

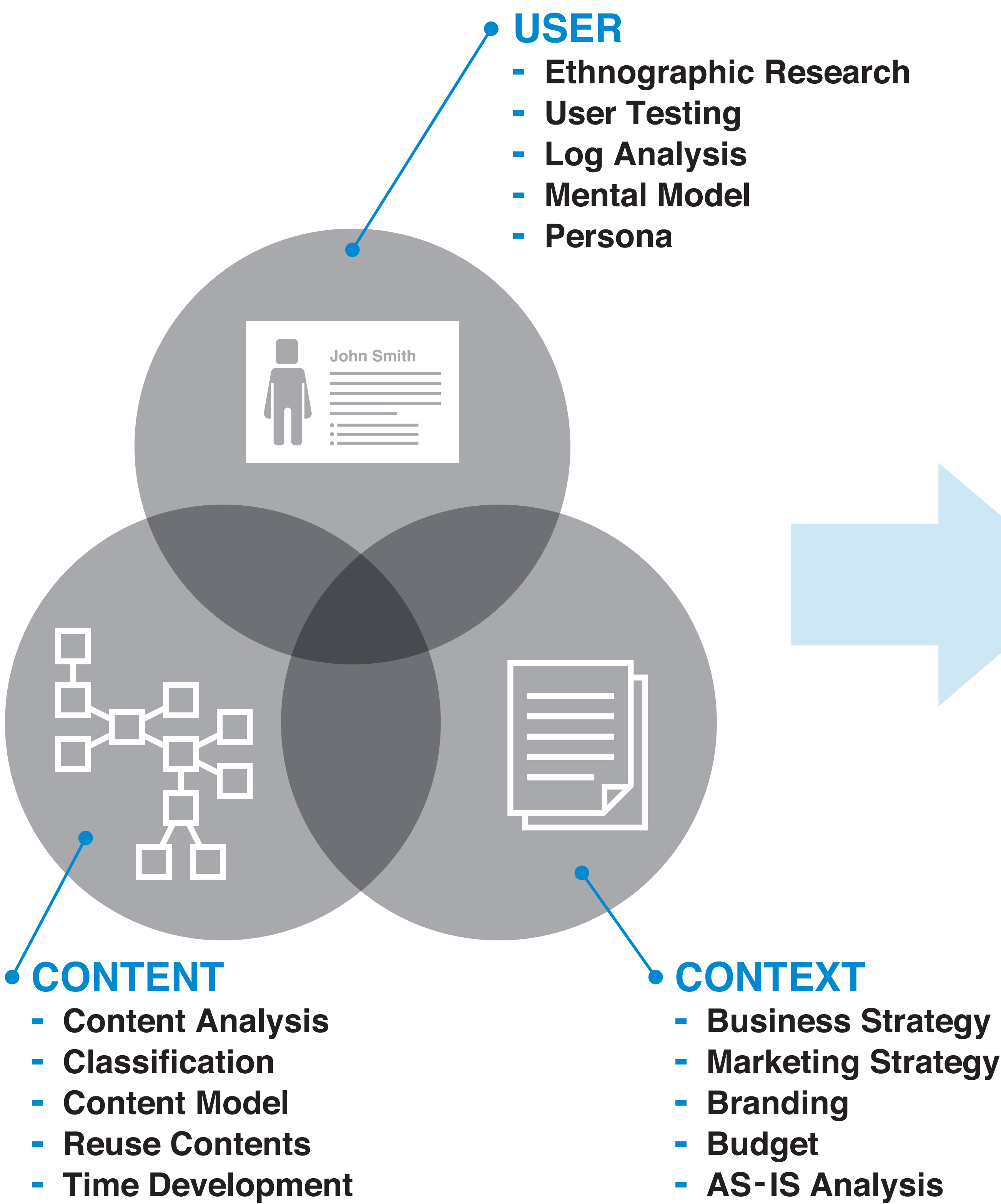
An Information Architecture Framework

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Information Architecture is contextual and interdisciplinary. And therefore, IA design process is considered to be complicated.
So we have simplified the process for the beginner and non-IA people. For further information, refer to a book called IA100 published by BNN Publishing (Tokyo).

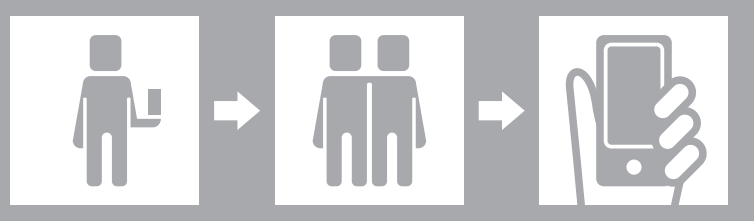
Analysis



Synthesis

UX CONCEPT

- TO-BE Scenario
- Story Board
- Concept Diagram

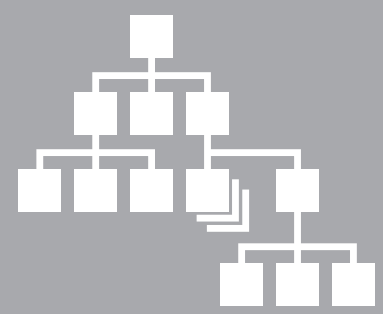


Related Topic

- Human Centered Design
- Enterprise IA
- IxD
- Pattern Language
- Pace Layering
- History of IA
- The Nine Pillars

SITE STRUCTURE

- High-level Site Structure
- Detailed Site Structure
- Visual Vocabulary by JJG
- Workshop with IA Stencil (A.K.A. Site-it!)



NAVIGATION SYSTEM

- 7 Navigation Types
- 3 Navigation Ares
- Search Patterns



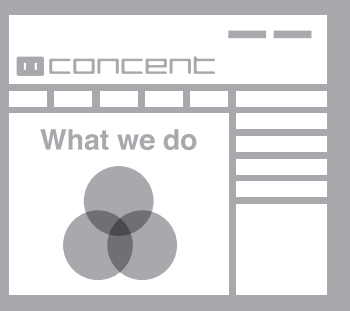
LABELING SYSTEM

- Menu Label
- Button Label
- Navigation Label

HOME SERVICE SO WHAT?

PAGE DESIGN

- Web Ecosystem
- UX Concept into Page Design
- 6+1 Page Types
- IA in a Page



What is Concent, Inc.?

Concent, Inc. is a premier design firm based in Tokyo, Japan. Founded in 2002. We design projects to deliver holistic brand and website experience to users; benefits to our clients, employing Human-Centered Design process.

Concent, Inc. | Tokyo, Japan
<http://concentinc.jp/en/>

What is IA100?

IA100 - Information Architecture for User Experience Design by Atsushi Hasegawa, BNN Publishing, Tokyo 2009. If you are interested in translating IA100 into your language. Please let me know.

BNN Publishing, Inc.
<http://bnn.co.jp/EG/>

