

posh term that includes wireframing/
mockups/prototypes

INTRODUCTION TO INFORMATION ARCHITECTURE

WEBDEV@RGU

WHAT IS ARCHITECTURE?

ARCHITECTURE IN COMPUTING

USERS, CONTEXT & CONTENT

DESIGNING INFORMATION ARCHITECTURE

WIREFRAMES

MOCKUPS

PROTOTYPES

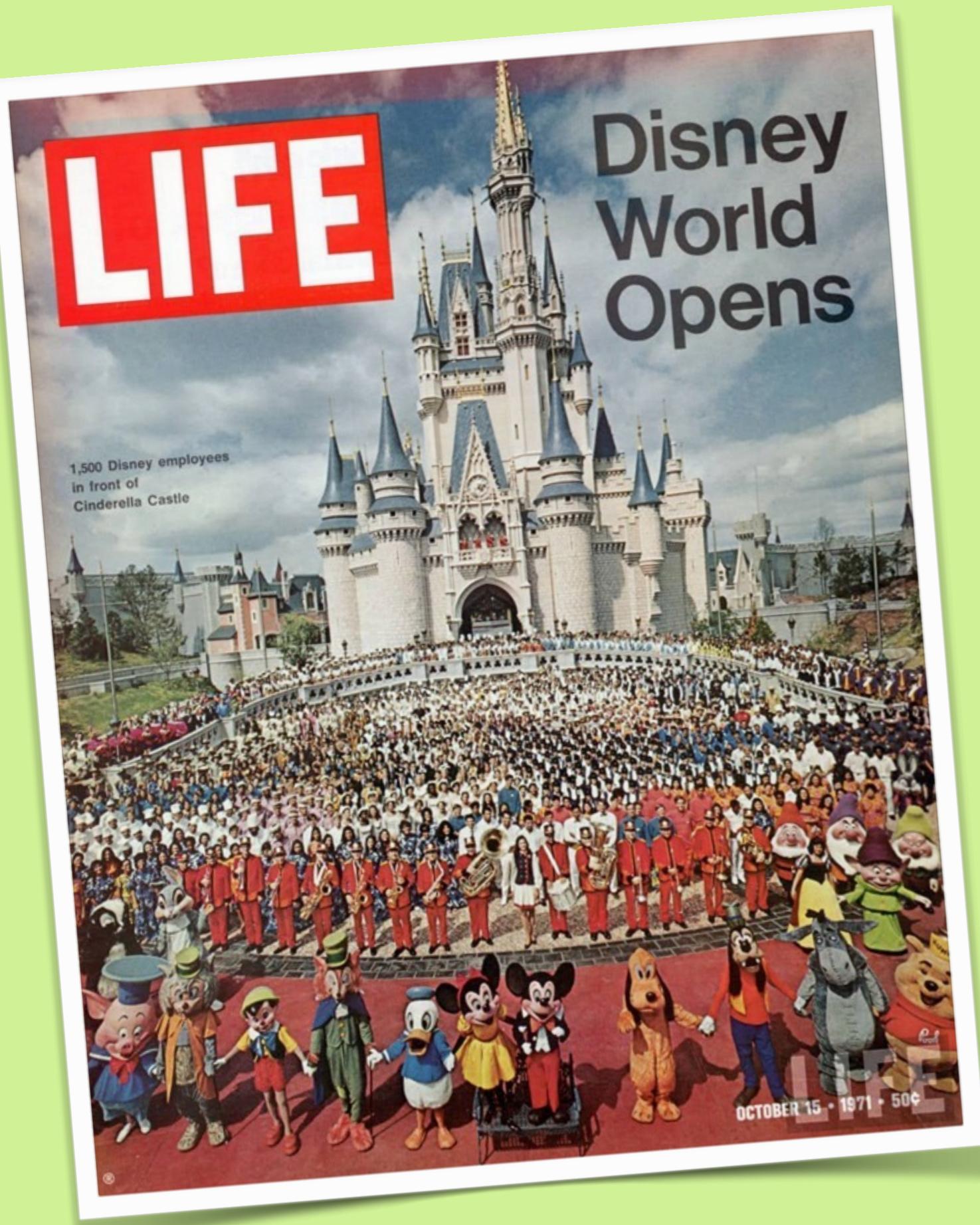
CREATING INFORMATION ARCHITECTURE

OVERVIEW

**WHAT IS
ARCHITECTURE?**



The process and product of
planning,
designing,
construction of buildings



From the first shovel
hitting the ground

366
DAYS

to the first guest
through the gates

(try asking any academic what they could
do in that amount of time!)

Wishes™
The biggest, most dazzling fireworks spectacular ever to grace the Magic Kingdom skies. And you can see it throughout the entire Park!



The Magic, The Memories and You!
In the evening, see Cinderella Castle seem to magically transform into a shimmering, spinning wonder and ultimately a grand canvas of Guest memories.

T
Tip Board
Tips and Show Times

Tomorrowland®

ATTRACTI ONS

- 33 Tomorrowland® Speedway Drive a racecar. Minimum height 32/81cm; Minimum height to ride alone 34/137cm.
- 34 Space Mountain® Indoor roller coaster. Minimum height 44/112cm.
- 35 Astro Orbiter® Fly outdoors in a spaceship.
- 36 Tomorrowland Transit Authority PeopleMover Roll through Tomorrowland. Presented by Alamo® Car Rental.

Move It! Shake It! Celebrate It! Street Party

Dance and sing with some of your favorite characters, performing multiple times daily. See TIMES GUIDE.

- 37 Walt Disney's Carousel of Progress Audio-Animatronics show through time.
- 38 Buzz Lightyear's Space Ranger Spin Intergalactic interactive adventure. Inspired by Disney•Pixar's 'Toy Story 2.'
- 39 Stitch's Great Escape! Dark, interactive alien experience. Minimum height 40/102cm.
- 40 Monsters, Inc. Laugh Floor Help power the city of Monstropolis as you laugh with Mike Wazowski and friends during this hilarious, interactive show. Inspired by Disney•Pixar's 'Monsters, Inc.'

DINING

- U Cosmic Ray's Starlight Cafe Burgers, chicken baskets, rotisserie chicken, sandwiches and salads. Hosted by Coca-Cola®.
- V Auntie Gravity's Galactic Goodies Ice cream, smoothies, sundae.
- W The Lunching Pad Specialty hot dogs, pretzels and frozen Coca-Cola®.
- X Tomorrowland Terrace Restaurant Burgers, pasta, sandwiches and salads. Open seasonally.

Main Street Electrical Parade

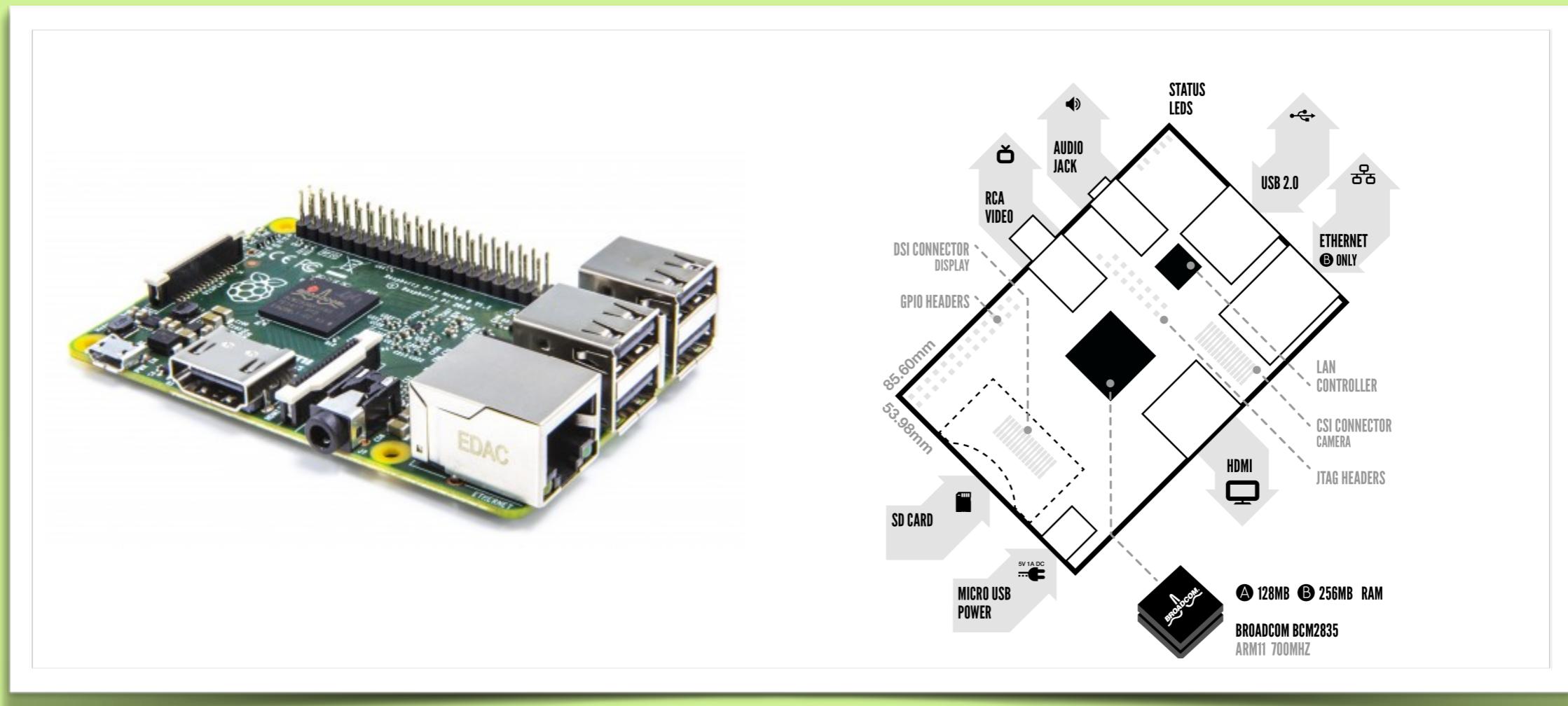
Brighten your night with the return of this Guest favorite!

Celebrate A Dream Come True Parade

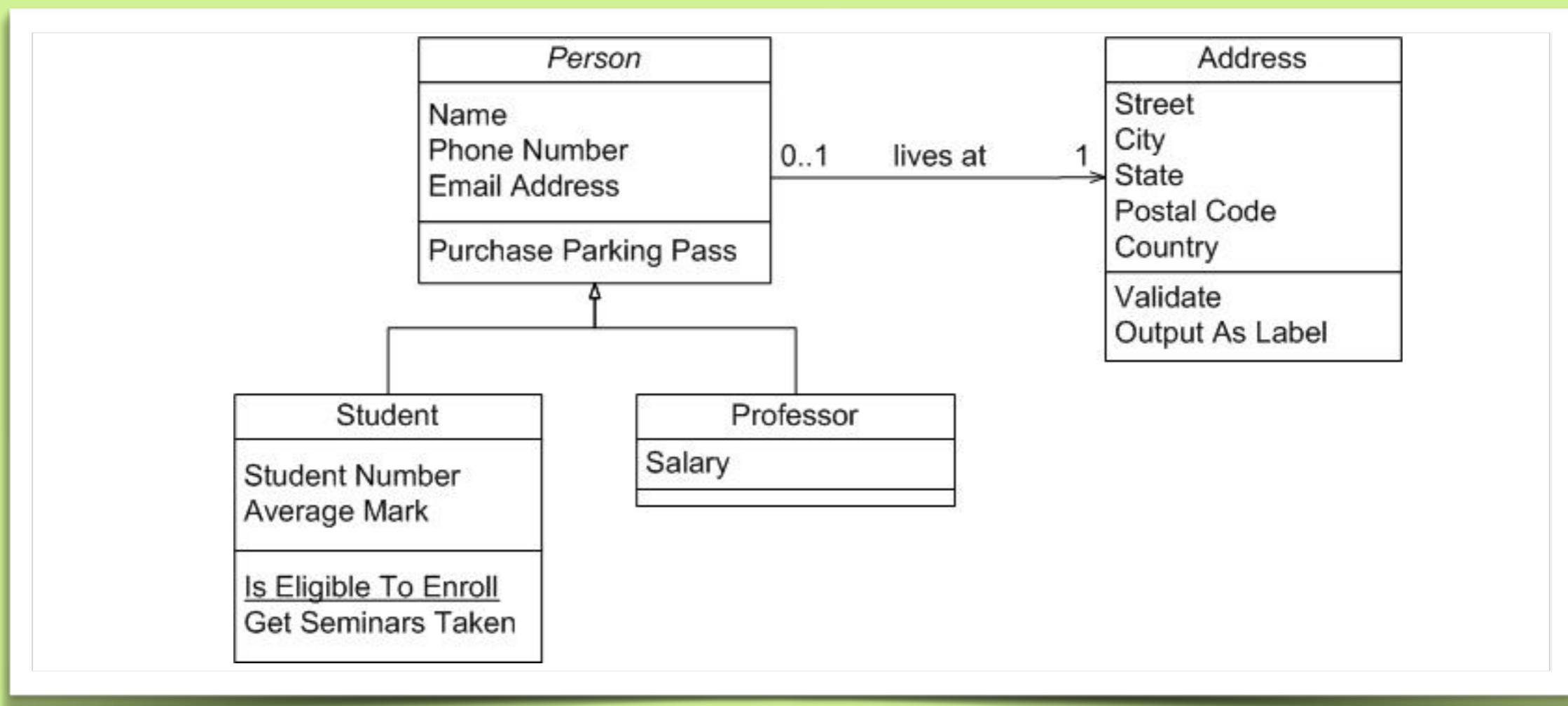
Not to mention music, dancing and lots of characters! See parade route on map.



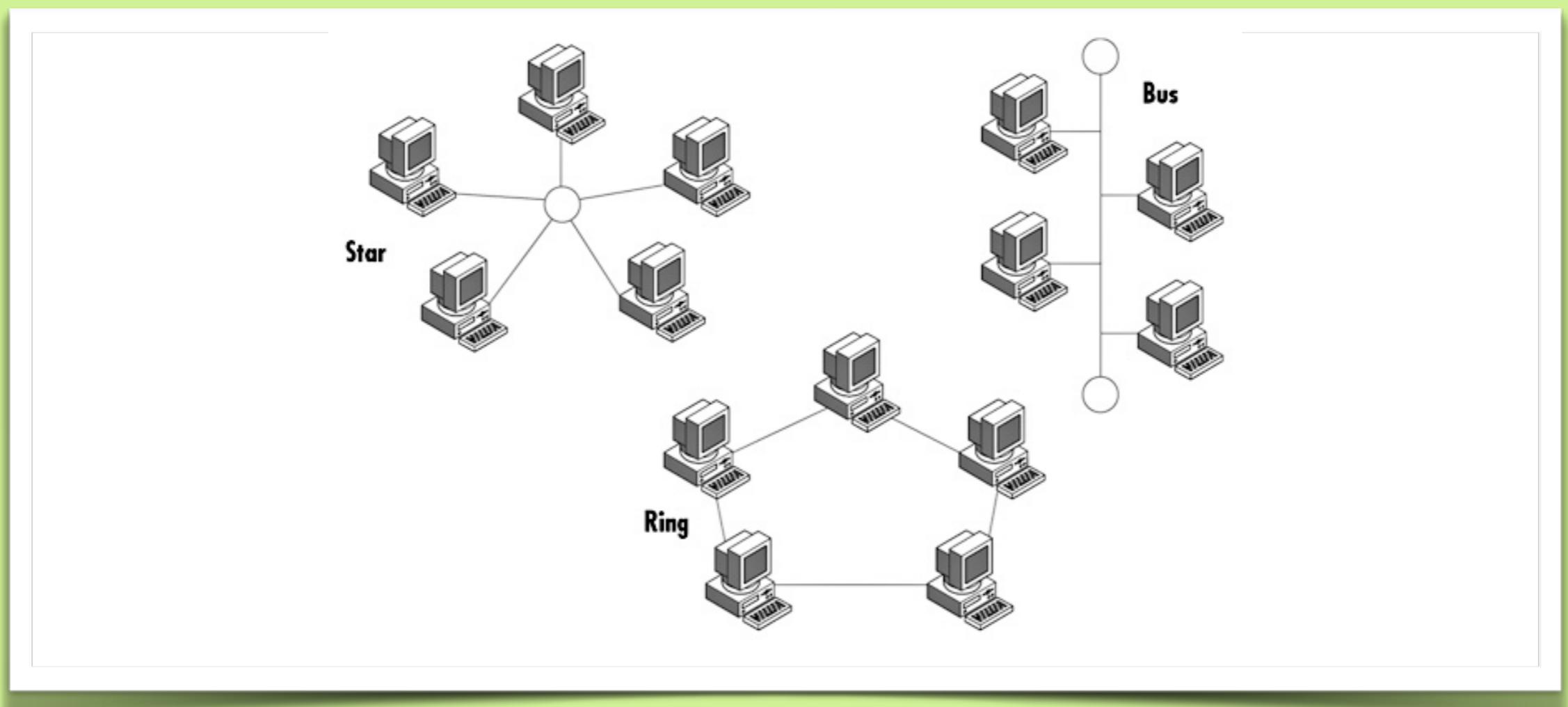
ARCHITECTURE IN COMPUTING



SYSTEM ARCHITECTURE



SOFTWARE ARCHITECTURE

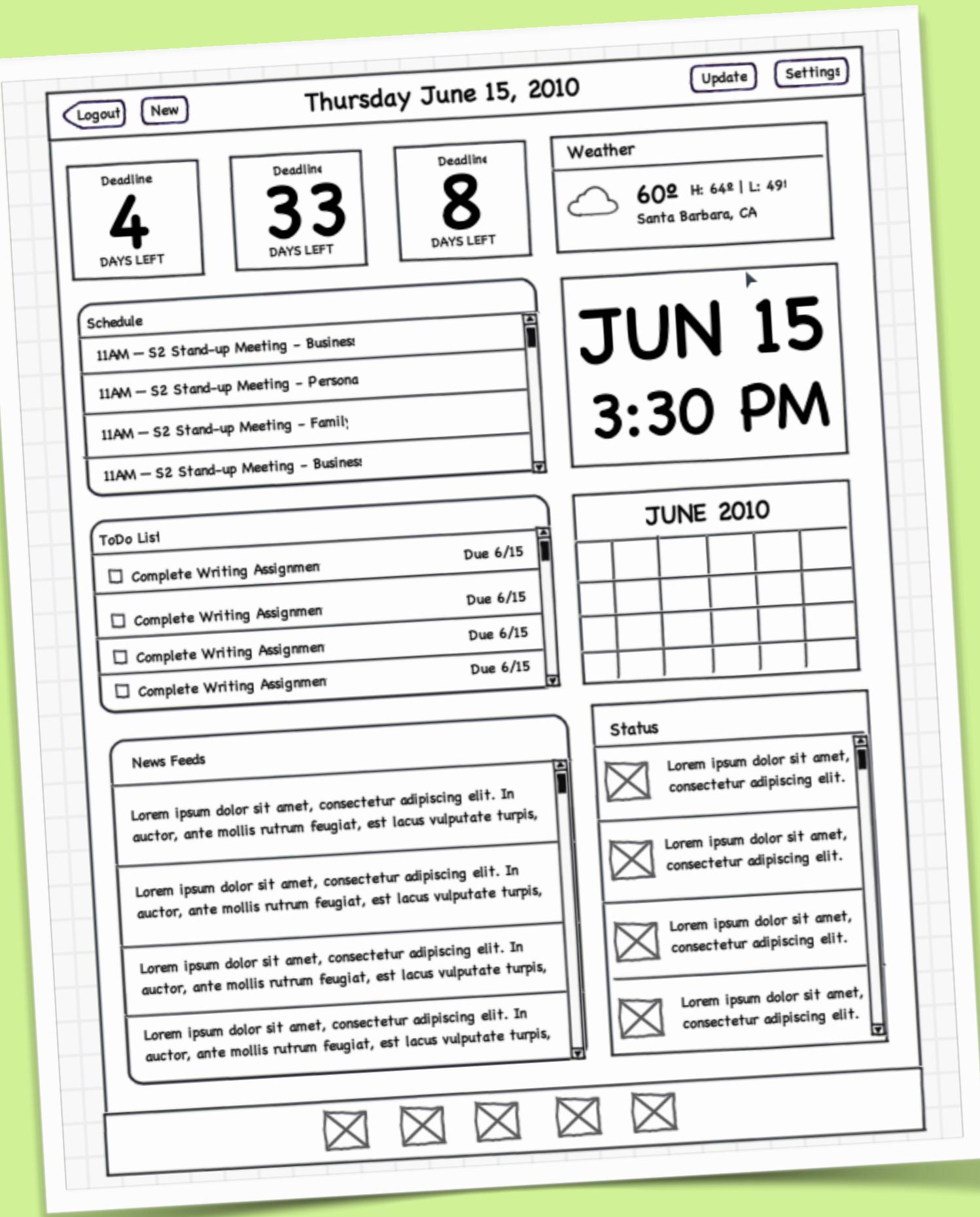


NETWORK ARCHITECTURE

INFORMATION ARCHITECTURE

The structural design
of shared information
environments

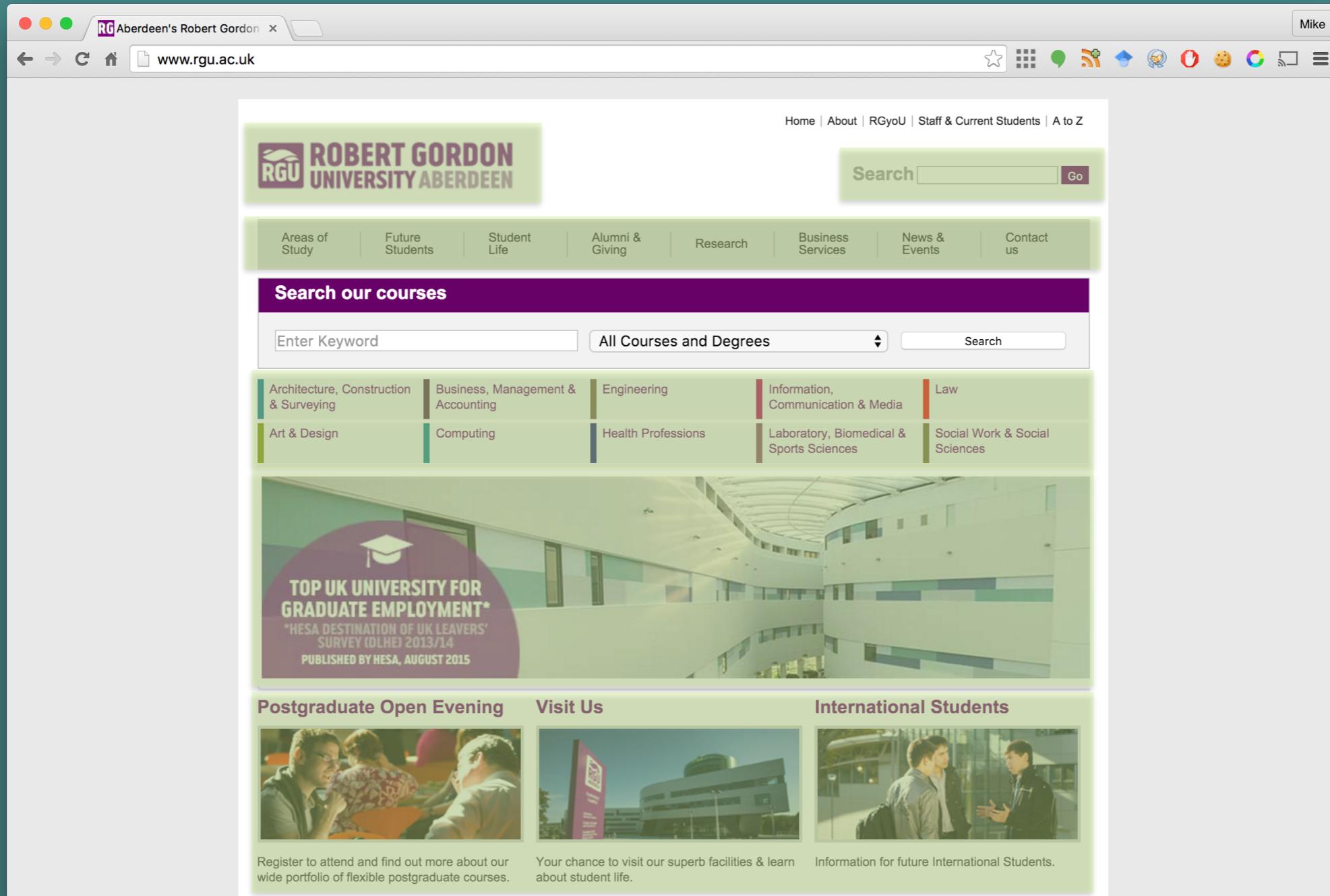
The combination of
organisation, labelling,
search, and navigation
systems within web
sites and intranets



LOGO

PRIMARY LINKS

SEARCH

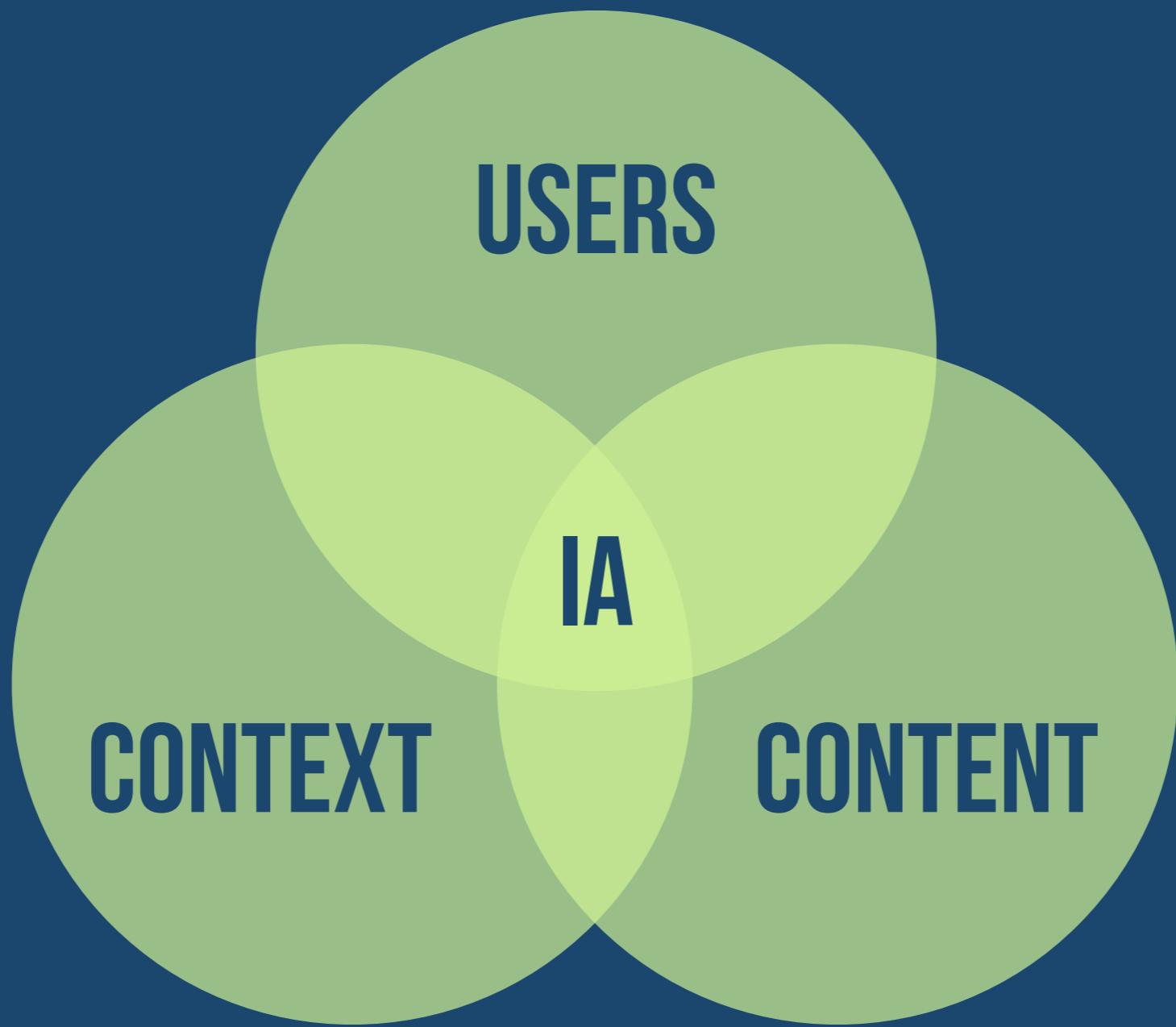


SECONDARY LINKS

PICTURE (CONTENT)

NEWS (CONTENT)

USERS, CONTEXT & CONTENT



UNDERSTANDING USERS

WHO ARE THEY? DEMOGRAPHICS?

WHAT INFORMATION DO THEY WANT FROM YOUR
SYSTEM?

THE RIGHT ANSWER TO AN INFORMATION NEED?
ALL POSSIBLE CANDIDATE ANSWERS?
EVERYTHING?

HOW DO THEY BEHAVE?

ARE THERE DIFFERENT TYPES OF BEHAVIOUR?

ARE THEY SATISFIED OR FRUSTRATED?

USERS

ALL WEB PAGES / APPS EXIST WITHIN SOME CONTEXT
PRIMARY BUSINESS (E.G. FACEBOOK)
PART OF A ORGANISATION (E.G. RGU WEBSITE)

PART OF THE CONTEXT IS
BUSINESS NEEDS
WHAT SHOULD THE INFORMATION SYSTEM DO?
MISSION AND GOALS AND STRATEGY

CONTEXT

ANYTHING THAT A USER MIGHT WANT TO FIND

ARTICLES

EXTERNAL LINKS / SOURCES

MIXED MEDIA (VIDEOS / IMAGES / ETC)

CONTENT CONCERNS

OWNERSHIP

FORMATS, METADATA, STRUCTURE

CONTENT

DESIGNING INFORMATION ARCHITECTURE

WIREFRAME

Basic illustrations of the structure, layout and components of a site. First step in the design process

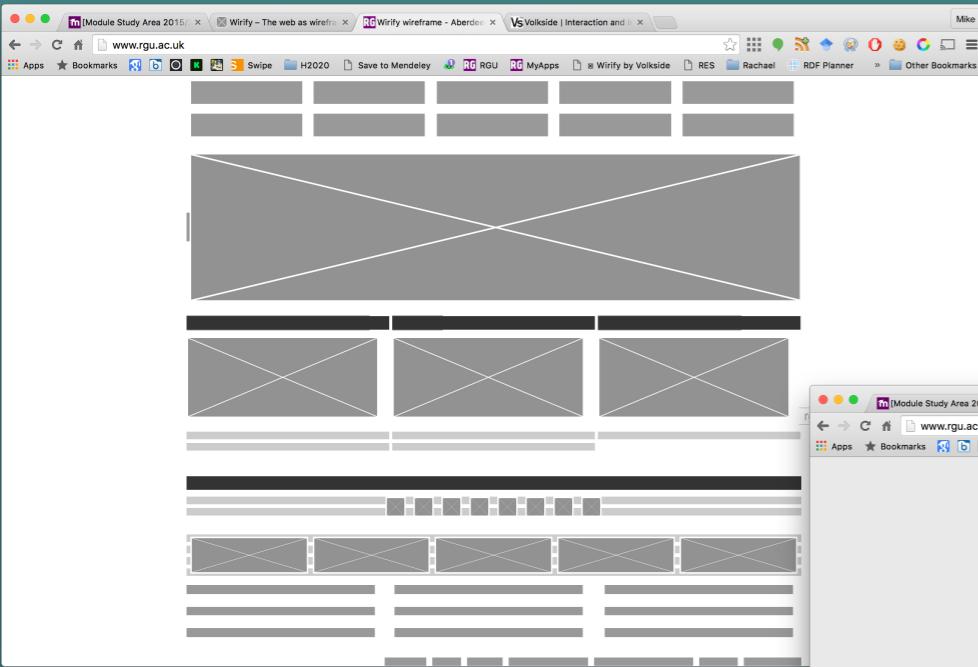
MOCKUPS

Focus more on the visual design of a site.
Closer to the final product

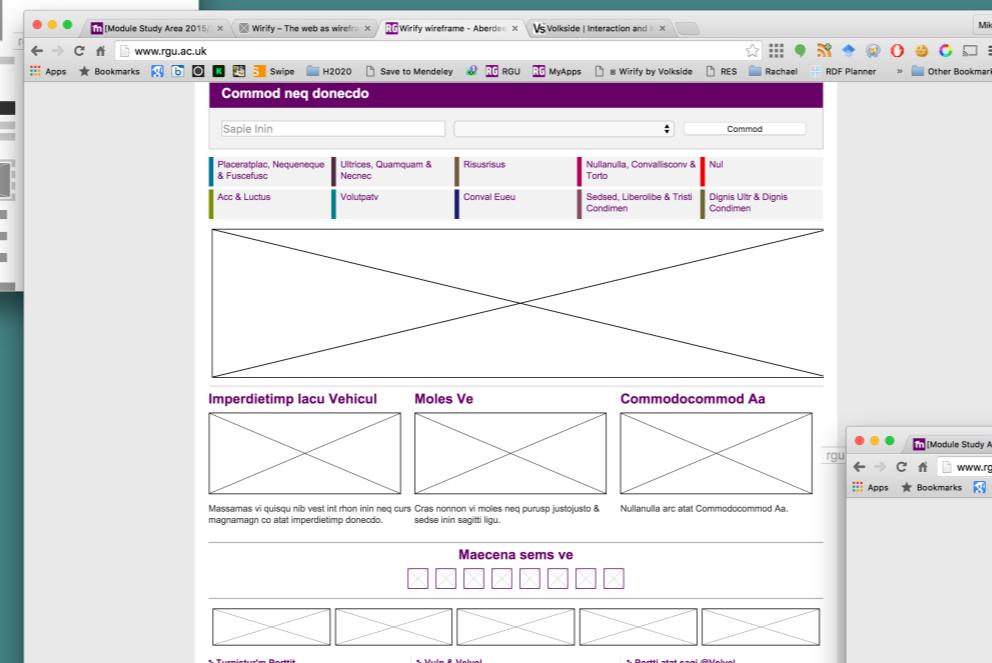
PROTOTYPE

Semi-functional layouts, implemented in HTML and CSS

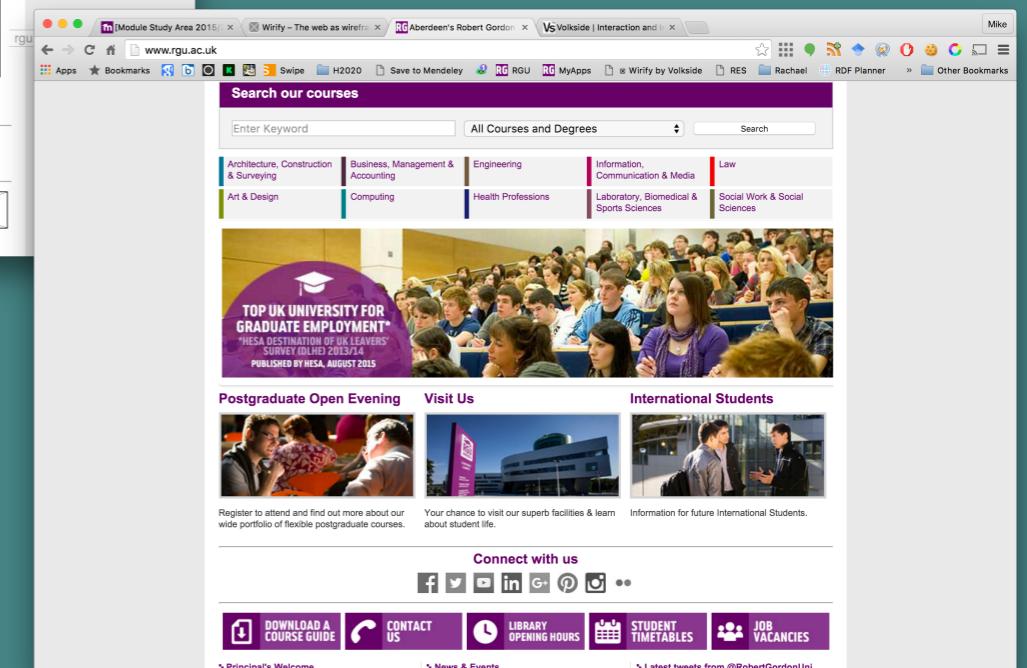
WIREFRAME



MOCKUP



PROTOTYPE



DESIGNING INFORMATION ARCHITECTURE **WIREFRAMES**

A WIREFRAME IS A LOW FIDELITY REPRESENTATION OF A DESIGN

IT SHOULD SHOW

THE MAIN GROUPS OF CONTENT (WHAT)

THE STRUCTURE OF THE INFORMATION (WHERE)

DESCRIPTION OF THE USER-INTERFACE REACTION (HOW)

WIREFRAME CONTENT

Structural elements of the interface

Headers, Navigation, Main Content, Sidebars

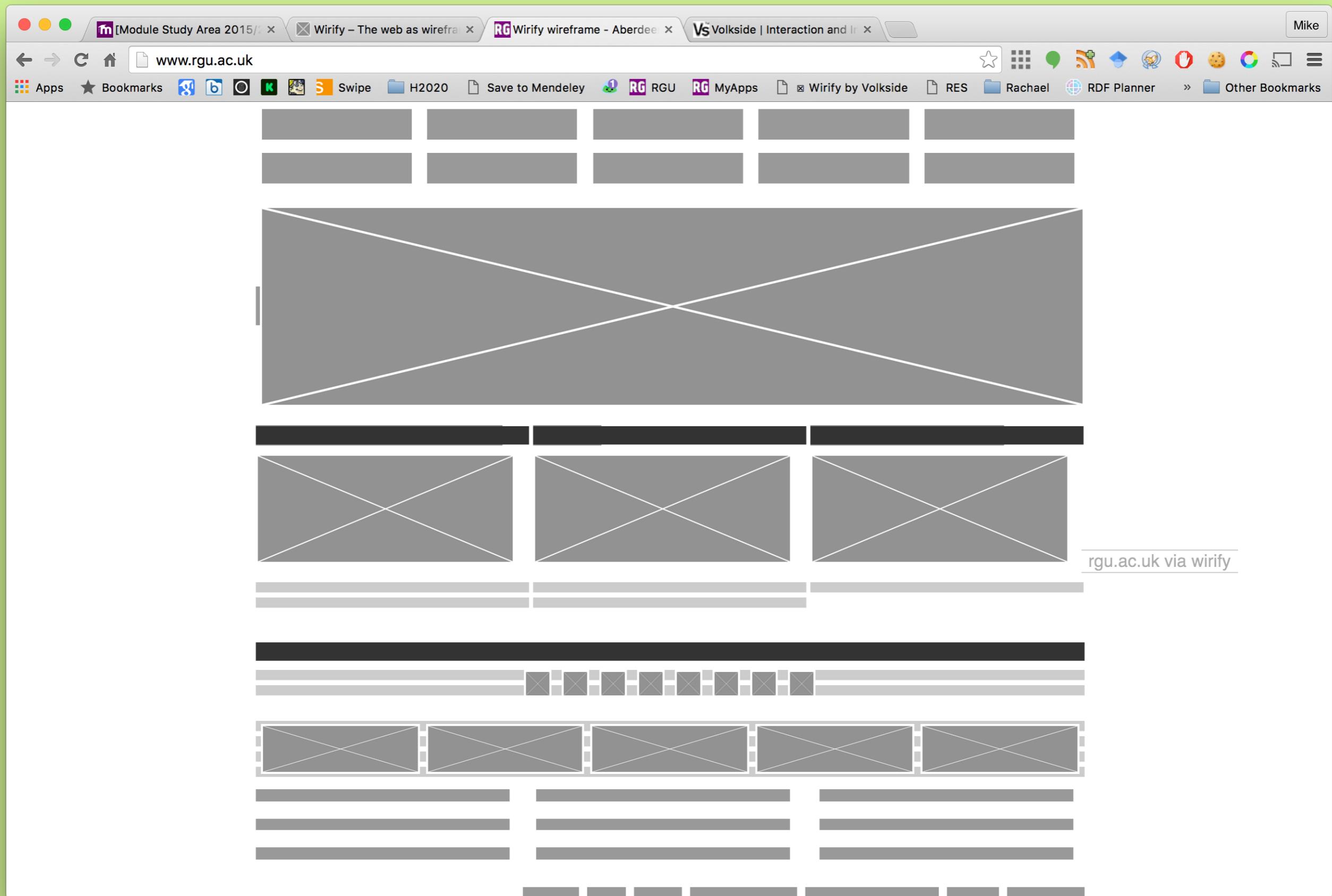
Layout of structural elements

Position, Size

Labelling of elements

Types of content should be displayed

Text, Pictures, Video



DESIGNING INFORMATION ARCHITECTURE MOCKUPS

A MOCKUP IS A LOW/MIDDLE FIDELITY
REPRESENTATION OF THE DESIGN

IT SHOULD IMPROVE ON THE WIREFRAME AND SHOW
WHAT COLOURS IT IS YOU WILL BE USING
WHAT FONTS YOU WILL BE IMPLEMENTING

IT SHOULD NOT SHOW
THE OVERALL CONTENT OF THE WEB PAGE

A MOCKUP IS A LOW/MIDDLE FIDELITY REPRESENTATION OF THE DESIGN

A GOOD MOCKUP SHOULD
REPRESENT THE STRUCTURE OF THE INFORMATION,
VISUALISE THE CONTENT OF THE SITE AND
DEMONSTRATE THE FUNCTIONALITY OF THE SITE IN A
STATIC WAY

[Module Study Area 2015] Wirify – The web as wireframe RG Wirify wireframe – Aberdeen Vs Volkside | Interaction and Ir Mike

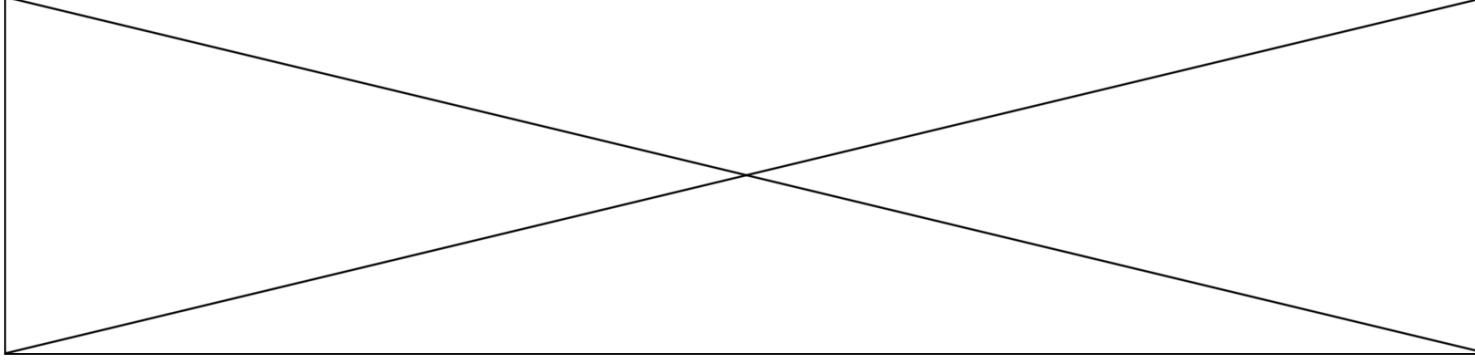
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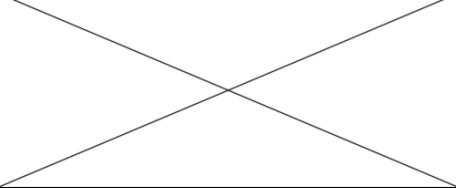
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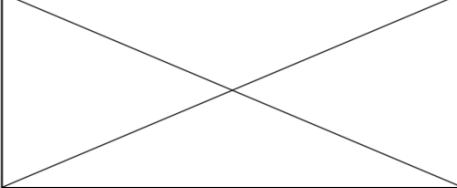


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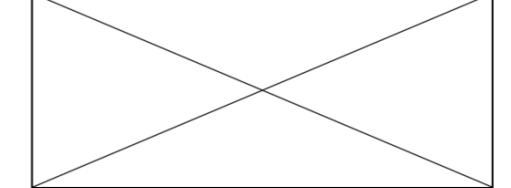
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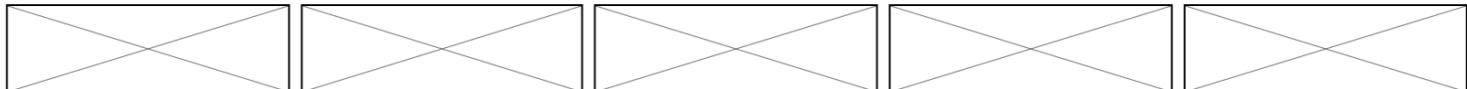
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rgu.ac.uk via wirify

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DESIGNING INFORMATION ARCHITECTURE PROTOTYPES

A PROTOTYPE IS A MIDDLE/HIGH FIDELITY REPRESENTATION OF THE WEBSITE

A PROTOTYPE SHOULD ALLOW THE USER TO
EXPERIENCE THE CONTENT AND INTERACTIONS WITH
THE INTERFACE
TEST THE MAIN INTERACTIONS IN A WAY THAT IS
SIMILAR TO THE FINAL PRODUCT

Module Study Area 2015/ Wirify – The web as wireframe RG Aberdeen's Robert Gordon Volkside | Interaction and In Mike

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Principal's Welcome News & Events Latest tweets from @RobertGordonUni

RECAP...

WIREFRAME

MOCKUP

PROTOTYPE

USE

Documentation, quick communication

Getting feedback, buy in from stakeholders

User testing, backbone for development

GENERAL TRAITS

sketchy, black/white/grey representation

Static Visualisation

Interactive

CREATING INFORMATION ARCHITECTURE

LET'S GET STARTED!

We're going to spend the rest of the day creating a prototype for a new website.

We are going to look at making a new website for the department

RGU CSDM
www.comp.rgu.ac.uk

Mike

ROBERT GORDON UNIVERSITY ABERDEEN

About Us | Our Courses | Support Pages | RGU Resources | Room Timetables | Talent Exchange | Digital Incubator

 **Dare to be Digital Computer Game Competition – Talk Fri 19th February**

by Webadmin on February 11, 2016 in Events, News

Do you want a chance of winning a BAFTA? Are you interested in developing Computer Games? Do you want to spent the Summer working in a team developing a video game? If this sounds interesting to you then you should take a look at (<http://www.daretobedigital.com>) The Dare to be Digital Computer Game Development competition recently [...]

[Continue Reading](#)

Student Placement Experience – Survitec Viscom – Emma

by Webadmin on December 15, 2015 in Student Placements

In our fifth post in our Student Placement Experience series, we speak to Emma Krawczynska who is currently in her 4th year of study in Computing for Graphics & Animation. Name of Company: Survitec Viscom Duration of experience: 4 months Q: What was your key role and responsibilities? A: Modelling and animating existing project briefs [...]

[Continue Reading](#)

Student Placement Experience – Equal Adventure

Search...

Recent Upcoming Events

There are no upcoming events at this time.

LATEST POPULAR

Talent Exchange Opportunity – McCalls Ltd FEBRUARY 12, 2016

 **Dare to be Digital Computer Game Competition – Talk Fri 19th February** FEBRUARY 11, 2016

Student Placement Experience – Survitec Viscom – Emma Krawczynska DECEMBER 15, 2015

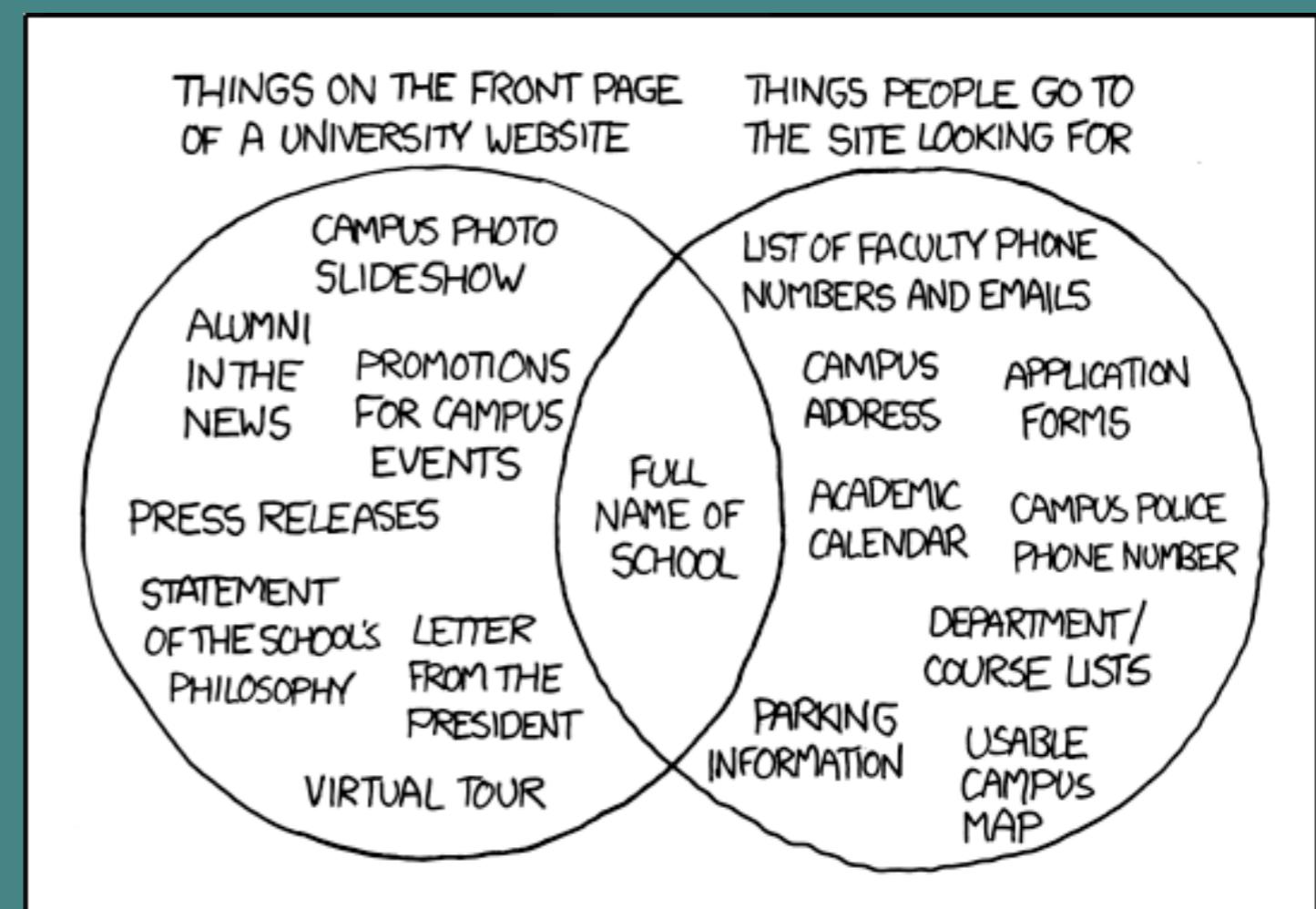
Talent Exchange Opportunity – Ocean-Tec Systems Ltd. DECEMBER 9, 2015

Student Placement Experience – Equal Adventure Developments – Jemma Tansley DECEMBER 8, 2015

What do other department websites look like? Are they better/worse than ours?

What about other universities?

- Aberdeen Uni?
- MIT?



**TIME FOR
POST IT NOTES
(PS - I LOVE POST IT NOTES)**

SPEND 5 MINUTES LOOKING AT A FEW DIFFERENT SCHOOL/UNIVERSITY WEBSITES

once you've done that I'll put some questions up. Answer each as many times as you want, one answer per post it

1

WHAT IS THE MAIN THING THAT
COMES TO YOUR ATTENTION WHEN
YOU VISIT THE SITE?

21

WHAT INFORMATION WOULD YOU
EXPECT TO SEE ON THE WEBSITE
THAT IS THERE

3 2 1

WHAT INFORMATION WOULD YOU
EXPECT TO SEE ON THE WEBSITE
THAT ISN'T THERE

4 3 2 1

WHAT PAGES ARE PRESENT ON THE
WEBSITE (HOME,CONTACT...)

5 4 3 2 1

THINK ABOUT THE HOME PAGE.
WHAT CONTENT IS THERE?

FIN.

LETS GO THROUGH YOUR ANSWERS

WHAT IS THE MAIN THING THAT COMES TO YOUR ATTENTION WHEN YOU VISIT THE SITE?

WHAT INFORMATION WOULD YOU EXPECT TO SEE ON THE WEBSITE THAT IS THERE

WHAT INFORMATION WOULD YOU EXPECT TO SEE ON THE WEBSITE THAT ISN'T THERE

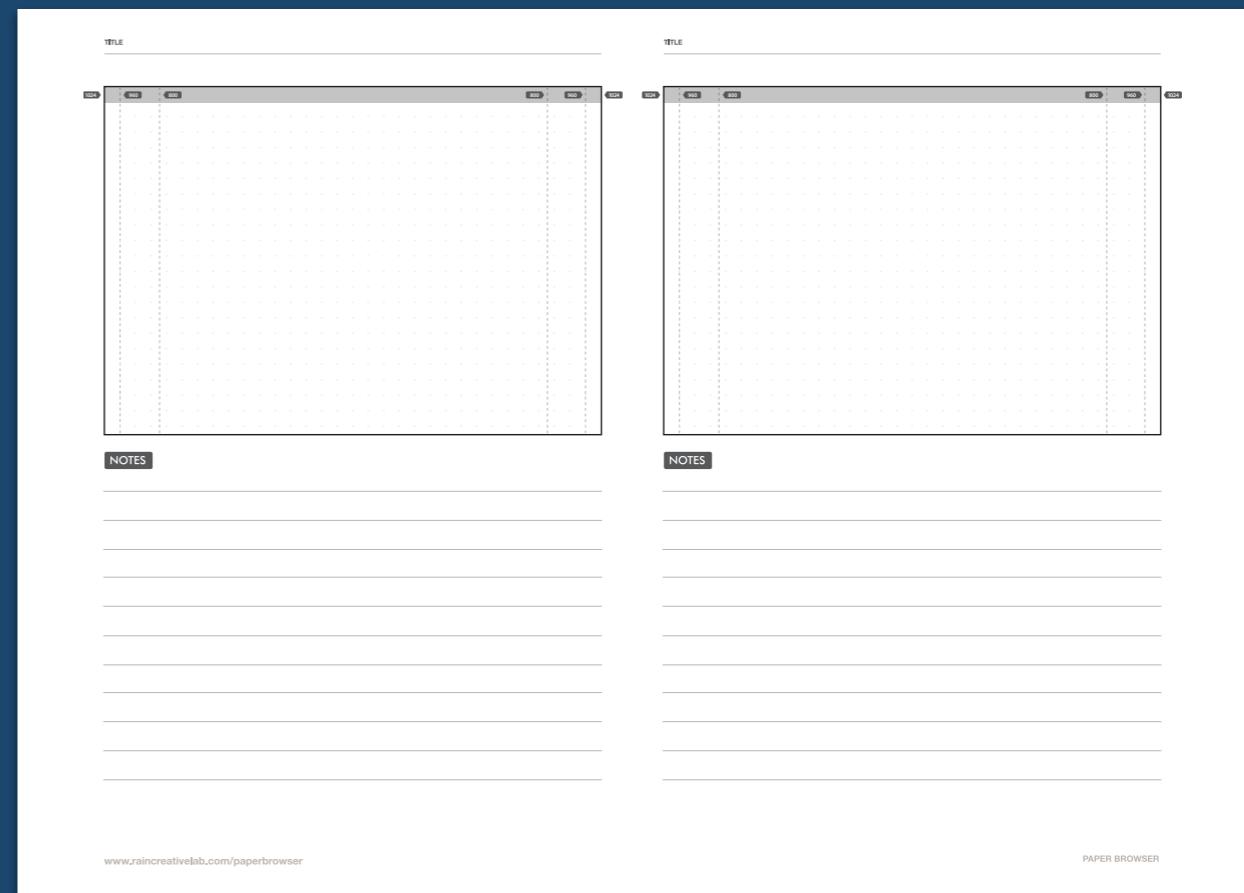
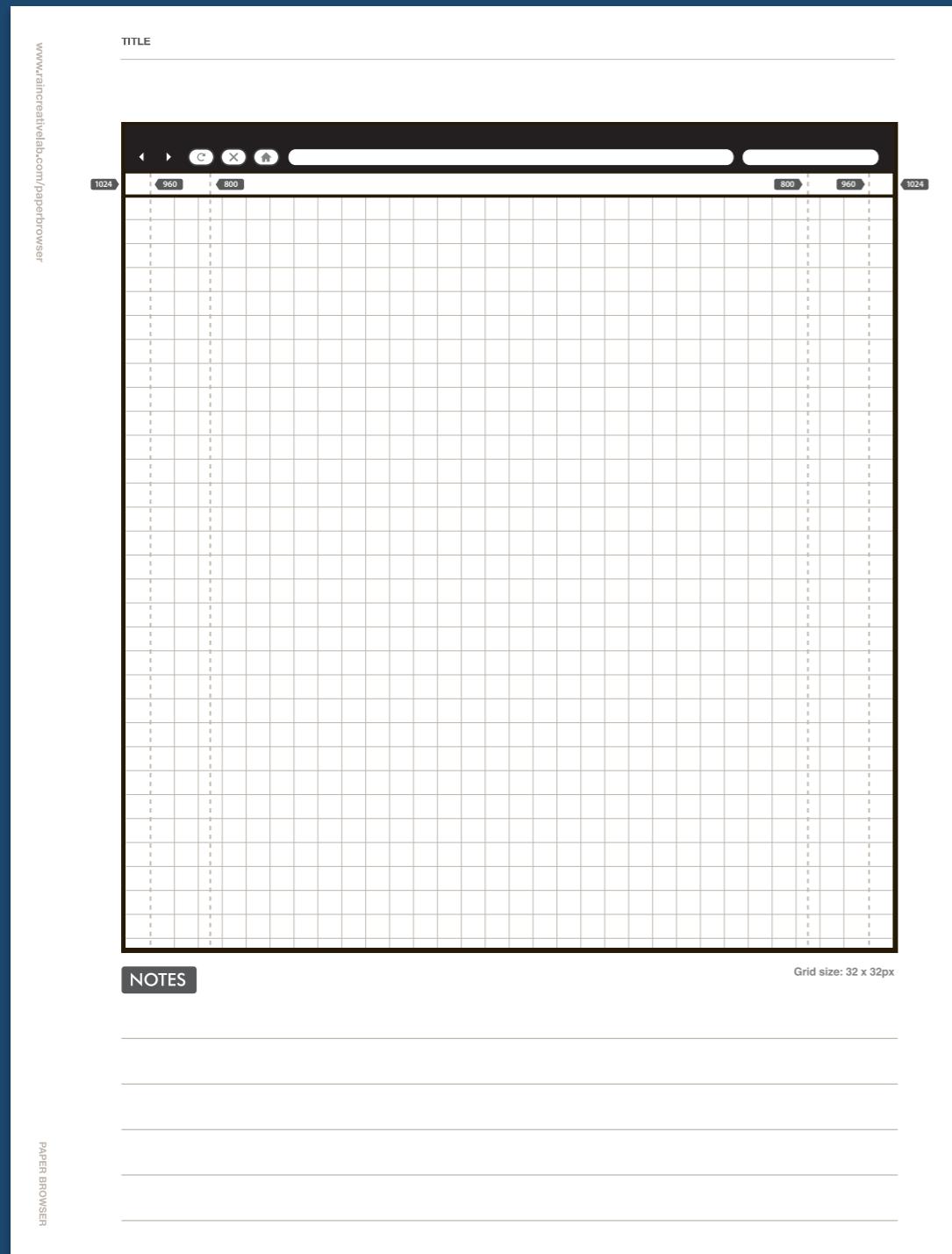
WHAT PAGES ARE PRESENT ON THE WEBSITE
(HOME, CONTACT...)

THINK ABOUT THE HOME PAGE.
WHAT CONTENT IS THERE?

USE WHAT YOU LEARNED TO DESIGN YOUR OWN SITE

USE PAPER BROWSER SHEETS TO DO THIS

THINK ABOUT COMMON FEATURES THAT WOULD STAY THE SAME ON EACH PAGE



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MOCKUPS

PROTOTYPES

CREATING INFORMATION ARCHITECTURE

RECAP

GET IN TOUCH!

@mike_crabb

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(Scotland)

@rgucomputing

Robert Gordon University - School of Computing Science and
Digital Media