**Talk from Cogapp – Chris How**

* Information architecture subset of UX
* Great IA will allow a user to expect what would usually happen
* IA is not entirely digital
* IA helps people find things
* Saul Wurman Coined IA and founder of TED
* L.A.T.C.H – location. Alphabet. Time. Category. Hierarchy.
* **Location** – spacially organising things, organising his medical cupboard example, Flat pack uses location to built the items.
* **Alphabet** – Sometimes organising alphabetically is not right, not always as useful. The exotic fruit example.
* **Time** – organising by time. Timeline, family tree etc. making it easier for the user to understand. Music couldn’t be organised any other way. Memorial for time of death. Venice and Tokyo have their buildings created in times they were created.
* **Category** – Most common way to organise. Supermarkets are an example of this. Categorising is a personal thing… usually. E.g. disneys guys shirts. Make sure you know the people you are categorising for. e.g. for global campaigns take everyone into concideration.
* **Hierarchy** – Organising with numeric values is an example, or maybe colour.
* **Can use multiple ones to organise certain things. E.g periodic table.**
* **6 tips – see slides that Liz will upload.**
* Stripping down the website to only show the things the users need to do.
* Restricting to as few things is better than giving users too many options.