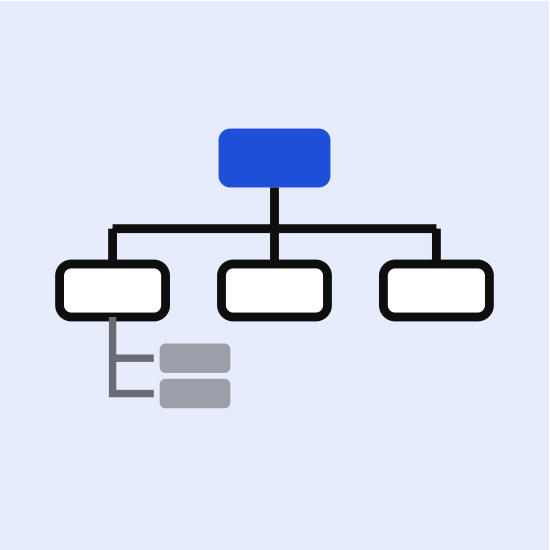
Specialty

Information architecture

Organizes, labels and connects the content of a website, an app or a service so people find what they are looking for and understand where they are.



In Spanish

Arquitectura de la información

Origin

Wurman coined the term in the 1970s; Rosenfeld and Morville brought it to the web (1998)

What problem it addresses

When there is a lot of content, existing isn't enough: if it can't be found, it might as well not be there.

Principles

Organize
Decide how content is grouped.

Label
Choose names that make sense to the person searching.

Navigate
Show where you are and where you can go.

Search
Find something specific without going through everything.

Applications in design

✓ Use it like this
Test your menu labels with people before building it.

✗ Avoid
Copying the company's org chart into the menu.

👁 Don't fall for it
A search box doesn't fix poor organization: people also browse.

Connections

Builds on

- Serial position effect
- Hick's law
- Miller's law
- Mental model
- User experience honeycomb

Uses these methods

- Content audit
- Card sorting
- Tree testing
- Wireframe

Related to

- Search design
- Content design
- Service design
- Web design
- Content strategy

Authors and works

1996	**Richard Saul Wurman**	Coined the idea of the information architect, who organizes complex data so it can be understood.
1998	**Louis Rosenfeld and Peter Morville**	Described the organization, labeling, navigation and search systems of a website.
2011	**Andrea Resmini and Luca Rosati**	Extended it to services that cross several channels, such as the web, the app and the physical store.
2015	**Louis Rosenfeld, Peter Morville and Jorge Arango**	Updated the reference work for any information environment, not just the web.

Sources

Original sources

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- Rosenfeld, L., & Morville, P. (1998). Information architecture for the World Wide Web. O'Reilly.
- Resmini, A., & Rosati, L. (2011). Pervasive information architecture: Designing cross-channel user experiences. Morgan Kaufmann. View source (https://shop.elsevier.com/books/pervasive-information-architecture/resmini/978-0-12-382094-5)
- Rosenfeld, L., Morville, P., & Arango, J. (2015). Information architecture: For the web and beyond (4th ed.). O'Reilly. View source (https://www.oreilly.com/library/view/information-architecture-4th/9781491913529/)

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