

# INFORMATION ARCHITECTURE

*Intuitively organized content enables website users to navigate successfully through features and information.*

A well designed Information Architecture (IA) enables users to more efficiently and successfully complete the tasks that they must accomplish while using a website, transactional site, intranet or extranet.

## OUR SERVICE

Akendi's user-centered design (UCD) experts combine the art of web design with the science of usability to develop an IA that is both useful and meaningful to your users. We will work with your team to create the underlying information structure of your website and ensure that it aids users in finding what they are looking for in the most efficient manner possible.

### Duration

On average, Information Architecture projects range from two to four weeks in duration.

## ABOUT AKENDI

Akendi is a human experience design firm, leveraging equal parts user experience research and creative design excellence. We provide strategic insights and analysis about customer and user behaviour, combine this knowledge with inspired creative design, and architect the user's experience to meet organization goals. The result is intentional products and services that enable organizations to improve effectiveness, engage users and provide remarkable customer experiences to their audiences.

## BENEFITS

- Creates engaging and compelling websites, intranets and extranets that meet user expectations, needs and behaviours
- Facilitates more effective and more efficient navigation through the website content
- Increases productivity for employees using corporate intranets
- Increases profits for product or service-based websites
- Boosts user satisfaction and fosters repeat business

## CALL FOR A CONSULTATION

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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## OUR INFORMATION ARCHITECTURE PROCESS

### Understand Requirements

- Uncover business goals
- Identify user goals

### User Research

- Uncover users and usage scenarios
- Conduct card sorting research

### Information Structure

- Development of a labeling and nomenclature classification

### Information Architecture

- Develop information sitemap and navigation of a website or software

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**STRATEGY**

**RESEARCH**

- User Personas & Profiles
- Usage Scenarios

**DESIGN**

- Information Architecture
  - User Models, Task - Function Fit, Card Sorting
- Interaction Design
- Visual Design

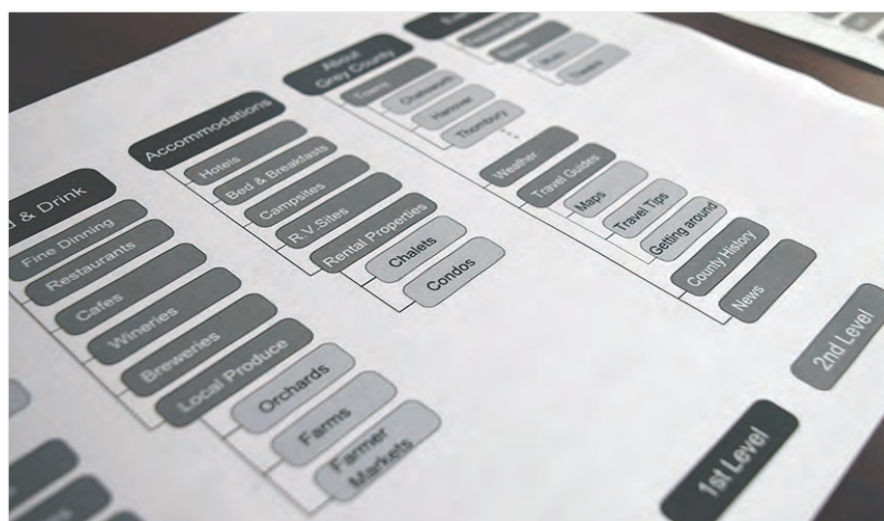
**TESTING**

**CONSTRUCTION**

## OUR APPROACH

Using card sorting studies, we determine the best possible way to organize information on your site. This includes developing a labeling and naming classification system that reflects users' language and mental models of how the information should be organized. At the end of the studies we provide you with a report summarizing the results.

We will develop an Information Architecture, or “site map”, designed to provide users with a logical information structure, a clear indication of where they are within the site’s architecture and how they got there.



### Information Architecture example

## CONTACT US



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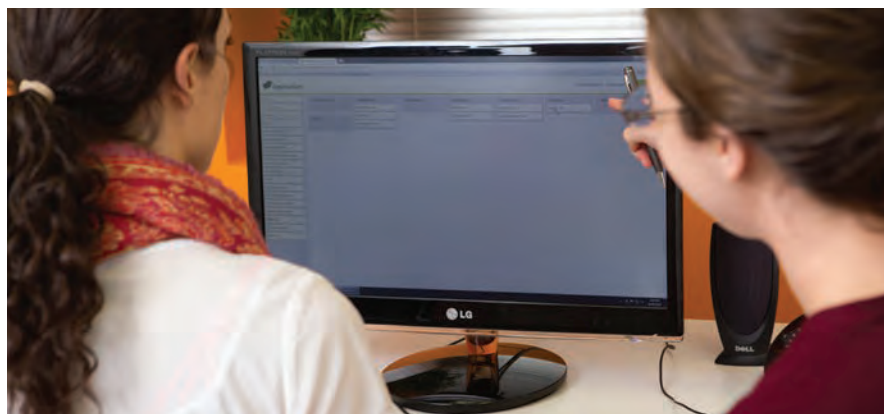
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### Card Sorting example

