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# **INFORMATION ARCHITECTURE**

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## **IA IS STRUCTURED CONTENT**

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# **CONTENT CAN BE STRUCTURED IN MULTIPLE WAYS**

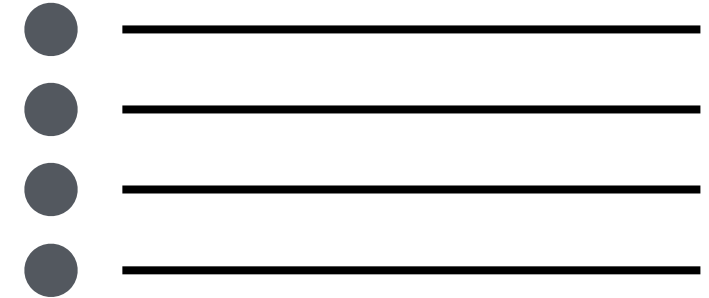
- Some common content structures:
  - List
  - Linear
  - Hierarchical
  - Network & web

## IA IS STRUCTURED CONTENT

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# 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



## IA IS STRUCTURED CONTENT

# LINEAR STRUCTURE

- Shows a progression in a particular order

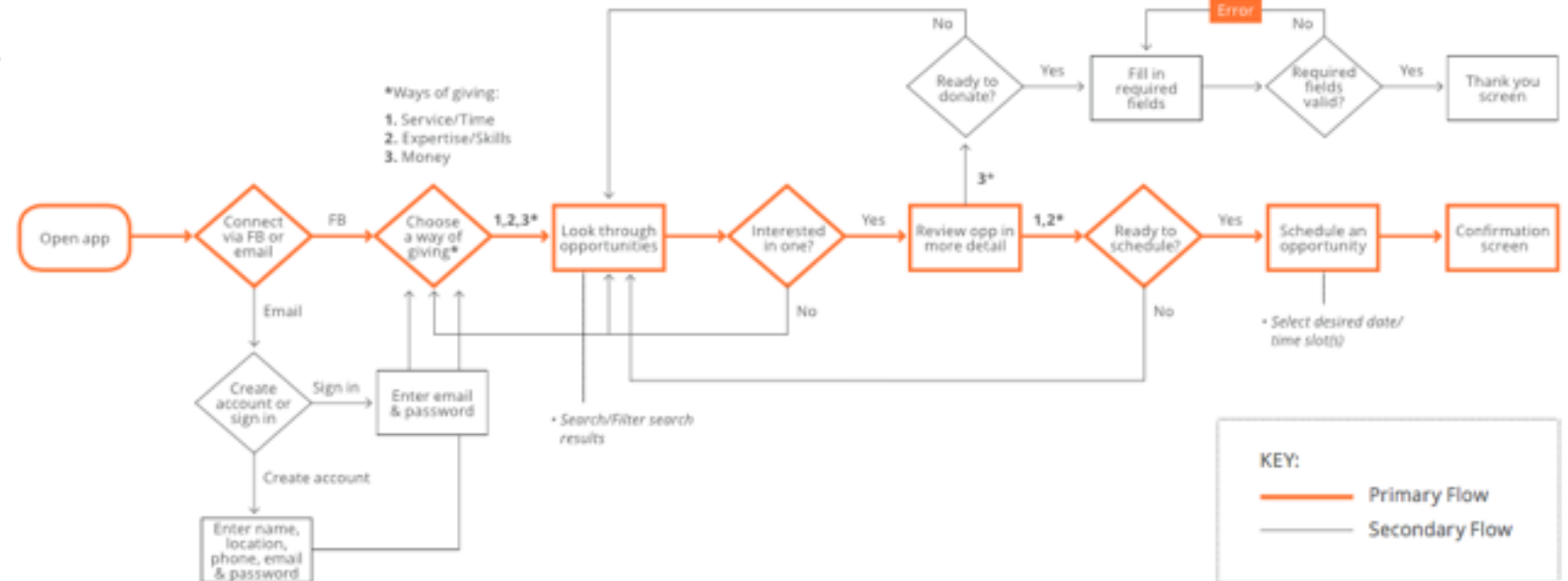


The screenshot shows the British Airways website interface. At the top, there are logos for British Airways and a small circular logo. To the right, there is a link that says "Buy travel". Below the logos, there is a horizontal bar with five steps: "1 Dates and flights", "2 Price", "3 Passengers", "4 Payment", and "5 Confirmation". The "2 Price" step is currently selected and highlighted in dark blue. Below this bar, the word "Price" is displayed in a large font. Underneath "Price", the text "Check your flight details" is shown. At the bottom, there is a blue bar with two sections: the first section contains a plane icon and the text "Heathrow (London) - Tegel (Berlin) - Thursday 13 July 2017", and the second section contains the word "Price".

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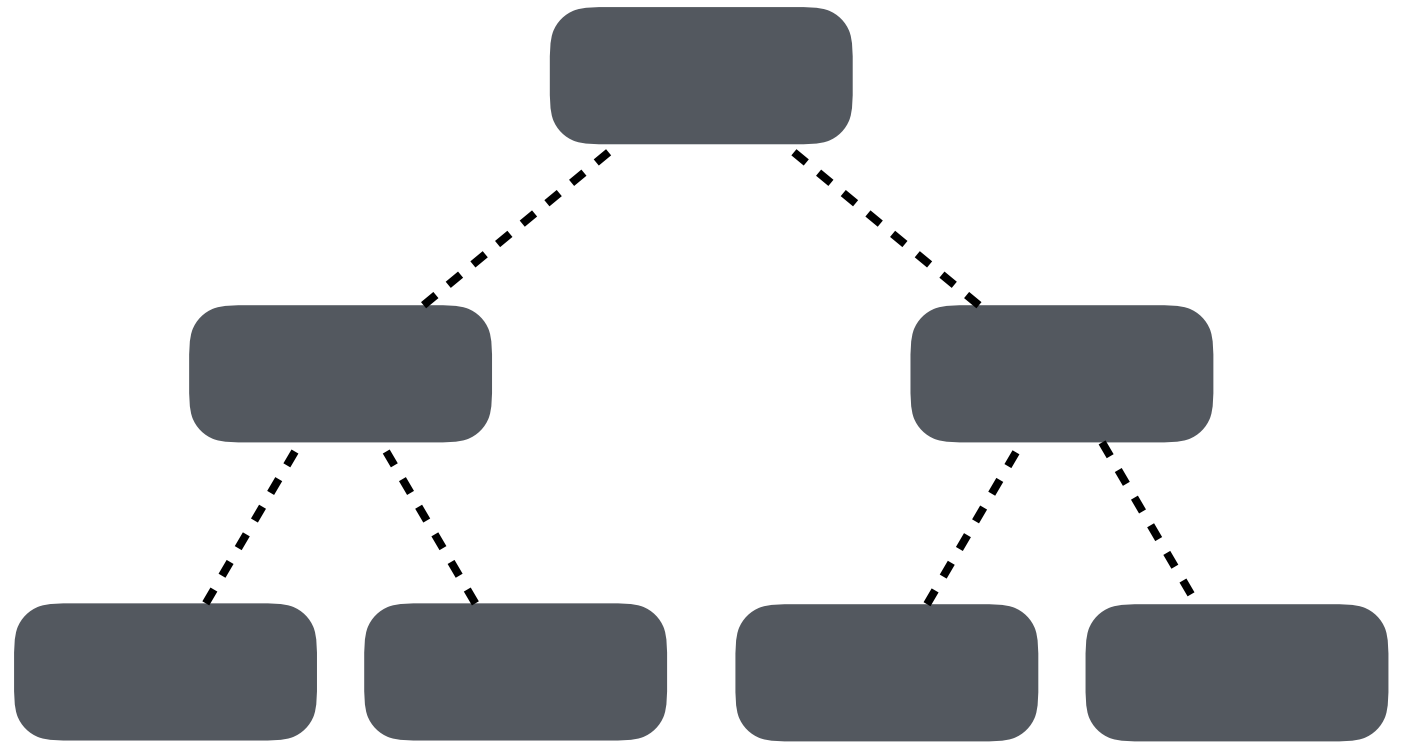
## USER FLOW

- › We've made these
- › **Use when:** Trying to represent a specific person traveling through an information space.



# HIERARCHICAL STRUCTURE

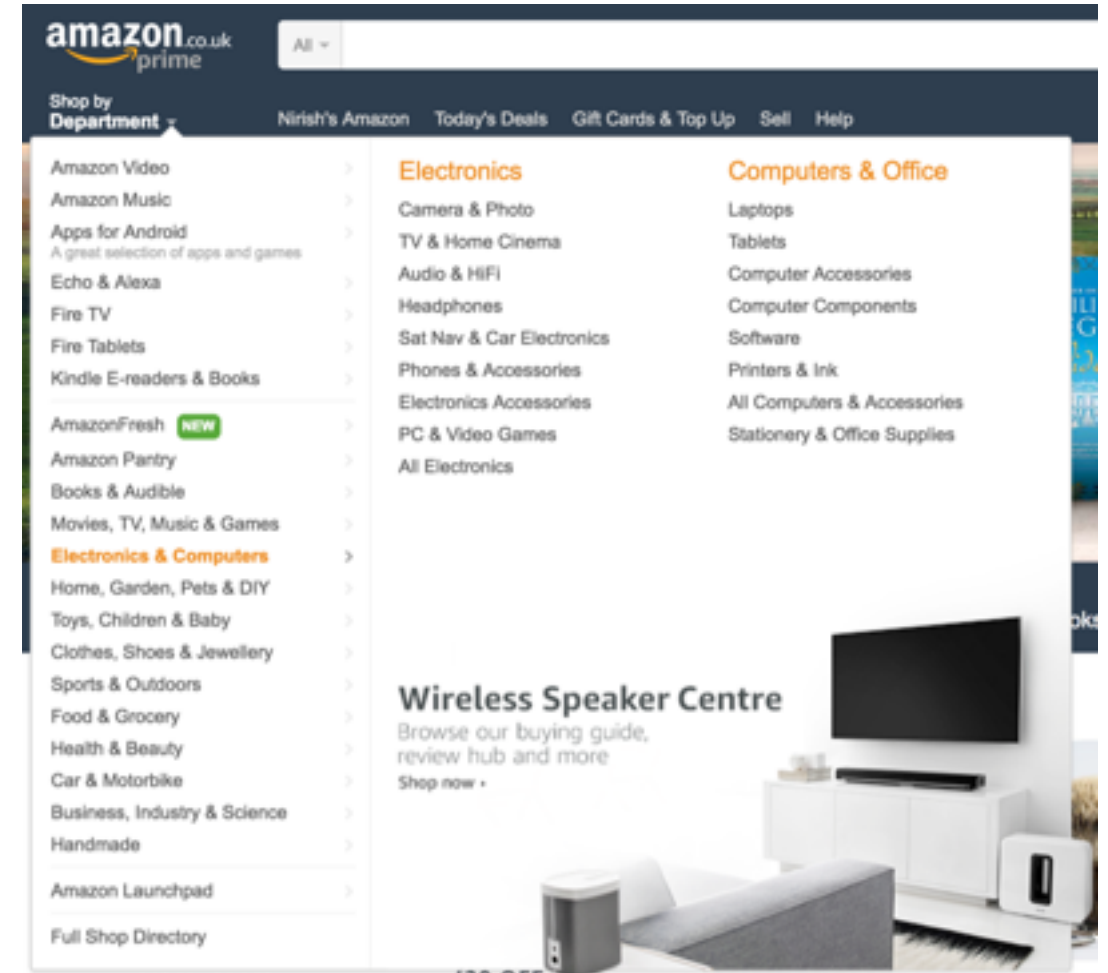
- Shows grouping of content
- Most common structure in websites



# IA IS STRUCTURED CONTENT

## HIERARCHICAL STRUCTURE

- Shows grouping of content
- Most common structure in websites



# IA IS STRUCTURED CONTENT

## MIND MAP / CONCEPT MAP

- A way of visualising relationships between abstract ideas
- **Use when:** Trying to explain how people imagine the relationship between content.





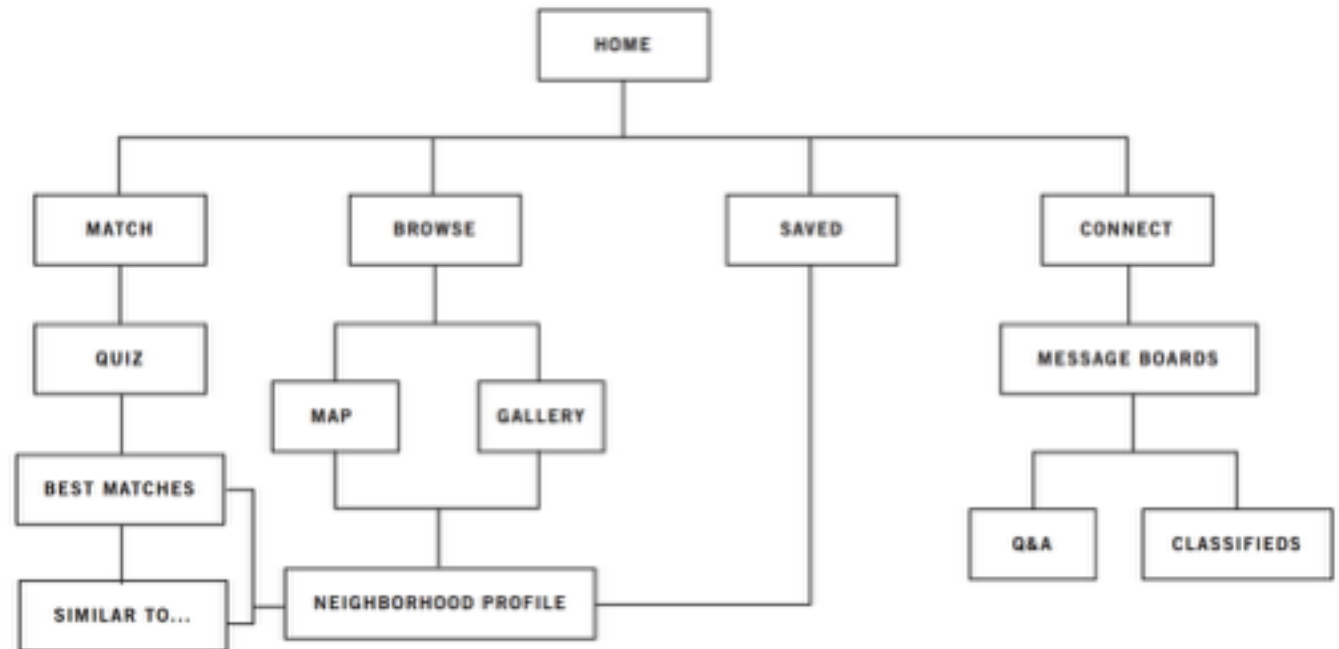
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# SITEMAP

- › 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.

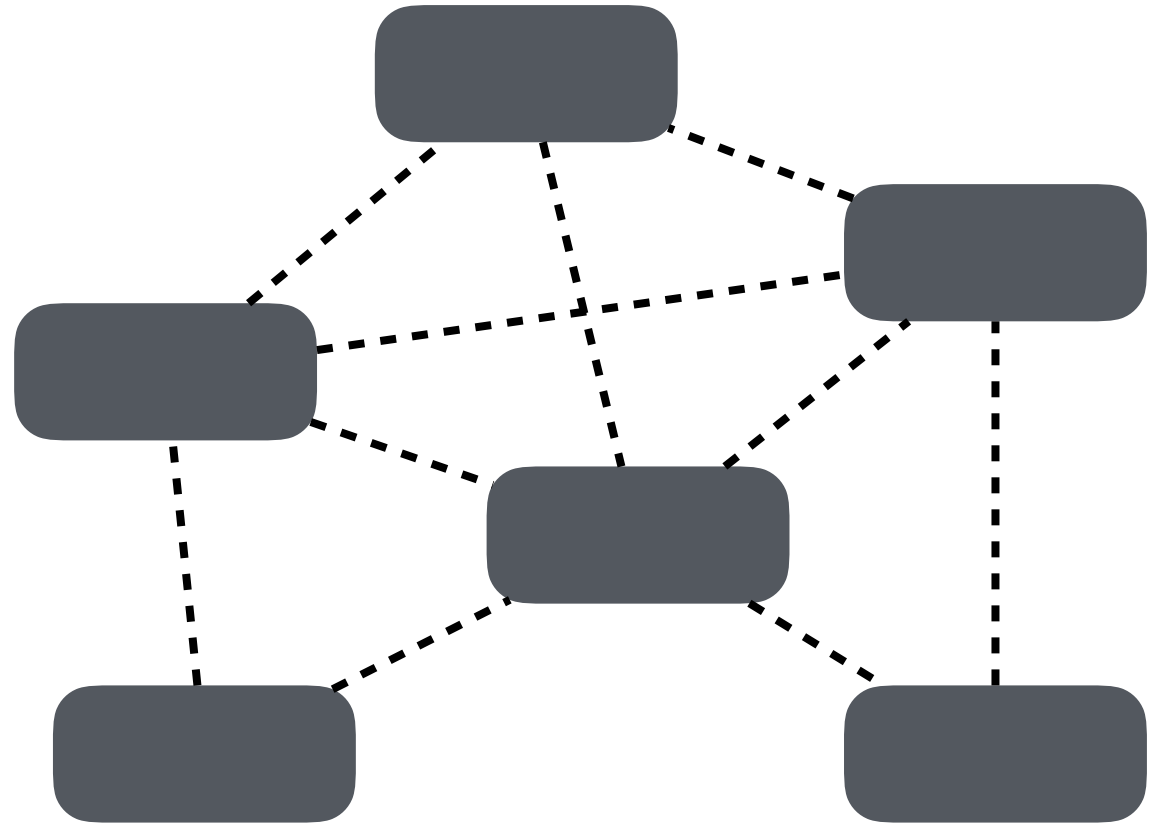


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# NETWORK & WEB STRUCTURE

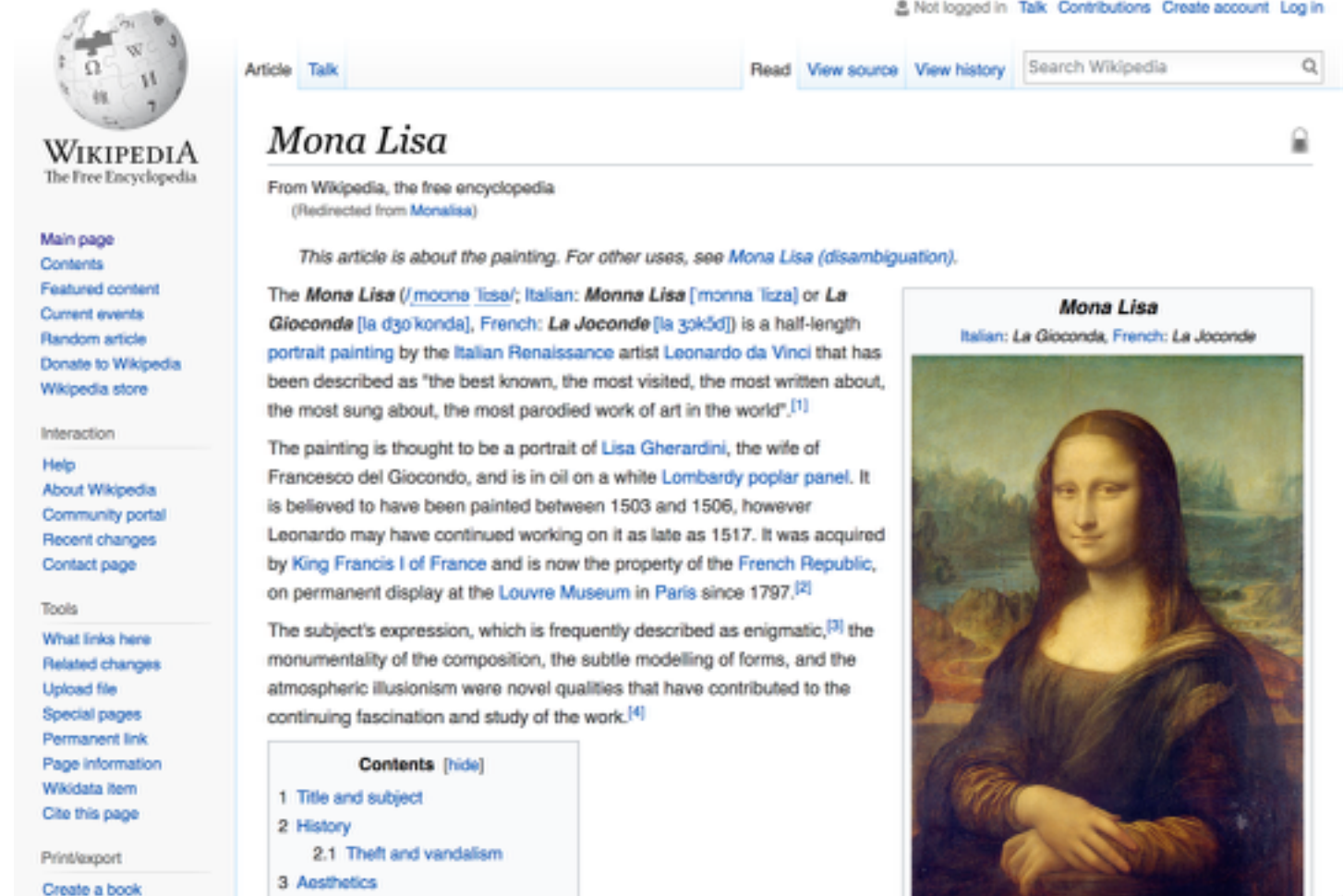
- Shows relationships between unstructured content
- Flexible but can be difficult to learn



# IA IS STRUCTURED CONTENT

## NETWORK & WEB STRUCTURE

- Shows relationships between unstructured content
- Flexible but can be difficult to learn



The screenshot shows the Wikipedia article for 'Mona Lisa'. The page layout includes a sidebar on the left with navigation links such as 'Main page', 'Contents', 'Featured content', 'Current events', 'Random article', 'Donate to Wikipedia', 'Wikipedia store', 'Interaction', 'Help', 'About Wikipedia', 'Community portal', 'Recent changes', 'Contact page', 'Tools', 'What links here', 'Related changes', 'Upload file', 'Special pages', 'Permanent link', 'Page information', 'Wikidata item', 'Cite this page', 'Print/export', and 'Create a book'. The main content area features the title 'Mona Lisa' with a lock icon, a redirect notice '(Redirected from Monalisa)', and a disambiguation note. The article text describes the painting as a half-length portrait by Leonardo da Vinci, mentioning its acquisition by King Francis I of France and its current location at the Louvre Museum. A 'Contents' box at the bottom left lists sections: '1 Title and subject', '2 History' (with a sub-section '2.1 Theft and vandalism'), and '3 Aesthetics'. On the right, there is a large image of the Mona Lisa painting with a caption in Italian and French.

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### Mona Lisa

From Wikipedia, the free encyclopedia  
(Redirected from *Monalisa*)

*This article is about the painting. For other uses, see [Mona Lisa \(disambiguation\)](#).*

The **Mona Lisa** (/ˈmoʊnə ˈliːsə/; Italian: *Monna Lisa* [ˈmonna ˈlizza] or *La Gioconda* [la dʒoˈkonda], French: *La Joconde* [la ʒokɔ̃d]) is a half-length portrait painting by the Italian Renaissance artist Leonardo da Vinci that has been described as "the best known, the most visited, the most written about, the most sung about, the most parodied work of art in the world".<sup>[1]</sup>


The painting is thought to be a portrait of [Lisa Gherardini](#), the wife of Francesco del Giocondo, and is in oil on a white Lombardy poplar panel. It is believed to have been painted between 1503 and 1506, however Leonardo may have continued working on it as late as 1517. It was acquired by [King Francis I of France](#) and is now the property of the [French Republic](#), on permanent display at the [Louvre Museum](#) in [Paris](#) since 1797.<sup>[2]</sup>

The subject's expression, which is frequently described as enigmatic,<sup>[3]</sup> the monumentality of the composition, the subtle modelling of forms, and the atmospheric illusionism were novel qualities that have contributed to the continuing fascination and study of the work.<sup>[4]</sup>

**Contents** [hide]

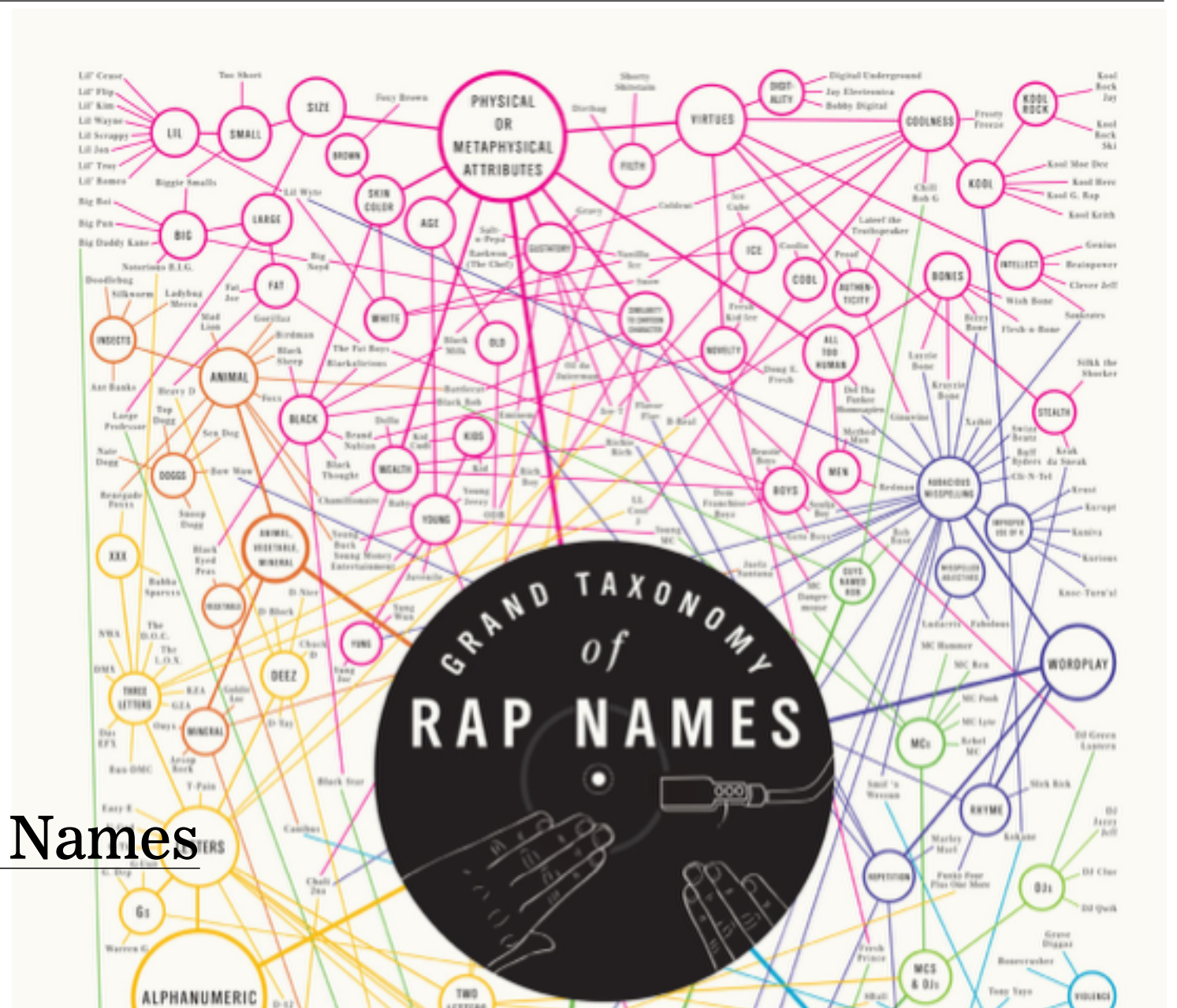
- 1 Title and subject
- 2 History
  - 2.1 Theft and vandalism
- 3 Aesthetics

**Mona Lisa**  
Italian: *La Gioconda*, French: *La Joconde*



# TAXONOMY

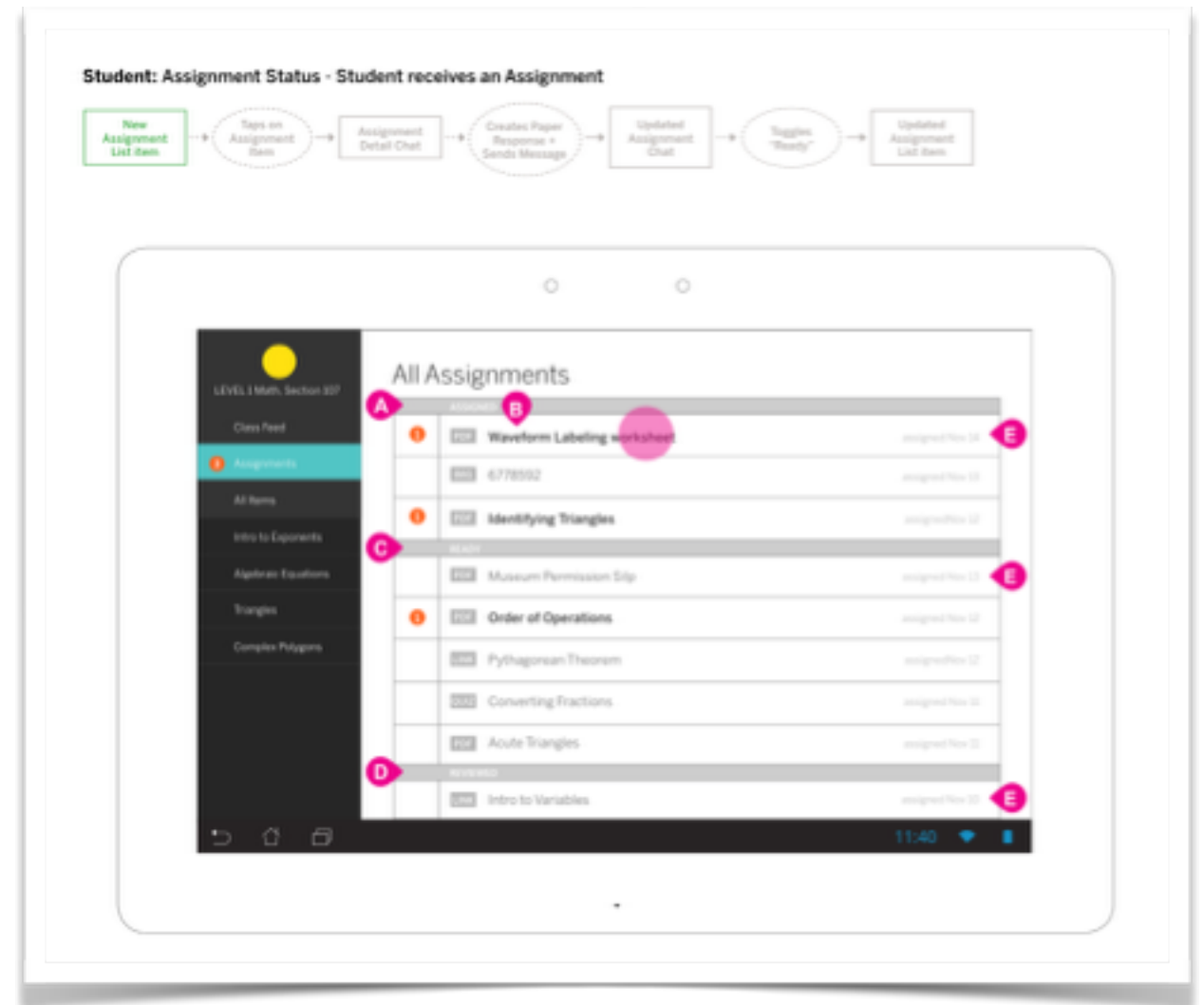
- ## Example: Taxonomy of Rap Names



## IA IS STRUCTURED CONTENT

# 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.





# IA IS STRUCTURED CONTENT

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## REAL WORLD ANALOGY

City planning



Information architecture

Map of the city



Sitemap

Street signs



Navigation