INFORMATION ARCHITECTURE

Create a well-mapped pathway to optimized user experiences by understanding how information architecture fits into experience design. Learn how to structure content in a logical and meaningful way, and integrate valuable feedback from end users.

WHAT YOU WILL LEARN

› Introduction to information architecture principles
› How user behaviour influences the design of an information architecture
› Overview of information architecture research methods
› How to test your information architecture to ensure findability
› Methods to integrate information architecture creation into your process
› Hands-on experience utilizing information architecture principles

WHO SHOULD ATTEND?

This course requires limited prior UX knowledge. Recommended for business analysts, graphic designers, interaction designers, UI/UX designers, product designers and anyone looking to expand or update their skills.
AD-102 INFORMATION ARCHITECTURE

COURSE OUTLINE
(This course is 60% theory, 40% practical)

INTRODUCTION
› What is an information architecture (IA)
› Importance of an IA
› Necessary skills for developing an IA

IA PRINCIPLES
› Information structures
› Best practices in IA
› IA components
› Organizational principles
› IA frameworks

IA RESEARCH & TOOLS
› Top down vs. bottom up IAs
› Card sorting and reverse card sorting
› Faceted IA
› Validating an IA

IA ELEMENTS
› Controlled vocabularies
› Meta data
› Information design and structures
› Strategic IA

CERTIFICATION
Information Architecture is a course within the following certification streams if finished within two years of the initial course:

This course covers the organization of information on websites, apps, and software. Learn a systematic approach to structuring content to enable end users to find information efficiently.

COURSE DETAILS

DURATION
1-day, 9:30am – 5:00pm
A full-day session including a one-hour catered a-la-carte lunch.

COURSE MATERIALS
Participants receive a printed course booklet including a visualization of Akendi’s process.
A laptop or tablet is recommended for this course. If you do not have a laptop or tablet, please contact us to borrow an Akendi laptop.

REGISTRATION COST
1-day course: £475
CXD or CXR Certification: £1995
CXS Certification: £2995

Course cost is per person as stated plus VAT. Akendi reserves the right to cancel a scheduled training session up to 5 business days prior to the training if a minimum class size of 4 participants has not been attained.

LOCATIONS
Our training courses are delivered in London, UK and Toronto, Ottawa, and Montreal, Canada. Check our website for an up-to-date schedule for each city at www.akendi.co.uk/ux-training.

Custom Training Available!
Akendi offers customised training courses designed to fit your organisation's specific needs. Contact us at training@akendi.com for more information.

REGISTER TODAY!
www.akendi.co.uk/ux-training

Questions? training@akendi.co.uk +44 (0)20 3598 6425