

# information architecture

## what is IA

- thoughtful presentation
- site & page structure
- user satisfaction
- navigation
- common sense

## How does it work

- Fill "Buckets"
- Site navigation links
- No redundant content
- Think "Org" chart

## How to create it

### 1. Start with an Outline

OmniOutliner, Word

### 2. Then create Wireframes

Omni Graffle, Visio, Illustrator, Pad&Pen  
Google Docs wireframes by Morten Just

## Test it

### user testing methods and tools

heat maps/crazyegg.com

stakeholder interviews

google analytics

card sorting

focus groups

screen test

## Resources



IA Institute

IxDA -

Interaction Design Association

Jesse James Garrett -

AdaptivePath.com

Elements of User Experience

[del.icio.us/ellentk/ia/](http://del.icio.us/ellentk/ia/)

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usability

user experience