

IA Stencil by concent

Information Architecture Prototyping Tool

*Bringing clear idea between designers and non designers
in developing Site Structure and UX flow.*



What?



IA Stencil is a set of stickies on which 7 types of web page template are printed. This 7 types templates express most typical web pages which were extracted by Information Architects and User Experience Architects, practicing card sorting.

Why?

No more invisible design process

IA design tends to be judged only by finished site structure documents. But without knowing the background of requirements, it's not easy to understand the design ideas. With IA Stencil, it become easier to bring your project members into discussion and it leads to good understandings.

Keep discussion from getting into too specific

As typical page templates are printed beforehand, IA Stencil enables people to stay focused on IA and UX flow without misunderstanding.

When?

Works well in workshop with clients dealing with:

- High level IA brainstorming
- Content classification
- UX flow discussion.

Who?

Every project member, especially

- Information Architect
- User Experience Designer
- Interaction Designer

Where?

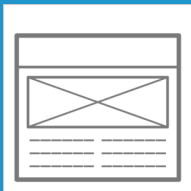
IA Stencil is not sold in retail /online store, but is available as OmniGraffle stencil and other formats at our website:

<http://www.concentinc.jp/en>

IA Stencil by concent

7 types of web page template

Portal Type



Top/Category Top

List Type



List




List w/ Thumbnail



Thumbnail

Article Type



Text



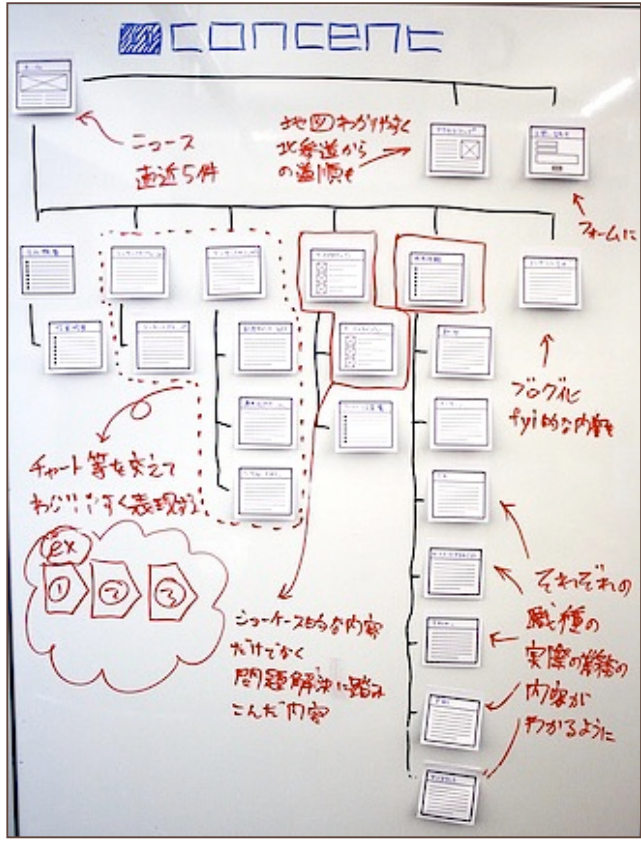
Text w/ Picture

Interactive Type



Form

Sample



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. When you think of getting into Japanese market, we will help you in research, UX and whole design process.

Please contact us: info@concentinc.jp