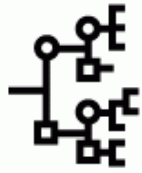# Information Architecture

by sorting out things like this:

CLASSIFICATION and HIERARCHY

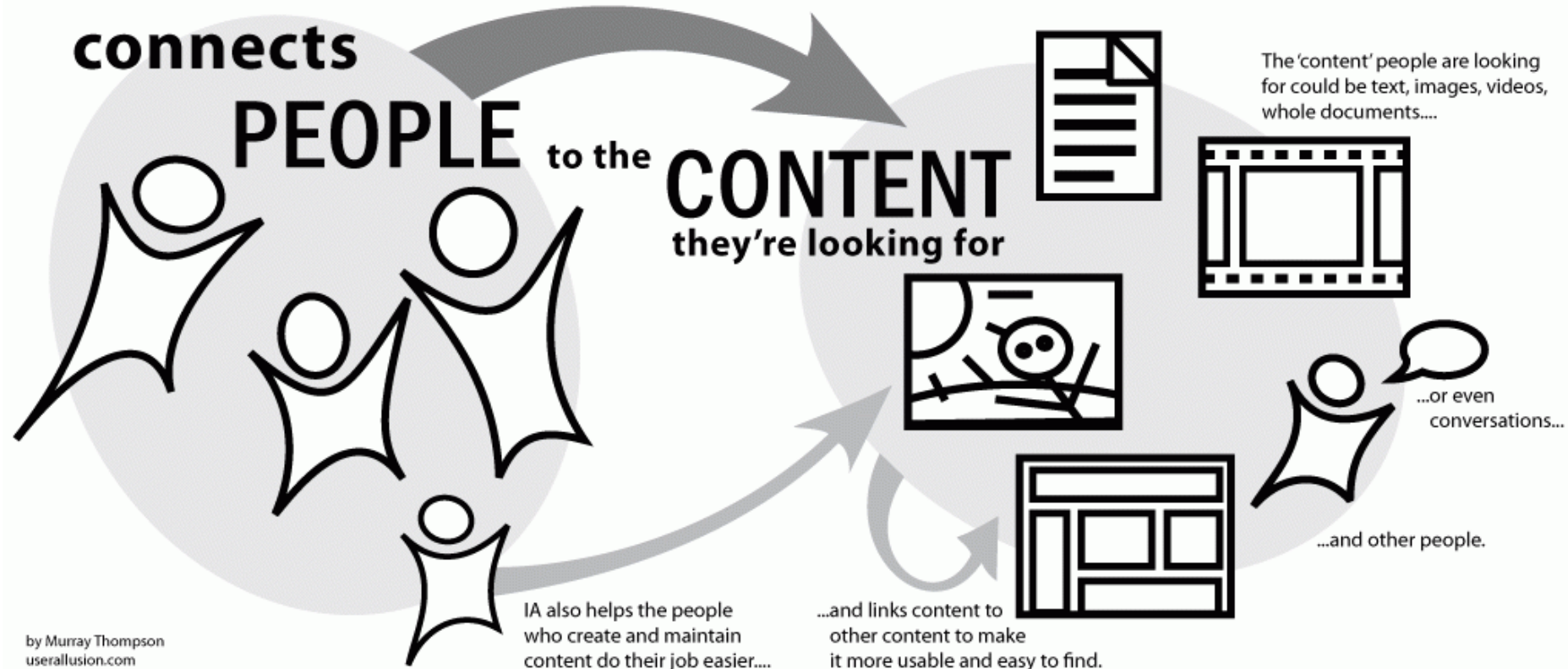**LABELS and TAGGING**

NAVIGATION and WAYFINDING

SEARCH

INFORMATION ARCHITECTURE

(IA for short)

connects PEOPLE to the **CONTENT** they're looking for

The 'content' people are looking for could be text, images, videos, whole documents....

...or even conversations...

...and other people.

IA also helps the people who create and maintain content do their job easier....

...and links content to other content to make it more usable and easy to find.

by Murray Thompson
userallusion.com
@userallusion

IA on the Web

- Ontology – the domain; the structure
  - What are all the things that are important?

- Taxonomy – the words; the tags
  - Within the world of *what is important,* how are things referred to?

- Choreography – the order/steps; the navigation
  - How should the important things be presented? In what order?