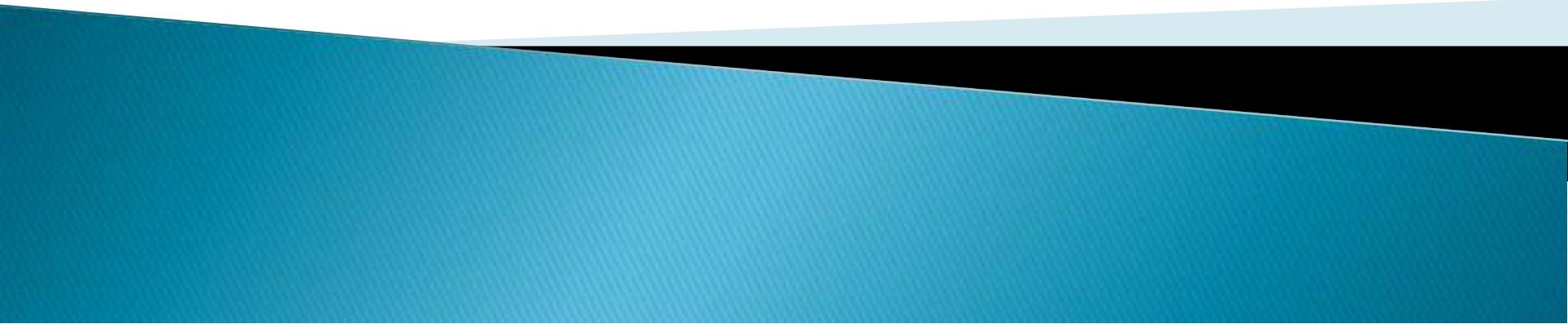


# Organization and navigation of the content




# Module 2 syllabus

- ▶ Information Architecture and Application structure
- ▶ Navigation, Signposts and wayfinding patterns



# Information architecture (IA)

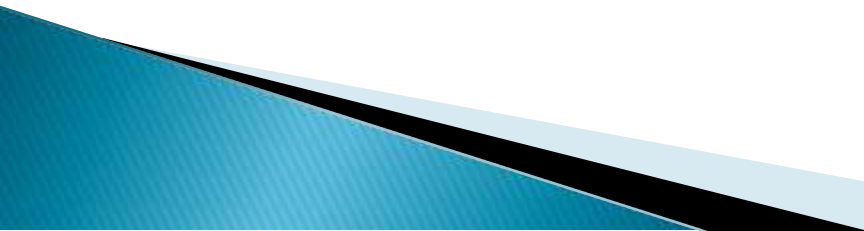
- ▶ Information architecture (IA) is the art of organizing an information space.
  - ▶ It encompasses many things: presenting, searching, browsing, labeling, categorizing, sorting, manipulating, and strategically hiding information.
  - ▶ Especially if you're working with a new product, this is where you should start.
- 

# Site mapping

- ▶ An important part of developing effective information architecture is sitemap design. In this example from the Nielsen Norman Group, their website content is mapped out in a hierarchical fashion to demonstrate the parent / child relationship of content.



# Content inventory and audit

- ▶ A **content audit** involves taking a look at *a//* the content on your website and assessing its relative strengths and weaknesses in order to prioritize your future marketing activities. It's a *qualitative* assessment and evaluation based on the KPIs (Key Performance Indicators) that you select beforehand.
  - ▶ A **content inventory**, which is simply an accounting of all these different assets. In other words, it's a *quantitative* collection. Although a content inventory is part of the audit process, the audit itself goes much further in depth.
- 





## Content Audit ☆

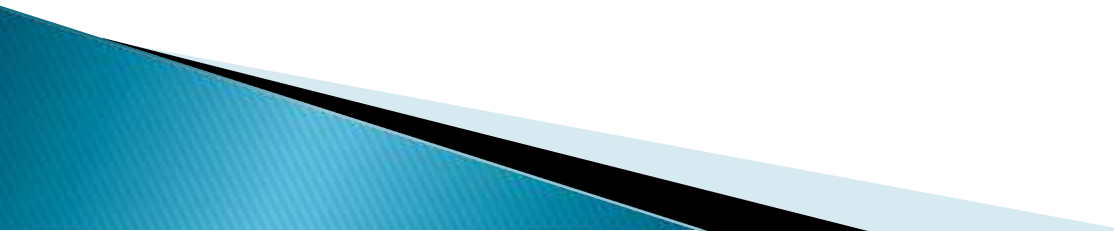
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

123 Arial 10 B I A - - - - -

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	A	B	C	D	E	F	G	H
1	Address	Page Title	Page Visits	Page Bounce Rate	Average Time on Page	Number of Social Shares	Conversion Rate	Page Score
2	<a href="http://www.johnssamplesite.com/">http://www.johnssamplesite.com/</a>	Welcome to John's Site	1405	74.08%	2:01	N/A	1.15%	C
3	<a href="http://www.johnssamplesite.com/blog/">http://www.johnssamplesite.com/blog/</a>	Read John's Blog	2833	66.20%	2:44	N/A	1.41%	C
4	<a href="http://www.johnssamplesite.com/about/">http://www.johnssamplesite.com/about/</a>	About John's Software Company	1209	41.10%	3:56	N/A	2.02%	B
5	<a href="http://www.johnssamplesite.com/contact/">http://www.johnssamplesite.com/contact/</a>	Get in Touch with John	783	45.42%	2:45	N/A	0.97%	D
6	<a href="http://www.johnssamplesite.com/solutions/">http://www.johnssamplesite.com/solutions/</a>	See John's Software Solutions	744	68.00%	3:03	N/A	2.50%	B
7	<a href="http://www.johnssamplesite.com/blog/2014/07/text-post-1/">http://www.johnssamplesite.com/blog/2014/07/text-post-1/</a>	John's Text Post #1	250	43.55%	3:01	21	0.23%	D
8	<a href="http://www.johnssamplesite.com/blog/2014/06/video-post-2/">http://www.johnssamplesite.com/blog/2014/06/video-post-2/</a>	John's Video Post #2	338	40.22%	6:30	23	0.33%	A
9	<a href="http://www.johnssamplesite.com/blog/2014/05/list-post-3/">http://www.johnssamplesite.com/blog/2014/05/list-post-3/</a>	John's List Post #3	459	38.56%	2:58	15	1.07%	B
10	<a href="http://www.johnssamplesite.com/blog/2014/04/infographic-post-4/">http://www.johnssamplesite.com/blog/2014/04/infographic-post-4/</a>	John's Infographic Post #4	485	38.88%	3:22	45	0.07%	C
11	<a href="http://www.johnssamplesite.com/blog/2014/03/video-post-5/">http://www.johnssamplesite.com/blog/2014/03/video-post-5/</a>	John's Video Post #5	502	41.02%	6:22	31	0.44%	C
12	<a href="http://www.johnssamplesite.com/blog/2014/03/list-post-6/">http://www.johnssamplesite.com/blog/2014/03/list-post-6/</a>	John's List Post #6	231	46.75%	2:18	16	0.98%	B
13	<a href="http://www.johnssamplesite.com/blog/2014/02/text-post-7/">http://www.johnssamplesite.com/blog/2014/02/text-post-7/</a>	John's Text Post #7	772	42.34%	4:02	29	0.51%	C
14	<a href="http://www.johnssamplesite.com/blog/2014/01/text-post-8/">http://www.johnssamplesite.com/blog/2014/01/text-post-8/</a>	John's Text Post #8	345	41.89%	3:21	21	0.44%	D
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21	<a href="http://www.johnssamplesite.com/blog/wp-content/uploads/2014/08/image-5.jpg">http://www.johnssamplesite.com/blog/wp-content/uploads/2014/08/image-5.jpg</a>	image-5.jpg	N/A	N/A	N/A	N/A	N/A	N/A
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23	<a href="http://www.johnssamplesite.com/blog/wp-content/uploads/2014/08/image-7.jpg">http://www.johnssamplesite.com/blog/wp-content/uploads/2014/08/image-7.jpg</a>	image-7.jpg	N/A	N/A	N/A	N/A	N/A	N/A
24	<a href="http://www.johnssamplesite.com/blog/wp-content/uploads/2014/08/image-8.jpg">http://www.johnssamplesite.com/blog/wp-content/uploads/2014/08/image-8.jpg</a>	image-8.jpg	N/A	N/A	N/A	N/A	N/A	N/A
25								

# Information Architecture Diagram

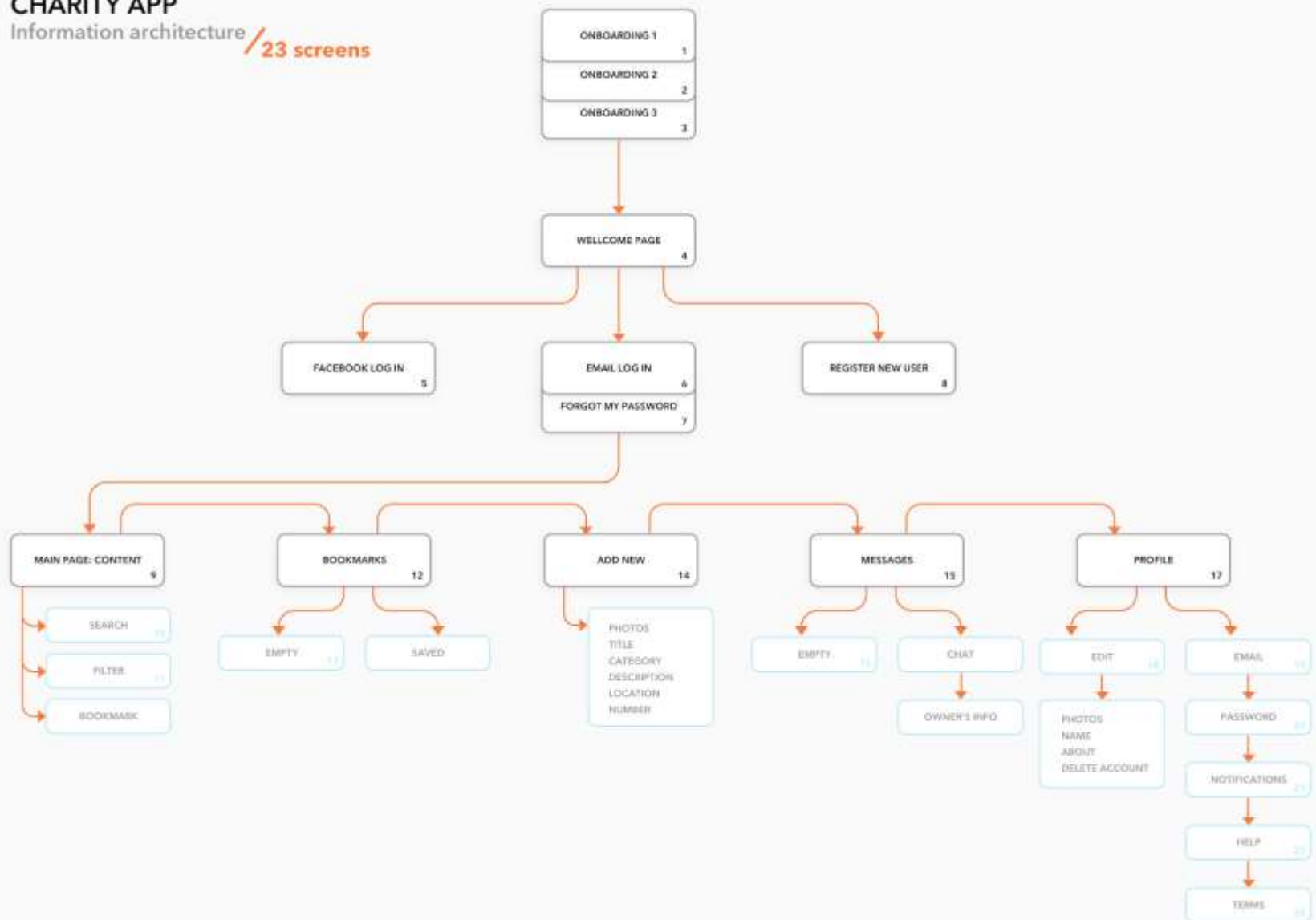
- ▶ Mapping out your information architecture is an important part of visualizing and understanding all that is involved.
  - ▶ In much the same format as sitemaps, we can create visualizations of our information architecture and map out what is going to be visible to the user, and what actions will need to be available on the back end. We can then see a holistic picture of our website or product.
- 



# Simple tree structure for clients

## CHARITY APP

Information architecture / 23 screens

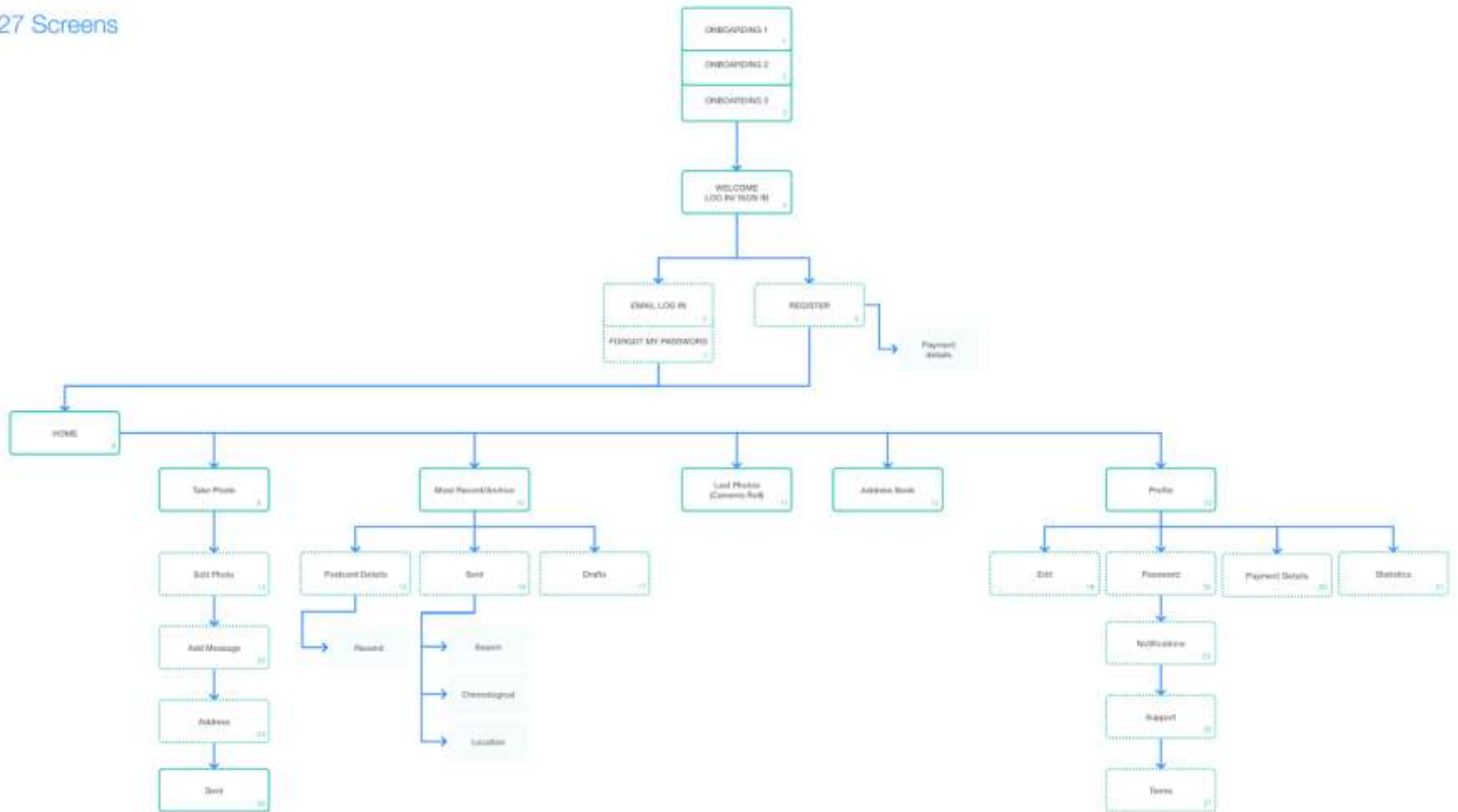


# Representing actions visually

- ▶ If done correctly, your information architecture and user journey maps will share commonalities. They both inform each other in different ways, with the intended user journey helping to shape how you structure and organize the information in your website.

# Information Architecture

27 Screens



# The Patterns

- ▶ 1. Feature, Search, and Browse
- ▶ 2. News Stream
- ▶ 3. Picture Manager
- ▶ 4. Dashboard
- ▶ 5. Canvas Plus Palette
- ▶ 6. Wizard
- ▶ 7. Settings Editor
- ▶ 8. Alternative Views
- ▶ 9. Many Workspaces
- ▶ 10. Multi-Level Help



They can apply to the other patterns in the preceding list

# Feature, Search, and Browse

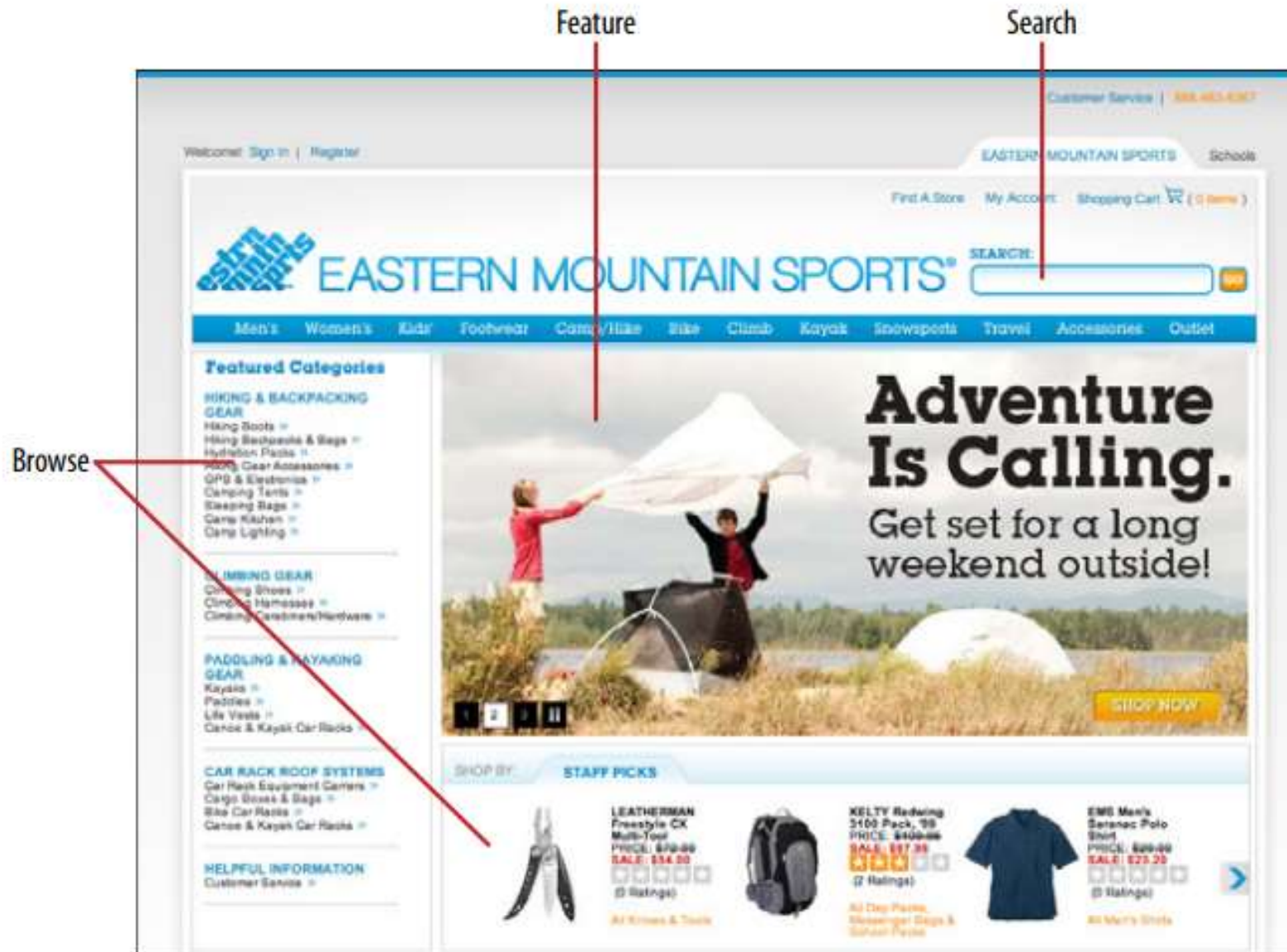


Figure 2-1. EMS



## What

---

Put three elements on the main page of the site or app: a featured article or product, a search box, and a list of items or categories that can be browsed.

## Use when

---

Your site offers users long lists of items—articles, products, videos, and so on—that can be browsed and searched. You want to engage incoming users immediately by giving them something interesting to read or watch.

## Why

---

These three elements are found together on many, many successful sites. Once you are attuned to them, you can find them just about everywhere.

Searching and browsing go hand in hand as two ways to find desired items: some people will know what they're looking for and zero in on the search box, while others will do more open-ended browsing through the lists and categories you show them.

## How

---

Place a search box in a prominent location, such as an upper corner, or in a banner across the middle top of the site. Demarcate it well from the rest of the site—use whitespace to set it off, and use a different surrounding background color if necessary.

# News Stream

ASHT

HandTherapyASHT Love #gardening? Don't underestimate the importance of selecting #handtools that fit both you & the task you're completing! #HHW2010

about 1 hour ago via HootSuite



wondering how many more spins in samsara I'll get if I take out the gopher who's been coming after my broccoli #gardening #withagun

about 1 hour ago via Echofon

twitter



The Dwarf English Boxwoods are just great for landscaping. - <http://mylikes.com/r/Bzu> #gardening

about 1 hour ago via MyLikes



Help: WHAT kind of tree IS this? (was told it was a weeping pussy willow) #fb #gardening #trees <http://tweetphoto.com/26235163>

about 1 hour ago via Echofon

Reply Retweet



NYT: For #Plants, Resistance to Infection Comes at a Cost - <http://nyti.ms/ald2V2> - #organic #gardening #green

about 2 hours ago via TimesPeople

more



## What

---

Show time-sensitive items in a reverse chronological list, with the latest items at the top. Update it dynamically, and combine the items from different sources or people into one single stream.

## Use when

---

Your site or app uses one or more communication channels, such as blogs, email, social site updates, or news sites, to deliver timely content to users.

This channel may be personal—a user “owns” it, like an email client or Facebook friends list—or public, such as a website or public Twitter stream.

## Why

---

People can keep up with a news stream easily, since the latest items reliably appear on top with no effort on the part of the user. They can check in often and be assured of seeing what they need to see.

## How

---

List incoming items in reverse chronological order. If the technology permits, “push” new items onto the top of the list without waiting for the user to request an update, but offer a way for the user to get an immediate update or refresh anyway.



# Dashboard

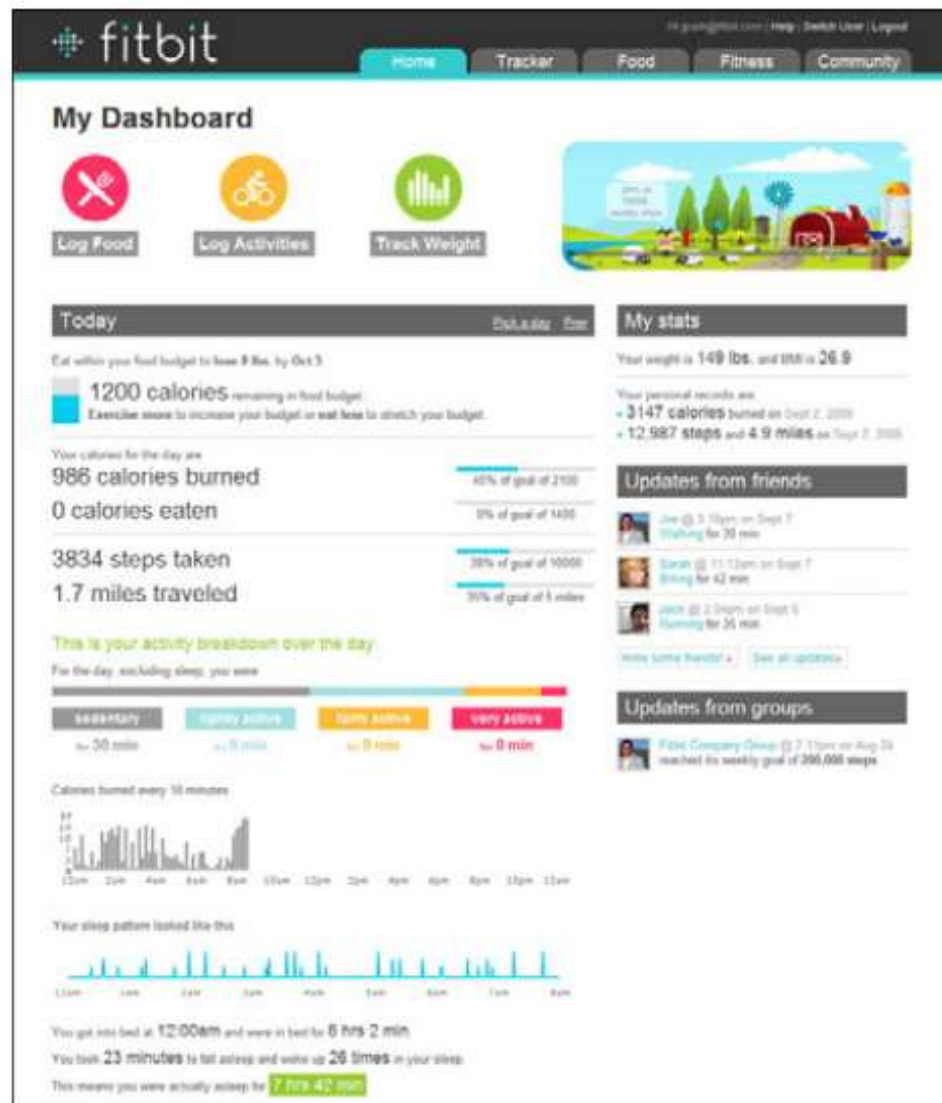


Figure 2-16. Fitbit

# Canvas Plus Palette

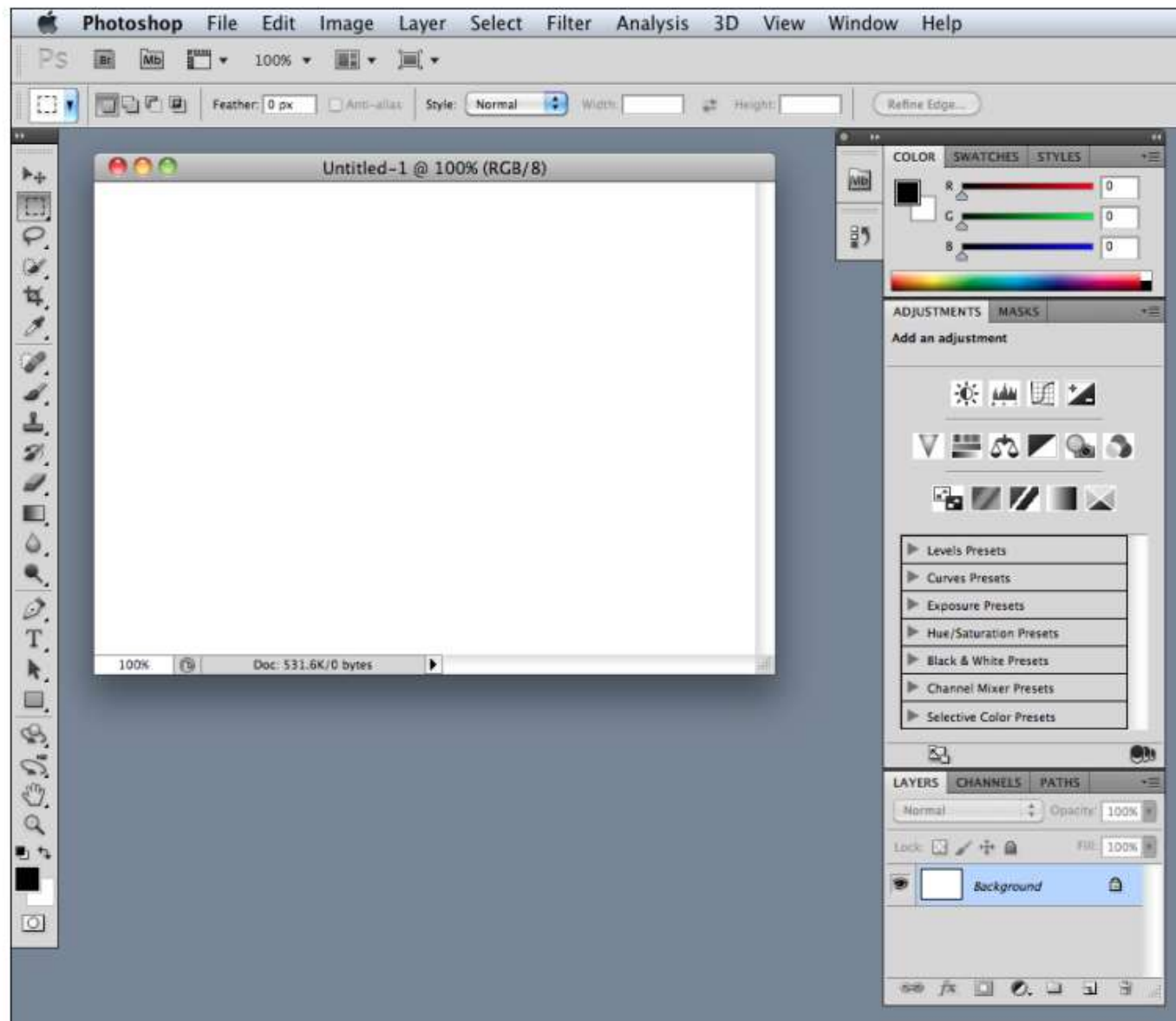


Figure 2-20. *Photoshop CS5*



# Wizard



**Figure 2-25.** *The first two steps of the My Yahoo! setup Wizard*

# Settings Editor

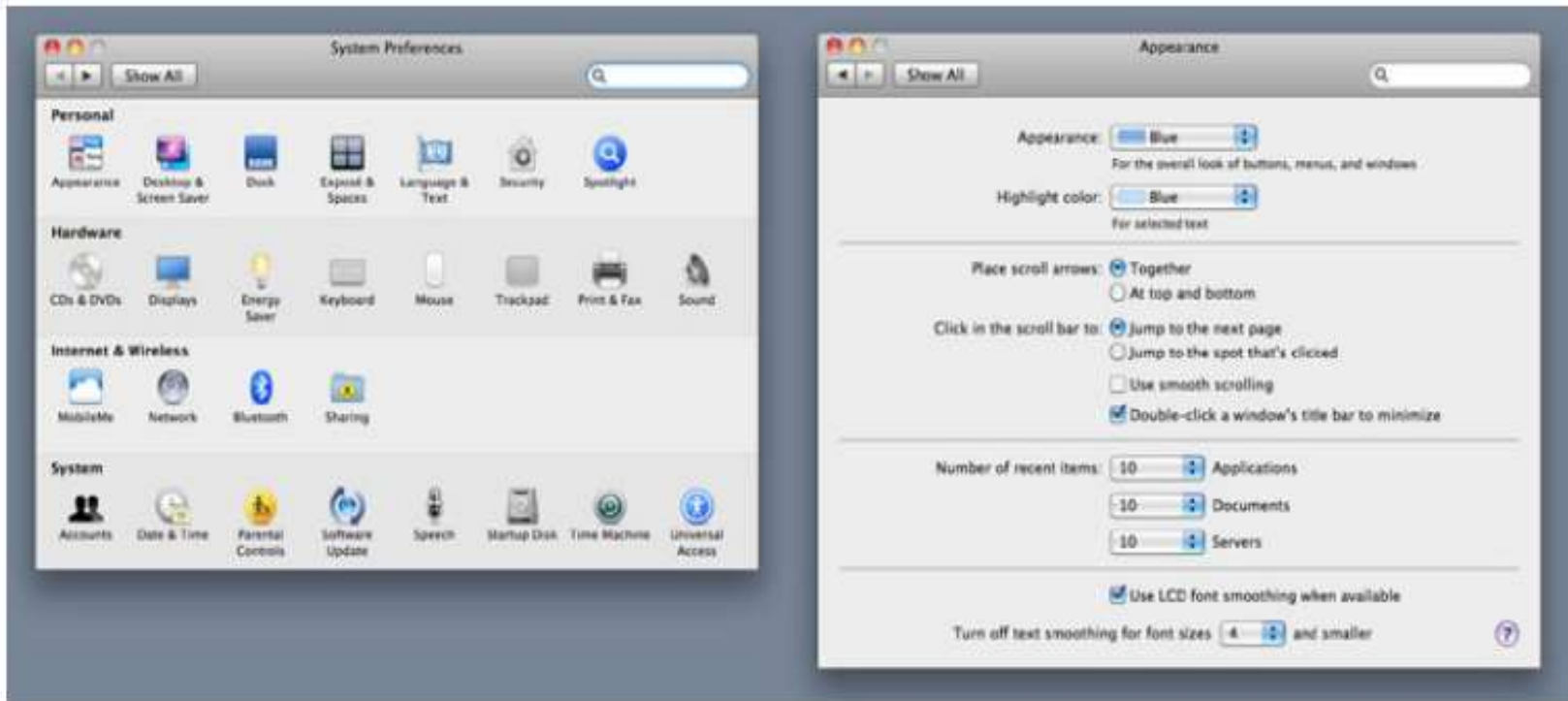


Figure 2-28. Mac OS system preferences

# Alternative Views



Figure 2-33. Google Maps



# Many Workspaces

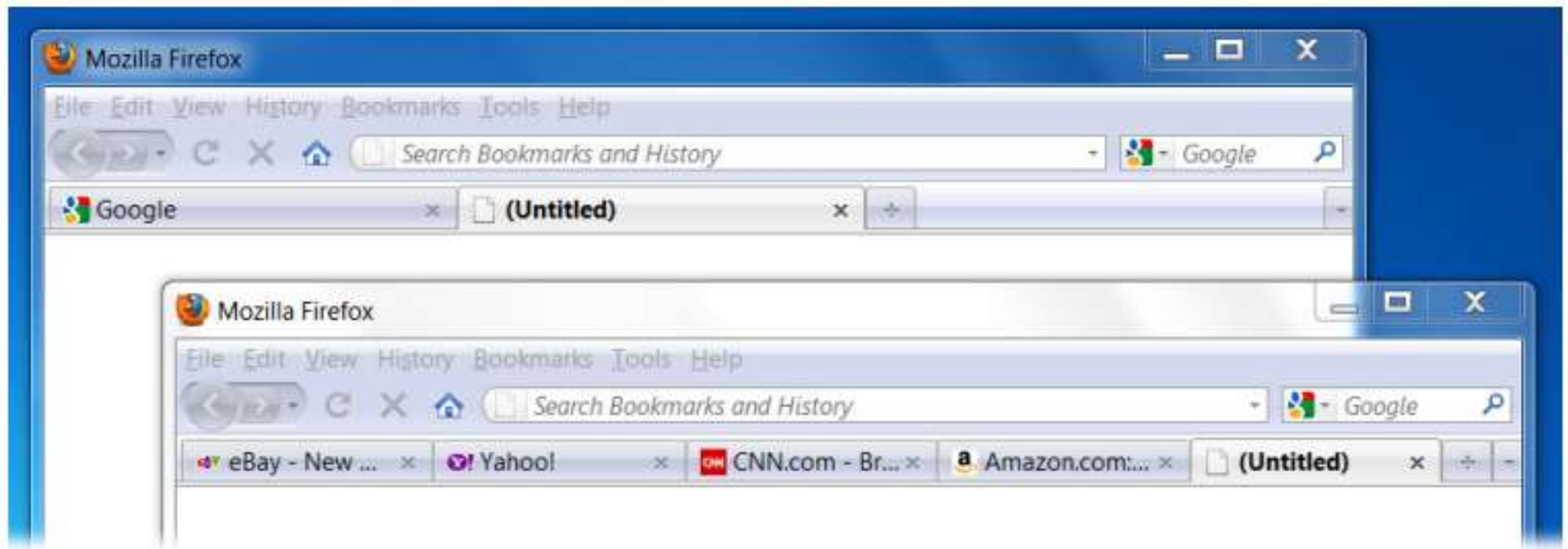


Figure 2-37. *Firefox windows and tabs*

# Multi-Level Help

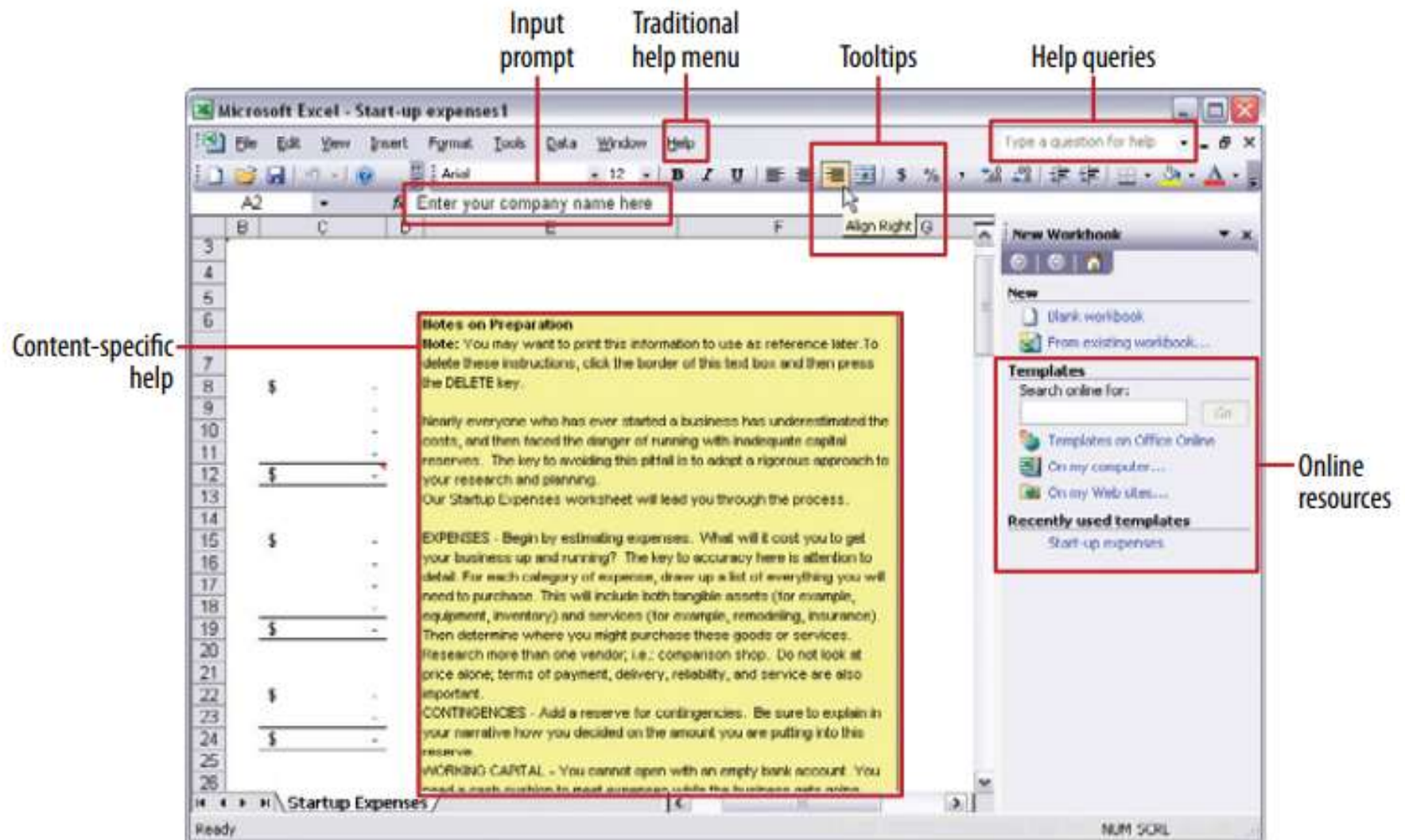


Figure 2-40. Many types of help in Excel

# References

- ▶ <https://www.nngroup.com/articles/ia-vs-navigation/>
- ▶ <https://xd.adobe.com/ideas/process/information-architecture/information-architecture-examples/>