Information Architecture Works

Three

> Think aloud protocol from anyone, observe users performing a set of tasks, gather feedback from existing users

Content

All of the things we're trying to organize: data, documents, text/copy, images, and media.

The intersection of these 3 entities is what makes up information architecture.

Essential Aspects of Information Architecture

Organization of System

Organization of System is the distribution of information within identifiable categories so that they're easier to find. Within this system are two main components, structures and schemes.

Schemes are how the information is arranged and put into related groups. Here are some popular schemes:

A   . Self-explanatory. Content is arranged in alphabetical order. This scheme works best when the user already knows what they're looking for.

A   . The content is arranged for certain groups of users. An example would be, an educational resource making sure the content is separated by skill level.

C   . Another self-explanatory scheme. Organized by time and date. Perfect for news posts, blogs, event apps, timelines, and so on.

   . Scheme where the content is arranged by a specific subject. For instance, browsing a film and tv show database by genre.

Structures, on the other hand, categorize information so that the

Navigation being used interchangeably but they're not the same. Navigation is, once again, a system within IA. You should never focus primarily on navigation when building out a new site. When in the early stages of a new website you don't know the full scope of its content and functionality. A navigation system might include any of the following: main navigation interface, sub-navigation menus, bread

Implementing Information Architecture

Preface

I wanted to give a quick preface on some terminology before jumping into our own examples.

Sitemap
Presents the entire structure of a website. Usually shown in a hierarchical manner with the homepage at the top. It does not o er details on the links between the pages or the external pages a website leads to.

Card Sorting
A method used to help design or evaluate the information architecture of a site. Normally done in sessions where participants logically organize topics into categories and it's also helpful with labeling. Can be done using actual cards, pieces of paper, or digital software.

Wireframes
A two-dimensional illustration of a page's interface structure. Typically in black & white as the focus is on space allocation, placemen
b

Wireframes

We created wireframe representations of the site using sketches, then graphical mock-ups, then built a test site. Each of these iterations were put in front of beta testers f

were any critiques the users stated that it was structured in a relatively straight-forward manner, making it easy to navigate and understand.

Link to Case Study: https://medium.com/@jessicagray_ui/case-study-foodbinge-3bcb1ec2e03e
Link to Prototype:
https://www.figma.com/proto/Tueaezz5r2Z8NWqgPQgUgE/FoodBinge?node-id=6-55&starting-point-node-id=6%3A55

Additional Topics

As mentioned, there are many ways to dig deeper into your users. Here are some exercises that can be effective and the subject of future workshops.

User Empathy

Personas, Empathy Maps, Interviews

Analytics

User Funnels, Conversions, Event Tracking

User Testing / Feedback

A/B Testing, Analytics callback, Prototyp

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(Labeling)

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