

What's this - Information Architecture - all about?

by Jordan Stanchev,
JPDocu School of Technical Writing
www.jpdocu.com





Agenda

- What is information architecture?
- Examples!
- What aspects you need to take into account to create the right info architecture?



What is information architecture?

“Information architecture is a discipline that focuses on the organization of information within digital products. For example, when designers create apps and websites, they lay out each individual screen so that the user can easily find the information they need.”

Adobe

“Information architecture is the organization and structure of documentation that allows readers to use it most efficiently. I would say it is the backbone of documentation. The aim is to help the users find information and understand the logical connections between the pieces of information.”

ClickHelp

“Information architecture is the art and science you apply to consistently structure and organize information in a way that eases the navigation to and through your content so you can help your users access the information they need when they need it in the format that want. “

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Example 1: Zoom

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**Set Up**

**Use and Learn**

**Troubleshoot**

Software Guides

- [Getting started on Windows and macOS](#)
- [Getting started with Android](#)
- [Getting started with the Zoom web client](#)
- [Getting started with iOS](#)
- [Getting started on Chrome OS](#)
- [Desktop client, mobile app, web client, and PWA comparison](#)
- [Using Zoom for Chrome PWA](#)

Using Zoom

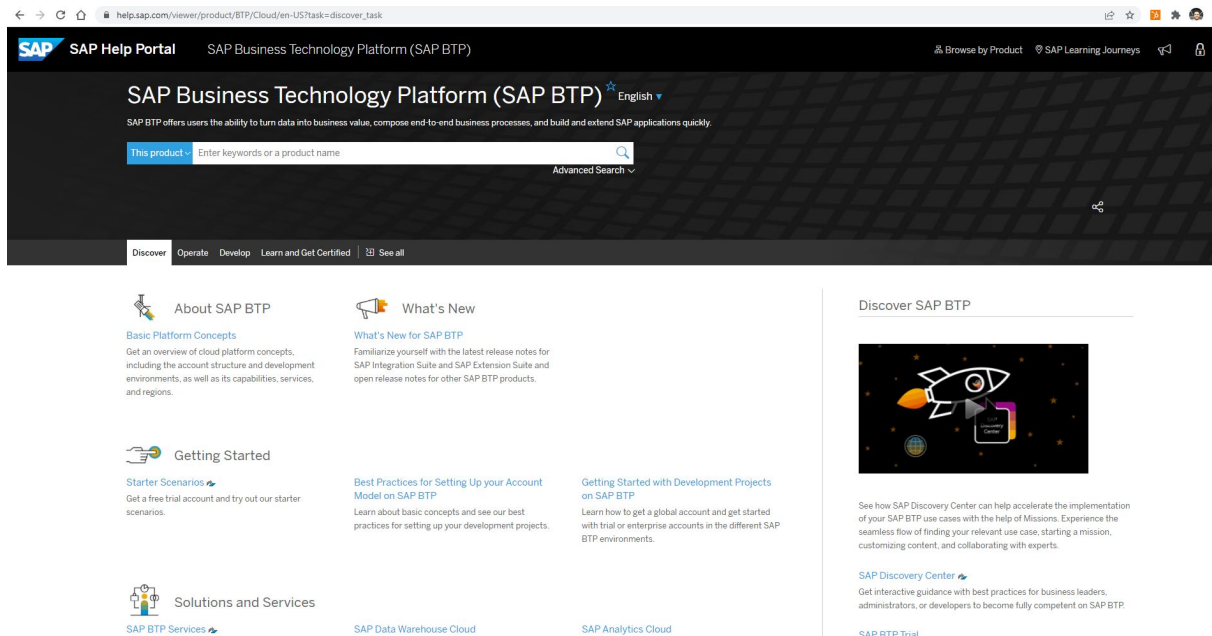
- [Frequently asked questions](#)
- [Getting started guide for new users](#)
- [Launching Zoom from a web browser](#)
- [Meeting and webinar comparison](#)
- [Starting the Zoom desktop client](#)
- [Minimizing and exiting Zoom](#)
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Optimize Use

Training

<https://support.zoom.us/hc/en-us/categories/200101697-Getting-Started-with-Zoom>

Example 2: SAP BTP Documentation



The screenshot shows the SAP Help Portal for SAP Business Technology Platform (SAP BTP). The page has a dark theme with a grid pattern in the background. At the top, there's a navigation bar with the SAP logo, 'SAP Help Portal', and 'SAP Business Technology Platform (SAP BTP)'. Below this, the main heading is 'SAP Business Technology Platform (SAP BTP)' with a language selector set to 'English'. A search bar is present with the placeholder text 'Enter keywords or a product name' and an 'Advanced Search' button. Below the search bar, there's a navigation menu with 'Discover', 'Operate', 'Develop', 'Learn and Get Certified', and 'See all'. The main content area is divided into several sections: 'About SAP BTP' with a sub-section 'Basic Platform Concepts', 'What's New' with a sub-section 'What's New for SAP BTP', 'Getting Started' with a sub-section 'Starter Scenarios', and 'Solutions and Services' with sub-sections 'SAP BTP Services', 'SAP Data Warehouse Cloud', and 'SAP Analytics Cloud'. On the right side, there's a 'Discover SAP BTP' section featuring an illustration of a rocket ship and a 'SAP Discovery Center' button. Below the rocket ship illustration, there's a paragraph about the SAP Discovery Center and a link to 'SAP Discovery Center'. At the bottom right, there's a link to 'SAP BTP Trial'.

help.sap.com/viewer/product/BTP/Cloud/en-US?task=discover_task

SAP Help Portal SAP Business Technology Platform (SAP BTP)

Browse by Product SAP Learning Journeys

SAP Business Technology Platform (SAP BTP) English

SAP BTP offers users the ability to turn data into business value, compose end-to-end business processes, and build and extend SAP applications quickly.

This product Enter keywords or a product name Advanced Search

Discover Operate Develop Learn and Get Certified See all

About SAP BTP

Basic Platform Concepts

Get an overview of cloud platform concepts, including the account structure and development environments, as well as its capabilities, services, and regions.

What's New

What's New for SAP BTP

Familiarize yourself with the latest release notes for SAP Integration Suite and SAP Extension Suite and open release notes for other SAP BTP products.

Getting Started

Starter Scenarios

Get a free trial account and try out our starter scenarios.

Best Practices for Setting Up your Account Model on SAP BTP

Learn about basic concepts and see our best practices for setting up your development projects.

Getting Started with Development Projects on SAP BTP

Learn how to get a global account and get started with trial or enterprise accounts in the different SAP BTP environments.

Solutions and Services

SAP BTP Services

SAP Data Warehouse Cloud

SAP Analytics Cloud

Discover SAP BTP

See how SAP Discovery Center can help accelerate the implementation of your SAP BTP use cases with the help of Missions. Experience the seamless flow of finding your relevant use case, starting a mission, customizing content, and collaborating with experts.

SAP Discovery Center

Get interactive guidance with best practices for business leaders, administrators, or developers to become fully competent on SAP BTP.

SAP BTP Trial

https://help.sap.com/viewer/product/BTP/Cloud/en-US?task=discover_task



What aspects to take into account to create the best possible info architecture?

- Customer first. What would your end user want? (documentation, video, or embedded help?)
- In what format? (PDF, HTML5)?
- On what device? (mobile phone, large desktop, special device)?
- How is the information to be found? (search, navigation)?
- How is the information presented, referenced and structured? (taxonomies, ontologies and terminology)?



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Thank you!

Jordan Stanchev,
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www.jpdocu.com

