

Information Architecture for Successful Websites

Duration: 1 Day

Objectives

This course is aimed at those developing or redesigning medium to large web sites or sections thereof. It provides an approach to planning and designing a site which ensures that it is simple to maintain, scalable and, most importantly, easy to use. It explores the skills necessary to successfully identify the target audience, organise the content and create intuitive navigation, resulting in a more efficient and effective site for all.

Pre-requisites

Experience in producing web sites, intranets or extranets

Course outline

Introduction to Information Architecture

- The scope and benefits of Information Architecture
- The role of the Information Architect

Defining the Site's Goals

- Identifying key players
- Collaboration and communication
- Managing expectations
- Sorting and prioritising goals

Defining the Intended Audience

- Learning to think like a User
- Defining the User Experience Creating Scenarios
- Matching Needs and Goals to the Audience

Identifying Content and Functional Requirements

- Including all role players
- Organising Information
- Grouping Content
- Creating Content Inventories

Labelling Systems

- Importance of Labelling
- Labels vs Labelling Systems
- Types of Labelling Systems
- Creating Effective Labelling Systems

Designing Navigation Systems

- Types of Navigation Systems
- Global vs. Local Navigation
- Use of Metaphors

- Searching Systems
- Designing a Search Interface

Layout and Interface Design

- Conceptual Design
- Designing Layout Grids
- Page Mock-ups
- Web Prototypes

Effective Documentation

- Design Documents
- Architecture Blueprints
- Content Mapping
- Competitive Analysis

Case Studies

- Learning from Users
- Analysis of real-world examples