

What The Hell Is Information Architecture? And why YOU Should Care

*Bringing Information Architecture into the Drupal
Development Process*

DrupalCamp Vancouver 2008
Gregory Heller

Special Thanks:
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Ron Akanowicz
Owen Barton



<http://civicaactions.com>

CivicActions
Empowered

What is Information Architecture?

- The art and science of organizing and labeling web sites, intranets, online communities and software to support usability and findability.
- Meet goals of organization and of users

What are IA documents?

- User Stories/Scenarios
- Content Matrix
- Site Map
- Wire Frames

The IA Process

- Information Architect reviews project goals and any available specifications
 - Meet with client to discuss goals
 - Write User Scenarios
 - Site Map
 - Wire Framing
- Review with Engineering Team, Revise
- Review with client, approve

Project Risks Related To IA

- Complete IA isn't conducted leaving questions for engineering team
- Client changes their mind, changes cascade through site resulting in cost overruns
- IA process “designs functionality” that doesn't exist in Drupal, or is costly to implement
- Wireframes do not clearly explain desired functionality.

IA Tools & Rules

- Paper Prototyping
- Card Sorting
- Consistency in navigation, terminology
- Clear “You are here” indicators
- Create as few unique page layouts as possible
- List out all repeatable elements at the beginning of the wireframe document

Chalkboard Brainstorm

- Draw it out
- How do things relate?
- Test your assumptions
- Use real content



Samples: Client Prepared

- MS Word Wireframe
 - excellent tool
 - helps client think
 - shortens client consultation

Sponsors

Solve Climate Logo
(SAATCHI)

Home | About | Blog | Be Heard | Glossary | Funny Pages | Store

The Mandate for A Climate Solution/The Gap
TEXT PLUS GRAPHIC (SAATCHI)

Featured Blog Post
The Daily Roundup
All Blog Posts

What Americans Want

America's Youth wants all colleges to
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Most Read
Title of story here
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ADS HERE

How to Deliver It:
The Big Pieces

1. Fuel Efficiency Standards
2.
3.
4.
5.
6.
7.

Detail

Solutions Tracker
(clickable pictures of
candidates and house
and senate SAATCHI)

Solutions Poll

Event Calendar

EYE-OPENER
(SAATCHI IMAGE - CLIMATE RIDDLES)

Samples: IA Prepared

- Graphical Wireframe
 - More detailed
 - Refined through client consultation
 - Better tool for engineers

solveclimate.com
homepage 0.0

version 1.0
june 28, 2007
created by CivicActions

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solveclimate header

About SolveClimate.org

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About SolveClimate.org
Americans from every walk of life want Washington to solve climate change, and the needed solutions are as clear as day.
But there's a big gap between what American must do and the politics of self-interest.
The gap stops here. [Read more about us...](#)

Solution Tracker
See the candidates and where they stand on the climate issue

- Barak Obama**
Democratic Candidate [view all](#)
- Mit Romney**
Republican Candidate [view all](#)
- Alan Keyes**
Independent Candidate [view all](#)
- US House**
View Representatives
- US Senate**
View Senators

The Bottom Line
How to deliver what Americans Wants

- Fuel Efficiency Standards**
Read the latest about the standards and ways you can get involved in change
- Cap on Emissions**
Read the latest about the standards and ways you can get involved in change
- No Dirty Coal**
Read the latest about the standards and ways you can get involved in change
- Renewable Energy**
Read the latest about the standards and ways you can get involved in change
- Building Codes**
Read the latest about the standards and ways you can get involved in change

[view all the issues](#)

What Americans Want

- Governors**
Who wants greener states?
- Mayors**
Who wants cleaner cities?
- Big Business**
Who should you trust?
- Investors**
Who wants to invest in a cleaner planets?
- Environmentalists**
Who's working to create change?
- Clean Tech Entrepreneurs**
Who's developing tomorrow's clean technologies?
- Architects & Builders**
Who wants greener buildings and cleaner materials?
- Farmers**
Who wants to do this and that and the other
- Young People**
Who wants to do this and that and the other
- Hunters & Anglers**
Who wants to do this and that and the other
- People of Faith**
Who wants to do this and that and the other
- Scientists**
Who wants to do this and that and the other

[view all the groups](#)

Featured Blog Post Headline
by Stacy Feldman ★★★★★

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc dapibus dolor ut est. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Aliquam eget nunc vitae velit placerat aliquam. Sed vestibulum consequat est. Mauris eget ligula. Nullam aliquet convallis velit. Fusce sit amet sapien. [Read more...](#)

Most Read | Emailed | Rated

- [1. Blog post about a climate issue here](#)
- [2. Another blog post about an issue here](#)
- [3. Yet another blog post about an issue here](#)
- [4. This is a popular post about an issue here](#)
- [5. Click here to read this blog post](#)

Special Feature Block

Ad Space

Climate Calendar

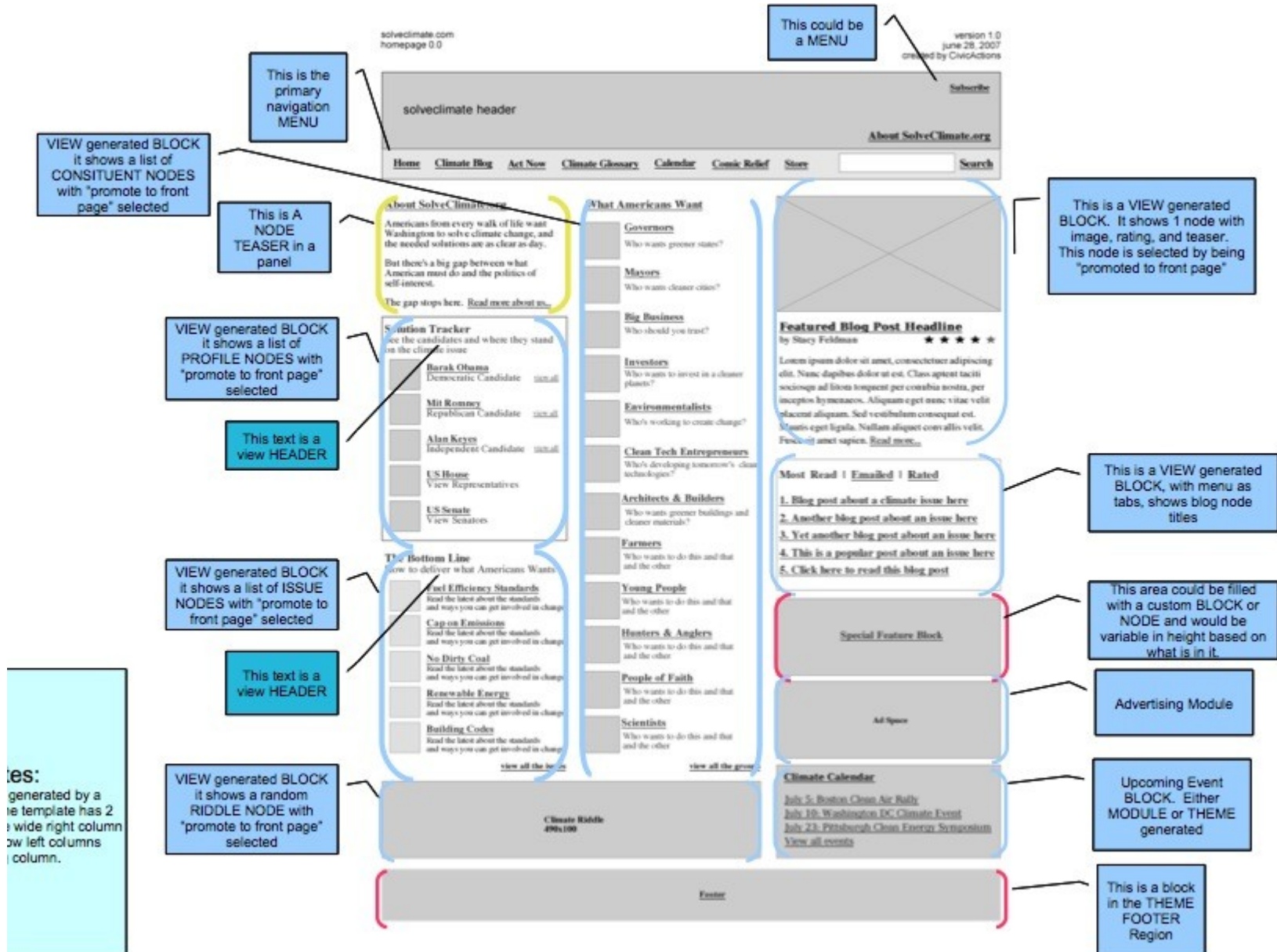
- July 5: Boston Clean Air Rally
- July 10: Washington DC Climate Event
- July 23: Pittsburgh Clean Energy Symposium

[View all events](#)

Climate Riddle
490x100

Footer

Samples: Annotated Wireframe



Samples: Live Site Screen Shot

The screenshot shows the homepage of the SolveClimate website. The header is orange and features the SolveClimate logo (a black circle with 'solve climate' in white and green) on the left. To the right of the logo is the text 'Chronicle for a New America'. Further right are links for 'About SolveClimate', 'Subscribe', and 'Contact'. Below these links is a search bar with a green 'Search' button. A secondary navigation bar below the header contains links for 'Blog', 'What America Wants', 'The Solutions', 'The Policy', 'Jargon Watch', and 'Comic Relief'. The main content area is divided into several sections. On the left is the 'today'sClimate' section, dated 'October 30, 2007', with links to articles like 'Seattle meets Kyoto target' and 'GM sees green in China'. Below this is a 'POLICYTRACKER' section with portraits and names of Hillary Clinton and John Edwards. In the center is the 'whatAmericaWants' section, which lists five categories: Architects & Builders, Big Business, Clean Tech Sector, Environmentalists, and Farmers, each with a small icon and a brief description. On the right is a large graphic of a hand holding a sign that says 'Factoid' above a stylized face. Below this is an article titled 'Big Coal Spews Big Lies' by Stacy Feldman, dated Oct 30th, 2007. The article text discusses Big Coal's PR effort in the NYT and mentions 'factoids'. A 'Read More' link is at the bottom right of the article.

solve climate
Chronicle for a New America

About SolveClimate | Subscribe | Contact

Search

Blog | What America Wants | The Solutions | The Policy | Jargon Watch | Comic Relief

today'sClimate

October 30, 2007

Seattle meets Kyoto target

GM sees green in China

The economics of energy efficiency

Schwarzenegger, Spitzer denounce Bush administration

[Read More](#)

POLICYTRACKER

Click to see where the candidates stand on climate.

 **Hillary Clinton**
Progress? You bet. But the best we can do?

 **John Edwards**
One of the boldest on climate. Hands down.

whatAmericaWants

 **Architects & Builders**
want green building codes, nationally.....

 **Big Business**
wants agreement on the cost of carbon....

 **Clean Tech Sector**
wants to power the earth with new energy.....

 **Environmentalists**
want the planet & people protected from harm.....

 **Farmers**
want to supply renewable fuels for the nation....

Factoid

Big Coal Spews Big Lies

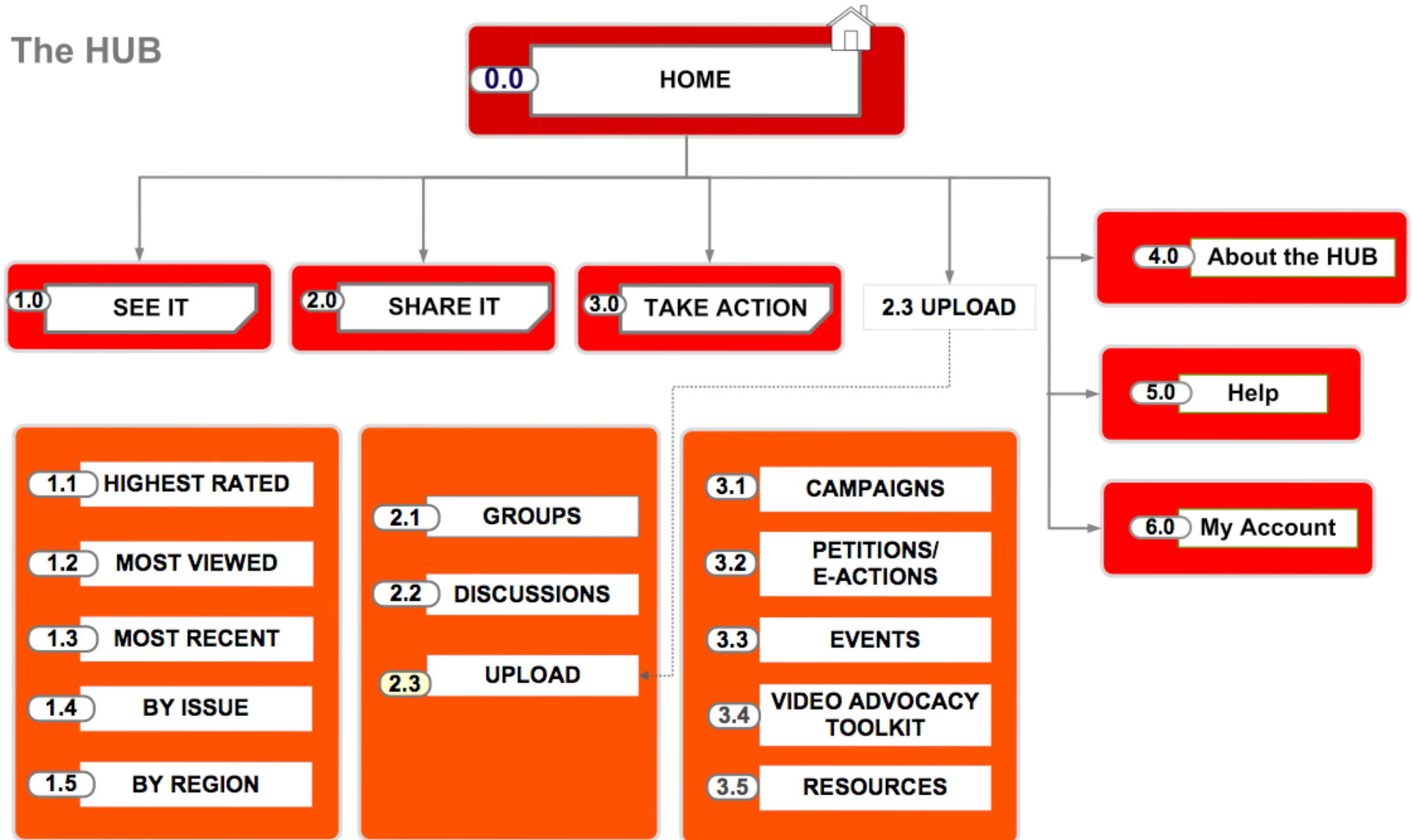
by Stacy Feldman - Oct 30th, 2007

Big Coal forked over some heavy dough for a coveted ad spot in the NYT as part of its huge new PR effort to change the perception of US coal. Its name? America's Power. Its website is full of what it calls "factoids." I could have sworn that a factoid was, in fact, the opposite of a fact. More like a bold-faced, manufactured lie. Wikipedia confirmed my hunch:

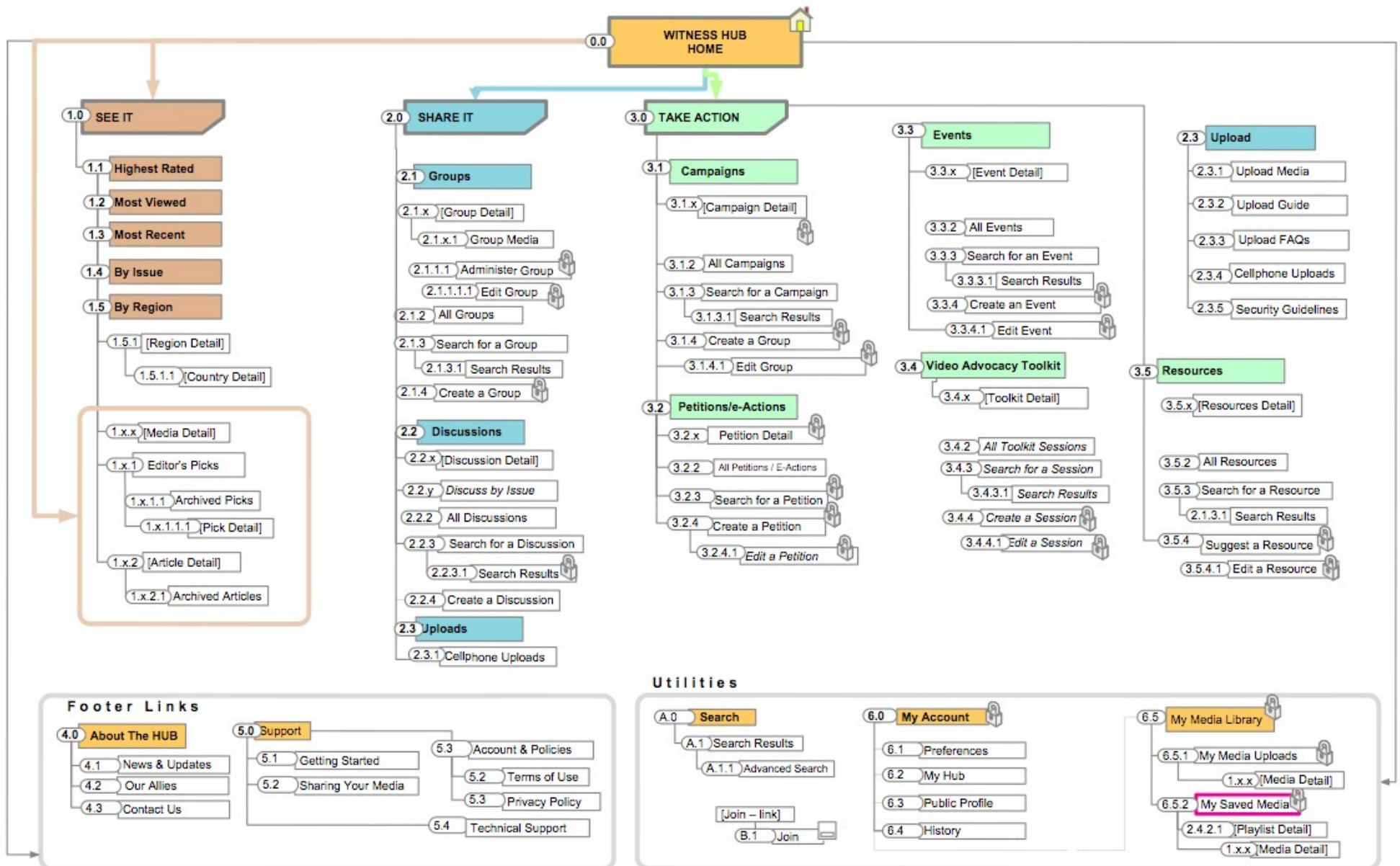
[Read More](#)

Samples: Site Map

The HUB



Samples: Detailed Sitemap



Samples: Live Site Screen Shot

English Français Español

Presented by **WITNESS**

SEE IT
FILM IT
CHANGE IT

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THE HUB BETA

SEE IT SHARE IT TAKE ACTION UPLOAD

The global platform for human rights media and action

EDITORS' PICK

COMMUNITY PICK

Editor's Picks: Forced Across Borders

Curated by: admin



Wednesday 20 June is World Refugee Day, and UNHCR estimates there are over 20 million refugees in the world today. These refugees' testimonies give a stark insight into the crisis in the Middle East, the genocide in Darfur, and the status of Somali refugees in Yemen.

Why Iraqis are fleeing to Syria

By: Krillian

4.2 million Iraqis have fled to neighbouring countries, including these Iraqis in Syria.



FEATURED CAMPAIGN

MOST RECENT

MOST VIEWED

Search Terms:

Human Rights Issues:

[any issue] ▼

Regions:

[any country] ▼

[advanced search](#)

BROWSE

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[discrimination](#) [iraq](#) [Israel](#)

[Mexico](#) [police](#) [police](#)

[brutality](#) [raised voices](#)

[torture](#) [US](#)

ZOEY

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○ MY BOOKMARKS

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○ MY ACCOUNT

▶ ADMINISTER

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[more](#)

Samples: Live Site Screen Shot

English Français Español

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FILM IT
CHANGE IT

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THE HUB
BETA

SEE IT SHARE IT TAKE ACTION **UPLOAD**

Home > See it > By rating

By rating



Darfur Destroyed
Krillian, Jun 26 '07



Sudan
Genocide
darfur, genocide



Darfur Genocide Documentary
Tina, Jun 20 '07



Sudan
Genocide, Refugees, War crimes
darfur, documentary, muder



Atenco, A Year of Repression - 06.28.2007
Krillian, Jul 25 '07



Mexico
Arbitrary arrest, Indigenous peoples, International criminal court
AIM, aliveinmexico, atenco, citizenjournalism, Mexico, politicalprisoners



Zimbabwe: Smuggled DVD brings union protest beatings to light
Ethan Kiczek, Apr 9 '07



Sierra Leone
Armed conflict
Cyber-Activism, Diaspora, Governance



Harassment of Young Women in Downtown Cairo
Cecilia Bedetti, Oct 19 '07



Egypt: Bloggers open the door to police brutality debate
Ethan Kiczek, Oct 9 '07

Search Terms:

Human Rights Issues:
[any issue] ▼

Regions:
[any country] ▼

[advanced search](#)

TAGS
Africa AIDS china
discrimination iraq Israel
Mexico police police
brutality raised voices
torture US

ZOEY
▶ CREATE CONTENT
○ MY BOOKMARKS
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TOOLS

Why Drupal Geeks Need To Learn IA

- Helps your project success in the broadest sense
 - Not just “doing what the client says.”
 - Giving them something better and smarter
- Improve Drupal for the non Drupal Geeks (users)
- Successfully complete smaller projects without dedicated Information Architect

Information Architecture Resources

Books:

- *Don't Make Me Think* by Steve Krug
- *Information Architecture* by Louis Rosenfeld & Peter Morville
- *Prioritizing Web Usability* by Jakob Nielsen and Hoa Loranger

Websites:

- iainstitute.org
- useit.com
- upaassoc.org
- jgg.net/ia

Search Tags:

- IA/User-Centered Design
- UX (User Experience)
- Usability

- <http://groups.drupal.org/usability>

See You In Seattle!



- June 27-28 2008 Seattle, WA
- <http://groups.drupal.org/drupalcamp-seattle>