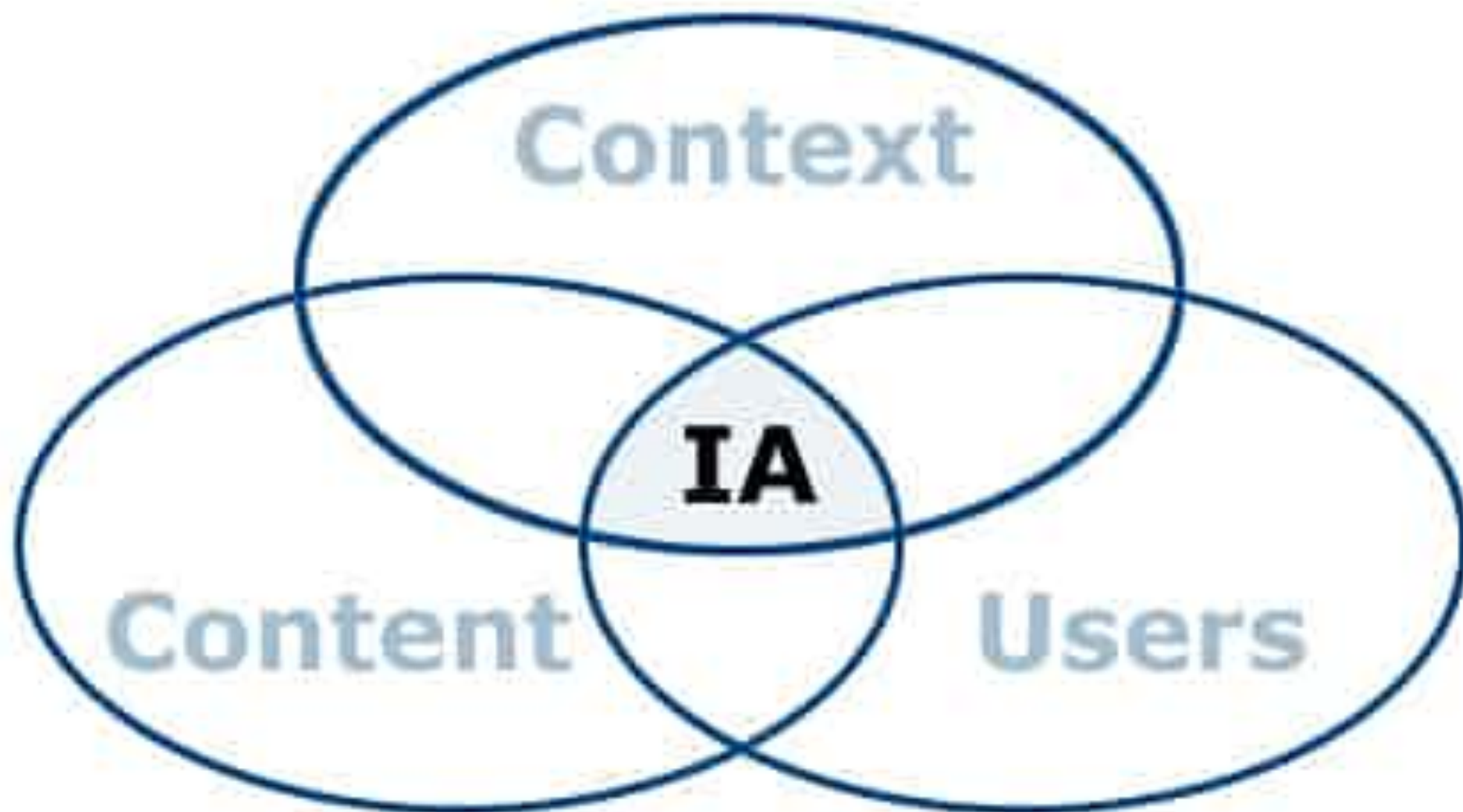JEN KRAMER, INSTRUCTOR
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CLASS FOUR
INFORMATION ARCHITECTURE

What is Information Architecture (IA)?

"Information architecture is about helping people understand their surroundings and find what they're looking for, in the real world as well as online."

- What is the flow of visitors through our site?

- How does the site/app help visitors catalog their information?

- How is that information presented back to the visitor?

- Is that information helping the customer, and driving decisions?

- Are there any points where this breaks down?

Content inventory/
Content audit

Information grouping
Taxonomy development

MENTAL MODELS

- Conscious and unconscious assumptions visitors have about your site

- Based on belief, not facts!

- What experiences do competitors offer that you should also offer?

- What common patterns or features or functionality or content do visitors expect?

- What cues identify this as "the right site"?

Remember Jakob's Law of the Internet User Experience: Users spend most of their time on websites other than yours. Thus a big part of customers' mental models of your site will be influenced by information gleaned from other sites. People expect websites to act alike.

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CLASS SIX
IA TECHNIQUES:
WORKFLOWS

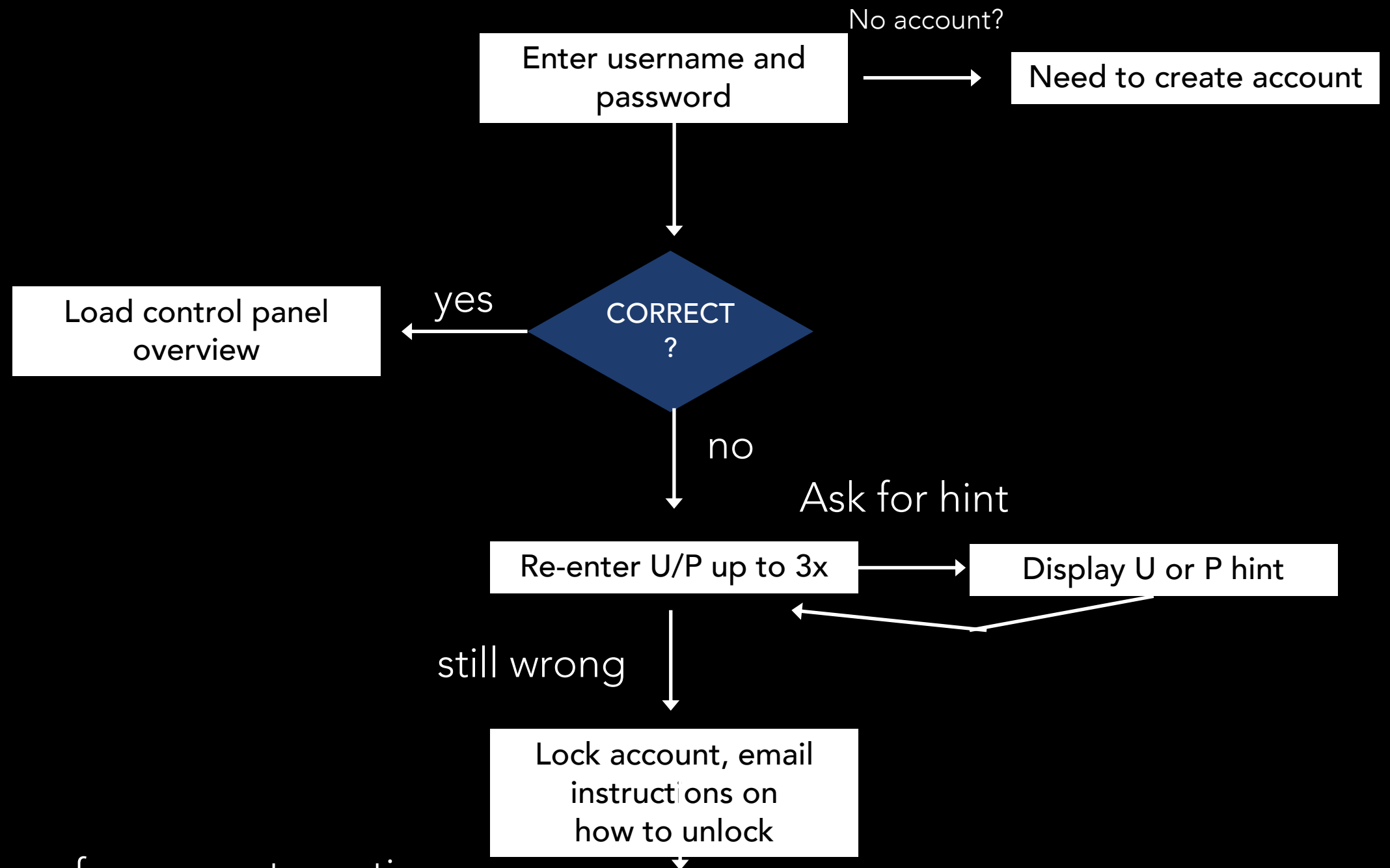# Log into Squarespace

Email Address

Password

Log In

Create an Account   Recover Account   Log in with Google

FLOWCHARTS

Enter username and password

No account? → Need to create account

CORRECT ?

yes → Load control panel overview

no

Ask for hint

Re-enter U/P up to 3x → Display U or P hint

still wrong

Lock account, email instructions on how to unlock

Add screens for account creation
Username and password hint screen
Write content for wrong u/p
Write content for how to unlock account
Create locked account screen

TASK FLOW
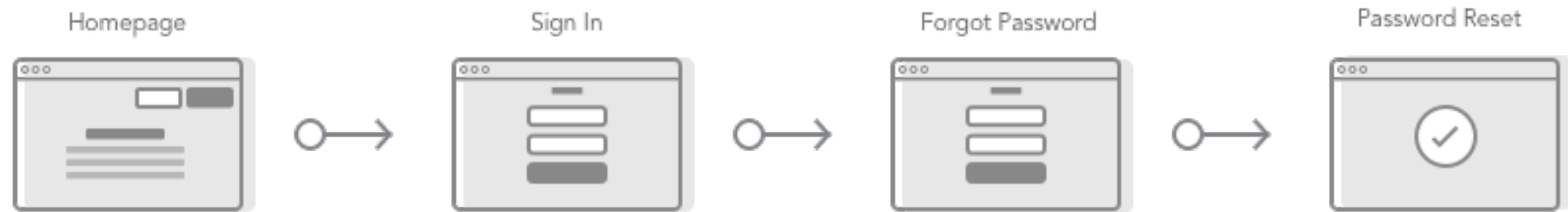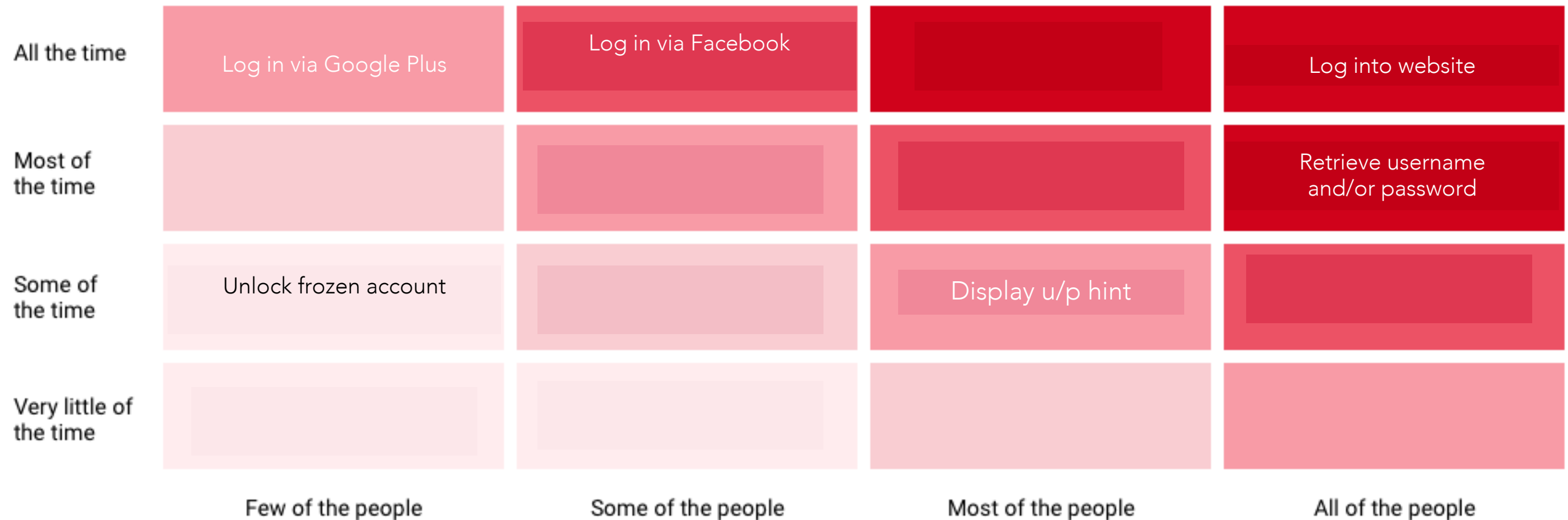

Single flow with no branching

RED ROUTES

	Few of the people	Some of the people	Most of the people	All of the people
All the time		Get auto-suggestions what you can cook and what you need	Easy search, add and edit ingredients	Find interesting recipes
Most of the time		Show recipes based on my habits	Filter recipes / Filter ingredients in the list	Add your own ingredients and recipes
Some of the time	Use voice to add ingredients from fridge	Share recipes	Order food via internet	Remember my habits
Very little of the time	Connect your fridge	Scan food via smartphone		

Prioritization of the
most important interactions

https://uxplanet.org/foodmix-cooking-app-ux-case-study-d046c1f5896b

RED ROUTES

	Few of the people	Some of the people	Most of the people	All of the people
All the time	Log in via Google Plus	Log in via Facebook		Log into website
Most of the time				Retrieve username and/or password
Some of the time	Unlock frozen account		Display u/p hint	
Very little of the time				

Prioritization of the
most important interactions

- Workflows are most useful for interactive pieces of the site, less so for browsing content

- Not all sites need all types of workflows

  (These are samples of commonly used workflows – there are many others!)

- The most used interactions on the site should be the most usable.

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CLASS FOUR
IA TECHNIQUES:
CARD SORT

CONSIDER

What is their goal?

What are they looking for? (3-5 things)

What are their top priorities?

What mental models do they bring to the site?

How do those models impact what they expect to see and where they expect to find things?

WRITE DOWN

One idea or concept per sticky note

Examples:

- Shopping cart

- Social media links

- Search box

- Store hours

- Store location