Information Architecture Group

Agenda & Introduction

April 2, 2013

This is the first meeting of the Information Architecture Group for the Institutional Website Project. For this first meeting, we'll discuss the charge, goals, and expectations for the group, then begin the summary review of earlier information (activity #1.)

Members

Jeff Foster
Tabatha Farney
Kyle Blakely
Sam Frank
Craig Decker
Jeremy Sparks
Philip Denman
Karin Larkin
Joey LaConte
Megan Gallegos

Charge

Support the information architecture development for the UCCS Institutional Website project.

Definition of "Information Architecture"

"Information architecture (IA) refers to the structure or organization of your website. It describes the ways in which the different pages of your site relate to one another and ensures information is organized in a consistent and predictable way on each page."
– Guide to Creating Website Information Architecture and Content.
http://www.princeton.edu/communications/services/docs/IAguide2.pdf

"In the context of web site design, information architecture describes the overall conceptual models and general designs used to plan, structure, and assemble a site. […] Architecture is an appropriate metaphor for the assembling of complex multidimensional information spaces shared by many different users and readers, where the underlying structure of information must first be framed out before more specific disciplines such as interface and graphic design can operate effectively. The user interface and visual design of the site may be much more visible to the user initially, but if the underlying organization of the site and its content is poorly constructed, visual or interactive design will not fix the problems."
– Web Style Guide 3rd edition.
http://webstyleguide.com/wsg3/3-information-architecture/

Process

1. Define key stakeholder goals
2. Identify user goals and expectations
3. Define content areas
4. Organize content areas
5. Create site map
6. Outline navigational structure
7. Label content areas

Activities

1. Summary Review of Earlier Information
Key stakeholder goals, user goals and expectations; review Project Charter and Survey Data.

2. Content Brainstorm
Define content areas, including reviewing existing "content needs" data from discovery phase.

3. Card Sorting
Organize content compiled in brainstorming activity, group and label.

4. Site Map, Navigation & Labeling
White board session with categorized items from sorting. Brainstorm labels for each category. Should be accurate, meaningful, intuitive, and concise.