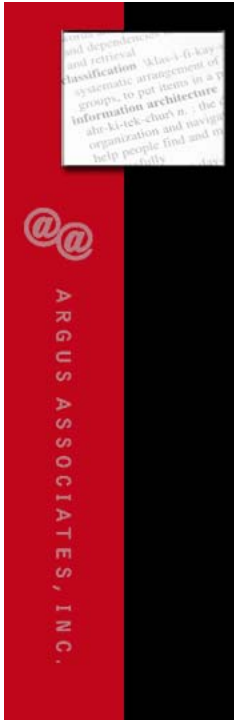


About Us

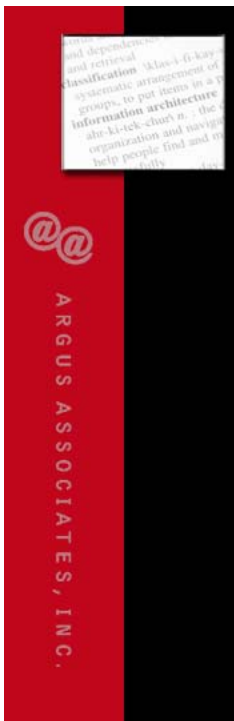
- Argus specializes in Information Architecture; principals wrote *Information Architecture for the WWW* book
- Fortune 500 and dot-com consulting
- Library Science core with usability, anthropology, technology, other influences
- Keith Instone, Usability Specialist
- Kat Hagedorn, Information Architect
- Chiara Fox, Information Architect



Our Presentation (Informal)

- Definition
- Concepts
- Case Study

3



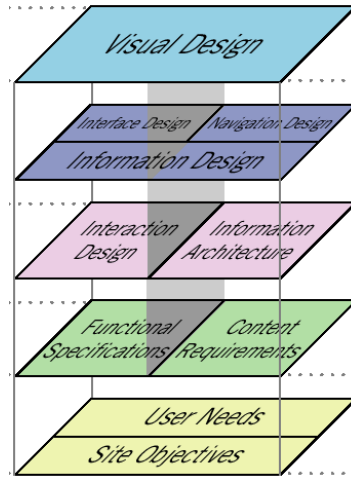
What is Information Architecture?

- The art and science of structuring and organizing information systems to help people achieve their goals.
- Art and science
- Structuring and organizing
- Users' goal: finding information
- Owners' goal: managing information

4



Narrower Definition

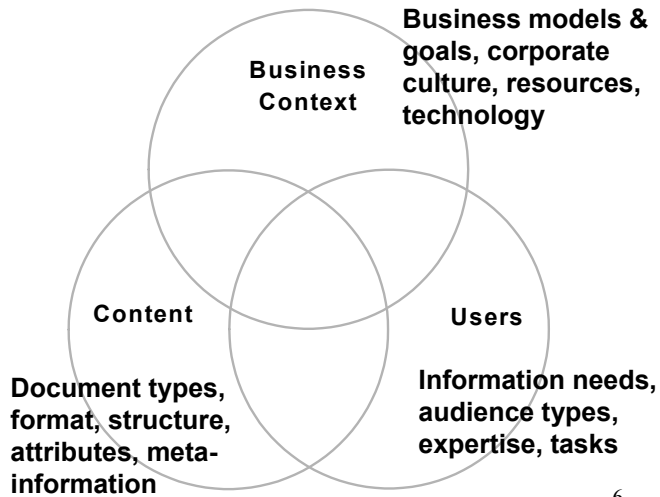


From <http://www.jjg.net/ia/elements.pdf>

5



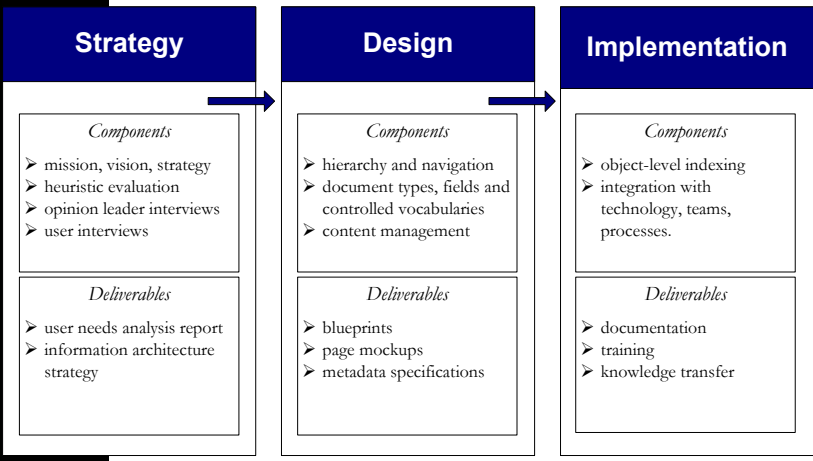
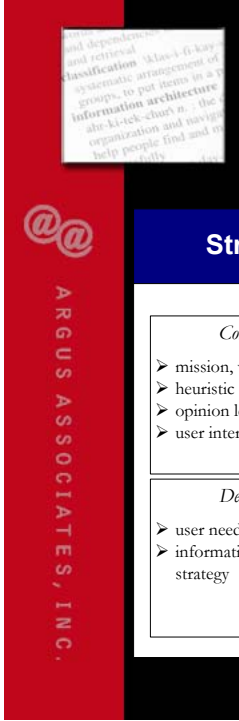
Three Legs for Support



6

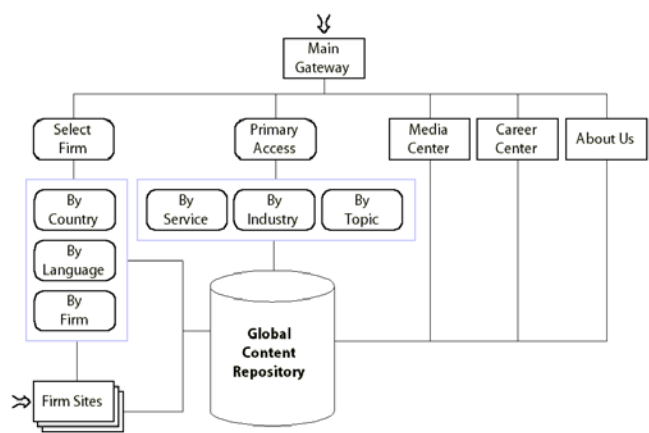
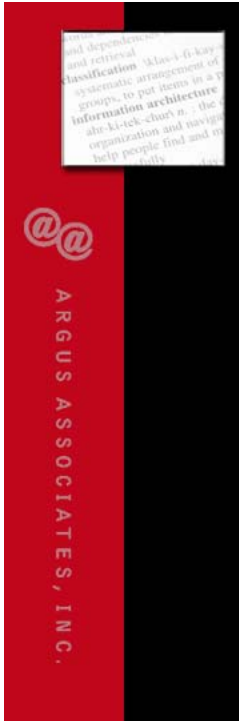
and dependent...
classification...
systematic arrangement of...
groups, to put them in a p...
information architecture...
alt-ki-tek chue's n... the...
organization and navigat...
help people find and...
help people find and...

Methodology



and dependent...
classification...
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Strategy: Content Management



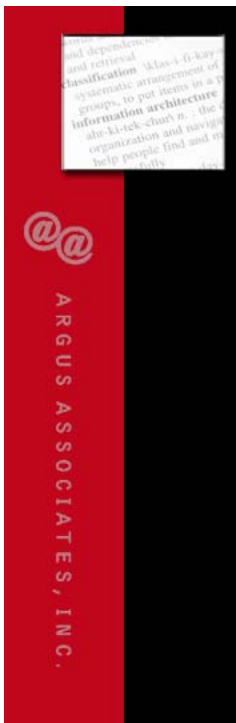


Strategy: Intranet Organization

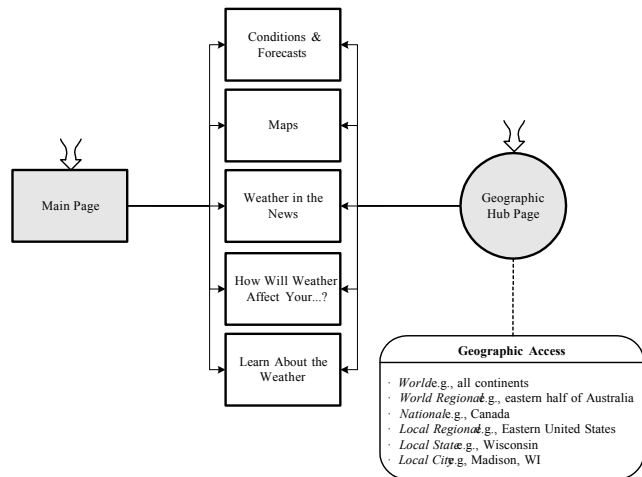
		Product Areas			
		Baby Care	Beauty Care	Health Care	Food & Bev
Resources	Core Competencies				
	Human Safety Testing	X	X	X	X
	Consumer Understanding	X	X	X	X
	Communities of Practice				
	Packaging	X	X	X	X
	Perfume	X	X		

Audience Guide: e.g. Marketing

9



Strategy: Internet Organization

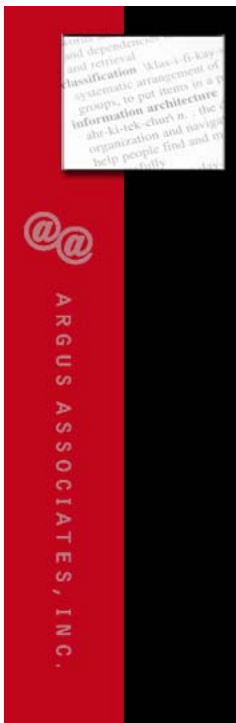
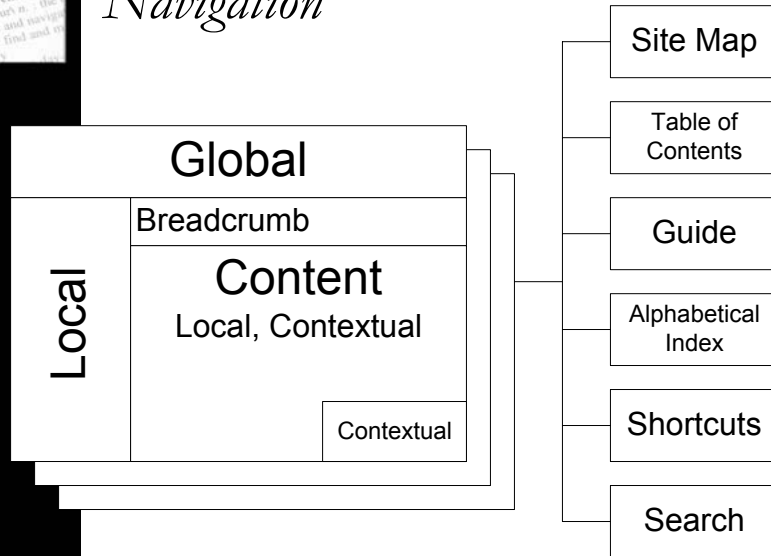


10



and dependent...
 and retrieval...
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 systematic arrangement of...
 groups, to put them in a...
 information architecture...
 ale-ki-tek-cha'e'n... the...
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 help people find and...
 help people find and...

Navigation



and dependent...
 and retrieval...
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 information architecture...
 ale-ki-tek-cha'e'n... the...
 organization and navigat...
 help people find and...
 help people find and...

Organization Schemes

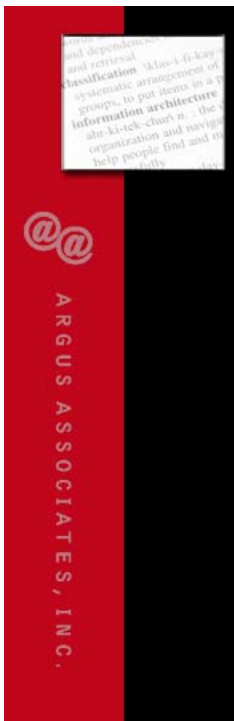
- **Exact**
 - Everything has a place (one right answer)
 - Easy to create and maintain
 - Great for known-item searches
- **Ambiguous**
 - Messy and full of overlap
 - Hard to create and maintain
 - Great for all-encompassing searches and associative learning



Search

- Search stinks, but users demand it
- The Internet challenge
- Go (elsewhere), look-up (specific), about (topical) & shortcut for browsing, (porn)

13



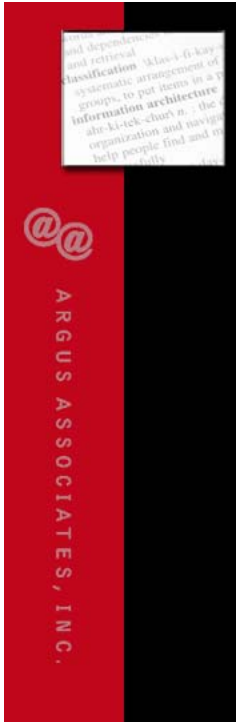
Controlled Vocabularies

- List of preferred and variant terms, subset of natural language
- Used for site organization, navigation labels, meta-tags, database field values,...

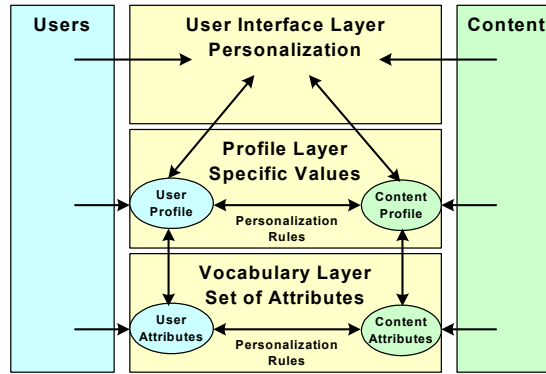
30% of corporations systematically utilize metadata to classify information, while only **1-3% percent** of companies populate those metadata tags using **controlled vocabularies**.

Forrester Research
Building an Intranet Portal (January 1999)

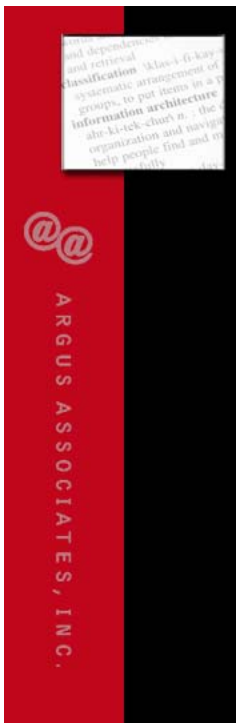
14



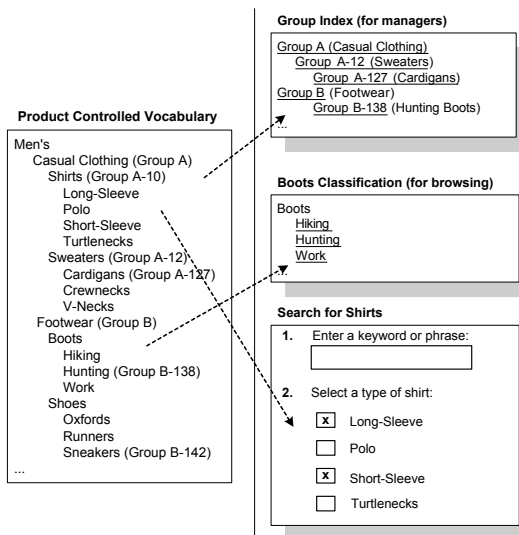
LIS Applied to Buzzwords



15



CVs Applied to Interfaces

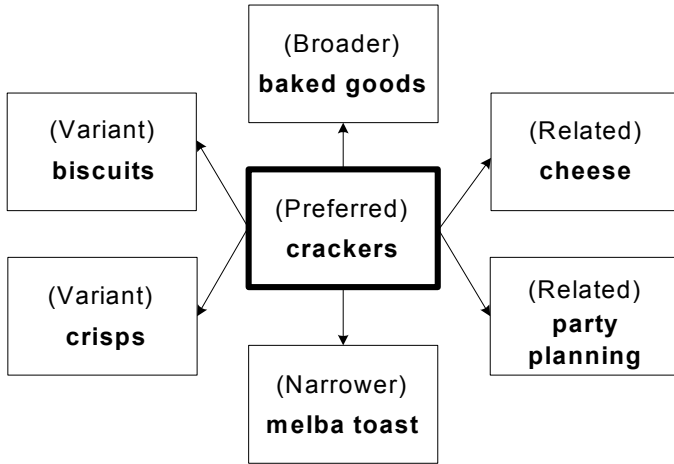


16

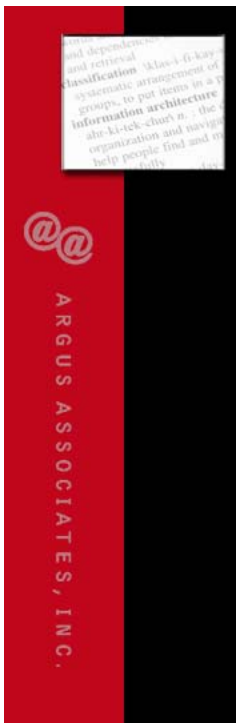


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Thesauri

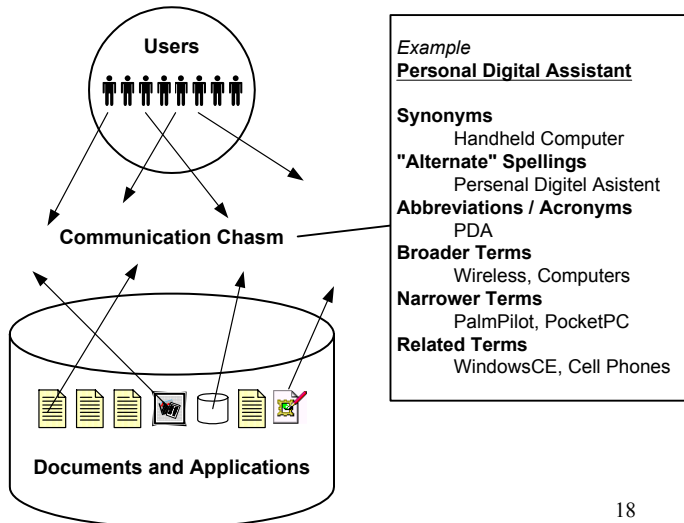


17

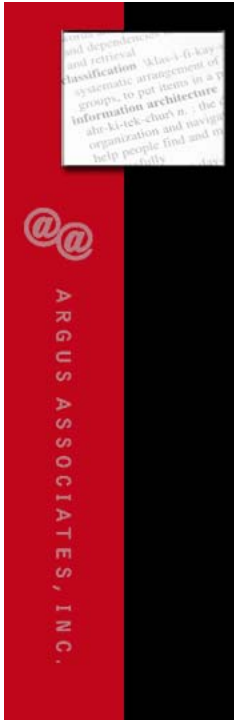


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Thesaurus as Enabler



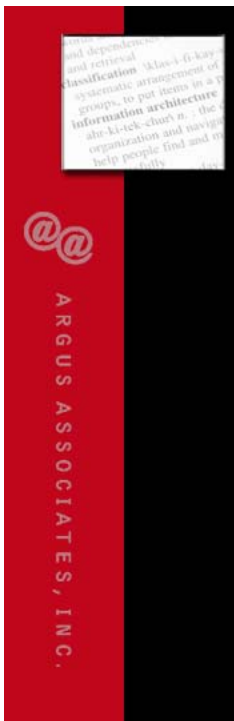
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Other Argus Interests

- Labeling
- Content management
- Auto-classification
- Meta data

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Case Study: Overview

- Electrical control products company
- Internet brochure-style site
- No e-commerce
- Hired to design architecture, both top-down and bottom-up
- “Thank goodness we found you”

20



Case Study: Project Plan

- 14 weeks, 2.5 FTE IAs & PM
- Simplified approach
- Usual S&R methodology
 - Content analysis
 - Search log analysis
 - Comparative analysis
 - Technology assessment
 - Opinion leader interviews
 - and...

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Case Study: Classification Scheme Analysis

- Researched external classifications
 - INSPEC Thesaurus, SIC Codes
- Analyzed internal classifications
 - They had FIVE just for products

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Case Study: Classification Scheme Analysis

Circuit Breakers	Products
Molded Case Circuit Breakers	Catalog
Circuit Breakers	Library
Molded Case Circuit Breakers	OEM
QO/HOMELINE Circuit Breakers	Residential

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Case Study: User Testing

- Session 1
 - Exploratory, learn about user issues
- Card sorting
- Task analysis
 - Current site & competitor sites

26



Case Study: User Testing

- Session 2
 - Tested on the issues we learned in session 1
- More card sorting
- Prototypes!

27



Case Study: User Testing

- Prototypes
 - Main Page
 - Products Main Page
 - Build-Your-Own Product Page

28



Case Study: User Testing

Logo	Contact Us Services & Support Products	
Search <input type="text"/>	<u>Products</u> <ul style="list-style-type: none"> Catalog Product Applications Select Your Product 	Information for: <ul style="list-style-type: none"> Commercial Construction Industrial OEM Residential Strategic Accounts
What's New <ul style="list-style-type: none"> Lorum ipsum lorum ipsum Lorum ipsum lorum ipsum lorum ipsum Lorum ipsum lorum ipsum lorum 	<u>Services & Support</u> <ul style="list-style-type: none"> Installation Manuals Field Support Product Applications 	<u>About</u> <ul style="list-style-type: none"> Employment News Investor Information

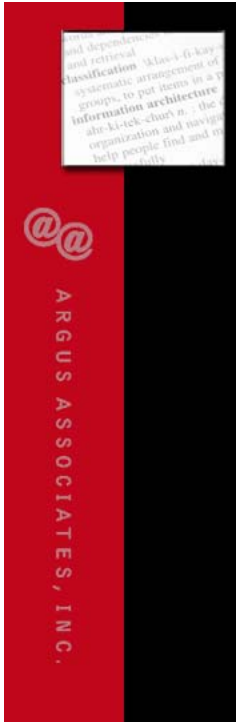
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Case Study: Results

- Findings guided our recommendations
- Only need 1 product classification
- Users are product focused
- Content Type = Product Type
- Users want relevant data first, features second

30



Case Study: Recommendations

- Short-term and long-term
- Top-down and bottom-up
- For example...

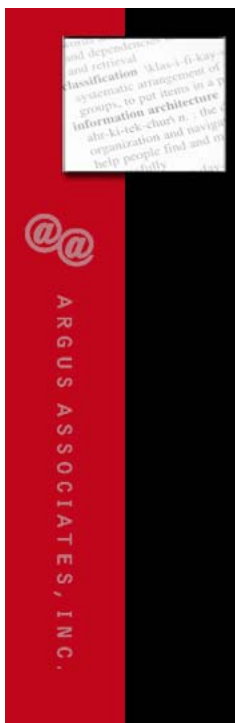
Attribute Name	Granularity Level	Description	Examples	Tagging Process
Information that identifies one content object from another				
Document title	Fine	Full name of the document.	A user's manual for DVD drive.	Manual
ID	Coarse/ Fine	Unique ID number assigned to the content object.	012345	Automatic
Architectural placement	Coarse/ Fine	Location of content object within the site architecture.	Client/ Products/ Transformers	Manual
Language	Coarse/ Fine	Language of the content.	English; Spanish	Automatic



Case Study: More Bottom-up Recommendations

- Choose centralization vs. decentralization
- Develop rules, roles and resources
- Select a tool
- Perform a content inventory and analysis
- Remove the ROT

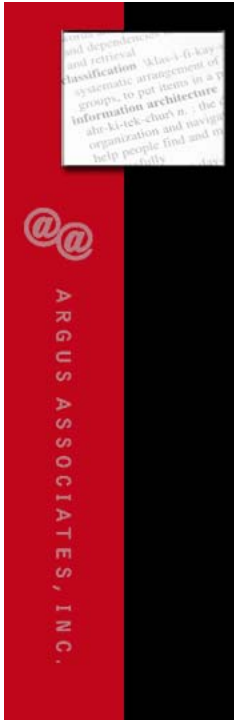
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Case Study: Next Steps

- Define business strategy
- Define audience scope
- Define in-depth timeline for conceptual design
- Hire graphic designer
- Identify user test scenarios
- Write workflow policies and procedures

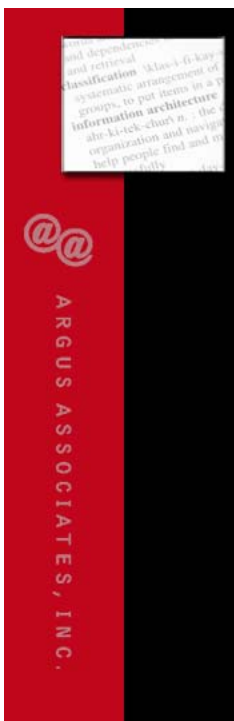
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More About Argus

- Argus Associates
 - Web site (<http://argus-inc.com>)
 - Description of services
- Argus Center for Information Architecture
 - Web site (<http://argus-acia.com>)
 - Events, Interviews, Newsletter (*Strange Connections*)

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Contact Us

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912 North Main Street, Suite 100
Ann Arbor, Michigan 48104
(734) 913-0010

instone@argus-inc.com
hagedorn@argus-inc.com
fox@argus-inc.com

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