

Intro to Information Architecture (IA)



Agenda

- Defining IA
- Designing IA
- IA and content

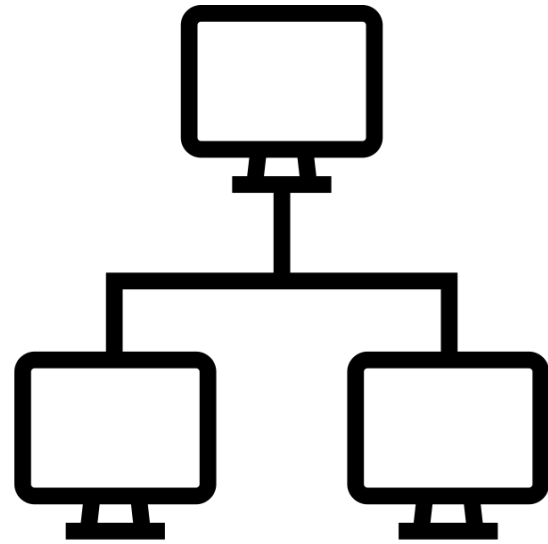
Defining IA



What is IA?

“The structural design of shared information environments.”

—Wikipedia



we exist in the
“information age”



RETAIL



SIGNAGE



ONLINE





EXERCISE

Learning Objective

Identify the shared elements of information overload + impact of it.

Agenda

1. Individually. 5 minutes.
2. Identify a **scenario** where you were **overwhelmed by information**.
3. Capture answers to the questions that follow.
4. When done, pair with a partner.
5. Discuss your scenarios. Identify trends within your scenarios. 5 mins.
6. Share with the class.

Deliverable

Poster about info overload

Resources

Paper + pen

Exercise Questions

1. What context did this scenario occur in?
2. What were your expectations going in?
3. When overwhelmed, how did you feel?
4. What specific parts of the experience caused this?
5. What did you do in reaction to this experience?

IA is Important

- There is a cost associated with the design of IA
 - To finding or **NOT** finding information
 - To educating the user
 - To construction and maintenance
 - To the brand image

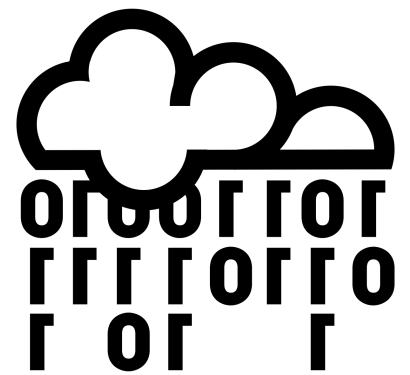
Information | Architecture

“Information”

Define the above word

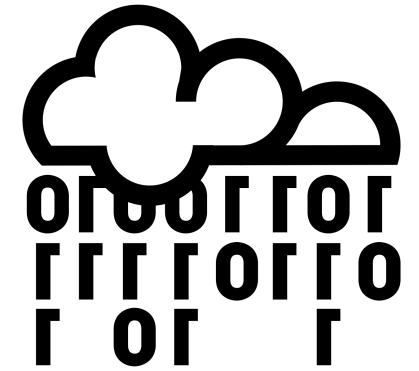
Structure





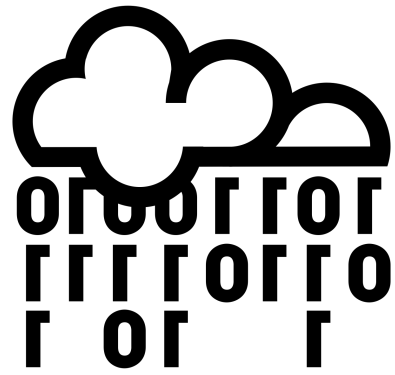
Data

Data

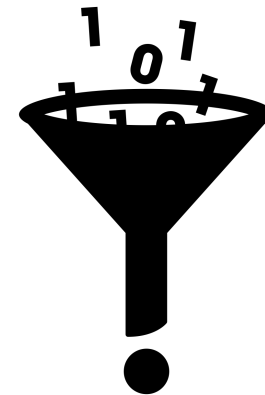


Raw, unorganized facts. Data can be something simple and seemingly random and useless...

...until it is organized.

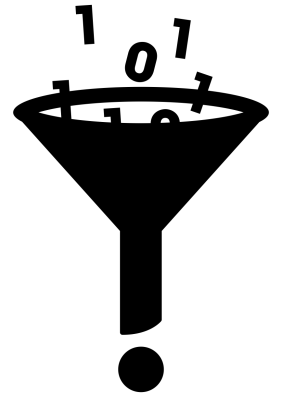


Data



Information

Data to Information



When data is processed, organized, structured or presented in a given context, so as to make it useful to those who use it.

Information Architecture

“A unifying or coherent
form or structure.”

—Merriam Webster

EXERCISE

Learning Objective

Construct an IA based on an abstract data set.

Agenda

1. Teams of 4. 5 minutes.
2. Each team - take **4 Post-Its** of **4 different colours**.
3. Draw the following shapes: **circle, square, triangle** and **star**. Have one of **each shape** on **each colour** of Post-It.
4. Each team will create a single architecture with their data set.
5. Present it to the class. 10 minutes.

Deliverable

Conceptual IA

Resources

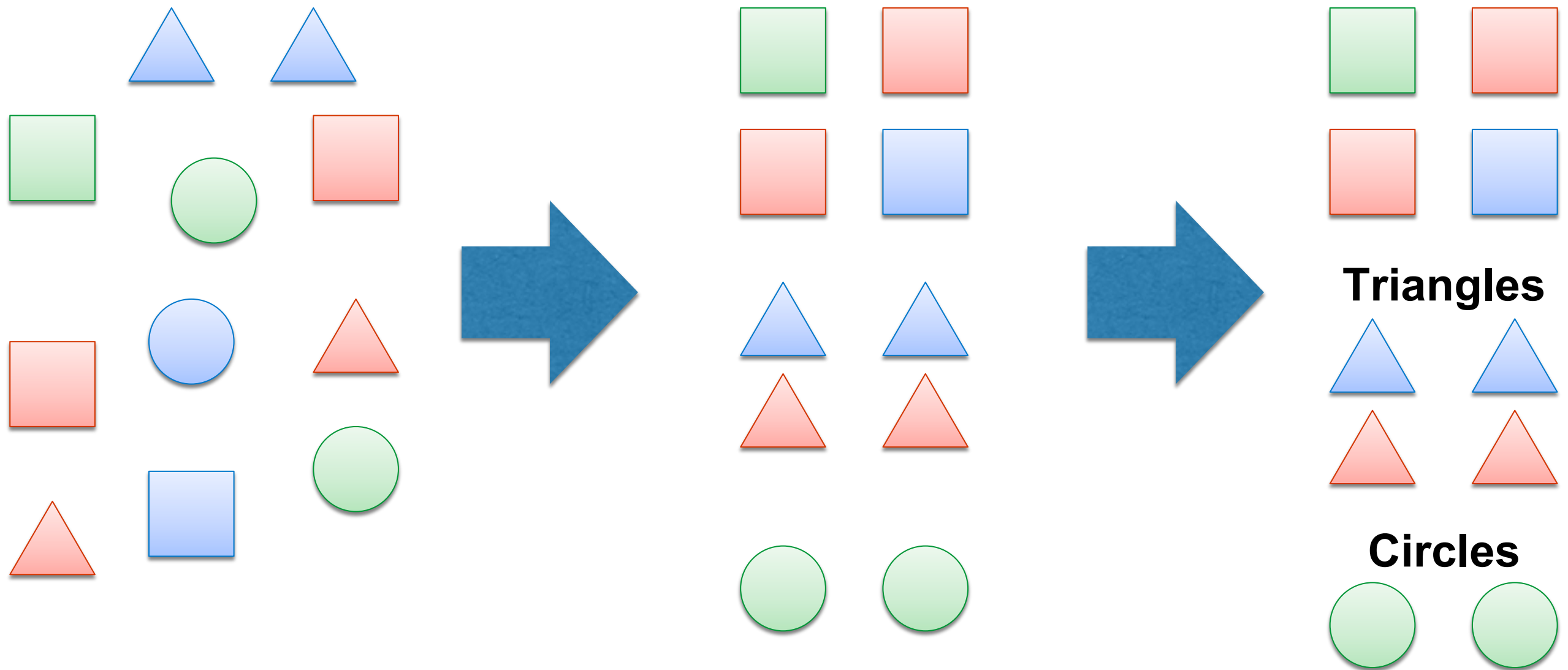
Post-Its, pens and markers

Designing IA

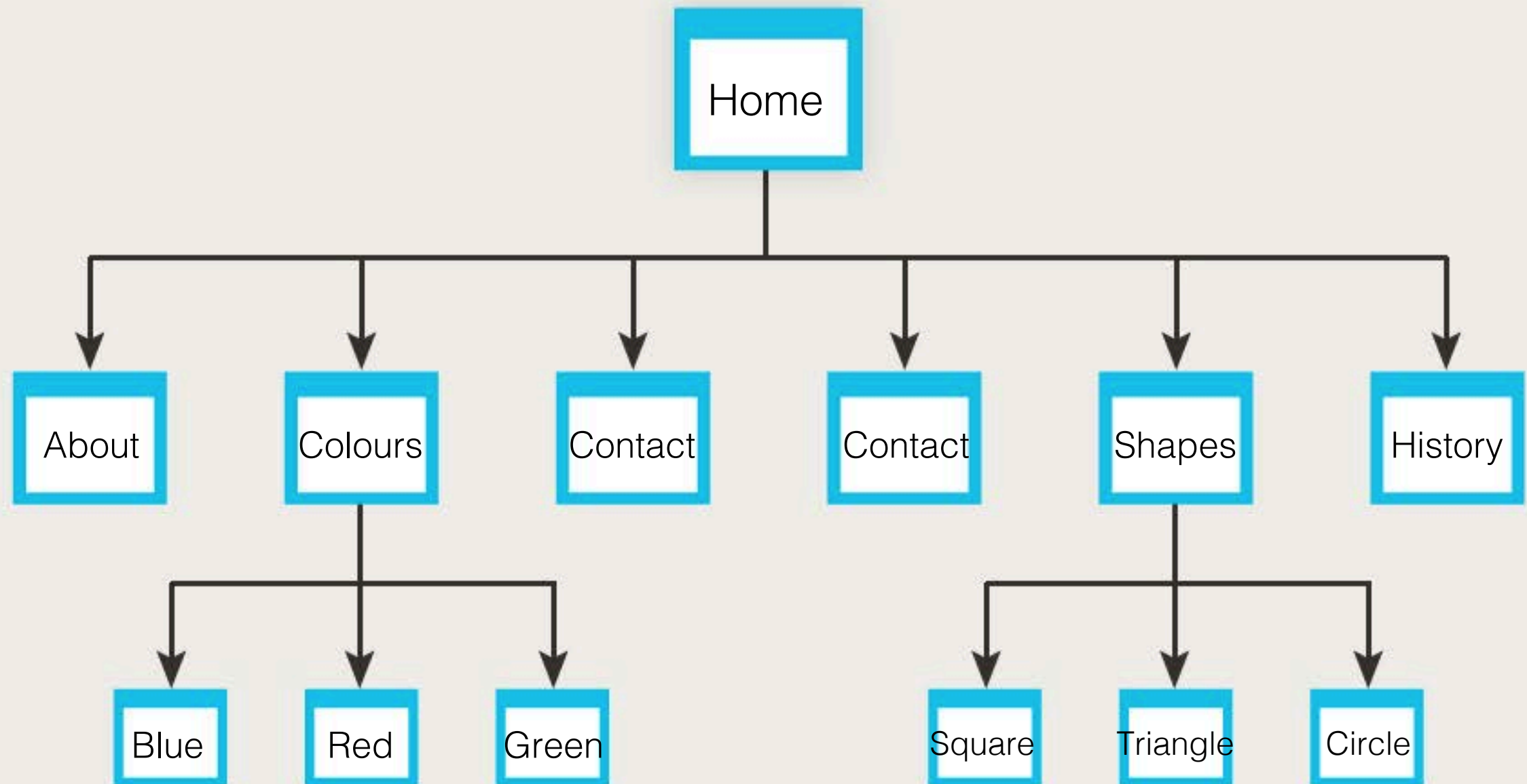
The background of the slide is a dark blue field filled with a pattern of binary code (0s and 1s) and various numbers (0-9) in a light blue, monospace-style font. The numbers are scattered across the background, some appearing larger and more prominent than others. A solid orange horizontal bar is positioned in the middle of the slide, containing the text "Start with a collection of data" in white.

Start with a collection of data

Collect, Group + Label

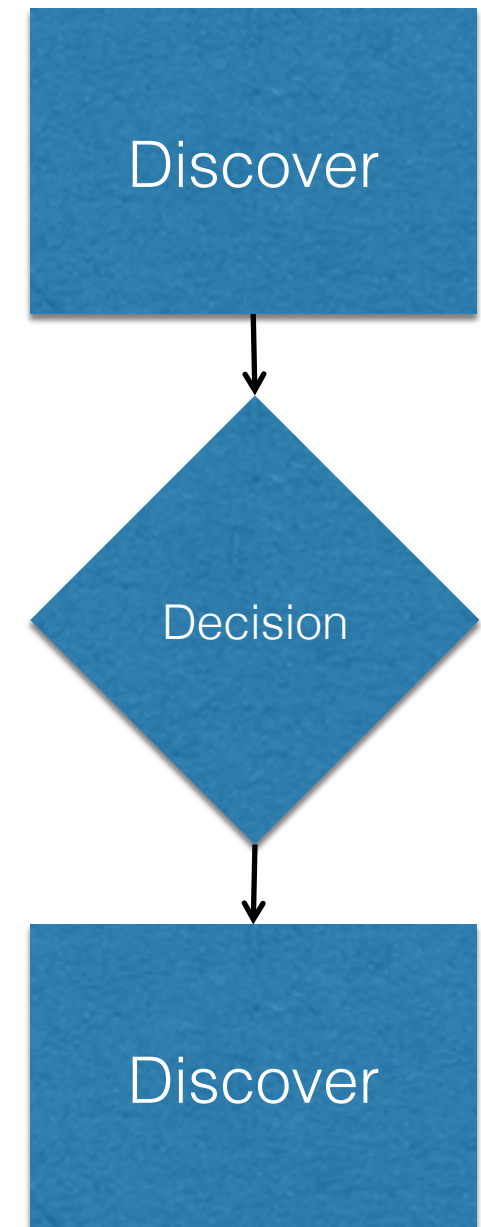


Hierarchical Site



Approaching Information

- **Discovery**
 - Logical groupings of content
 - Familiar labels
 - Clear, progressive steps
- **Making Decisions**
 - Available options
 - Relevant information
 - Comparable information



MEC

Search MEC.ca

GO

MEN

WOMEN

KIDS

CLIMB

BIKE

HIKE

CAMP

RUN

TRAVEL

SNOW

WATER

YOGA & FITNESS

ALL

CLEARANCE

LEARN

COMMUNITY & EVENTS

SERVICES

ABOUT MEC

LACE AND GO

SHOP ROAD RUNNING



sign in



subscribe



search

dating

more

International

theguardian



UK

world

sport

football

opinion

culture

business

lifestyle

fashion

environment

tech

travel

browse all sections

home

headlines

Wednesday
20 April 2016Now
22°C 02:00
23°C 05:00
18°C 08:00
11°C 11:00
14°C

Vancouver

Migrant crisis /
Hundreds feared
dead in migrant
shipwreck off LibyaUp to 500 people may have
drowned after overloaded boat sank
in MediterraneanRefugees / EU deal with Turkey
condemned by Council of EuropeRising migration / Faster between
poor nations than to rich onesGreece / Babies detained on island
'not getting adequate milk'US supreme court /
Court rules families of
terror victims can
collect \$2bn from Iran

63

“The beginning of all understanding
is classification.”

–Hayden White

Classification Schemes (Grouping)

Classification Schemes

- Geographical (exact)
- Alphabetical (exact)
- Chronological (exact)
- Category/Subject/Topic (ambiguous)
- Task (ambiguous)
- Audience (ambiguous)
- More...



A Familiar IA



Labeling

A good label is worth a
thousand words.

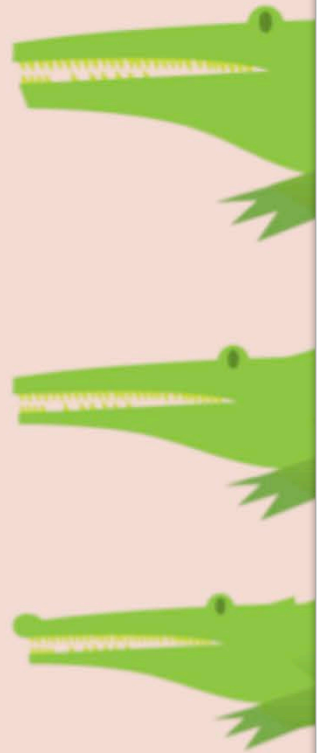
Taxonomies

Taxonomies

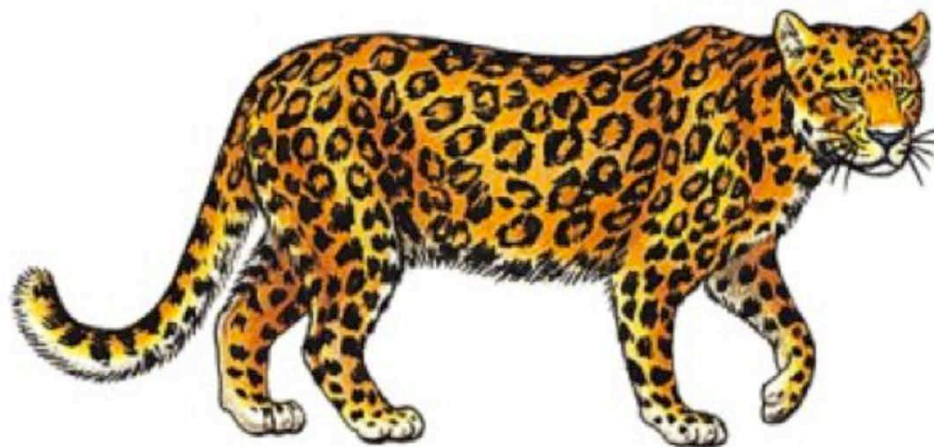
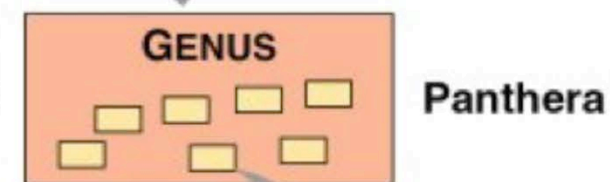
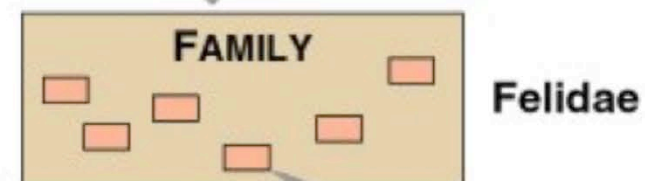
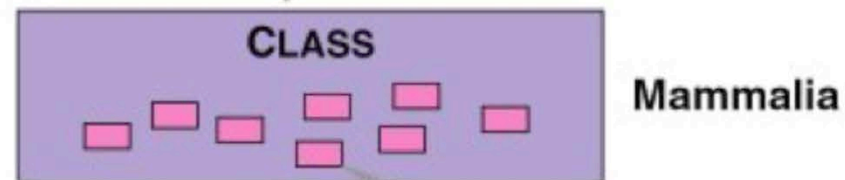
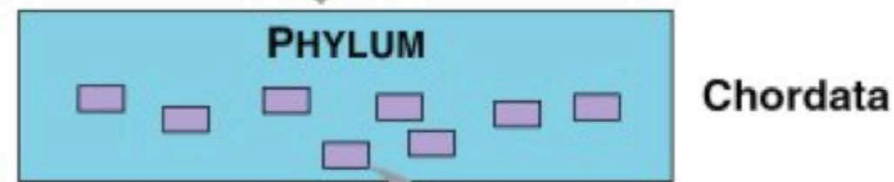
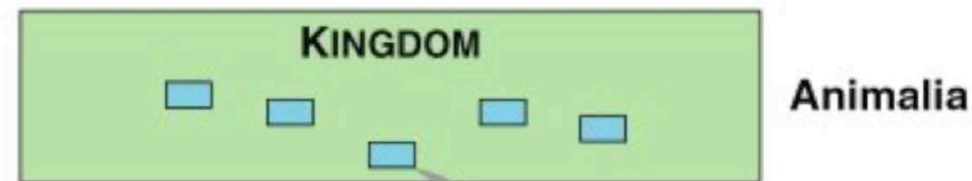
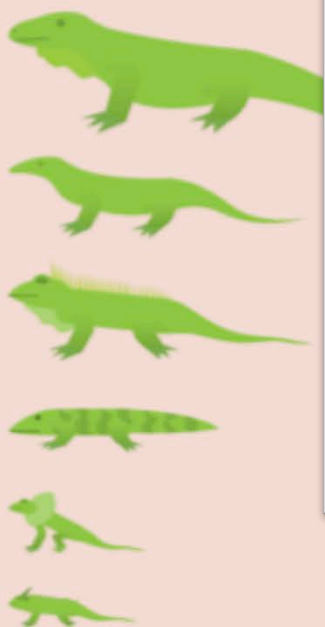
- A controlled vocabulary
- Defined by users mental models
- Demonstrates relationships
- Classification through hierarchy

Kingdom: Animalia
Phylum:
Class:

CROCADILIA



SQUAMATA



Frilled Lizard

Horny Toad



Python

Leatherback
Sea Turtle

Tortoise

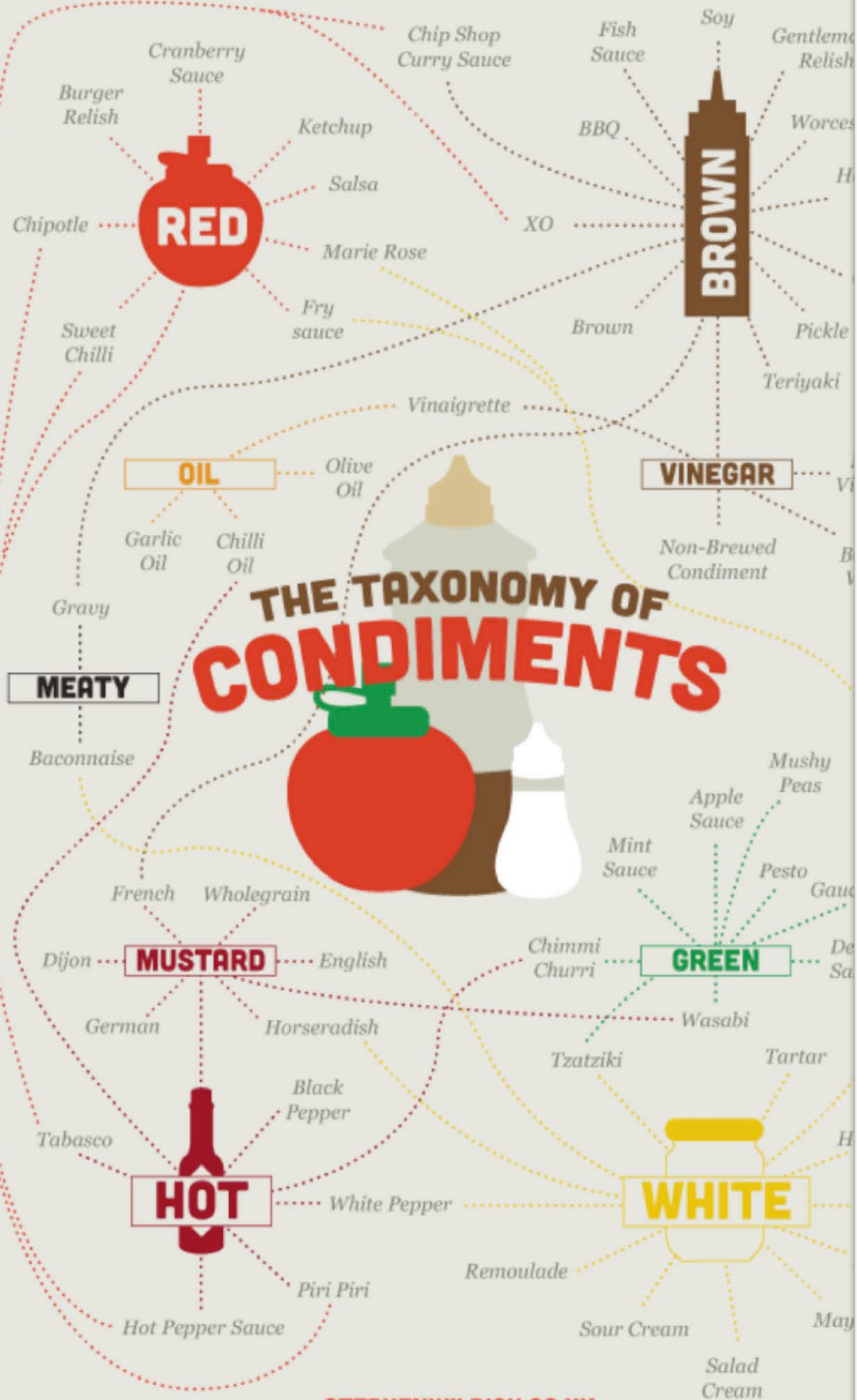
Snapping
Turtle

Sea
Turtle

Desert
Tortoise

HYNCOCEPHALIA

Tuatara



Folksonomies

Folksonomies

- Descriptive metadata
- Thomas Vander Val 2004
- Loose and ever evolving vocabulary
- Defined by the people who use it
- No set hierarchy

flickr

Explore

Create

Photos, people, or groups

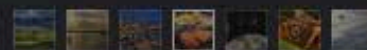


Sign In

Sign Up



Back to explore





Chris Frank

+ Follow

The Wild House

Klangweg Toggenburg

PRO



Britt W, sbabic911- A bit busy...Sorry.. and 513 more people faved this

[View 13 previous comments](#)



Todd Ye 2h
colourful shot!



54WilliamGJusto54 (weather enthusiast) PRO 2h
Wonderful, great shot!



hossain sumon 2h
Wonderful light!



ShootingShan 2h
very nice beautiful colour



Anastasiya Padukova 2h
It looks like a wonderful dream



Tattoo Inspiration 2h
Beautiful.



Pierre SINGER 1h
Nice pic!



Blue Celt 1h
Joli!



Claudia Bacher 1h
Wonderful!



alekzandra wallenborg 1h
Amazing!!!

8,112
views

515
faves

33
comments

Taken on August 22, 2015

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Canon EOS 5D
Mark II

EF24-105mm f/4L
IS USM



f/13.0



24.0 mm



1/200



ISO 100



Flash (off,
did not fire)



Show EXIF

Tags BETA ?

Switzerland

Wildhaus

Toggenburg

Klangweg

mountains

Säntis

alp

sundown

sunset

evening mood

Evening Light

evening colors

evening sky

alpine cabin

Nature

Landscape

Alpstein

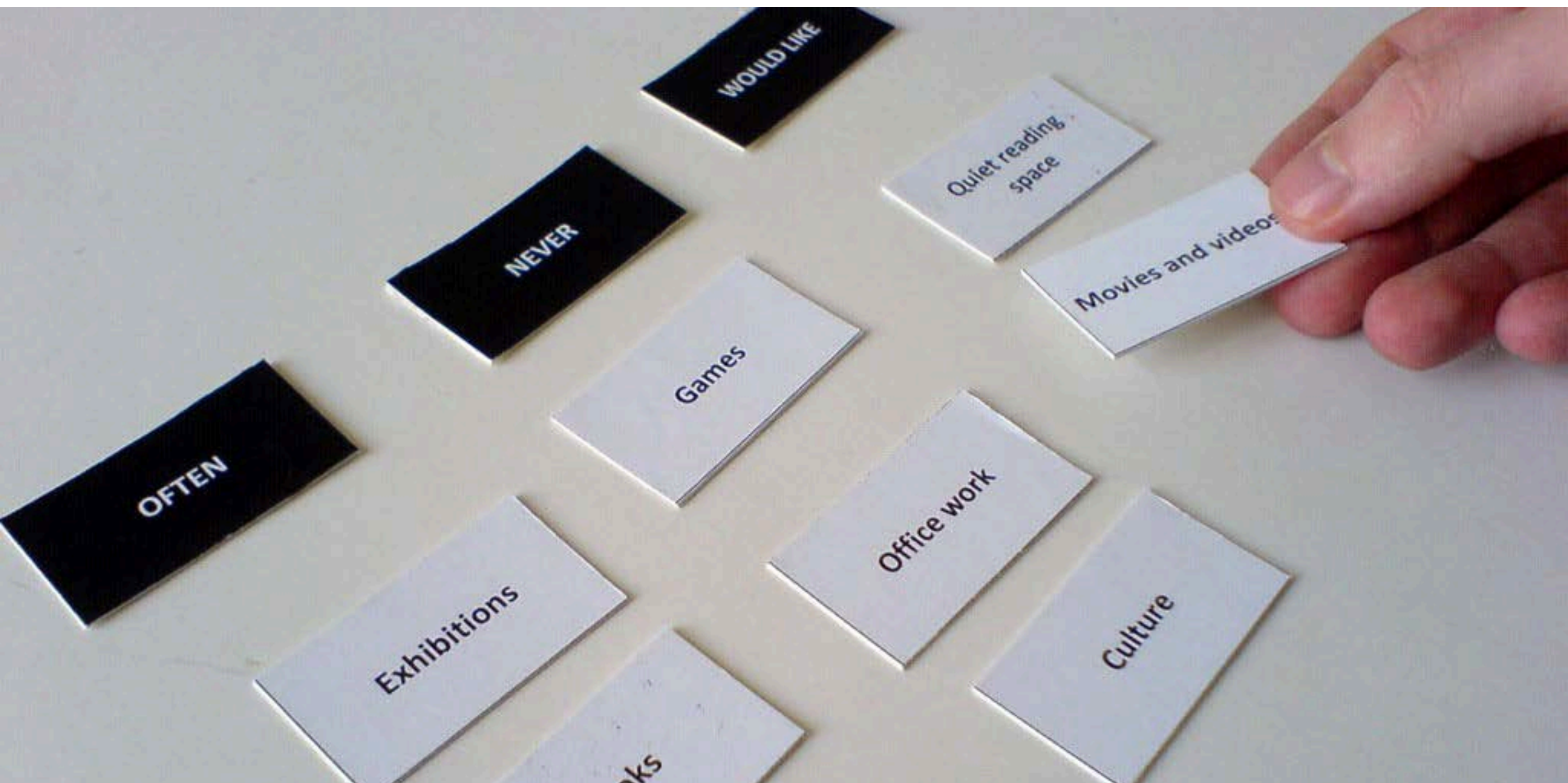
Klangmühle

outdoor

mountain

serene

Card Sorts



EXERCISE

Learning Objective

Complete a card sort using your own taxonomy.

Agenda

1. Form groups of 4. Complete in 10 minutes.
2. Take a data set package of movie titles.
3. Group the movies based on an agreed classification scheme.
4. Label each grouping based on a taxonomy from your group.
5. Compare your team's card sort to others.

Deliverable

A completed card sort

Resources

Cards, paper and markers

How to Pick Good Labels

- Call things by the correct name
- Be consistent
- Use familiar terms: user research
- Be as clear as possible
- You can't please everyone

Q + A

The Godfather
The Dark Knight
Fight Club
Lord of the Rings
Schindler's List
Inception
The Empire Strikes Back
Good Fellas
The Matrix
It's a Wonderful Life
Jurassic Park
Psycho
The Sixth Sense

Raiders of the Lost Ark
Back to the Future
The Lion King
The Shining
Braveheart
To Kill a Mockingbird
Scarface
The Great Escape
Die Hard
Gone with the Wind
Into the Wild
Dial M for Murder

Toy Story
Saving Private Ryan
Annie Hall
The Avengers
Gandhi
Jaws
Groundhog Day
Rocky
Harry Potter
Casablanca
2001: A Space Odyssey
Kill Bill