

## WHAT IS INFORMATION ARCHITECTURE AND HOW IT TURNS USERS INTO CONSUMERS

### What is Good Information Architecture

Q: First of all what is 'Information Architecture'? A: It is 'organisation of content'.

Good information Architecture is well designed organisation of content allowing users to find the information they are seeking directly ( for example - to purchase something) or information they are casually browsing for (for example - discovering something of interest unintentionally). The comprehension and relevance of that information during the journey is the aim of good information architecture. Well designed, it will allow various users to retrieve / discover a piece of information from many different paths. Information architecture is the very foundation of findable, relevant, and expandable digital information.

### Turning IA into consumerism | Designing for the user

We all know that the internet is consumer heaven and enormous business opportunity. Aligning business needs with consumer needs, rather than the reverse, is how to turn an opportunity into a success. The aim is to mold the online proposition to a 'user' we fully recognise and understand, and then design around their activity and desires to make it extremely easy for them to find, research, familiarise and buy the product. This is where we create an IA that becomes a User Experience that turns a visitor into a consumer.

### The foundations of User Experience Design

The first goal is to establish a road map to a design solution that brings together the results of research into business, users, and content, balancing the needs and realities of each. From these areas of research we form the foundations for the design process.

**Business Research** - is about understanding goals, processes, budgets, schedules, technology infrastructure, human resources, corporate culture, and politics, legal issues.

**Content Research** - Users need to be able to find content before they can use it - findability precedes usability. And if we want to create findable objects, we must spend some time studying those objects. With this study we are able to categorise and name and organise the content (information) in such a way that findability is quick and easy!

**Users Research** - Users are powerful, complex, and unpredictable. It is necessary to consider the unique nature of the site and of the user population. Identifying users and understanding their needs, gives a unique opportunity to design the usability of the site for them!

This is my perspective on the role of Information Architecture within the web design process.

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