

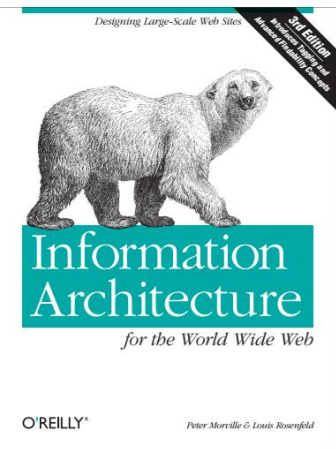


Information architecture

7 lesson

Human computer interaction

Dr Kristina Lapin



Information architecture

- What is, why is important
- Definition

Information spaces in airports

- Screens show departure times and registration desk numbers
- Information signs
 - Gates numbers
 - Direction labels
 - Information symbols
- Information centers
- Voice messages



Characteristics of information spaces

- Frequency of changes
 - Train schedule or stake prices

Maršrutai

[Papildoma kainų informacija](#)

Vilnius - Kaunas Maršruto žemėlapis						
Traukinio numeris	Išvykimo laikas	Atvykimo laikas	Atstumas, Km	Kelionės trukmė	Pastabos	Kaina, Lt
EJ817	10:25	11:34	104	01:09	Traukinyje visos vietos 2 klasės.	18.00
EJ819	11:25	12:36	104	01:11	Traukinyje visos vietos 2 klasės.	18.00
D393	11:40	13:01	104	01:21	Traukinyje yra 2 ir 3 klasės vietos.	16.30
EJ821	13:50	15:01	104	01:11	Traukinyje visos vietos 2 klasės.	18.00
E875	14:43	16:25	104	01:42	Traukinyje visos vietos 3 klasės.	16.30
EJ823	16:30	17:30	104	01:00	Traukinyje visos vietos 2 klasės.	18.00
E877	16:35	18:16	104	01:41	Traukinyje visos vietos 3 klasės.	16.30

<http://www.litrail.lt/>



Top Business Stories

[+ More News](#)

- ▶ Novo Nordisk Aims For Bigger Share Of Latin America - Report
- ▶ Vienna Named As Global City With Highest Living Standards
- ▶ Microsoft Partners With AgreeYa For Services On Apple, Android Phones
- ▶ AstraZeneca, Bristol-Myers Squibb Get EU Authorization For Komboglyze
- ▶ UPDATE: Apple iPhone On Australian Flight Sparks Safety Probe

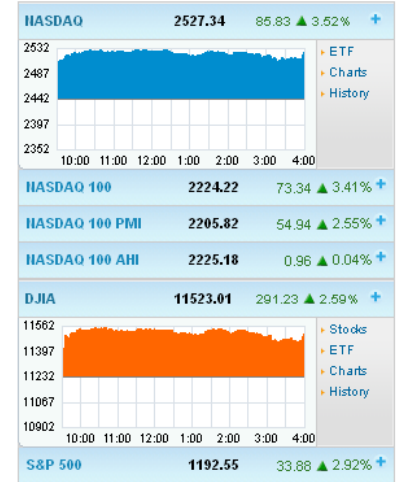
Market News & Analysis

[+ More News](#)

-  **Hibbett Sporting Goods (HIBB) - Bull of the Day**
4 hours ago
-  **Ingram Micro, Inc. (IM) - Bear of the Day**
4 hours ago
- Universal Corp. - Momentum

Market Indices

NASDAQ Vol: 1,581,172,000



<http://www.nasdaq.com/>

Information architecture

1. The structural design of shared information environments.
2. The combination of
 - organization,
 - labeling,
 - search, and
 - navigation systemswithin web sites and intranets.

Information architecture

- Information
 - Data is facts and figures
 - Knowledge are in the head
 - Information is between
- Architecture
 - Structuring, organizing, labeling
 - Finding and managing

Information architecture

- Structuring
 - Determining the appropriate levels of granularity for the information “atoms”,
 - Deciding how to relate them to one another.
- Organising
 - grouping components into meaningful and distinctive categories
- Labelling
 - What to call those categories and the series of navigation links that lead to them.

What Isn't Information Architecture?

- Graphic design is NOT information architecture.
 - Layout
- Software development is NOT information architecture.
- Usability engineering is NOT information architecture.

IA structure

- Organization system
 - A way to present information, e.g. content categories
- Navigation system
 - Help user move through the content
- Search system
 - Allow user search the content
- Labelling system
 - Describe categories, options, and links in language that (hopefully) is meaningful to users;

IA components

Navigation system

[Ieškantiems darbo](#)
[Darbdaviams](#)
[Mokymų centras](#)
[Apie CV-Online](#)

[> Darbo pasiūlymai](#)
[> Karjera](#)
[> Testai](#)
[> Papildomas darbas](#)
[> Forumai](#)
[> FACEBOOK](#)
[> BLOG'as](#)

[> Dalintis/saugoti](#)

Labeling system

Kristinus apsilankyti
Bruskinų vandens parke
laimėjo:

Žydrūnas Alšauskas (Kauņas)
Agnė Ragauskaitė (Kauņas)
Inesa Zelenkevičienė (Vilnius)

Su laimėtojais susisieksime asmeniškai.
Dėkojame visiems dalyvavusiems.

Darbo pasiūlymų paieška:

Prisijunkite

Vartotojo vardas:

Slaptažodis:

☐ - prisiminti mane

[OK](#)

Kitos galimybės:

[> REGISTRACIJA](#)
[> Užmiršote slaptažodį?](#)

STATISTIKA:

Darbo pasiūlymai	Klientai	Registruoti vartotojai	CV skaičius
737	381	292117	122377

Search system

pagal reikšminį žodį [OK](#)

- > pagal datą
- > pagal galiojimo datą
- > pagal pareigų sritį
- > pagal vietovę
- > pagal įmonę

Organisation system

	Vietovė
ADMINISTRAVIMAS / SEKRETORIAVIMAS (41)	PREKYBA (85)
APSAUGA / GELBĖJIMO PASLAUGOS (6)	RINKODARA / REKLAMA (56)
BANKAI / DRAUDIMAS (42)	SAVANORIŠKAS DARBAS (11)
ELEKTRONIKA / TELEKOMUNIKACIJOS (27)	STATYBA / NEKILNOJAMAS TURTAS (27)
ENERGETIKA (19)	SVEIKATOS APSAUGA / SOCIALINĖ RŪPYBA (25)
FINANSAI / APSKAITA (65)	TEISĖ (10)

Task for you

- <https://gustavus.edu/>

Top-down IA

1. Where am I?
2. I know what I'm looking for; how do I search for it?
3. How do I get around this site?
4. What's important and unique about this organization?
5. What's available on this site?
6. What's happening there?
7. Do they want my opinion about their site?
8. How can I contact a human?
9. What's their address?

1. Where am I?

2. How to search?

3. How do I get around this site?

8. Contact a human

4. What's important and unique about this organization?

Hinc itur ad astra

NEWS & EVENTS

6. What's happening there?

Novozymes helps researchers behind tools for editing the genetic organisms

QUICK LINKS

5. What's available on this site?

- Degree studies
- Exchange studies
- Academic calendar
- Faculties
- VU Library
- Student representation
- VU Endowment
- Contacts

4. What is important and unique?

Over 500 courses in foreign languages for international students

9. What's their address?

© 1997-2017 Vilnius University | Institutional code 211950810 | VAT number LT119508113
3 Universiteto St., LT-01011 Vilnius, Lithuania | Tel. +370 (0)6 592 0111 | Fax +370 (0)6 592 0137 | E-mail: info@vni.lt

7. My opinion

Bottom-up IA

- Where am I?
- What's here?
- Where can I go from here?

WE'VE UPDATED OUR TERMS OF SERVICE. By continuing to use this site, you agree to the site's updated [Terms of Service](#).

1. Where am I?

allrecipes! [Browse](#) [Find a recipe](#) [Ingredient Search](#) [Create a profile](#)

2. What's here?

French Fries and Veggie Fries
Get recipes for fried or baked French fries, sweet potato fries, and other veggie fries—even polenta or Spam® versions!

Chef John's Classic Rice Pudding
The perfect old-fashioned comforting dessert!

- Magazine - Just \$7.99
- Dinner Spinner TV
- Shop
- Cooking School
- Articles & Tips
- Blogs
- Newsletters
- Ask the Community

Welcome! Here are recommendations for you.
Personalized recommendations based on your taste preferences and cooks you're following

3. Where can I go from here?

Recipe of the day
Pan-Roasted Chicken with Asparagus
★★★★★ 90

Recipe by IronWannaBe
1 52 0

ADVERTISEMENT

Dixie
Atlanta, GA

Allrecipes Magazine
Handpicked recipes, party ideas, how-to articles and cooking tips—with gorgeous, full-page photos to inspire you. Get a full year for \$7.99.
Posted by Allrecipes

Venų varikozės triukas
Nustokite slėpti kojas naudojant paprastą, greitą būdą.
puikuspatarimas.com

ADVERTISEMENT

Recipe by sandiq
4 41 0

1# triukas norintiems atsikratyti spengėjimo ausyse
25-ų metų medicinos studentas iš Genevos rodė, kad spengėjimui ausyse nereikia taisyti ausdėlio gydymo. Tereikia naudoti 1 paprastą triuką...
Patikrinti >>>

ADVERTISEMENT

The Best Meatloaf I've Ever Made
★★★★★ 430
When I was growing up, my mom never ever made meatloaf and I always wanted to try it. I started experimenting with different recipes and I finally came up with the best meatloaf I have ever made!

Where am I?

Home page identity crisis

The screenshot shows the PwC website home page. At the top, there's a banner for a Visa credit card with an APR of 2.99% or 9.99%. Below this, the PwC logo is on the left, and a navigation menu is on the right. The main content area is divided into several columns, each with a category heading and a list of services. The categories include Online Gambling, Business, Insurance, Finance, Health, Online Shopping, Computers, Law, E-business, Internet, Real Estate, and Marketing. Each category lists various services offered by PwC in that field.

Top Searches

- Online Casinos
- Web Hosting
- Merchant Accounts
- Online Gambling
- Sportsbooks
- Debt Consolidation
- Loans
- Auto Insurance
- Online Betting
- Health Insurance
- Massage Chairs
- Home Equity Loans
- Debt Reduction
- Domain Hosting
- MCSE
- Credit Card Debt
- Printing
- Shrink Wrap
- Packaging
- Incorporate

Online Gambling

Online Casinos, Sportsbooks, Online Betting, Video Poker, Wagering, Baccarat, Slot, Blackjack, Roulette, Craps

Business

Merchant Accounts, Printing, Packaging, Incorporate, Payroll, Time Sheet, Credit Cards, Long Distance, Business Opportunities, Human Resources

Insurance

Auto Insurance, Health Insurance, Term Insurance, Travel Insurance, Home Insurance, Rental Insurance, Business Insurance, Small Business Insurance

Finance

Merchant Accounts, Debt Consolidation, Home Equity Loans, Debt Reduction, Credit Card Debt, Insurance, Commodities, Futures, Loans, Debt

Health

Health Insurance, Massage Chairs, Contact Lenses, HGH, Viagra, Hair Loss, Weight Loss, Dental Insurance, Medicare, Skin Care

Online Shopping

Contact Lenses, Promotional Products, Shades, Warranty, Shopping Carts, Labels, Bad, Perfumes, Flowers, Cigarettes

Computers

Web Hosting, MCSE, Shrink Wrap, Data Recovery, Domain Registration, Toner, LCD, Ink, Cartridges, Data Backup, Web Site Design

Law

Licenses, Trademarks, Divorce, Will, Estate, Law Firm, Surveillance, Injury, Criminal, Lawsuit

E-business

Sharpen your Competitive Edge...

Internet

Web Hosting, Domain Hosting, Domain Registrations, E-commerce, Search Engine Placement, Web Site Promotions, Web Development, Back, Affiliate Programs, Internet Businesses

Real Estate

Home Equity Loans, Home Loans, Moving, Refinance, Mortgages, Office, House, Leasing, Home Buying, Apartments

Marketing

Press Releases, Telemarketing, Leads, Traffic, Affiliate Programs, Direct Marketing, Mailing Lists, Internet Advertising, Promotions, Direct Mail

The screenshot shows the PricewaterhouseCoopers website home page. At the top, there's a navigation menu with links to Global Home, Locations, Search, Site Map, Contact Us, and Countries Online. Below this, the PwC logo is on the left, and a navigation menu is on the right. The main content area is divided into several columns, each with a category heading and a list of services. The categories include What's New, Online Solutions, This week..., Focus On, and Who We Are. Each category lists various services offered by PwC in that field.

What's New

- PwC Consulting research shows that companies have not achieved "Channel Mastery" in CRM.
- International Briefings reports that debt negotiations are critical to Yugoslavia's economic and political stability.
- Introducing PwC Human Resource Consulting's new magazine, *People at Work*.
- Read about GAAP 2001, a survey which presents an overview of the differences between local accounting rules and IAS.
- Learn about the latest human resource developments at PwC's second annual OHRS Conference in Greece.

Online Solutions

- Select -

This week...

- Learn why cable is quickly becoming a digital leader and a rare bright spot on the media landscape.
- PwC looks at initiatives to encourage involvement in social projects for the benefit of deprived communities in South America and elsewhere.
- Executive Digest* explores France's ECB power struggle and how this will affect world trade.

Focus On

- Read *Six Forces Shape the Future of Business* to learn how to maximise your opportunities and address future challenges.
- Read the *Security and Privacy Solutions* practice newsletter, *Cybercrime Prevention and Response Newshyter*, for the latest information.

Who We Are

- PwC Poland recently sponsored the "Last Night of Proms" in Krakow and dedicated the concert to the victims of the September 11th attack.
- Learn more about PwC Canada's sponsorship of three members of the Canadian *Alpine Ski Team* as they go for the "Gold."

PGA TOUR

PricewaterhouseCoopers is the Official Professional Services Firm of the PGA TOUR.

(Johnson 2003)


Well designed identity

Featured Expedition of the Week: New Zealand Dolphins



Earthwatch Institute promotes sustainable conservation of our natural resources and cultural heritage by creating partnerships between scientists, educators, and the general public.

Search




- [About Earthwatch](#)
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- [Scientific Field Grants](#)
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- [Order an Expedition Guide](#)
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- [Earthwatch Japan](#)
- [Earthwatch Europe](#)

- EARTHWATCH: BRINGING PEOPLE TOGETHER
- NEWEST EXPEDITIONS
- SCUBA/SNORKEL EXPEDITIONS
- DISCOVERY WEEKENDS
- TEACHER FELLOWSHIPS AVAILABLE
- SPECIAL OFFERS

Earthwatch Institute operates on a very simple but radical notion: that if you fully involve the general public in the process of science, you not only give them understanding, you give the world a future. Join us. The next discovery may be yours.

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Our website has been named as Best of the Web by Forbes/Best of the Web

Navigation should

- Be easy to learn
- Be consistent throughout the website
 - try <https://www.baekdal.com/plus>)
- Provide feedback
 - such as the use of breadcrumbs to indicate how to navigate back to where the user started.
- Use the minimum number of clicks to arrive at the next destination.
- Use clear and intuitive labels,
 - based on the user's perspective and terminology.

Navigation should

- Support user tasks.
- Have each link be distinct from other links.
- Group navigation into logical units.
- Avoid making the user scroll to get to important navigation or submit buttons.
- Not disable the browser's back button.

<http://www.usabilityfirst.com/about-usability/information-architecture/>

Classification schemes

- **Alphabetical:** in phone books, book stores and directories of all kinds.
 - Problem: formal names sometime differs from informal
- **Chronological:** for historical archives, diaries and calendars, and event or TV guides
- **Geographical** suits travel subjects, social and political issues and regional organizations
 - such as wine sites, local foods

Chronological classification







Sign In or Sign Up Yahoo!7 Mail TV News Finance Sport Lifestyle Entertainment Travel Cars Jobs Real Estate More


YAHOO! TV Search Search Web

TV GUIDE HOME MY TV CHANNELS MY TV SHOWS HELP YAHOO!7 TV PLUS7 Missed your favourite TV show? Catch-up with PLUS7

Show **Free to Air** in **NSW - Sydney** on **Tue, 16 Dec** at **2:00am** Program finder: FIND

Highlight: ☐ Family ☐ Drama ☐ Entertainment ☐ News & Documentaries ☐ Sport ☐ Lifestyle ☐ Movies ☐ Reality ☐ Shows I like ☐ Display highlighted only

TUESDAY 16 December	WEDNESDAY 17 December	THURSDAY 18 December	FRIDAY 19 December	SATURDAY 20 December	SUNDAY 21 December	MONDAY 22 December
 Harry's Practice 2:00am - 2:30am	Home Shopping 2:30am - 3:00am	Home Shopping 3:00am - 3:30am	Sons and Daughters 3:30am - 4:00am	NBC Today 4:00am - 5:30am		
 All Worked Up 2:00am - 2:30am	All Worked Up 2:30am - 3:00am	Inside West Coast Customs 3:00am - 4:00am		Pimp My Ride 4:00am - 4:30am	Motor Mate 4:30am - 6:00am	
 Danoz 2:00am - 2:53am	Global Shop 2:53am - 3:21am		Extra 3:21am - 3:48am	Good Morning America 3:48am - 5:00am		
 Secret Sunshine 11:55pm - 2:30am	Beat The Ancestors 2:30am - 3:25am		Engineering Giants 3:25am - 4:25am		Food Lovers' Guide Australia 4:25am - 5:00am	
 Home Shopping 2:00am - 2:30am	Home Shopping 2:30am - 3:00am	Home Shopping 3:00am - 3:30am	Home Shopping 3:30am - 4:00am	Life Today with James Robison 4:00am - 4:30am	CBS This Morning 4:30am - 6:00am	
 Carlito's Way 1:00am - 4:00am				Love Thy Neighbour 4:00am - 4:30am	Shortland Street 4:30am - 5:00am	

YAHOO!7 Watch your favourite TV shows  Watch now **PLUS7**

Geographical classification



Classification schemes

- **Faceted** classification
 - Major concepts of the site, their facets (attributes) and their values
 - By **topics**
 - Yellow pages, travel agencies, recipe sites, ...
 - By **tasks**
 - In text editors: edit, insert, format, ...;
 - By **audience**
 - bank sites: private and business clients;
 - Universities – prospective students, students, staff
- **Metaphors**: desktop, folder, file.
- **Hybrid**: combination of various schemes.

Faceted classification: travel agency

The screenshot shows the Expedia.co.uk website. At the top, there's a navigation bar with links for Home, Hotels, Flights, Flight + Hotel, Car, Trains, Last Minute, Beach, Deals, City Breaks, Things to Do, and More. Below this is a search bar with tabs for Flights, Hotels, Flight + Hotel (selected), Cars, Things to Do, NEW Trains, and Discover. The main search area has fields for 'Flying from' and 'Flying to' (both with 'City or airport' placeholder text), 'Departing' and 'Returning' dates (both with 'dd/mm/yyyy' placeholder text), 'Rooms' (1), 'Adults (18+)' (2), and 'Children (0-17)' (0). There's a checkbox for 'I only need a hotel for part of my stay' and a dropdown for 'Preferred class' set to 'Economy'. A 'Search' button is at the bottom left. To the right of the search area is a sidebar with a 'MILLENNIUM HOTELS AND RESORTS' advertisement and a 'BOOK NOW' button. At the bottom right, there's a 'nectar' logo and text about collecting Nectar points.


Major concepts:
flights, hotels, cars,
etc.

Common facet for all
concepts:

- price

- Unique facets:
 - flights go from one city to another,
 - hotels are located in a single city
 - but may be part of a chain, etc.

Task classification



[Home](#) [Clothing](#) [Computers](#) [Electronics](#) [Home & Garden](#) [Jewelry](#) [Kids & Family](#) [More...](#)

What are you shopping for? in

[Back to: Clothing and Accessories](#) [Join Shopping.com](#) [Help](#) [Sign in](#)

You found over 133,000 products in Shoes

Find by Shoe Type
[Orthopedic / Comfort](#) (20,379)
[Boots](#) (16,775)
[Sandals](#) (9,533)
[Running](#) (6,911)
[Slip-Ons](#) (6,772)
[More...](#)

Find by Brand
[New Balance](#) (5,072)
[Adidas](#) (4,352)
[Reebok](#) (3,643)
[Rockport](#) (3,578)
[Skechers](#) (3,049)
[More...](#)

Find by Gender and Age
[Women](#) (35,269)
[Men](#) (30,647)
[Girls](#) (7,054)
[Boys](#) (6,771)
[Infants and Toddlers](#) (1,566)

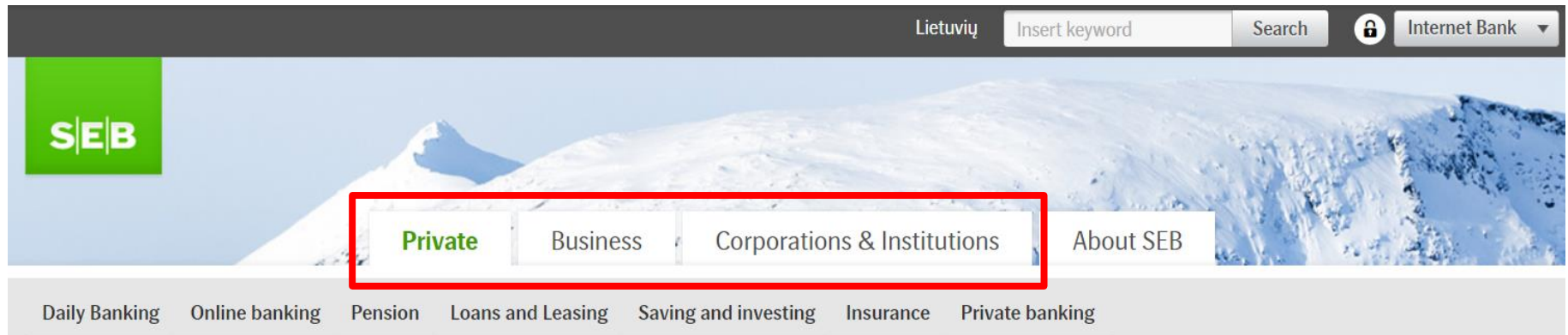
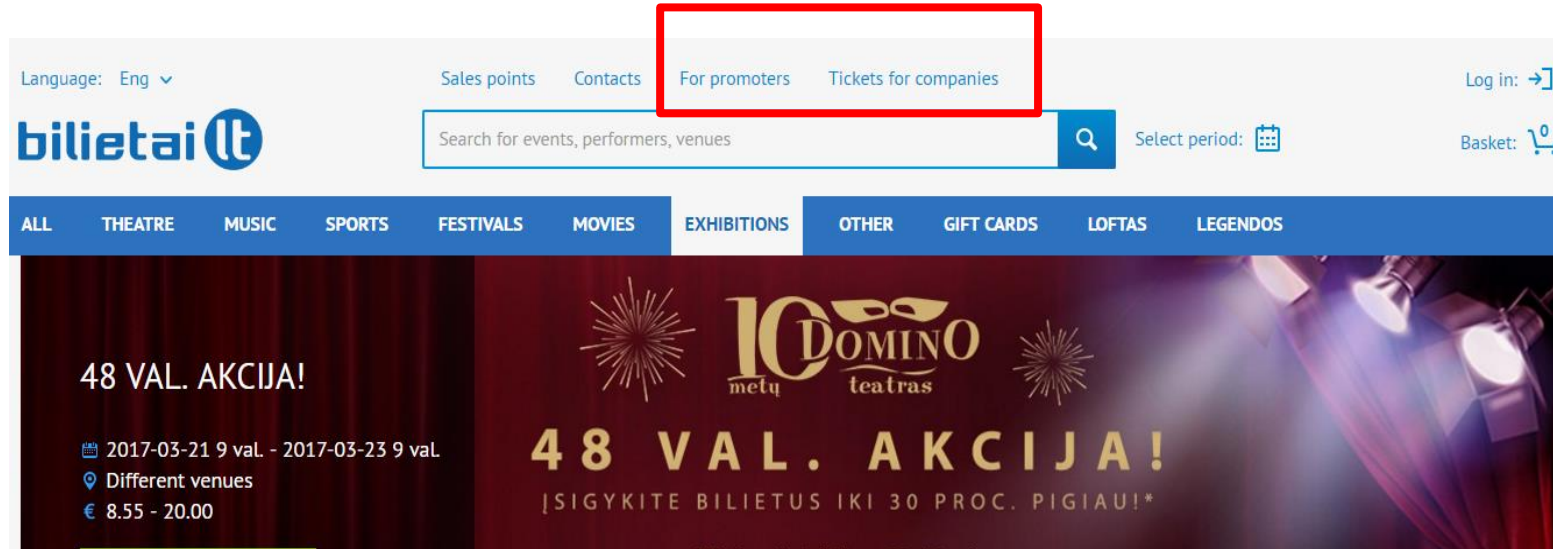
Or find by
[Price Range](#)
[Shoe Style](#)
[Store](#)
[Material](#)
[Toe Type](#)
[Keyword](#)

Compare prices on over 133,787 products

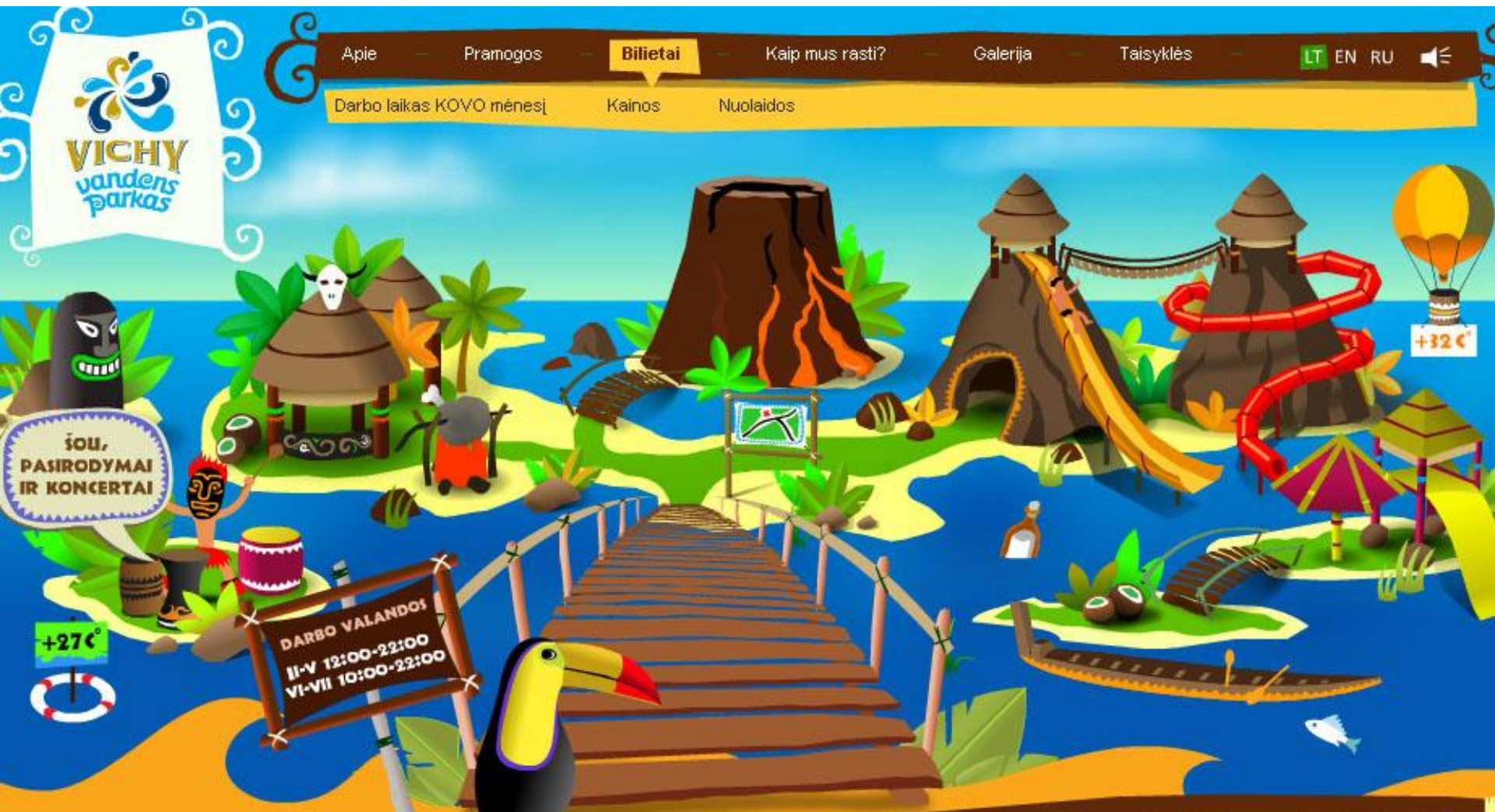
Product Description	Store Name & Rating	Price
---------------------	---	-----------------------

Featured Product

Classification by audience



Metaphors: Aqua Park Vichy



Social classification

- User *tagging* in social networks
 - a **tag** is a keyword or term assigned to a piece of information
- Tag clouds



 **epiblt** [Subscribe](#)

May 12, 2009
([less info](#))

Suopis ir Rambynas vel uzdainavo. Kad vyrams valios nepritraktu.

Category: [Music](#)

Tags: [Suopis](#) [Rambynas](#) [Ramonai](#) [be taves](#) [nelabai laike](#) [rinkimai](#) [europas](#) [parlamentas](#)

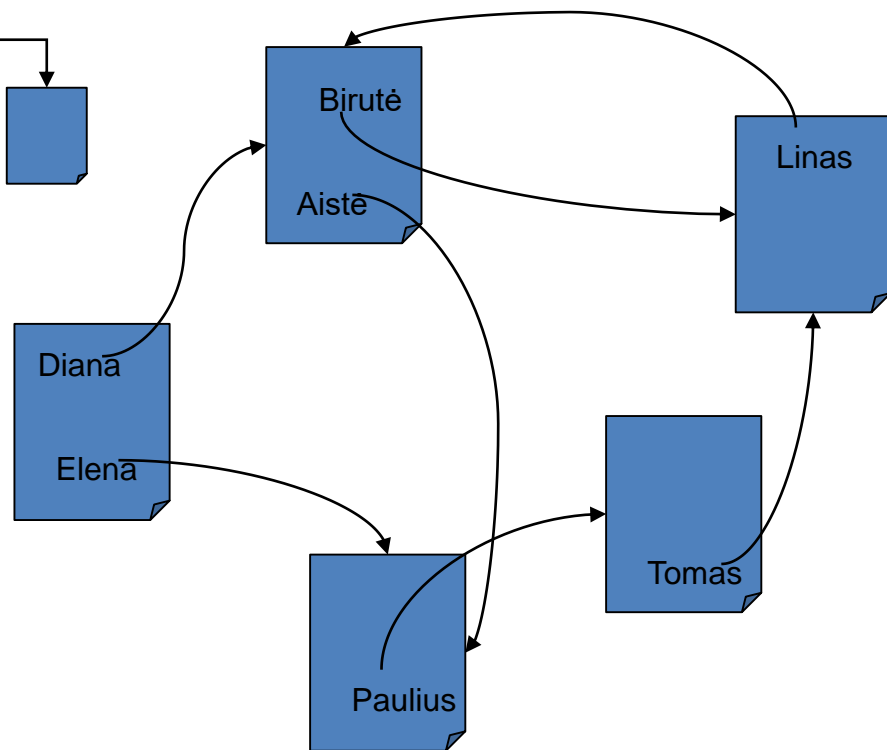
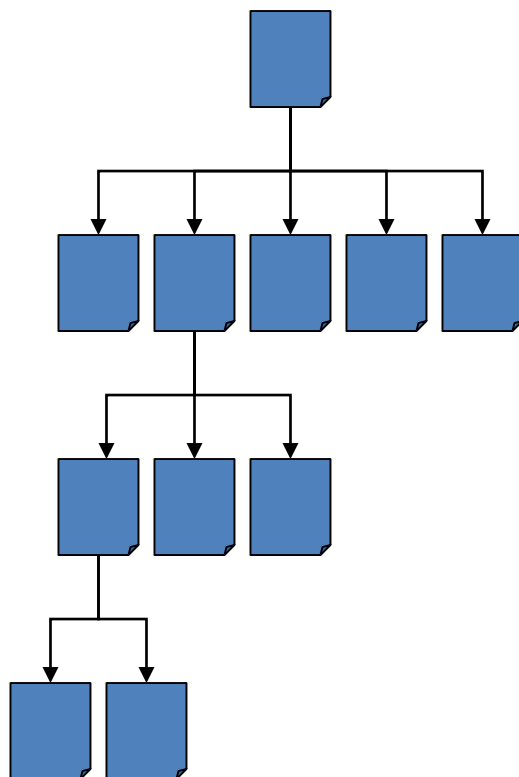
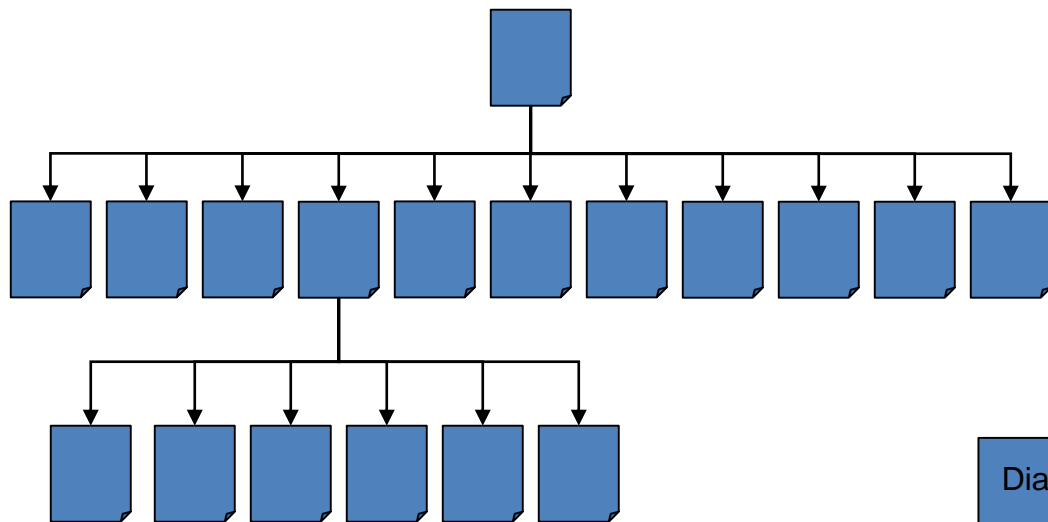
n comics community computer cooking cool **CSS** culture d
economics **education** electronics entertainment fashion **fic**
fun funny game **games** **google** graphics hardware **he**
images **imported** **inspiration** internet iphone **java**
linux **mac** magazine management **marketing** math **media** m
opensource osx photo **photography** photos **photo**
programming python radio rails recipe **recipes** reference re
security seo sga **shopping** slash social socialnetworking s

Importance of classification

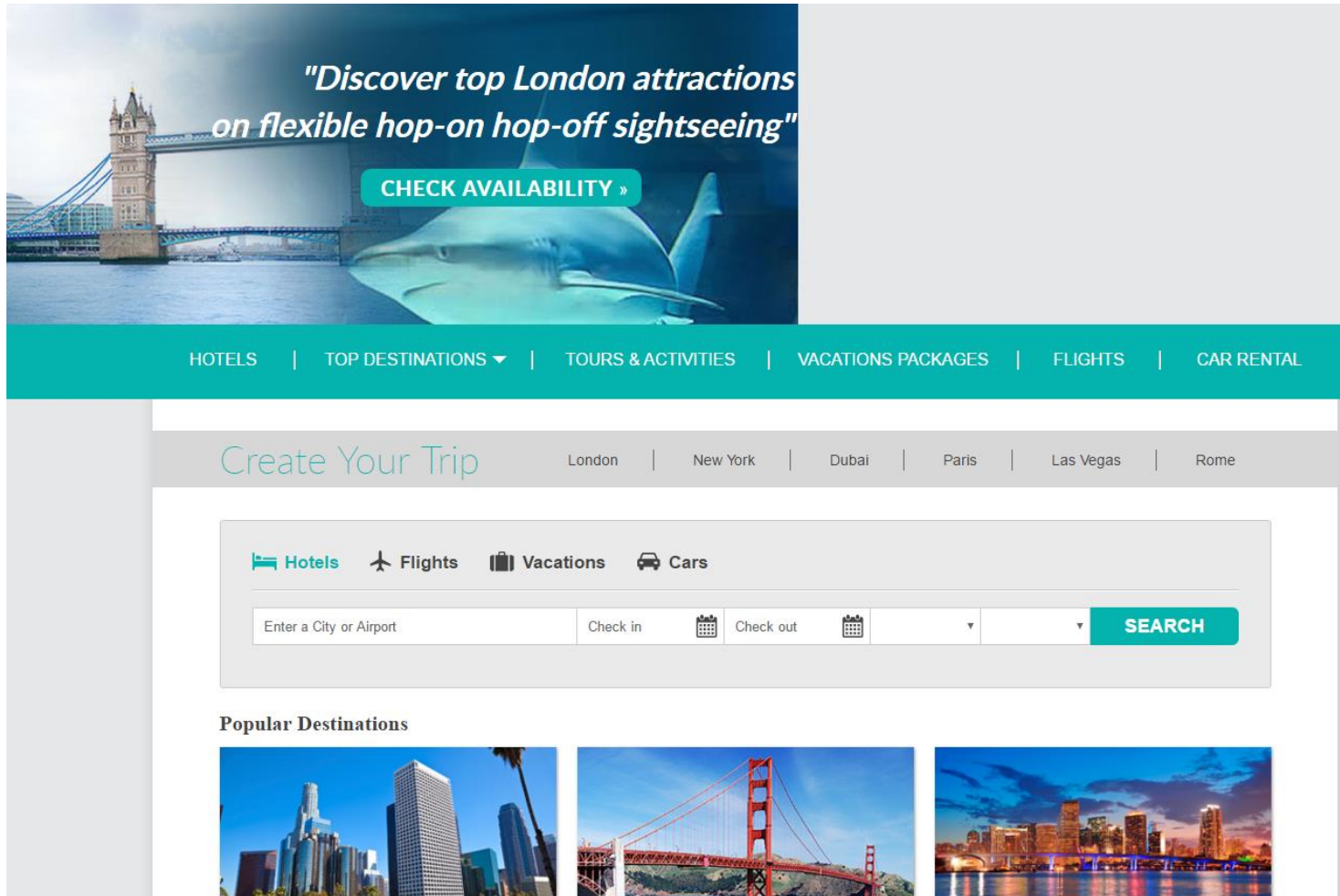
- Jared Spool's User Interface Engineering research:
 - Departments in left navigation panel www.macys.com
 - Menu at the top www.gap.com, <http://www.victoriassecret.com>
 - Combination department and gallery Old Navy (www.oldnavy.com)
 - Combination of product description and departments
 - Lands' End (<http://www.landsend.com>)
 - Combined text lists of all the products in the department with a toggle to see the pictures for a gallery
 - Eddie Bauer (<http://www.eddiebauer.com>)
- Results:
 - 78% of users used navigation, 28% search
 - Land's End design performed the best, Old Navy's – the second
 - Left navigation design – the worst performance

Organisation structures

- **Hierarchical** tree structure
 - shallow and broad structure with many branches
 - Deep structure with few branches
- Breath vs depth?
- Problem
 - No matter what classification scheme is chosen, some item will not fit nicely into it
 - Then the designer puts it under two or more headings
 - Hierarchy becomes a network
 - More difficult to understand



Classification by topic: travel



The image shows a screenshot of a travel website. At the top, there is a banner for London attractions featuring the Tower Bridge and a boat, with the text "Discover top London attractions on flexible hop-on hop-off sightseeing" and a "CHECK AVAILABILITY »" button. Below this is a teal navigation bar with links: HOTELS, TOP DESTINATIONS ▼, TOURS & ACTIVITIES, VACATIONS PACKAGES, FLIGHTS, and CAR RENTAL. Underneath is a "Create Your Trip" section with city filters: London, New York, Dubai, Paris, Las Vegas, and Rome. A search bar is present with tabs for Hotels, Flights, Vacations, and Cars. The search bar includes fields for "Enter a City or Airport", "Check in" (with a calendar icon), "Check out" (with a calendar icon), and a "SEARCH" button. Below the search bar is a "Popular Destinations" section with three image thumbnails: a modern city skyline, the Golden Gate Bridge, and a city skyline at night.





"Discover top London attractions on flexible hop-on hop-off sightseeing"

[CHECK AVAILABILITY »](#)


HOTELS | TOP DESTINATIONS ▼ | TOURS & ACTIVITIES | VACATIONS PACKAGES | FLIGHTS | CAR RENTAL


Create Your Trip

London | New York | Dubai | Paris | Las Vegas | Rome

 Hotels  Flights  Vacations  Cars




Enter a City or Airport

Check in 

Check out 

[SEARCH](#)

Popular Destinations



Dalykinė schema: kelionės


Kalėdinis konkursas! Laimėk kelionę į savo svajonių miestą!

Kelionės Skrydžiai Viešbučiai

Kryptis Kelionės data

Valstybė 2014 Gruodis IEŠKOTI

KELIAUJANTIEMS SAVARANKIŠKAI




4* ST. GEORGE SPA HOTEL
(Apgyvendinimas Kipre, Pafosas)

Kaina nuo:
808,00 Lt
234,01 €

[Daugiau](#)

KELIAUJANTIEMS SAVARANKIŠKAI




Pramoginis – pažintinis savaitgalis Paryžiuje ("Royal Mansart" 2*)

Kaina nuo:
489,00 Lt
141,62 €

[Daugiau](#)

KELIAUJANTIEMS SAVARANKIŠKAI




PAPHIESSA 3*
(Apgyvendinimas Kipre, Pafosas)

Kaina nuo:
356,00 Lt
103,10 €

[Daugiau](#)

NORWEGIAN



Italija, Graikija, Turkija - 11 dienų kruizas Norvegian Jade laivu

Kaina nuo:
1.896,00 Lt
549,12 €

[Daugiau](#)

Effective IA

1. Understand the business/contextual requirements and the proposed content for the system.
Read all existing documentation, interview stakeholders and conduct a content inventory.
2. Conduct cards sorting exercises with a number of representative users.
3. Evaluate the output of the card sorting exercises. Look for trends in grouping and labelling.
4. Develop a draft information architecture (i.e. information groupings and hierarchy).
5. Evaluate the draft information architecture using the card-based classification evaluation technique.
6. Don't expect to get the information architecture right first time. Capturing the right terminology and hierarchy may take several iterations.
7. Document the information architecture in a site map. This is not the final site map, the site map will only be finalised after page layouts have been defined.
8. Define a number of common user tasks, such as finding out about how to request holiday leave. On paper sketch page layouts to define how the user will step through the site. This technique is known as storyboarding.
9. Walk other members of the project team through the storyboards and leave them in shared workspaces for comments.
10. If possible within the constraints of the project, it is good to conduct task-based usability tests on paper prototypes as it provides valuable feedback without going to the expense of creating higher quality designs.
11. Create detailed page layouts to support key user tasks. Page layouts should be annotated with guidance for visual designers and developers.



<http://www.belladesoto.us/>

<http://www.webpagesthatsuck.com/2009-worst-contenders-jan-march.html>



Over-the-Top Websites

Šioje svetainėje naudojamas nepalaikomas papildinys („Java(TM)“). [Sužinokite daugiau](#)

VISION FOR UTOPIA
4) The Book Economists DON'T want anyone to read

REVELATIONS OF HOLY TRUTH FOR ALL PEOPLE

Full Details Of A New Economic Theory That Wipes Out All Poverty & Unemployment Forever

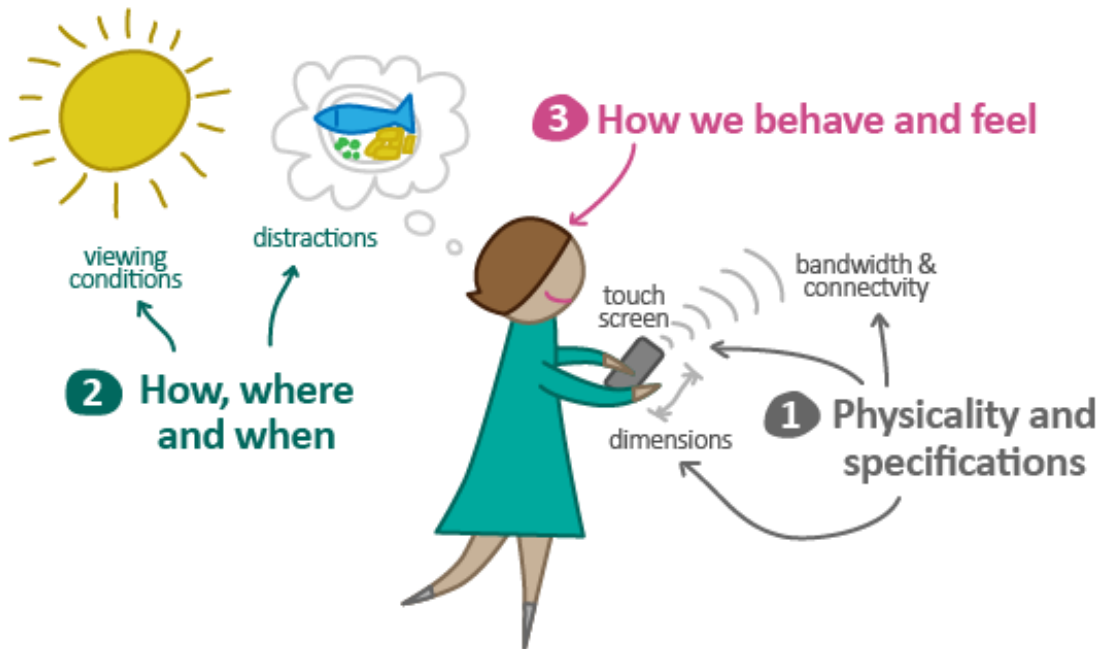
**CONSTITUTION SEVEN
REVELATION MINISTRIES**
Rev 22:1-21 7 Gen 1:1
**FOR CHRIST JESUS
THE SON OF GOD**

† I FEAR God. But ... I have NOTHING †
to fear FROM God, BECAUSE I FEAR God
- Amen - Holy Spirit Given Quote NOW !!!

<http://www.webpagesthatsuck.com/over-the-top-web-sites.html>

INFORMATION ARCHITECTURE FOR MOBILES

How is mobile different?



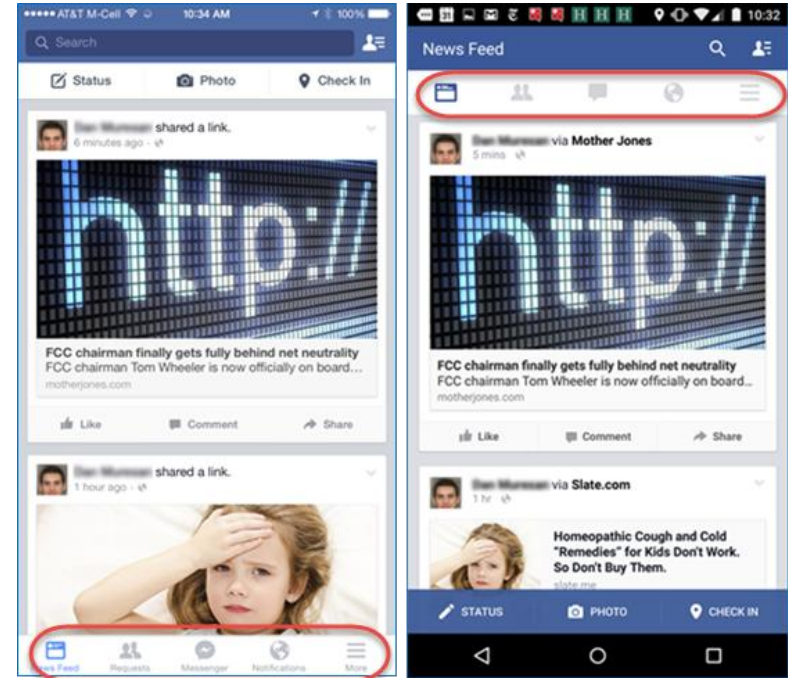
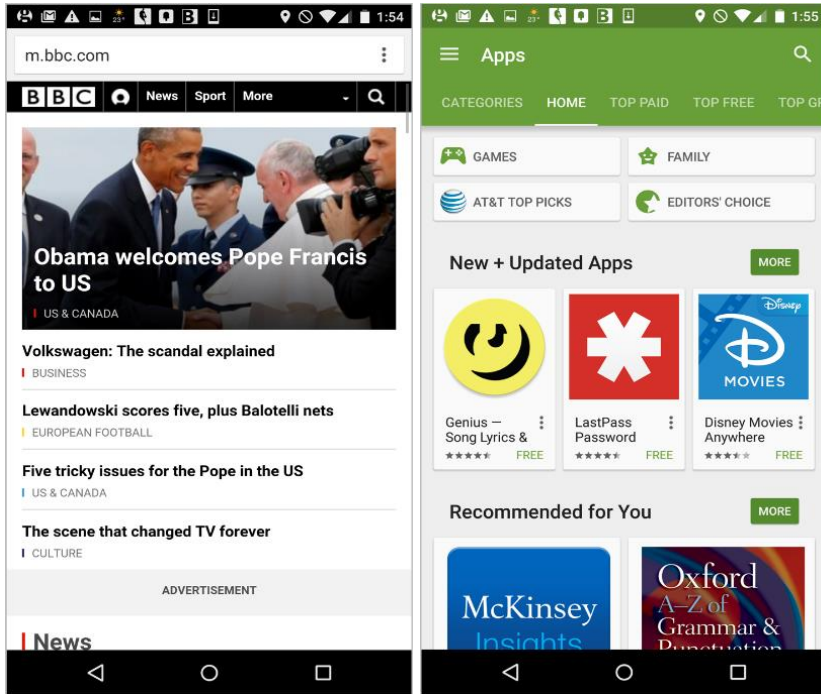
- Small size, lighter, more portable
 - More convenient to use
- Many users feel real emotional connection to their devices

(McVicar 2012)

Popular navigation patterns

- Main navigation bars and tabbed bars
- Hierarchical Tree Navigation
- Nested Doll Navigation
- Hub and Spoke Navigation
- Bento Box Navigation
- Filtered View Navigation

The Navigation Bar and Tab Bars



The navigation bar is efficient, but

- it works well only for few navigation options;
- it takes up valuable real estate above the fold.

The tab bar can appear

- at the top (Android mostly) or
 - at the bottom of the page (iOS mostly).
- It is usually present on most pages within an app

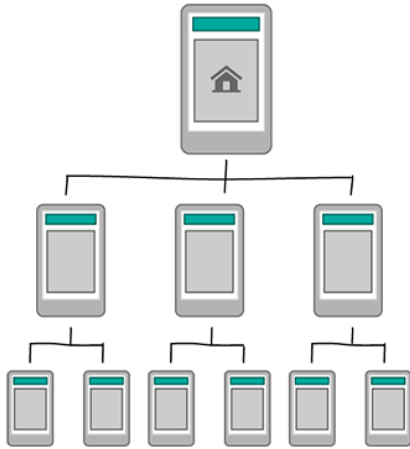
<https://www.nngroup.com/articles/mobile-navigation-patterns/>

Tab bars and navigation bars

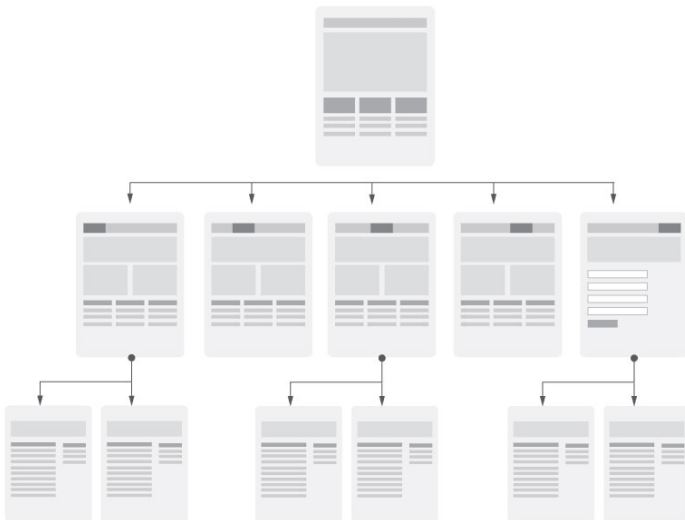
- Well suited for sites with few (4-5) navigation options
- For more - Carousel may be a solution
 - but if the categories are different
 - then users won't scroll
 - because the weak information scent from the visible categories may prevent them from guessing what items are hidden

<https://www.nngroup.com/articles/mobile-navigation-patterns/>

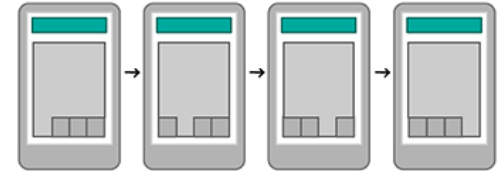
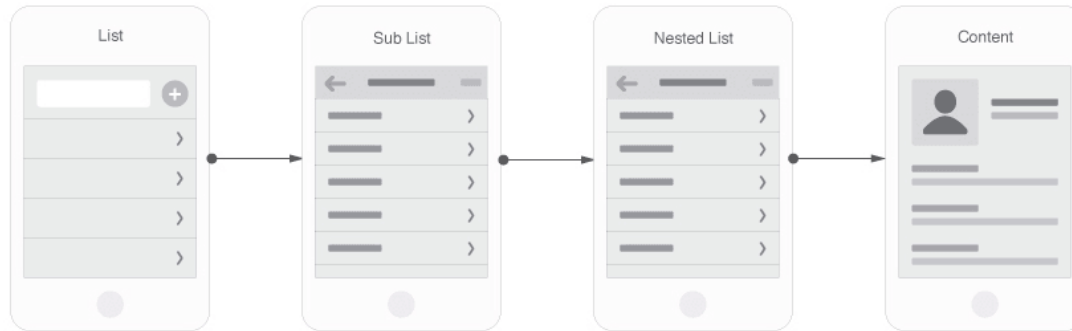
Hierarchical Tree Navigation



- Provides a top-level category for navigation followed by further layers of content in sub-categories below that level
- **Good for organising** complicated site structures that need to follow a desktop site's structure.
- The drawbacks
 - this model can become difficult to accommodate on the mobile screen;
 - the more content you have, the more difficult it is to squash all that data into the screen.

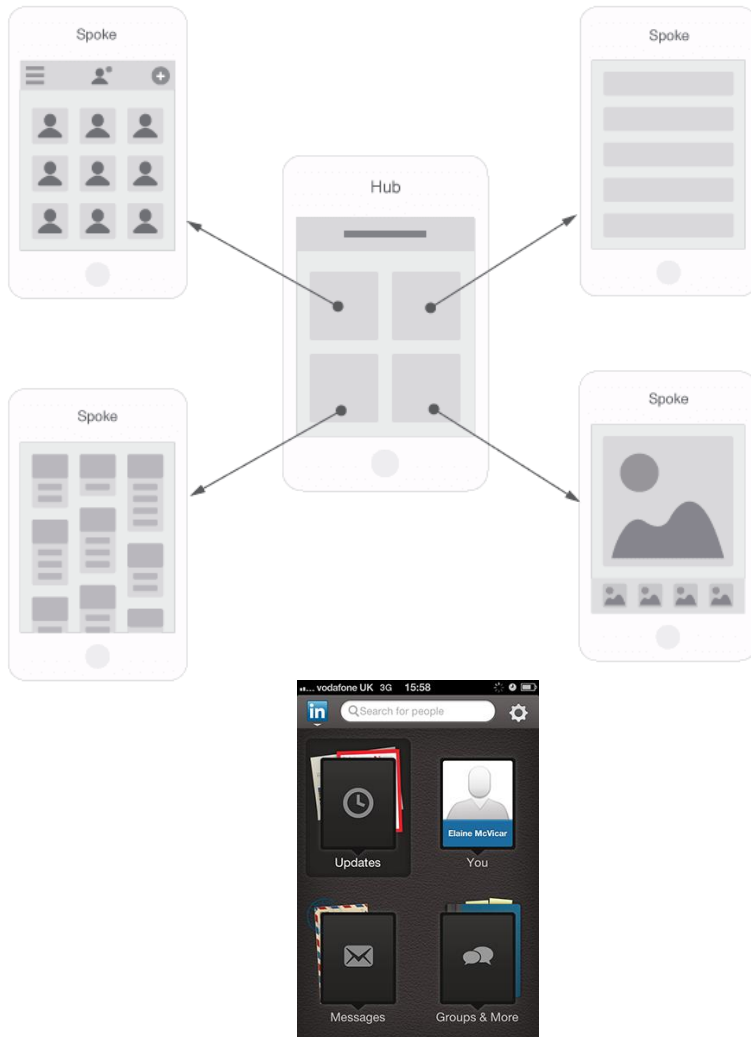


Nested Doll Navigation



- Linear menu pattern
- Users incrementally tap or swipe
 - to reveal additional menu options
 - as they traverse up and down through the site map.
- Funnelling users from broad overview pages to detail pages helps them hone in
 - on what they're looking for
 - and focus on content within an individual section.
 - well suited to small screens
 - but comes at the expense of easy lateral movement across sections.

Hub and spoke navigation



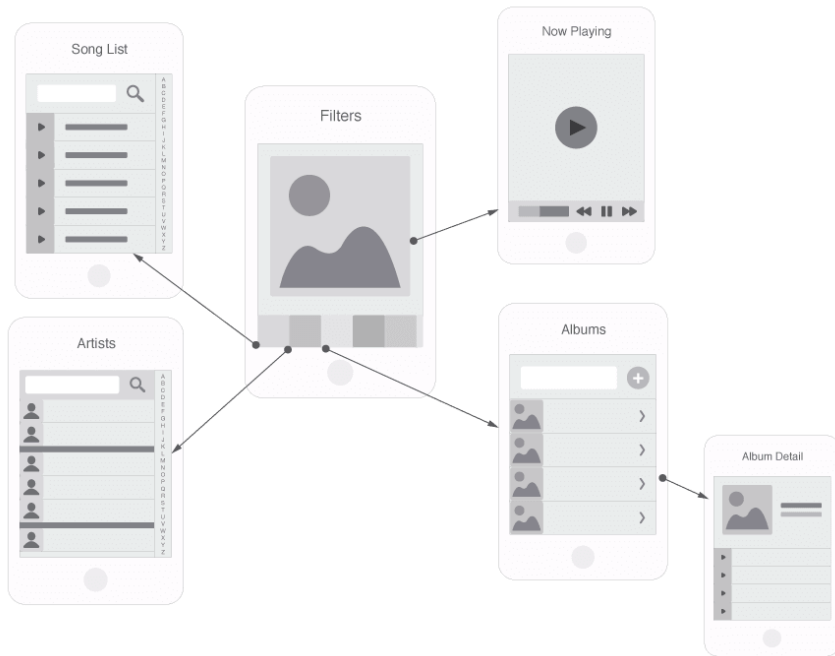
- Central screen acts as the launchpad for exploration
 - Links point outward to other sections
 - To move from one section to another,
 - you must first jump back to the hub.
- Eliminates the need for global navigation on each page
 - a popular choice for
 - multi-functional tools
 - task-based applications
 - that benefit from focus and minimal distraction.

Bento Box/Dashboard Navigation



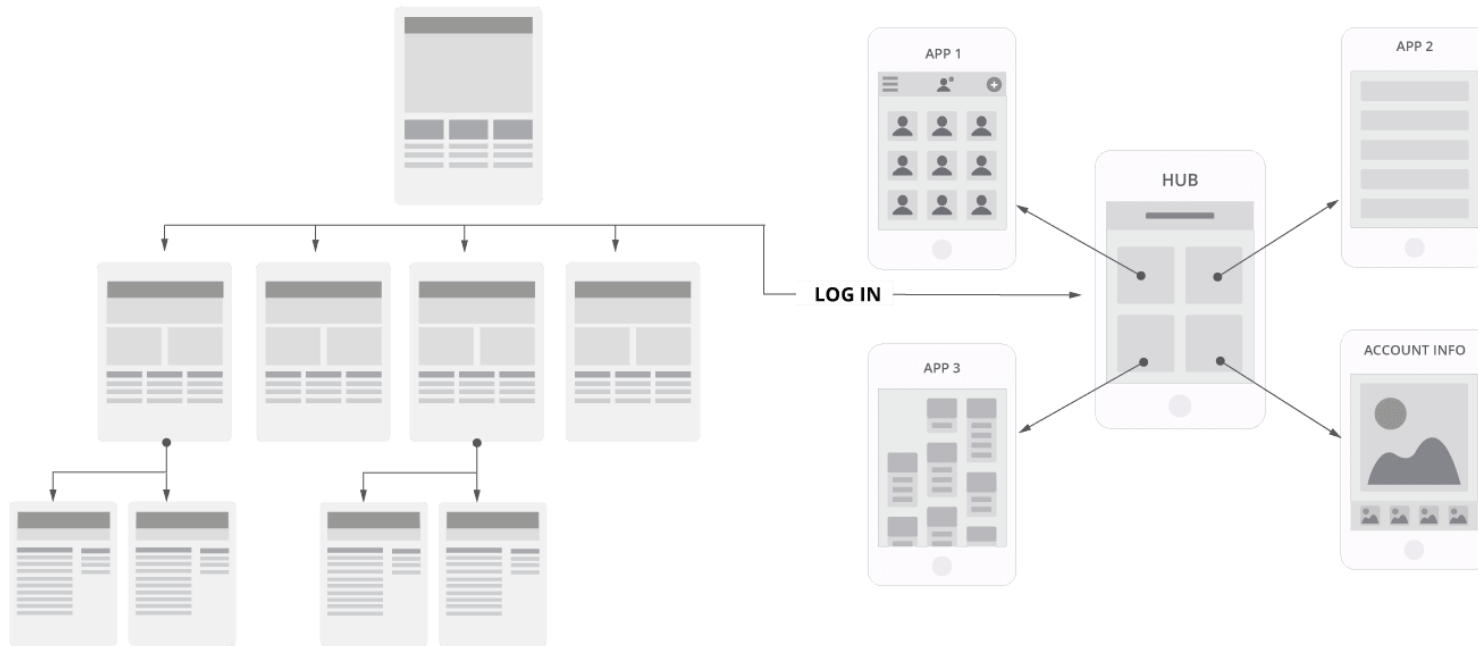
- Brings more detailed content directly to the index screen by using components to display portions of related tools or content.
- More suited to tablet than mobile
 - due to its complexity
- Good for
 - Multi-functional tools and content-based tablet apps that have a similar theme.
- Most interactions occur in a single multi-purpose screen
 - that unfolds to reveal layers of additional information.
- A popular choice for websites
 - on which users interact with data aggregated from a variety sources.

Filtered View Navigation



- Allows to navigate within a set of data by selecting filter options to create an alternative view.
- **Good for**
 - Apps or sites with large quantities of content,
 - such as articles, images, videos.
- Filtered view systems deal with a single data set.
- Information may be explored from multiple perspectives,
 - with a variety of views and sorting options
 - controlled by the user.

Combining schemes



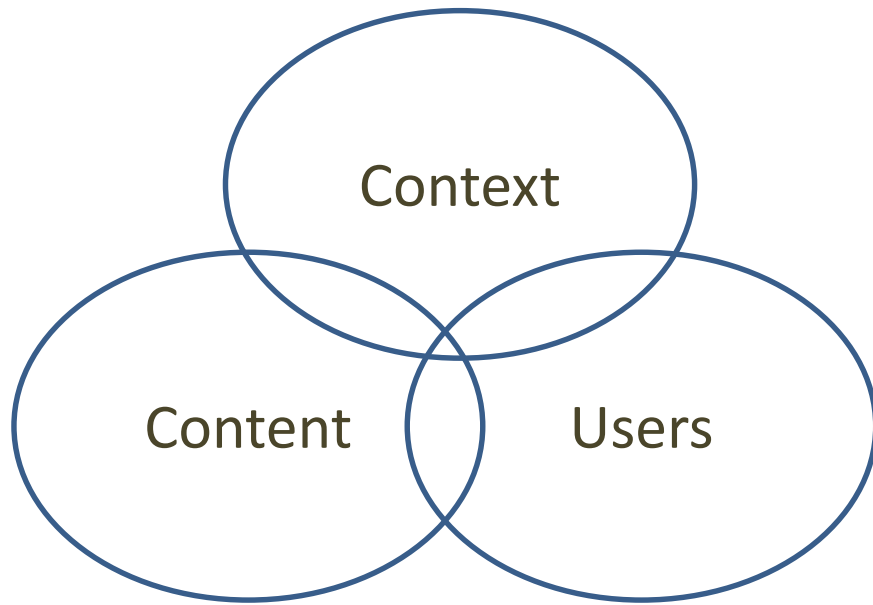
- Example:
 - One scheme for public part
 - Another for registered members

Why IA matters

- The cost of finding information
- The cost of not finding information
- The value of education
- The cost of construction
- The cost of maintenance
- The cost of training
- The value of brand

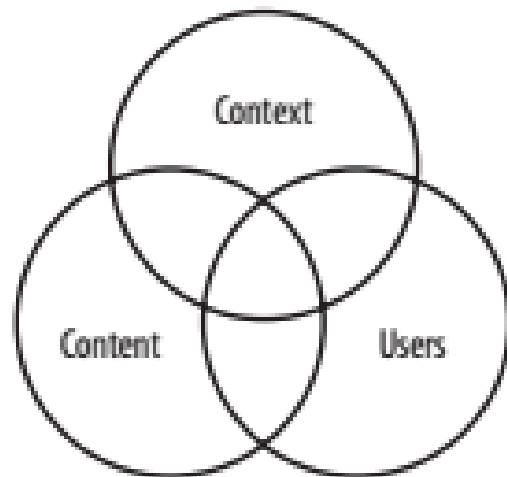


Effective IA design

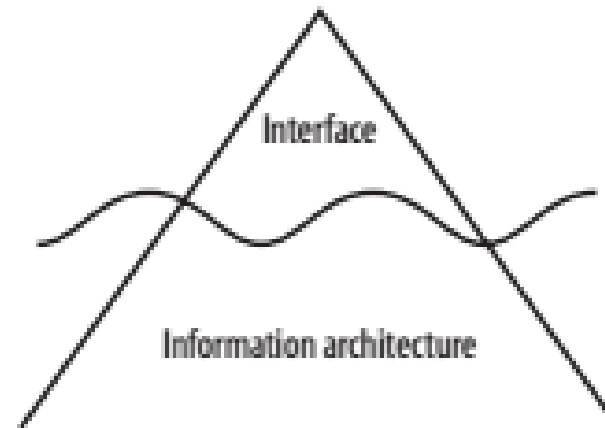


- Context
 - Business goals, funding, politics, culture, technology, resources, constraints
- Content
 - Document/data types, content objects, volume, existing structure
- Users
 - audience, tasks, information seeking behavior, experience

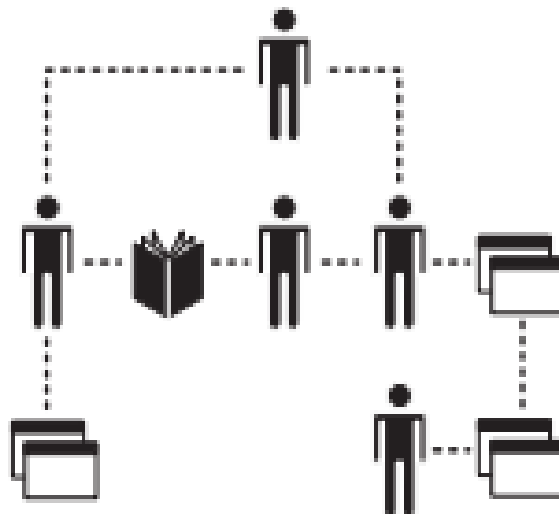
Concepts



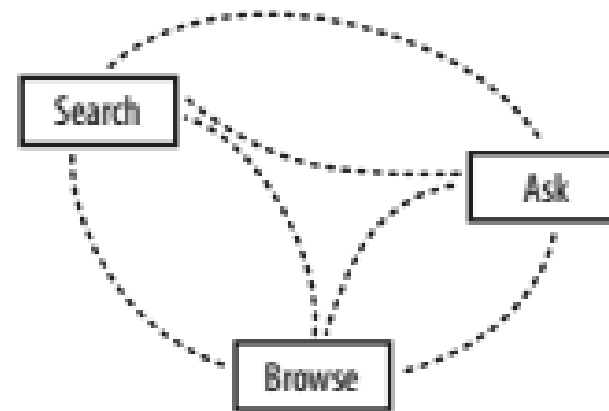
Complex systems



Invisible work

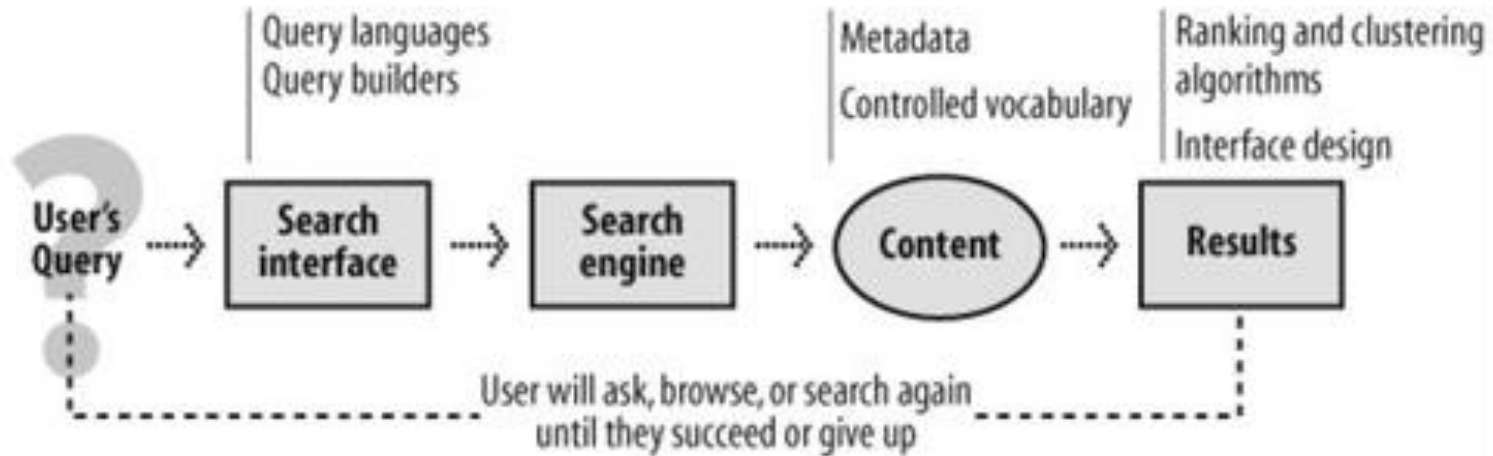


Knowledge networks



Information seeking behavior

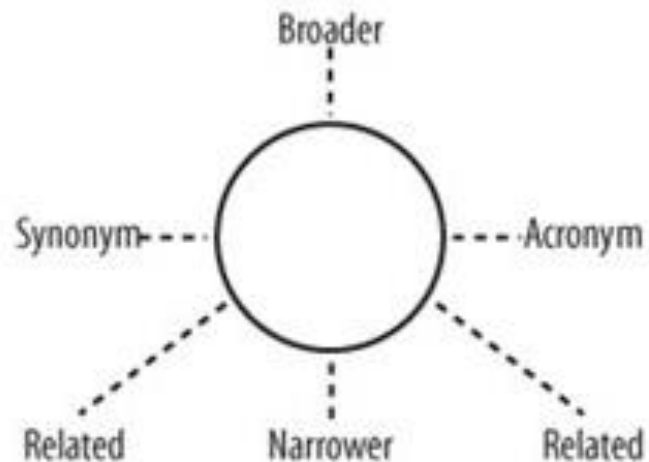
Systems



Searching systems



Navigation systems

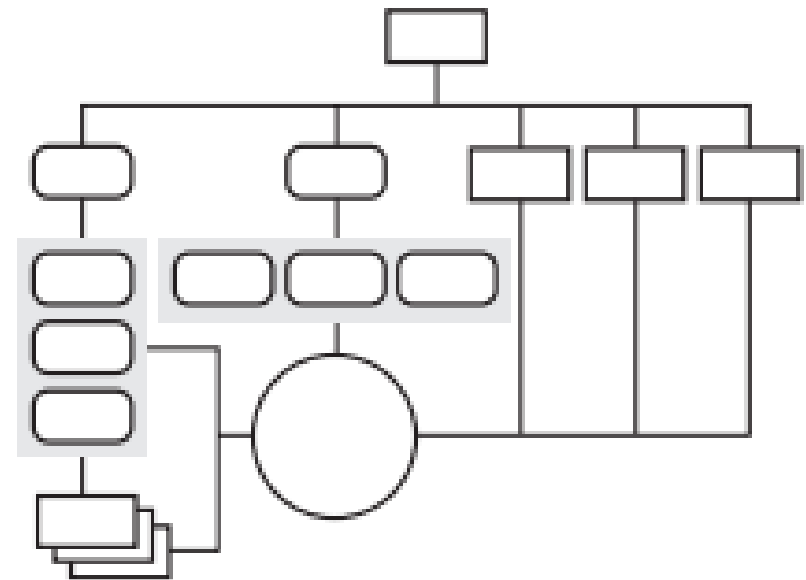


Semantic networks

Deliverables



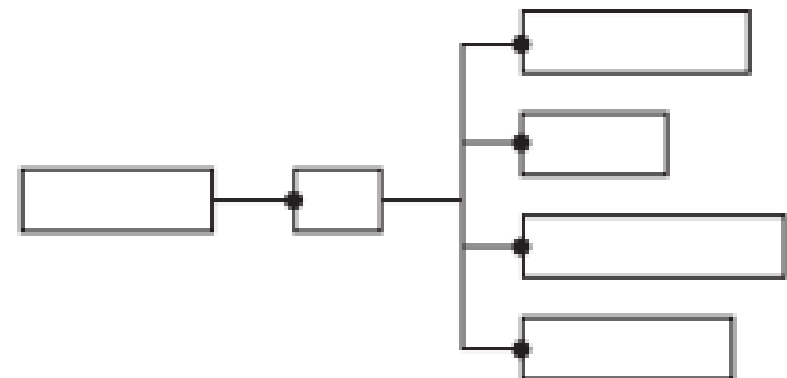
Wireframes



Blueprints

Accepted term	Variant terms
Email	Electronic mail E-mail
Fax	Facsimile
Photocopier	Copier Photostat Xerox

Controlled vocabularies



Metadata schema

Summary

- Information architecture is concerned with
 - understanding the structure and
 - organization of the content of the site.
- Navigation concerns
 - how people move around the site and
 - how they get to know
 - what is on the site and where it is.

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Exam questions

- Definition and purpose of information architecture.
- What components includes information architecture?
- Creating information architecture using top-down approach
- Creating information architecture using Bottom up approach