

R4: Information Architecture

Information architecture is the process of organizing data in an digital platform. It is very similar to how a librarian organizing books inside a library, but instead of organizing books, the UX designer organizes the data and elements given to him/her inside the digital platform. Information architecture is the in depth study of organizing and labelling websites, webpages and software's. It aims to itself into the eyes of the persona or the users of the site and how they will be able to easily navigate it. With information architecture it would be possible to organize, label, search and navigate systems within websites and digital spaces.

Information architecture is certainly weird for me, especially the fact that how deep it is. Same with how are subject at first view seems to be just lesson in some aspects, I never viewed information architecture and the lessons that goes along with it to be really that deep or that relevant in the working field. It is certainly amusing and interesting how a UX designer or people who work with information architecture put so much thought on how a information should be organized, labeled and processed into a digital space.