

ENTR 390.012

Digital Product Design

LECTURE 4: Structure I - Information Architecture

October 3, 2016

Housekeeping

1. Jam Session
2. Assignment
3. Attendance
4. MHacks

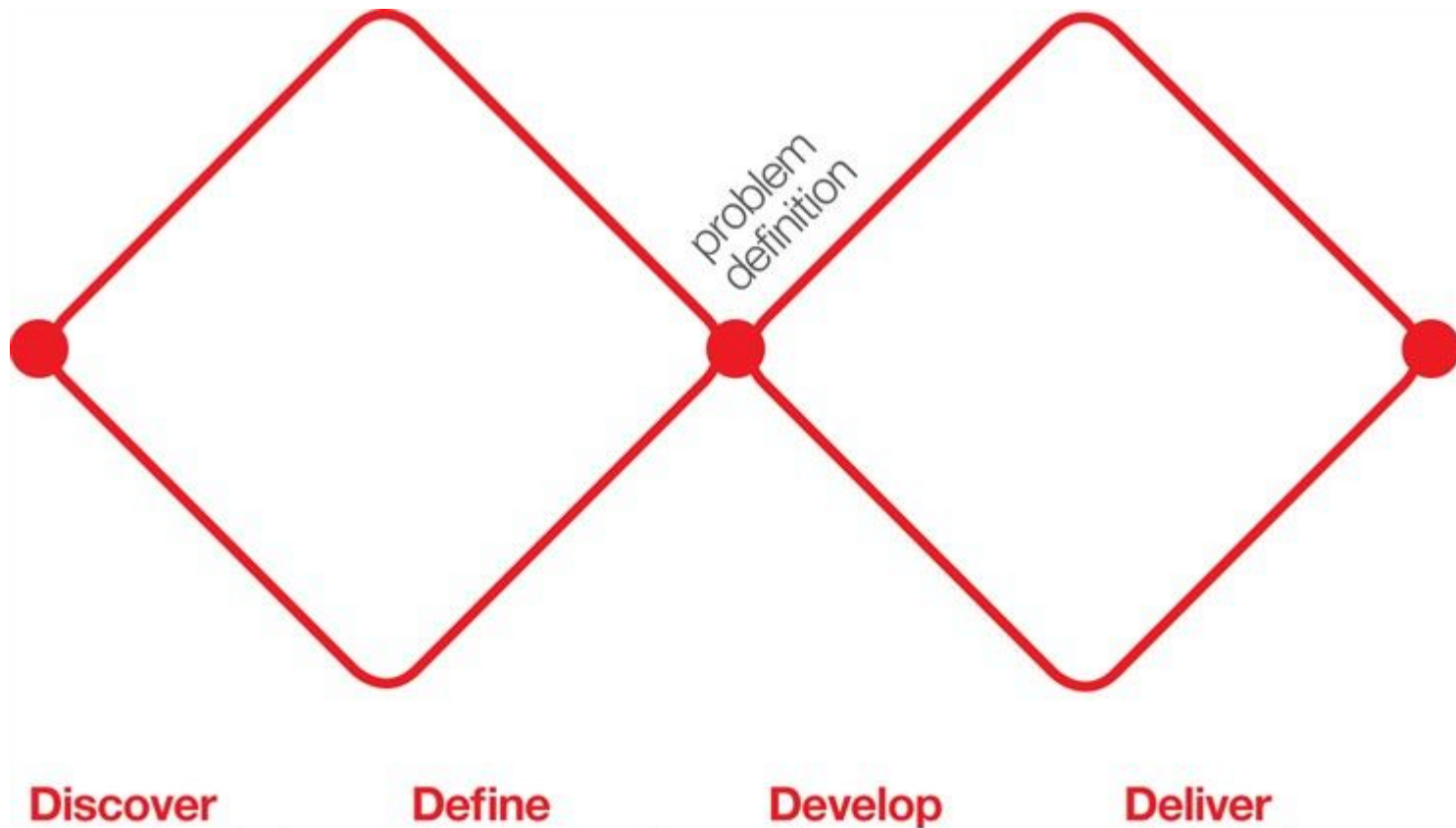
La Croix

Attendance

Information Architecture



- 1. What's the problem?**
- 2. Make a thing.**
- 3. Did it work?**



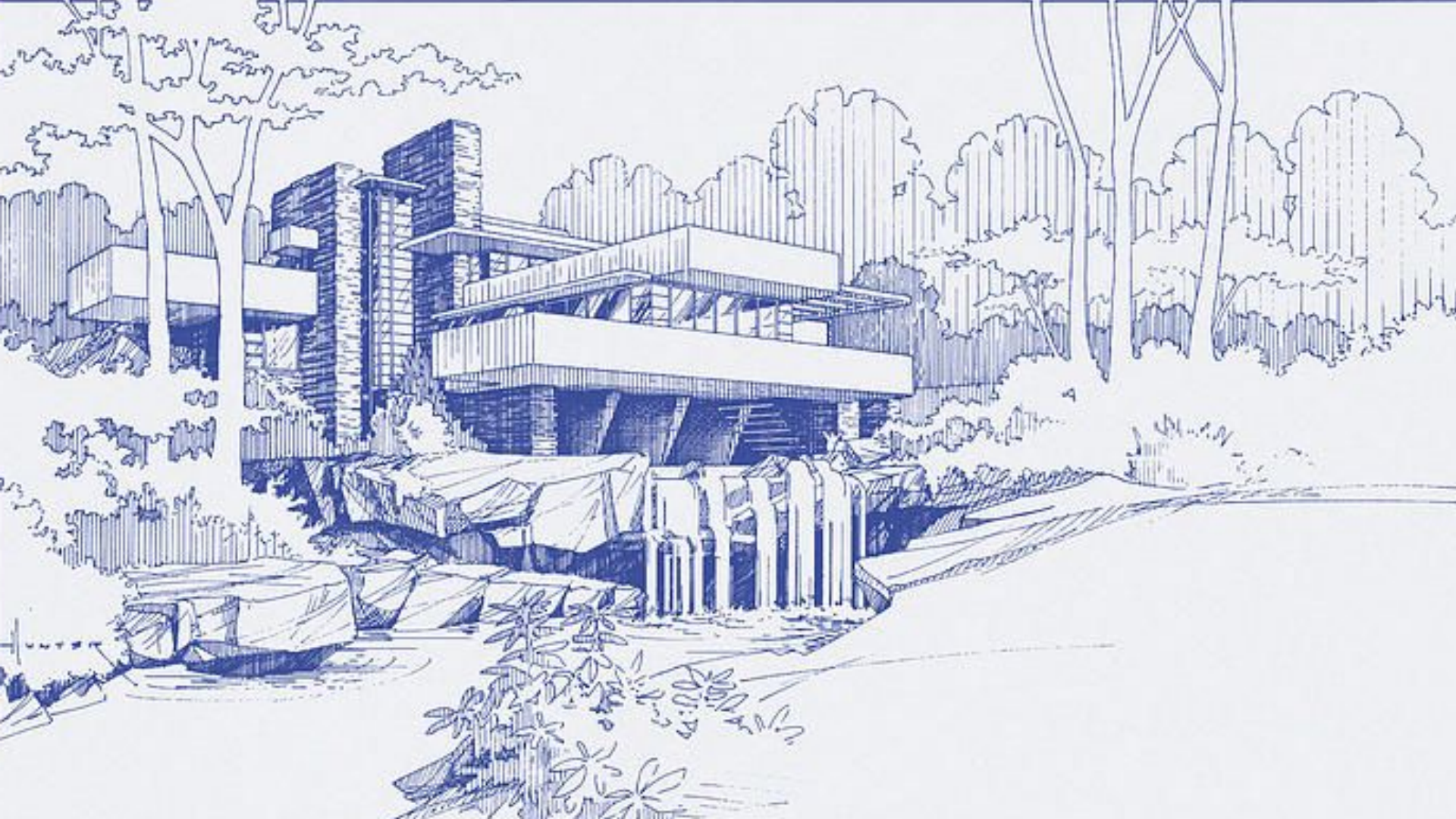
**[person]
wants to [goal]
so they can [end benefit]**

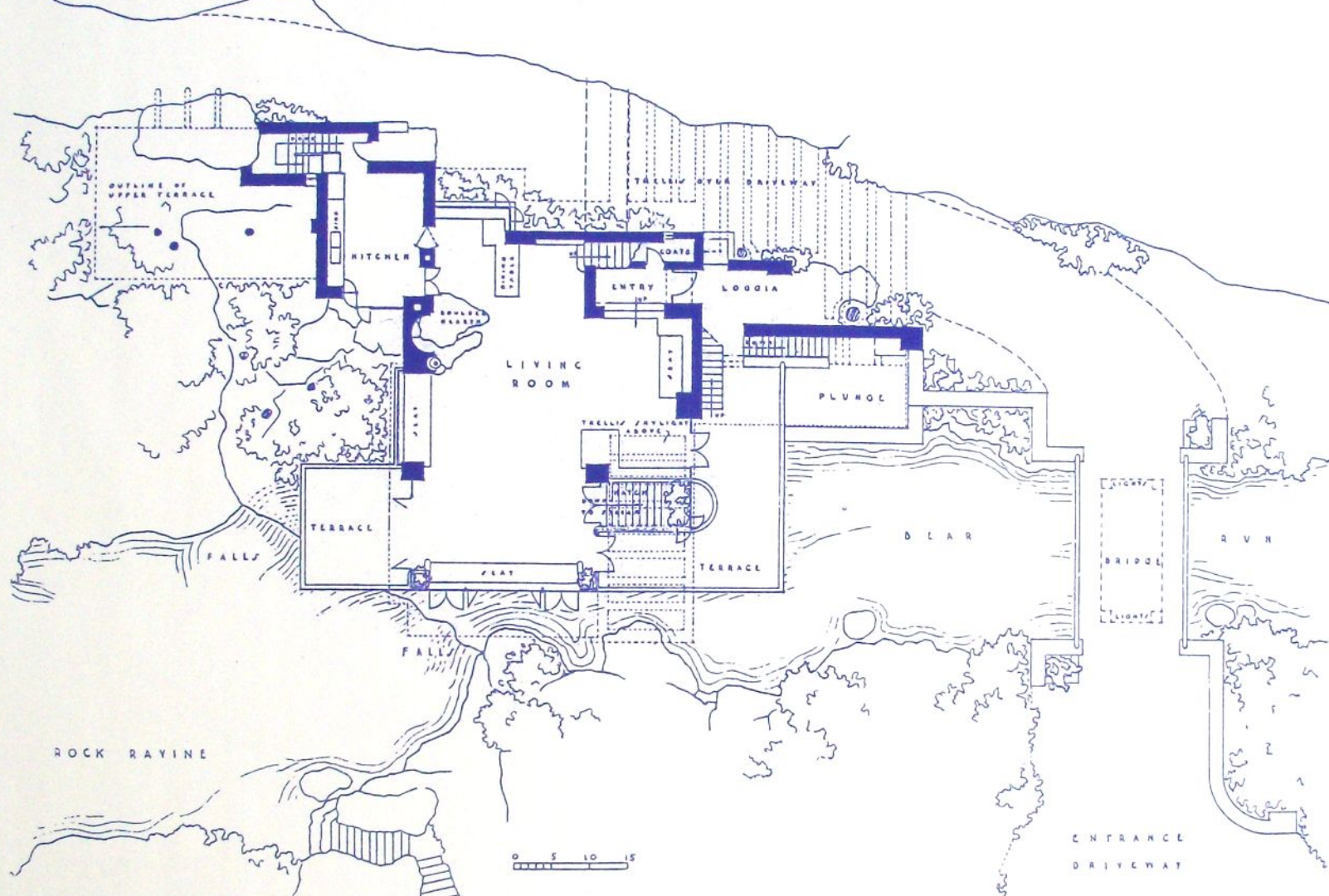
System of Design

What are “things”?









Facebook vs Twitter

User Model Vs System Model

Instagram

Exercise

Diagram Instagram

How will we know if it's good?

Assignment

Diagram your app

- Use your own app idea--or a basic todo list
- Show the pages as rectangles
- Show the interactions between each page as arrows
- Indicate the starting point and the “a ha!” or success moment

No UI!

Reminders