

information architect

this document will give you an introduction to the role and responsibilities of an information architect.

it's not just pretty pictures.

information architect

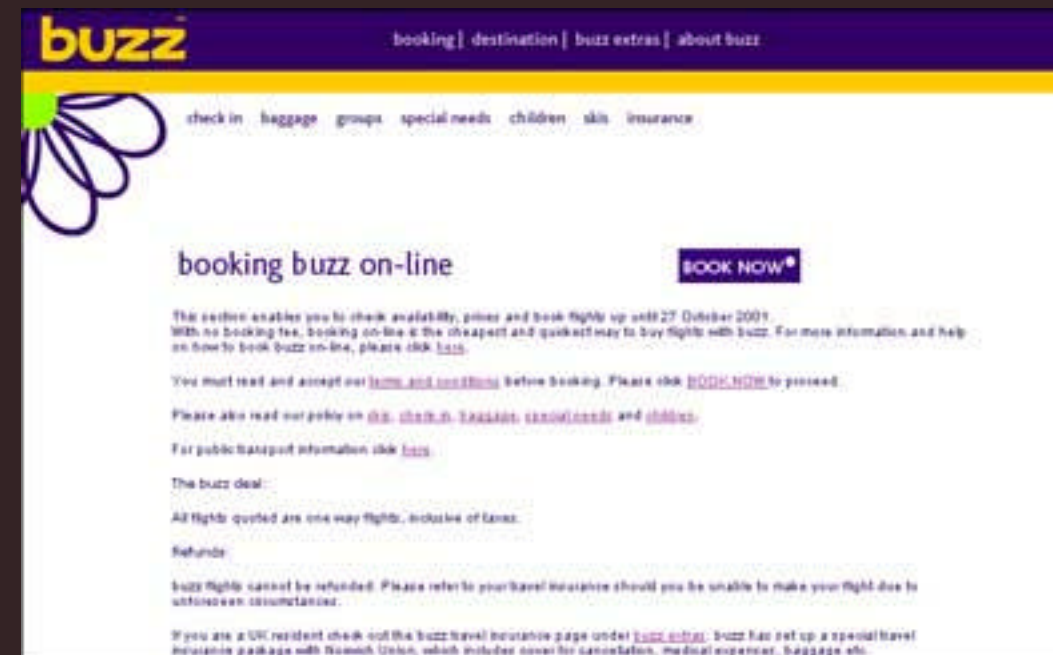


getting from here to there*. how to give the buzz website a new design.

- user experience and usability
- field research
- system architecture
- prototypes
- design

*in this case working with the designers, planners and developers at EHS Brann, London and the client buzz/KLMuk

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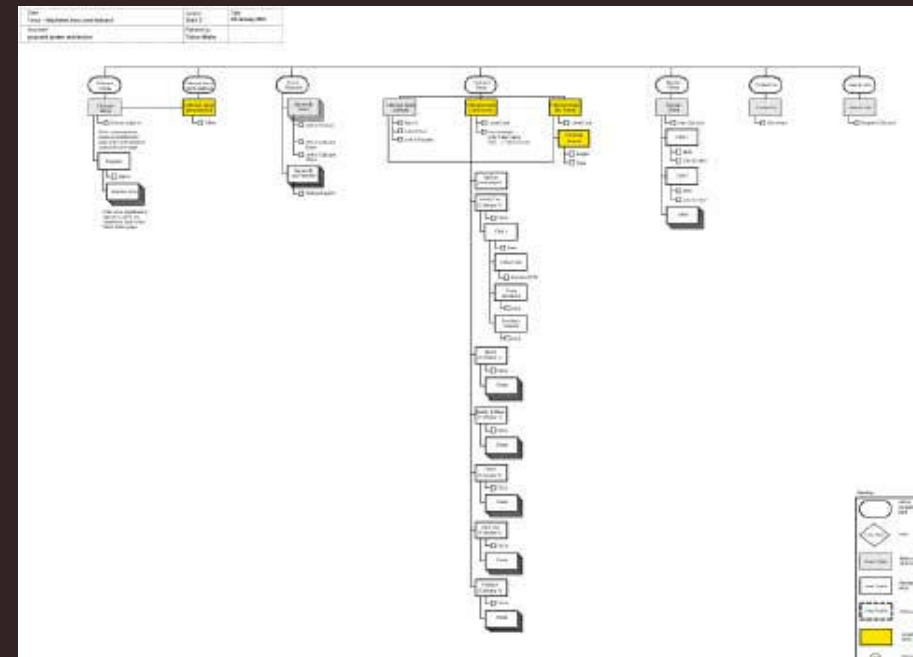
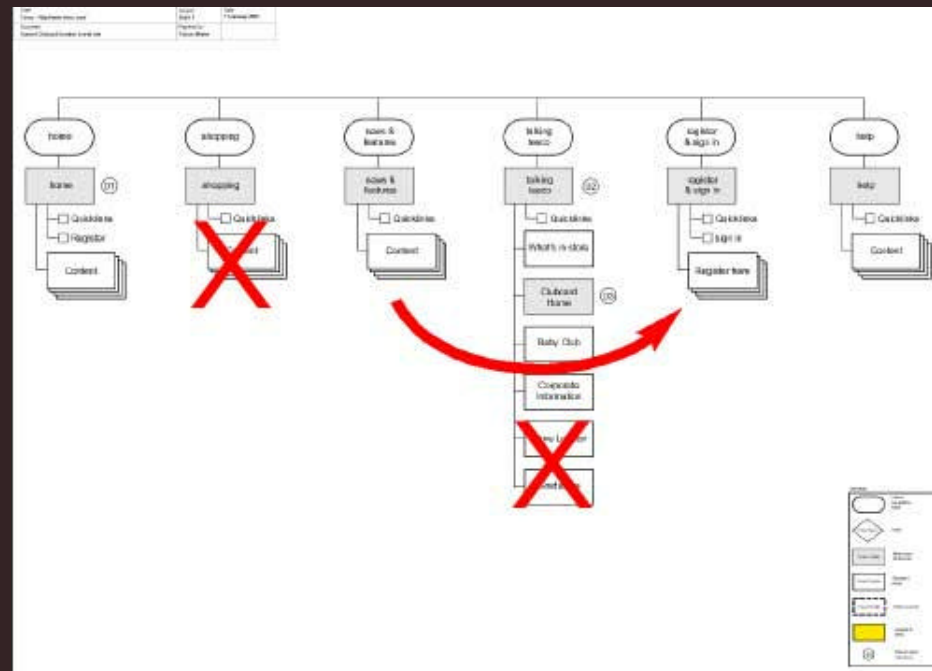
working with client and planners to understand the users.
users are extremely goal-driven and look only for the one thing they have in mind. our aim: help them to find it quickly.
user experience and usability

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identify competitors and analyse their websites. observe and understand their solutions and problems. which business opportunities can be exploited?
field research

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take an overview of the global structure of the website and analyse the relevant section or sections in detail. then reflect and change according to findings regarding business objectives and usability issues.

system architecture

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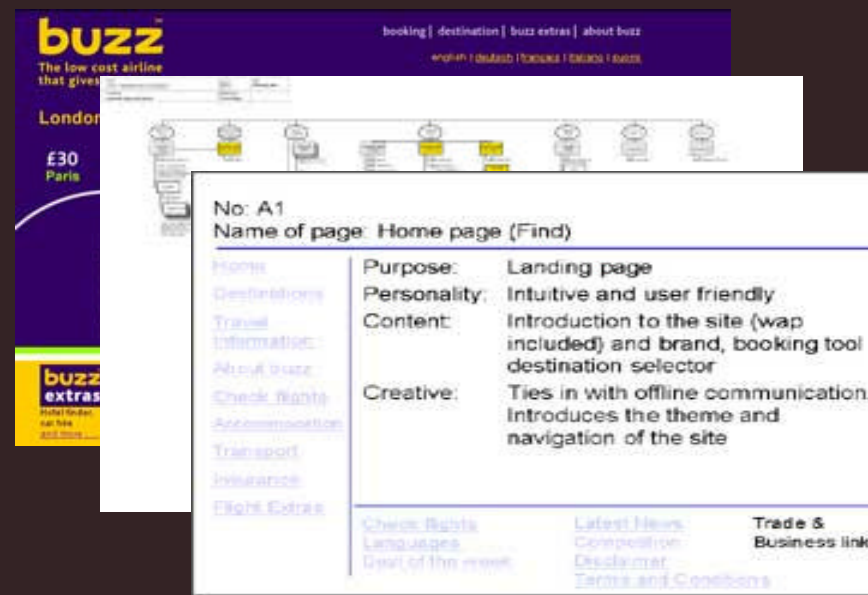
No: A1		
Name of page: Home page (Find)		
Home	Purpose: Landing page	
Destinations	Personality: Intuitive and user friendly	
Travel	Content: Introduction to the site (wap included) and brand, booking tool destination selector	
Information:		
About us:		
Check flight	Creative: Ties in with offline communication. Introduces the theme and navigation of the site	
Accommodation		
Transport		
Insurance		
Flight Extras		
Check flight	Latest News	Trade & Business link
Languages	Competition	
Deal of the week	Disclaimer	
	Terms and Conditions	



interactive prototypes in powerpoint or dreamweaver are a cost and time effective way to define the structure and functionality of the website.

prototypes

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only now has the designer* enough knowledge to start designing a website with a meaningful layout and navigation.
design

* in this case the designers at EHS Brann, London

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global navigation gives access to all main sections

user is led to the booking tool

choice of languages separate to main navigation



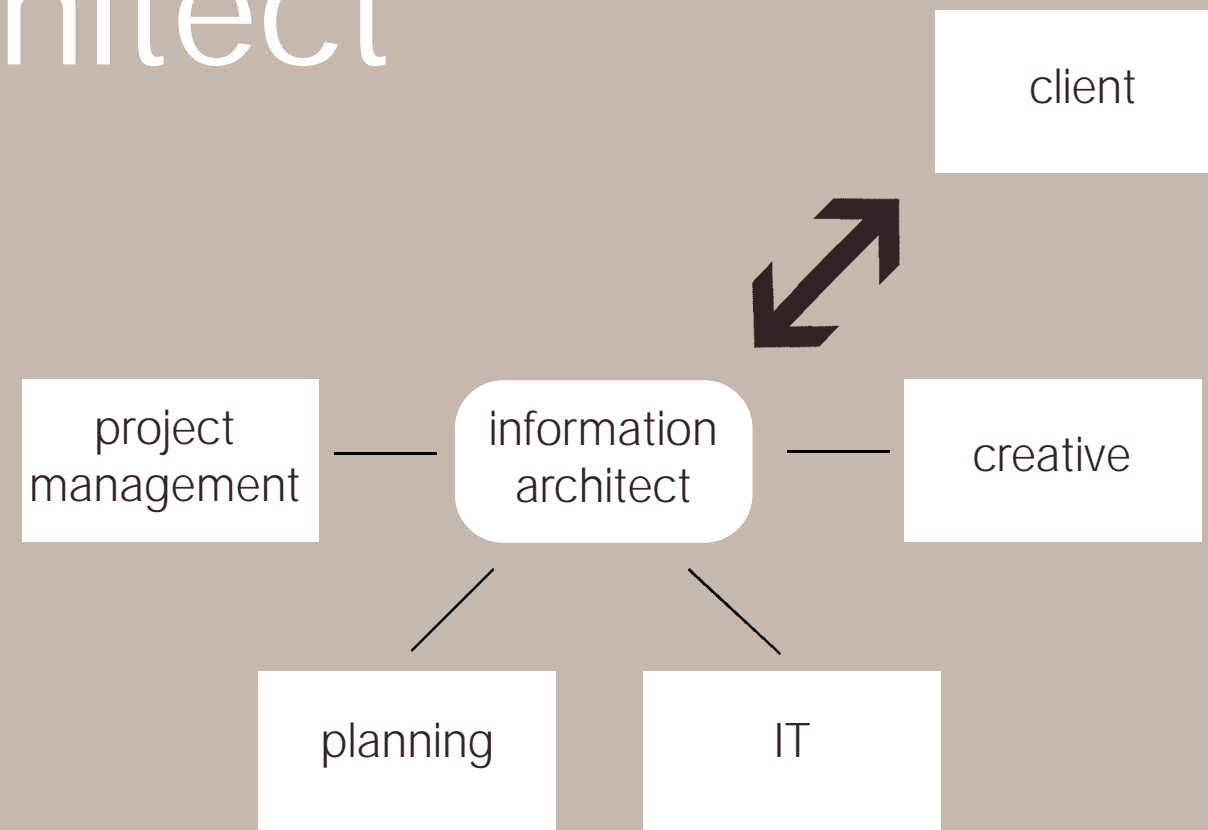
advertising of user-relevant information

design creates synergy with offline advertising

page layout can be modified for future content

improved display of destinations

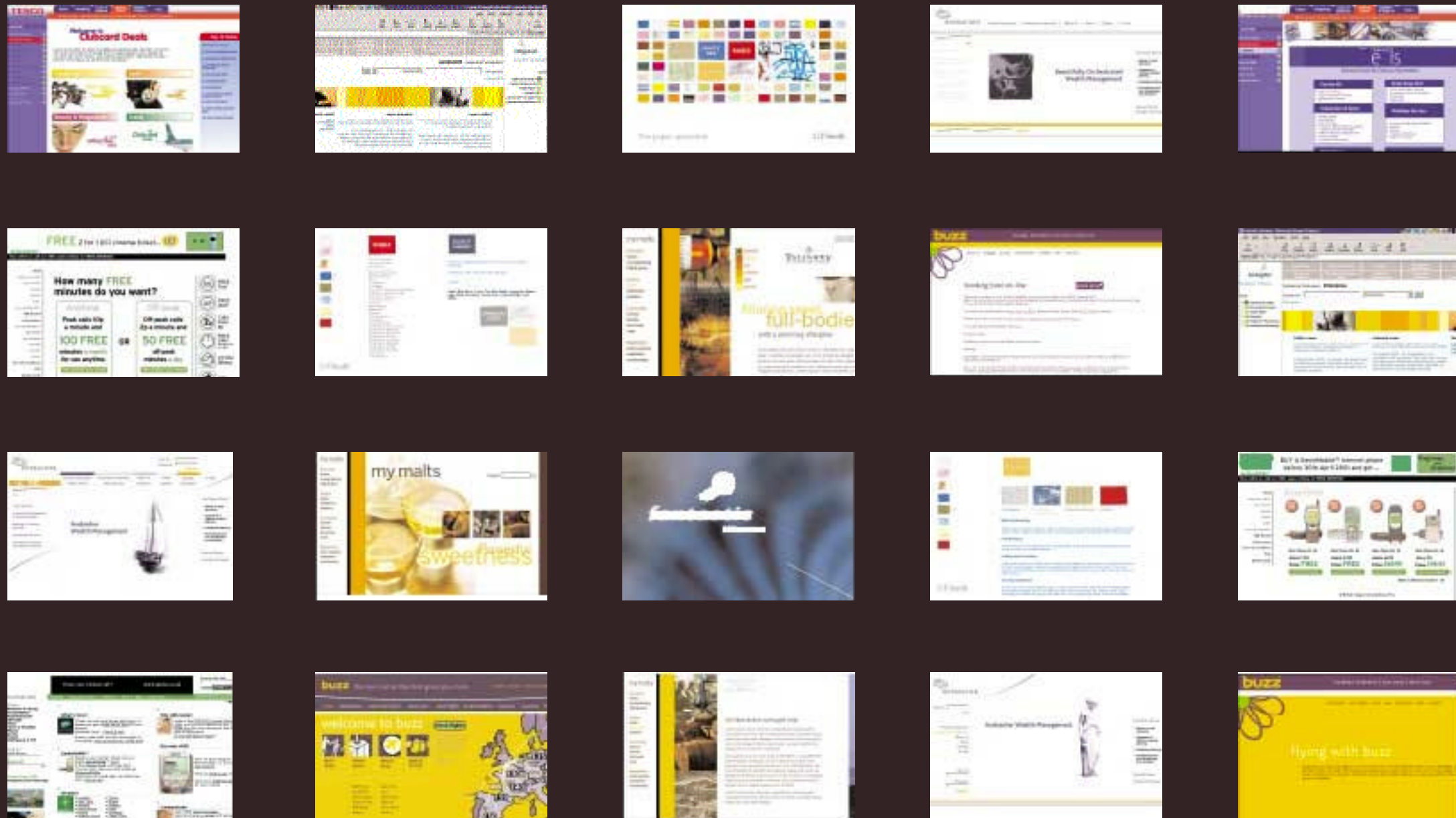
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what does it involve?

- helping project teams ensure a good fit between the client's business goals and the goals of the user.
- planning and developing unique user experiences.
- ensuring good usability.
- communicating and facilitating between planning, project management, IT and creative.

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now that you know what the information architect is doing...
do you wish you'd known sooner?

information architect

client:

KL Muk/buzz

www.buzzaway.com

thanks

agency:

ehs brann

www.ehsbrann.com

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tmtm:

tobias miséra

www.tmtm.co.uk

contact