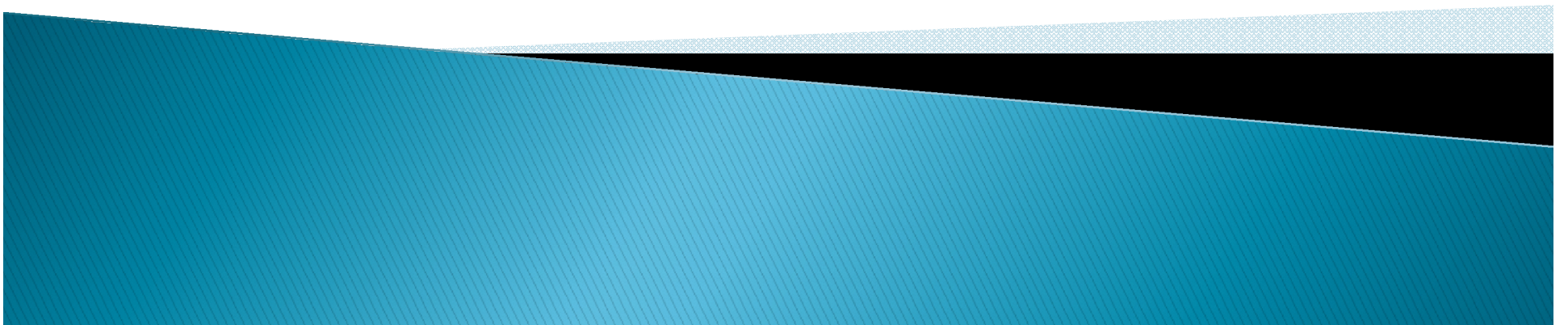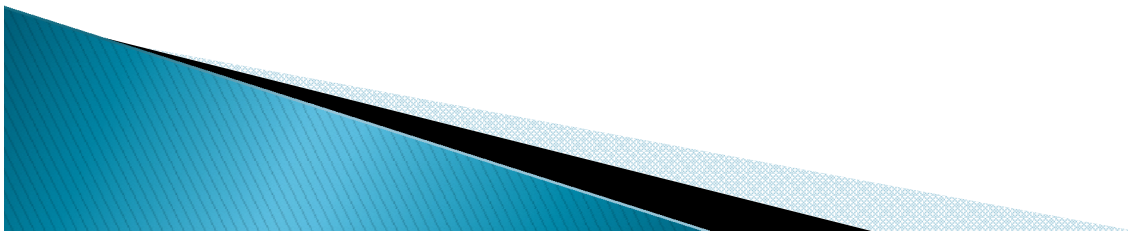# Lecture II
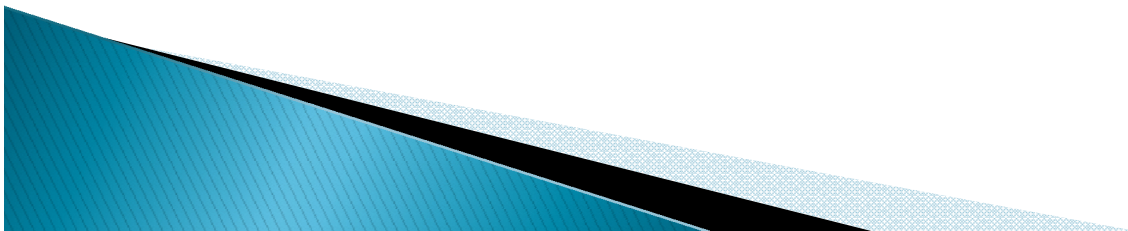
Balance Your Perspective

▸ guarantee a balanced architecture.

▸ the information architect ideally should be solely responsible for the site's architecture, and *not* for its other aspects

Collaboration and Communication

▸ The information architect must communicate effectively with the web site development team.

▸ documents (such as blueprint diagrams) must be created in ways that can be understood by the rest of the team regardless of their own disciplinary backgrounds.

▸ In the early days of the Web, web sites were often designed, built, and managed by a single individual

▸ Increasingly, webmasters and their employers began to realize that the successful design and production of complex web sites requires an interdisciplinary team approach.

▸ most projects will require expertise in following fields:

Marketing

- The marketing team focuses on the intended purposes and audiences for the web site. They must understand what will bring the right people to the web site and what will bring them back again.

Information Architect

- The information architects focus on the design of organization, indexing, labeling, and navigation systems to support browsing and searching throughout the web site.

Graphic Design

- The designers are responsible for the graphic design and page layout that defines the graphic identity or look of the web site. They strive to create and implement a design philosophy that balances form and function.

Editorial

- Editors focus on the use of language throughout the web site. Their tasks may involve proofreading and editing copy, massaging content to ensure a common voice for the site, and creating new copy.

Technical

▸ The technical designers and programmers are responsible for server administration and the development or integration of site production tools and web site applications. They advise the other teams regarding technology-related opportunities and limitations.
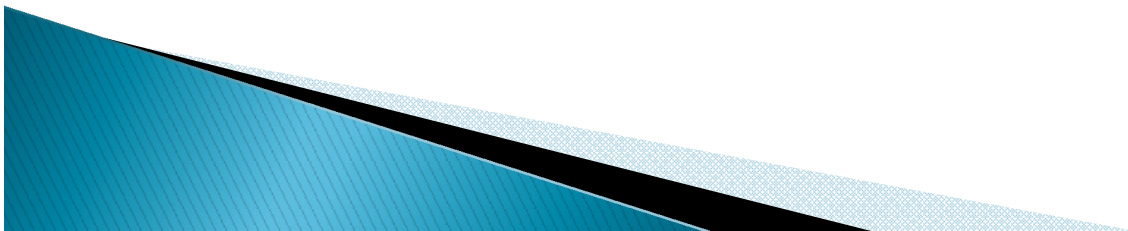
Project Management

▸ The project manager keeps the project on schedule and within budget. He or she facilitates communication between the other teams and the clients or internal stakeholders.

The success of a web site design and production project depends on successful communication and collaboration between these specialized team members.

Organizing Information

- We organize to understand, to explain, and to control.

- As information architects, we organize information so that people can find the right answers to their questions. We strive to support casual browsing and directed searching.

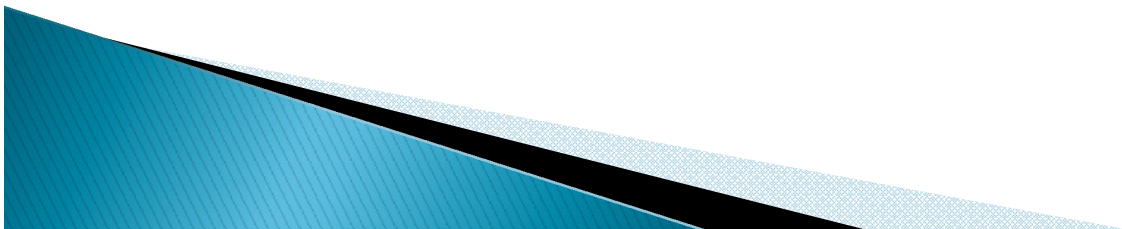- Our aim is to apply organization and labeling systems that make sense to users.

Organizational Challenges

- Earlier the responsibility for labeling, organizing, and providing access to information fell squarely in the laps of librarians.
- They classified, cataloged, and helped us find the information we needed.
- As the Internet provides us all with the freedom to publish information, it quietly burdens us with the responsibility to organize that information.
- We're moving towards a world where tremendous numbers of people publish and organize their own information. As we do so, the challenges inherent in organizing that information become more recognized and more important.

Organizing Web sites and Intranets

- Organization systems are composed of organization schemes and organization structures .
- An organization scheme defines the shared characteristics of content items and influences the logical grouping of those items.
- An organization structure defines the types of relationships between content items and groups.
- Organization is closely related to navigation, labeling, and indexing. The hierarchical organization structures of web sites often play the part of primary navigation system.
- The labels of categories play a significant role in defining the contents of those categories.
- Manual indexing is ultimately a tool for organizing content items into groups at a very detailed level.
- By focusing solely on the logical grouping of information, you avoid the distractions of implementation details and design a better web site.
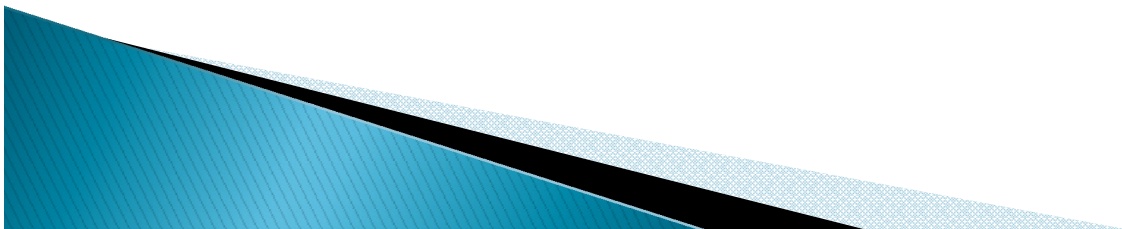
Creating Cohesive Organization Systems

organization systems are fairly complex

- . Should you organize by topic, by task, or by audience? How about a chronological or geographical scheme? What about using multiple organization schemes?
- You also need to think about the organization structures that influence how users can navigate through these schemes. Should you use a hierarchy or would a more structured database-model work best?
- Soln. : break down the site into its components
- Decompose the content collection into these narrow domains

- In considering which organization schemes to use, remember the distinction between exact and ambiguous schemes:
- Exact schemes are best for known-item searching
- Ambiguous schemes are best for browsing and associative learning
- Whenever possible, use both types of schemes
- Also, be aware of the challenges of organizing information on the Web. Language is ambiguous, content is heterogeneous, people have different perspectives. Providing multiple ways to access the same information can help to deal with all of these challenges.