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CCMN 279  
Chang School  
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Assignment #6b

July 23, 2012

**INFORMATION ARCHITECTURE**

**and**

**PROFESSIONAL COMMUNICATION**

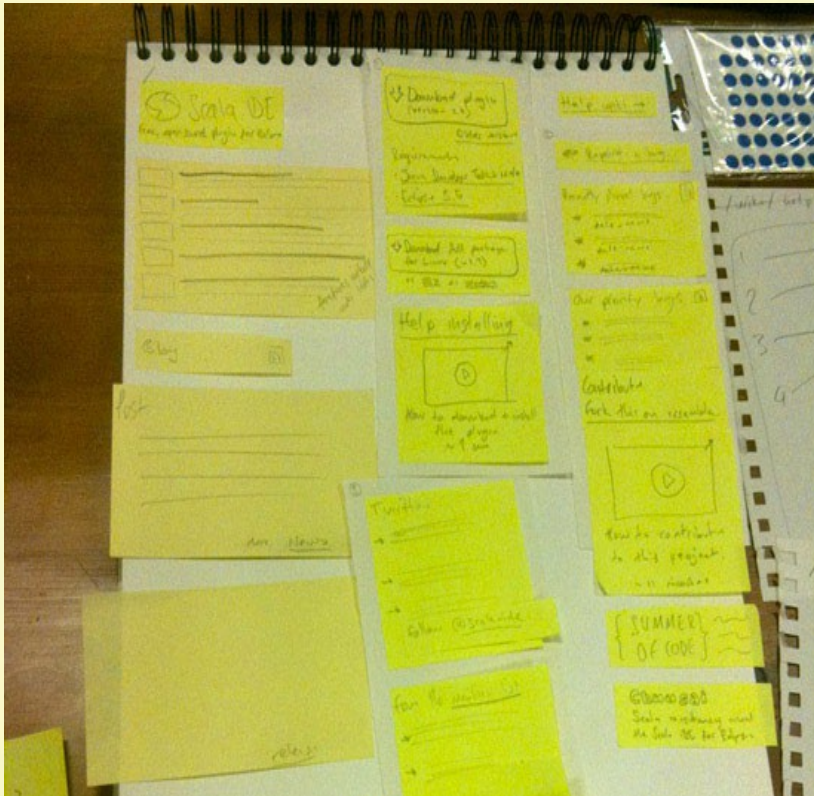
# What is information architecture?

- Information architecture (IA) is the art and science of organizing and labelling websites, intranets, online communities and software to support usability (Wiki)
- Information architecture (IA) is “the structural design of shared information environments” (Morville & Rosenfeld, 2007)
- Richard Saul Wurman in 1976: “I thought the explosion of data needed an architecture, needed a series of systems, needed systemic design” (Wiki)

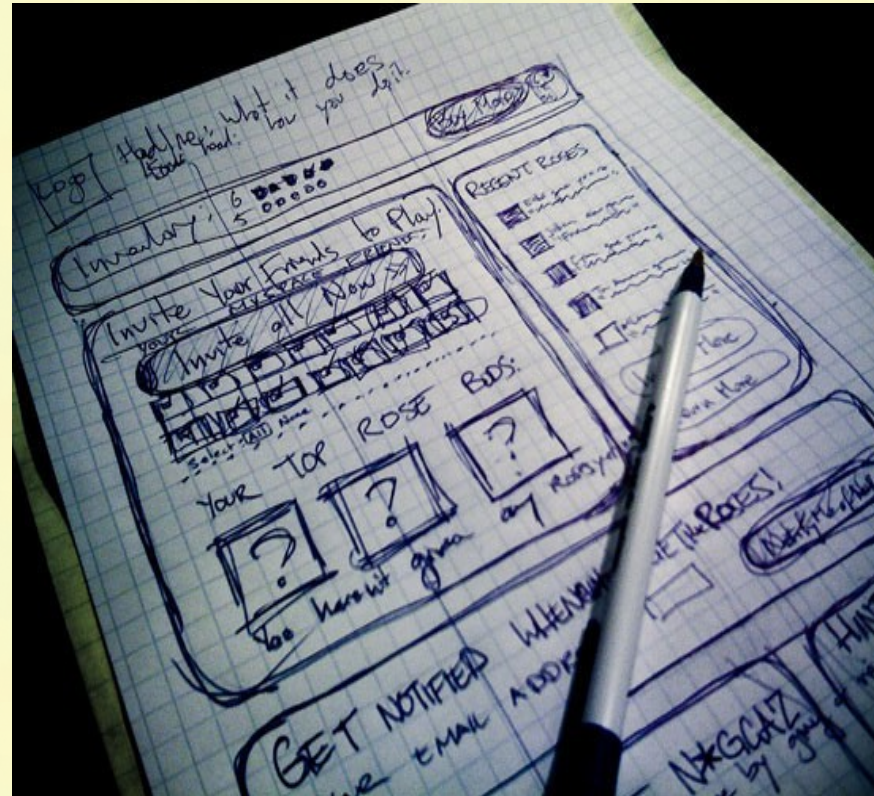


# Communicating to stakeholders with IA

## Low-fidelity prototyping



Post-it note prototyping



Wireframe sketches

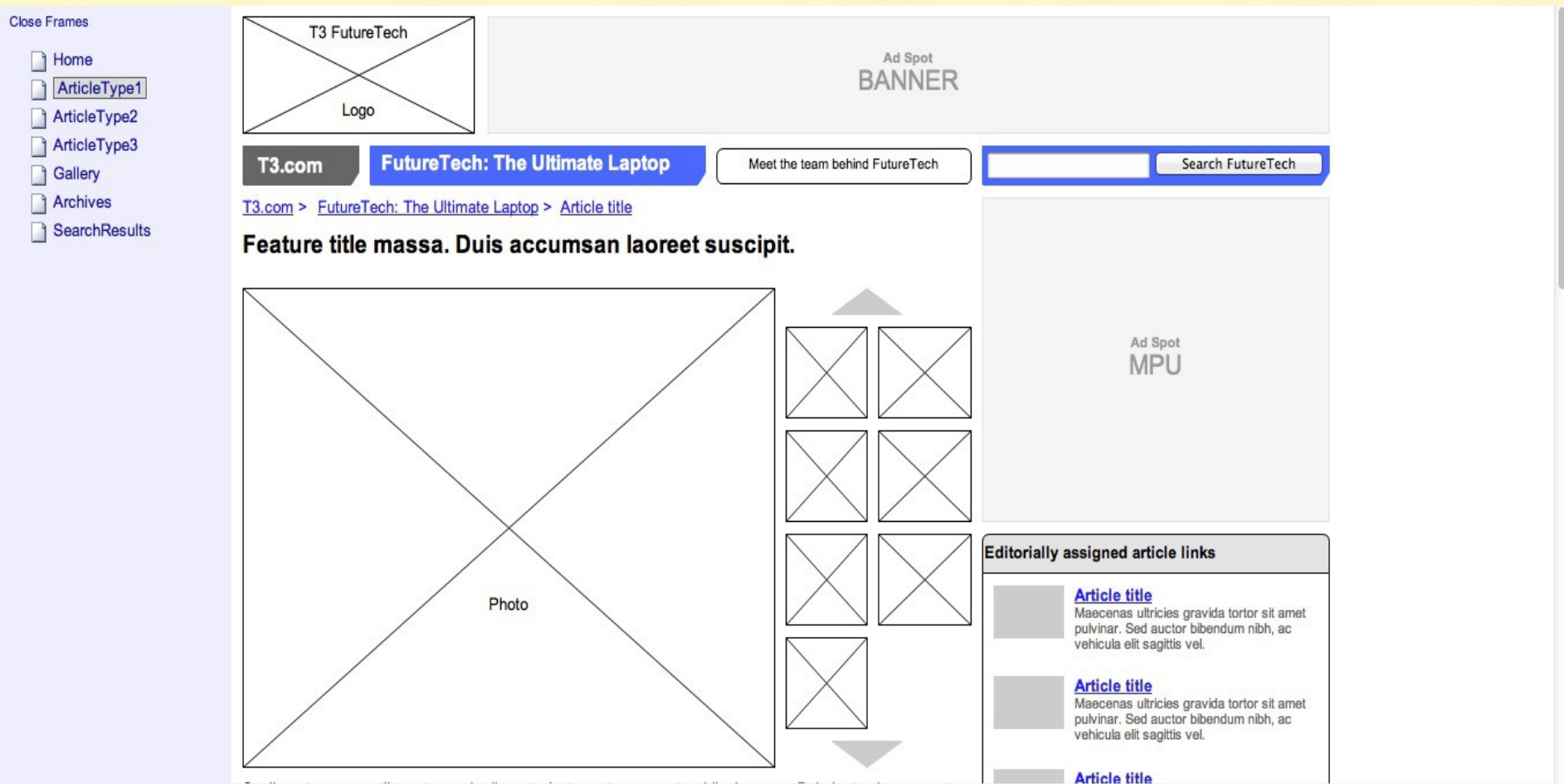
# Communicating to stakeholders with IA

## High-fidelity prototyping

- Static wireframes (e.g., Visio)
- Interactive/clickable wireframes (e.g., Dreamweaver, OmniGraffle, Axure)
- "Axure prototypes are a fundamental **communication** tool in our process. Developers and testing analysts especially love the clickable prototypes. They convey the features and functionality more easily than lengthy functional specifications. There's just no way we could go back to static wireframes" (Axure.com)

# Communicating to stakeholders with IA

## Example of high-fidelity prototype



ArticleType1

This opens the default article listing and not a tag specific page

# Communicating to stakeholders with IA

## Example of high-fidelity prototype

Close Frames

- Home
- ArticleType1
- ArticleType2
- ArticleType3
- Gallery
- Archives
- SearchResults

T3 FutureTech  
Logo

Ad Spot  
BANNER

T3.com   **FutureTech: The Ultimate Laptop**   Meet the team behind FutureTech   Search FutureTech

**Top Article title**  
Cras vestibulum cursus mauris sed pelle ntesque nunc adipiscing.

[Carousel photo spot](#)

**Article Title**  
Cras vestibulum cursus mauris sed pelle ntesque nunc adipiscing.

**Article Title**  
Cras vestibulum cursus mauris sed pelle ntesque nunc adipiscing.

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**Article Title**  
Cras vestibulum cursus mauris sed pelle ntesque nunc adipiscing.

Ad Spot  
MPU

**Latest FutureTech Pictures**   See all features

Editorially assigned list of FutureTech pictures leading through to the gallery page.

T3 Video

Home

# Communicating to stakeholders with IA

## User flow diagram

### User flow

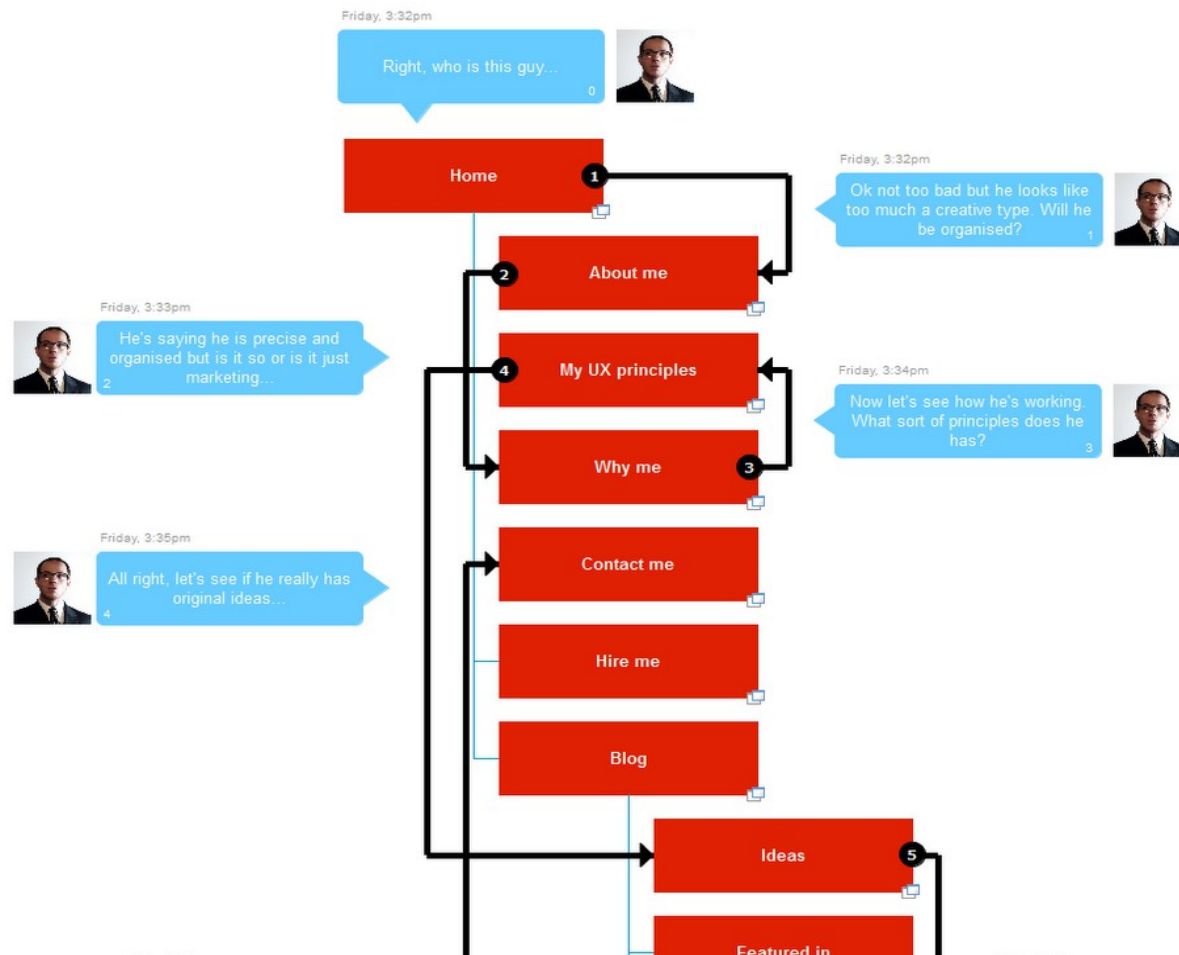


**Jamie**

"I want to find a UX designer who has ideas and can generate more profit for me."

#### Scenario

Friday, 3:32pm. Just came back from lunch and had a discussion with a colleague about finding a new UX designer. Searches Google.



# Communicating to stakeholders with IA

## Personas

- Narrative descriptions of user ‘types’ for whom a product is designed (Massanari 2010)
- Facilitate **empathy** between designer and user and highlight important information about users that might otherwise be lost or discounted during the development cycle
- Help to avoid the “**design for oneself**” mentality



# Communicating to stakeholders with IA

## Kyle Fisher - Potential Drake Motors Small SUV Buyer

### Personal Profile

Kyle is a 42-year-old and owner of a late model Ford Escape.

He's an active father of two, still plays team sports and is always connected to friends and family through the **Internet** and his **mobile phone**.

Kyle is looking for a vehicle that offers outstanding fuel economy since he commutes approximately 90 miles round trip each day.

He's also considering the Ford Escape Hybrid, Toyota Highlander, the Honda CR-V and the Ford Flex.

He uses a variety of **review** and **third party print research** sites in addition to dealer **catalogs**.

### Background

- 42-year-old caucasian male
- Father of two
- Plays drop in hockey 3 mornings a week
- Uses vehicle daily for commuting, picking up kids from sports, weekend coaching and vacations
- Drives long distances and puts 20,000 miles on vehicle every year

### Attributes

- Upper Middle class
- Smartphone and laptop user
- Influenced by online reviews, heavy user of print
- iPod and Smartphone user
- Spends time reading in social media researching, but less time contributing



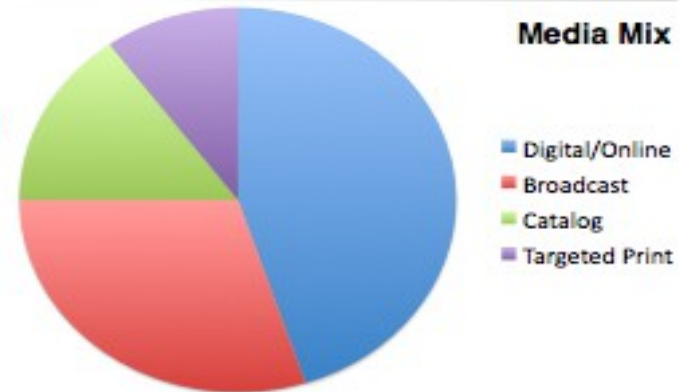
"I want a vehicle with outstanding fuel economy, smart features and enough space for me and my family."

### Kyle's Product-Content Needs

- Information supporting fuel economy
- Photos and video that highlight vehicle's technology and styling features
- Guidance, education and reassurance that the brand can be trusted
- Competitive comparisons to his current vehicle
- Ability to gather and share information easily

### From Existing Assets

- Running Footage
- Still Photography
- Build Your Own Material
- Catalog Images
- Longform video
- 'Other' Images



## Communicating to users/customers with IA

“The real value of both **personas** and **storytelling** is the way they give us a clear, human picture of the people we design for. It’s so easy to get caught up in all the mechanics of creating technology and forget that there are real people out there. The other really important value of personas is in helping us empathize with people who are not just like us.” (Quesenbery)

# Objective organization scheme

Quick Links | Home | Worldwide

Microsoft  
**Research**

Search:

Microsoft Research Home  
About Microsoft Research  
Research Areas  
**People**  
Worldwide Labs  
University Relations







News  
Publications  
Downloads  
Conferences and Events  
Lectures Online  
Related Web Sites

Press Resources  
Careers  
Visiting Microsoft Research  
Contact Us

**People**

SORTED BY: LAST NAME, FIRST NAME

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

 <b><u>Martin Abadi</u></b>	<b>Primary Group</b> Speech Research Group	<b><u>Kannan Achan</u></b>
 <b><u>Stephen Adams</u></b>	<b>Primary Group</b> Program Analysis	 <b><u>Sharad Agarwal</u></b>
 <b><u>Sanjay Agrawal</u></b>	<b>Primary Group</b> Data Management, Exploration and Mining (DMX)	 <b><u>Eugene Agichtein</u></b>
 <b><u>Takako Aikawa</u></b>	<b>Primary Group</b> Natural Language Processing	<b>Mark Aiken</b> <b>Primary Group</b> Operating Systems

# Ambiguous organization scheme



© Ragdoll Limited 2004; Teletubbies © BBC/Ragdoll Limited 1996-2004.  
Teletubbies (TM) Ragdoll Limited.  
Website produced by Ragdoll Limited for PBS.

Find out when Teletubbies is on in [your town.](#)

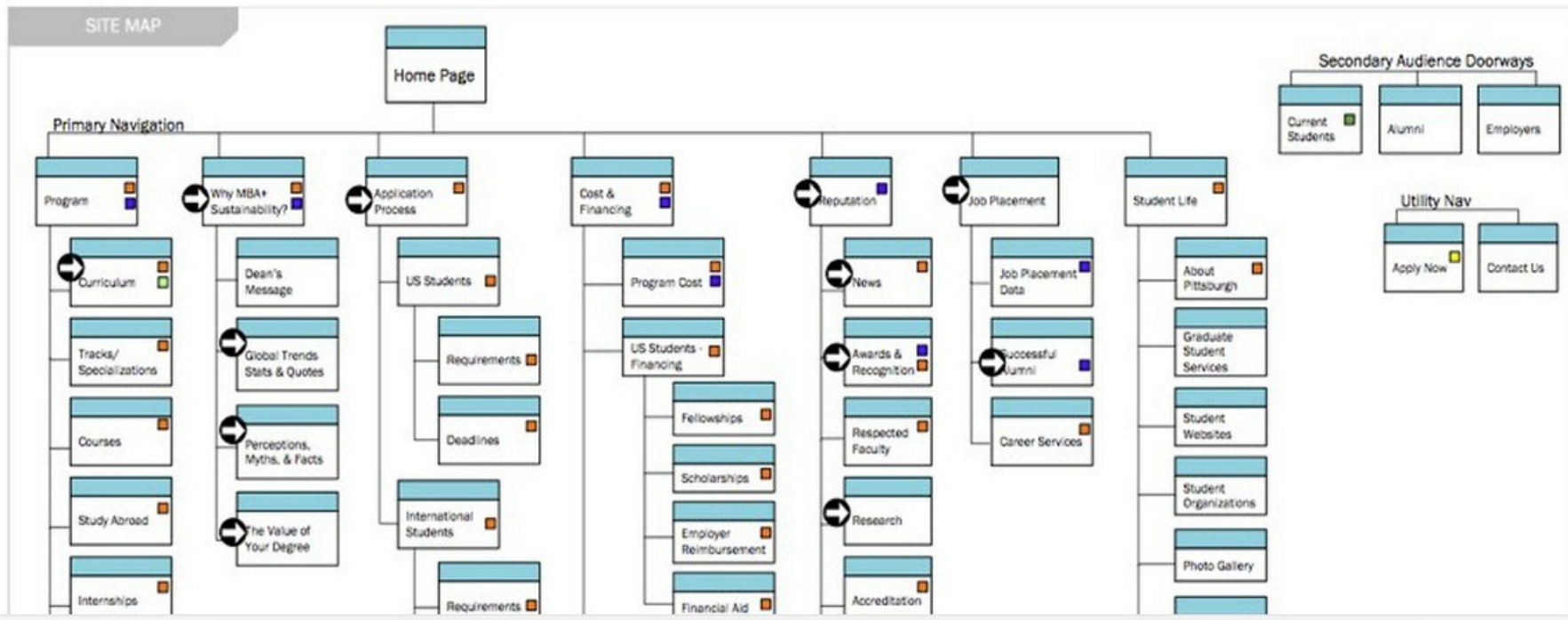
[Parents & Teachers](#)  
[Privacy Policy](#)

[Teletubbies](#) | [Parents & Teachers](#) | [Teletubbies \(Non-Flash\)](#)

# Communicating to users/customers with IA

## Site map as narrative outline

### Characters, Plot, & Concerns



# Communicating to users/customers with IA

AIDA (attention, interest, desire, action)

SHARE SEARCH

ABOUT US | MEDIA | BLOG | STORE | WORKING WITH THE UN

**#NothingButNets.net**  
SEND A NET. SAVE A LIFE.

**LEARN**  
MALARIA KILLS. NETS SAVE LIVES.

**ACT**  
SPREAD THE BUZZ.

**GIVE**  
SEND A NET. SAVE A LIFE.

Learn more about our trip to deliver life-saving bed nets to Kakuma Refugee Camp in northern Kenya

LEARN MORE

Copyright: Michael Muller

**6,449,777** NET-O-METER  
Send A Net

Add your email & join *Nothing But Nets* in the fight against malaria.

FIRST NAME \* LAST NAME \* EMAIL ADDRESS \* ZIP CODE \* SUBMIT

**NOTHING BUT NETS ON THE NET**

# Communicating to users/customers with IA

## AIDA (attention, interest, desire, action)

### NOTHING BUT NETS ON THE NET

VIEW ALL BLOG TWITTER FACEBOOK VIDEOS PHOTOS

#### WORLD REFUGEE DAY: INSPIRATION FROM KAKUMA

POSTED ON 06/20/2012

*This World Refugee Day, take a moment to think about what home means to you. No one wants to be uprooted from home, but refugees have no choice.*

*During a recent visit to Kakuma...*

[READ MORE](#)



@REVCRAIGGOMMER THANKS!!!

POSTED BY NOTHING BUT NETS VIA TWITTER



IN 2010, MORE THAN HALF A MILLION CHILDREN UNDER THE AGE OF FIVE DIED FROM MALARIA...

POSTED ON 06/22/2012 BY NOTHING BUT NETS VIA FACEBOOK

#### A FATHER'S DAY REALIZATION

POSTED ON 06/18/2012

*Happy (belated) Father's Day! I hope you all did something fun. My husband, 18-month-old son and I...*

[READ MORE](#)



#### TAKE THE PLEDGE: JOIN THE FIGHT AGAINST MALARIA

POSTED ON 11/07/2011

*Sign your name and pledge to become a Champion in the fight against malaria. Together, we can end malaria deaths by 2015.*

[TAKE ACTION](#)



# Communicating to users/customers with IA

AIDA (attention, interest, desire, action)

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VIEW ALL BLOG TWITTER FACEBOOK VIDEOS PHOTOS



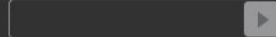
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UNITED NATIONS  
FOUNDATION



- Comments?
- Questions?
- Can **you** think of a website (or other information environment) that uses IA to effectively communicate a story?

## Papers/books:

Massanari, A. (2010). Designing for imaginary friends: information architecture, personas and the politics of user-centered design. *New Media & Society*. 401-16.

Morville, P. and Rosenfeld, L. (2007). *Information Architecture for the World Wide Web*. O'Reilly Media, Inc.: Sebastopol.

## Sites:

<http://axure.com/why-axure>

[http://axure.nockles.com/t3\\_futuretech](http://axure.nockles.com/t3_futuretech)

<http://barnabasnagy.net/2011/12/26/speech-bubble-user-flow-user-journey>

<http://danieleizans.com/tag/personas>

[http://en.wikipedia.org/wiki/Information\\_architecture](http://en.wikipedia.org/wiki/Information_architecture)

<http://forumone.com/blogs/post/persuasive-architecture>

<http://mpiweb.org/Libraries/Magazine/wurman-lg.sflb.ashx>

<http://nothingbutnets.net>

[http://public.iwork.com/document/?d=IA\\_as\\_Storytelling.key&a=p192957431](http://public.iwork.com/document/?d=IA_as_Storytelling.key&a=p192957431)

<http://sixrevisions.com/user-interface/website-wireframing>

<http://usefulnessability.com/whitney-quesenbery-interview>