Information Architecture

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Bad wording

Signing up for EasyChair: Step 2

Please fill out the following form. The required fields are marked by (*).

Note that the most common reason for failing to sign up is an incorrect email address so please type your email address correctly.

First name:* 
Last name:* 
Email:* 

Continue

Note: leave first name blank if you do not have one. If you are not sure how to you may also be interested about our policy for using personal information.

The Help article about names.

Just a few more details... and you're done!

* Gender
  * Male

* Country
  * Turkey

* Are you human?
Enter the text you see in the image.

Can't see the image? Reload it.

I agree with Slideshare's Terms & Conditions & Privacy Policy.
Bad color scheme selection

Source: http://thevisualcommunicationguy.com/2013/09/05/design-equivalents-of-bad-grammar/
Bu bilgilere bu sayfada gerçekten gerek var mı?
Eye-tracking Studies

Heatmaps from eyetracking studies: The areas where users looked the most are colored red; the yellow areas indicate fewer views, followed by the least-viewed blue areas. Gray areas didn’t attract any fixations. Green boxes were drawn on top of the images after the study to highlight the advertisements.

Source: http://www.useit.com/alertbox/banner-blindness.html
What is IA?

• The structural design of shared information environments.

• The art and science of organizing and labeling web sites, intranets, online communities and software to support usability and findability.

• An emerging community of practice focused on bringing principles of design and architecture to the digital landscape.

Source: Information Architecture Institute
Little IA / Big IA

• **Little IA**: the application of information science to web design, which considers, for example, issues of classification and information retrieval.

• **Big IA**: information architecture involves more than just the organization of a website; it also factors in user experience, thereby considering usability issues of information design.

IA connects People to Content

Source: http://www.sitepoint.com/the-web-design-process-part-2-information-architecture/
Information Architecture

- Information organization / design
- Information labeling
- Navigation design
- Information access
- Information search
- Information classification
- Interface design
- Findability
- Usability
Related Disciplines

- Graphic design
- Software development
- Usability engineering
- Interaction design
- Experience design
- Enterprise architecture
- Content management
- Knowledge management

Source: Morville & Rosenfeld, 2006
In other words, an information architect is a “bridge builder.”

We build bridges between:

- Users and Content
- Strategy and Tactics
- Units and Disciplines
- Platforms and Channels
- Research and Practice

Source: P. Morville, Understanding IA, http://prezi.com/aafmvya8bk7i/understanding-information-architecture/
IA Concepts

Source: Morville & Rosenfeld, 2006
IA Systems

Source: Morville & Rosenfeld, 2006
IA Deliverables

Source: Morville & Rosenfeld, 2006
• Structure types
• Organization systems
• Labeling systems
• Navigation systems
• Search systems
• Logic

Source: Morville & Rosenfeld, 2006
Structure and Organization Schemes

• Hierarchical, hypertextual (web), linear

• Alphabetical
• Chronological
• Geographical
• Ambiguous ones
  - Topical
  - Task-oriented
  - Audience-oriented
  - Metaphor
  - Hybrids

Source: Morville & Rosenfeld, 2006
Organization Structures

- Top-down (hierarchical)
- Bottom-up (DBMS)
- Hypertext

Source: Morville & Rosenfeld, 2006
Questions answered . . .

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?

Source: Morville & Rosenfeld, 2006
Labeling Systems

- Contextual links
- Headings
- Navigation system choices
- Index terms

Source: Morville & Rosenfeld, 2006
Types of Navigation Systems

Global navigation

Contextual navigation

Local navigation

Where Am I?

What's Nearby?

What's Related to What's Here?

Where Can I Go?

Where Can I Go?

Sitemap

Category1
  SubCat1, Subcat2, Subcat3

Category2
  SubCat1, Subcat2, Subcat3

Category3
  SubCat1, Subcat2, Subcat3

Index

A

B

C

Guide

Step1

Step2

Step3

Source: Morville & Rosenfeld, 2006
Search Systems

Users will ask, browse, or search again until they succeed or give up

Source: Morville & Rosenfeld, 2006
Integrated browsing, searching

![Diagram showing integrated browsing and searching processes](image)

Source: Morville & Rosenfeld, 2006
Logic: Metadata

- Ontologies
- Taxonomy
- Classification systems
- Subject headings
- Folksonomies
Int’l Classification of Diseases (ICD)

Malignant neoplasm of nasopharynx (C11-)

- A primary or metastatic malignant neoplasm involving the nasopharynx.

Use Additional
- code to identify:
  - exposure to environmental tobacco smoke (277.22)
  - exposure to tobacco smoke in the perinatal period (P96.81)
  - history of tobacco use (287.89)
  - occupational exposure to environmental tobacco smoke (Z57.31)
  - tobacco dependence (F17)
  - tobacco use (272.0)

T2bN1M1
IVc
Controlled Vocabularies

Source: Morville & Rosenfeld, 2006
Folksonomies

Design vs. Emergence, Visualization of Knowledge Orders

Source: http://scimaps.org/maps/map/design_vs_emergence__127/
Folksonomies (cont’d)

![Diagram showing the distribution of top categories in Wikipedia (outer) and UDC (inner ring).](http://arxiv.org/ftp/arxiv/papers/1105/1105.5912.pdf)


Research Framework

Source: Morville & Rosenfeld, 2006
Research Methods and Tools

Source: Morville & Rosenfeld, 2006
Figure 11-9. A conceptual blueprint for Weather.com

Source: Morville & Rosenfeld, 2006
Blueprints (cont’d)

Figure 12-8. A blueprint of a major section of the SIGGRAPH conference web site

Source: Morville & Rosenfeld, 2006
Sketching wireframes

The same wireframe in sketchy and traditional representation.

Source: http://www.boxesandarrows.com/view/sketchy-wireframes
Wireframes

Source: Morville & Rosenfeld, 2006
Wireframes (cont’d)

Figure 12-11. A wireframe of the main page of a greeting card site

Source: Morville & Rosenfeld, 2006
IA Iceberg

Source: Morville & Rosenfeld, 2006
IA: Designing Information Spaces

• Semantic space
  - the structure of information held within a computer;
  - relationships of information objects with one another through hypertext links, database fields, etc.

• Screen space
  - separating out the visual component of information space;
  - defining the space of the screen as separate from the space of interaction;
  - screen space is constrained by the number of available pixels and the visual language used to display information;
  - it can include web pages, a desktop GUI, a complex graph-based visualization or a 3D world, and each type of representation is constrained by metaphors and their visual rhetoric

• Interaction space
  - the input actions of a user that change the computer’s output: eg., clicking on a link, typing in a search query, pressing an arrow key, grabbing a document;
  - different types of interaction are mapped onto different types of screen space so that, in the best case, the two reinforce one another.

Conclusion

• The structural design of information spaces using IA concepts, methods and tools
  - Structure, organization, labeling, navigation, search, logic

• IA makes sure that principles of design, architecture, information management and information retrieval are applied to make digital landscape more accessible, useful and usable
Required and Recommended literature

- **Required textbooks:**

- **Recommended readings:**
Useful web sites

- Peter Morville’s web site: [http://semanticstudios.com/publications/](http://semanticstudios.com/publications/)
- Steve Krug’s web site: [http://www.sensible.com](http://www.sensible.com)
- Jesse James Garrett’s web site: [http://www.jjg.net/ia](http://www.jjg.net/ia)
- Boxes and arrows: [http://www.boxesandarrows.com/](http://www.boxesandarrows.com/)
- Findability.org: [www.findability.org](www.findability.org)
For more info . . .


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Guglielmo Pescatore & Veronica Innocenti

Information Architecture in Contemporary Television Series

The underlying information architecture is also able to orient the viewer and to facilitate the assimilation of information, providing information package defaults that allow everyone to acquire functional competence with respect to that expanding universe, which of course given the long duration of these narrative objects must be continuously enriched with content and ramifications. The user moves and acts / experiences the narrative universe as she would do in a city and needs guidance and local contextual information.

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Information Architecture: Day 1

Organize and structure information to improve findability and discoverability

The Information Architecture (IA), or organization, of a website or application is critical, because it determines whether or not users are successful in finding desired information and completing tasks. This course introduces the core components of a good IA, as well as essential IA design methods and strategies.

Topics Covered

- How to explain why information architecture (IA) is important for your website or application
- Why a good IA can save your company time and money during and after development
- Return on investment (ROI) of information architecture
- Essential logic and concepts you need to build a useful, usable, and extensible information architecture
- Five components of information architecture

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Jared Spool

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Bruce Sterling
Information Architecture

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