

Information Architecture for Indexers

Presented by Fred Leise

American Society of Indexers

National Conference

Galveston, Texas

May 18, 2002

Overview

- About me
- Goals for this presentation
- What is information architecture (IA)?
- Users
- Context
- Content
- Process

About Me

- Indexing experience
 - Freelance indexer since 1995
 - Indexing instructor
 - Scholarly texts in the humanities
- IA experience
 - Argus Associates, Inc.
 - Freelance IA

Goals for This Presentation

- Introduce IA concepts and vocabulary
- Explore relationship of IA and indexing; importance of learning about IA
 - IAs as target market for indexing services
 - IA skills related to those of indexers; IA as possible area of skills expansion

What is Information Architecture?

- A relatively new craft (8–10 years old)
- Part of the field of website/intranet design
- Based in areas of expertise from librarianship:
 - Information retrieval
 - Classification: collocation and differentiation
- A solution to the problem of finding information on web sites

Related Subjects

- Usability / User experience/Interaction design
- Information design
- Graphic design
- Information technology / System Design

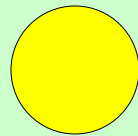
Definition of IA

- **Structure of information**
- Usable organization of information

Structure of Information

- Single data point: no relationships

Single Data Point

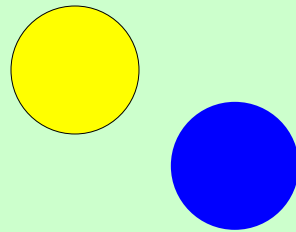


Structure of Information

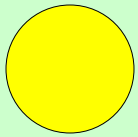
- Two data points: multiple relationships

Near

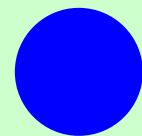
Chocolate Bar : Cocoa



Far

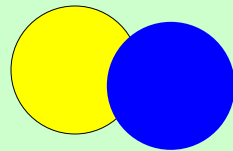


Peppermint : Steel



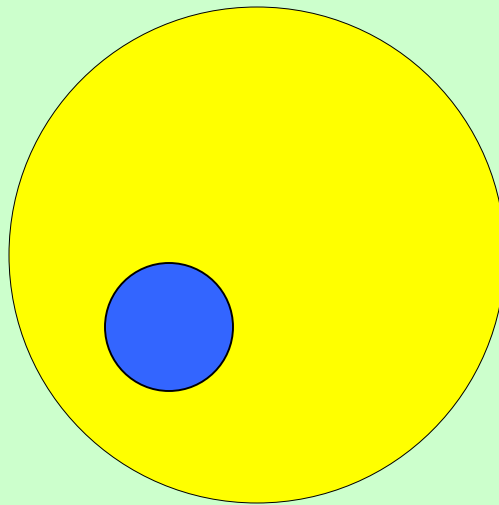
Overlapping

Tall : Freckled



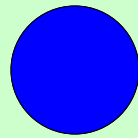
Subset

Employees : Administrative Assistants



Isomorphic

Cancer : Oncology

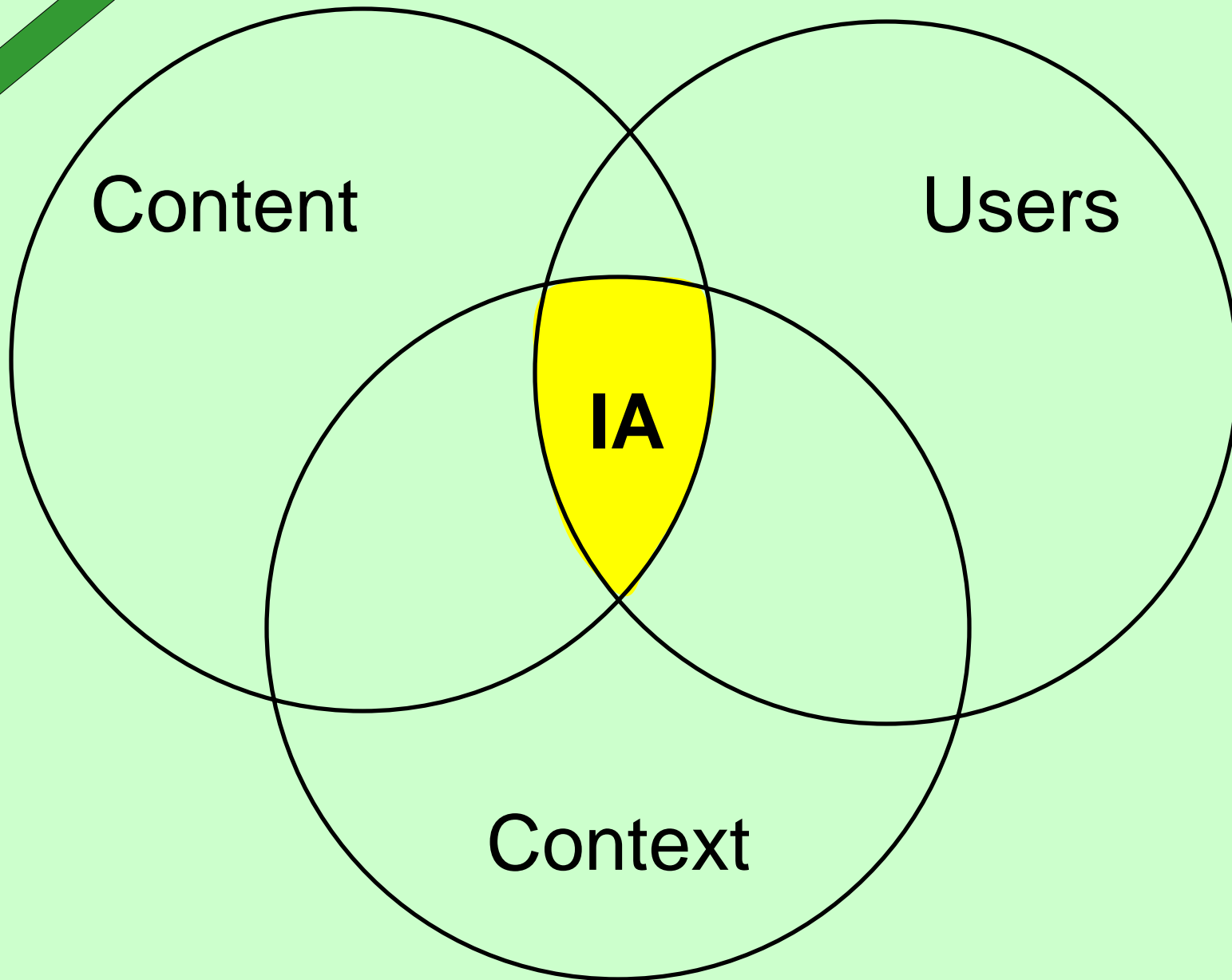


What is Information Architecture?

- Structure of information
- **Usable organization of information**

Usable Organization of Information

- Implications:
 - Users: Who is using the information?
 - Content: What is the information?
 - Context: Where is the information being used?



Users: Variables

- Age
- Experience
- Content knowledge
- Users must be able to use the site, otherwise it is a failure.

Users: Methodologies

- User interviews
 - How do they use the current system
 - What would they change to make it better?
- User testing
 - How well do users do on assigned sample tasks?
 - Do they search or browse?
 - What other information finding aids do users use? Colleagues? Bookmarks?

Users: Methodologies

- Search log analyses
 - What terms do users currently use when searching for information?
 - Are there many unique terms used or are there a number of commonly used terms?
 - Are there groups of related/alternate search terms (include common misspellings)

Context: Everyday Life

- Human beings as natural classifiers
- Organization of menus
- Organization of grocery stores
- Organization of car manuals
- Organization of catalogs

Our Menu

Sizes



Small - 10"
Large - 14"
Big Papa - 16"

Large 14" Now Available in Thin or Original Crust!

Specialty



The Works™

Cheese, Pepperoni, Italian Sausage, Ham, Black Olives, Green Peppers, Onions and Mushrooms

Garden Special™

Mushrooms, Onions, Green Peppers and Black Olives

All The Meats™

Pepperoni, Ham, Sausage, Ground Beef and Bacon

Toppings



- Extra Cheese
- Pepperoni
- Sausage
- Mushrooms
- Italian Sausage
- Ham
- Ground Beef
- Bacon
- Onions
- Green Pepper
- Black Olives
- Pineapple
- Banana Peppers
- Jalapeno Peppers
- Anchovies

Drinks

Coke®
Diet Coke®
Sprite®

Sticks

Breadsticks & Cheesesticks

Extras

Dipping Sauces*

Garlic, Pizza, Ranch**, Nacho Cheese

Sides*

Pepperoncinis,

Context: Web Sites/Intranets

- What are the business goals affecting the site? Purpose of site?
 - Vanity web sites
 - Information web sites
 - E-commerce web sites



Welcome to Tiffany & Co., America's house of design since 1837.

- ▶ [BOLD BRACELETS](#)
- ▶ [SIMPLY SPECTACULAR](#)
- ▶ [CATALOGUE QUICK ORDER](#)
- ▶ [SHOPPING](#)



By Argus

acia events

[Synonyms and Taxonomies](#)

A one-day workshop on thesaurus design for information architects.

strange connections

(February 19, 2001)

[Software for Information Architects](#)

Will the "electronic brains" steal our jobs? Should we trust engineers?

white papers

(April 2001)

[Analyzing the Analysts](#)

by Chiara Fox and Keith Instone
Do the IT Analysts practice what they preach?

[More by Argus](#)

The Argus Center for Information Architecture is

On Our Radar

events

[ASIS&T 2002 Information Architecture Summit](#)

Baltimore, MD (3/16-17)

[CHI 2002](#)

Minneapolis, MN (4/20-25)

[Full Calendar of Events](#)

(Updated 11/17/01)

people

[Bonnie Nardi](#)

Co-author of *Information Ecologies*, Bonnie comments on ethnography, user-centered design, and activity-centered design.

survey

[Formal Educational Credentials for Information Architects](#)

A repeat of the 11/00 survey; predictions of more certification

content

[Don't Make Me Think!](#)

by Steve Krug

Chris Farnum explains why you should buy this Web Usability book for your boss.

ia guide

A selective online bibliography of information architecture resources.

Browse by:

[Subject](#)

[Author / Compiler](#)

[Title](#)

community

[Find or announce](#) a virtual community, local group, or professional association for information architects.
(Updated 11/17/01)

employment



[Your Account](#) | [Get Saved Work](#) | [Price List](#) | [Customer Service](#)

Product Search

[go](#)

Sign-up for Special Offers

[go](#)

Corporate Solutions

- Promotional merchandise
- Corporate printing
- Online catalogs

[Learn more >](#)

[Weekly
Specials](#)

[Business &
Stationery](#)

[Signs &
Banners](#)

[Advertising
& Promotion](#)

[Corporate Gifts
& Apparel](#)

Tell a friend about
iPrint and save \$10! [click here](#)

Special Offer for New Customers!



\$3.99 handy
stamp
or
address
labels

First time customers only.
[Click for details. >](#)

10% OFF



Post-it® Notes

Say it with personalized
Post-it® Notes. Choose
or create a design to fit
your business. [CLICK HERE](#)

15% OFF as low as \$15.99
for 100 cards



**business
cards**

Jump-start your business.

**add
your
text**



**magnetic
signs**

Transform your vehicle
from mini-van to delivery

Context: Methodologies

- Opinion leader/project team interviews
 - What are their goals for new/revised site?
 - What resources are available for site creation/revision?
 - What challenges do they see to completing the project?
 - What would they do to make the current site better?

Content

- Organization of information
- Navigation
- Labeling

Content: Methodologies

- Content analysis
 - Sampling of content currently on site or to be put on site
 - Heterogeneous or homogeneous?
 - 500 documents or 5 million documents?
 - What types of documents?
 - Applications, reports, white papers
 - Document format? PDFs? DOCs?

Organization of Information

- Top-down organization
 - Looks at totality of content
 - Enumerative classifications
(hierarchies / taxonomies / ontologies)

► **Explore** by Topic [[Submit a Site](#)]

Entertainment

[Arts & Culture](#), [Celebrities](#),
[Games](#), [Humor & Fun](#),
[Movies](#), [Music](#), [Television](#)

Shopping

[Auctions](#), [Automotive](#), [Buying](#)
[Guides](#), [Cards & Gifts](#),
[Classifieds](#), [Online Stores](#)

People & Chat

[Chat](#), [Email](#), [Find People](#),
[Forums & Lists](#), [Homepages](#),
[Personals](#)

Lifestyle

[Books](#), [Fashion](#), [Food &](#)
[Wine](#), [Gardening](#), [Hobbies](#),
[Pets & Animals](#)

Library

[Education](#), [Humanities](#),
[Reference](#), [Sciences](#),
[Government & Politics](#),
[Society](#)

Work & Money

[Business](#), [Companies](#),
[Industries](#), [Jobs](#), [Personal](#)
[Finance](#), [Professions](#), [Small](#)
[Business](#)

Computing

[Computer Science](#),
[Multimedia](#), [Hardware](#),
[Internet](#), [Networks &](#)
[Communication](#), [Sales](#),
[Software](#)

Sports

[All Sports](#), [Baseball](#),
[Basketball](#), [Football](#), [News &](#)
[Scores](#), [Olympics](#), [Outdoor](#)
[Recreation](#)

Travel

[Activities](#), [Destinations](#),
[Lodging](#), [Reservations](#),
[Transportation](#), [Trip Planning](#)

Personal

[Family](#), [Health](#), [Home](#), [Kids](#),
[Relationships](#), [Religion &](#)
[Belief](#)

Organization of Information

- Bottom-up organization
 - Looks at content objects
 - Faceted classifications
 - Indexing using authority files / thesauri
 - Metadata

more search options

Please fill in **one or more** fields below

Title:

Alibris I.D.:

Author:

ISBN:

Subject:

Any Word(s):

Publisher:

search ▶

view [search tips](#)

narrow your search by:

Binding:

Special Attributes:

Added Within:

[first edition](#)

Language:

[signed](#)

Price Range:

between US\$ and US\$

[with dustjacket](#)

Publication Year:

after before

Organization of Information: Methodologies

- User testing
 - Open card sorting
 - Closed card sorting
 - Task completion

Navigation

- Types of navigation
 - Global: applies to entire site
 - Local: applies to parts of site
 - Supplemental: additional finding aids
 - Site maps
 - Site indexes
 - Contextual: within paragraphs

Home

Customers + Partners

[Enterprise Strategies](#)

[Assess Your Needs](#)

[Consulting + Hosting](#)

[Find Products](#)

[Implement](#)

[Support](#)

[Training](#)

Global Navigation

Training

Maximize your PeopleSoft investment with training from the experts at PeopleSoft University.

Local Navigation

[Plan Your Training](#)

[Team Training](#)

[User Training](#)

[Delivery Options](#)

PeopleSoft University gives you more than just training. You get more confident employees, faster and smoother IT projects, and information you won't get from anyone else—insights from the PeopleSoft experts.

Browse or Register for PeopleSoft Training:

[Course Catalog](#)

Supplemental Navigation

[Live WebCast eLearning Courses](#) — Just like a classroom, without leaving your desk.

[OnDemand](#)

[CD-ROM](#)

Contextual Navigation

Use these simple tools to find the right training for you.

[Assess Your Training Needs](#) [Training by Role](#) [Locations](#)

[Project Team Training](#)

Promotions

- » **[Guaranteed Classes](#)**
Worried about class cancellations? Enroll in a guaranteed class.
- » **[Sign up for training and get a PSU baseball cap](#)**

More Information

- » **[Pre-Class Tutorials](#)**
- » **[Certification for Partners](#)**

New Courses

- » **[Accelerated Course](#)**
- » **[PT1/PT2 Accelerated \(course 481\)](#)**
- » **[EPM Technical Bootcamp](#)**

Search

[Search Tips](#) | [Site Index](#)

Find What You Need

[About PeopleSoft](#)

[Investor Relations](#)

[Events](#)

[Careers](#)

[Document Archive](#)

Navigation

- Clarity: understandable, unambiguous
- Consistency: word form (verbs, nouns)
- Information scent: differentiation, i.e., where is the information I want likely to be?
- Depth vs. breadth

Labeling

- Labels for navigation
- Labels as headings
- Labels as contextual links
- Labels for index terms

Home

Customers + Partners

Enterprise Strategies

Assess Your Needs

Consulting + Hosting

Find Products

Implement

Support

Training

→ [Plan Your Training](#)

→ [Team Training](#)

→ [User Training](#)

→ [Delivery Options](#)

Search

[Search Tips](#) | [Site Index](#)

Find What You Need

[About PeopleSoft](#)

[Investor Relations](#)

[Events](#)

[Careers](#)

[Document Archive](#)

Navigation labels

Training

Heading label

PeopleSoft University gives you more than just training. You get more confident employees, faster and smoother IT projects, and information you won't get from anyone else—insights from the PeopleSoft experts.

Browse or Register for PeopleSoft Training:

[Course Catalog](#) — Our training registration system (EdWeb).

[Live WebCast eLearning Courses](#) — Just like a classroom, without leaving your desk.

[OnDemand Training](#) — Available on the Internet or on CD-ROM.

Contextual link labels

Use these simple tools to find the right training for you.
[Assess Your Training Needs](#) [Training by Role](#) [Locations](#)

[Project Team Training](#)

Promotions

- » **[Guaranteed Classes](#)**
Worried about class cancellations? Enroll in a guaranteed class.
- » **[Sign up for training and get a PSU baseball cap](#)**

More Information

- » **[Pre-Class Tutorials](#)**
- » **[Certification for Partners](#)**

New Courses

- » Accelerated Course
- » **[PT1/PT2 Accelerated \(course 481\)](#)**
- » **[EPM Technical Bootcamp](#)**

[Enterprise Strategies](#)

[Assess Your Needs](#)

[Consulting + Hosting](#)

[Find Products](#)

[Implement](#)

[Support](#)

[Training](#)

Search

[→ SEARCH](#)

[Search Tips](#) | [Site Index](#)

Find What You Need

[About PeopleSoft](#)

[Investor Relations](#)

[Events](#)

[Careers](#)

[Document Archive](#)

[PeopleStore](#)

Site Index

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

This Site Index provides an alphabetical list of specific product lines, suites, modules, and specific links, please log in.

Index term labels

A

[about PeopleSoft](#). See also [media coverage](#)

[Alliance partners](#)

[Alliance partners, applying to become](#)

[Alliance partners, certified partners](#)

[Alliance partners, program benefits](#)

[Alliance partners, roster of current partners](#)

[Alliance partners, software solution by type](#)

[analyzing your enterprise](#)

[application hosting, overview](#)

[archives, documents](#)

[articles about enterprise strategies](#)

[articles about implementation](#)

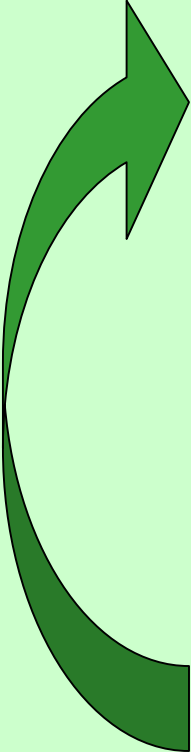
[Ask the Experts](#)

[Ask the Experts, enterprise strategies](#)

Labeling

- Clarity
- Consistency
- Label granularity matches content granularity

IA Process

- 
- Research
 - Design
 - Testing
 - Implementation
 - Maintenance
 - Revision: Research, etc.

Contact Information

Fred Leise

900 W. Ainslie St.

Chicago, IL 60640

773-561-1993

www.ContextualAnalysis.com

Fredleise (at) contextualanalysis.com