INFORMATION ARCHITECTURE

CONTENT CAN BE STRUCTURED IN MULTIPLE WAYS

‣ Some common content structures:

    ‣ List

    ‣ Linear

    ‣ Hierarchical

    ‣ Network & web

LIST STRUCTURE

‣ Simplest structure

‣ Each item is equal to others

‣ Fast for a small number of items or if the user knows what they want

http://www.savethestudent.org/uploads/student_shopping_list-517x349.jpg
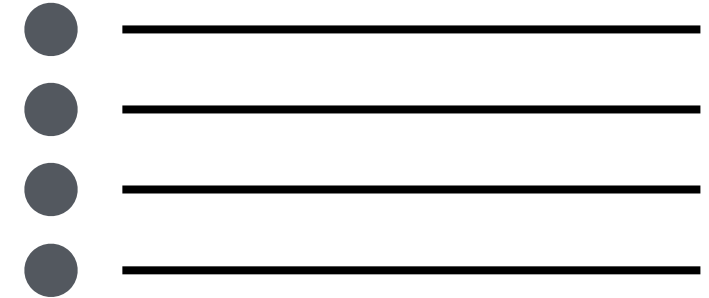
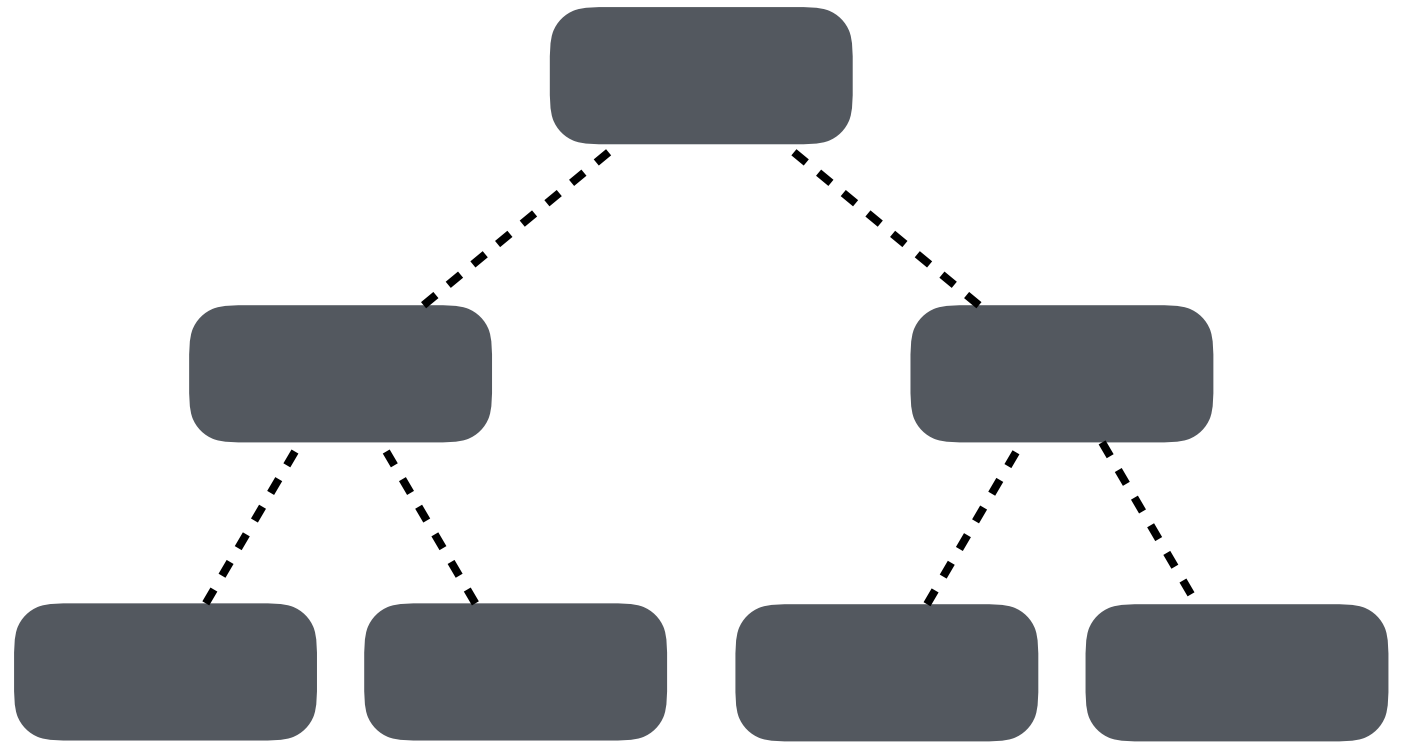# LINEAR STRUCTURE

‣ Shows a progression in a particular order

USER FLOW

‣ We've made these

‣ **Use when:** Trying to represent a specific person traveling through an information space.
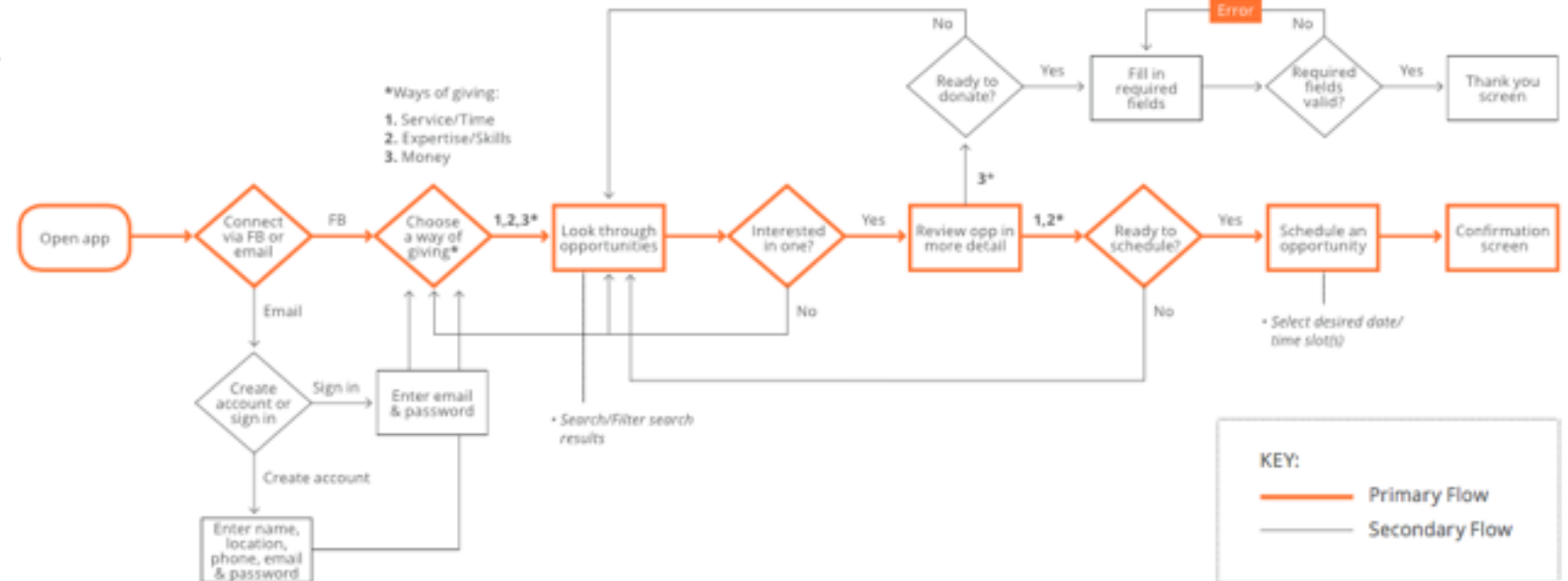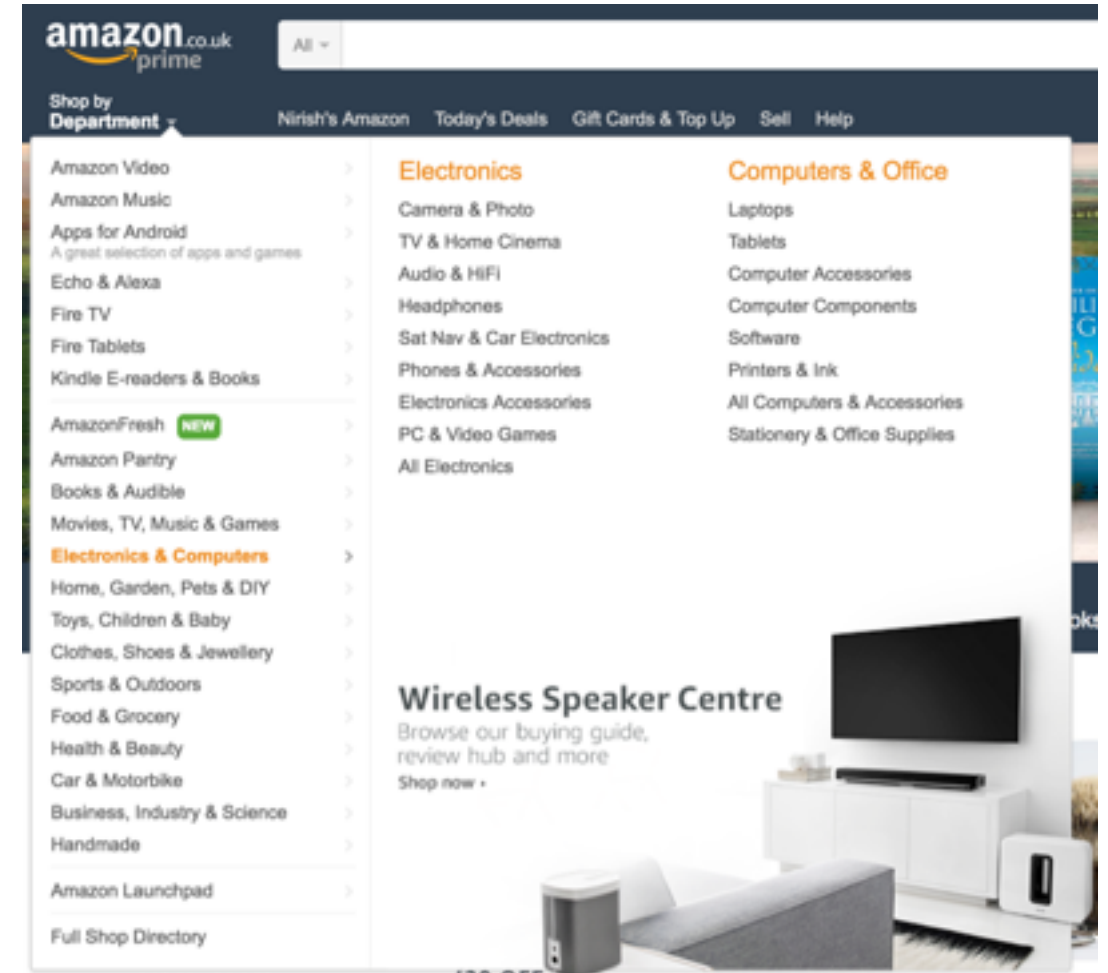
HIERARCHICAL STRUCTURE

‣ Shows grouping of content

‣ Most common structure in websites

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MIND MAP / CONCEPT MAP

‣ A way of visualising relationships between abstract ideas

‣ **Use when:** Trying to explain how people imagine the relationship between content.
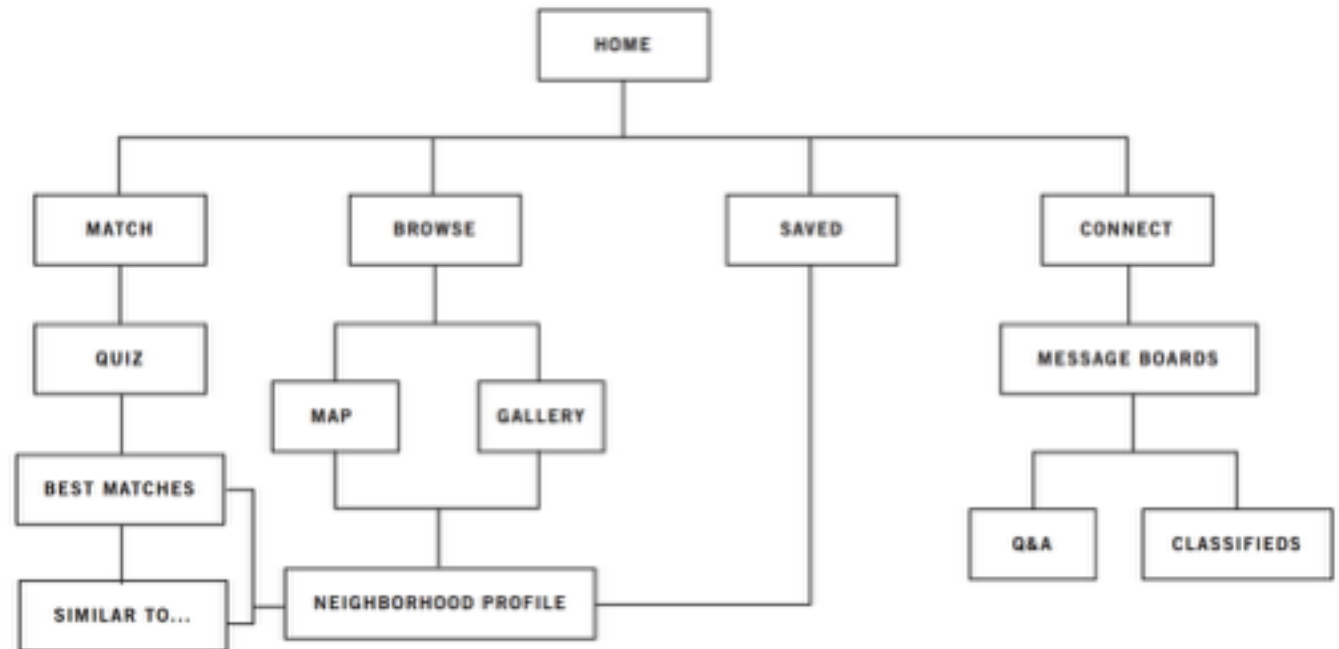
SITEMAP

‣ A way of organizing and structuring all the content that you have.

‣ Is *not* the same as a user flow.

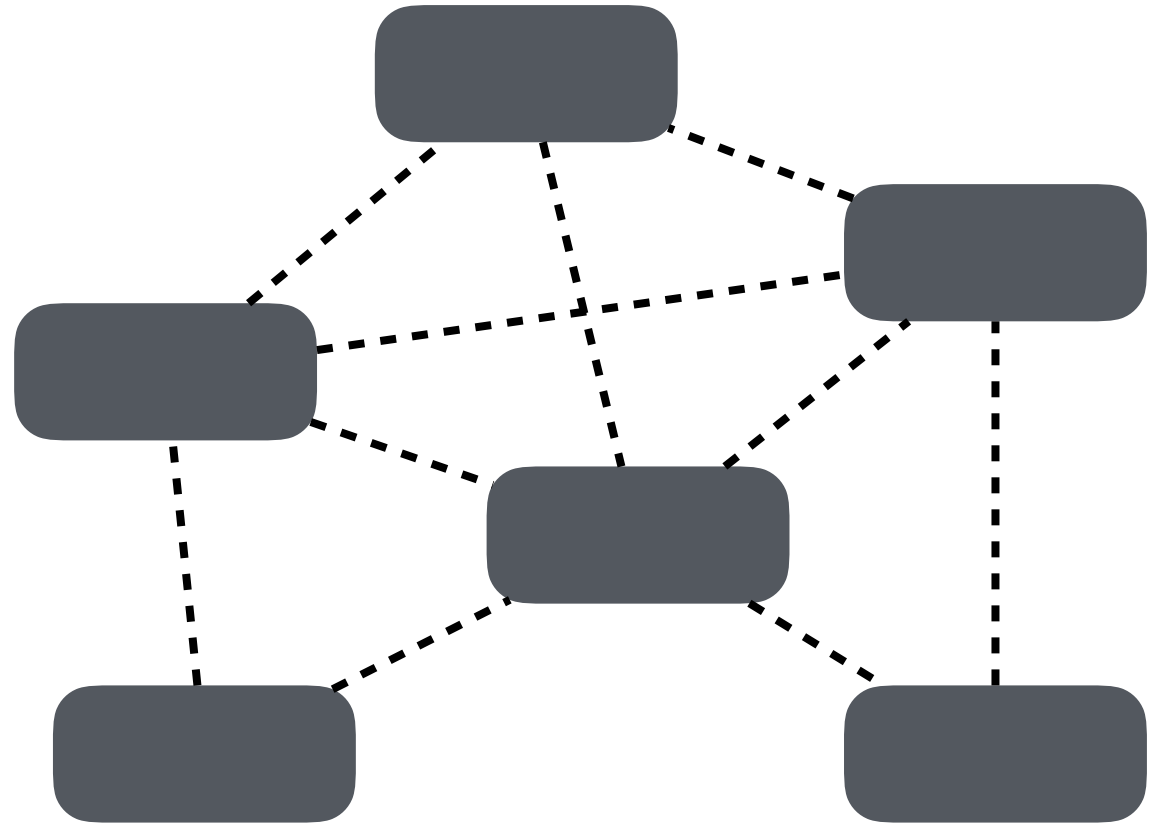‣ **Use when:** Documenting the hierarchical organization of content that is then reflected in the navigation.
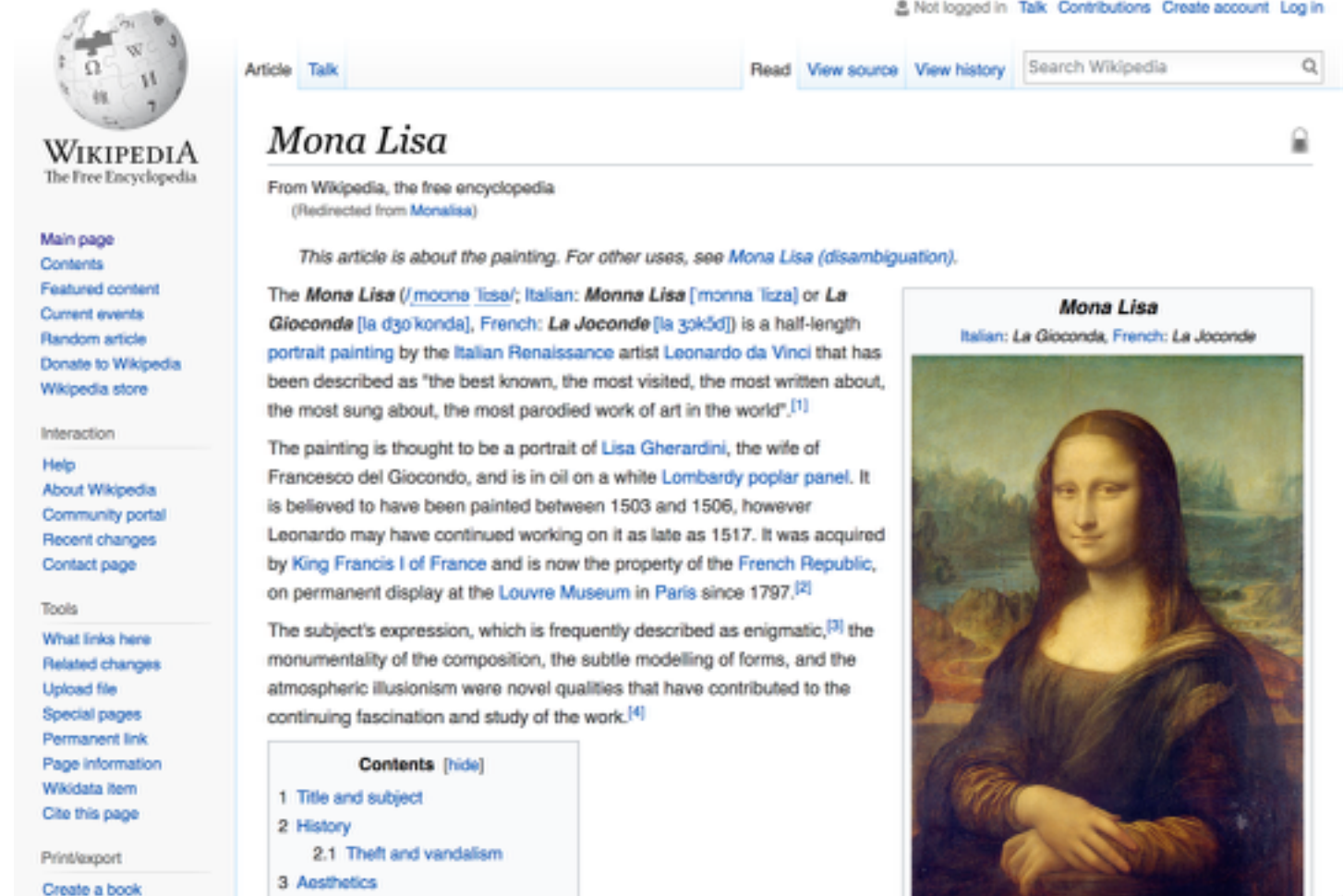
NETWORK & WEB STRUCTURE

‣ Shows relationships between unstructured content

‣ Flexible but can be difficult to learn

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TAXONOMY

‣ A hierarchical classification of content

‣ **Software:** Mindnode

‣ **Use when:** You're trying to represent how content is hierarchically organized and interrelated.

Example: Taxonomy of Rap Names
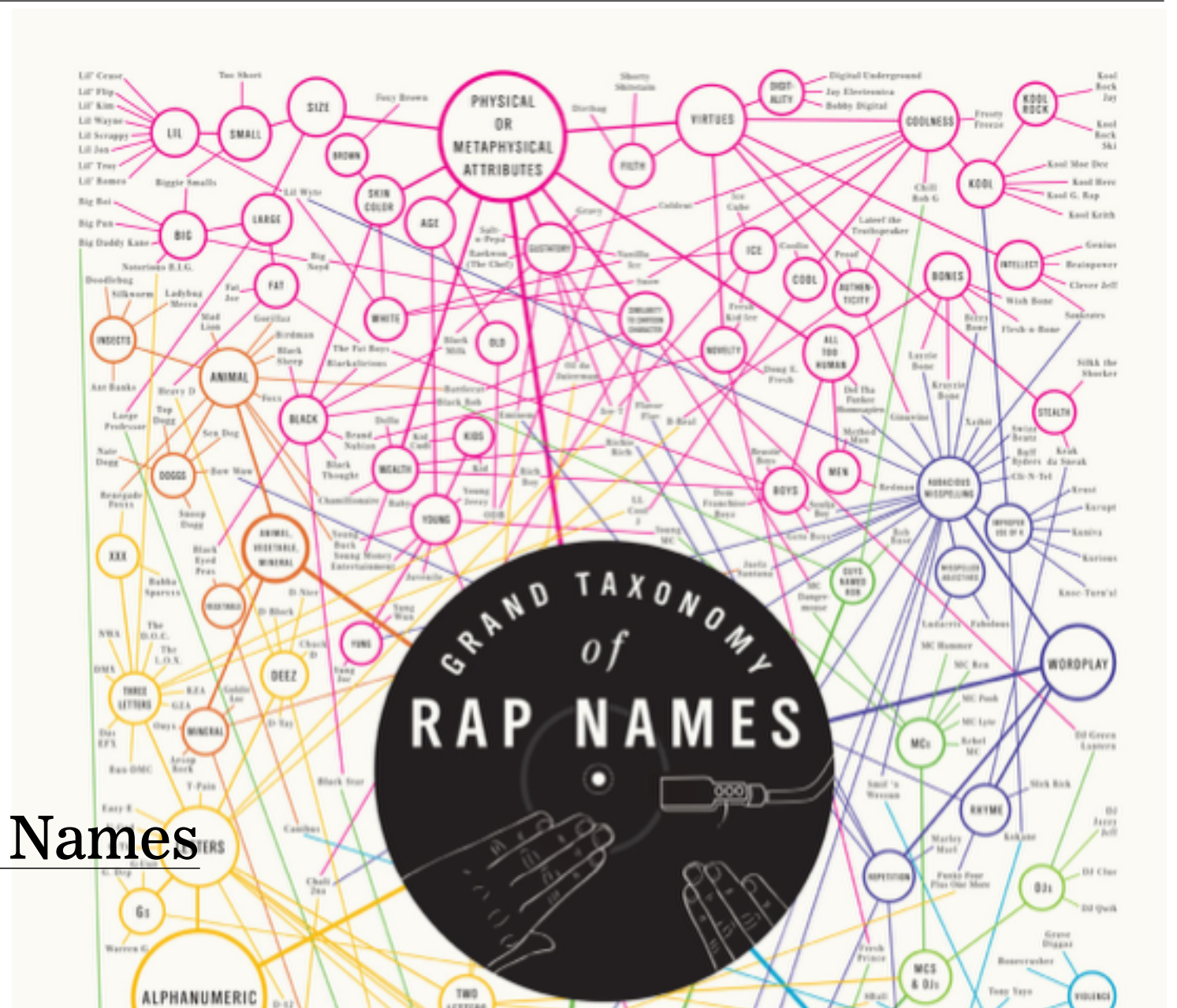
HOW DO SITEMAPS & NAVIGATIONS RELATE?

‣ Sitemaps are abstract, and navigation is concrete.

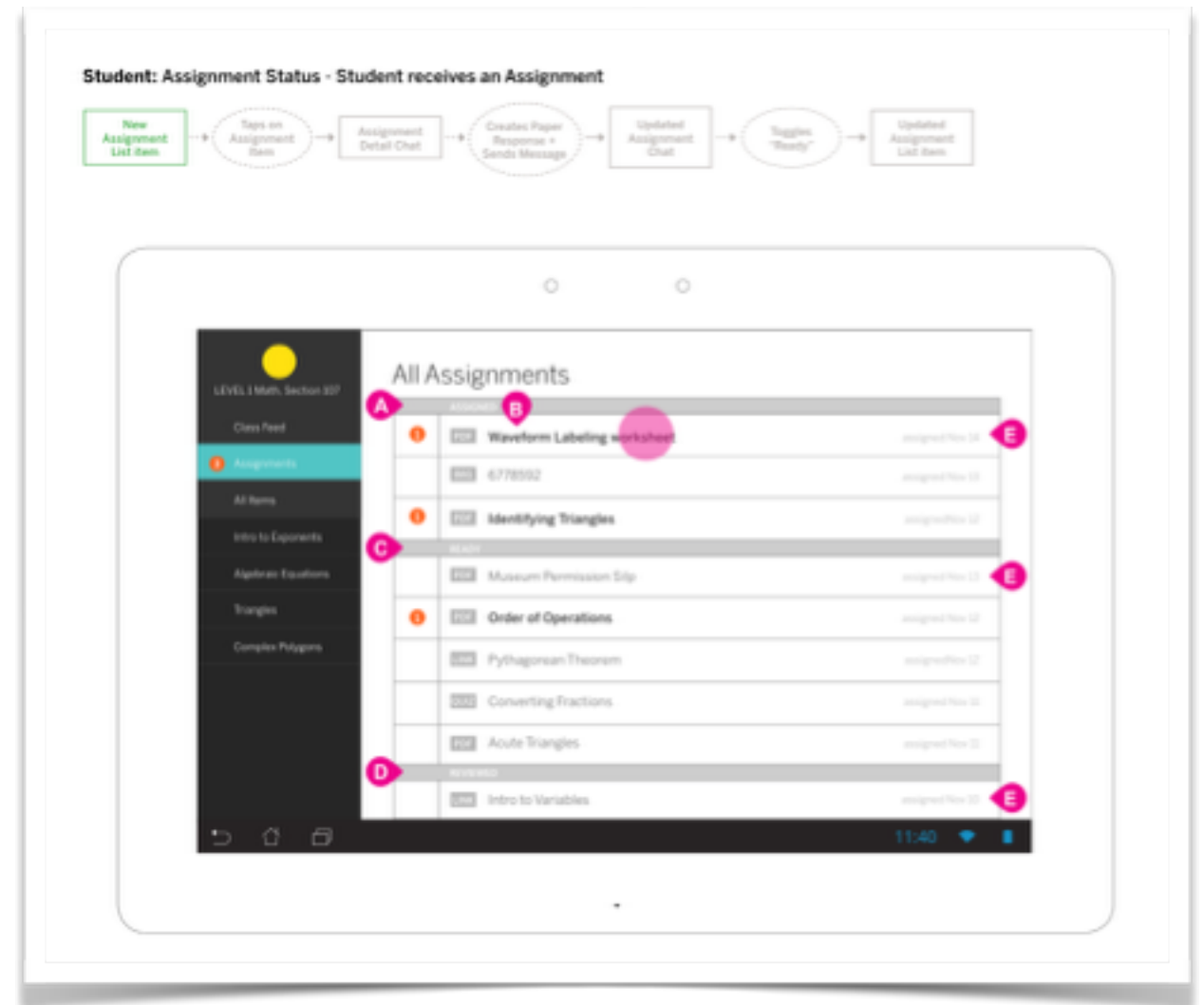‣ They have a 1:1 relationship (just like user flows and wireframes)

‣ As your fidelity of thinking grows, both flows and wireframes should increase in their level of detail.

REAL WORLD ANALOGY

City planning

Map of the city

Street signs

Information architecture

Sitemap

Navigation