BELLEVUE COLLEGE

COMPUTER & TECHNOLOGY PROGRAMS

User Experience (UX) - Information Architecture

Information Architecture is the underlying premise for how content is organized in software and websites, to give it meaning for the end-user. Understanding Information Architecture concepts and techniques is essential to build effective website navigation. This course will take you through the methods of organizing information, and show you how to build a taxonomy appropriate to a given website or piece of software. You will explore how to apply the tenets of taxonomy, semantics, findability, decision theory and context to create effective and usable websites. You will obtain hands on practice developing site audits, meta-content, taxonomies, and navigation systems to plan and build both simple and complex websites.

Who should take this course?

This course is targeted at technology professionals who are interested in expanding their understanding of User Experience.

Course Objectives

- Analyze completed user research from three key sources: card sort data, qualitative interviews, and usability tests.
- Organize collected information into a usable taxonomy.
- Create a complex navigation system as a sitemap.
- Develop a labeling and organization system that reflects a website's taxonomy.
- Audit an existing information system to expand its taxonomy.
- Generate a data model for a website's search engine.

Course Details

- Length: 18 hours
- Format: Classroom
- Prerequisites: User Experience Research

  The above prerequisites are considered to be the basic skills and knowledge needed prior to taking this class. Instructors will assume your readiness for the class materials and will NOT use class time to discuss prerequisite materials.

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Course Contents

Analyze completed user research from three key sources: card sort data, qualitative interviews, and usability tests

- Describe the difference between qualitative data collection and quantitative data analysis.
- Analyze card sort data for website navigation.
- Analyze qualitative interview data for website navigation.
- Analyze usability study results of website navigation.
- Compare results of the three key sources as usable foundations for taxonomy development.

Organize collected information into a usable taxonomy.

- Describe the importance of semantics and context as they relate to information technology.
- Explain the LATCH method of organization (Location, Alphabet, Time, Category, and Hierarchy).
- Describe the relationship between taxonomy, ontology, and semantics.
- Explain the importance of metadata in information architecture.
- Organize information using the five LATCH types.
- Develop a complex taxonomy.

Create a complex navigation system as a sitemap.

- Describe the premise of choice theory, cognitive overload, and cognitive dissonance.
- Explain George Miller's Magical Number Seven paper and how it relates to navigation development.
- Generate a navigation system from a card sort and a taxonomy using primary, secondary, and tertiary navigation.

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Course Contents, continued

Develop a labeling and organization system that reflects a website's taxonomy.

- Describe the association between page organization and navigation in a website.
- Explain the importance of metadata as it relates to website pages.
- Explain how taxonomy data is utilized within front-end code, such as HTML, to provide greater insight to search engines and users.
- Implement breadcrumbs and labels for a website based on an existing navigation and taxonomy.

Audit an existing information system to expand its taxonomy.

- Explain why taxonomies require updates and periodic audits.
- Describe the steps involved in a taxonomy audit.
- Create a concept map or affinity diagram from an audit catalog.
- Explain how to update an existing taxonomy from a revised affinity diagram.

Generate a data model for a website's search engine.

- Explain how data modeling is important to search engines.
- Describe how a corpus is used for a search engine index.
- Describe how the conceptual, logical and physical data models relate to form the foundation of an index for a search engine.
- Generate conceptual and logical data models for a search engine from a taxonomy.