Information Architecture

MAD9034

Major Project	Major Project	Major Project	Reading week	Major Project	Major Project
Product Research │ Project Planning │ Persona Research	Persona Creation │ Persona Working Session	User Scenarios │ **Information Architecture**		User Flows │ Ideation and Design Concept Mockups	+ 5 weeks
Week 1 of 9	Week 2 of 9	Week 3 of 9		Week 4 of 9	

UX Design Process

Information Architecture

- **Empathize**

- **Define**
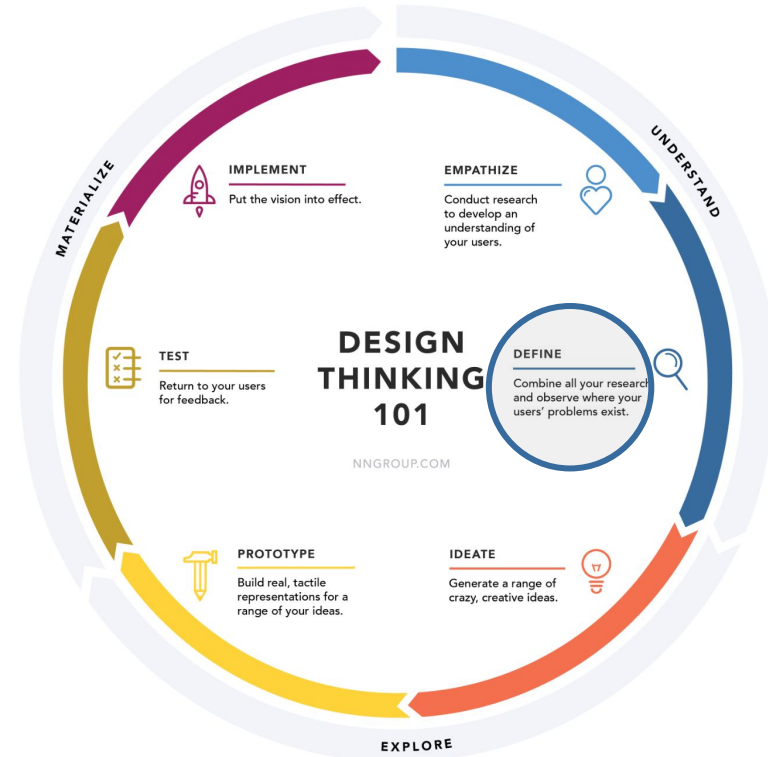
  Make sense of the research data
    - Thematic analysis
    - Define problems to solve
    - Persona
    - **Information Architecture**
- **Design/Ideate**

- **Prototype**

- **Test**

- Implement + Measure

Source: https://www.nngroup.com/articles/design-thinking/

Information Architecture

Definition and Goals

The art and science of **organizing** and **labeling** web sites, intranets, online communities and software to support **usability** and **findability.**

Goals

- Findability
- Discoverability

The **information architecture (IA)** is not visible to users, it informs the UX and UI of a product.

Personas, Scenarios and IA

How they come together

PERSONA

Who uses the product

SCENARIO

A **persona**

using a product

to achieve a **goal**

in a specific **context**

IA

Organization structure

Navigation system

Labelling

Search system

Persona > Scenario > IA

Information Architecture

Definition and Goals

Information architecture is the **framework** for your app.

Think about **IA independently of screen design**

Evaluate the importance of **content**

Structure your screens and information to **display what's most important**

Decide **what** content and information **to disclose later**

[Information Architecture: 3 key models](#)
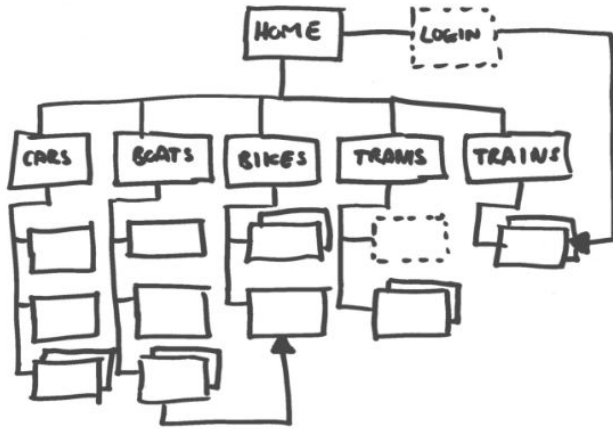
Information Architecture

Benefits

Good information architecture will result in:

- Shorter search times

- Less effort required to find information

- Increased customer satisfaction

- Competitive advantage

Information Architecture
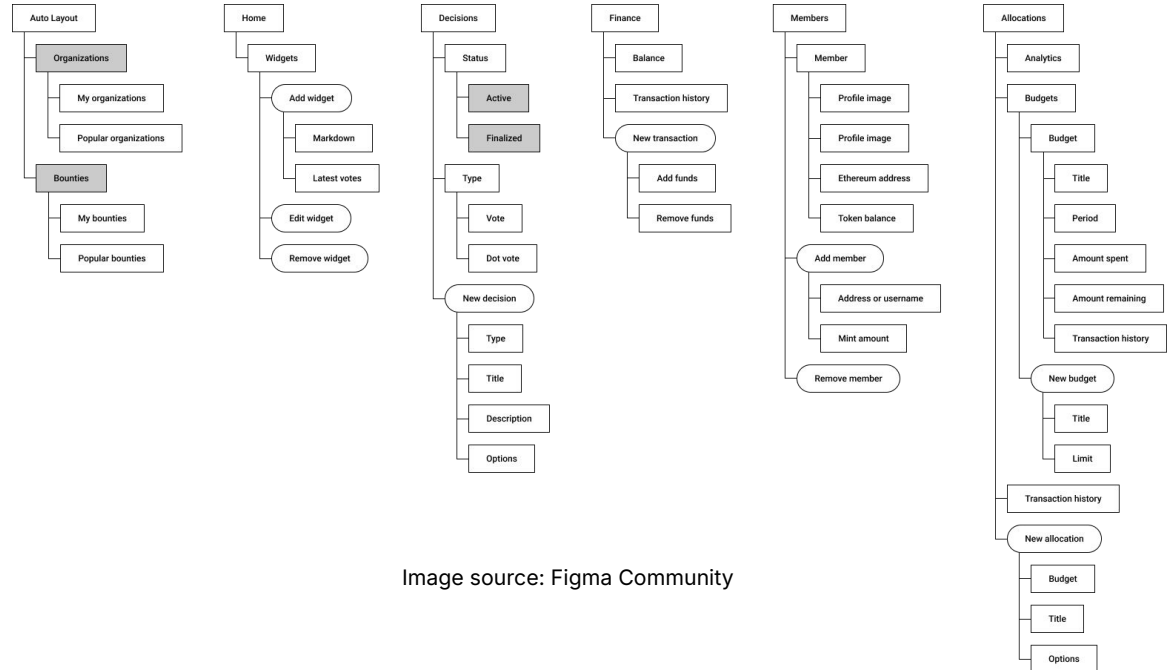
Examples

Hand-drawn sketch

Digital diagram

Image source: Figma Community

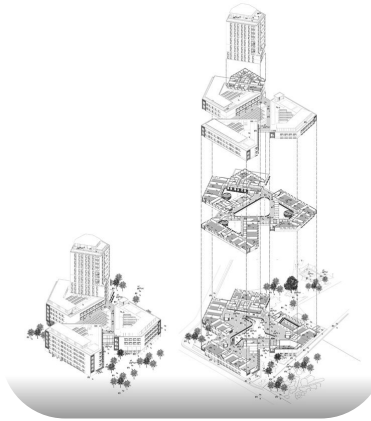# Information Architecture

Physical metaphor

Site plan

Object Design / Axonometry

[Image source](#)

Final product

Information Architecture

Example

Auto Layout
- Organizations
  - My organizations
  - Popular organizations
- Bounties
  - My bounties
  - Popular bounties

Home
- Widgets
  - Add widget
    - Markdown
    - Latest votes
  - Edit widget
  - Remove widget

Decisions
- Status
  - Active
  - Finalized
- Type
  - Vote
  - Dot vote
- New decision
  - Type
  - Title
  - Description
  - Options

Finance
- Balance
- Transaction history
- New transaction
  - Add funds
  - Remove funds

Members
- Member
  - Profile image
  - Profile image
  - Ethereum address
  - Token balance
- Add member
  - Address or username
  - Mint amount
- Remove member

Allocations
- Analytics
- Budgets
  - Budget
    - Title
    - Period
    - Amount spent
    - Amount remaining
    - Transaction history
  - New budget
    - Title
    - Limit
- Transaction history
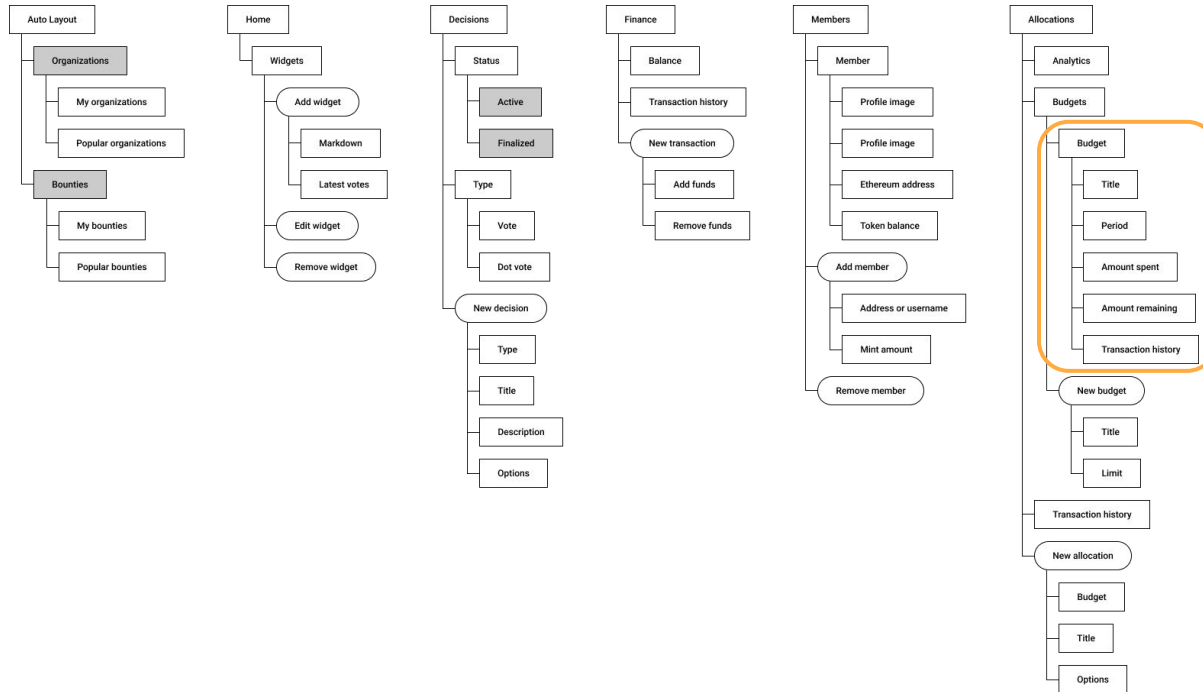- New allocation
  - Budget
  - Title
  - Options

Image source: Figma Community

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Information Architecture

Information Architecture vs Solution Architecture

Information Architecture   collaboration   Solution Architecture
                                                                            Software Architect
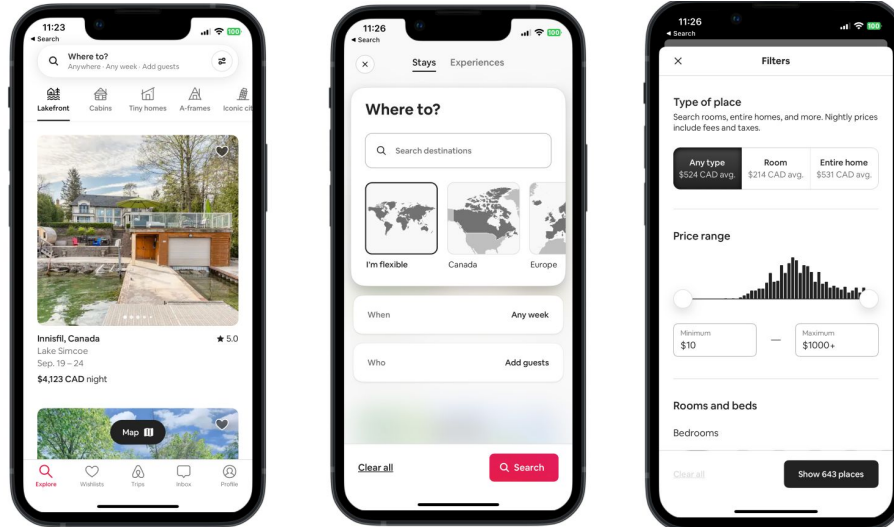

Image source: Figma Community
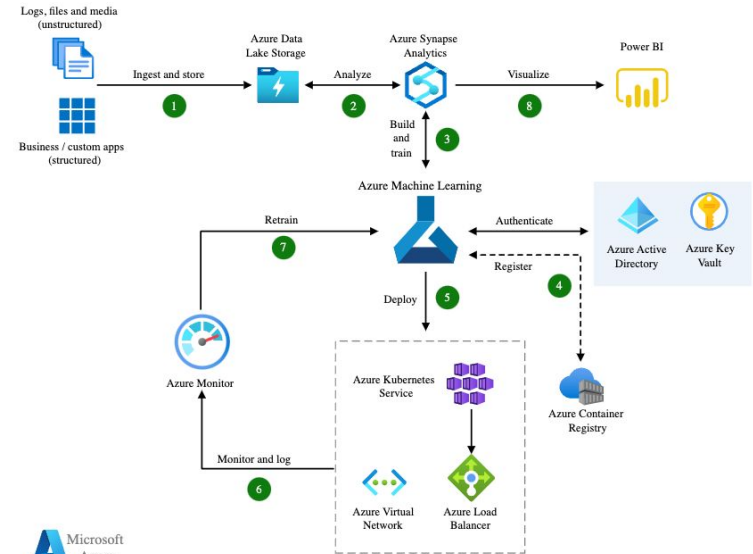
Image source

Information Architecture

Mobile Applications

In the context of mobile application design, IA is the practice of labeling and giving structure to digital content.

- Content and functionality
- Access and flow: search, filters

Information Architecture

Basic process of creating the AI

- Define business goals, user needs and content **- scenario**

- Identify all content

- Card sorting > **content structure**

- Individual screens and how they are related > **IA diagram or site map**

- Validated IA with users > test a path through your app

Information Architecture Process

Card Sorting for content structure

- Write down the names of all your screens on pieces of paper
- Ask the participant to group them, create subgroups if necessary
- Ask the participant to name the groups

NN/g

Open vs. Closed
Card Sorting

[Image source](#)

Information Architecture Process

A good IA Diagram contains:

- Visual representation of the product's **core** content structure
- Primary Navigation
- Secondary Navigation
- Starting point/entry point
- Home screen
- Main section screens
- Sections *(may contain sub-sections)*
- Additional content screens
- Flows/sequences
- Universal content/links
- Flow/direction/connector lines
- Annotations / Legend
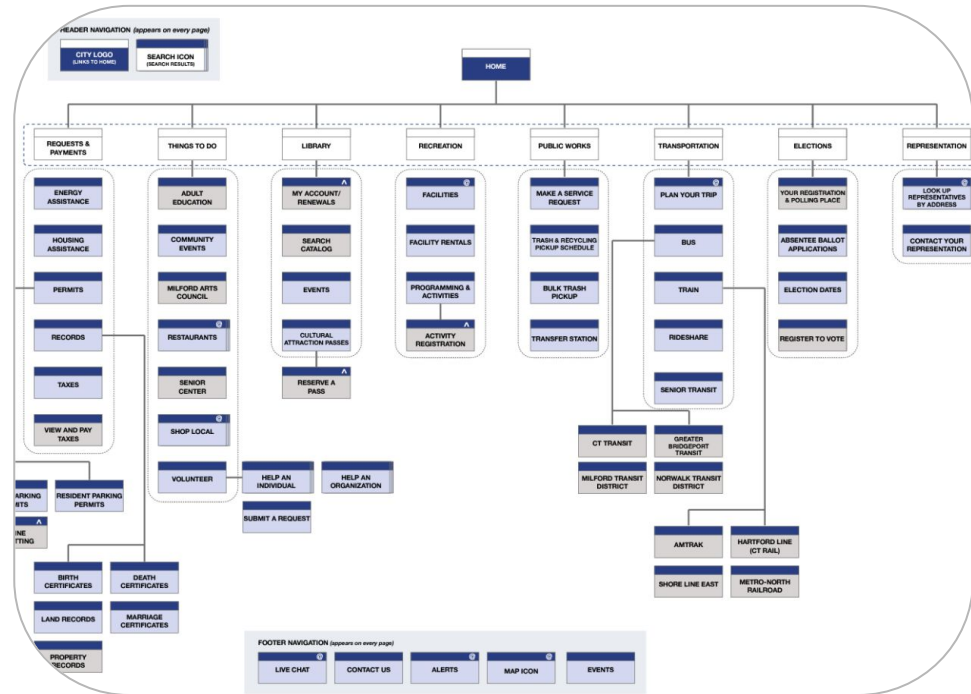
[Image source](#)

Information Architecture Process

IA vs Navigation

IA

How the content is
organized

Navigation

How users move around
the content

[The Difference Between Information Architecture and Navigation](#)

Information Architecture Process

Common mistakes

IA

1. No structure
2. Search and structure not integrated
3. Missing category landing screens
4. Extreme polyhierarchy
5. Subsection/microsection poorly integrated with main section

Navigation

- Invisible navigation options
- Uncontrollable navigation elements
- Inconsistent navigation
- Too many navigation techniques
- Made-up menu options

IA and navigation must support each other and integrate with search across features or sections. Complexity, inconsistency, hidden options, and clumsy UI mechanics prevent users from finding what they need.

Source

Information Architecture

Major project: Week 4 of 9

Information Architecture

Assignment Recap

- Use your 2 personas and the usage scenario to create the information architecture (IA diagram) for your app.
- Review your competitor research to see what features other products have and how they are organized.
- Make sure you keep your persona in mind throughout the process.

Details on the course website: IA

Information Architecture

Assignment mark criteria

- Conform to [assignment requirements](#)
- Effective use of time in class
- Effectiveness of creating the IA
- Overall quality of work
- Feedback from your instructor

Note: For the Major project at this stage, it is critical to choose the platform for which you want to focus your design. The final deliverable needs to be a Mobile iOS, Android or webapp. This must be defined in your information architecture.
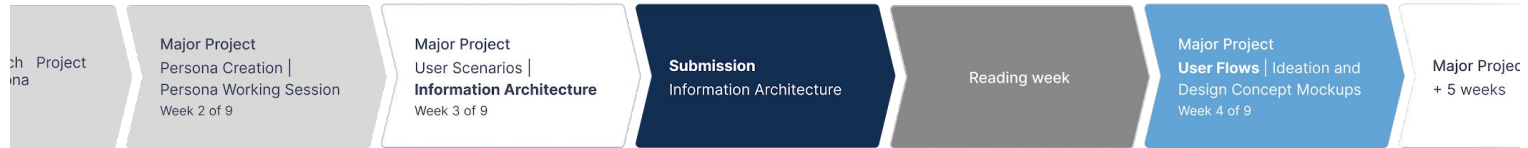
Today, in class

Steps

Organize all content (15 mins)	Write down the **names of all possible screens/content** on sticky notes **Group them**, create **subgroups** if necessary. **Name the groups**.
Create the IA (20 minutes)	**Draw your IA using FigJam**. Represent the **hierarchy of information** and the different **sections and sub-sections** of the product. Put thought into how you **label** them keeping in mind **findability** and **discoverability**.
Choose the platform (5 minutes)	Decide **what platform you would like to design for**: iOS, Android or web application. **This is the platform that you will commit to for the rest of your assignments.**
Navigation structure (15 mins)	Decide what **navigation structure** is appropriate for the content you have, and how it is organized.
Name your app (remainder of the class)	Choose a **name** that doesn't already exist, that is catchy and that stands out from the other apps that offer a similar service

Coming up

Reading week
User Flows

	Major Project	Major Project	Submission	Reading week	Major Project	Major Project
...ch Project ...ona	Persona Creation | Persona Working Session Week 2 of 9	User Scenarios | **Information Architecture** Week 3 of 9	**Submission** Information Architecture		**User Flows** | Ideation and Design Concept Mockups Week 4 of 9	+ 5 weeks

Mandatory

Submit your information architecture assignment