

INFORMATION ARCHITECTURE

What is IA and Card Sorting

UX PROCESS SIMPLIFIED
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Information Architecture

Information Architecture is connecting information with the users in most understandable way.

How users will find this information?

Which path they will choose to reach this info?

Will they understand this information structure?

Website Navigation, breadcrums, product tags and hash tags

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Information Architecture

Information Architecture includes **labeling, sorting, searching and organize** layout of information.

In my FrokLand ecommerce website

Sorting search results with Price low to high, alphabetical or with date or based on tags/category

Using tags on products like “Red” or “Cinderella” helps finding dresses

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What is Card Sorting?

Card Sorting is a technique to create categories of Information in a user-friendly way by asking the users to sort it out.

For example in my FrokLand ecommerce website

I let my users create the top navigtaion categories on the basis of products images i have shown them.

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Different Types of Card Sorting

Open card sort: Participants sort cards into categories that make sense to them, and label each category themselves

Closed card sort: Participants sort cards into categories you give them

Hybrid card sort: Participants sort cards into categories you give them, and can create their own categories as well

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