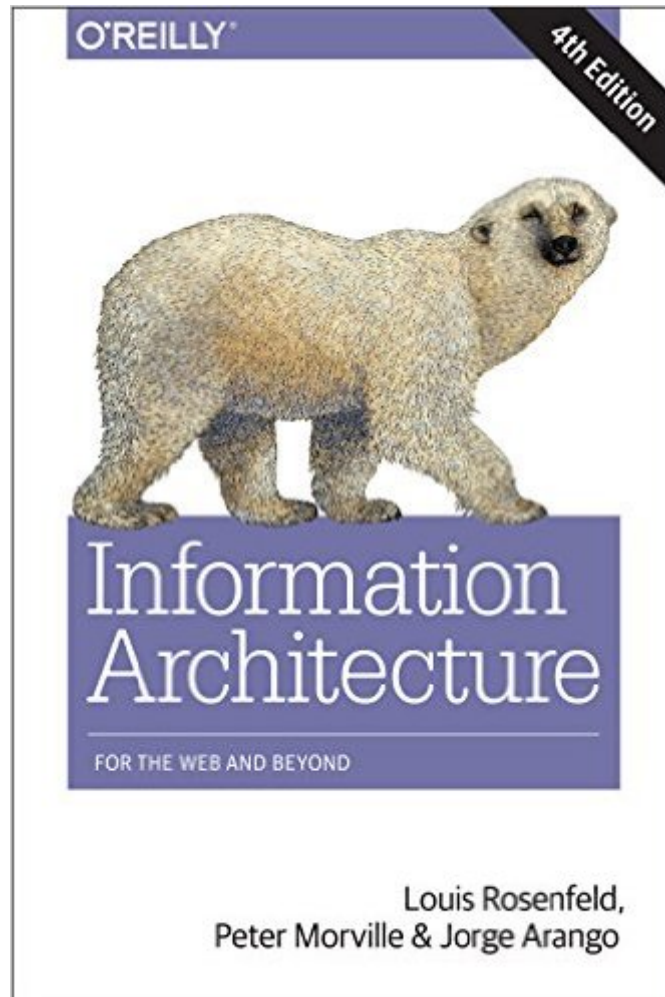# Information Architecture: For The Web And Beyond

Synopsis

Information architecture (IA) is far more challenging—and necessary—than ever. With the glut of information available today, anything your organization wants to share should be easy to find, navigate, and understand. But the experience you provide has to be familiar and coherent across multiple interaction channels, from the Web to smartphones, smartwatches, and beyond.To guide you through this broad ecosystem, this popular guide—now in its fourth edition—provides essential concepts, methods, and techniques for digital design that have withstood the test of time. UX designers, product managers, developers, and anyone involved in digital design will learn how to create semantic structures that will help people engage with your message.This book includes:An overview of IA and the problems it solves for creating effective digital products and servicesA deep dive into IA components, including organization, labeling, navigation, search, and metadataProcesses and methods that take you from research to strategy, design, and IA implementation

Book Information

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Customer Reviews

Audience for This Book   Who do we hope to reach with this fourth edition of the polar bear book? Because we assume that any interactive product contains information, this book is for anyone who's responsible for defining how interactive products and services work: user experience designers, product managers, developers, and more. The job titles don't really matter; what matters is that your work results in products and services that are interactive, information dense,

and used by at least one person besides yourself. Previous editions of the book delved into the subject of information architecture as a career path. We have eschewed these discussions in the fourth edition in favor of treating information architecture as an area of practice. You do not need to have the words Ã¢Â ÂœInformation architectÃ¢Â Â• on your business card in order to benefit from the ideas in this book.

Organization of This Book   This book is divided into 3 parts and 13 chapters, progressing from abstract fundamental concepts to processes, tools, and techniques you can use to put them into practice. It breaks down as follows.   Part I, Ã¢Â ÂœIntroducing Information Architecture,Ã¢Â Â• provides an overview of information architecture for those new to the field and experienced practitioners alike.   Part I, Ã¢Â ÂœIntroducing Information Architecture,Ã¢Â Â• provides an overview of information architecture for those new to the field and experienced practitioners alike. Part III, Ã¢Â ÂœGetting Information Architecture Done,Ã¢Â Â• covers the conceptual tools, techniques, and methods to take you from research to strategy and design to implementation of an information architecture.

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