

# Information Architecture

Tasks & Tools for improving your web design

# What is Information Architecture (IA)?

“Information architecture (IA) is the art of expressing a model or concept of information used in activities that require explicit details of complex systems.” — *Wikipedia*

“Information architecture is the science of figuring out what you want your site to do and then constructing a blueprint before you dive in and put the thing together.” — *Webmonkey*

# Tonight, let's use this definition...

Tasks & exercises that balance the needs & goals of the business/organization, site and intended audience, to deliver a roadmap on how a website's information should be presented.

Information includes:

- Content
- Navigation
- Labeling

Who am I to talk?



# **You are all Information Architects!**



# As web designers, you may wear many hats....



Coder



Designer



Information Architect



Usability Consultant



Web Strategist



Business Person



Bookkeeper



Client Liaison



Salesperson

# IA consists of...

- Understanding what the business/site goals are
- Understanding who the intended audience is and how they will interact with the information on the site
- Organizing the information so it makes sense
- Create a structure for the site to support the information; the intended goals

# IA consists of... (con't)

- Things an IA looks at/handles:
  - User behavior
  - Success factors
  - Politics (Client or organization)
  - Website organization & structure
  - Labeling & identifiers
  - Search
  - Navigation



# User behavior

- Analysis to determine current behavior
  - Web analytics, User testing, Focus groups
    - What users look at
    - What users click on
    - Why they do the things they do
    - How to identify **your** users and **their** needs
- Determine preferred behavior
- Design to support desired behavior

# Success factors

- What actions must take place to make your website successful?
  - Purchases
  - Downloads
  - Leads (phone calls, emails, brick & mortar visits)

# Politics (Client or organization)

- A lot of IA is common sense
- What makes it difficult are politics, personal agendas
- An IA learns to listen, then effective counter politics & agendas with sound proof
- Remind them of ROI
  - Prioritize based on ROI

# Website organization & structure

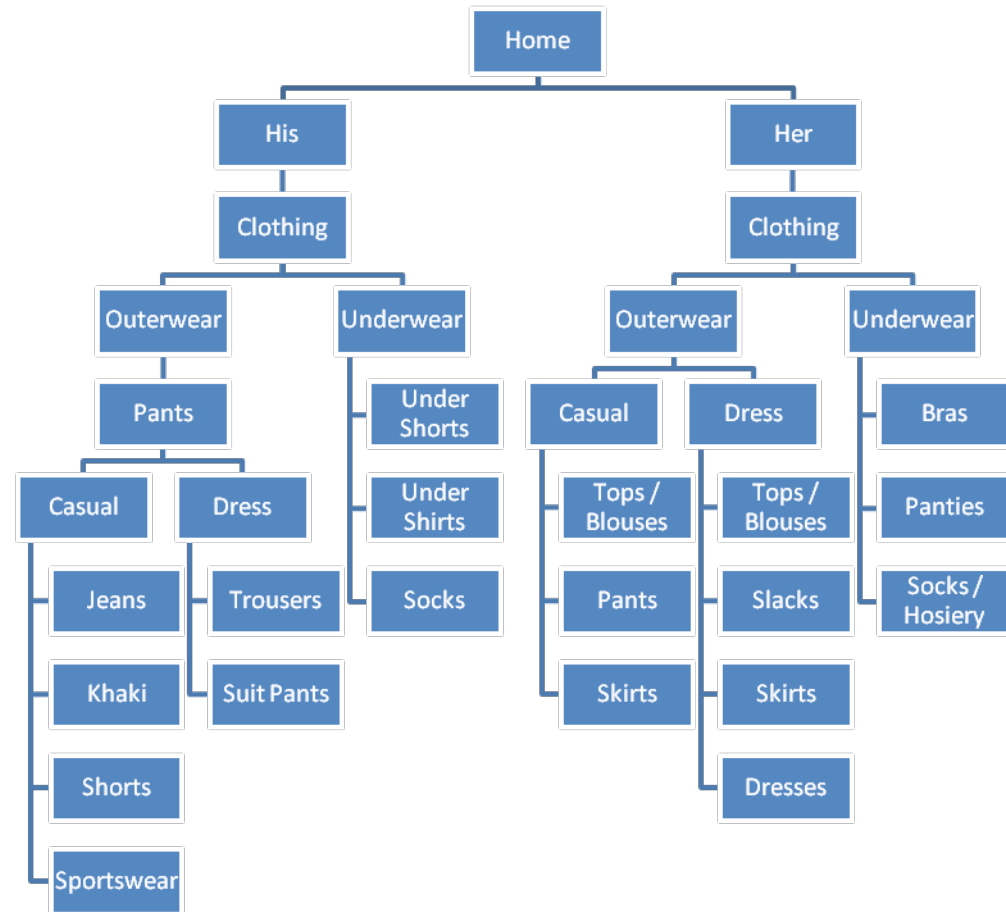
- Organization is not only important related to storage, but retrieval
- Structure supports how the information is retrieved

# Web Site Structures

- Narrow and deep
  - Fewer links; more clicks
- Broad and shallow
  - More links; fewer clicks

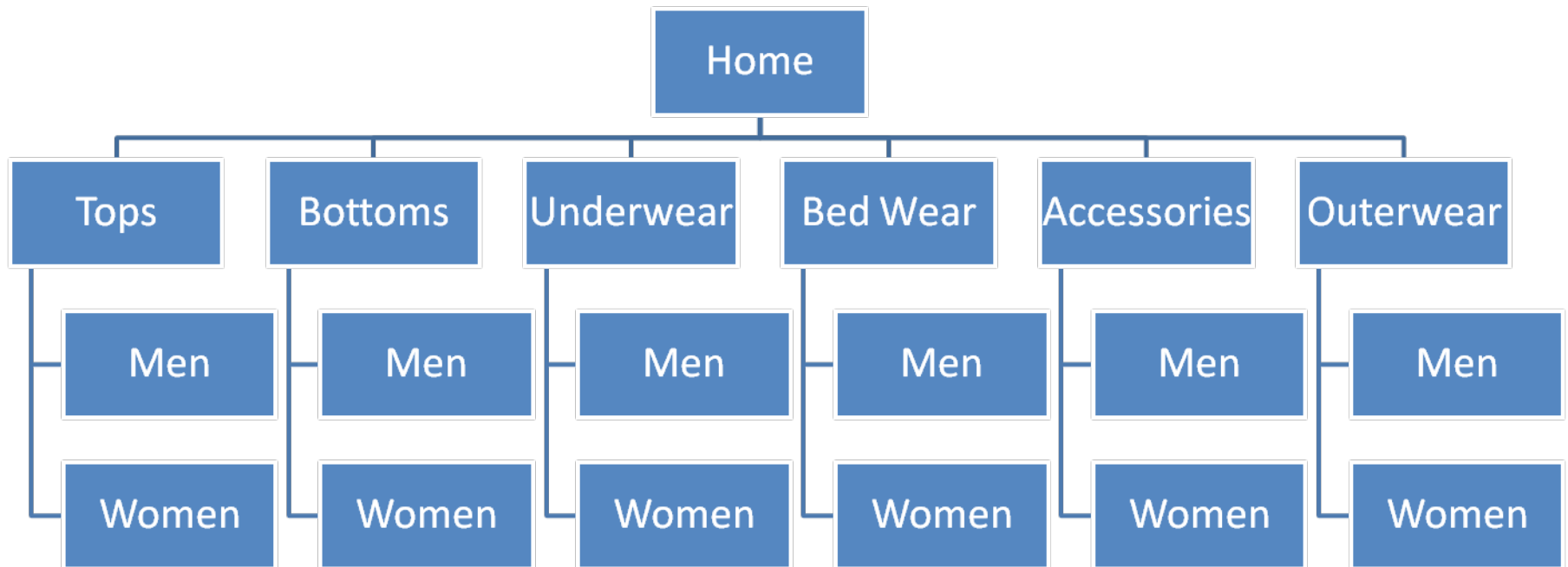
# Narrow and deep

- Fewer links
  - Better for directing site visitors down a particular direction / channel.
- More clicks
  - Bad if click-throughs become seemingly pointless; user gets lost; forgets what they were looking for



# Broad and shallow

- More links
  - More difficult to scan; decipher which link is relevant
- Fewer clicks
  - Quicker to access



# Which is best?

- Neither 100% of the time
- It depends on the situation; the information, the audience and the goals
- It's always a balance...
  - Directing site visitors to where you want them to go, with the fewest clicks, quicker access



# Methods of organizing information

- Alphabetical
- Attributes/facets (e.g., price, color, shape, etc.)
- By format (e.g., forms, calculators, whitepapers)
- By topic
- By type of task (e.g., payments, registrations, applications)
- Chronological (timeline)
- Segmentation by target audience (e.g., small/medium/large businesses, or “For Parents,” “For Educators,” etc.)
- Spatial/relational/geographical
- Social/classified by users
  - Popularity (viewed, sent, bought, tagged)
  - Keyword tags

# Alphabetical

- Makes sense for people ...
- ...maybe not as much for restaurants

## **People**

Aaron, Peter  
Belweather,  
Tom  
Cone, David  
Deacon, Dennis  
Earley, Robert  
Franks, Herman  
Guest, Sandy

## **Restaurants**

Applebees  
Big Bowl  
Carson's  
Di Piero's  
El Famous Burrito  
Famous Dave's

# Attributes/facets

- Great for filtering information
- Fine tuning a record set
- Custom categories

## Narrow Your Results by:

### Customer Reviews

Top-Rated (36)

### Price Range

Less than \$600 (18)

\$600 - \$899 (54)

\$900 - \$1199 (10)

\$1200 - \$1799 (10)

\$1800 and Up (13)

### Brand

Sony (21)

Dell (20)

HP (18)

Toshiba (16)

Apple® (12)

Asus (6)

Gateway (6)

Compaq (4)

Acer (1)

Lenovo (1)

# By format

- Same information available different formats
  - Video
  - Book/Audio Books
  - Music

The screenshot shows the Amazon.com homepage with a search for 'misery'. The search results are displayed under the heading '"misery"'. The left sidebar shows department and shipping options. The main content area lists two results: 'Misery' by James Caan, Kathy Bates, and 'Misery (Collector's Edition)' by Kathy Bates. Both results show the book cover, title, author, price, and shipping information.

amazon.com Hello. Sign in to get [personalized recommendations](#). New customer? [Start here](#)

Your Amazon.com (▼) Today's Deals (▼) Gifts & Wish Lists (▼)

Shop All Departments (▼) Search All Departments misery

**Department**  
**Any Department**  
DVD (26)  
VHS (14)  
Books (262,055)  
Music (331)  
MP3 Downloads (2,710)  
Home & Garden (200)  
Apparel & Accessories (46)  
[+ See All 16 Departments](#)

**Shipping Option** ([What's this?](#))  
**Any Shipping Option**  
[Prime](#) Eligible (236,583)  
Free Super Saver Shipping (236,583)

**"misery"**  
**Related Searches:** [misery dvd](#), [misery stephen king](#).

Select Results from All Departments

-  **Misery** ~ James Caan, Kathy Bates, ...  
[Buy new:](#) \$44.08 **\$10.99** [81 Used & new](#)  
Get it by **Wednesday, April 15** if you order  
Eligible for **FREE** Super Saver Shipping.  
★★★★★ (182)  
**DVD:** See all 26 items
-  **Misery (Collector's Edition)** ~ Kathy Bates  
[Buy new:](#) \$40.08 **\$17.99** [58 Used & new](#)  
Get it by **Wednesday, April 15** if you order  
Eligible for **FREE** Super Saver Shipping.

# By topic

- Most popular method of organization
- Best for browsing

## Arts

[Movies](#), [Television](#), [Music](#)...

## Games

[Video Games](#), [RPGs](#), [Gambling](#)...

## Kids and Teens

[Arts](#), [School Time](#), [Teen Life](#)...

## Reference

[Maps](#), [Education](#), [Libraries](#)...

## Shopping

[Clothing](#), [Food](#), [Gifts](#)...

## Business

[Jobs](#), [Real Estate](#), [Investing](#)...

## Health

[Fitness](#), [Medicine](#), [Alternative](#)...

## News

[Media](#), [Newspapers](#), [Weather](#)...

## Regional

[US](#), [Canada](#), [UK](#), [Europe](#)...

## Society

[People](#), [Religion](#), [Issues](#)...

## Computers

[Internet](#), [Software](#), [Hardware](#)...

## Home

[Family](#), [Consumers](#), [Cooking](#)...

## Recreation

[Travel](#), [Food](#), [Outdoors](#), [Humor](#)...

## Science

[Biology](#), [Psychology](#), [Physics](#)...

## Sports

[Baseball](#), [Soccer](#), [Basketball](#)...



**Answers**



**Autos**



**Finance**



**Games**



**Groups**



**HotJobs**



**Maps**



**Mobile Web**



**Movies | TV**



**Music**



**OMG**



**Personals**



**Real Estate**



**Shine**



**Shopping**



**Sports**



**Travel**



**Yellow Pages**

# By type of task



Find freelancers at the world's largest online service

Employers

Freelancers

home

search

post a project

my admin



Find freelance jobs at the world's largest online service

Employers

Freelancers

home

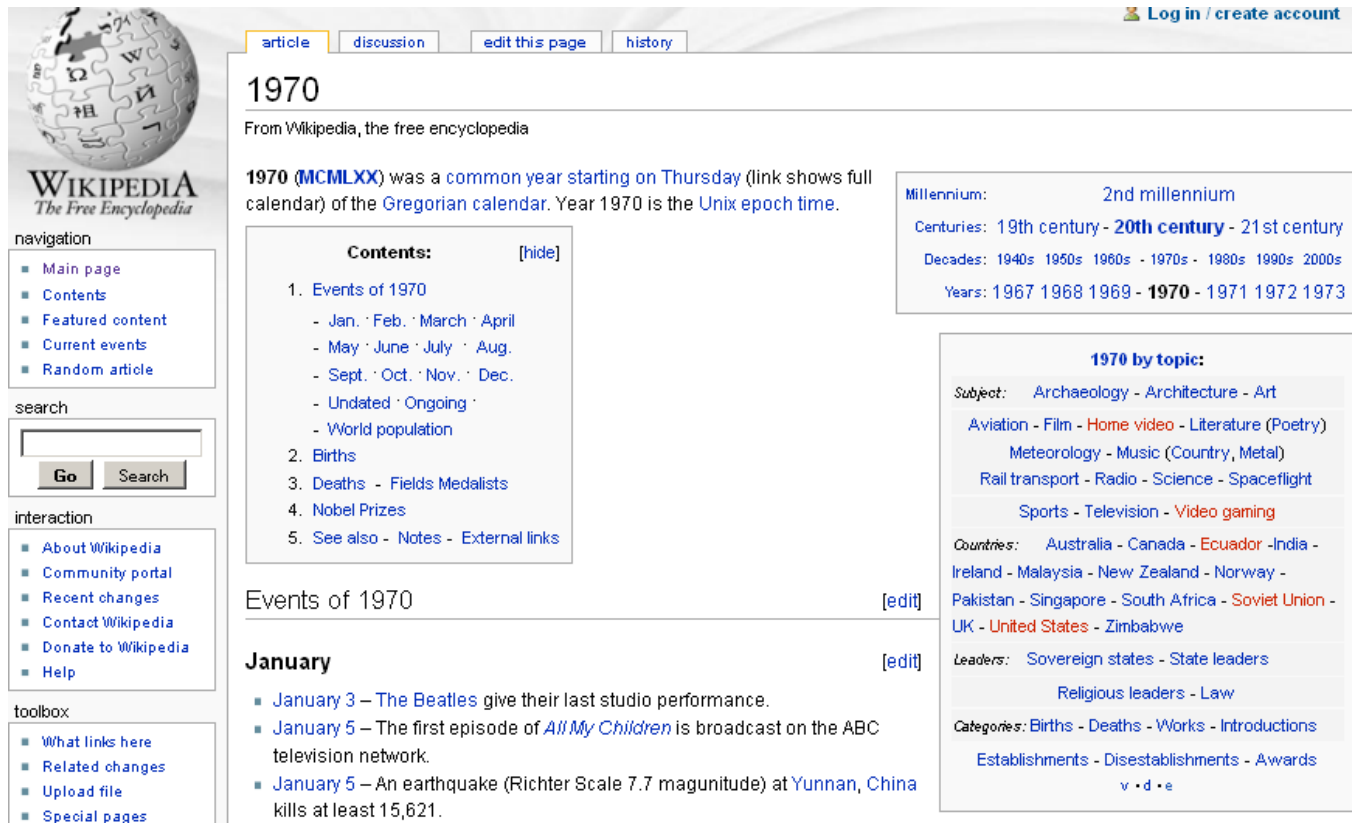
search

post a profile

my admin

# Chronological

- Used for timelines, historical reference
- Note the topic sub-navigation/filter



The screenshot displays the Wikipedia page for the year 1970. The page layout includes a top navigation bar with links for 'article', 'discussion', 'edit this page', and 'history'. A 'Log in / create account' link is also present. The main content area features a '1970' heading, a brief description, and a 'Contents' table of contents. A '1970 by topic' section provides a comprehensive list of sub-topics for navigation. The left sidebar contains standard Wikipedia navigation and search tools.

**1970**  
From Wikipedia, the free encyclopedia

**1970 (MCMLXX)** was a common year starting on Thursday (link shows full calendar) of the Gregorian calendar. Year 1970 is the Unix epoch time.

**Contents:** [hide]

- Events of 1970
  - Jan. · Feb. · March · April
  - May · June · July · Aug.
  - Sept. · Oct. · Nov. · Dec.
  - Undated · Ongoing ·
  - World population
- Births
- Deaths · Fields Medalists
- Nobel Prizes
- See also · Notes · External links

**1970 by topic:**

**Subject:** Archaeology - Architecture - Art

Aviation - Film - **Home video** - Literature (Poetry)

Meteorology - Music (Country, Metal)

Rail transport - Radio - Science - Spaceflight

Sports - Television - **Video gaming**

**Countries:** Australia - Canada - **Ecuador** - India - Ireland - Malaysia - New Zealand - Norway - Pakistan - Singapore - South Africa - **Soviet Union** - UK - **United States** - Zimbabwe

**Leaders:** Sovereign states - State leaders

Religious leaders - Law

**Categories:** Births - Deaths - Works - Introductions

Establishments - Disestablishments - Awards

v · d · e

**navigation**

- Main page
- Contents
- Featured content
- Current events
- Random article

**search**

Go Search

**interaction**

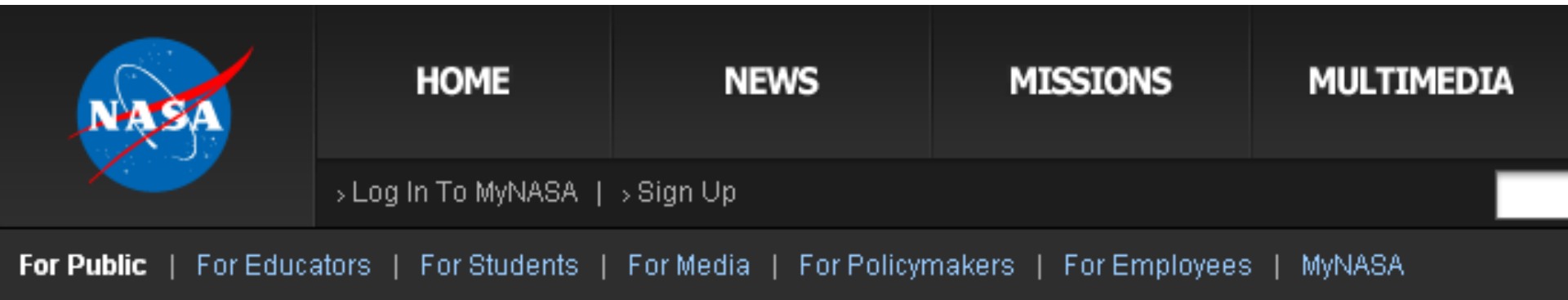
- About Wikipedia
- Community portal
- Recent changes
- Contact Wikipedia
- Donate to Wikipedia
- Help

**toolbox**

- What links here
- Related changes
- Upload file
- Special pages


# Segmentation by target audience


- Different information for different audiences





# Spatial/relational/geographical

 Global


[Site Map](#)   Search

Corporate Info

Investor Relations

Environmental Activities

News / Press Releases




Worldwide Sites

Products

Support  
< Drivers / Downloads >

Environmental Activities



Americas


Europe / Africa / Middle East

Japan

Asia

Oceania

News / Press Releases

RSS 

February 26, 2009

[Regarding the appellate court judgment in Canon employee invention lawsuit](#)

February 12, 2009

[Canon returns to Milano Salone global design festival with interactive digital imaging technology display](#)

January 28, 2009

[Canon releases results for FY 2008](#)

> [more](#)

Notices

February 27, 2008

[To Owners of the Optional Interface Cables for EOS-1D Series Digital SLR Cameras and the Cover for Motor Drive Coupler for EOS-1 Series SLR Cameras](#)

March 07, 2007

[Product Advisory Statement](#)




January 18, 2007

[Product Advisory Statement](#)

September 22, 2006

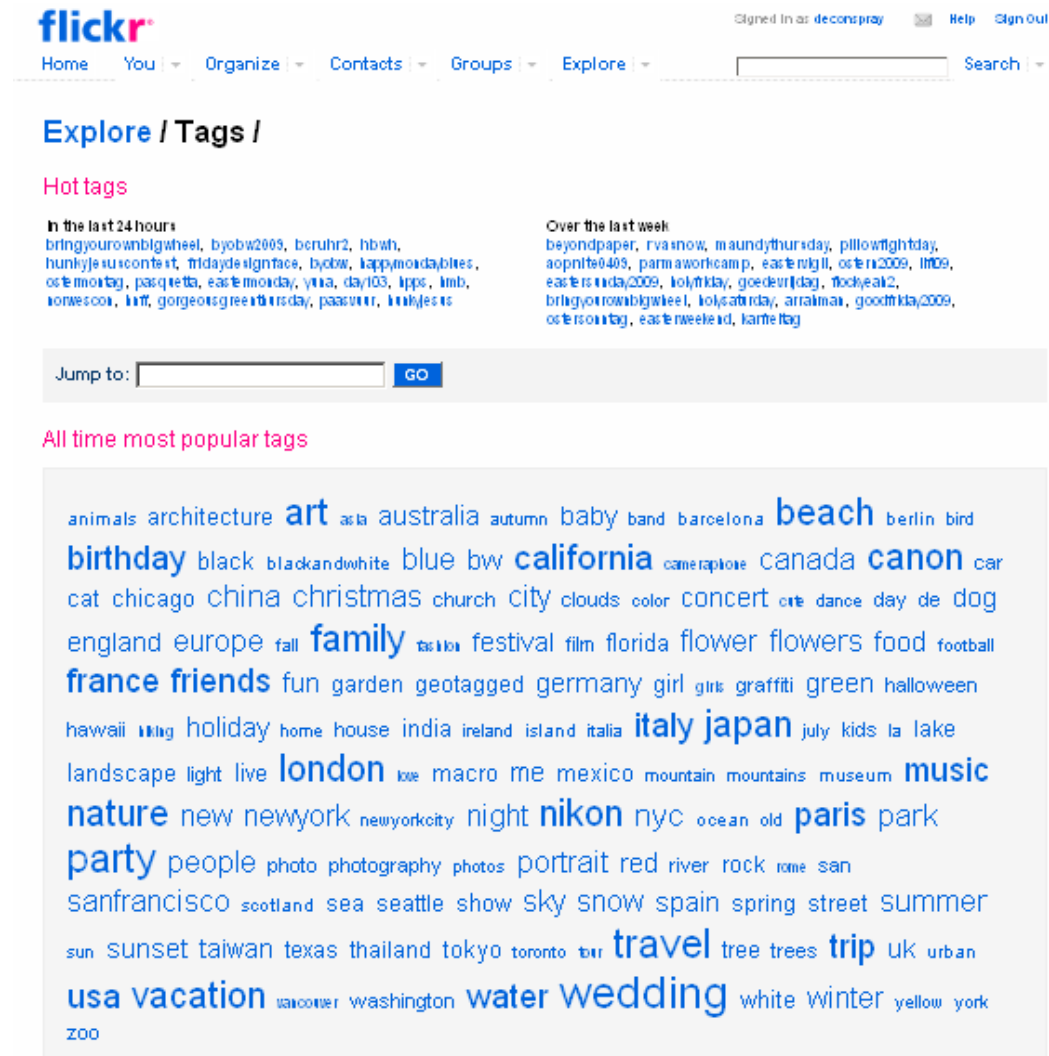
[Product Advisory Statement](#)

> [more](#)



# Social/classified by users

- Tag Clouds
  - Keywords/label by users
  - Size denotes popularity



The screenshot shows the Flickr 'Explore / Tags' page. At the top, the Flickr logo is on the left, and 'Signed in as deconspay' with 'Help' and 'Sign Out' links is on the right. Below the logo is a navigation bar with links: Home, You, Organize, Contacts, Groups, Explore, and a search bar. The main heading is 'Explore / Tags /'. Below this, there are two sections for 'Hot tags'. The first section, 'In the last 24 hours', lists tags like bringyourownbigwheel, byobw2009, beruhr2, hbwh, hunkylexuscontest, fridaydesignface, byobw, happymoidaybies, ostermontag, pasquette, eastermorday, yinka, day103, kpps, kimb, konescoo, knf, gorgeongreenfriday, paasvut, kinkylexus. The second section, 'Over the last week', lists tags like beyondpaper, rvaikow, maundythursday, pillowtightday, aopnife0405, parmaworkcamp, eastermild, osteria2009, lino9, eastermuday2009, kolythday, goodevntday, stockeal2, bringyourownbigwheel, kolyatnday, arrakman, goodmday2009, osterisoutag, easterweekend, karthe tag. Below these is a 'Jump to:' search bar with a 'GO' button. The bottom section is 'All time most popular tags', which contains a large tag cloud. The most prominent tags in the cloud are 'art', 'beach', 'california', 'family', 'london', 'nature', 'paris', 'travel', 'wedding', 'usa', and 'vacation'. Other visible tags include animals, architecture, asia, australia, autumn, baby, band, barcelona, berlin, bird, birthday, black, blackandwhite, blue, bw, camerapione, canada, canon, car, cat, chicago, china, christmas, church, city, clouds, color, concert, crie, dance, day, de, dog, england, europe, fall, festival, film, florida, flower, flowers, food, football, france, friends, fun, garden, geotagged, germany, girl, girls, graffiti, green, halloween, hawaii, hiking, holiday, home, house, india, ireland, island, italia, italy, japan, july, kids, la, lake, landscape, light, live, macro, me, mexico, mountain, mountains, museum, music, new, newyork, newyorkcity, night, nikon, nyc, ocean, old, park, party, people, photo, photography, photos, portrait, red, river, rock, rone, san, sanfrancisco, scotland, sea, seattle, show, sky, snow, spain, spring, street, summer, sun, sunset, taiwan, texas, thailand, tokyo, toronto, tree, trees, trip, uk, urban, water, white, winter, yellow, york, zoo.

# Labeling & identifiers

- Concentration on
  - Headings/Groupings
  - Navigation/links
  - Action elements (buttons)
- Should be user centric
  - What terms, labels, elements that are intuitive, persuasive

# Card Sorting

“Card sorting is a great, reliable, inexpensive method for finding patterns in how users would expect to find content or functionality”

— *boxesandarrows.com*

# Card Sorting

- Two Methods
  - **Open Card Sorting:** Individuals given content, no groups. Participants create the groupings, then place the content in the appropriate grouping.
  - **Closed Card Sorting:** Individual given content & groupings. Participants place the content in the pre-established groupings.

# Card Sorting

- **Pros**

- **Simple** – Card sorts are easy for the organizer and the participants.
- **Cheap** – Typically the cost is a stack of 3×5 index cards, sticky notes, a pen or printing labels, and your time.
- **Quick to execute** – You can perform several sorts in a short period of time, which provides you with a significant amount of data.
- **Established** – The technique has been used for over 10 years, by many designers.
- **Involves users** – Because the information structure suggested by a card sort is based on real user input, not the gut feeling or strong opinions of a designer, information architect, or key stakeholder, it should be easier to use.
- **Provides a good foundation** – It's not a silver bullet, but it does provide a good foundation for the structure of a site or product.

# Card Sorting

- Cons

- **Does not consider users' tasks** – Card sorting is an inherently content-centric technique. If used without considering users' tasks, it may lead to an information structure that is not usable when users are attempting real tasks. An information needs analysis or task analysis is necessary to ensure that the content being sorted meets user needs and that the resulting information structure allows users to achieve tasks.
- **Results may vary** – The card sort may provide fairly consistent results between participants, or may vary widely.
- **Analysis can be time consuming** – The sorting is quick, but the analysis of the data can be difficult and time consuming, particularly if there is little consistency between participants.
- **May capture “surface” characteristics only** – Participants may not consider what the content is about or how they would use it to complete a task and may just sort it by surface characteristics such as document types.

# It's Your Turn, Your Record Store





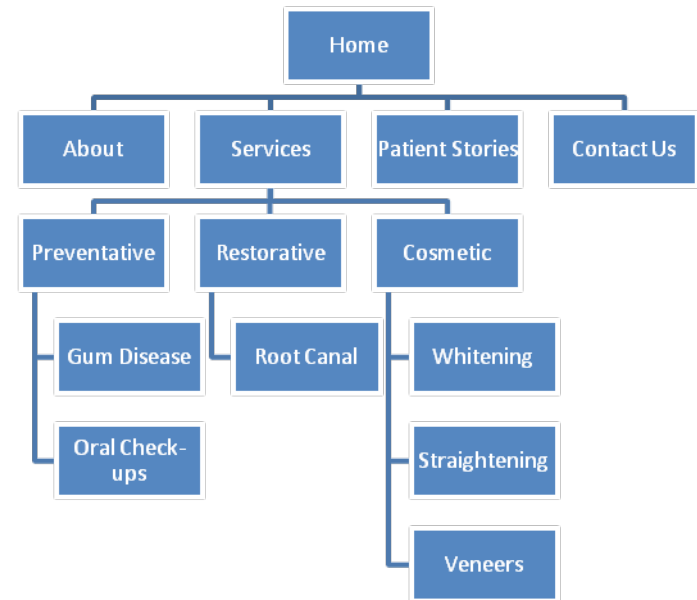
# Navigation

- Global / Local
  - Horizontal/Vertical Global Navigation Bar
  - Site-wide Tabs
  - Breadcrumbs
  - Sub/Sectional Menus
- Provides
  - Context
  - Current State
  - Current Location

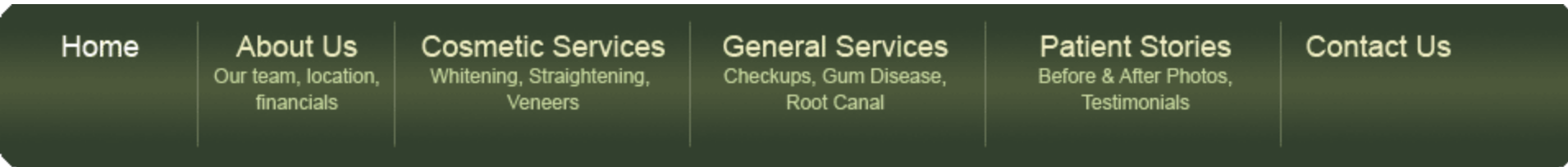
# IA & Navigation should support the goals



- 70% prospects for general dentistry services
- 30% prospects for cosmetic dentistry services
- Little cross-over from general to cosmetic; fear of cross/up-selling



# IA & Navigation should support the goals



The good, bad & ugly of  
navigation



# The Good



*home*

*about*

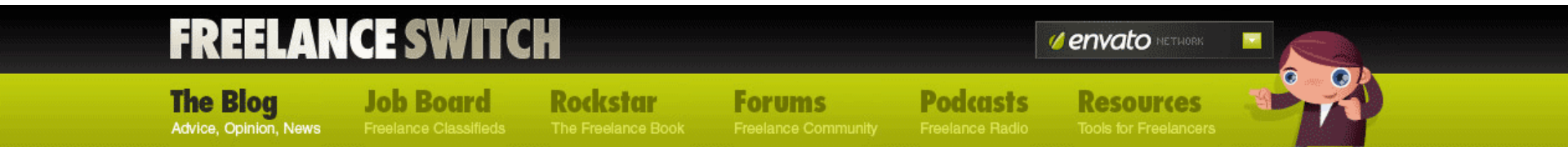
*services*

*gallery*

*contact*

- Know what page/section your're on
- Accented by color & icon

# The Good



- Provides
  - State – where am I now? (bold)
  - Further description of site section

# The Good



**JERSEY SUSHI**

FOR ASSISTANCE WITH ORDERS TELEPHONE

 01534 616858

**HOME**

WHO WE ARE

HEALTH BENEFITS

FAQs

SUSHI LOVE

MEALS

MENU

CONTACT

- Tab stand out, compared to other tabs

# The Good



- Clear, concise, intuitive menu items
- Provides access key codes for accessibility



# The Bad

- Two groups, but what are they?

Applications	▶
Industries Served	
Services	▶
Online Services	▶
Events	▶
Case Studies	
FAQs	
About Us	▶
Sustainability	▶
Investor Relations	▶
Corporate Governance	▶
News	
Nalco Locations	
Contact Us	
Careers	
Site Map	
Privacy Policy	

# The Bad

- Alphabetical?
- Grouped by Type?
- Long list with product types, with other non-product types
- Gift Certificates
- New Products
- Special Diets
- Shop by Brands

DEPARTMENTS
Gift Certificates
New Products
Specials/Discounts
Baked Goods
Baking/Cooking
Supplies
Baking Flour
Baking Mixes
Beverages
Broths - Soups -
Chilies
Cereals
Condiments
Cookies - Candies
Snacks
Crackers - Chips
Health and Beauty
Packaged Meals
Pasta
Salad Dressings
Sauces - Gravy/Mixes
Special Diets
Shop By Brand

# The Bad

## Who's Cooking

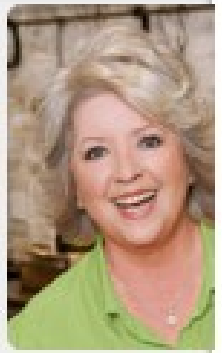


- [Most Popular Recipes](#)
- [All About Michael](#)

### Michael's Shows

- [Iron Chef America](#)

Michael Symon



A



Z

# The Downright Ugly

Chipotle (default)



**CLICK. PICK. PAY. DEVOUR.**

ORDER AND PAY ONLINE \* SAVE YOUR FAVORITES FOR NEXT TIME \* MAKE GROUP ORDERS WITH EASE

THE FASTEST WAY TO SATISFY YOUR CRAVING. **ORDER NOW**

**FIND A CHIPOTLE**

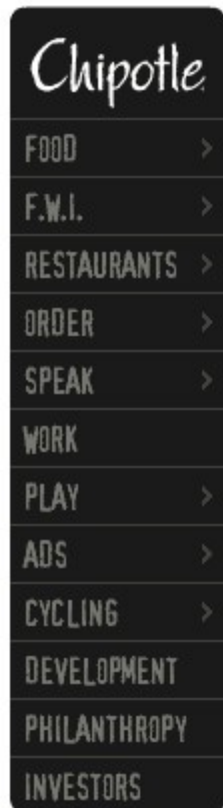
City	State	Zip Code
<input type="text"/>	<input type="text"/>	<input type="text"/>

**SUBMIT**

[on Español](#) [Privacy Policy](#)

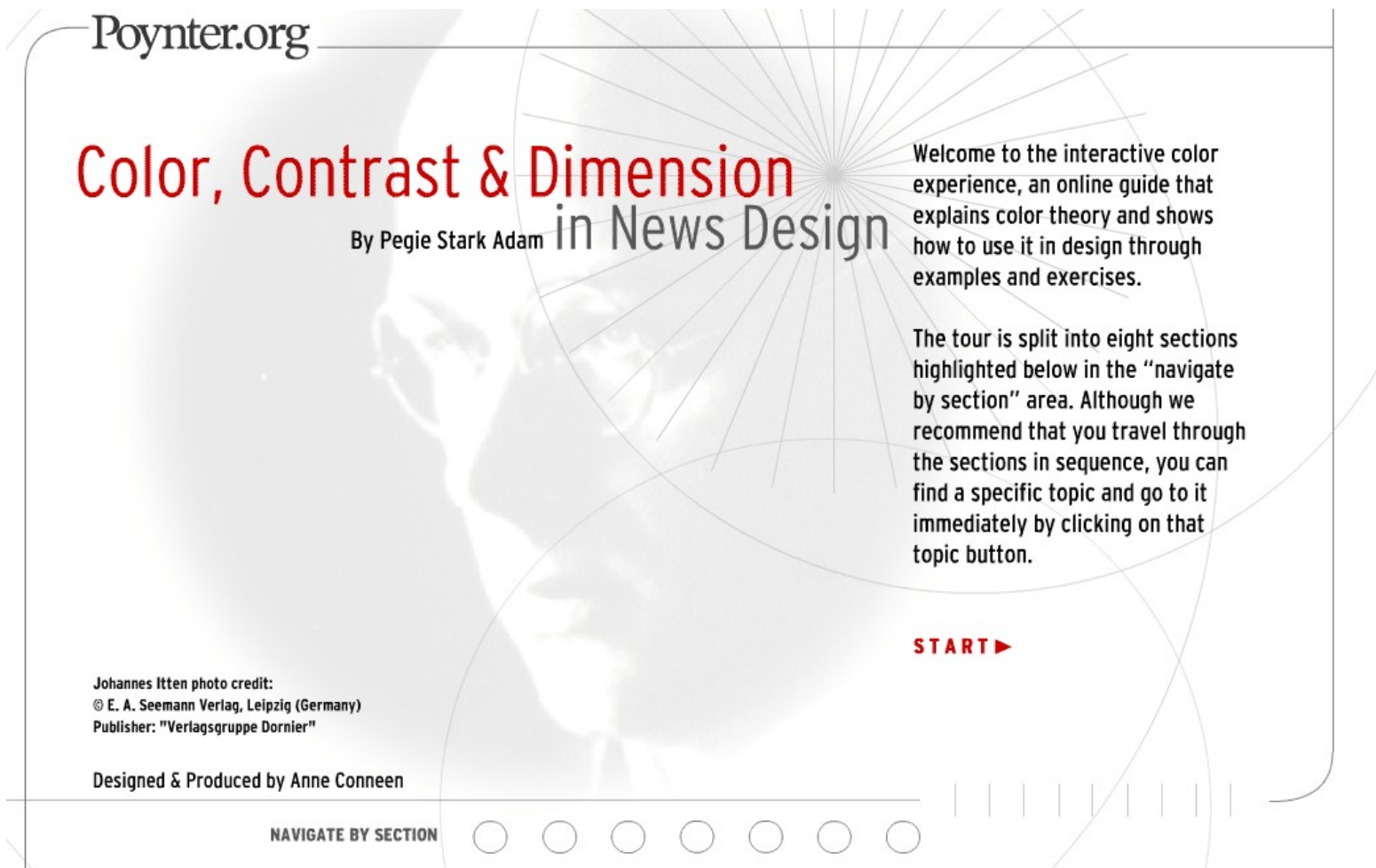
# The Downright Ugly

Chipotle (when you mouse over the logo)



# The Downright Ugly

## Poynter.org (Where's the nav?)



# The Downright Ugly

Poynter.org (Oh, there it is (if I'm lucky))

Poynter.org

## Color, Contrast & Dimension in News Design

By Pegie Stark Adam

Welcome to the interactive color experience, an online guide that explains color theory and shows how to use it in design through examples and exercises.

The tour is split into eight sections highlighted below in the "navigate by section" area. Although we recommend that you travel through the sections in sequence, you can find a specific topic and go to it immediately by clicking on that topic button.

**START ►**

Johannes Itten photo credit:  
© E. A. Seemann Verlag, Leipzig (Germany)  
Publisher: "Verlagsgruppe Dornier"

Designed & Produced by Anne Conneen

NAVIGATE BY SECTION



THE POWER OF COLOR



# Links

- Links should hyperlink to resources that meet the site visitor's expectations.
- Link labels should be short, concise & intuitive
- Graphical links must use alt tags for usability when graphics not loaded/accessible
- Links should be presented differently than other text (i.e. color, underline, etc.)
- Long lists should be broken into groups or chunks for easier scanning



# Links

## Before

Apples  
Canned Peas  
Catfish  
Chicken Legs  
English Muffins  
Garlic  
Ground Beef  
Milk  
Oranges  
Peaches  
Potato Chips  
Tea

## After

Produce	Grocery
Apples	Canned Peas
Oranges	English Muffins
Garlic	Potato Chips
Peaches	
Meat	Beverages
Catfish	Milk
Chicken Legs	Tea
Ground Beef	

# In-Line Links

- Links embedded in body text
- Was the rage in 1994.
- Great for research content.
- Bad for business
- Use wisely.

*Citrus* is a common term and [genus](#) of [flowering plants](#) in the family [Rutaceae](#), originating in tropical and subtropical southeast regions of the world. The Latin word *citrus* was borrowed from [ancient Greek](#) *kedros* "cedar, juniper" probably through [Etruscan](#). The Romans applied the word to several different trees with fragrant foliage or wood (compare the completely unrelated [cedars](#))<sup>[1]</sup>. The [taxonomy](#) and [systematics](#) of the genus are complex and the precise number of natural [species](#) is unclear, as many of the named species are [clonally](#) propagated [hybrids](#), and there is genetic evidence that even some wild, true-breeding species are of hybrid origin<sup>[2]</sup>. Cultivated *Citrus* may be derived from as few as four ancestral species. Natural and cultivated origin hybrids include commercially important [fruit](#) such as the [oranges](#), [grapefruit](#), [lemons](#), some [limes](#), and some [tangerines](#).

# Action elements

- Web page elements that do something.
  - Buttons
- Provide benefit to site visitor
- Make sure that
  - They stand out, contrasting, prominence compared to other content
  - They tell the site visitor what to do.
  - They tell the site visitor what will happen if they act.

# Action Elements

- Task should be intuitive as well.
- What does the Go button do (below)?  
...and where does it go?
- What does the Search button do (below)?



search

# Action elements

Average/Poor/Bad



Effective/Great

#1) *Bright Teeth Whitening*



**Bright Teeth Whitening** is my top choice. It's like a professional quality dental whitening treatment without an expensive trip to the dentist. The system comes with a really easy to use whitening tray that I had to wear over my teeth for only 15 to 30 minutes per day until my teeth reached my desired level of whitening. Using this product I was able to whiten my teeth by 8 shades. I was also very impressed with how long the results lasted before I needed to start another treatment. They are currently offering a [risk-free trial](#) so you can test the product out for yourself and see how many shades whiter your teeth get before you decide to buy.

- \* Whitening up to 8 Shades or More Guaranteed
- \* Includes Custom-Fitted Mouth Trays
- \* Same System Used by Dentists for \$600
- \* Free 14 Day Trial - \$6.99 S&H

[> Get Trial Offer <](#)

**ShamWow!** IT'S LIKE A CHAMOIS, A TOWEL, A SPONGE

Official ShamWow Website Works Wet or Dry

**EASILY REMOVES COLA, WINE, COFFEE AND PET STAINS**

OPTIONAL \$10 Cash Back BONUS

**ORDER NOW**

AS SEEN ON TV

**DEAL-RAMA**

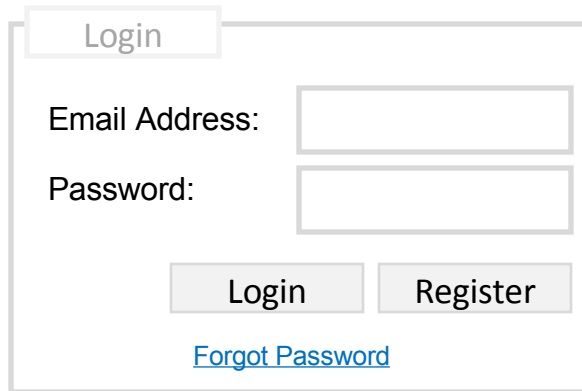
Check out our best offers!

[Learn more](#)

1 2 3 4 5

# The ROI?

## Before



Before UI design: A login form with a 'Login' tab, 'Email Address:' and 'Password:' labels, input fields, 'Login' and 'Register' buttons, and a 'Forgot Password' link.

Login

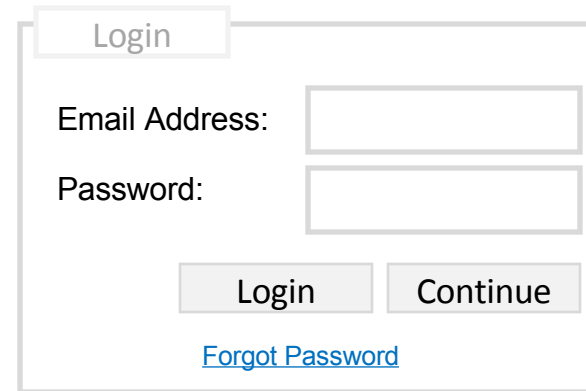
Email Address:

Password:

Login Register

[Forgot Password](#)

## After



After UI design: A login form with a 'Login' tab, 'Email Address:' and 'Password:' labels, input fields, 'Login' and 'Continue' buttons, and a 'Forgot Password' link.

Login

Email Address:

Password:

Login Continue

[Forgot Password](#)

Return on investment: **\$300,000,000**

# IA Review Checklist - Process

- Site organization tested with users
- Clients have reviewed the architecture for completeness and appropriateness
- The site organization has been finalized and documented.
- A site maintenance plan is documented.
- All content has been acquired or planned for.
- Site logs and search logs have been reviewed for possible refinements.

# IA Review Checklist - Coverage

- No relevant content is missing.
- No unnecessary pages can be removed.
- The site has all necessary pieces, e.g.,
  - Home
  - About / Introduction / Overview
  - Contact / Feedback Forms
  - Site Map / Site Index / Table of Contents
  - Help/Frequently Asked Questions
  - Search
  - Error Pages
  - Privacy Policy / Copyright Policy



# IA Review Checklist - Tasks

- All important tasks and user types are supported
- Common tasks flow along a natural and short sequence of pages
- Important tasks are achievable in one section of the site, or appropriately cross-linked

# IA Review Checklist - Organization

- The site is relatively broad and shallow.
- Categories are placed at the right depth. Based on importance, no categories need to be promoted or demoted.
- Important options come first.
- Related options are grouped.
- The organization is flexible. Sections can be added and deleted without major reorganization.

# IA Review Checklist - Categories

- Categories divide up the space sensibly
- Each category has comprehensive coverage
- All topics are in the correct category

# IA Review Checklist - Orientation and Labeling

- Pages are clearly identified and explained, with clear page titles and good descriptions.
- Landmark pages are sufficiently distinct.
- Labels are clear, meaningful, and appropriate to their target content.
- Labels are consistent in specificity, tone, and usage.
- Link labels provide the scent of all subcategories.
- Scope notes are provided when useful.
- Users can gauge their progress through the information.

# IA Review Checklist - Links

- The link to the home page is explicitly indicated.
- External links are chosen with restraint, appropriate, and regularly maintained.
- Page links are minimal and clearly labeled.
- There are no dead-end pages-those without any outgoing links.

# IA Review Checklist - Navigation

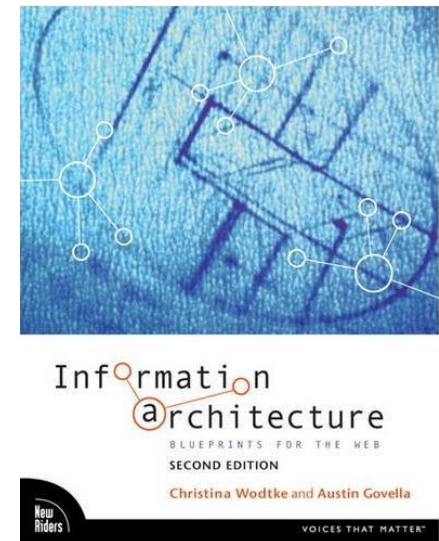
- The navbar indicates where the user is currently located.
- The user can see how the current page is positioned within the whole site.
- The hierarchy is clear. The user can determine which options are at the top level versus a sublevel.
- Text navigation is provided for users who are not viewing images.
- Navigation is at the top and the bottom of long pages.
- The user can quickly review all options without scrolling or rolling over the options.

# IA Review Checklist - Search

- Users can choose to either browse or search (though search may not be needed on small or very well structured sites).
- The scope of the search is clear.
- Search tips are provided, especially after too few or too many results are found.
- Search results indicate the number of matches and the total records or documents.
- Search results are comprehensive, precise, and relevant.
- Search results are ordered usefully.
- Search results provide the context and/or description of each match.
- Search results are categorized when there are a large number of matches.
- The search query is repeated in the results, and users can easily refine searches.
- Common queries produce good results.
- The search is robust with regard to misspellings, alternate spellings, synonyms, plurality, and prefixes and suffixes.

# Resources

- Books
  - Information Architecture for the World Wide Web – *Rosenfeld & Morville*
  - Information Architecture – Blueprint for the Web – *Christina Wodtke*





# Resources (cont.)

- Online
  - **Information Architecture Defined -**  
<http://www.sitepoint.com/article/architecture-defined/>
  - **BoxesandArrows.com**
  - **Card sorting: a definitive guide -**  
[http://www.bboxesandarrows.com/view/card\\_sorting\\_a\\_definitive\\_guide](http://www.bboxesandarrows.com/view/card_sorting_a_definitive_guide)
  - **The \$300 Million Button**  
[http://www.uie.com/articles/three\\_hund\\_million\\_button](http://www.uie.com/articles/three_hund_million_button)

# Questions?

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