

Final Project – Strategy Report

For your final assignment, you will create an Information Architecture Strategy Report modeled on the document described in Chapter 12 of *Information Architecture for the Web and Beyond*. This report will cover a project of your choosing. It can be a site or app to build from scratch or a refactor of an existing project. The subject should be something of value to you. Perhaps you've been wanting to build something for a while. Perhaps you or a friend run a business or nonprofit whose site needs some work. Whatever the site or app, it should be something that you will feel comfortable spending a lot of time with over the next 10 weeks.

You will be playing the role of an Information Architecture consultant. Your report will be a leave-behind for your would-be clients to reference your strategic IA recommendations. Think of a document that would support presentations you might give when working with a client. You will *not* be building an actual site or app for this project.

Dates

While the final report is due during the last week of the class, there will be touchstone dates throughout the class that allow you to focus on your report:

Class Week	Item	Description
Week 2	Project Proposal	1 Paragraph submitted via LATTE
Week 7	Outline	Detailed outline of your strategy report to be shared with your peers for their feedback
Week 9	Draft	A draft of your report to be shared with your peers for their feedback
Week 10	Final Report	Final version of your report

In addition to these milestones, Exercises 4 & 5 will also deal with work related to your final project, and you will be able to incorporate much of what you produce for those assignments into your Strategy Report.

Assignment Details

Project Proposal

Submit a single paragraph via LATTE summarizing what kind of site or app you'll be working with. Please state whether this is an existing project or a new one, what you believe the primary purpose of the site to be, and whom you believe to be the main audience for the site. If the project already exists, provide a link to it and explain your relationship with the project.

Outline

Create a detailed outline of your final report. It should address all of the elements required for your final report with the exception of the Executive Summary. The outline can be in the format of your choice and as comprehensive as you choose. It should be a minimum of one typed page and will be uploaded to a LATTE discussion for peer review.

Draft

Post a draft of your final report in PDF form to LATTE discussion for your classmates to review. Their feedback should be incorporated into your final version of the report. The more complete the draft, the better the feedback your classmates will be able to give you.

Final Report

The final report may be structured like the one outlined in *Information Architecture* or as a presentation deck. Either way, it should include the following sections:

- **Executive Summary**—A single page or slide highlighting the most important takeaways of your work
- **Audiences, mission, and vision** for the site—Define the audience & the primary goals for the site or app
- **Architectural strategies and approaches**—Your recommendations for the IA needs for the site or app. This section must include:
 - At least 1 **site map**
 - **Wireframes** from your work from Exercise 5
- **Content management recommendations**—Your recommendations for content management needs your would-be client should make plans for
- **A general bibliography** of any course & outside references you use to inform your work

Grading

This exercise will be graded using the standard course rubric, which is available in the Course Overview section in LATTE. Please closely read the rubric before beginning the assignment. Pay particular attention to the Connections & References requirements. The report is worth 20% of your final class grade.