

Information Architecture For The Web And Beyond

How do you find your way in an age of information overload? How can you filter streams of complex information to pull out only what you want? Why does it matter how information is structured when Google seems to magically bring up the right answer to your questions? What does it mean to be "findable" in this day and age? This eye-opening new book examines the convergence of information and connectivity. Written by Peter Morville, author of the groundbreaking *Information Architecture for the World Wide Web*, the book defines our current age as a state of unlimited findability. In other words, anyone can find anything at any time. Complete navigability. Morville discusses the Internet, GIS, and other network technologies that are coming together to make unlimited findability possible. He explores how the melding of these innovations impacts society, since Web access is now a standard requirement for successful people and businesses. But before he does that, Morville looks back at the history of wayfinding and human evolution, suggesting that our fear of being lost has driven us to create maps, charts, and now, the mobile Internet. The book's central thesis is that information literacy, information architecture, and usability are all critical components of this new world order. Hand in hand with that is the contention that only by planning and designing the best possible software, devices, and Internet, will we be able to maintain this connectivity in the future. Morville's book is highlighted with full color illustrations and rich examples that bring his prose to life. *Ambient Findability* doesn't preach or pretend to know all the answers. Instead, it presents research, stories, and examples in support of its novel ideas. Are we truly at a critical point in our evolution where the quality of our digital networks will dictate how we behave as a species? Is findability indeed the primary key to a successful global marketplace in the 21st century and beyond. Peter Morville takes you on a thought-provoking tour of these memes and more -- ideas that will not only fascinate but will stir your creativity in practical ways that you can apply to your work immediately. "A lively, enjoyable and informative tour of a topic that's only going to become more important." --David Weinberger, Author, *Small Pieces Loosely Joined* and *The Cluetrain Manifesto* "I envy the young scholar who finds this inventive book, by whatever strange means are necessary. The future isn't just unwritten--it's unsearched." --Bruce Sterling, Writer, Futurist, and Co-Founder, The Electronic Frontier Foundation "Search engine marketing is the hottest thing in Internet business, and deservedly so. *Ambient Findability* puts SEM into a broader context and provides deeper insights into human behavior. This book will help you grow your online business in a world where being found is not at all certain." --Jakob Nielsen, Ph.D., Author, *Designing Web Usability: The Practice of Simplicity* "Information that's hard to find will remain information that's hardly found--from one of the fathers of the discipline of information architecture, and one of its most experienced practitioners, come penetrating observations on why findability is elusive and how the act of seeking changes us." --Steve Papa, Founder and Chairman, Endeca "Whether it's a fact or a figure, a person or a place, Peter Morville knows how to make it findable. Morville explores the possibilities of a world where everything can always be found--and the challenges in getting there--in this wide-ranging, thought-provoking book." --Jesse James Garrett, Author, *The Elements of User Experience* "It is easy to assume that current searching of the World Wide Web is the last word in finding and using information. Peter Morville shows us that search engines are just the beginning. Skillfully weaving together information science research with his own extensive experience, he develops for the reader a feeling for the near future when information is truly findable all around us. There are immense implications, and Morville's lively and humorous writing brings them home." --Marcia J. Bates, Ph.D., University of California Los Angeles "I've always known that Peter Morville was smart. After reading *Ambient Findability*, I now know he's (as we say in Boston) wicked smart. This is a timely book that will have lasting effects on how we create our future. --Jared Spool, Founding Principal, User Interface Engineering "In *Ambient Findability*, Peter Morville has put his mind and keyboard on the pulse of the electronic noosphere. With tangible examples and lively writing, he lays out the challenges and wonders of finding our way in cyberspace, and explains the mutually dependent evolution of our changing world and selves. This is a must read for everyone and a practical guide for designers." --Gary Marchionini, Ph.D., University of North Carolina "Find this book! Anyone interested in making information easier to find, or understanding how finding and being found is changing, will find this thoroughly researched, engagingly written, literate, insightful and very, very cool book well worth their time. Myriad examples from rich and varied domains and a valuable idea on nearly every page. Fun to read, too! --Joseph Janes, Ph.D., Founder, Internet Public Library

Mobile devices outnumber desktop and laptop computers three to one worldwide, yet little information is available for designing and developing mobile applications. *Mobile Design and Development* fills that void with practical guidelines, standards, techniques, and best practices for building mobile products from start to finish. With this book, you'll learn basic design and development principles for all mobile devices and platforms. You'll also explore the more advanced capabilities of the mobile web, including markup, advanced styling techniques, and mobile Ajax. If you're a web designer, web developer, information architect, product manager, usability professional, content publisher, or an entrepreneur new to the mobile web, *Mobile Design and Development* provides you with the knowledge you need to work with this rapidly developing technology. *Mobile Design and Development* will help you: Understand how the mobile ecosystem works, how it differs from other mediums, and how to design products for the mobile context Learn the pros and cons of building native applications sold through operators or app stores versus mobile websites or web apps Work with flows, prototypes, usability practices, and screen-size-independent visual designs Use and test cross-platform mobile web standards for older devices, as well as devices that may be available in the future Learn how to justify a mobile product by building it on a budget

Everything is getting more complex. It is easy to be overwhelmed by the amount of information we encounter each day. Whether at work, at school, or in our personal endeavors, there's a deepening (and inescapable) need for people to work with and understand information. Information architecture is the way that we arrange the parts of something to make it understandable as a whole. When we make things for others to use, the architecture of information that we choose greatly affects our ability to deliver our intended message to our users. We all face messes made of information and people. I define the word "mess" the same way that most dictionaries do: "A situation where the interactions between people and information are confusing or full of difficulties." — Who doesn't bump up against messes made of information and people every day? This book provides a seven step process for making sense of any mess. Each chapter contains a set of lessons as well as workbook exercises architected to help you to work through your own mess.

Eyetracking Web Usability is based on one of the largest studies of eyetracking usability in existence. Best-selling author Jakob Nielsen and coauthor Kara Pernice used rigorous usability methodology and eyetracking technology to analyze 1.5 million instances where users look at Web sites to understand how the human eyes interact with design. Their findings will help designers, software developers, writers, editors, product managers, and advertisers understand what people see or don't see, when they look, and why. With their comprehensive three-year study, the authors confirmed many known Web design conventions and the book provides additional insights on those standards. They also discovered important new user behaviors that are revealed here for the first time. Using compelling eye gaze plots and heat maps, Nielsen and Pernice guide the reader through hundreds of examples of eye movements, demonstrating why some designs work and others don't. They also provide valuable advice for page layout, navigation menus, site elements, image selection, and advertising. This book is essential reading for anyone who is serious about doing business on the Web.

This book covers the key aspects of information architecture: core elements of information management, indexing, cataloguing and classification - organising and recording information in the digital environment. *Information Architecture for Information Professionals* also focuses on design, specifically user-centred design: designing information systems that support the needs of users, by providing attractive, intuitive interfaces that support a range of information tasks and accommodate a range of individual resources. Aimed at information

professionals - existing texts in this emerging area are primarily aimed at web managers A straight forward introduction to the area Four acknowledged experts in search engine optimization share guidelines and innovative techniques that will help you plan and execute a comprehensive SEO strategy. This second edition brings you up to date on recent changes in search engine behavior—such as new ranking methods involving user engagement and social media—with an array of effective tactics, from basic to advanced. Comprehend SEO's many intricacies and complexities Explore the underlying theory and inner workings of search engines Understand the role of social media, user data, and links Discover tools to track results and measure success Recognize how changes to your site can confuse search engines Learn to build a competent SEO team with defined roles Glimpse the future of search and the SEO industry Visit www.artofseobook.com for late-breaking updates, checklists, worksheets, templates, and guides. "SEO expertise is a core need for today's online businesses. Written by some of the top SEO practitioners out there, this book can teach you what you need to know for your online business." —Tony Hsieh, CEO of Zappos.com, Inc., author of New York Times bestseller *Delivering Happiness*

This volume reveals the history of Information Architecture (IA), reflects on the relationship between practice and research within the discipline, and presents educators with the latest models, frameworks and theories that have emerged from the Information Architecture Academics and Practitioners Roundtable between 2014 and 2019. The most comprehensive and up-to-date overview of Information Architecture so far, this collection is a valuable tool for teachers, researchers, and practitioners interested in recent advances in information architecture in areas such as pervasive computing and embodiment, artificial intelligence, design practice, diversity and ethics in design, and critique. The information landscape has grown more complex, porous and connected—the information challenges of smart phones, sensors and IoT demand focused attention from organizations that often embrace a 'move fast and break things' ethos. This book not only explores the shift from Classical IA to Contemporary IA—it asks, are today's creators prepared to solve the challenges ahead? Have industry-led disciplines abdicated their responsibility to the people who inhabit current information environments? Will this discipline persist? *Advances in Information Architecture* examines the maturity of the field, revisits the discipline's efforts to transform itself in 2013 with the publication of "Reframing Information Architecture", and considers the opportunities that remain to bridge the academic and practitioner communities. Search is not just a box and ten blue links. Search is a journey: an exploration where what we encounter along the way changes what we seek. In this book, the authors weave together the theories of information seeking with the practice of user interface design.

Turning web sites inside-out, this title examines site architecture, going on to discuss and explain possible improvements. Scheduled for release in mid-2015, the fourth edition of this bestselling guide focuses on information architecture as a set of tools and techniques for dealing with today's tough information organization problems. It's ideal for anyone involved in any aspect of design. The universal and timeless principles of information organization described in the book's first three editions still apply in our increasingly mobile world. In the fourth edition, the authors cast those principles in the context of current practice, using many updated examples and illustrations. They examine technology- and vendor-independent tools and techniques that have also stood the test of time, and have updated the book's appendix to include the most useful information architecture resources available today. Reserve your copy of *Information Architecture for the World Wide Web, Fourth Edition* and learn how well-planned information architecture is more essential than ever.

Information Architecture is about organizing and simplifying information, designing and integrating information spaces/systems, and creating ways for people to find and interact with information content. Its goal is to help people understand and manage information and make the right decisions accordingly. This updated and revised edition of the book looks at integrated information spaces in the web context and beyond, with a focus on putting theories and principles into practice. In the ever-changing social, organizational, and technological contexts, information architects not only design individual information spaces (e.g., websites, software applications, and mobile devices), but also tackle strategic aggregation and integration of multiple information spaces across websites, channels, modalities, and platforms. Not only do they create predetermined navigation pathways, but they also provide tools and rules for people to organize information on their own and get connected with others. Information architects work with multi-disciplinary teams to determine the user experience strategy based on user needs and business goals, and make sure the strategy gets carried out by following the user-centered design (UCD) process via close collaboration with others. Drawing on the authors' extensive experience as HCI researchers, User Experience Design practitioners, and Information Architecture instructors, this book provides a balanced view of the IA discipline by applying theories, design principles, and guidelines to IA and UX practices. It also covers advanced topics such as iterative design, UX decision support, and global and mobile IA considerations. Major revisions include moving away from a web-centric view toward multi-channel, multi-device experiences. Concepts such as responsive design, emerging design principles, and user-centered methods such as Agile, Lean UX, and Design Thinking are discussed and related to IA processes and practices.

The post-Ajaxian Web 2.0 world of wikis, folksonomies, and mashups makes well-planned information architecture even more essential. How do you present large volumes of information to people who need to find what they're looking for quickly? This classic primer shows information architects, designers, and web site developers how to build large-scale web sites that are manageable, appealing, and easy to navigate.

Information Architecture for the World Wide Web Designing for the Web and Beyond O'Reilly Media

To make sense of the world, we're always trying to place things in context, whether our environment is physical, cultural, or something else altogether. Now that we live among digital, always-networked products, apps, and places, context is more complicated than ever—starting with "where" and "who" we are. This practical, insightful book provides a powerful toolset to help information architects, UX professionals, and web and app designers understand and solve the many challenges of contextual ambiguity in the products and services they create. You'll discover not only how to design for a given context, but also how design participates in making context. Learn how people perceive context when touching and navigating digital environments See how labels, relationships, and rules work as building blocks for context Find out how to make better sense of cross-channel, multi-device products or services Discover how language creates infrastructure in organizations, software, and the Internet of Things Learn models for figuring out the contextual angles of any user experience

This is a book about everything. Or, to be precise, it explores how everything is connected from code to culture. We think we're designing software, services, and experiences, but we're not. We are intervening in ecosystems. Until we open our

minds, we will forever repeat our mistakes. In this spirited tour of information architecture and systems thinking, Peter Morville connects the dots between authority, Buddhism, classification, synesthesia, quantum entanglement, and volleyball. In 1974 when Ted Nelson wrote "everything is deeply intertwined," he hoped we might realize the true potential of hypertext and cognition. This book follows naturally from that.

This book demonstrates the step-by-step process involved in designing a Web site. Readers are assumed to be familiar with whatever Web publishing tool they are using. The guide gives few technical details but instead focuses on the usability, layout, and attractiveness of a Web site, with the goal being to make it as popular with the intended audience as possible. Considerations such as graphics, typography, and multimedia enhancements are discussed.

Websites and apps are places where critical parts of our lives happen. We shop, bank, learn, gossip, and select our leaders there. But many of these places weren't intended to support these activities. Instead, they're designed to capture your attention and sell it to the highest bidder. Living in Information draws upon architecture as a way to design information environments that serve our humanity.

Information Architecture for Designers introduces the skills and technique of effective information design for the web in approachable, accessible, and logical languages. Crammed with practical step-by-step processes, and connected to its own website with off-the-peg downloadable and useable templates, the book is a practical solution for designers who need these new skills. It will be a standard text for professional and education design libraries for years to come.

Thoroughly rewritten for today's web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade, and all the hype about Web 2.0 and various "rich" interactive technologies, the basic problems of creating a good web navigation system remain. Designing Web Navigation demonstrates that good navigation is not about technology—it's about the ways people find information, and how you guide them. Ideal for beginning to intermediate web designers, managers, other non-designers, and web development pros looking for another perspective, Designing Web Navigation offers basic design principles, development techniques and practical advice, with real-world examples and essential concepts seamlessly folded in. How does your web site serve your business objectives? How does it meet a user's needs? You'll learn that navigation design touches most other aspects of web site development. This book: Provides the foundations of web navigation and offers a framework for navigation design Paints a broad picture of web navigation and basic human information behavior Demonstrates how navigation reflects brand and affects site credibility Helps you understand the problem you're trying to solve before you set out to design Thoroughly reviews the mechanisms and different types of navigation Explores "information scent" and "information shape" Explains "persuasive" architecture and other design concepts Covers special contexts, such as navigation design for web applications Includes an entire chapter on tagging While Designing Web Navigation focuses on creating navigation systems for large, information-rich sites serving a business purpose, the principles and techniques in the book also apply to small sites. Well researched and cited, this book serves as an excellent reference on the topic, as well as a superb teaching guide. Each chapter ends with suggested reading and a set of questions that offer exercises for experiencing the concepts in action.

This second edition of The UX Careers Handbook offers you all the great advice of the first edition—freshly updated—plus a new chapter on critical soft skills, much more on becoming a UX leader, and a 17th user experience (UX) career pathway. The UX Careers Handbook, Second Edition, offers you an insider's advice on learning, personal branding, networking skills, building your resume and portfolio, and actually landing that UX job you want, as well as an in-depth look at what it takes to get into and succeed in a UX career. Whether your interests include design, information architecture, strategy, research, UX writing, or any of the other core UX skillsets, you'll find a wealth of resources in this book. The book also includes: Insights and personal stories from a range of industry-leading UX professionals to show you how they broke into the industry and evolved their own careers over time Activities and worksheets to help you make good decisions and build your career Along with the book, you can explore its companion website with more resources and information to help you stay on top of this fast-changing field. Not only for job seekers, The UX Careers Handbook, Second Edition, is a must-have for Employers and recruiters who want to better understand how to hire and keep UX staff Undergraduate and graduate students thinking about their future careers Professionals in other careers who are thinking about starting to do UX work Cory Lebson has been a UX consultant and user researcher for over two decades. He is Principal and Owner of a small UX research consultancy, a builder of UX community, and a past president of the User Experience Professionals Association (UXPA). Not only a practitioner of UX, Cory teaches and mentors to help professionals grow their UX skills and conducts regular talks and workshops on topics related to both UX skills and career development.

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to _____. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

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 services A deep dive into IA components, including organization, labeling, navigation, search, and metadata Processes and methods that take you from research to strategy, design, and IA implementation

Customers who have inconsistent, broken experiences with products and services are understandably frustrated. But it's worse when people inside these companies can't pinpoint the problem because they're too focused on business processes. This practical book shows your company how to use alignment diagrams to turn valuable customer observations into actionable insight. With this unique tool, you can visually map your existing customer experience and envision future solutions. Product and brand managers, marketing specialists, and business owners will learn how experience diagramming can help determine where business goals and customer perspectives intersect. Once you're armed with this data, you can provide users with real value. Mapping Experiences is divided into three parts: Understand the underlying principles of diagramming, and discover how these diagrams can inform strategy Learn how to create diagrams with the four iterative modes in the mapping process: setting up a mapping initiative, investigating the evidence, visualizing the process, and using diagrams in workshops and experiments See key diagrams in action, including service blueprints, customer journey maps, experience maps,

mental models, and spatial maps and ecosystem models

You can launch a new app or website in days by piecing together frameworks and hosting on AWS. Implementation is no longer the problem. But that speed to market just makes it tougher to confirm that your team is actually building the right product. Ideal for agile teams and lean organizations, this guide includes 11 practical tools to help you collaborate on strategy, user research, and UX. Hundreds of real-world tips help you facilitate productive meetings and create good collaboration habits. Designers, developers, and product owners will learn how to build better products much faster than before. Topics include: Foundations for collaboration and facilitation: Learn how to work better together with your team, stakeholders, and clients Project strategy: Help teams align with shared goals and vision User research and personas: Identify and understand your users and share that vision with the broader organization Journey maps: Build better touchpoints that improve conversion and retention Interfaces and prototypes: Rightsize sketches and wireframes so you can test and iterate quickly

Pervasive Information Architecture explains the 'why' and 'how' of pervasive information architecture (IA) through detailed examples and real-world stories. It offers insights about trade-offs that can be made and techniques for even the most unique design challenges. The book will help readers master agile information structures while meeting their unique needs on such devices as smart phones, GPS systems, and tablets. The book provides examples showing how to: model and shape information to adapt itself to users' needs, goals, and seeking strategies; reduce disorientation and increase legibility and way-finding in digital and physical spaces; and alleviate the frustration associated with choosing from an ever-growing set of information, services, and goods. It also describes relevant connections between pieces of information, services and goods to help users achieve their goals. This book will be of value to practitioners, researchers, academics, and students in user experience design, usability, information architecture, interaction design, HCI, web interaction/interface designer, mobile application design/development, and information design. Architects and industrial designers moving into the digital realm will also find this book helpful. Master agile information structures while meeting the unique user needs on such devices as smart phones, GPS systems, and tablets Find out the 'why' and 'how' of pervasive information architecture (IA) through detailed examples and real-world stories Learn about trade-offs that can be made and techniques for even the most unique design challenges

The post-Ajaxian Web 2.0 world of wikis, folksonomies, and mashups makes well-planned information architecture even more essential. How do you present large volumes of information to people who need to find what they're looking for quickly? This classic primer shows information architects, designers, and web site developers how to build large-scale and maintainable web sites that are appealing and easy to navigate. The new edition is thoroughly updated to address emerging technologies -- with recent examples, new scenarios, and information on best practices -- while maintaining its focus on fundamentals. With topics that range from aesthetics to mechanics, Information Architecture for the World Wide Web explains how to create interfaces that users can understand right away. Inside, you'll find: An overview of information architecture for both newcomers and experienced practitioners The fundamental components of an architecture, illustrating the interconnected nature of these systems. Updated, with updates for tagging, folksonomies, social classification, and guided navigation Tools, techniques, and methods that take you from research to strategy and design to implementation. This edition discusses blueprints, wireframes and the role of diagrams in the design phase A series of short essays that provide practical tips and philosophical advice for those who work on information architecture The business context of practicing and promoting information architecture, including recent lessons on how to handle enterprise architecture Case studies on the evolution of two large and very different information architectures, illustrating best practices along the way How do you document the rich interfaces of web applications? How do you design for multiple platforms and mobile devices? With emphasis on goals and approaches over tactics or technologies, this enormously popular book gives you knowledge about information architecture with a framework that allows you to learn new approaches -- and unlearn outmoded ones.

Discusses Web site hierarchy, usability, navigation systems, content labeling, configuring search systems, and managing the information architecture development process.

Written by a user interface and graphics designer with experience in the design of large-scale Web projects with Netscape, this book applies the principles of user interface design and software engineering to the design of these increasingly sophisticated Web sites. It walks you through the entire process--from the setting of objectives through implementation. Features many illustrations, designs and examples. Includes eight-color pages.

Describes what Web 2.0 is, looks at its core patterns and architecture, and offers information on developing applications and software for it.

Details a variety of front-end technologies and techniques and reviews Web design fundamentals while explaining how to work with HTML, graphics, and multimedia and interactive applications.

Enterprise Information Architecture for a New Age: Big Data and The Internet of Things, provides guidance in designing an information architecture to accommodate increasingly large amounts of data, massively large amounts of data, not only from traditional sources, but also from novel sources such everyday objects that are fast becoming wired into global Internet. No business can afford to be caught out by missing the value to be mined from the increasingly large amounts of available data generated by everyday devices. The text provides background as to how analytical solutions and enterprise architecture methodologies and concepts have evolved (including the roles of data warehouses, business intelligence tools, predictive analytics, data discovery, Big Data, and the impact of the Internet of Things). Then you're taken through a series of steps by which to define a future state architecture and create a plan for how to reach that future state. Enterprise Information Architecture for a New Age: Big Data and The Internet of Things helps you gain an understanding of the following: Implications of Big Data from a variety of new data sources (including data from sensors that are part of the Internet of Things) upon an information architecture How establishing a vision for data usage by defining a roadmap that aligns IT with line-of-business needs is a key early step The importance and details of taking a step-by-step approach when dealing with shifting business challenges and changing technology capabilities How to

mitigate risk when evaluating existing infrastructure and designing and deploying new infrastructure Enterprise Information Architecture for a New Age: Big Data and The Internet of Things combines practical advice with technical considerations. Author Robert Stackowiak and his team are recognized worldwide for their expertise in large data solutions, including analytics. Don't miss your chance to read this book and gain the benefit of their advice as you look forward in thinking through your own choices and designing your own architecture to accommodate the burgeoning explosion in data that can be analyzed and converted into valuable information to drive your business forward toward success.

This state-of-the-art look at the emerging profession of Information Architecture shows readers from a broad range of technical areas—e.g., visual design, information design, library science, information science, and human-computer interaction—how this new multidisciplinary profession integrates the skills and practices of their respective professions. An important complement to typical IA books (which focus only on the “how to” of designing and building web sites), this foundations book explores IA from its historical roots to its exciting future, showing how this new profession requires a comprehensive knowledge of a highly complex design process, using a variety of media and technologies, for the purpose of creating information environments that are beautiful, valuable, and easy to use. Information Architecture: From Craft to Profession. The Spoken Word. The Written Word. The Printed Word. The Telegraph. The Telephone. The Radio. Television. ENIAC. ERMA. The Alto. The PC Evolution. Internauts. ARPAnet. Email. WWW. Info Glut, Info Trash, Info Hype, and Info Stress. IA: The Process, The Practitioner, The Profession. Educating Information Architects. Envisioning the Future of IA. For Information Architects, Interaction Designers, User Experience Designers, Information Designers, Human-computer Interaction Designers, Web Masters, Interface Designers, Information Scientists, Information Technologists, Information Technology Specialists.

This groundbreaking book reports on an explosive new design field: the design of information to improve, clarify, and facilitate processes of communication and learning. As the world responds to a burgeoning information superhighway, the structure and design of data becomes increasingly important. This book shows how the presentation of information can make complex material clear and accessible. To illustrate, the book presents projects by 20 world-class designers, including David Macaulay, Clement Mok, Nigel Holmes, Peter Bradford, and Krzysztof Lenk. Each contributor has provided an essay describing his or her project and the process involved in its development.

Information Architecture: Blueprints for the Web, Second Edition introduces the core concepts of information architecture: organizing web site content so that it can be found, designing website interaction so that it's pleasant to use, and creating an interface that is easy to understand. This book helps designers, project managers, programmers, and other information architecture practitioners avoid costly mistakes by teaching the skills of information architecture swiftly and clearly.

Covering the skills necessary to become a successful information architect (IA), this helpful handbook discusses the IA's role in developing Web sites, search interfaces, architecture blueprints, and the evolution of an information architecture for a real client. Original. (Intermediate)

Four acknowledged experts in search engine optimization share guidelines and innovative techniques that will help you plan and execute a comprehensive SEO strategy. This second edition brings you up to date on recent changes in search engine behavior—such as new ranking methods involving user engagement and social media—with an array of effective tactics, from basic to advanced. Comprehend SEO's many intricacies and complexities Explore the underlying theory and inner workings of search engines Understand the role of social media, user data, and links Discover tools to track results and measure success Recognize how changes to your site can confuse search engines Learn to build a competent SEO team with defined roles Glimpse the future of search and the SEO industry Visit www.artofseobook.com for late-breaking updates, checklists, worksheets, templates, and guides.

Any organization that has a searchable web site or intranet is sitting on top of hugely valuable and usually under-exploited data: logs that capture what users are searching for, how often each query was searched, and how many results each query retrieved. Search queries are gold: they are real data that show us exactly what users are searching for in their own words. This book shows you how to use search analytics to carry on a conversation with your customers: listen to and understand their needs, and improve your content, navigation and search performance to meet those needs.

The advent of the computer has facilitated an exponential growth in the tools and techniques for manipulating information. Much of the development has been ad-hoc, driven by general management practises of gaining productivity and efficiency through the greater use of computers. Little attention has been paid to the broader issues of coherence and co-ordination of the information increasingly used to drive modern organizations. This book addresses these broader issues. It starts from the perception that information systems and sources need to be designed within a framework, an architecture, which requires a detailed understanding of the roles of the information and the tools to manipulate it, within the organization. The different elements of the architecture are described and analysed and the necessity to undertake detailed and continuous research into developments in computer hardware, software and in information management is emphasised. In addition, the roles of the various parties, general management, computing personnel and information professionals as joint owners of the information architecture are analysed. Chapters include: overview of information architecture; hardware, networks and software; the need to plan IT environments; working with IT personnel; the software environment; knowledge representation: taxonomies; classification; thesauri; interoperability: the semantic web; role of Markup; ontologies; the user interface; designing for users. Readership: The primary audience is senior and middle managers in the information profession: this will include all professionals in the corporate information sector, including knowledge managers. The book will also be of great interest to all students of information and knowledge management and also on business and IT-related courses.

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