**Mobile Information Architecture**

The success rate of mobile websites does not solely depend on how it is designed and it’s layout, a great deal is determined on the content of the site and how structured and organized, which in other words can be referred to as the websites’ information architecture (ref mobile design and development). Information architecture can affect both the appearance of websites, as well as their usability, why it is an important part of the development process.

**Definition of Information Architecture**

Bryan Fling describes, in “Mobile Design and Development”, the definition of information architecture with the help of the following outline:

* The structural design of shared information environments
* The combination of organizations, labeling, search, and navigation systems within websites and intranets
* The art and science of shaping information products and experiences to support usability and findability
* An emerging discipline and community of practice focused on bringing principles of design and architecture to the digital landscape

The main focus of information architecture is how the information on websites is managed. An important notice to take from the outline above is that management of information not only comprises the actual structure, or layout of information, but that is also treats aspects such as how information can support usability and findability, as well as how to apply typical non-digital principles to the digital world. However, Brian Fling explains that information architecture is not graphic design, software development or usability engineering, but instead something in the areas between these principles. The work involved within the field of information architecture could be exemplified in a way that it deals with questions on why certain information is needed, how it should be structured, how usage of information could support usability, and not on questions regarding which colors web elements should have, how the information structure should be implemented in code and how to test the usability of a website. By being in the areas between the mentioned principles, information architecture forces communication and collaboration among them to provide a better result.