

Topic	Image
<ul style="list-style-type: none"> • Toward a theory of IA <ul style="list-style-type: none"> • 1 What is a theoretical framework 	Evolution?
<ul style="list-style-type: none"> • What kinds of decisions do IAs make? <ul style="list-style-type: none"> • 1 You're at a conference full of IAs, so it would be interesting to ask this question of other people. • 2 IAs create structures. <ul style="list-style-type: none"> • Structures are the set of relationships between concepts. • 3 Our role is to make those structures explicit. <ul style="list-style-type: none"> • We need to make decisions about which concepts are most important and which relationships users would be most interested in. • We need to decide how to express those relationships. • We need to decide how those relationships grow and flex to accommodate new variations of the concepts. • 4 But a sense of structure isn't enough for a theoretical framework. <ul style="list-style-type: none"> • These guiding principles provide a sense of what makes structures work. • They provide a means for facilitating decisions about the specific structures we need to design. • 5 The following principles guide the creation of those structures. 	Exposed Building Structure
<ul style="list-style-type: none"> • Why Eight? • The Principles <ul style="list-style-type: none"> • 1 Treat content as objects 	EightShapes Logo
<ul style="list-style-type: none"> • 1 Treat content as objects <ul style="list-style-type: none"> • Example: Hulu Videos (episodes, clips, webisodes) • Example: Epicurious Recipes • Implication: Objects are structured in and of themselves. Those structures face inward and outward. We must design the structures of content objects as well as the structures in which they thrive. • May be classified in terms of its function, purpose or structure • Whenever people talk about a content type, they have expectations on: <ul style="list-style-type: none"> • kinds of information it will include <ul style="list-style-type: none"> • the way it relates to other content of the same or different types • the ways in which it can be classified • Describe it in terms of properties that it has in common with other content. • Exhibits behaviors related to aging, popularity, prominence 	Can of beans
<ul style="list-style-type: none"> • 2 Paradox of choice: It is more difficult for users to choose from many options. <ul style="list-style-type: none"> • Example: Apple Store • To be clear: big menus of options will be challenging for users to find what they want. • Exception: known item searches by experts • Implication: structures should provide reasonable means for presenting content in digestible groups 	Toothpaste Shelf
<ul style="list-style-type: none"> • 3 Progressive disclosure: Reveal bits of information at a time to create a strong scent. <ul style="list-style-type: none"> • Example: Netflix (hover) • Example: Hulu (video page has different ways of listing related videos) • To be clear: A piece of content should come in multiple configurations to allow different ways of providing access • Exception <ul style="list-style-type: none"> • Implication: structures should compartmentalize content types, giving a single piece of content multiple "guises" or views, such that it has flexibility to be displayed in a variety of contexts 	Lift-the-Flap
<ul style="list-style-type: none"> • 4 Context through content: Exemplars can clarify categories. <ul style="list-style-type: none"> • Example: Hulu.com could use them near their genre categories • Category names don't necessarily speak for themselves • Providing an example of what appears in the category can help users triangulate its content • Implication: Structures should include a rule for selecting and highlighting exemplars in the absence of other human-supplied direction. 	Image from ISpy book
<ul style="list-style-type: none"> • 5 Multiple front doors: Any page on the site may be a "home" page. <ul style="list-style-type: none"> • Example: WashingtonPost.com • From a UI perspective, the challenge here is to make the inside pages navigationally useful without obscuring the content • From a structural perspective, the challenge is identifying classification schemes that: <ul style="list-style-type: none"> • Expose a range of content • Remain relevant and meaningful to the current content • Implication: Structures should de-emphasize a particular starting point (though marketing might say otherwise) and should provide mechanisms for exposing a range of content using the current context as a starting point 	Backdoor
<ul style="list-style-type: none"> • 6 Scale and growth: Expect content to grow and create navigation systems that accommodate growth. <ul style="list-style-type: none"> • Example: Epicurious <ul style="list-style-type: none"> • Changing navigation to escalate seasonal content: like putting a signs up in a store to direct people to particular merchandise • Broad top-level categories: so they don't become irrelevant • Navigation mechanisms that allow for an expanding middle • Structures that permit ad hoc categories and templates to display their contents • Smart linking at the lowest level to create serendipitous connections • Anticipate that people may want to "package" content elements • Avoid interface elements that won't accommodate growth where you know it will happen 	Hulk?
<ul style="list-style-type: none"> • 7 Multiple classification systems: Give users more than one way of finding information. <ul style="list-style-type: none"> • Example: EA.com/games • Some classification is explicit: marking an item with a particular label • Some classification is implicit: knowing that items have embedded labels (like a date of creation) and using rules to generate those categories • Create templates that can accommodate post-coordination of any terms 	Buckets?
<ul style="list-style-type: none"> • 8 Navigation by function: Establish a purpose for a navigation mechanism. <ul style="list-style-type: none"> • Example: WORK FROM CISCO? 	Subway map

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<ul style="list-style-type: none">• Counter-example: Sears.com (functions of each navigation device are not obvious)• Implication: Give your navigation a purpose, treat it like a toolbar, avoid seeing them as signposts• Admit that sites need multiple navigation systems• Say good-bye to the following terms: left nav, global nav, header nav, footer nav• Purposes: exploring related topics, escaping from the current topic, filtering a collection	
<ul style="list-style-type: none">• Recap & Conclusion	
<ul style="list-style-type: none">• 1 IAs create structures	
<ul style="list-style-type: none">• 2 Is there a single unified theory to drive that process? Probably not.	
<ul style="list-style-type: none">• 3 There are, however, at least eight principles we can consider in designing our structures	
<ul style="list-style-type: none">• Up next: Stephen	
<ul style="list-style-type: none">• 1 Extending core story	
<ul style="list-style-type: none">• 2 Different animal: how do you apply the core objective to YOUR work	
<ul style="list-style-type: none">• 3 Establishing values that distinguish the product, How would you describe the experience	
<ul style="list-style-type: none">• 4 Techniques for zeroing-in on values, Losing sight of values	
<ul style="list-style-type: none">• 5 Internalizing, Agreement, Interpretation	
<ul style="list-style-type: none">• 6 Walk away with some great principles both from top-down, and bottom-up	