

Information Architecture



What is Information Architecture (IA)?

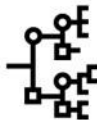
Information Architecture (IA) is the process of organizing, structuring, and labeling content effectively and sustainably to aid usability.

The goal is to help users find information and complete tasks.

Good IA will allow people to find what they want without really giving it much thought.

Great IA is seamless and invisible to the user.

by sorting out things like this:



CLASSIFICATION
and HIERARCHY



LABELS and
TAGGING



NAVIGATION and
WAYFINDING



SEARCH

INFORMATION ARCHITECTURE

(IA for short)





IA Process Steps

1. Gather Data
2. Organize Content
3. Structure + Flow

Gather Data



Gather Data

1. Identify Audience
2. Competitor Research
3. Test Current/Original Website
4. User Goals
5. Business Goals
6. Brand Goals

Organize Content



Organize Content

1. Content Inventory
2. Grouping Content



LATCH

“Information may be infinite, however...The organization of information is finite as it can only be organized by LATCH: Location, Alphabet, Time, Category, or Hierarchy.”

- *Richard Saul Wurman,*
“Information Anxiety,” 1996

5 ways to organize information

(a.k.a. LATCH or Five Hat Racks)

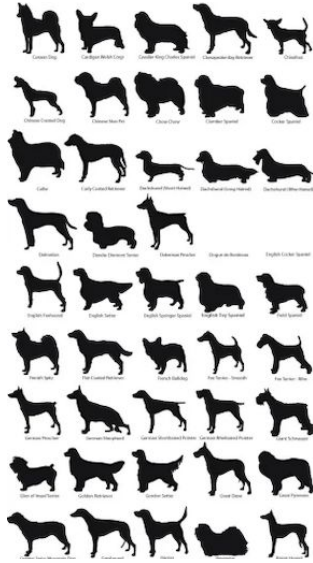
Location

Alphabet

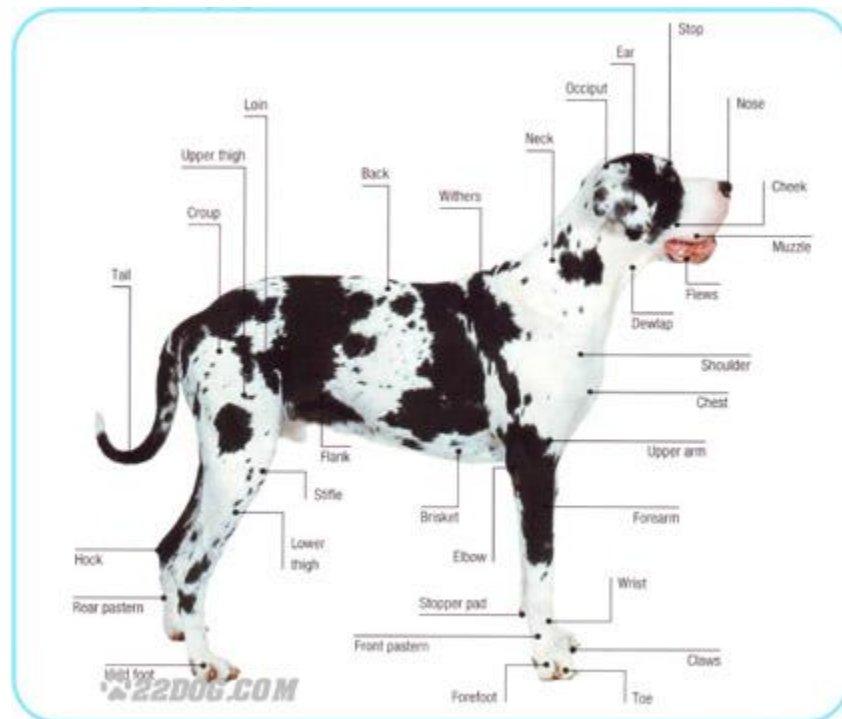
Time

Category

Hierarchy



Location



Location

The image displays several overlapping screenshots from the Uber Eats mobile application. The background screen shows the main interface with a 'Sign In' button, the current location '217 Glenferrie Rd', and a 'Special Offers' section. Below this, there are restaurant listings for 'Chef Lagenda Toorak' and 'Grill'd (Malvern)'. A foreground window shows a detailed view of a 'Mighty Melbourne' burger with a description and an 'Add Bun' menu. Another window shows a map with a delivery driver's location and the text 'Chris is picking up your order'. A final window shows the delivery address '217 Glenferrie Rd, Malvern VIC 3144, Australia' and the delivery method 'Deliver to door'.

Uber Eats Sign In

Deliver now
217 Glenferrie Rd

Special Offers
Provided by local restaurants

Spend A\$15, Save

Chef Lagenda Toorak
\$ • Malaysian • Chinese • Noodles • Chicken
20-30 Min 4.6 (12) \$5.99 Fee

Popular Near You

Grill'd (Malvern)
\$ • Burgers • Healthy
10-20 Min 4.5 (500+) \$2.99 Fee

Grill'd
\$ • Australian
10-20 min \$2.99 Fee

Location and hours

Recommended

Chicken Dynamic Duo
Chicken burger with cheese, carrot, cos lettuce, mayo & tomato sauce &...
A\$12.50

Sweet Chilli Chicken
Chicken breast with beetroot, shredded carrot, salad, relish and...
A\$11.50

Mighty Melbourne
Grass fed beef with tasty cheese, crispy beef, free range egg, a couple of slices of beetroot salad, relish & herbed mayo.
3450 kJ

Add Bun
Required

- Traditional
- Panini
- Low Carb SuperBun
- Gluten Free

Add 1 to Order

Uber Eats Help

2:25 Estimated arrival

Chris is picking up your order
Latest arrival by 3:00pm

Map showing location of Grill'd and delivery driver's location.

Chris is in a Volkswagen Golf

Delivery Details
217 Glenferrie Rd, Malvern VIC 3144, Australia
Deliver to door

Order Summary

Alphabetical



Affenpinscher



Afghan Hound



Airedale Terrier



Akita



Alaskan Malamute



American English
Coonhound



American
Eskimo Dog



American Foxhound



American
Staffordshire Terrier



American
Water Spaniel



Anatolian
Shepherd Dog



Australian
Cattle Dog



Australian Shepherd



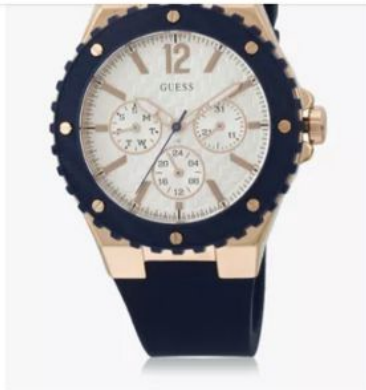
Australian Terrier

Alphabetical



TYPE

- Analog Watches [2461]
- Chronograph ... [105]
- Analog & Digit... [57]
- Digital Watches [48]
- Smart Watch [39]
- Compass [12]
- Watch Cases [12]
- Fitness Bands [9]



CLEARANCE SALES



NEW



MICHAEL KORS Mk5896i Two Tone/Pink Chronograph Watch



SKAGEN Anita Silver/Silver Analog Watch Rs. 8795

BRAND

Search Brand

Top brands A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Top Brands

- | | | | | |
|---|---|---|---|---|
| <input type="checkbox"/> Casio [156] | <input type="checkbox"/> Abraço [6] | <input type="checkbox"/> Bigotti Milano [1] | <input type="checkbox"/> Chumbak [8] | E |
| <input type="checkbox"/> Daniel Klein [193] | <input type="checkbox"/> Adine [54] | <input type="checkbox"/> Breo [2] | D | <input type="checkbox"/> Elle [2] |
| <input type="checkbox"/> Guess [232] | <input type="checkbox"/> Alba By Seiko [1] | <input type="checkbox"/> D Signer [41] | <input type="checkbox"/> D'SIGNER [1] | <input type="checkbox"/> Escort [2] |
| <input type="checkbox"/> Kenneth Cole [1] | <input type="checkbox"/> Anouk [11] | <input type="checkbox"/> CARPE DIEM [9] | <input type="checkbox"/> DKNY [95] | <input type="checkbox"/> Esprit [18] |
| <input type="checkbox"/> Michael Kors [90] | <input type="checkbox"/> Armani Excha... [12] | <input type="checkbox"/> CITIZEN [11] | <input type="checkbox"/> Daniel Klein [193] | <input type="checkbox"/> Exotica Fashion [85] |
| | <input type="checkbox"/> Aspen [5] | <input type="checkbox"/> Camerii [92] | <input type="checkbox"/> Diesel [5] | F |
| | <input type="checkbox"/> Aveiro [24] | <input type="checkbox"/> Casio [156] | <input type="checkbox"/> Dressberry [200] | <input type="checkbox"/> FOSTELO [12] |
| | <input type="checkbox"/> Chaps [10] | | | <input type="checkbox"/> Fastrack [5] |

All Brands

B



Time

By time: the year in which the American Kennel Club officially recognized the breed



Time



and 6 others liked your post

3m

A lot of people have asked me this question "How do I apply User Centered Design principles to Chatbots"? My answer



How To Conduct User Research for Chatbots?

7 Likes

See post analytics



and 164 others liked your article

2h



Why Do Chatbots Fail to Deliver?

165 Likes • 9 Comments

See article analytics



liked Biren Ghose's post

4h



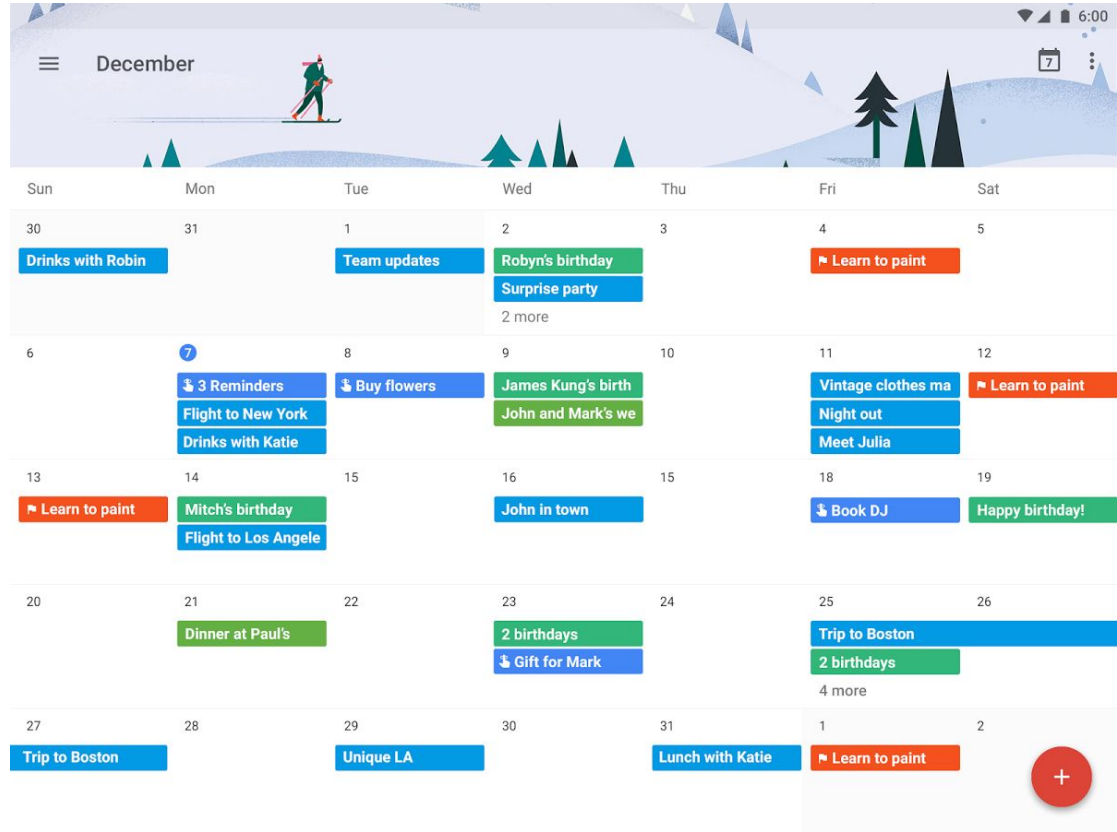
#Congratulations to Minister #PriyankKharge for piloting this

115 Likes • 15 Comments



ri, SE, MM, Ak, CA, MBA and 10 others liked your article

7h



Categorical



Affenpinscher



Brussels Griffon



Cavalier King Charles Spaniel



Chihuahua



Chinese Crested



English Toy Spaniel



Havanese



Italian Greyhound



Japanese Chin



Maltese



Manchester Terrier



Miniature Pinscher



Papillon



Pekingese



Pomeranian



Poodle



Pug



Shih Tzu



Silky Terrier



Toy Fox Terrier



Yorkshire Terrier



American Water Spaniel



Boykin Spaniel



Brittany



Chesapeake Bay Retriever



Clumber Spaniel



Cocker Spaniel



Curly-Coated Retriever



English Cocker Spaniel



English Setter



English Springer Spaniel



Field Spaniel



Flat-Coated Retriever



German Shorthaired Pointer



German Wirehaired Pointer



Golden Retriever



Gordon Setter



Irish Red and White Setter



Irish Setter



Irish Water Spaniel



Labrador Retriever



Nova Scotia Duck Tolling Retriever



Pointer



Spinone Italiano



Sussex Spaniel



Vizsla



Weimaraner



Welsh Springer Spaniel



Wirehaired Pointing Griffon

Categorical

amazon.in Deliver to Bengaluru 560076 Shop by Category Your Amazon.in Today's Deals Amazon Pay Sell Customer Service Available on Amazon Prime Video BREATHE Try Prime Lists Cart

Great In

Echo & Alexa
Just launched

Amazon Fire TV Stick

Kindle eReaders & eBooks

Amazon Prime Video

Mobiles, Computers

TV, Appliances, Electronics

Men's Fashion

Women's Fashion

Home, Kitchen, Pets

Beauty, Health, Grocery

Sports, Fitness, Bags, Luggage

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Starting ₹12,990*

*Sale starts 20th January

Apps

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Redeem

My wishlist

My Play activity

Parent Guide

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Top charts

New releases

Rule the arcade

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Angry Birds 2
Rovio Entertainment Co.
★★★★★

Sonic Dash - Endless SEGA
★★★★★

PJ Masks™: Moonlight Entertainment One
★★★★★

Bricks Breaker Quest mobnix
★★★★★

Galaxy Attack: Alien ONESOFT
★★★★★

Orbia: Tap and Relax JOX Development LLC
★★★★★

Chess - Clash of Kings Chess & Checkers Games
★★★★★

Space shooter - Gal ONESOFT
★★★★★

Puzzle games

See more

Sudoku.com - Free Easybrain

Sudoku Brainium Studios

Sudoku classic Quazar Apps

Chess Tactics Pro LR Studios

Super Brain Plus - K Super Puzzles















2048 Original Androbaby

Toon Blast Peak

Sudoku - The Clean Dustland Design

Hierarchical

A CLOSER LOOK AT THE 15 MOST POPULAR DOGS IN THE U.S. ProbioticSmart.com

		 JOINTS	 EYE PROBLEMS	 DIGESTIVE	 SKIN	 HEART	 OTHER	 BREED SPECIFIC
1 Labrador Retriever 	Height: 21-28 inches Weight: 50-80 lbs. Temperament: Friendly Activity Level: High Life Span: 10-12 years Intelligence: Very smart	Hip and elbow dysplasia	Progressive retinal atrophy Cataracts	Bloat	No issues	Heart disease	Diabetes	Tendency to become overweight
2 German Shepherd 	Height: 21-26 inches Weight: 50-88 lbs. Temperament: Friendly and protective Activity Level: High Life Span: 7-10 years Intelligence: Very smart	Hip and elbow dysplasia	Cataracts	Bloat	No issues	No issues	Epilepsy	Panosteitis (aka Pano)
3 Yorkshire Terrier 	Height: 6-7 inches Weight: 5-8 lbs. Temperament: Spirited with even disposition Activity Level: Active Life Span: 13-16 years Intelligence: Smart	Patellar luxation (dislocation of kneecap)	Progressive retinal atrophy Retinal dysplasia	No issues	No issues	No issues	Early tooth decay Portosystemic shunt Hypothyroidism Tracheal collapse	No issues
4 Golden Retriever 	Height: 20-24 inches Weight: 55-80 lbs. Temperament: Friendly and gentle Activity Level: High Life Span: 10-12 years Intelligence: Easily trained	Hip and elbow dysplasia	Progressive retinal atrophy	No issues	Skin allergies	Heart disease	Epilepsy Hypothyroidism	Pigmentary uveitis
5 Beagle 	Height: 13-16 inches Weight: 20-25 lbs. Temperament: Friendly Activity Level: High Life Span: 12-15 years Intelligence: Smart	No issues	Retinal dysplasia Microphthalmia Cataracts Glaucoma Cherry eye	No issues	Skin allergies	Enlarged heart	Intervertebral disk disease	No issues
6 Boxer 	Height: 21-26 inches Weight: 50-70 lbs. Temperament: Very friendly and social Activity Level: High Life Span: 10-14 years Intelligence: Very smart	Hip dysplasia	Cherry eye Progressive retinal atrophy	Bloat	Skin allergies Benign skin tumors	Heart disease	Intervertebral disk disease Hypothyroidism	Boxer cardiomyopathy disease
7 Bulldog 	Height: 12-16 inches Weight: 48-56 lbs. Temperament: Friendly and protective Activity Level: Moderate Life Span: 7-9 years Intelligence: Moderate	Hip and elbow dysplasia Patellar luxation (dislocation of kneecap)	Cherry eye	Bloat	Skin allergies	Enlarged heart Valve defects	No issues	Cleft palate

Hierarchical

Sort & Filter

Clear Show flexible dates ▾

Sort by

- ✓ Price (Lowest)
- Price (Highest)
- Duration (Shortest)
- Duration (Longest)
- Departure (Earliest)
- Departure (Latest)
- Arrival (Earliest)
- Arrival (Latest)

1 Stop (5) \$194

Airlines included

From:

Iberia (3) \$194

British Airways (2) \$585

Air France (1) \$282

Departure time - Lisbon

Evening (6:00pm - 11:59pm)

Arrival time - Barcelona

Morning (5:00am - 11:59am)

Afternoon (12:00pm - 5:59pm)

Unlock trip savings up to \$362* when you book a flight
Shop Flight + Hotel [✈](#)

Stay flexible with no change fees
We recommend booking a flight with no change fees in case of changes.
[Filter by flexible change policies](#)

8:45pm - 8:50am +1 11h 5m (1 stop) ⚡
Iberia LIS - 8h 20m in MAD - BCN
[2 cleaning and safety practices](#)
[Details & baggage fees ▾](#)

[Rules and restrictions apply](#)

8:45pm - 12:50pm +1 15h 5m (1 stop) ⚡
Iberia LIS - 12h 20m in MAD - BCN
[2 cleaning and safety practices](#)
[Details & baggage fees ▾](#)

[Rules and restrictions apply](#)

Men's Sport Shoes - 3560 items

Sort by: ▾

Arch Type Cleats Cushioning Fastening Material Outsole Type Pronation for Running
Sizes Sport

- Popularity
- New
- Discount
- Price: Low to High
- Price: High to Low



Nike
Men Running Shoes
Rs. 2877 ~~Rs. 4795 (40% OFF)~~



HRX By Hrithik Roshan
Men Running Shoes
Rs. 1499 ~~Rs. 2999 (50% OFF)~~



Red Tape
Athleisure Men Running Shoes
Rs. 1797 ~~Rs. 3995 (55% OFF)~~



Nike
Men Football Shoes
Rs. 2997 ~~Rs. 4995 (40% OFF)~~





SLIP Method

4 ways to organize information

Sort

Label

Integrate

Prioritize

Sort

anna

danny

moharam

peter

seung-hun

burak

brent

wired

kevin

atsushi

kelly

isha

reebok

mike

lizbeth

annie

amber

tdh

saeko

dwr

mit press

Label

NOW	2ND YR	1ST YR	NOW+	NEW	NEAR	FAR
amab	annie	brent	wired	maheram	peter	saeko
mike	burak	isha	mit press	reebok	kevin	atsushi
	kelly	amber		tdh		seung.hun
	danny			dwr		lisbeth

Integrate

NOW

wired

mit press

amna

mike

RESEARCH

annie

burak

kelly

danny

brent

isha

amber

NEW

maharam

rebek

tdh

dwr

NEAR

peter

seung-hun

lisbeth

saeko

atsushi

kevin

Prioritize

FOCUS

wired

mit press

amnb

mike

BASE

annie

burak

kelly

atsushi

saeko

peter

kevin

danny

seung-hun

lisbeth

brent

amber

isha

NEXT

muharam

reebok

tdh

dwn



Structure + Flow



Structure + Flow

Site-Map

What are the top-levels and secondary-levels of navigation?

How will the navigation be labeled?

How will users move through the site?

Wireframing

What information will be located on each page?

What is the hierarchy of information on each page?

Example of a site map

