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Learn more about information architecture

It's important for UX designers to understand **information architecture (IA)**, which organizes content to help users understand where they are in a product and where the information they want is. Information architecture 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.

To learn more about IA, review this video about [the basics of information architecture](#) ↗ from earlier in the certificate program. Then, 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](#) ↗.

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