

AT-102

1-Day
COURSE

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.



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:



**USER EXPERIENCE
DESIGNER**



**USER EXPERIENCE
SPECIALIST**

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

