Chapter 8: References

- [1] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [2] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [3] Pabini Gabriel-Petit. "Design Is a Process, Not a Methodology." UXmatters, July 19, 2010. [https://www.uxmatters.com/mt/archives/2010/07/design-is-a-process-not-a-methodology.php]
- [4] Michael E. Porter. "What Is Strategy?" from HBR's 10 Must Reads: On Strategy. Boston: Harvard Business Review Press, 2011.
- [5] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [6] Pabini Gabriel-Petit. "Design Is a Process, Not a Methodology." UXmatters, July 19, 2010. [https://www.uxmatters.com/mt/archives/2010/07/design-is-a-process-not-a-methodology.php]
- [7] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [8] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [9] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [10] Fred Leise. "Content Analysis Heuristics." *Boxes and Arrows*, March 12, 2007. [https://boxesandarrows.com/content-analysis-heuristics/]
- [11] Pabini Gabriel-Petit. "Design Is a Process, Not a Methodology." UXmatters, July 19, 2010. [https://www.uxmatters.com/mt/archives/2010/07/design-is-a-process-not-a-methodology.php]
- [12] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [13] Wikipedia. "SWOT Analysis." Wikipedia, undated. [https://en.wikipedia.org/wiki/SWOT_analysis]

- [14] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [15] Pabini Gabriel-Petit. "Design Is a Process, Not a Methodology." UXmatters, July 19, 2010. [https://www.uxmatters.com/mt/archives/2010/07/design-is-a-process-not-a-methodology.php]
- [16] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [17] Jeff Gothelf and Josh Seiden. *Lean UX: Designing Great Products with Agile Teams.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2021.
- [18] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [19] Steve Mulder, with Ziv Yaar. *The User Is Always Right: A Practical Guide to Creating and Using Personas for the Web.* Berkeley, CA: New Riders, 2007.
- [20] Steve Mulder, with Ziv Yaar. *The User Is Always Right: A Practical Guide to Creating and Using Personas for the Web.* Berkeley, CA: New Riders, 2007.
- [21] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [22] Steve Mulder, with Ziv Yaar. *The User Is Always Right: A Practical Guide to Creating and Using Personas for the Web.* Berkeley, CA: New Riders, 2007.
- [23] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [24] Christina Wodtke. *Information Architecture: Blueprints for the Web.* Indianapolis, IN: New Riders Publishing, 2003.
- [25] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [26] Kristina Halvorson. Content Strategy for the Web. Berkeley, CA: New Riders, 2010.
- [27] Ahava Leibtag. *The Digital Crown: Winning at Content on the Web.* Waltham, MA: Morgan Kaufmann, 2014.
- [28] Kristina Halvorson. Content Strategy for the Web. Berkeley, CA: New Riders, 2010.
- [29] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [30] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.

- [31] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [32] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [33] Bob Boiko. Content Management Bible. Indianapolis, IN: Wiley Publishing, Inc., 2002.
- [34] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [35] Bob Boiko. Content Management Bible. Indianapolis, IN: Wiley Publishing, Inc., 2002.
- [36] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [37] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [38] Kristina Halvorson. Content Strategy for the Web. Berkeley, CA: New Riders, 2010.
- [39] Nathaniel Davis. "Putting SEO in Its Place: An Information Architecture Strategy." *UXmatters*, December 5, 2011. [https://www.uxmatters.com/mt/archives/2011/12/putting-seo-in-its-place-an-information-architecture-strategy.php]
- [40] Sara Wachter-Boettcher. *Content Everywhere: Strategy and Structure for Future-Ready Content.* Brooklyn, NY: Rosenfeld Media, LLC, 2012.
- [41] Kristina Halvorson. Content Strategy for the Web. Berkeley, CA: New Riders, 2010.
- [42] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [43] Nathaniel Davis. "Putting SEO in Its Place: An Information Architecture Strategy." *UXmatters*, December 5, 2011. [https://www.uxmatters.com/mt/archives/2011/12/putting-seo-in-its-place-an-information-architecture-strategy.php]
- [44] Bob Boiko. Content Management Bible. Indianapolis, IN: Wiley Publishing, Inc., 2002.
- [45] Kristina Halvorson. Content Strategy for the Web. Berkeley, CA: New Riders, 2010.
- [46] Ann Rockley, Pamela Kostur, and Steve Manning. *Managing Enterprise Content: A Unified Content Strategy*. Indianapolis, IN: New Riders, 2003.
- [47] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [48] Pabini Gabriel-Petit. "Design Is a Process, Not a Methodology." UXmatters, July 19, 2010. [https://www.uxmatters.com/mt/archives/2010/07/design-is-a-process-not-a-methodology.php]

4 Chapter 8: References

- [49] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [50] Christina Wodtke. *Information Architecture: Blueprints for the Web*. Indianapolis, IN: New Riders Publishing, 2003.
- [51] Apple Computer. *Macintosh Human Interface Guidelines*. Cupertino, CA: Addison-Wesley Publishing Company, 1992.
- [52] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [53] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.