OS: Mac OS X 10.5.8 APP: Adobe Illustrator CS3 COLOUR: 4c SIZE: A0: w1189 x w841 mm FILE NAME: 1189x841_a0_ias10_IA_Framework.ai

An Information Architecture Framework Atsushi HASEGAWA, Ph.D. @ Concent, Inc.

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).

Pace Layering

- The Nine Pillars

- History of IA

Synthesis SITE STRUCTURE USER **High-level Site Structure** Ethnographic Research **Detailed Site Structure** User Testing Visual Vocabulary by JJG Log Analysis Workshop with Mental Model IA Stencil (A.K.A. Site-it!) Persona **UX CONCEPT NAVIGATION SYSTEM** PAGE DESIGN Web Ecosystem **TO-BE Scenario** 7 Navigation Types **Story Board** 3 Navigation Ares **UX Concept into Page Design** 6+1 Page Types **Concept Diagram Search Patterns** IA in a Page → M → M3 LABELING SYSTEM Related Topic - Human Centered Design Menu Label **◆ CONTENT** CONTEXT - Enterprise IA **Button Label** Business Strategy Content Analysis - IxD **Navigation Label** Classification Marketing Strategy Pattern Language

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. I Tokyo, Japan http://concentinc.jp/en/

What is IA100?

HOME SERVICE SO WHAT?

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/



Content Model

Reuse Contents

Time Development

Branding

AS-IS Analysis

Budget