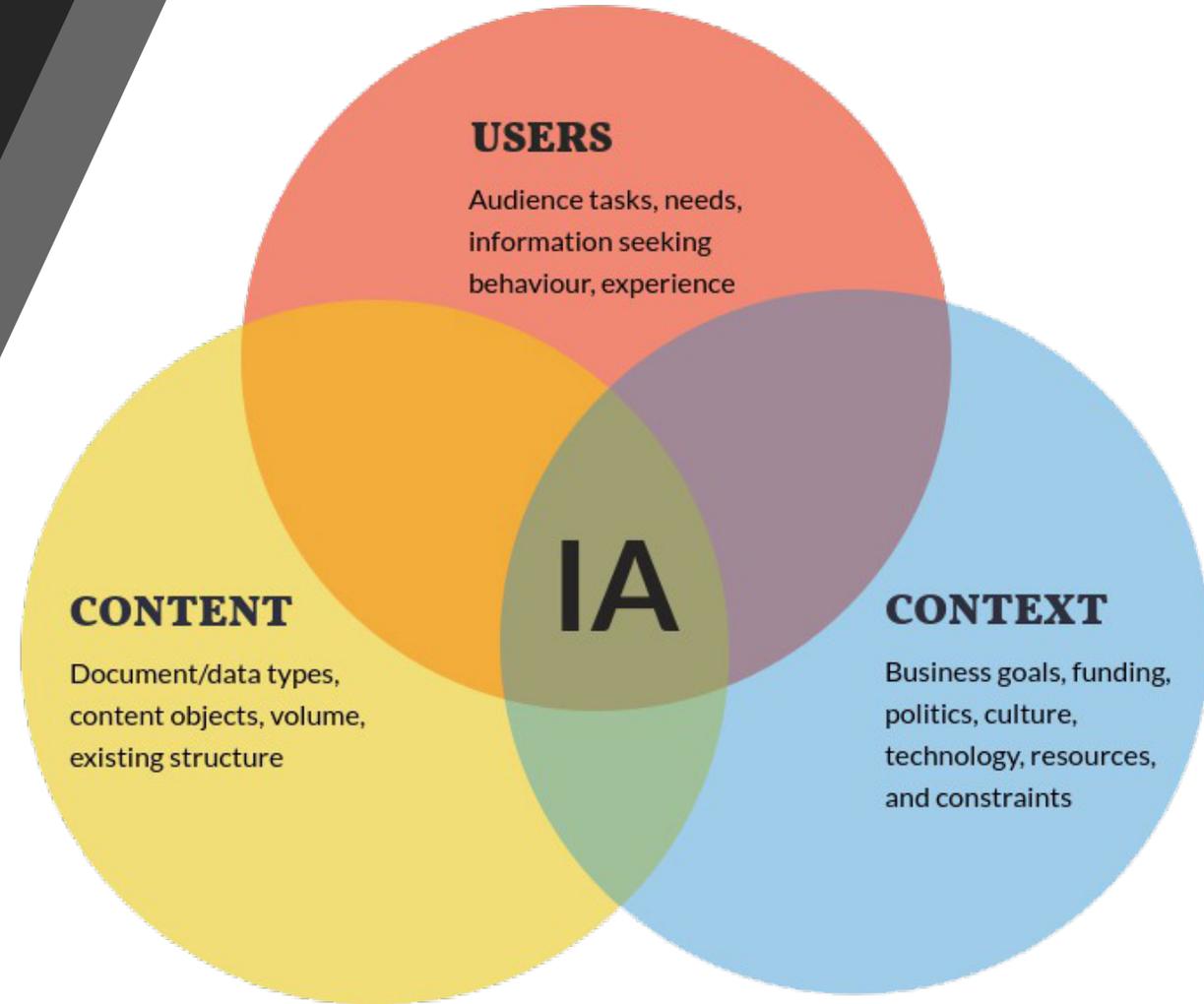


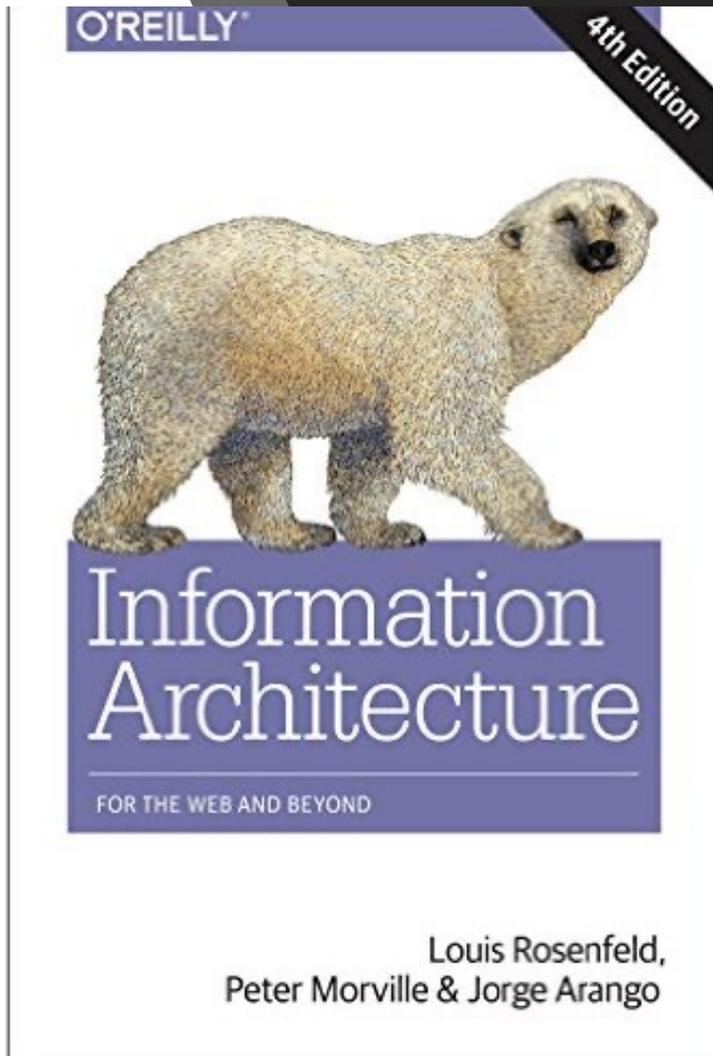
INFORMATION ARCHITETURE

Jacqueline Rae Buttice

7/13/2018

- Information architecture (IA) focuses on organizing, structuring, and labeling content in an effective and sustainable way. The goal is to help users find information and complete tasks. To do this, you need to understand how the pieces fit together to create the larger picture, how items relate to each other within the system. (Source – Usability.gov)



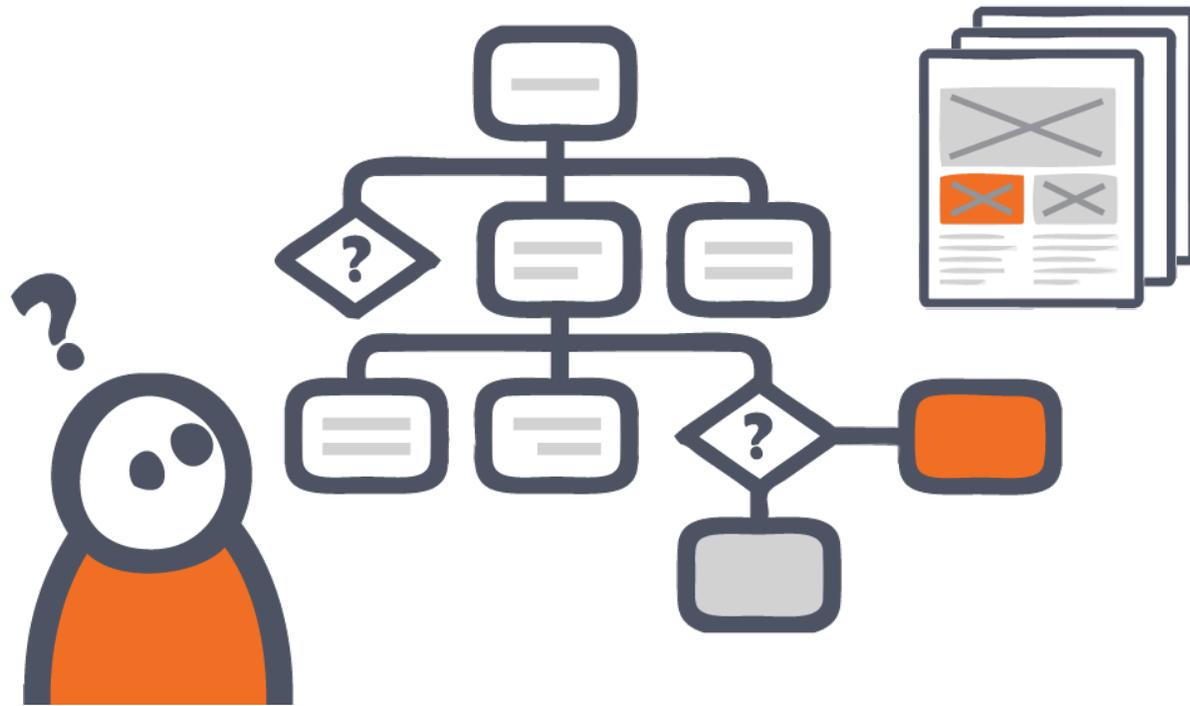


- Peter Morville puts it this way: Information Architects are the *Architects of Understanding*. They “help users to understand where they are, what they’ve found, what to expect, and what’s around.”
- IA is a design discipline that is focused on making information findable and understandable. As a result, your IA informs the content strategy through identifying word choice as well as informing user interface design and interaction design through playing a role in the wireframing and prototyping processes.



Organization Schemes: Exact vs. Subjective

- Organization schemes have to do with how you are going to categorize your content and the various ways you'll create relationships between each piece. Most content can be categorized in multiple ways. Schemes can be broken down into Exact and Subjective.
- Examples of Exact organization schemes: *Alphabetical, Chronological, and Geographical*

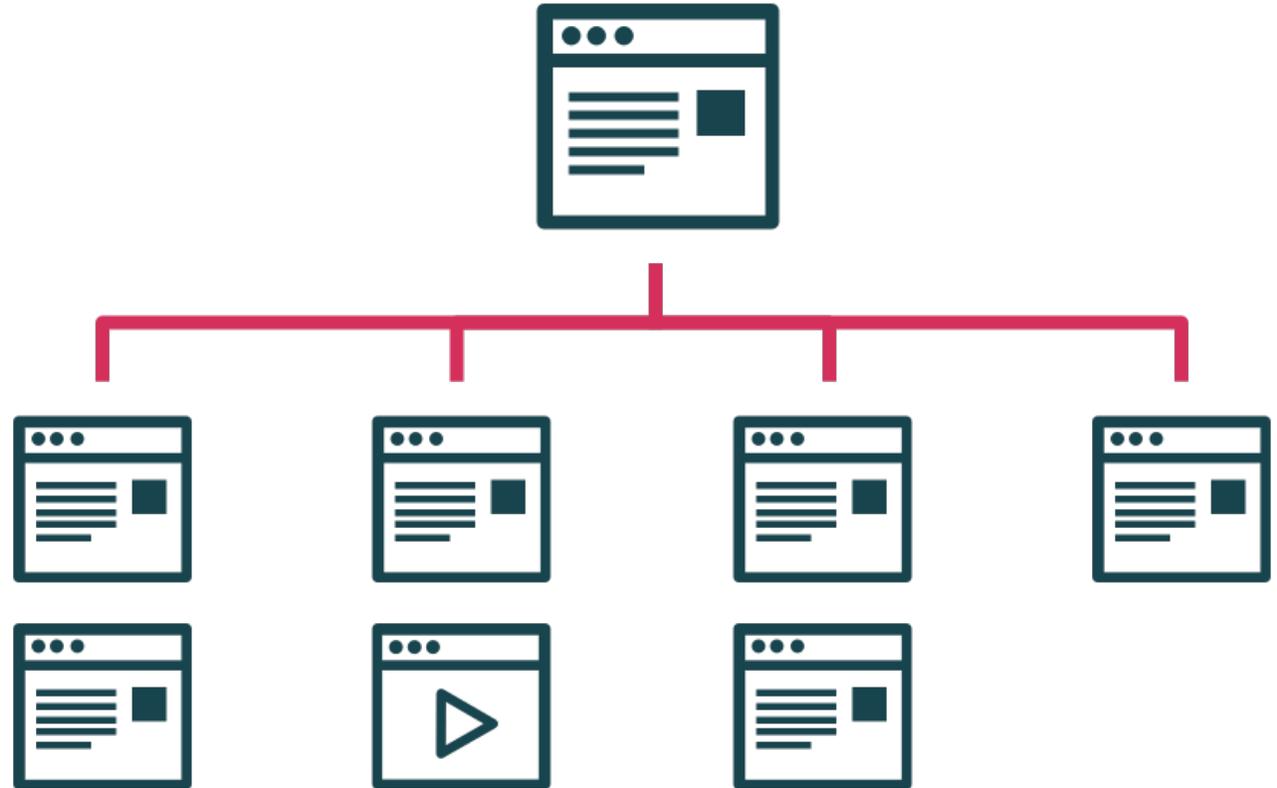


- An organizational structure is how you define the relationships between pieces of content. Successful structures allow users to predict where they will find information on the site. It's important to take into account user expectations and implement consistent methods of organizing and displaying information so that users can extend their knowledge from familiar pages to unfamiliar ones.

Organization Structures

The three main organizational structures are:
Hierarchical, Sequential, and Matrix.

Content Inventory



Wireframing

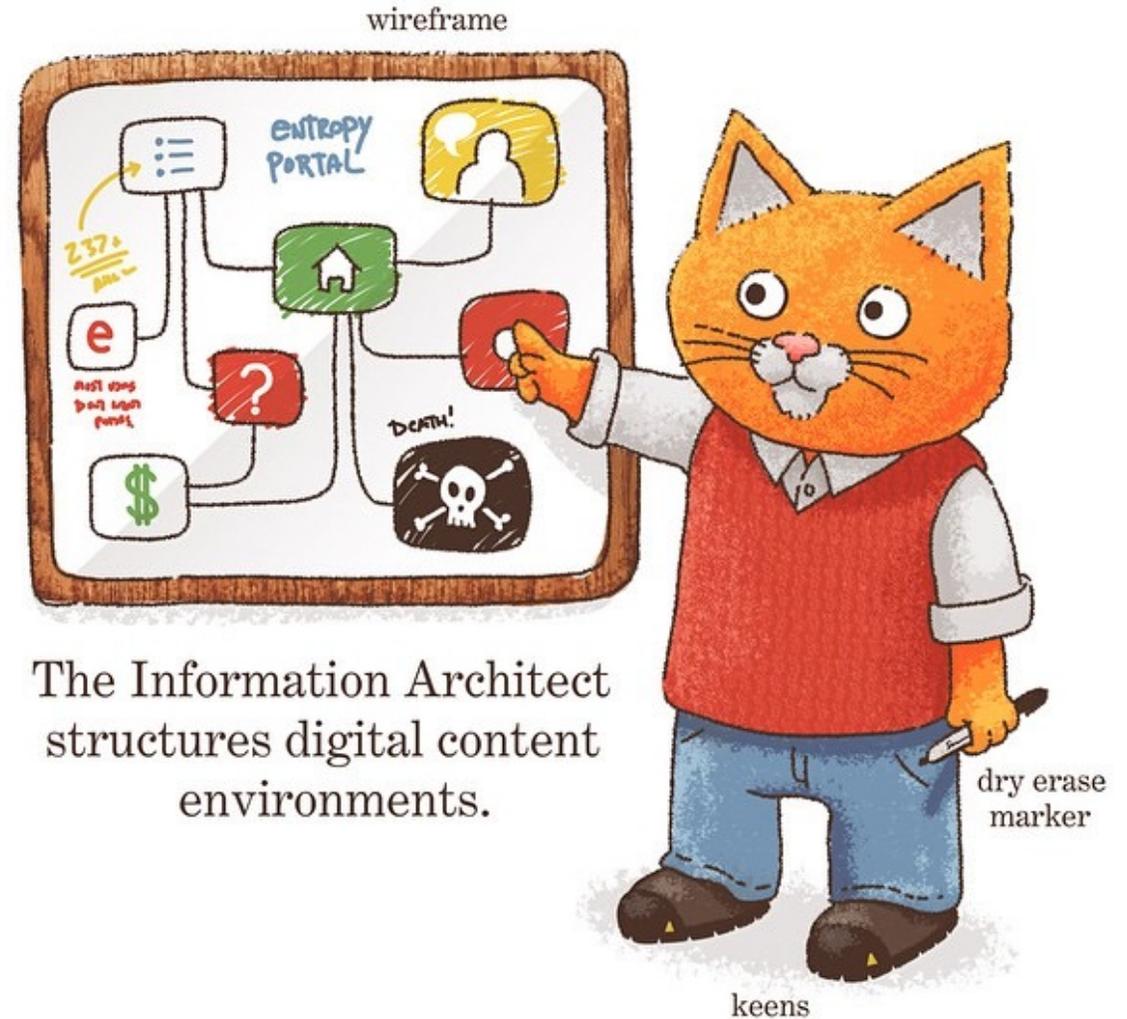
- Wireframing is large part of being an information architect and web ui/ux designer.
- Sketch and Adobe XD are the industry standard programs that help visualize the data to help you create your wireframes and lead to your *mockups* and *prototypes*.



WIREFRAMING, MOCKUPS AND PROTOTYPES

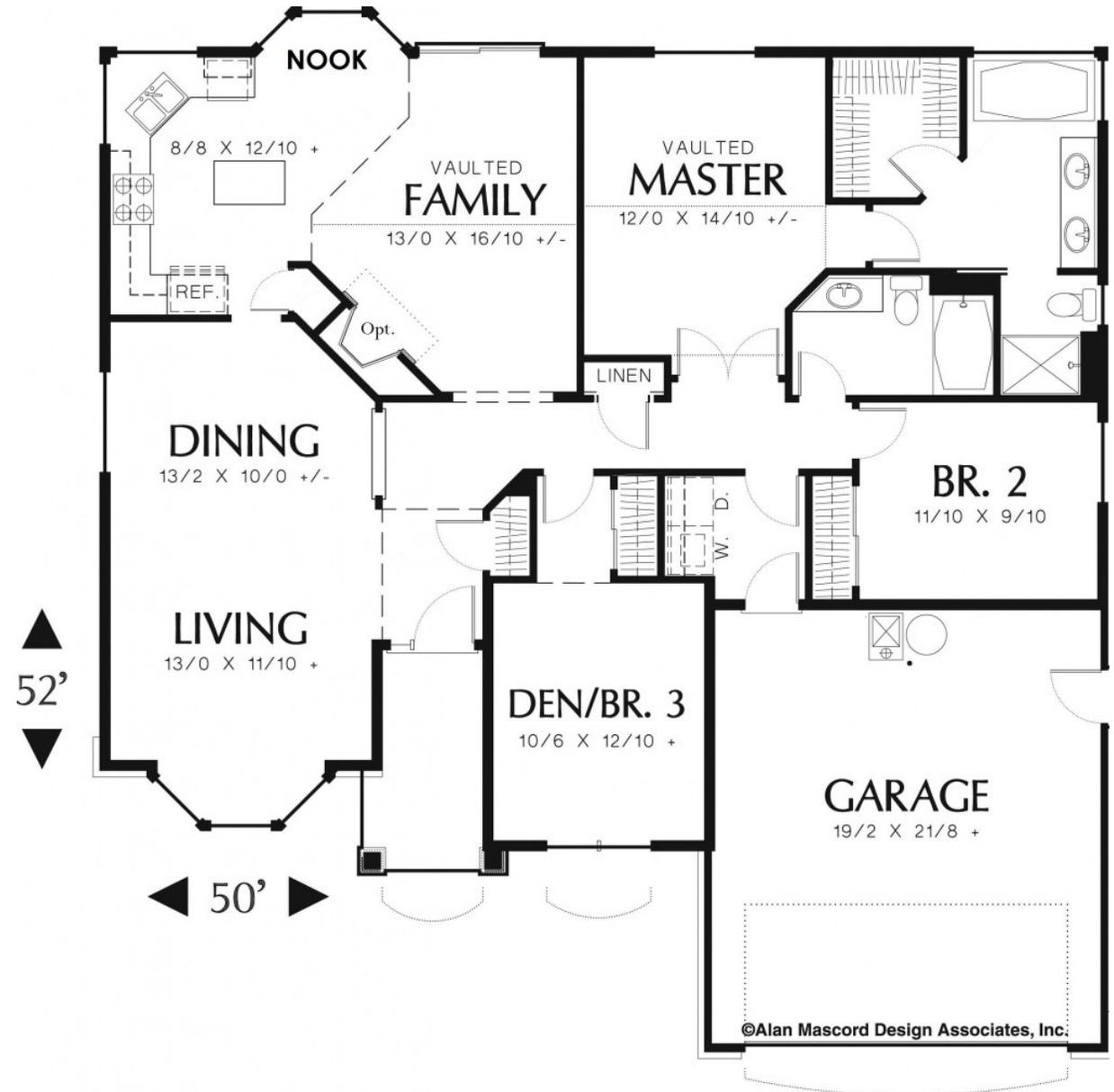
What's the difference?

They look different,
they
communicate something
different and they serve
different purposes.



Confusing wireframes with prototypes is like assuming that an architectural blueprint and a display house are the same thing.

A BLUEPRINT
(wireframe or low fidelity
prototype)
serves as a building plan and
should
specify how the building
should be
built.





A COMP (mockup / high fidelity prototype) shows how the building will look once completed.



WIREFRAMING,
MOCKUPS,
PROTOTYPES





A DISPLAY HOUSE
(prototype) provides a test drive for
future residents.



wireframe

(low fidelity prototype)

lo-fi
or
wireframe

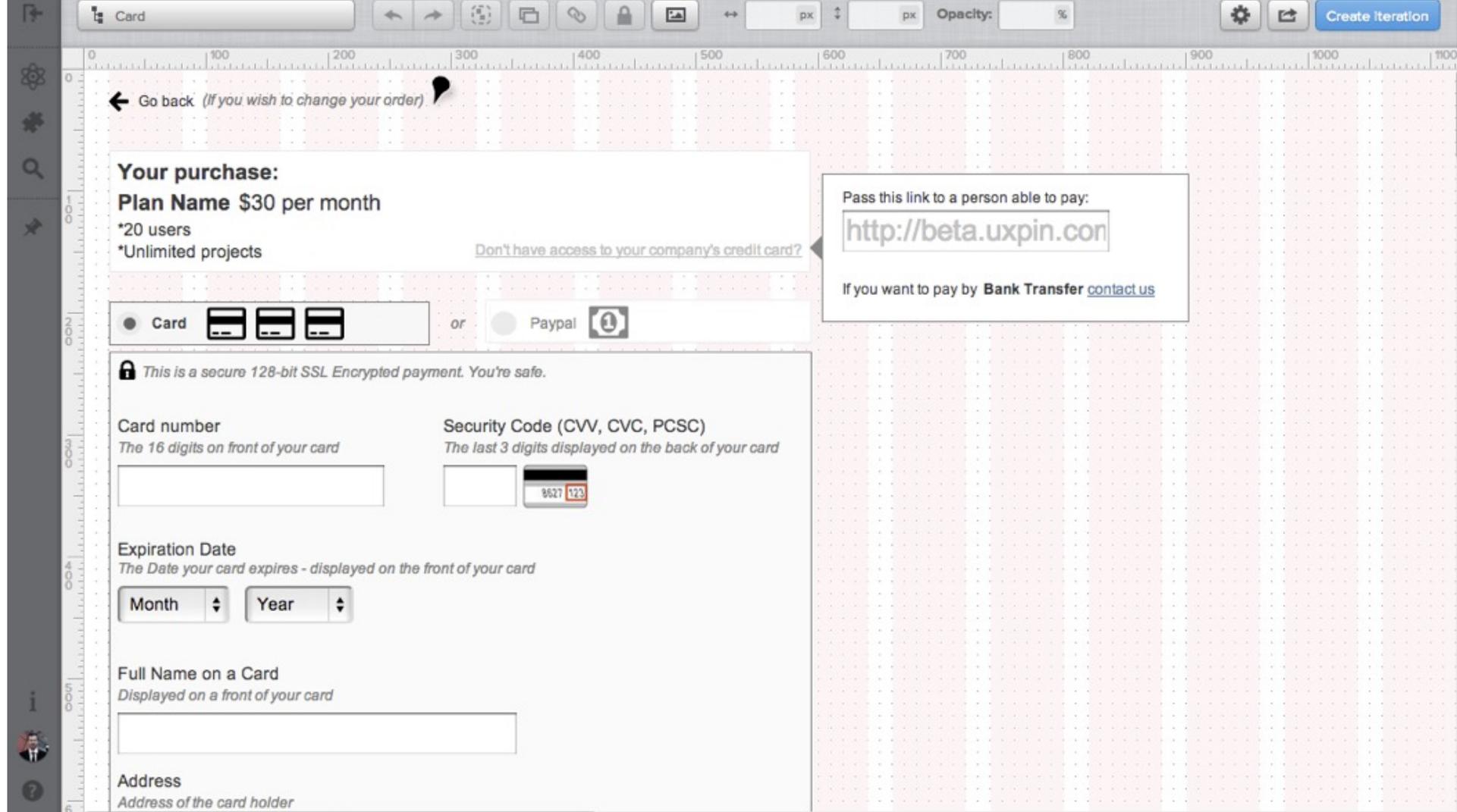


hi-fi
(high fidelity
prototype)

Hi-fi



Prototype



A **wireframe** is a low fidelity representation of a design

Wireframe should clearly show:

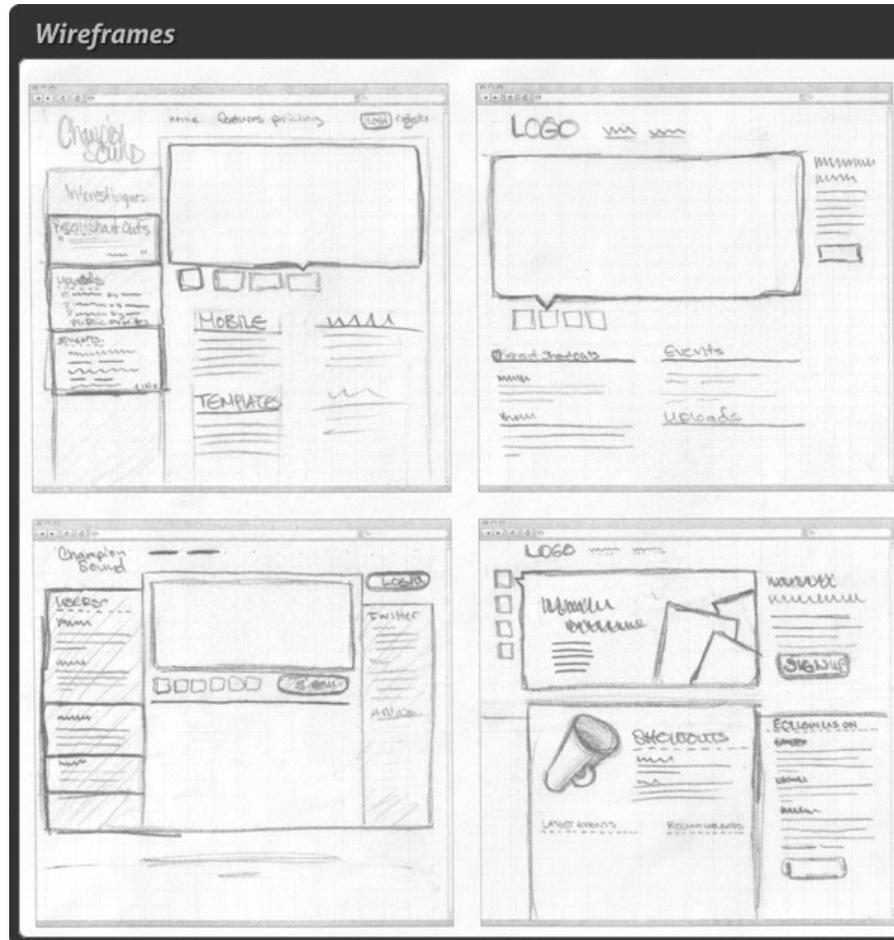
- the main groups of content (**what?**)
- the structure of information (**where?**)
- a description and basic visualization of the user – interface interaction (**how?**)

A wireframe is a low fidelity (**lo-fi**) representation of a design

Wireframes are only one chapter of the design story that we need to tell. Accompanying diagrams and documents are meant to help you communicate your overall design approach.

Tell the **whole story**, not just one chapter. It will help your team and stakeholders understand your intentions.

Examples





vorerst kein Logo
 ("Stilles Zerstört/L-Stop")
 + Zeitstrahl-Felder...

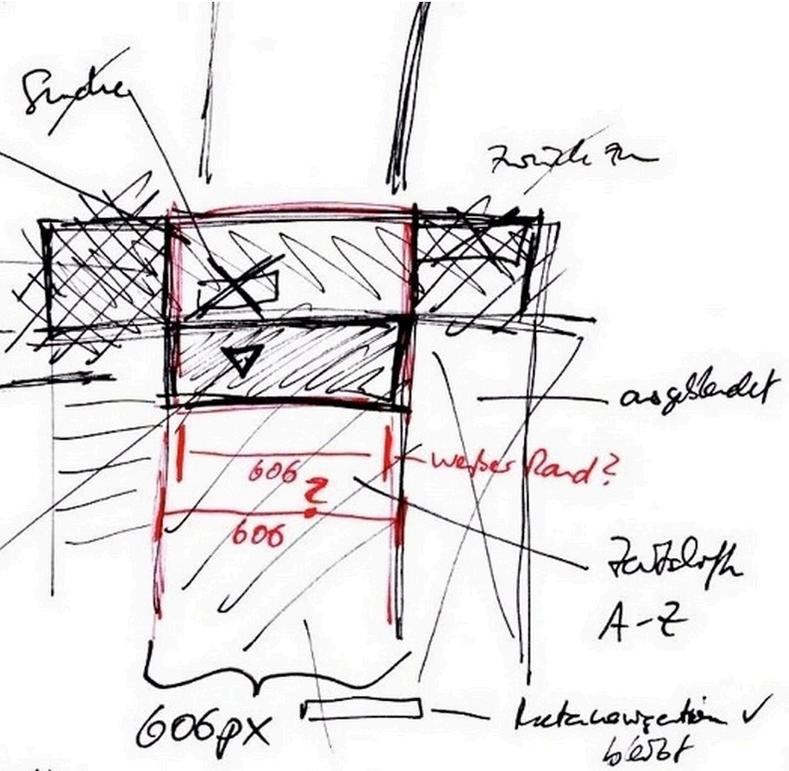
Header neu!

~~Header neu~~
 wird ausgebildet

• Nav⁴-Ersatz

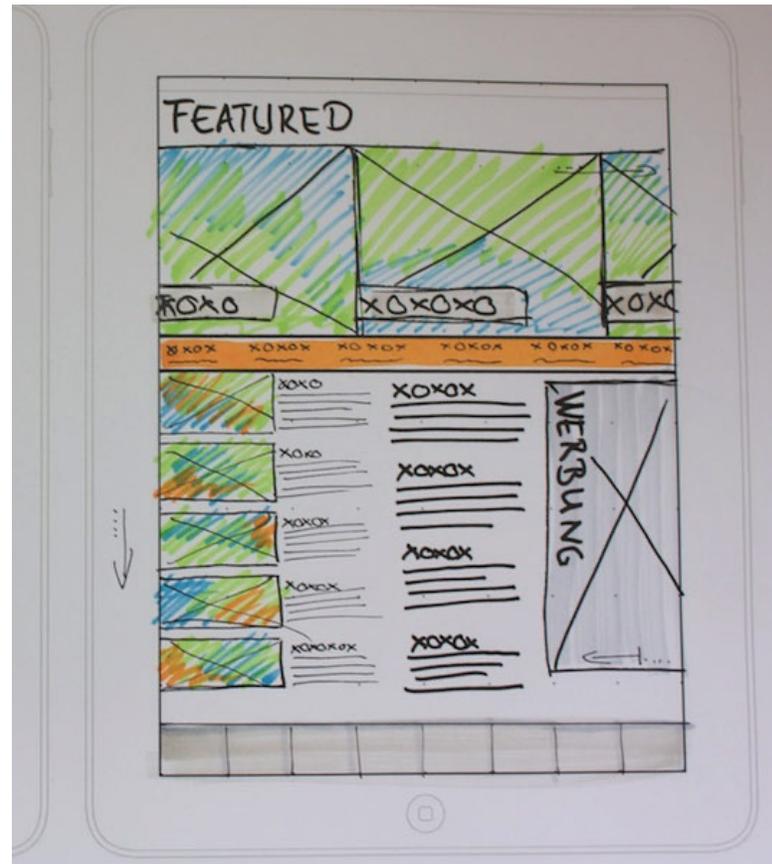
- Flach!
 - statisch
 - drückfest
- } Inhalt
 über alle

bleibt so
 über iFrame

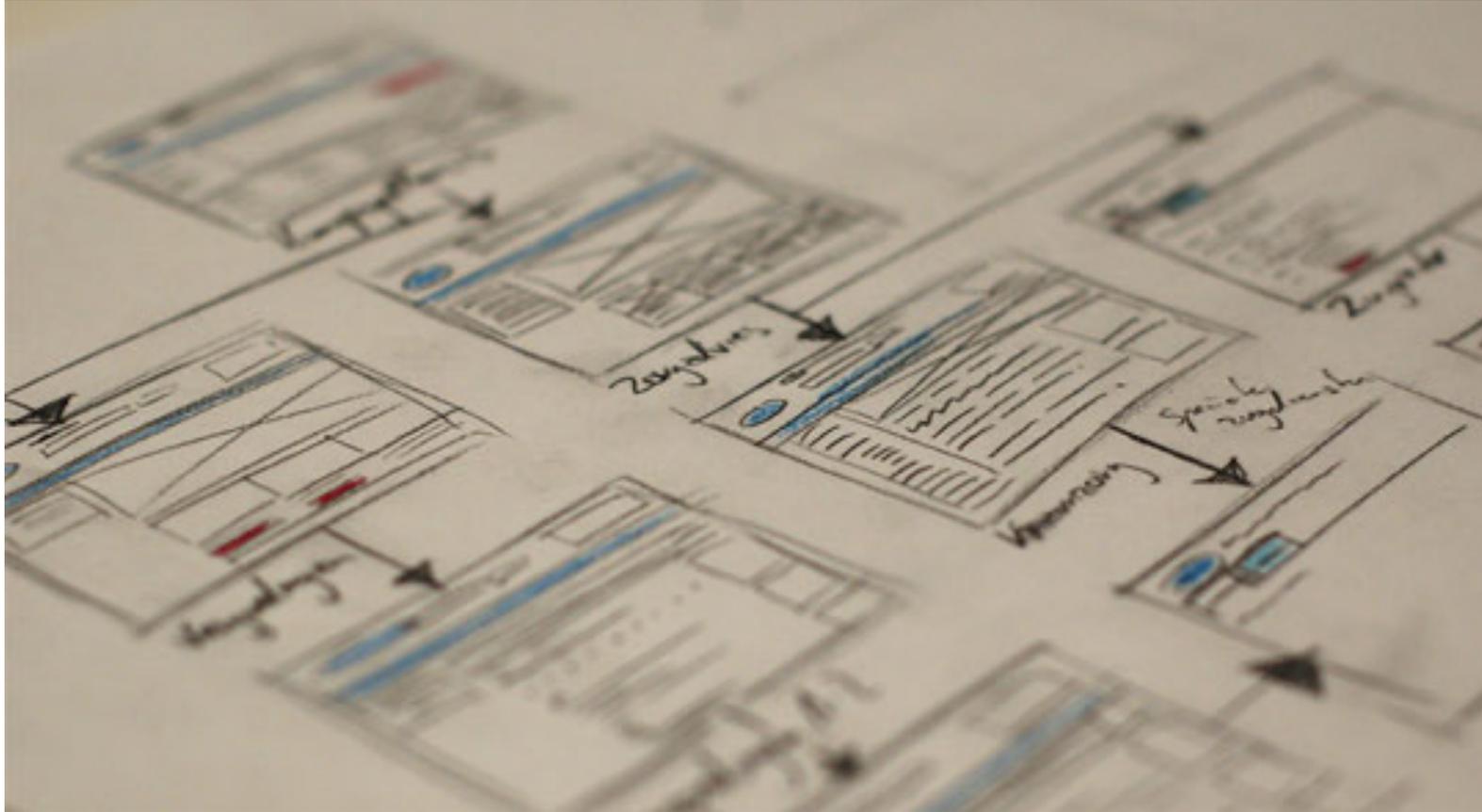


- o Buttons neu
- o Hintergrund hellblau

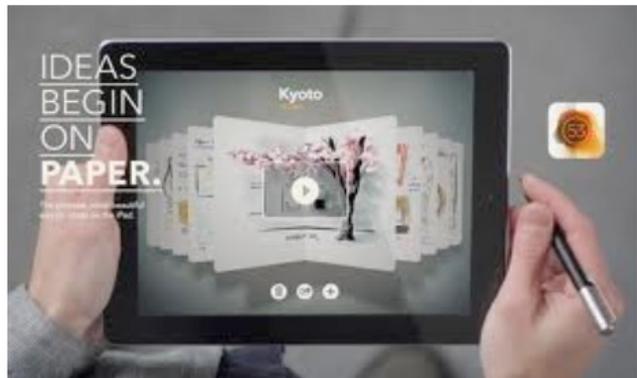
Information only, not a design preview



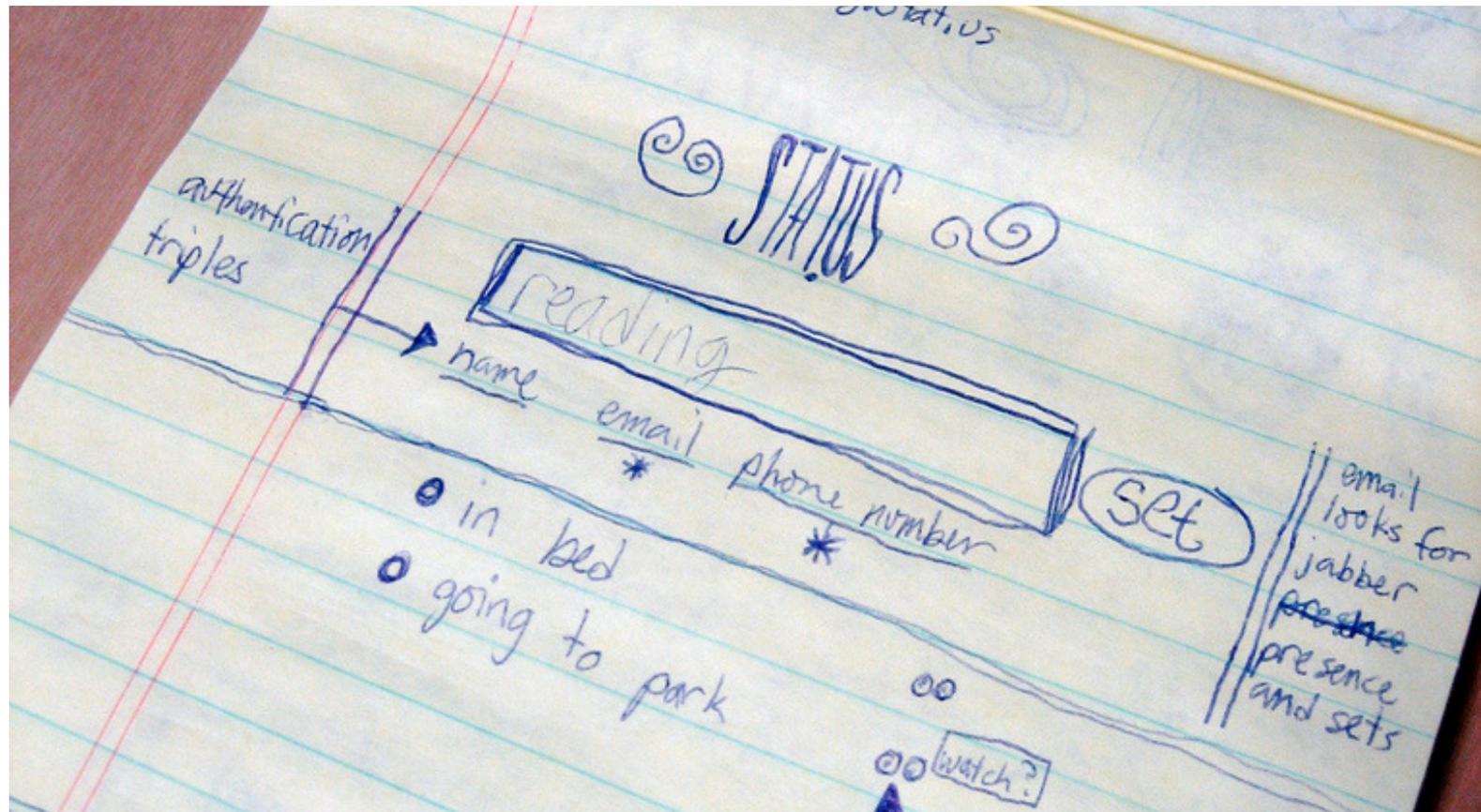
Sketch it out to the best of your ability.



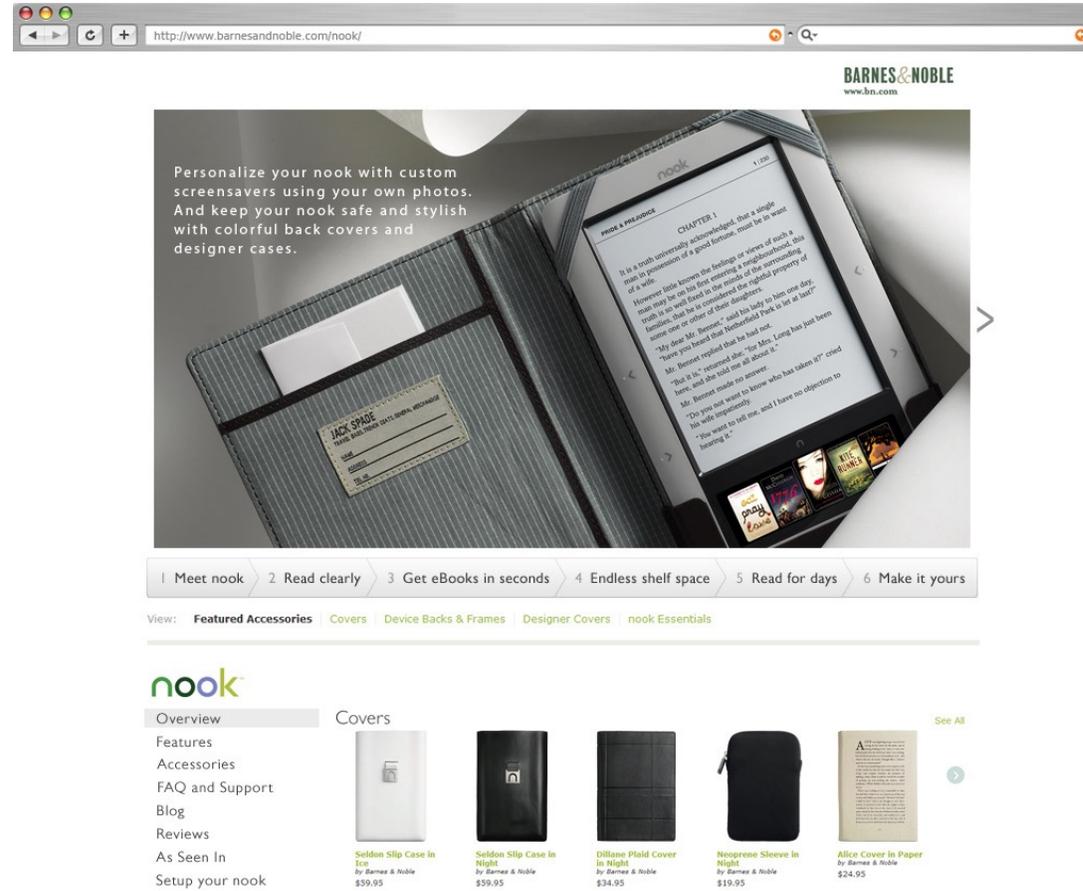
Sketch it out to the best of your ability.



Ugly is ok at first, clean it up later.
This is how Twitter started.



A **mockup** is a middle to **high fidelity (hi-fi)**, static, design representation. Very often a mockup is a visual design draft, or even the actual visual design.



HEADER
(first thing you want users to see)

BODY
(followed by the content)

FOOTER
(typically the less important stuff)

HEADER

HOME

ABOUT

SERVICES

CONTACT

OVERVIEW

THE TEAM

OUR MISSION

JOBS

BODY

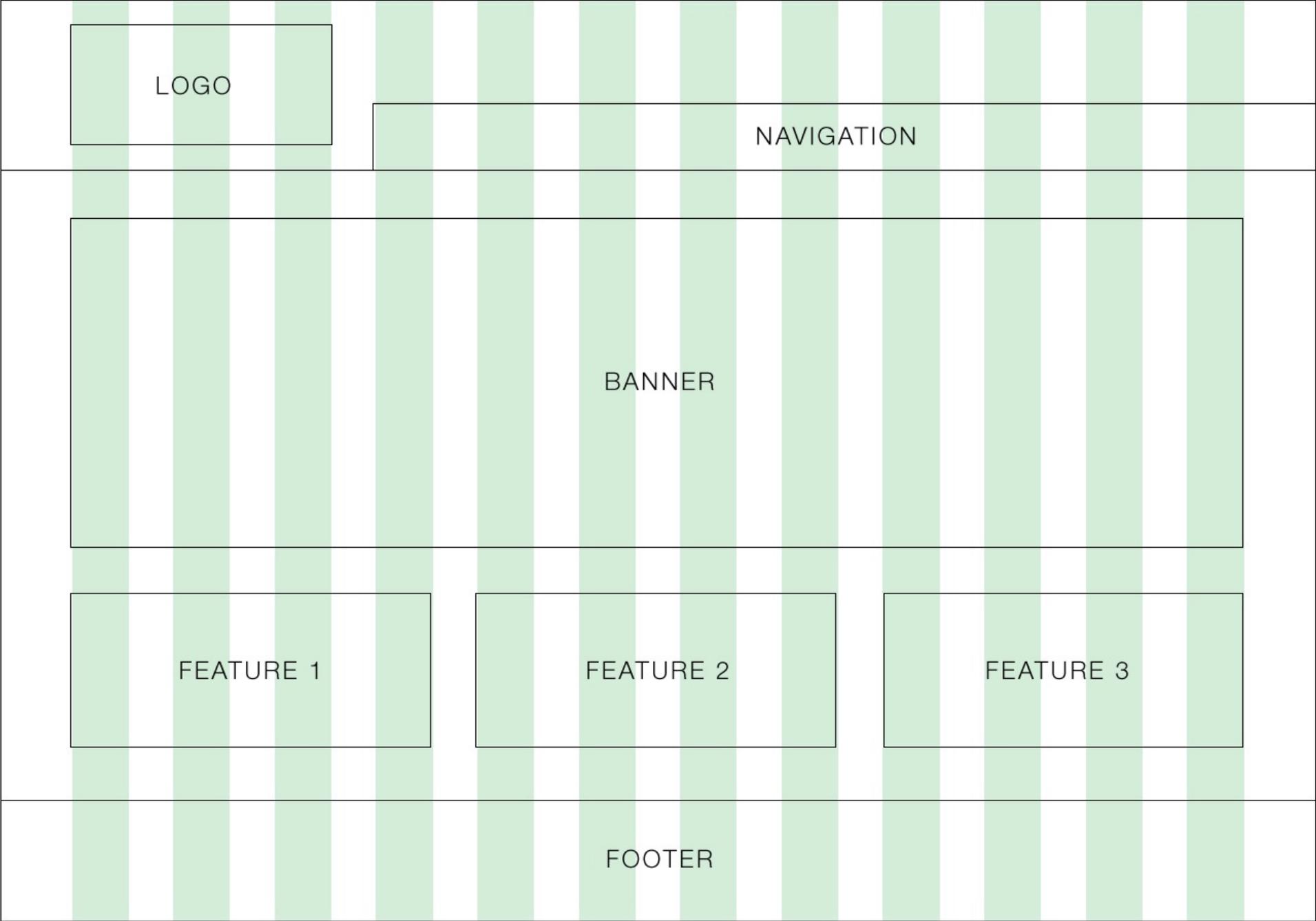
(followed by the content)

FOOTER

(typically the less important stuff)

Anatomy of a wireframe

- clear **page titles** and **numbers**
- use clear **annotation**
- show the **fold**(screen cut off on continued pages)
- use lorem ipsum where **body copy** is needed
- use proper **labeling** for navigation and buttons
- work in actual **pixel dimensions**, use a **GRID**



LOGO

HOME

FEATURES

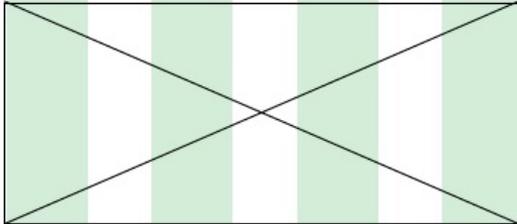
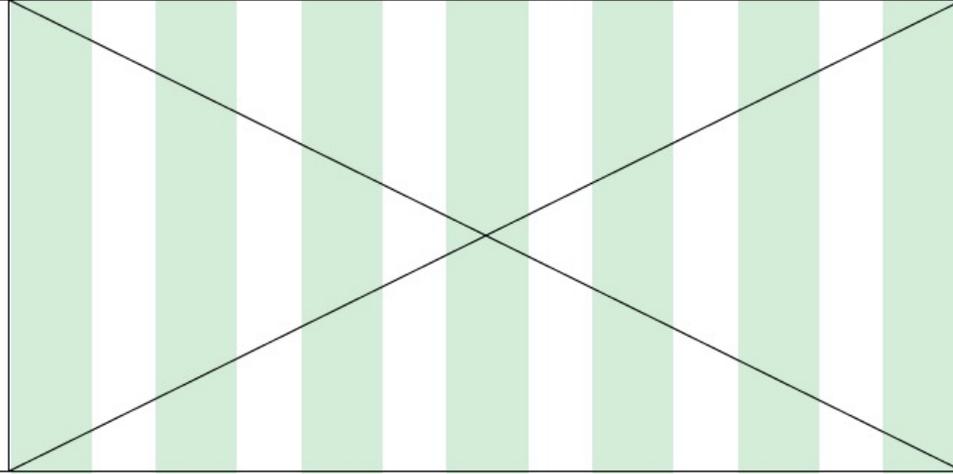
ABOUT US

SUPPORT

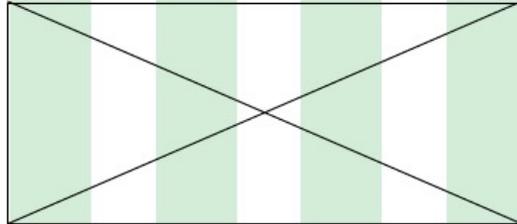
BUY NOW

Introducing the world's best application

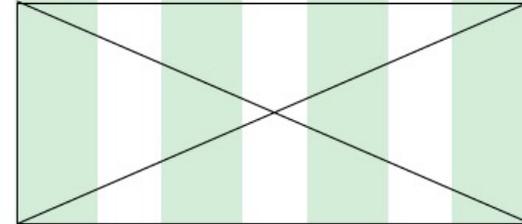
DOWNLOAD FREE TRIAL
Try out without obligations for 30 days!



Save time



So simple to use



Cloud integration

Read our blog

Send us feedback

Get to know us

LOGO

HOME

FEATURES

ABOUT US

SUPPORT

BUY NOW

Introducing the world's best application

DOWNLOAD FREE TRIAL
Try out without obligations for 30 days!

SAVE TIME

SO SIMPLE TO USE

CLOUD INTEGRATION

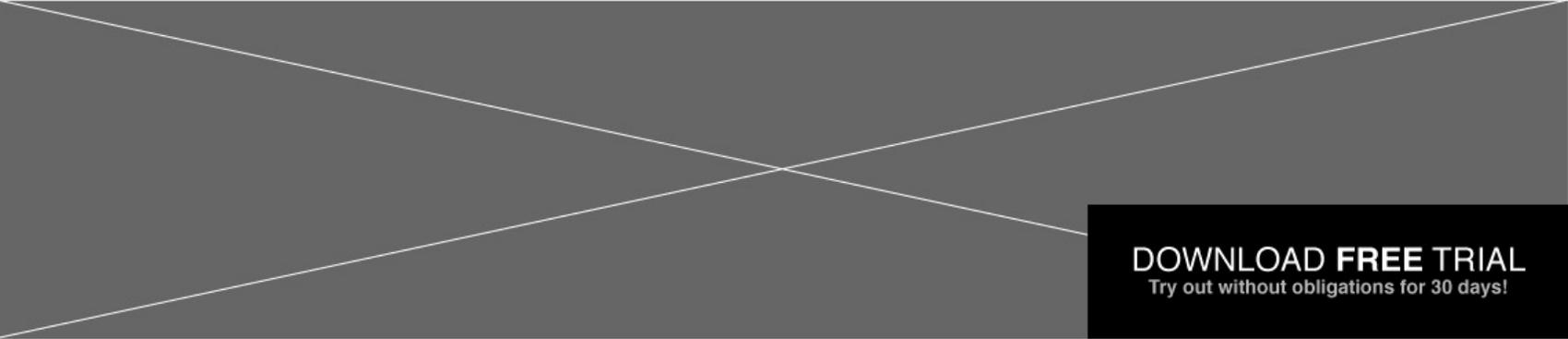
Read our blog

Send us feedback

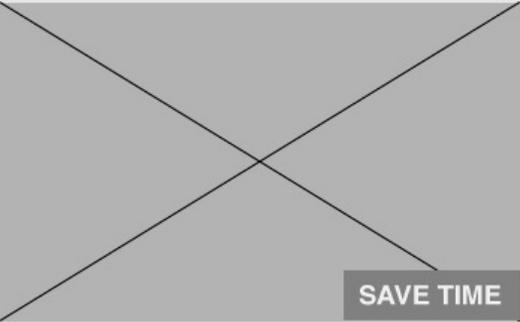
Get to know us



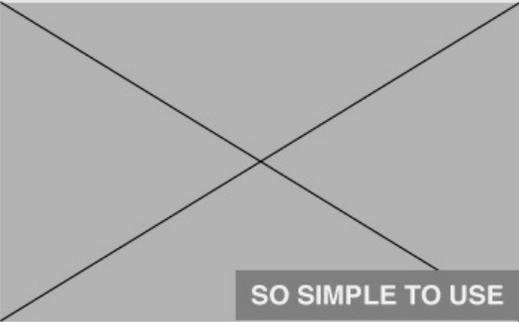
Introducing the world's best application



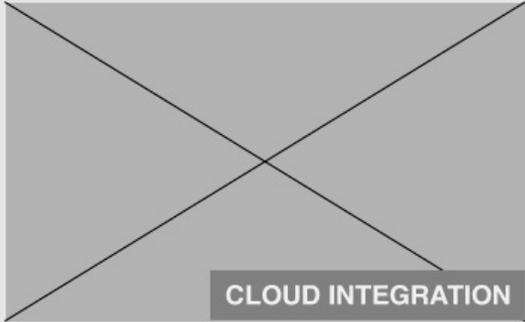
DOWNLOAD FREE TRIAL
Try out without obligations for 30 days!



SAVE TIME



SO SIMPLE TO USE



CLOUD INTEGRATION

Read our blog

Send us feedback

Get to know us



building great communities powered by drupal

featured case study

jquery slide panel (3 rotating case studies?)

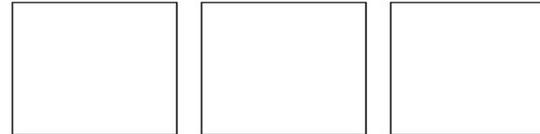
Introducing...

WebWise Solutions is dedicated to one goal: making your customers insanely happy with your products.

Everything we do is designed to attract, compel, delight, tantalize, and educate people so they can't imagine life without you.

How do we do it? We have spent the last twelve years creating corporate web sites and web communities, and have learned what works and what doesn't work. [more](#)

Clients we serve



What we specialise in

We build engaging communities powered by the powerful open-source software, Drupal.

- [Full Services Packages](#)
- [Editorial and Community Management Only](#)
- [Communities On-Demand](#)

selected testimonial

Put us to work for you. We live to serve.

Use our Talk to Us form to drop us a note.

Advertising opportunities

Helping clients with their communities gives us the occasional opportunity to match up advertisers and available space. [Click here to view the inventory we are currently helping to fill.](#)

FAQ

Q: What's the difference between a web community and an online forum?

A: This is the most common question we run into with our clients. As we consult with them about their needs, they'll often say, "Oh, we already have a forum, so I guess that's our community."....[see full answer](#)

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[About](#)

[Services](#)

[Case Studies](#)

[Testimonials](#)

[Say Hello](#)

[FAQ](#)

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Building great communities
POWERED BY DRUPAL

featured case studies

Altiris Juice

Altiris is a global leader in providing security, storage and systems management solutions to help businesses and consumers secure and manage their information.



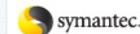
Introducing

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Everything we do is designed to attract, compel, delight, tantalize, and educate people so they can't imagine life without you.

How do we do it? We have spent the last fifteen years creating corporate web sites and web communities, and have learned what works and what doesn't work.

Clients we serve



Scott Jones, Altiris product manager

What we specialize in

We build, manage, and staff engaging communities powered by the powerful open-source software, Drupal.

- [Full Service Packages](#)
- [Editorial and Community Management Only](#)
- [Communities On-Demand](#)

“ In the IT industry, building an online community around a product is key to its long-term success. The people at WebWise are masters at using the Internet to deliver product success.

Put us to work for you.
We live to serve.

[drop us a note.](#)

Advertising opportunities

Helping clients with their communities gives us the occasional opportunity to match up advertisers and available space. [Click here](#) to view the inventory we are

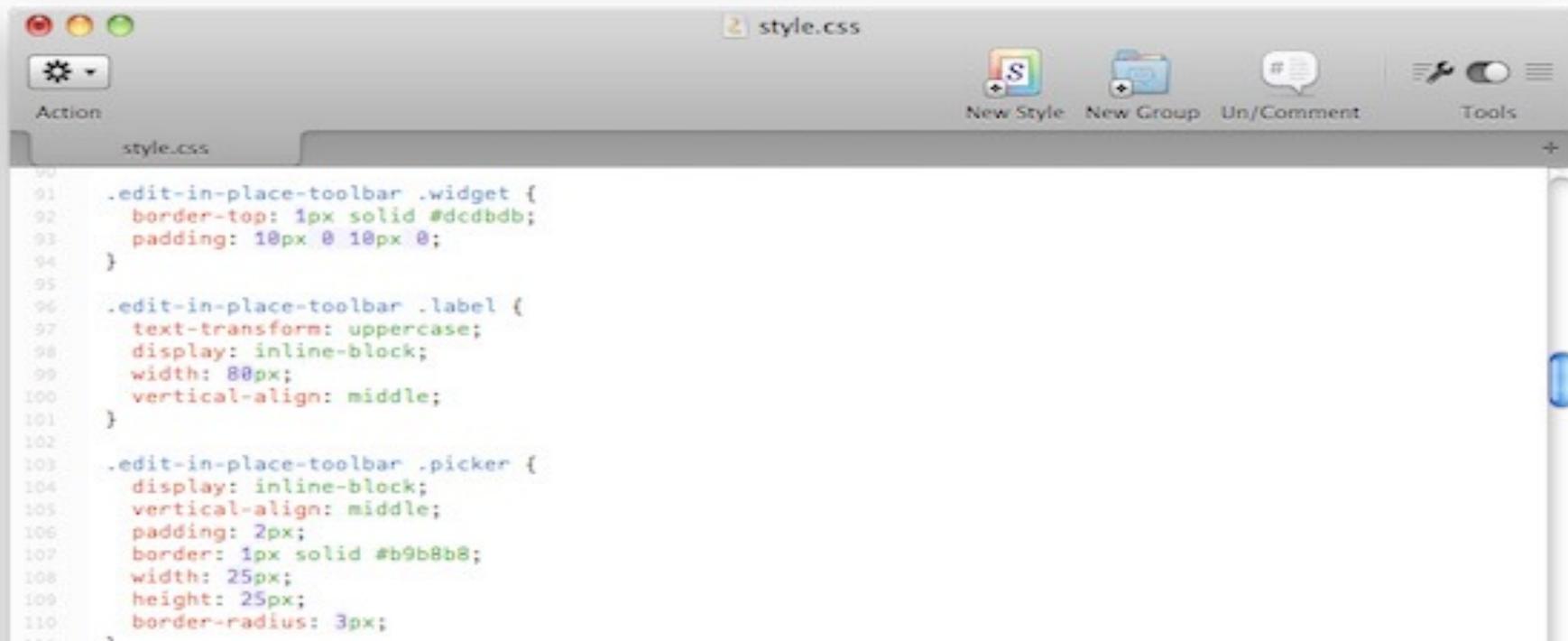
F.A.Q.

Q: What's the difference between a web community and an online forum?

A well created mockup:

- represents the **structure** of information, **visualizes** in a **static** way the content and demonstrates the basic functionalities
- encourages people to actually review the **visual side** of the project

A **prototype** is a middle to high fidelity representation of the final product, but **simulates** user interaction.



The image shows a screenshot of a CSS editor window titled "style.css". The window has a standard macOS-style title bar with red, yellow, and green window control buttons on the left. Below the title bar is a toolbar with several icons: a gear for "Action", a plus sign in a square for "New Style", a plus sign in a folder for "New Group", a speech bubble for "Un/Comment", and a wrench for "Tools". The main area of the window displays CSS code for an "edit-in-place-toolbar". The code is as follows:

```
90
91 .edit-in-place-toolbar .widget {
92     border-top: 1px solid #dcdbdb;
93     padding: 10px 0 10px 0;
94 }
95
96 .edit-in-place-toolbar .label {
97     text-transform: uppercase;
98     display: inline-block;
99     width: 80px;
100    vertical-align: middle;
101 }
102
103 .edit-in-place-toolbar .picker {
104     display: inline-block;
105     vertical-align: middle;
106     padding: 2px;
107     border: 1px solid #b9b8b8;
108     width: 25px;
109     height: 25px;
110     border-radius: 3px;
111 }
```

Good UX is all about
communication.

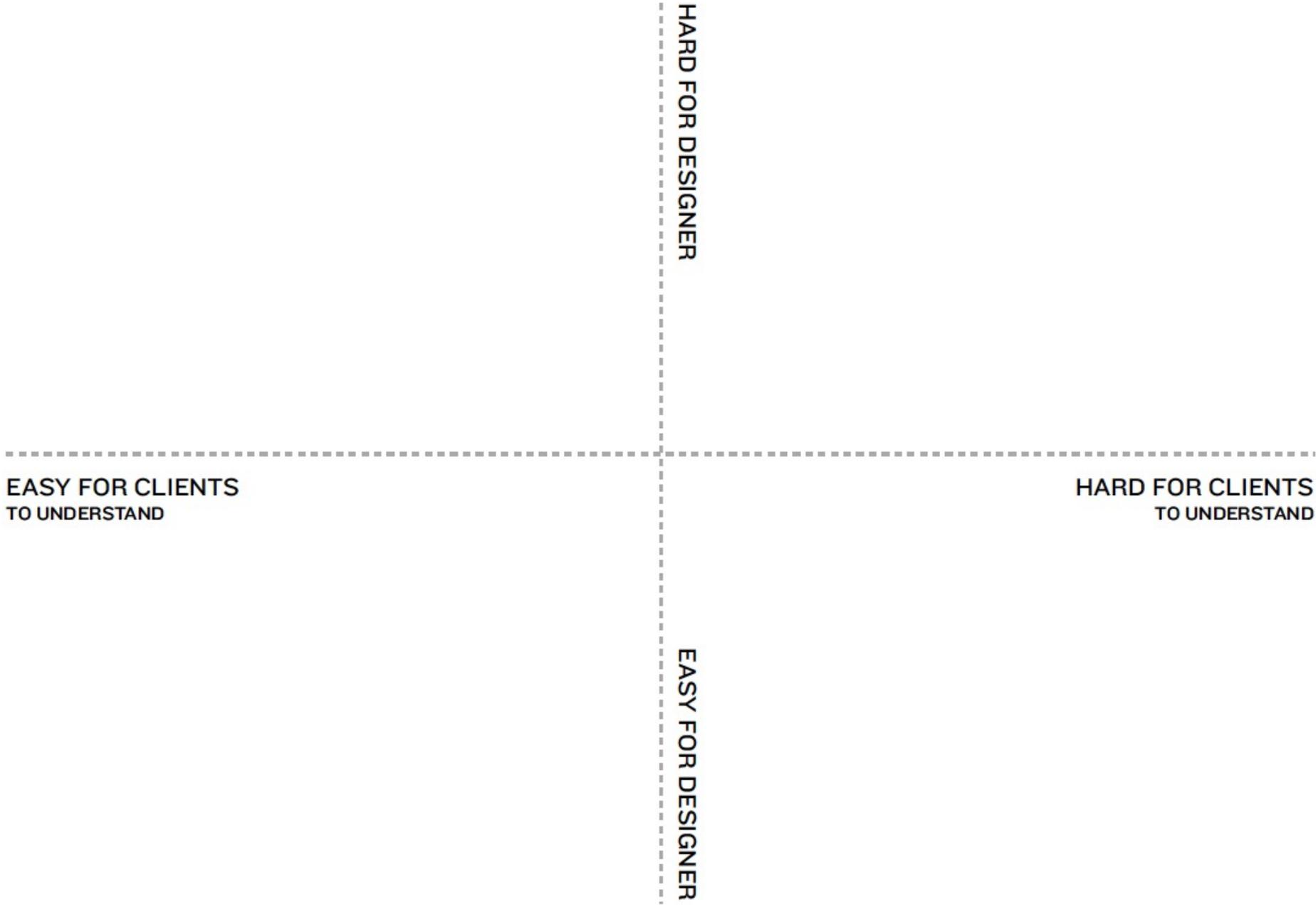
Good UX is all about
communication &
collaboration.

HARD FOR DESIGNER

HARD FOR CLIENTS
TO UNDERSTAND

EASY FOR DESIGNER

EASY FOR CLIENTS
TO UNDERSTAND



EASY FOR CLIENTS
TO UNDERSTAND

HARD FOR CLIENTS
TO UNDERSTAND

HARD FOR DESIGNER

EASY FOR DESIGNER



wireframe



hi fi

HARD FOR DESIGNER

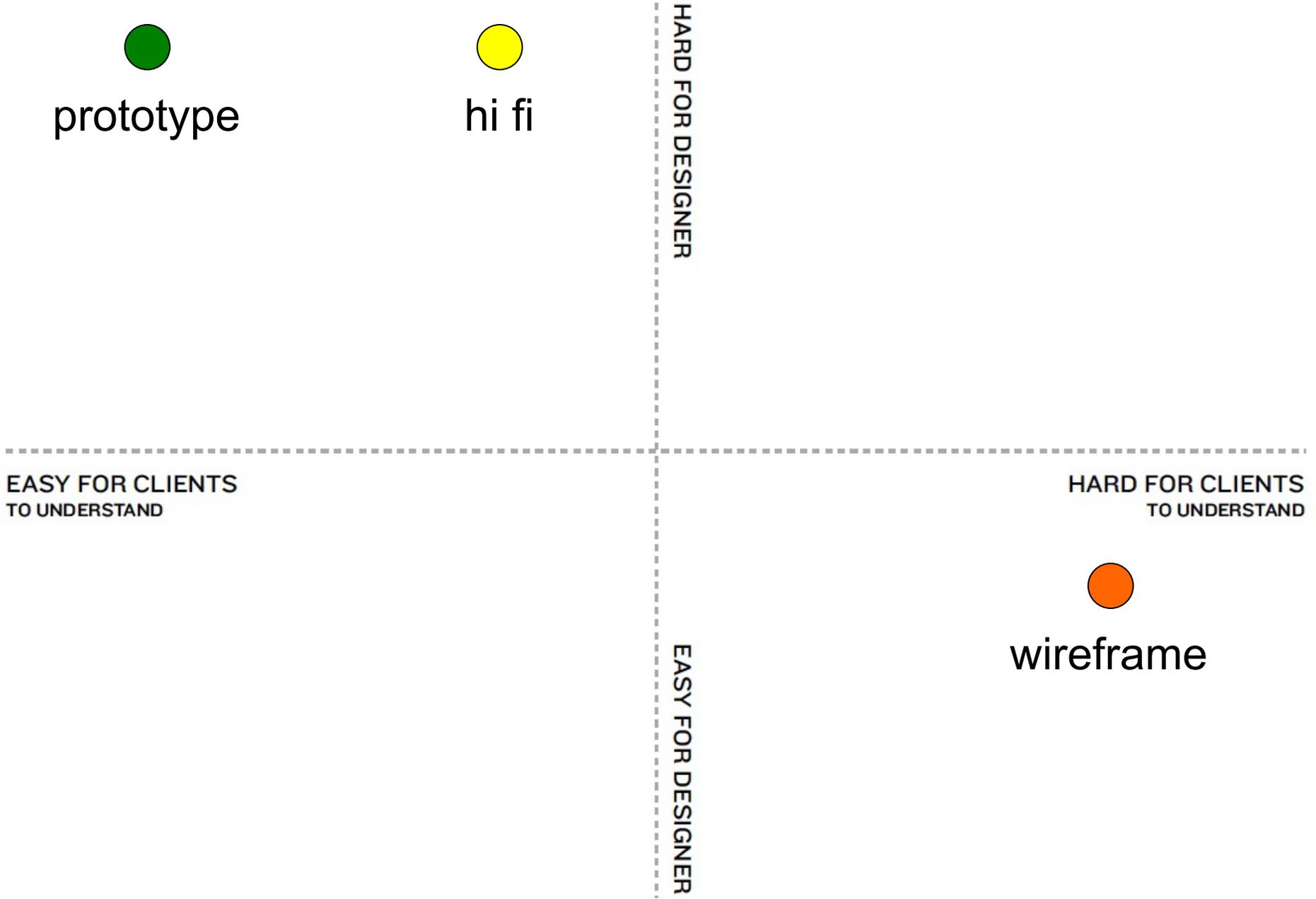
EASY FOR CLIENTS
TO UNDERSTAND

HARD FOR CLIENTS
TO UNDERSTAND



wireframe

EASY FOR DESIGNER



●
prototype

●
hi fi

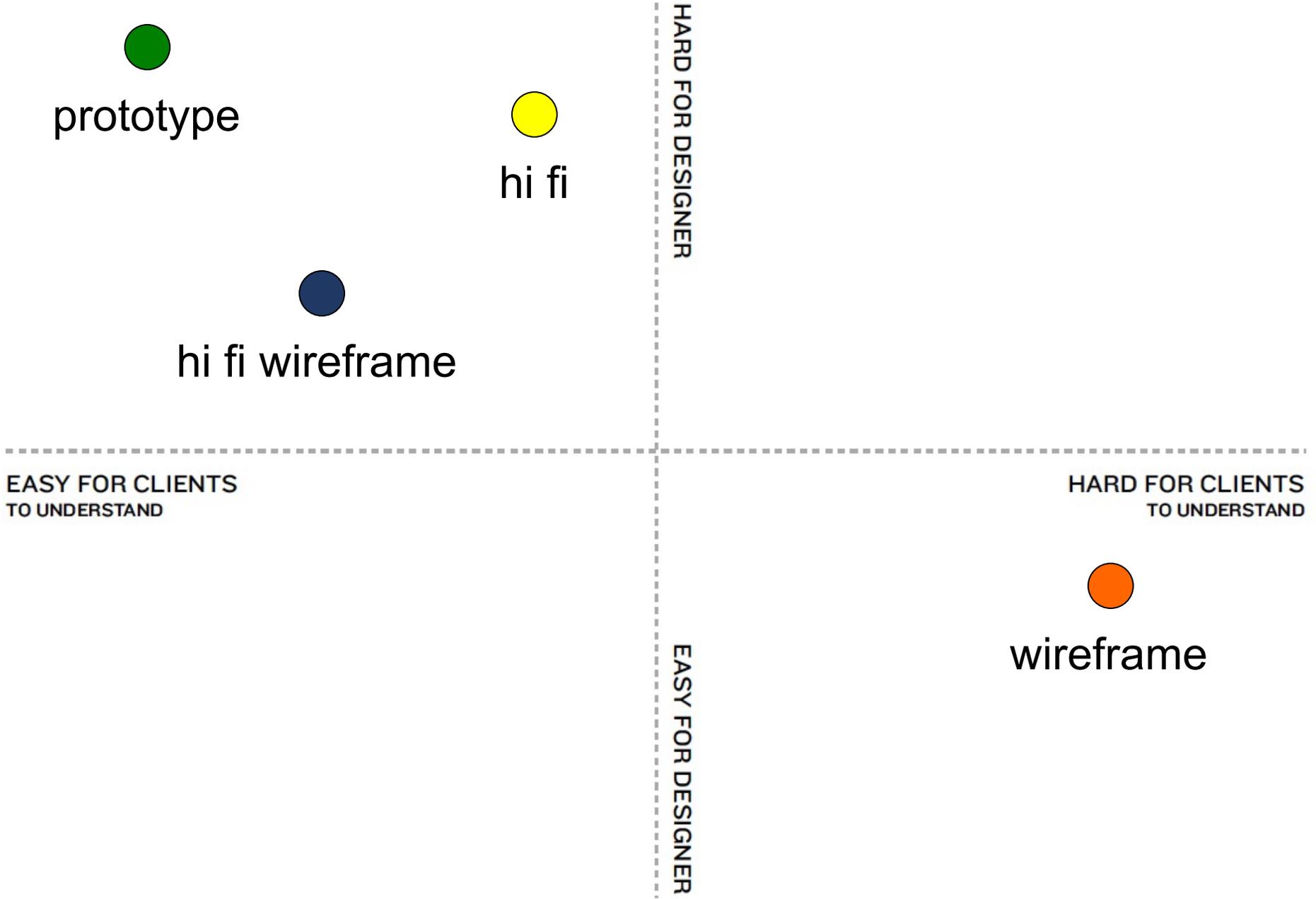
●
wireframe

HARD FOR DESIGNER

EASY FOR DESIGNER

EASY FOR CLIENTS TO UNDERSTAND

HARD FOR CLIENTS TO UNDERSTAND



●
prototype

●
hi fi

●
hi fi wireframe

EASY FOR CLIENTS
TO UNDERSTAND

HARD FOR CLIENTS
TO UNDERSTAND

●
wireframe

HARD FOR DESIGNER

EASY FOR DESIGNER

	Fidelity	Cost	Use	General traits
Wireframe	Low Fidelity	\$	Documentation, Quick communication	Sketch, black, white&grey representation of the interface
Mockup	Middle to High Fidelity	\$\$	Gathering feedback and getting buy-in from stakeholders	Static visualization
Prototype	Middle to High Fidelity	\$\$\$	User testing, reusable backbone of the interface	Interactive

Interactivity describes how your prototype behaves

Does it **react to inputs** with feedback?

Can users “**click**” **on something** and to to another page?

Can they **fill in** a form?

Will buttons appear to **depress**?

Will drop down menus work?

etc...