Chapter 1: References

- [1] Richard Saul Wurman. *Information Anxiety 2*. Indianapolis, IN: Que, 2001.
- [2] Dirk Knemeyer. "Richard Saul Wurman: The InfoDesign Interview." *InfoDesign*, January 2004. [https://www.informationdesign.org/special wurman/]
- [3] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. Sebastopol, CA: O'Reilly Media, Inc., 1998.
- [4] Pabini Gabriel-Petit. "UXmatters Glossary." *UXmatters*, undated. [https://www.uxmatters.com/glossary/]
- [5] Peter Pirolli and Stuart K. Card. "Information Foraging." (PDF) *Psychological Review*, 1999, Vol. 106, No. 4. [https://packt.link/DGhQh]
- [6] Jared M Spool. "As the Page Scrolls." *UIE*, July 1, 1998. [https://articles.uie.com/page_scrolling/]
- [7] Jorge Arango. Living in Information: Responsible Design for Digital Spaces. Brooklyn, NY: Two Waves Books, 2018.
- [8] Wikipedia. "Information Overload." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Information overload]
- [9] Bernard Marr. "How Much Data Do We Create Every Day? The Mind-Blowing Stats Everyone Should Read." Forbes, May 21, 2018. [https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#4b77c2b360ba]
- [10] Daniel Tunkelang. Faceted Search. San Rafael, CA: Morgan & Claypool, 2009.
- [11] Richard Saul Wurman. *Information Anxiety 2*. Indianapolis, IN: Que, 2001.
- [12] John B. Horrigan. "Information Overload." (PDF) *Pew Research Center*, December 7, 2016. [https://pewrsr.ch/30jFmzC]
- [13] Wikipedia. "Ecosystem." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Ecosystem]
- [14] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [15] David A. Aaker. Developing Business Strategies. Sixth ed. New York: John Wiley & Sons, Inc., 2001.

- [16] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [17] Richard Saul Wurman. Information Anxiety 2. Indianapolis, IN: Que, 2001.
- [18] Peter M. Senge, Art Kleiner, Charlotte Roberts, Richard B. Ross, and Bryan J. Smith. *The Fifth Discipline Fieldbook: Strategies and Tools for Building a Learning Organization*. New York: Doubleday, 1994.
- [19] Pabini Gabriel-Petit. "13 Human Qualities You Must Have to Succeed in Work and Life." *UXmatters*, September 2, 2014. [https://www.uxmatters.com/mt/archives/2014/09/13-human-qualities-you-must-have-to-succeed-in-work-and-life.php]
- [20] Jim Ross. "Comparing User Research Methods for Information Architecture." *UXmatters*, June 7, 2011. [https://www.uxmatters.com/mt/archives/2011/06/comparing-user-research-methods-for-information-architecture.php]
- [21] 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]
- [22] Peter Morville, Louis Rosenfeld, and Jorge Arango. *Information Architecture: For the Web and Beyond.* 4th ed. Sebastopol, CA: O'Reilly Media, Inc., 2015.
- [23] Bob Boiko. Content Management Bible. New York: Wiley Publishing, Inc., 2002.
- [24] Bob Boiko. Content Management Bible. New York: Wiley Publishing, Inc., 2002.

Chapter 2: References

- [1] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 2nd ed. Sebastopol, California: O'Reilly Media, Inc., 2002.
- [2] Marti A. Hearst. Search User Interfaces. Cambridge, UK: Cambridge University Press, 2009.
- [3] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kauffman, 2013.
- [4] Wikipedia. "Thomas D. Wilson." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Thomas D. Wilson]
- [5] Wikipedia. "Information behavior." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Information behavior]
- [6] Thomas D. Wilson. "Models in Information Behaviour Research." (PDF) *The Journal of Documentation*, Vol. 55, No. 3, July 1999. [https://www.inform.nu/Articles/Vol3/v3n2p49-56.pdf]
- [7] Wikipedia. "Brenda Dervin." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Brenda dervin]
- [8] Brenda Dervin. "An Overview of Sense-making Research: Concepts, Methods, and Results." (PDF) Paper presented at the annual meeting of the International Communication Association, Dallas, Texas, May 1983. [https://conversational-leadership.net/paper/an-overview-of-sense-making-research/#:~:text=The%20purpose%20of%20this%20paper%20is%20to%20provide, to%20facilitate%20its%20speedy%20use%20by%20the%20 reader]
- [9] ResearchGate. "David Ellis." *ResearchGate*, undated. [https://www.researchgate.net/profile/David Ellis12]
- [10] David Ellis. "The Derivation of a Behavioural Model for Information Retrieval System Design." (PDF) PhD thesis, University of Sheffield, August 1987. [http://etheses.whiterose.ac.uk/2975/1/DX093006.pdf]
- [11] Marcia J. Bates. "The Design of Browsing and Berrypicking Techniques for the Online Search Interface." Online Review, Vol. 13, No. 5, 1989. [https://pages.gseis.ucla.edu/faculty/bates/berrypicking.html]

- [12] Marcia J. Bates. "Information Search Tactics." *Journal of the American Society for Information Science*, Vol. 30, July 1979. [https://pages.gseis.ucla.edu/faculty/bates/articles/Information%20Search%20Tactics.html]
- [13] Carol Collier Kuhlthau. "Elis: Information Search Process." In *Information Search Process*, Bates and Maack, eds., undated. (PDF). [https://wp.comminfo.rutgers.edu/ckuhlthau/wp-content/uploads/sites/185/2016/01/ELIS-3E.pdf]
- [14] Carol C. Kuhlthau. "Inside the Search Process: Information Seeking from the User's Perspective." (PDF) *Journal of the American Society for Information Science*, Vol. 43, No. 5, June, 1991. [https://unc.live/2t6gvTZ]
- [15] Vicki L. O'Day and Robin Jeffries. "Orienteering in an Information Landscape: How Information Seekers Get from Here to There." (PDF) Palo Alto, CA: Hewlett-Packard Company, May 1993. [https://dl.acm.org/doi/pdf/10.1145/169059.169365]
- [16] Nicholas J. Belkin, Colleen Cool, Adelheit Stein, and Ulrich Thiel. "Cases, Scripts, and Information-Seeking Strategies: On the Design of Interactive Information Retrieval Systems." (PDF) Expert Systems with Applications, Vol. 9, No. 3, November, 1994. [http://www.cs.cmu.edu/~dod/papers/irdialog_belkin.pdf]
- [17] Peter Pirolli and Stuart Card. "Information Foraging." (PDF) Psychological Review, Vol. 106, No. 4, 1999. [https://www.researchgate.net/publication/229101074_Information_Foraging]
- [18] Gary Marchionini. *Information Seeking in Electronic Environments*. Cambridge, UK: Cambridge University Press, 1997.
- [19] Gary Marchionini. "Information-Seeking Strategies of Novices Using a Full-Text Electronic Encyclopedia." (PDF) Journal of the American Society for Information Science, Vol. 40, No. 1, January 1989. [https://www.researchgate.net/profile/Peter-Pirolli/publication/229101074_Information_Foraging/links/02bfe50f098acc0ea8000000/Information-Foraging.pdf]
- [20] Wikipedia. "Alistair Sutcliffe." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Alistair Sutcliffe]
- [21] Alistair G. Sutcliffe and Mark Ennis. "Towards a Cognitive Theory of Information Retrieval." (PDF) *Interacting with Computers*, Vol. 10. June I998. [https://www.researchgate.net/publication/259703580_Towards_a_cognitive_theory_of_IR]
- [22] Chun Wei Choo, Brian Detlor, and Don Turnbull. "Information Seeking on the Web: An Integrated Model of Browsing and Searching." (PDF) First Monday, Vol. 5, No. 2, February 7, 2000. [https://www.researchgate.net/publication/220167715_Information_Seeking_on_the Web An Integrated Model of Browsing and Searching]

- [23] Kalervo Järvelin and Peter Ingwersen. "Information Seeking Research Needs Extension Towards Tasks and Technology." *Information Research*, Vol. 10, No. 1, October 2004. [http://informationr.net/ir/10-1/paper212.html]
- [24] Allen Edward Foster. "A Nonlinear Model of Information Seeking Behaviour." (PDF) Information Research, January 2005. [https://www.researchgate.net/publication/26459039_A_non-linear_model_of_information_seeking_behaviour]
- [25] Anne Aula. "Studying User Strategies and Characteristics for Developing Web Search Interfaces." (PDF) University of Tampere, Department of Computer Sciences, *Dissertations in Interactive Technology*, Number 3, December 9, 2005. [http://courses.ischool.berkeley.edu/i202/f06/Readings/AulaThesis.pdf]
- [26] Ralf Schlosser, Oliver Wendt, Suresh Bhavnani, and Barbara Nail-Chiwetalu. "Use of Information-Seeking Strategies for Developing Systematic Reviews and Engaging in Evidence-based Practice: The Application of Traditional and Comprehensive Pearl Growing: A Review." (PDF) International Journal of Language & Communication Disorders, Vol. 41, No. 5, September 2006. [https://www.researchgate.net/publication/6746170_Use_of_information-seeking_strategies_for_developing_systematic_reviews_and_engaging_in_evidence-based_practice_the_application_of_traditional_and_comprehensive_Pearl Growing A review]
- [27] David Ellis, Deborah Cox, and Katherine Hall. "A Comparison of the Information Seeking Patterns of Researchers in the Physical and Social Sciences." (PDF) *Journal of Documentation*, Vol. 49, No. 4. April 1993. [http://researchgate.net/publication/235802762_A_Comparison_of_the_Information_Seeking_Patterns_of_Researchers_in_the_Physical_and Social Sciences]
- [28] Marcia J. Bates. "The Design of Browsing and Berrypicking Techniques for the Online Search Interface." Online Review, Vol. 13, No. 5, 1989. [https://pages.gseis.ucla.edu/faculty/bates/berrypicking.html]
- [29] Carol Collier Kuhlthau. "Elis: Information Search Process." (PDF). In *Information Search Process*, Bates and Maack, eds., undated. [https://wp.comminfo.rutgers.edu/ckuhlthau/wp-content/uploads/sites/185/2016/01/ELIS-3E.pdf]
- [30] Peter Pirolli and Stuart Card. "Information Foraging." (PDF) Psychological Review, Vol. 106, No. 4, 1999. https://www.researchgate.net/publication/229101074_Information_Foraging
- [31] Peter Pirolli and Stuart Card. "Information Foraging." (PDF) Psychological Review, Vol. 106, No. 4, 1999. [https://www.researchgate.net/publication/229101074_Information_Foraging]

- [32] Peter Pirolli and Stuart Card. "Information Foraging." (PDF) Psychological Review, Vol. 106, No. 4, 1999. [https://www.researchgate.net/publication/229101074_Information_Foraging]
- [33] Jared M. Spool, Christine Perfetti, and David Brittan. "Designing for the Scent of Information." (PDF) User Interface Engineering, 2004. [https://search.worldcat.org/title/designing-for-the-scent-of-information/oclc/77016453]
- [34] Peter Pirolli and Stuart Card. "Information Foraging." (PDF) *Psychological Review*, Vol. 106, No. 4, 1999. Retrieved January 7, 2020. [https://search.worldcat.org/title/designingfor-the-scent-of-information/oclc/77016453]
- [35] Chun Wei Choo, Brian Detlor, and Don Turnbull. "Information Seeking on the Web: An Integrated Model of Browsing and Searching." (PDF) First Monday, Vol. 5, No. 2, February 7, 2000. [https://search.worldcat.org/title/designing-for-the-scent-of-information/oclc/77016453]
- [36] Sheryl L. Ramer. "Site-ation Pearl Growing: Methods and Librarianship History and Theory." (PDF) Journal of the Medical Library Association, Vol. 93, No. 3, July 2005. [https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1175807/]
- [37] Ralf Schlosser, Oliver Wendt, Suresh Bhavnani, and Barbara Nail-Chiwetalu. "Use of Information-Seeking Strategies for Developing Systematic Reviews and Engaging in Evidence-based Practice: The Application of Traditional and Comprehensive Pearl Growing: A Review." (PDF) International Journal of Language & Communication Disorders, Vol. 41, No. 5, September 2006. [https://www.researchgate.net/publication/6746170_Use_of_information-seeking_strategies_for_developing_systematic_reviews_and_engaging_in_evidence-based_practice_the_application_of_traditional_and_comprehensive_Pearl_Growing_A_review]
- [38] ResearchGate. [https://www.researchgate.net/]
- [39] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kauffman, 2013.
- [40] Brenda Dervin. "An Overview of Sense-making Research: Concepts, Methods, and Results. (PDF) Paper presented at the annual meeting of the International Communication Association, Dallas, Texas, May 1983.
- [41] Daniel M. Russell, Mark J. Stefik, Peter Pirolli, and Stuart K. Card. "The Cost Structure of Sense Making." *Proceedings of InterCHI*, January 1993. [https://dl.acm.org/doi/10.1145/169059.169209]
- [42] Peter Pirolli and Stuart K. Card. "The Sensemaking Process and Leverage Points for Analyst Technology as Identified Through Cognitive Task Analysis." (PDF) Proceedings of International Conference on Intelligence Analysis, January 2005. [https://www.researchgate.net/publication/215439203_The_sensemaking_process_and_leverage_points_for_analyst_technology_as_identified_through_cognitive_task_analysis]

- [43] Bella Martin and Bruce Hanington. *Universal Methods of Design*. Beverly, MA: Rockport Publishers, 2012.
- [44] Peter Pirolli and Stuart K. Card. "The Sensemaking Process and Leverage Points for Analyst Technology as Identified Through Cognitive Task Analysis." (PDF) Proceedings of International Conference on Intelligence Analysis, January 2005. [https://www.researchgate.net/publication/215439203_The_sensemaking_process_and_leverage_points_for_analyst_technology_as_identified_through_cognitive_task_analysis]
- [45] Marcia J. Bates. "Information Search Tactics." *Journal of the American Society for Information Science*, Vol. 30, July 1979. [[https://pages.gseis.ucla.edu/faculty/bates/articles/Information%20Search%20Tactics.html]]
- [46] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 2nd ed. Sebastopol, California: O'Reilly Media, Inc., 2002.
- [47] Marcia J. Bates. "Toward an Integrated Model of Information Seeking and Searching." Keynote address at Fourth International Conference on Information Needs, Seeking, and Use in Different Contexts, Lisbon, Portugal, September 11, 2002. In New Review of Information Behaviour Research, Vol. 3, 2002. [https://pages.gseis.ucla.edu/faculty/bates/articles/info_SeekSearch-i-030329.html]
- [48] Marcia J. Bates. "Toward an Integrated Model of Information Seeking and Searching." Keynote address at Fourth International Conference on Information Needs, Seeking, and Use in Different Contexts, Lisbon, Portugal, September 11, 2002. In *New Review of Information Behaviour Research*, Vol. 3, 2002. [https://pages.gseis.ucla.edu/faculty/bates/articles/info_SeekSearch-i-030329.html]
- [49] Marcia J. Bates. "Toward an Integrated Model of Information Seeking and Searching." Keynote address at Fourth International Conference on Information Needs, Seeking, and Use in Different Contexts, Lisbon, Portugal, September 11, 2002. In *New Review of Information Behaviour Research*, Vol. 3, 2002. [https://pages.gseis.ucla.edu/faculty/bates/articles/info_SeekSearch-i-030329.html]
- [50] Marcia J. Bates. "Toward an Integrated Model of Information Seeking and Searching." Keynote address at Fourth International Conference on Information Needs, Seeking, and Use in Different Contexts, Lisbon, Portugal, September 11, 2002. In *New Review of Information Behaviour Research*, Vol. 3, 2002. [https://pages.gseis.ucla.edu/faculty/bates/articles/info_SeekSearch-i-030329.html]
- [51] Marcia J. Bates. "Toward an Integrated Model of Information Seeking and Searching." Keynote address at Fourth International Conference on Information Needs, Seeking, and Use in Different Contexts, Lisbon, Portugal, September 11, 2002. In New Review of Information Behaviour Research, Vol. 3, 2002. [https://pages.gseis.ucla.edu/faculty/bates/articles/info_SeekSearch-i-030329.html]

- [52] Barbara H. Kwasnik. A "Descriptive Study of the Functional Components of Browsing." Paper presented in the *Proceedings of the IFIP TC2\WG2.7 Working Conference on Engineering for Human-Computer Interaction*, Elivuoi, Finland, August 10–14, 1992. [https://surface.syr.edu/cgi/viewcontent.cgi?article=1142&context=istpub]
- [53] Marcia J. Bates. "Toward an Integrated Model of Information Seeking and Searching." Keynote address at Fourth International Conference on Information Needs, Seeking, and Use in Different Contexts, Lisbon, Portugal, September 11, 2002. In *New Review of Information Behaviour Research*, Vol. 3, 2002. [https://pages.gseis.ucla.edu/faculty/bates/articles/info_SeekSearch-i-030329.html]
- [54] Marcia J. Bates. "Information Search Tactics." *Journal of the American Society for Information Science*, Vol. 30, July 1979. [https://pages.gseis.ucla.edu/faculty/bates/articles/Information%20Search%20Tactics.html]
- [55] Thomas D. Wilson. "Human Information Behavior." (PDF) Informing Science: Special Issue on Information Science Research, Vol. 3, No. 2, July 1999. [http://www.inform.nu/Articles/Vol3/v3n2p49-56.pdf]

Chapter 3: References

- [1] William Lidwell, Kritina Holden, and Jill Butler. *Universal Principles of Design*. Beverly, MA: Rockport Publishers, Inc., 2003.
- [2] William Lidwell, Kritina Holden, and Jill Butler. *Universal Principles of Design*. Beverly, MA: Rockport Publishers, Inc., 2003.
- [3] Peter Morville. Ambient Findability. Sebastopol, CA: O'Reilly Media, Inc., 2005.
- [4] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. 3rd ed. Sebastopol, California: O'Reilly Media, Inc., 2007.
- [5] Sarah Horton and Whitney Quesenbery. *A Web for Everyone: Designing Accessible User Experiences*. Brooklyn, NY: Rosenfeld Media, 2013.
- [6] Andrea Resmini and Luca Rosati. *Pervasive Information Architecture: Designing Cross-Channel User Experiences*. Burlington, MA: Morgan Kaufmann, 2011.
- [7] The Information Design Unit of Enterprise IG. Wayfinding: Effective Wayfinding and Signing Systems: Guidance for Healthcare Facilities, 2nd ed. London: The Stationery Office, 2005.
- [8] The Information Design Unit of Enterprise IG. Wayfinding: Effective Wayfinding and Signing Systems: Guidance for Healthcare Facilities, 2nd ed. London: The Stationery Office, 2005.
- [9] Kevin Lynch. The Image of the City. Cambridge, MA: The M.I.T. Press, 1960.
- [10] Romedi Passini, Constant Rainville, Nicolas Marchand, and Yves Joanette. "Wayfinding and Dementia: Some Research Findings and a New Look at Design." (PDF) *Journal of Architectural and Planning Research*, Vol. 15, No. 2, Summer 1998. [https://joanettelab.com/wp-content/uploads/2018/03/passini-et-al-1998.pdf]
- [11] Wikipedia. "Cognitive Map." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Cognitive_map]
- [12] Robert Jensen. "Behaviorism, Latent Learning, and Cognitive Maps: Needed Revisions in Introductory Psychology Textbooks." *The Behavior Analyst*, Fall 2006, Vol. 29, No. 2. [https://pmc.ncbi.nlm.nih.gov/articles/PMC2223150/]
- [13] Roger M. Downs and David Stea, eds. *Image and Environment: Cognitive Mapping and Spatial Behavior*. Chicago: Aldine Press, 1973.

- [14] Andrew Hinton. *Understanding Context: Environment, Language, and Information Architecture*. Sebastopol, CA: O'Reilly Media, Inc., 2015.
- [15] The Information Design Unit of Enterprise IG. Wayfinding: Effective Wayfinding and Signing Systems: Guidance for Healthcare Facilities, 2nd ed. London: The Stationery Office, 2005.
- [16] Paul Arthur and Romedi Passini. *Wayfinding: People, Signs, and Architecture.* New York: McGraw-Hill, 1992.
- [17] Mark A. Foltz. "Designing Navigable Information Spaces." Bachelor's thesis, Washington University in St. Louis, May 20, 1998. [http://www.ai.mit.edu/projects/infoarch/publications/mfoltz-thesis/thesis.html]
- [18] Jorge Arango. *Living in Information: Responsible Design for Digital Places*. Brooklyn, NY: Two Waves Books, 2018.
- [19] Andrew Hinton. *Understanding Context: Environment, Language, and Information Architecture*. Sebastopol, CA: O'Reilly Media, Inc., 2015.
- [20] Paul Arthur and Romedi Passini. Wayfinding: People, Signs, and Architecture. New York: McGraw-Hill Book Co., 1992.
- [21] Mark A. Foltz. "Designing Navigable Information Spaces." Bachelor's thesis, Washington University in St. Louis, May 20, 1998. [http://www.ai.mit.edu/projects/infoarch/publications/mfoltz-thesis/thesis.html]
- [22] Paul Bohman. "HTML 5 and ARIA Landmarks." Deque University, undated. (No longer available.)
- [23] Andrew Hinton. *Understanding Context: Environment, Language, and Information Architecture*. Sebastopol, CA: O'Reilly Media, Inc., 2015.
- [24] Mark A. Foltz. "Designing Navigable Information Spaces." Bachelor's thesis, Washington University in St. Louis, May 20, 1998. [http://www.ai.mit.edu/projects/infoarch/publications/mfoltz-thesis/thesis.html]
- [25] Keith Instone. "Location, Path, & Attribute Breadcrumbs." (PDF) *Keith Instone*, March 30, 2002. [https://instone-org.hubtoledo.com/files/KEI-Breadcrumbs-IAS.pdf]
- [26] Jared M. Spool. "The Site Map: An Information Architecture Cop-Out." *UIE*, August 12, 2008. [https://articles.uie.com/Sitemap/]
- [27] Jared M. Spool. "Design Cop-out #2: Breadcrumbs." *UIE*, August 21, 2008. [https://articles.uie.com/breadcrumbs/]
- [28] Jakob Nielsen. "Site Map Usability." *Nielsen Norman Group*, September 1, 2008. [https://www.nngroup.com/articles/site-map-usability/]

- [29] Jakob Nielsen. "Breadcrumb Navigation Increasingly Useful." *Nielsen Norman Group*, December 22, 2018. [https://www.nngroup.com/articles/breadcrumb-navigation-useful/]
- [30] Page Laubheimer. "Breadcrumbs: 11 Design Guidelines for Desktop and Mobile." *Nielsen Norman Group*, December 22, 2018. [https://www.nngroup.com/articles/breadcrumbs/]
- [31] Sarah Horton and Whitney Quesenbery. *A Web for Everyone: Designing Accessible User Experiences*. Brooklyn, NY: Rosenfeld Media, 2013.

Chapter 4: References

- [1] Bob Baxley. *Making the Web Work: Designing Effective Web Applications*. San Francisco: New Riders Publishing, 2002.
- [2] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. Sebastopol, California: O'Reilly Media, Inc., 1998.
- [3] Richard Saul Wurman. Information Anxiety 2. Indianapolis, Indiana: Que, 2001.
- [4] Bob Boiko. Content Management Bible. New York: Wiley Publishing, Inc., 2002.
- [5] Wikipedia. "Relational Database." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Relational database]
- [6] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. 3rd ed. Sebastopol, California: O'Reilly Media, Inc., 2007.
- [7] Mark A. Foltz. *Thesis: Designing Navigable Information Spaces*. St. Louis, MO, Washington University, May 20, 1998. [http://www.ai.mit.edu/projects/infoarch/publications/mfoltz-thesis/thesis.html]
- [8] Sun Microsystems. *Java Look and Feel Design Guidelines: Advanced Topics*. Boston: Addison-Wesley Professional, 2001.
- [9] William K. Horton. *Designing & Writing Online Documentation: Help Files to Hypertext*. New York: John Wiley & Sons, 1990.
- [10] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [11] Bob Baxley. *Making the Web Work: Designing Effective Web Applications*. San Francisco: New Riders Publishing, 2002.
- [12] Jesse James Garrett. *The Elements of User Experience: User-Centered Design for the Web.* San Francisco: New Riders Publishing, 2003.
- [13] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. Sebastopol, California: O'Reilly Media, Inc., 1998.
- [14] Richard Saul Wurman. Information Anxiety 2. Indianapolis, Indiana: Que, 2001.
- [15] William Lidwell, Kritina Holden, and Jill Butler. *Universal Principles of Design*. Beverly, MA: Rockport Publishers, Inc., 2003.

Chapter 5: References

- [1] Catherine Courage and Kathy Baxter. *Understanding Your Users: A Practical Guide to User Requirements Methods, Tools, and Techniques.* San Francisco: Morgan Kaufmann Publishers, 2005.
- [2] Elizabeth Goodman, Mike Kuniavsky, and Andrea Moed. *Observing the User Experience: A Practitioner's Guide to User Research.* 2nd edition. Boston: Morgan Kaufmann Publishers, 2012.
- [3] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [4] Donna Spencer. Card Sorting: Designing Usable Categories. Brooklyn, NY: Rosenfeld Media, 2009.
- [5] Jim Ross. "Comparing User Research Methods for Information Architecture." *UXmatters*, June 7, 2011. [https://www.uxmatters.com/mt/archives/2011/06/comparing-user-research-methods-for-information-architecture.php]
- [6] Celeste Lyn Paul. "A Modified Delphi Approach to a New Card Sorting Methodology." *Journal of Usability Studies*, Volume 4, Issue 1, November 2008. [https://uxpajournal.org/a-modified-delphi-approach-to-a-new-card-sorting-methodology/]
- [7] Cennydd Bowles and James Box. Undercover User Experience Design. Berkeley, CA: New Riders, 2011.
- [8] Jakob Nielsen. "Card Sorting: How Many Users to Test." *Nielsen Norman Group*, July 18, 2004. [https://www.nngroup.com/articles/card-sorting-how-many-users-to-test/]
- [9] Jakob Nielsen. "How Many Test Users in a Usability Study." *Nielsen Norman Group*, June 3, 2012. [https://www.nngroup.com/articles/how-many-test-users/]
- [10] Bella Martin and Bruce Hanington. *Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions.* Beverly, MA: Rockport Publishers, 2012.
- [11] James Lang and Emma Howell. *Researching UX: User Research*. Collingwood, Victoria, Australia: SitePoint, 2017.
- [12] Donna Spencer. Card Sorting: Designing Usable Categories. Brooklyn, NY: Rosenfeld Media, 2009.
- [13] Jim Ross. "Comparing User Research Methods for Information Architecture." *UXmatters*, June 7, 2011. [https://www.uxmatters.com/mt/archives/2011/06/comparing-user-research-methods-for-information-architecture.php]

- [14] Elizabeth Goodman, Mike Kuniavsky, and Andrea Moed. *Observing the User Experience: A Practitioner's Guide to User Research.* 2nd edition. Boston: Morgan Kaufmann Publishers, 2012.
- [15] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd edition. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [16] Celeste Lyn Paul. "A Modified Delphi Approach to a New Card Sorting Methodology." *Journal of Usability Studies*, Volume 4, Issue 1, November 2008. [https://uxpajournal.org/a-modified-delphi-approach-to-a-new-card-sorting-methodology/]
- [17] Jim Ross. "Comparing User Research Methods for Information Architecture." *UXmatters*, June 7, 2011. [https://www.uxmatters.com/mt/archives/2011/06/comparing-user-research-methods-for-information-architecture.php]
- [18] Wikipedia. "Delphi Method." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Delphi_method]
- [19] Donna Spencer. Card Sorting: Designing Usable Categories. Brooklyn, NY: Rosenfeld Media, 2009.
- [20] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd edition. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [21] Jim Ross. "Comparing User Research Methods for Information Architecture." *UXmatters*, June 7, 2011. [https://www.uxmatters.com/mt/archives/2011/06/comparing-user-research-methods-for-information-architecture.php]
- [22] Alexandra Samuel. "What Happened to Tagging?" *JSTOR Daily*, November 19, 2019. [https://daily.jstor.org/what-happened-to-tagging/]
- [23] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd edition. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [24] Rashmi Sinha. "Beyond Cardsorting: Free-listing Methods to Explore User Categorizations." *Boxes and Arrows*, February 24, 2003. [https://boxesandarrows.com/beyond-cardsorting-free-listing-methods-to-explore-user-categorizations/]
- [25] Susan C. Weller and A. Kimball Romney. *Systematic Data Collection*. Thousand Oaks, CA: SAGE Publications Inc., 1988.
- [26] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd edition. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [27] Chauncey Wilson. "Method 9 of 100: Reverse Card Sorting." Designing the User Experience at Autodesk, March 17, 2011. [https://dux.typepad.com/dux/2011/03/method-9-of-100-reverse-card-sorting.html]

- [28] Paul, Celeste Lyn. "A Modified Delphi Approach to a New Card Sorting Methodology." (PDF) *Journal of Usability Studies*, Volume 4, Issue 1, November 2008. [https://dux.typepad.com/dux/2011/03/method-9-of-100-reverse-card-sorting.html]
- [29] Jim Ross. "Comparing User Research Methods for Information Architecture." *UXmatters*, June 7, 2011. [https://www.uxmatters.com/mt/archives/2011/06/comparing-user-research-methods-for-information-architecture.php]
- [30] Tomer Sharon. Validating Product Ideas: Through Lean User Research. Brooklyn, NY: Rosenfeld Media, LLC, 2016.
- [31] Donna Spencer. "Card-Based Classification Evaluation." *Boxes and Arrows*, April 7, 2003. [https://boxesandarrows.com/card-based-classification-evaluation/]
- [32] Jim Ross. "Comparing User Research Methods for Information Architecture." *UXmatters*, June 7, 2011. [https://packt.link/lYxh9]
- [33] James Lang and Emma Howell. *Researching UX: User Research*. Collingwood, Victoria, Australia: SitePoint, 2017.
- [34] Tomer Sharon. *Validating Product Ideas: Through Lean User Research*. Brooklyn, NY: Rosenfeld Media, LLC, 2016.
- [35] Jim Ross. "Comparing User Research Methods for Information Architecture." *UXmatters*, June 7, 2011. [https://packt.link/lYxh9]
- [36] Tomer Sharon. Validating Product Ideas: Through Lean User Research. Brooklyn, NY: Rosenfeld Media, LLC, 2016.
- [37] Brad Nunnally and David Farkas. *UX Research: Practical Techniques for Designing Better Products*. Sebastopol, CA: O'Reilly Media, Inc., 2017.
- [38] Jim Ross. "User Research Methods: Has-beens and Stars." *UXmatters*, May 6, 2013. [https://www.uxmatters.com/mt/archives/2013/05/user-research-methods-has-beens-and-stars.php]
- [39] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd edition. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [40] Neil Bhapkar. "8 KPIs Your Content Marketing Measurement Should Include." *Content Marketing Institute*, February 3, 2013. [https://contentmarketinginstitute.com/articles/kpis-for-content-marketing-measurement/]
- [41] Austina De Bonte and Drew Fletcher. *Scenario-Focused Engineering: A Toolbox for Innovation and Customer-Centricity*. Redmond, WA: Microsoft Press, 2014.

- [42] Kathryn Whitenton and Katie Sherwin. "5 Information Architecture Warning Signs in Your Analytics Reports." *Nielsen Norman Group*, September 25, 2016. [https://www.nngroup.com/articles/ia-warning-signs-analytics/]
- [43] Luke Hay. Researching UX: Analytics. Collingwood, Victoria, Australia: SitePoint, 2017.
- [44] Kathryn Whitenton and Katie Sherwin. "5 Information Architecture Warning Signs in Your Analytics Reports." *Nielsen Norman Group*, September 25, 2016. [https://www.nngroup.com/articles/ia-warning-signs-analytics/]
- [45] Kristina Halvorson. Content Strategy for the Web. Berkeley, CA: New Riders, 2010.
- [46] Neil Bhapkar. "8 KPIs Your Content Marketing Measurement Should Include." *Content Marketing Institute*, February 3, 2013. [https://packt.link/jF0Ux]
- [47] Austina De Bonte and Drew Fletcher. Scenario-Focused Engineering: A Toolbox for Innovation and Customer-Centricity. Redmond, WA: Microsoft Press, 2014.
- [48] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd edition. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [49] Ahava Leibtag. *The Digital Crown: Winning at Content on the Web.* Waltham, MA: Morgan Kaufmann, 2014.
- [50] James Lang and Emma Howell. *Researching UX: User Research*. Collingwood, Victoria, Australia: SitePoint, 2017.
- [51] Luke Hay. Researching UX: Analytics. Collingwood, Victoria, Australia: SitePoint, 2017.
- [52] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd edition. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [53] Austina De Bonte and Drew Fletcher. *Scenario-Focused Engineering: A Toolbox for Innovation and Customer-Centricity.* Redmond, WA: Microsoft Press, 2014.
- [54] Brad Nunnally and David Farkas. *UX Research: Practical Techniques for Designing Better Products*. Sebastopol, CA: O'Reilly Media, Inc., 2017.
- [55] Louis Rosenfeld. Search Analytics for Your Site: Conversations with Your Customers. Brooklyn, NY: Rosenfeld Media, LLC, 2011.
- [56] Marko Hurst. "Search ROI's Missing Element: Search Analytics." (PDF) Journal of Digital Asset Management, Vol. 6, No. 6, December 13, 2010. [https://link.springer.com/content/pdf/10.1057/dam.2010.43.pdf]
- [57] Greg Nudelman, with Pabini Gabriel-Petit. *Designing Search: UX Strategies for eCommerce Success*. Indianapolis, IN: Wiley Publishing, Inc., 2011.

- [58] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd edition. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [59] Luke Hay. Researching UX: Analytics. Collingwood, Victoria, Australia: SitePoint, 2017.
- [60] Kristina Halvorson. Content Strategy for the Web. Berkeley, CA: New Riders, 2010.
- [61] Bella Martin and Bruce Hanington. *Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions.* Beverly, MA: Rockport Publishers, 2012.
- [62] Ahava Leibtag. *The Digital Crown: Winning at Content on the Web.* Waltham, MA: Morgan Kaufmann, 2014.

Other articles and papers

In addition to the articles and papers I used as references when writing this chapter, I recommend the following articles and papers on UX research methods for information architecture, which you can read on *UXmatters* and other respected websites.

Christian Rohrer. "When to Use Which User-Experience Research Methods." *Nielsen Norman Group*, October 12, 2014. [https://packt.link/Gli48]

Jakob Nielsen. "Card Sorting: Pushing Users Beyond Terminology Matches." *Nielsen Norman Group*, August 23, 2009. [https://packt.link/bvF4e]

Jakob Nielsen. "Usability Metrics." *Nielsen Norman Group*, January 20, 2001. [https://packt.link/Q6eFm]

Jeff Sauro. "How to Measure Findability." *MeasuringU*, October 23, 2012. [https://packt.link/pivQS]

Jim Ross. "Comparing User Research Methods for Information Architecture." *UXmatters*, June 7, 2011. [https://packt.link/4whBw]

Jim Ross. "User Research Methods: Has-beens and Stars." *UXmatters*, May 6, 2013. [https://packt.link/sTfTS]

Kathryn Witenton. "Tree Testing: Fast, Iterative Evaluation of Menu Labels and Categories." *Nielsen Norman Group*, July 9, 2017. [https://packt.link/20u6b]

Kathryn Witenton. "Tree Testing Part 2: Interpreting the Results." *Nielsen Norman Group*, July 9, 2017. [https://packt.link/s95Sy]

Katie Sherwin. "Card Sorting: Uncover Users' Mental Models for Better Information Architecture." Nielsen Norman Group, March 18, 2018. [https://packt.link/jSGym] Kevin Sheldon. "Learning from Closed Card Sorts with Different Inputs." *UXmatters*, January 5, 2015. [https://packt.link/XYKMn]

Marko Hurst. "Search ROI's Missing Element: Search Analytics." *Journal of Digital Asset Management*, Vol. 6, No. 6, December 13, 2010. [https://packt.link/OkRXI]

Michael Hawley. "Extending Card-Sorting Techniques to Inform the Design of Web Site Hierarchies." *UXmatters*, October 6, 2008. [https://packt.link/4xNWZ

Page Laubheimer. "Treemaps: Data Visualization of Complex Hierarchies." *Nielsen Norman Group*, September 29, 2019. [https://packt.link/j006s]

Pamela Pavliscak. "Choosing the Right Metrics for User Experience." *UXmatters*, June 2, 2014. [https://packt.link/sfDyR]

Pamela Pavliscak. "Data-Informed Design: Three Data Stories." *UXmatters*, November 3, 2014. [https://packt.link/JSPXc]

Pamela Pavliscak. "Designing with Analytics." *UXmatters*, June 22, 2015. [https://packt.link/fZq7L]

Sam Ng. "Card Sorting: Mistakes Made and Lessons Learned." *UXmatters*, September 10, 2007. [https://packt.link/NpkMs]

Shanshan Ma. "Dancing with the Cards: Quick-and-Dirty Analysis of Card-Sorting Data." *UXmatters*, September 20, 2010. [https://packt.link/crpSV]

Steve Baty. "All About Card Sorting: An Interview with Donna Spencer." *UXmatters*, May 25, 2009. [https://packt.link/aLTk4]

Steve Baty. "Bite-Sized UX Research." *UXmatters*, May 7, 2008. [https://packt.link/pKLX3]

Toby Biddle. "Search Engine Findability Studies." *UXmatters*, February 4, 2013. [https://packt.link/hEsIh]

Tom Tullis and Larry Wood. "How Many Users Are Enough for a Card-Sorting Study?" Usability Professionals' Association Conference, June 7–11, 2004. [https://packt.link/i9IJH]

Usability.gov. "User Research Basics." *Usability.gov.*, undated. [https://packt.link/vwOm7]

Chapter 6: References

- [1] Fred Leise. "Content Analysis Heuristics." *Boxes and Arrows*, March 12, 2007. [https://boxesandarrows.com/content-analysis-heuristics/]
- [2] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [3] Bob Boiko. Content Management Bible. New York: Wiley Publishing, Inc., 2002.
- [4] Ahava Leibtag. *The Digital Crown: Winning at Content on the Web.* Waltham, MA: Morgan Kaufmann, 2014.
- [5] Kristina Halvorson. Content Strategy for the Web. Berkeley, CA: New Riders, 2010.
- [6] Bella Martin and Bruce Hanington. *Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions.* Beverly, MA: Rockport Publishers, 2012.
- [7] Bob Boiko. Content Management Bible. New York: Wiley Publishing, Inc., 2002.
- [8] Ahava Leibtag. *The Digital Crown: Winning at Content on the Web.* Waltham, MA: Morgan Kaufmann, 2014.
- [9] Kristina Halvorson. Content Strategy for the Web. Berkeley, CA: New Riders, 2010.
- [10] Ann Rockley, Pamela Kostur, and Steve Manning. *Managing Enterprise Content: A Unified Content Strategy*. Indianapolis, IN: New Riders, 2003.
- [11] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [12] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [13] Richard Caddick and Steve Cable. *Communicating the User Experience: A Practical Guide for Creating Useful UX Documentation*. Chichester, UK: John Wiley & Sons Ltd, 2011.
- [14] Wikipedia. "Search Engine Optimization." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Search_engine_optimization]
- [15] Kristina Halvorson. Content Strategy for the Web. Berkeley, CA: New Riders, 2010.
- [16] Anna Kaley. "Content Inventory and Auditing 101." Nielsen Norman Group, September 27, 2020. [https://www.nngroup.com/articles/content-audits/]
- [17] Christina Wodtke. *Information Architecture: Blueprints for the Web*. Indianapolis, IN: New Riders, 2003.

- [18] Dan Brown. Communicating Design: Developing Web Site Documentation for Design and Planning. Berkeley, CA: New Riders, 2007.
- [19] Bella Martin and Bruce Hanington. *Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions.* Beverly, MA: Rockport Publishers, 2012.
- [20] Louis Rosenfeld. "The Rolling Content Inventory." Bloug, June 16, 2006. (No longer available.)
- [21] Ahava Leibtag. *The Digital Crown: Winning at Content on the Web.* Waltham, MA: Morgan Kaufmann, 2014.
- [22] Kristen James Eberlein. "Content Reuse." The Content Wrangler, undated. (No longer available.)
- [23] Bob Boiko. Content Management Bible. New York: Wiley Publishing, Inc., 2002.
- [24] Nielsen Norman Group. "Content Inventory and Audit Template." *Nielsen Norman Group*, undated. NNg_-_Content_Inventory_and_Audit_Template (2).xlsx
- [25] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [26] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [27] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [28] Sara Wachter-Boettcher. *Content Everywhere: Strategy and Structure for Future-Ready Content.* Brooklyn, NY: Rosenfeld Media, LLC, 2012.
- [29] Kristina Halvorson. Content Strategy for the Web. Berkeley, CA: New Riders, 2010.
- [30] Anna Kaley. "Content Inventory and Auditing 101." Nielsen Norman Group, September 27, 2020. [https://www.nngroup.com/articles/content-audits/]
- [31] Dan Brown. Communicating Design: Developing Web Site Documentation for Design and Planning. Berkeley, CA: New Riders, 2007.
- [32] Margot Bloomstein. Content Strategy at Work: Real-World Stories to Strengthen Every Interactive Project. Waltham, MA: Morgan Kaufmann, 2012.
- [33] Ahava Leibtag. *The Digital Crown: Winning at Content on the Web.* Waltham, MA: Morgan Kaufmann, 2014.
- [34] Bella Martin and Bruce Hanington. *Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions.* Beverly, MA: Rockport Publishers, 2012.
- [35] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.

- [36] Nieters Norman Group. "Content Inventory and Audit Template." *Nielsen Norman Group*, undated. NNg_-_Content_Inventory_and_Audit_Template (2).xlsx
- [37] Cennydd Bowles and James Box. *Undercover User Experience Design: Learn How to Do Great UX Work with Tiny Budgets, No Time, and Limited Support.* Berkeley, CA: New Riders, 2011.
- [38] Kristina Halvorson. Content Strategy for the Web. Berkeley, CA: New Riders, 2010.
- [39] Margot Bloomstein. Content Strategy at Work: Real-World Stories to Strengthen Every Interactive Project. Waltham, MA: Morgan Kaufmann, 2012.
- [40] Dan Brown. Communicating Design: Developing Web Site Documentation for Design and Planning. Berkeley, CA: New Riders, 2007.
- [41] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [42] Bella Martin and Bruce Hanington. *Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions.* Beverly, MA: Rockport Publishers, 2012.
- [43] Kristina Halvorson. Content Strategy for the Web. Berkeley, CA: New Riders, 2010.
- [44] Margot Bloomstein. Content Strategy at Work: Real-World Stories to Strengthen Every Interactive Project. Waltham, MA: Morgan Kaufmann, 2012.
- [45] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [46] Bella Martin and Bruce Hanington. *Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions.* Beverly, MA: Rockport Publishers, 2012.
- [47] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [48] Ann Rockley, Pamela Kostur, and Steve Manning. *Managing Enterprise Content: A Unified Content Strategy*. Indianapolis, IN: New Riders, 2003.
- [49] Donna Spencer. A Practical Guide to Information Architecture. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [50] Garenne Bigby. "Why You Need to Map Your Web Site's Information Architecture." DYNO Mapper, January 24, 2018. [https://dynomapper.com/blog/19-ux/184-reasons-to-map-your-website-s-information-architecture]
- [51] Ahava Leibtag. *The Digital Crown: Winning at Content on the Web*. Waltham, MA: Morgan Kaufmann, 2014.
- [52] Morville, Peter, and Louis Rosenfeld. *Information Architecture for the World Wide Web*. Sebastopol, California: O'Reilly Media, Inc., 1998.
- [53] Corey Wainwright. "How to Conduct Competitive Analysis to Step Up Your Content Strategy." *HubSpot*, March 1, 2012. Updated January 20, 2021. [https://blog.hubspot.com/blog/tabid/6307/bid/31619/how-to-conduct-competitive-analysis-to-step-up-your-content-strategy.aspx]

- [54] Ellie Mirman. "How to Do a Competitive Content Marketing Analysis." *Content Marketing Institute*, October 23, 2917. [https://contentmarketinginstitute.com/articles/competitive-content-marketing-analysis/]
- [55] Matthew Speiser. "Why You Should Perform a Competitive Content Analysis Before Writing Any Content." *Knotch: Pros & Content*, July 23, 2020. (No longer available)
- [56] Margarita Loktionova. "The Ultimate Guide to a Competitive Content Analysis." Semrush, June 21, 2021. [https://www.semrush.com/blog/competitive-content-analysis/]
- [57] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [58] Sara Wachter-Boettcher. *Content Everywhere: Strategy and Structure for Future-Ready Content.* Brooklyn, NY: Rosenfeld Media, LLC, 2012.
- [59] Rachel Lovinger. "Content Modelling: A Master Skill." *A List Apart*, April 24, 2012. [https://alistapart.com/article/content-modelling-a-master-skill/]
- [60] Peter Morville, and Louis Rosenfeld. *Information Architecture for the World Wide Web*. Sebastopol, California: O'Reilly Media, Inc., 1998.
- [61] Ann Rockley, with Pamela Kostur and Steve Manning. *Managing Enterprise Content: A Unified Content Strategy*. Indianapolis, IN: New Riders, 2003.
- [62] Bob Boiko. Content Management Bible. New York: Wiley Publishing, Inc., 2002.
- [63] Allison B. Zhang and Don Gourley. *Creating Digital Collections: A Practical Guide*. Cambridge, UK: Chandos Publishing, 2009.

Chapter 7: 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] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [4] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [5] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [6] Christina Wodtke. *Information Architecture: Blueprints for the Web*. Indianapolis, IN: New Riders Publishing, 2003.
- [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] Tim Berners-Lee. "World Wide Web Consortium Launches International Program Office for Web Accessibility Initiative." World Wide Web Consortium, October 22, 1997. [https://www.w3.org/press-releases/1997/ipo-announce/#:~:text=%22The%20power%20 of%20the%20Web, of%20the%20World%20Wide%20Web]
- [10] Sarah Horton and Whitney Quesenbery. *A Web for Everyone: Designing Accessible User Experiences*. Brooklyn, New York: Rosenfeld Media, LLC, 2013.
- [11] Patrick J. Lynch and Sarah Horton. Web Style Guide: Basic Principles for Creating Web Sites. 2nd ed. New Haven, CT: Yale University Press, 2001.
- [12] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [13] W3C Web Accessibility Initiative (WAI). Web Content Accessibility Guidelines (WCAG) 2.0. World Wide Web Consortium (W3C), December 11, 2008. [https://www.w3.org/WAI/standards-guidelines/wcag/]
- [14] W3C Web Accessibility Initiative (WAI). Web Content Accessibility Guidelines (WCAG) 3.0 Working Draft. World Wide Web Consortium (W3C), July 6, 2022. [https://www.w3.org/WAI/standards-guidelines/wcag/wcag3-intro/]

- [15] W3C Web Accessibility Initiative (WAI). Web Accessibility Initiative—Accessible Rich Internet Applications (WAI-ARIA). World Wide Web Consortium (W3C), March 20, 2014. [https://www.w3.org/WAI/standards-guidelines/aria/]
- [16] W3C Web Accessibility Initiative (WAI). ARIA Authoring Practices Guide (APG). World Wide Web Consortium (W3C), March 20, 2014. [https://www.w3.org/WAI/ARIA/apg/]
- [17] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [18] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [19] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [20] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [21] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [22] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [23] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [24] Jeff Johnson. Web Bloopers: 60 Common Web Design Mistakes and How to Avoid Them. San Francisco: Morgan Kaufmann Publishers, 2003.
- [25] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [26] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [27] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [28] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [29] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [30] Jeff Johnson. Web Bloopers: 60 Common Web Design Mistakes and How to Avoid Them. San Francisco: Morgan Kaufmann Publishers, 2003.
- [31] Jeff Johnson. Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Guidelines. 2nd ed. Waltham, MA: Morgan Kaufmann, 2014.
- [32] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [33] Jeff Johnson. Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Guidelines. 2nd ed. Waltham, MA: Morgan Kaufmann, 2014.

- [34] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [35] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [36] Janice (Ginny) Redish. Letting Go of the Words: Writing Web Content That Works. 2nd ed. Waltham, MA: Morgan Kaufmann, Inc., 2012.
- [37] Veruschka Götz. *Type for the Internet and Other Digital Media*. Crans-près-Céligny, Switzerland: AVA Publishing SA, 2003.
- [38] Matteo Penzo. "Introduction to Eyetracking: Seeing Through Your Users' Eyes." *UXmatters*, December 6, 2005. [https://www.uxmatters.com/mt/archives/2005/12/introduction-to-eyetracking-seeing-through-your-users-eyes.php]
- [39] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [40] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [41] Patrick J. Lynch and Sarah Horton. Web Style Guide: Basic Principles for Creating Web Sites. 2nd ed. New Haven, CT: Yale University Press, 2001.
- [42] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [43] Jeff Johnson. Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Guidelines. 2nd ed. Waltham, MA: Morgan Kaufmann, 2014.
- [44] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [45] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [46] Patrick J. Lynch and Sarah Horton. Web Style Guide: Basic Principles for Creating Web Sites. 2nd ed. New Haven, CT: Yale University Press, 2001.
- [47] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [48] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [49] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [50] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [51] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [52] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [53] Hagan Rivers. *The Designer's Guide to Web Applications, Part I: Structure and Flows.* North Andover, MA: UIE Reports, 2006.

- [54] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [55] Jakob Nielsen. Designing Web Usability. Indianapolis, Indiana: New Riders Publishing, 2000.
- [56] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [57] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [58] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [59] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [60] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [61] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [62] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [63] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [64] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [65] Andrew Hinton. *Understanding Context: Environment, Language, and Information Architecture*. Sebastopol, CA: O'Reilly Media, Inc., 2015.
- [66] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [67] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [68] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.

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]

- [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.

Chapter 9 - 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] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [4] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [5] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [6] Christina Wodtke. *Information Architecture: Blueprints for the Web*. Indianapolis, IN: New Riders Publishing, 2003.
- [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] Tim Berners-Lee. "World Wide Web Consortium Launches International Program Office for Web Accessibility Initiative." World Wide Web Consortium, October 22, 1997. [https://packt.link/omjkr]
- [10] Sarah Horton and Whitney Quesenbery. A Web for Everyone: Designing Accessible User Experiences. Brooklyn, New York: Rosenfeld Media, LLC, 2013.
- [11] Patrick J. Lynch and Sarah Horton. Web Style Guide: Basic Principles for Creating Web Sites. 2nd ed. New Haven, CT: Yale University Press, 2001.
- [12] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [13] W3C Web Accessibility Initiative (WAI). Web Content Accessibility Guidelines (WCAG) 2.0. World Wide Web Consortium (W3C), December 11, 2008. [https://www.w3.org/WAI/standards-guidelines/wcag/]
- [14] W3C Web Accessibility Initiative (WAI). Web Content Accessibility Guidelines (WCAG) 3.0 Working Draft. World Wide Web Consortium (W3C), July 6, 2022. [https://www.w3.org/WAI/standards-guidelines/wcag/wcag3-intro/]

- [15] W3C Web Accessibility Initiative (WAI). Web Accessibility Initiative—Accessible Rich Internet Applications (WAI-ARIA). World Wide Web Consortium (W3C), March 20, 2014. [https://www.w3.org/WAI/standards-guidelines/aria/]
- [16] W3C Web Accessibility Initiative (WAI). ARIA Authoring Practices Guide (APG). World Wide Web Consortium (W3C), March 20, 2014. [https://www.w3.org/WAI/ARIA/apg/]
- [17] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [18] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [19] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [20] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [21] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [22] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [23] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [24] Jeff Johnson. Web Bloopers: 60 Common Web Design Mistakes and How to Avoid Them. San Francisco: Morgan Kaufmann Publishers, 2003.
- [25] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [26] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [27] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [28] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [29] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [30] Jeff Johnson. Web Bloopers: 60 Common Web Design Mistakes and How to Avoid Them. San Francisco: Morgan Kaufmann Publishers, 2003.
- [31] Jeff Johnson. Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Guidelines. 2nd ed. Waltham, MA: Morgan Kaufmann, 2014.
- [32] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [33] Jeff Johnson. Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Guidelines. 2nd ed. Waltham, MA: Morgan Kaufmann, 2014.

- [34] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [35] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [36] Janice (Ginny) Redish. Letting Go of the Words: Writing Web Content That Works. 2nd ed. Waltham, MA: Morgan Kaufmann, Inc., 2012.
- [37] Veruschka Götz. *Type for the Internet and Other Digital Media*. Crans-près-Céligny, Switzerland: AVA Publishing SA, 2003.
- [38] Matteo Penzo. "Introduction to Eyetracking: Seeing Through Your Users' Eyes." *UXmatters*, December 6, 2005. [https://packt.link/3r9mK]
- [39] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [40] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [41] Patrick J. Lynch and Sarah Horton. Web Style Guide: Basic Principles for Creating Web Sites. 2nd ed. New Haven, CT: Yale University Press, 2001.
- [42] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [43] Jeff Johnson. Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Guidelines. 2nd ed. Waltham, MA: Morgan Kaufmann, 2014.
- [44] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [45] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [46] Patrick J. Lynch and Sarah Horton. *Web Style Guide: Basic Principles for Creating* an information space or product *Sites*. 2nd ed. New Haven, CT: Yale University Press, 2001.
- [47] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [48] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [49] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [50] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [51] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [52] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [53] Hagan Rivers. *The Designer's Guide to Web Applications, Part I: Structure and Flows.* North Andover, MA: UIE Reports, 2006.

- [54] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [55] Jakob Nielsen. Designing Web Usability. Indianapolis, Indiana: New Riders Publishing, 2000.
- [56] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [57] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [58] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [59] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [60] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [61] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [62] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [63] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [64] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [65] Andrew Hinton. *Understanding Context: Environment, Language, and Information Architecture*. Sebastopol, CA: O'Reilly Media, Inc., 2015.
- [66] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [67] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [68] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.

Chapter 10: References

- [1] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [2] Jesse James Garrett. *The Elements of User Experience: User-Centered Design for the Web.* Berkeley, California: New Riders, 2003.
- [3] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [4] Jim Ross. "Comparing User Research Methods for Information Architecture." *UXmatters*, June 7, 2011. https://www.uxmatters.com/mt/archives/2011/06/comparing-user-research-methods-for-information-architecture.php
- [5] Donna Spencer. Card Sorting: Designing Usable Categories. Brooklyn, NY: Rosenfeld Media, 2009.
- [6] Chauncey Wilson. "Method 9 of 100: Reverse Card Sorting." *Designing the User Experience at Autodesk*, March 17, 2011. https://dux.typepad.com/dux/2011/03/method-9-of-100-reverse-card-sorting.html
- [7] Donna Spencer. "Card-Based Classification Evaluation." *Boxes and Arrows*, April 7, 2003. https://boxesandarrows.com/card-based-classification-evaluation/
- [8] Tomer Sharon. *Validating Product Ideas: Through Lean User Research*. Brooklyn, NY: Rosenfeld Media, LLC, 2016.
- [9] Bob Baxley. Making the Web Work: Designing Effective Web Applications. San Francisco: New Riders Publishing, 2002.
- [10] Bob Baxley. *Making the Web Work: Designing Effective Web Applications*. San Francisco: New Riders Publishing, 2002.
- [11] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. Sebastopol, California: O'Reilly Media, Inc., 1998.
- [12] Jesse James Garrett. *The Elements of User Experience: User-Centered Design for the Web.* Berkeley, California: New Riders, 2003.
- [13] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [14] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.

- [15] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. Sebastopol, California: O'Reilly Media, Inc., 1998.
- [16] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [17] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [18] Jesse James Garrett. *The Elements of User Experience: User-Centered Design for the Web.* Berkeley, California: New Riders, 2003.
- [19] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [20] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [21] Eric L. Reiss. *Practical Information Architecture: A Hands-on Approach to Structuring Successful Websites*. London: Pearson Education Limited, 2000.
- [22] Christina Wodtke. *Information Architecture: Blueprints for the Web*. Indianapolis, IN: New Riders Publishing, 2003.
- [23] Jesse James Garrett. *The Elements of User Experience: User-Centered Design for the Web.* Berkeley, California: New Riders, 2003.
- [24] Jesse James Garrett. *The Elements of User Experience: User-Centered Design for the Web.* Berkeley, California: New Riders, 2003.
- [25] Jesse James Garrett. *The Elements of User Experience: User-Centered Design for the Web.* Berkeley, California: New Riders, 2003.
- [26] Paul Kahn and Krzysztof Lenk. Mapping Web Sites. Crans-Près-Céligny, Switzerland: RotoVision, 2001.
- [27] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [28] Jesmond Allen and James Chudley. *Smashing UX Design: Foundations for Designing Online User Experiences*. Chichester, United Kingdom: John Wiley & Sons, Ltd, 2012.
- [29] Jesse James Garrett. *The Elements of User Experience: User-Centered Design for the Web.* Berkeley, California: New Riders, 2003.
- [30] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [31] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [32] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.

- [33] Christina Wodtke. *Information Architecture: Blueprints for the Web*. Indianapolis, IN: New Riders Publishing, 2003.
- [34] Jesmond Allen and James Chudley. *Smashing UX Design: Foundations for Designing Online User Experiences*. Chichester, United Kingdom: John Wiley & Sons, Ltd, 2012.
- [35] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [36] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [37] Jesmond Allen and James Chudley. *Smashing UX Design: Foundations for Designing Online User Experiences*. Chichester, United Kingdom: John Wiley & Sons, Ltd, 2012.
- [38] Eric L. Reiss. *Practical Information Architecture: A Hands-on Approach to Structuring Successful Websites*. London: Pearson Education Limited, 2000.
- [39] Jesse James Garrett. *The Elements of User Experience: User-Centered Design for the Web.* Berkeley, California: New Riders, 2003.
- [40] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [41] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [42] Paul Kahn and Krzysztof Lenk. Mapping Web Sites. Crans-Près-Céligny, Switzerland: RotoVision, 2001.
- [43] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [44] Jesmond Allen and James Chudley. *Smashing UX Design: Foundations for Designing Online User Experiences*. Chichester, United Kingdom: John Wiley & Sons, Ltd, 2012.
- [45] Christina Wodtke. *Information Architecture: Blueprints for the Web.* Indianapolis, IN: New Riders Publishing, 2003.
- [46] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [47] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [48] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [49] Jesse James Garrett. *The Elements of User Experience: User-Centered Design for the Web.* Berkeley, California: New Riders, 2003.
- [50] Eric L. Reiss. *Practical Information Architecture: A Hands-on Approach to Structuring Successful Websites*. London: Pearson Education Limited, 2000.

- [51] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [52] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [53] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [54] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [55] Eric L. Reiss. *Practical Information Architecture: A Hands-on Approach to Structuring Successful Websites*. London: Pearson Education Limited, 2000.
- [56] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.
- [57] Jesmond Allen and James Chudley. *Smashing UX Design: Foundations for Designing Online User Experiences*. Chichester, United Kingdom: John Wiley & Sons, Ltd, 2012.
- [58] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [59] Jesmond Allen and James Chudley. *Smashing UX Design: Foundations for Designing Online User Experiences*. Chichester, United Kingdom: John Wiley & Sons, Ltd, 2012.
- [60] Richard Caddick and Steve Cable. *Communicating the User Experience: A Practical Guide for Creating Useful UX Documentation*. Chichester, United Kingdom: John Wiley & Sons, Ltd, 2011.
- [61] Bella Martin and Bruce Hanington. *Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions*. Beverly, Massachusetts: Rockport Publishers, 2012.
- [62] Austina De Bonte and Drew Fletcher. *Scenario-Focused Engineering: A Toolbox for Innovation and Customer-Centricity.* Redmond, Washington: Microsoft Press, 2014.
- [63] Jesmond Allen and James Chudley. *Smashing UX Design: Foundations for Designing Online User Experiences*. Chichester, United Kingdom: John Wiley & Sons, Ltd, 2012.
- [64] Jesmond Allen and James Chudley. *Smashing UX Design: Foundations for Designing Online User Experiences*. Chichester, United Kingdom: John Wiley & Sons, Ltd, 2012.
- [65] Richard Caddick and Steve Cable. *Communicating the User Experience: A Practical Guide for Creating Useful UX Documentation*. Chichester, United Kingdom: John Wiley & Sons, Ltd, 2011.
- [66] Jesse James Garrett. *The Elements of User Experience: User-Centered Design for the Web.* Berkeley, California: New Riders, 2003.
- [67] Lisa Maria Martin. Everyday Information Architecture. New York: A Book Apart, 2019.

- [68] Mural. "Customer experience journey map." Mural, undated. [https://app.mural.co/template/b7114010-3a67-4d63-a51d-6f2cedc9633f/c1b465ab-57af-4624-8faf-ebb312edc0eb]
- [69] Jesmond Allen and James Chudley. *Smashing UX Design: Foundations for Designing Online User Experiences*. Chichester, United Kingdom: John Wiley & Sons, Ltd, 2012.
- [70] Richard Caddick and Steve Cable. *Communicating the User Experience: A Practical Guide for Creating Useful UX Documentation*. Chichester, United Kingdom: John Wiley & Sons, Ltd, 2011.
- [71] Jesmond Allen and James Chudley. *Smashing UX Design: Foundations for Designing Online User Experiences*. Chichester, United Kingdom: John Wiley & Sons, Ltd, 2012.
- [72] Richard Caddick and Steve Cable. *Communicating the User Experience: A Practical Guide for Creating Useful UX Documentation*. Chichester, United Kingdom: John Wiley & Sons, Ltd, 2011.

Chapter 11: References

- [1] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [2] Nathaniel Davis. "Finding Our Way: Information Architecture: The Structure Behind Your User Interface." UXmatters, February 6, 2017. [https://www.uxmatters.com/mt/archives/2017/02/information-architecture-the-structure-behind-your-user-interface.php]
- [3] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [4] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [5] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [6] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [7] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [8] Jakob Nielsen. "The Durability of Usability Guidelines." Nielsen Norman Group, January 16, 2005. [https://www.nngroup.com/articles/durability-of-usability-guidelines/]
- [9] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [10] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [11] Kathryn Whitenton. "Flat vs. Deep Website Hierarchies." Nielsen Norman Group, November 10, 2013. [https://www.nngroup.com/articles/flat-vs-deep-hierarchy/]
- [12] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [13] Arora Harley. "Proximity Principle in Visual Design." Nielsen Norman Group, August 2, 2020. [https://www.nngroup.com/articles/gestalt-proximity/]
- [14] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [15] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [16] Mark A. Foltz. "Designing Navigable Information Spaces." Bachelor's thesis, Washington University in St. Louis, May 20, 1998. Retrieved January 20, 2020. [http://www.ai.mit.edu/projects/infoarch/publications/mfoltz-thesis/thesis.html]

- [17] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [18] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [19] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [20] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [21] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [22] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [23] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [24] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [25] Jen Cardello and Kathryn Whitenton. "Killing Off the Global Navigation: One Trend to Avoid." Nielsen Norman Group, February 9, 2014. [https://www.nngroup.com/articles/killing-global-navigation-one-trend-avoid/]
- [26] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [27] WebAIM. "Skip Navigation Links." WebAIM, last updated November 22, 2021. [https://webaim.org/techniques/skipnav/]
- [28] WebAIM. "CSS in Action: Invisible Content Just for Screen Reader Users." WebAIM, last updated September 25, 2020. [https://webaim.org/techniques/css/invisiblecontent/]
- [29] Page Laubheimer. "Local Navigation Is a Valuable Orientation and Wayfinding Aid." Nielsen Norman Group, July 24, 2021. [https://www.nngroup.com/articles/local-navigation/]
- [30] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [31] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [32] Page Laubheimer. "Local Navigation Is a Valuable Orientation and Wayfinding Aid." Nielsen Norman Group, July 24, 2021. [https://www.nngroup.com/articles/local-navigation/]
- [33] Jakob Nielsen. "The Rise of the Subsite." Nielsen Norman Group, August 31, 1996. [https://www.nngroup.com/articles/the-rise-of-the-subsite/]
- [34] Jakob Nielsen. "The Rise of the Subsite." Nielsen Norman Group, August 31, 1996. [https://www.nngroup.com/articles/the-rise-of-the-subsite/]

- [35] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [36] Katie Sherwin. "Universal Navigation: Connecting Subsites to Main Sites." Nielsen Norman Group, September 11, 2016. [https://www.nngroup.com/articles/universal-navigation/]
- [37] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [38] Elizabeth Castro and Bruce Hyslop. Visual QuickStart Guide: HTML and CSS. 8th ed. Hoboken, NJ: Peachpit Press, 2014.
- [39] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [40] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [41] Jakob Nielsen. "Homepage Real Estate Allocation." Nielsen Norman Group, November 16, 2013. [https://www.nngroup.com/articles/homepage-real-estate-allocation/]
- [42] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [43] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [44] Page Laubheimer. "Cards: UI-Component Definition." Nielsen Norman Group, November 6, 2016. [https://www.nngroup.com/articles/cards-component/]
- [45] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [46] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [47] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [48] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [49] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [50] Susan Farrell. "Utility Navigation: What It Is and How to Design It." Nielsen Norman Group, October 4, 2015. [https://www.nngroup.com/articles/utility-navigation/]
- [51] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [52] Susan Farrell. "Utility Navigation: What It Is and How to Design It." Nielsen Norman Group, October 4, 2015. [https://www.nngroup.com/articles/utility-navigation/]
- [53] Susan Farrell. "Utility Navigation: What It Is and How to Design It." Nielsen Norman Group, October 4, 2015. [https://www.nngroup.com/articles/utility-navigation/]

- [54] Kathryn Whitenton. "Flat vs. Deep Website Hierarchies." Nielsen Norman Group, November 10, 2013. [https://www.nngroup.com/articles/flat-vs-deep-hierarchy/]
- [55] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [56] Donna Tedesco, Amy Schade, Kara Pernice, and Jakob Nielsen. "Site Map Usability: 47 Design Guidelines Based on Usability Studies with People Using Site Maps." 2nd ed. (PDF) Fremont, CA: Nielsen Norman Group, 2008. [https://media.nngroup.com/media/reports/free/Site Map Usability 2nd Edition.pdf]
- [57] Donna Tedesco, Amy Schade, Kara Pernice, and Jakob Nielsen. "Site Map Usability: 47 Design Guidelines Based on Usability Studies with People Using Site Maps." 2nd ed. (PDF) Fremont, CA: Nielsen Norman Group, 2008. [https://media.nngroup.com/media/reports/free/Site Map Usability 2nd Edition.pdf]
- [58] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [59] Douglas K. Van Duyne, James A. Landay, and Jason I. Hong. The Design of Sites: Patterns for Creating Winning Web Sites. 2nd ed. Upper Saddle River, NJ: Pearson Education Limited, 2007.
- [60] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [61] Jakob Nielsen. "Site Map Usability." Nielsen Norman Group, September 1, 2008. [https://www.nngroup.com/articles/site-map-usability/]
- [62] Donna Tedesco, Amy Schade, Kara Pernice, and Jakob Nielsen. "Site Map Usability: 47 Design Guidelines Based on Usability Studies with People Using Site Maps." 2nd ed. (PDF) Fremont, CA: Nielsen Norman Group, 2008. [https://media.nngroup.com/media/reports/free/Site_Map_Usability_2nd_Edition.pdf]
- [63] Erika Vangouli. "HTML Site Map: The Benefits for SEO and Users." Semrush Blog, July 7, 2023. [https://www.semrush.com/blog/html-sitemap]
- [64] Eric L. Reiss. Practical Information Architecture: A Hands-on Approach to Structuring Successful Websites. London: Pearson Education Limited, 2000.
- [65] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [66] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [67] Douglas K. Van Duyne, James A. Landay, and Jason I. Hong. The Design of Sites: Patterns for Creating Winning Web Sites. 2nd ed. Upper Saddle River, NJ: Pearson Education Limited, 2007.
- [68] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.

- [69] Larry S. Bonura. The Art of Indexing. New York: John Wiley & Sons, Inc., 1994.
- [70] Donna Spencer. A Practical Guide to Information Architecture. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [71] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [72] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [73] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [74] Larry S. Bonura. The Art of Indexing. New York: John Wiley & Sons, Inc., 1994.
- [75] The University of Chicago Press. The Chicago Manual of Style. 17th ed. Chicago: The University of Chicago Press, 2017.
- [76] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [77] Douglas K. Van Duyne, James A. Landay, and Jason I. Hong. The Design of Sites: Patterns for Creating Winning Web Sites. 2nd ed. Upper Saddle River, NJ: Pearson Education Limited, 2007.
- [78] Sun Microsystems. Java Look and Feel Design Guidelines: Advanced Topics. Boston: Addison-Wesley, 2001.
- [79] Raluca Budiu. "Wizards: Definition and Design Recommendations." Nielsen Norman Group, June 25, 2017. [https://www.nngroup.com/articles/wizards/]
- [80] William Horton. Designing Web-Based Training. New York: John Wiley & Sons, 2000.
- [81] Henry Simpson and Steven M. Casey. Developing Effective User Documentation: A Human-Factors Approach. New York: McGraw-Hill, 1988.
- [82] R. John Brockmann. Writing Better Computer User Documentation: From Paper to Online. New York: John Wiley & Sons, 1986.
- [83] Userpilot. "How to Use In-App Tutorials to Educate Your Users and Increase Product Adoption." Userpilot, July 12, 2023. [https://userpilot.com/blog/in-app-tutorials-adoption/]
- [834] Siemens. "Guided Tour." Siemens, undated. [https://design.mindsphere.io/patterns/guided-tour.html]
- [85] Page Laubheimer. "Onboarding Tutorials vs. Contextual Help." Nielsen Norman Group, February 12, 2023. [https://www.nngroup.com/articles/onboarding-tutorials/]
- [86] Jonathan Price and Lisa Price. Hot Text: Web Writing That Works. Indianapolis: New Riders, 2002.
- [87] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.

- [88] Page Laubheimer. "Onboarding Tutorials vs. Contextual Help." Nielsen Norman Group, February 12, 2023. [https://www.nngroup.com/articles/onboarding-tutorials/]
- [89] Siemens. "Guided Tour." Siemens, undated. [https://design.mindsphere.io/patterns/guided-tour.html]
- [90] Whatfix. "What Is a Product Tour?" Whatfix, undated. [https://whatfix.com/product-tour/]
- [91] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [92] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [93] Keith Instone. "Location, Path, & Attribute Breadcrumbs." (PDF) Instone.org. [https://www.researchgate.net/publication/236157147_Location_Path_Attribute_Breadcrumbs]
- [94] Jakob Nielsen. "Breadcrumb Navigation Increasingly Useful." Nielsen Norman Group, April 9, 2007. [https://www.nngroup.com/articles/breadcrumb-navigation-useful/]
- [95] Jared Spool. "Value of Breadcrumbs." UIE, September 26, 2005. [https://archive.uie.com/brainsparks/2005/09/26/value-of-breadcrumbs/]
- [96] Page Laubheimer. "Breadcrumbs: 11 Design Guidelines for Desktop and Mobile." Nielsen Norman Group, December 23, 2018. [https://www.nngroup.com/articles/breadcrumbs/]
- [97] Page Laubheimer. "Local Navigation Is a Valuable Orientation and Wayfinding Aid." Nielsen Norman Group, July 24, 2021. [https://www.nngroup.com/articles/local-navigation/]
- [98] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [99] Page Laubheimer. "Local Navigation Is a Valuable Orientation and Wayfinding Aid." Nielsen Norman Group, July 24, 2021. [https://www.nngroup.com/articles/local-navigation/]
- [100] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [101] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.

Chapter 12: References

- [1] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [2] Steven Hoober. "Mobile Matters: Following Patterns and Innovating." *UXmatters*, April 22, 2013. [https://www.uxmatters.com/mt/archives/2013/04/following-patterns-and-innovating.php]
- [3] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [4] Hoa Loranger. "Home Page Links Remain a Necessity." *Nielsen Norman Group*, July 23, 2017. [https://www.nngroup.com/articles/homepage-links/]
- [5] Ameeta D. Jadav. *Designing Usable Web Interfaces*. Upper Saddle River, NJ: Pearson Education, Inc., 2003.
- [6] Levi Olmstead. "How to Create UX Hotspots + Examples, Tips." Whatfix Blog, December 23, 2022. [https://whatfix.com/blog/hotspots/]
- [7] Mozilla Developer Network. "Styling Links." MDN, undated. [https://developer.mozilla.org/en-US/docs/Learn/CSS/Styling_text/Styling_links#]
- [8] Apple Computer, Inc. *Macintosh Human Interface Guidelines*. Cupertino, CA: Apple Computer, Inc., 1992.
- [9] Rebeka Costa. "Button Design for Web Sites and Mobile Apps." *Justinmind*, July 15, 2020. [https://www.justinmind.com/blog/button-design-websites-mobile-apps/]
- [10] Bootstrap. "Buttons." *Get Started with Bootstrap*, undated. [https://getbootstrap.com/docs/5.3/components/buttons/]
- [11] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [12] Intercontact Translations. "Why Does Content Expand When Translated?" *Intercontact Translations*, January 8, 2020. [https://www.inter-contact.de/en/blog/text-length-languages#:~:text=When%20it%20 comes%20to%20the,are%20by%20far%20the%20shortest]
- [13] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [14] Page Laubheimer. "Left-Side Vertical Navigation on Desktop: Scalable, Responsive, and Easy to Scan." *Nielsen Norman Group*, May 16, 2021. [https://www.nngroup.com/articles/vertical-nav/]

- [15] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [16] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [17] Raluca Budiu. "Expandable Menus: Pull-Down, Square, or Pie?" *Nielsen Norman Group*, May 8, 2016. [https://www.nngroup.com/articles/expandable-menus/]
- [18] Raluca Budiu. "Interaction Cost." *Nielsen Norman Group*, August 31, 2013. [https://www.nngroup.com/articles/interaction-cost-definition/]
- [19] Jakob Nielsen and Angie Li. "Mega Menus Work Well for Site Navigation." *Nielsen Norman Group*, March 26, 2017. [https://www.nngroup.com/articles/mega-menus-work-well/]
- [20] Microsoft. Microsoft Windows User Experience. Redmond, WA: Microsoft Press, 1999.
- [21] Jen Cardello and Kathryn Whitenton. "Killing Off the Global Navigation: One Trend to Avoid." *Nielsen Norman Group*, February 9, 2014. [https://www.nngroup.com/articles/killing-global-navigation-one-trend-avoid/]
- [22] Raluca Budiu. "Expandable Menus: Pull-Down, Square, or Pie?" *Nielsen Norman Group*, May 8, 2016. [https://www.nngroup.com/articles/expandable-menus/]
- [23] Jakob Nielsen and Angie Li. "Mega Menus Work Well for Site Navigation." *Nielsen Norman Group*, March 26, 2017. [https://www.nngroup.com/articles/mega-menus-work-well/]
- [24] Microsoft. Microsoft Windows User Experience. Redmond, WA: Microsoft Press, 1999
- [25] Jakob Nielsen and Angie Li. "Mega Menus Work Well for Site Navigation." *Nielsen Norman Group*, March 26, 2017. [https://www.nngroup.com/articles/mega-menus-work-well/]
- [26] Raluca Budiu. "Expandable Menus: Pull-Down, Square, or Pie?" *Nielsen Norman Group*, May 8, 2016. [https://www.nngroup.com/articles/expandable-menus/]
- [27] Jen Cardello and Kathryn Whitenton. "Killing Off the Global Navigation: One Trend to Avoid." *Nielsen Norman Group*, February 9, 2014. [https://www.nngroup.com/articles/killing-global-navigation-one-trend-avoid/]
- [28] Kathryn Whitenton. "Flat vs. Deep Website Hierarchies." *Nielsen Norman Group*, November 10, 2013. [https://www.nngroup.com/articles/flat-vs-deep-hierarchy/]
- [29] Jakob Nielsen and Angie Li. "Mega Menus Work Well for Site Navigation." *Nielsen Norman Group*, March 26, 2017. [https://www.nngroup.com/articles/mega-menus-work-well/]
- [30] Jakob Nielsen and Angie Li. "Mega Menus Work Well for Site Navigation." *Nielsen Norman Group*, March 26, 2017. [https://www.nngroup.com/articles/mega-menus-work-well/]
- [31] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.

- [32] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [33] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [34] Page Laubheimer. "Left-Side Vertical Navigation on Desktop: Scalable, Responsive, and Easy to Scan." *Nielsen Norman Group*, May 16, 2021. [https://www.nngroup.com/articles/vertical-nav/]
- [35] Huei-Hsin Wang. "Accordions on Desktop: When and How to Use." *Nielsen Norman Group*, July 30, 2023. [https://www.nngroup.com/articles/accordions-on-desktop/]
- [36] Page Laubheimer and Raluca Budiu. "Accordion Icons: Which Signifiers Work Best?" *Nielsen Norman Group*, August 23, 2020. [https://www.nngroup.com/articles/accordionicons/]
- [37] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [38] Google. "Navigation Drawer." Google, undated. [https://m3.material.io/components/navigation-drawer/overview]
- [39] Google. "Surfaces." Google, undated. [https://m2.material.io/design/environment/surfaces.html#attributes]
- [40] Apple. "Sidebars." Apple, Inc., undated. [https://developers.apple.com/design/human-interface-guidelines/components/navigation-and-search/sidebars]
- [41] Google. "Navigation Rail." Google, undated. [https://m3.material.io/components/navigation-rail/overview]
- [42] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [43] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [44] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [45] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [46] Page Laubheimer. "Local Navigation Is a Valuable Orientation and Wayfinding Aid." *Nielsen Norman Group*, July 24, 2021. [https://www.nngroup.com/articles/local-navigation/]
- [47] Page Laubheimer. "Left-Side Vertical Navigation on Desktop: Scalable, Responsive, and Easy to Scan." *Nielsen Norman Group*, May 16, 2021. [https://www.nngroup.com/articles/vertical-nav/]
- [48] Donna Spencer. *A Practical Guide to Information Architecture*. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.

- [49] Page Laubheimer. "Left-Side Vertical Navigation on Desktop: Scalable, Responsive, and Easy to Scan." *Nielsen Norman Group*, May 16, 2021. [https://www.nngroup.com/articles/vertical-nav/]
- [50] Raluca Budiu. "Basic Patterns for Mobile Navigation: A Primer." *Nielsen Norman Group*, November 15, 2015. [https://www.nngroup.com/articles/mobile-navigation-patterns/]
- [51] Raluca Budiu. "Basic Patterns for Mobile Navigation: A Primer." *Nielsen Norman Group*, November 15, 2015. [https://www.nngroup.com/articles/mobile-navigation-patterns/]
- [52] Kara Pernice and Raluca Budiu. "Hamburger Menus and Hidden Navigation Hurt UX Metrics." *Nielsen Norman Group*, June 26, 2016. [https://www.nngroup.com/articles/hamburger-menus/]
- [53] Raluca Budiu. "Basic Patterns for Mobile Navigation: A Primer." *Nielsen Norman Group*, November 15, 2015. [https://www.nngroup.com/articles/mobile-navigation-patterns/]
- [54] Google. "Navigation Bar." Google, undated. [https://m3.material.io/components/navigation-bar/guidelines]
- [55] Apple. "Tab Bars." Apple, undated. [https://developer.apple.com/design/human-interface-guidelines/tab-bars]
- [56] Apple. "Navigation Bars." Apple, undated. [https://developer.apple.com/design/human-interface-guidelines/navigation-bars]
- [57] Raluca Budiu. "Basic Patterns for Mobile Navigation: A Primer." *Nielsen Norman Group*, November 15, 2015. [https://www.nngroup.com/articles/mobile-navigation-patterns/]
- [58] Kara Pernice and Raluca Budiu. "Hamburger Menus and Hidden Navigation Hurt UX Metrics." *Nielsen Norman Group*, June 26, 2016. [https://www.nngroup.com/articles/hamburger-menus/]
- [59] Amy Schade. "Supporting Mobile Navigation in Spite of a Hamburger Menu." Nielsen Norman Group, August 16, 2015. [https://www.nngroup.com/articles/support-mobile-navigation/]
- [60] Page Laubheimer. "Left-Side Vertical Navigation on Desktop: Scalable, Responsive, and Easy to Scan." *Nielsen Norman Group*, May 16, 2021. [https://www.nngroup.com/articles/vertical-nav/]
- [61] Raluca Budiu. "Accordions on Mobile." *Nielsen Norman Group*, May 31, 2015. [https://www.nngroup.com/articles/mobile-accordions/]
- [62] Raluca Budiu. "Mobile Subnavigation." Nielsen Norman Group, July 16, 2017. [https://www.nngroup.com/articles/mobile-subnavigation/]

- [63] Raluca Budiu. "Accordions on Mobile." *Nielsen Norman Group*, May 31, 2015. [https://www.nngroup.com/articles/mobile-accordions/]
- [64] Raluca Budiu. "Mobile Subnavigation." *Nielsen Norman Group*, July 16, 2017. [https://www.nngroup.com/articles/mobile-subnavigation/]
- [65] Google. "Navigation Drawer." Google, undated. [https://m3.material.io/components/navigation-drawer/overview]
- [66] Raluca Budiu. "Mobile Subnavigation." *Nielsen Norman Group*, July 16, 2017. [https://www.nngroup.com/articles/mobile-subnavigation/]
- [67] Raluca Budiu. "Basic Patterns for Mobile Navigation: A Primer." *Nielsen Norman Group*, November 15, 2015. [https://www.nngroup.com/articles/mobile-navigation-patterns/]
- [68] Raluca Budiu. "Mobile Subnavigation." *Nielsen Norman Group*, July 16, 2017. [https://www.nngroup.com/articles/mobile-subnavigation/]
- [69] Raluca Budiu. "Mobile Subnavigation." Nielsen Norman Group, July 16, 2017. [https://www.nngroup.com/articles/mobile-subnavigation/]
- [70] Jen Cardello and Kathryn Whitenton. "Killing Off the Global Navigation: One Trend to Avoid." *Nielsen Norman Group*, February 9, 2014. [https://www.nngroup.com/articles/killing-global-navigation-one-trend-avoid/]
- [71] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [72] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [73] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [74] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [75] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [76] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [77] Daniel M. Brown. *Communicating Design: Developing Web Site Documentation for Design and Planning*. Berkeley, CA: New Riders, 2007.
- [78] Christina Wodtke. Information Architecture: Blueprints for the Web. Indianapolis: New Riders, 2002.
- [79] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [80] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007

- [81] Daniel M. Brown. *Communicating Design: Developing Web Site Documentation for Design and Planning*. Berkeley, CA: New Riders, 2007.
- [82] Cennydd Bowles and James Box. Undercover User Experience Design. Berkeley, CA: New Riders, 2011.
- [83] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [84] Christina Wodtke. Information Architecture: Blueprints for the Web. Indianapolis: New Riders, 2002.
- [85] Daniel M. Brown. Communicating Design: Developing Web Site Documentation for Design and Planning. Berkeley, CA: New Riders, 2007.
- [86] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [87] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007
- [88] Daniel M. Brown. Communicating Design: Developing Web Site Documentation for Design and Planning. Berkeley, CA: New Riders, 2007.
- [89] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [90] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [91] Cennydd Bowles and James Box. Undercover User Experience Design. Berkeley, CA: New Riders, 2011.
- [92] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [93] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007
- [94] Cennydd Bowles and James Box. Undercover User Experience Design. Berkeley, CA: New Riders, 2011.
- [95] Richard Caddick and Steve Cable. *Communicating the User Experience: A Practical Guide for Creating Useful UX Documentation*. Chichester, West Sussex, UK: John Wiley & Sons Ltd., 2011.
- [96] Daniel M. Brown. Communicating Design: Developing Web Site Documentation for Design and Planning. Berkeley, CA: New Riders, 2007.
- [97] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [98] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007
- [99] Christina Wodtke. Information Architecture: Blueprints for the Web. Indianapolis: New Riders, 2002.
- [100] Daniel M. Brown. Communicating Design: Developing Web Site Documentation for Design and Planning. Berkeley, CA: New Riders, 2007.

- [101] Richard Caddick and Steve Cable. Communicating the User Experience: A Practical Guide for Creating Useful UX Documentation. Chichester, West Sussex, UK: John Wiley & Sons Ltd., 2011.
- [102] Luke Wroblewski. "Communication Design: Live by the Mock-up, Die by the Mockup." *UXmatters*, February 6, 2006. [https://www.uxmatters.com/mt/archives/2006/02/live-by-the-mockup-die-by-the-mockup.php]
- [103] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [104] Daniel M. Brown. Communicating Design: Developing Web Site Documentation for Design and Planning. Berkeley, CA: New Riders, 2007.
- [105] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [106] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [107] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [108] Martina Hodges-Schell and James O'Brien. *Communicating the UX Vision*. Waltham, MA: Morgan Kaufmann, 2015.
- [109] Pabini Gabriel-Petit. "On Good Behavior: Specifying Behavior, with an Example Menu Behavior Specification." *UXmatters*, January 4, 2010. [https://www.uxmatters.com/mt/archives/2010/01/specifying-behavior-with-an-example-menu-behavior-specification.php]
- [110] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [111] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [112] Pabini Gabriel-Petit. "On Good Behavior: Specifying Behavior." *UXmatters*, January 4, 2010. [https://www.uxmatters.com/mt/archives/2010/01/specifying-behavior-with-an-example-menu-behavior-specification.php]
- [113] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [114] Christina Wodtke. Information Architecture: Blueprints for the Web. Indianapolis: New Riders, 2002.
- [115] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [116] Richard Caddick and Steve Cable. *Communicating the User Experience: A Practical Guide for Creating Useful UX Documentation*. Chichester, West Sussex, UK: John Wiley & Sons Ltd., 2011.
- [117] Daniel M. Brown. Communicating Design: Developing Web Site Documentation for Design and Planning. Berkeley, CA: New Riders, 2007.

- [118] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [119] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007
- [120] Daniel M. Brown. Communicating Design: Developing Web Site Documentation for Design and Planning. Berkeley, CA: New Riders, 2007.
- [121] Richard Caddick and Steve Cable. Communicating the User Experience: A Practical Guide for Creating Useful UX Documentation. Chichester, West Sussex, UK: John Wiley & Sons Ltd., 2011.
- [122] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007
- [123] Daniel M. Brown. Communicating Design: Developing Web Site Documentation for Design and Planning. Berkeley, CA: New Riders, 2007.
- [124] Richard Caddick and Steve Cable. *Communicating the User Experience: A Practical Guide for Creating Useful UX Documentation*. Chichester, West Sussex, UK: John Wiley & Sons Ltd., 2011.
- [125] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007
- [126] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007
- [127] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [128] Cennydd Bowles and James Box. *Undercover User Experience Design*. Berkeley, CA: New Riders, 2011.
- [129] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [130] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [131] Daniel M. Brown. Communicating Design: Developing Web Site Documentation for Design and Planning. Berkeley, CA: New Riders, 2007.
- [132] Cennydd Bowles and James Box. *Undercover User Experience Design*. Berkeley, CA: New Riders, 2011.
- [133] Daniel M. Brown. Communicating Design: Developing Web Site Documentation for Design and Planning. Berkeley, CA: New Riders, 2007.
- [134] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [135] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [136] Scott Berkun. "How to Run a Design Critique." ScottBerkun.com, January 2003. [https://scottberkun.com/essays/23-how-to-run-a-design-critique/]

- [137] Daniel Szuc. "Walking Through Your Product Design With Stakeholders." *UXmatters*, June 4, 2007. [https://www.uxmatters.com/mt/archives/2007/06/walking-through-your-product-design-with-stakeholders.php]
- [138] Daniel M. Brown. *Communicating Design: Developing Web Site Documentation for Design and Planning*. Berkeley, CA: New Riders, 2007.
- [139] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [140] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [141] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [142] Traci Lepore. "Dramatic Impact: The Value of Shared Language in Successful Facilitation and Critique." *UXmatters*, April 1, 2013. [https://www.uxmatters.com/mt/archives/2013/04/the-value-of-shared-language-in-successful-facilitation-and-critique.php]
- [143] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [144] Scott Berkun. "How to Run a Design Critique." ScottBerkun.com, January 2003. [https://scottberkun.com/essays/23-how-to-run-a-design-critique/]
- [145] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [146] Martina Hodges-Schell and James O'Brien. *Communicating the UX Vision*. Waltham, MA: Morgan Kaufmann, 2015.
- [147] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [148] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [149] Martina Hodges-Schell and James O'Brien. *Communicating the UX Vision*. Waltham, MA: Morgan Kaufmann, 2015.
- [150] Cennydd Bowles and James Box. *Undercover User Experience Design*. Berkeley, CA: New Riders, 2011.
- [151] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.

- [152] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [153] Atul Handa. "Design Critiques: Setting Some Ground Rules." *UXmatters*, February 18, 2019. [https://www.uxmatters.com/mt/archives/2019/02/design-critiques-setting-some-ground-rules.php]
- [154] Atul Handa. "Design Critiques: Setting Some Ground Rules." *UXmatters*, February 18, 2019. [https://www.uxmatters.com/mt/archives/2019/02/design-critiques-setting-some-ground-rules.php]
- [154] Scott Berkun. "How to Run a Design Critique." ScottBerkun.com, January 2003. [https://scottberkun.com/essays/23-how-to-run-a-design-critique/]
- [155] Janet Six. "Ask UXmatters: Conducting Effective Design Critiques." *UXmatters*, November 19, 2012. [https://www.uxmatters.com/mt/archives/2012/11/conducting-effective-design-critiques.php]
- [156] Wikipedia. "Active Listening." Wikipedia, undated. [https://en.wikipedia.org/wiki/Active listening]
- [157] Daniel M. Brown. Communicating Design: Developing Web Site Documentation for Design and Planning. Berkeley, CA: New Riders, 2007.
- [158] Daniel M. Brown. Communicating Design: Developing Web Site Documentation for Design and Planning. Berkeley, CA: New Riders, 2007.
- [159] Kim Goodwin. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Indianapolis, IN: Wiley Publishing, Inc., 2009.
- [160] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [161] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [162] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [163] Jim Ross. "Practical Usability: Prototyping: Paper Versus Digital." *UXmatters*, May 8, 2017. [https://www.uxmatters.com/mt/archives/2017/05/prototyping-paper-versus-digital.php]
- [164] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [165] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.

[166] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.

[167] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.

 $[168] \ Keith \ Instone. \ ``Navigation \ Stress \ Test." \ \textit{KeithInstone.org}, 2005. \ \texttt{https://mail.instone.org/navstress}$ $\ org/navstress$

Chapter 13: References

- [1] James Kalbach. Designing Web Navigation. 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] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [4] Jakob Nielsen. "Converting Search into Navigation." Nielsen Norman Group, March 16, 2013. [https://www.nngroup.com/articles/search-navigation/]
- [5] Jakob Nielsen. "Converting Search into Navigation." Nielsen Norman Group, March 16, 2013. [https://www.nngroup.com/articles/search-navigation/]
- [6] Jakob Nielsen. "Converting Search into Navigation." Nielsen Norman Group, March 16, 2013. [https://www.nngroup.com/articles/search-navigation/]
- [7] Raluca Budiu. "Search Is Not Enough: Synergy Between Navigation and Search." Nielsen Norman Group, September 7, 2014. [https://www.nngroup.com/articles/search-not-enough/]
- [8] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [9] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [10] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [11] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [12] Donna Spencer. "Four Modes of Seeking Information and How to Design for Them." *Boxes and Arrows*, March 14, 2006. [https://boxesandarrows.com/four-modes-of-seeking-information-and-how-to-design-for-them/]
- [13] Louise Vollaire. "Site Search and SEO: How Functionality Creates Value." Algolia, August 15, 2023. [https://www.algolia.com/blog/product/site-search-and-seo/]
- [14] Louise Vollaire. "Site Search and SEO: How Functionality Creates Value." Algolia, August 15, 2023. [https://www.algolia.com/blog/product/site-search-and-seo/]

- [15] Coveo. "Why Helpful Site Search Has Become Table Stakes for Brands." *Econsultancy*, December 9, 2020. [https://econsultancy.com/helpful-site-search-brands/]
- [16] Louise Vollaire. "Site Search and SEO: How Functionality Creates Value." Algolia, August 15, 2023. [https://www.algolia.com/blog/product/site-search-and-seo/]
- [17] Coveo. "Why Helpful Site Search Has Become Table Stakes for Brands." *Econsultancy*, December 9, 2020. [https://econsultancy.com/helpful-site-search-brands/]
- [18] Imran. "E-commerce Growth Hacks: 10 Proven Site-Search Tips to Increase Conversion Rates." AddSearch, June 10, 2024. [https://www.addsearch.com/blog/e-commerce-growth-hacks-site-search-tips/]
- [19] Louise Vollaire. "Site Search and SEO: How Functionality Creates Value." Algolia, August 15, 2023. [https://www.algolia.com/blog/product/site-search-and-seo/]
- [20] Jakob Nielsen. "Converting Search into Navigation." Nielsen Norman Group, March 16, 2013. [https://www.nngroup.com/articles/search-navigation/]
- [21] Coveo. "Why Helpful Site Search Has Become Table Stakes for Brands." *Econsultancy*, December 9, 2020. [https://econsultancy.com/helpful-site-search-brands/]
- [22] Coveo. "Why Helpful Site Search Has Become Table Stakes for Brands." *Econsultancy*, December 9, 2020. [https://econsultancy.com/helpful-site-search-brands/]
- [23] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [24] Michael Walker. *Introduction to Natural Language Processing: Concepts and Fundamentals for Beginners*. San Bernardino, CA: AI Sciences, 2019.
- [25] Dave Davies. "Website Indexing for Search Engines: How Does It Work?" Search Engine Journal, January 17, 2023. [https://www.searchenginejournal.com/search-engines/website-indexing/]
- [26] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [27] Wikipedia. "Latent Semantic Analysis." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Latent_semantic_analysis]
- [28] Elastic. "What Is Search Relevance?" Elastic, undated. [https://www.elastic.co/what-is/search-relevance]
- [29] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [30] Wikipedia. "HTML5." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/HTML5]

- [31] Jamie Juviler. "Semantic HTML: What It Is and How It Improves Your Site." *HubSpot*, June 17, 2022. [https://blog.hubspot.com/website/semantic-html]
- [32] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [33] Wikipedia. "Latent Semantic Analysis." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Latent_semantic_analysis]
- [34] Ray Beste. "Semantic Indexes: The Secret Sauce for Supercharging Generative AI Performance." Sikich, June 29, 2023. [https://www.sikich.com/insight/semantic-indexes-the-secret-sauce-for-supercharging-generative-ai-performance/]
- [35] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture* of Discovery. Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [36] Daniel Tunkelang. "Precision, Recall, and Desirability." *Medium*, February 15, 2024. [https://dtunkelang.medium.com/precision-recall-and-desirability-0384a11d916b]
- [37] Wikipedia. "Precision and Recall." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Precision and recall]
- [38] Creighton University. "Measuring Search Effectiveness." (PDF) Creighton University, undated. [https://www.creighton.edu/fileadmin/user/HSL/docs/ref/Searching_-_Recall_Precision.pdf]
- [39] Research Solutions. "How LLMs Can Improve Search Precision & Recall." *Research Solutions*, October 19, 2023. [https://www.researchsolutions.com/blog/how-llms-can-improve-search-precision-and-recall]
- [40] Azeem Hussain. "Understanding Search Relevance and Improving It for Your Ecommerce Site." Zevi, November 14, 2022. [https://www.zevi.ai/blogs/search-relevance-what-it-is-and-how-to-improve-it-on-your-site]
- [41] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [42] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [43] Research Solutions. "How LLMs Can Improve Search Precision & Recall." *Research Solutions*, October 19, 2023. [5t]
- [44] Azeem Hussain. "Understanding Search Relevance and Improving It for Your Ecommerce Site." Zevi, November 14, 2022. [https://www.zevi.ai/blogs/search-relevance-what-it-is-and-how-to-improve-it-on-your-site]

- [45] Daniel Tunkelang. "Precision, Recall, and Desirability." *Medium*, February 15, 2024. [https://dtunkelang.medium.com/precision-recall-and-desirability-0384a11d916b]
- [46] Christoph Sawade, Steffen Bickel, Timo von Oertzen, Tobias Scheffer, and Niels Landwehr. "Active Evaluation of Ranking Functions Based on Graded Relevance." *Mach Learn*, Vol. 92, May 22, 2013. [https://doi.org/10.1007/s10994-013-5372-5]
- [47] Daniel Tunkelang. "Precision, Recall, and Desirability." *Medium*, February 15, 2024. [https://dtunkelang.medium.com/precision-recall-and-desirability-0384a11d916b]
- [48] Michael Walker. *Introduction to Natural Language Processing: Concepts and Fundamentals for Beginners*. San Bernardino, CA: AI Sciences, 2019.
- [49] Wikipedia. "Bag-of-words model." Wikipedia, undated. [https://en.wikipedia.org/wiki/Bag-of-words model]
- [50] Wikipedia. "Vector space model." Wikipedia, undated. [https://en.wikipedia.org/wiki/Vector_space_model]
- [51] Daniel Tunkelang. "Precision, Recall, and Desirability." *Medium*, February 15, 2024. [https://dtunkelang.medium.com/precision-recall-and-desirability-0384a11d916b]
- [52] Brian Land. "The ABCs of Learning to Rank." Lucidworks, February 9, 2024. [https://lucidworks.com/post/abcs-learning-to-rank/]
- [53] Daniel Tunkelang. "Precision, Recall, and Desirability." *Medium*, February 15, 2024. [https://dtunkelang.medium.com/precision-recall-and-desirability-0384a11d916b]
- [54] Daniel Tunkelang. "Entity Recognition." *Medium*, May 30, 2017. [https://queryunderstanding.com/entity-recognition-763cae840a20]
- [55] Daniel Tunkelang. "Precision, Recall, and Desirability." *Medium*, February 15, 2024. [https://dtunkelang.medium.com/precision-recall-and-desirability-0384a11d916b]
- [56] Daniel Tunkelang. "Precision, Recall, and Desirability." *Medium*, February 15, 2024. [https://dtunkelang.medium.com/precision-recall-and-desirability-0384a11d916b]
- [57] Daniel Tunkelang. "Query Understanding: An Introduction." *Medium*, October 28, 2016. [https://queryunderstanding.com/introduction-c98740502103]
- [58] Wikipedia. "Word Embedding." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Word_embedding]
- [59] Frank Liu. "Sparse and Dense Embeddings." Zilliz, December 13, 2023. [https://zilliz.com/learn/sparse-and-dense-embeddings]
- [60] Daniel Tunkelang. "Query Understanding: An Introduction." *Medium*, October 28, 2016. [https://medium.com/query-understanding/introduction-c98740502103]

- [61] Daniel Tunkelang. "Precision, Recall, and Desirability." *Medium*, February 15, 2024. [https://dtunkelang.medium.com/precision-recall-and-desirability-0384a11d916b]
- [62] Research Solutions. "How LLMs Can Improve Search Precision & Recall." Research Solutions, October 19, 2023. [https://www.researchsolutions.com/blog/how-llms-can-improve-search-precision-and-recall]
- [63] Suvojit Hore. "What Are Large Language Models (LLMs)?" *Analytics Vidhya*, May 24, 2024. [https://www.analyticsvidhya.com/blog/2023/03/an-introduction-to-large-language-models-llms/]
- [64] Wikipedia. "tf-idf." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Tf%E2%80%93idf]
- [65] Christopher D. Manning, Prabhakar Raghavan, and Hinrich Schütze. *Introduction to Information Retrieval*. Cambridge, UK: Cambridge University Press, 2008. [https://nlp.stanford.edu/IR-book/]
- [66] MIT Libraries. "Database Search Tips: Boolean Operators." MIT Libraries, undated. [https://libguides.mit.edu/c.php?g=175963&p=1158594]
- [67] VTEX. "Data Entity." VTEX, undated. [https://help.vtex.com/en/tutorial/data-entity--tutorials_1265]
- [68] Daniel Tunkelang. "Spelling Correction." *Medium*, January 16, 2017. [https://queryunderstanding.com/spelling-correction-471f71b19880?gi=800a3439e1f6]
- [69] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [70] Daniel Tunkelang. "Spelling Correction." *Medium*, January 16, 2017. [https://queryunderstanding.com/spelling-correction-471f71b19880?gi=800a3439e1f6]
- [71] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [72] Coveo. "Why Helpful Site Search Has Become Table Stakes for Brands." *Econsultancy*, December 9, 2020. [https://econsultancy.com/helpful-site-search-brands/]
- [73] Daniel Tunkelang. "Spelling Correction." *Medium*, January 16, 2017. [https://queryunderstanding.com/spelling-correction-471f71b19880?gi=800a3439e1f6]
- [74] Michael Walker. *Introduction to Natural Language Processing: Concepts and Fundamentals for Beginners*. San Bernardino, CA: AI Sciences, 2019.
- [75] Daniel Tunkelang. "Spelling Correction." *Medium*, January 16, 2017. [https://queryunderstanding.com/spelling-correction-471f71b19880?gi=800a3439e1f6]

- [76] Wikipedia. "n-gram." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/N-gram]
- [77] Wikipedia. "Edit distance." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Edit_distance]
- [78] Daniel Tunkelang. "Spelling Correction." *Medium*, January 16, 2017. [https://queryunderstanding.com/spelling-correction-471f71b19880?gi=800a3439e1f6]
- [79] Jacob Murel and Eda Kavlakoglu. "What Are Stemming and Lemmatization?" IBM, December 10, 2023. [https://www.ibm.com/topics/stemming-lemmatization]
- [80] Michael Walker. *Introduction to Natural Language Processing: Concepts and Fundamentals for Beginners*. San Bernardino, CA: AI Sciences, 2019.
- [81] Jacob Murel and Eda Kavlakoglu. "What Are Stemming and Lemmatization?" IBM, December 10, 2023. [https://www.ibm.com/topics/stemming-lemmatization]
- [82] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [83] *The American Heritage Dictionary of the English Language*. 4th ed. Boston: Houghton Mifflin Harcourt Publishing Company, 2009.
- [84] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [85] Michael Walker. *Introduction to Natural Language Processing: Concepts and Fundamentals for Beginners*. San Bernardino, CA: AI Sciences, 2019.
- [86] Emil Hvitfeldt and Julia Silge. Supervised Machine Learning for Text Analysis in R. New York: CRC Press, 2021.
- [87] Wikipedia. "Stemming." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Stemming]
- [88] Jacob Murel and Eda Kavlakoglu. "What Are Stemming and Lemmatization?" IBM, December 10, 2023. [https://www.ibm.com/topics/stemming-lemmatization]
- [89] *The American Heritage Dictionary of the English Language*. 4th ed. Boston: Houghton Mifflin Harcourt Publishing Company, 2009.
- [90] Wikipedia. "Stemming." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Stemming]
- [91] Michael Walker. *Introduction to Natural Language Processing: Concepts and Fundamentals for Beginners*. San Bernardino, CA: AI Sciences, 2019.

- [92] Jacob Murel and Eda Kavlakoglu. "What Are Stemming and Lemmatization?" IBM, December 10, 2023. [https://www.ibm.com/topics/stemming-lemmatization]
- [93] Ying-Hsang Liu, Paul Thomas, Jan-Felix Schmakeit, and Tom Gedeon. "Do Users Benefit from Controlled Vocabularies in Search Interfaces?" (PDF) (Poster presented at the European Workshop on Human-Computer Interaction and Information Retrieval (EuroHCIR2012), August 25, 2012.) [https://ceur-ws.org/Vol-909/poster10.pdf]
- [94] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [95] Patricia Harpring. *Introduction to Controlled Vocabularies: Terminology for Art, Architecture, and Other Cultural Works.* Los Angeles: Getty Research Institute, 2010.
- [96] Ann Rockley, Pamela Kostur, and Steve Manning. *Managing Enterprise Content: A Unified Content Strategy*. Indianapolis, IN: New Riders, 2003.
- [97] Bob Boiko. Content Management Bible. Indianapolis, IN: Wiley Publishing, Inc., 2002.
- [98] Christina Wodtke. Information Architecture: Blueprints for the Web. Indianapolis, IN: New Riders, 2003.
- [99] Ying-Hsang Liu, Paul Thomas, Jan-Felix Schmakeit, and Tom Gedeon. "Do Users Benefit from Controlled Vocabularies in Search Interfaces?" (PDF) (Poster presented at the European Workshop on Human-Computer Interaction and Information Retrieval (EuroHCIR2012), August 25, 2012.) [https://ceur-ws.org/Vol-909/poster10.pdf]
- [100] Timo Borst. "Usage and Impact of Controlled Vocabularies in a Subject Repository for Indexing and Retrieval." German National Library for Economics, Kiel/Hamburg, Germany, undated. [https://liberquarterly.eu/article/view/10624/11396]
- [101] Timo Borst. "Usage and Impact of Controlled Vocabularies in a Subject Repository for Indexing and Retrieval." German National Library for Economics, Kiel/Hamburg, Germany, undated. [https://liberquarterly.eu/article/view/10624/11396]
- [102] Kavita Ganesan. "What Are Stop Words?" From The Business Case for AI, Opinosis Analytics Publishing, March 31, 2022. [https://kavita-ganesan.com/what-are-stop-words/]
- [103] Wikipedia. "Stop Word." Wikipedia, undated. [https://en.m.wikipedia.org/wiki/Stop_word#:~:text=In%20SEO%20terminology,%20stop%20words,at,%20which,%20and%20on.]
- [104] Christopher D. Manning, Prabhakar Raghavan, and Hinrich Schütze. *Introduction to Information Retrieval*. Cambridge, UK: Cambridge University Press, 2008.
- [105] Moirangthem Gelson Singh. "To Use or Lose: Stop Words in NLP." *Medium*, August, 29, 2023. [https://medium.com/@gelsonm/to-use-or-lose-stop-words-in-nlp-de946edaa468]

- [106] Collibra. "Stop Words." Collibra, undated. [https://productresources.collibra.com/docs/collibra/latest/Content/Settings/ServicesConfiguration/costop-words.htm]
- [107] Tartarus. "Snowball: An English Stop Word List." Tartarus.org, undated. [http://snowball.tartarus.org/algorithms/english/stop.txt]
- [108] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [109] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [110] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [111] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [112] Elastic. "What Is Search Relevance?" Elastic, undated. [https://www.elastic.co/what-is/search-relevance]
- [113] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [114] Daniel Tunkelang. "Precision, Recall, and Desirability." *Medium*, February 15, 2024. [https://dtunkelang.medium.com/precision-recall-and-desirability-0384a11d916b]
- [115] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [116] Anlei Dong, Yi Chang, Zhaohui Zheng, Gilda Mishne, Jing Bai, Ruiqiang Zhang, Karolina Buchner, Ciya Liao, and Fernando Diaz. "Towards Recency Ranking in Web Search." (Presentation at the WSDM'10: Third ACM International Conference on Web Search and Data Mining in New York, February 4, 2010.) [https://packt.link/oY5EC]
- [117] Yoshiyuki Inagaki, Narayanan Sadagopan, Georges Dupret, Ciya Liao, Anlei Dong, Yi Chang, and Zhaohui Zheng. "Session Based Click Features for Recency Ranking." Sunnyvale, CA: Yahoo Labs, 2010.
- [118] Search.io. "Can I Sort My Results Based on Recency?" Search.io, undated. [https://kb.search.io/KB/can-i-sort-my-results-based-on-recency]
- [119] Search.gov. "Relevance Ranking: How Search.gov Ranks Your Search Results." Search.gov, undated. [https://search.gov/indexing/ranking-factors.html]
- [120] Search.govb. "Relevance Ranking: How Search.gov Ranks Your Search Results." Search.gov, undated. [https://search.gov/indexing/ranking-factors.html]

- [121] Telus Digital. "The Importance of Search Relevance and How to Improve It." Telus Digital, January 1, 2021. [https://www.telusinternational.com/insights/ai-data/article/the-importance-of-search-relevance-and-how-to-improve-it]
- [122] Ajitesh Kumar. "Ranking Algorithms & Types: Concepts & Examples." *Analytics Yogi*, August 24, 2022. [https://vitalflux.com/ranking-algorithms-types-concepts-examples/]
- [123] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [124] Search.gov. "Relevance Ranking: How Search.gov Ranks Your Search Results." Search.gov, undated. [https://search.gov/indexing/ranking-factors.html]
- [125] Daniel Tunkelang. "Precision, Recall, and Desirability." *Medium*, February 15, 2024. [https://dtunkelang.medium.com/precision-recall-and-desirability-0384a11d916b]
- [126] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [127] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [128] Elastic. "What Is Search Relevance?" Elastic, undated. [https://www.elastic.co/what-is/search-relevance]
- [129] Azeem Hussain. "Understanding Search Relevance and Improving It for Your Ecommerce Site." Zevi, November 14, 2022. [https://www.zevi.ai/blogs/search-relevance-what-it-is-and-how-to-improve-it-on-your-site]
- [130] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [131] Elastic. "What Is Search Relevance?" Elastic, undated. [https://www.elastic.co/what-is/search-relevance]
- [132] Azeem Hussain. "Understanding Search Relevance and Improving It for Your Ecommerce Site." Zevi, November 14, 2022. [https://www.zevi.ai/blogs/search-relevance-what-it-is-and-how-to-improve-it-on-your-site]
- [133] Elastic. "What Is Search Relevance?" Elastic, undated. [https://www.elastic.co/what-is/search-relevance]
- [134] Azeem Hussain. "Understanding Search Relevance and Improving It for Your Ecommerce Site." Zevi, November 14, 2022. [https://www.zevi.ai/blogs/search-relevance-what-it-is-and-how-to-improve-it-on-your-site]
- [135] Elastic. "What Is Search Relevance?" Elastic, undated. [https://www.elastic.co/what-is/search-relevance]

- [136] Azeem Hussain. "Understanding Search Relevance and Improving It for Your Ecommerce Site." Zevi, November 14, 2022. [https://www.zevi.ai/blogs/search-relevance-what-it-is-and-how-to-improve-it-on-your-site]
- [137] Gabriel Karawani. "Exploring the Differences: Search vs Generative AI." ClearPeople, undated. [https://www.clearpeople.com/blog/exploring-the-differences-search-vs-generative-ai#:~:text=AI%2DPowered%20Search%20focuses%20 on%20retrieving%20and%20presenting%20existing%20information, LLMs%20 to%20generate%20original%20outputs.]
- [138] Elastic. "What Is Search Relevance?" Elastic, undated. [https://www.elastic.co/what-is/search-relevance]
- [139] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [140] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [141] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [142] Peter Morville and Jeffery Callender. Search Patterns. Sebastopol, CA: O'Reilly Media, Inc., 2010.
- [143] Jamie Holst. "E-Commerce Search Field Design and Its Implications." *Baymard Institute*, July 29, 2014. [https://baymard.com/blog/mobile-search-submit-button]
- [144] Jason Demers. "Longer Search Queries Are Becoming the Norm: What It Means for SEO." Search Engine Watch, June 8, 2015. [https://www.searchenginewatch.com/2015/06/08/longer-search-queries-are-becoming-the-norm-what-it-means-for-seo/]
- [145] Statista. "Average number of search terms for online search queries in the United States as of January 2020." Statista, April 2020. [https://www.statista.com/statistics/269740/number-of-search-terms-in-internet-research-in-the-us/]
- [146] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [147] Elastic. "What Is Search Relevance?" Elastic, undated. [https://www.elastic.co/what-is/search-relevance]
- [148] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [149] Sally Collins. "Always Provide a Submit Button Adjacent to the Search Field on Mobile (21% Don't)." *Baymard Institute*, June 1, 2021. [https://baymard.com/blog/mobile-search-submit-button]

- [150] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery*. Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [151] Coveo. "Why Helpful Site Search Has Become Table Stakes for Brands." *Econsultancy*, December 9, 2020. [https://econsultancy.com/helpful-site-search-brands/]
- [152] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [153] Peter Morville and Jeffery Callender. Search Patterns. Sebastopol, CA: O'Reilly Media, Inc., 2010.
- [154] Edward Scott. "9 UX Best Practice Design Patterns for Autocomplete Suggestions (Only 19% Get Everything Right)." *Baymard Institute*, August 2, 2022. [https://baymard.com/blog/autocomplete-design]
- [155] Jakob Nielsen. "Converting Search into Navigation." Nielsen Norman Group, March 16, 2013. [https://www.nngroup.com/articles/search-navigation/]
- [156] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [157] Peter Morville and Jeffery Callender. Search Patterns. Sebastopol, CA: O'Reilly Media, Inc., 2010.
- [158] Kate Moran. "Site Search Suggestions." Nielsen Norman Group, May 20, 2018. [https://www.nngroup.com/articles/site-search-suggestions/]
- [159] Kate Moran. "Site Search Suggestions." Nielsen Norman Group, May 20, 2018. [https://www.nngroup.com/articles/site-search-suggestions/]
- [160] Kate Kaplan. "Enriched Site-Search Suggestions: Rarely Used." Nielsen Norman Group, August 21, 2022. [https://www.nngroup.com/articles/enriched-site-search-suggestions/]
- [161] Katie Sherwin. "Scoped Search: Dangerous, but Sometimes Useful." Nielsen Norman Group, January 18, 2015. [https://www.nngroup.com/articles/scoped-search/]
- [162] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery*. Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [163] Peter Morville and Jeffery Callender. Search Patterns. Sebastopol, CA: O'Reilly Media, Inc., 2010.
- [164] Katie Sherwin. "Scoped Search: Dangerous, but Sometimes Useful." Nielsen Norman Group, January 18, 2015. [https://www.nngroup.com/articles/scoped-search/]
- [165] Kate Moran. "Site Search Suggestions." Nielsen Norman Group, May 20, 2018. [https://www.nngroup.com/articles/site-search-suggestions/]
- [166] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.

- [167] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [168] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007. [169] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [169] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [170] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [171] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [172] Peter Morville and Jeffery Callender. Search Patterns. Sebastopol, CA: O'Reilly Media, Inc., 2010.
- [173] Robert Hoekman, Jr., and Jared Spool. *Web Anatomy: Interaction Design Frameworks That Work.* Berkeley, CA: New Riders, 2010.
- [174] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [175] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [176] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [177] Robert Hoekman, Jr., and Jared Spool. *Web Anatomy: Interaction Design Frameworks That Work*. Berkeley, CA: New Riders, 2010.
- [178] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [179] Peter Morville and Jeffery Callender. Search Patterns. Sebastopol, CA: O'Reilly Media, Inc., 2010.
- [180] Jeff Johnson. Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Patterns. 2nd ed. Waltham, MA: Morgan Kaufmann, 2014.
- [181] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [182] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [183] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.

- [184] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [185] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [186] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [187] Peter Morville and Jeffery Callender. Search Patterns. Sebastopol, CA: O'Reilly Media, Inc., 2010.
- [188] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [189] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [190] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [191] Peter Morville and Jeffery Callender. Search Patterns. Sebastopol, CA: O'Reilly Media, Inc., 2010.
- [192] Robert Hoekman, Jr., and Jared Spool. *Web Anatomy: Interaction Design Frameworks That Work.* Berkeley, CA: New Riders, 2010.
- [193] Peter Morville and Jeffery Callender. Search Patterns. Sebastopol, CA: O'Reilly Media, Inc., 2010.
- [194] Gordon Donnelly. "Google's "More Results" Test Could Spell Drastic Change in Paid Search." Wordstream, November 24, 2021. [https://www.wordstream.com/blog/ws/2018/04/12/google-more-results-test]
- [195] John Cooney. "Why We Choose the "View More" Button Instead of Pagination." *Orbit HQ*, undated. [https://www.orbitmedia.com/blog/why-we-choose-the-view-more-button-instead-of-pagination/]
- [196] Tim Neusesser. "Infinite Scrolling: When to Use It, When to Avoid It." Nielsen Norman Group, September 4, 2022. [https://www.nngroup.com/articles/infinite-scrolling-tips/]
- [197] Hoa Loranger. "Infinite Scrolling Is Not for Every Website." Nielsen Norman Group, February 2, 2014. [https://www.nngroup.com/articles/infinite-scrolling/]
- [198] Sushil Sharma and Pietro Murano. "A Usability Evaluation of Web User Interface Scrolling Types." First Monday, March 2, 2020. [https://firstmonday.org/ojs/index.php/fm/article/download/10309/9400?inline=1#author]
- [199] Robert Hoekman, Jr., and Jared Spool. *Web Anatomy: Interaction Design Frameworks That Work*. Berkeley, CA: New Riders, 2010.

- [200] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery*. Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [201] Peter Morville and Jeffery Callender. Search Patterns. Sebastopol, CA: O'Reilly Media, Inc., 2010.
- [202] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery*. Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [203] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [204] Robert Hoekman, Jr., and Jared Spool. *Web Anatomy: Interaction Design Frameworks That Work*. Berkeley, CA: New Riders, 2010.
- [205] Greg Nudelman, with Pabini Gabriel-Petit. *Designing Search: UX Strategies for eCommerce Success.* Indianapolis, IN: Wily Publishing, Inc., 2011.
- [206] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [207] Donna Spencer. A Practical Guide to Information Architecture. 2nd ed. Northcote, Victoria, Australia: UX Mastery, 2014.
- [208] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [209] Greg Nudelman, with Pabini Gabriel-Petit. *Designing Search: UX Strategies for eCommerce Success.* Indianapolis, IN: Wily Publishing, Inc., 2011.
- [210] Jenifer Tidwell. *Designing Interfaces: Patterns for Effective Interaction Design*. Sebastopol, CA: O'Reilly Media, Inc., 2006.
- [211] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [212] Greg Nudelman, with Pabini Gabriel-Petit. *Designing Search: UX Strategies for eCommerce Success.* Indianapolis, IN: Wily Publishing, Inc., 2011.
- [213] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [214] Greg Nudelman, with Pabini Gabriel-Petit. *Designing Search: UX Strategies for eCommerce Success.* Indianapolis, IN: Wily Publishing, Inc., 2011.
- [215] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [216] Annette Jump, Anthony Bradley, Eric Goodness, and Radu Miclaus. "Emerging Tech: Primary Impact of Generative AI on Business Use Cases." *Gartner*, September 6, 2023. [https://www.gartner.com/en/doc/779868-emerging-tech-top-use-cases-for-generative-ai]

- [217] Coveo. "Why Helpful Site Search Has Become Table Stakes for Brands." *Econsultancy*, December 9, 2020. [https://econsultancy.com/helpful-site-search-brands/]
- [218] Shelf. "How Generative AI Is Transforming Search Forever." Shelf, November 3, 2023. [https://shelf.io/blog/how-generative-ai-is-transforming-search-forever/#:~:text=Generative%20AI%20search%20can%20analyze,instantly%20 generate%20a%20synthesized%20response]
- [219] Eric Redman. "Generative AI: A Field Guide." Lucidworks, May 4, 2023. [https://lucidworks.com/post/generative-ai-field-guide/]
- [220] Lila Schoenfield. "Gen AI in Search: 5 Use Cases." Lucidworks, February 9, 2024. [https://lucidworks.com/post/gen-ai-in-search-5-use-cases/]
- [221] Annette Jump, Anthony Bradley, Eric Goodness, and Radu Miclaus. "Emerging Tech: Primary Impact of Generative AI on Business Use Cases." *Gartner*, September 6, 2023. [https://www.gartner.com/en/doc/779868-emerging-tech-top-use-cases-for-generative-ai]
- [222] Shelf. "How Generative AI Is Transforming Search Forever." Shelf, November 3, 2023. [https://shelf.io/blog/how-generative-ai-is-transforming-search-forever/#:~:text=Generative%20AI%20search%20can%20analyze,instantly%20 generate%20a%20synthesized%20response]
- [223] Eric Redman. "Generative AI: A Field Guide." Lucidworks, May 4, 2023. [https://lucidworks.com/post/generative-ai-field-guide/]
- [224] Shelf. "How Generative AI Is Transforming Search Forever." Shelf, November 3, 2023. [https://shelf.io/blog/how-generative-ai-is-transforming-search-forever/#:~:text=Generative%20AI%20search%20can%20analyze,instantly%20 generate%20a%20synthesized%20response]
- [225] Shahan Ali Memon and Jevin D. West. "Search Engines Post-ChatGPT: How Generative Artificial Intelligence Could Make Search Less Reliable." Center for an Informed Public at University of Washington, February 18, 2024. [https://www.cip.uw.edu/2024/02/18/searchengines-chatgpt-generative-artificial-intelligence-less-reliable/]
- [226] Shelf. "How Generative AI Is Transforming Search Forever." Shelf, November 3, 2023. [https://shelf.io/blog/how-generative-ai-is-transforming-search-forever/#:~:text=Generative%20AI%20search%20can%20analyze,instantly%20 generate%20a%20synthesized%20response]
- [227] Elastic. "What Is Search Relevance?" Elastic, undated. [https://www.elastic.co/what-is/search-relevance]
- [228] Lila Schoenfield. "Gen AI in Search: 5 Use Cases." Lucidworks, February 9, 2024. [https://lucidworks.com/post/gen-ai-in-search-5-use-cases/]

- [229] Elastic. "Search Personalization on Elastic." (PDF) Elastic, undated. [https://www.elastic.co/pdf/whitepaper-elastic-search-personalization-on-elastic.pdf]
- [230] Lila Schoenfield. "Gen AI in Search: 5 Use Cases." Lucidworks, February 9, 2024. [https://lucidworks.com/post/gen-ai-in-search-5-use-cases/]
- [231] Coveo. "Why Helpful Site Search Has Become Table Stakes for Brands." *Econsultancy*, December 9, 2020. [https://econsultancy.com/helpful-site-search-brands/]
- [232] Lucidworks. "Using Head-Tail Query Analysis to Increase Conversions." *Medium*, December 18, 2019. [https://medium.com/@Lucidworks/using-head-tail-query-analysis-to-increase-conversions-1bbe07a6d953]
- [233] Elastic. "What Is Search Relevance?" Elastic, undated. [https://www.elastic.co/what-is/search-relevance]
- [234] Peter Morville and Jeffery Callender. Search Patterns. Sebastopol, CA: O'Reilly Media, Inc., 2010.
- [235] Lila Schoenfield. "Gen AI in Search: 5 Use Cases." Lucidworks, February 9, 2024. [https://lucidworks.com/post/gen-ai-in-search-5-use-cases/]
- [236] Eric Redman. "Generative AI: A Field Guide." Lucidworks, May 4, 2023. [https://lucidworks.com/post/generative-ai-field-guide/]
- [237] Elastic. "What Is Search Relevance?" Elastic, undated. [https://www.elastic.co/what-is/search-relevance]
- [238] Tavish Srivastava. "Guide to K-Nearest Neighbors Algorithm in Machine Learning." *Analytics Vidya*, May 22, 2024. [https://www.analyticsvidhya.com/blog/2018/03/introduction-k-neighbours-algorithm-clustering/]
- [239] IBM. "What Is the K-Nearest Neighbors (KNN) Algorithm? IBM, undated. [https://www.ibm.com/think/topics/knn#:~:text=The%20k%2Dnearest%20neighbors%20 (KNN, used%20in%20machine%20learning%20today]
- [240] Elastic. "What Is Semantic Search?" Elastic, undated. [https://www.elastic.co/what-is/semantic-search]
- [241] Elastic. "What Is Semantic Search?" Elastic, undated. [https://www.elastic.co/what-is/semantic-search]
- [242] Elastic. "Semantic Search: Bringing Search Experiences into the AI Era." (PDF) Elastic, undated. [https://www.elastic.co/pdf/semantic-search-bringing-search-experiences-into-the-ai-era.pdf]
- [243] Elastic. "What Is Vector Search?" Elastic, undated. [https://www.elastic.co/what-is/vector-search]

- [244] Nick Brown. "Semantic Search vs. Keyword Search: Which Is Better for Your SEO?" Agility PR Solutions, April 18, 2024. [https://www.agilitypr.com/pr-news/public-relations/semantic-search-vs-keyword-search-which-is-better-for-your-seo/#:~:text=A%20keyword%20search%20would%20look, the%20intent%20 behind%20the%20question.]
- [245] Eric Redman. "Generative AI: A Field Guide." Lucidworks, May 4, 2023. [https://lucidworks.com/post/generative-ai-field-guide/]
- [246] Elastic. "What Is Search Relevance?" Elastic, undated. [https://www.elastic.co/what-is/search-relevance]
- [247] Elastic. "What Is Semantic Search?" Elastic, undated. [https://www.elastic.co/what-is/semantic-search]
- [248] Elastic. "What Is Search Relevance?" Elastic, undated. [https://www.elastic.co/what-is/search-relevance]
- [249] Nick Brown. "Semantic Search vs. Keyword Search: Which Is Better for Your SEO?" Agility PR Solutions, April 18, 2024. [https://www.agilitypr.com/pr-news/public-relations/semantic-search-vs-keyword-search-which-is-better-for-your-seo/#:~:text=A%20keyword%20search%20would%20look, the%20intent%20 behind%20the%20question.]
- [250] James Kalbach. Designing Web Navigation. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [251] Daniel Tunkelang. Faceted Search. Chapel Hill, North Carolina: Morgan & Claypool Publishers, 2009.
- [252] Raluca Budiu. "Search Is Not Enough: Synergy Between Navigation and Search." Nielsen Norman Group, September 7, 2014. [https://www.nngroup.com/articles/search-not-enough/]
- [253] Coveo. "Why Helpful Site Search Has Become Table Stakes for Brands." *Econsultancy*, December 9, 2020. [https://econsultancy.com/helpful-site-search-brands/]
- [254] Daniel Tunkelang. Faceted Search. Chapel Hill, North Carolina: Morgan & Claypool Publishers, 2009.
- [255] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [256] Coveo. "Why Helpful Site Search Has Become Table Stakes for Brands." *Econsultancy*, December 9, 2020. [https://econsultancy.com/helpful-site-search-brands/]
- [257] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.
- [258] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd ed. Sebastopol, CA: O'Reilly Media, Inc., 2007.

[259] Tony Russell-Rose and Tyler Tate. *Designing the Search Experience: The Information Architecture of Discovery.* Waltham, MA: Morgan Kaufmann Publishers, 2013.

[260] Jakob Nielsen. "Converting Search into Navigation." Nielsen Norman Group, March 16, 2013. [https://www.nngroup.com/articles/search-navigation/]