

Intro to IA

RED ACADEMY

Agenda

- Defining IA
- IA and Content
- Designing IA
- What Am I Missing?

Defining IA



“The structural design of shared information environments.”

–Wikipedia

We exist in the
“information age”



RETAIL



SIGNAGE



ONLINE





EXERCISE – PART 1

Learning Objective

Identify aspects of scenarios where you were over loaded by info.

Agenda

1. Teams of 4. Complete in 5 minutes.
2. Identify scenarios where you were overwhelmed by information.
3. Consider the questions that will follow.
4. Capture the recurring themes in your answers on paper.

Deliverable

Poster about info overload

Resources

Flip chart paper, markers

Exercise Questions

- What context did this occur in?
- How did it meet or 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?

EXERCISE PART 2

Learning Objective

Communicate the aspects of information overload from the team.

Agenda

1. Select a representative from each team.
2. Present the themes and findings to the class.

Deliverable

Poster about info overload

Resources

Flip chart paper, markers

Information Architecture

“Information”

Define the above word

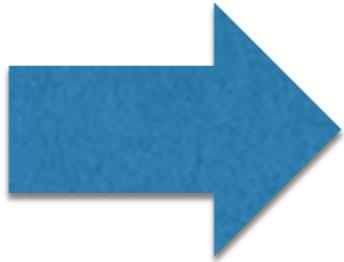
Data

Data

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

...until it is organized.

Data



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

“Architecture”

Define the above word

Structure



**“A unifying or coherent
form or structure.”**

—Merriam Webster

EXERCISE

Learning Objective

Construct sets of information based on a blank data set.

Agenda

1. Teams of 4. Complete in 5 minutes.
2. Each team will take 4 coloured Post-It pads.
3. Draw the following shapes: circles, squares, triangles and stars. Have 1 of each shape in each colour.
4. Each team will create a single architecture with their data set.
5. Present it to the class. 10 minutes.

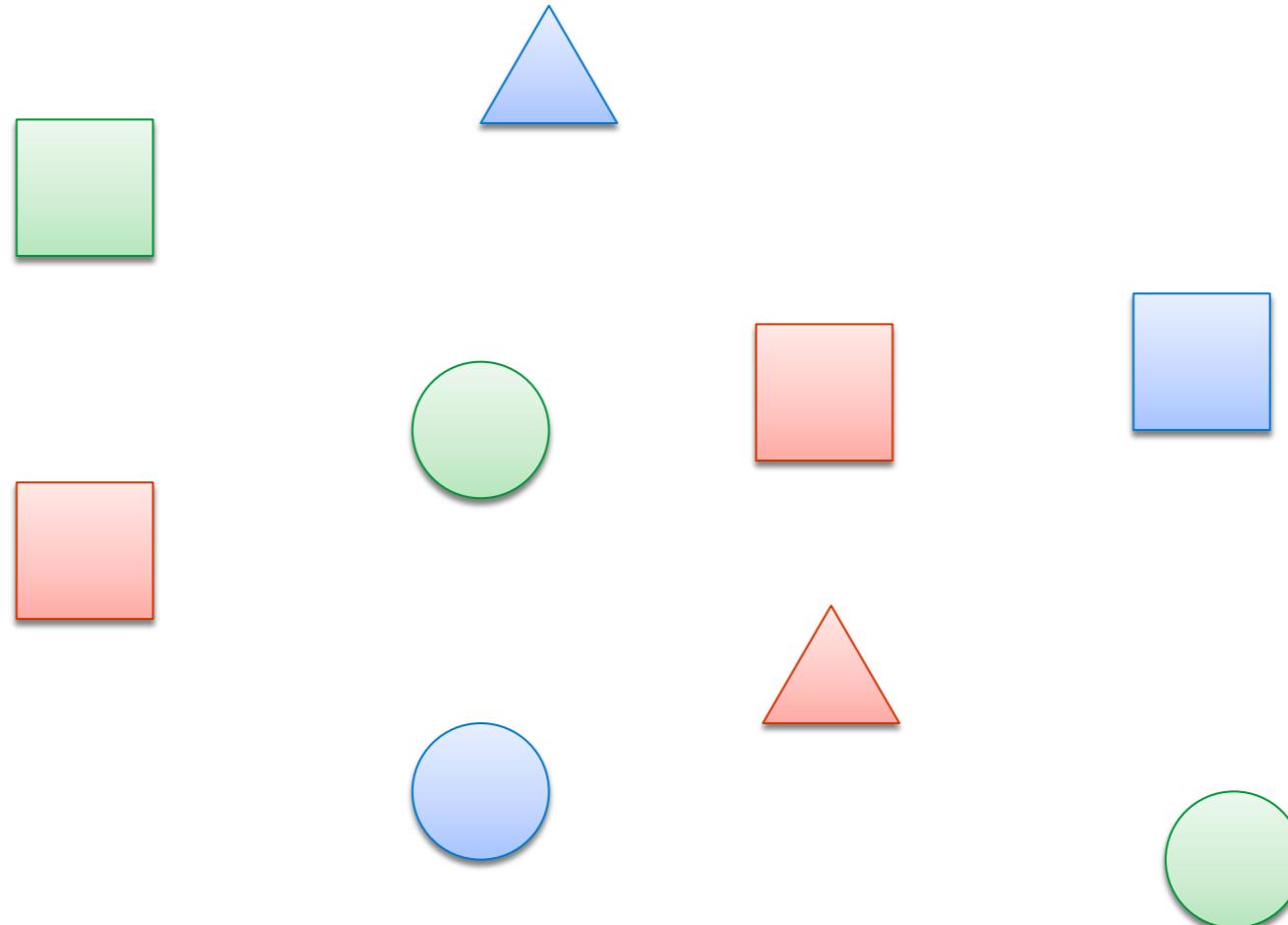
Deliverable

Conceptual architecture

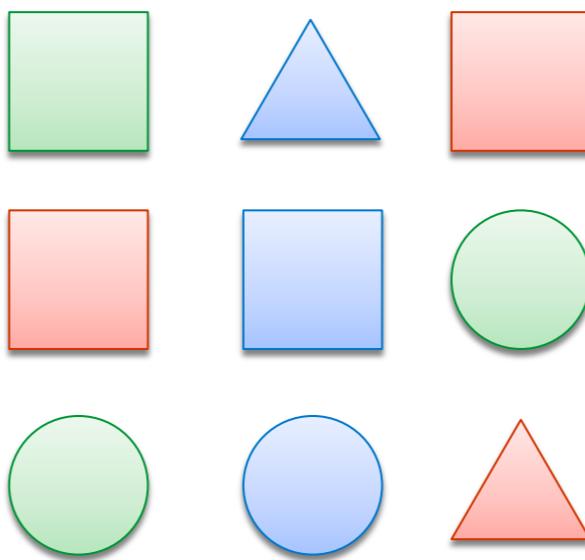
Resources

Post-Its, markers

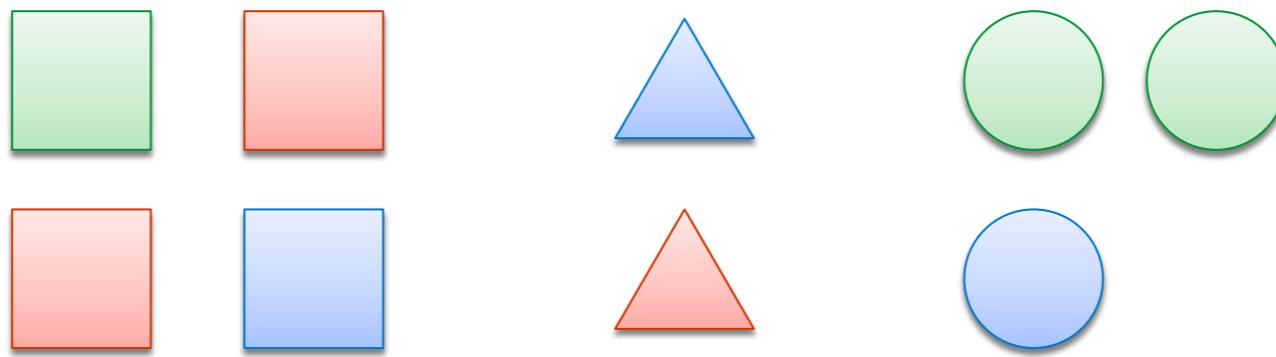
A Collection of Data



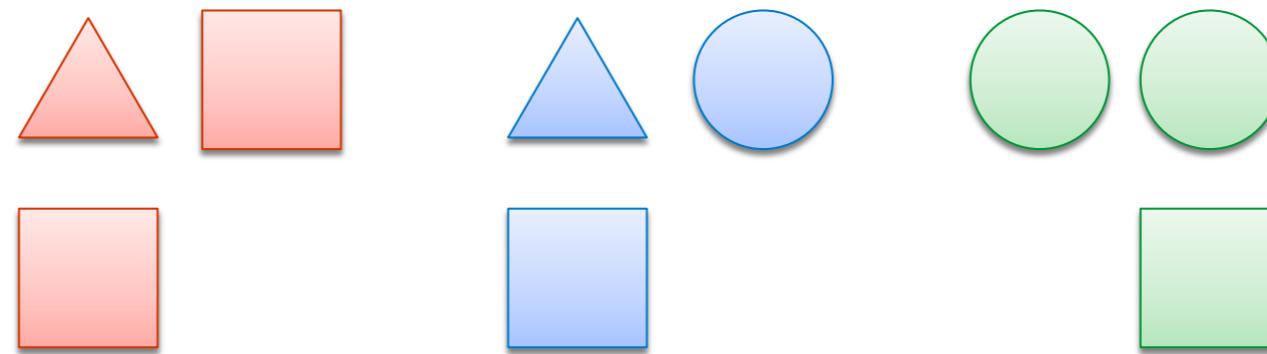
Information A



Information B



Information C



IA & Content

Content as Information

- You have knowledge to communicate
- Knowledge is expressed (structured) as information
- Content is the formal expression of information
- Content is what you architect

Content as Information

CONTENT is INFORMATION is ARCHITECTED

Content Types

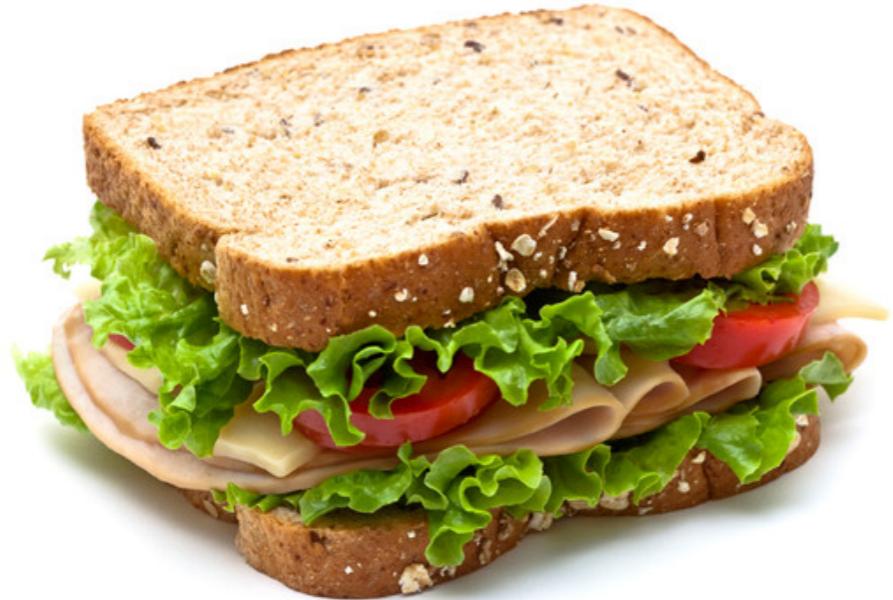
Images

Videos

Sounds

Words

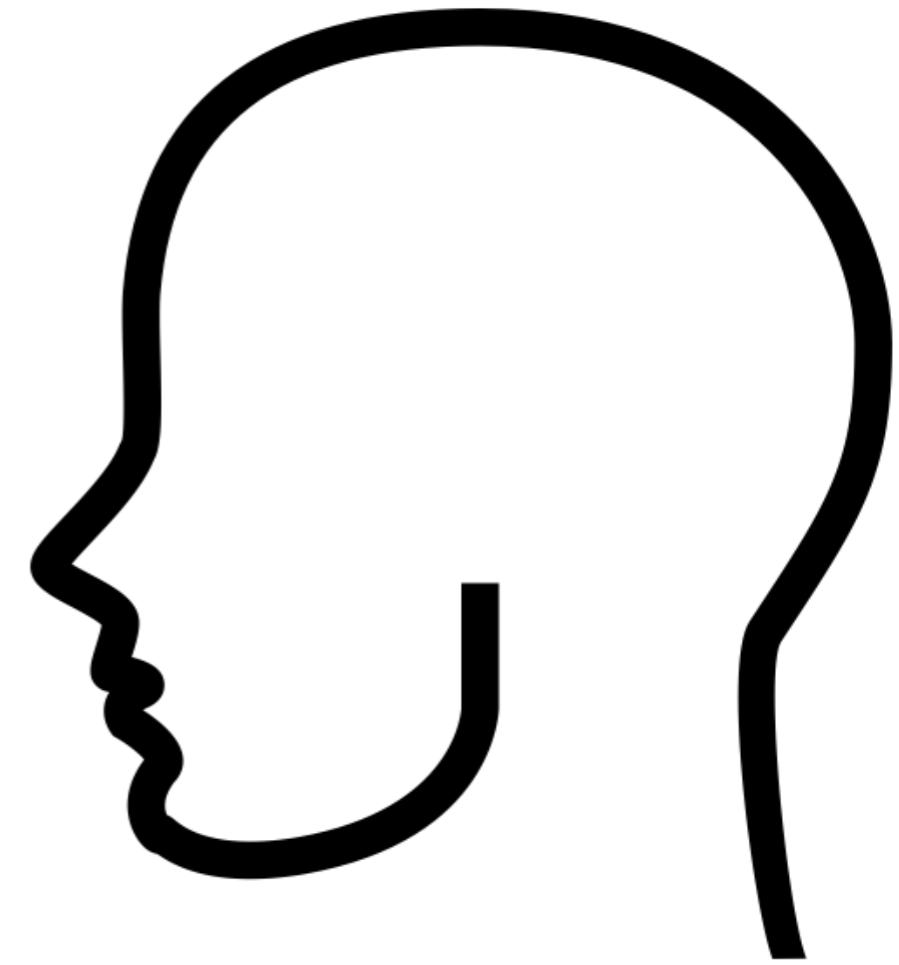
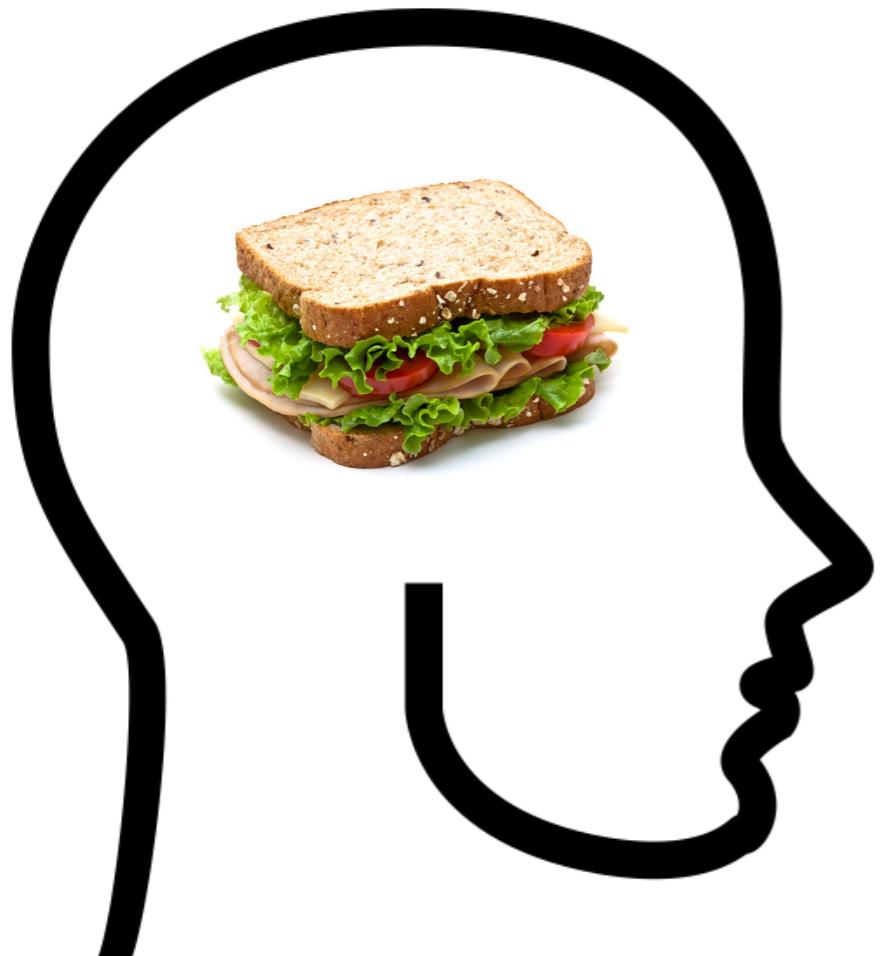
Sandwich Content



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

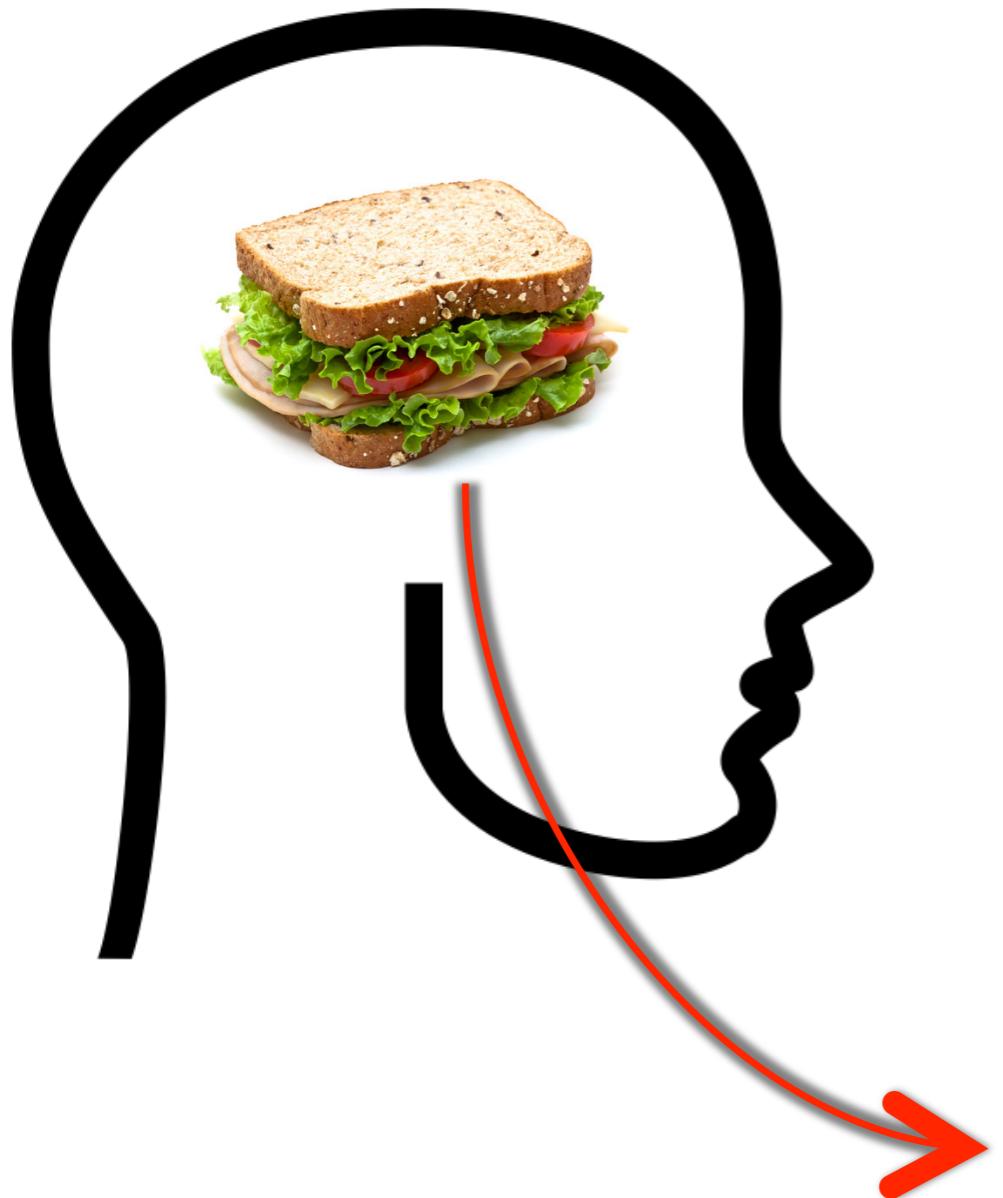
Communicator

Receiver



Communicator

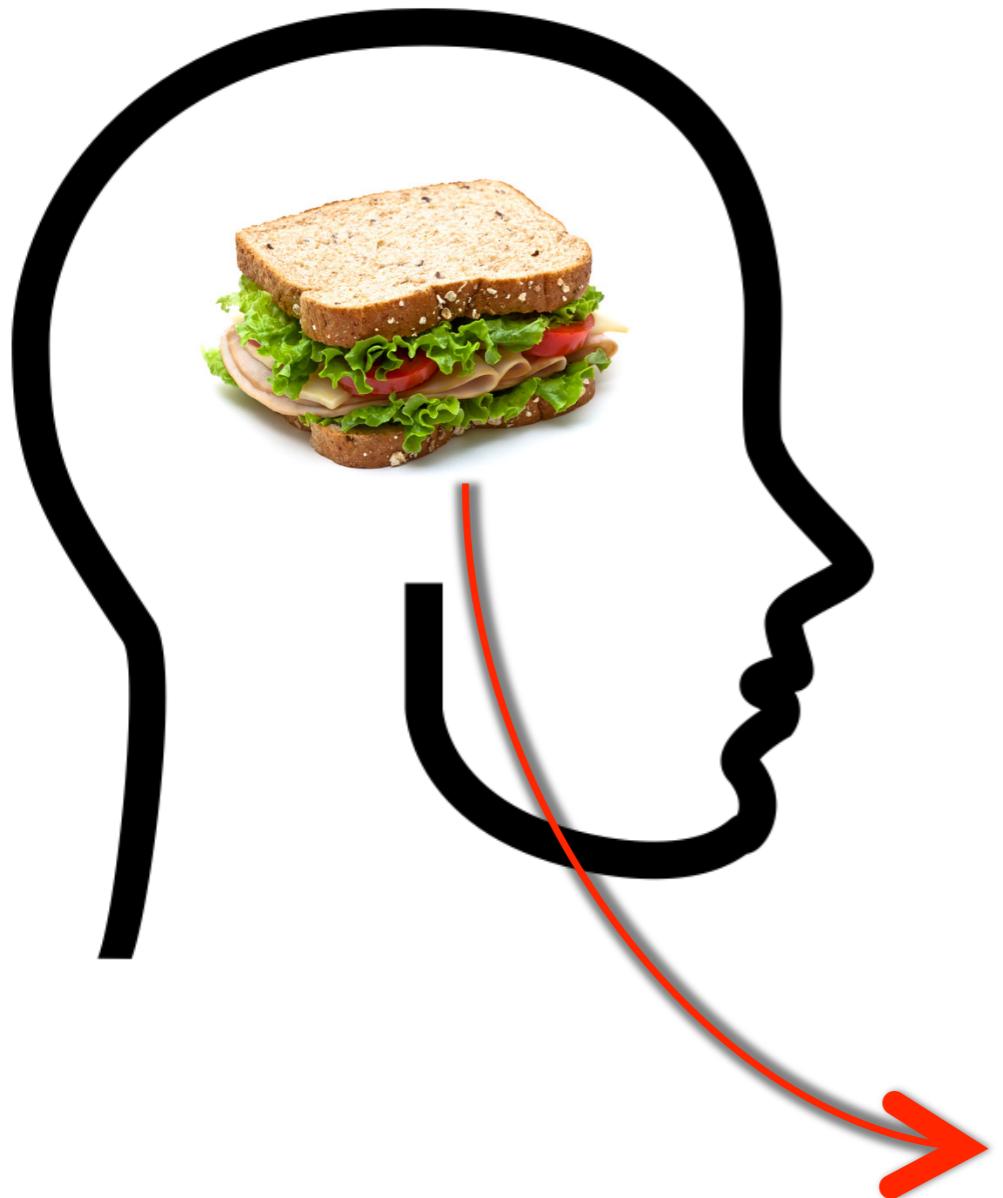
Receiver



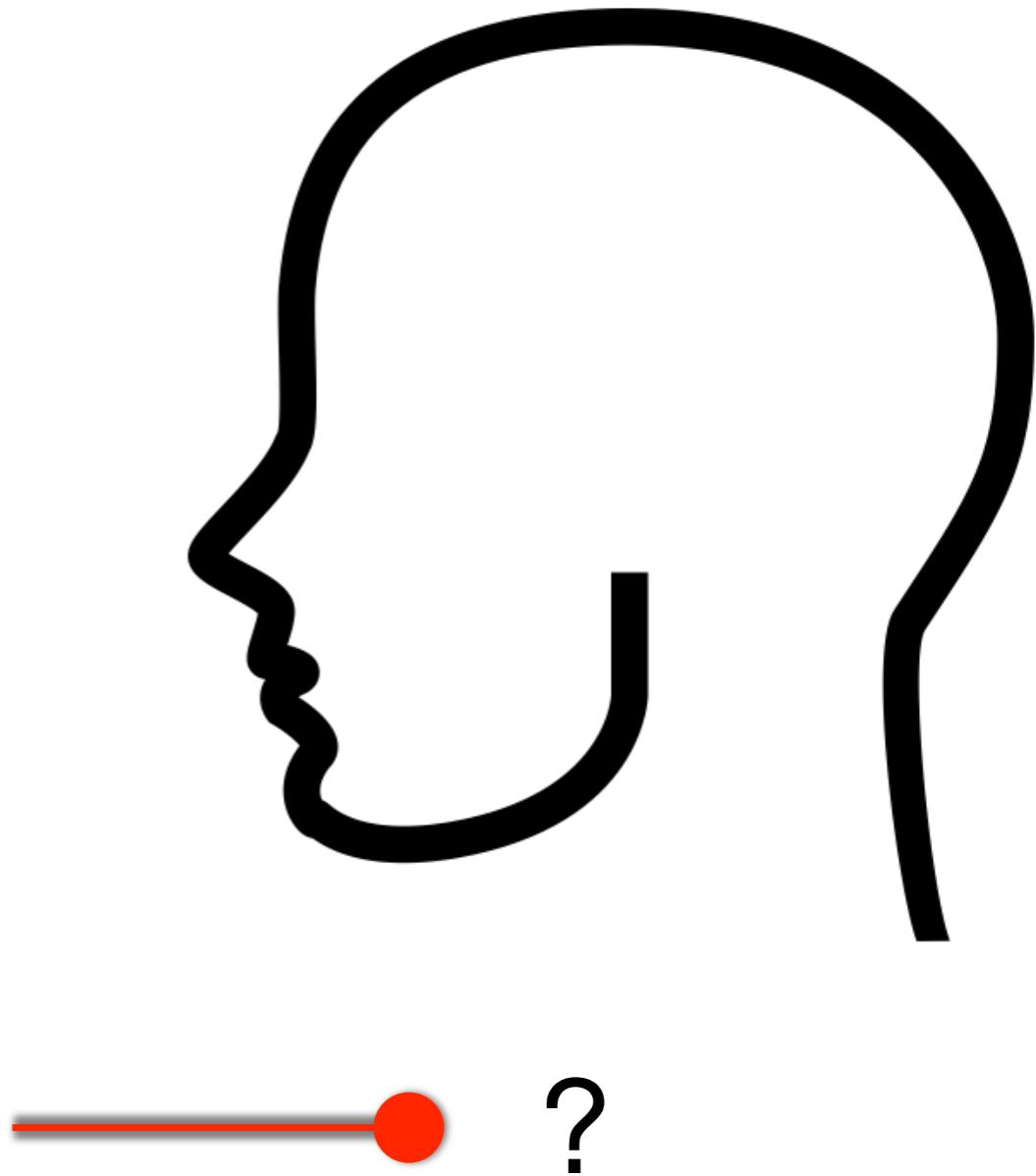
“Sliced bread
combined with
vegetables, meat
and condiments.”

Communicator

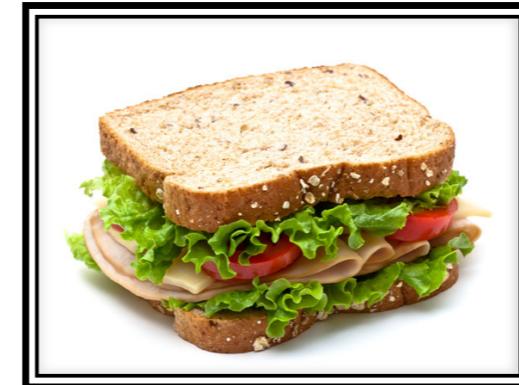
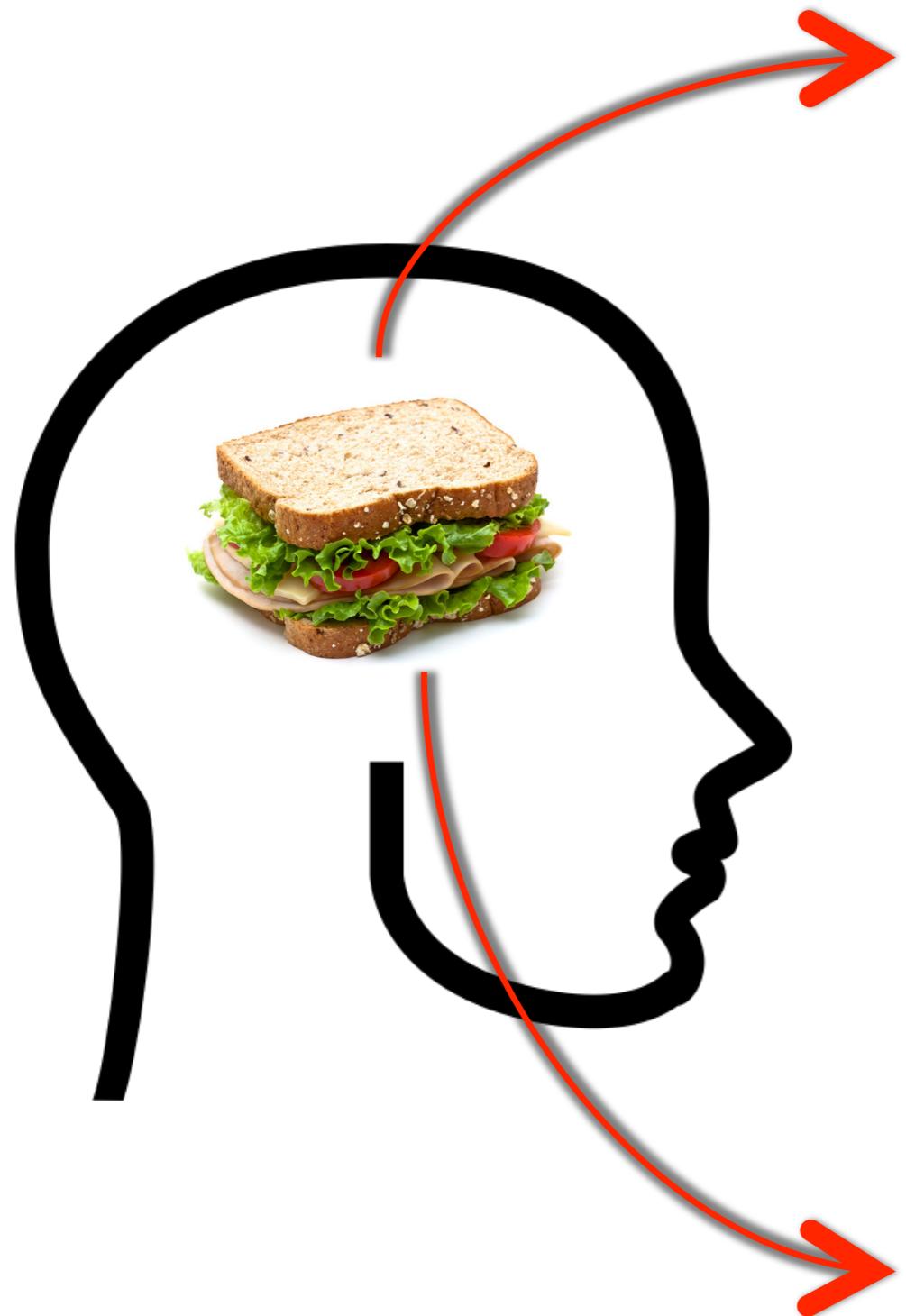
Receiver



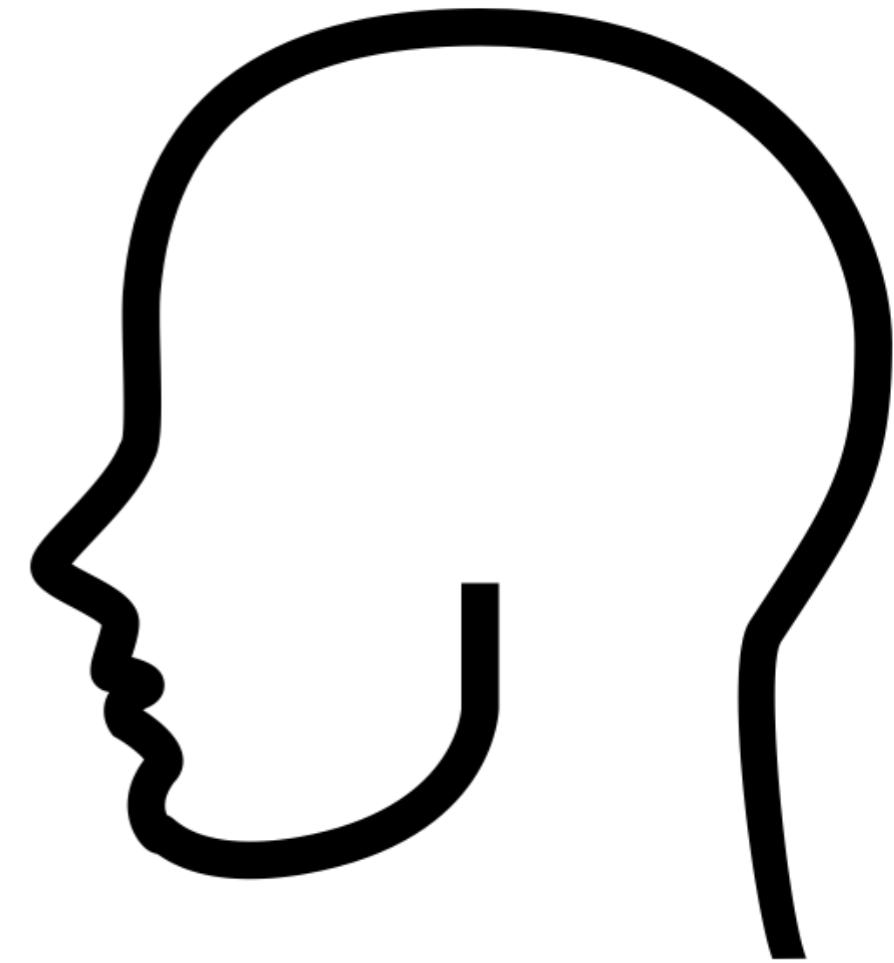
“Sliced bread
combined with
vegetables, meat
and condiments.”



Communicator



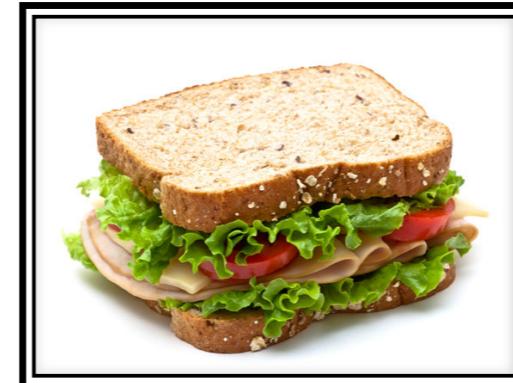
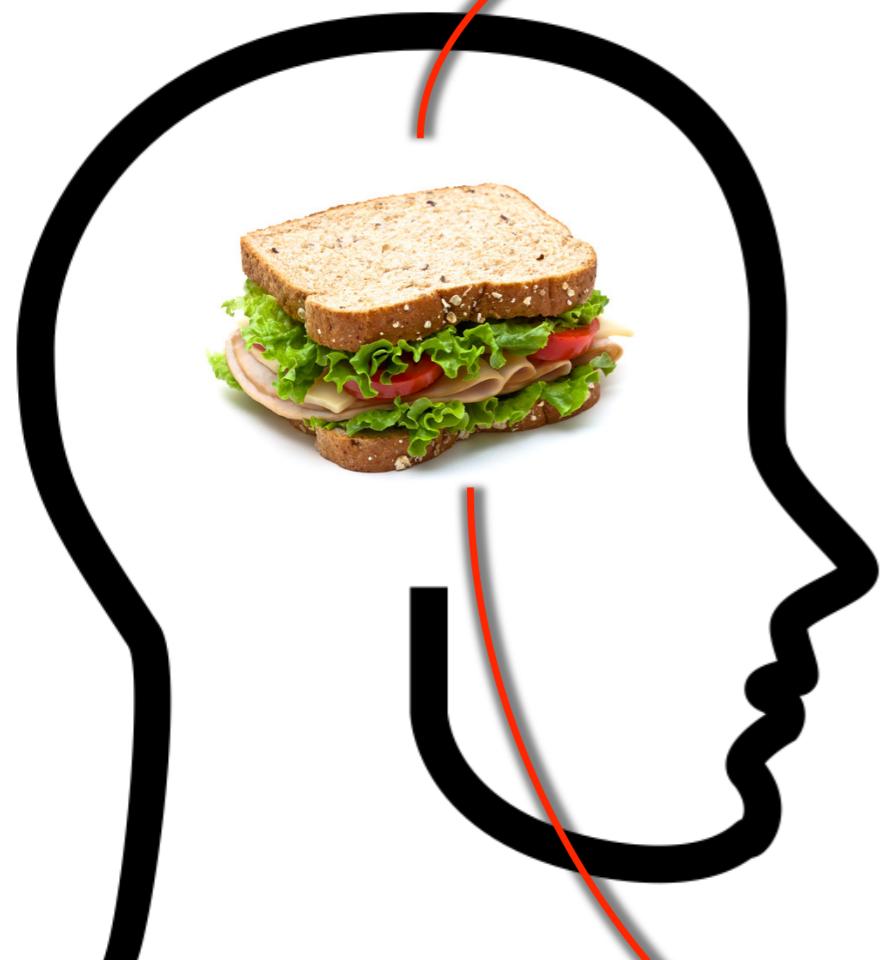
Receiver



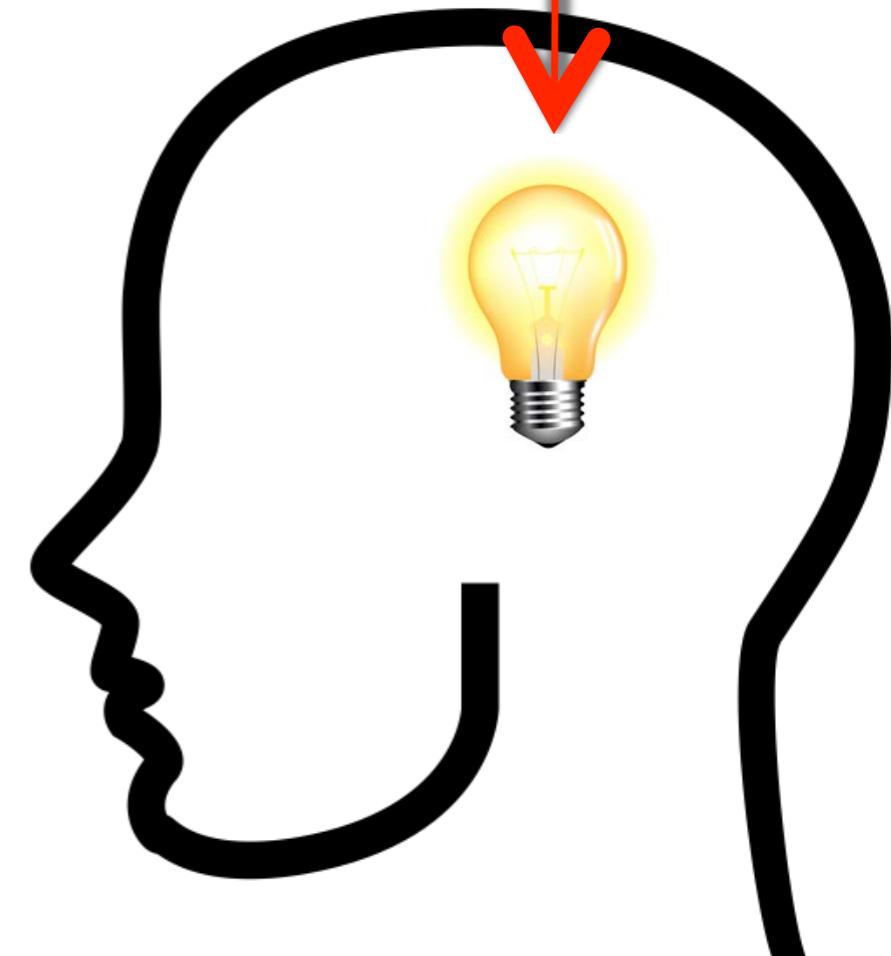
“Sliced bread
combined with
vegetables, meat
and condiments.”



Communicator



Receiver



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



EXERCISE

Learning Objective

Communicate concepts using fixed content types.

Agenda

1. Pair up. Find a spot in the room. 3 total minutes for the exercise.
2. Choose a “communicator” and a “receiver”.
3. The communicators will be given 3 “mystery” words, privately.
4. Over 3 rounds, use the mystery words given in order (a,b,c). Communicate each word with the given restrictions.
5. **Round 1:** Only *drawings* can be used AND only *black ink/pencil*.
6. **Round 2:** Only *words* can be used AND *without* saying the word itself.
7. **Round 3:** Only *sounds* can be used. No gestures.

Deliverable

Communicate 3 different words

Resources

Mystery words, pencil, pen, paper, self

Consider the following

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

Designing IA

Discovery + Decisions

- **Discovery**
 - Familiar labels
 - Logical groupings of content
 - Clear + consistent navigation
- **Decisions**
 - Information displayed
 - Options available
 - Comparable items

“The beginning of all understanding
is classification.”

– Hayden White

A Familiar IA



Classification Schemes

Classification Schemes

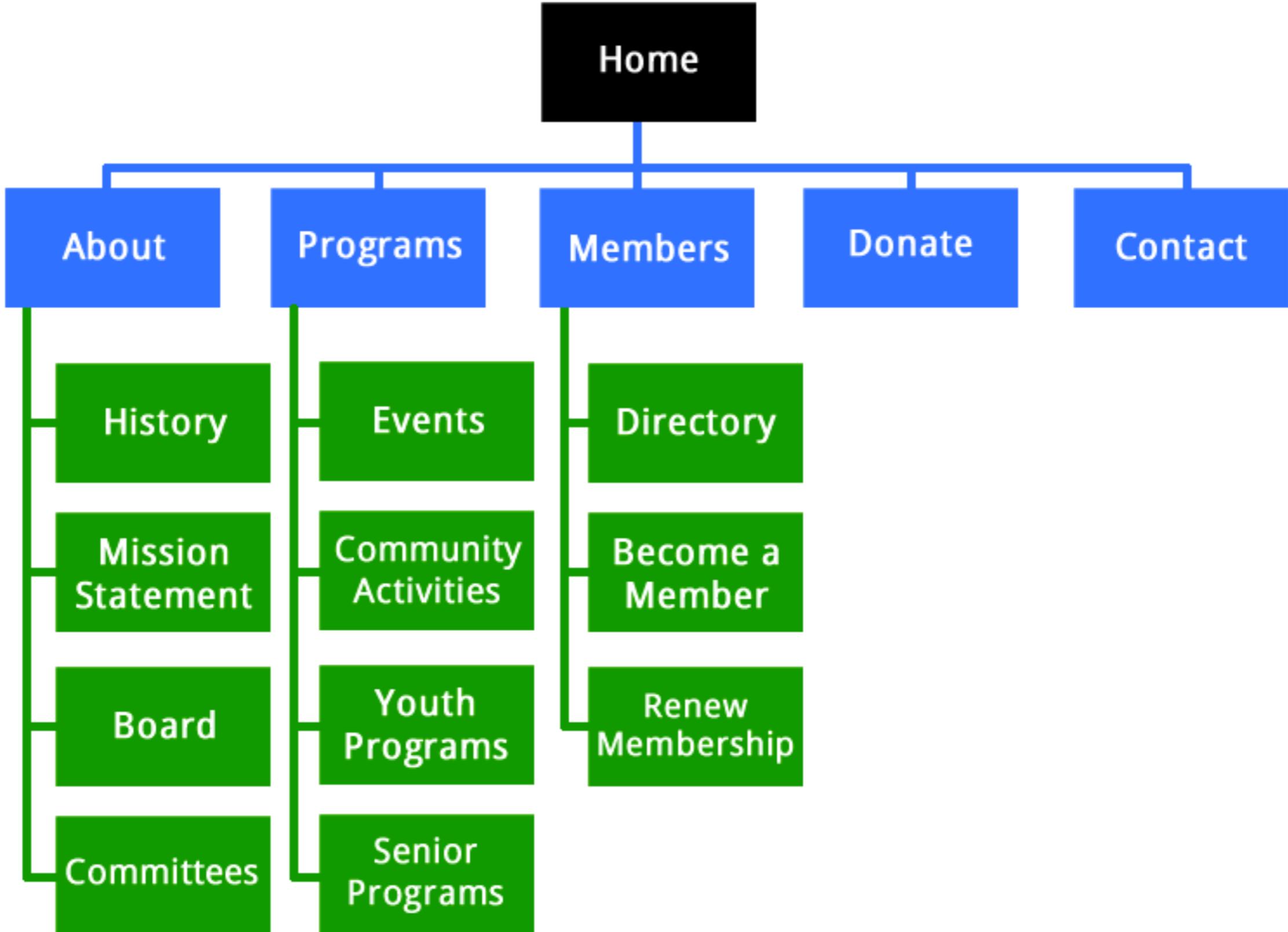
- Geographical (exact)
- Alphabetical (exact)
- Chronological (exact)
- Category/Subject/Topic (subjective)
- Task (subjective)
- Audience (subjective)
- Metaphor (subjective)

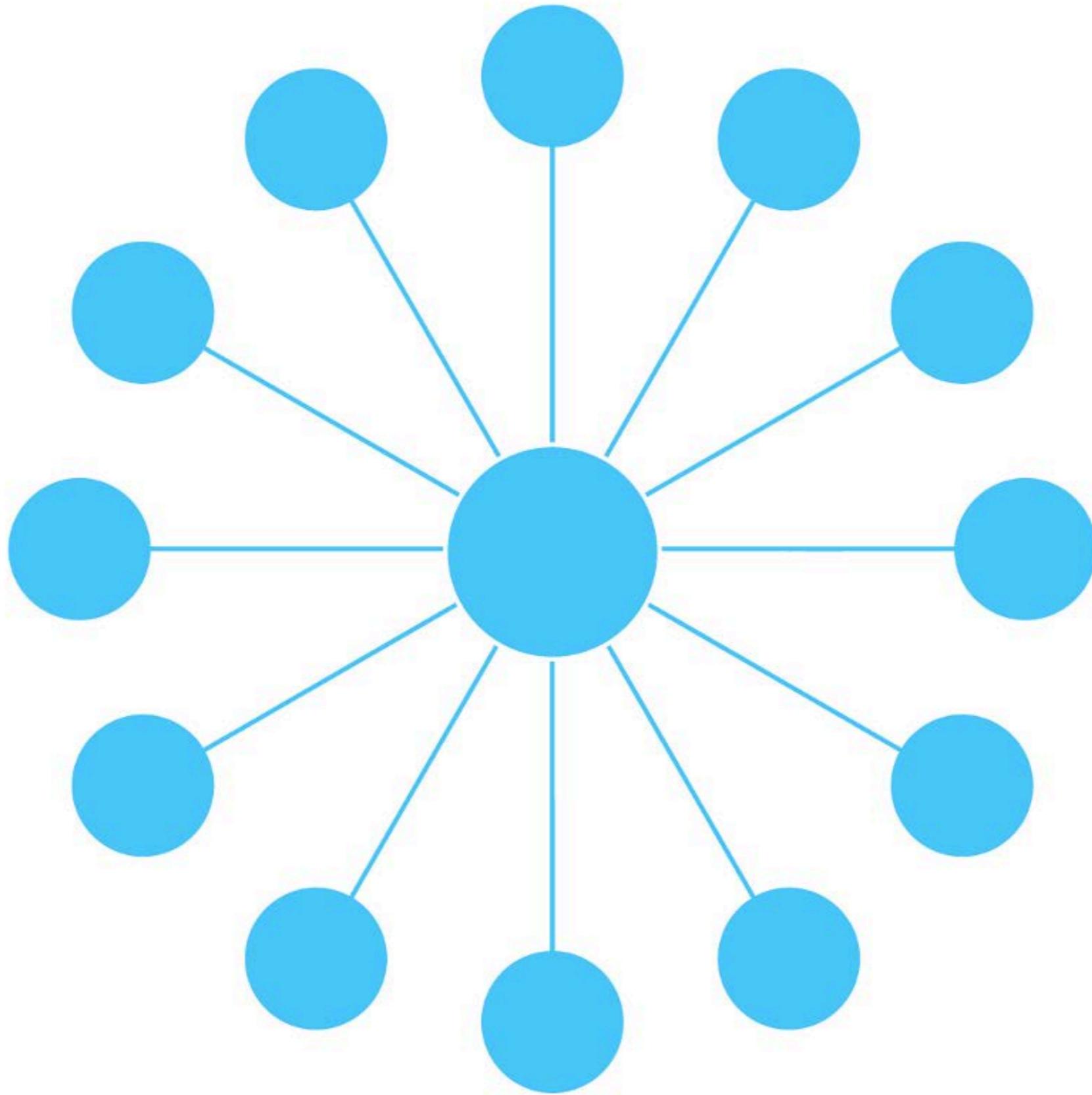


A Different Scheme?

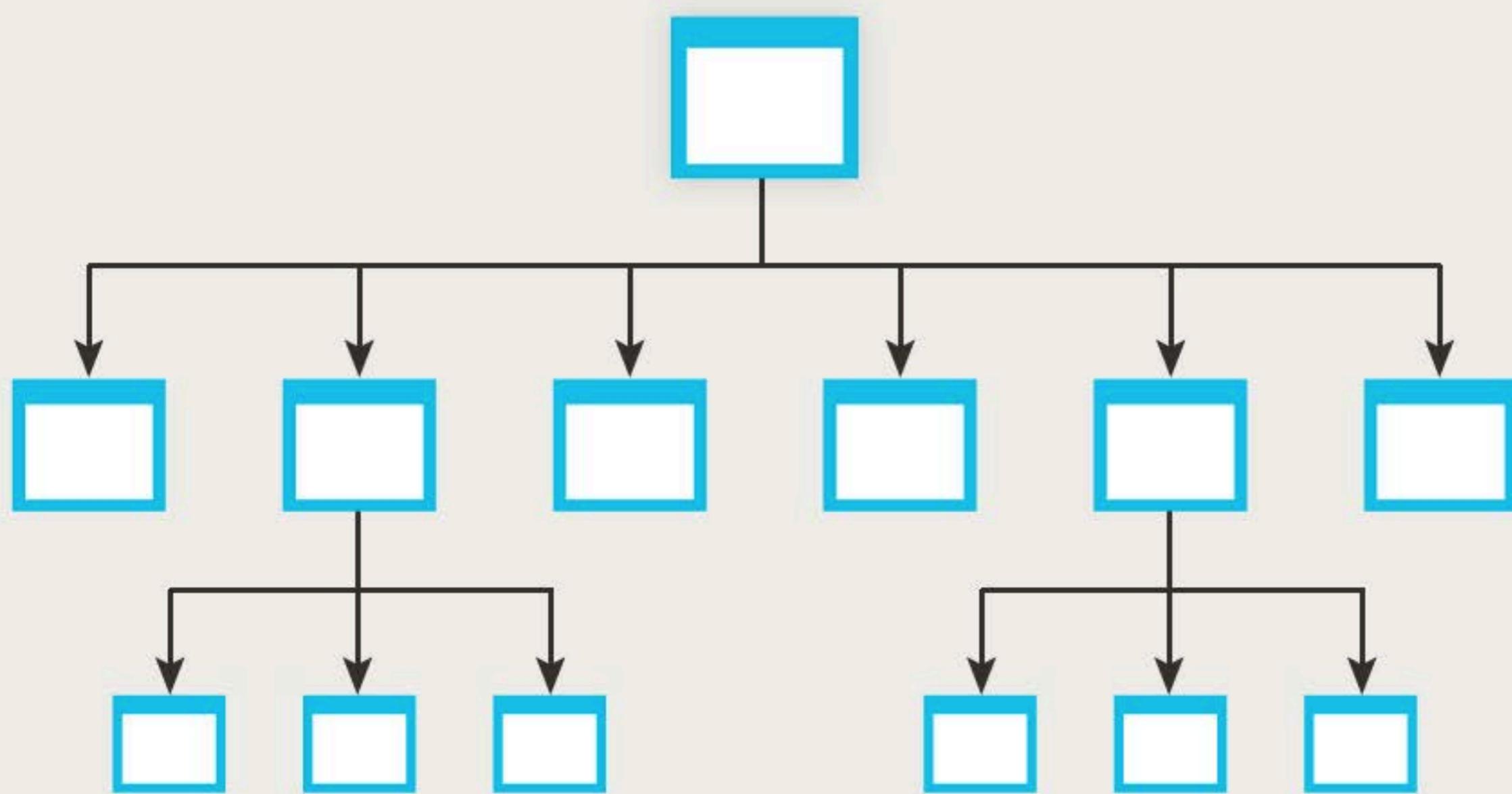


Structure





Hierarchical Site



Tee It Up

Andy's Chili Cheese Fries

A huge mound of fries smothered with chili and real cheddar and jack cheeses.

Guacamole & Chips

Freshly made guacamole, served with crisp tortilla chips and fresh salsa.

Quesadilla

Extra large flour tortilla filled with melted jack & cheddar cheeses, fresh salsa, green peppers and garnished with guacamole and sour cream.

Nachos

Crisp tortilla chips piled high with melted cheeses, topped with black olives, sour cream, jalapenos, green onions, fresh salsa and homemade guacamole.

Chicken Wings

A dozen Buffalo style chicken wings tossed your way — **Mild, Medium, Hot, Garlic or BBQ**, served with fresh celery and homemade bleu cheese dressing.

Chinese Tacos

Diced spicy chicken, rice noodles and Hoisin sauce served in ice cold lettuce cups.

Bruschetta

Grilled imported Brooklyn Italian bread topped with Buffalo mozzarella, fresh chopped tomatoes, garlic, basil and olive oil.

Peel & Eat Shrimp

A hefty half-pound of cooked chilled shrimp, served with a tangy cocktail sauce.

Onion Rings

A gigantic mound of homemade fried onion rings. You'll need a 60° wedge to get over this mound.

Soup of the Day

The greenskeeper's own recipe made daily — ask your caddy.

burgers

"Old Fashioned Hand-Patted Style"

100% all natural ground beef hand-patted to perfection, served on our fresh baked buns, select toppings and choice of cheese.

Hickory BBQ Burger

Hickory smoked bacon, melted cheddar cheese and smothered in BBQ sauce.

Turkey or Veggie Burgers

Our healthy alternative.

sand-wedges

Accompanied by golden fries and our green garden salad.

Chicken Breast Sandwich

Charbroiled chicken breast, topped with your choice of cheddar, jack, Swiss or American.

Add Bacon.

Add Guacamole.

Chicago Dog

The Real Deal — an all beef Vienna dog, diced red onions, Chicago's famous green relish, celery salt, hot pepper, pickle spear and a fresh tomato wedge.

Sheboygan's Own Beer Brat

One big banger — simmered in beer with onions.

Italian Sausage

Our Italian sausage covered with Marinara, sweet onions, red and yellow peppers. If you've never had one, this is the one to try.

Italian Beef

Shaved top round, piled high, topped with original "giardiniera peppers" and gravy.

Clubhouse Turkey

Yeah every menu has one — but ours is better! Freshly roasted turkey, hickory smoked bacon, fresh tomato and iceberg lettuce piled high on authentic windy city black bread.

Grilled Salmon Club

Grilled fresh salmon (served chilled), hickory smoked bacon, tomato and lettuce with Andy's basil lemon sauce.

Triple Bogey BLT

Warm crispy hickory smoked bacon, shredded lettuce, tomato and mayo.



BACK NINE

On this course, all plates served with mashed potatoes and our green garden salad.

Chicken Paillard Dinner

Chicken breast pounded thin, grilled and topped with herb butter.

Fresh Fish of the Day

Flown in fresh, or caught by Mac on his latest fishing trip. If you've seen Mac golf, you'd know why he's the fisherman in this group.

Backyard BBQ

BBQ Baby Back Ribs

A huge portion of baby back ribs grilled and basted in our homemade BBQ sauce, served with golden fries and our green garden salad.

BBQ Chicken

1/2 of a chicken basted in our homemade BBQ sauce, grilled backyard style and served with golden fries and our green garden salad.

the Greens

Bleu cheese, 1000 island, ranch, vinaigrette or fat free honey mustard.

The Wedge Salad

Chicken Breast Salad

Grilled fresh salmon, layered over hearts of romaine, accompanied by our balsamic vinaigrette.

The Turn - Pasta

Marinara w/Italian Sausage

Hearty traditional marinara sauce accompanied with Italian sausage, served over linguini.

Tomato and Basil

Tossed with freshly diced tomato, garlic and olive oil, served over spaghetti.

SLICES

Cheese Pizza

Our pie topped with mozzarella, oregano and our own pizza sauce.

Hickory BBQ Chicken

Our pie topped with hand pulled BBQ chicken, grilled onions and mozzarella.

Pepperoni

Our pie with pepperoni piled on top.

Grilled Vegetable

Our pie topped with sauteed mushrooms, peppers, Spanish onions, garlic and mozzarella.

French FRIES
SPOONED HERE

Labeling

A good label is worth a
thousand words.



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



Hello, Robert
Your Account ▾

Try
Prime ▾



Wish
List ▾

Shop by
Department ▾

Robert's Store

Deals Store

Gift Cards

Sell

Help

en français

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

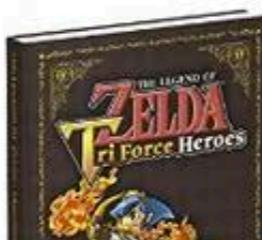
Automotive

Boutiques Francophones

Full Store Directory



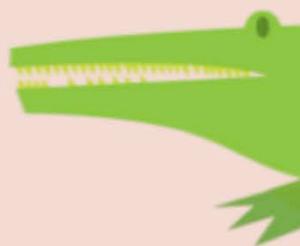
FASHION SNEAKERS



Taxonomies

Kingdom: Animalia
Phylum:
Class:

CROCADILIA



CROCADILIA

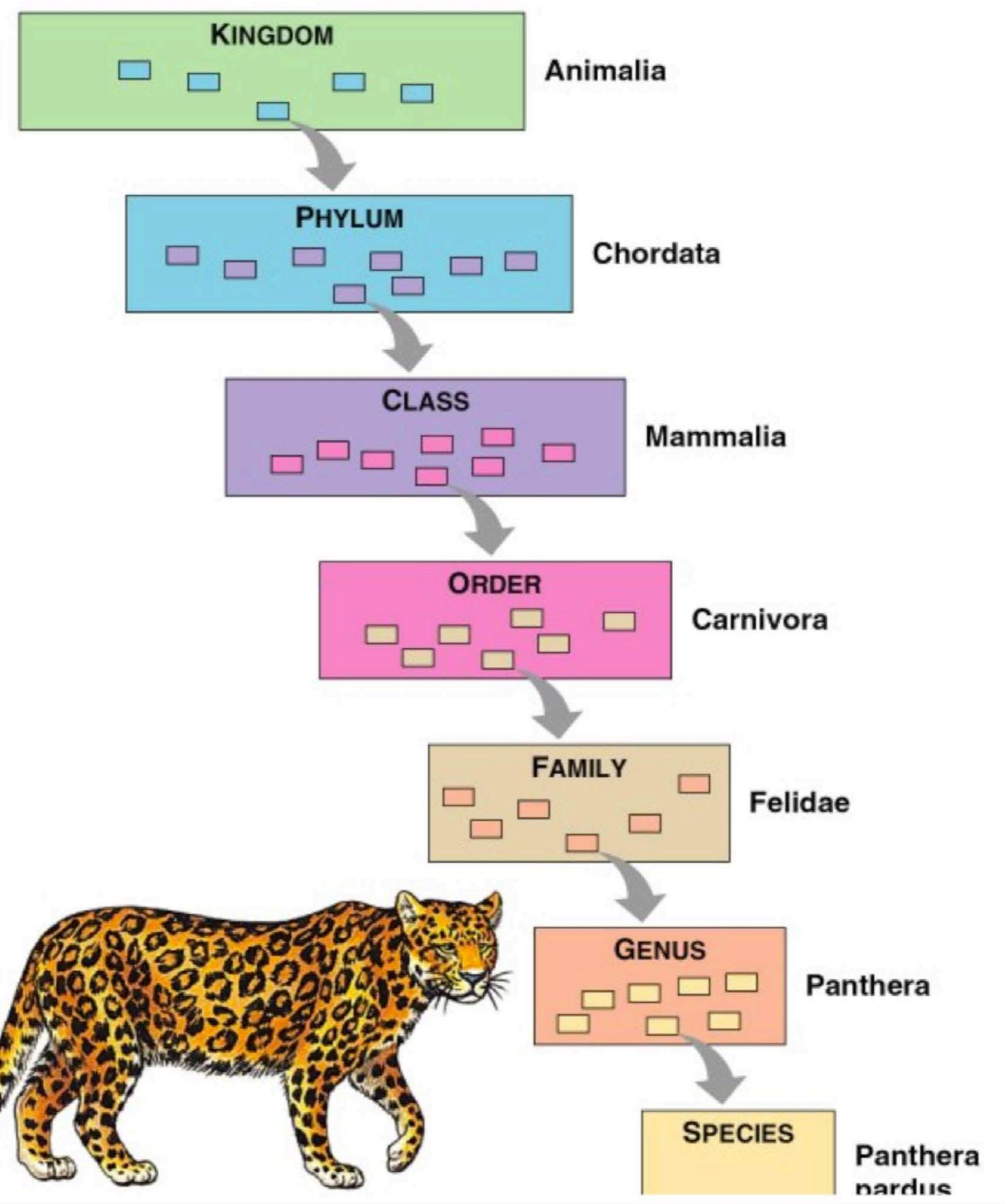


SQUAMATA



Frilled Lizard

Horny Toad



Python

Leatherback
Sea Turtle

Tortoise

Snapping
Turtle

Sea
Turtle

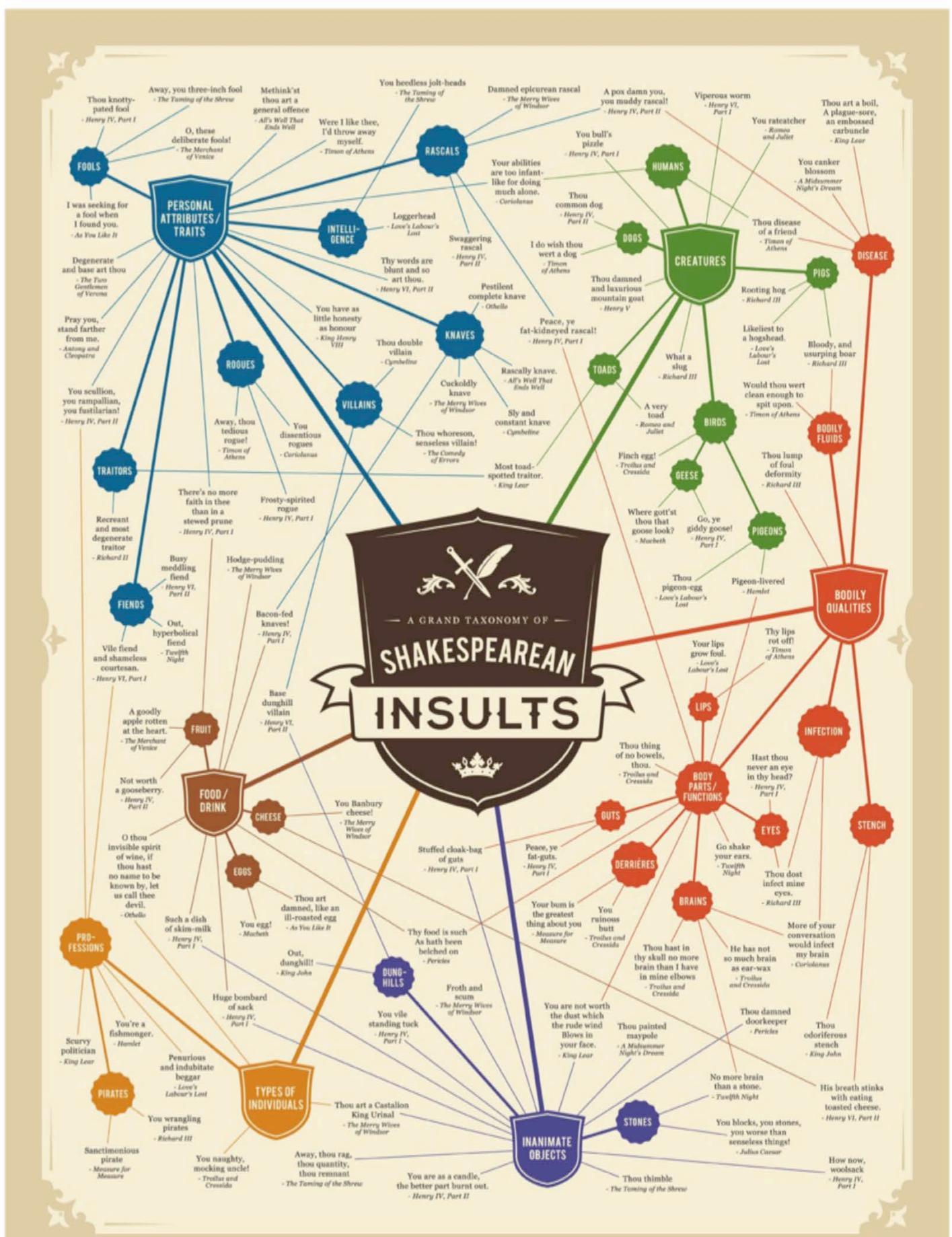
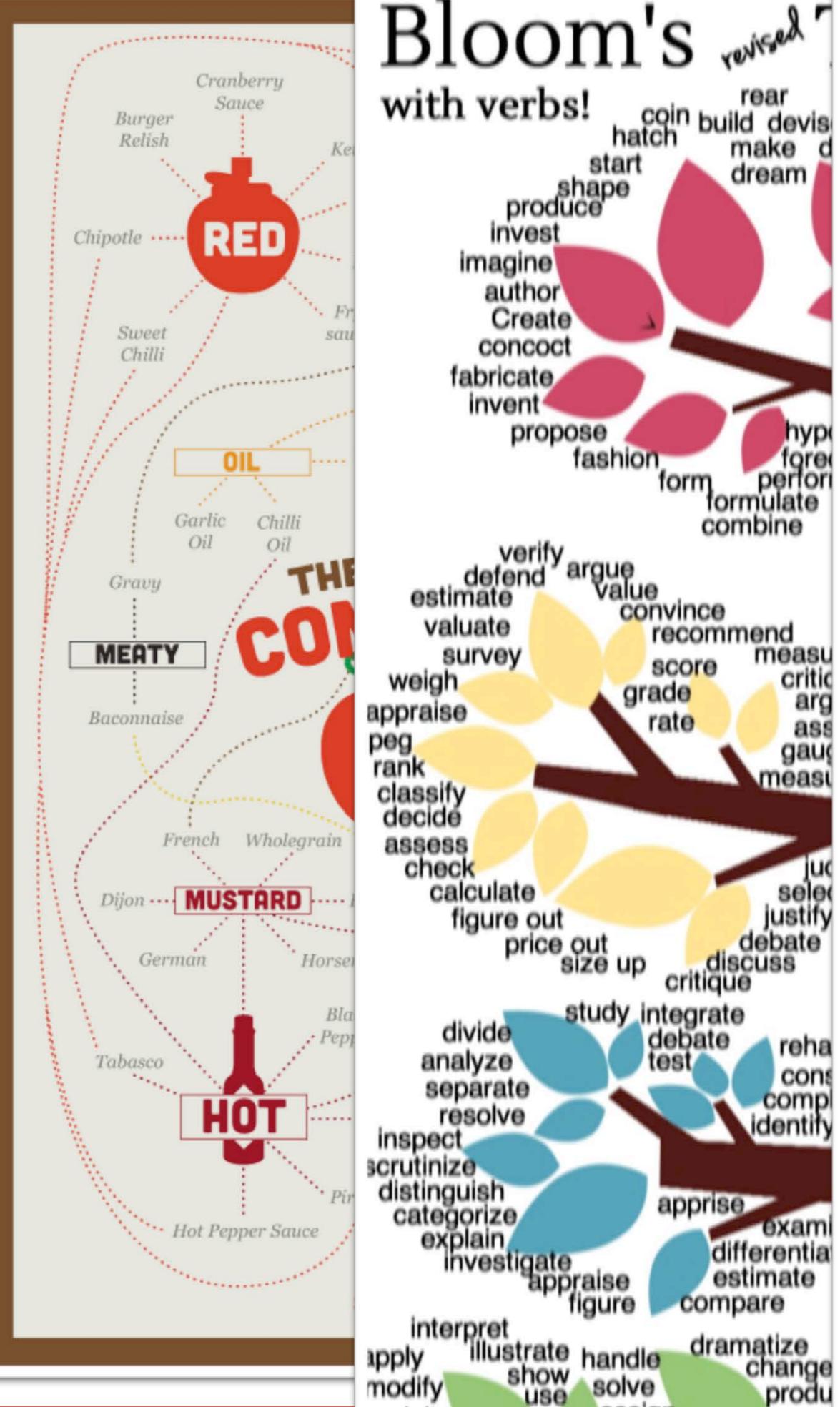
Desert
Tortoise

HYNOCEPHALIA

Tuatara

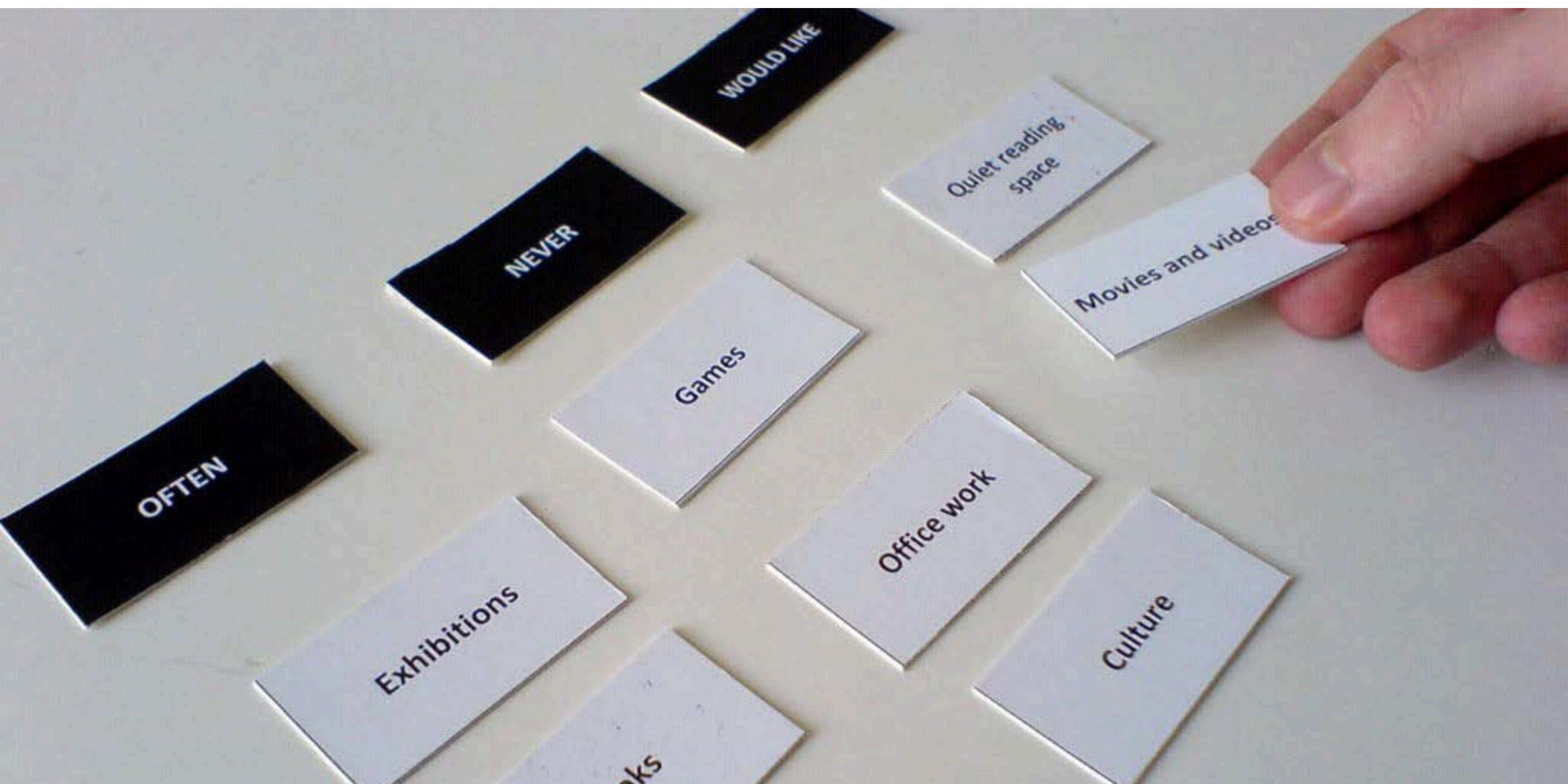
Taxonomies

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



How do I pick a good label
for this structure?

Card Sorts



EXERCISE

Learning Objective

Complete a card sort using your own taxonomy.

Agenda

1. In groups of 4-5. Complete in 10 minutes.
2. Group the movies based on your groups taxonomy + classification.
3. Label each grouping with a label your group finds appropriate.
4. Compare your team's card sort to others.

Deliverable

A completed card sort

Resources

Cards, paper and markers

The Godfather	Raiders of the Lost Ark	Toy Story
The Dark Knight	Back to the Future	Saving Private Ryan
Fight Club	The Lion King	Annie Hall
Lord of the Rings	The Shining	The Avengers
Schindler's List	Braveheart	Gandhi
Inception	To Kill a Mockingbird	Jaws
The Empire Strikes Back	Scarface	Groundhog Day
Good Fellas	The Great Escape	Rocky
The Matrix	Die Hard	Harry Potter
It's a Wonderful Life	Gone with the Wind	Casablanca
Jurassic Park	Into the Wild	2001: A Space Odyssey
Psycho	Dial M for Murder	Kill Bill
The Sixth Sense		

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

The Importance of IA

Why is IA Important?

- There is a cost associated to several IA factors:
 - Of finding or **NOT** finding information
 - Of education of user's through your UI
 - Of construction and maintenance
 - Of the brand image
 - Of the ability for users to act

What Am I Missing?

Applying IA



Search Systems

A screenshot of the UX Mastery website. The header features a black circle with "UX" in white and "MASTERY" in black text. A yellow navigation bar below it contains links for "Home", "Get Started", "Articles", and "Resources". The main content area shows a breadcrumb trail: "Home > Research > Better User Research Through Survey". The title of the article is "Better User Research Through Survey".

UX MASTERY

Home Get Started Articles Resources ▾

» Research » Better User Research Through Survey

Better User Research Through Survey

Posted on November 20, 2014 by Chris Gray in Research – 2 Comments

Navigation Systems

Q + A