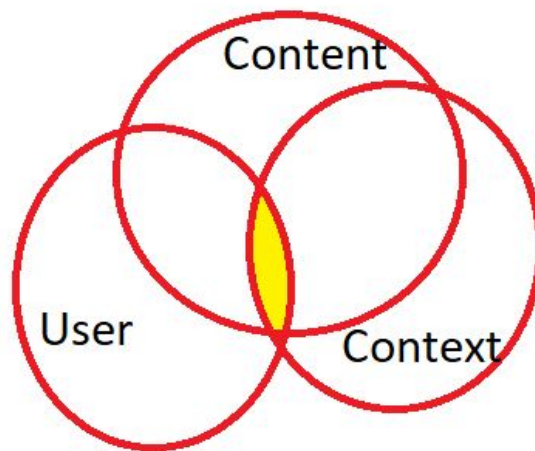


**Information Architecture** refers to the way we organize, label and connect the information on a website or app.

IA => UI => Usability => UX

Information Architecture is a design discipline that is focused on making information findable and understandable. IA is a bridge between Design and Development.

Content => Context => User



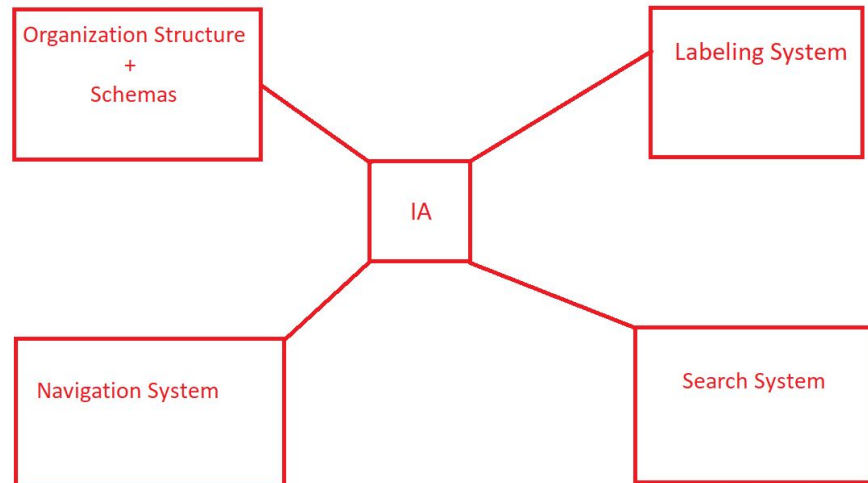
Information Content is about

- What users care about
- Help your goals

Understand your user and business.

Q: Is this content important to my user?

Q: Will it help me accomplish my goals?



Organizing Content > Labeling Content.

Labeling Navigation Menu is vital to Visibility and UX

- Consider user's point of view
- What info they look for
- Use clear , succinct terms
- Don't try to be clever - make it obvious
- Don't make the user think

Navigation - refers to all system used to navigate or get around a website or app.

Menu - Global navigation Menu, Local Menu, Breadcrumb, Contextual Link within the page,  
Related - displayed auto

Search System - How many fields - do I want to filter.

User Research

- User keep you in business
- Study user behavior and feedback
- How they visit, navigate, react

Website Analytics

- Popular content
- Information paths
- Link referrals
- Search term

### User surveys

- Most valuable content
- New topics
- Any problem
- How do you feel

### Source of user data:

- Website analytics
- Search data
- Social feedback
- User surveys

### Card Sorting

- Activity with test users
- Helps find the best ways to group and label content
- Put each topic on an index card
- User divides card into groups
- User chooses a name for each group

### Test users

- Average user of your site
- Someone who will understand the terms on cards
- 3 to 5 people

### Open Card Sort

- User divide the cards and name the groups

### Closed Card Sort

- User divide the cards into predetermined groups

### Competitor Research

- Make a list of your competitor and visit their website
- What categories do they use?
- What order are they presented in?
- What links do they include in main menus?
- What do they call their main content - sections?
- Which terms are used most often?

### Site Maps

- Visual diagrams of website pages and sections
- Arranged and connected

### Tree Testing

- Show someone a text version of the structure of a website and ask them to follow the 'branches' to select the spot where they think they'd find an important piece of information

### Improve website Organization

- Do your sections match user needs and expectations?
- Do selections have clear names?
- Are selections logically organized?

### User Persona

- A representative of common website or app user
- A profile that defines basic attributes of common users and helps designers and developers prioritize navigation and search options

### Using Data

- Website analytics & search data
- Provide autocomplete & search suggestions
- List popular content & search terms
- Show previously viewed pages & purchases

### Usability Test

- A test used to determine the usability of a website or app design
- Test users try to complete a common task and results may show how the average user makes decision & is able to interpret.
- The information and interface they encounter

Website analytics > Search Data > User Feedback > User Research > Surveys > Make a checklist > Schedule reminder to monitor data sources > Run Tests > IA related support

Small changes can make a huge difference. Focus on one change at a time, too many changes make it difficult to know - what worked.