



INFORMATION ARCHITECTURE

Lecturer

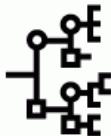
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Website: www.drakemirembe.org



by sorting out things like this:



CLASSIFICATION
and HIERARCHY



LABELS and
TAGGING



NAVIGATION and
WAYFINDING



SEARCH

INFORMATION ARCHITECTURE

(IA for short)



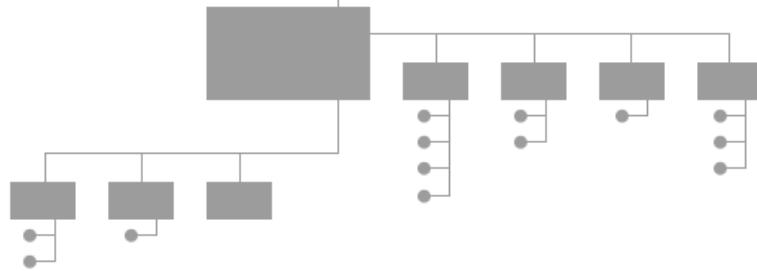
by Murray Thompson
userallfusion.com
@userallfusion



Presentation Overview

1. Introduction to Information Architecture (IA)
2. Problems IA addresses
3. Concepts of IA
4. A good IA
5. Dign for finding
6. Design for understanding
7. Organizing structures
8. Labelling systems
9. Navigation systems
10. Search systems
11. IA today and tomorrow

INFORMATION ARCHITECTURE





Introduction

Information Architecture (IA)

1. Defined as;
 1. Structural design of shared information environments.
 2. Synthesis of organization, labelling, search, navigation systems within digital eco systems.
 3. An emerging discipline and community of practice focused on bringing principles of design and architecture to the digital landscape.
2. Lately Information is abundant on several internet devices like phones, pcs, tablets, difficult to cut through noise.
3. IA discipline helps make information **findable** and **understandable**.



Problems IA addresses

1. Information overload

- a) For centuries, people have complained of too much information. Evolution in technology has made more information available, worsening the problem. Futurist, Alvin Toffler in 1970s called out this problem coupled by worsening signal to noise ratio.
- b) Richard Saul Wurman, the originator of term "information architect" based his career on designing methods to address information overload.
- c) New technologies have been invented to help people organize, find and make better use of information. E.g., Printing presses made more books available leading to creation of encyclopedias, public libraries;
- d) World wide web applications were created to help people find more information online. Applications like **itunes** evolved from a tool for storing/ripping music to an ecosystem.
- e) Evolution of information applications with time has led to loss of simplicity as they grow beyond problem set boundaries.



Problems IA addresses

Places made of information

- a) Usage of digital products and services is expanding across multiple devices in different places and time. People interact with these products and services through;
 - a)Labels
 - b)Menus
 - c)Descriptions
 - d)Visual elements
 - e)Content

Someone needs to step out of **product development** and look at the broader picture, to understand how it fits together, so info can be easier to find and understand.

An systematic, comprehensive, holistic approach to structuring information to make it easy to find and access is required.



Problems IA addresses

2. Coherence across channels: Users are served on multiple platforms

- a) User experience of content on desktop should be similar to another device, though website/app functionality may be different.
- b) IA asks designers to define semantic structures that can be instantiated in multiple ways depending on the needs of different channels.
- c) Consistency across multiple channels and contexts is key
- d) A navigation structure that works well in a desktop web page should function differently when presented on a five-inch touchscreen



Problems IA addresses

2. Coherence across channels:

- a) Example of coherence

The screenshot shows the CNN desktop website. The main headline reads "Terror groups allied". Below it, a sub-headline states "Boko Haram purportedly pledges allegiance to ISIS". A large image shows several men in military-style clothing holding rifles. At the bottom left, there's a "Watch Live TV" button and a "CNN go" link. The "Top Stories" sidebar lists various news items.

Top Stories

- 'Preaching genius' dies 2 hr
- Obama: 1965 Selma marchers gave courage to millions 2 hr
- Lack of snow moves Iditarod 2 hr
- LeBron after 9 turnovers: 'I suck'
- Hubble shows exploding star
- Former VP out of hospital 3 hr
- 2 arrested in Putin critic's killing 6 hr
- Where the jobs are
- Man shot watching 1st snowfall

The screenshot shows the CNN mobile website as it would appear on an iPhone. The layout is similar to the desktop version, with the main headline "Terror groups allied" and the sub-headline "Boko Haram purportedly pledges allegiance to ISIS". The image of the men with rifles is also present. The "Top Stories" sidebar is visible on the right.

Phone

Desktop



Concepts of Information Architecture

1. Information

1. All types and sizes of information; websites, documents, software applications, images and more.
2. IA is concerned with metadata; terms used to describe content objects e.g. documents, people, processes.

2. Structuring, organising and labelling

1. Establish relations
2. Group components into meaningful and distinctive categories.
3. Create right contexts for users to understand the environments they are in.
4. Figure out what to call those categories and navigation structures that lead to them.



Concepts of Information Architecture

3. Finding and managing

- a) Findability is critical to the overall usability
- b) Users should find what they need through;
- c) Browsing
 - a) Searching
 - b) Asking
 - c) combination of a, b or c. **Otherwise the solution or system fails.**
- d) IA must balance the needs of users with goals of business.
- e) Content management team and clear policies are essential

4. Art and science

- Usability engineering and methodologies help analyze users' needs and information seeking behaviors. E.g Ethnography to learn people cultures, habits, customs and mutual differences.
- IA is ambiguous and complex; it must rely on **a) experience b) Intuition c) Creativity** which form **the ART of IA.**



Concepts of Information Architecture

Just because you can't see it, doesn't mean it isn't there.

"sometimes what is essential is invisible to the eye" de Saint-Exupéry

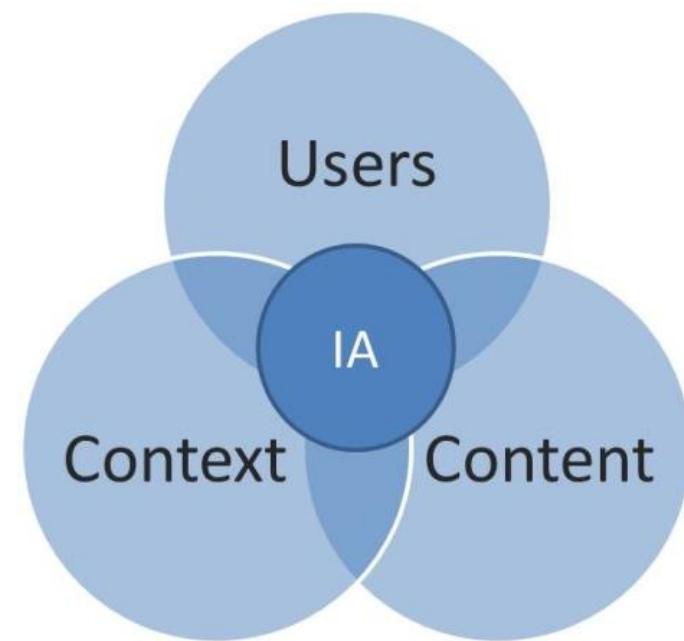
- IA cannot distinctly be pointed at.
- Few if any people give remarks like " This App's Information Architecture sucks"
- Or rather you hear " I cannot find anything in this App"
- Because you can't easily see IA in things doesn't mean it isn't there.



A good Information Architecture

CONTENT, USERS AND CONTEXT form the model for practicing good information architecture.

The three circles illustrate the **interdependent nature of users, content, and context** within a complex, adaptive information ecology.





A good Information Architecture

- For a good information architecture, one needs to understand;
 - Business goals behind the project
 - Resources available for design and implementation
 - Nature of content
 - Volume of content
 - Needs of our major audiences
 - Information seeking behaviors of our audiences

All the three areas of IA are moving targets;

- **Content** varies in; Quality, Authority, Popularity, cost
- **Users** vary in; Attitude, Demographics, tasks, information needs, information seeking behaviours
- **Context** varies in; mission, vision, goals, organisation politics, organisation culture



A good Information Architecture

Context

- All digital design projects exist within a particular business or organisational context
- The products and services are influenced by;
 - a) Goals
 - b) Mission
 - c) Strategy
 - d) Staff
 - e) Processes
 - f) Procedures
 - g) Budget
 - h) Culture
- IA of the organisation gives a snapshot of its goals, mission, vision, culture. That's the snapshot its competitors get.



A good Information Architecture

Content

- Call this "stuff" that makes up your website or application like;
 - a) Documents
 - b) Applications
 - c) Services
 - d) Metadata that people need to use or find in your systems.
- Factors that affect content
 - a) **Ownership;**
 - Who has authority to approve or source information?
 - Does each department contribute to content?
 - How much do users contribute?
 - b) **Format;**
 - Catalogues
 - Technical reports
 - Video clips
 - c) **Structure;** Not all documents are equal in importance. Some info systems are built around document paradigm.



A good Information Architecture

Content

- Factors that affect content cont'd

D) Meta data;

- To what extent has meta data that describes content and objects within your system been created?
- Have documents been tagged manually or automatically?
- What's the level of quality or consistency?
- Is there a controlled vocabulary in place or have users been allowed to tag content?

The above questions determine the extent to which you start from scratch.

E) Volume;

- How much content?
- How big is the content?

F) Structure;

- What is the rate of growth of turnover?
- How much content will be added next year?
- How quickly will it go to stale?



A good Information Architecture

Users

- The most important thing to know about users is that when we are talking about “**users**” we are talking about **people**.
- Users have needs, desires, concerns, just like me and you.
- Target users define how information should be structured and presented





Design for finding

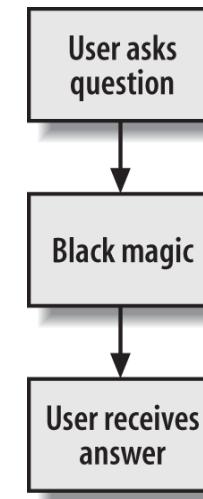
- Information Architecture starts with **people** and the **reason(s)** they come to your site or use your app.
- Know needs and behaviours of users; shape your design to correspond accordingly.
- The design goal is to satisfy people's needs.
- Involve search by different metadata if it's a website of a directory or library. Search by;
 - Title
 - Authors must be enabled.



Design for finding

MODELS OF HOW PEOPLE LOOK FOR INFORMATION

- a) Too simple model.
 - a) Input, Output
 - b) The user usually knows what they are looking for
 - c) User knows how to phrase a question
 - d) User knows where to find the solution/answer



Or, expressed as a simple algorithm:

1. User asks a question.
2. Something happens (i.e., searching or browsing).
3. User receives the answer.
4. Fin.

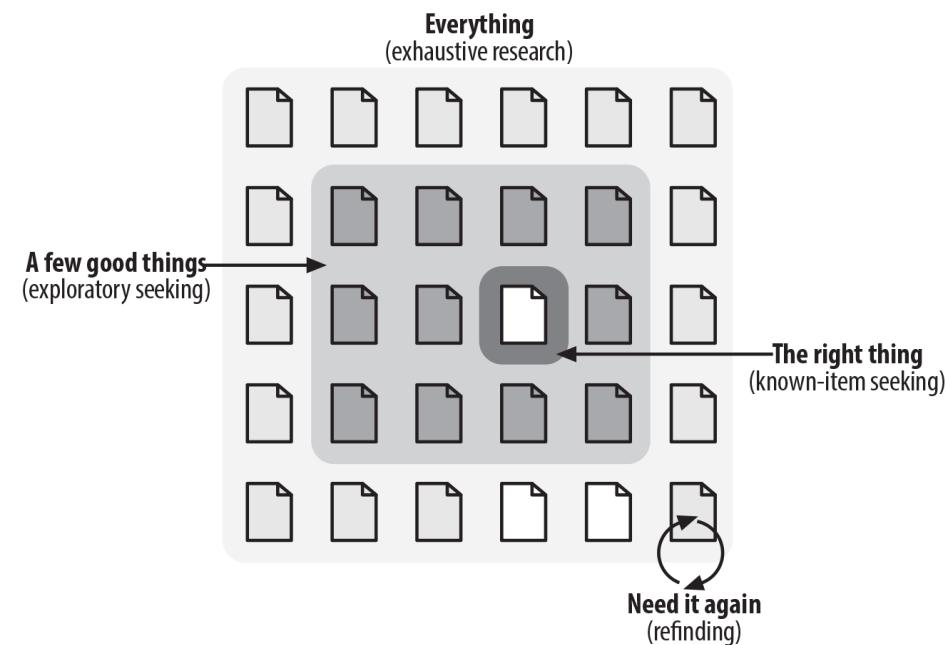
But people don't always know exactly what they want



Design for finding

INFORMATION NEEDS

- **Known item seeking:** You know what you are looking for e.g. search for contact of a given staff member.
- **Exploratory seeking:** You don't know what you are looking for. You are looking for something by browsing and searching.
- **Exhaustive Research:** You look for everything available under the topic.
 - Users use various ways to express themselves.
- **Refinding research:** Read it later method for some users. They recycle what they have researched before.





Design for finding

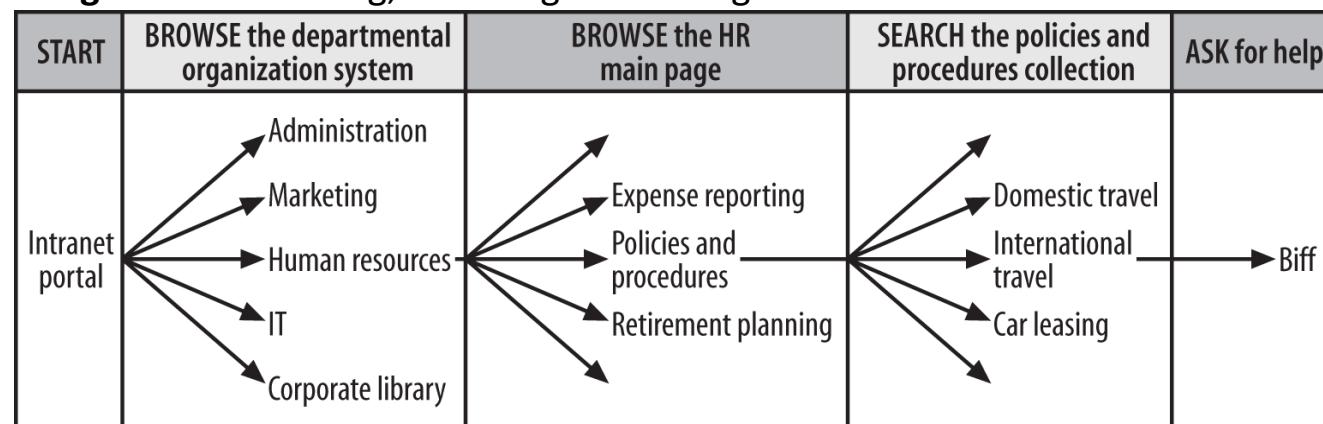
INFORMATION SEEKING BEHAVIOURS

- **How do website users find information?**

- a) Queries in search engines
- b) Browse link to link
- c) Ask humans for help (through emails, chat etc)

- **Aspects to user seeking behaviours**

1. **Integration:** Searching, Browsing and Asking are all in the same session.



2. **Iteration:** When user doesn't find what they are looking for, they repeat the search with more specifics, or change to another subject.



Design for finding

INFORMATION SEEKING BEHAVIOURS CONT'D

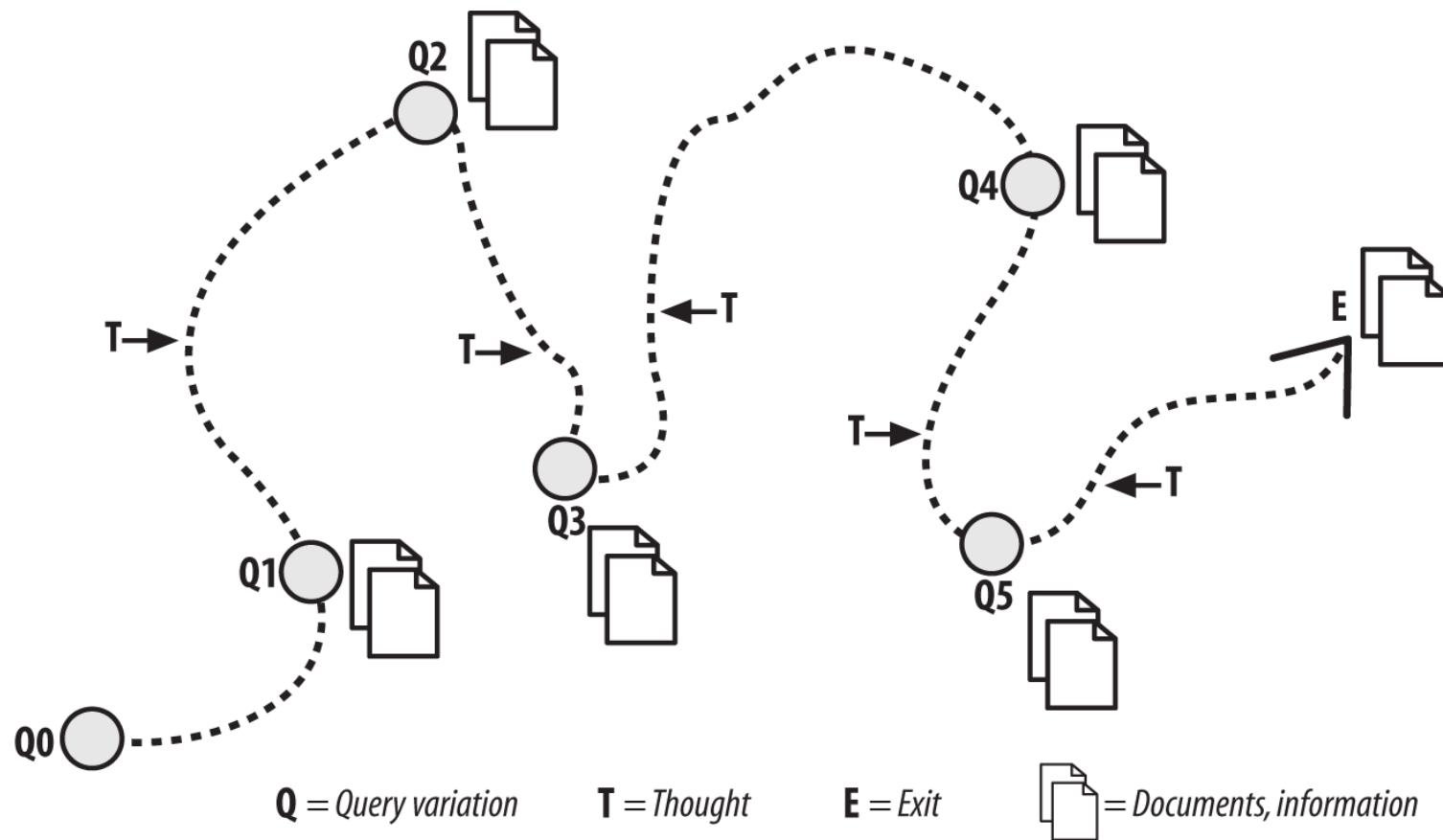
- **Berry picking model:** Integration and Iteration come together in this model. Developed by Marcia Bates of University of California.
- Users modify their information requests as they learn more about what they need and what information is available from the system.
- Information picked along the way is called **Berries**.
- **Berry method and too simple model** reflect how our minds work.
- One's website should support users' dynamic search pathways when looking for information.



Design for finding

INFORMATION SEEKING BEHAVIOURS CONT'D

- Berry picking model:





Design for finding

INFORMATION SEEKING BEHAVIOURS CONT'D

Pearl growing Approach:

- Users start with one or few good documents that are exactly what they need.
So they want to get more like them, so they continue to browse
- Websites should permit searching for indexed documents with similar keywords or same citations. E.g. Flickr, google

How to learn information seeking behaviors of users

- **Search analytics:** Analyze website log files for search queries
- **Contextual Inquiry:** Use ethnography to profile users and understand their information seeking habits. This method complements **search analytics**.



Design for Understanding

- In Information Architecture, we are placemaking to alter the way information is persieved or understood.
- Example of a painting with a frame, without a frame, placed in an exclusive museum or ratty hotel. All these environments will make the paining be persieved differently.
- Information Architects are concerned with creating environments that are;
 - a) Understandable
 - b) Usable by human beings
 - c) Can grow to adapt to user's needs and their organisations.



Information Architecture Components

Organization systems

How we categorize information

Labeling systems

How we represent information

Navigation systems

How we browse or move through information

Searching systems

How we search information



Organising systems

- **Alphabetical Schemes**
 - Information can be organized alphabetically by
 - Last name
 - Products/services
 - Department
- **Chronological Schemes**
 - Archives may be organized alphabetically e.g. press release archives
 - Users may also want to browse the releases by title, product category, geography or search keyword.
- **Geographical Schemes**
 - Place is often an important characteristic of information e.g news, weather, politics, economic issues are location dependent.
- **Topical Organization schemes**
 - Info is organized by subject or topic e.g. newspapers have topics.



Organising structures

- **Structure** of information defines the primary ways in which users can navigate.
- These organization structures include;
 1. **The hierarchy**
 2. **Database oriented model**
 3. **Hyper text**

1. **The hierarchy, a top-down approach**

- Well designed hierarchy leads to a strong IA
- Parent-child relationships of hierarchies are simple
- Hierarchies provide simple, familiar way to organize information, they are usually a good place to start the IA process.
- Top down approach allows you to quickly get a handle on the scope of the information environment without going through an extensive content inventory process.



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- Where am I? (1)
- I know what I'm looking for; how do I search for it? (2)
- How do I get around this site? (3)
- What's important and unique about this organization? (4)
- What's available on this site? (5)
- What's happening there? (6)
- How do I engage with them via various other popular digital channels? (7)
- How can I contact a human? (8)
- What's their address? (9)
- How can I access my account? (10)

WHERE GUSTAVUS CAN TAKE YOU

Research Project Takes Students and Professor to France
Gustavus students spent a lot of time conducting research in the laboratories of the Nobel Hall of Science, but many students also have a chance to conduct research away from campus. In the case of Amy Christiansen '15 and Alexa Peterson '16, that opportunity...

[Read More](#)

Prev ... Next

Calendar

Date	Event
Today 2-5 pm	Gymnastics hosts UW-Whitewater Website
2-5 pm	Women's Hockey hosts St. Catherine University Website
3-6 pm	Men's Basketball hosts St. Olaf College

Contact Gustavus Adolphus College 800 West College Avenue Saint Peter, MN 56082 507-933-8000 web@gustavus.edu	Offices President Provost Registrar Finance Financial Aid Student Accounts Residential Life Human Resources	Campus Bookstore Dining Services Print & Mail Services Linnaeus Arboretum Campus Safety Diversity & Multicultural Health Service Counseling Center	Academic Departments & Programs Disability Services Library Faith & Learning Study Abroad Academic Catalog Academic Tickets Career Development	Current News Blogs Social Stream Gustavus Live Gustavus Weekly Gustavus Quarterly Gustavus Tickets Calendar	More Nobel Conference Return on Education Campaign Gustavus About Gustavus Mission & Core Values Map & Directions Signature Events Privacy Statement
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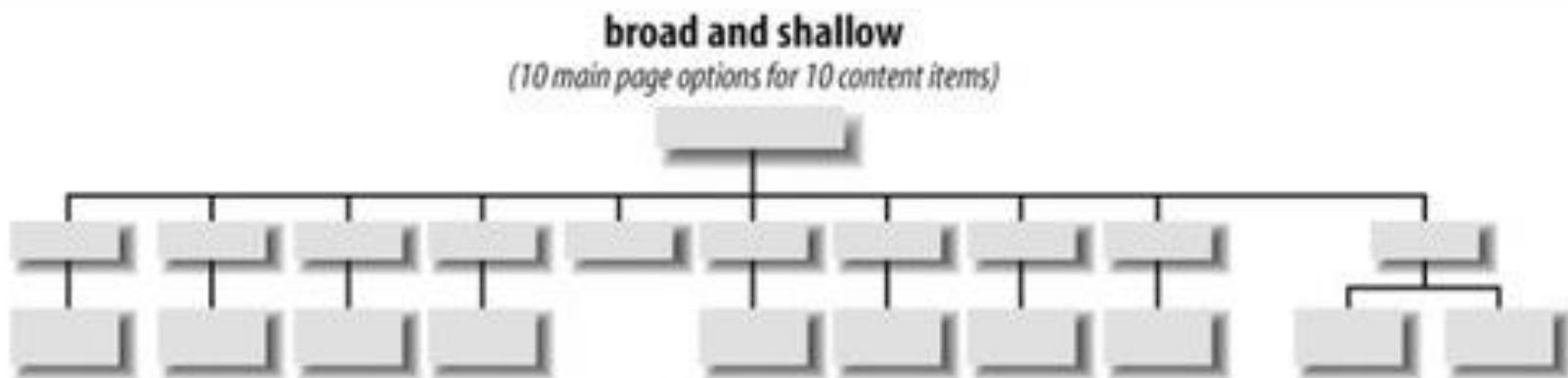


Organising structures

The hierarchy approach

a) Broad and shallow hierarchy: Gives users too many options without them trying so hard to find.

- Content is more **discoverable** when it's not buried under multiple intervening layers



- Too many broad options gives users too many options to start with hence confusion.
- Must balance between Depth and breadth to avoid this

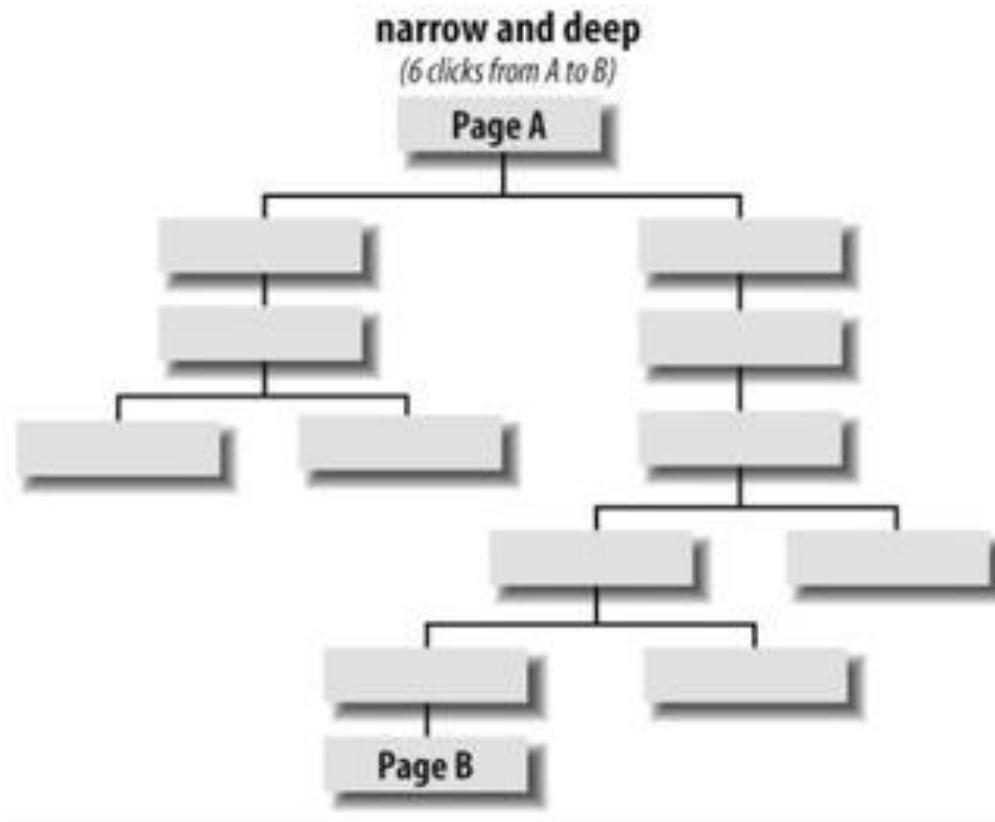


Organising structures

The hierarchy approach

b) **Narrow and deep hierarchy:** Menus are hidden under many layers

- Users have to through many levels to find what they are looking for.





Daily Monitor



Daily Monitor / News

NEWS

- Prosper
- Commodities
- Finance
- Markets
- Technology
- Insurance
- Auto

Latest Business

- 5 Ugandan startups feature in Yale Africa Startup Review
- Umeme, Dfcu expect profits to drop due to Covid-19 disruptions
- Interest rates drop to 17.4%
- Shs100b lost in power theft annually - Umeme

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Organising structures

Database model

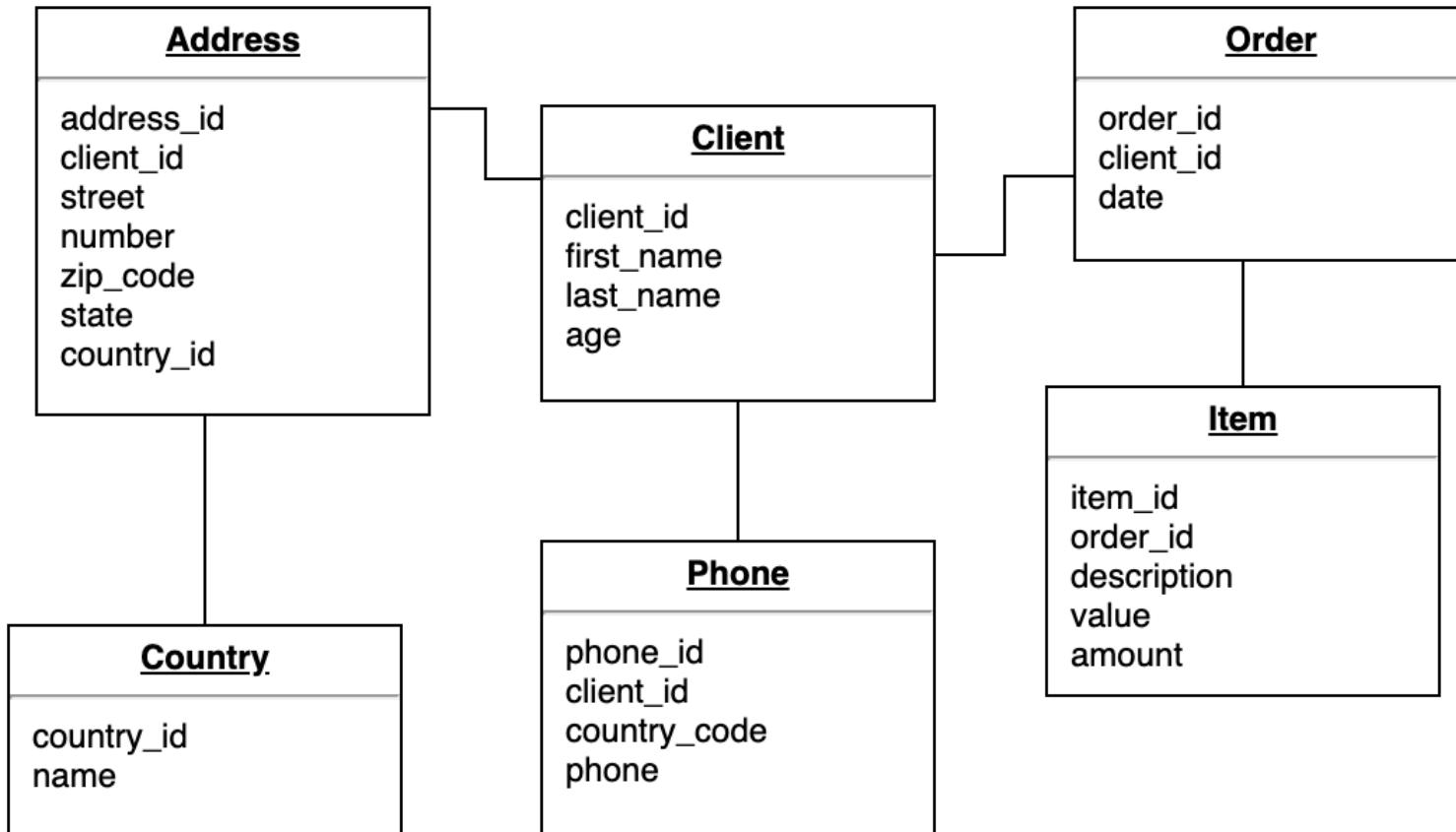
2. Database model: A bottom up approach

- Data is organised for ease and speed of search and retrieval
- Heavy duty databases are built on relational database model
- In relational database structures, data is stored within a set of relations or tables. Rows represent records, columns represent fields.



Organising structures

Database model





Organising structures

Database model

Why database structures are important to information Architects?

- Metadata links IA to the design of database structures
- It helps apply structure and power of relational databases to heterogeneous, unstructured environments of websites and intranets.
- This is done by tagging documents and other information objects with metadata.
- Powerful searching, browsing, filtering and dynamic linking comes to life.
- **Draw back:** Relations between metadata elements can become complex. Defining and mapping these relationships requires significant skill and technical understanding.
- **Entity relation Diagram (ERD)** helps visualises and refines data model before design and population of database.

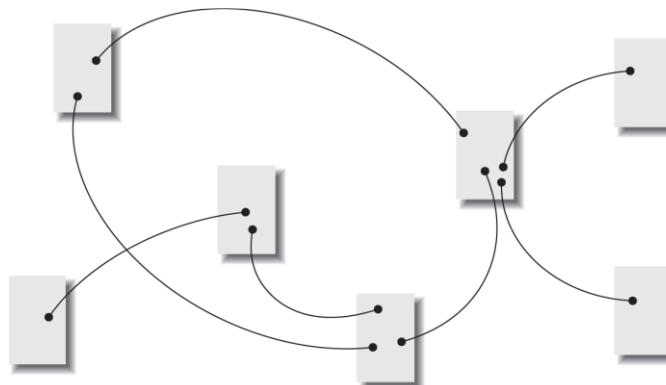


Organising structures

Hypertext

3. Hypertext:

- Highly non linear way of structuring information.
- It involves chunks/items of information and links between chunks
- Components form hyper media systems that connect text, data, images, video and audio chunks.
- Hypertext chunks can be connected hierarchically, non hierarchically or both.
- Hypertext websites are confusing to users because its hard to create a mental model of the organization's environment. Without context, users quickly get confused.
- Therefore hypertext is rarely primary organization structure, it instead compliments structures based on their hierarchical models.





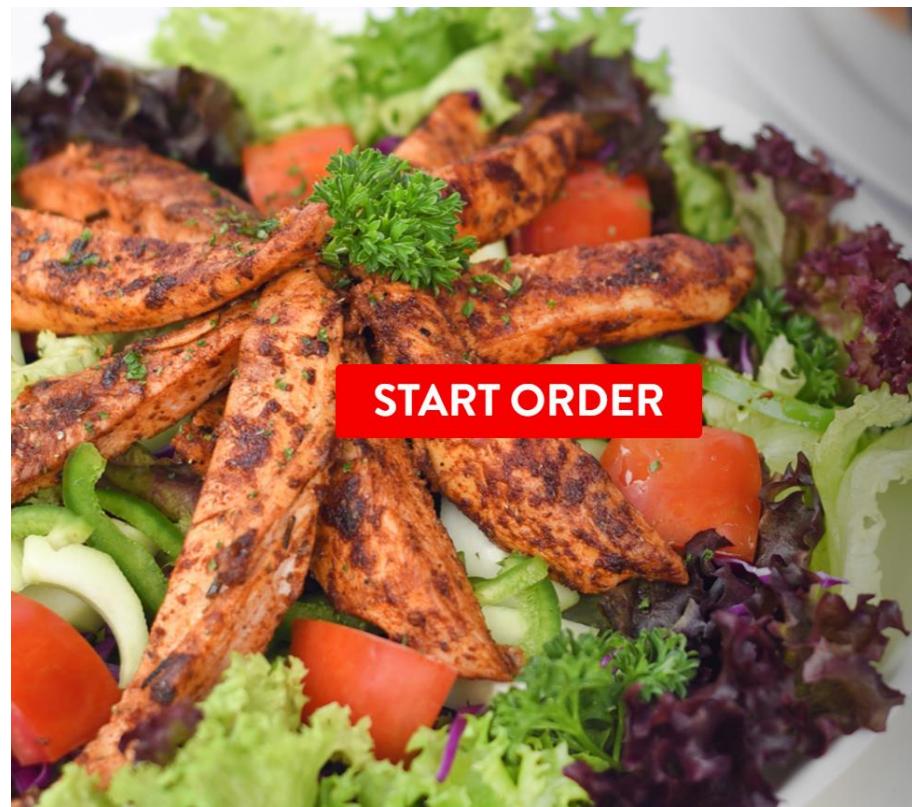
LABELLING SYSTEMS

Labelling:

- Form of representation.
- Design labels that speak the same language to our users while reflecting content.

Types of labels:

- Textual
- Iconic



cj's
café javas

 MENU

 LOCATIONS

 CAREERS

 FEEDBACK

 ABOUT US



NAVIGATION SYSTEMS

NAVIGATION:

- Navigation tools prevent users from getting lost
- Navigation tools support browsing
- Structure, browsing, organisation and searching systems all contribute to effective navigation.

Navigation system components:

- a) **Global:** Presents on every page of the site. It's the naviagation bar at the top of each page. The user has direct access to areas and functions no matter where the user is at.
- b) **Contextual:** Supports associative learning for example see also links. Points the user to related items.
- c) **Local**



NAVIGATION SYSTEMS

a) Global

The screenshot shows the homepage of NewVision. At the top is a black navigation bar with the 'N' logo on the left and links for HOME, TV, RADIO, NEWS, EPAPERS, JOBS, and LOGIN/REGISTER. A red oval highlights the 'HOME' link. Below the navigation bar is a section titled 'Trending' with a 'SEE MORE >' button. To the right is a 'Sponsor' section featuring an image of students and text about Cranes 2021 AFCON hopes.

Trending

SEE MORE >

Sponsor

Today Around Uganda:
March 25, 2021
Catch up on all that is happening around Uganda. ...

Cranes 2021 AFCON hopes hang by a thread after being held by Burkina Faso
The result meant that Cranes remained second in group B with

The screenshot shows the footer of the NewVision website. It features the 'NewVision' logo and copyright information. On the right, there is a contact section with links for Home, TV, Radio, News, E-Papers, and Contact us, along with phone numbers and an email address. A red oval highlights the 'Contact us' section. A red speech bubble icon is in the bottom right corner.

NewVision

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Contact us

Home +256 (0)414 337 000
TV +256 (0)312 337 000
Radio news@newvision.co.ug
News
E-Papers



NAVIGATION SYSTEMS

B) Contextual

Screenshot of a Jumia product page for a Generic Mini Bluetooth Earbuds.

Product Description:

- NOISE Cancelling function reduce background noise, immerse into the music
- Perfect for running workout gym sport and other sports

Specifications:

SKU: GE779EL1N5NG2NAFAMZ
Color: Black
Main Material: Plastic
Production Country: China
Size (L x W x H cm): 10*10*10
Weight (kg): 0.2

Product Details: Generic Mini Bluetooth ...
UGX 13,000
UGX 25,900 -50%

Add to Cart:

Customer Feedback:

Questions about this product?

CHAT

Customers who viewed this also viewed:

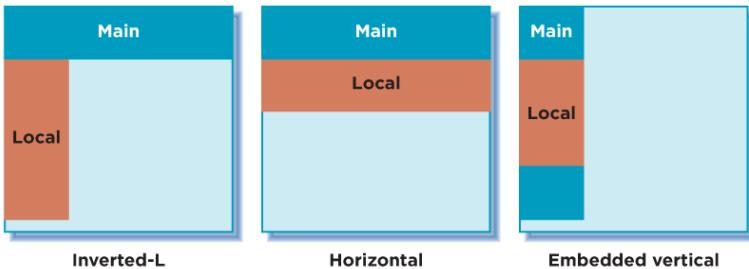
Product	Original Price	Discounted Price	Discount (%)
Generic Mini Wir...	UGX 9,855	UGX 20,565	-65%
Generic Bluetooth...	UGX 10,000	UGX 19,000	-47%
Generic S530 Min...	UGX 6,316	UGX 14,862	-58%
Generic TA LESHP...	UGX 8,214	UGX 23,642	-65%
Generic Ta Mini H...	UGX 8,487	UGX 24,461	-65%
Generic S530 Min...	UGX 8,425	UGX 11,901	-27%



NAVIGATION SYSTEMS

C) Local Navigation

- Within a given category
- Is used to access lower levels in a structure
- **Types :**
 - Inverted L
 - Horizontal
 - Embedded vertical



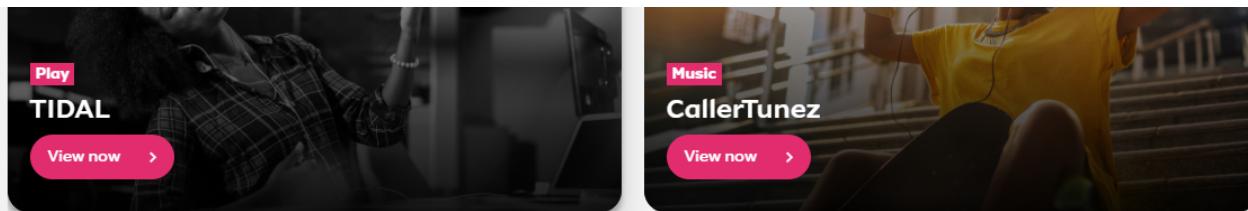
A screenshot of the Amazon mobile website (amazon.ae/gp/yourstore/home?ie=UTF8&action=sign-out&path=%2Fgp%2Fyourstore%2Fhome&ref_=nav_youraccount_top_fly) displaying a local navigation menu. The menu includes sections like "Trending", "Digital Content And Devices", "Shop By Category", "Programs & Features", and "Mobile Recharges". The "Shop By Category" section lists categories such as "Mobiles, Tablets & Accessories", "Computers & Office Supplies", "TV, Appliances & Electronics", and "Women's Fashion". The "Digital Content And Devices" section features "Amazon Kindle E-readers" and "Amazon Home Security". The "Programs & Features" section includes "Amazon Global Store", "Home Services", "Gift Cards", and "Mobile Recharges". The "Mobile Recharges" section is currently active, showing a list of recharge options. The background shows product recommendations for earbuds and Fairy detergent.



NAVIGATION SYSTEMS

Supplemental navigation systems: These are external to the basic hierarchy of a website and provide complementary ways of finding content and completing tasks.

1. Site maps provide a bird's eye view of the information environment of a site



The screenshot shows the footer section of the MTN Uganda website, which is black with white text. The footer is highlighted by a large, irregular red oval drawn over the image.

Personal	Business	MTN MoMo	Careers	Our Impact	About MTN
A New Life With MTN	Mobile Solutions	Customer	MTN Leadership Team	MTN Foundation	CEO Message
Services	Fixed Solutions	Merchant		Sponsorships	Reports
MyMTN	Connect your Business	Agent		MTN For Good	Newsroom
Devices	MoMo For Business	Corporates		Youth Skilling Program	Contact Us
MTN Play	Business Deals	Developer			
FAQs	FAQs	Mobile Money Tariffs			
		Register on MoMo			
		FAQs			

Footer Social Media Links:

f t w y i

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NAVIGATION SYSTEMS

Supplemental navigation systems:

1. Site map (second example)

Uganda Revenue Authority
Together We Build for the Future

Hello Guest! | Log In

e-INVOICING KAKASA CAREERS LEGAL & POLICY URA FC

Contact Us

- [Email](#)
- [Toll Free Number: 0800117000](#)
- [eTAX Service Desk Contacts](#)
- [Feedback](#)
- [Call Centre Services](#)

Exchange Rate

- [US Dollar](#)
- [Pound Sterling](#)
- [Euro](#)
- [Kshs](#)
- [Others](#)

Circulars & Notification

- [Notification by URA](#)

Feedback

- [Register For Taxes Individual](#)
- [Non Individual](#)
- [Track Your Status](#)
- [Download Manual Forms](#)
- [Download Online Forms](#)
- [Print Submitted Forms](#)

Useful Links

- [Ministry of Finance](#)
- [Uganda Investment Authority](#)
- [Uganda National Bureau of Standards](#)

Information Library

[Amendment Bill](#)

[Tax Laws](#)

- [Domestic Law - Income Tax and VAT](#)
- [Excise Management Act](#)
- [Stamp Act Chapter 342](#)
- [Traffic Road and Safety Act](#)
- [Gaming and Pool Betting Chapter 292](#)
- [East African Community Customs Management](#)

[Regulations](#)

- [EAC - CM Regulations](#)
- [The East African Excise Regulations 1970](#)
- [The East African Excise\(Spirit\) Regulation](#)
- [Gaming Tax SI chapter 292 1](#)

[Holiday List](#)

[General Information](#)

- [2011/2012 Statutory Rate](#)
- [Affiliated Banks](#)
- [Filing Dates](#)
- [Withholding Agents](#)
- [Listed Institutions Under the Income Tax Act](#)
- [Guidelines on URA Tax Incentive Regimes](#)
- [Stride Issue 1](#)
- [Stride Issue 2](#)
- [Stride Issue 3](#)
- [Accountability Brochure](#)
- [Tax Education](#)
- [Teeny - Tax Simplified for Teens](#)
- [Toto - Tax Simplified for Children](#)
- [Why We Pay Taxes](#)
- [The Receipt Booklet - English](#)

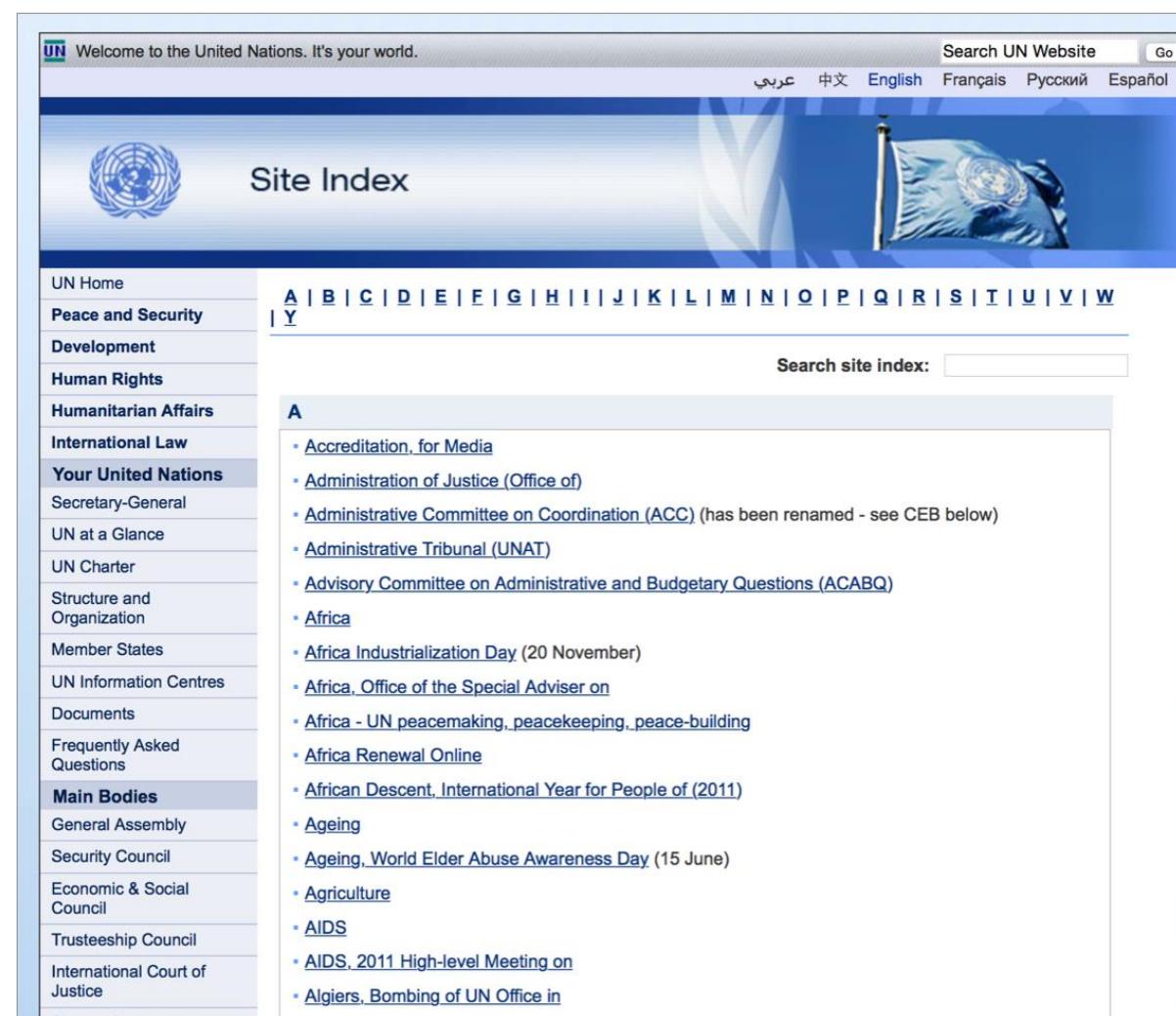


NAVIGATION SYSTEMS

B) supplemental navigation systems

2. Site index:

The index presents keywords or phrases alphabetically, without representing the hierarchy.



Welcome to the United Nations. It's your world. Search UN Website Go

Arabic 中文 English Français Русский Español

Site Index

UN Home | Peace and Security | Development | Human Rights | Humanitarian Affairs | International Law | Your United Nations | Secretary-General | UN at a Glance | UN Charter | Structure and Organization | Member States | UN Information Centres | Documents | Frequently Asked Questions | Main Bodies | General Assembly | Security Council | Economic & Social Council | Trusteeship Council | International Court of Justice

A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | Y

Search site index:

A

- [Accreditation, for Media](#)
- [Administration of Justice \(Office of\)](#)
- [Administrative Committee on Coordination \(ACC\) \(has been renamed - see CEB below\)](#)
- [Administrative Tribunal \(UNAT\)](#)
- [Advisory Committee on Administrative and Budgetary Questions \(ACABQ\)](#)
- [Africa](#)
- [Africa Industrialization Day \(20 November\)](#)
- [Africa, Office of the Special Adviser on](#)
- [Africa - UN peacemaking, peacekeeping, peace-building](#)
- [Africa Renewal Online](#)
- [African Descent, International Year for People of \(2011\)](#)
- [Ageing](#)
- [Ageing, World Elder Abuse Awareness Day \(15 June\)](#)
- [Agriculture](#)
- [AIDS](#)
- [AIDS, 2011 High-level Meeting on](#)
- [Algiers, Bombing of UN Office in](#)



NAVIGATION SYSTEMS

Supplemental navigation systems

3. Guides:

Supplement the existing means of navigating and understanding the system's content and functionality.

 CUSTOMS HELP TOOL

Home Sign Up Login

USER GUIDES
MEMOS
WEEKEND SUPPORT
FORMS
FAQ's

"A Modern Customs, prized for Efficient Clearance Systems and Excellent Trade Facilitation Services"



Useful Links
[Single window](#)
[Ministry of finance](#)
[UNBS](#)

Company
[About us](#)
[Careers](#)

Contact Us
[Office No: +256 417 442 028](#)
[Email URA Help Desk](#)
[Visit our site](#)

Follow Us




NAVIGATION SYSTEMS

NAVIGATION STRESS TEST

- This was invented by Keith Instone

PROCEDURE:

1. Ignore the home page
2. Can you figure out where you are in relationto the website?
3. What major section are you in? What is the parent page?
4. Can you tell where the page will lead you next?
5. Are the links descriptive enough to give you a clue of what each is about?



NAVIGATION SYSTEMS

NAVIGATION STRESS TEST

The screenshot shows the mobile application's navigation bar at the top with five tabs: HOME, OVERVIEW, FEATURES (highlighted in white), WHAT PEOPLE ARE SAYING, and COMPANY REGISTRATION. Red handwritten marks show 'H' over HOME and 'X' marks over OVERVIEW, WHAT PEOPLE ARE SAYING, and COMPANY REGISTRATION. Below the navigation bar is a section titled "What to Expect" featuring a central smartphone displaying the app's home screen. The home screen features a smiling man pointing at the screen, surrounded by various icons, and the text "LOVE WITH NSSF GO APP" and "App and explore a better life". To the left of the phone are four circular icons with text descriptions, and to the right are four circular icons with text descriptions. A large red 'H' is written vertically on the left side of the screen.

Icon	Description
Bank icon	Current Balance View your current balance
Graph icon	Projections Look into the future
Pen icon	Pay Contributions Make contributions
Document icon	E-statement Track your contributions
Calculator icon	Benefits Calculator Know how much of your salary you contribute to NSSF
User profile icon	Profile Manage your Profile



SEARCH SYSTEMS

Search:

It is a form of finding information.

Does your product need search system?

- Amount of content in your environment: For example, banking application vs technical website. Which would most likely have a search system?
- Poor design of information architecture of website. Designers tend to embed search system as remedy to their poorly designed IA.
- Target Users' preference of how to associate with the website. Some prefer browsing, others searching, and others may do both.
- Users expect search on websites or apps
- Useful data collection: Through search logs helps improve website performance

Choosing what to index?

- Indexing everything doesn't serve users well.
- Conduct inventory analysis of your content, choose what is good and valuable.
- Create search zones by category like user searches in either HR, SALES, GENERAL to avoid confusion of data.



SEARCH SYSTEMS

- Example: Aliexpress allows users to search by category

The screenshot shows the AliExpress homepage. At the top, there's a navigation bar with links for "Sell on AliExpress", "Help", "Buyer Protection", "App", a flag icon for "English / USD", "Wish List", and "Account". Below the navigation is the AliExpress logo. The main search bar contains the query "leopard seat cover". To the right of the search bar is a "All Categories" dropdown menu, which is currently open, displaying a list of product categories. On the far right, there's a user profile for "samuel" with options for "Orders" and "Messages". A promotional banner for an "Anniversary Sale" on Shoes is visible in the center.

- All Categories
- Women's Clothing
- Men's Clothing
- Cellphones & Telecommunications
- Computer & Office
- Consumer Electronics
- Jewelry & Accessories
- Home & Garden
- Luggage & Bags
- Shoes
- Mother & Kids
- Sports & Entertainment
- Beauty & Health
- Watches
- Toys & Hobbies
- Weddings & Events
- Novelty & Special Use
- Automobiles & Motorcycles
- Lights & Lighting
- Furniture



INFORMATION ARCHITECTURE

IA Today and the future

- New data is created each day and this trend will continue in the future.
- Technology has advanced, so has IA to keep with the pace
- Users demand easier ways of consuming information and this trend is still growing.
- Lately users prefer voice enabled commands especially in gadgets in our everyday life.
- Apple has introduced siri, amozon has alexa. Voice enable bots and applications that manage them are on the rising trend.
- Now we use the term (UX) user experience designer, or product designer, and these professionals have a broad set of information architecture skills.



INFORMATION ARCHITECTURE

- REFERENCES

1. Information Architecture for web and beyond

by Louis Rosenfeld,
Peter Morville & Jorge Arango.



INFORMATION ARCHITECTURE

