

“Make it work like Google”

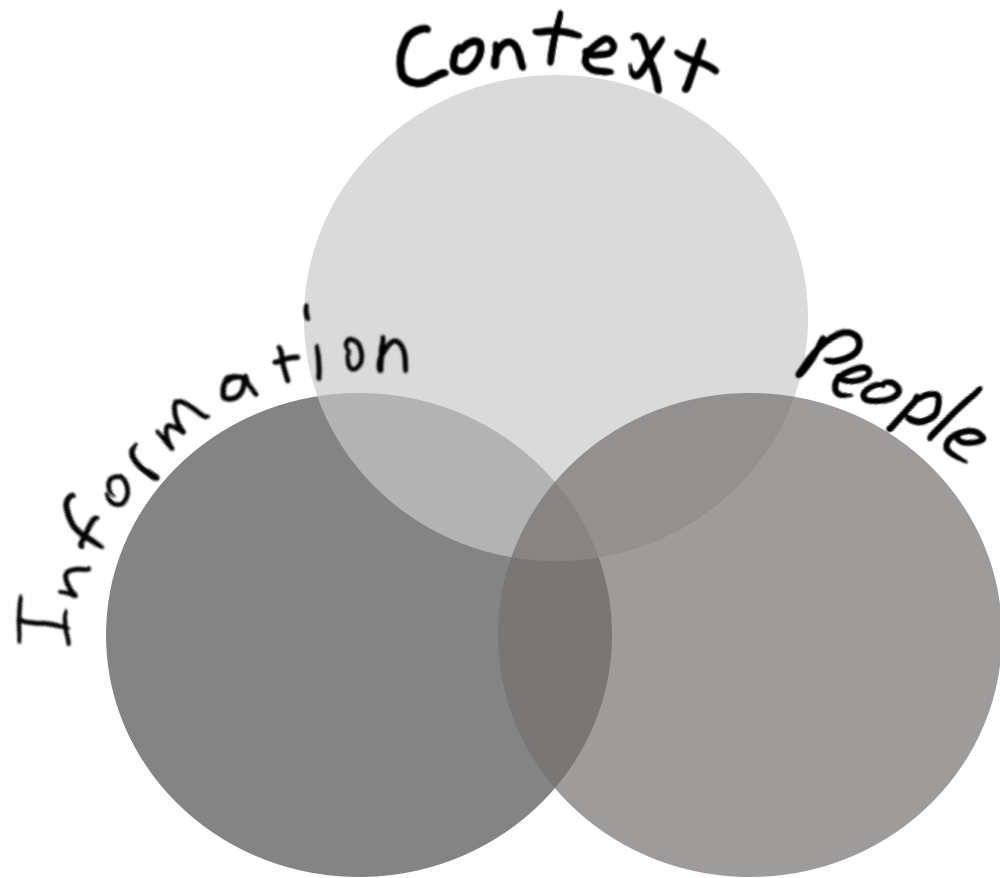
“Make it work like ChatGPT”

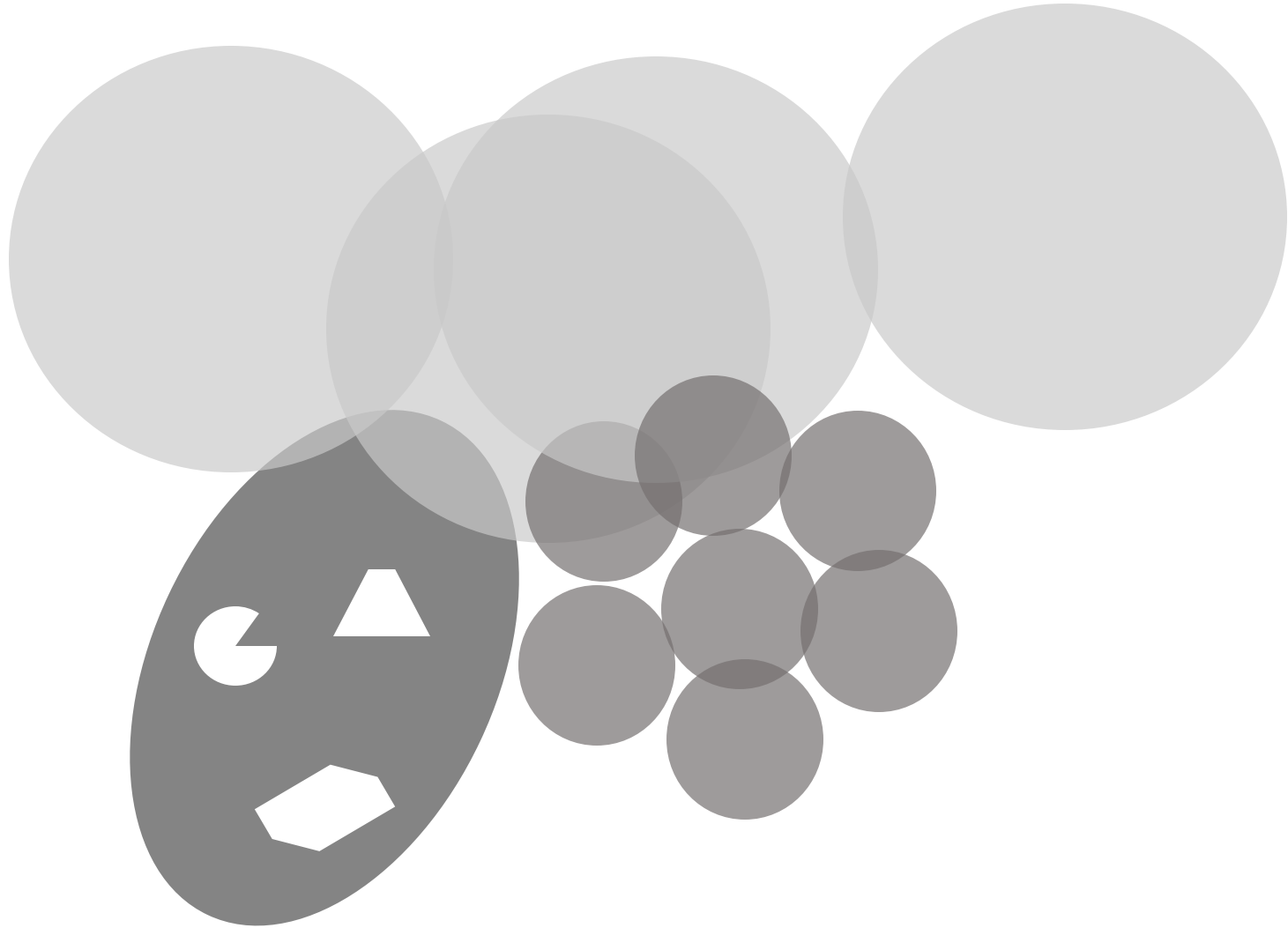
Context

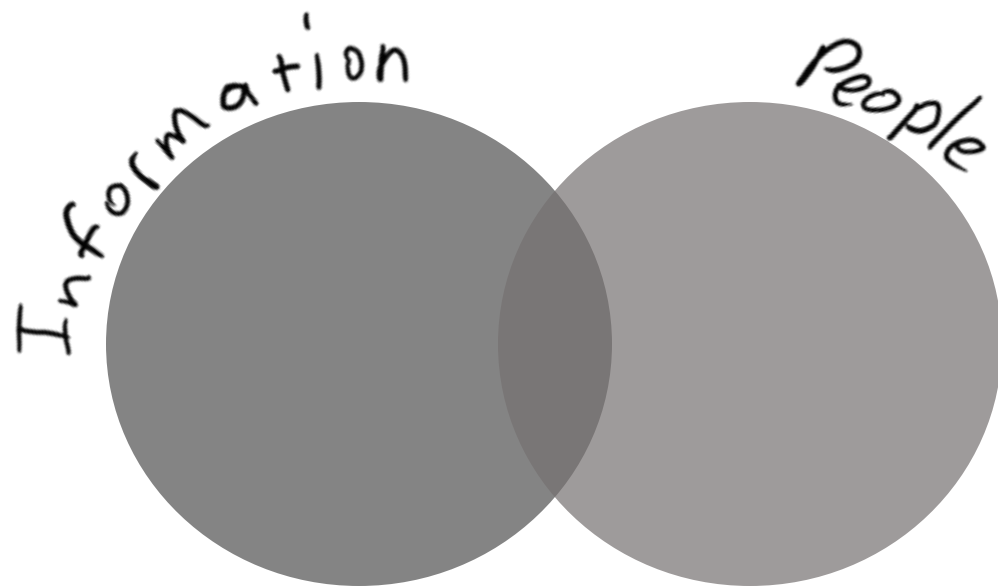
“We are agents trying to take action in our environments, and we have to understand those environments well enough to take the appropriate actions.”

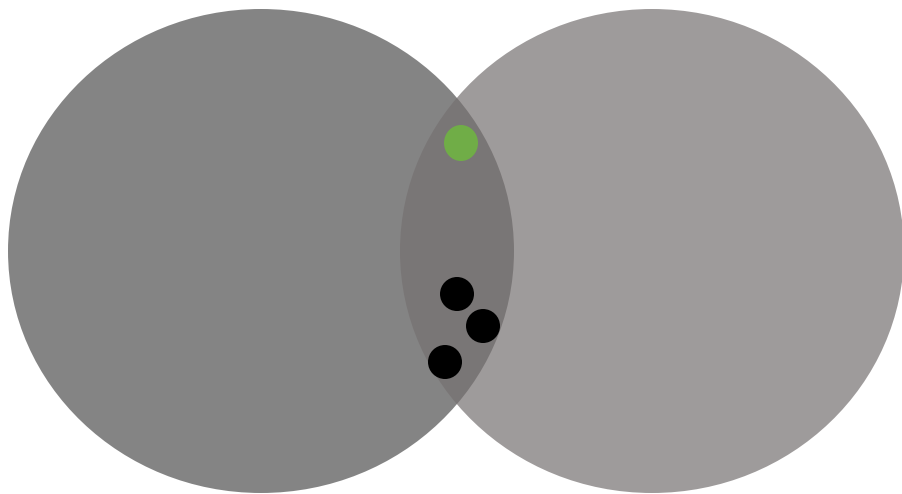
Andrew Hinton

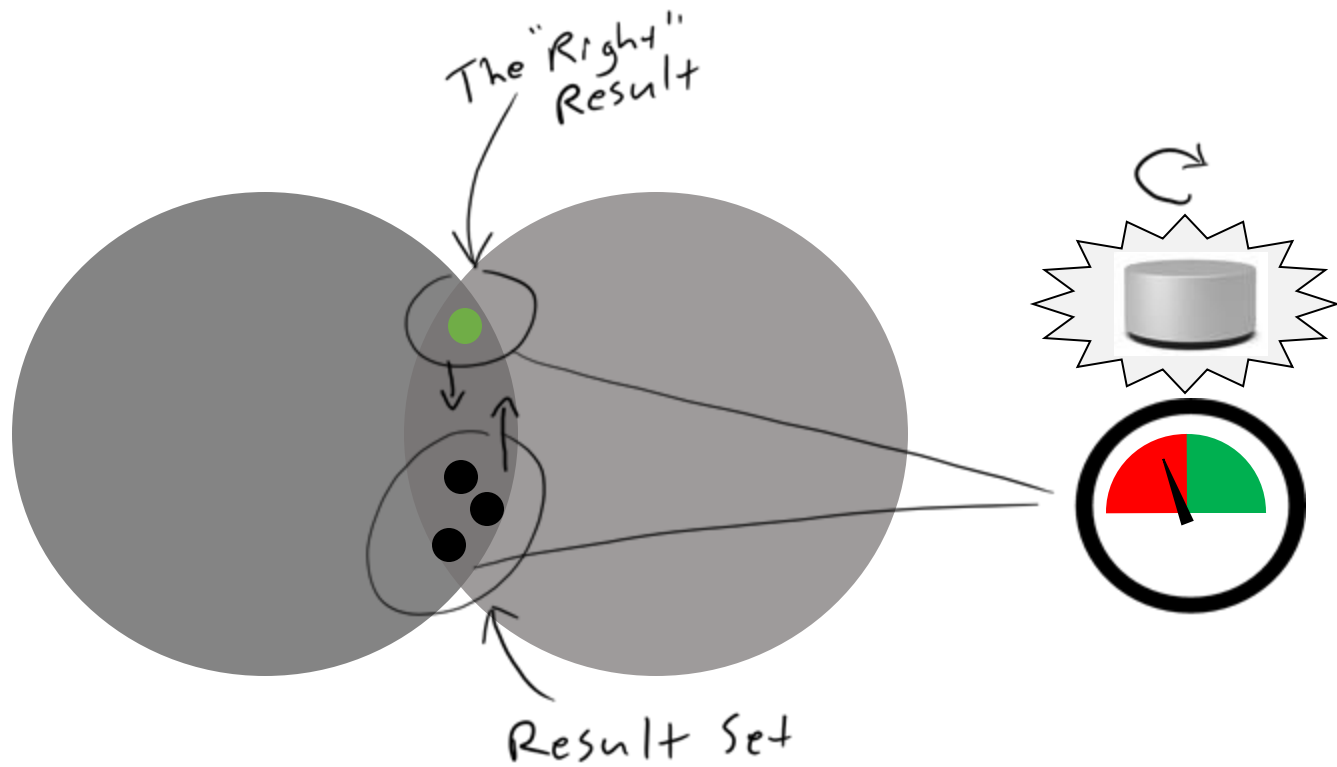
Understanding Context: Environment, Language, and
Information Architecture, 2014

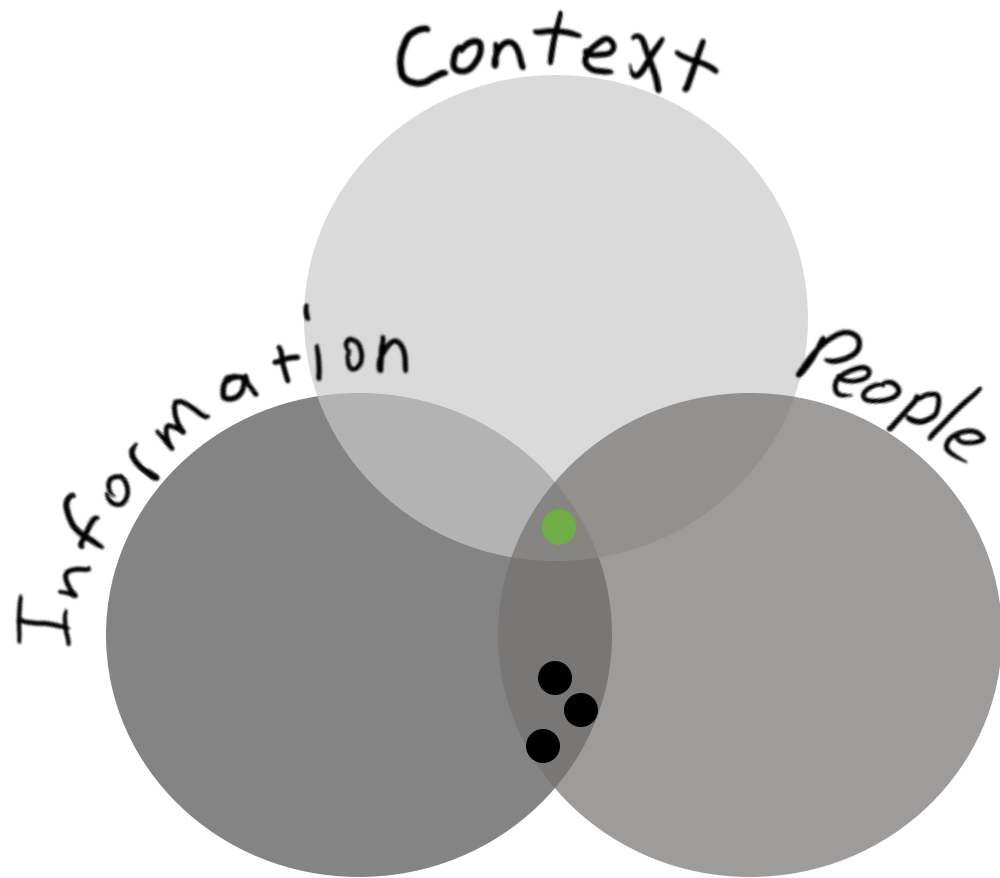












“maximize quality of java beans”

*“No document fully and accurately represents the intended meaning of its author.
No label or definition totally captures the meaning of a document.
And no two readers experience or understand a particular document or definition or label in quite the same way.”*

Rosenfeld, Morville, and Arango
Information Architecture for the Web and Beyond, 2015

“maximize quality of java beans”

Context

Francesca

- Searching from a café
- Safari
- History of searches about software and platforms

Federico

- Searching from a café
- Chromium
- History of searching about coffees and café operations



“maximize quality of java beans”

Francesca, Java Developer

- Normally in an office, today in a café
- “I am a senior software architect developing applications with the java programming language. Suggest improvements to my code to maximize execution efficiency.”
- Access to documentation, learning materials, code libraries
- **Patterns you expect a developer to follow**
- **What you expect a developer to prioritize**

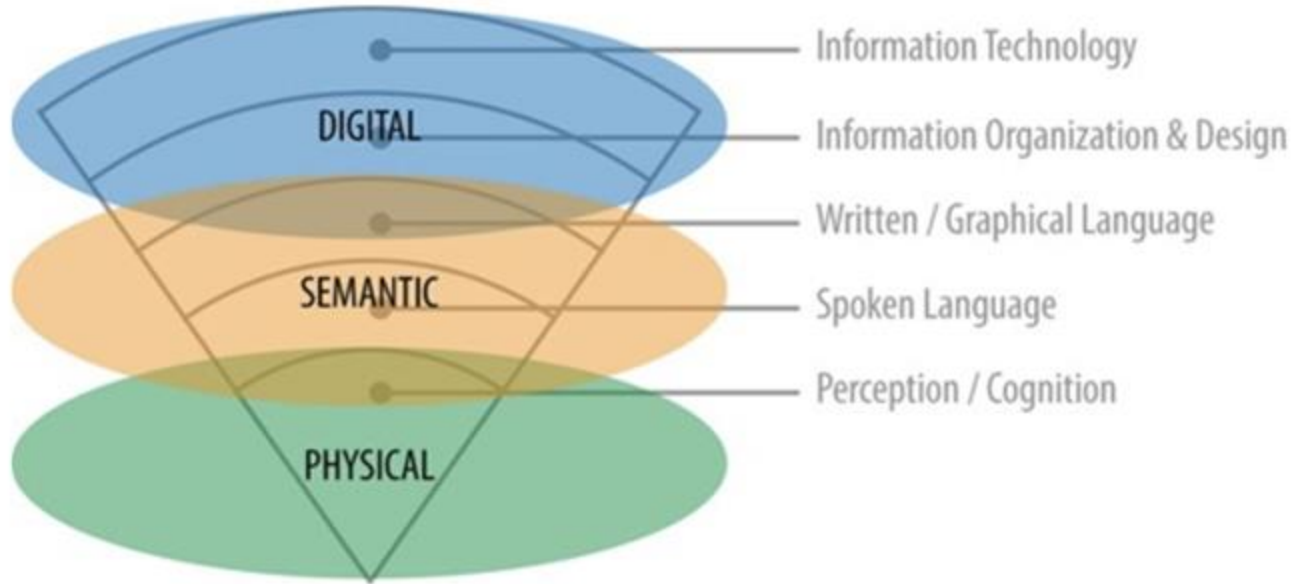
“maximize quality of java beans”

Federico, Barista

- Searching from a café, occasionally in a warehouse
- “I am a café operator and barista. The owner acquired bulk roasted beans from Java at a great price. I need help understanding the best ways to store and brew with beans from java.”
- Access to documentation, learning materials, taste profiles
- **Operating or safety procedures a barista should know**
- **What you expect a café operator to prioritize**

*“If you can’t predict results with the context you have,
add meaningful context until you can.”*

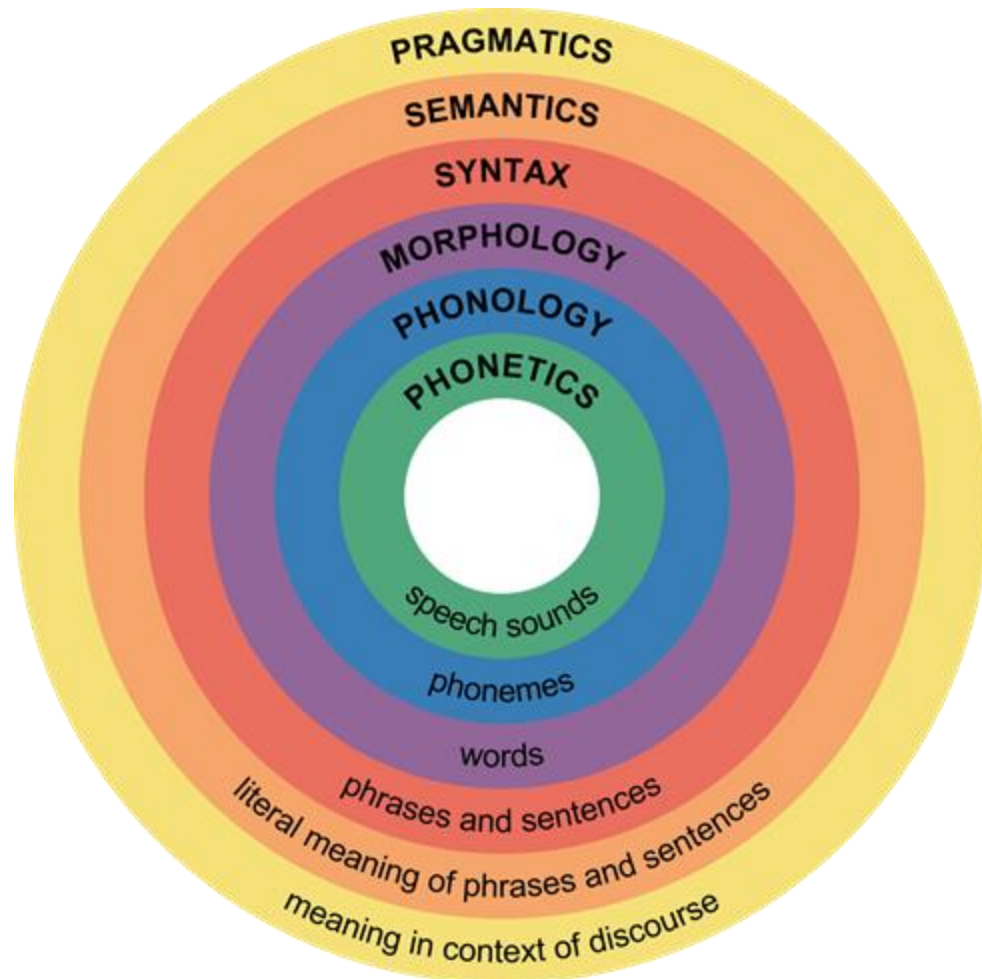
Dave



Modes and Layers of Information

Andrew Hinton

Understanding Context: Environment, Language, and
Information Architecture, 2014



Too Much
Too Little
Not the right

Abby Covert

How to Make Sense of Any Mess:
Information Architecture for Everybody