Information architecture & Drupal

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Summary

- ***What's IA and what problems does it (try to) solve?***
- ***IA Components***
- ***Getting things done***
- ***From wireframes to Drupal***

Problems that IA addresses

- *Information overload*
- *A lot of ways to access information*

Just because you can't see it, doesn't mean it isn't here.

Defining IA

- ***The art and science of shaping information products and experiences to support usability, findability, and understanding***

- ***The structural design of shared information environments***

Some concepts

- ***From data to information***
- ***Structuring, organizing, and labeling***
- ***Finding and managing***
- ***Art and science***

Context

The basis of IA practice

Design for finding

- *IA starts with people and the reason they come to your site:* ***they have an information need.***

Design for understanding

- *As with (building) architects, information architects are concerned with* ***creating environments that are understandable and usable by human beings.***

IA components

- ***Organization systems***
- ***Labeling systems***
- ***Navigation systems***
- ***Searching systems***

Organization systems

We organize to understand, to explain, and to control

Organization Schemes

- *Alphabetical*
- *Chronological*
- *Geographical*
- *Topical*
- *Task-oriented*
- *Audience-specific*
- *Metaphor-driven*
- *Hybrids*

Organization structures

- *Hierarchical (top down)*
- *Hierarchical (bottom up)*
- *Social classification*

Labeling systems

Designing effective labels is perhaps the most difficult part of IA

Develop consistent labeling systems

- ***Style**: punctuation, case…*
- ***Presentation**: fonts (families and size), colors, grouping…*
- ***Syntax**: verb-based, noun-based, question-based…*
- ***Granularity***
- ***Comprehensiveness***
- ***Audience***

How to develop it?

- *Build a labeling table*
- *Benchmarking*
- *Content analysis*
- *Users*
- *Search logs*

Navigation systems

Structure and organization are about building rooms.
Navigation design is about adding doors and windows

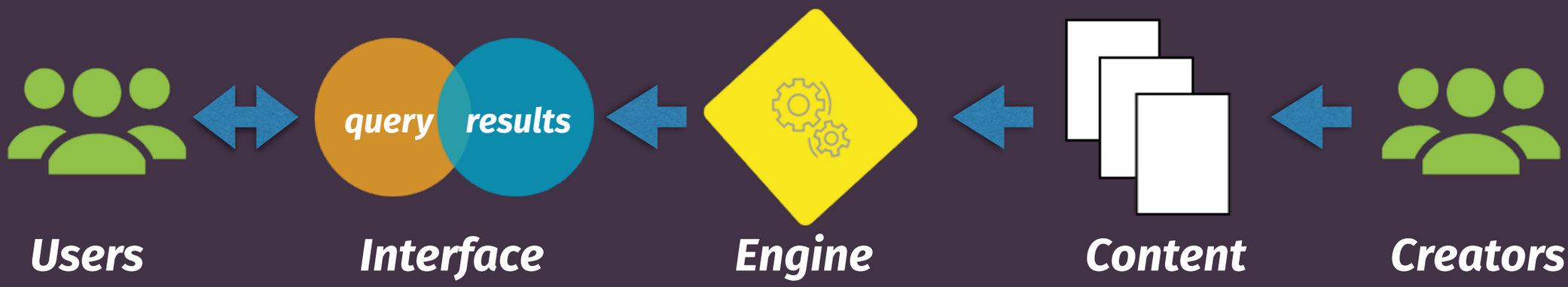
Global navigation

Local navigation

Contextual navigation

Search systems

Another form of finding information



Search Engine

Getting (IA) done

- ***Research***
- ***Strategy***
- ***Design***

Research

Shine the flashlight and understand what we see.
Context research, content research, and user research

Context research

- *Strategy team meeting.*
- *Communication team meeting.*
- *Content management meeting.*
- *Dig into the past*

Content research

- *Heuristic evaluation*
- *Content analysis*
- *Content mapping*
- *Benchmarking*

User research

- *Usage analysis*
- *Search log analysis*
- *Surveys*
- *Interviews*
- *Card sorting*
- *User testing*

Strategy

A high-level conceptual framework for structuring and organizing an information environment

The strategy report

Resumen
- Investigación de contexto
- Investigación de contenido
- Investigación de usuarios

Audiencias, misión y visión del sitio web
Enfoques y estrategia de la arquitectura
Conclusiones obtenidas de las pruebas de contexto
Conclusiones obtenidas de las pruebas de contenido
Conclusiones obtenidas de las pruebas de usuario
Soluciones planteadas
- Nueva arquitectura de la información
- Centros y Departamentos suben al primer nivel de la arquitectura
- Modificación de etiquetas
- Incorporación de un mega menú para la navegación principal
- Creación de nuevos tipos de contenido
- Nuevas secciones en la página principal para destacar contenidos culturales y de investigación
- Potenciar la navegación por perfiles
- Crear secciones transversales de información destacada
- Crear sección de enlaces relacionados
- Modificar las páginas iniciales de los micrositios para que recopilen sus últimas novedades, contenidos destacados y enlaces de interés
- Creación de un nuevo diseño más claro que enfatice las jerarquías visuales
- Dotar de un mayor peso visual al buscador
- Realizar una auditoría de contenidos
- Poner una guía de publicación a disposición de los editores
- Nombrar y formar adecuadamente a las personas responsables de la edición de contenidos
- Crear una agenda global de actividades y eventos

Segunda versión de la arquitectura de la información
Anexos

Design

From process to deliverables

Producing a clear and well-defined IA

- *Provides multiple views of an information architecture*
- *Develop those views for specific audiences and needs*
- *Make it visually (diagrams)*
- *Communicate IA diagrams in person*

From wireframes to Drupal

Shaping our IA in Drupal

Bottom up

- *Content types*
- *Taxonomies*

Top down

- *Menus*
- *Taxonomies*
- *Views*
- *Blocks*

Thanks, folks!

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