







≡ Item Navigation

## Learn more about information architecture

You're over halfway done with the final design project for this certificate program. Wow! You've already designed a dedicated mobile app focused on driving social good. Now, it's time to switch gears and focus on designing a complementary responsive website.

As you begin to design a website, remember what you learned earlier in the program about **information architecture (IA)**, which organizes content to help users understand where they are in a product and where the information they want is. IA is the roadmap for users to get everything they need from the product you're designing.

Information architecture is all about organizing the contents of your designs for excellent user flow. IA requires you to know the users you're designing for and their goals, behaviors, and expectations about products like yours.

If you want to learn more about IA, review this video about [the basics of information architecture](#)  and this video about [planning information architecture for a website](#)  from earlier in the certificate program. Or, if you're interested in external readings, check out this guide from Adobe XD called [The Beginner's Guide to Information Architecture in UX](#)  or this article from UX Planet about [the basics of IA for designers](#) .

**Mark as completed**



Like



Dislike



Report an issue

