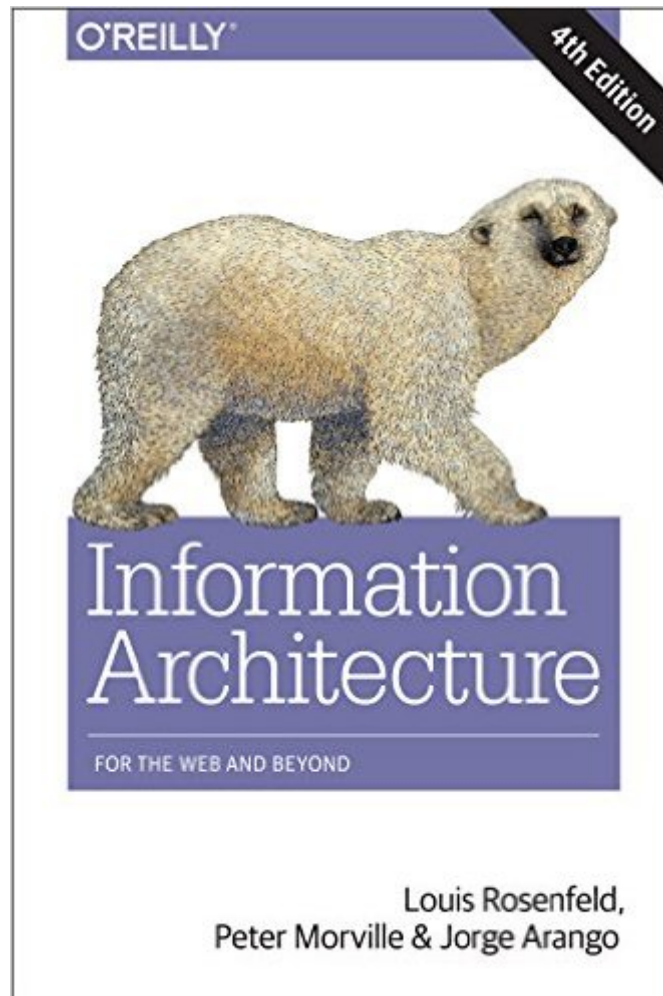




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Information Architecture: For The Web And Beyond



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 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

Book Information

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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 “information architect” 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, “Introducing Information Architecture,” provides an overview of information architecture for those new to the field and experienced practitioners alike. Part I, “Introducing Information Architecture,” provides an overview of information architecture for those new to the field and experienced practitioners alike. Part III, “Getting Information Architecture Done,” covers the conceptual tools, techniques, and methods to take you from research to strategy and design to implementation of an information architecture.

Lou Rosenfeld is an independent information architecture consultant. He has been instrumental in helping establish the field of information architecture, and in articulating the role and value of librarianship within the field. Lou played a leading role in organizing and programming the first three information architecture conferences (both ASIS&T Summits and IA 2000). He also presents and moderates at such venues as CHI, COMDEX, Intranets, and the web design conferences produced by Miller Freeman, C|net and Thunder Lizard. He teaches tutorials as part of the Nielsen Norman Group User Experience Conference. Peter Morville is president of Semantic Studios, an information architecture, user experience, and findability consultancy. Since 1994, he has advised such clients as AT&T, Harvard, IBM, the Library of Congress, Microsoft, the National Cancer Institute, Vodafone, and the Weather Channel. Peter is best known as a founding father of information architecture, having co-authored the field’s best-selling book, *Information Architecture for the World Wide Web*. Peter has served on the faculty at the University of Michigan’s School of Information and on the advisory board of the Information Architecture Institute. He delivers keynotes and seminars at international events, and his work has been featured in major publications including *Business Week*, *The Economist*, *Fortune*, and *The Wall Street Journal*. You can contact Peter Morville by email (morville@semanticstudios.com). You can also find him online at semanticstudios.com, findability.org, and searchpatterns.org. Jorge is an information architect with 20 years of experience

designing digital products and services. He is a partner in Futuredraft, a digital design consultancy based in Oakland, CA, and has served the global UX community as president and director of the Information Architecture Institute and as managing editor of Boxes and Arrows magazine.

This book is so easy to digest and understand, so much of my MLIS texts are dry and dense. I recommend this book for both amateurs and experts looking to solidify their skills in IA

Great primer on information architecture. The first few chapters will give you the foundation you need.

Pretty great book about information architecture. If you build websites and don't know what information architecture is, I'd recommend reading it.

It's a great textbook.

How to Make Sense of Any Mess: Information Architecture for Everybody – is a better book for introduction to the topic of Information Architecture. Much more accessible. however, this one is great as a deeper text book for UX/IA practitioners.

This is a brilliantly reframed reinvention of a digital design classic. It catches the "polar bear" up with the way information architecture has matured to be not just about the web we see in browsers, but the whole world of digitally disrupted environments that need us to make sense of them across all channels and contexts. Yet it still gives practical everyday direction on organizing and planning for the web and everything the web has become since the first polar bear book came out 20 years ago. If you've never read this book, get it. And if you have read it in the past, get it anyway, because you're due for an update.

Came in perfect condition. This is a text for my graduate coursework.

Great book, much more than I expected

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