The UX Process: Information Architecture

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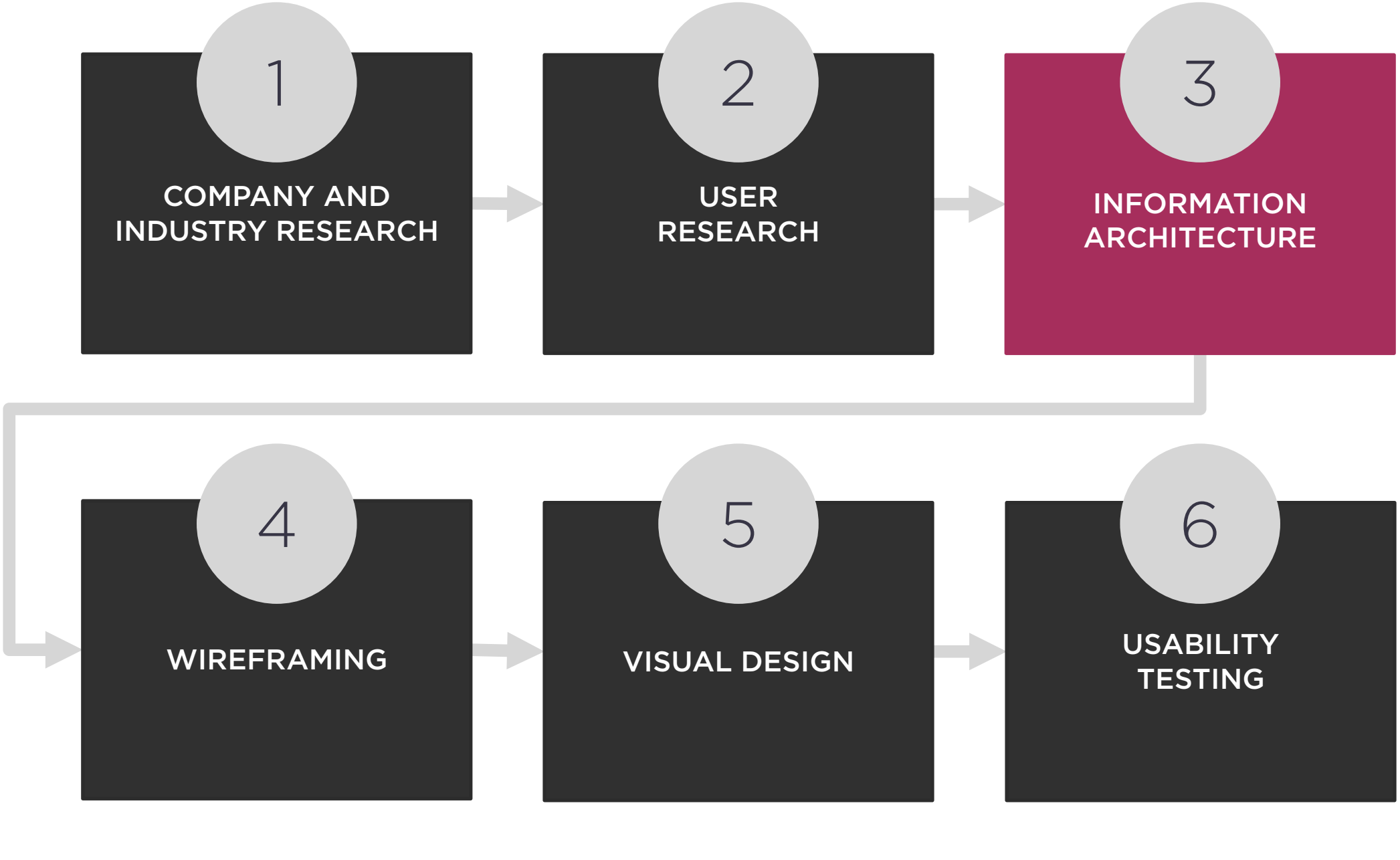
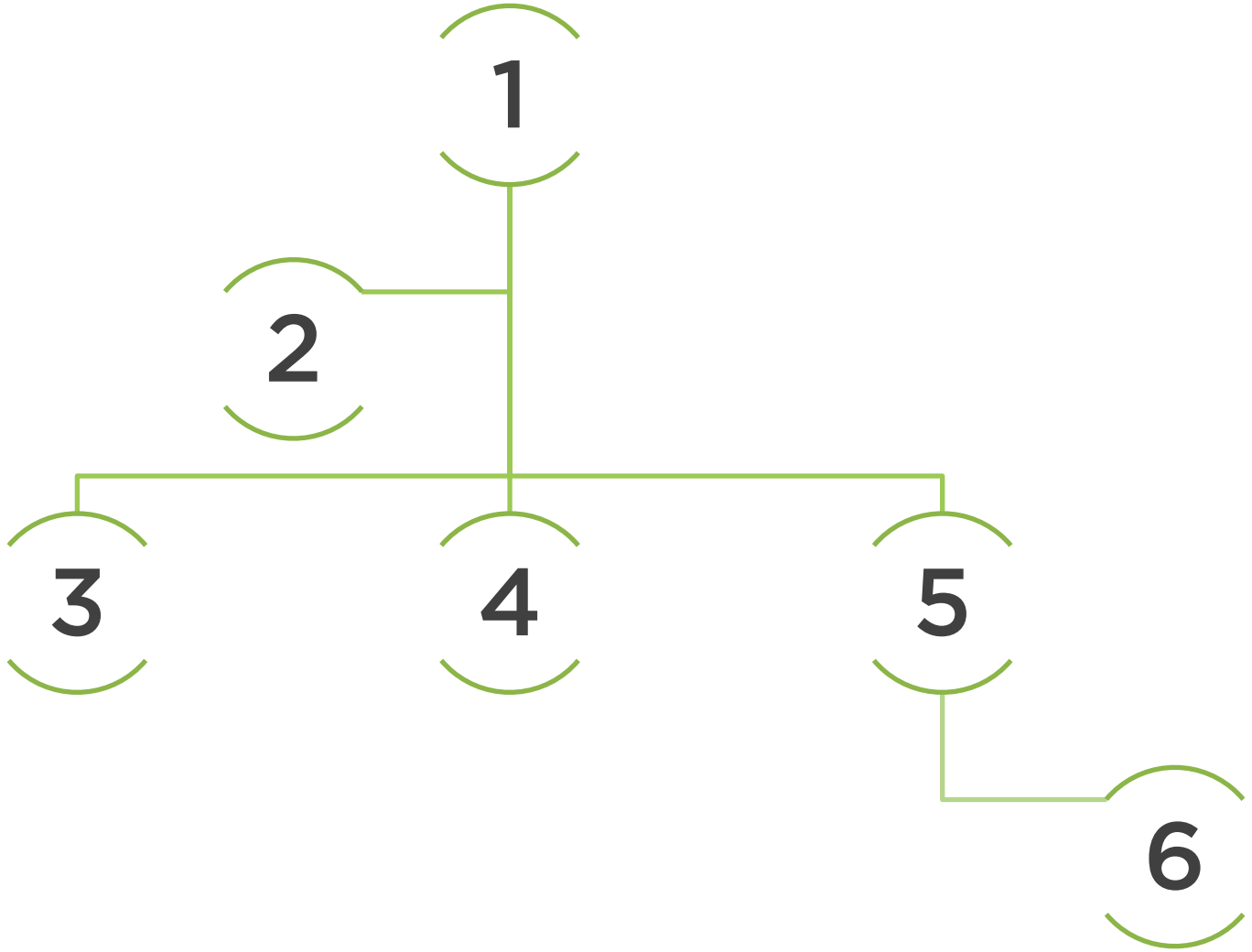

1
COMPANY AND INDUSTRY RESEARCH
2
USER RESEARCH
3
INFORMATION ARCHITECTURE
4
WIREFRAMING
5
VISUAL DESIGN
6
USABILITY TESTING

Information Architecture

The structural design of shared information environments; the art and science of organizing and labeling websites, intranets, online communities and software to support usability and findability.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Five Activities of Defining Information Architecture

#1 INVENTORY ALL CONTENT

Coffee	Bakery	Tea
Nutritional Information	About Us	Store Locations
Frozen Drinks	Desserts	Merchandise
Support	Gift Cards	Investor Relations

#1 INVENTORY ALL CONTENT

#2 CONDUCT A CONTENT AUDIT

Analyze the existing content and ask:

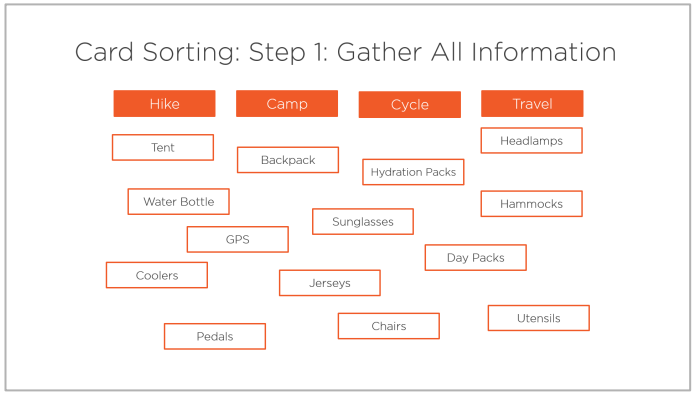
- Can we remove or consolidate?
- What content is good and working well?
- What is missing?

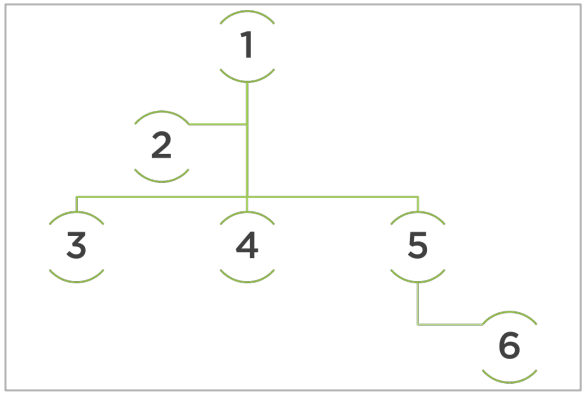
#1 INVENTORY ALL CONTENT

#2 CONDUCT A CONTENT AUDIT

#3 DESIGN THE NEW ARCHITECTURE

Using card sorting results, design the new architecture





#1 INVENTORY ALL CONTENT

#2 CONDUCT A CONTENT AUDIT

#3 DESIGN THE NEW ARCHITECTURE

#4 TEST THE NEW ARCHITECTURE WITH USERS

Ask users to try the new design to accomplish tasks

#1 INVENTORY ALL CONTENT

#2 CONDUCT A CONTENT AUDIT

#3 DESIGN THE NEW ARCHITECTURE

#4 TEST THE NEW ARCHITECTURE WITH USERS

#5 ITERATE

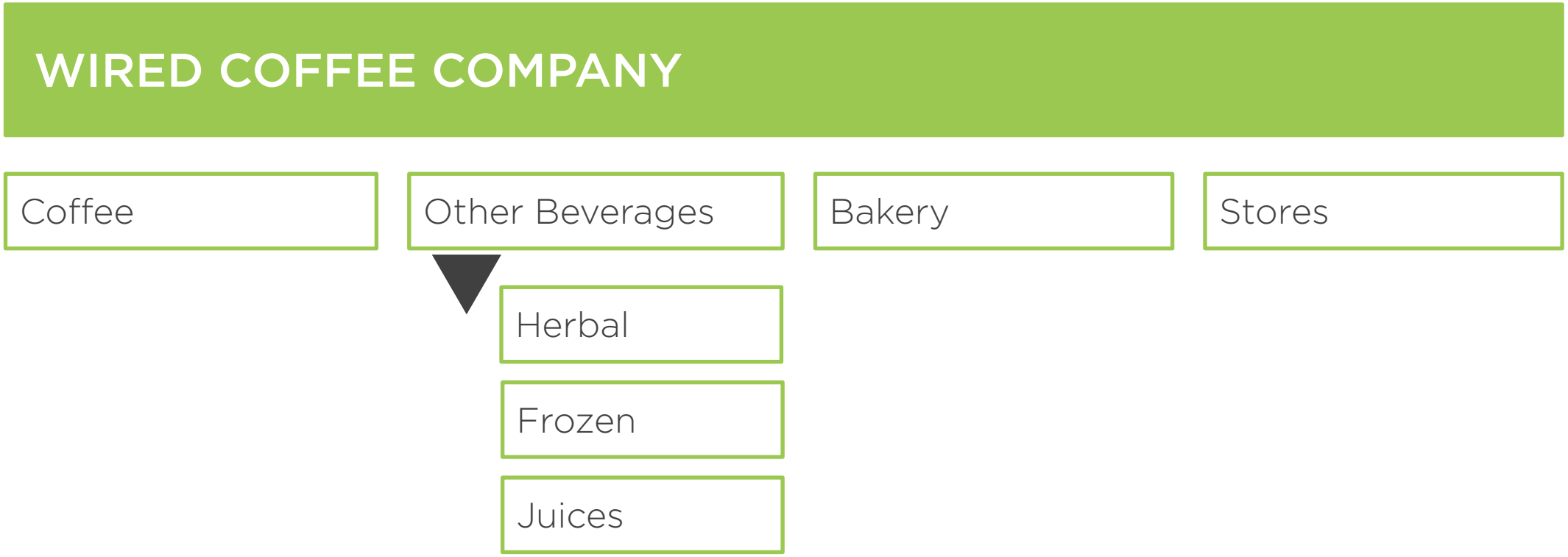
Incorporate user feedback into the design, then re-design and re-test

Let’s look at an example for Wired Brain Coffee.

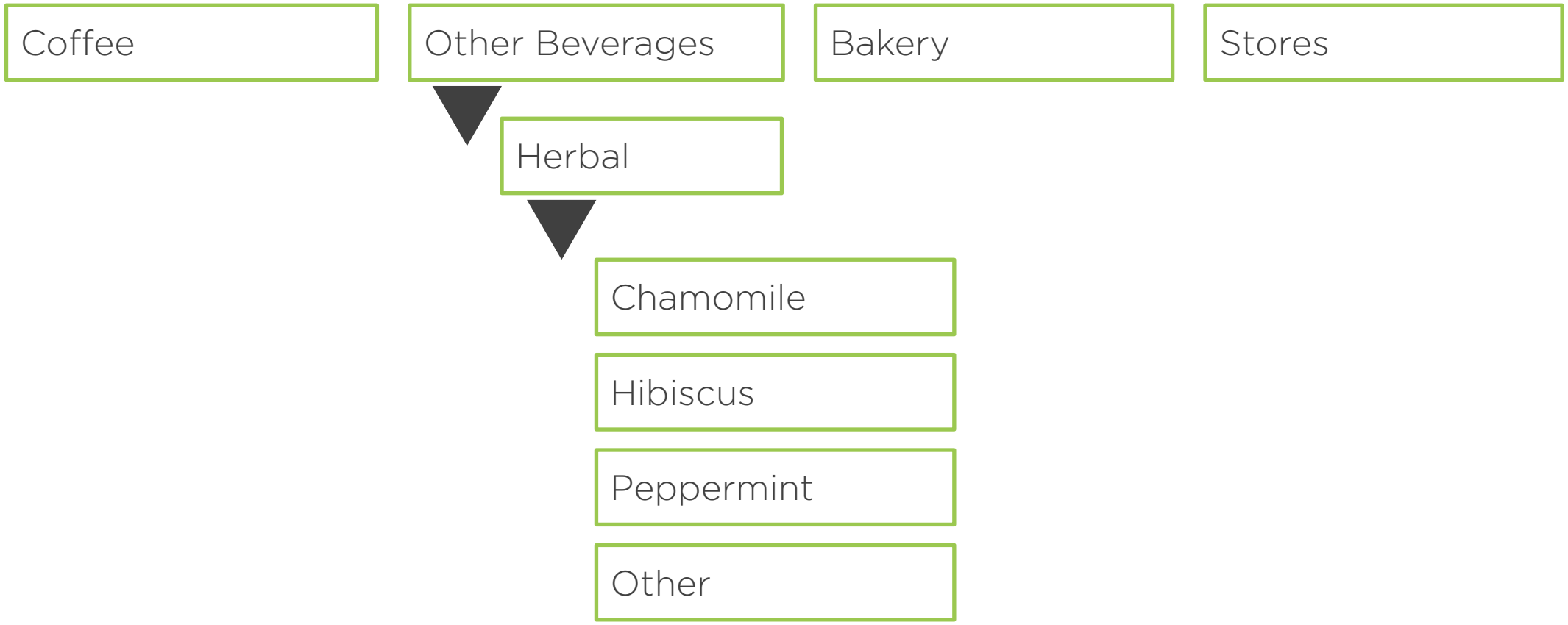
Let’s say Wired wants to increase their tea sales.

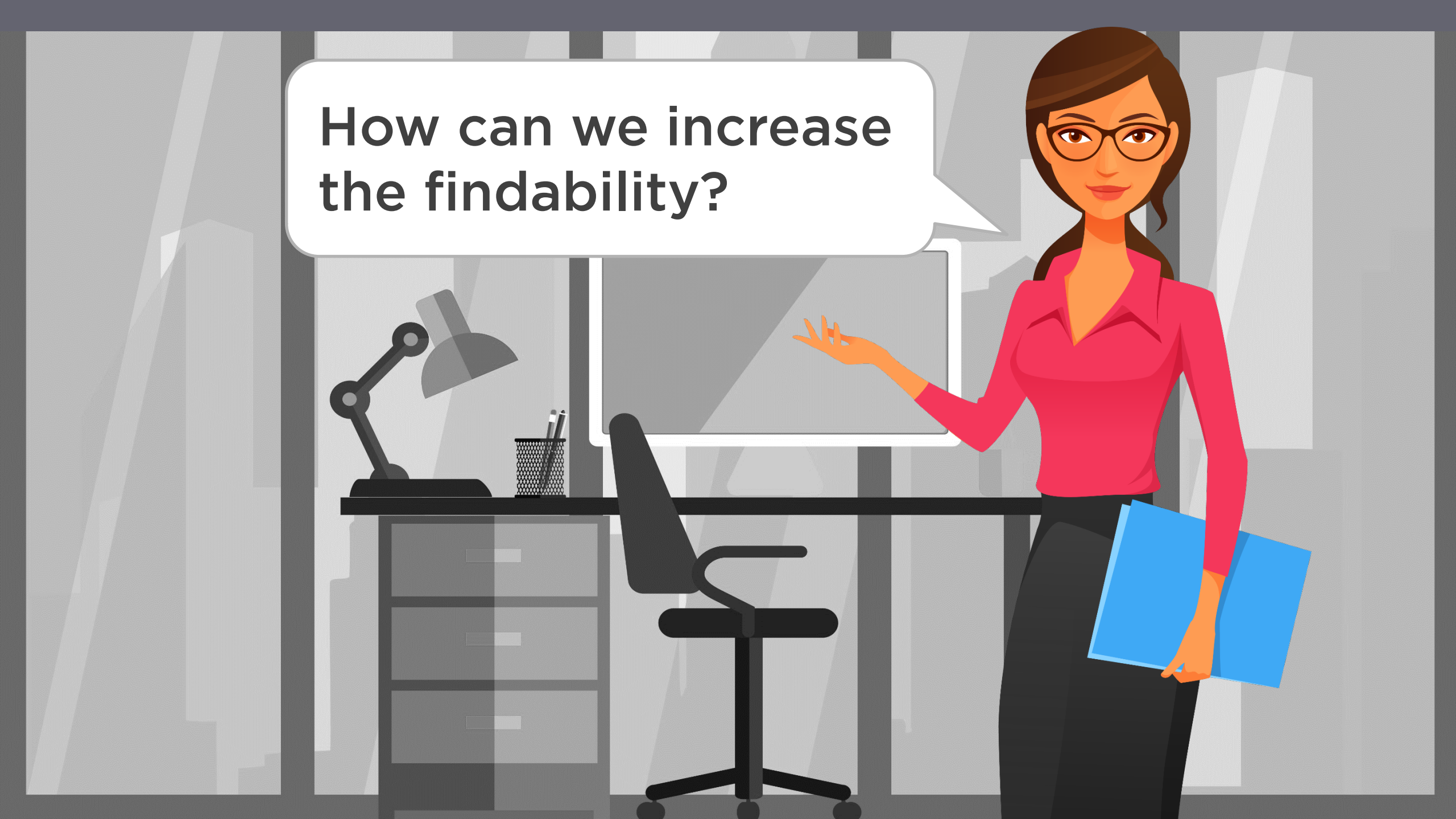
WIRED COFFEE COMPANY

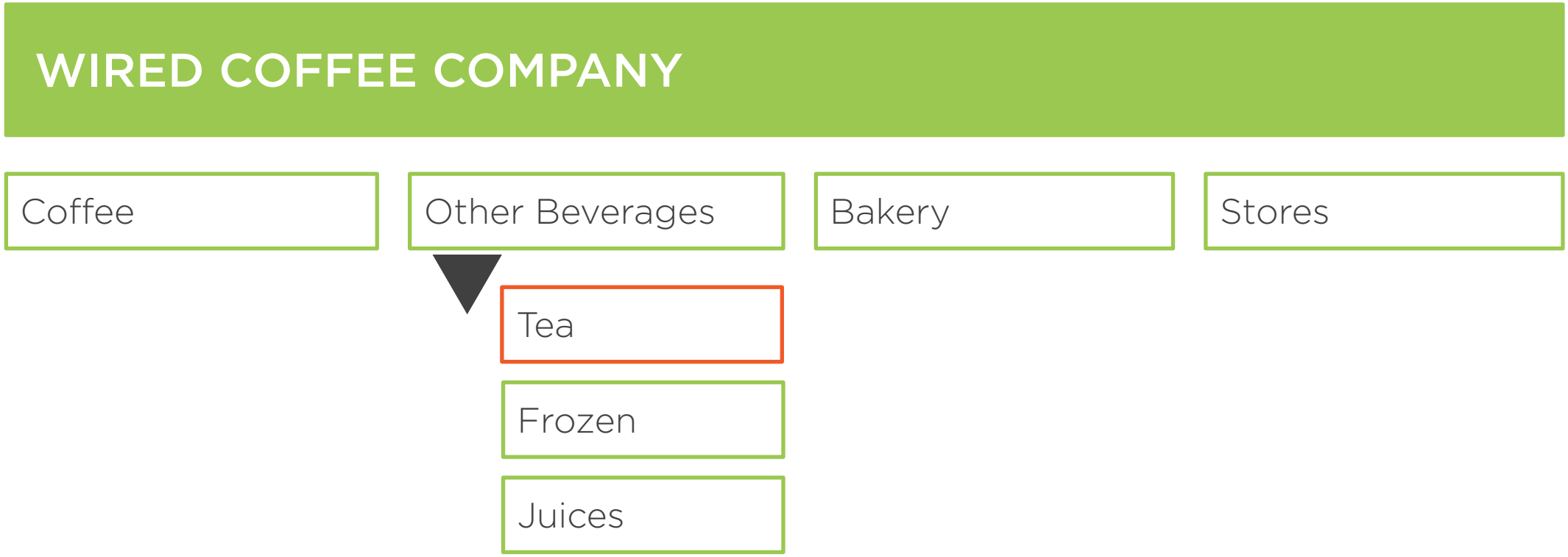
Coffee	Other Beverages	Bakery	Stores


WIRED COFFEE COMPANY
Coffee
Other Beverages
Bakery
Stores
Herbal
Frozen
Juices

WIRED COFFEE COMPANY




How can we increase the findability?


WIRED COFFEE COMPANY
Coffee
Other Beverages
Bakery
Stores
Tea
Frozen
Juices

Or even better...

WIRED COFFEE COMPANY

Coffee | Tea | Bakery | Stores

Summary

A solid information architecture helps with findability and understandability

Steps to defining an information architecture

- Inventory all content
- Conduct a content audit
- Design the new architecture
- Test with users
- Iterate

Coming up next...