

Information Architecture



Agenda

- Defining Information Architecture (IA)
- IA and content
- Designing IA

Defining IA



Structure



“The structural design of shared information environments.”

—Wikipedia

Information Architecture

We exist in the
“information age”



RETAIL



SIGNAGE



ONLINE





EXERCISE

Learning Objective

Communicate a scenario where you were overwhelmed by information.

Agenda

1. Teams of 4. Complete in 5 minutes.
2. Identify a scenario where you were overwhelmed by information.
3. Capture the aspects of this experience in a poster.
4. Consider the questions presented.

Deliverable

Poster about info overload

Resources

Flip chart paper, markers

Exercise Questions

- What context did this occur in?
- How did it meet (not meet) your expectations?
- How did you feel? What caused these feelings?
- What specific parts of this experience caused this?
- What did you do in reaction to this?

“Information”

Define the above word

Data

Data

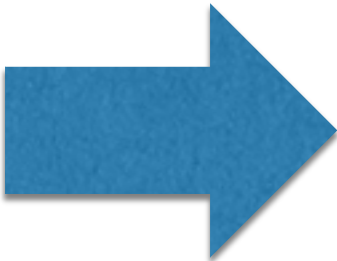
Raw, unorganized facts. Data can be something simple and seemingly random and useless...

...until it is organized.



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  Knowledge

Information to Knowledge

Experiencing the various contexts and perspectives of information from the same set of data.

Knowledge  Wisdom

Knowledge to Wisdom

Having a thorough and intimate understanding of patterns of knowledge to allow for novel uses.

Data → Info → Knowledge → Wisdom

Information Architecture

“Architecture”

Define the above word

“A unifying or coherent form or structure.”

—Merriam Webster

EXERCISE

Learning Objective

Construct sets of information based on a data set.

Agenda

1. Teams of 4. Complete in 5 minutes.
2. Each team will take 4 coloured Post-It pads.
3. Create 20 shapes: 5 circles, squares, triangles and stars.
4. Each team will create a single architecture with their data set.
5. Present it to the class.

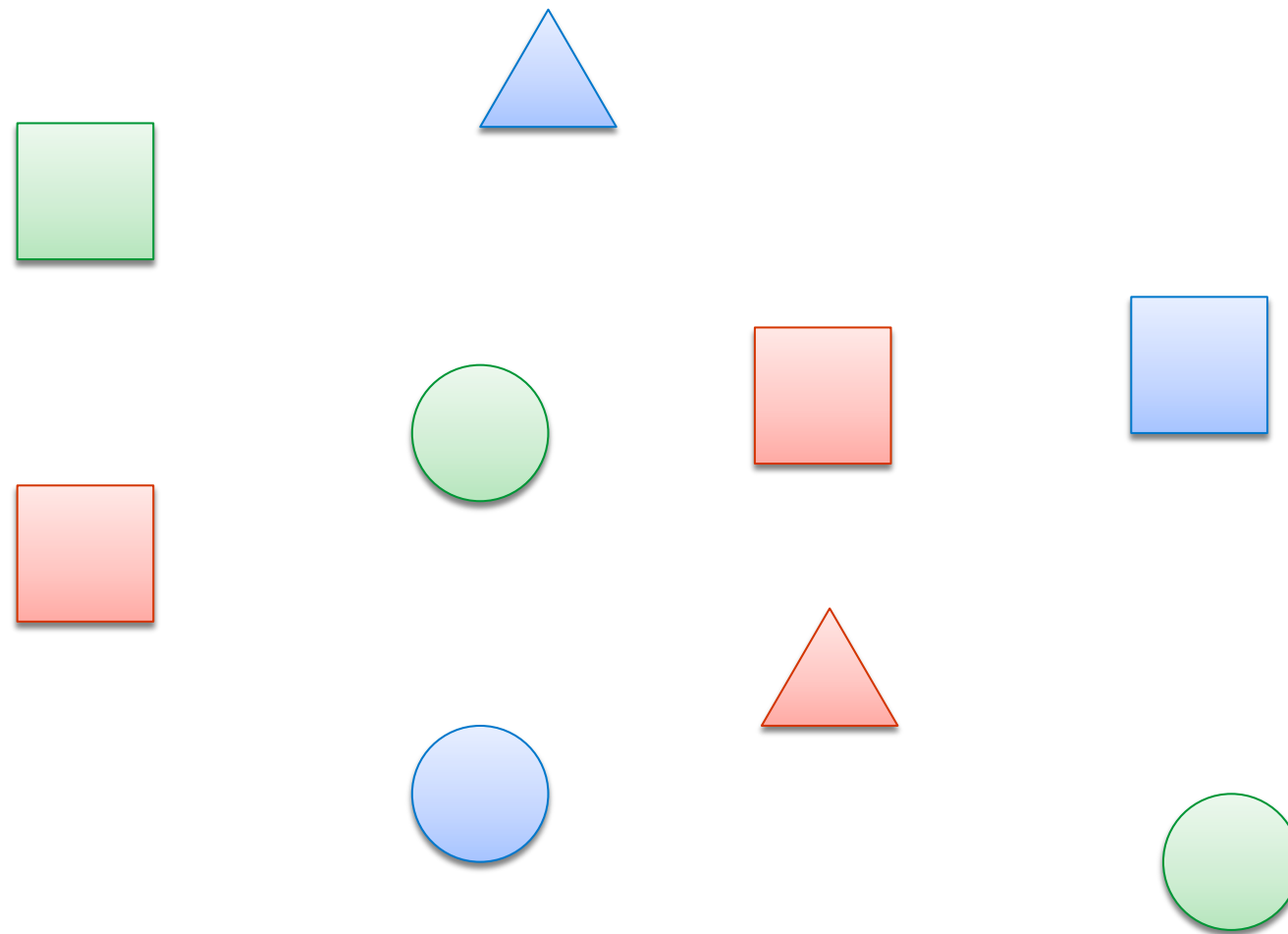
Deliverable

Poster of architecture

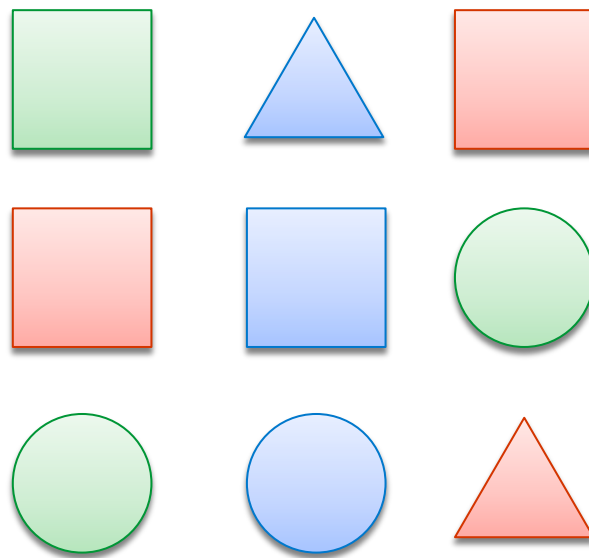
Resources

Shapes, tape, paper

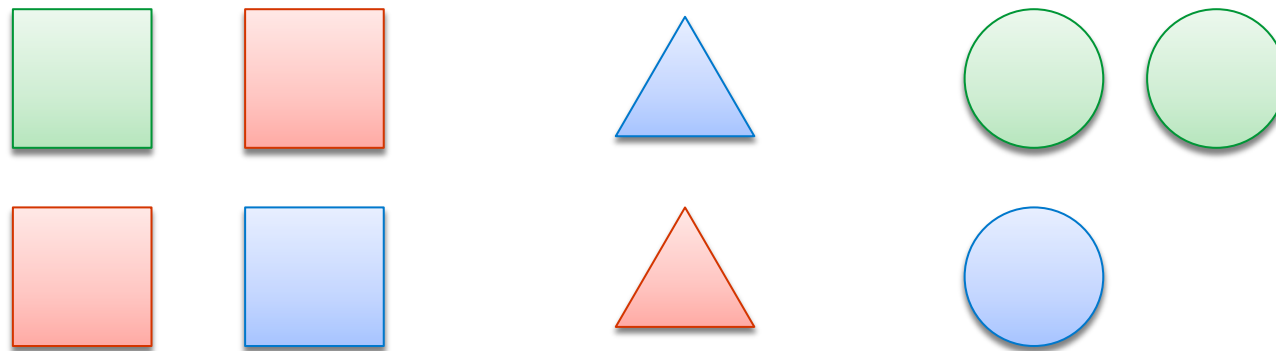
A Collection of Data



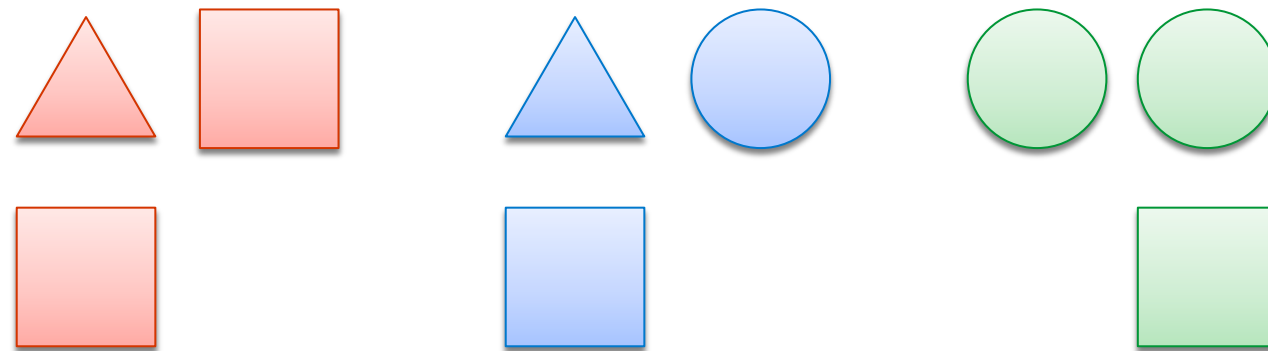
Information A



Information B



Information C



What IA Looks Like

- Organization systems
- Navigation systems
- Labelling systems

Examples of IA

Example IAs



Organization Systems

Example IAs



Organization Systems



Navigation Systems

Example IAs



Organization Systems



Navigation Systems



Labeling Systems

Why is IA Important?

- The cost of finding information
- The cost of **not** finding information
- The value of education
- The value of construction and maintenance
- The value of a brand

Break Time!

IA & Content

Content as Information

- You have knowledge to be communicated
- Knowledge is communicated as information
- Content is the formal expression of information
- Content is what you architect

Content as Information

CONTENT is **INFORMATION** is **ARCHITECTED**

Content Types

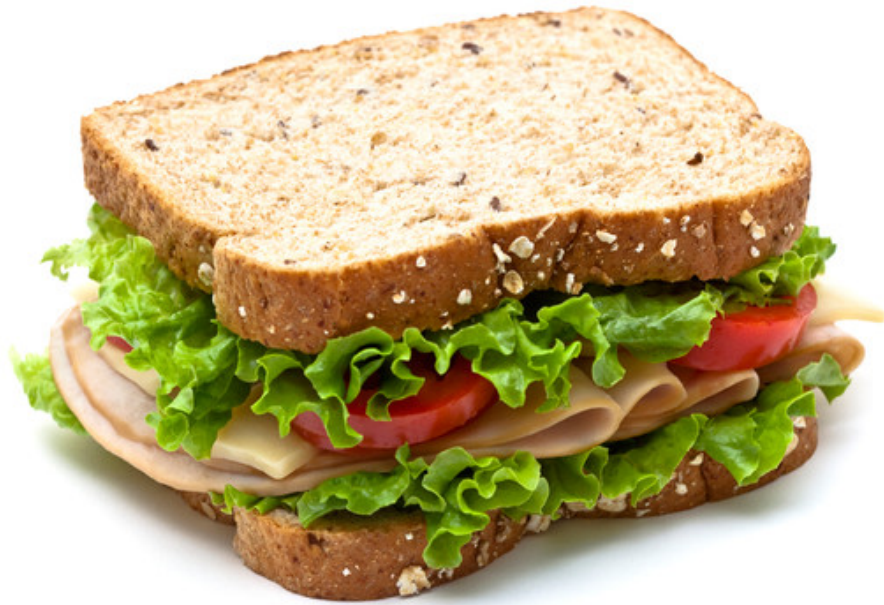
Images

Videos

Sounds

Words

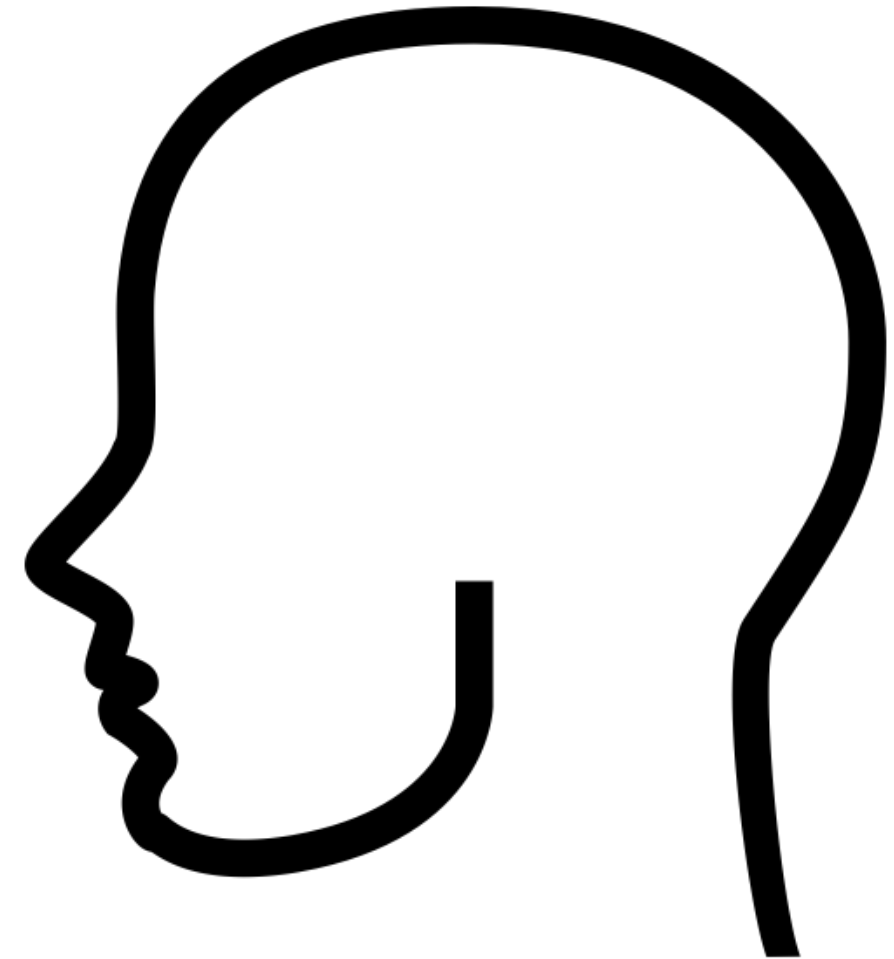
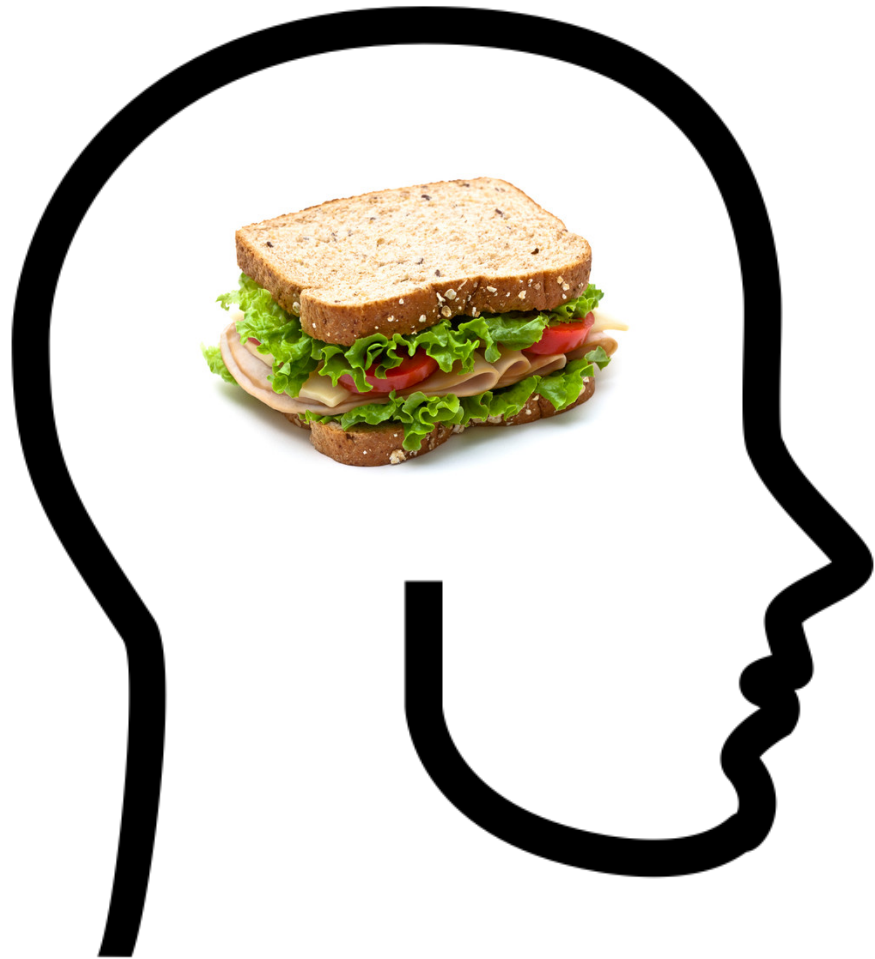
Sandwich Content



“Sliced bread combined with vegetables, meat and condiments.”

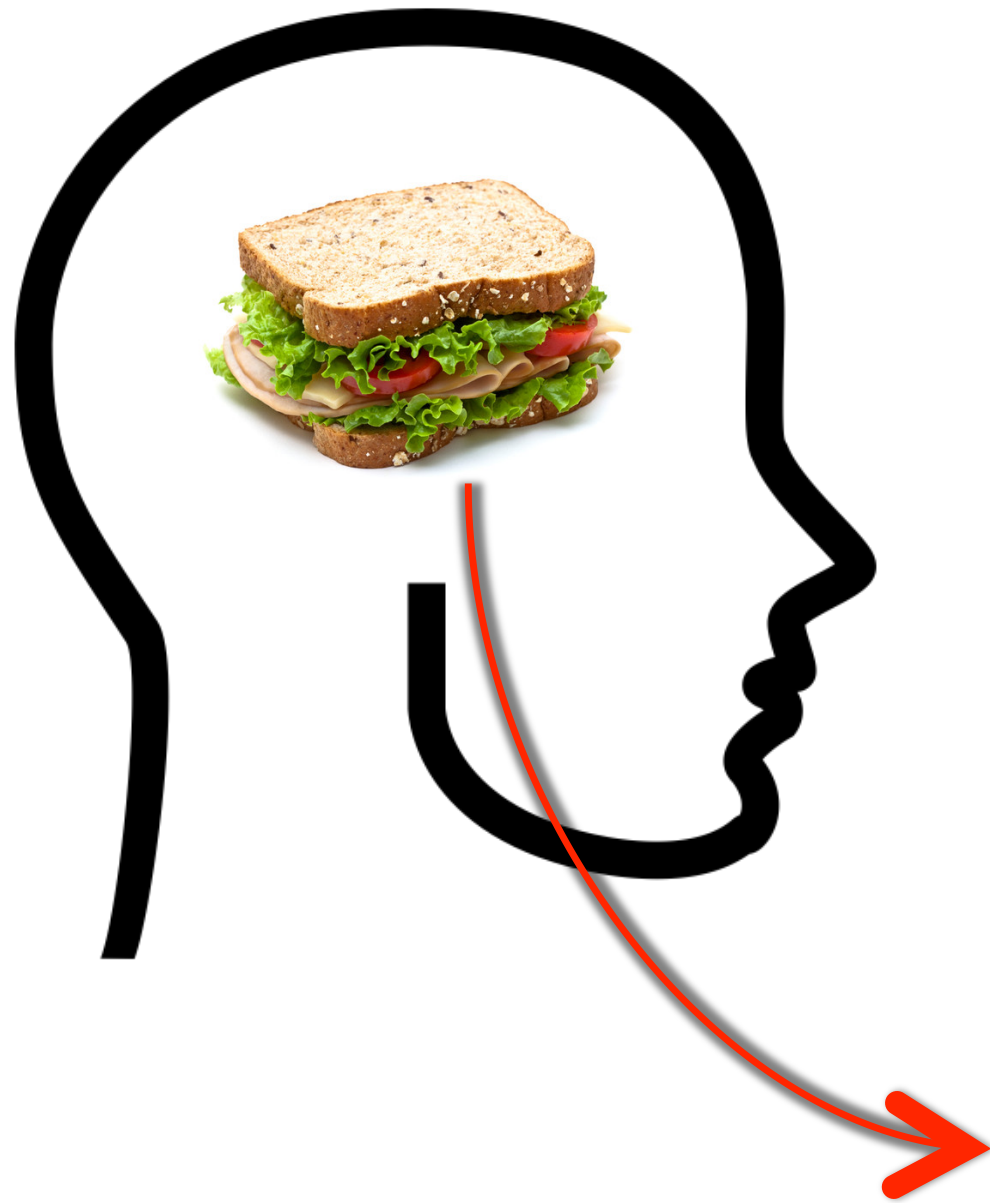
Communicator

Receiver

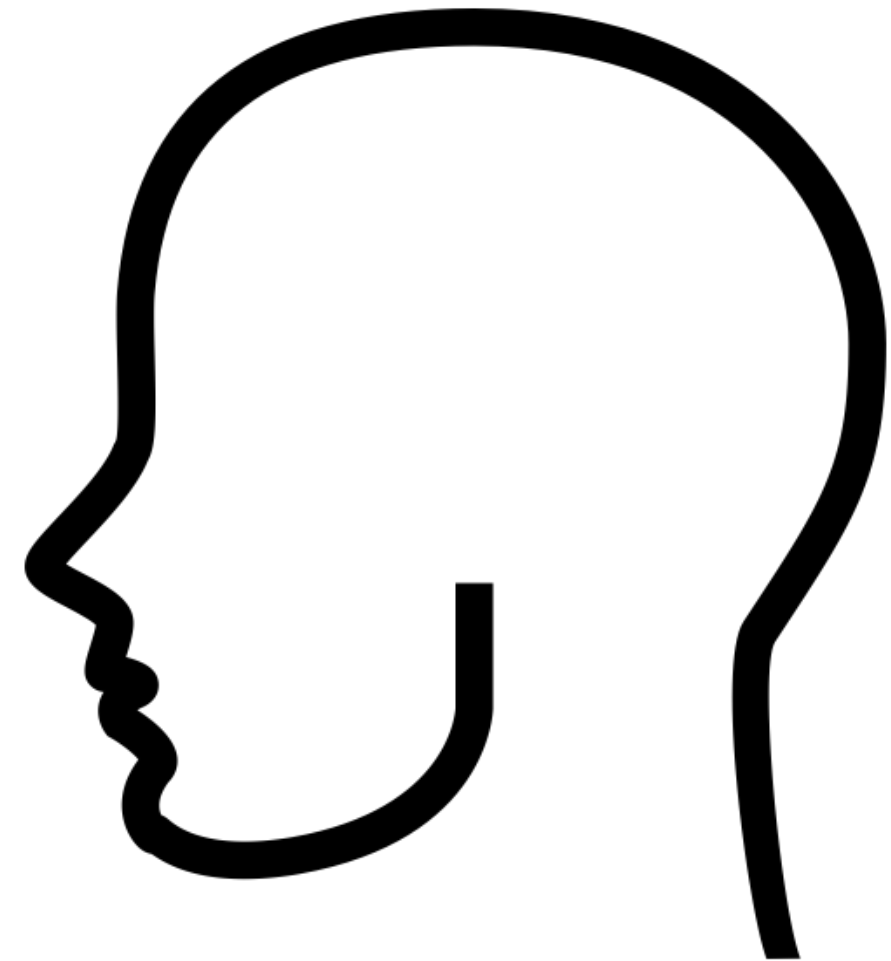


Communicator

Receiver

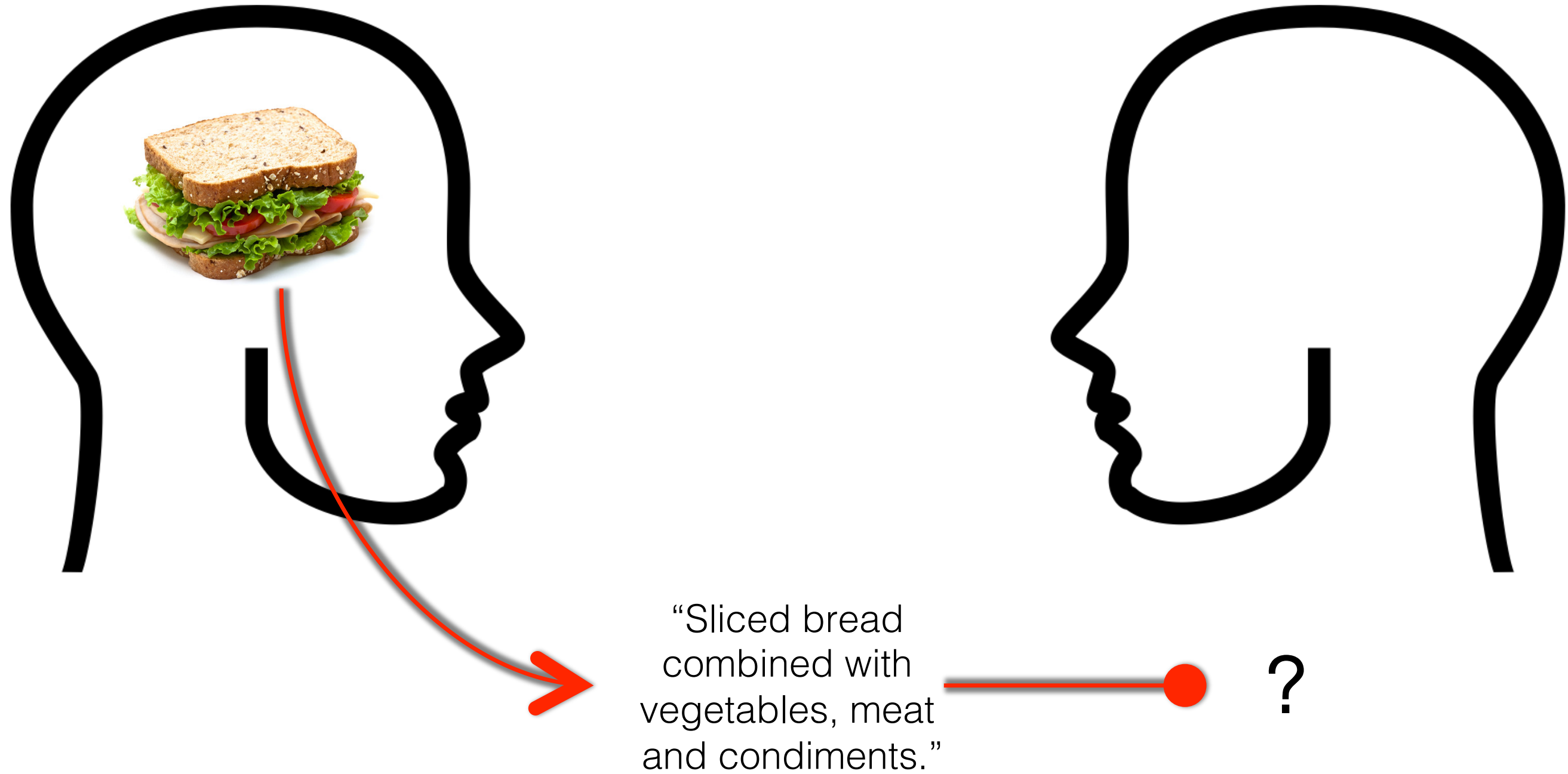


“Sliced bread
combined with
vegetables, meat
and condiments.”



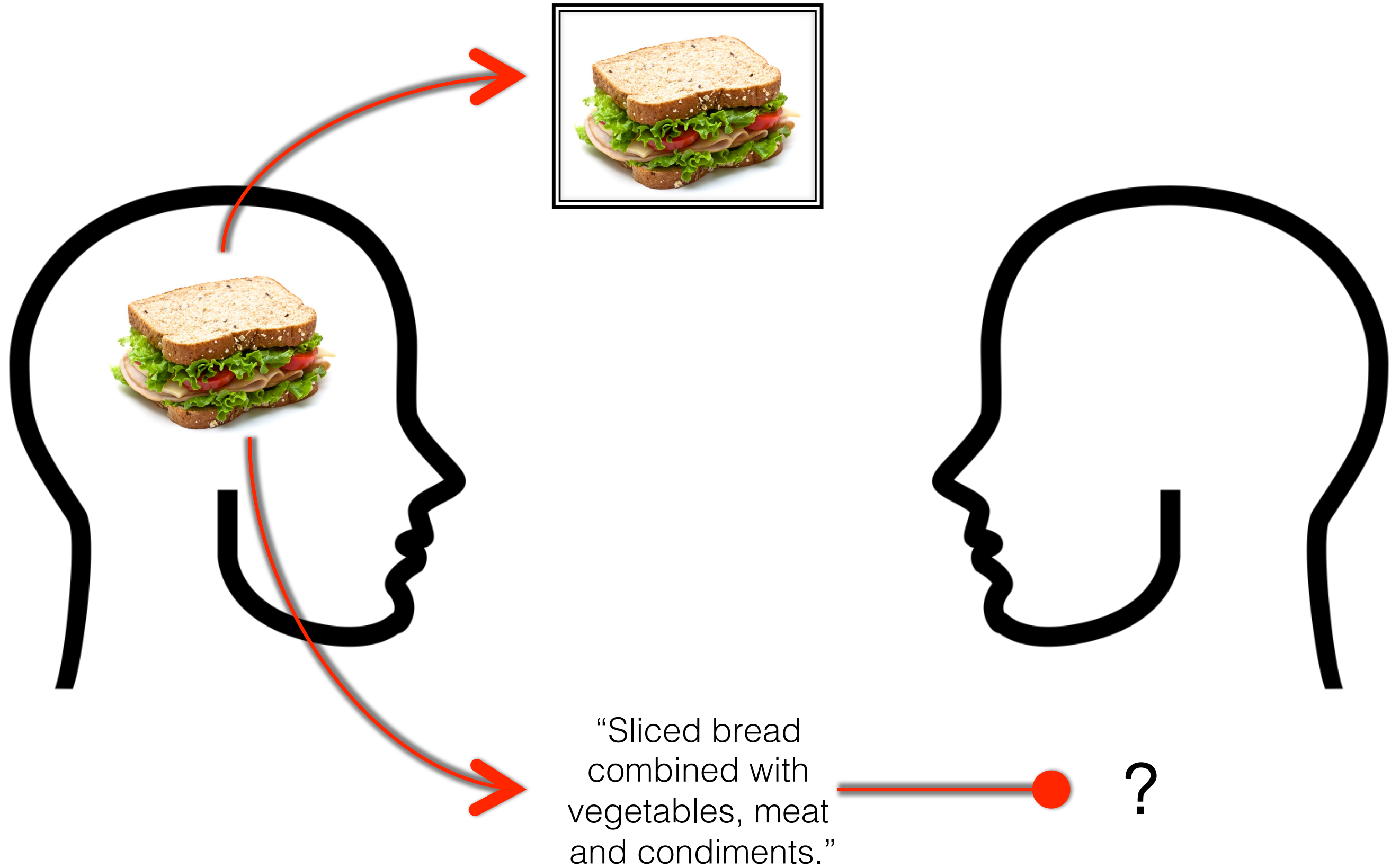
Communicator

Receiver



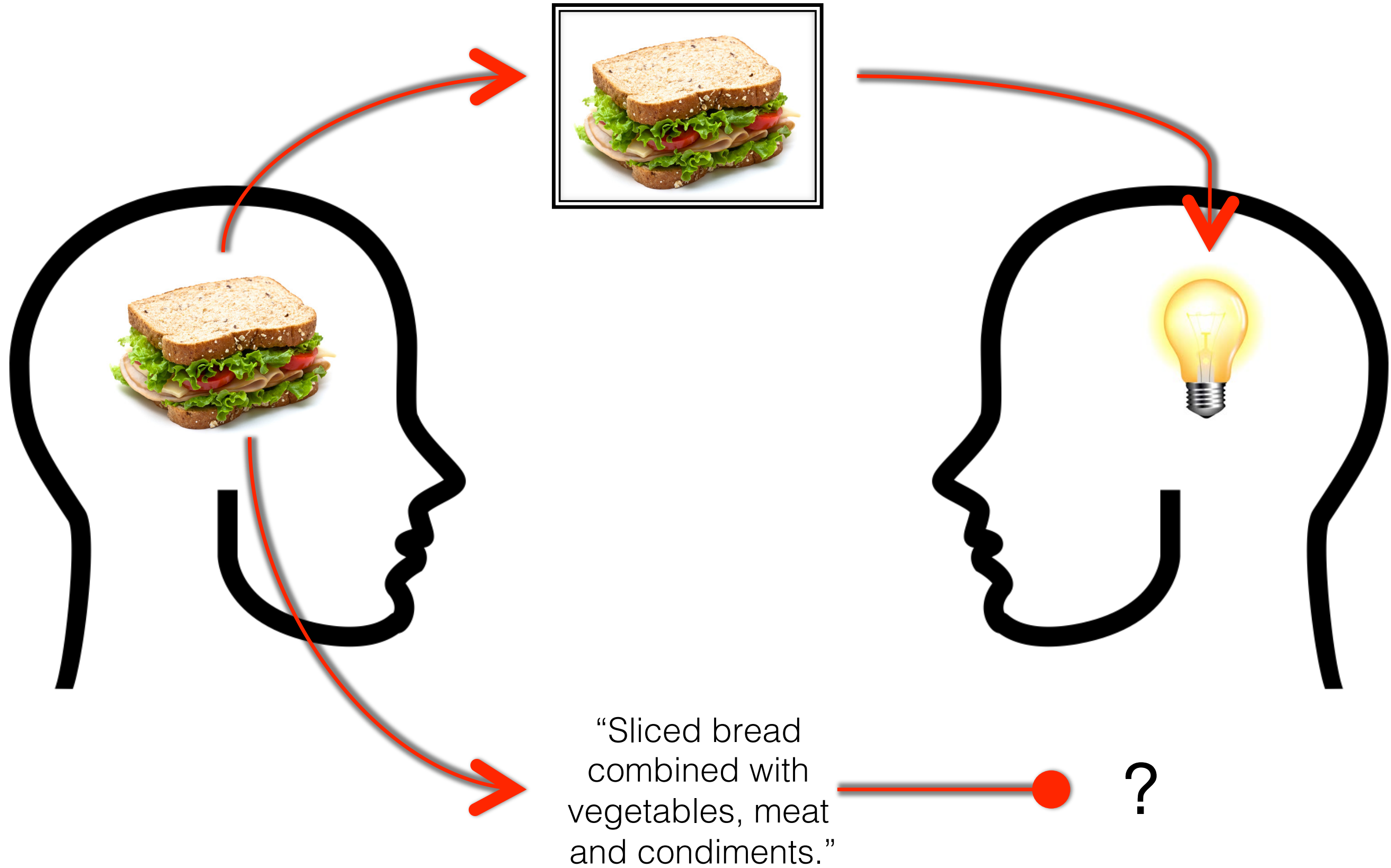
Communicator

Receiver



Communicator

Receiver



EXERCISE

Learning Objective

Communicate concepts using fixed content types.

Agenda

1. Pairs of 2. Complete in 6 minutes (2 minutes a round).
2. Find a personal spot for each pair.
3. Collect a set of 3 “mystery” words. In each round use a single word (a,b,c) and communicate it to your partner with given restrictions.
- 4.Round 1:** Only drawings can be used AND only black ink/pencil.
- 5.Round 2:** Only words can be used AND without saying the word itself.
- 6.Round 3:** Only sounds can be used.

Deliverable

Communicate 3 different concepts with set content

Resources

Mystery words, pencils, paper, self

Consider the following

- Each form of content had it's own architecture
- Your drawings:
 - Choice of images, style, order, relation, weight
- Your description:
 - Choice of words, tone, order, diction
- Your sounds:
 - Choice of sound, tone, clarity, pitch, volume

Designing IA

How People Look for Info

- Finding known items
- Exploring
- Refining and narrowing
- Comparing
- Getting a broad idea
- Diving into detail
- Discovering unknown things
- Keeping up to date
- Re-finding

Discovery + Decisions

- **Finding Things**
 - Familiar labels
 - Logical groupings of content
 - Clear + consistent navigation
- **Making Decisions**
 - Product information
 - Available options
 - Comparable items

EXERCISE

Learning Objective

Create a new information architecture for an existing page.

Agenda

1. Teams of 4. Complete in 15 minutes.
2. Consider your group as the persona composite.
3. Review the page provided.
4. Translate the page into major content blocks – ignore detail.
5. Re-architect the IA of the page based on your groups persona.

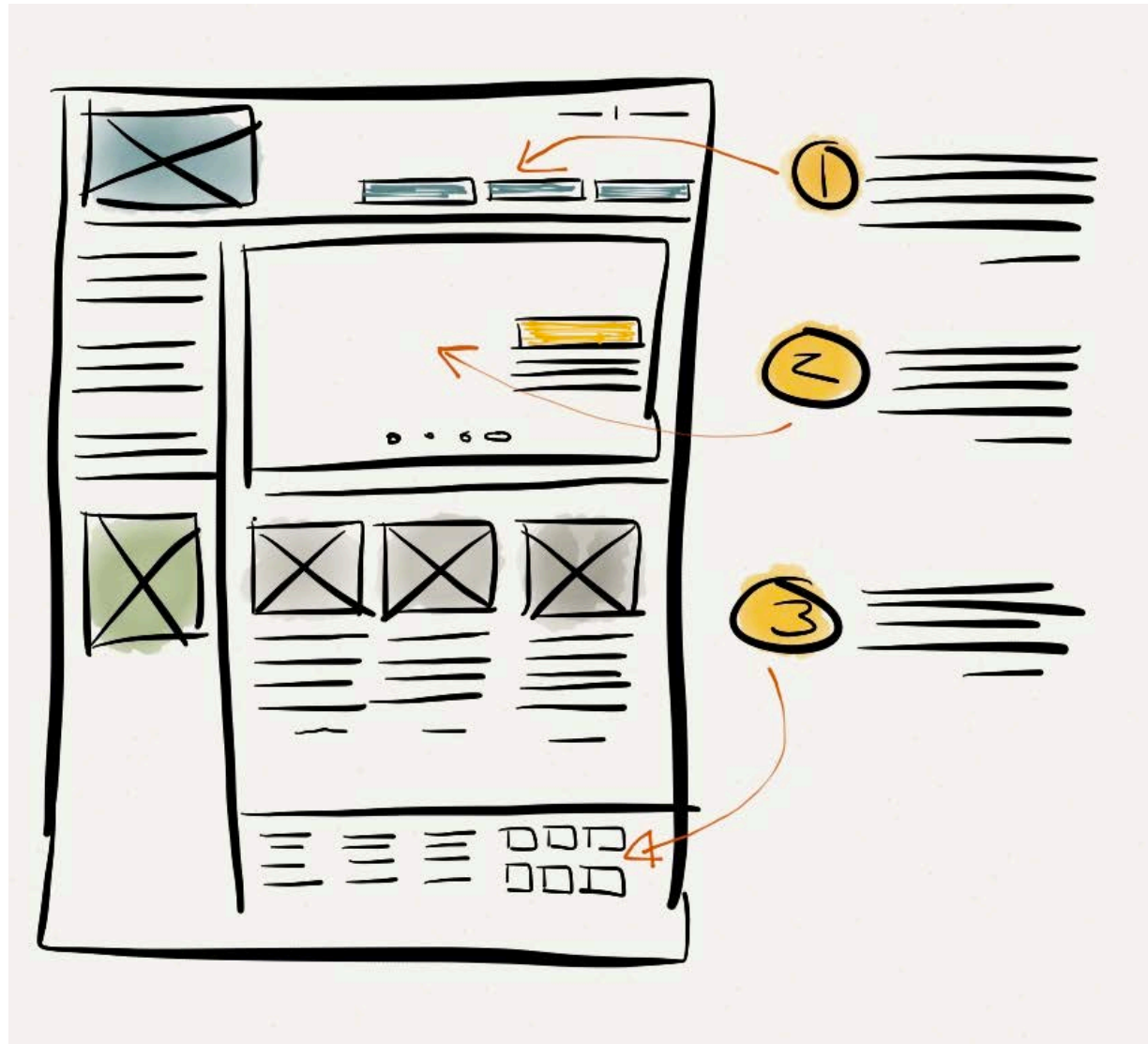
Deliverable

A new IA layout.

Resources

Web page, paper, pens, scissors

Exercise Notes



- You **can** change layout
- You **can** remove content
- You **can't** add content

Fidelity Example

“The beginning of all understanding
is classification.”

–Hayden White

Classification

Classification Schemes

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

Example IAs

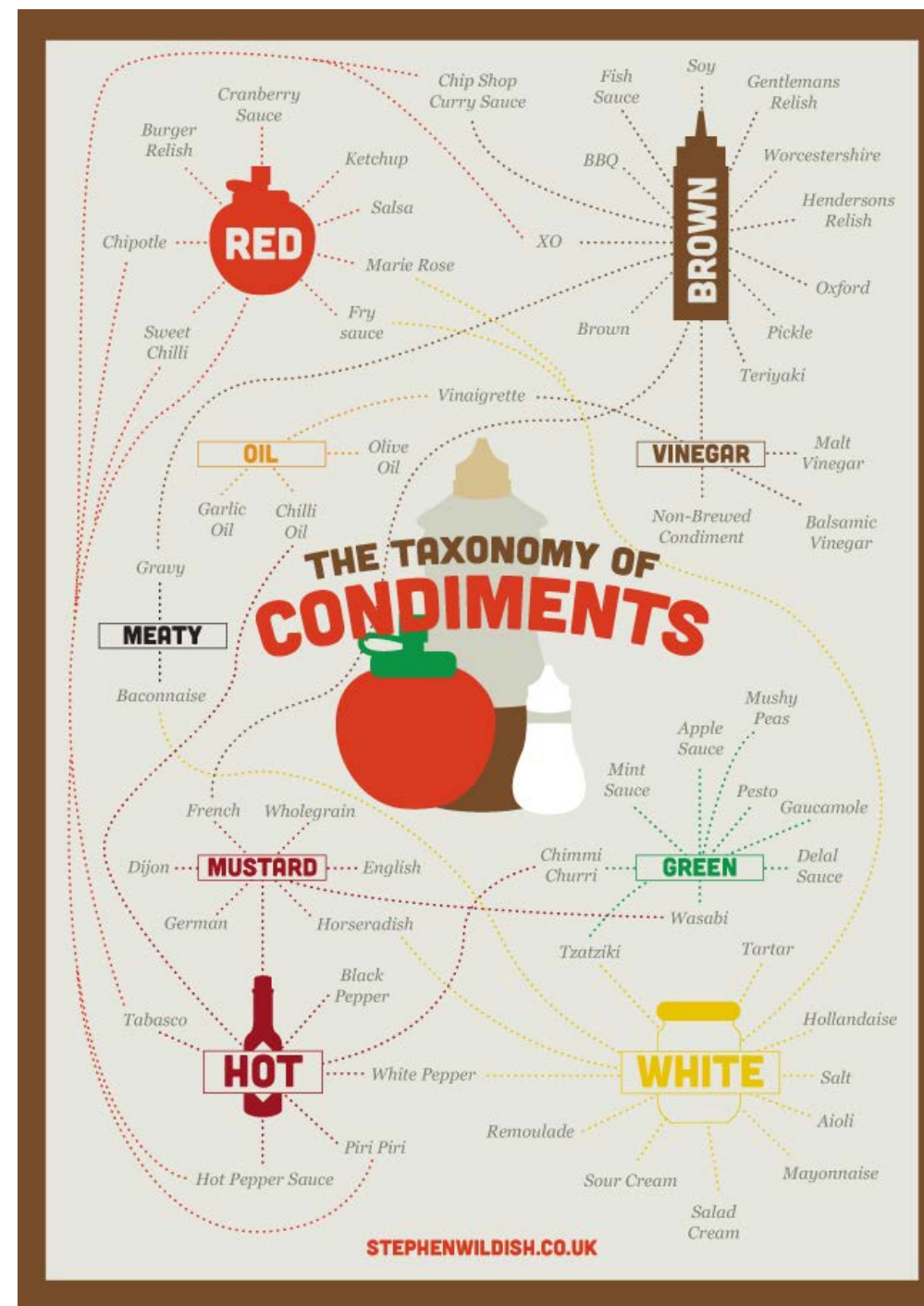


Taxonomies

Taxonomies

- Invented originally by Carolus Linnaeus for biology
- A controlled vocabulary
- Defined by users mental models
- Demonstrates relationships
- Classification through hierarchy

Condiment Taxonomy



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

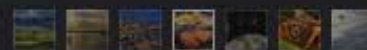


Sign In

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



All rights reserved



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

Labeling

A good label is worth a
thousand words.

amazon.ca

Try Prime

All

Realize the potential

Earn up to 5% cash back on eligible purchases for the first 6 months

Shop by Department

Robert's Store

Deals Store

Gift Cards

Sell

Help

en français

Hello, Robert

Your Account

Try Prime

1

Cart

Wish List

Appstore for Android

Shop over 375,000 apps and games

Books

Music

Amazon Cloud Drive

5 GB of free storage

Movies & TV Shows

Kindle

Electronics

Software

Video Games

Home, Kitchen, & Pets

Tools, Patio & Garden

Health, Beauty, & Grocery

Toys & Baby


Clothing, Shoes & Jewelry

Sports & Outdoors


Automotive


Boutiques Francophones

Full Store Directory



FASHION SNEAKERS





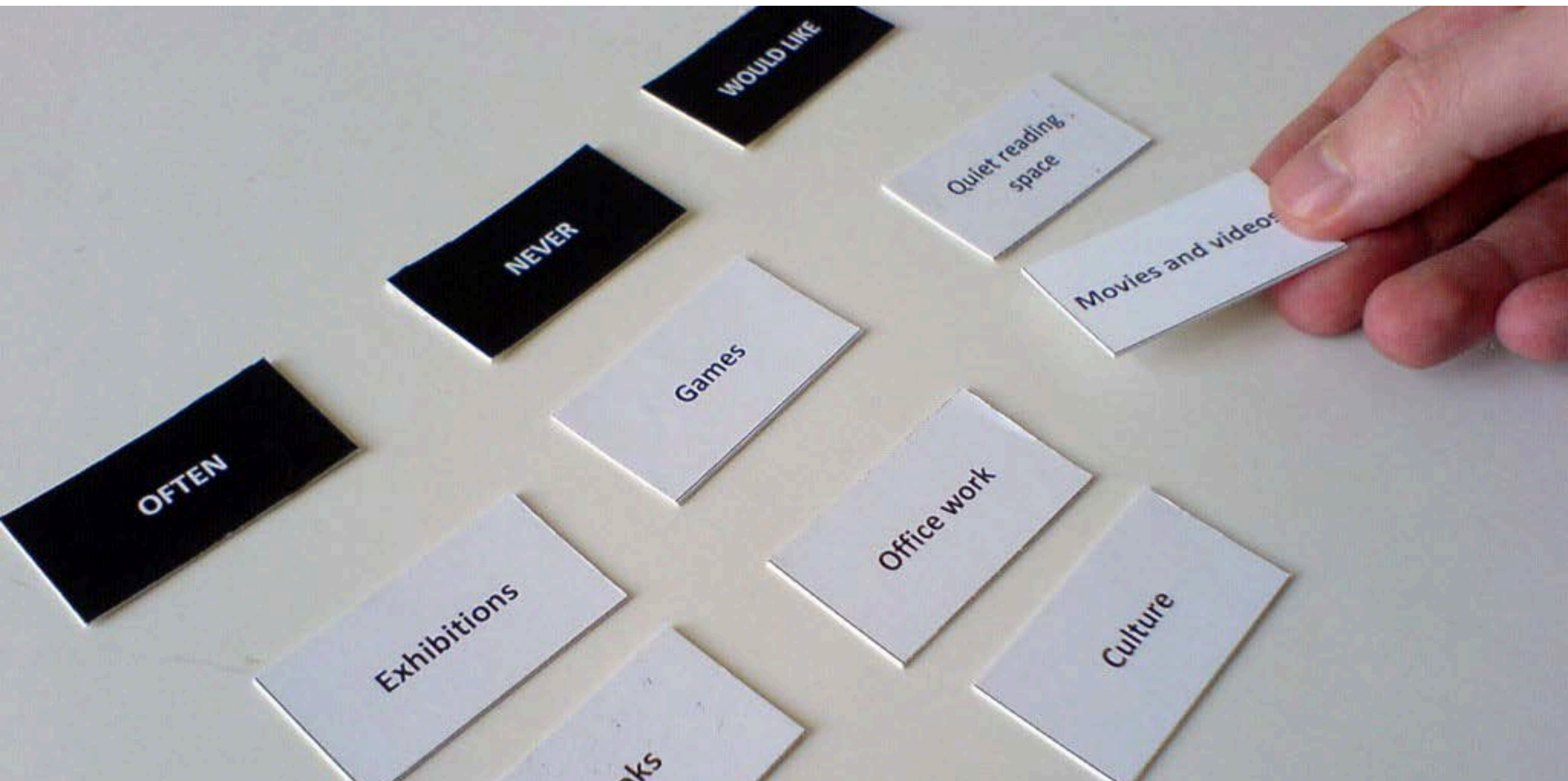
How to Pick Good Labels

- Call things by the correct name
- Be consistent
- Use terms that the users are familiar with
- Be as clear as possible
- This is not easy, you can't please everyone

Label Inspiration

- Look at your content and see what labels they suggest
- User research
- Card sort results

Card Sort



EXERCISE

Learning Objective

Complete a card sort using your own taxonomy.

Agenda

1. Individually. Complete in 10 minutes.
2. Separate out each movie title.
3. Group the movies based on your own taxonomy + classification.
4. Determine your own hierarchy and relationship between titles.
5. Label each grouping with a label you find appropriate.
6. Compare your card sort to other students.

Deliverable

A completed card sort

Resources

Movie titles, scissors, markers

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

Q + A