

Information Architecture: From wireframes to business strategy

Second Annual Usability and Accessibility Conference
Michigan State University
Usability & Accessibility Center

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About me

- How did I get to where I am?
 - BGSU Computer science > Research > Human-computer interaction > Hypertext > Web usability > Information architecture
- Argus Associates, 1999-2001
 - “I am not a librarian, but ...”
- IBM, 2001-
 - ibm.com User Experience Design team
- User experience professional
 - SIGCHI, Usable Web, UXnet, ...

How did I get *here*?



About this presentation

- What is information architecture and how do you do it?
- *Examples* of IA in action: wireframes and other work products
- *Stories* about how I navigate corporate culture to help companies deliver a quality user experience
- *Discuss* IA &: usability, accessibility, ...
- (Questions along the way please)

Not why I am here (#1)

The screenshot shows the IBM Accessibility Center website. At the top, there is a navigation bar with the IBM logo, "United States", and a search box. Below the navigation bar, there are links for "Home", "Products & services", "Support & downloads", and "My account". The main content area is titled "Accessibility Center" and features a large image of a key. The text reads "Accessibility at IBM: An integrated approach" with a "Learn more" link. There is a "News" section with several links to articles, and an "Accessibility Hot Spot" section with a photo of a man and a quote: "Accessibility – which started out as a". On the right side, there are sections for "Special offer" (Home Page Reader), "Books from IBMers" (Accessibility between the pages), and "Designer from IBM alphaWorks" (Download the latest Web accessibility developer tool).

Not why I am here (#2)

The screenshot shows the United States Postal Service website. At the top, there is the USPS logo and "UNITED STATES POSTAL SERVICE®". Below the logo, there is a navigation bar with "Home" and a "Printer Friendly" link. The main content area is titled "The United States Postal Service & Section 508" and features a quote: "The Postal Service shall have as its basic function the obligation to provide postal services to bind the Nation together through the personal, educational, literary, and business correspondence of the people. It shall provide prompt, reliable, and efficient services to patrons in all areas and shall render postal services to all communities." Below the quote, there is another quote: "The Postal Service will comply with Section 508 of the Rehabilitation Act of 1973, not only because it is the law, but because it's the right thing to do!" and a "BACKGROUND" section. The background section starts with "Since its beginning, the Postal Service has operated with the mission of binding together a diverse and far-reaching nation by efficiently, reliably and promptly delivering the correspondence and communications of its people. Today, Electronic and Information Technology (EIT) has become an integral part of the Postal Service's operations." On the left side, there is a navigation menu with links for "Buy Stamps & Shop", "Grow Your Business", "Send Mail & Packages", "Receive Mail & Packages", "Send Money & Payments", "All Products & Services", and "About USPS & News". There is also a search box with "keyword" and "search" buttons.

Not why I am here (#3)

uuslash - news and views on universal usability Search

Welcome to uuslash

uuslash is for sharing news about universal usability.

There are 4 steps to becoming involved.

1. **Explore:** Read the latest news on this page
2. **Learn:** Read [about universal usability](#) if you are not familiar with it
3. **Join:** [Create an account](#) to join uuslash
4. **Participate:** [Log in](#) to add news and comments

Type of News

- [About uuslash](#) (3)
- [Article](#) (2)
- [Book](#) (3)
- [CUU 2003](#) (7)
- [Discussion](#) (1)
- [Event](#) (2)
- [Journal](#) (6)
- [Organizations](#) (1)

Universal usability at CHI 2004

3 May, 2004 - 10:28pm By [Keith Instone](#) [Event](#)

CHI 2004 was last week in Vienna. Here are some of the events that were related to universal usability.

» [login](#) or [register](#) to post comments | [read more](#)

Universal usability in Denmark

16 April, 2004 - 9:49pm By [Cathy Toscan](#) [Organizations](#)

Just a note to let you know that the **Danish chapter of SIGCHI** now has a **Universal Usability working group**. We are particularly interested in contact with others (especially Europeans) working in this area. If you expect to be in Denmark and would like to make a presentation to the group we would certainly like to hear from you.

» [login](#) or [register](#) to post comments

CUU 2003 proceedings

14 December, 2003 - 6:26pm By [Keith Instone](#) [CUU 2003](#)

Links to items from the CUU 2003 proceedings are now available on the [CUU 2003 program page](#).

Links go to the ACM Digital Library. You will have to log in to get to the PDF files. My SIGCHI membership gave me access, but if you have a general membership in the ACM you should probably be able to get to them as well. After you've found them, the first

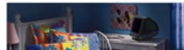
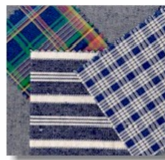
Not why I am here (#4)



How an Information Architect thinks at home...



Ok, I like these Thomas bed sheets – what else do they make?



Dave Barry
Humor columnist Dave Barry has been based with the Miami Herald since 1983. He won the Pulitzer Prize for commentary in 1988. Barry writes every Saturday in the Daily News about various major issues.

Perfect gift for laidoff guy: Barbie

Every now and then, on this crazy planet we call 'Earth,' you come across a story so darned heartwarming that you need to take a prescription antacid. This is such a story.

I found out about it from alert reader David Rankin, who sent me the Jan. 3 front page of the Sevier County (Tenn.) Mountain Press ("Sevier County's Daily Newspaper"). On it is an article by J.J. Kindred about a Danville, Va.-based textile company called Dan River, which was closing its Sevierville plant and laying off workers.

Home fashions for kids



DAN RIVER INC.

QUALITY TEXTILES BY DESIGN

[Home](#)

[Company](#)

[Investors](#)

[Home Fashions](#)

[Apparel Fabrics](#)

[Engineered Products](#)

[Search](#)



Dan River's Home Fashions for Kids offers an exciting assortment of juvenile products including today's most popular licensed characters and brands as well as fashion forward, novelty, trend right designs that appeal to kids and moms alike.

[Brands](#)

[Sports](#)

[Just Girls](#)

[All Boys](#)

[Preschool & Educational](#)

Home fashions for kids > Preschool & educational



DAN RIVER INC.

QUALITY TEXTILES BY DESIGN

[Home](#)

[Company](#)

[Investors](#)

[Home Fashions](#)

[Apparel Fabrics](#)

[Engineered Products](#)

[Search](#)

Preschool



Whether it's learning colors, shapes or numbers, how to get along with others, or getting ready for bed, it's just easier to do with friends. That's why kids love Blue's Clues, Sesame Street, Stuart Little, Clifford, The Big Red Dog, Dragon Tales, Bob the Builder™, Dora the Explorer and Thomas & Friends. Dan River's colorful, character-focused bedding makes these preschool experiences come to life.



Home fashions for kids > Preschool & educational > Thomas & friends



Thomas the Tank Engine is a cheeky, fussy, little engine who wears a #1 on his side and never lets anyone forget it. Joining him in his adventures are his engine friends, Percy, James, Harold and more! Sir Topham Hatt is the kindly boss who keeps



Thomas & Friends



All Aboard (Toddler)



Full Steam Ahead

There it is!



Thomas and Friends

Available Products

SHEET SETS

Twin
Full
Individual Pillowcase

COMFORTERS

Twin
Full

PILLOWSHAMS

Standard

COMFORTER/ SHEET SET

Twin
Full

WINDOW FASHIONS

Drape 82 x 63
Valance 84 x 15

PILLOWS

16" Square
Snuggle



Click On Image To View Full Screen Image



Where To Buy?

Brands, Sports, Just girls, All boys, Preschool & educational



Girls vs. Boys Scooby-Doo



Scooby-Doo: By gender

Product	All Boys	Just Girls
1. Thumbprints	Yes	Yes
2. Scooby-do	Yes	Yes
3. Silhouettes	Yes	Yes
4. Nostalgic	Yes	Yes
5. What's up Scooby-Doo?	Yes	Yes
6. Sports Legend	Yes	
7. Scooby-Doo's Bold Adventure	Yes	
8. Day Dream'n (Toddler)	Yes	
9. Sweetheart		Yes
10. Springtime		Yes

Dan River Home Fashions for Kids: Classification scheme

Type	Total	Boy	Girl	Neutral	Toddler
Young at heart	2		(2)		
Tonka	2	(2)			
Olive Kids	11	(6)	(3)	(2)	
Casual Kids	2	(1)	(1)		
NFL	4	(4)			
MLB	3	(3)			
NHL	2	(2)			
NASCAR	6	(6)			
NCAA	1			(1)	
Scooby-Doo	10	3	2	5	1 (B)
Looney Tunes	8	1	6	1	
Spiderman	2	2			1 (B)
GI Joe	2	2			
Diva Starz	1		1		
Powerpuff Girls	5		5		1 (G)
Barbie	10		10		
Thomas Tank Engine	3	(3)			1 (B)
Bob the Builder	3	(3)			

Wireframe

Logo

[Home](#) | [About the company](#) | [Home Fashions](#) | [Apparel Fabrics](#) | [Engineered Products](#) | [Search](#)

We have **77** Home Fashion for Kids products. Select what matters most to you to find exactly what you are looking for.

Gender suitability: [Just for boys](#) (38), [Just for girls](#) (30), [For both](#) (9)

Bed size: [Twin](#) (73), [Toddler](#) (4), [Full](#) (50)

Styles: [Young at heart](#) (2), [Olive kids](#) (11), [Casual kids](#) (2)

Sports: [NFL](#) (4), [MLB](#) (3), [NHL](#) (2), [NASCAR](#) (6), [NCAA](#) (1)

Characters: [Barbie](#) (10), [Bob the Builder](#) (3), [Diva Starz](#) (1), [Gl Joe](#) (2), [Looney Tunes](#) (8), [Powerpuff Girls](#) (5), [Scooby-Doo](#) (10), [Spiderman](#) (2), [Thomas the Tank Engine](#) (3), [Tonka](#) (2)

Accessories: [Drapes & valances](#) (60), [Canopies](#) (22), [Blankets](#) (25), [Bedskirts](#) (75), [Pillows](#) (66)

Image1	Image2	Image3	Image4	Image5
Image6	Image7	Image8	Image9	Image10

Wireframe

Logo

[Home](#) | [About the company](#) | [Home Fashions](#) | [Apparel Fabrics](#) | [Engineered Products](#) | [Search](#)

There are **6** Home Fashion for Kids products that match your criteria:

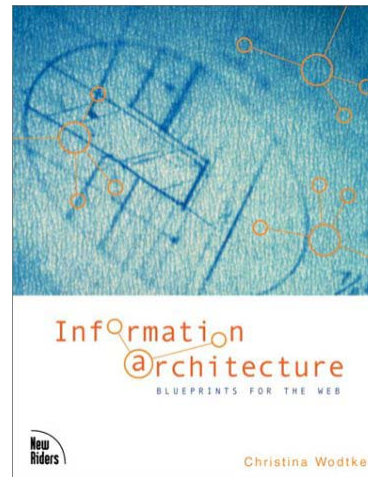
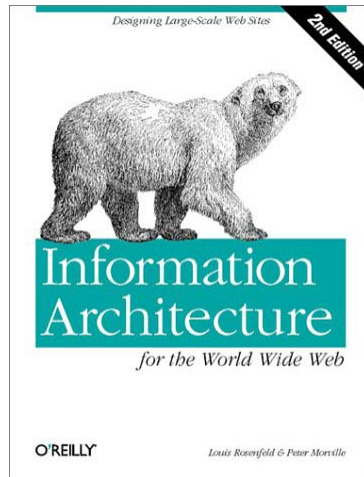
Gender suitability: [Just for girls](#), Character: [Looney Tunes](#)

Bed size: [Twin](#) (6), [Full](#) (4)

Accessories: [Drapes & valances](#) (5), [Canopies](#) (1), [Blankets](#) (2), [Bedskirts](#) (6), [Pillows](#) (6)

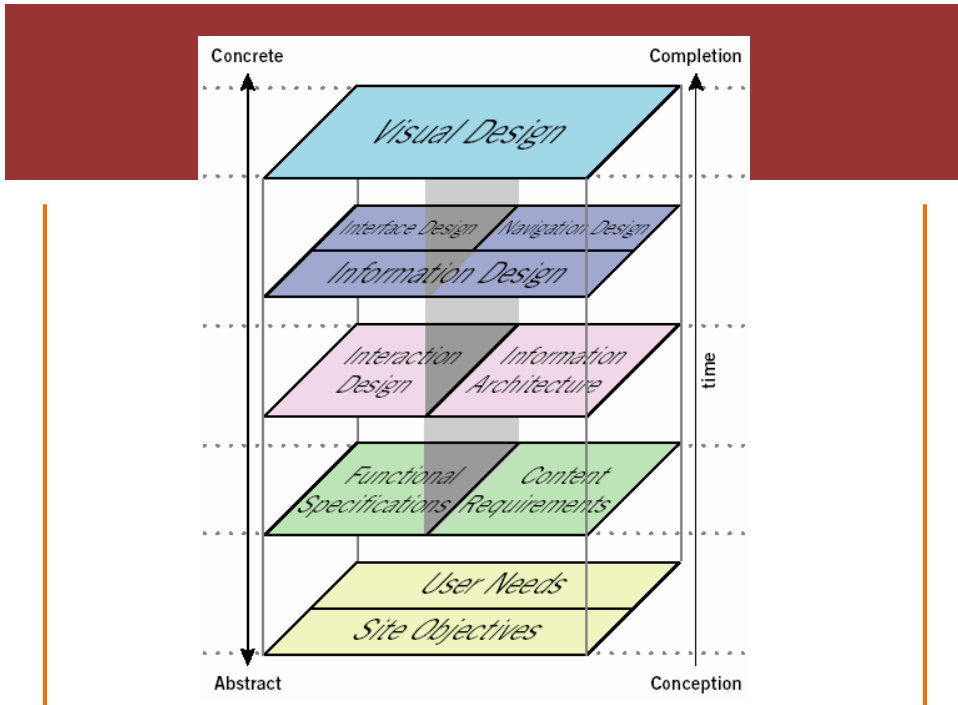
Image1	Image2	Image3
Image4	Image5	Image6

Information Architecture: By (buy) the book(s)



Definition of IA (from aifia.org)

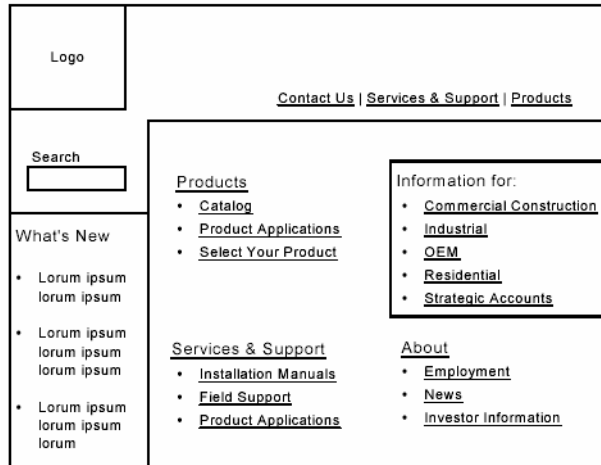
- The structural design of shared information environments.
- The art and science of organizing and labeling web sites, intranets, online communities and software to support usability and findability.
- An emerging community of practice focused on bringing principles of design and architecture to the digital landscape.



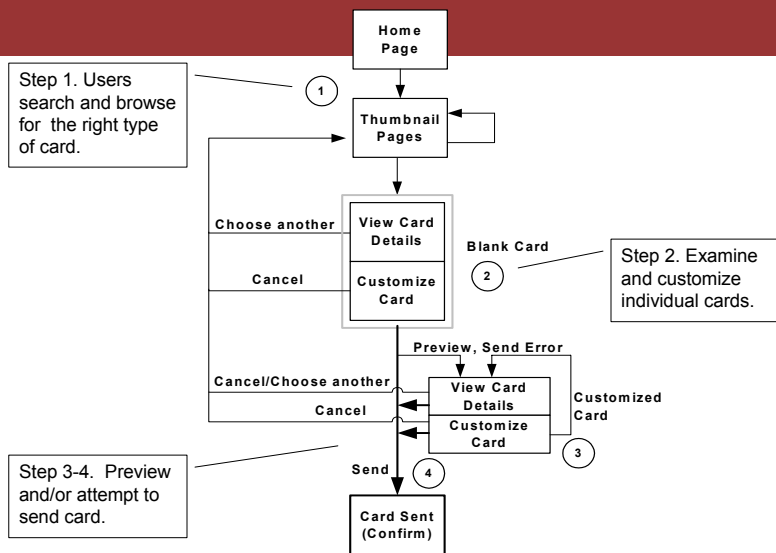
What does an IA do?

- Wireframes
 - Conceptual
 - Design
- Blueprints
 - Structure
 - Flow
- User interface design
- Library science
- Business / IA strategy
- (Broad vs. narrow roles)

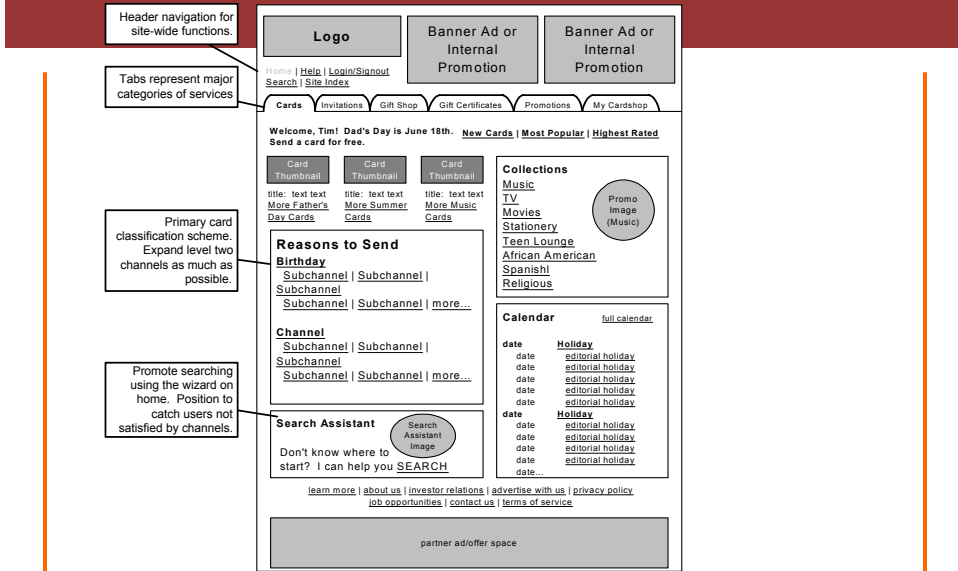
Conceptual wireframes



"Flow" diagrams (Egreetings.com)



Conceptual wireframes (Egreetings.com)



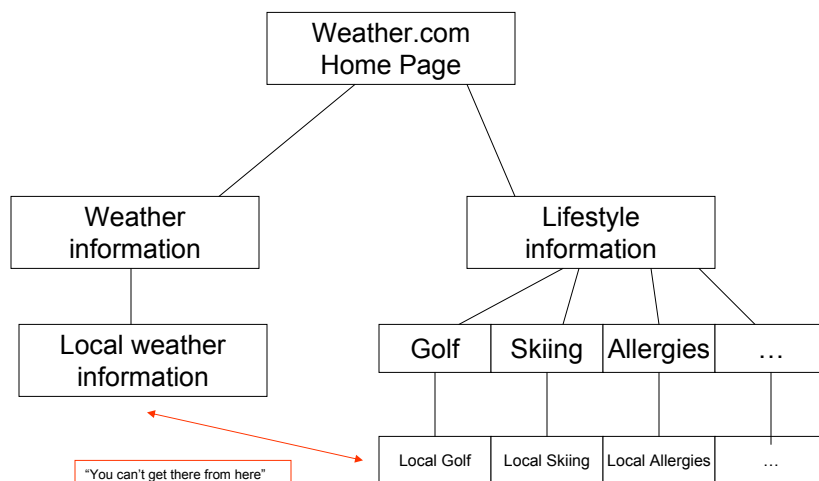
Weather.com (1999 project)

- Weather.com was #1 but feeling pain: organic growth, content management, keeping up with the business strategy (scaling)
- Stakeholder interviews, business analysis
- Content analysis
- Competitive reviews (experts, users)
- User research (card sorting, usability testing)
- Developed the IA strategy – how the organization of information supports both the business strategy & the user experience

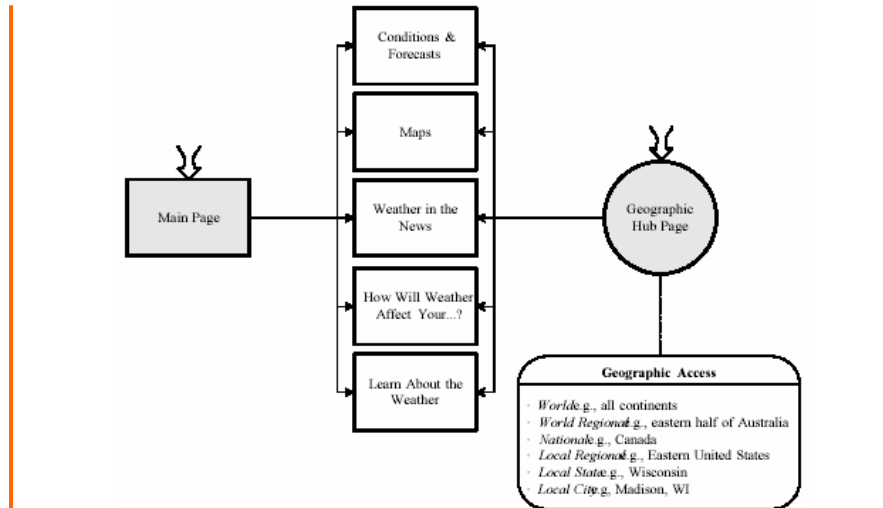
Weather.com – Information Architecture Strategy

- Local weather “home pages”, both weather data and life-style information
- Syndicate Weather Channel brand for “convenience” users
- Personalization to stay ahead of the competition (a model - http://argus-acia.com/white_papers/personalization.html)

Previous Weather.com User Experience



IA Strategy diagram



Weather.com – Contextual Local Page

The screenshot shows the Weather.com interface for Maumee, OH (43537). The page is highly contextualized with several key sections:

- Navigation:** Home, Health, Travel, Sporting Events, Recreation, Home & Garden, Local, World, News, Maps, My Weather.
- Current Conditions:** Sporting Events, scroll down for map and 10-day forecast. Temperature: 88°F, Fair, Feels Like 89°F.
- Current Golf Tour Weather:** Waynesborough Country Club, Partly Cloudy, 92°F.
- Current racing weather:** New Hampshire Int'l Speedway, Partly Cloudy, 94°F.
- Recommended Sporting Events Links:** Get up to the minute conditions at golf courses across the U.S., Look up current water temperatures at your favorite locations.
- In the Spotlight:** Sign up for allergy and weather emails, Skills for school, confidence for everything else.
- Your Maumee, OH (43537) ...**
 - Area pollen reports
 - Golf course forecasts and conditions
 - Airport delays and travel conditions
 - Gardening tips and forecast
- Doppler Radar 600-Mile:** Map showing precipitation intensity around Detroit, Michigan.

Weather.com - Syndication

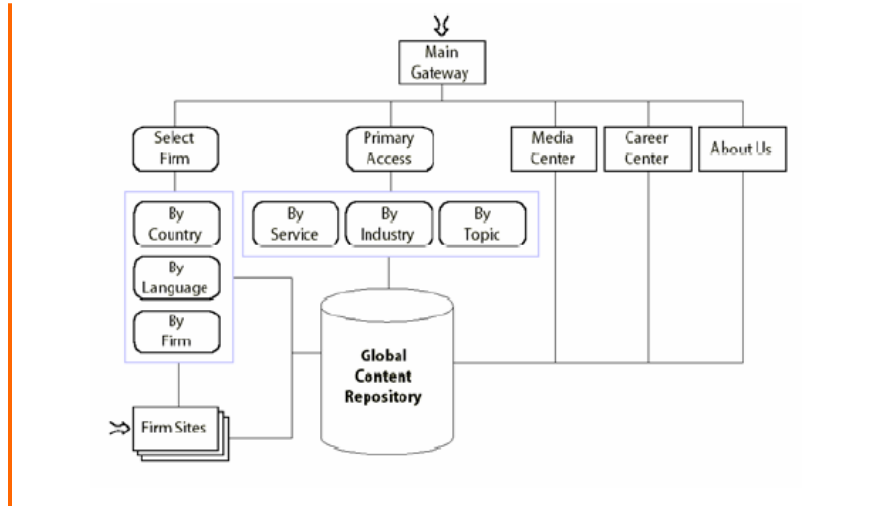
The screenshot shows the Fodors.com website interface for Columbus, Ohio. At the top, there is a navigation bar with links for Destinations, Hotels, Restaurants, News, Talk, Booking, Bargains, and Products. Below this is a search bar and a 'Site' dropdown menu. The main content area features a large header for 'COLUMBUS' with a map of the city. A sidebar on the left contains a navigation menu with categories such as Overview, Sightings & Activities, Restaurants, Hotels, Nightlife & the Arts, Shopping, Smart Travel Tips, Web Links, and Features. The main content area includes a 'Map of Columbus' link, a 'RELATED DESTINATIONS' section with links to Cincinnati, Cleveland, Detroit, and Pittsburgh, a 'WEATHER' section showing a forecast of 48°F/9°C with light rain, and a 'CURRENCY CONVERTER' section at the bottom.

Ernst & Young (1999)

- Global “branding” problem
- Each country had its own web site, its own design, its own content
- An “international” site made it all worse

- Assumption: the business will be integrated
- Task: How to integrate the content to make a good experience (promote the global brand)

Strategic / Conceptual Blueprint




Current Global

Global E-mail This Page | Site Map | Contact Us | Print

▼ Select a Country/Region | **Global Home** **ERNST & YOUNG**
Quality In Everything We Do

[Issues & Perspectives](#) | [Services & Solutions](#) | [Industries](#) | [About Us](#) | [Media](#) | [Careers](#)

Global Home



Questions for Audit Committees

Sarbanes-Oxley has sharpened the focus on internal financial controls. Audit committees can make an important contribution towards strengthening these controls by using their tremendous business experience, deep knowledge of the company and sound judgement. They must also ask the right questions of management and external auditors, demand clear answers and hold both parties accountable. Read more in [Issues and Perspectives](#).

Search

Careers

Ernst & Young's commitment to ensuring employees have challenging careers and fulfilling lives outside of the office was recently confirmed by our US firm being named by *Working Mother* magazine as one of its "100 Best Companies for Working Mothers" for the sixth consecutive year, and seventh year overall. Visit the [Careers](#) pages to see the opportunities on offer to you.

Poll Results

New This Month

European Defense Market Too Small, Says Survey

Ernst & Young, in collaboration with the Center for Prospective Strategic Studies has conducted a survey of all the major companies involved in the French Defense industry. It found that 83% of those

Sarbanes-Oxley: Rule Updates and Business Trends

In the past year, the requirements imposed by Sarbanes-Oxley have evolved as the US Securities and Exchange Commission (SEC) has proposed and finalized a number of rules relative to the act. Ernst &

Insight into Irish Entrepreneurs' Best Practice

There is no textbook to capture all the facets of managing a fast-growing entrepreneurial business. However, there are always lessons to be learnt from one's peers. Ernst & Young Ireland has


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Global Home > US Home




What Goes Up Must Come Down In Retail


It can be tough to grow a retail company, especially in the apparel category. Deflation is making it difficult to increase revenues. Are globalization factors, such as offshore sourcing, having a major impact on the retail/consumer products industry? Hear Jay McIntosh, Ernst & Young's America's Director of Retail and Consumer Products, speak on the topic of deflation and its effect on many retail and consumer products companies.

▶ Play ▶ Transcript

New This Week



Q3 Venture Capital Momentum Continues
The value of venture capital investment stayed even



U.S. Economy Hitting On All Cylinders
Sharp acceleration of U.S. economic activity in June

Sarbanes-Oxley Act and Corporate Reform Underway

▶ [Board Directors Offered Straight Talk About Reformation](#)

Search

US

Search all ey.com

Spotlight on the Road to Palm Springs

Road Jeff Briggs of Firaxis Games and Sergey Brin and Larry Page of Google, Inc. are among the more than 400 regional winners vying to become the 2003 Ernst & Young National Entrepreneur Of The Year® in Palm Springs on Nov. 22. Jay Leno, host of the "Tonight Show with Jay Leno," will be master of ceremonies at the black-tie gala, during which 10 other national awards will be presented. Each week until then

Current Finland

Suomi
Palautus | Tulostusversio

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[Ajankohtaista](#) | [Palvelut](#) | [Toimialat](#) | [Tietoa E&Y:sta](#) | [Tiedotus](#) | [E&Y tyypaikkana](#)

Global Home > Kotisivu



Tervetuloa Ernst & Youngiin

Muuttuuko yrityksesi liiketoimintaympäristö nopeasti? Saattoi tarpeeksi tietoa toimialasi uusista käänneistä? Haluatko pysyä mukana kehityksen kärjessä? Jatkuvasti muuttavassa maailmassa tarvitaan muutoshalun lisäksi laaja-alaista tietoa toimialakohtaisesta kehityksestä sekä yleisestä taloudellisesta ilmapiiristä. Tiedonhaku on yksin kuitenkin vaikeaa. Me voimme auttaa sinua antamalla käyttöösi maailmanlaajuisen osaajiemme verkoston ja asiantuntemuksemme paikallisesti kautta Suomen.

Global Information Security Survey 2003

Tuoreen kyselytutkimuksen mukaan tietoturva-asioista keskustellaan harvoin liikkeenjohdon kanssa. Taloudellisen taantuman aiheuttamien turvallisuus...

Suomen ensimmäiset EOY-aluevoittajat valittu

Uudenmaan parhaaksi kasvuyrittäjäksi valittiin **Trainers' House**n omistaja Jyrki Ileri. Sarjan voittajaksi valittiin...

EY Academyn ohjelma syksyllä 2003

Syyskauden seminaareissamme käsitellään ajankohtaisia verkostysymyjä sekä muuttuvaa kilpailu- ja neuvontatilaa. Tietoa olet täällä...

Search

Finland

Search all ey.com

Käipätkö haasteita?

Tutustu monipuolisiin uramahdollisuuksielimme.

Tiedotuslehti Ernien

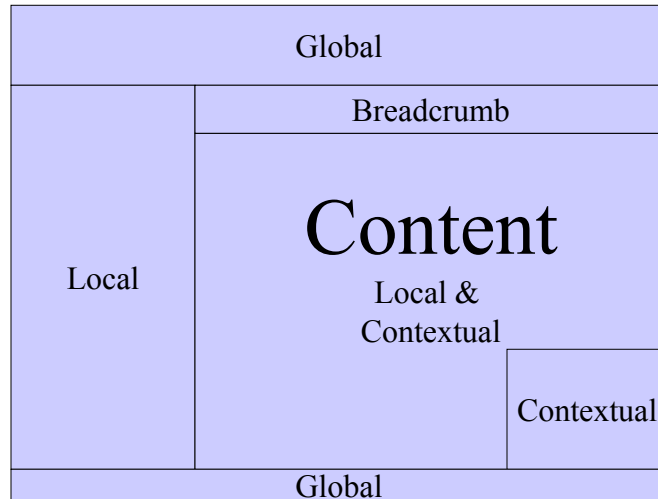
Uusin Ernien, E&Y:n tiedotuslehti on numero 4/2003.

Olemme lähellä sinua

Löydät meistä 20 eri paikkakunnalta ympäri Suomen. Ota yhteyttä

In English

More examples of what IAs worry about: Navigation



Breadcrumb Navigation

- Location: A page always has the same breadcrumb no matter how you get there (“you are here”)
- Path: Breadcrumb differs based on how you got there
- Attribute: A page has many breadcrumbs, each representing a characteristic

Location Breadcrumbs

From:

Directory > Business and Economy > Shopping and Services > Sports > Hockey → Ice Hockey

Directory > Recreation > Sports > Hockey > Ice Hockey → Shopping and Services

Shopping and Services > Ice Hockey

[Directory](#) > [Business and Economy](#) > [Shopping and Services](#) > [Sports](#) > [Hockey](#) > [Ice Hockey](#)

Search the Web just this category

Search

INSIDE YAHOO!

[NHL Hockey](#) on Yahoo! Sports

get scores, news, schedules, team and player info, and more

[Hockey Gear](#) | [NHL News](#) | [Fantasy Hockey](#) | [Groups](#)

CATEGORIES

- [Books@](#)
- [Collectibles](#) (9)
- [Gear and Equipment](#) (55)
- [Ice Skating@](#)
- [Instruction](#) (59)
- [Magazines@](#)
- [Software](#) (4)
- [Training Aids](#) (5)

Path Breadcrumbs

View all: [Men](#) > [Pants & Shorts](#) >

Scroll



Worn Loose-Fit Jeans

\$24.99 - Regular [reg. \$34.50]

\$29.99 - Tall [reg. \$38.50]

Designed to sit slightly lower than t
jeans are the pinnacle of comfort, s
Updated with a new color and wash

View all: [Sale](#) > [Men](#) >

Scroll



Worn Loose-Fit Jeans

\$24.99 - Regular [reg. \$34.50]

\$29.99 - Tall [reg. \$38.50]

Designed to sit slightly lower than t
jeans are the pinnacle of comfort, s
Updated with a new color and wash,

Attribute Breadcrumbs



Browse for music in:

- [Styles](#) > [Children's Music](#) > [General](#)
- [Styles](#) > [Rock](#) > [Progressive](#) > [Progressive Rock](#)
- [Today's Deals in Music](#) > [Children's Music](#) > [CDs \\$7 - \\$10](#)
- [Today's Deals in Music](#) > [Rock](#) > [Progressive Rock](#) > [CDs \\$7 - \\$10](#)
- [Today's Deals in Music](#) > [Children's Music](#) > [All Bargain Titles](#)
- [Today's Deals in Music](#) > [Rock](#) > [Progressive Rock](#) > [All Bargain Titles](#)
- [Travel](#) > [Bargains](#) > [Music](#) > [Children's Music](#) > [CDs \\$7 - \\$10](#)
- [Travel](#) > [Bargains](#) > [Music](#) > [Rock](#) > [Progressive Rock](#) > [CDs \\$7 - \\$10](#)
- [Amazon.com Outlet](#) > [Music Outlet](#) > [Children's Music](#) > [CDs \\$7 - \\$10](#)
- [Amazon.com Outlet](#) > [Music Outlet](#) > [Rock](#) > [Progressive Rock](#) > [CDs \\$7 - \\$10](#)

Example: Faceted browse (LIS + UI)



Preparation method = Microwave

epicurious The World's Greatest Recipe Collection Advanced Search

[Home](#) | [Eat](#) | [Drink](#) | [Learn](#) | [Shop](#) | [Recipes](#) | [Restaurants](#) | [Bon Appétit](#) | [Gourmet](#) | [TV](#) | [Forums](#) | [Travel](#)

Browse > Microwave

Refine by : [Main Ingredient](#) | [Course / Meal](#) | [Cuisine](#) | [Season / Occasion](#)

Beans (1)	Dairy (9)	Grains (1)	Olives (1)	Poultry (2)
Beef (1)	Eggs (1)	Greens (2)	Onion (3)	Rice (2)
Berries (1)	Fish (2)	Herbs (3)	Peppers (4)	Shellfish (1)
Cheese (5)	Fruits (4)	Mushrooms (2)	Pork (3)	Tomatoes (4)
Chocolate (1)	Garlic (1)	Nuts (3)	Potatoes (9)	Vegetables (23)
Citrus (2)	Ginger (4)			

[ARTICHOKE WITH GARLIC SAFFRON SAUCE](#)
Gourmet April 1990

[ARTICHOKE WITH SCALLION TOMATO VINAIGRETTE](#)
Gourmet April 1992

[BAKED APPLES WITH APRICOT AND WALNUT FILLING](#)
Gourmet September 1989

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 Search All Recipes
[Search Strategies](#)

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Fresh designs FOR YOUR TABLE

Selecting a Course/meal is next

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Browse > Microwave

Refine by : [Main Ingredient](#) | [Course / Meal](#) | [Cuisine](#) | [Season / Occasion](#)

Appetizers (5)	Dessert (7)	Salad (3)	Side (29)	Soup (1)
Condiments (3)	Main Dish (12)	Sauce (1)	Snacks (1)	Vegetables (19)

[ARTICHOKE WITH GARLIC SAFFRON SAUCE](#)
Gourmet April 1990

[ARTICHOKE WITH SCALLION TOMATO VINAIGRETTE](#)
Gourmet April 1992

[BAKED APPLES WITH APRICOT AND WALNUT FILLING](#)
Gourmet September 1989

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Course / meal = Main dish

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[Browse](#) > [Microwave](#) > [Main Dish](#)

Refine by : **Main Ingredient** | [Cuisine](#) | [Season / Occasion](#)

Beans (1)	Fish (2)	Mushrooms (1)	Pork (2)	Shellfish (1)
Beef (1)	Ginger (1)	Onion (2)	Poultry (2)	Tomatoes (1)
Cheese (2)	Grains (1)	Peppers (2)	Rice (1)	Vegetables (4)
Dairy (1)	Herbs (2)			

[BRAISED PORK CHOPS WITH PEPPERS](#)
Gourmet June 1990

[BREAKFAST-FOR-SUPPER TOFU BURRITOS](#)
Bon Appétit December 2000

[CHICKEN BREASTS WITH TARRAGON VINAIGRETTE](#)
Gourmet May 1992

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Scanning the 12 items so far

[BRAISED PORK CHOPS WITH PEPPERS](#)
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[BREAKFAST-FOR-SUPPER TOFU BURRITOS](#)
Bon Appétit December 2000

[CHICKEN BREASTS WITH TARRAGON VINAIGRETTE](#)
Gourmet May 1992

[CHINESE-STYLE BRAISED BEEF WITH TURNIPS](#)
Gourmet October 1991

[COQ AU VIN](#)
Gourmet December 1990

[FILLET OF SOLE WITH LEEK SAUCE](#)
Gourmet October 1990

[MUSHROOM BARLEY "RISOTTO"](#)
Gourmet November 1992

[MUSSELS WITH SHALLOTS AND TARRAGON](#)
Gourmet December 1992

[POLENTA WITH VEGETABLES](#)
Gourmet December 1992

[STEAMED FISH FILLETS WITH SCALLION-GINGER OIL](#)
Gourmet June 1991

[TOMATO RISOTTO](#)
Microwave Gourmet
Barbara Kafka
William Morrow and Co., Inc.

[ZUCCHINI WITH JALAPENO MONTEREY JACK](#)
Gourmet July 1993

1 - 12 of 12

Chicken main dishes you can prepare in the microwave

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Browse > Microwave > Main Dish > Poultry

CHICKEN BREASTS WITH TARRAGON VINAIGRETTE
Gourmet May 1992

COQ AU VIN
Gourmet December 1990

COQ AU VIN

Can be prepared in 45 minutes or less.

Make use of the microwave oven.

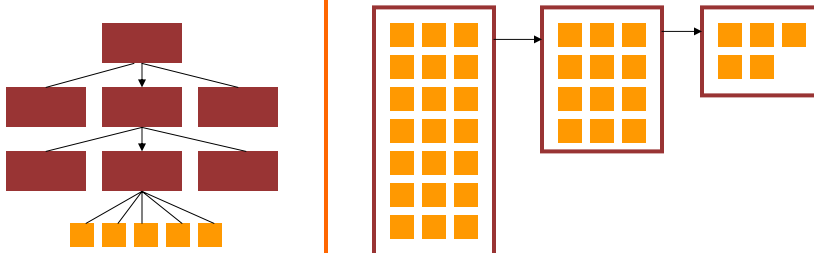
2 slices of lean bacon
10 peeled onions
1 onion, chopped
1 garlic clove, minced
2 tablespoons unsalted butter
3 mushrooms, cut into 1/4-inch slices
1/2 cup chicken broth
1/4 cup dry red wine
1 tablespoon Worcestershire sauce
a pinch of dried thyme
1 whole skinless boneless chicken breast (about 3/4 pound), halved
cooked rice or an accompaniment

Arrange the bacon on a double thickness of microwave-safe paper towels, top it with a double thickness of microwave-safe paper towels, and microwave it at high power (100%) for 2 minutes. Let the bacon cool and crumble it coarsely. In a microwave-safe baking dish combine the peeled onions with 1 tablespoon water and microwave them, covered with a microwave-safe lid, at high power (100%) for 1 minute. Transfer the onions to a bowl, let them cool, and peel them. In the dish microwave the chopped onion and the garlic in the butter, covered with the lid, at high power (100%), among about 2 minutes, for 3 minutes. Add the mushrooms, the broth, the wine, the Worcestershire sauce, the thyme, and salt and pepper to taste and microwave the mixture, covered with lid, at high power (100%) for 10 minutes. Add the chicken, the bacon, and the peeled onions, baste them with the cooking liquid, and microwave the mixture, covered with the lid, for 10 minutes, or until the chicken is cooked through. Serve the mixture with the rice.

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CHIEF'S

Part of a trend: Filtering instead of Hierarchies

- Old days (danriver.com): Click-click-click on categories and finally get to the goodies *at the leaf nodes*
- Trend: One click, get a sample of results ("1-10 of 149"), select a category to get fewer results



Pieces of the user interface

epicurios The World's Greatest Recipe Collection Advanced Search

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Browse > Italian > Cheese **Facet history**

Refine by: **Course / Meal** | Preparation | Season / Occasion **Facet selection**

Appetizers (79)	Brunch (11)	Hors d'Oeuvres (17)	Sandwiches (8)	Snacks (6)
Bread (9)	Condiments (6)	Main Dish (139)	Sauce (1)	Soup (3)
Breakfast (7)	Dessert (20)	Salad (11)	Side (28)	Vegetables (3)

Results

ANGEL HAIR FRITTATA
Bon Appétit July 1992

ANTIPASTO SALAD SANDWICHES
Bon Appétit August 2001

ANTIPASTO SALAD WITH BASIL DRESSING
Bon Appétit August 2002

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Search These 260 Recipes **Item count**

Search All Recipes

Search Strategies

Flamenco – 3 elephants

Refine your search further within these categories: These terms define your current search. Click the **X** to remove a term.

Media: all > drawing (group results)

Location: (group results)
Asia (3)

Date: all > 18th century (group results)
1700 - 1799 (1) Late 18th century (1)

Themes: (group results)
Military (1) Religion (2)
Music, writing, and sport (1)

Objects: all > clothing (group results)
Boat (1) Umbrella (1)
Hat (1)

Nature: all > mammals > elephant (group results)

Places and Spaces: (group results)
Building parts (1) Buildings (1)




People: (group results)
Children (1) Occupations (1)
Men (1) Women (2)

Shapes, Colors, and Materials: all > colors (group results)
Blue (1) Red (1)
Gold (2) White (2)
Green (1)

Artists: (group results)
Anonymous (2)
Chand, mihir, active 18th - 19th century (1)

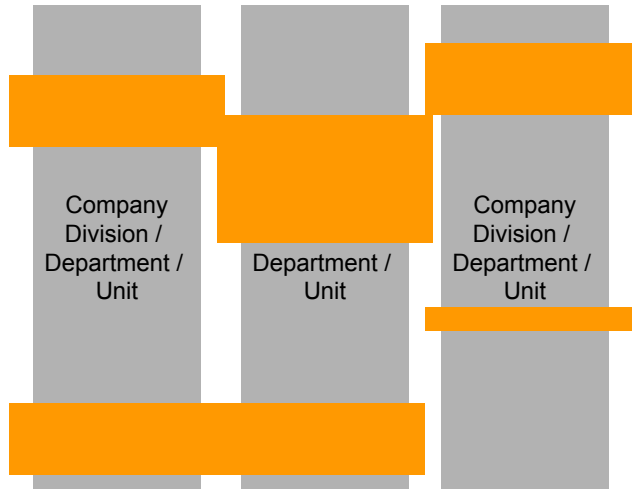
Search all items within current results

3 results (ungrouped, sorted by Object Title) sort by: [date](#), [artist](#)

		
Ganesha and an At... Anonymous late 18th century	Portrait of Nawa... Mihir Chand circa 1780	The Holy Family Anonymous circa 1775 - 1800

Why IA is like business strategy

How customers need to do business with the company



The screenshot shows the IBM Solutions website interface. At the top, there is a navigation bar with the IBM logo, 'United States', a search box, and links for 'Home', 'Products & services', 'Support & downloads', and 'My account'. Below the navigation bar, there is a 'Solutions' header with a background image of three people. The main content area is divided into several sections:

- Assess your needs:** A section with a blue header and text: 'Wondering where to start? Use our [Solutions profiler](#) to find cross-industry solutions that meet your business needs.'
- Find medium business solutions:** A section with a blue header and text: 'Search solutions directory by keyword or phrase.' Below this is a search input field and a 'Go' button. A link below the search field reads '→ Small & medium business'.
- Leverage our industry experience:** A section with a blue header and text: 'We understand your industry. Our proven industry-tailored solutions help you meet the challenges of today's demanding global environment.' Below this is a 'Find industry information:' section with a dropdown menu labeled 'Select an industry' and a 'Go' button.
- Work with our consultants:** A section with a blue header and text: 'Our industry-focused consultants combine problem solving with innovative technology to effectively address your business and IT needs.' Below this is a link: '→ Business consulting services'.
- Can you see it?:** A section with a blue header and text: 'The on demand era is here.' Below this is a link: '→ Learn more'.
- Focus on:** A section with a blue header and text: 'Play Big – The Consumer Packaged Goods imperative. Where CPG companies must play in order to regain growth and continue to report strong shareholder value.'

At the bottom of the page, there is a footer with links for 'About IBM', 'Privacy', 'Terms of use', and 'Contact'.

"Uphill" and "downhill" IA

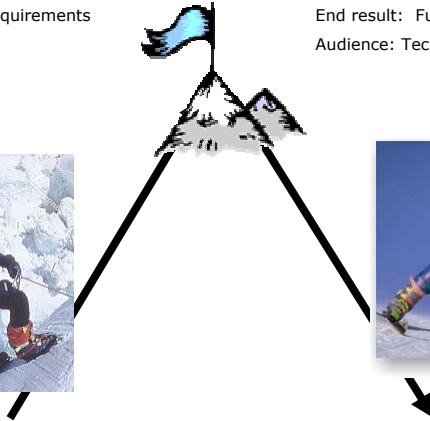
"Big IA"

Strategic IA

Helping the business get its act together

End result: Projects, Requirements

Audience: Business



"Little IA"

Tactical/Design IA

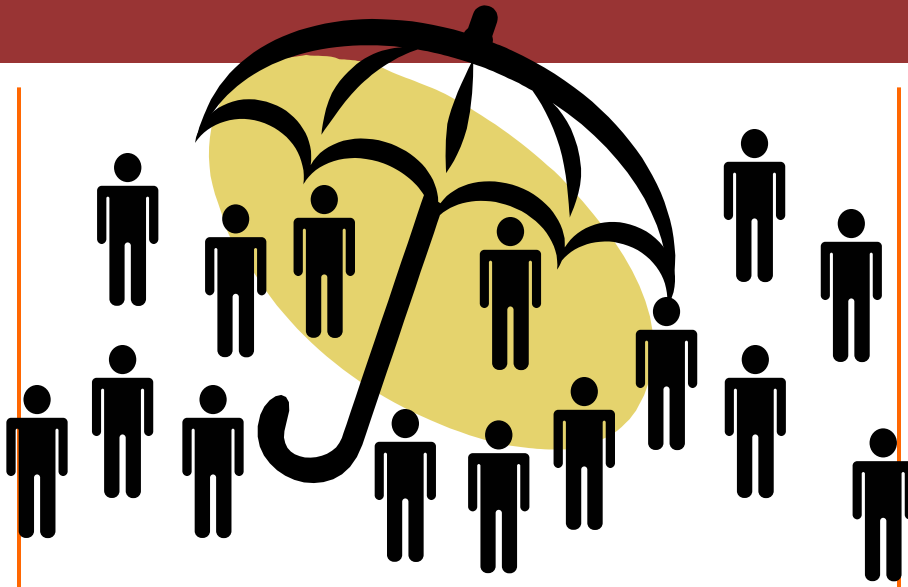
Helping the business execute on the plan

End result: Functional & design specs

Audience: Technical



The umbrella



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- Opportunities for cooperation and collaboration among UX-related organizations and individuals
- Professional organizations
- Local chapters (ambassadors)
- Calendar of events
- (Public policy)

Discussion, questions, throw tomatoes, etc.

Thanks for putting up with me!



instone@user-experience.org