

ITR5 Information Usage

Lecture 1

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Reading

"Information Architecture" by Louis Rosenfeld and Peter Morville,
O'Reilly 1998

Structure

1. sensitivity exercise
2. classification of concerns
3. information architex

Sensitivity Exercise

What do you hate about the web

What do you like about the web?

All issues to do with that fall into three categories

- Technical
- Look and Feel
- Architecture

Reasons to hate a web site

- Can't find it.
- Page crowded
- Loud colors
- Gratuitous use of technology
- Inappropriate tone
- Designer centred
- Lack of attention to detail

Reasons to like a web site

- useful
- attractive to look at
- thought provoking
- findability
- personalisation

Why is it so difficult

- technical expertise
- graphical design expertise
- overall structure

Information Architecture

determines

- organization
- content
- functionality
 - navigation
 - labeling
 - searching

good architecture is important for the producer

- web site an important point of first contact
- needs to determine overall design before the site is built
- reorganizing a site is costly and difficult