Information Architecture

Understanding Through Organization based on guest lecture by Chessy Gaylor
“Understanding is not about simplification and minimalization, it’s about organization and clarification.”

- Richard Saul Wurman
Topics

- Information
- Relationships
- Connection
- Understanding
- Information Architecture
Information

- A collection of data points
  - Defined by attribution
  - Described through relationships

- Creative organization creates new information
  - Relationships
  - Connections
  - Patterns
Relationships

Methods of organizing information
- Discovery of “what” (triggers, goals, needs, wants)
- Determination of interest

Five primary methods of organization
- Alphabet
- Time
- Location
- Continuum/Magnitude
- Category
Connection

- Training for Innocence
- Organization of Relationships
- Discovery of Patterns
  - Groups
  - Layers
  - Rules
Connection: Proximal

Proximal Connections

- Location-based relationships
- Maps: system illustration
  - Communication of scale
  - Personal pathing
  - Information ownership
Connection: Relational

Relational Connections

- Diagrams: insight to structure
  - Flow
  - Exploded View
  - Elevation
  - Cross-section

- Charts: substance over style
  - Bar
  - Pie
  - Fever
  - Table
Connection: Timelines

Timeline Connections

- May be historical or sequential
- Provide flow and linkage amongst data points
  - Diagram
  - Text
  - Tree
Connection: Lists

- List Connections
  - Roadmaps to information
    - Structure connections
    - Organize across requirements (and relationships)
  - Examples
    - Bibliography
    - Glossary
    - Index
    - Instruction
    - Table of Contents
Understanding

- A Path not a Point
- Connections amongst relationships
- Communication through Patterns
  - Reversed pathing (the “how”)
  - Connection of thoughts and interests
  - Conversation Matching and Gap Analysis
Information Architecture

- Hierarchical organization of information based upon understanding
- A user-centric process
  1. Triggers
  2. Goals
  3. Objectives
  4. Requirements
  5. Content

- Takes place across multiple channels

Problem definition (the what)
Solution determination (the how)
Upcoming

➢ Design
Example: Information

- **Brand**: Behr, Glidden, etc
- **Color**: Name, Values, etc
- **Container**: Ounce, Quart, Gallon, 5 Gallon, etc
- **Environment**:
  - Interior, Exterior
  - Sheen: Flat, Matte, Eggshell, Semi-Gloss, Gloss, Stain, etc
- **Project Stage**: Primer, Environment
- **Application Method**: Spray, Roll, Brush
- **Application Location**: Wall, Trim, Ceiling
Example: The What

- What makes people take on a project of this nature?
- What do people ask themselves when researching paint for a project?
  - What am I painting?
  - How much paint do I need?
  - What finish is appropriate?
- What are the determining factors when comparing options?
  - Where do I find the product?
  - What brand should I choose?
  - What is the cost to quality difference?
- What questions become more important in an online verses offline experience?
Example: The How

- How do we address the online experience verses that of the store?
  - What will this color look like?
  - What do I do if I need more paint?

- How does organization facilitate the solution (solve for “the what”)?
  - Online: Navigation, Categorization, Filters
  - In-store: Product Organization, Sample Displays

- How can we augment each channel to improve upon the experience?
  - Informational
  - Transactional