

# From data to design

«UCD: User-Centered Software Development»

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From data to design  
Introduction

# Context for today

## Last week

User Groups & Personas  
Scenario & Task Analysis

## This week

Define the underlying structure of your software  
(how to guide users through the interface)

- For content-centered applications:  
information architecture
- For task-centered applications:  
interaction design

***How to use research data for design?***

# Outline

1. Primary Noun Analysis
2. Content-centered applications vs. task-centered applications
3. Information Architecture and Interaction Design
4. Navigation Design

# Learning goals for today

- Know how to come from task analysis to a navigation model
- Know the navigation models and systems
- Understand the difference between content-centered applications vs. task-centered applications
- Know the meaning of Interaction Design and Information Architecture

What do we have so far?

# From user research to design

## Persona

**WHO**  
is doing what  
with the  
product?

## Scenarios

**WHAT**  
do users  
with the  
product?

## Tasks

**HOW**  
users solve  
specific  
problems

From data to design

# Primary Noun Analysis



# Identify relevant objects and actions

Find out „things“ the user is fiddling around with.

**Primary Nouns**

Find out what the user does with this „things“.

**Actions**

# Primary Nouns

- Have to be easily recognizable on the screen
- Relevant aspects per primary noun:
  - How many *View Modes* (usually one view mode is one screen) are needed?
  - Which actions (usually an action brings the user from one screen to another) are required?
  - What are important attributes?
- Procedure:
  - Find all possible primary nouns per task-subset
  - Reduce list of all primary nouns found to most important ones on the highest level

Primary Noun Analysis  
Example 1: Purchase Office Supplies

# Primary Nouns: nouns or "things" in the user task flow

1. Search or browse for products.
  1. Option to view items in "Favorites" list.
  2. Option to view a list of previous orders.
2. Add selected items in "Shopping Card"
  1. Option to add items to "Favorites" list (Note: this step can happen multiple times)
3. View contents of "Shopping Card"
  1. Option to revise contents of "Shopping Card"
4. Proceed to "Checkout"
5. Enter payment information
  1. Option to login to site
  2. Option to create a new account
  3. Option to view details of existing account
6. Confirm transaction

# Primary Nouns: nouns or "things" in the user task flow

1. Search or browse for **products**.
  1. Option to view items in "**Favorites**" list.
  2. Option to view a list of previous **orders**.
2. Add selected items in "**Shopping Card**"
  1. Option to add items to "**Favorites**" list  
(Note: this step can happen multiple times)
3. View contents of "Shopping Card"
  1. Option to revise contents of "Shopping Card"
4. Proceed to "**Checkout**"
5. Enter **payment** information
  1. Option to login to site
  2. Option to create a new **account**
  3. Option to view details of existing account
6. Confirm **transaction**

# Primary noun candidates list and selection

Primary Noun Candidates	Primary Nouns
<ul style="list-style-type: none"> <li>– Customer</li> <li>– <b>Order</b></li> <li>– <i>Checkout</i></li> <li>– <b>Products</b></li> <li>– <b>Account</b></li> <li>– Order History</li> <li>– Inventory</li> <li>– <i>Payment Information</i></li> <li>– Credit Card</li> <li>– <b>Shopping Card</b></li> <li>– Items</li> <li>– <b>Favorites</b></li> <li>– <i>Transaction</i></li> </ul>	<ul style="list-style-type: none"> <li>– <b>Orders</b></li> <li>– <b>Products</b></li> <li>– <b>Account</b></li> <li>– <b>Shopping Card</b></li> <li>– <b>Favorites</b></li> </ul>

# Relevant aspects for each primary nouns

Primary Noun	Count	Attributes	Actions	Views
<b>Orders</b>	Hundreds	Date Total \$\$ Payment Method	New Open Edit	List Detail
<b>Products</b>	Thousands	Name Price Description	Open Add to Card Add to Favorites Search	List Detail Photo Search
<b>Account</b>	One	Name Address Account #	Open	Detail
<b>Shopping Card</b>	One	Item Total \$\$ # of items	Open Clear	Detail
<b>Favorites</b>	Hundreds	Items Price Last ordered	Open Clear	List Detail

# Relevant aspects for each primary nouns

Primary Noun	Count	Attributes	Actions	Views
<b>Orders</b>	Hundreds	Date Total \$\$ Payment Method	New Open Edit	List Detail
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<b>Account</b>	One	Name Address Account #	Open	Detail
<b>Shopping Card</b>	One	Item Total \$\$ # of items	Open Clear	Detail
<b>Favorites</b>	Hundreds	Items Price Last ordered	Open Clear	List Detail



# Which users interact with which primary nouns

Primary Noun	Customer Service Representative	Customer	Administrator
Orders	X	X	
Products	X	X	
Account	X	X	X
Shopping Cart		X	
Favorites		X	

- Map Primary Noun views to views (pages) the user can to navigate to
- In most cases, a view of a Primary Noun corresponds to a screen or page
- An action therefore often results in navigating to a new screen or page

Primary Noun Analysis  
Example 2: Microsoft Outlook

# Identifying primary nouns, actions, and views

Depending on the kind of objects and the tasks the user is performing, adequate views on the objects have to be available.

Primary nouns	Actions	Views
Email	view (all, one), read, reply, new	list, detail
Appointment	view, new, edit, invite others, search date and time,	list (time span), detail
Calendar	view day, view week, view month, view specific time span	day view, (work) week, month, time span
Contact	view, call, edit, new, assign group	list, detail



**Inbox - Microsoft Outlook**

File Edit View Go Tools Actions Help

New Reply Reply to All Forward Send/Receive Find Type a contact to find

**Mail**

Favorite Folders

- For Follow Up [9]
- Unread Mail (29)
- Inbox (8)
- Sent Items
- Inbox - Hotmail (1)

Active Folders

- Junk Mail (12)
- Mail from Mom (9)
- Outbox
- Drafts
- Large Messages [13]
- Traffic Bulletins
- Deleted Items [45]

Clear Active Folders

Favorite Folders

- All Mail Folders
- All Search Folders

**Mail**

Calendar

Contacts

Tasks

Folder List

**Inbox**

Arranged By: Date Newest on top

**Today**

- Jensen Harris** 4:55 PM  
Here's the information I mentioned
- Business Learning & Dev** 3:49 PM  
Breakfast Series: Worldwide Windows ...
- Jason Means** 3:15 PM  
RE: Extra Coverage in Dogfood
- Clay Satterfield 2:53 PM  
Please Welcome Jonathan Wolfe
- Marc Olson** 2:46 PM  
RE: status tomorrow
- Clay Satterfield 1:09 PM  
RE: Here are two that i like somewhat
- Ronna Pinkerton** 12:05 PM  
RE: is this something you want to consi...
- Ronna Pinkerton 7:19 AM  
Question on screen resolution

**Yesterday**

- Orlando Ayala** Tue 5:45 PM  
"Fill your head" Campaign
- Clay Satterfield** Tue 4:26 PM  
RE: balloons for the birthday party
- Hans Bjordahl Tue 3:54 PM  
Worst company name EVER
- Mark Bramley** Tue 3:37 PM  
MSN MapPoint v2 is live!
- Pucciarelli, Ellen M Tue 2:22 PM  
News From CPSC - Recall
- Marc Olson Tue 1:56 PM  
FW: Follow-up Questions

**Here's the information I mentioned**

Jensen Harris

To: Outlook-PM Jensen's Directs

Cc:

Life in ancient Egypt was centered largely on agriculture. The majority of the people were involved in farming, and the growing season lasted eight-nine months. Wheat, fruits and vegetables were the principal crops, although there was some pastoral farming of cattle, sheep, or goats. Farmers in ancient Egypt worked to reach a level of subsistence so that they could feed themselves and pay their taxes. During the annual flooding of the Nile, which typically lasted from July through November, farming was impossible. But when the waters receded, a thick layer of fertile silt over the farmlands remained to insure rich soil for their crops and thick grasses for their grazing animals.

The country of Egypt consisted of two narrow strips of arable land lining either bank of the river Nile, from Aswan to the northern Delta. Just beyond the farmlands lay enormous deserts. The Nile was the lifeblood of Egypt. Its cycle of flooding -- growth, death, and rebirth to new growth -- became the cycle of everyday life, and also of Egyptian religion and understanding of an afterlife. The people of Egypt were dependent on the river for more than their food. It insured a line of communication and transportation among the provinces of the kingdom. The pharaohs took advantage of the Nile as a means to transport their armies, thus maintaining a strong, unified nation.

By 3100 BC, Egypt had a centralized government controlled by a line of hereditary rulers. These kings, called pharaohs, kept a royal court of advisors and nobility, and oversaw the governors of the provinces of the kingdom. They were also commanders of the Egyptian army. Even the priests and priestesses who officiated at the complex religious ceremonies and attended on the gods served the pharaohs. The rule of the pharaohs is considered dynastic; it can also be considered absolute in the truest sense of the word. The pharaohs came to be considered as the representatives of the gods on earth and even as gods themselves.

460 Items, 8 Unread

All folders are up to date. Online

start Inboxes - Microsoft Out...

3:59 PM

# Hands-On: Primary Noun Analysis

## **Single person working (10 minutes)**

- Create a primary noun candidates list by finding all possible primary nouns you think are needed for your application.

# Hands-On: Primary Noun Analysis

## Team working (20 minutes)

- Compare and discuss your defined primary nouns
- Create one list and identify all relevant ones - write them on the provided paper and keep them for later
- Reduce the list of all primary nouns candidates to most important ones on the highest level
- List per primary noun the following information
  - how many
  - view modes
  - actions
  - attributes
- Create a table that describes which user group and persona interacts with which primary noun

**PAUSE**  
15 Minuten

From data to design  
How can we use these insights?



# Analyzing your data..

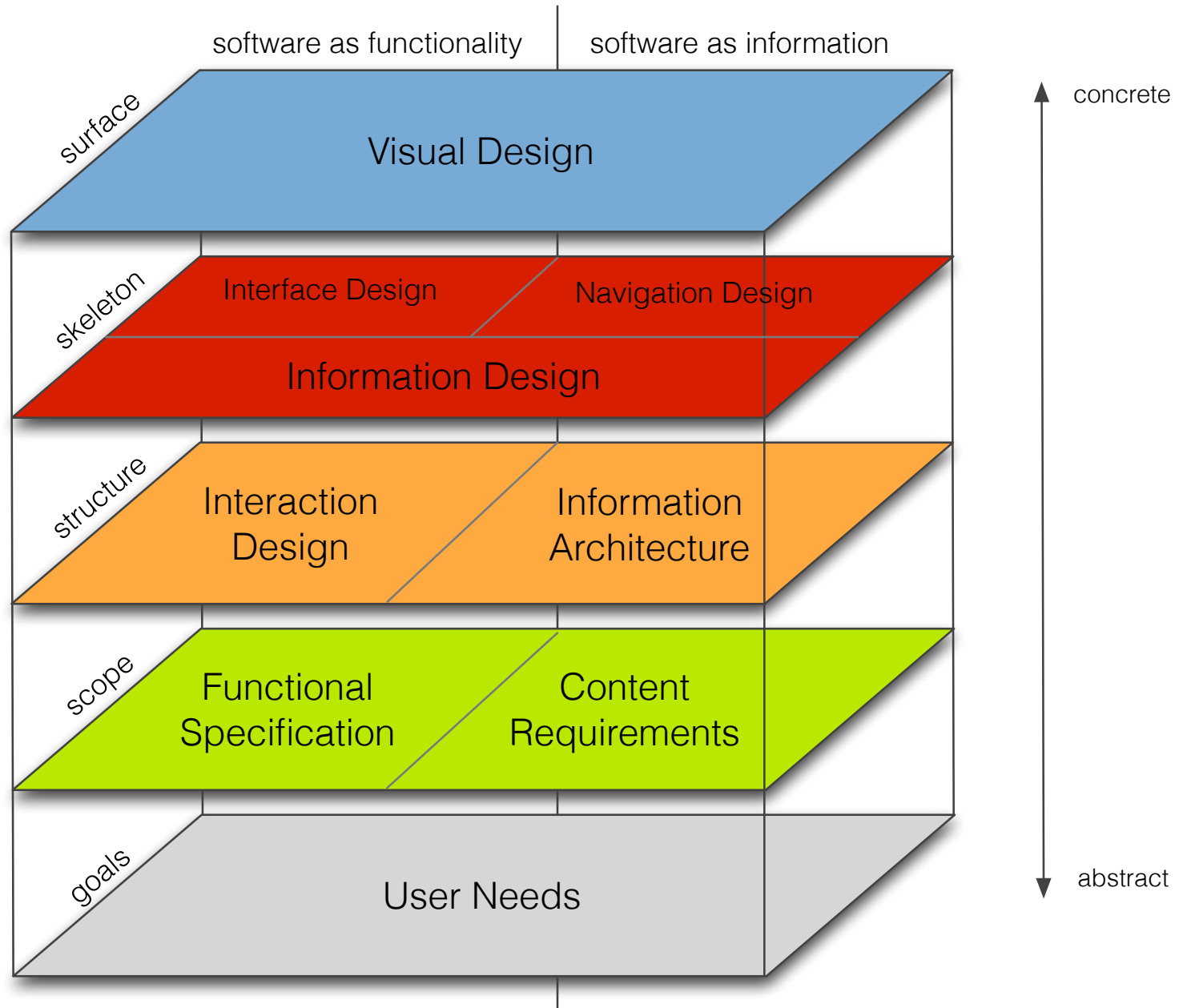
Determine user groups

Defining a persona

Describing a scenario

Constructing major task flows

Defining data elements by primary nouns

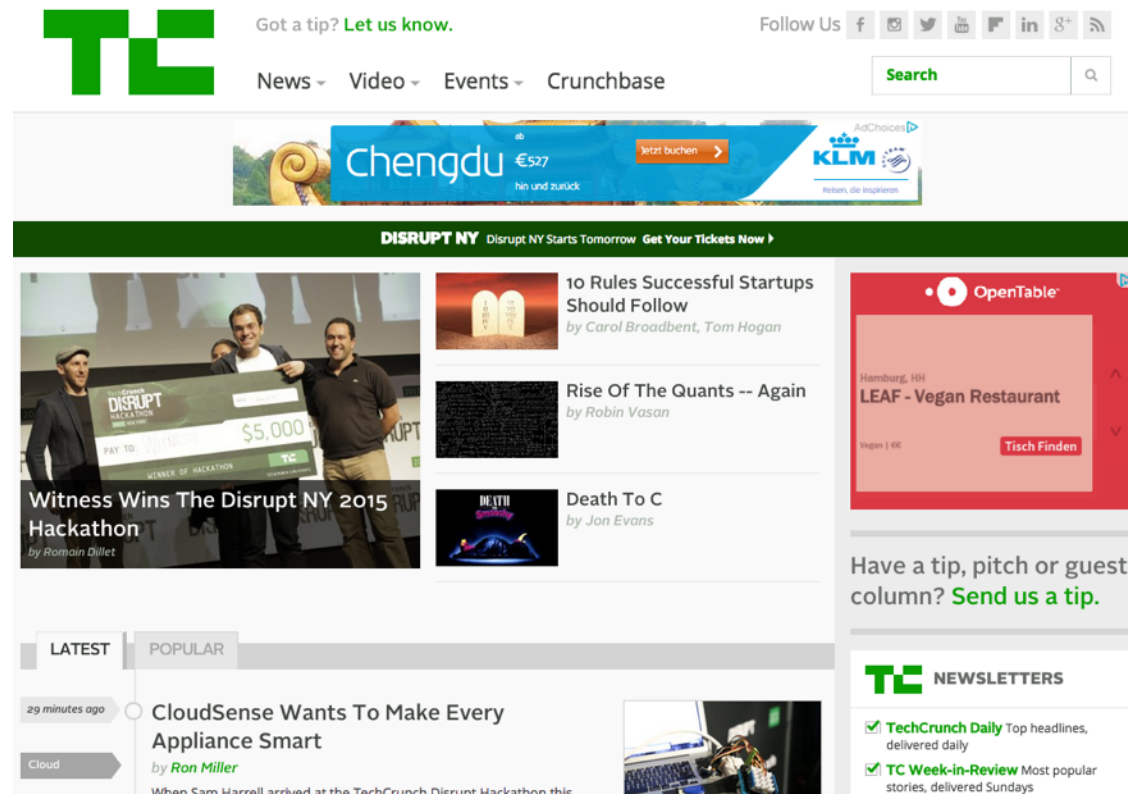


From data to design

# Content-centered applications vs. task-centered applications

# User needs in content-centered applications

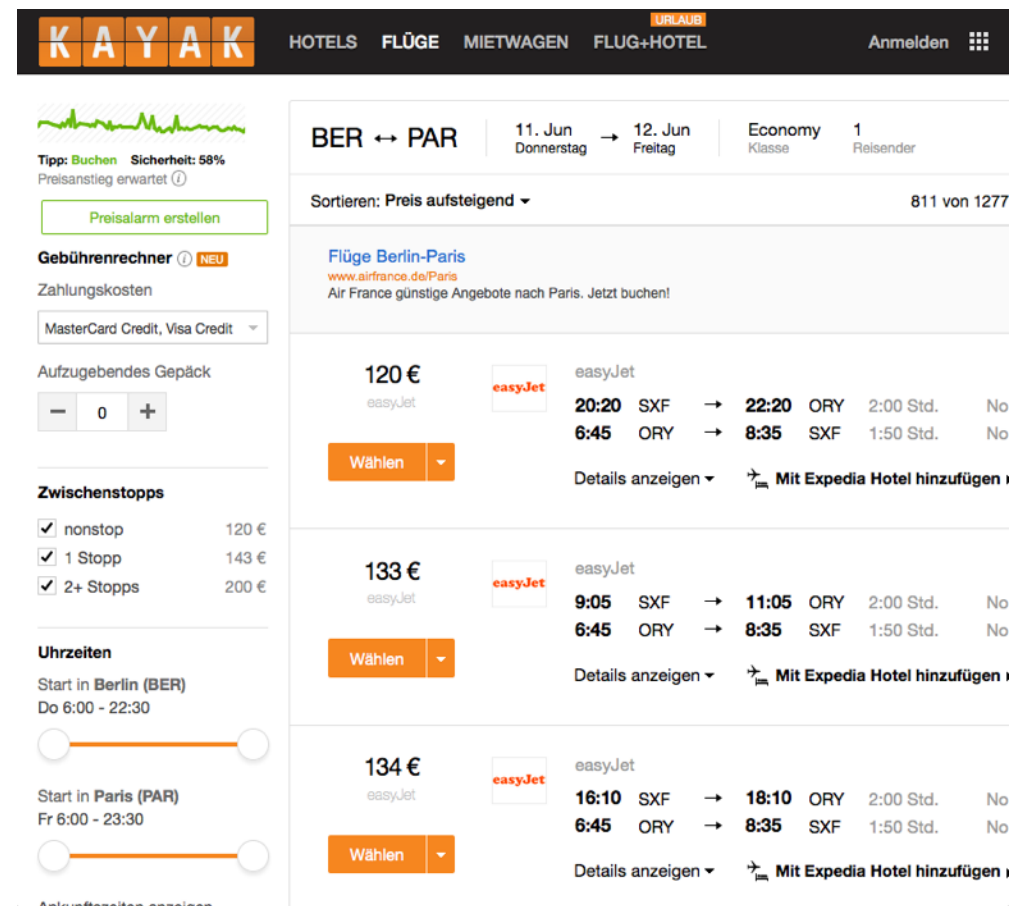
- Provide information
- User
  - „passive“ consumer
  - navigates on objects (nouns)



The screenshot displays the TechCrunch website interface. At the top, there's a navigation bar with the TechCrunch logo, a "Got a tip? Let us know." link, and social media follow buttons. Below this is a secondary navigation bar with links for News, Video, Events, and Crunchbase, along with a search bar. A large banner advertisement for Chengdu is visible, featuring a blue background and the text "Chengdu €527 hin und zurück". Below the banner, there's a section titled "DISRUPT NY" with a sub-header "Disrupt NY Starts Tomorrow Get Your Tickets Now". The main content area is divided into several columns. The left column features a large article titled "Witness Wins The Disrupt NY 2015 Hackathon" by Romain Dillet, showing a man holding a large check for \$5,000. To the right of this are three smaller article thumbnails: "10 Rules Successful Startups Should Follow" by Carol Broadbent, Tom Hogan; "Rise Of The Quants -- Again" by Robin Vasan; and "Death To C" by Jon Evans. On the far right, there's a red sidebar with an OpenTable advertisement for LEAF - Vegan Restaurant in Hamburg, HH, and a section titled "Have a tip, pitch or guest column? Send us a tip." Below the main content area, there's a "LATEST" and "POPULAR" section. The "LATEST" section shows an article titled "CloudSense Wants To Make Every Appliance Smart" by Ron Miller, dated "29 minutes ago". The "POPULAR" section shows a video thumbnail. At the bottom right, there's a "TC NEWSLETTERS" section with two options: "TechCrunch Daily" (top headlines, delivered daily) and "TC Week-in-Review" (most popular stories, delivered Sundays).

# User needs in task-centered applications

- Get things done
- User
  - active actor
  - doing something (verbs) with something (nouns)



**KAYAK** HOTELS FLÜGE MIETWAGEN FLUG+HOTEL URLAUB Anmelden

BER ↔ PAR 11. Jun Donnerstag → 12. Jun Freitag Economy Klasse 1 Reisender

Sortieren: Preis aufsteigend 811 von 1277

**Flüge Berlin-Paris**  
[www.airfrance.de/Paris](http://www.airfrance.de/Paris)  
 Air France günstige Angebote nach Paris. Jetzt buchen!

Preis	easyJet	easyJet	easyJet	easyJet	easyJet	easyJet	easyJet	easyJet	easyJet
120 €	easyJet	easyJet	20:20	SXF	→	22:20	ORY	2:00 Std.	No
			6:45	ORY	→	8:35	SXF	1:50 Std.	No
			Details anzeigen						
			Mit Expedia Hotel hinzufügen						
133 €	easyJet	easyJet	9:05	SXF	→	11:05	ORY	2:00 Std.	No
			6:45	ORY	→	8:35	SXF	1:50 Std.	No
			Details anzeigen						
			Mit Expedia Hotel hinzufügen						
134 €	easyJet	easyJet	16:10	SXF	→	18:10	ORY	2:00 Std.	No
			6:45	ORY	→	8:35	SXF	1:50 Std.	No
			Details anzeigen						
			Mit Expedia Hotel hinzufügen						

**Gebührenrechner** NEU

Zahlungskosten  
 MasterCard Credit, Visa Credit

Aufzugebendes Gepäck  
 - 0 +

**Zwischenstopps**

- ☒ nonstop 120 €
- ☒ 1 Stopp 143 €
- ☒ 2+ Stopps 200 €

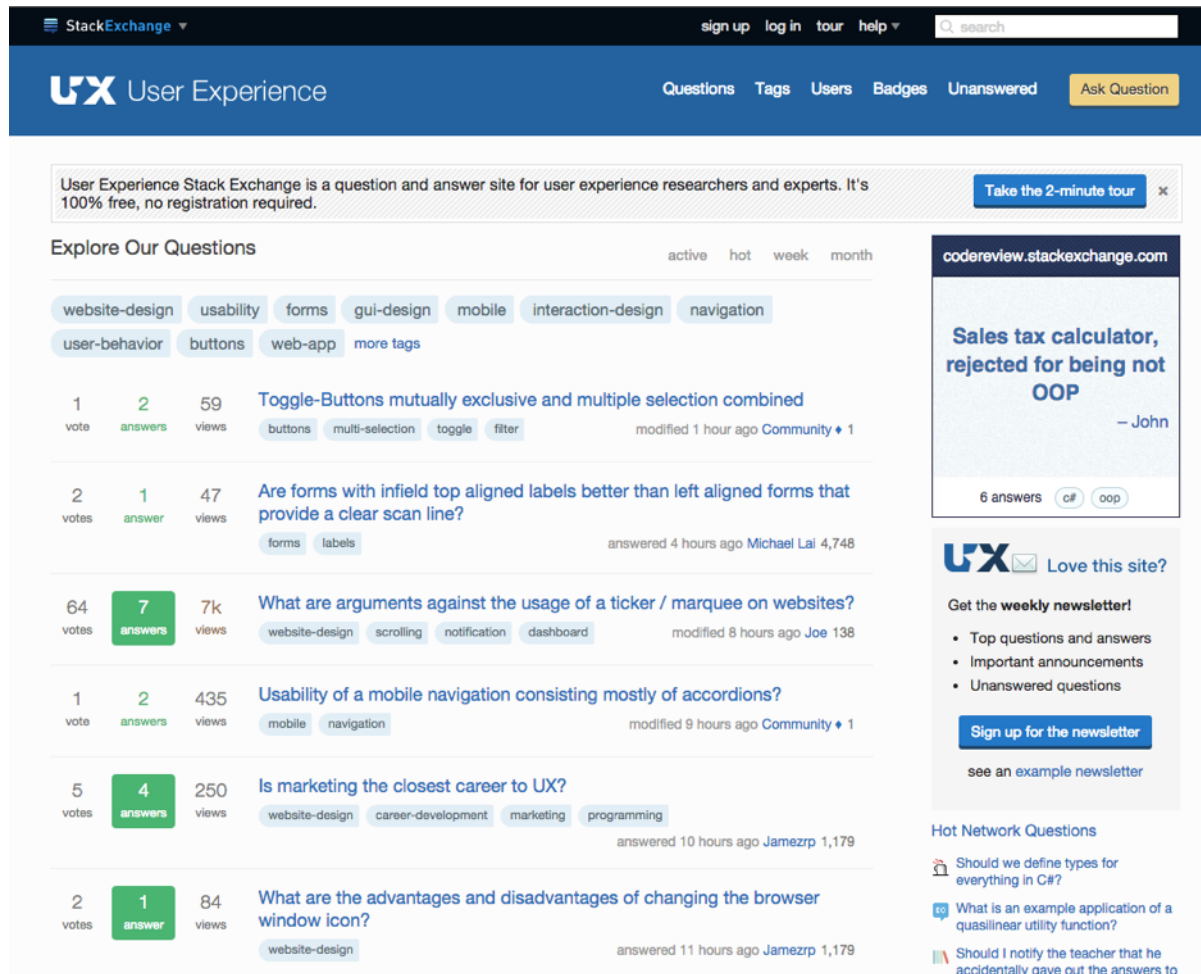
**Uhrzeiten**

Start in Berlin (BER)  
 Do 6:00 - 22:30

Start in Paris (PAR)  
 Fr 6:00 - 23:30

Ankunftszeiten anzeigen

# Is this a content- or task-centered application?



The screenshot shows the StackExchange User Experience interface. At the top, there's a navigation bar with links for 'sign up', 'log in', 'tour', and 'help'. Below this is a blue header with the 'UX User Experience' logo and links for 'Questions', 'Tags', 'Users', 'Badges', 'Unanswered', and an 'Ask Question' button. A banner below the header states: 'User Experience Stack Exchange is a question and answer site for user experience researchers and experts. It's 100% free, no registration required.' with a 'Take the 2-minute tour' button.

The main content area is titled 'Explore Our Questions' and includes filters for 'active', 'hot', 'week', and 'month'. Below these are tags for various topics like 'website-design', 'usability', 'forms', 'gui-design', 'mobile', 'interaction-design', 'navigation', 'user-behavior', 'buttons', and 'web-app'. A list of questions follows, each with its vote count, answer count, view count, title, tags, and the time it was last modified. The questions include:

- Toggle-Buttons mutually exclusive and multiple selection combined** (1 vote, 2 answers, 59 views, modified 1 hour ago)
- Are forms with infield top aligned labels better than left aligned forms that provide a clear scan line?** (2 votes, 1 answer, 47 views, answered 4 hours ago)
- What are arguments against the usage of a ticker / marquee on websites?** (64 votes, 7 answers, 7k views, modified 8 hours ago)
- Usability of a mobile navigation consisting mostly of accordions?** (1 vote, 2 answers, 435 views, modified 9 hours ago)
- Is marketing the closest career to UX?** (5 votes, 4 answers, 250 views, answered 10 hours ago)
- What are the advantages and disadvantages of changing the browser window icon?** (2 votes, 1 answer, 84 views, answered 11 hours ago)

The right sidebar contains a section for 'codereview.stackexchange.com' with a featured question about a 'Sales tax calculator' and a 'Love this site?' section with a newsletter sign-up button. At the bottom, there's a 'Hot Network Questions' section with links to recent questions.

# User needs (*cont.*)

## Task-centered applications

Objects have to be

- structured

**Information Architecture**

- presented

**Information Design**

- interlinked with each other

**Navigation Design**

- actionable

**Interaction Design**

## Content-centered applications

Objects have to be

- structured

- presented

- interlinked with each other

# Structural pane



## *Interaction Design*

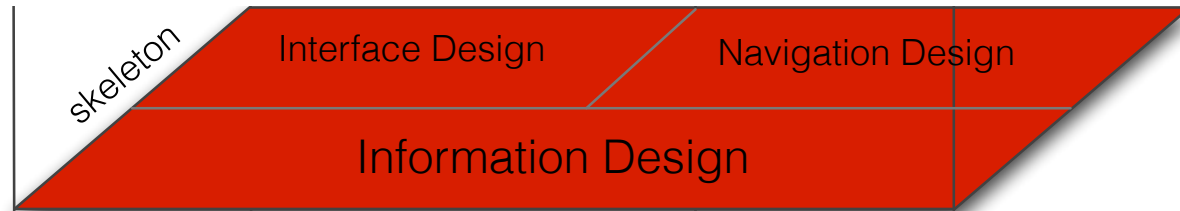
- Developing application flows to facilitate user tasks
- Defining how the user interacts with site functionality

## *Information Architecture*

- Structural design of the information space to facilitate intuitive access to content



# Skeleton pane



## *Information Design*

- Designing the presentation of information to facilitate understanding

## *Interface Design*

- Designing interface elements to facilitate user interaction with functionality

## *Navigation Design*

- Designing interface elements to facilitate the user's movement through the information architecture

From data to design

# Information Architecture and Interaction Design



# Information Architecture & Interaction Design

## The user is not Cinderella!

Do not throw all information and functionality in the bucket (interface), all at once, and let the user select which ones are the „good“ (relevant) ones (for the current task).



(Garrett, 2012)

# Information Architecture & Interaction Design

## *Reduce complexity and facilitate understanding*

- Reduce visual and intellect burden by
  - only facing the user with relevant information and functionality for the respective moment (i.e. current task)
- Support the user to gain information. → **information architecture**
  - options to convey information to the user, i.e. name, organize, and interlink objects (contents) in away that they match the user's mental model
- Support the users to perform and complete their tasks → **interaction design**
  - define how the system responses to the user, i.e. sequences of options and available functionality

(Garrett, 2012)

# Information Architecture and Interaction Design

## Information Architecture

# Three Dimensions of Information Architecture

## *Organizing contents*

- Classification of objects
- Aspect of grouping

## *Presenting Information Spaces*

- Accessibility of contents
- Navigation systems

## *Structuring contents*

- Logical structure of contents
- Navigational model

# Three Dimensions of Information Architecture

## *Organizing contents*

- Classification of objects
- Aspect of grouping

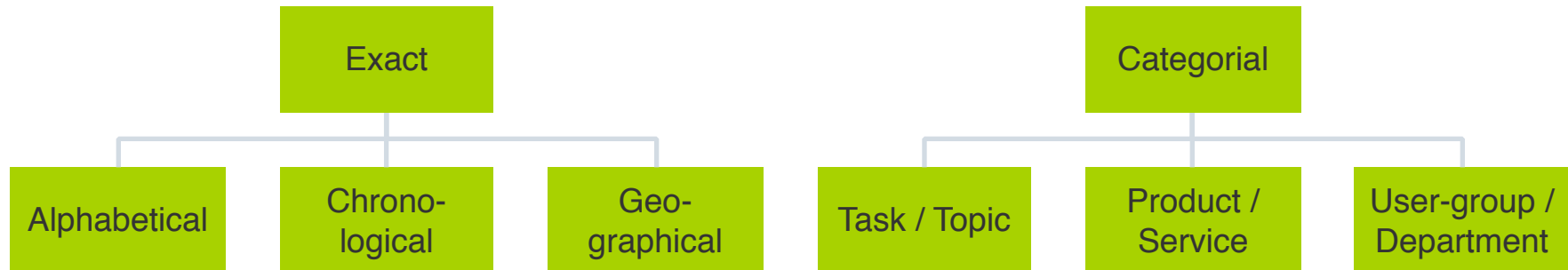
## *Presenting Information Spaces*

- Accessibility of contents
- Navigation systems

## *Structuring contents*

- Logical structure of contents
- Navigational model

# Organizing Contents



*Suitable if you are sure that the user knows exactly she is looking for.*

*Suitable if user wants to „look around“.*

- Categories are not orthogonal
- Naming of categories is challenging:
  - speak the user's language
  - match the users mental model



# Content Categorization

## *by Topic*

- Content-oriented application
- Tried and tested for content sites
- Hard to develop correct grouping of information



## *by Task*

- Task-oriented applications

### **db OnlineBanking**

Erledigen Sie Ihre täglichen Bankgeschäfte flexibel und bequem mit unserem db Onlinebanking.

- ▶ Rund ums Online-Banking
- ▶ Demokonto testen
- ▶ Konto eröffnen
- ▶ Konto für Online- und Telefonbanking freischalten
- ▶ MobileBanking

# Organization of Contents

by Audience (User Group, Department)



- Are you sure that each user can classify himself easily into one category?
- Are you sure that each user does not need information from other user group?
  - Dell.com: To which audience does a computer scientist or computer gamer belong to? Does he may want information from other audience areas?

# Organization of Content

by User Product / Service

- Well known and intuitive if done the right way.
- Hard to develop correct categories with correct wording to match the users mental model
  - Example Amazon.de: Where to search for a vacuum cleaner?

## Home, Garden & Tools

[Home](#)  
[Kitchen & Dining](#)  
[Furniture & Décor](#)  
[Bedding & Bath](#)  
[Appliances](#)  
[Patio, Lawn & Garden](#)  
[Fine Art](#)  
[Arts, Crafts & Sewing](#)  
[Pet Supplies](#)  
[Wedding Registry](#)  
[Home Improvement](#)  
[Power & Hand Tools](#)  
[Lamps & Light Fixtures](#)  
[Kitchen & Bath Fixtures](#)  
[Hardware](#)  
[Home Automation](#)

## Beauty, Health & Grocery

[All Beauty](#)  
[Luxury Beauty](#)  
[Men's Grooming](#)  
[Health, Household & Baby Care](#)  
[Grocery & Gourmet Food](#)  
[Specialty Diets](#)  
[Wine](#)  
[AmazonFresh](#)  
[Subscribe & Save](#)  
[Prime Pantry](#)  
[Amazon Elements](#)

## Toys, Kids & Baby

[Toys & Games](#)  
[Baby](#)  
[Video Games for Kids](#)  
[Amazon Mom](#)  
[Baby Registry](#)  
[Kids' Birthdays](#)  
[For Girls](#)  
[For Boys](#)  
[For Baby](#)

# Organization of Contents

## Pre-Colonial

### To 1600

- The Magna Carta (1215)
- Letter from Christopher Columbus to the King & Queen (1492)
- The "Iroquois Constitution" (1790)

## 17th Century

### 1601-1649

- The First, Second, & Third Virginia Charters
- The Mayflower Compact (1620)
- The Charter of Massachusetts Bay (1629)
- The Fundamental Orders of Connecticut (1639)

### 1650-1700

- The Connecticut Colony Charter (1662)
- The First Thanksgiving Proclamation (1676)

## 18th Century

### 1701-1774

- The Albany Plan of 1754
- The Resolutions of the Stamp Act (Oct. 19, 1765)

### 1775-1800

- "Biographies of the "First Ladies & "Presidents of the United States"
- Give Me Liberty or Give Me Death by Patrick Henry (1775)
- The Declaration of Arms (July 6, 1775)

## Chronological

- order contents by centuries, year, month, etc.
- suitable if latest information is important for users

## Foods

A B C D E F G H I J K L M N O P Q R S T U V W

### A

- Acidophilus soured milk, 2.5% fat
- Acidophilus soured milk, 2.5% fat
- Acidophilus soured milk, 2.5% fat
- Allspice
- Almond
- Almond cake almondy, frozen
- Anchovy
- Anjovis pizza yeast dough
- Apple chips
- Apple curd cheese pie in short crust pastry
- Apple jam
- Apple juice unsweetened
- Apple pancake
- Apple pie bun dough with low-fat milk
- Apple pie bun dough with whole milk
- Apple pie in short crust pastry

## Alphabetical

- order contents by initials



## Geographical

- order contents by location, e.g. countries, states, districts
- suitable for global users

# Hybrid Organization Schemes

- Usually large sites
  - provide information, products and/or functionality
  - do not strictly implement one organization scheme
  - provide a mixture of different organization schemes
- **Hybrid Schemes can be confusing**
  - Mashups of multiple schemes makes it difficult for the user to
    - understand the information
    - form a consistent mental model of the site's organization → memory load
- **Hybrid Schemes can be clear if**
  - there are not too much of them on one site
  - they are clearly grouped

# Invariants for good navigation

*Where am I right now?*

*Where can I go?*

*How to find the way  
back?*

*How to get there?*

# Three Dimensions of Information Architecture

## *Organizing contents*

- Classification of objects
- Aspect of grouping

## *Presenting Information Spaces*

- Accessibility of contents
- Navigation systems

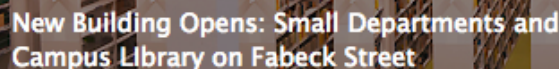
## *Structuring contents*

- Logical structure of contents
- Navigational model

# Information Architecture

## Example: Homepage FU Berlin



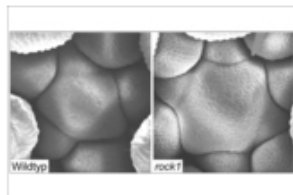


FEATURE | IMPRESSIONS

## GATEWAYS FOR

- » Alumni and Supporters
- » Children and Teachers
- » Doctorate / Postdocs
- » Employees
- » Entrepreneurs
- » Journalists
- » Professionals
- » Prospective Students
- » Students
- » Visitors

## RESEARCH NEWS



## A Sweet Kind of Control

Plant biologists from Freie Universität have discovered how a nucleotide sugar transporter affects the growth of plants.

» [More Research News](#)

## HEADLINES

- » [New Building for Small Departments: Freie Universität Berlin Opens New Building with Integrated Library](#)
- » [Double Degree Master's Program in International Media and Communication Offered in Berlin and St. Petersburg / Application Deadline: June 15, 2015](#)
- » [Interviews with Survivors of Genocide in Armenia Accessible in Visual History Archive](#)
- » [Islamic Art in the 21st Century: Lecture and Discussion Series to Start May 5](#)
- » [New Findings: Variability Helps Mammals to Become Invasive](#)

» [More Headlines](#)

## INTERNATIONAL



in Education and Research

» Meet the World in Berlin

## INFO-SERVICE STUDIUM



## What Distinguishes Us

# Hands-On: Accessibility of contents

## **Team working (10 minutes)**

Browse the FU Homepage and identify the different navigation systems

- How can the user find the needed information?
- What different ways of accessing the content exist?
- What navigation system help the user to orientate?

# Primary Navigation Systems

## *Global Navigation*

- persistent and consistent on each view
- entry points to main sections
- entry points to main functionality



## *Direct Access (Search)*

- entry points via direct access to contents based on keyword(s)



# Primary Navigation Systems

## *Utility Navigation*

- links and tools related to non content aspects
- sign-in, help, print, settings Editors, language tools

[Homepage](#) [Sitemap](#) [Index](#) [Contact](#) [Legal Notice](#) [Help](#)

## *Associative Navigation*

- links in or near the actual content
- They tie content together thematically
- Related articles, tags (user-defined and system-defined)

### Information for Students



#### Getting Started

Have you just enrolled at Freie Universität? Here is various information that will help you in getting started.

- » Campus Management
- » E-Learning / Multimedia (Cedis)
- » Finding Your Way Around on Campus: Maps
- » Forms to apply for e-mail accounts
- » Information for Students A–Z
- » Zedat Computing Services

# Supplemental Navigation Systems

## *Breadcrumbs*

Homepage » Research » Junior Scholars

## *Index Pages*

- ◀ About
  - Guiding Principles
  - What Distinguishes Us
  - Profile
  - Awards

## *Quick Links*

### GATEWAYS FOR

- » Alumni and Supporters
- » Children and Teachers
- » Doctorate / Postdocs

# Three Dimensions of Information Architecture

## *Organizing contents*

- Classification of objects
- Aspect of grouping

## *Presenting Information Spaces*

- Accessibility of contents
- Navigation systems

## *Structuring contents*

- Logical structure of contents
- Navigational model

# Hands-On: Structuring contents

## **Team working (10 minutes)**

Prepare a card sorting.

Open Card Sort: Participants are asked to organize topics from content within your website into groups that make sense to them and then name each group they created in a way that they feel accurately describes the content. Use an open card sort to learn how users group content and the terms or labels they give each category.

Method: One on Ones are in-person sessions with an observer. Participants think aloud while sorting, giving a clearer picture of their reactions and thought processes.

Data: Use the prepared cards from the last hands-on session

# Hands-On: Structuring contents

## **Team working (15 minutes)**

Each team sends out one “user” to another group.

Carry out card sorting.



# Hands-On: Structuring contents

## **Audience (5 minutes)**

Reflect on results.

**Thank You!**