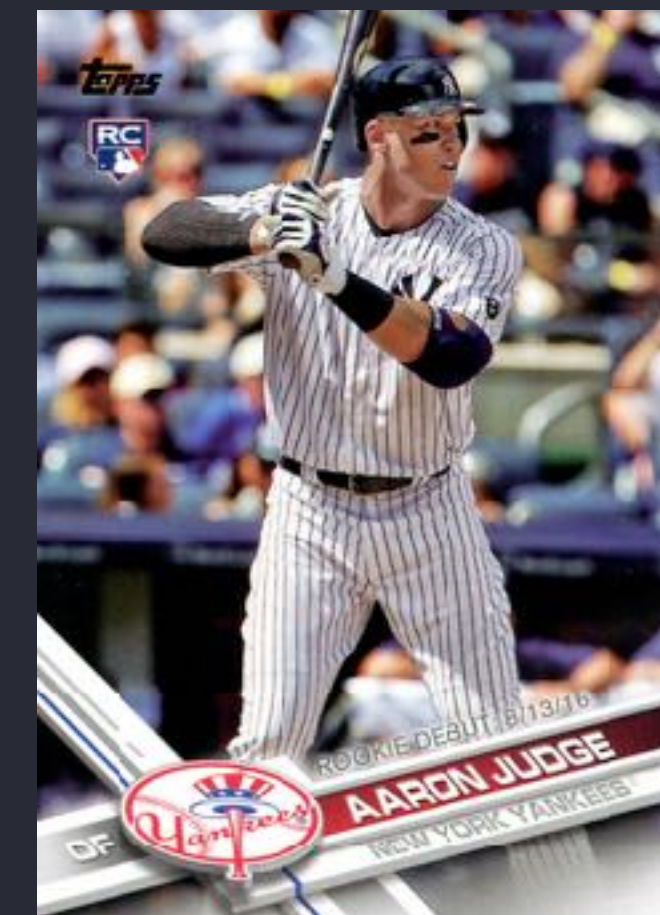


BASEBALL CARDS: BY THROWING HAND

THROWS LEFT



THROWS RIGHT



BASEBALL CARDS: YEARS PLAYED

13 YEARS



11 YEARS



10 YEARS



9 YEARS



6 YEARS



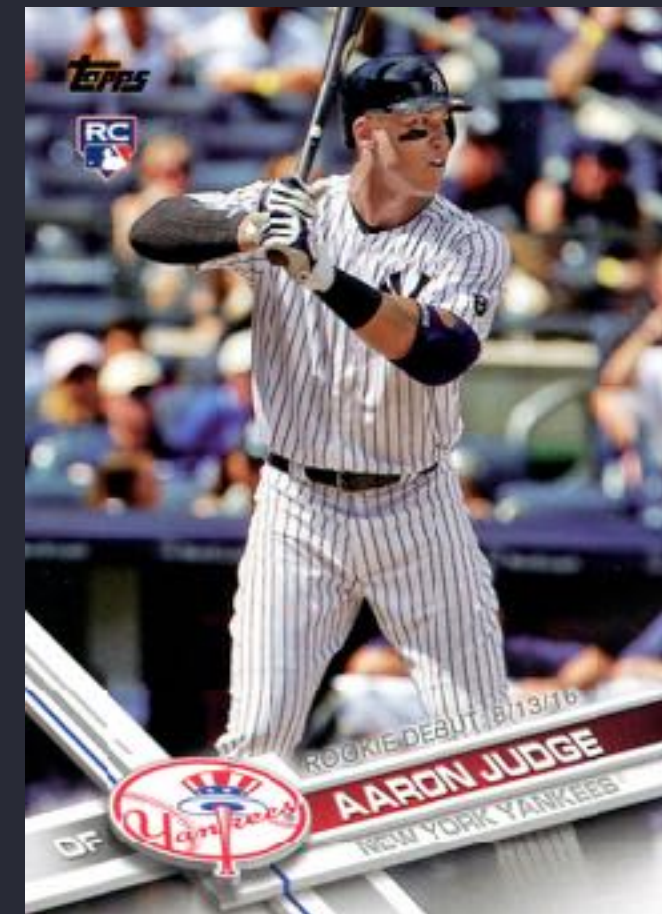
5 YEARS



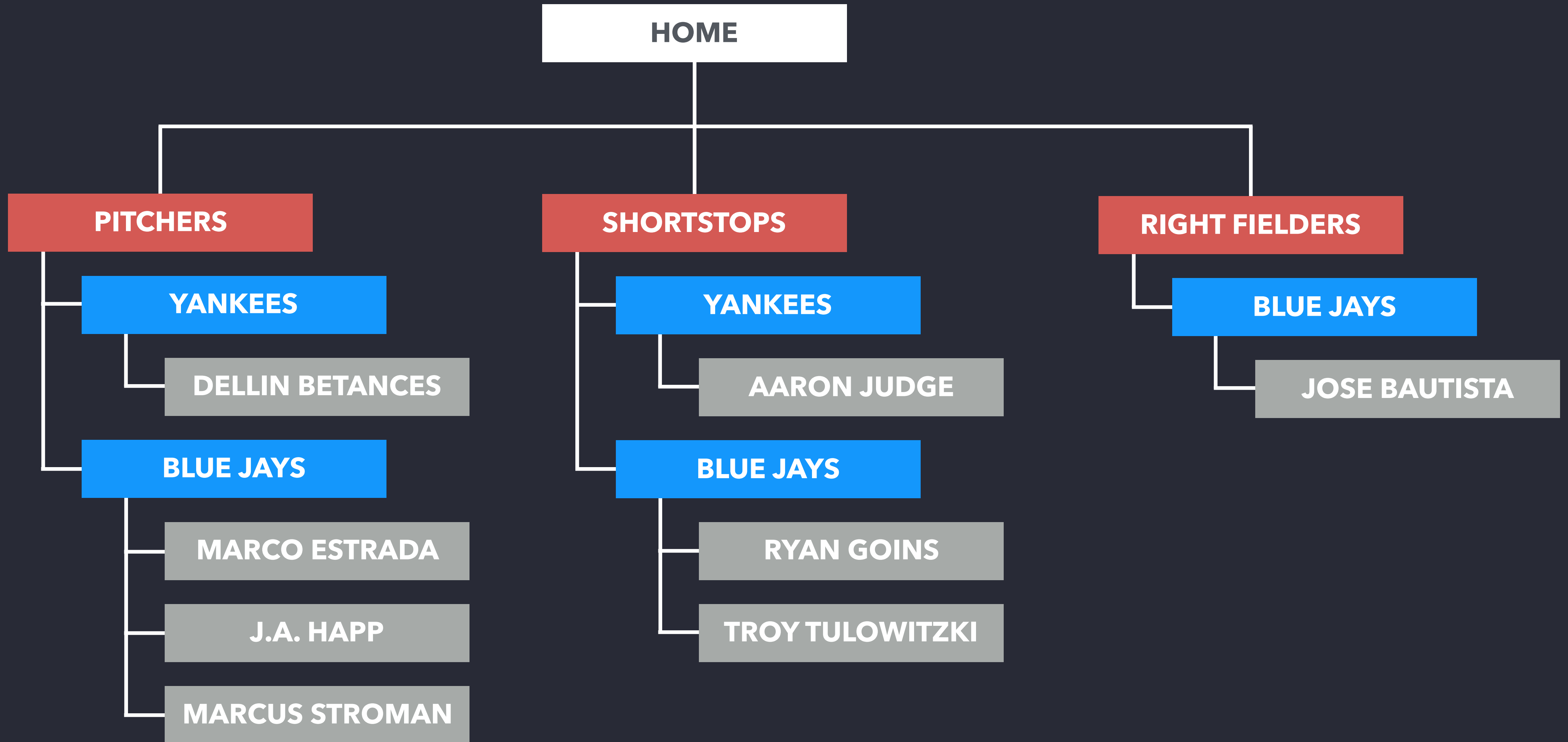
4 YEARS



2 YEARS



SITE MAP: BY POSITION



QUESTIONS?