**MEMO**

To: Dr. Lam

From: Team Tigers (Adam Holley, Kaitlyn Stockton, Khue “Kylie” Vo)

Date: November 30, 2015

Subject: Our Information Architecture and Information Design Choices

The purpose of the memo is to describe our decisions concerning the information architecture design and our knowledge base.

We decided to conduct survey first before we interviewed students to see what UNT students struggled with the most. Using our results, we created a comprehensive list of interview questions to ask our four interviewees.

Next, we created an audience profile with all the information we had so far with our audiences. We conducted the card sort to decide how we were going to organize our knowledge base. The result of the card sort and our preexisting knowledge of the UNT online services helped us construct a wireframe for our site.

We wanted to create our knowledge base using Madcap Flare because it is known for its professional applications relating to website building. Once we familiarized ourselves with Madcap Flare and figured out how content could be added to topic pages, we decided on the view of the websites articles and conceptualized them by drawing out sitemaps.

Once the articles were written, we started inserting the contents of the articles into Madcap Flare Articles and added images that make the website more aesthetically pleasing and help users follow procedures.