From the ground up

:an exploration into information architecture (IA)

Becky Veater
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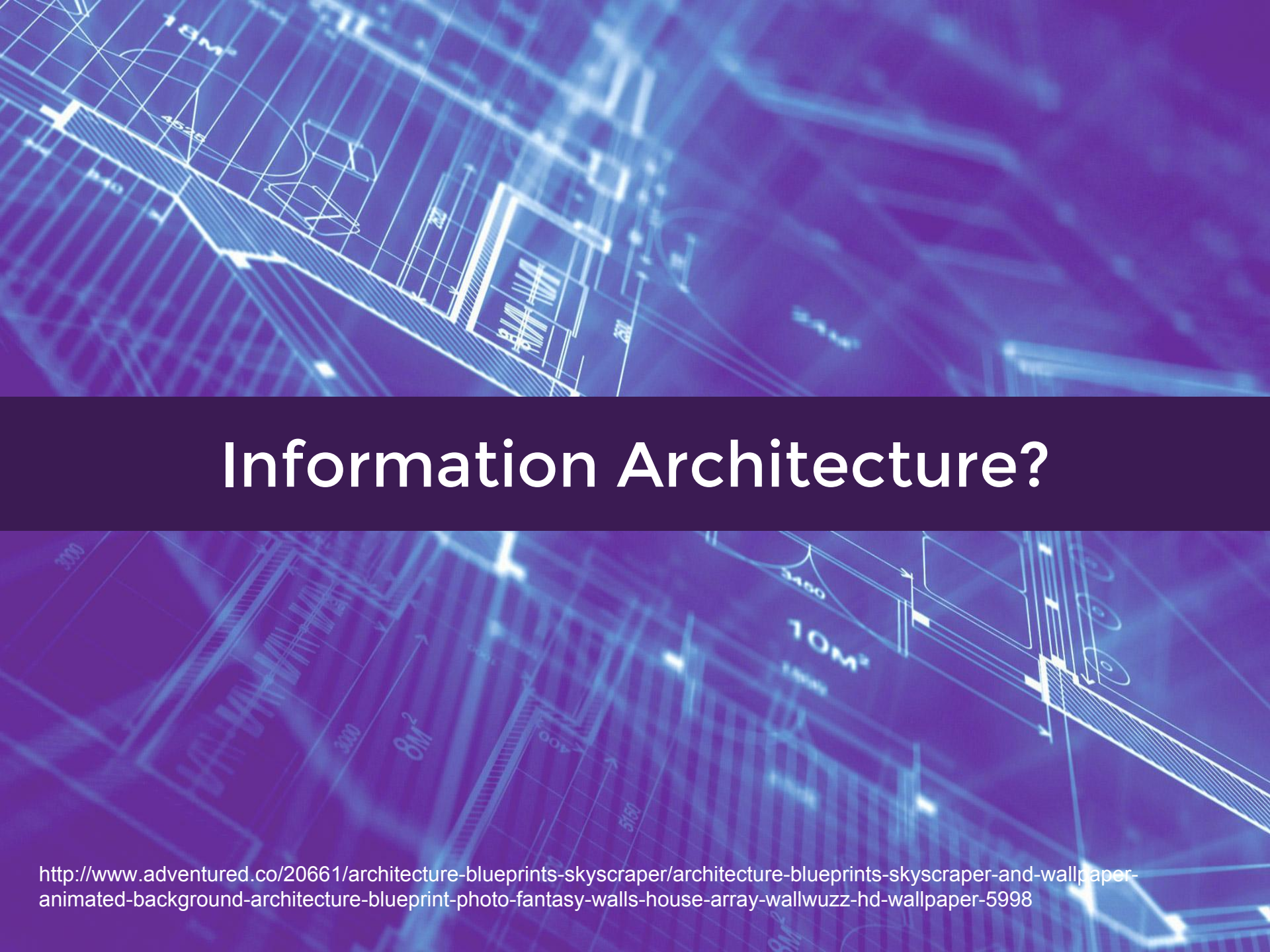
elixel.
bringing pixels to life



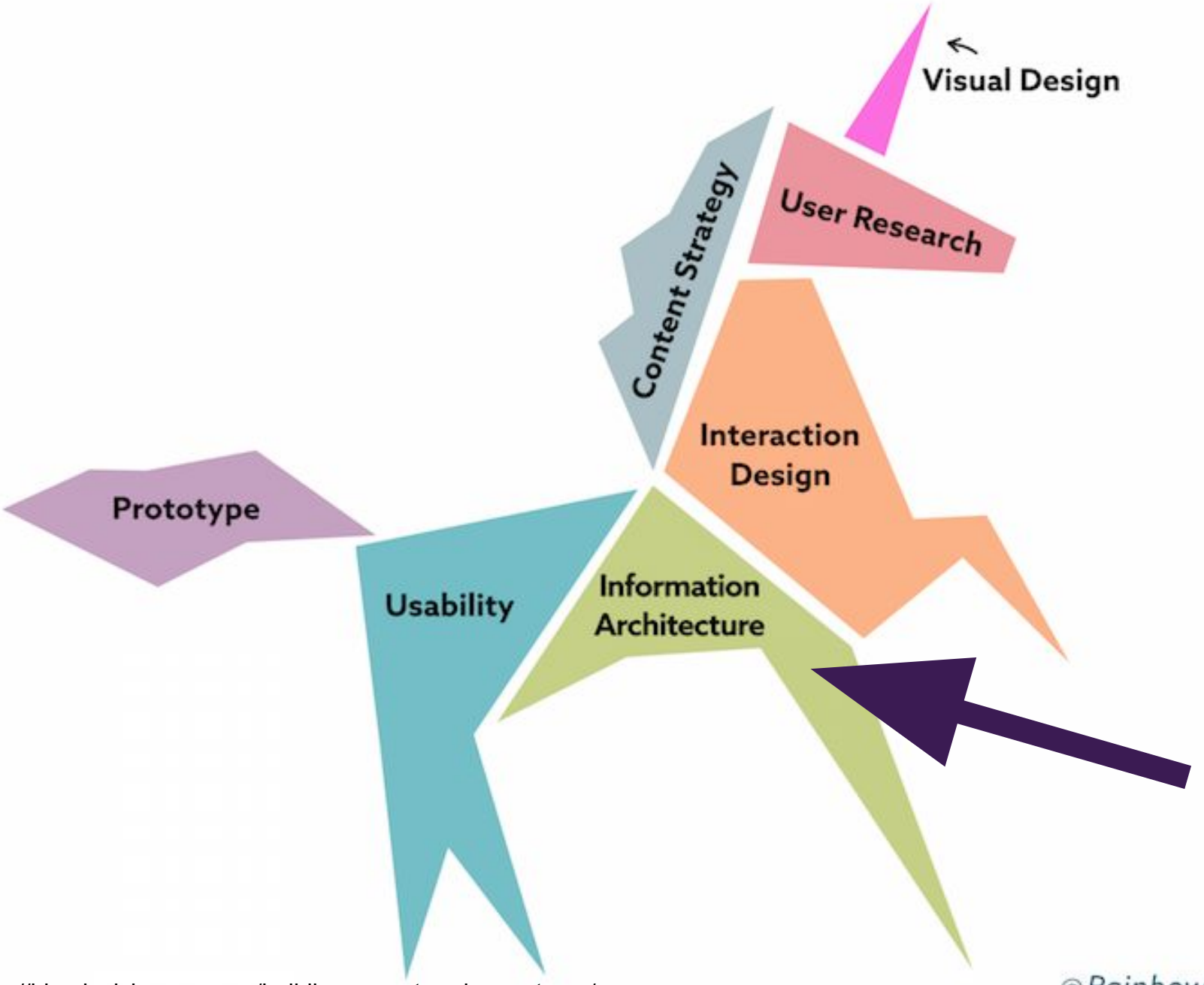
Information Architecture?

http://www.adventured.co/20661/architecture-blueprints-skyscraper/architecture-blueprints-skyscraper-and-wallpaper-animated-background-architecture-blueprint-photo-fantasy-walls-house-array-wallwuzz-hd-wallpaper-5998

> Information architecture is the way that we arrange the parts of something to make it **understandable** [...] 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.

- Abby Covert, Information Architect http://abbytheia.com/makesense/

IA is about the people.



http://blog.invisionapp.com/building-an-enterprise-ux-team/

Why should I do IA?!

“Which way you ought to go depends on where you want to get. If you don’t know where you’re going any road will get you there.”

- The Cheshire cat

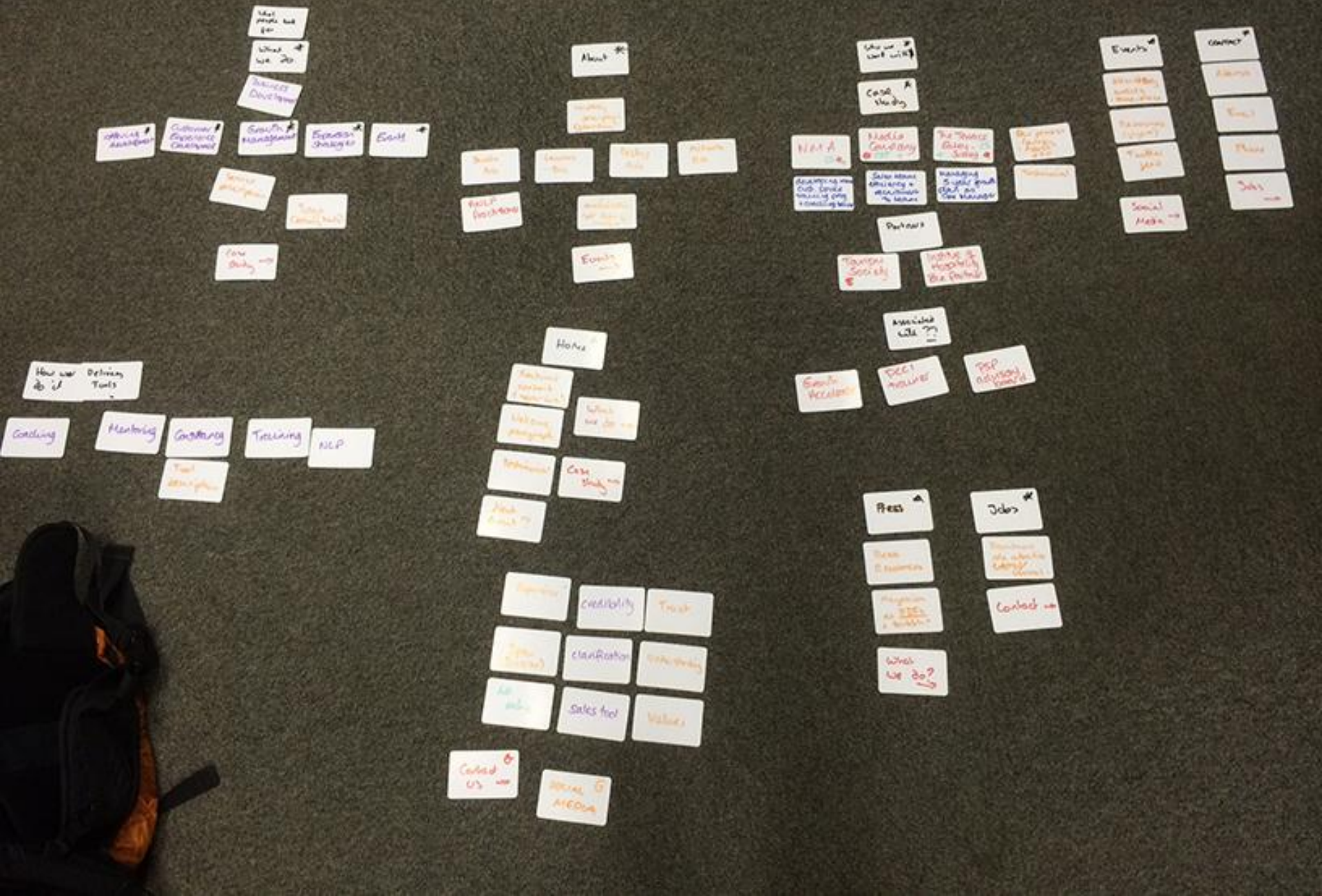
KEEP CALM AND FOLLOW THE WHITE RABBIT

IA sounds great but
now tell me how!

Know your client.

Know your content.

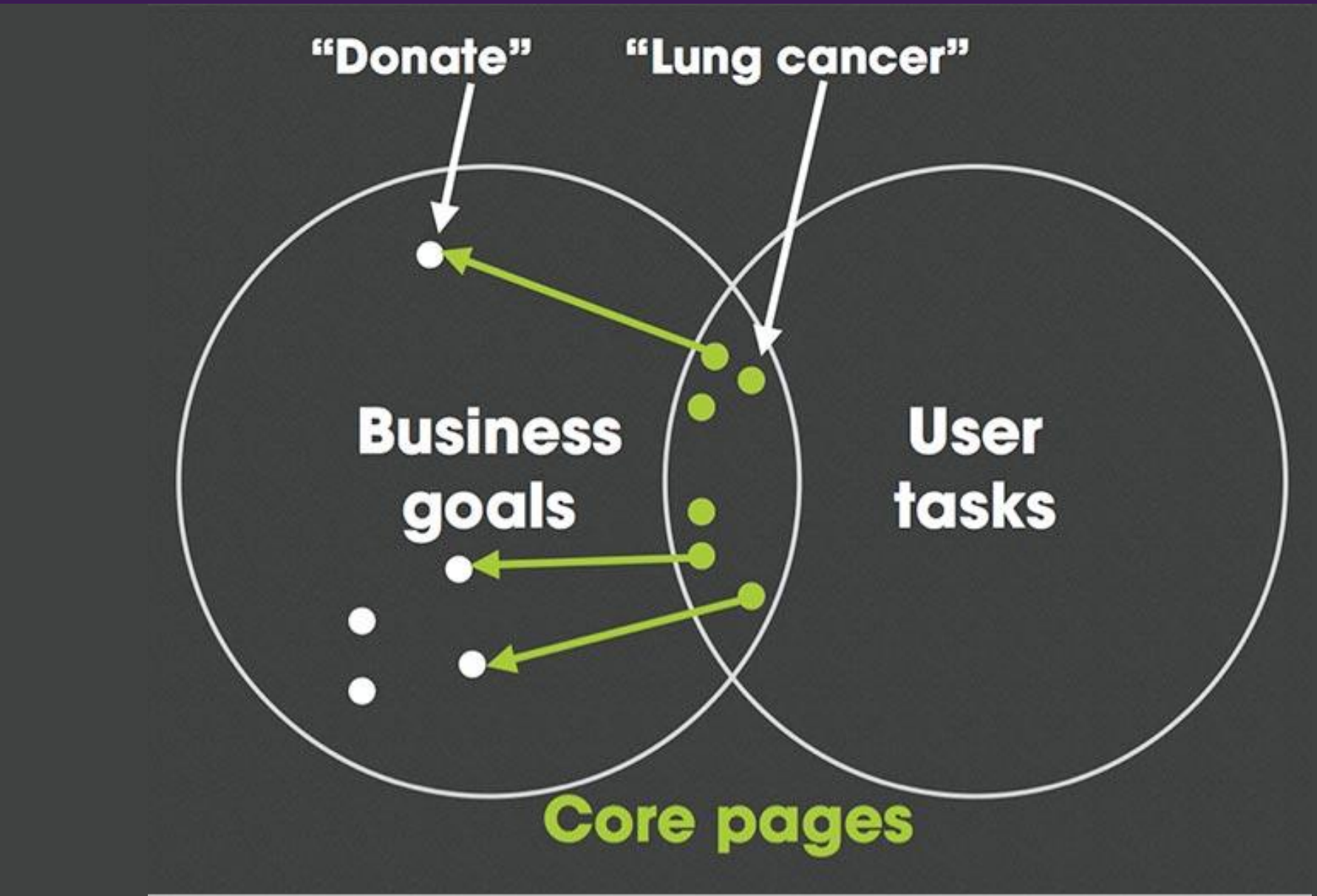
Card sorting.



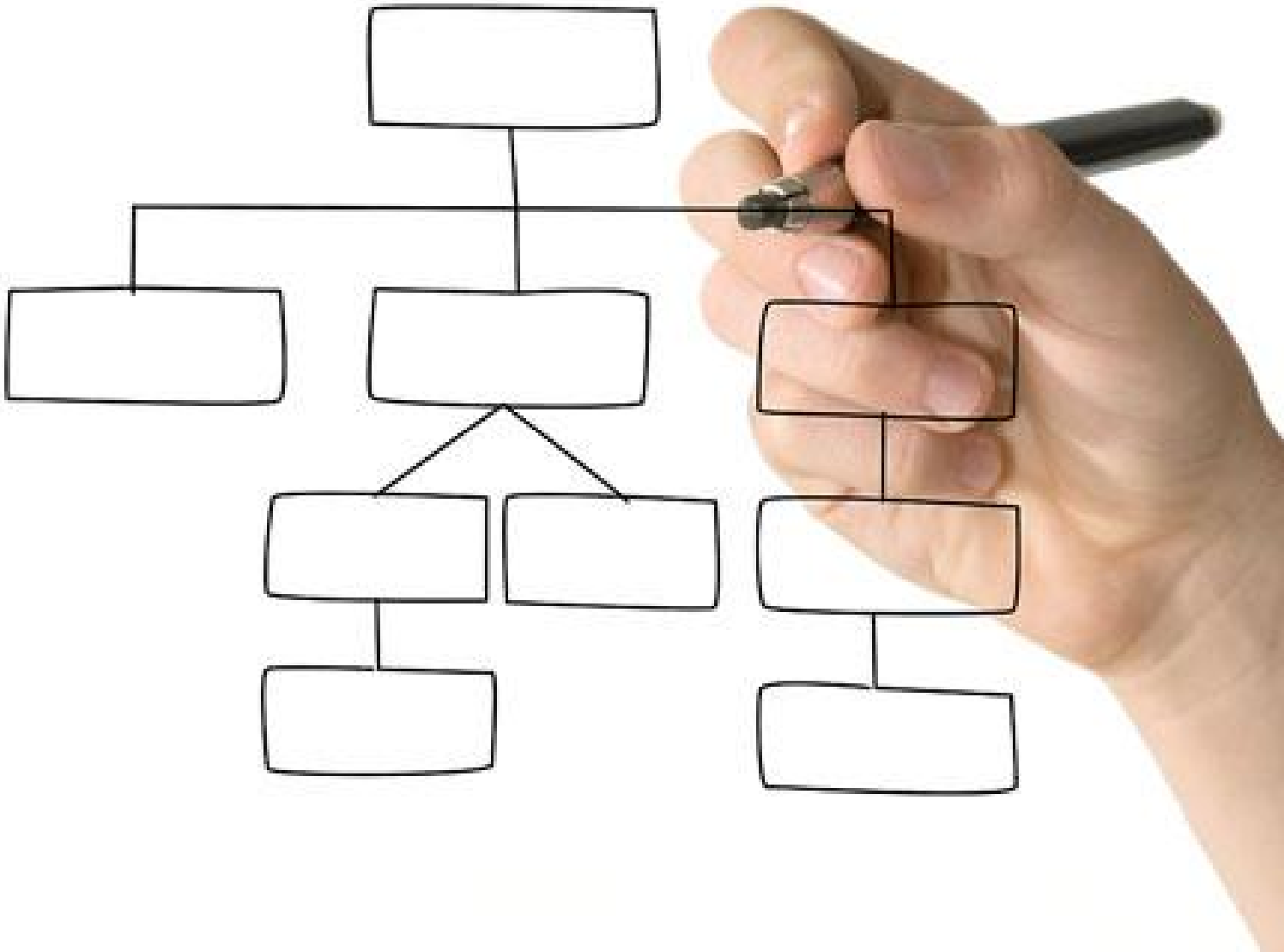
What we do
Business Development
Customer Experience Development
Growth Management
Expansion Strategies
Events
Case Study
About
Events
Case Study
NMA
Media Consulting
Partners
Tourism Society
Institute of Hospitality Bio Partners
Events
Contact
Social Media
Jobs
How we Delivery do it Tools
Coaching
Mentoring
Consultancy
Training
NLP
Home
Case Study
Credibility
Trust
Clarification
Sales tool
Values
Contact us
Social Media
Press
Jobs
Contact
What we do?

The core model.

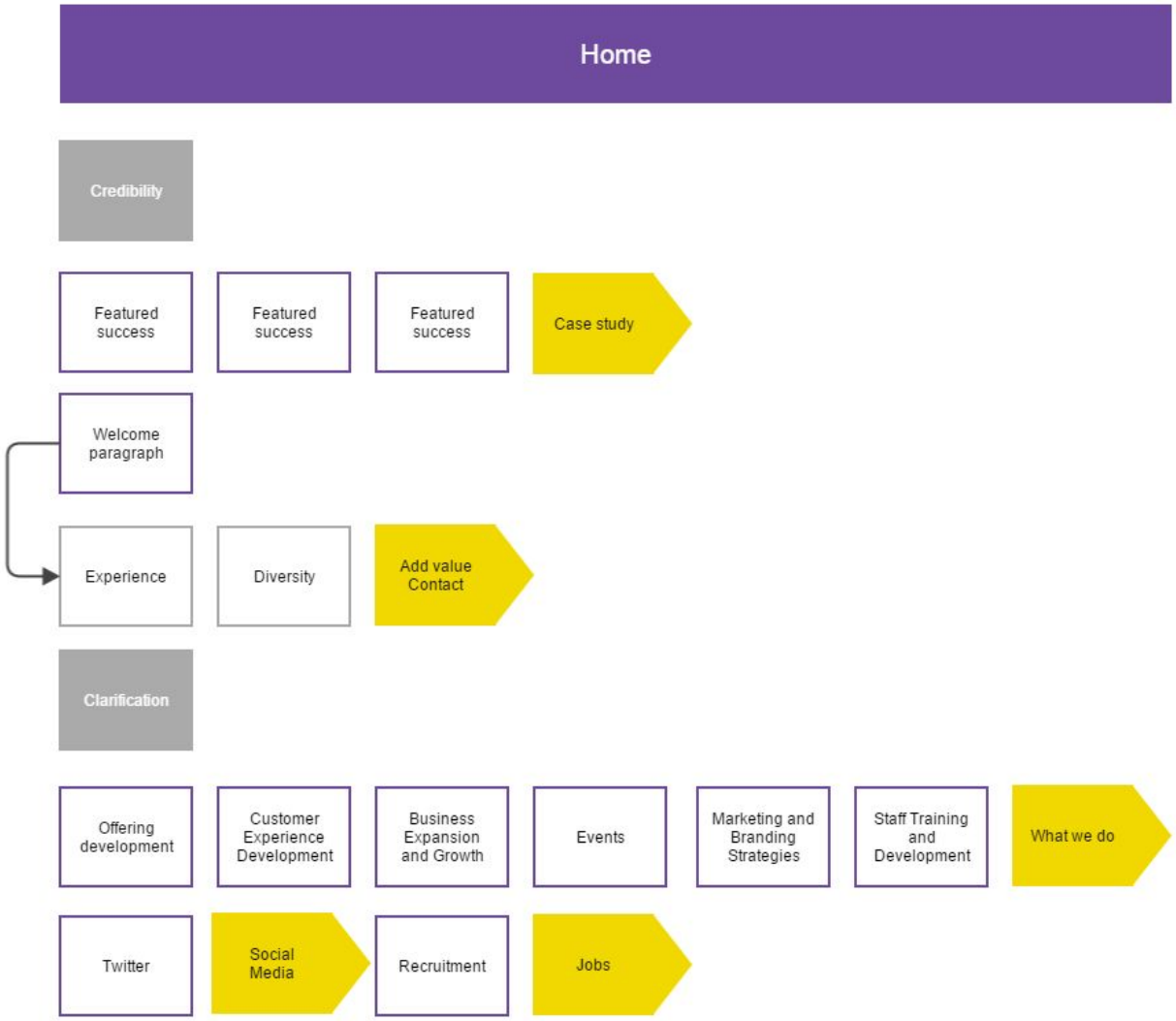
http://alistapart.com/article/the-core-model-designing-inside-out-for-better-results



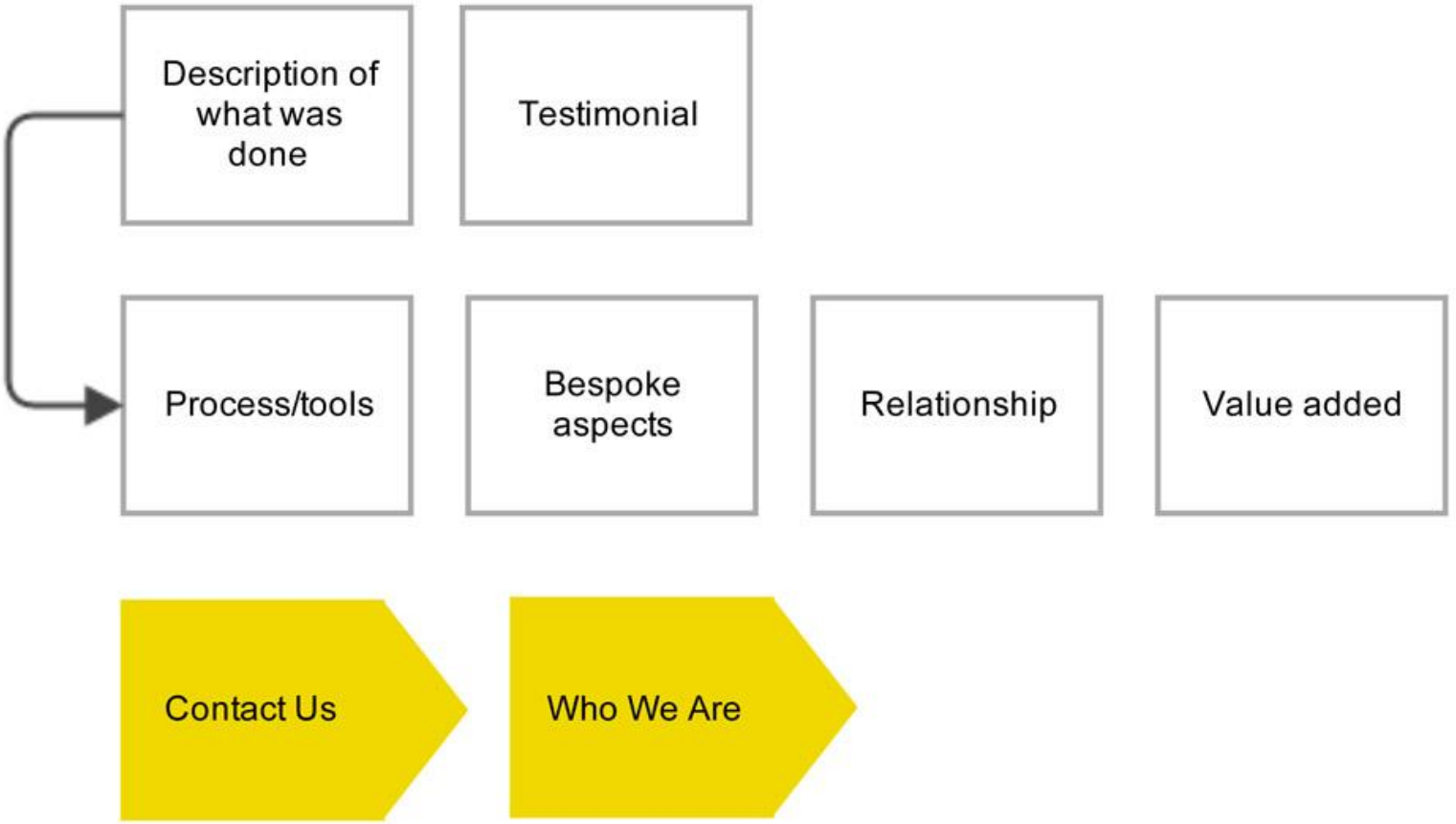
Site map.



What does it look like?



Case Study


Description of what was done
Testimonial
Process/tools
Bespoke aspects
Relationship
Value added
Contact Us
Who We Are

Tips and tricks.

To summarise...

> Information is a **responsibility** we all share. [...] If we're going to be successful in this new world, we need to see **information** as a workable material and learn to **architect** it in a way that gets us to our **goals**.

- Abby Covert, Information Architect http://abbytheia.com/makesense/

“Every adventure requires a first step”

Thank you.

@RyVeata
@elixelofficial

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