**UXDI Sample Teach**

**Information Architecture**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**OBJECTIVES**

* Define the field of Information Architecture and explain where its techniques are used in a project.
* Explain what a taxonomy is and provide an example.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**CONNECTION TO A LONG TERM LEARNING GOAL**

Information Architecture is one of the core verticals of UX

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**BEFORE CLASS (Instructor Prep)**

Prepare candy for candy sorting activity (if you want)

Prepare bag/box of items for first sorting exercise

[**http://en.wikipedia.org/wiki/Winchester\_Mystery\_House**](http://en.wikipedia.org/wiki/Winchester_Mystery_House)

[**http://prezi.com/aafmvya6bk7t/understanding-information-architecture/**](http://prezi.com/aafmvya6bk7t/understanding-information-architecture/)

[**http://www.amazon.com/Information-Architecture-World-Wide-Web/dp/0596527349**](http://www.amazon.com/Information-Architecture-World-Wide-Web/dp/0596527349)

[**http://www.winchestermysteryhouse.com/**](http://www.winchestermysteryhouse.com/)

[**http://en.wikipedia.org/wiki/Winchester\_Mystery\_House**](http://en.wikipedia.org/wiki/Winchester_Mystery_House)

[**http://abbytheia.wordpress.com/**](http://abbytheia.wordpress.com/)

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**OPENING FRAMING**

**(10min)**

**Discussion:** Ask students if they have heard the term “information architecture.”

Ask what they think it means.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_I DO (Introduction to New material)**

**(20 min)**

What is IA?

* Explain that Information Architecture has a long history and is part of a complex field of information science.

Why is IA Important?

* Provide Examples of what happens with and without IA
  + Show a visual example of good organization in the real world. Explain that when things are organized, users can be more efficient.
  + Explain what a mental model is and emphasize that people organize information differently in their heads. We do IA to help different types of people find the information they need despite evolving information.
    - Students try out creating a mental model
  + Explain the payoffs of an investment in information architecture, including a shared vocabulary amongst the team, more information to inform design, and improved usability.

How do we practice IA?

* Where does IA fit in?
  + Explain that IA is something that should happen pretty early on for most projects. Tell students that IA is an important perspective to have on all types of projects, but it is especially important for sites with a lot of content such as e-commerce, blogs, and large corporate sites.
* Heuristics
  + Remind students that there are many sets of heuristics. Abby the IA put forth this set of heuristics for Information Architecture. Walk students through each and clarify the meaning.
  + Show the IA Honeycomb and point out the similarities and differences between the two sets.
* Organization Schemes
  + Explain that a big part of Information Architecture is Organization Schemes. At a high level, there are two types of organization schemes: Exact and Ambiguous. Make sure to provide examples of each.

Taxonomy

**Question:** Ask students if they are familiar with Taxonomy. And in what context?

* Define Taxonomy
  + Explain that Taxonomy can be both a field and a noun
* Examples of Taxonomy
  + Explain that there are different ways to classify the same things. And often the best taxonomy may not initially seem intuitive
  + SHOW BLOOM’S TAXONOMY!

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**YOU DO**

**(10 min)**

Please create an activity that will help students better understand the concepts of IA. This activity should be no longer than 10 min.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**CLOSING FRAMING**

**(5min)**

Have students share our work with class.