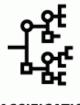
## Information Architecture

## by sorting out things like this:



CLASSIFICATION and HIERARCHY

by Murray Thompson

userallusion.com

@userallusion



LABELS and TAGGING

who create and maintain

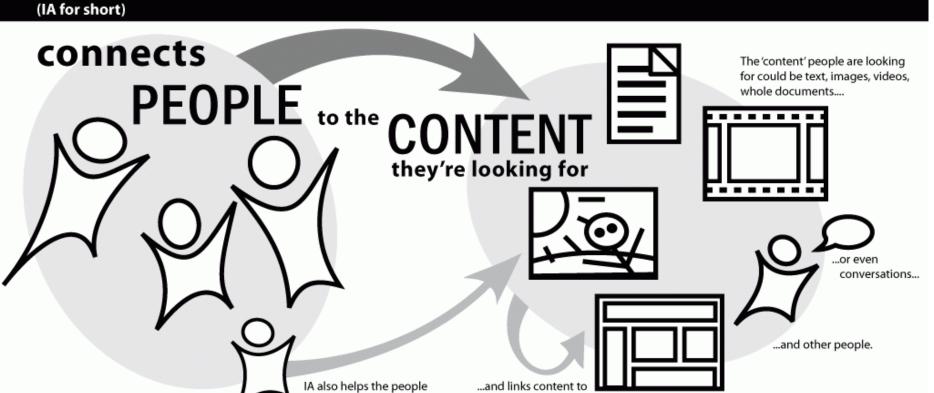
content do their job easier....





SEARCH

## INFORMATION ARCHITECTURE



other content to make

it more usable and easy to find.

## 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?