What is Information Architecture?

Rik Williams, UX Architect, Moorfields Eye Hospital
rikwilliams.net/talks/what-information-architecture/

Objectives

What you will learn in this session...

What is information?

What is architecture?

What is information architecture (IA)?

3 tenants: Ontology, Choreography and Taxonomy

Summary

‘Information + Architecture’

What is Information?

ginal Glazed®
ONLY 200 kcal
gnature ring doughnut, a light and fluffy dough
r classic glaze.
OOSE ANY 3 for £5.65 or £1.65 each
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ALLERGENS
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Our signature ring doughnut hand dipped in chocolate icing and colourful sprinkles.
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Our signature Original Glazed doughnut filled with our smooth Kreme filling.
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Information ≠ Content ≠ Data

Information is the meaning extracted from a particular sequence of things.

Information is what a person understands to be true based what they experience .

Content is whatever is being arranged or sequenced for a person to interpret.

Data are the facts, observations and questions that a user has about a thing.

We cannot create information. Instead we make content that is able to be perceived in a way that we hope will be based on what users know.

Without thinking about how your content is perceived and the data users might have available, you might not be creating the information intended.

What is Architecture?

Architecture is the the complex or carefully designed structure of something.

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Physical spaces	Digital spaces
City, building	System, app, site
Hallways, lifts, stairs	Sections, menus, flow, links
Windows, doors	Dialogs, viewports, homepages
Rooms, Spaces	Pages, States
Locks, keys	Passwords, credentials
Furniture, paintings	Interface elements, images
Desire lines	Desire paths
Squares, rectangles	CSS box model

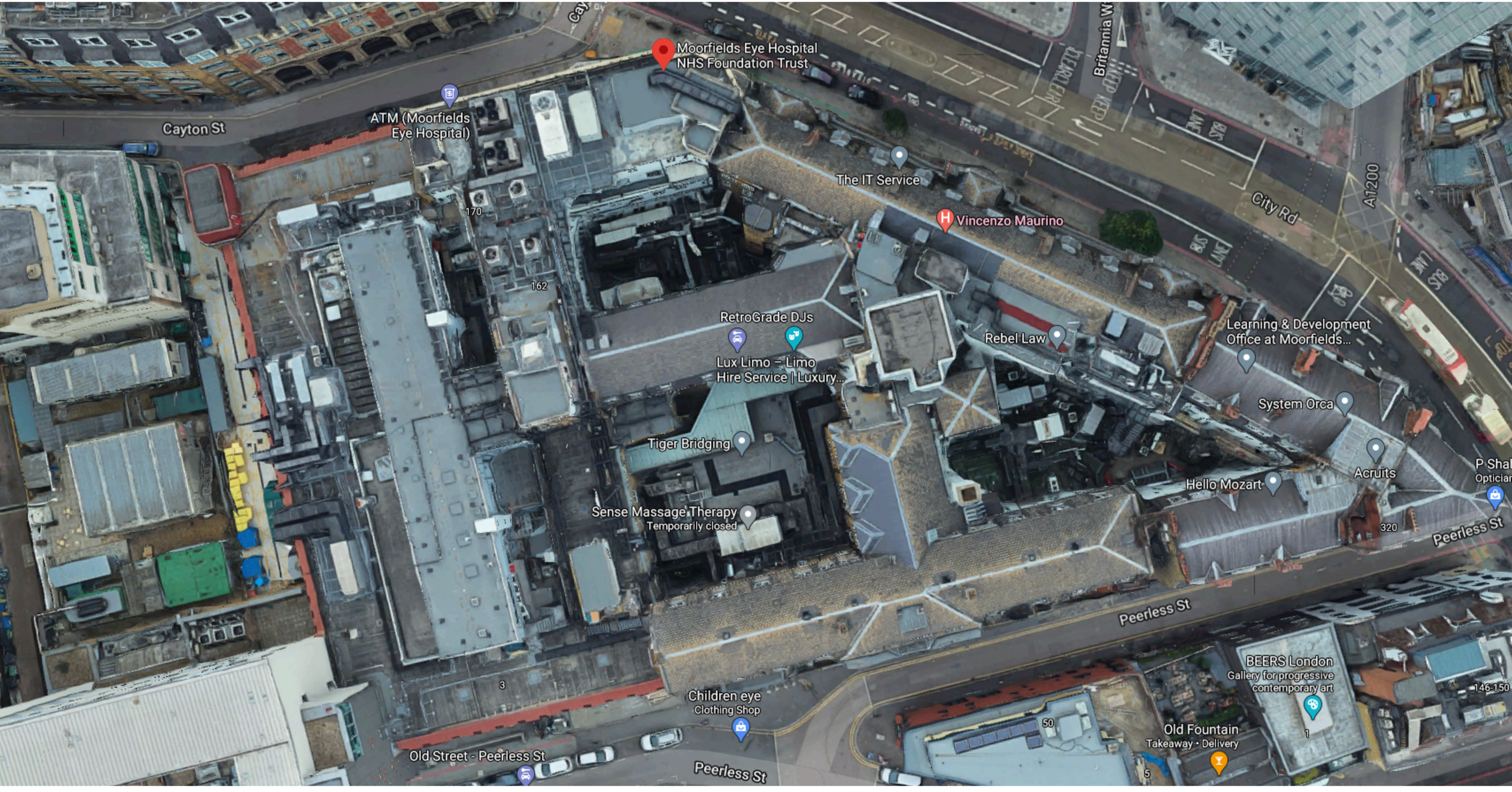
Thinking about architecture is optional, but **architecture always exists.**

“You may not have an information architect on your team, but you definitely have information architecture in your experience.”

Sarah R. Barrett

If we don’t think about it we are letting it grow organically which usually means that it’s **hard for people to use.**

38 years to build
161 rooms
Winchester Mystery House
17 chimneys
10,000 panes of glass
47 fireplaces
8-weeks to empty
Winchester Blvd
Google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NHS Foundation Trust
ATM (Moorfields
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Cayton St
The IT Service
Vincenzo Maurino
City Rd
A1200
Britannia W
170
162
RetroGrade DJs
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Office at Moorfields...
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Hello Mozart
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Peerless St
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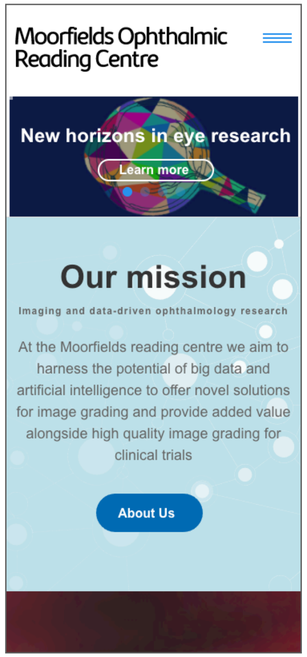
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Imaging and data-driven ophthalmology research
At the Moorfields reading centre we aim to harness the potential of big data and artificial intelligence to offer novel solutions for image grading and provide added value alongside high quality image grading for clinical trials
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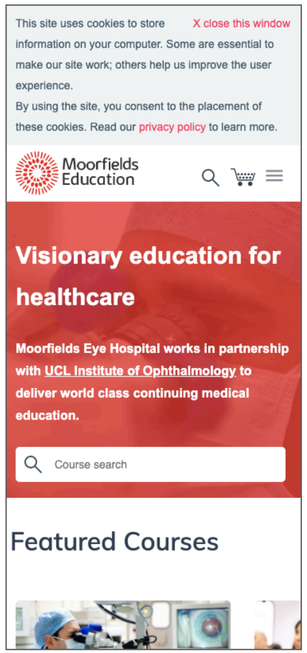
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Our Biomedical Research Centre is dedicated to vision research. After two consecutive five-year terms from 2007, we successfully received a new NIHR award in 2017 for another five years to support and further develop our research strategy.
Pioneering research is fundamental if we are to offer meaningful benefits to patients. Research at our site is renowned for its initiation into new far-

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A branch of Moorfields London
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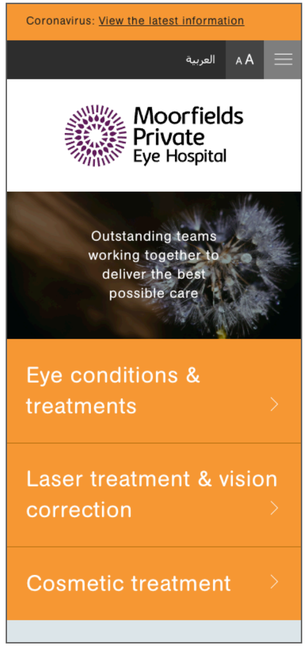
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Outstanding teams working together to deliver the best possible care
Eye conditions & treatments
Laser treatment & vision correction
Cosmetic treatment

Moorfields Eye Charity
NHS staff are working tirelessly to provide quality care to people in critical need.
We're supporting the amazing staff at Moorfields through this crisis. They need our help now more than ever.
Support our emergency appeal

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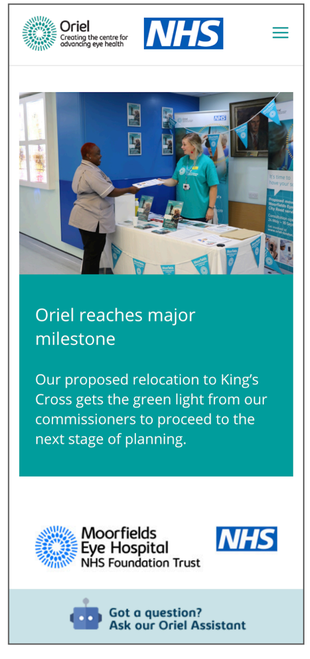
Supporting patients and staff at Moorfields Eye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Our proposed relocation to King's Cross gets the green light from our commissioners to proceed to the next stage of planning.
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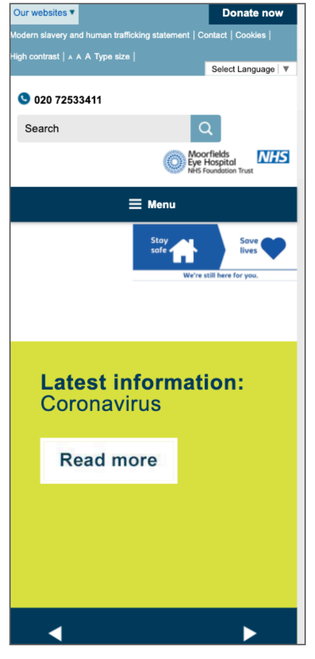
Got a question? Ask our Oriel Assistant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16 websites

Source: content inventories

4.2 million users

Source: content inventories

11,067 assets

Source: content inventories

1 patient

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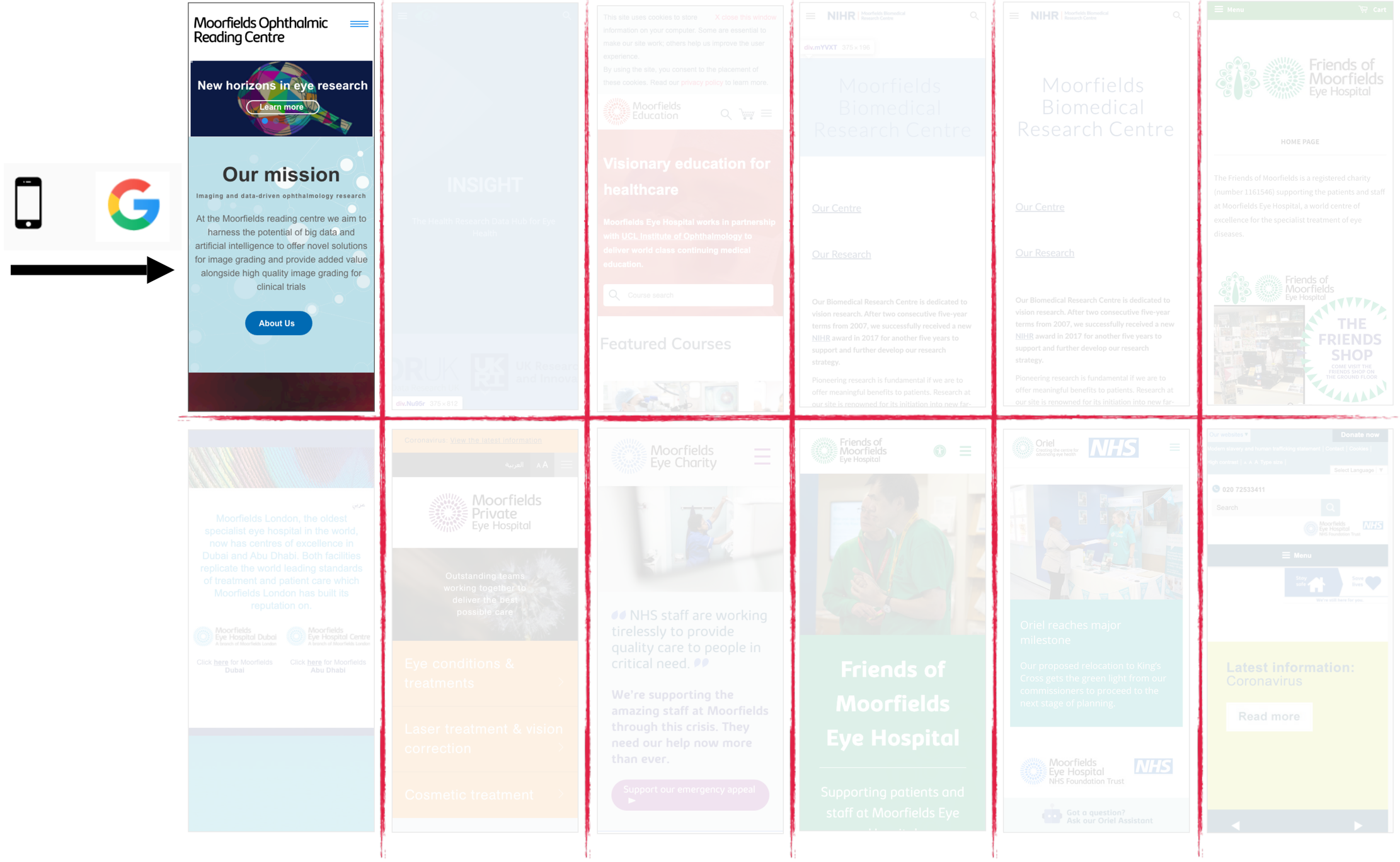
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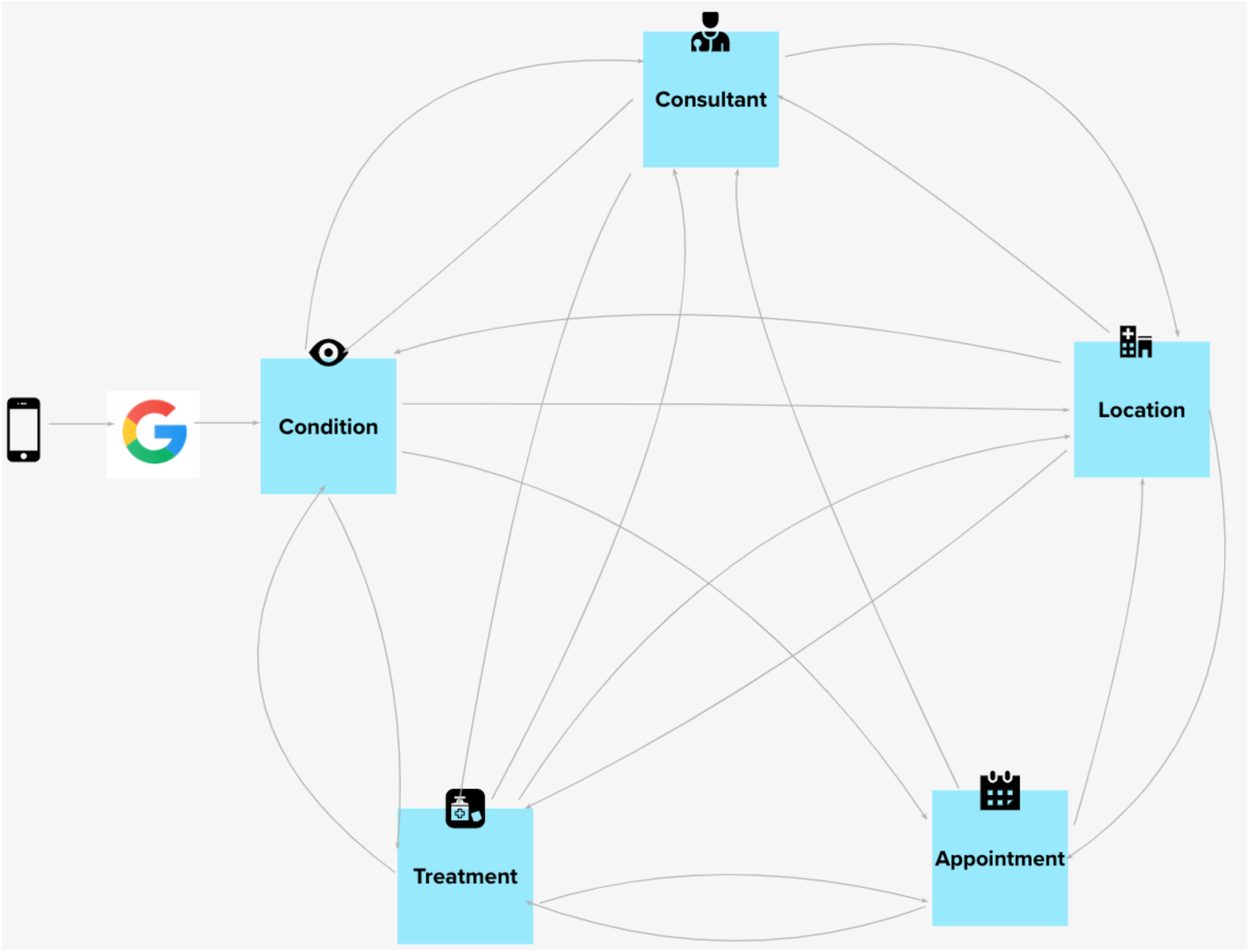

Consultant
Condition
Location
Treatment
Appointment

What is Information Architecture?

“Information architecture makes sense of mess.”

Abby Covert

“If you’ve ever tried to use something and thought, ‘where am I supposed to go next?’ or ‘this doesn’t make any sense’, you are encountering an issue with an information architecture.”

IA Institute

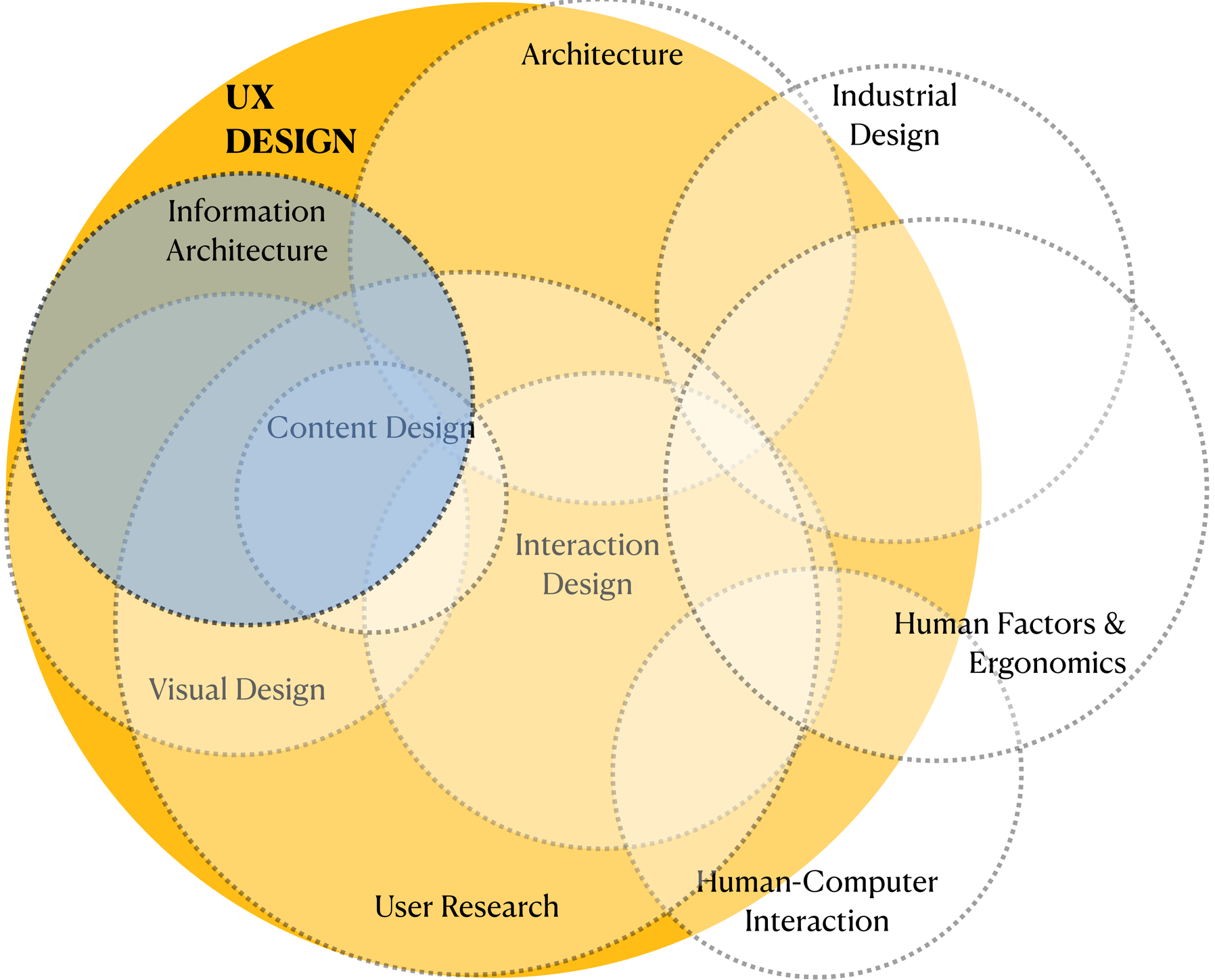
“Information architecture is the practice of deciding how to arrange the parts of something to be understandable.”

IA Institute

IA is a critical discipline for user experience (UX) design

User experience (UX) design is a process to create products and services that provide meaningful and relevant outcomes for people.

UX involves the design of the entire process of acquiring and integrating the product or service, including aspects of branding, design, usability and function.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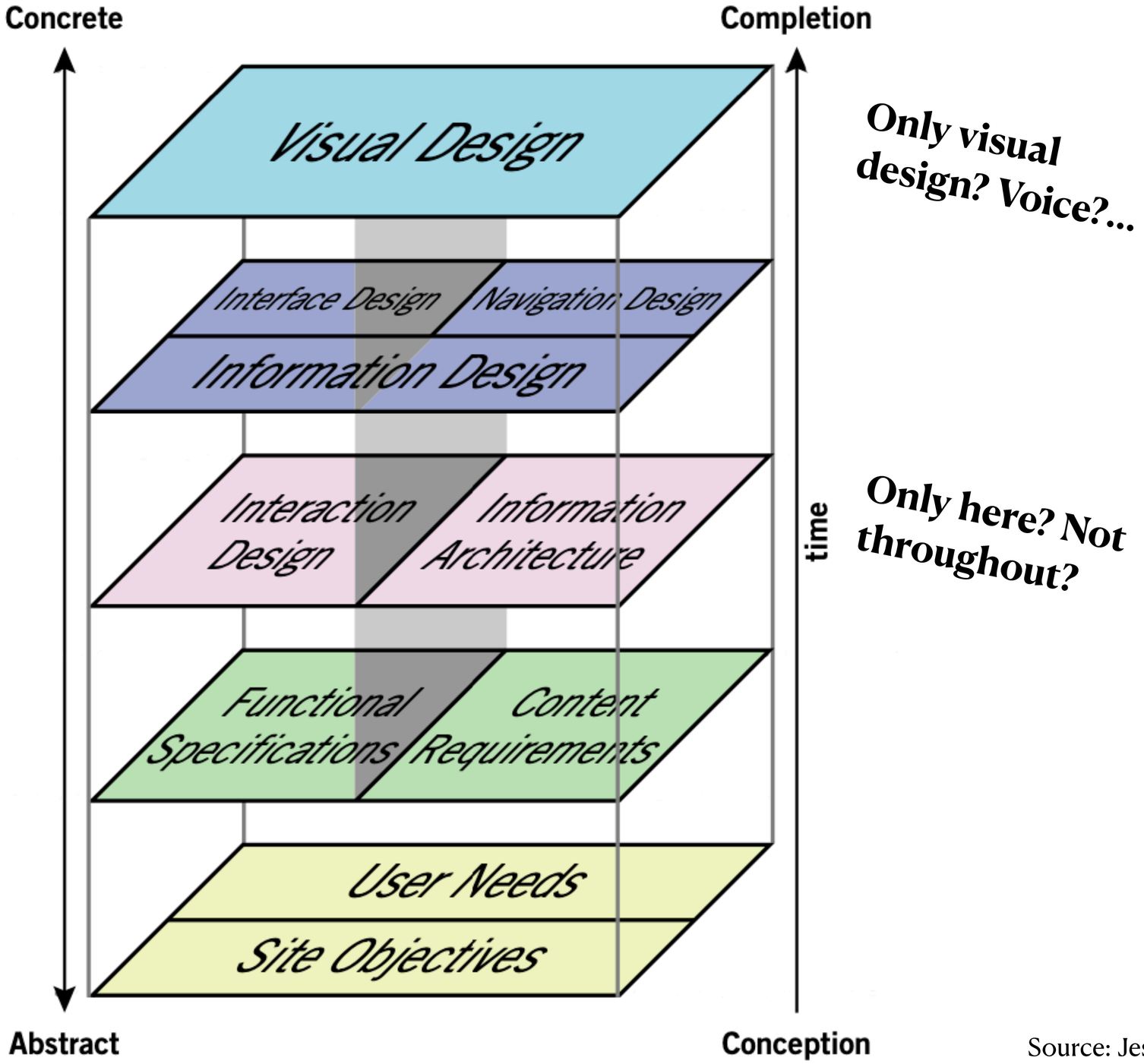
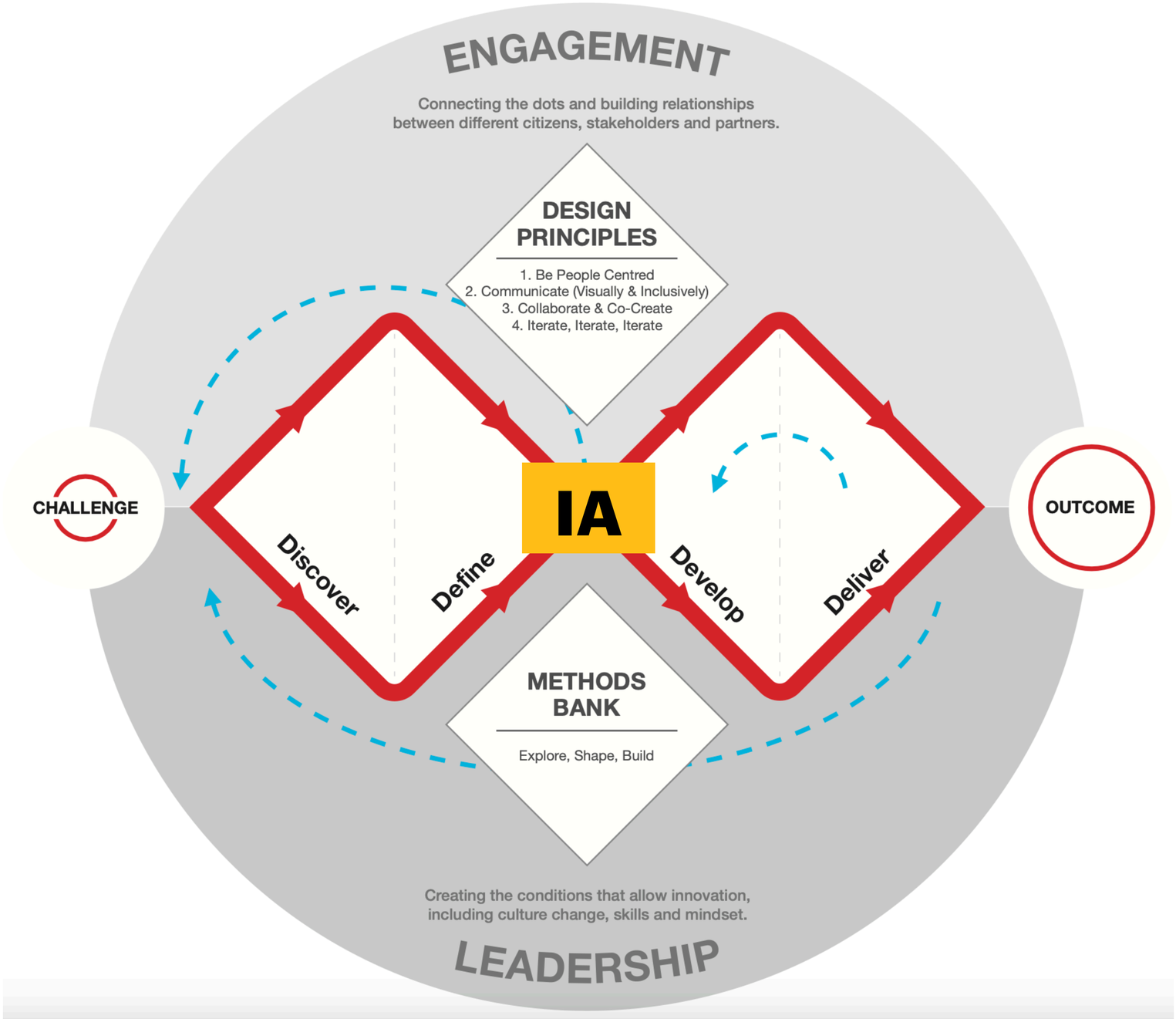
Interaction



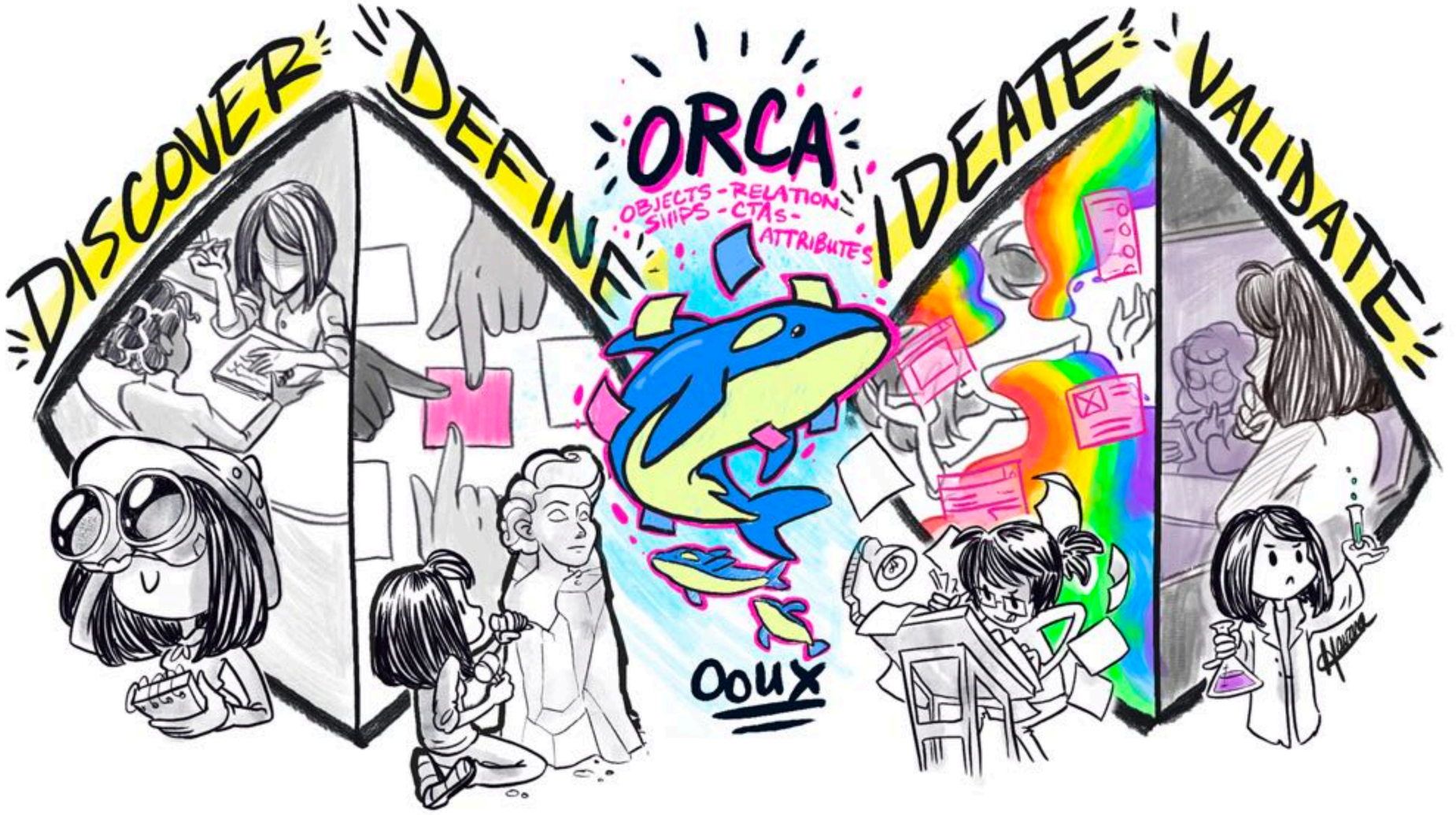
Only visual design? Voice?...

Only here? Not throughout?

Source: Jesse James Garrett, 2000



Source: Design Council



Source: Havana Nguyen

Information architecture focuses on the organisation of data and objects into structure in a system.

IA defines what types of content and functions will be available for people under what labels, sequences and hierarchies.

Why is information architecture important?

An effective IA helps people to make meaning and find what they're looking for — in the real and the virtual worlds.

“[IA] takes user research insights and synthesises them into structure.”

Sophia Prater

“Information architecture provides actionable blueprints for what's being designed and built.”

Abby Covert

“Well-defined leads to well-designed.”

Lindsay Eryn

IA can define...

- Which content is most essential for people at each stage of a journey?
- How important is this thing compared with this other thing for the customer?
- What are the relationships between these objects for a user?
- What labels should we use to make this system easy to navigate?
- What content do we require to meet a customers needs? How can it be reused?
- Where should a user be able to get to from this location?
- How to categorise items so that they are findable?

Good IA for Users...

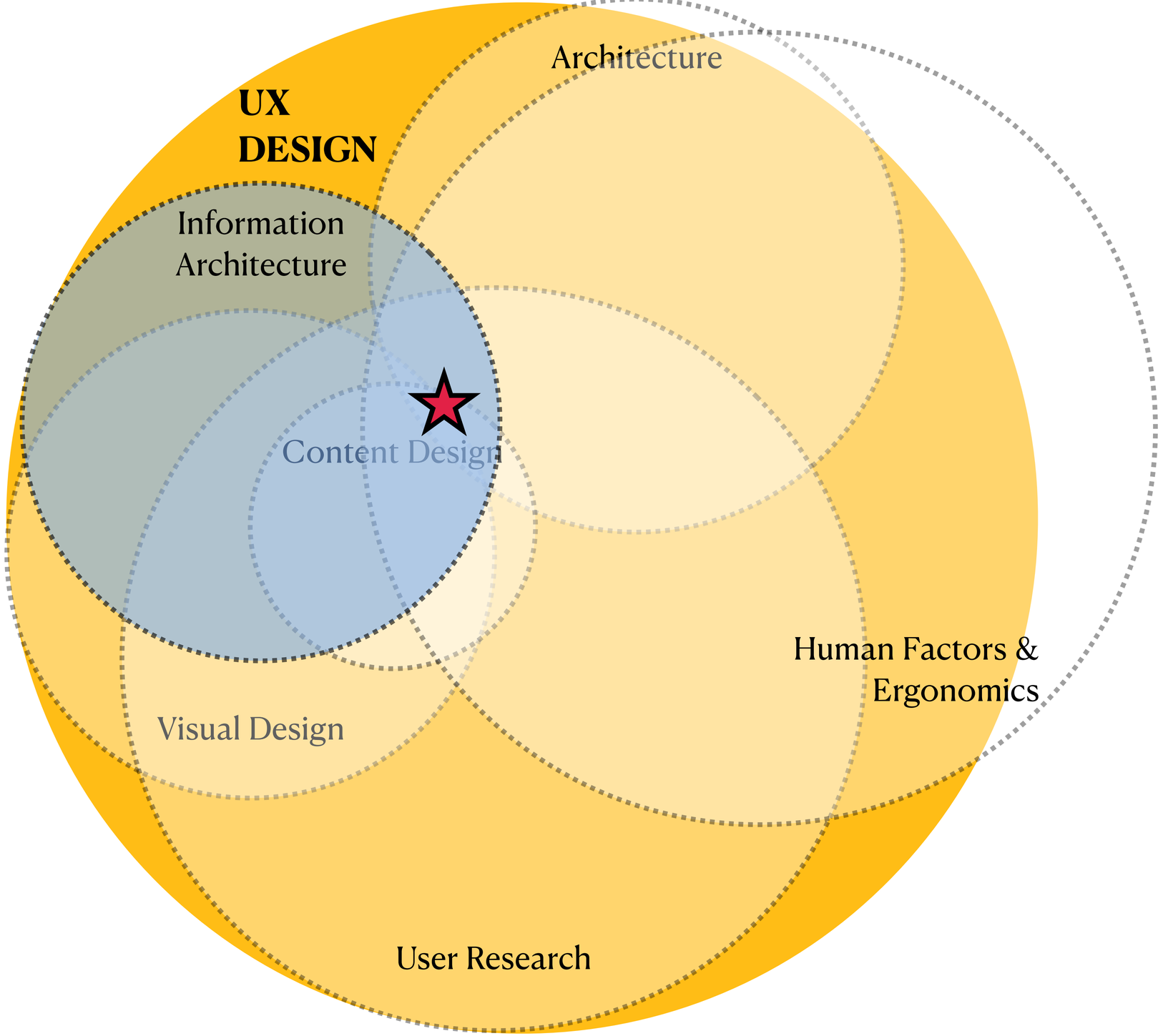
- Increases...
  - **speed** by lowering the time to complete tasks.
  - **value** by making the right product/service.
  - **accessibility** by making the system understandable, consistent and predictable.
  - **accuracy** by aligning with real, valid, mental models.
  - **focus** by keep an onus on task, purpose and outcome.

- Reduces...
  - **cognitive load** by making the unclear, clear.
  - **errors** by not providing misleading (or hard to find) choices.
  - **abandonment** by enabling/signalling task progression/completion.
  - **frustration** by meeting real needs without fuss or bother.

Good IA for Organisations...

- Increases revenue by:
  - increasing likelihood of conversions / sales.
  - reduces risk of abandonment to a competitor.
  - reduces costs of contacting customer support.
- Reduces content duplication.
- Creates competitive advantage.

Examples of Information Architecture


UX
DESIGN
Architecture
Information
Architecture
Content Design
Visual Design
Human Factors &
Ergonomics
User Research

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13 min.
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T3
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Salida

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CLASSIC EGGS $6.25
Two Eggs with Breakfast Potatoes & your choice of Sausage or Bacon. Served with Sliced Tomatoes.
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Two Eggs done any style topped with Chili & Guacamole. Served with Sliced Tomatoes.
FLORENTINE OMELETTE $7.50
Omelette stuffed with Swiss Cheese, Spinach, Mushrooms & Tomatoes with a Side of Fruit
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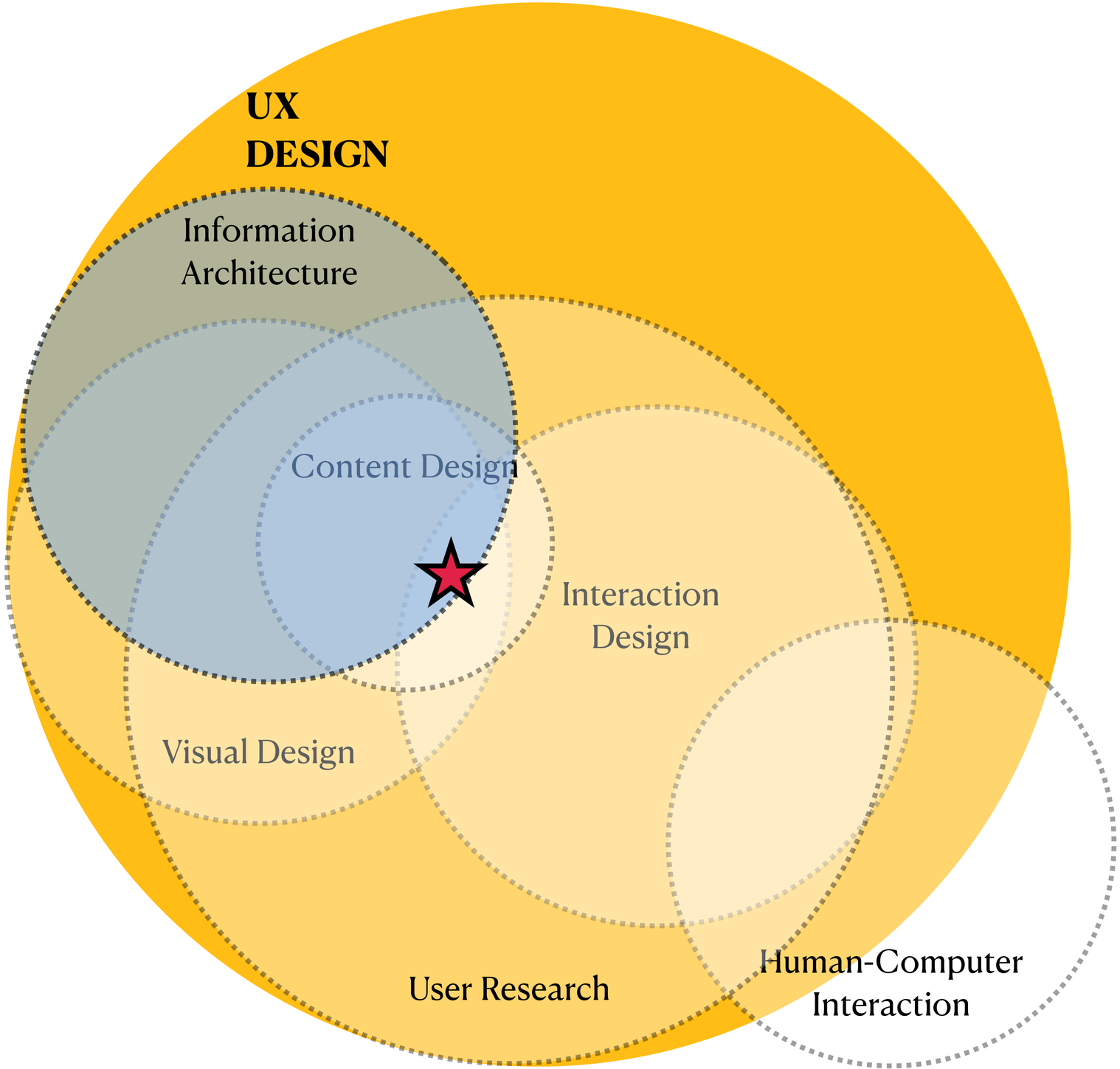
Mixed Veggies, Bac'n, Seasoned Potatoes, Egg or Tofu served with Avocado, Pico de Gallo, Pepper Jack Cheese & a Side of Sour Cream on Whole Wheat Tortillas.
BREAKFAST PIZZA $10.50
Mozzarella & Gouda Cheese on a Flat Bread Crust topped with Scrambled Egg, Sausage, Bacon, Tomatoes & Onions.
BREAKFAST QUESADILLA $7.50
Veggie Mix, Pepper Jack Cheese & Choice of Eggs or Tofu. Served with Guacamole & Sour Cream
SANDWICHES
gluten free bread available
NG STACK $8.25
Egg or Roasted Tofu, House-Made Bac'n, Arugula, Fresh Tomato & Pepper Jack on Toasted Multi Grain Bread with Tangy Dijonnaise.
NUTTY MONKEY $5.50
Chunky Peanut Butter with Sliced Bananas & Local Honey on Dark Sweet Squaw Bread
STUFFED FRENCH TOAST SANDWICH (V) $6.95
Battered Potato Brioche Bread Filled with Vegan Cream Cheese & Panini-Grilled with your choice of:
1. Bac'n & Sweet Jalapeño Preserves
2. Fresh Berry Compote
3. Nutella, Banana & Agave
BURRITOS
choice of scrambled eggs or scrambled tofu (V)
GARDEN VEGGIE $7.95
Garden Veggies, Onions, Mushrooms, Peppers & Seasoned Potatoes, Melted Pepper Jack Cheese. Served with Fresh Pico de Gallo
BLUE PLATE SPECIAL $7.95
Roasted Potatoes, House-Made "Sausage," Onions & Peppers Smothered with Country Gravy
SWEET POTATO HUSH $7.95
Roasted Sweet Potato, Onions & Tempeh Hash, Black Beans Sauteéd Spicy Green Curry Kale
MEAD'S RANCHERO $8.50
House-Made Walnut Chorizo, Black Beans, Onions & Bell Peppers with Fresh Guacamole. Topped with Chipotle Ranchero Sauce & Cilantro Cream
Breakfast Menu
Mead's
green door cafe
House-Made Vegan Cookies and Cakes at the counter!
MUNCHIES
SWEET POTATO FRIES (V) $3.95
with Chipotle Ranch Dipping Sauce
HOUSE-MADE HUMMUS (V) $4.95
Served with Fresh Veggies and our famous Mead's hummus
SIMPLE SALAD (V) $3.95
Mixed Greens, Tomatoes, Onions, Grated Carrots & Cucumbers with Choice of Dressing
CHEESE FLAT BREAD $6.95
Topped with Roasted Tomato Sauce & Mozzarella Cheese.
GREEN DOOR CHILI FRIES $6.25
Sweet Potato Fries topped with Mead's Chili & Cilantro Sour Cream
BUFFALO CAULIFLOWER (V) $5.50
Roasted Cauliflower Tossed in a Tangy Buffalo Sauce with "Blue Cheese Dip"
SANDWICHES
All sandwiches are $9.25
THE TASTIE VEGGIE (V)
Avocado, Cucumbers, Arugula, Carrots, Tomatoes & Olives with Vegan Cream Cheese Spread on Square Bread
ARTICHOKE & GOUDA GRILLED CHEESE
Caramelized Artichoke Hearts & Fennel spread with Sliced Tomato, Arugula & Melted Gouda on grilled 12 Grain Bread
CAJUN CHIK'N TORTA
Grilled Cajun Chik'n topped with melted Pepper Jack cheese, Tomatoes, Lettuce, Caramelized Onion & Black Bean Spread on Rosemary Tortis Roll
CLASSIC CHEESEBURGER
House-Made "Burger" & Crisp Lettuce on Potato Bun with Oven-Roasted Tomato Spread. Choice of Pepper Jack, Swiss, Gouda or Vegan Cheese.
GREEN DOOR HABIT (V)
House-Made Hummus, Avocado, Smokey Tempeh, Sliced Tomato & Arugula on Toasted 12 Grain Bread
gluten free bread available for $1.00
PORTOBELLO SANDWICH
Marinated Grilled Portobello Mushroom Cap, Arugula, Sliced Tomatoes & Caramelized Onions with Swiss Cheese. Served on a Potato Bun with Lemon-Tahini dressing
THE KING'S SHROOM (V)
Slow Cooked Shredded King Oyster Mushrooms & Chopped House Patty Smothered in our BBQ Sauce topped with Southern Slaw & served on a Sweet Flaxseed Roll
SRIRACHA BOMB BURGER (V)
House-Made "Burger" on a Toasted Potato Bun, drizzled with Spicy Sriracha Sauce on a bed of Crisp Asian Slaw
EGG & ASPARAGUS SUB
Sliced Hard-Cooked Eggs, Roasted Asparagus with Pickled Onions & Arugula, lightly dressed with Lemon-Tahini served on a Sweet Flaxseed Roll
MEAD'S BLT (V)
Grilled 12 Grain Bread with Gouda Cheese, Bac'n, Lettuce, Tomato, Hummus, & Avocado. Dizzled with a Lemon-Tahini & Sriracha Sauce.
Lunch and Dinner

Tea
Breakfast
Skin & Sun Care
Coffee & Tea
Biscuits
4
Breakfast
Cereal
Coffee
Muesli
PRICES DROPPED
Was $4.29
$3.50
LOW PRICE ALWAYS
$11
$4
$1.60
LOW PRICE ALWAYS
$14
Since 5/11/19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Radio Wales	Radio Cymru	Radio Cymru 2
CBeebies Radio	School Radio	Afrique Radio
Arabic Radio	Bangla Radio	Burmese Radio
Cantonese Radio	Afghanistan (Dari Radio)	Hindi Radio
Gahuza Radio	Hausa Radio	Indonesia Radio
Kyrgyz Radio	Nepali Radio	Afghanistan (Pashto Radio)
Persian Radio	Urdu Radio	Uzbek Radio
Sinhala Radio	Somali Radio	Swahili Radio
Tamil Radio	Local Radio	

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Clear selection

Comedy	Documentaries
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Music	News
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Sport	

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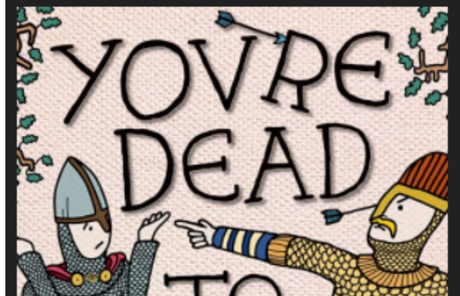

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Information Architecture (IA) Heuristics Principles: A Poster by Abby Covert

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Description

Is what you offer findable, accessible, clear, communicative, useful, credible, controllable, valuable, learnable and delightful?

Heuristics provide a shared language of critique and measurable principles that help you prepare to succeed with users, both in research and out in the wild.

This poster references five important historical sources of information architecture and usability heuristics to provide a list of ten core heuristic principles for any information architecture project. Each

1. Ontology

“What we mean when we say what we say.”

Dan Klyn

Ontology is a declaration of meaning in a specific context — but meaning is slippery!

These are fish

The meaning behind a label/term can be completely different between organisations and their users.

Meaning is...

Subjective

Sociopolitical

Psychographic

Lost in translation

Not talked about enough

Poorly defined ontology causes findability issues, user errors and retention problems.

“Make the website orange orange”

PANTONE® FHI Cotton TCX

Dye on Cotton Fabric

PANTONE® 18-1450 TCX Mecca Orange	PANTONE® 17-1341 TCX Tawny Orange	PANTONE® 15-1340 TCX Cadmium Ora…	PANTONE® 14-1241 TCX Orange Chiffon	PANTONE® 16-1448 TCX Burnt Orange	PANTONE® 17-1353 TCX Apricot Orange
PANTONE® 16-1255 TCX Russet Orange	PANTONE® 15-1160 TCX Blazing Orange	PANTONE® 15-1157 TCX Flame Orange	PANTONE® 16-1364 TCX Vibrant Orange	PANTONE® 16-1356 TCX Persimmon Or…	PANTONE® 16-1358 TCX Orange Tiger
PANTONE® 16-1362 TCX Vermillion Ora…	PANTONE® 17-1461 TCX Orangeade	PANTONE® 17-1464 TCX Red Orange	PANTONE® 18-1447 TCX Orange Rust	PANTONE® 18-1445 TCX Spicy Orange	PANTONE® 18-1561 TCX Orange.com

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Live example

Dementia with Lewy bodies (DLB): what is it and what causes it?

Dementia with Lewy bodies (DLB) is a type of dementia caused by Lewy bodies, which are clumps of protein in the cells of the brain. Read more about what DLB is, and who gets the condition.

1. Dementia with Lewy bodies (DLB): what is it and what causes it?
2. Getting a diagnosis of dementia with Lewy bodies (DLB)
3. Symptoms of dementia with Lewy bodies (DLB)
4. Treatments and support for dementia with Lewy bodies (DLB)
5. Dementia with Lewy bodies (DLB) – useful resources

Dementia with Lewy bodies (DLB)
Save this information

What is dementia with Lewy bodies?

Dementia is caused by different diseases that affect the brain. Lewy body dementia – also known as dementia with Lewy bodies (DLB) – is caused by Lewy body disease.

In this disease, tiny clumps of proteins known as Lewy bodies appear in the nerve cells of the brain. Lewy bodies are named after FH Lewy, the German doctor who first identified them.

Lewy bodies cause a range of symptoms, some of which are shared by Alzheimer's disease and some by Parkinson's disease. For this reason, DLB is often wrongly diagnosed. About 1 in 10 people with dementia has DLB.

Watch this short video about dementia with Lewy bodies:

What causes dementia with Lewy bodies?

It is not yet known why Lewy bodies develop in the brain or exactly how they cause dementia. But we do know that Lewy body disease:

- can cause different symptoms depending on what parts of the brain have the biggest build-up of faulty proteins
- reduces the levels of important chemicals needed to send messages around the brain
- breaks the connections between nerve cells, eventually causing these cells to stop working
- usually develops over a period of many years – typically when a person is approaching old age. Lewy bodies can be developing in the brain for a long time before any symptoms show.

Having Lewy body disease doesn't mean that a person's dementia is only caused by the build-up of Lewy bodies in their brain.

Many people with DLB also have a build-up of other proteins that cause Alzheimer's disease. This is common in people over about 80 years old. For people with both DLB and Alzheimer's, dementia symptoms are often more severe and progress more quickly.

Parkinson's disease

Parkinson's disease is also caused by a build-up of Lewy bodies in the brain. DLB has a lot of symptoms in common with Parkinson's disease. Both cause problems with:

- thinking
- movement
- mood
- how well the body works.

In DLB, the symptoms of dementia begin before or around the same time as the person develops problems with movement.

For people with Parkinson's disease, symptoms of dementia often develop many years after the movement problems begin.

Who gets dementia with Lewy bodies?

Around 5% of people with a diagnosis of dementia are recorded as having DLB, but there is good evidence that the condition is under-diagnosed. Scientists think DLB may account for up to 20% of all dementia.

Dementia with Lewy bodies affects men and women roughly equally. As with most other types of dementia, DLB becomes increasingly common over the age of 65. It can also affect people younger than this.

There is not much evidence that anything we might be exposed to during our lives increases the risk of DLB. Having a traumatic head injury (or repeated injuries) may increase the risk of developing Parkinson's disease later in life, but it's not known whether this also applies to DLB.

Almost all people who develop DLB have a 'sporadic' form, which means that the main cause is unknown. Some genes may increase the risk of developing DLB.

Accessible versions of this information

Watch this signed version of our information on Lewy body dementia:

Meg and Keith's experience of dementia with Lewy bodies and Parkinson's disease dementia

Adjusting to life after diagnosis is challenging for people living with dementia
08 June 2018 | 16

Advice

Can genes cause dementia?

Around 1 in 4 people aged 55 years and over has a close birth relative with dementia. Find out what part genes play in dementia and how genetics can affect the risk of developing the condition.

We need your help

People affected by dementia are facing the long-lasting effects of the pandemic. Reduced social contact and suspended support services had a devastating impact. We need your help now more than ever with donations to our Coronavirus Recovery Appeal.

Make a monthly donation now | Make a single donation now

Need help finding dementia information?

Find the information and support you're looking for with our free online tool.

Get online support

Think this page could be useful to someone? Share it:

movement (motor symptoms). These are the main feature of Parkinson's disease.

- Lewy bodies in the outer layers of the brain are linked to problems with mental abilities (cognitive symptoms), which is a feature of DLB.

People with a Lewy body disorder can have problems with movement and changes in mental abilities at the same time.

A person with Parkinson's disease is at high risk of going on to develop dementia (Parkinson's disease dementia) as their condition progresses. Dementia may be more likely in a person who has developed Parkinson's later in life or who has been living with it for several years.

Did you find this useful?

We provide free advice and support articles about Alzheimer's disease. This way we have been able to help over 50,000 people and carers who deal with Alzheimer's.

Our work is funded through donations from people like you! You can help us make a difference.

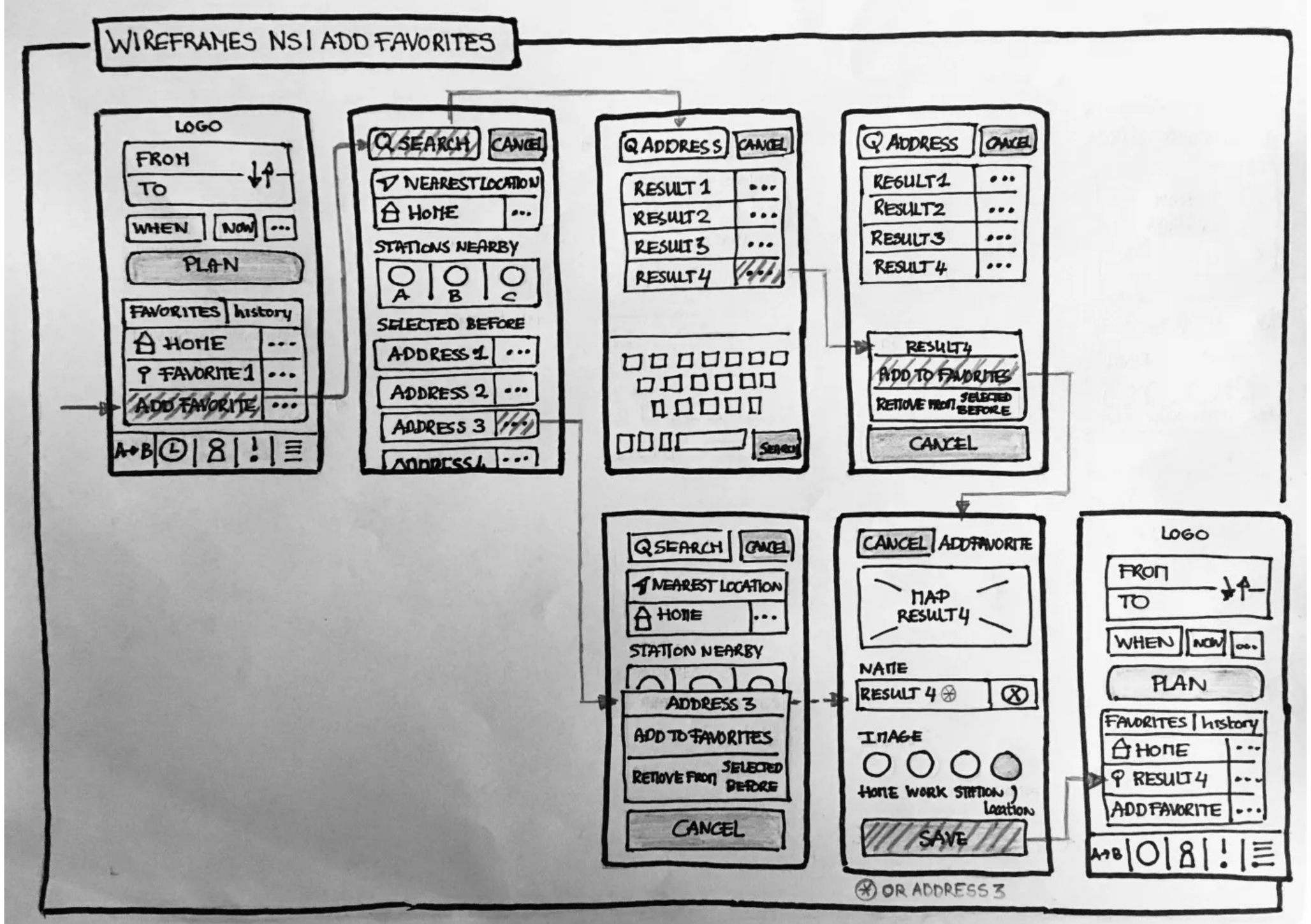
Donate £5 once a month → Make a one-off donation

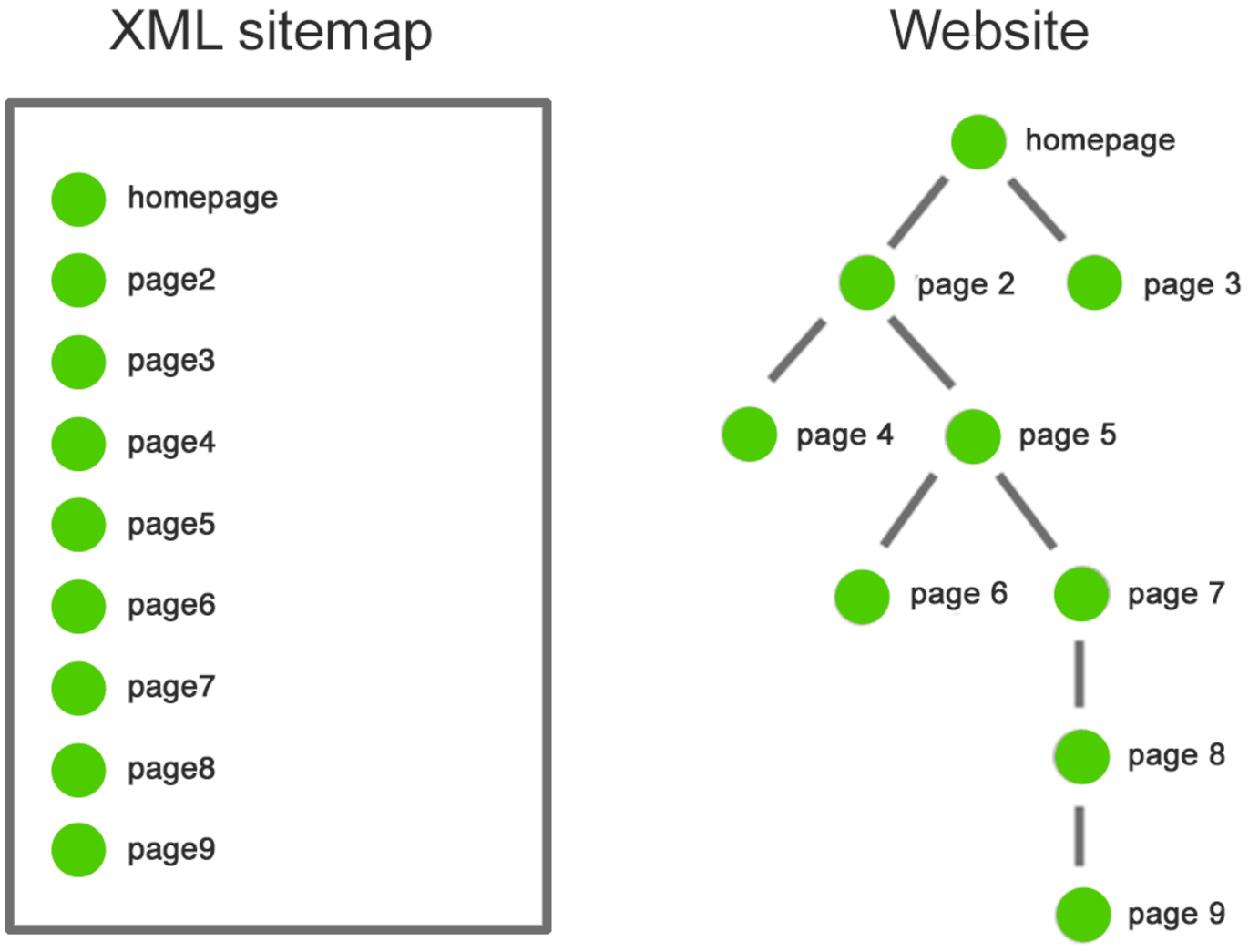
2. Taxonomy

“The arrangement of the parts to accomplish specific goals with and across contexts”

Ashley Kay

How content is grouped, classified and labelled within a shared environment.


WIREFRAMES NS | ADD FAVORITES
LOGO
FROM
TO
WHEN
NOW
PLAN
FAVORITES
history
HOME
FAVORITE 1
ADD FAVORITE
SEARCH
CANCEL
NEAREST LOCATION
HOME
STATIONS NEARBY
A
B
C
SELECTED BEFORE
ADDRESS 1
ADDRESS 2
ADDRESS 3
ADDRESS
RESULT 1
RESULT 2
RESULT 3
RESULT 4
SEARCH
RESULT4
ADD TO FAVORITES
REMOVE FROM SELECTED BEFORE
CANCEL
ADD FAVORITE
MAP RESULT4
NAME
IMAGE
HOME WORK STATION Location
SAVE
OR ADDRESS 3


XML sitemap
homepage
page2
page3
page4
page5
page6
page7
page8
page9
Website
homepage
page 2
page 3
page 4
page 5
page 6
page 7
page 8
page 9

Classification

...or how we order things

Page divided into sections

Pages that a website has

Mobile application sections

Rooms in a building

Dewey Decimal System

Alphabetically sorting a directory of people

Intentions

...or how meaning and classification is interpreted by Users

Consume more content (find/extract value)

Contribute more content (social posts)

Increase telephone calls (sales)

Decrease telephone calls (support)

Referring people (growth)

How to organise anything

(I double dare you to try to break this!)

There are only 5 ways to organise things...

- **L**ocation
- **A**lphabet
- **T**ime
- **C**ategory
- **H**ierarchy

TIME IS A RIDDLE
SOUTH OF THE BORDERS
The Brilliance
All is not lost
BROTHER
the BRILLIANCE

“Organising things isn’t hard. Agreeing on how to organise things is hard.

Rik

LATCH principles	Way of organising records
Location	Band’s country, or city
Alphabet	Artist name
Time	Release date
Category	Genre
Hierarchy	Sub-genre

Vegetables

Garlic

Sprouts

Avocado

Spinach

Potatoes

Onion

Cucumber

Corn

Parsnip

Brocca

Mushroom

Kale

Sweet potato

Aubergine

Celery

Spring Onion

Peppers

Cabbage

Ginger

Radish

Tomato

Fruit

Bananas

Berries

Orange

Sultanas

Lime

Berries

Pears

Peaches

Pineapple

Melon

Grapes

Cherries

Watermelon

“It takes knowledge to know that a tomato is a fruit and wisdom to know not to put it in a fruit salad.”

Miles Kington

3. Choreography

Choreography comes together when meaning (ontology) and categorisation (taxonomy) interact with each other to create an experience.

Choreography is the sequence of steps a user can take, across contexts/channels.

Examples of Choreography in IA

- The difference in features between a **desktop and a mobile experiences** (Insta)
- A limitation of functionality based on the **role of a user** (free/paid plan)
- The change of interface for a **first-time user vs. long-time user** (Facebook).

Ontological Choreography

How does the **language** you are using change in certain contexts or channels?

Label changes

Icon substitution

Meaning changes

Taxonomical Choreography

How does the **structure** you are using change in certain contexts of channels?

Navigation schema changes

Content hierarchy changes

Limitation of features

Placemaking — the act of determining how to communicate the intended purpose of a place to its users.

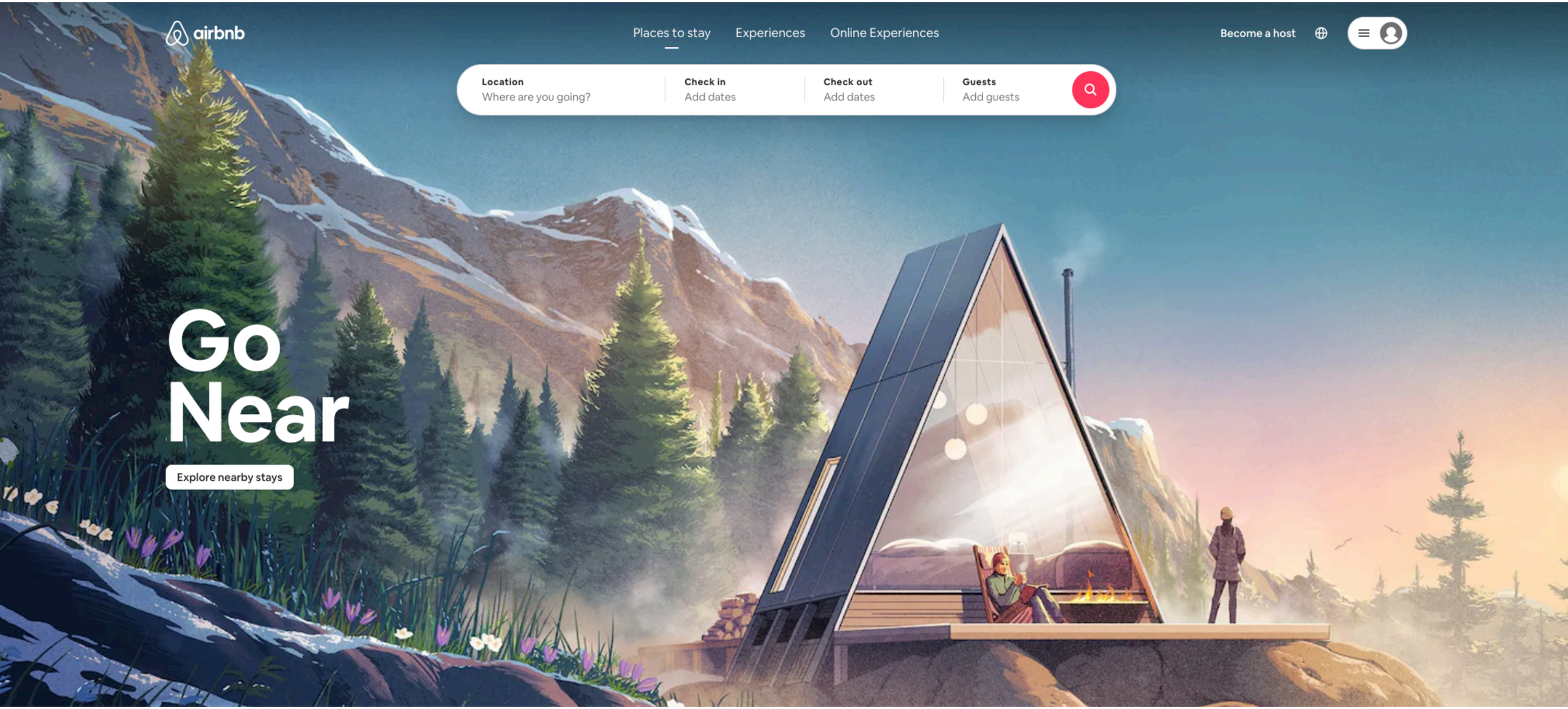
How do you know what these places are for?

Subtle cues which denote where you are and what you can do here.

Placemaking

A single room can be changed slightly to communicate different intentions to users.

We have to decide how we want our users to move


airbnb
Places to stay
Experiences
Online Experiences
Become a host
Location
Where are you going?
Check in
Add dates
Check out
Add dates
Guests
Add guests
Go
Near
Explore nearby stays

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

Summary

Information architecture is all about organising content or things, describing them clearly and providing ways for people to get to them.

Good information architecture helps people to find information they need. It can also help them learn and make better decisions.

A lot of information architecture work relates to websites and intranets, but is just as relevant for music and movies, a computer file system, your paper files at home or even groceries on supermarket shelves.

Discussion