

IXD BEHAVIOURS

INFORMATION ARCHITECTURE

ARCHITECTURE

- ▶ Architecture is an appropriate metaphor for the assembling of complex multi-dimensional information spaces shared by many different users and readers, where the **underlying structure** must first be framed out before more specific disciplines such as interface and graphic design can operate effectively.
- ▶ (Lynch and Horton, Web Style Guide)

WHAT DOES IA DO?

- ▶ It helps users to understand:
 - ▶ Where they are
 - ▶ What to expect
 - ▶ What they can find

explain ia
dan klyn - information architect

INFORMATION ARCHITECTURE VS CONTENT STRATEGY

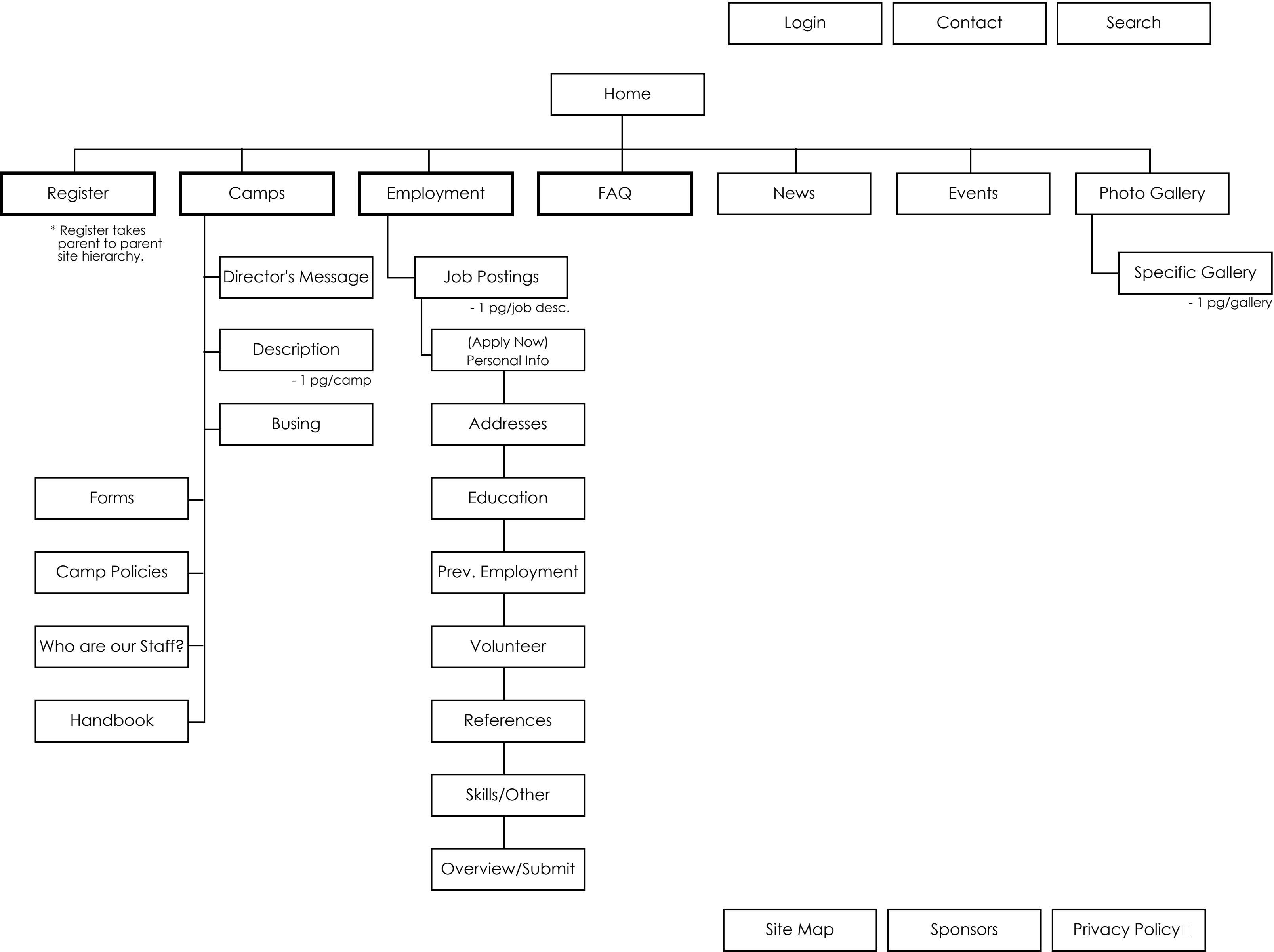
- ▶ What is the difference between these related fields of practice?
- ▶ **Content Strategy** is most concerned with the creation of content which communicates a message.
- ▶ **Information Architecture** refers to how that content is *structured and organized to make it accessible*.

INFORMATION ARCHITECTURE METHODS

- ▶ Inventory your content: what do you have? what do you need?
- ▶ Establish a consistent hierarchical outline. Create a consistent vocabulary to identify content, structure, and navigational elements.
- ▶ Chunk the content.
- ▶ Draw diagrams of the site structure and create a list of navigation links.
- ▶ Test and analyze the system.

HIERARCHIES

- ▶ information architecture involves practices of creating categories and ranking the importance of information on the site **from general to specific.**
 - ▶ General categories-high-ranking
 - ▶ Specific categories-lower-ranking
 - ▶ Chunks of content/information are organized by relevance to categories



HIERARCHIES

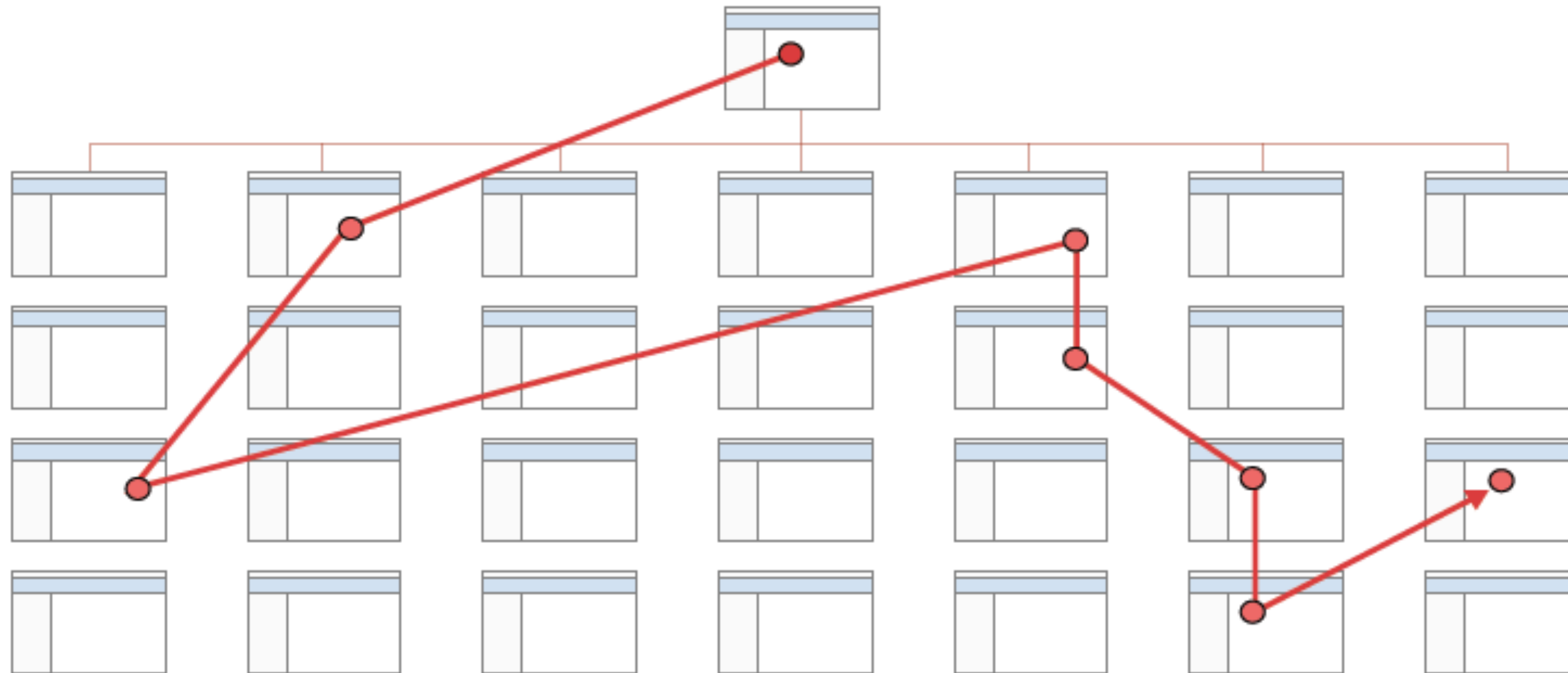
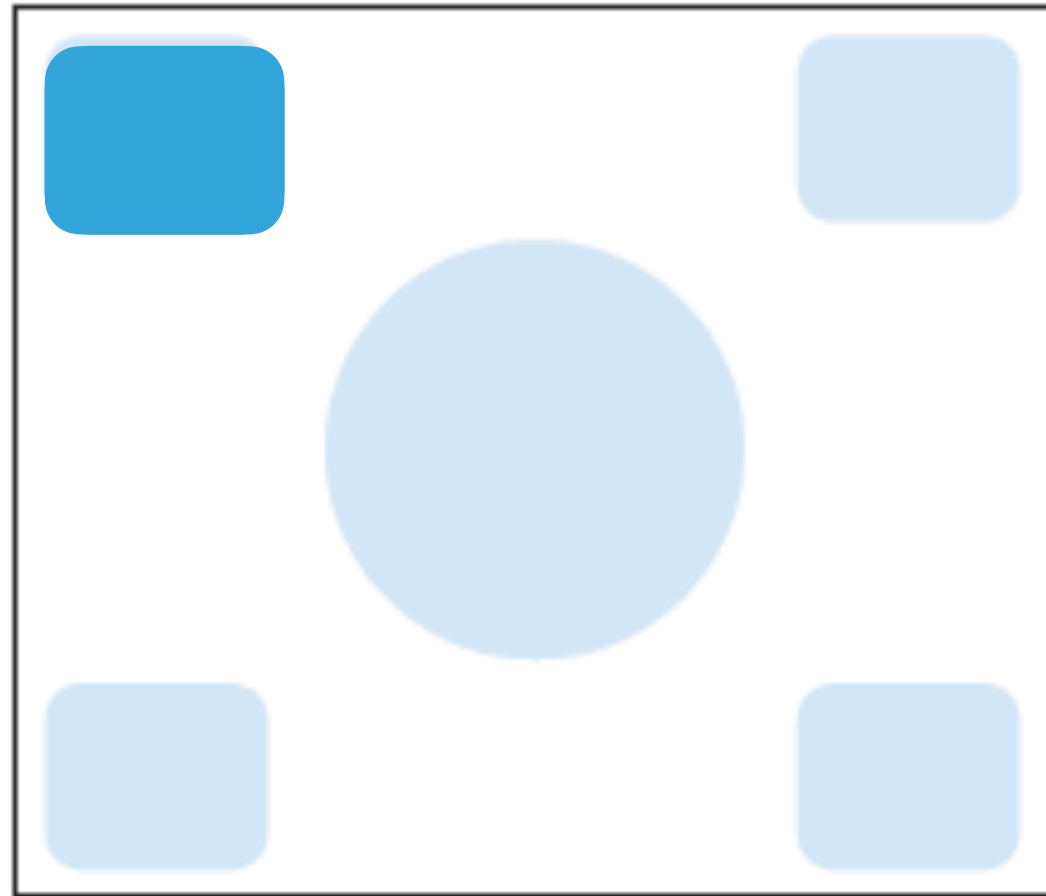
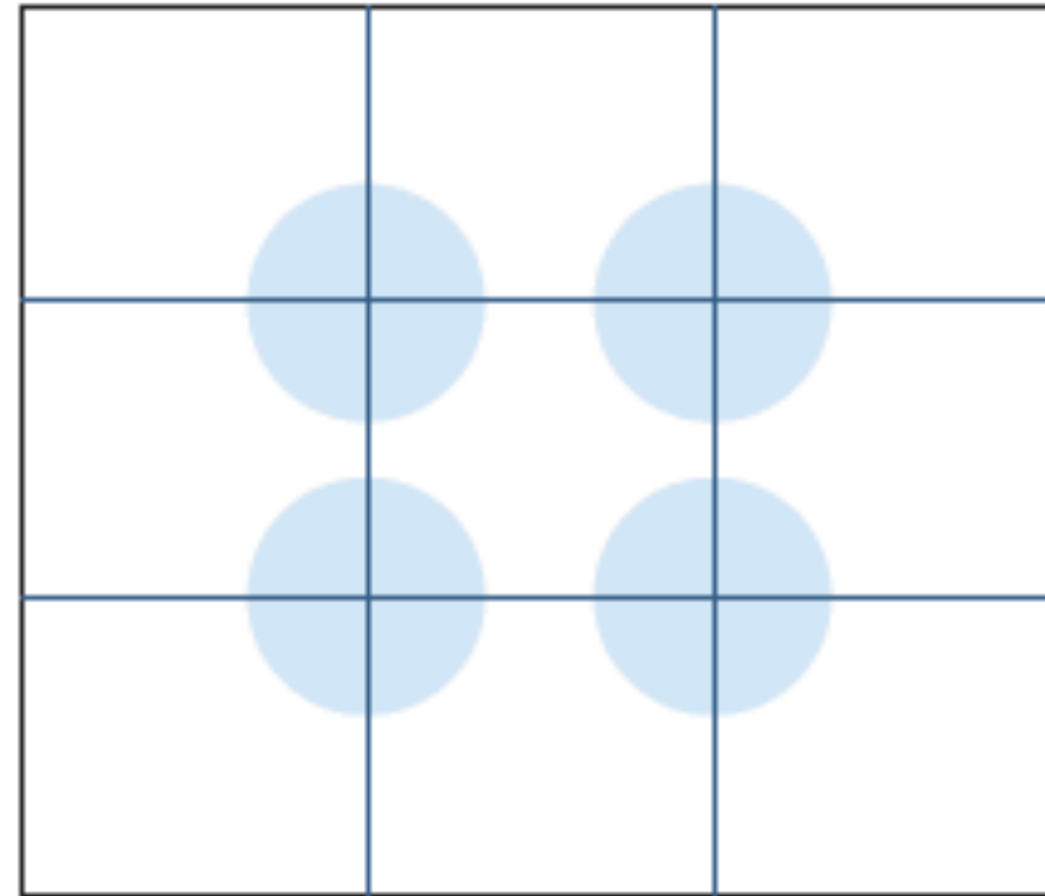


FIGURE 4.16

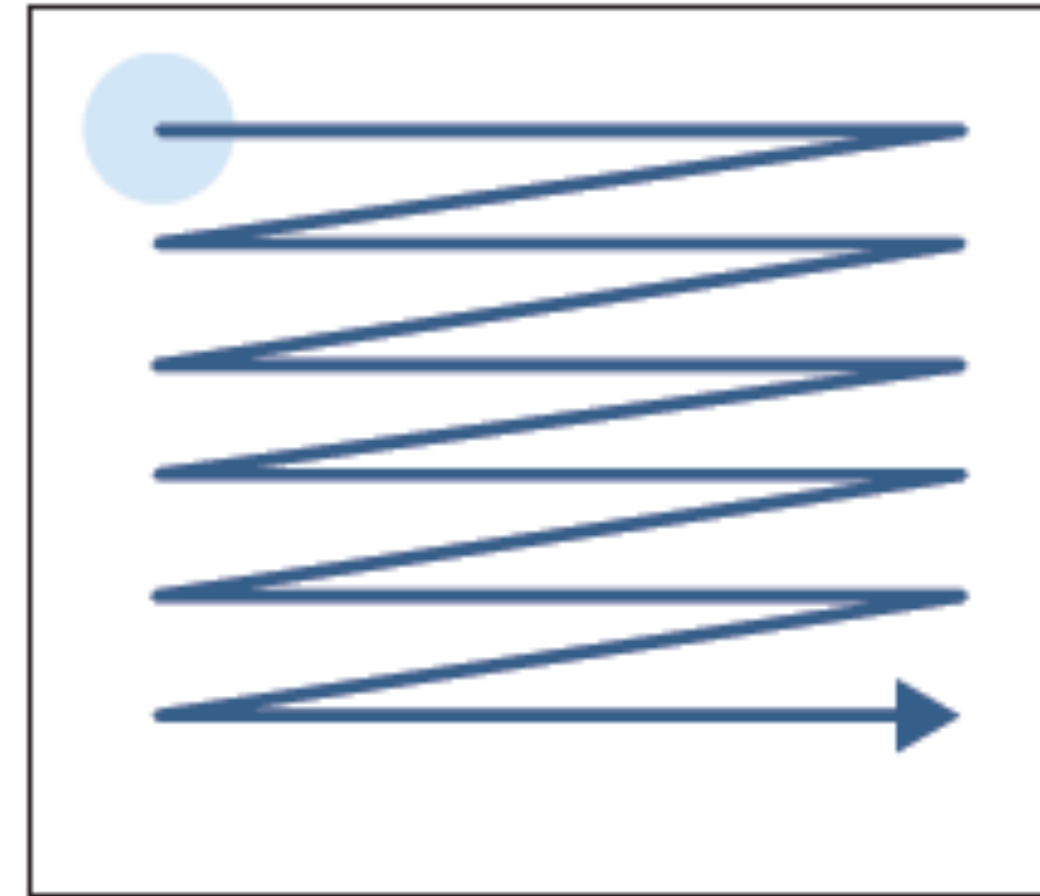
Users who are hunting for information rarely move through a site in a linear progression of pages in each category. A good intuitive browse navigation scheme allow users to move freely within a site without feeling lost.



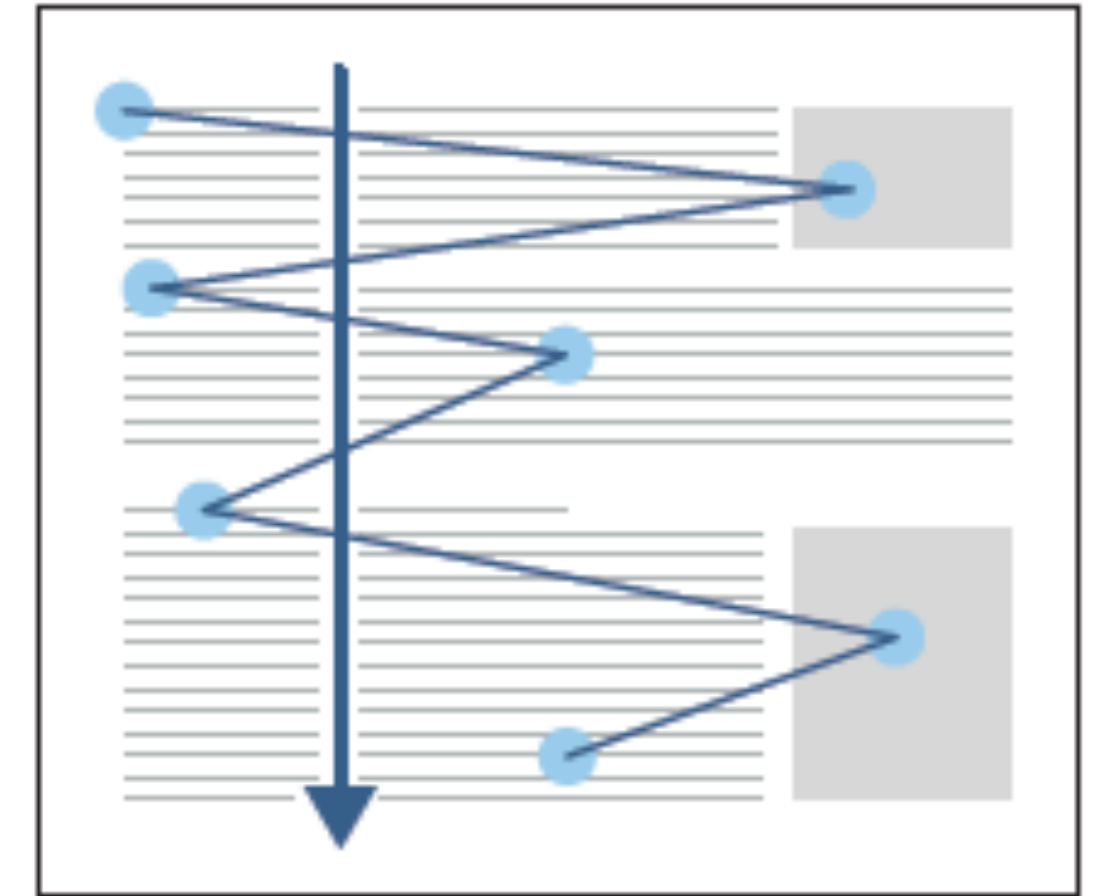
Middle and corners



Rule of thirds



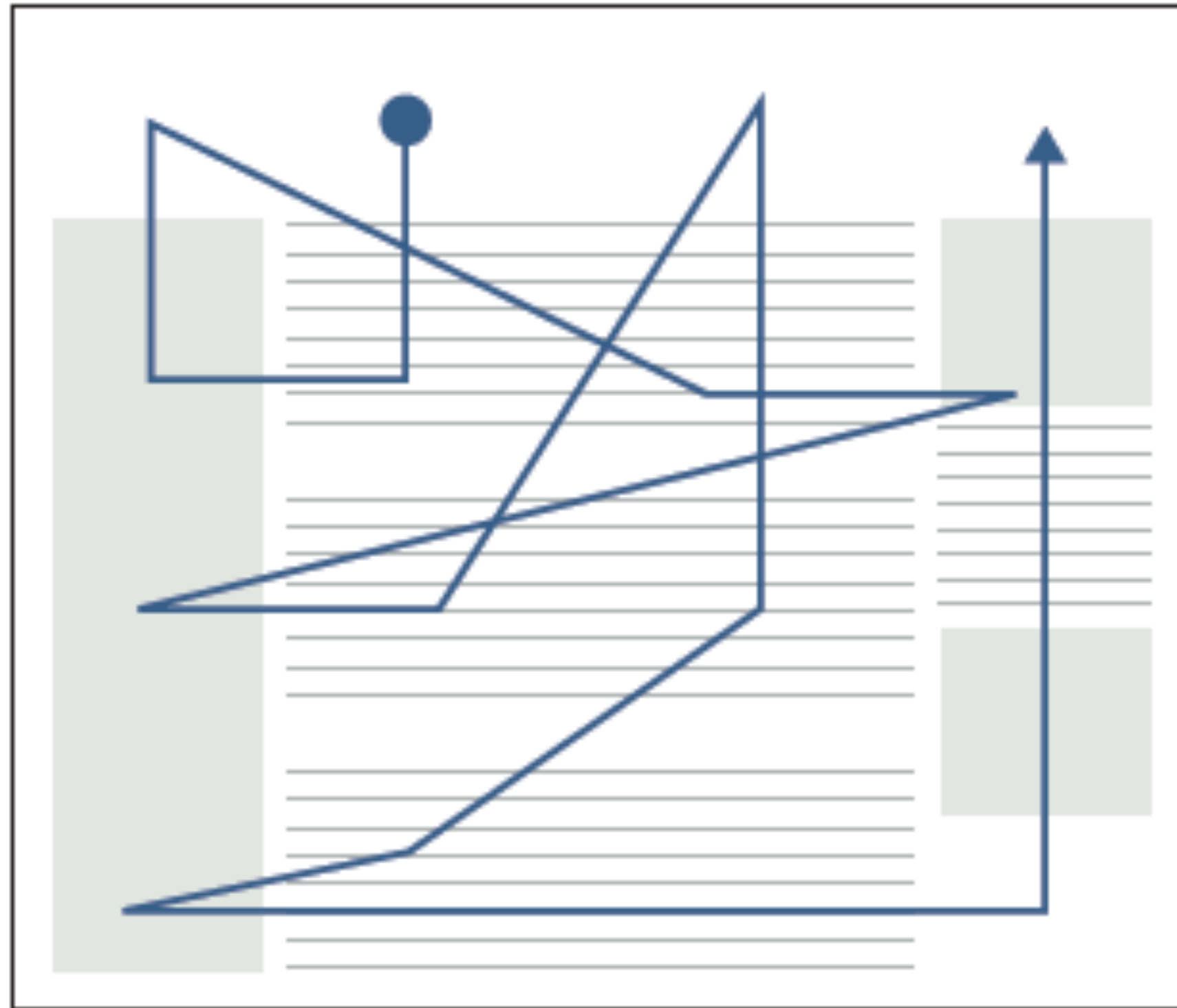
Gutenberg Z



Reading gravity

- ▶ Middle and corners attract viewer's attention first.
- ▶ Areas of interest located in a grid
- ▶ Viewers read in Z pattern.
- ▶ Attention moves down the page.

a. Poynter eye-tracking study



b. "F" pattern and the "golden triangle"



- ▶ a. Poynter Institute eye-tracking study
- ▶ b. Jacob Nielsen eye-tracking study

**RICHARD
SAUL
WURMAN**



*The
Architect
of Ideas*

LATCH

- ▶ Location
- ▶ Alphabetical
- ▶ Time
- ▶ Categorical
- ▶ Hierarchical
- ▶ <https://www.youtube.com/watch?v=aHFNloM7rmU>

CONTENT CHUNKS

- ▶ Content is organized in “**chunks**” of information
- ▶ These chunks or modular formats can be used on different platforms
- ▶ These chunks become “**rectangles**” on the **wireframe**

LOGO

Apparel

Shoes

Racquets

Bags

Balls

Accessories

Brands

Adidas

Ashaway

Asciis

Babolat

Black Knight

The Squash Specialists

Call Us Toll Free 1-800-555-1234

Product Name

Product #

★★★★☆☆

PRODUCT IMAGE

Description

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo. Quisque sit amet est et sapien ullamcorper pharetra. Vestibulum erat wisi, condimentum sed, commodo vitae, ornare sit amet, wisi. Aenean fermentum, elit eget tincidunt condimentum, eros ipsum rutrum orci, sagittis tempus lacus enim ac dui.

Specifications

Specification	Heading
Head Size	500 sq. cm. / 77.5 sq in.
Strung Weight	170 +/- 3 grams
Balance	6 pts Head Heavy / 36.5 cm
Swing Weight	203 (stable)
Stiffness	40 (stiff)

Login | Cart (X)

Search

GO

Size

Colour

In Stock

List Price: ~~\$888.88~~

Price: **\$888.88**

Savings: 88%

1

Quantity

Add to Cart

**AN EFFECTIVE IA WILL HELP
USERS BUILD A MENTAL
MODEL OF THE SITE**

Content strategy

IXD Behaviours



A LIST APART

Northwestern

INFORMATION DESIGN AND STRATEGY
School of Professional Studies

Northwestern's Online MS in Information Design and Strategy. Choose from tracks in content strategy, data science and analytics, and learning design.



Human-Readable JavaScript: A Tale of Two Experts

by [Laurie Barth](#) · March 25, 2021

Published in [Code](#), [JavaScript](#)

Everyone wants to be an expert. But what does that even mean? Over the years I've seen two

The Boston Globe

TRENDING: [VACCINE ELIGIBILITY](#) | [EMOTIONAL GOOGLE AD](#) | [CHAUVIN TRIAL](#) | [SOMERVILLE'S SOCIALIST REVOLUTION](#) | [FAUCI](#) | [AMTRAK](#)

SHIRLEY LEUNG

Can Boston's new 'All Inclusive' tourism campaign help change its racist image?

The city has rolled out a \$2 million marketing effort that focuses on people rather than events and places.

More Mass. residents now eligible for COVID-19 vaccine as state moves closer to normalcy

The state took another major step toward achieving normalcy on Monday, with an additional 1 million new people now eligible for COVID-19 vaccines and nearly all public school districts sending elementary students back to full-time, in-person learning this morning.

■ Most Mass. elementary schools return to full-time, in-person learning on Monday

I'm newly



A history of Black candidates running to be Boston's mayor

In the past half-century, a little more than a dozen Black Bostonians have run for the post. Only two made it to the general election.

OPINION



TAYLOR TRUDON

The kids are not OK

America's youth are facing a mental health crisis, one that is as detrimental as the pandemic responsible for it.



EDITORIAL

State parole board, clemency process need reform



ALEX BEAM

It's 'Bong Hits 4 Jesus' all over again

Strategy guides the project

- What do we need to do?
- When do we need to do it?
- Personas are key—they help us define our target audience(s)

“Content Strategy seeks the flexibility to move beyond a single medium and a single fixed presentation narrative so that your content can work effectively across the breadth of your communication channels”

Corporate websites, blogs, social media platforms, online video sites, podcasts, APPS, Games, magazine and newspaper advertising, marketing publications in print or pdf....

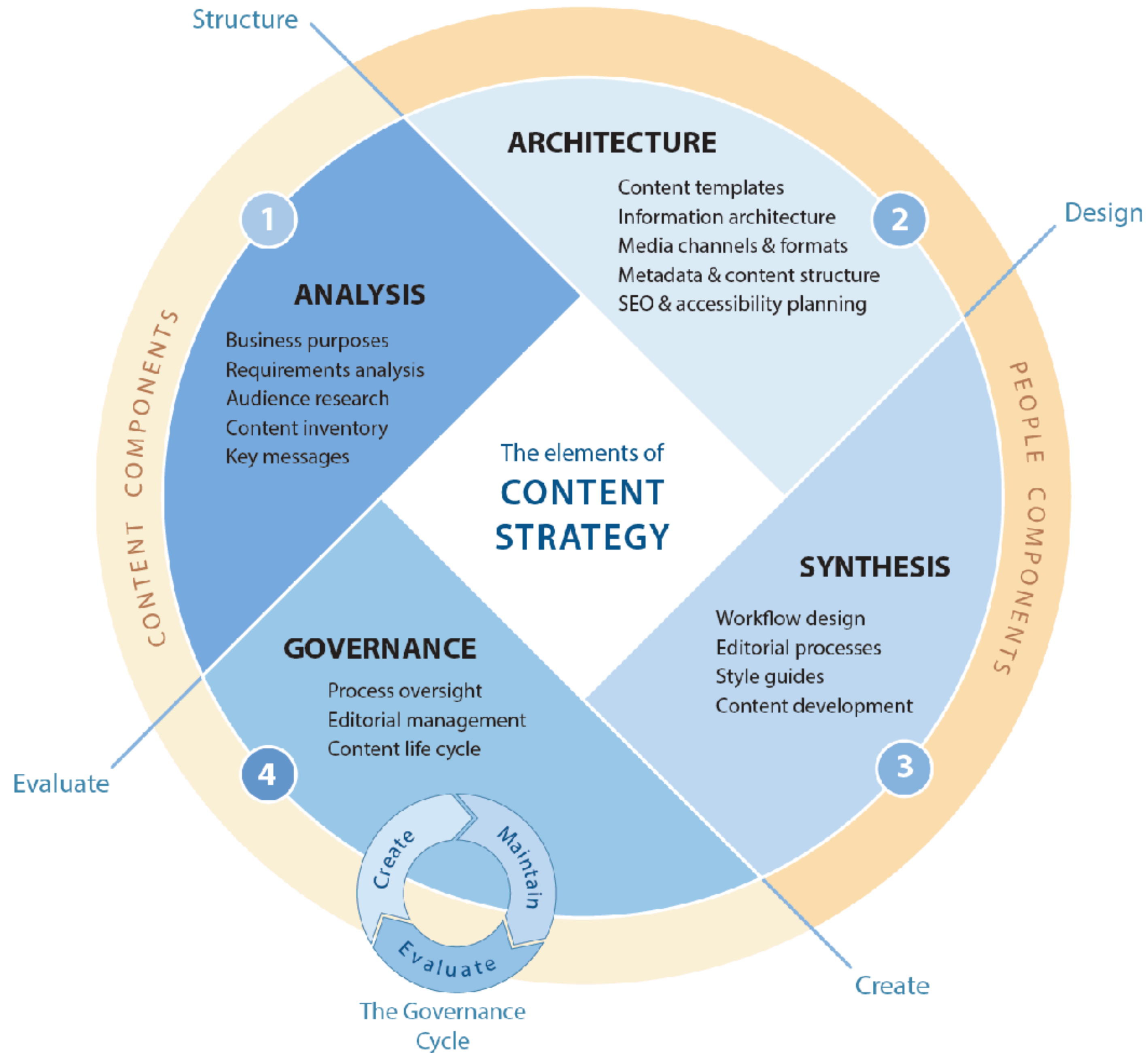


FIGURE 1.4

Content strategy is another cyclical strategic process (also see fig. 1.1), in which continuing cycles of analysis, planning, building, and examining the results assure that the web site stays up to date and optimized over time.

steps to create content strategy

- A good content strategy starts with facts that you establish with research.
- Do some audience research. Ask people what they think. Look for articles in the media which report on issues similar to your chosen topic. Create a list of interview questions.
- Using what you have learned develop several personas and together decide on a primary user group.
- Make a set of desired outcomes for each persona and make sure each outcome has a clear task to support your project goals.
- As a group evaluate the personas you have created. Discuss different possible scenarios and collectively decide which personas or user groups you will use for your final presentation.
- If possible, at this stage each group member should contribute a persona description and conduct research.