Information Architecture

What is Information Architecture (IA)?

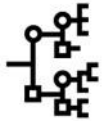
Information Architecture (IA) is the process of organizing, structuring, and labeling content effectively and sustainably to aid usability.

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

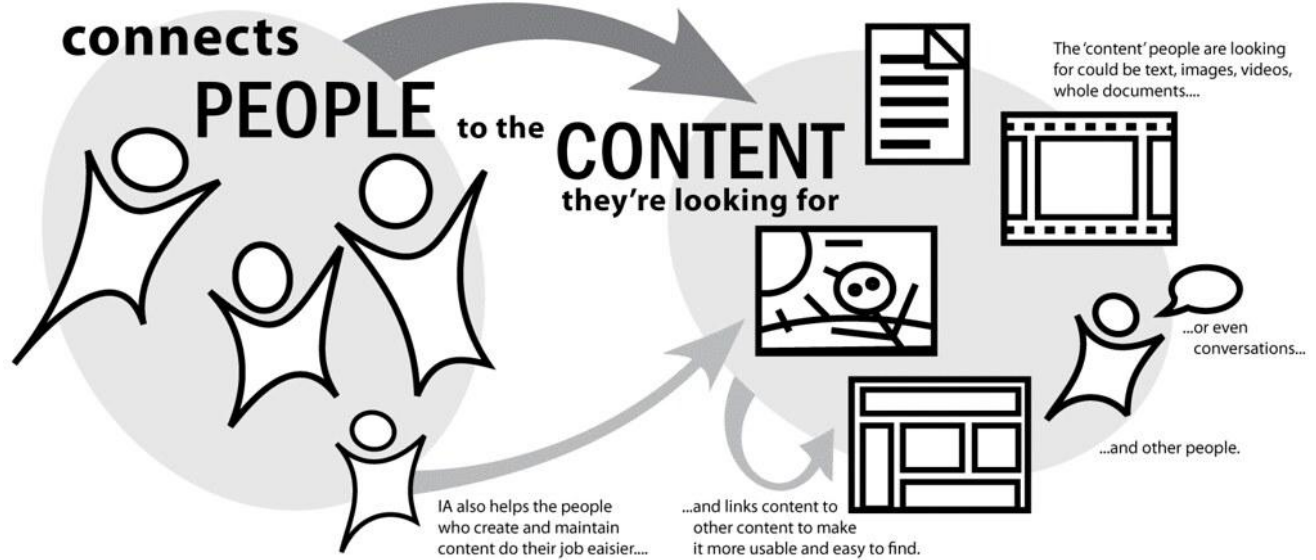
LABELS and TAGGING

NAVIGATION and WAYFINDING

SEARCH

INFORMATION ARCHITECTURE

(IA for short)



IA Process Steps

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

Gather Data

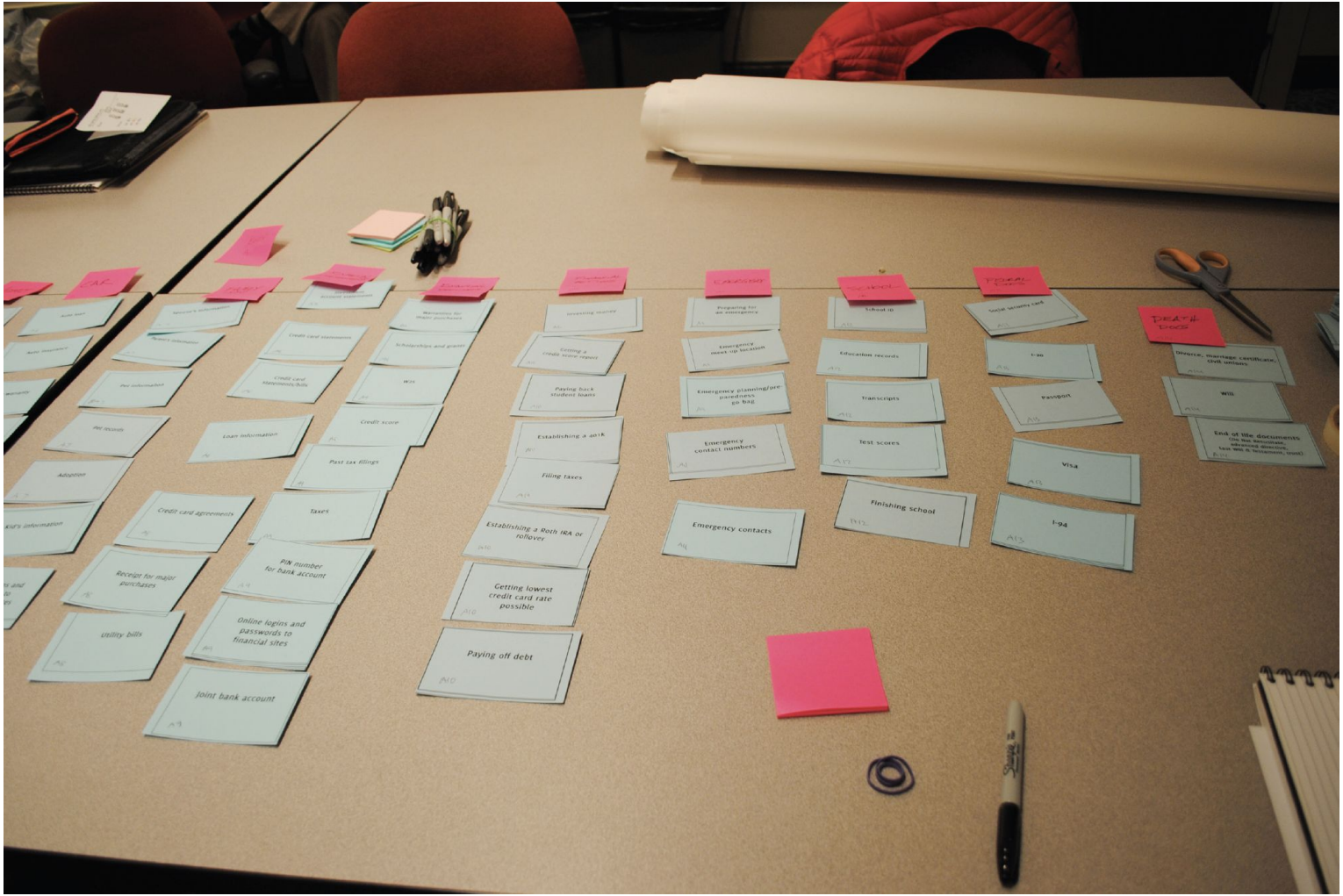
Gather Data

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


Adoption
Credit card agreements
Receipt for major purchases
Utility bills
Taxes
PIN number for bank account
Online logins and passwords to financial sites
Joint bank account
Paying off debt
Getting lowest credit card rate possible
Establishing a Roth IRA or rollover
Filing taxes
Establishing a 401k
Paying back student loans
Getting a credit score report
Investing money
Emergency contacts
Emergency contact numbers
Emergency planning/preparedness go bag
Emergency meet-up location
Preparing for an emergency
Finishing school
Test scores
Transcripts
Education records
School ID
Visa
I-94
Passport
I-20
Social security card
Will
Divorce, marriage certificate, civil unions
End of life documents

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)

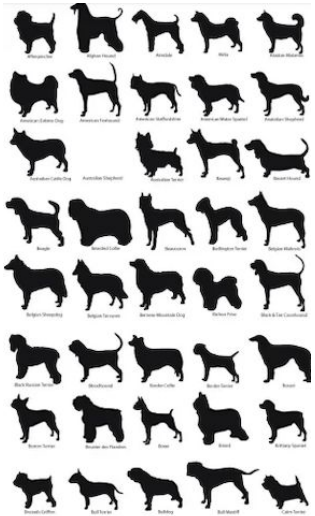
Location

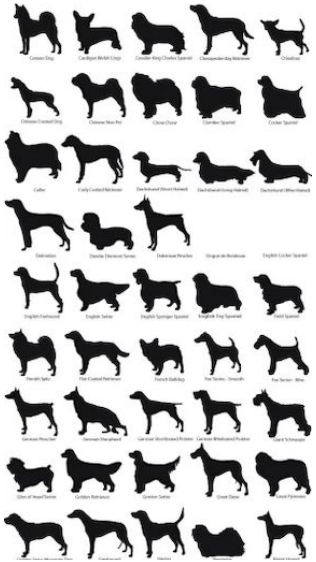
Alphabet

Time

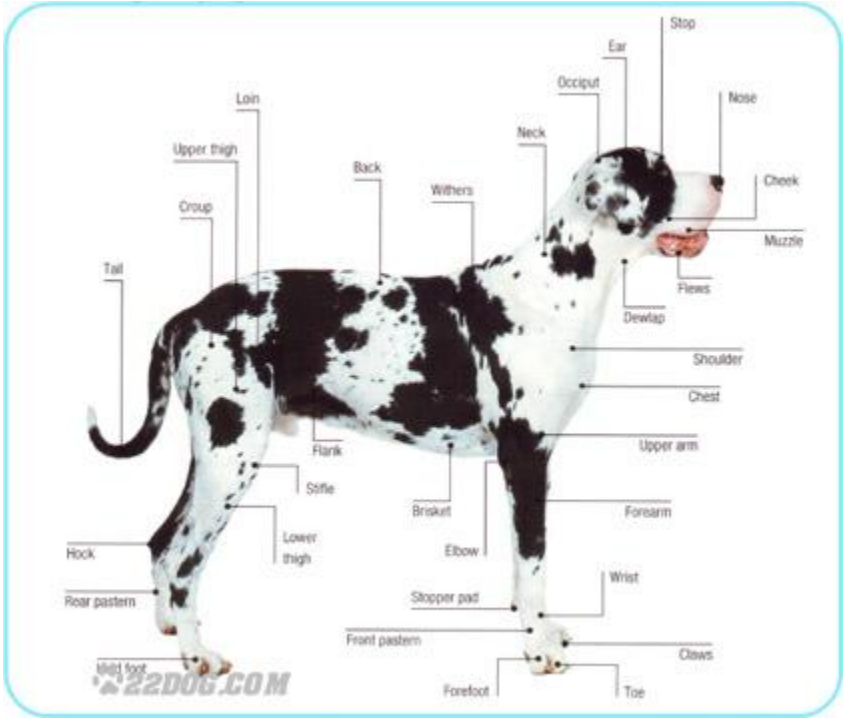
Category

Hierarchy

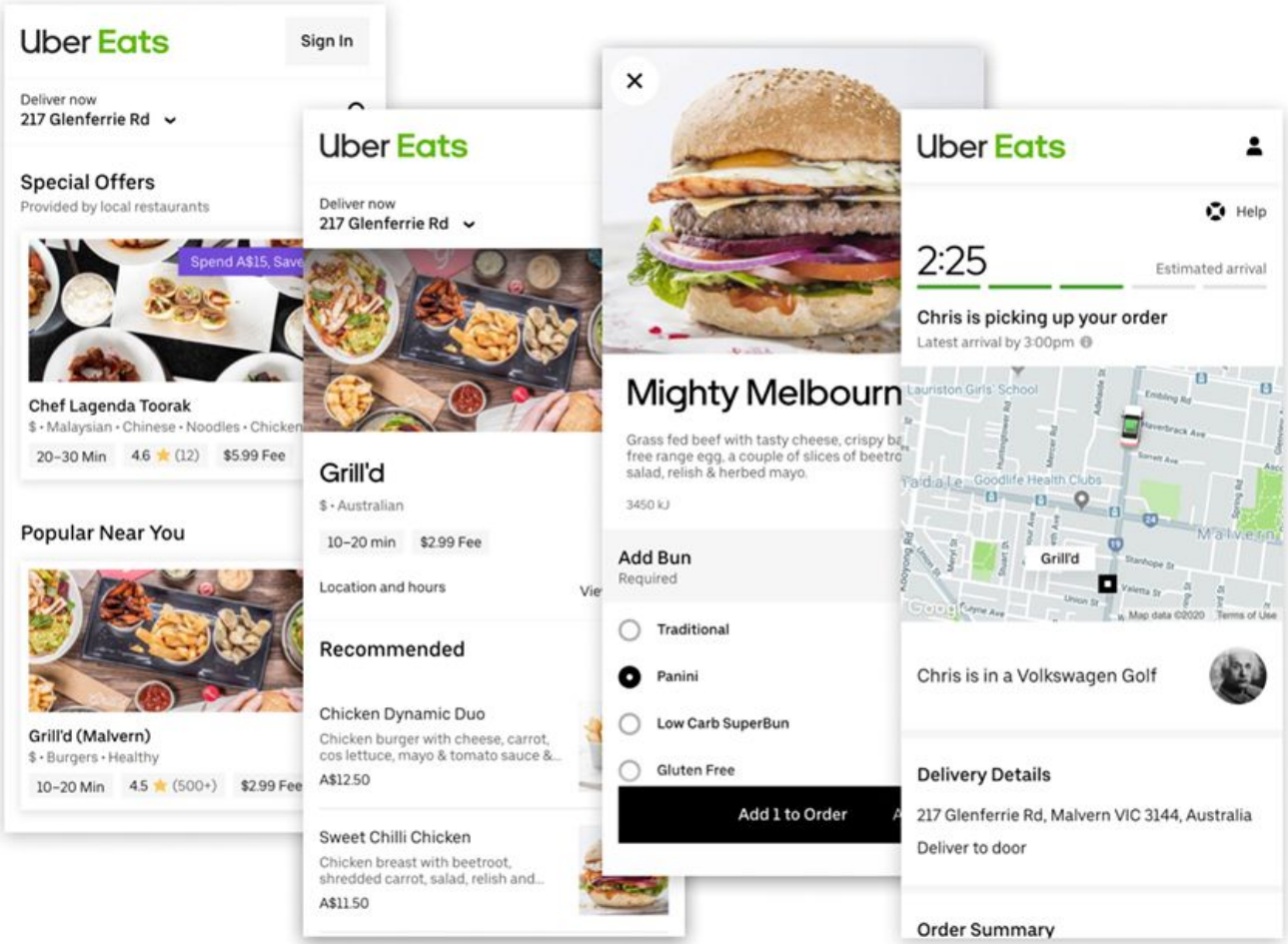




Location


Stop
Ear
Occiput
Nose
Loin
Neck
Upper thigh
Back
Withers
Cheek
Croup
Muzzle
Tail
Flews
Dewlap
Shoulder
Chest
Flank
Upper arm
Stifle
Brisket
Forearm
Lower thigh
Hock
Elbow
Wrist
Stopper pad
Rear pastern
Front pastern
Claws
Forefoot
Toe
22DOG.COM

Location


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
Uber Eats
Deliver now
217 Glenferrie Rd
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 Melbourn
Grass fed beef with tasty cheese, crispy ba
free range egg, a couple of slices of beetro
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
Goodlife Health Clubs
Grill'd
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

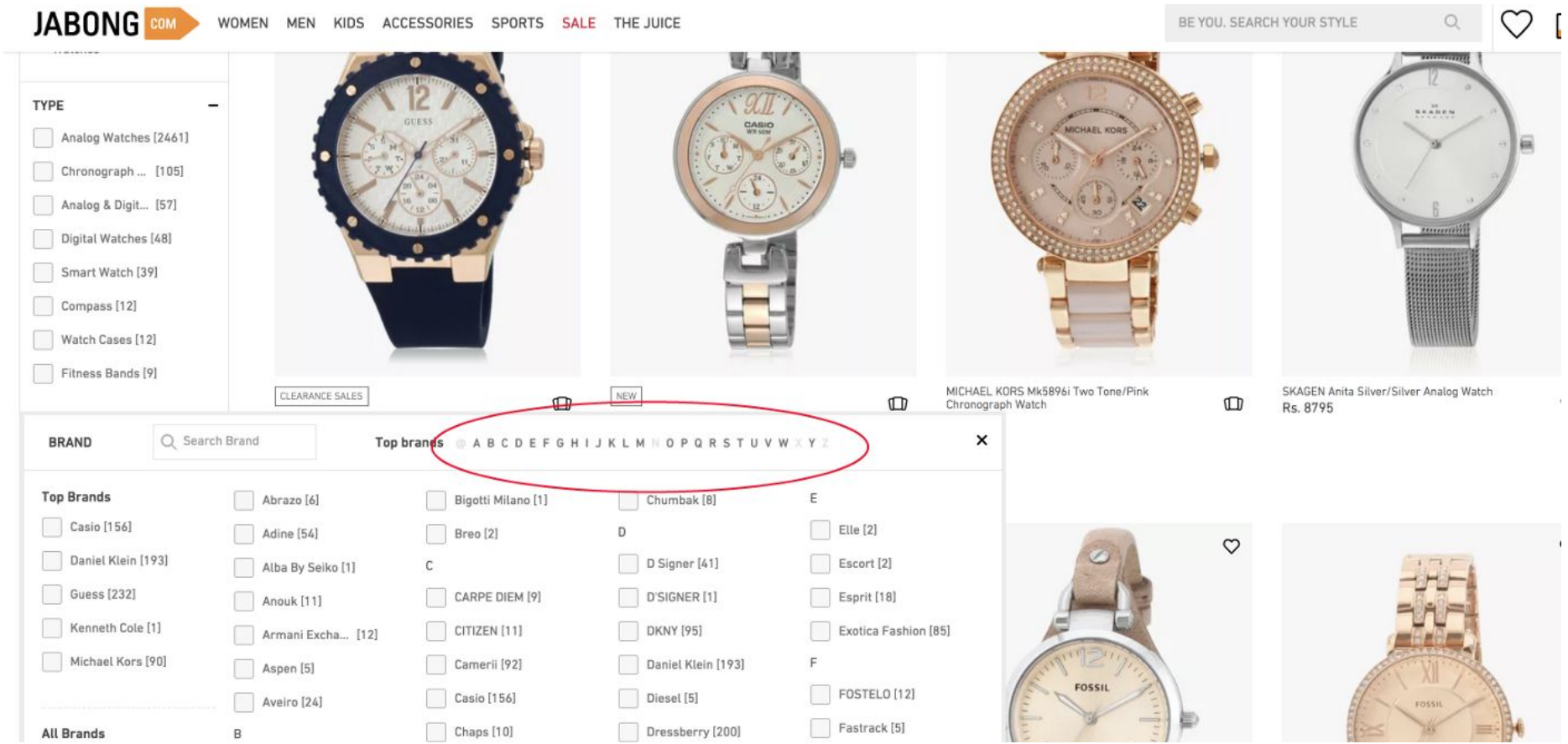
Anatolian Shepherd Dog

Australian Cattle Dog

Australian Shepherd

Australian Terrier

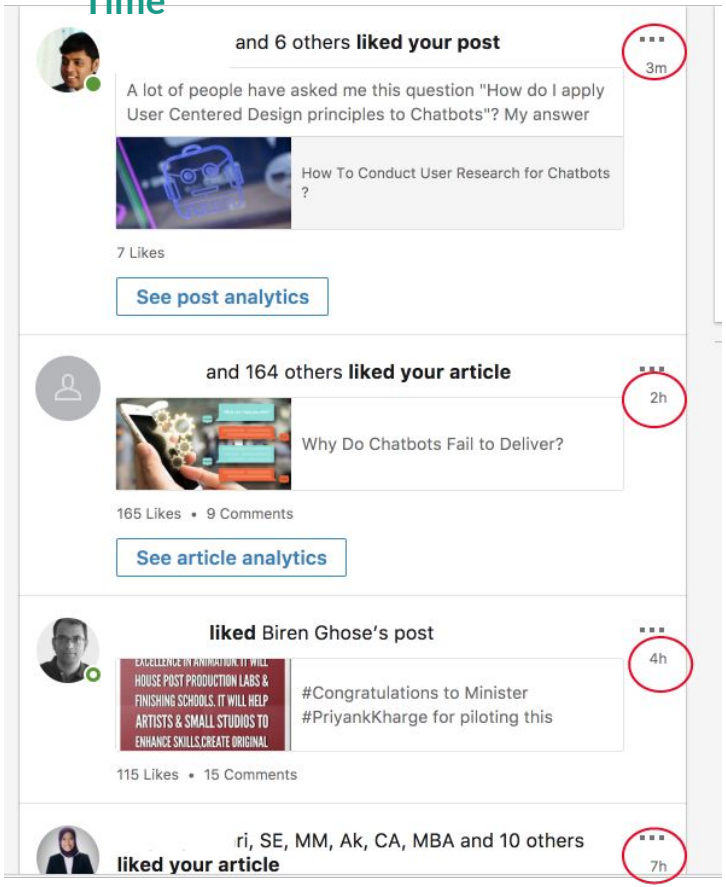
Alphabetical

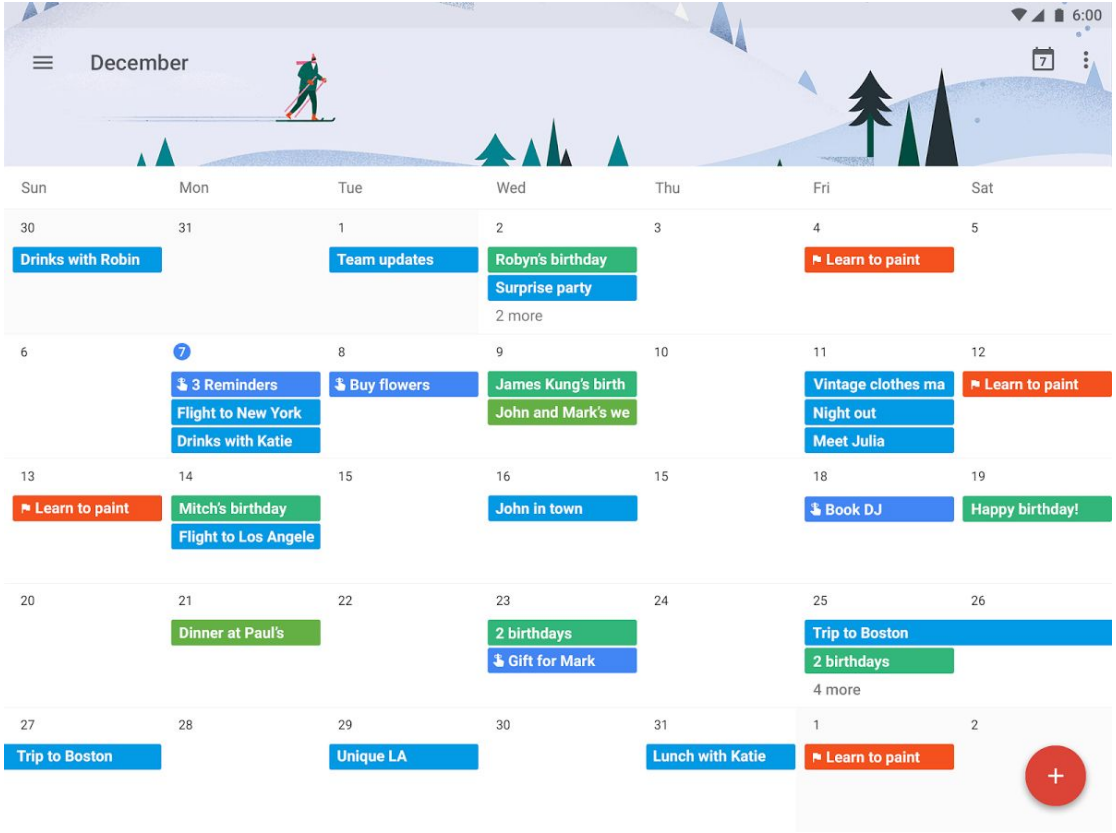


Time

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

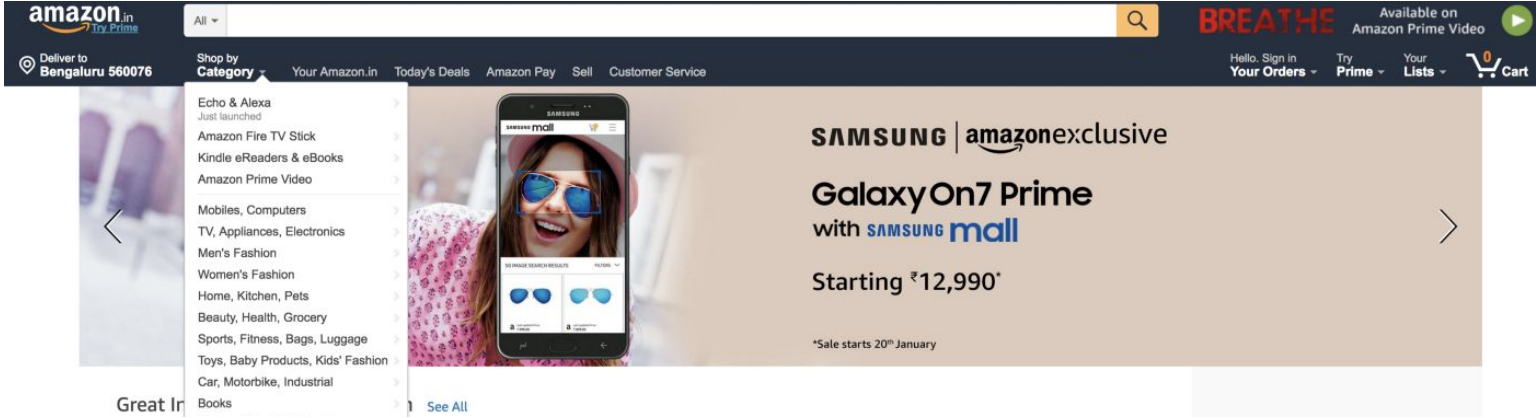
Time

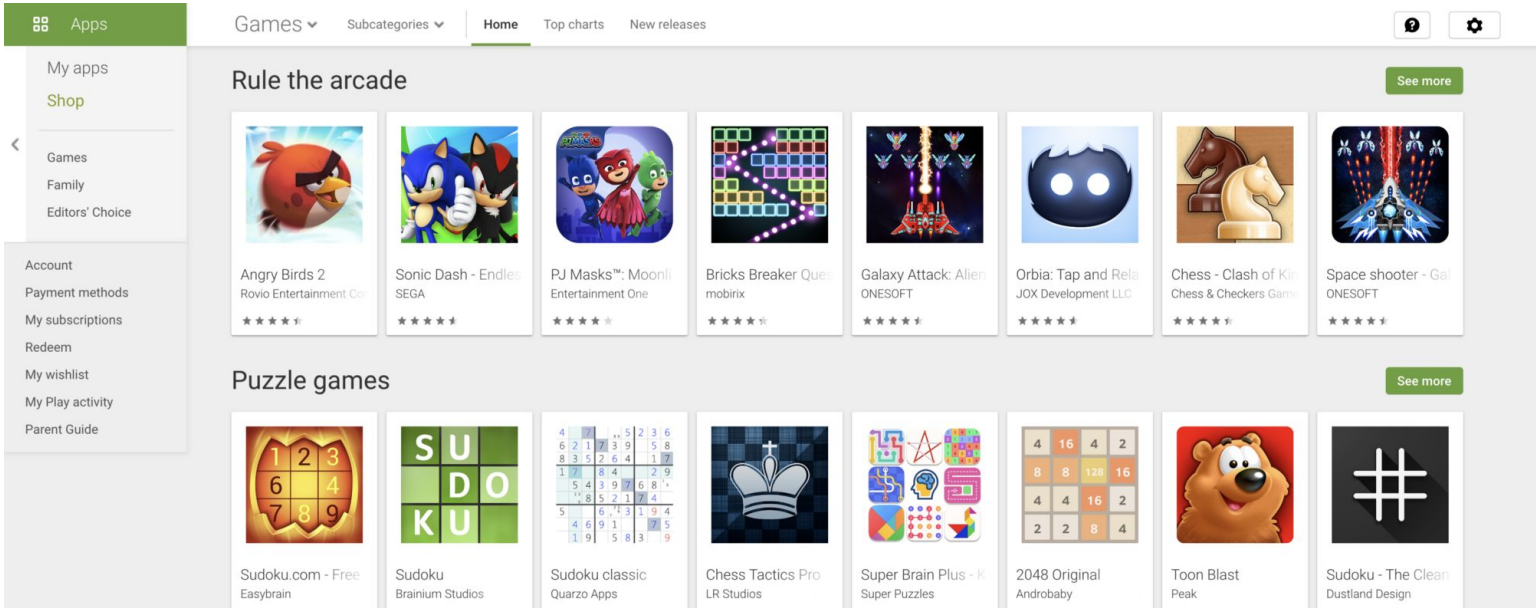

and 6 others liked your post
3m
A lot of people have asked me this question "How do I apply User Centered Design principles to Chatbots"? My answer
How To Conduct User Research for Chatbots ?
7 Likes
See post analytics
and 164 others liked your article
2h
Why Do Chatbots Fail to Deliver?
165 Likes • 9 Comments
See article analytics
liked Biren Ghose's post
4h
HOUSE POST PRODUCTION LABS & FINISHING SCHOOLS. IT WILL HELP ARTISTS & SMALL STUDIOS TO ENHANCE SKILLS,CREATE ORIGINAL
#Congratulations to Minister #PriyankKharge for piloting this
115 Likes • 15 Comments
ri, SE, MM, Ak, CA, MBA and 10 others
liked your article
7h


6:00
December
Sun
Mon
Tue
Wed
Thu
Fri
Sat
30
Drinks with Robin
31
1
Team updates
2
Robyn's birthday
Surprise party
2 more
3
4
Learn to paint
5
6
7
3 Reminders
Flight to New York
Drinks with Katie
8
Buy flowers
9
James Kung's birth
John and Mark's we
10
11
Vintage clothes ma
Night out
Meet Julia
12
Learn to paint
13
Learn to paint
14
Mitch's birthday
Flight to Los Angele
15
16
John in town
15
18
Book DJ
19
Happy birthday!
20
21
Dinner at Paul's
22
23
2 birthdays
Gift for Mark
24
25
Trip to Boston
2 birthdays
4 more
26
27
Trip to Boston
28
29
Unique LA
30
31
Lunch with Katie
1
Learn to paint
2

Categorical

Categorical





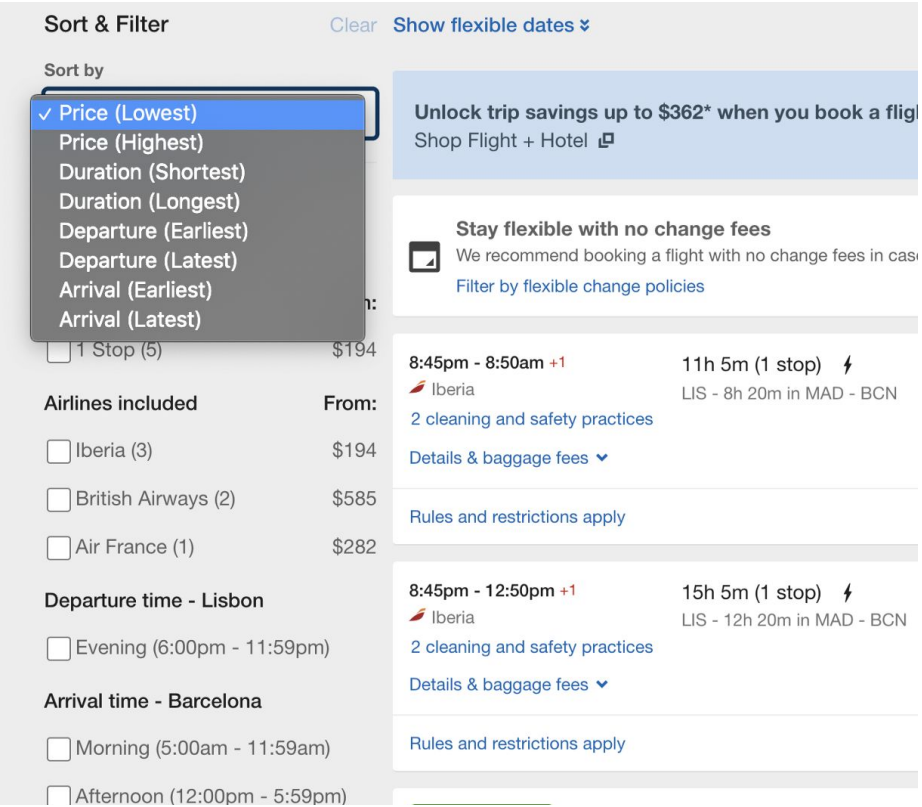
Hierarchical

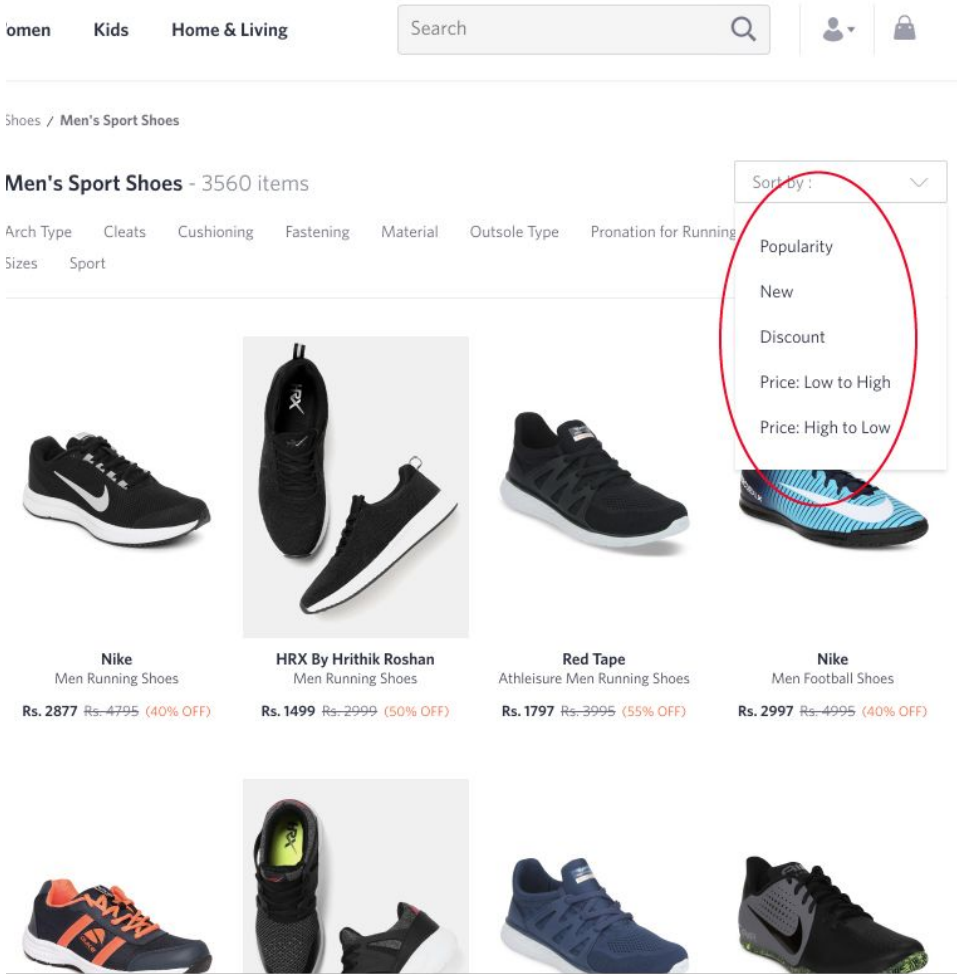
A CLOSER LOOK AT THE 15 MOST POPULAR DOGS IN THE U.S.

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





SLIP Method

4 ways to organize information

Sort

Label

Integrate

Prioritize

Sort

anna
burak
kelly
annie
danny
brent
isha
amber
maharam
wired
reebok
tdh
dwr
mit press
peter
kevin
mike
saeko
seung-hun
atsushi
lisbeth

Label

NOW
2ND YR
1ST YR
NOW+
NEW
NEAR
FAR
anna
mike
annie
burak
kelly
danny
brent
isha
amber
wired
mit press
meheran
reebok
t&h
dwr
peter
kevin
saéko
atsushi
seung-hun
lisbeth

Integrate

NOW
wired
mit press
amna
mike
RESEARCH
annie
brent
burak
isha
kelly
amber
danny
NEW
maheram
reebok
tdh
dwr
NEAR
peter
saeko
seung-hun
atsushi
lisbeth
kevin

Prioritize

FOCUS
BASE
NEXT
wired
mit press
amna
mike
annie
burak
kelly
atsushi
saeko
peter
kevin
danny
seung-hun
lisbeth
brent
amber
isha
mahavam
reebok
tdh
dwr

Structure + Flow

Structure + Flow

Site-Map

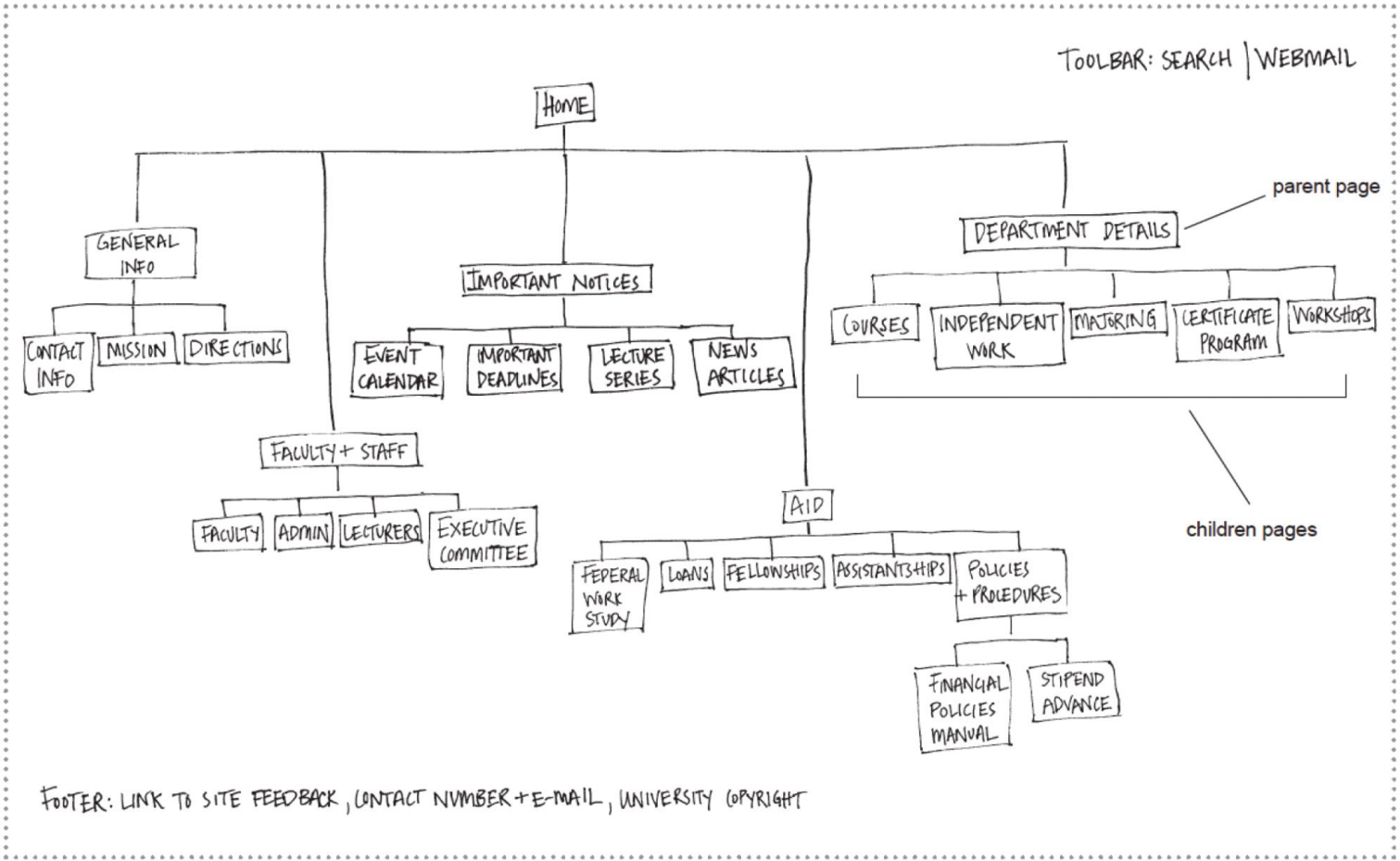
What are the top-levels and secondary-levels of navigation?

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