

Information Architecture

Presented by Jessica Gray & Wayne Espinola



01

Introduction to Information Architecture

What is Information Architecture?

Information Architecture (IA) is the organization of content so that it's understandable and readily obtainable.



IA and UX Design. How do they relate?



IA

- Focuses on structure of information.
- The foundation & blueprint.
- Makes your site *easier* to navigate.



UX

- Focuses on the emotions of users.
- The finished product.
- Makes sure you're having *fun* while navigating.

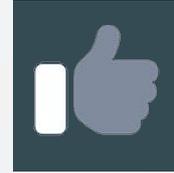
Having good information architecture is required if you want good user experience!

Why is Information Architecture Important?



BRAND IMPRESSION

- Good IA = user finds what they need efficiently = positive feelings.
- Your organization is seen as well organized and helpful.



TRUST

- Users see your site as a trusted source of information and an important tool.
- Less support calls.



Time and Energy are precious to our user (and us)!

Defining IA **Objectives.**



FINDABILITY

Making information easier to find.



UNDERSTANDABILITY

Making sense of that information.



UTILITY

Providing value to that information.

The 3 Components of IA.

01

ONTOLOGY

Assigning individual labels to elements.

02

TAXONOMY

Those elements are grouped, classified, and labeled together.

03

CHOREOGRAPHY

The 'movement' or user flow to complete a task.

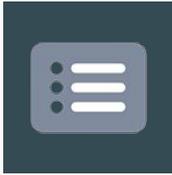
The interplay of ontology, taxonomy and choreography can't simply be designed: it needs to be architected first.

02

**Three Pillars of
Information
Architecture**



Three **Pillar / Principles.**



CONTEXT

Goals, Expectations, Resources, Constraints, Culture



USERS

Seek, Retrieve, and Consume Content. Complete Tasks.

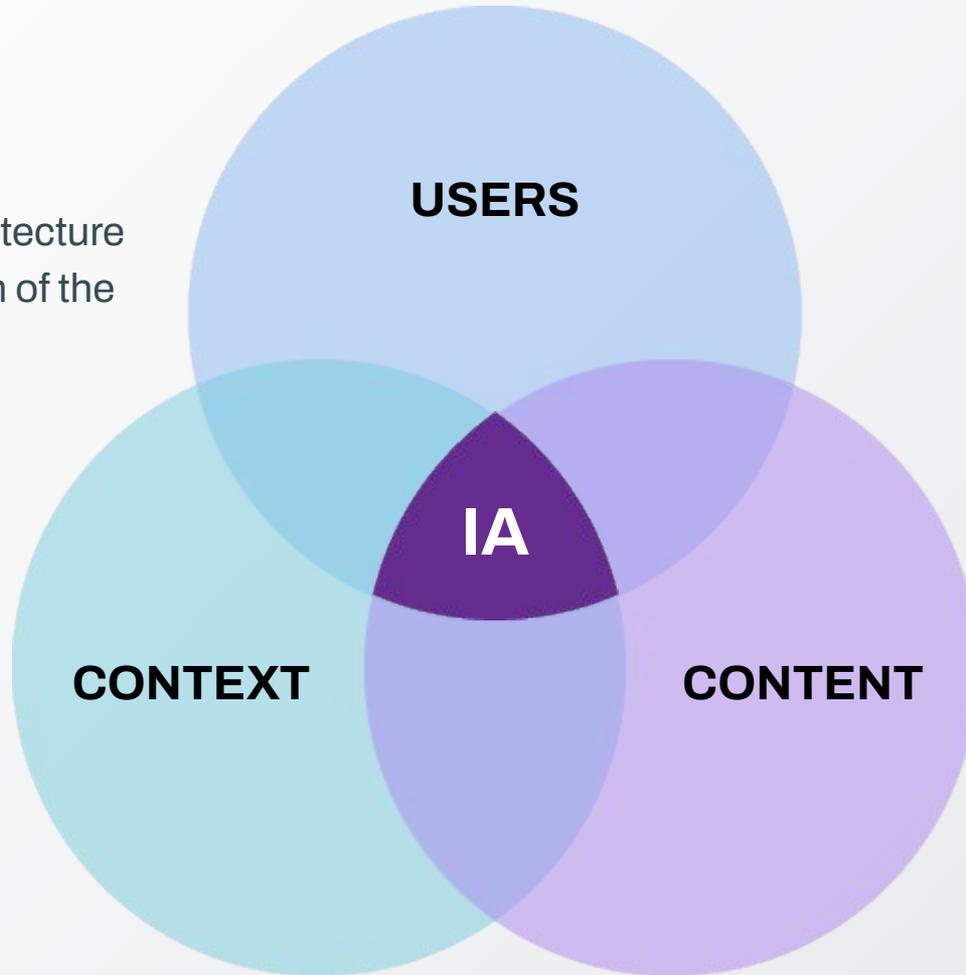
Empathy, Analytics, User Testing / Feedback



CONTENT

Data, Documents, Text/Copy, Images, Media

Information Architecture
is the intersection of the
three pillars.



03

**Essential Aspects
of Information
Architecture**



Organization of System. Essential Aspect of IA.

- The categories in which the information is divided.
- Helps users predict where they can find information easily.
- Within this system are two main components:
 - Schemes.
 - Structures.

Schemes in Organization of System

How the information is organized and put into related groups.



ALPHABETICAL

Arranged in alphabetical order.



AUDIENCE

Arranged for a certain groups of users.



CHRONOLOGICAL

Arranged by time and date.



TOPIC

Arranged by specific topic.

Alphabetical Example of Scheme

2022-2023 Undergraduate Catalog

Programs (A-Z)

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

A

- Accounting B.S.
- Accounting (For Business Majors Only) Minor
- Addictions and Substance Abuse Profession Certificate
- Addictions Studies Minor
- Advanced Dance Studies Certificate
- Advertising B.S.
- Aerospace Studies Minor - Air Force ROTC
- Africana Studies B.A.
- Africana Studies Minor
- Aging Sciences B.S.
- Aging Sciences Minor
- American Studies Minor
- Anthropology B.A.
- Anthropology Minor
- Applied Behavior Analysis Minor
- Applied Science B.S.A.S., with Aging Sciences Concentration
- Applied Science B.S.A.S., with Behavioral Healthcare Concentration

Audience Examples of Scheme



Freshmen Students
High school seniors or first-time-in-college (FTIC) students seeking a bachelor's degree.

[APPLY TO USF](#) [TOUR USF](#)



Transfer Students
I'm an undergraduate student with some college credits seeking a bachelor's degree.

[APPLY TO USF](#) [TOUR USF](#)



Graduate Students
I hold a bachelor's degree, and I am seeking a master's degree or doctorate.

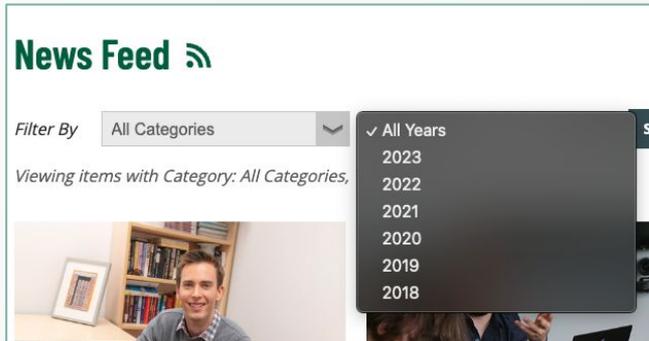
[APPLY TO USF](#) [PROGRAMS](#)



International Students
I'm a non-U.S. citizen seeking an undergraduate or graduate degree.

[APPLY TO USF](#) [TOUR USF](#)

Chronological Examples of Scheme



News Feed

Filter By All Categories

Viewing items with Category: All Categories,

- ✓ All Years
- 2023
- 2022
- 2021
- 2020
- 2019
- 2018

The screenshot shows a news feed interface. At the top, there's a 'News Feed' header with a signal icon. Below it, a 'Filter By' dropdown menu is open, showing 'All Categories' selected. A secondary dropdown menu is also open, showing a list of years from 2018 to 2023, with 'All Years' selected. Below the filters, there's a text line 'Viewing items with Category: All Categories,'. The main content area shows a grid of news items, with the top item featuring a photo of a man in a library setting.

News Feed

Filter By All Categories 2020 SUBMIT

Viewing items with Category: All Categories, Year: 2020



Celebrating the life and work of Skip Gandy

The USF Libraries celebrate the life and work of George "Skip" Gandy IV, 1942-2020. A Florida native, Gandy's childhood on Davis Islands shaped him into becoming an avid outdoorsman, environmental activist, and an honored donor to USF.

DECEMBER 23, 2020 | UNIVERSITY NEWS



Research project to recover, engage public on lost history of African American burial grounds in Tampa Bay

In Tampa Bay and across the nation, a number of African American burial grounds and cemeteries have been lost to history, neglected, abandoned, even paved over and developed on. A research project funded by a University of South Florida anti-racism initiative is seeking to recover and reimagine the forgotten history of these sacred places.

DECEMBER 21, 2020 | RESEARCH AND INNOVATION



Campus Food Waste Recovery Project earns USF Student Success Team Collaboration award

Up to 40 percent of food that is produced in the U.S. goes to waste and it's impacting our health, according to USF College of Public Health doctoral candidate Whitney Fung Uy.

DECEMBER 21, 2020 | RESEARCH AND INNOVATION

Topic Examples of Scheme

News Feed 📡

Filter By

- ✓ All Categories
- COVID-19
- Campus Life
- Community Partnerships
- Honors and Awards
- Research and Innovation
- Student Success
- USF Athletics
- USF Foundation
- USF Health
- University News

Viewing it

News Feed 📡

Filter By Campus Life All Years **SUBMIT**

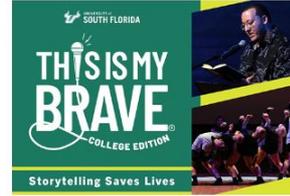
Viewing items with Category: Campus Life, Year: All Years



Local community invited to a night of storytelling in support of mental health awareness

Through creative expression, 10 USF students living with mental illness will share their stories in front of a live audience to break down the stigma surrounding mental health. This Is My Brave: College Edition hits the stage April 21 on the USF Tampa campus.

APRIL 17, 2023 | [CAMPUS LIFE, UNIVERSITY NEWS](#)



USF students reduce stigma surrounding mental health through creative expression

Rehearsals are underway for the USF production of This Is My Brave: College Edition. Through creative expression, USF students living with mental illness share their stories on stage in front of the community to break down the stigma surrounding mental health. In conjunction with the stage show, is the integration of the Photovoice exhibit.

FEBRUARY 20, 2023 | [CAMPUS LIFE, UNIVERSITY NEWS](#)



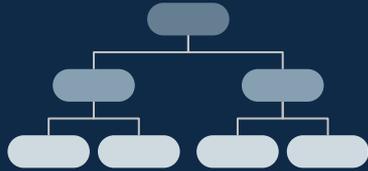
Nelson Poynter Memorial Library gets a new, modern look

After undergoing major renovations, the first floor of the Nelson Poynter Memorial Library has a new look and greater study space for students. The upgrades include twelve new study rooms and state-of-the-art technology to enhance opportunities for collaboration and learning.

JANUARY 9, 2023 | [CAMPUS LIFE](#)

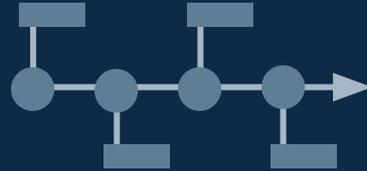
Structures in Organization of System

Categorizes information so that it is easy to navigate to or through.



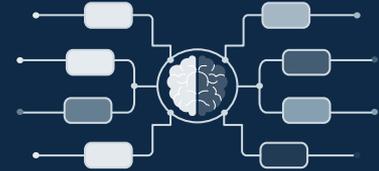
HIERARCHICAL

Distribute information under exclusive categories ranked by importance.



SEQUENTIAL

Presents information in a logical path that is arranged in chronological order.



MATRIX

Information is organized and navigated by the individual user.

Hierarchical Examples of Structures

MISSION AND GOALS

MISSION

Led by outstanding faculty and professional staff, the University of South Florida conducts innovative scholarship, creative activity and basic and translational research, and delivers a world-class educational experience promoting the success of our talented and diverse undergraduate, graduate, and professional students. As a public metropolitan research university, USF, in partnership with our communities, serves the people of Florida, the nation, and the world by fostering intellectual inquiry and outcomes that positively shape the future - regionally, nationally and globally.

GOALS

Goal 1: Student Success at USF and beyond

To promote the success of well-educated, highly skilled, and adaptable alumni who, as lifelong learners, lead enriched lives, contribute to the democratic process, function as engaged community citizens, and thus thrive in a dynamic global market.

Goal 2: Faculty excellence in research and innovation

To conduct high-impact research and innovation to advance frontiers of knowledge, solve global problems, and improve lives.

Goal 3: Partnerships and engagement with local, national, and global impact

To be a major social and economic engine creating robust global, national, and regional partnerships to build a prosperous and sustainable future for our regional communities and the state of Florida.

Goal 4: A diverse and inclusive community for learning and discovery

To provide a safe, inclusive, and vibrant community for learning, discovery, creative activities, and transformative experiences enabled through adaptive design of physical, social, and digital environments.

Goal 5: A strong, sustainable, and adaptable financial base

To practice continuous visionary planning and sound stewardship throughout USF to ensure a strong and sustainable financial base and adapt proactively to emerging opportunities in a dynamic environment.

MORE THAN A UNIVERSITY. USF IS A DESTINATION.



The University of South Florida is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate, baccalaureate, masters, specialist, and doctoral degrees. Questions about the accreditation of the University of South Florida may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).

Sequential Example of Structures

UNIVERSITY OF SOUTH FLORIDA Sign In

Office of Admissions

[ADMISSIONS](#) [APPLY NOW!](#) [FAQS](#) [CONTACT US](#)

 **Apply Now!**

Apply Now! Thank you for applying for admission. Please set aside approximately 30 minutes to complete the application and attach supporting documents. You may save what you have entered and return to the application at any time in the future. After submitting the application you will be able to pay the \$30 (USD) non refundable application fee by **credit card** (Discover, Visa, MasterCard) or **E-check**.

Personal Information ?

The information you enter here will be automatically entered into your online application. Please enter your **legal name**. Your family/surname should be entered in the last name field. Be sure to check all spelling and the use of upper and lower case letters.

If you notice that the user information you entered is not correct, you will be given a chance to make corrections throughout the application.

Applicant First Name: * Applicant Last Name: *

* Indicates a required field [Back To Top](#)

My Account ?

Please provide an e-mail address that you check regularly. We will use this e-mail address to communicate **important information** to you.

E-mail: * Retype E-mail: *

Please type in a password that meets all of the following criteria:

- contains at least 6 characters
- contains at least one english uppercase character (A through Z)
- contains at least one english lowercase character (a through z)
- contains at least one numeral (0 through 9)

Password: * Retype Password: *

For security purposes, you are required to authorize your account creation by requesting a one-time security code and then entering it once received. Please select the delivery method of choice.**

NOTE: Standard text rates apply and/or data usage (depending on your carrier).

E-mail
 Text Message

* Indicates a required field [Create a New Account!](#) 

[Back To Top](#)

Sign In & Modify My Application

E-mail:

Password:

Remember Me

[Sign In](#) 

[I cannot access my account](#)



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Matrix Example of Structures

Added courses will appear on the list on the right side of the screen

Add Course

By Subject **Search By Section Category** DegreeWorks

Subject CCJ - Criminology & Criminal Justice

Course 3024 Survey of the Criminal Justice Syst...

< Done + Add Course

Criminology & Criminal Justice 3024 - Survey of the Criminal Justice System

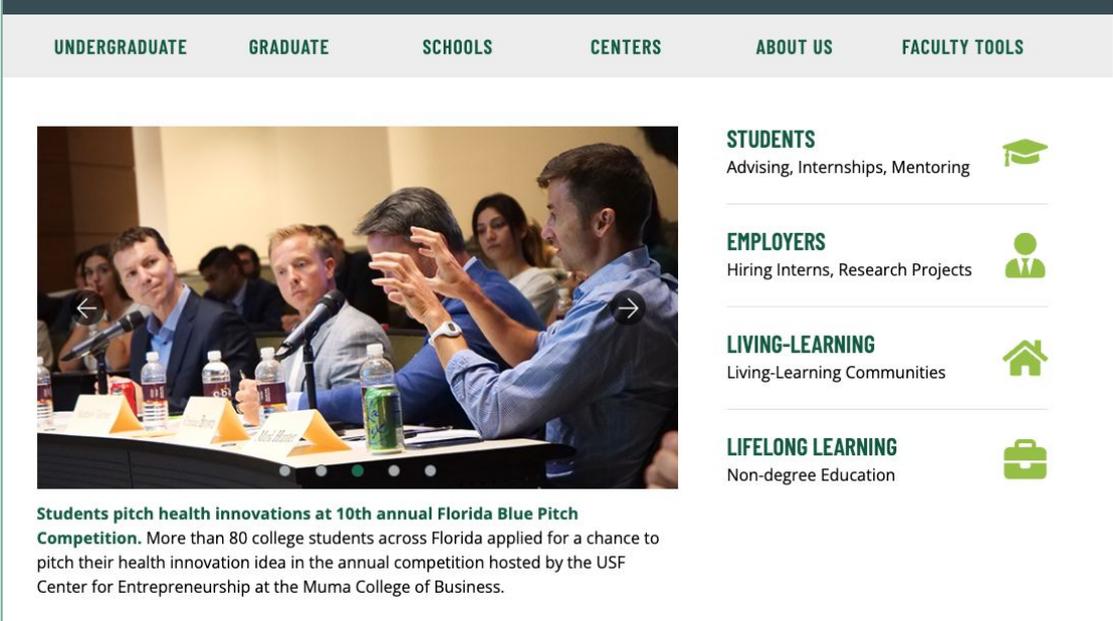
An introduction to the structure and operation of law enforcement, prosecution, the courts, and corrections. Also includes brief coverage of major reported crimes.

Click "Done" to return to the homepage and generate schedules.

Desired Courses	Current Schedule	Shopping Cart
CCJ 3024 Survey of the Criminal Justice System		
CCJ 3621 Patterns of Criminal Behavior		
SPA 6211 Advanced Vocal Disorders		
SPA 6225 Advanced Fluency Disorders		
SPA 6410 Aphasia and Related Disorders		
SPA 6505 Practicum Topic: Prac: Clinic II SLP		

Labeling for Success.

- **Intuitive** labels capture the meaning and/or intent of a button, option, heading, block of information, navigation, etc.
- Examples:
 - “Information” vs “About Us”
 - “Services” vs “Advising” & “Mentoring”



The screenshot shows a website interface with a navigation bar at the top containing the following items: UNDERGRADUATE, GRADUATE, SCHOOLS, CENTERS, ABOUT US, and FACULTY TOOLS. Below the navigation bar is a large image of a group of people at a table with microphones, likely a pitch competition. To the right of the image is a list of categories with icons:

- STUDENTS** (Graduation cap icon): Advising, Internships, Mentoring
- EMPLOYERS** (Person icon): Hiring Interns, Research Projects
- LIVING-LEARNING** (House icon): Living-Learning Communities
- LIFELONG LEARNING** (Briefcase icon): Non-degree Education

Below the image, there is a text block:

Students pitch health innovations at 10th annual Florida Blue Pitch Competition. More than 80 college students across Florida applied for a chance to pitch their health innovation idea in the annual competition hosted by the USF Center for Entrepreneurship at the Muma College of Business.

Labeling for Success.

- Same principles apply to icons/graphics.

			
<u>WHY DOWNTOWN</u>	STUDENT SUCCESS	HEART INSTITUTE	STAY INFORMED
Unprecedented Community Opportunity	Medicine and Pharmacy Education	Discovering Cures for Heart Disease	Subscribe for the Latest Updates

 ▶ [arts-sciences](#) ▶ [botanical-gardens](#) 

Navigation. Essential Aspect of IA.

- Allows for visitors to easily locate what information they're looking for
- Information Architecture ≠ Navigation.
- Navigation should *not* be the main focus when building out a new site.
- Examples of Navigation systems:
 - main navigation interface .
 - sub-navigation menus.
 - breadcrumbs.
 - pagination.

Hierarchical Navigation System

- Flow of navigation starts from top to bottom.
- Child pages are nested within their respective parent pages.
- Commonly seen with drop-down menus



Global Navigation System

- Always present no matter what page you're on.
- Can be located in the header, in the footer, as a sidebar, as a sticky menu, or a hamburger menu.

Students | Faculty | Staff | Alumni | Parents & Family MyUSF | Directory 🔍

 UNIVERSITY of SOUTH FLORIDA ▶▶ GIVE NOW

ABOUT USF ▾ ACADEMICS ▾ ADMISSIONS ▾ LOCATIONS ▾ CAMPUS LIFE ▾ RESEARCH ▾

 UNIVERSITY of SOUTH FLORIDA 🔍 ☰

 UNIVERSITY of SOUTH FLORIDA

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Tampa, FL 33620, USA
813-974-2011



About USF	Administrative Units	USF Health
Academics	Regulations & Policies	USF Athletics
Admissions	Human Resources	USF Alumni
Locations	Work at USF	Support USF
Campus Life	Emergency & Safety	USF Libraries
Research	Title IX	USF World

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Local Navigation System



BRAND ASSETS

View guidelines, download logos and more.



LOGO APPROVAL REQUESTS

Request approval from an appointed contact.



EDITORIAL PLANS

Learn how to submit to MyUSF and more.



FACULTY EXPERTS

Find USF experts covering a range of topics.

MEDIA RELATIONS



Contact the USF media relations team and other media spokespeople. Find a faculty expert for your story.

BRAND MANAGEMENT



Access the university's public photo gallery, statistics, email signature information and more.

SOCIAL MEDIA



Find the listing of the official university social media accounts and learn who to contact to possibly create one for your department.

- Shown within a specific area, such as a section, within a page.
- Normally only contains sub-navigation content that is exclusive to that department.

Contextual Navigation System

- Elements are in relation to the content it shares a page with.
- Common with sites that have a blog or news feature.
- Users will be able to access quick links similar articles under the current article.

CATEGORY
University News

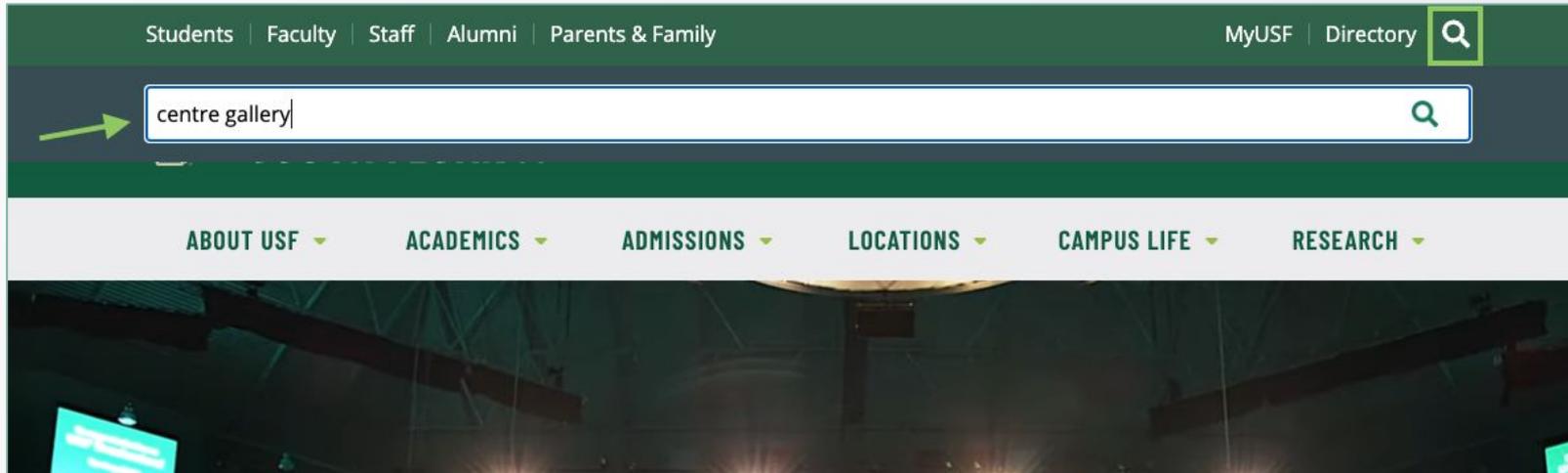
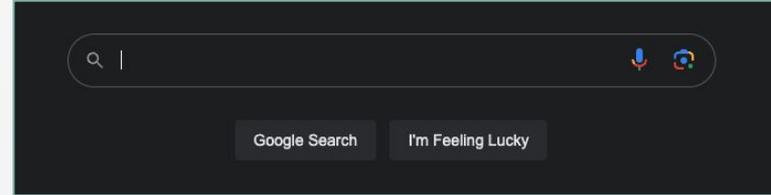
TAGS
MyUSF, USF Health, USF Sarasota-Manatee, USF St. Petersburg

NEWS ARCHIVE
Learn more about USF's journey to Preeminence by viewing Newsroom articles from past years.
2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015

USF IN THE NEWS
Tampa Bay Times: Here is why the future is bright for USF's new graduates
MAY 6, 2023
WUSF News: The USF Office of Veteran Success celebrates over 200 veteran graduates
MAY 5, 2023
Al Jazeera: 'King Charles will be inaugurated at a time when Empire is gone'
MAY 4, 2023
Tampa Bay Business Journal: USF on track to get more than \$100M in new funds from legislature
MAY 4, 2023
[MORE USF IN THE NEWS >](#)

Search Systems

- Very effective way to find information, especially sites with heavy text content.
- 62% of traffic to usf.edu is via Search.



Search Systems

- Make sure your content is searchable:
 - **Update Title & Description**
 - Quality, Concise, and Clear Content
 - Accessibility Matters

Preview Edit More ... SAVE PUBLISH

Title and Metadata

Title	About USF University of South Florida
Description	Founded in 1956, USF is a young and vibrant university located in Tampa, Florida. Learn about history, careers, facts, traditions, visiting campus and more.
Keywords	University of South Florida, USF, global research university, public university, Tampa, Sarasota-Manatee, St. Petersburg, Bulls, undergraduate degree, graduate degrees, specialty degrees, doctoral degrees, history

University of South Florida
<https://www.usf.edu/about-usf>

About USF | University of South Florida
Founded in 1956, USF is a young and vibrant university located in Tampa, Florida. Learn about history, careers, facts, traditions, visiting campus and more.
[Facts and Statistics](#) · [Contact USF](#) · [Points of Pride](#) · [Students](#)

Search

USF Home / Search

about usf

Your search for 'about usf' returned **28613** results

ALL RESULTS (28613)

ABOUT ARCHIVUM (1)

ABOUT USF (56)

ABOUT US (1)

ACADEMICS (183)

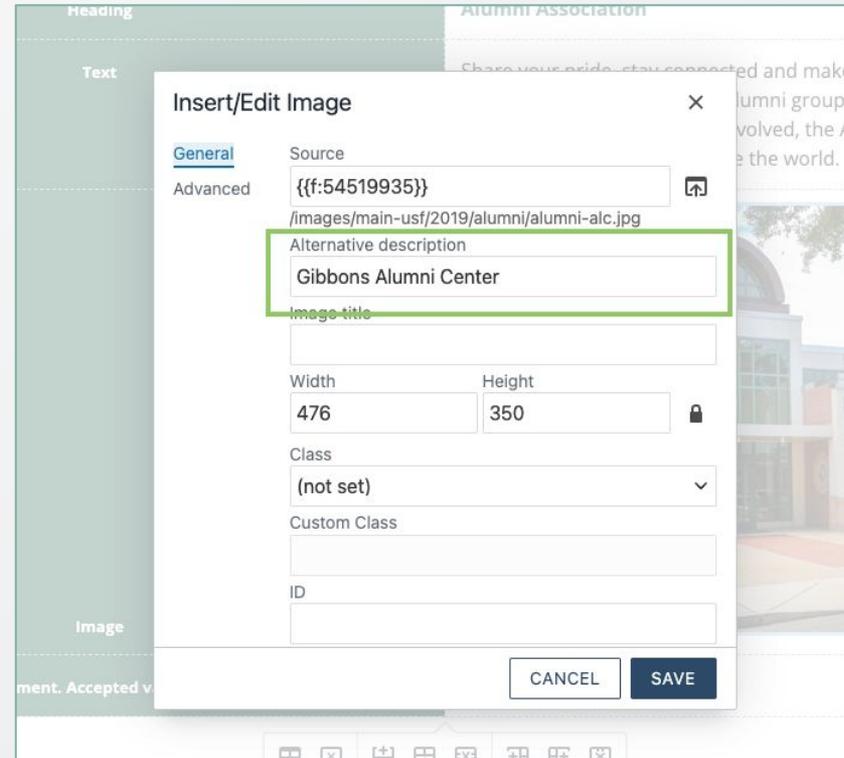
ACCEPTABLE USE POLICY

ABOUT USF
Founded in 1956, **USF** is a young and vibrant university located in Tampa, Florida...Learn **about** history, careers, facts, traditions, visiting campus and more.
<https://www.usf.edu/about-usf/>

ABOUT USF
Get detailed driving directions to **USF's** Tampa campus, learn **about** resources available through our Campus Information Center and download a campus map.

Search Systems

- Make sure your content is searchable:
 - Update Title & Description
 - Quality, Concise, and Clear Content
 - **Accessibility Matters (ALWAYS)**



04

**Implementing
Information
Architecture.**



Preface



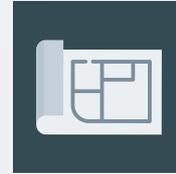
SITEMAPS

Presents the entire structure of a website.



CARD SORTING

Method used to help design or evaluate the IA of a site



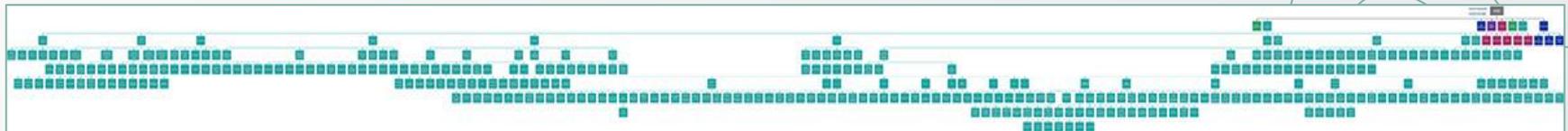
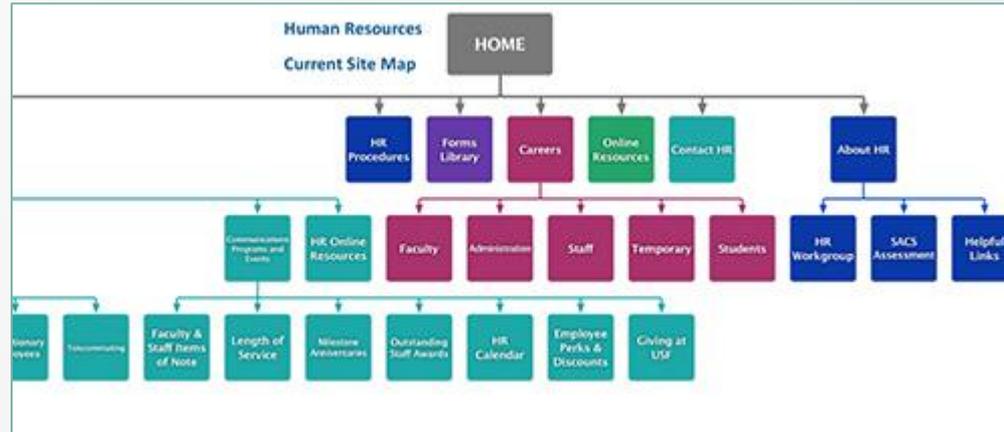
WIREFRAMES

A two-dimensional illustration of a page's interface structure

Structure and Sitemap

HR Redesign

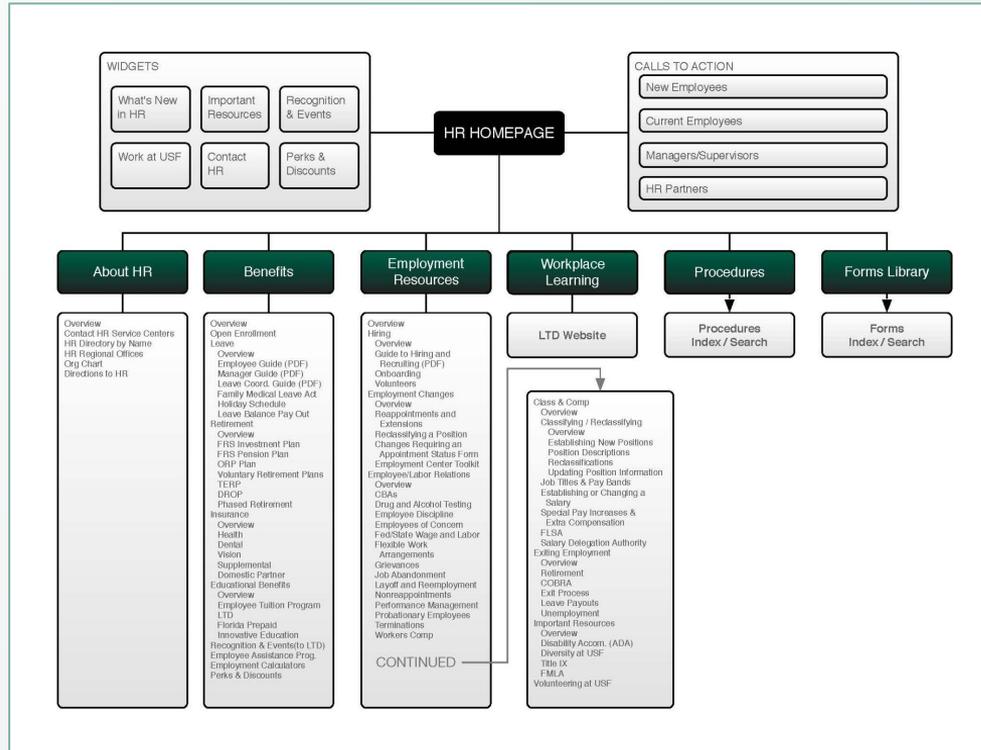
BEFORE



Structure and Sitemap

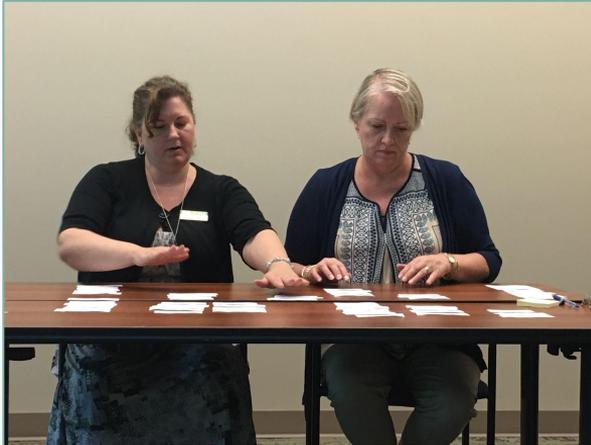
HR Redesign

AFTER



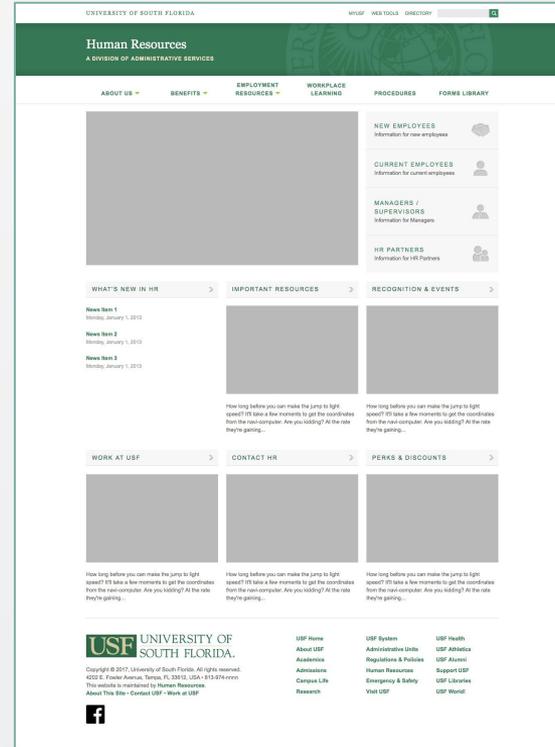
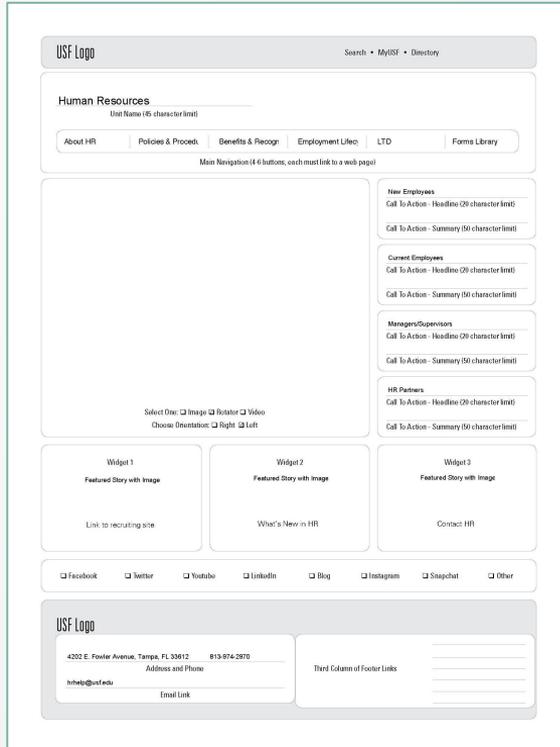
Card Sorting and Labeling

HR Redesign

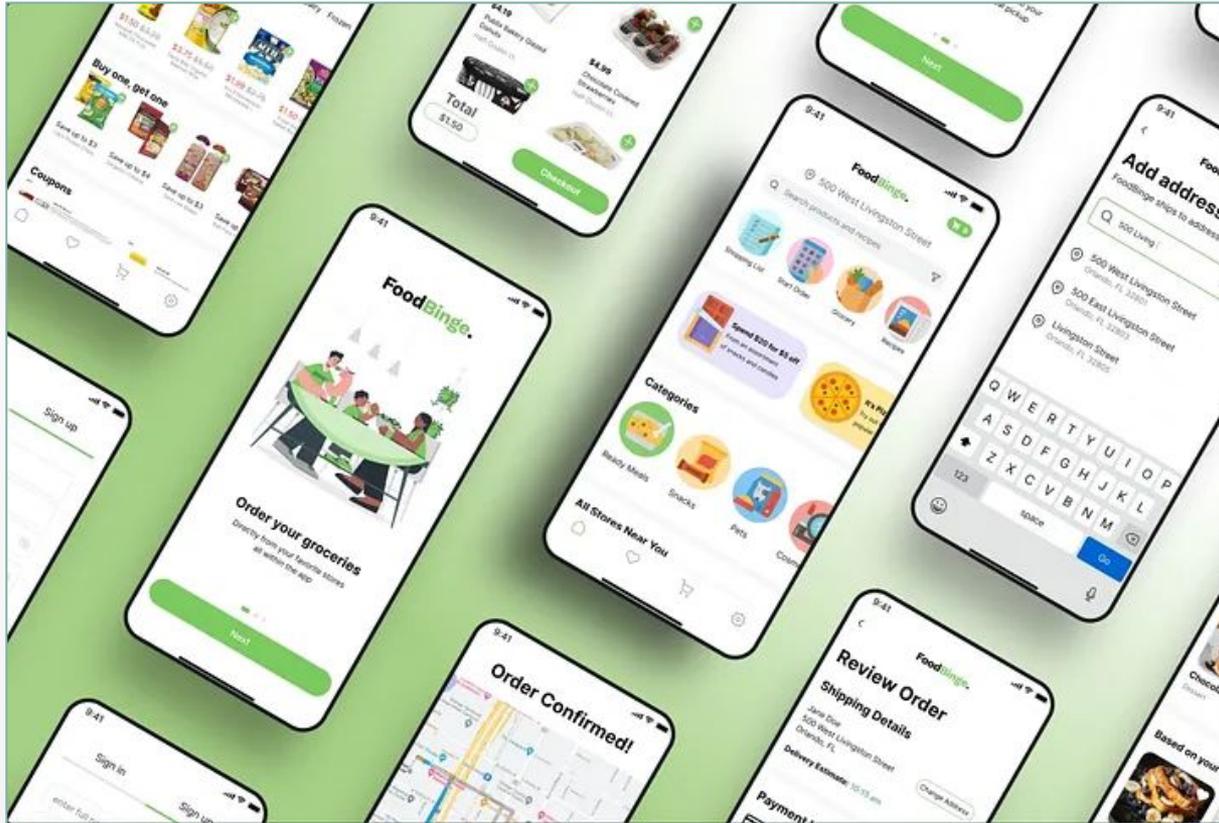


Wireframes and Prototypes

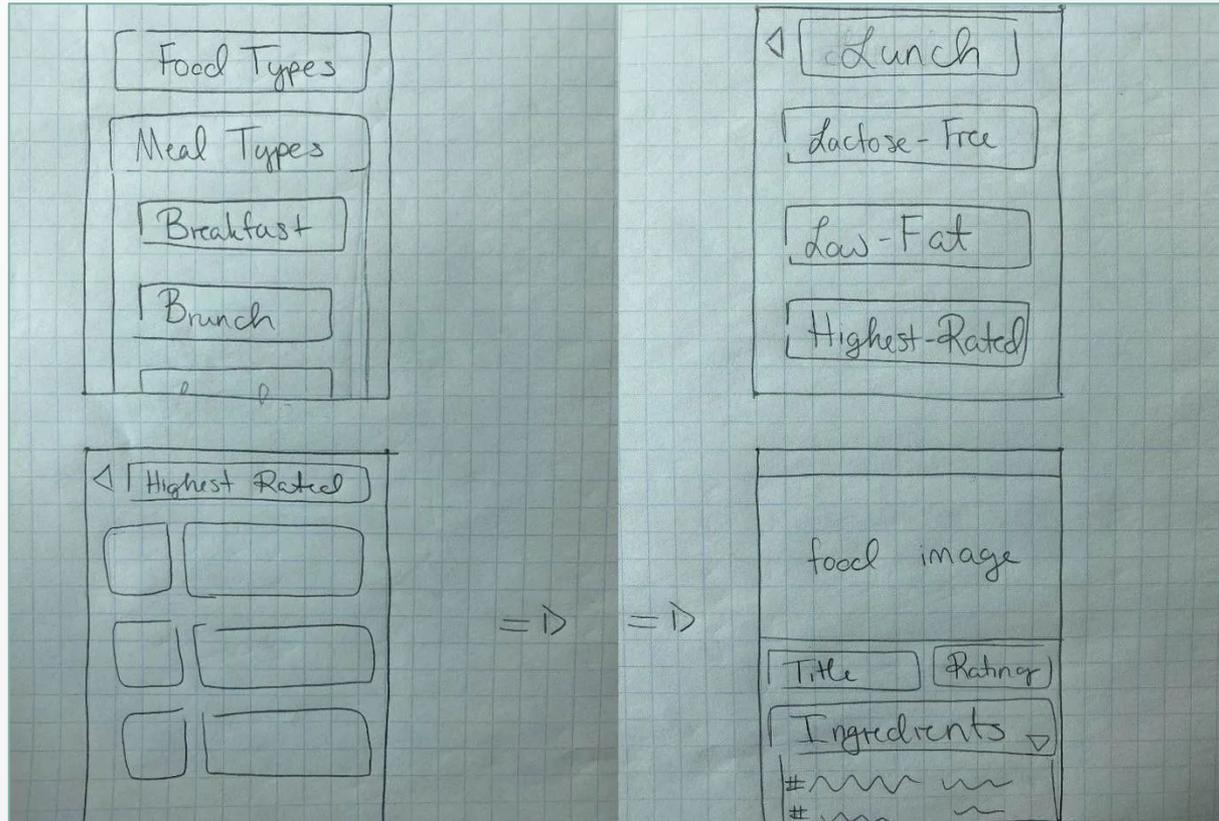
HR Redesign



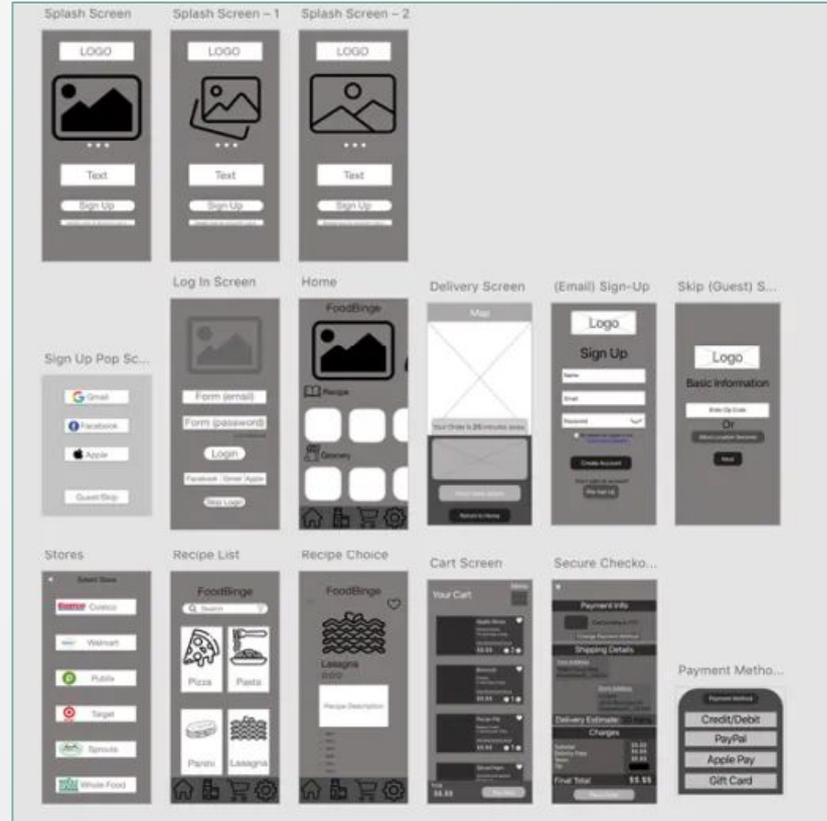
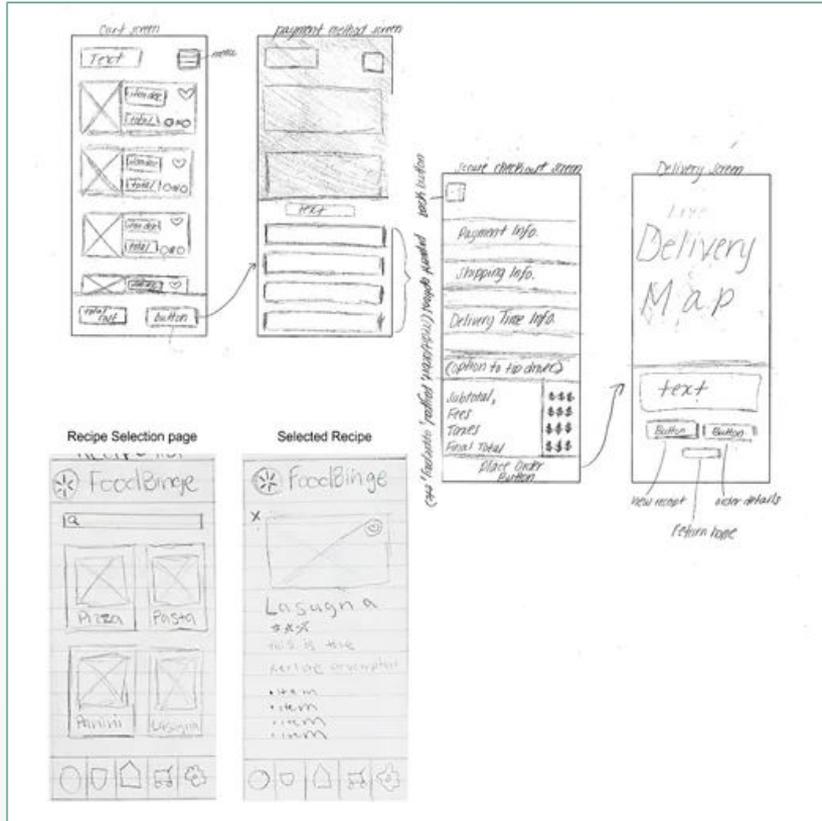
Jessica's 'FoodBinge' Case Study



Search, Sort, and Retrieval



Low & Mid-fidelity Wireframes



High-fidelity Wireframe & Prototype



Additional Topics

Things that you can explore or possibly the subject of future workshops:

User Empathy

- Personas, Empathy Maps, Interviews

Analytics

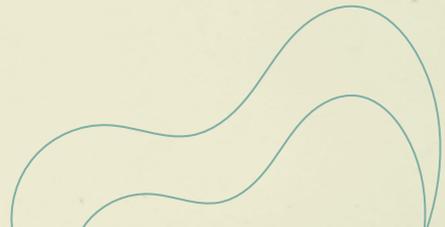
- User Funnels, Conversions, Event Tracking

User Testing / Feedback

- A/B Testing, Analytics callback, Prototyping, Eye Tracking / Heat Maps, Usability Tests



**Have any
questions
for us?**



THANKS!

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**

