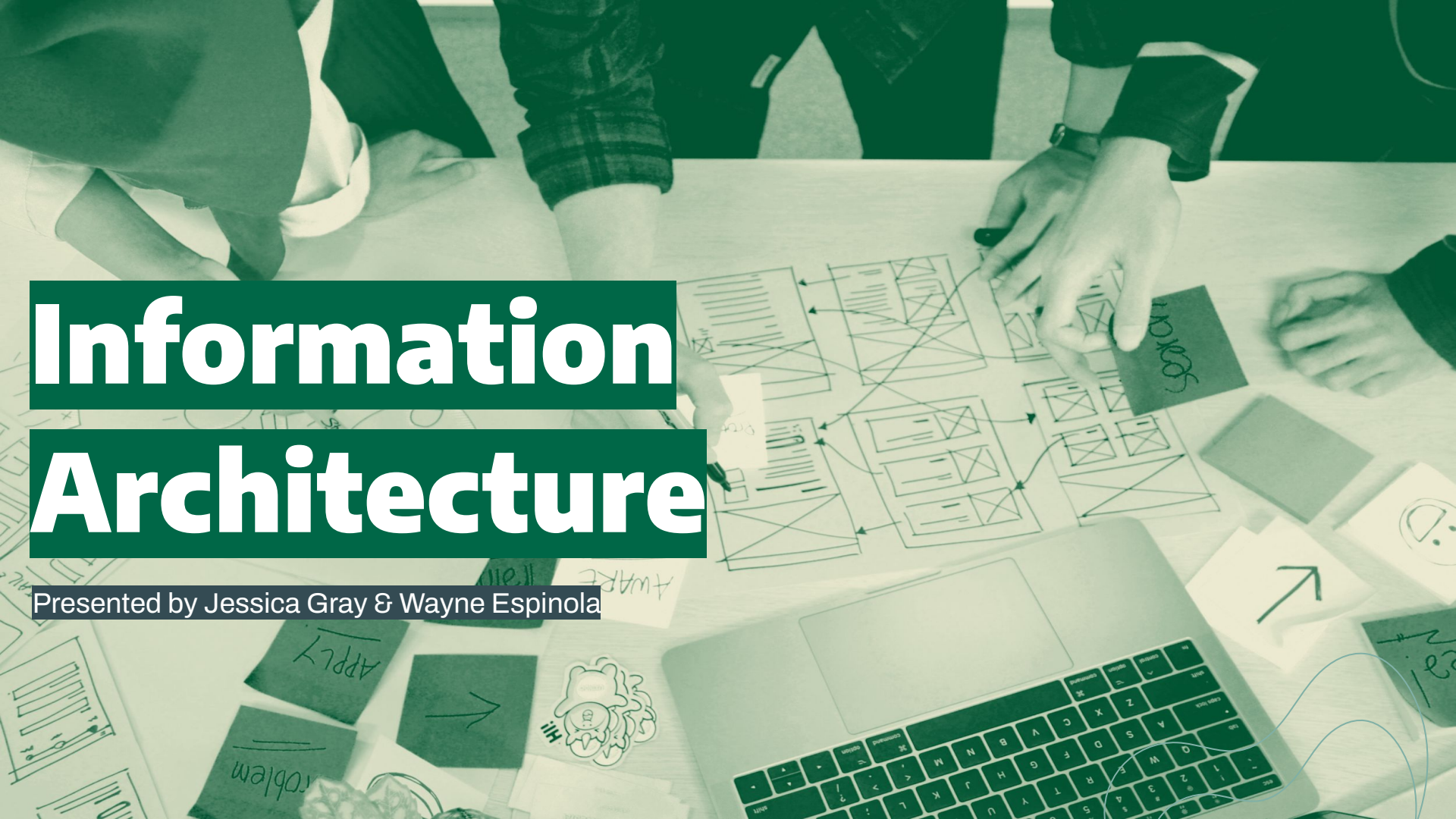


Information Architecture

Presented by Jessica Gray & Wayne Espinola

01

Introduction to Information Architecture

What is Information Architecture?

Information Architecture (IA) is the organization of content so that it’s understandable and readily obtainable.

IA and UX Design. How do they relate?

IA

- Focuses on structure of information.
- The foundation & blueprint.
- Makes your site *easier* to navigate.

UX

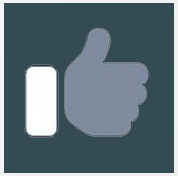
- Focuses on the emotions of users.
- The finished product.
- Makes sure you're having *fun* while navigating.

Having good information architecture is required if you want good user experience!

Why is Information Architecture Important?

BRAND IMPRESSION

- Good IA = user finds what they need efficiently = positive feelings.
- Your organization is seen as well organized and helpful.



TRUST

- Users see your site as a trusted source of information and an important tool.
- Less support calls.

Time and Energy are precious to our user (and us)!

Defining IA **Objectives.**

FINDABILITY

Making information easier to find.

UNDERSTANDABILITY

Making sense of that information.

UTILITY

Providing value to that information.

The 3 Components of IA.

01

ONTOLOGY

Assigning individual labels to elements.

02

TAXONOMY

Those elements are grouped, classified, and labeled together.

03

CHOREOGRAPHY

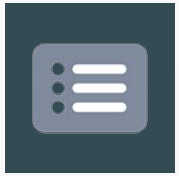
The ‘movement’ or user flow to complete a task.

The interplay of ontology, taxonomy and choreography can’t simply be designed: it needs to be architected first.

02

Three Pillars of Information Architecture

Three **Pillar / Principles.**



CONTEXT

Goals, Expectations, Resources, Constraints, Culture

USERS

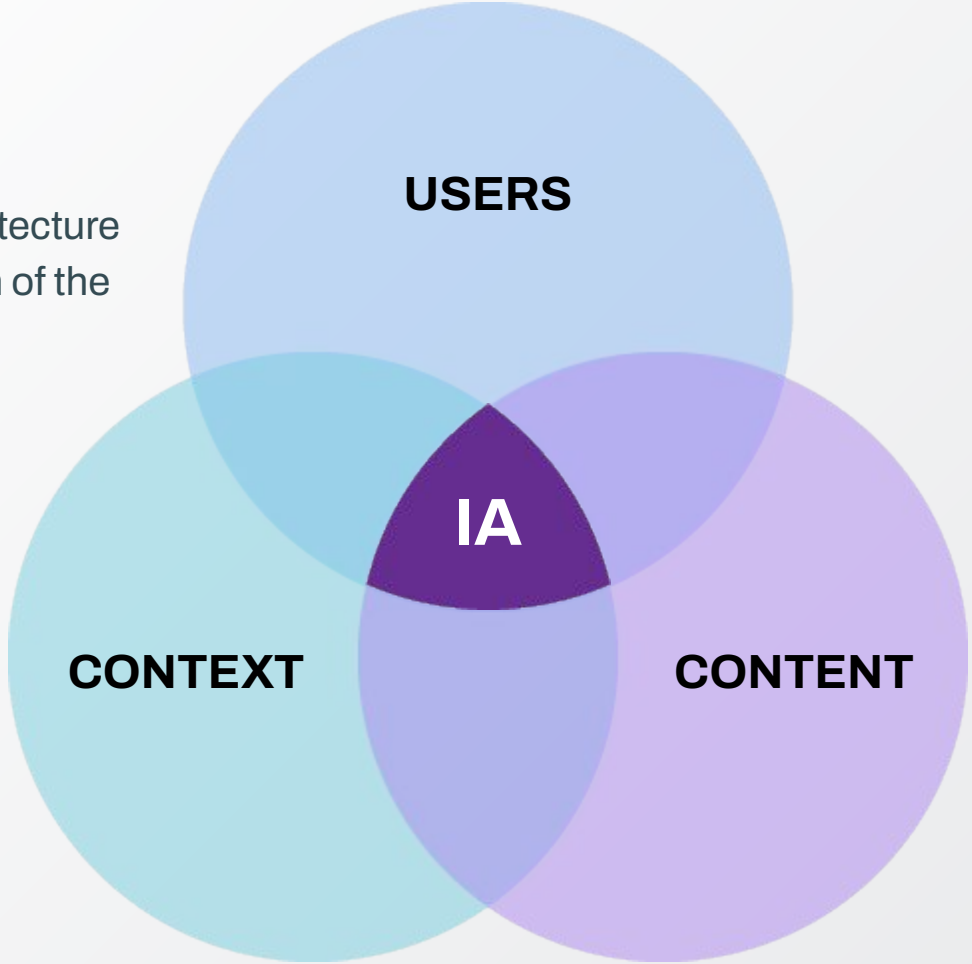
Seek, Retrieve, and Consume Content. Complete Tasks.

Empathy, Analytics, User Testing / Feedback

CONTENT

Data, Documents, Text/Copy, Images, Media

Information Architecture is the intersection of the three pillars.



03

Essential Aspects of Information Architecture

Organization of System. Essential Aspect of IA.

- The categories in which the information is divided.
- Helps users predict where they can find information easily.
- Within this system are two main components:
  - Schemes.
  - Structures.

Schemes in Organization of System

How the information is organized and put into related groups.

ALPHABETICAL

Arranged in alphabetical order.

AUDIENCE

Arranged for a certain groups of users.

CHRONOLOGICAL

Arranged by time and date.

TOPIC

Arranged by specific topic.

Alphabetical Example of Scheme

2022-2023 Undergraduate Catalog

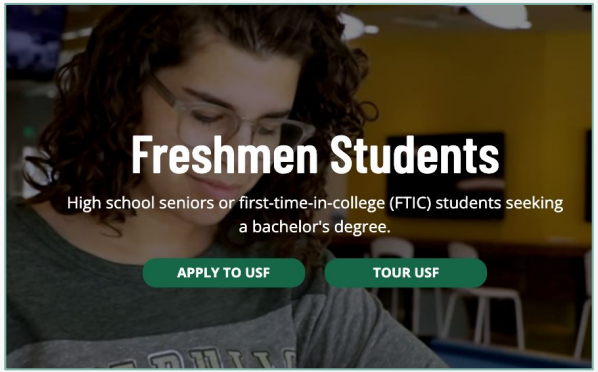
Programs (A-Z)

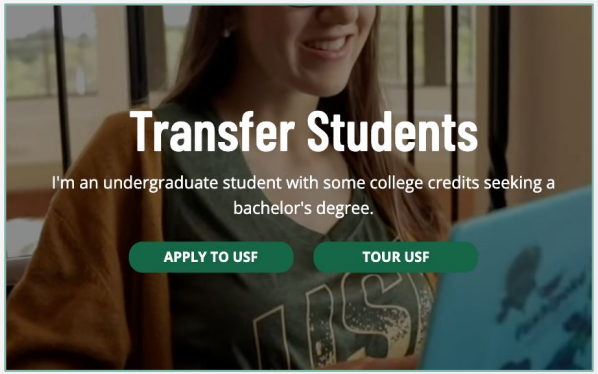
A · B · C · D · E · F · G · H · I · J · K · L · M · N · O · P · Q · R · S · T · U · V · W · X · Y · Z

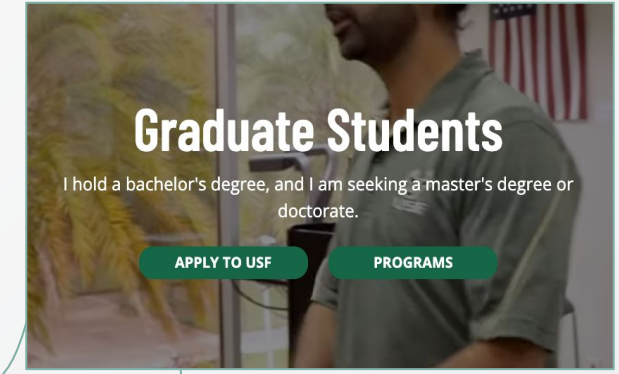
A

- Accounting B.S.
- Accounting (For Business Majors Only) Minor
- Addictions and Substance Abuse Profession Certificate
- Addictions Studies Minor
- Advanced Dance Studies Certificate
- Advertising B.S.
- Aerospace Studies Minor - Air Force ROTC
- Africana Studies B.A.
- Africana Studies Minor
- Aging Sciences B.S.
- Aging Sciences Minor
- American Studies Minor
- Anthropology B.A.
- Anthropology Minor
- Applied Behavior Analysis Minor
- Applied Science B.S.A.S., with Aging Sciences Concentration
- Applied Science B.S.A.S., with Behavioral Healthcare Concentration

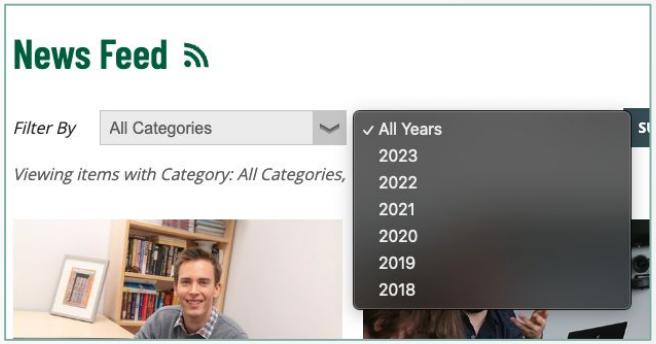
Audience Examples of Scheme

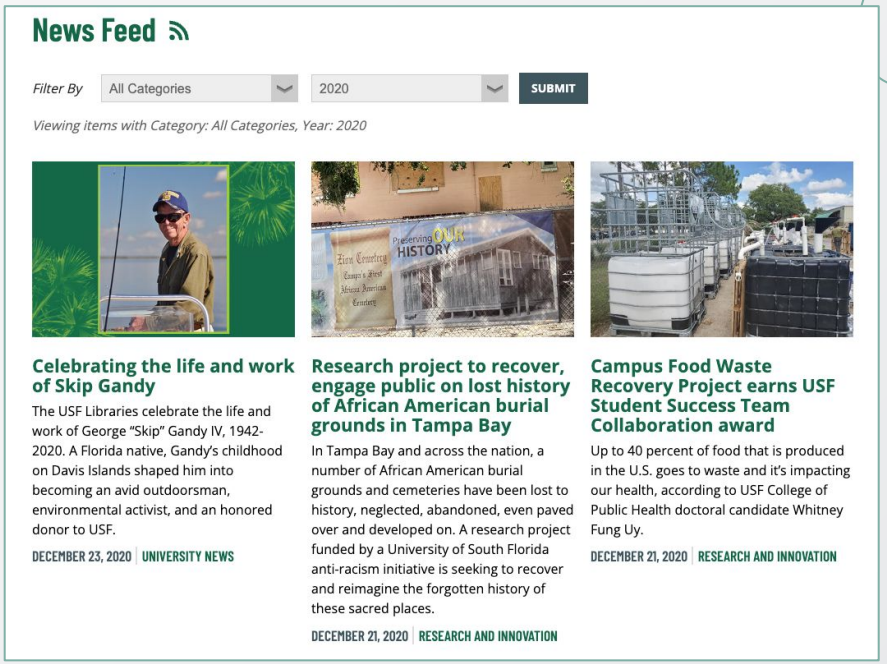




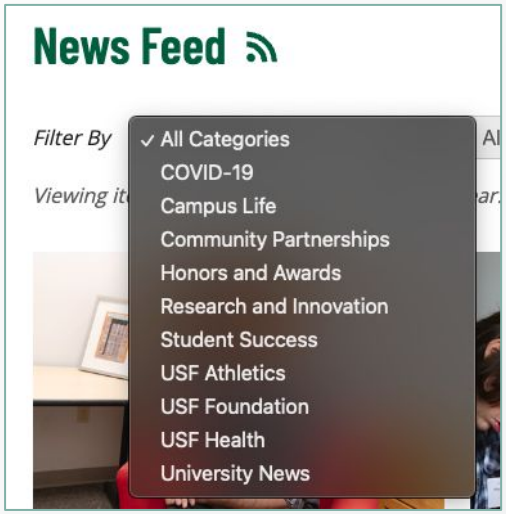


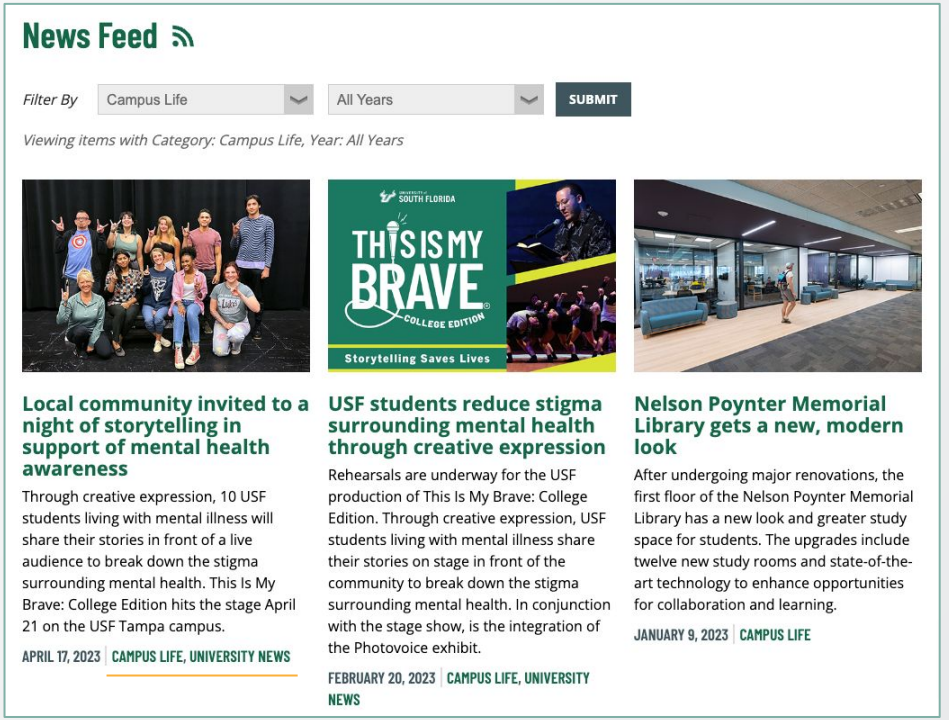
Chronological Examples of Scheme





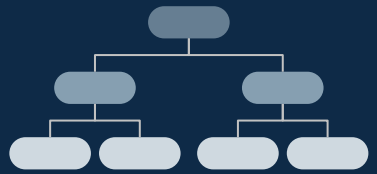
Topic Examples of Scheme





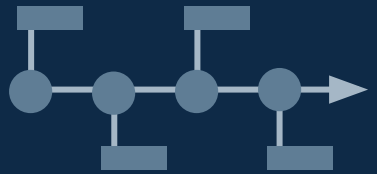
Structures in Organization of System

Categorizes information so that it is easy to navigate to or through.



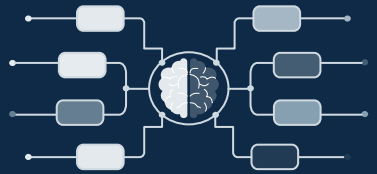
HIERARCHICAL

Distribute information under exclusive categories ranked by importance.



SEQUENTIAL

Presents information in a logical path that is arranged in chronological order.



MATRIX

Information is organized and navigated by the individual user.

Hierarchical Examples of Structures

MISSION AND GOALS

MISSION

Led by outstanding faculty and professional staff, the University of South Florida conducts innovative scholarship, creative activity and basic and translational research, and delivers a world-class educational experience promoting the success of our talented and diverse undergraduate, graduate, and professional students. As a public metropolitan research university, USF, in partnership with our communities, serves the people of Florida, the nation, and the world by fostering intellectual inquiry and outcomes that positively shape the future - regionally, nationally and globally.

GOALS

Goal 1: Student Success at USF and beyond

To promote the success of well-educated, highly skilled, and adaptable alums who, as lifelong learners, lead enriched lives, contribute to the democratic process, function as engaged community citizens, and thus thrive in a dynamic global market.

Goal 2: Faculty excellence in research and innovation

To conduct high-impact research and innovation to advance frontiers of knowledge, solve global problems, and improve lives.

Goal 3: Partnerships and engagement with local, national, and global impact

To be a major social and economic engine creating robust global, national, and regional partnerships to build a prosperous and sustainable future for our regional communities and the state of Florida.

Goal 4: A diverse and inclusive community for learning and discovery

To provide a safe, inclusive, and vibrant community for learning, discovery, creative activities, and transformative experiences enabled through adaptive design of physical, social, and digital environments.

Goal 5: A strong, sustainable, and adaptable financial base

To practice continuous visionary planning and sound stewardship throughout USF to ensure a strong and sustainable financial base and adapt proactively to emerging opportunities in a dynamic environment.

MORE THAN A UNIVERSITY. USF IS A DESTINATION.

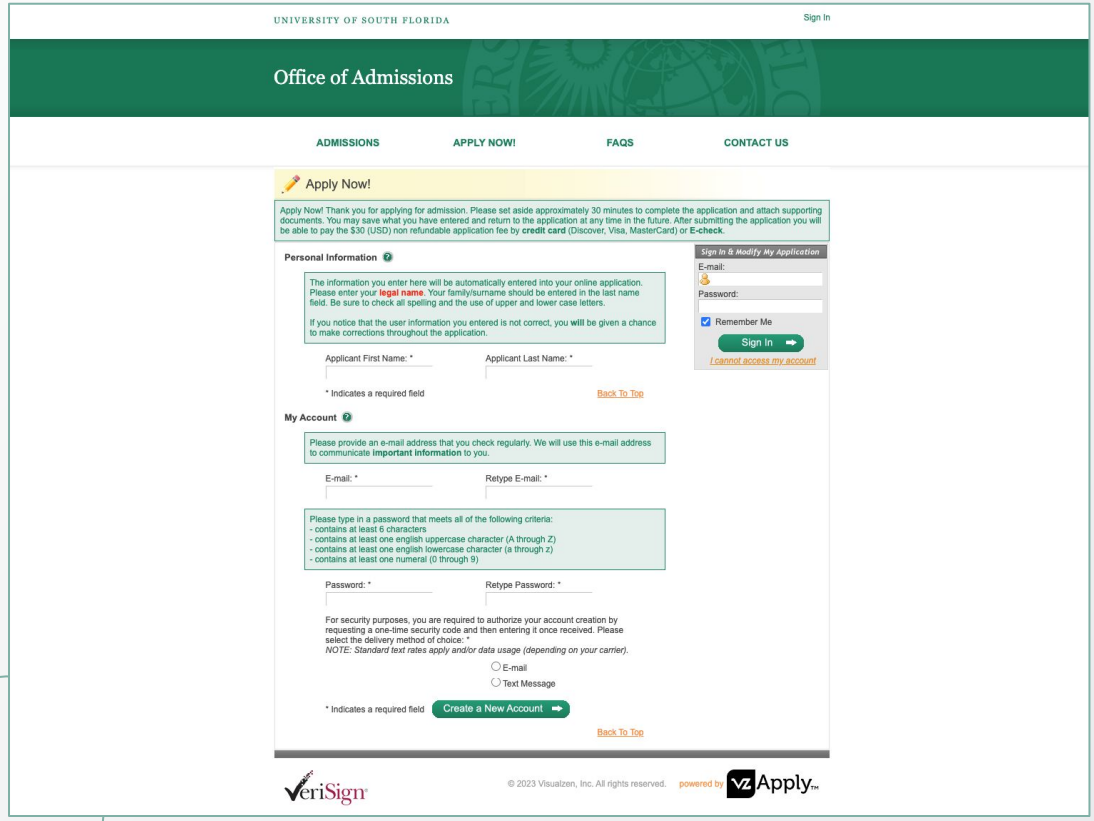
TAMPA

ST. PETERSBURG

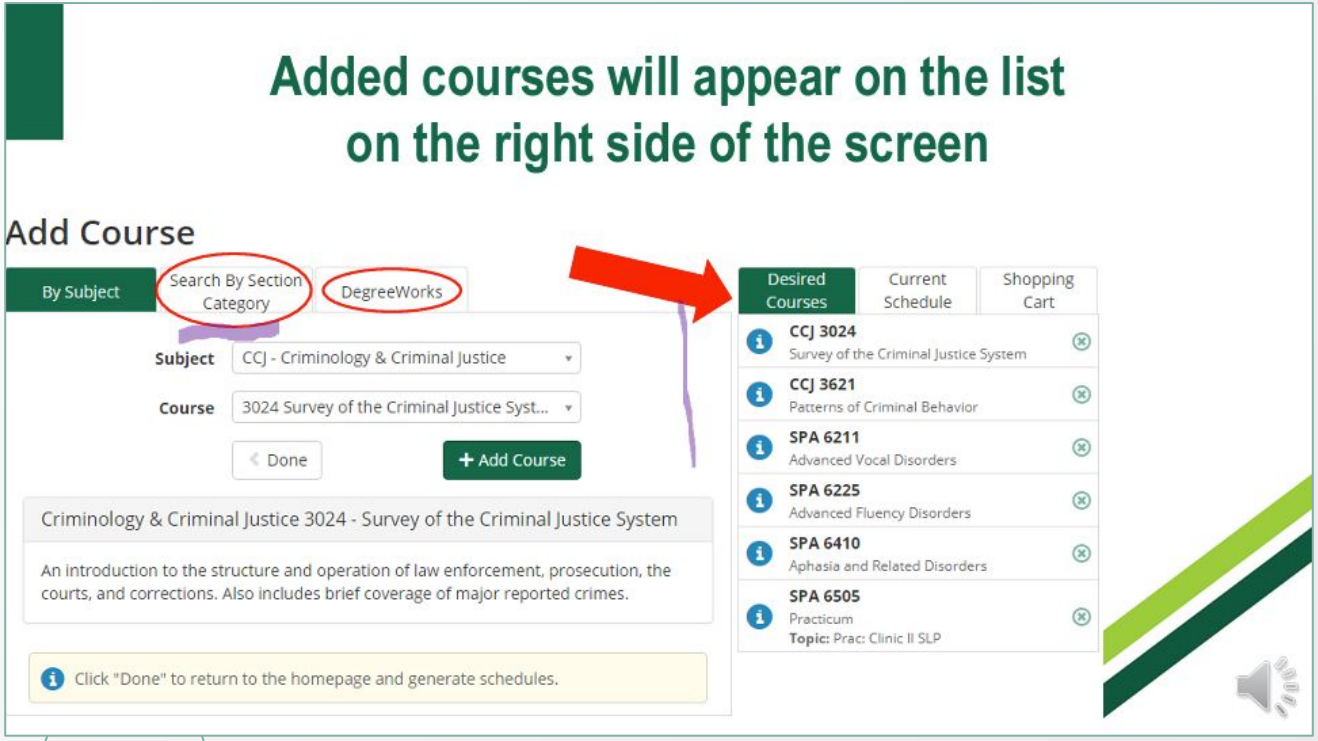
SARASOTA-MANATEE

The University of South Florida is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate, baccalaureate, masters, specialist, and doctoral degrees. Questions about the accreditation of the University of South Florida may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).

Sequential Example of Structures

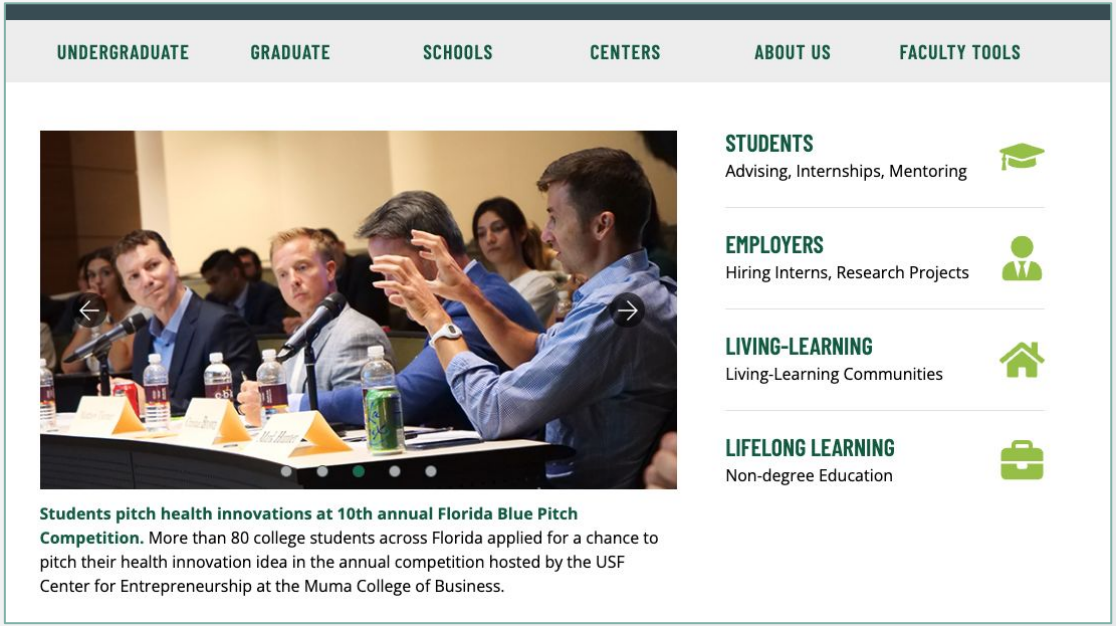


Matrix Example of Structures



Labeling for Success.

- **Intuitive** labels capture the meaning and/or intent of a button, option, heading, block of information, navigation, etc.
- Examples:
  - “Information” vs “About Us”
  - “Services” vs “Advising” & “Mentoring”



Labeling for Success.

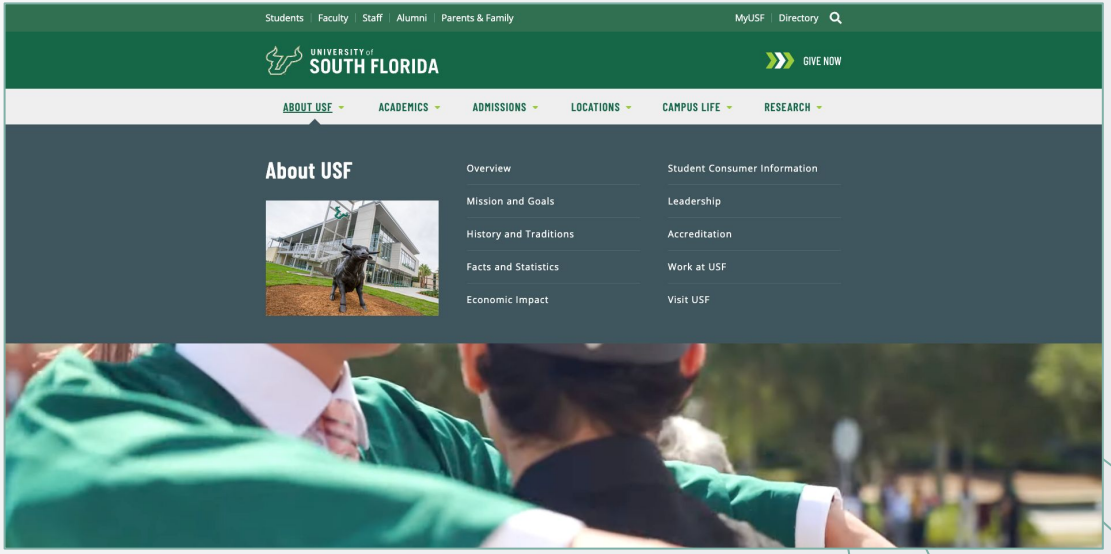
- Same principles apply to icons/graphics.

Navigation. Essential Aspect of IA.

- Allows for visitors to **easily locate** what information they're looking for
- Information Architecture ≠ Navigation.
- Navigation should *not* be the main focus when building out a new site.
- Examples of Navigation systems:
  - main navigation interface .
  - sub-navigation menus.
  - breadcrumbs.
  - pagination.

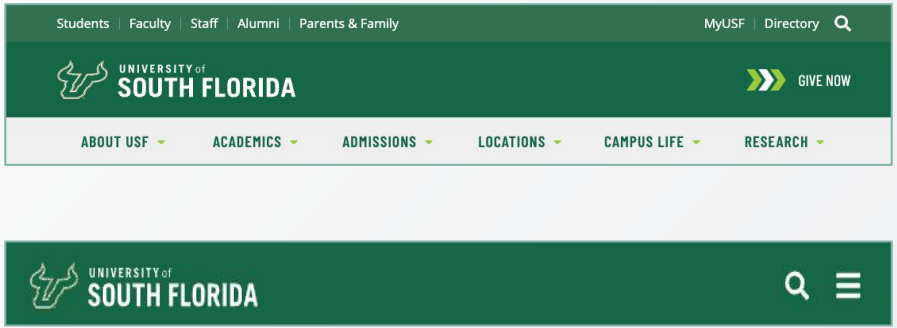
Hierarchical Navigation System

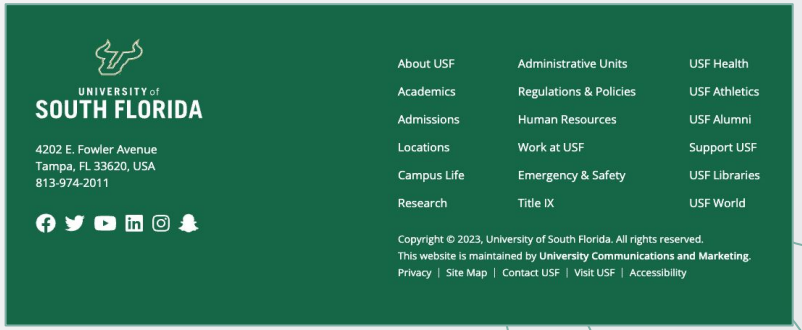
- Flow of navigation starts from top to bottom.
- Child pages are nested within their respective parent pages.
- Commonly seen with drop-down menus



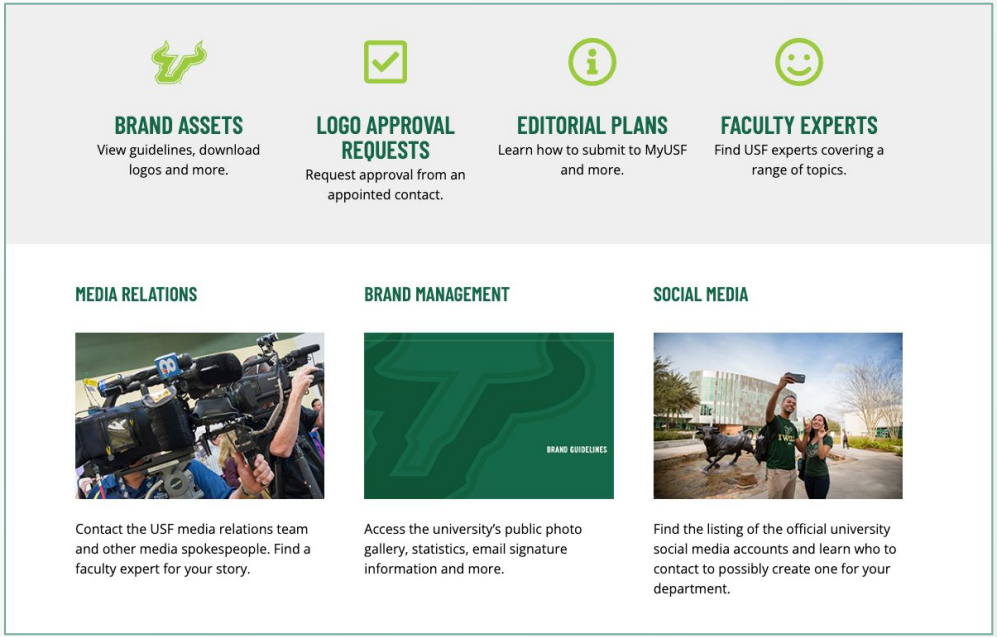
Global Navigation System

- Always present no matter what page you're on.
- Can be located in the header, in the footer, as a sidebar, as a sticky menu, or a hamburger menu.





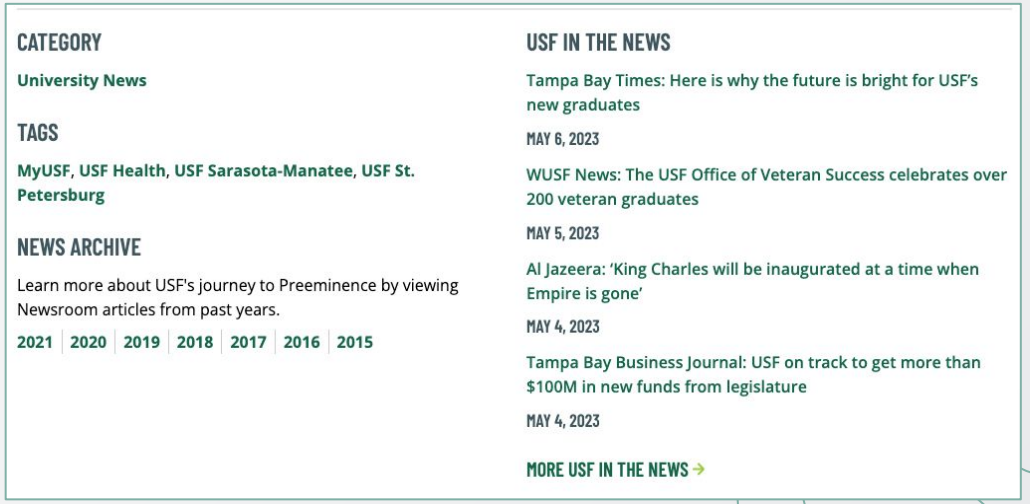
Local Navigation System



- Shown within a specific area, such as a section, within a page.
- Normally only contains sub-navigation content that is exclusive to that department.

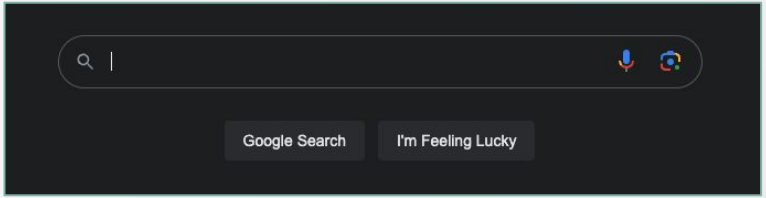
Contextual Navigation System

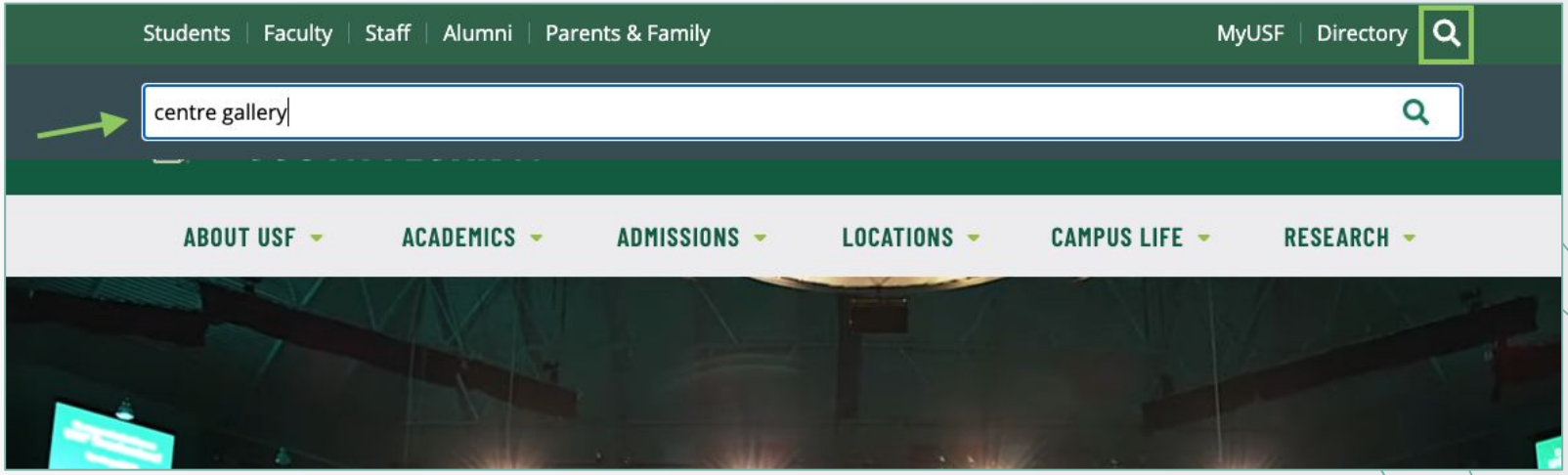
- Elements are in relation to the content it shares a page with.
- Common with sites that have a blog or news feature.
- Users will be able to access quick links similar articles under the current article.



Search Systems

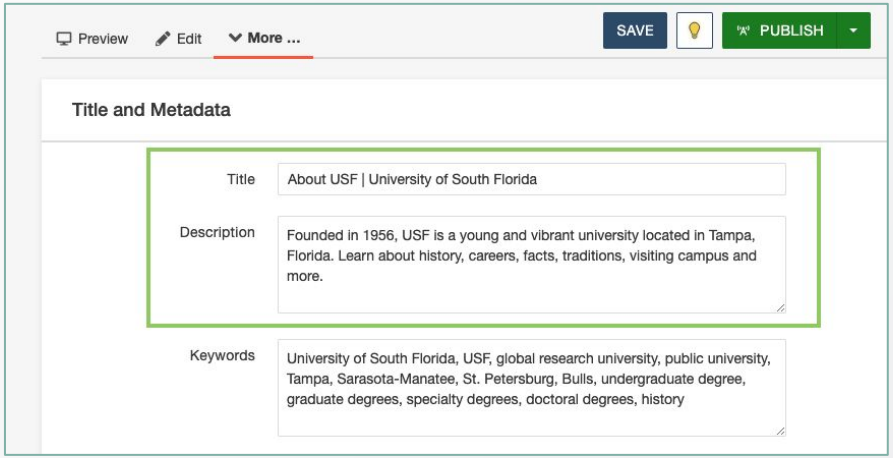
- Very effective way to find information, especially sites with heavy text content.
- 62% of traffic to usf.edu is via Search.

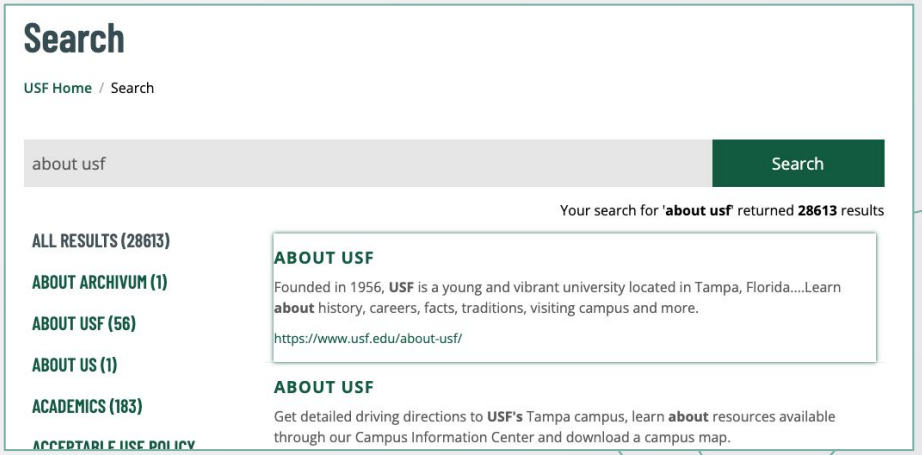




Search Systems

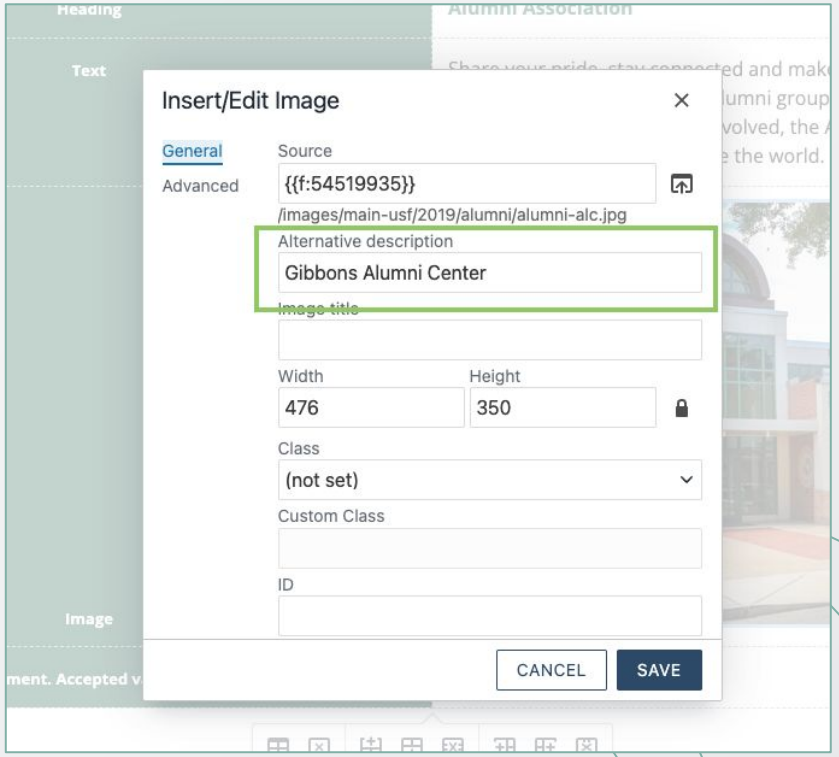
- Make sure your content is searchable:
  - **Update Title & Description**
  - Quality, Concise, and Clear Content
  - Accessibility Matters





Search Systems

- Make sure your content is searchable:
  - Update Title & Description
  - Quality, Concise, and Clear Content
  - **Accessibility Matters (ALWAYS)**



04

Implementing Information Architecture.

Preface

SITEMAPS

Presents the entire structure of a website.

CARD SORTING

Method used to help design or evaluate the IA of a site

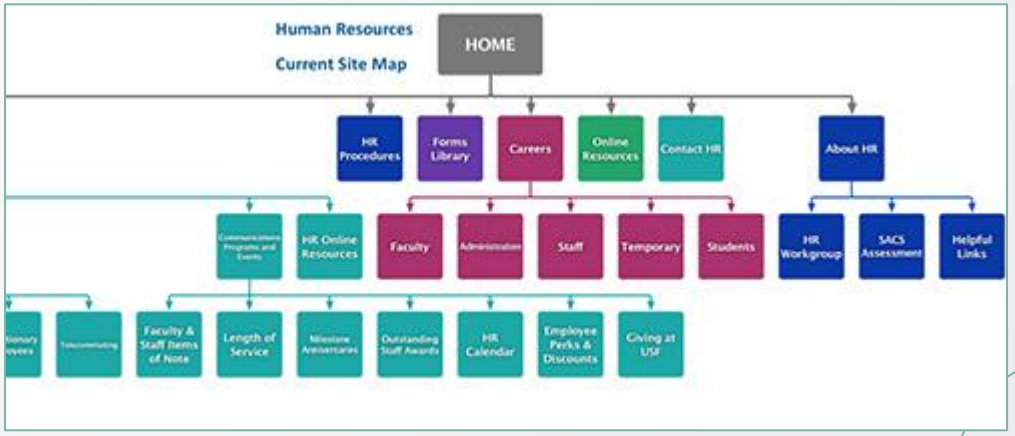
WIREFRAMES

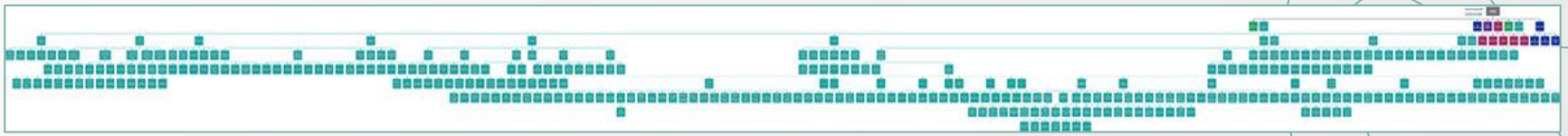
A two-dimensional illustration of a page's interface structure

Structure and Sitemap

HR Redesign

BEFORE

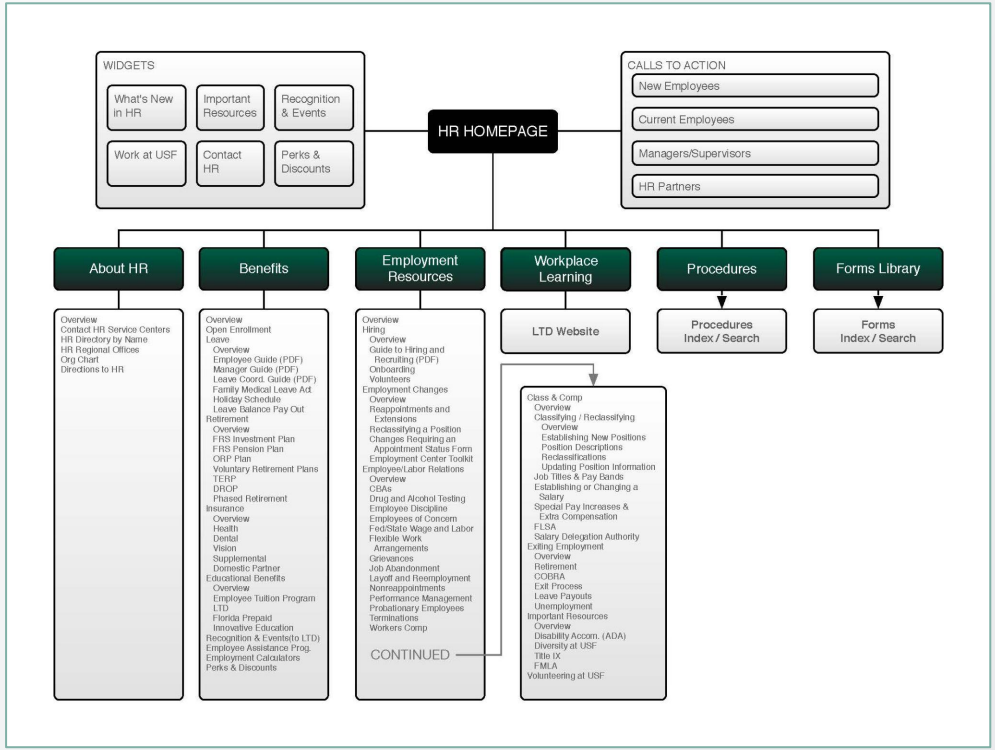




Structure and Sitemap

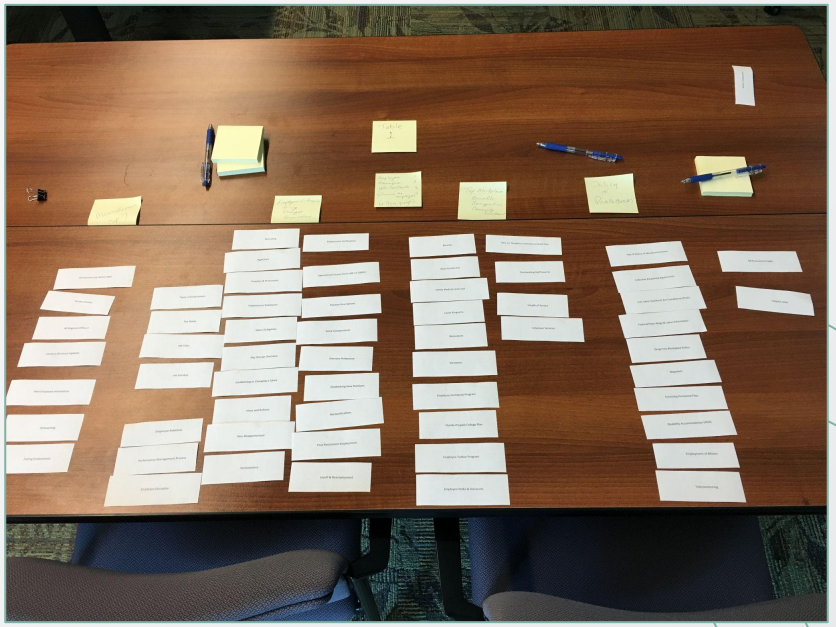
HR Redesign

AFTER



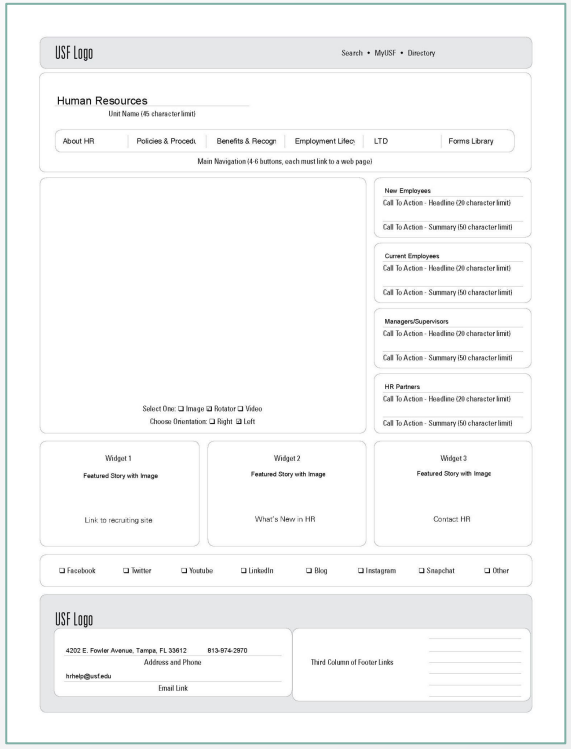
Card Sorting and Labeling

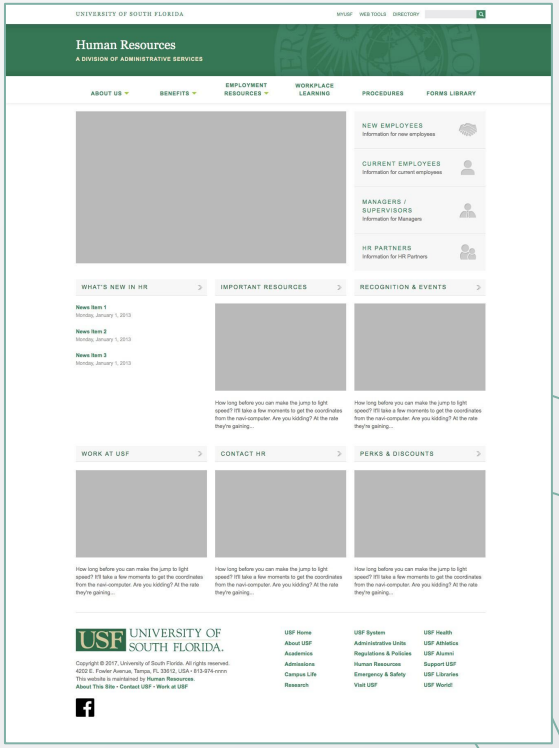
HR Redesign



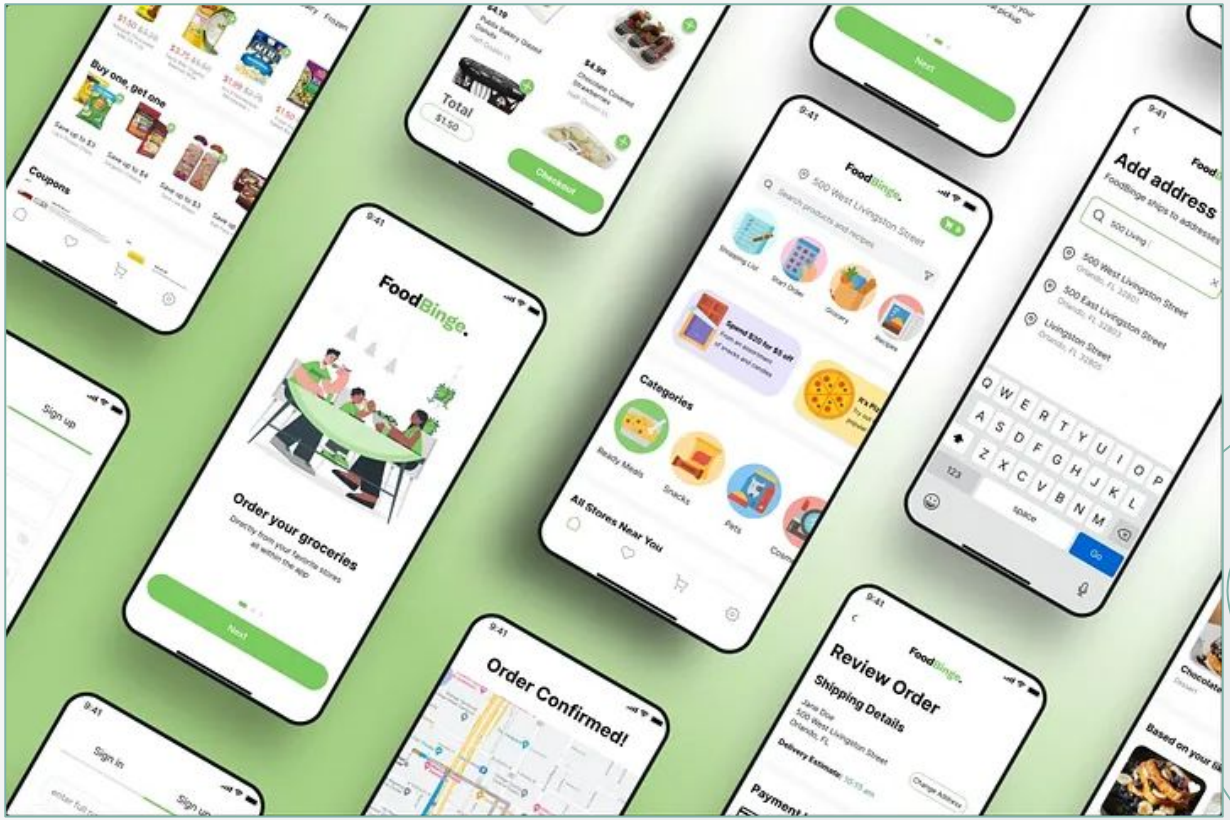
Wireframes and Prototypes

HR Redesign

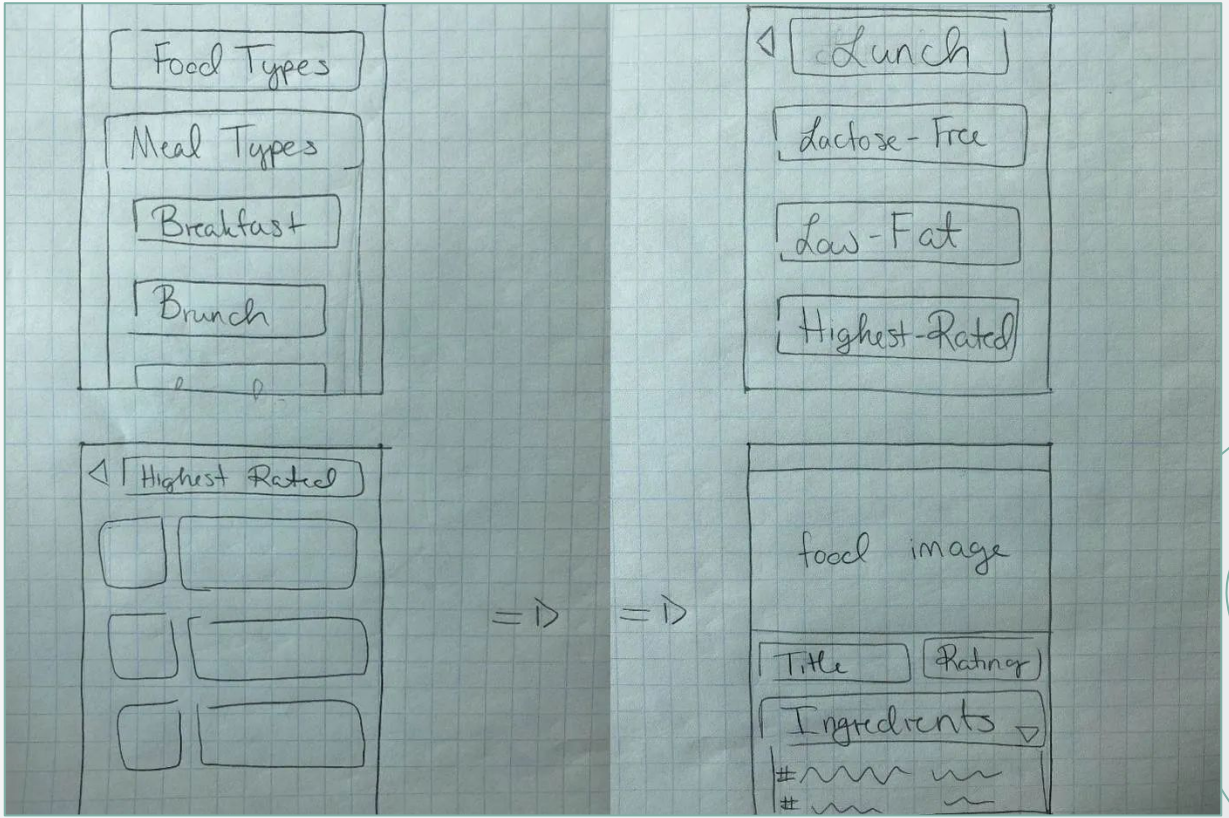




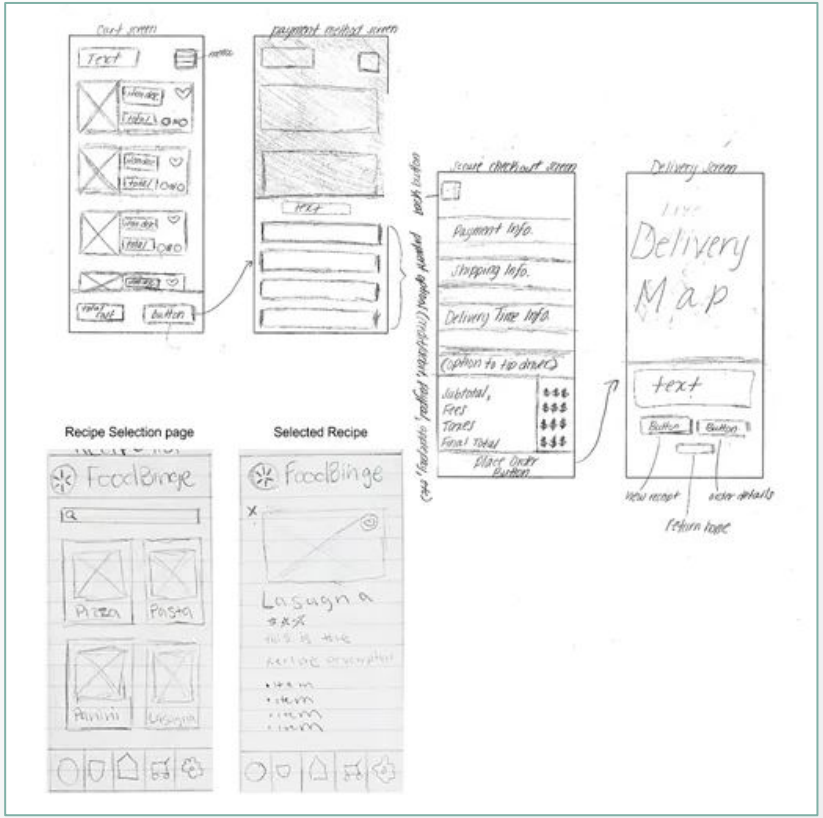
Jessica's 'FoodBinge' Case Study

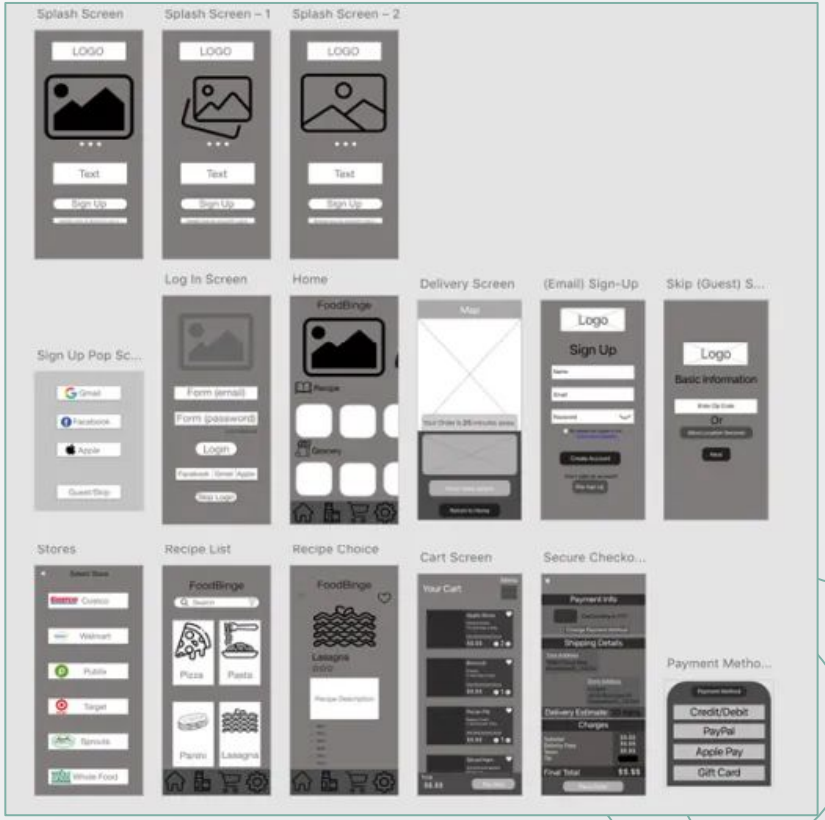


Search, Sort, and Retrieval



Low & Mid-fidelity Wireframes





High-fidelity Wireframe & Prototype

Additional Topics

Things that you can explore or possibly 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, Prototyping, Eye Tracking / Heat Maps, Usability Tests

Have any questions for us?

THANKS!

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