

Information Architecture

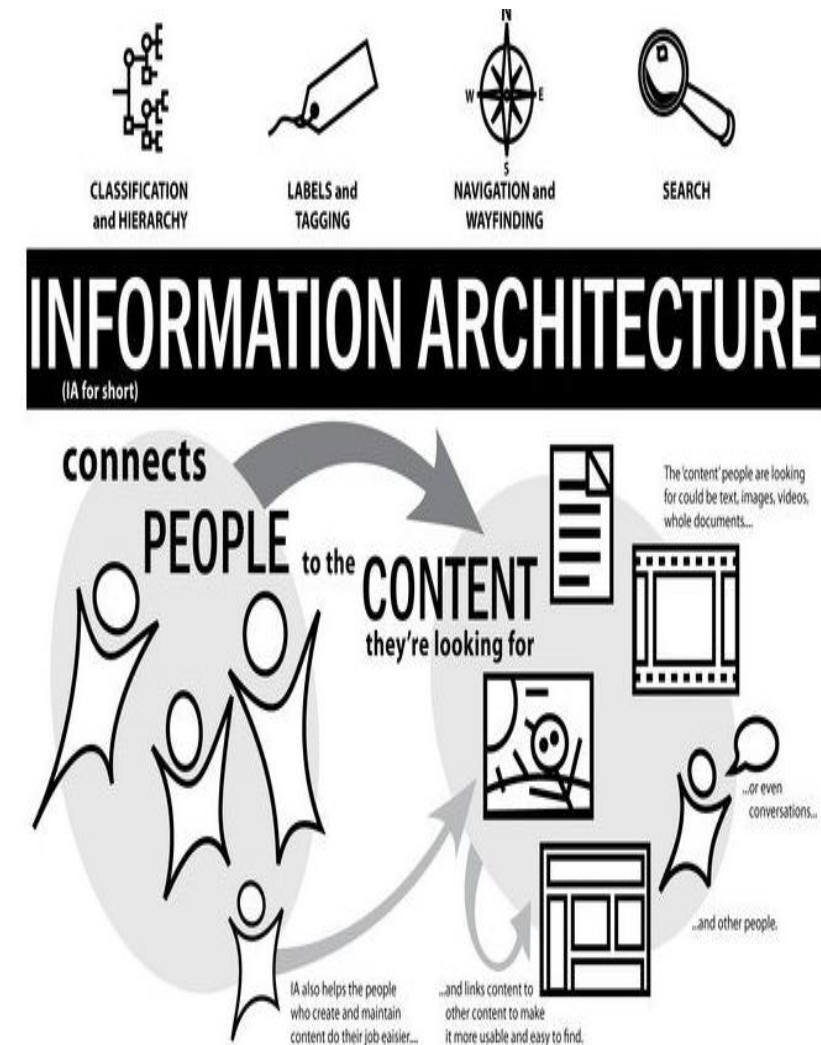
Chapter Four



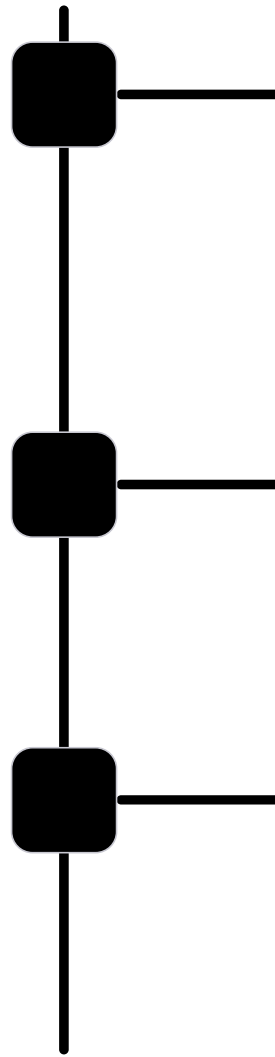
**Dedan Kimathi University
of Technology**

Introduction Information Architecture

Information architecture (IA) focuses on organizing, structuring, and labelling content in an effective and sustainable way. The goal is to help users find information and complete tasks



Why information Architecture



Purpose

It helps users understand where they are, what they've found, what's around, and what to expect

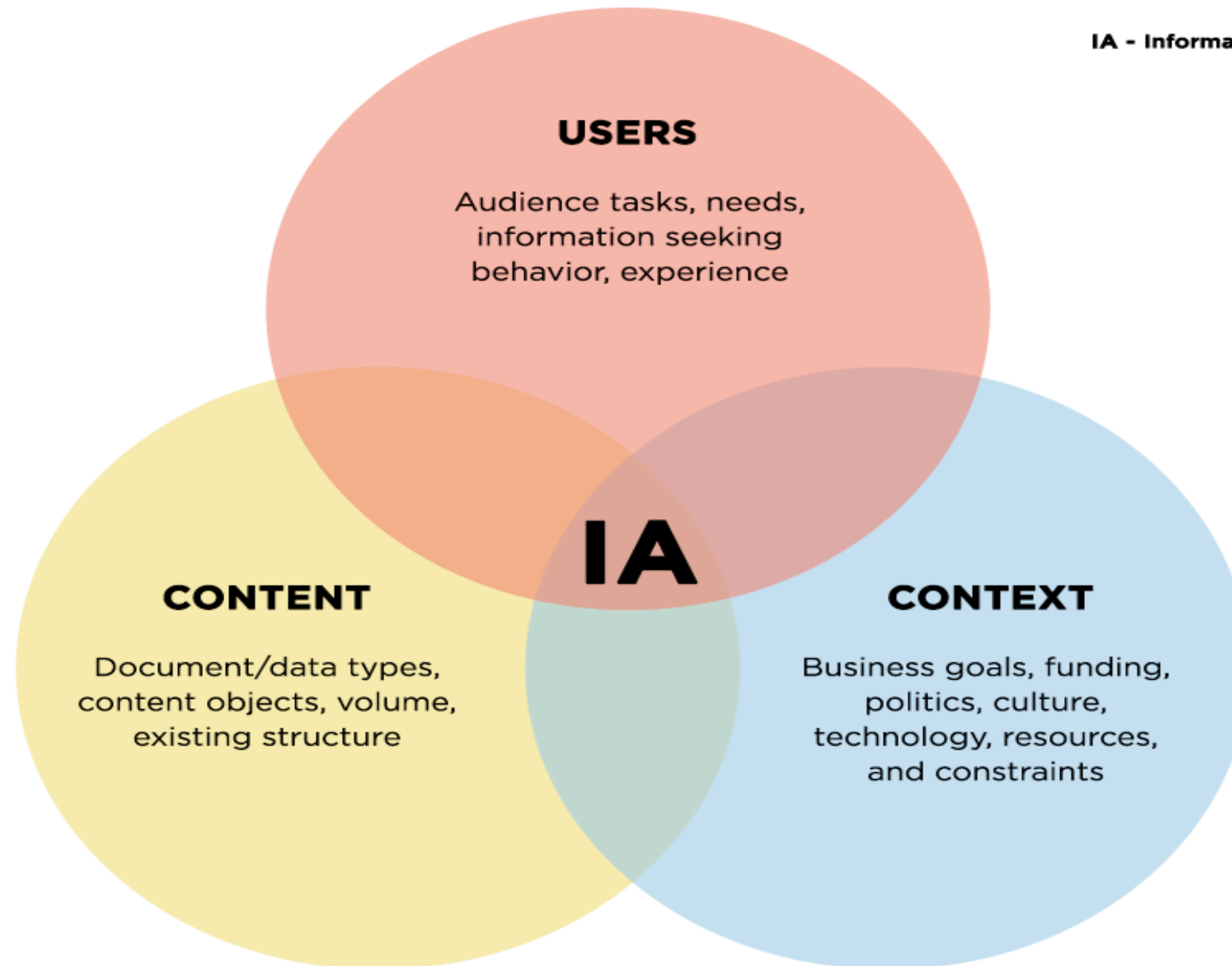
Informs

Provides for the content strategy and inform user interface design and interaction through wireframing and prototyping

Industry standards

To inform diverse understanding of industry standards for creating, storing, accessing and presenting information..

Information Ecology



IA - Information Architecture

Components of AI

Organization Systems

How UX designers' group and structure information. Information can be categorized and ordered chronologically, sequentially, alphabetically, or in any other way that makes the most sense to the audience

Navigation Systems

How well users navigate a digital product. Helps users to move around the website and recover from mistakes.

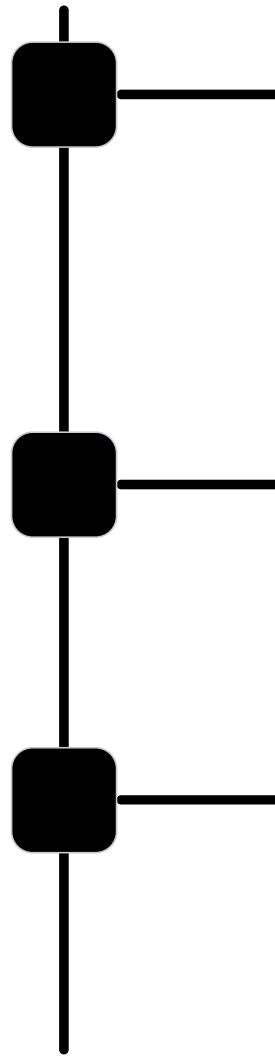
Labeling Systems

How UX designers label groups of information to make it understandable to users. Labelling systems are the ones that use specific tags or labels to group information into certain categories

Search Systems

How well users can search for and find the information they need. It providing them with a way to quickly look through the content, presenting the results in an organized way, and helping the users filter the results if needed.

Principles of Information Architecture



The principle of Objects

Content treated as a living, breathing thing. It has lifecycles, behaviors, and attributes..

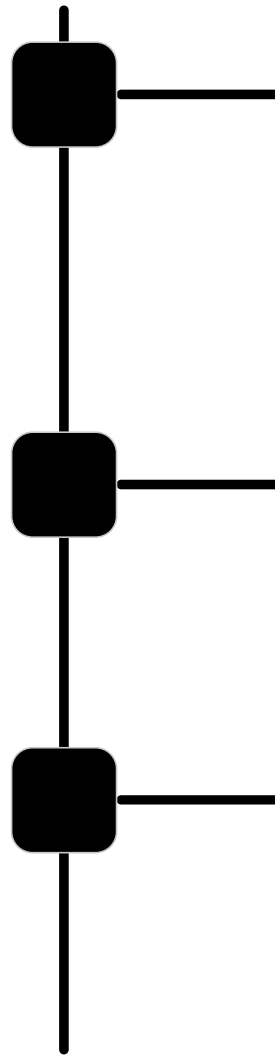
Principle of Choices

Less is more

Principle of disclosure

Show a preview of information that a user expects to find if they dig deeper

Principles of Information Architecture...



The Principle of Objects

Show examples of content when describing the content of the categories.

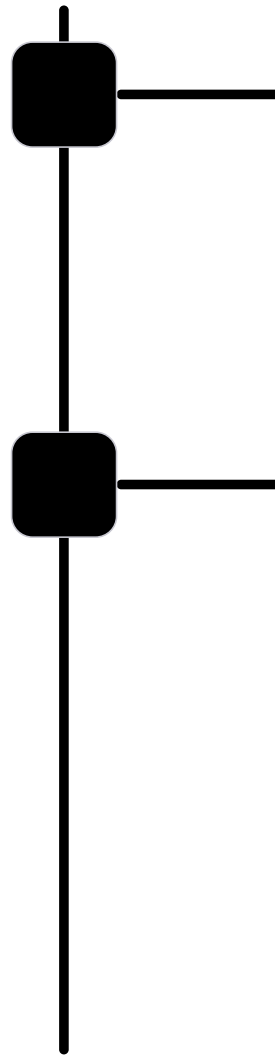
Principle of Front Doors

Users may use a different entry point than the home page. Cater for this

Principle of Multiple Classifications

Different classification schemes to browse the site's content.

Principles of Information Architecture...



The Principle of Focused Navigation

Maintain a simple navigation

Principle of Growth

Make the system scalable since the information will grow over time.

Developing IA apply the principles

1 Define your goals

Setting clearly defined goals makes communication with your teams easier, ensuring everyone is on the same page and building a structure that delivers for everyone.

2 Audit your Information

Consider whether the information is correct and relevant to the customers.

3 Organize your existing content

Categorising and organising your content into related sections should help reveal any gaps in your information or weak areas you can strengthen. It can reveal weaknesses

Developing IA apply the principles

4

Adapt to user needs

Create user personas, user testing, surveys, and performance monitoring are more direct methods that highlight problem areas, delivering insights into healthy improvements.

5

Analyze all information

Evolve with your business, so staying in contact with users at every phase of the practice is essential. Analyse data from user testing and surveys

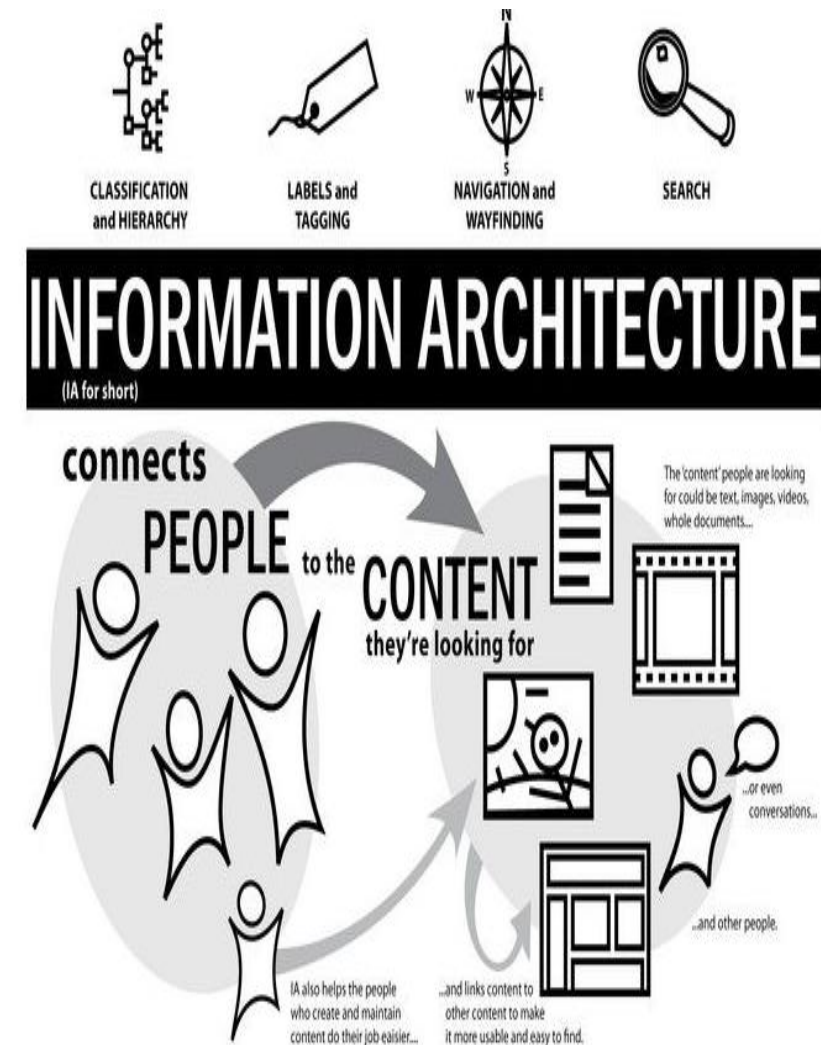
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Build your information Architecture

Take all the data and present it as clearly as possible, organised and labelled, with several locating methods, for users to find what they want from any entry-point.

Tips for improving IA

- Explore input from every angle.
- Identify your consumers and find out what they really want.
- Clearly define and document your goals and deliver them with regular communication,.
- Use the relevant testing systems for your platform.
- Evaluate each step to ensure it fulfils its objective.
- Make sure all sub- or microsites are connected and integrated well
- We suggest that all designers and architects test often and early.



Information Architecture of Web Design

Information Architecture in web design is what guides our choices in how information is set up, arranged, and presented within a website to allow for maximum efficacy

Developing a thorough information architecture strategy. The right strategic choices along the way is all about having the appropriate skill set.

Website
Architecture



Web...



1

IA web implementation

It is the meeting point of all these tasks, guidelines, tools, rules, and so on in the final product.

2

Composing content

Considering business goals, strategies, current market trends, user research, and a range of other factors, the team can get to work on composing content that adheres to this list of must-dos

3

Create Architecture for the content

Ensuring functionality and an easy-going user flow for your site. Take content and give it structure

Web....



IA Planning

Group your content in a way relevant to the target audience's needs. Hierarchical content planning. Add content labels. Begin mind-mapping, card sorting, wireframing, and planning your navigation systems

Use the best information architect tools

Use appropriate tools to achieve the objective

SEO considerations

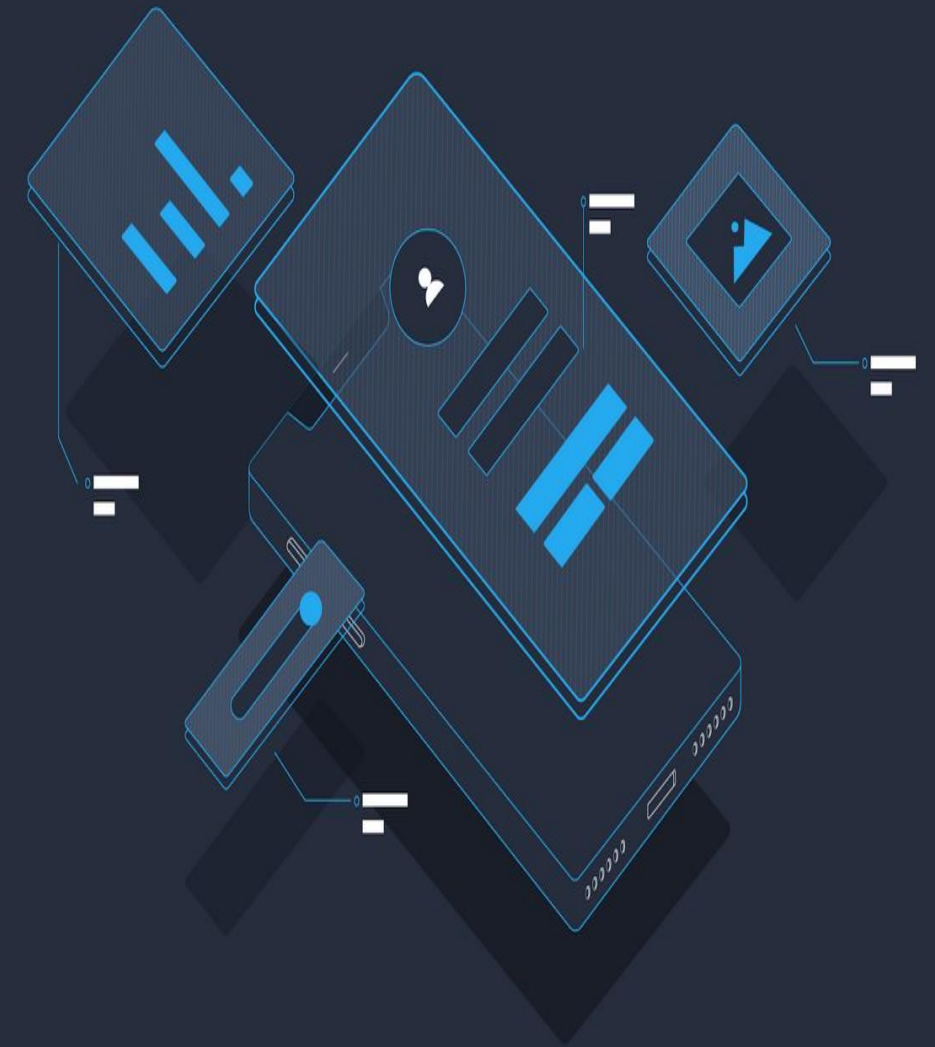
Having keywords in the headings to improve the search aspect of the website

Example of IA



Information Architecture Principles for Mobile

Applying information architecture principles to mobile sites and apps, designers infuse content with much-needed structure and help users accomplish their goals with ease.



Functions of IA on Mobile Interfaces



1

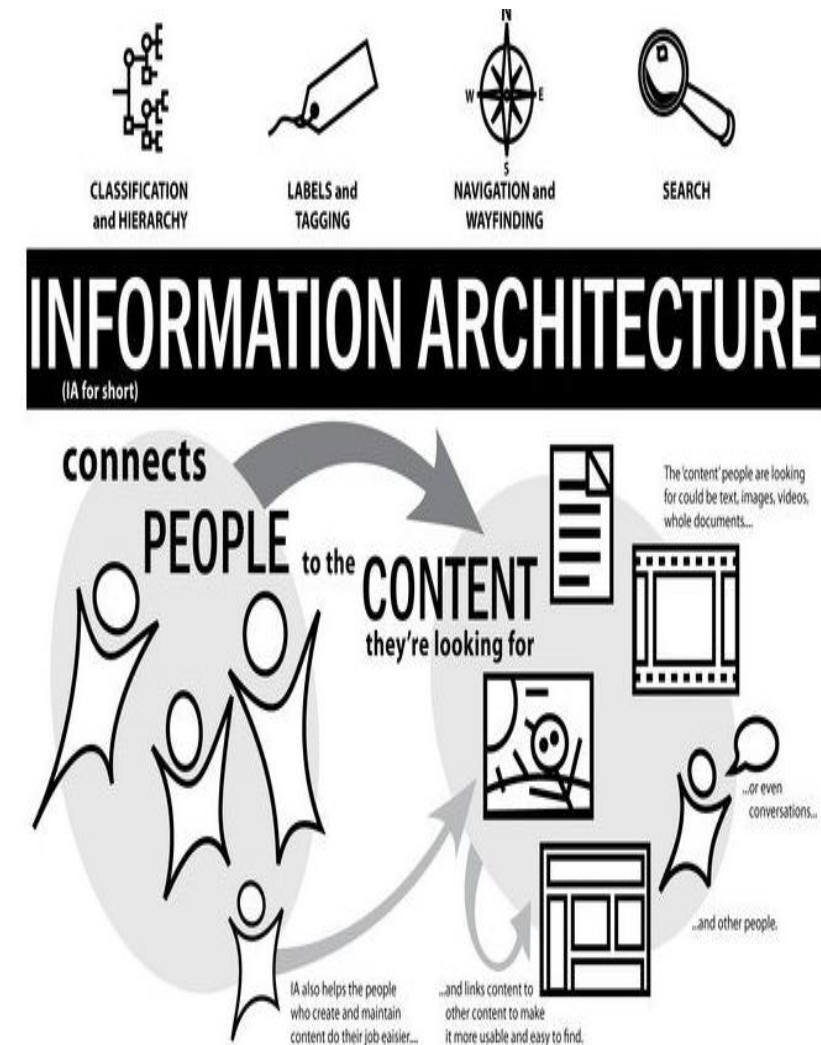
Identify and define the content and functionality that exist within mobile interfaces

2

- Determine how different pieces of content within mobile interfaces
- relate to each other.

Content Structure

- Classifying mobile content
- Auditing content for quality
- Establishing user-centric relationships between content
- Defining naming conventions for content
- Generating navigation components that make content easier to find



Components of AI




Organization Systems

navigation is to help users find information and functionality quickly and intuitively.

Labeling Systems

Navigation components, such as buttons and icons, lead users toward desired outcomes.

Navigation Systems



How well users navigate a digital product. Helps users to move around the website and recover from mistakes.

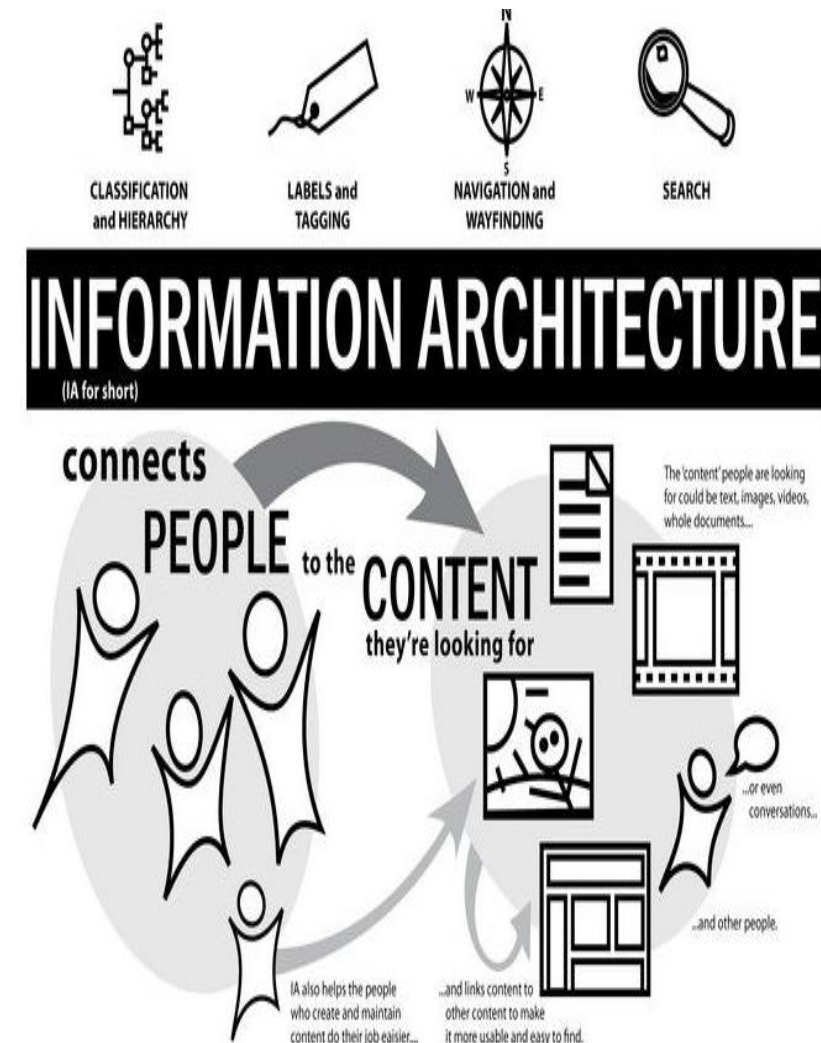
Search Systems

How well users can search for and find the information they need. It providing them with a way to quickly look through the content, presenting the results in an organized way, and helping the users filter the results if needed.

Mobile form factor and best practices

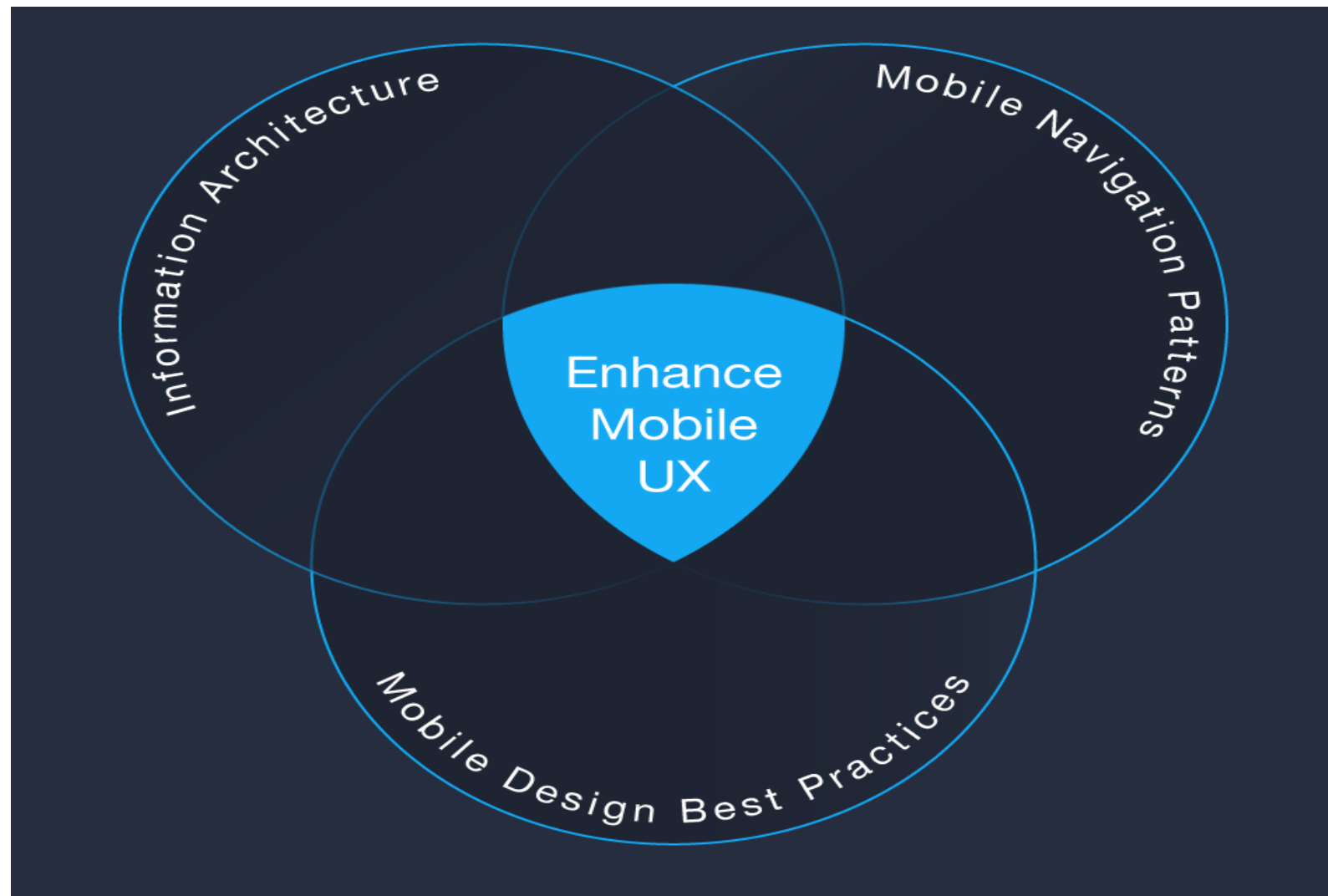
Mobile screens are smaller, essential content should be prioritized
extraneous content should be eliminated.

- The size and spacing of touchscreen targets ought to enable error-free interaction with navigation components.
- Content must be legible, especially text.
- User hand positions impact the placement of navigation components.
- Data input should be kept to a minimum. Users grow frustrated when frequently asked to enter text into mobile form fields.



IA Principles Enhance Mobile UX

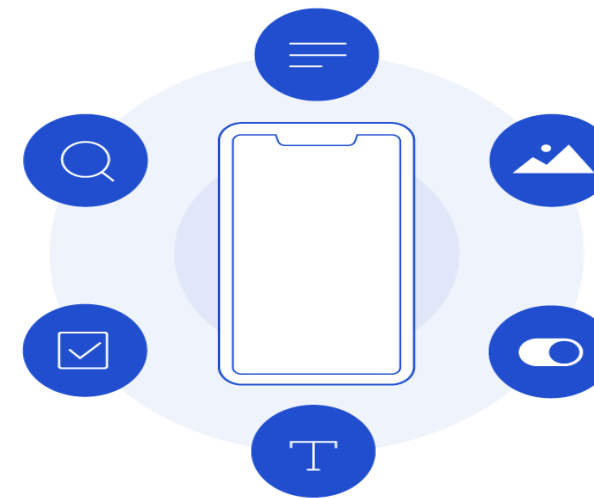
Information architecture, mobile navigation patterns, and mobile design best practices work in harmony to enhance mobile UX



IA Principles for Mobile

The Principle of Objects

Different content types have their own properties, interactions and behaviour.



Principle of Choices

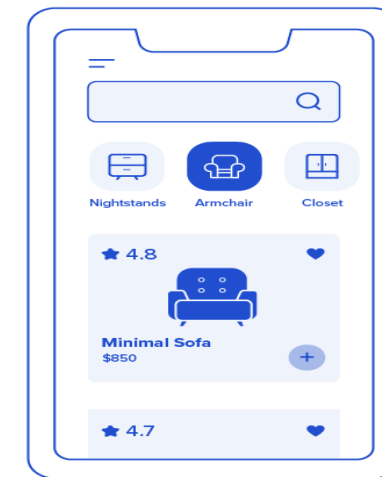
Design Screen that present users with to help them meet their goals



IA Principles for Mobile

The Principle of Exemplars

Provide examples that illustrate the content contained within different categories



Principle of Front Door

For mobile sites. Half the traffic will arrive at a screen that isn't the home screen



IA Principles for Mobile

The Principle of Multiple Classification

Provide multiple ways to navigate through the content because individual users look for information in different ways



Principle of Focused Navigation

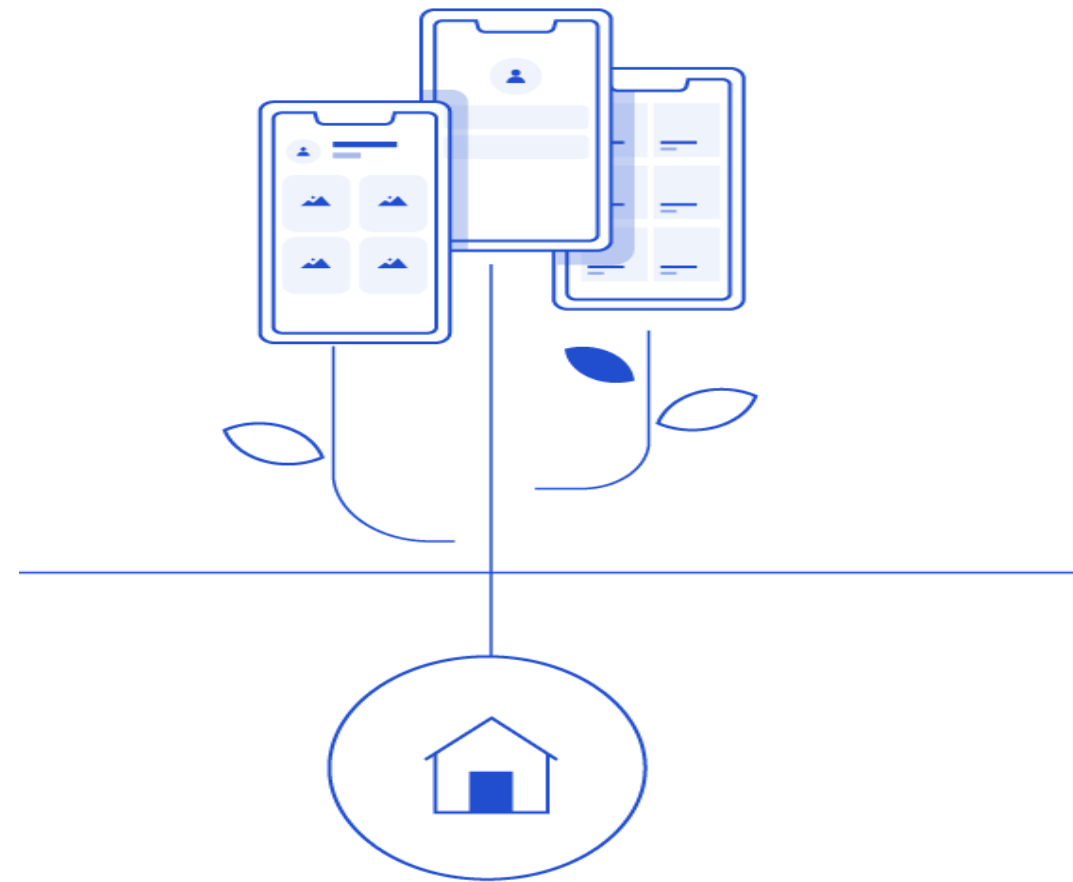
Define navigation mechanisms by their functionality and not their location. Switch from sidebar navigation to topic navigation



IA Principles for Mobile

The Principle of Growth

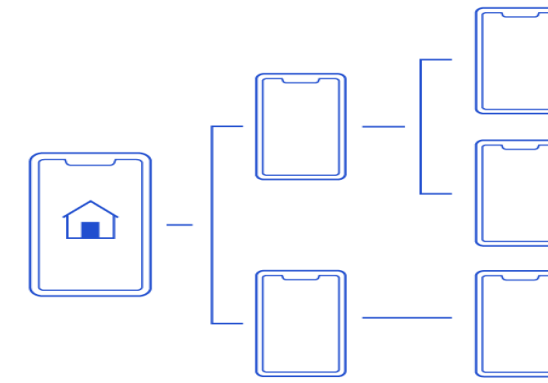
Plan for scale as the content grows with time.



Mobile Navigation Patterns

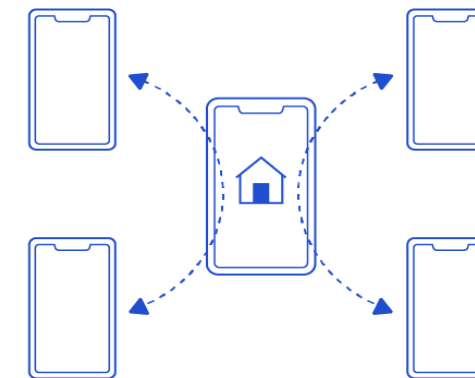
Hierarchy

It mimics the structures of desktop types. It is a home screen that links to other screens.



Hub and Spoke

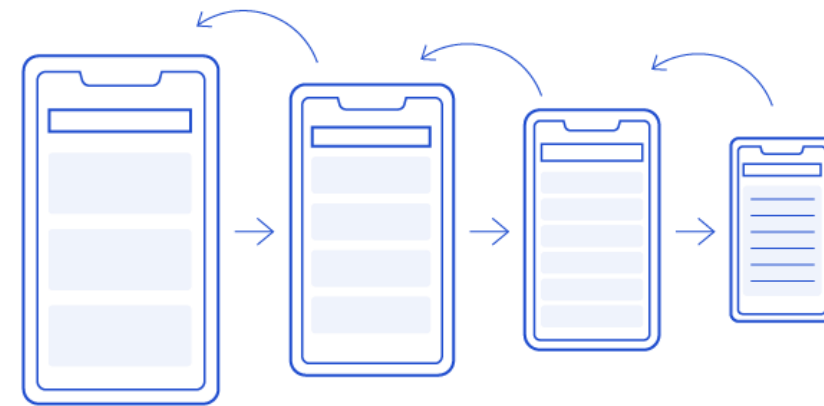
Users can navigate to other screens as they perform tasks.



Mobile Navigation Patterns

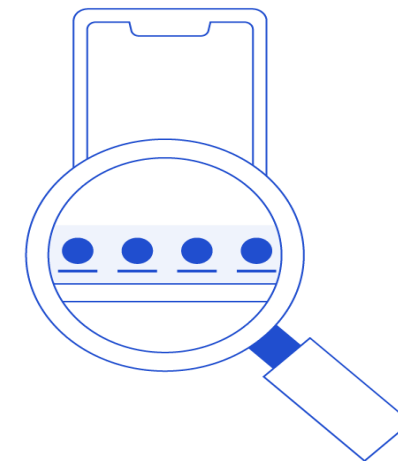
Nested Doll

Provides users with overview content on additional screens



Tabbed View

The content is divided into tabs. Users navigate the tool bars that. Is accessible on any screen.



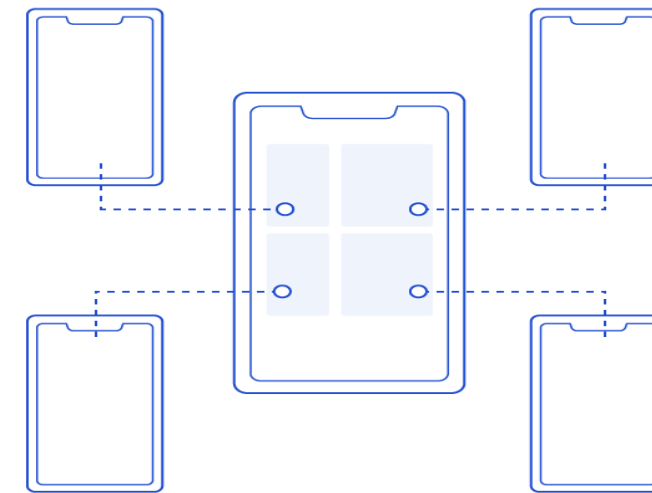
Mobile Navigation Patterns

Dashboard

It displays a summary. View of the different information elements on the screen. Each summary can be used to navigate to other screens.

Filtered View

Allows users to narrow content by applying filters. It works well with large amounts of data.



THANK YOU



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