

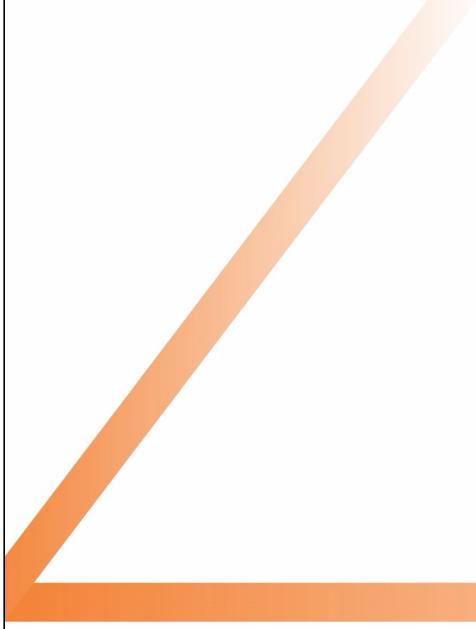
Shifting the paradigm for women in IT sector

# SHIFT4IT

Shifting the paradigm for women in IT sector



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# Information Architecture



shift<sup>IT</sup>

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## Summary



In this lesson, you **will explore** the fundamentals of Information Architecture (IA)—the practice of organizing, structuring, and labeling content in a clear and meaningful way.

Information Architecture **will help** users find what they need quickly and efficiently by enabling logical navigation systems, intuitive site structures, and well-organized content.

You **will cover** key IA elements such as:

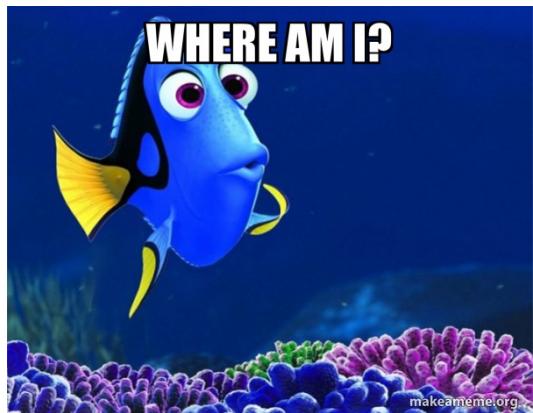
- User flows and task paths
- Sitemaps and navigation menus
- Content hierarchy and categorization
- Labeling systems and taxonomy

A solid IA **will improve** usability, **reduce** user frustration, and **enhance** the overall experience by making digital products easier to understand and navigate.

By the end of the lesson, you **will understand** how IA supports UX design and **plays** a crucial role in building user-centered interfaces.

## Introduction to Information Architecture

- Information architecture (also known as IA) is the process by which content is organized and made readily available to users.
- Information architecture focuses on organizing and structuring content to make it easily accessible, while UX design is broader, focusing on creating a positive and meaningful user experience through intuitive interfaces and interactions.



Source: <http://makeameme.org>

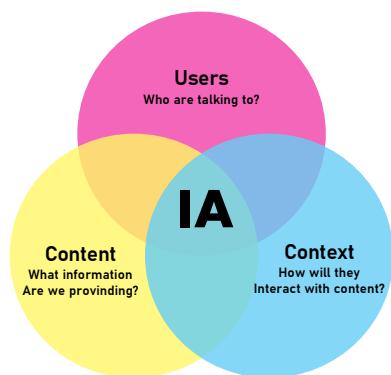
# Introduction to Information Architecture

## Don't forget:

- Who will be using a product?
- What are they going to do?
- What do they want to achieve?

## IA

- Users: who are we talking to?
- Content: what information are we providing
- Context: how will they interact with content



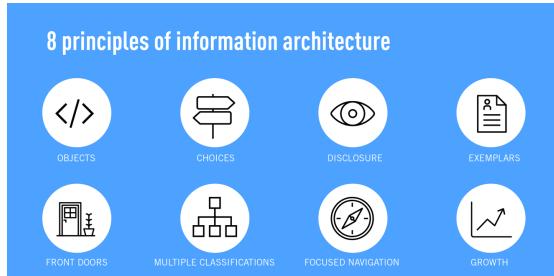
## Introduction to Information Architecture

- **IA helps to**

- **Increase conversion rates:** New users can more easily find the information they need, and purchases can be streamlined.
- **Reinforce credibility:** A clean and well-organized website increases consumer confidence.
- **Improve productivity:** Employees know where different types of content belong and can more readily build out new pages as necessary.
- **Boost SEO:** Good site-level organization is a key factor in search engines' algorithmic rankings.
- **Reduce customer service costs:** Users can better troubleshoot their problems when a website surfaces the right information to them at the right time.

## Introduction to Information Architecture

- Building the information architecture for a website should not be done in a vacuum. From user behavior, to future-proofing, there are lots of things to take into account, beyond organizing the information in a logical way.



Source: <https://medium.com/>  
Back in 2010, Dan Brown, the brain behind EightShapes, laid down eight principles for information architecture to guide designers in their choices.

## Introduction to Information Architecture

1. **The principle of objects:** Content should be treated as a living, breathing thing. It has lifecycles, behaviors, and attributes.
2. **The principle of choices:** Less is more. Keep the number of choices to a minimum.
3. **The principle of disclosure:** Show a preview of information that will help users understand what kind of information is hidden if they dig deeper.
4. **The principle of exemplars:** Show examples of content when describing the content of the categories.

## Introduction to Information Architecture

- 5. The principle of front doors:** Assume that at least 50% of users will use a different entry point than the home page.
- 6. The principle of multiple classifications:** Offer users several different classification schemes to browse the site's content.
- 7. The principle of focused navigation:** Keep navigation simple and never mix different things.
- 8. The principle of growth:** Assume that the content on the website will grow. Make sure the website is scalable.

# How to Create a Website Information Architecture

## Step by step

### 1. Define Key Stakeholders' Goals

- Identify the main objectives of the website.
- Determine the primary and secondary audiences.
- List functional requirements (e.g., search tools, downloadable content, forms).

### 2. Identify User Goals

- Understand what users expect to find.
- Conduct user research or interviews.
- Organize content based on user needs rather than internal structures.

# How to Create a Website Information Architecture

## 3. Define Site Content Areas

- Review existing content and decide what to keep, update, or remove.
- Identify new content users will need.

## 4. Organize Content into Groups

- Use card sorting or post-it exercises to group related topics.
- Create broad categories and subcategories.

## 5. Create a Sitemap

- Develop a visual representation of the site's structure.
- Establish parent-child relationships between pages.
- Ensure navigation is logical and intuitive.

# How to Create a Website Information Architecture

## 6. Outline Navigation Structure

- Decide between horizontal or vertical navigation.
- Ensure main menu items lead to important content areas.

## 7. Label Content Areas Clearly

- Use concise and meaningful labels.
- Test labels with users to ensure clarity.

## 8. Develop Wireframes

- Sketch page layouts to organize information visually.
- Define placement for key elements like menus, headers, and footers.

## Hierarchization

- Information hierarchy is all about organizing the content on your website in a way that makes it easy for users to navigate and understand. It involves prioritizing important information, guiding users through the content, and creating a structure that enhances the overall user experience.

## Navigation

- Types of Navigation in UI/UX Design
  - **Top Navigation** – A horizontal menu at the top of a site, ideal for content-heavy websites.
  - **Side Navigation** – A vertical menu on the left or right, great for quick access without scrolling.
  - **Dropdown Navigation** – A menu that expands when clicked, perfect for feature-rich applications.
  - **Full-Screen Navigation** – A fullscreen menu, useful for knowledge-sharing platforms and mobile screens.

## Navigation

- **Hamburger Menu** – A compact button that reveals a menu when clicked, commonly used in mobile apps.
- **Gesture-Based Navigation** – Uses touch gestures like swiping or pinching, essential for mobile apps.
- **Bottom Bar Navigation** – A fixed menu at the bottom of an app, ensuring quick access to key features.
- And... **Breadcrumb Navigation** – A clickable trail showing the user's location, useful for websites with nested content.

[Good examples](#)

## Breadcrumb

- A breadcrumb is a secondary navigation aid that improves customer experience by helping users understand their location on a website or mobile application.
- The term 'breadcrumb' or 'breadcrumb trail' is borrowed from the story of 'Hansel and Gretel' where the kids drop a trail of breadcrumbs to trace their way back home.



Source: <https://bir.ch/blog/why-are-cookies-in-a-browser-called-cookies>

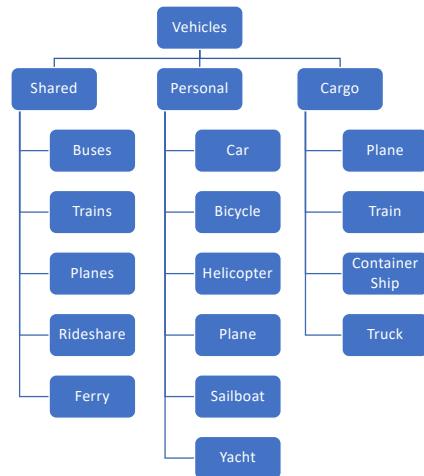
## Breadcrumb

- Don't Replace The Primary Navigation Menu : Breadcrumbs aren't meant to replace, repeat, or distract users from the main navigation. Instead, they should add additional value to the user's journey by making it easier to explore your content and find relevant information.



## Taxonomy & Classification

- Taxonomy, at its core, is a science dedicated to the process of classification. While it's a term widely known in biology for classifying organisms, in the world of design and user experience (UX), it takes on a unique and critical dimension.
- UX Taxonomy refers to the act of grouping information into relevant sets or categories within digital platforms, such as websites or mobile apps. Its goal is to structure information so that users can navigate and access content in an intuitive and efficient manner.



## Taxonomy & Classification

- Let's create a taxonomy for a DIY service included in the website of a store using the **Post-it method**.
- The goal is to define clear categories and subcategories to help users navigate the site easily.



Source: <https://www.tomazlaven.se/ordsprak-visdomsord-och-citat-om-livet/>

The final project is: CraftEase is a web application solution developed for home improvement retailers who want to enhance customer engagement directly through their website.

Our goal is to provide your store with an integrated digital service that helps manage DIY workshop registrations, promote project tutorials, and track tool/material availability in real time.

The platform is designed to be seamlessly embedded into your existing website. It is user-friendly, secure, and adaptable to your branding and customer needs. Features include personalized project recommendations, booking management, customer feedback tools, and analytics for store teams.

## Taxonomy & Classification

- Brainstorm Content
- Instruction:
  - Write one topic per Post-it (e.g., "Material", "Workshops", "Videos").
  - Think about subjects, formats, user needs, and types of content.
  - Stick them randomly on the board.



### Step 1: Brainstorm Content (10 min)



#### Instruction:

- Write **one topic per Post-it** (e.g., "Math," "Online Courses," "Teen Learning").
- Think about subjects, formats, user needs, and types of content.
- Stick them randomly on the board.

### Step 2: Group Similar Ideas (15 min)



#### Instruction:

- As a group, **organize similar Post-its into clusters**.
- Look for patterns and common themes.
- Don't force a category yet—just group logically.

### Step 3: Define Main Categories (15 min)



#### Instruction:

- Identify **4-6 broad categories** from your groups.
- Write category names on new Post-its and place them at the top.
- Example: *Subjects, Learning Levels, Formats, Certifications*.

### Step 4: Refine Subcategories (15 min)



#### Instruction:

- Place specific Post-its under the most relevant main category.
- Merge, rename, or refine as needed.

• Example: Subjects → Science → Biology, Chemistry, Physics.

### **Step 5: Validate & Adjust (15 min)**

#### **Instruction:**

• Ask yourself:

- "Where would I find an **Intro to Biology** course?"
- "How do I browse all **Certified Courses**?"

• Adjust if anything is unclear or misplaced.

## Taxonomy & Classification

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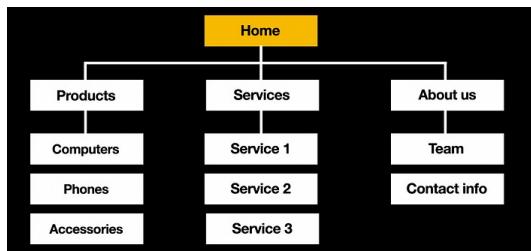


## Taxonomy & Classification

- Refine Subcategories - Group and label the content
- Instruction:
  - Place specific Post-its under the most relevant main category.
  - Merge, rename, or refine as needed.

## Information Mapping

- You have content, and you have groups that make sense. Now the big question – how will users get to this content?
- A **sitemap** is a structured visual representation of a website or app's content, showing the relationships between parent and child pages. It helps define the hierarchy and navigation flow, making it clear how different sections connect.
- This structure, often called a **tree structure**, ensures logical organization and improves user experience by guiding visitors efficiently through the site.



Source: <https://www.mockplus.com/learn/wireframe/website-wireframe>

## Information Mapping

- Create a Sitemap: Based on your research, create a sitemap that details how site pages are connected. This gives a bird's-eye view of the overall structure.
- Use **this tool** to present your sitemap in a diagram :  
<https://app.diagrams.net/>
- Just another tool:  
[https://www.smartdraw.com/software/tree-diagram-maker.htm?srsltid=AfmB0oo\\_MX-fU3juv1\\_FG549CxM11Xj\\_oQgbQ07DSpbFPAHYkah\\_MnXi](https://www.smartdraw.com/software/tree-diagram-maker.htm?srsltid=AfmB0oo_MX-fU3juv1_FG549CxM11Xj_oQgbQ07DSpbFPAHYkah_MnXi)



## Low-Fidelity Wireframes

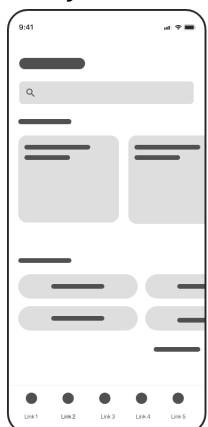
- A low-fidelity wireframe is a basic sketch of a website or an app's interface. It's a simplified version of the final product, focusing on functionality rather than visual design.
- Low-fidelity wireframe designs are often used in the early stages of a project to test early concepts and gather feedback.



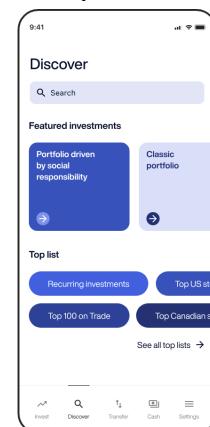
Source: <https://mockflow.com/blog/wireframing-for-mobile-apps>

## Low-Fidelity Wireframes

- Low-Fidelity



- High-Fidelity



Source: <https://decode.agency/article/mobile-app-wireframe-examples/>

## Design your app's home page

- The app should allow users to:
  - Register for DIY workshops
  - Browse project tutorials
  - Check real-time tool and material availability
- Draw a rough layout (on paper or a digital tool like Figma, Balsamiq (<https://balsamiq.com>), or wireframing software) based on the information hierarchy established in the previous step.
- Use simple shapes (rectangles, circles) to represent different UI elements.
- Label each section without using real content or images.



## Interactive feedback



- Peer Review
  - Clarity & Structure:
    - Are all sections easy to understand?
- Does the layout follow a logical flow?
  - Navigation & Usability:
    - Is the navigation intuitive?
- Are important elements (search bar, progress tracker) easy to find?
  - Consistency & Balance:
    - Are shapes and sizes consistent?
    - Do elements have enough spacing for readability?
- Creativity & Additional Features:
  - Does the design feel engaging?
  - Any suggestions to improve user experience?

## A little adjustment

- Based on feedback, make at least **two changes** to enhance your wireframe.



## Conclusion

- Information architecture is an essential pillar in the design of **clear, usable and scalable** information systems.
- This discipline, which strives to **structure, organize and label** content in a logical manner, facilitates navigation and access to information in increasingly complex digital environments.
- As we move forward into an era where data is multiplying at dizzying speed, information architecture is set to play an increasingly critical role in the creation of **intuitive and efficient digital spaces**.

## Question?



ANY QUESTIONS ?



Source: <http://www.makeameme.org>

## RESOURCES



- [Information architecture in UX: 8 Design principles | Lyssna](#)
- [What's Information Architecture in UX Design? Ask An Expert](#)
- [A Beginner's Guide To Information Architecture in UX \[2025\]](#)
- [Dan Brown's – Eight Useful Principles of Information Architecture | by Izharul Mulk | Bootcamp | Medium](#)
- [L'architecture de l'information : définition, apports, méthodologies, - Optimisation Conversion](#)
- [Information Architecture Design: A Step-By-Step Guide | by Nick Babich | UX Planet](#)
- [Designing Better B2B E-Commerce Experiences: Information Architecture....](#)
- [Breadcrumbs In Web Design: Examples And Best Practices — Smashing Magazine](#)
- [The Complete Guide to UI Breadcrumbs: With Best Examples](#)
- [Taxonomy 101: Definition, Best Practices, and How It Complements Other IA Work](#)
- [Taxonomy UX: What is it, benefits, and what are the best practices?](#)

## RESOURCES



- [An Introduction to Taxonomies | UX Booth](#)
- [What is Breadcrumb & How It Eases Navigation? \(With Examples\) - VWO](#)
- [A tree-based UX planning approach in 5 simple steps | by Nizaretto | UX Collective](#)
- [What is Navigation in UX Design? | IxDF](#)
- [Low-fidelity vs. high-fidelity wireframes: the main differences](#)