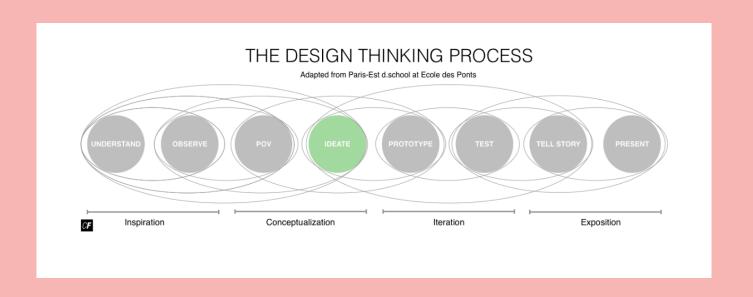# Designing Like a UXer
1.4: Information Architecture

ANGHARAD PROBERT

Goal

Analyze how users navigate sites and processes and how information is structured

THE DESIGN THINKING PROCESS

Adapted from Paris-Est d.school at Ecole des Ponts

UNDERSTAND OBSERVE POV IDEATE PROTOTYPE TEST TELL STORY PRESENT

Inspiration   Conceptualization   Iteration   Exposition

"Memory Hook"
Vocab Test

TASK ANALYSIS

1. Launch App

2. Select New or Existing Customer

   2i. New customer can choose to view a demo or not

   2ii. New customer needs to select their level of capability - this will be saved.

3. Select Test

4. Select category

5. Begin Test

6. Results of test

7. Option to do test again, choose another topic or exit session.

"Say It"
Pronounciation Test

TASK ANALYSIS

1. Launch App

2. Select New or Existing Customer

   2i. New customer can choose to view a demo or not

   2ii. New customer needs to select their level of capability - this will be saved.

3. Select Test

4. Select category

   4i. Customer can select to just speaking option or hearing word first and speaking.

5. Begin Test

6. Results of test

7. Option to do test again, choose another topic or exit session.

```
                              Launch app
                                  │
         ┌────────────────────────┤
         ▼                        ▼
       New                    Existing
         │                        │
         ▼                        │
  Demo / Onboarding               │
      │      │                    │
      ▼      ▼                    │
    Yes      No                   │
      │       │                   │
      ▼       │                   │
 Launch Demo  │                   │
      │       │                   │
      └──────▶Level               │
              │                    │
      ┌───────┼───────┐            │
      ▼       ▼       ▼            │
  Beginner Intermediate Advanced   │
                          │        │
                          └──────▶ Select Task ◀──┘
                                       │
                                       ▼
                                 Select Category ◀──────────┐
                                       │                     │
                                       ▼                     │
                                     Begin ◀──────────────┐  │
                                       │                   │  │
                                       ▼                   │  │
                                   Results                 │  │
                         ┌─────────────┼─────────────┐     │  │
                         ▼             ▼             ▼     │  │
                  Exit Session    Repeat Test   Choose another topic
                         │             │             │     │  │
                         ▼             └─────────────┘─────┘  │
                    Homepage                 └───────────────┘
```

```
                              Launch app
                            /              \
                         New                Existing
                          |                    |
                  Demo / Onboarding            |
                    /          \               |
                  Yes          No              |
                   |            |              |
             Launch Demo        |              |
                    \           |              |
                     \          |              |
                      Level ----+              |
                    /    |    \                |
            Beginner Intermediate Advanced     |
                                    \          |
                                     \         |
                                    Select Task
                                        |
                                  Select Category  <----------------+
                                    /        \                      |
                               Just Say    Hear & Say               |
                                    \        /                      |
                                     Begin  <--------------------+  |
                                       |                         |  |
                                    Results                      |  |
                                  /    |    \                    |  |
                          Exit Session  Repeat Test  Choose another topic
                                |          |                    |
                             Homepage -----+--------------------+
```