

Intro to Information Architecture (IA)

RED ACADEMY

Agenda

- Defining IA
- Designing IA
- IA and content

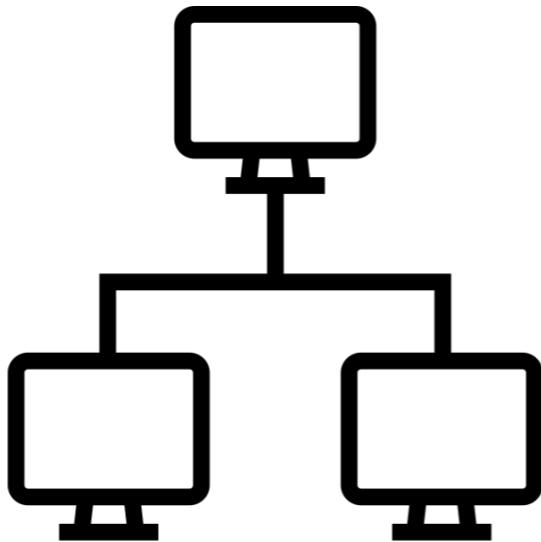
Defining IA



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

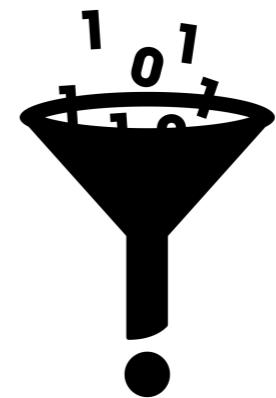
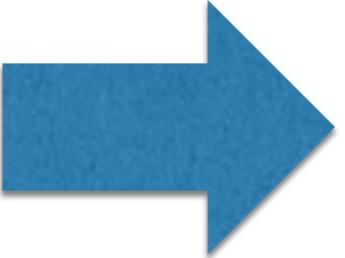


Raw, unorganized facts. Data can be something simple and seemingly random and useless...

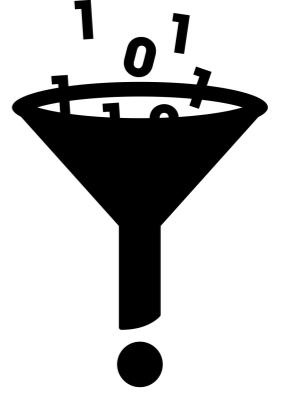
...until it is organized.



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

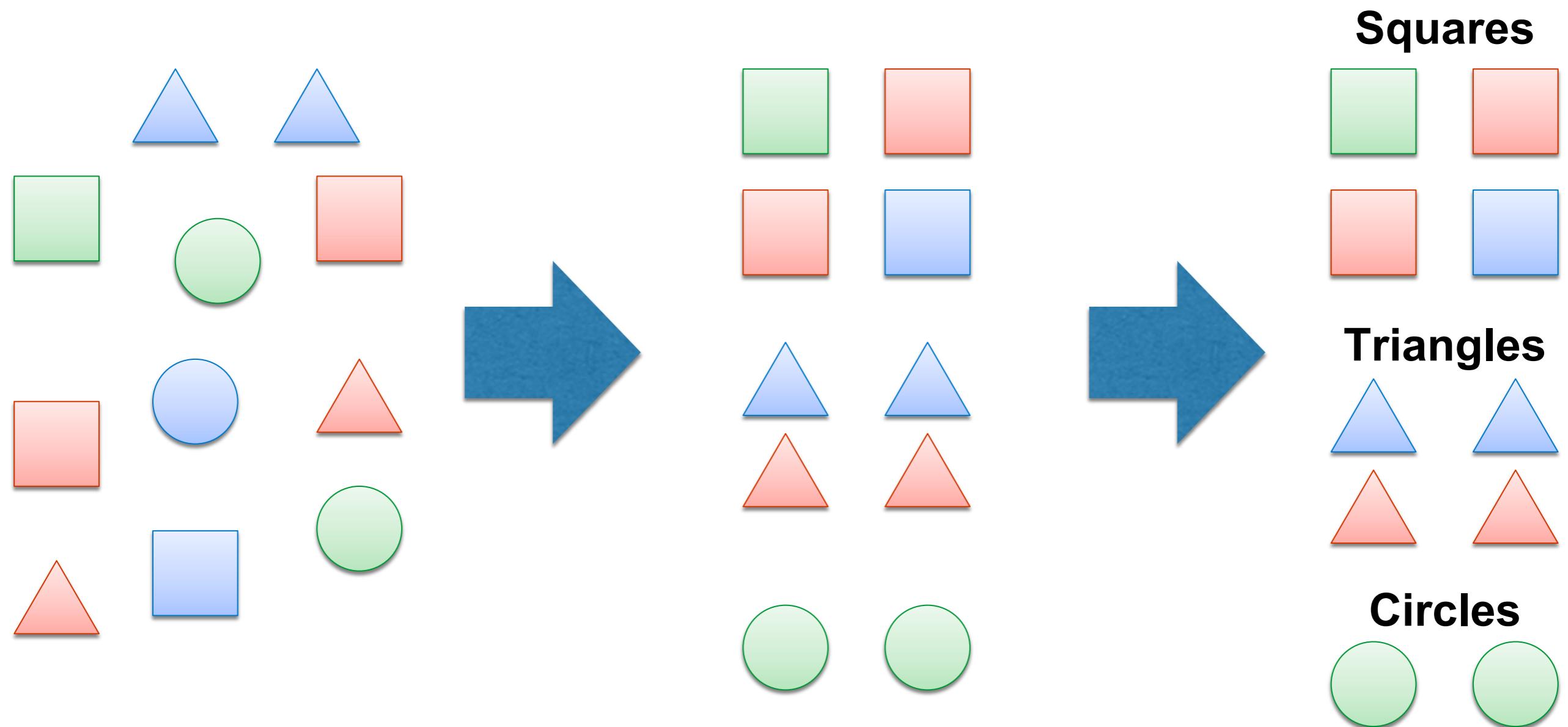
Resources

Post-Its, pens and markers

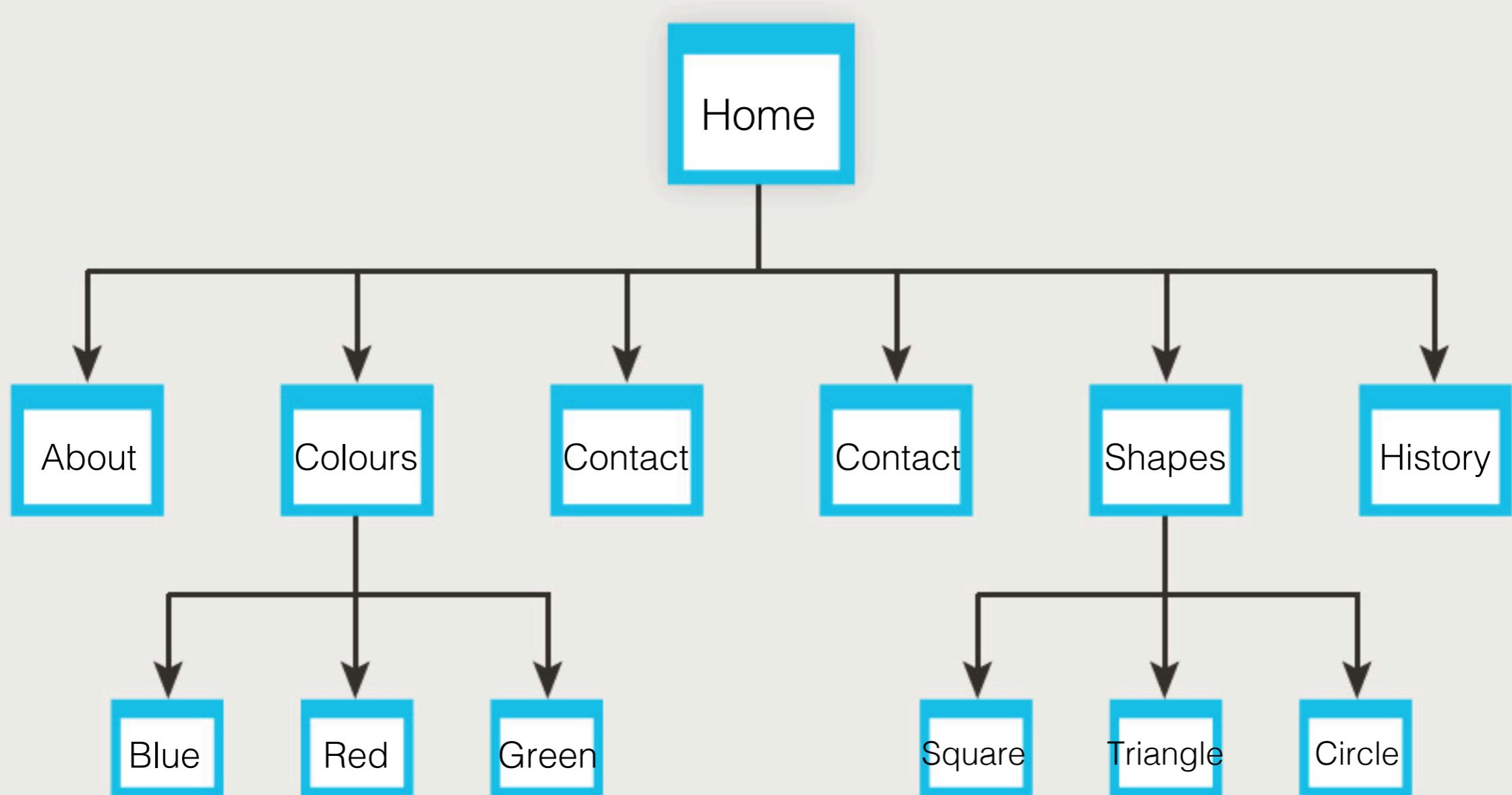
Designing IA

Start with a collection of data

Collect, Group + Label

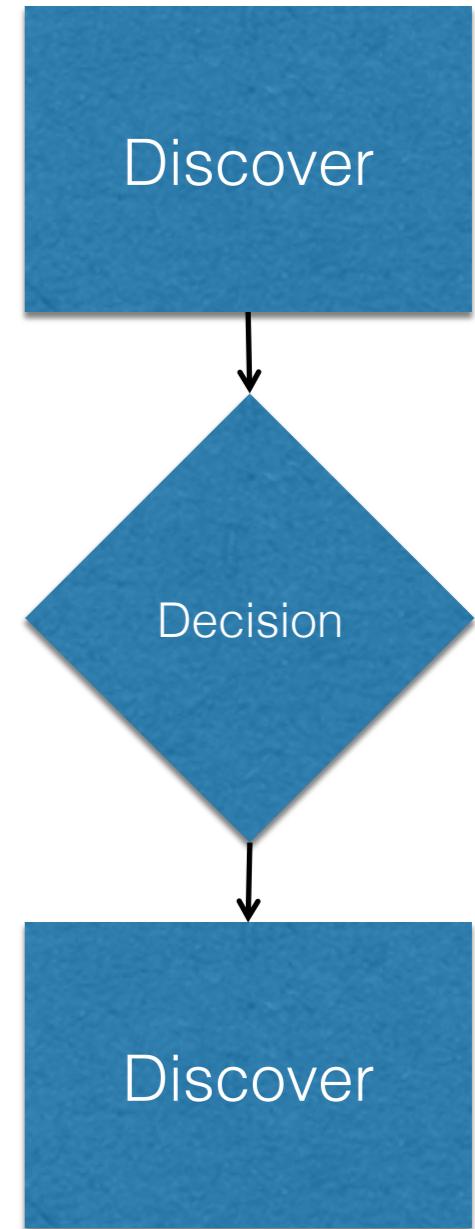


Hierarchical Site



Approaching Information

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





Search MEC.ca

GO

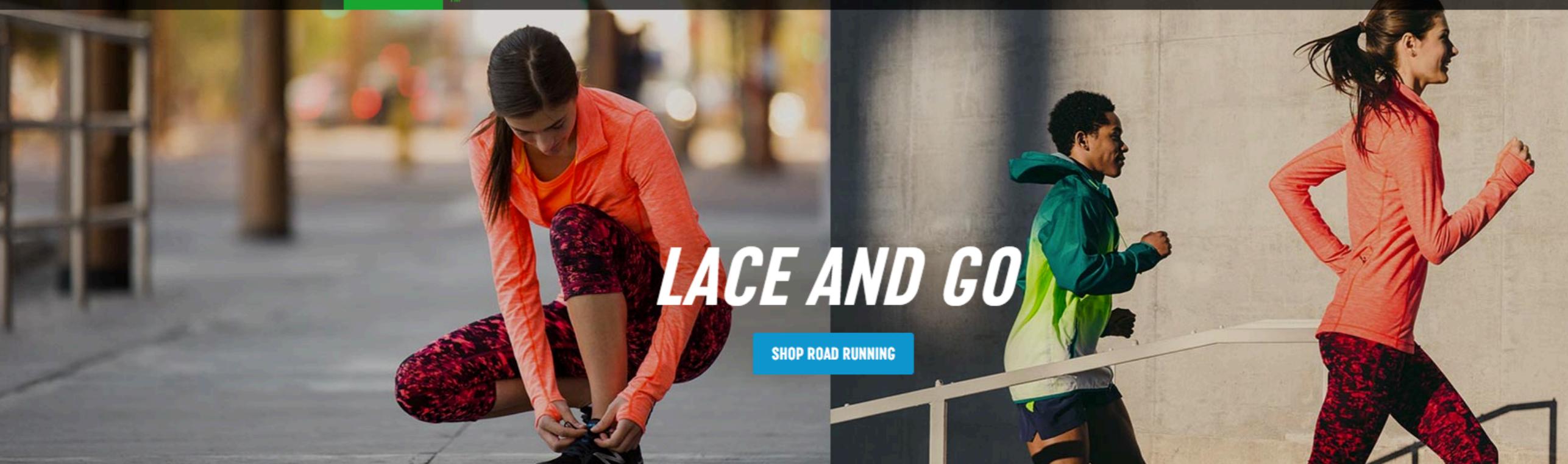
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Vancouver

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

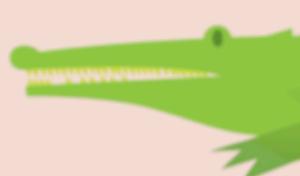
- A controlled vocabulary
- Defined by users mental models
- Demonstrates relationships
- Classification through hierarchy

Kingdom: Animalia
Phylum:
Class:

CROCADILIA



CROCADILIA

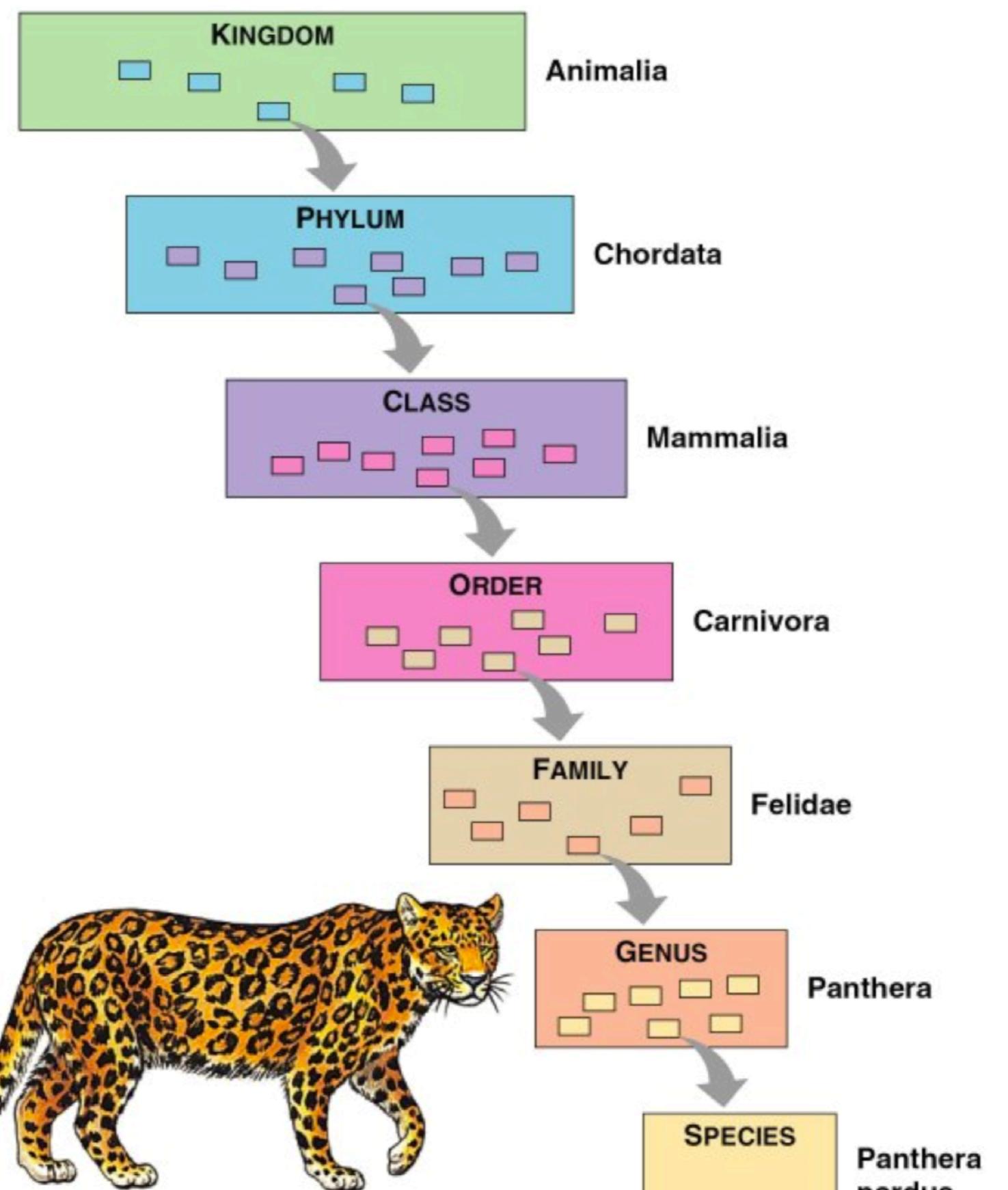


SQUAMATA



Frilled Lizard

Horny Toad



Python

Leatherback
Sea Turtle

Tortoise

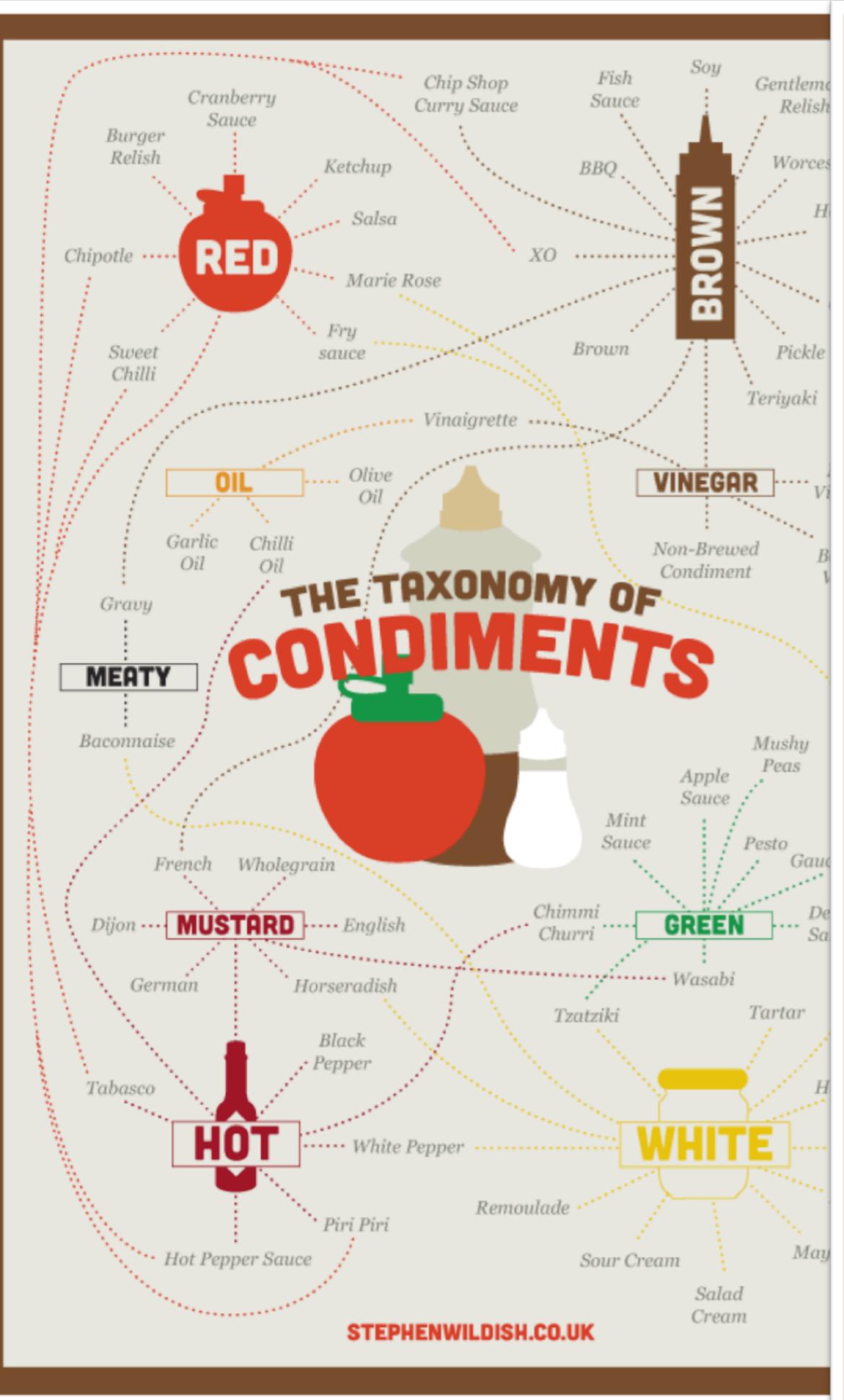
Snapping
Turtle

Sea
Turtle

Desert
Tortoise

HYNOCEPHALIA

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



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**Chris Frank****+ Follow**

The Wild House

PRO

Klangweg Toggenburg

**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

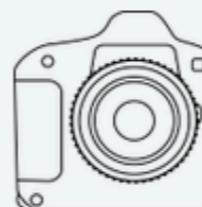
faves

33

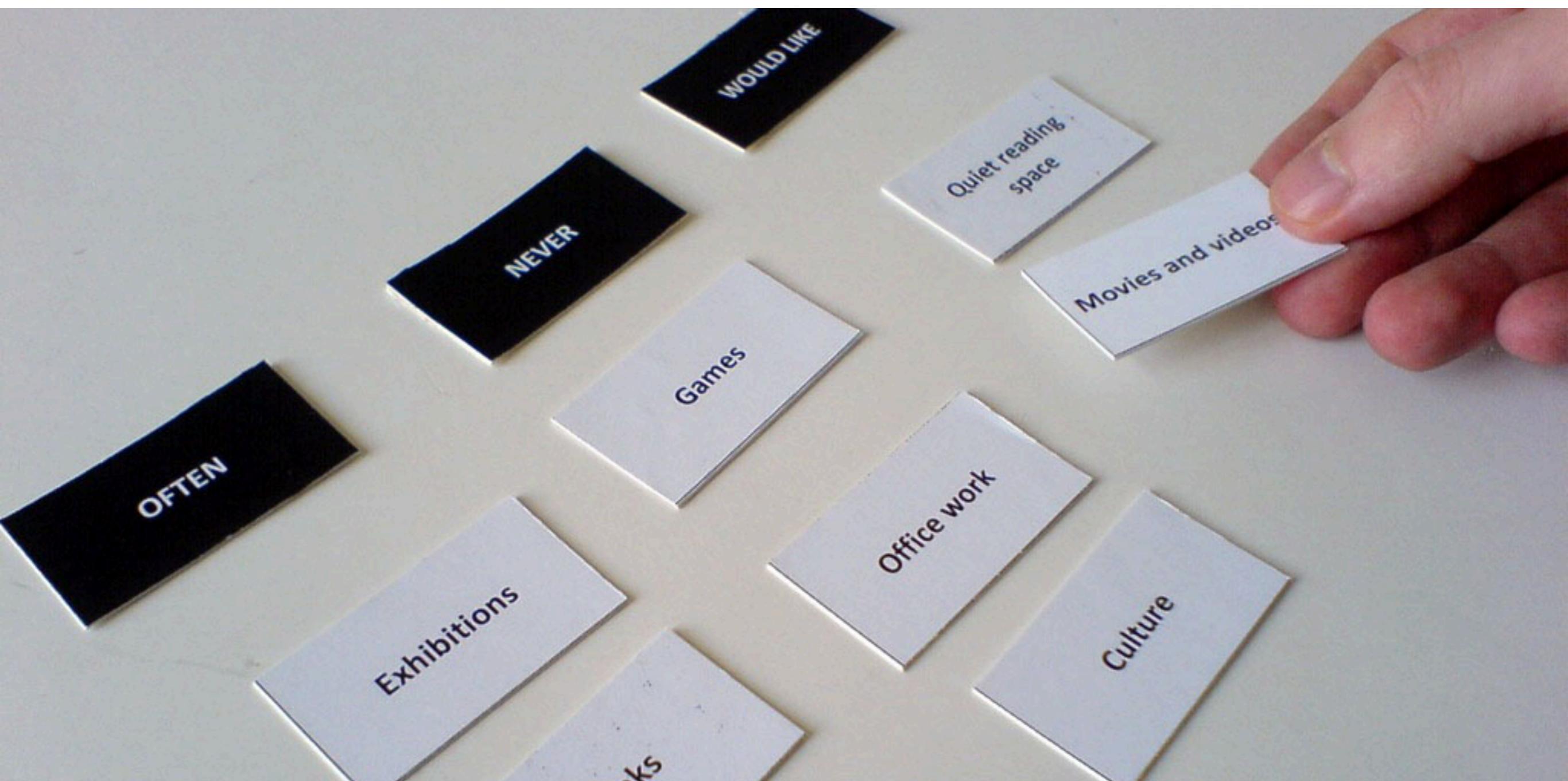
comments

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****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	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		