



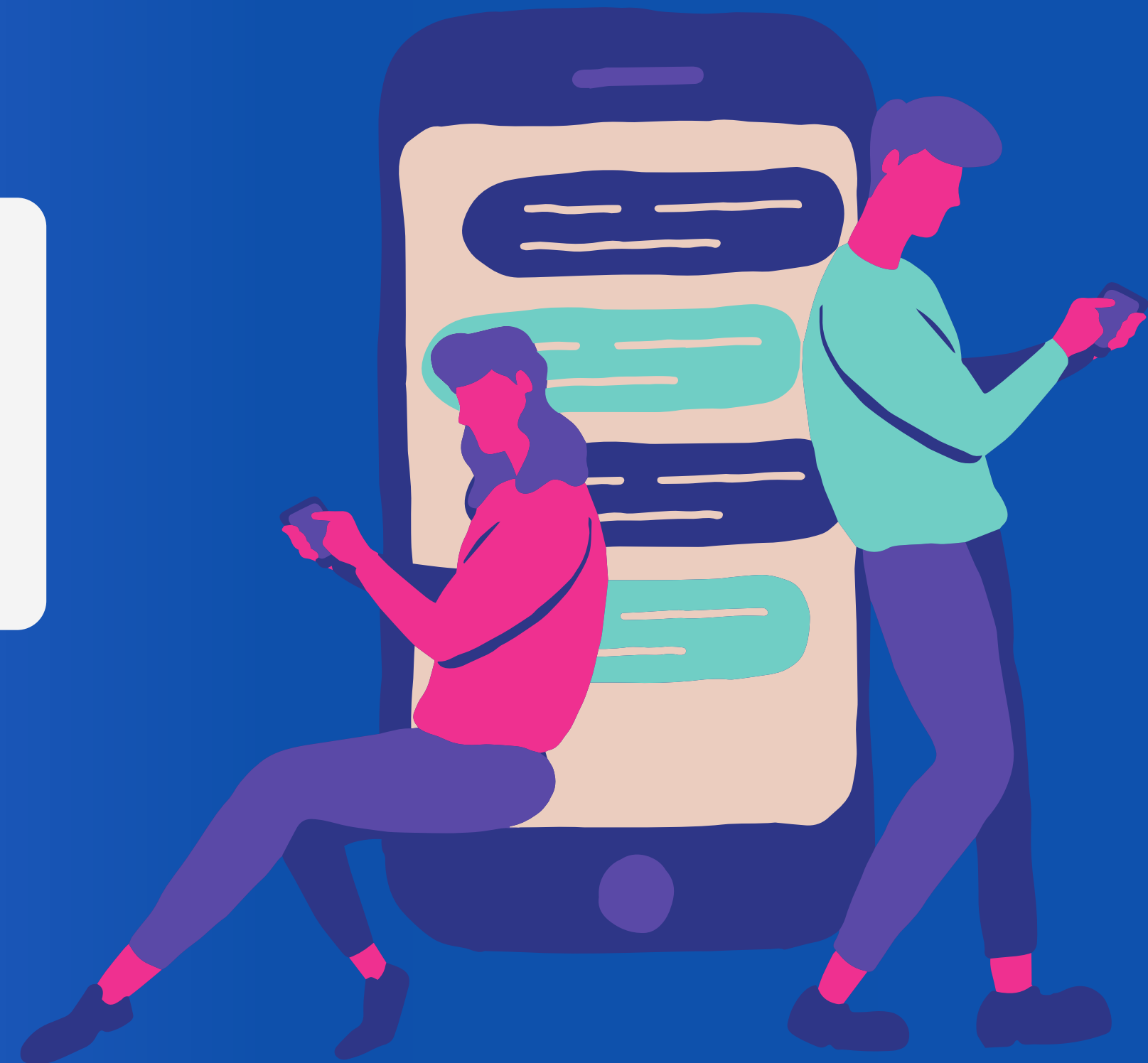
INFORMATION ARCHITECTURE

RESTING PANDA

What is Information Architecture



- Information architecture (IA) is a science of organizing and structuring content of the websites, web and mobile applications, and social media software.
- In short:
 - 1. What information should go where ?
 - 2. Which elements should be given priority ?



ELEMENTS

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graph TD; A[ELEMENTS] --> B[Organization System]; A --> C[Labelling system]; A --> D[Navigation system]; A --> E[Search system];
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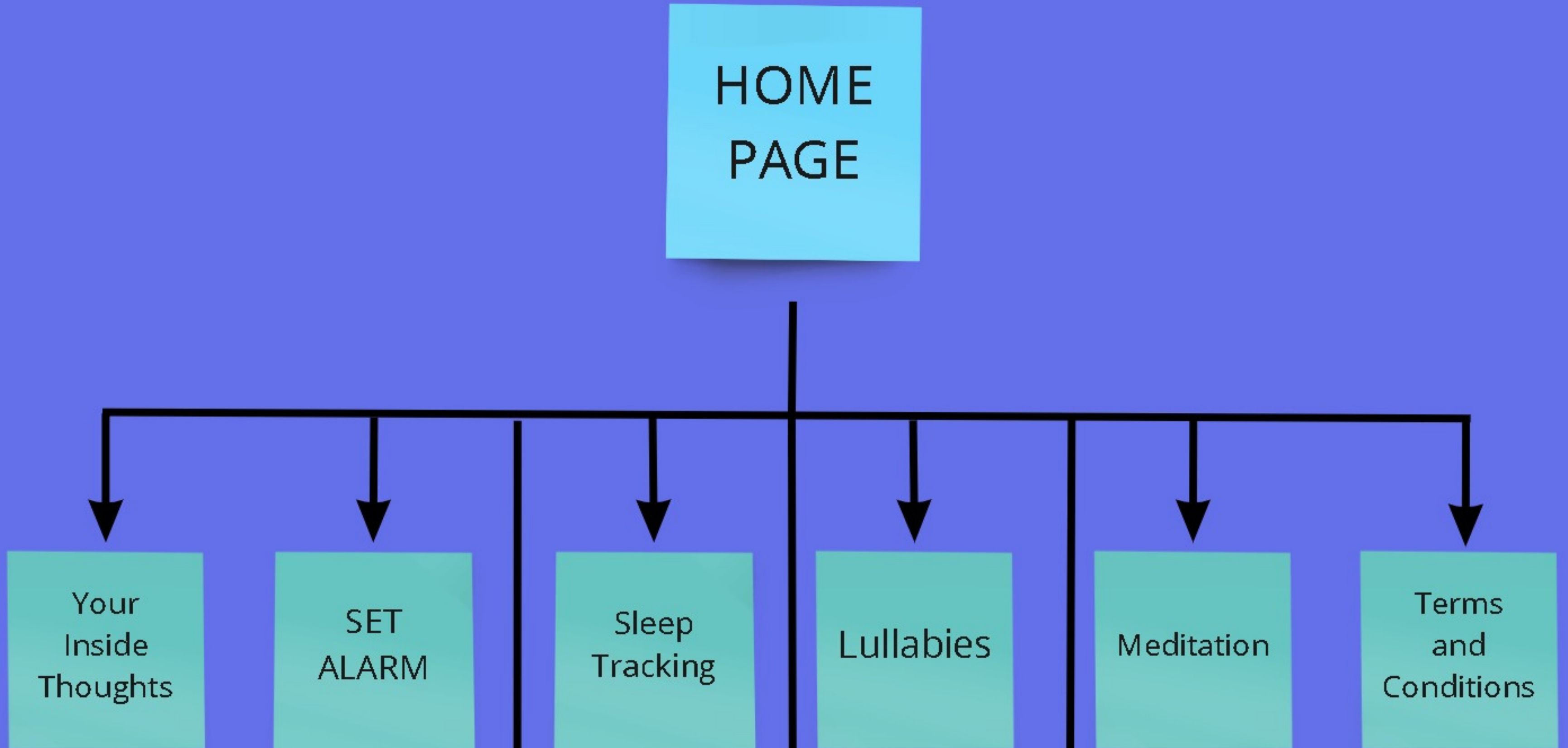
Organization
System

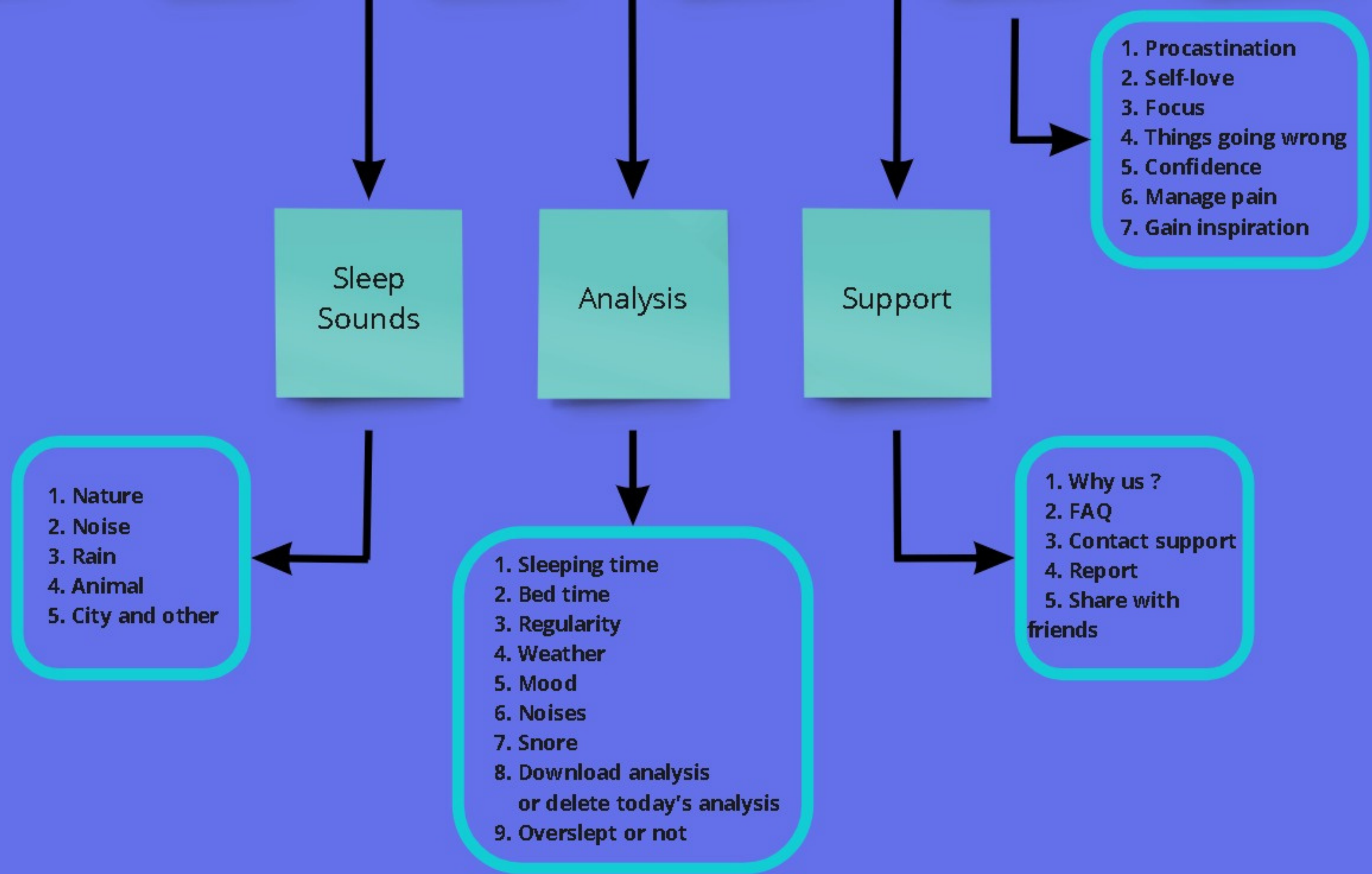
Labelling
system

Navigation
system

Search
system

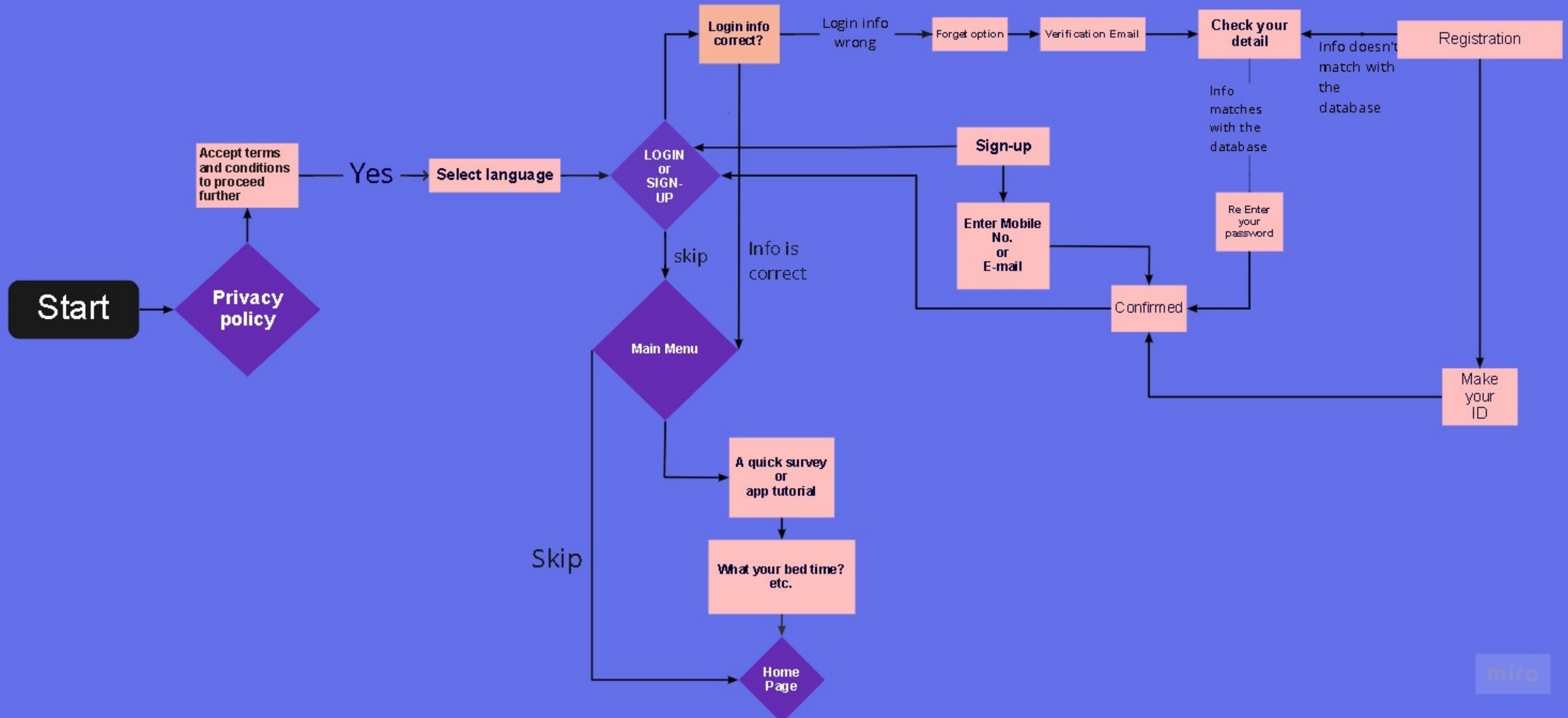
Broad and Shallow

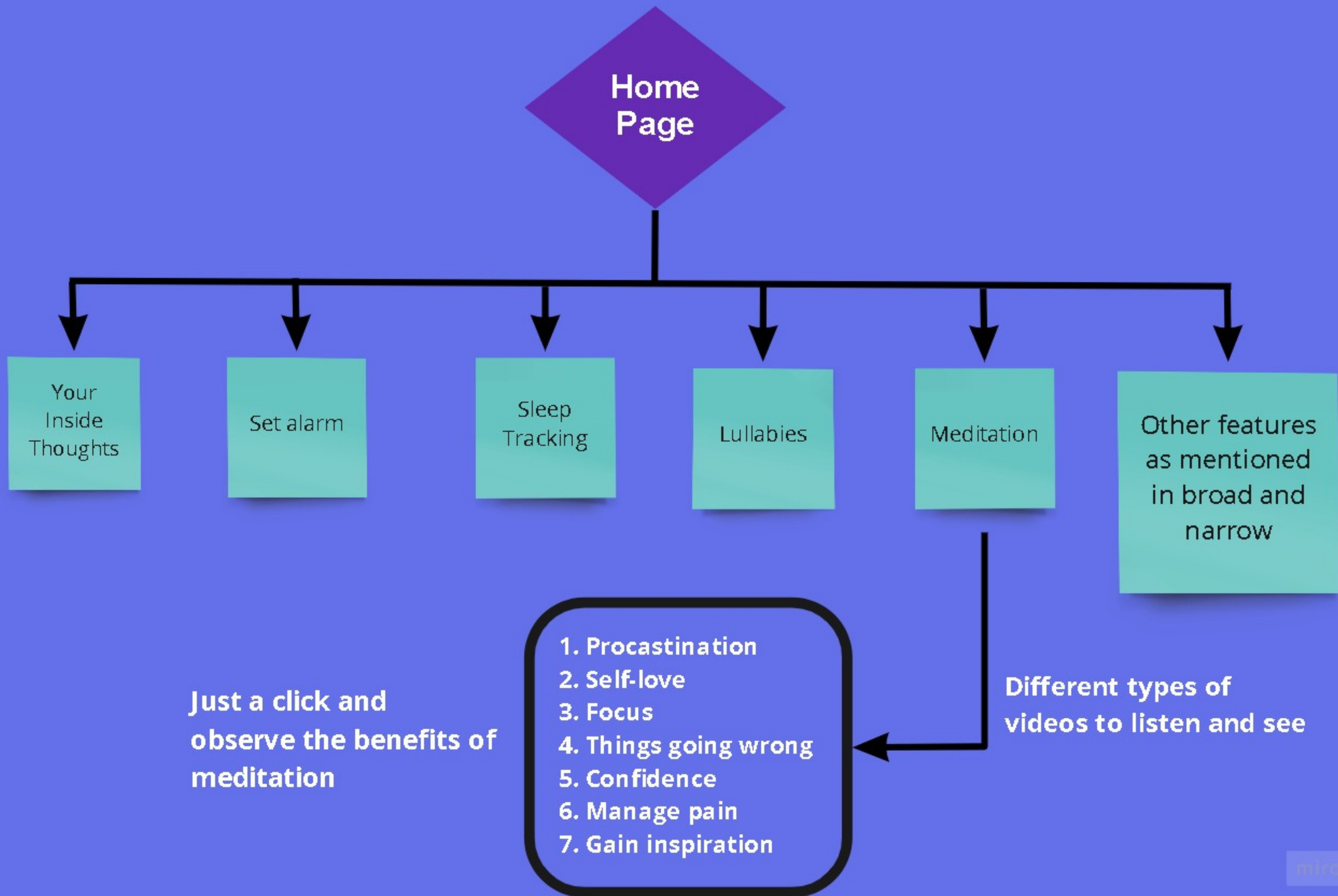




Narrow and Deep

A to B: User starts from opening app and end up completing his wish of meditation





Thank you