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BSCS – SS191

R4 - Information Architecture

The most valuable resource people have is time. With the least amount of effort, we live in a world where people try to find a solution to their problems. If the information finding process is too complex or too slow, there is a possibility that individuals will simply abandon it. And it's more difficult to get them back when people leave an app or a website. We all know how important it is to create content that will be useful to consumers, but what is equally important is to make it easier to find that content.

Information architecture is all about arranging data in a simple and logical way. Such an organization has a specific aim of helping users access complicated data sets. It is the development of the system for a website, app, or other product that helps users understand where they are in relation to their current role and where the information they want is. Bad Information Architecture is like a puzzle, requiring users to gather scattered pieces all over the place to find the information they need. There is a big chance that consumers would leave a product if customers cannot find what they are looking for right from the start. Moreover, Although IA is not really visible to end users, it presents a design backbone. Based on information architecture, navigation and visual design are developed and the basis for efficient design is information architecture. Without adequate IA, even the most potent UI design can easily fail.

Content must be viewed with a lifecycle. An architect should start every project by defining the kinds of content that will be present. When explaining the content of the categories, provide examples of content. For example, each category is represented when browsing categories on eBay with an image of a product that falls into that category. This makes the category easy for users to identify. Having a simple information architecture that allows users to complete their tasks quickly ensures that they can find a more functional product. Strong IA allows a user not only to find their way around, but to concentrate on their tasks. Assume that the content will expand on the website. Only a small fraction of what you will have on the coming days might be the amount of content you have on a site today.