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What is The IA Model?

Steven Heitman is the original author of the **The IA (Information Architecture) Model**. Following a standardized systematic approach, this provides Information Architects and others with a better way to document their researched findings in detailed reports. A systematic approach is an iterative process and incorporates high-quality designs or well thought out conceptual ideas into design products. Another good reason for using an Information Architecture model is that it gives one a way to more readily and easily communicate with stakeholders as well as with team members.

The IA Model provides a systematic approach for doing specific Information Architecture design research, and it helps in an iterative design process to communicate to others and do high-quality work. If a good model and systematic approach is followed, it provides a solid framework for every person on the team. In addition, using a model is an excellent way to communicate and document conceptual ideas. It enables researchers to do brainstorming and create good designs. Let us talk about The IA Model.

The IA Model is comprised of eight steps: 1. Design Research, 2. Concept Generation, 3. User Scenarios, 4. Wire Frame Mockups, 5. Prototyping, 6. Usability Testing, 7. Implementation, and 8. System Testing (see Figure 1). Thus, The IA Model provides a systematic approach for every person to use on projects. While it is true processes and procedures have to be followed, The IA Model provides a solid framework and excellent model that any person can use on projects, including a systematic approach for building Websites or other digital design products.

The IA Model

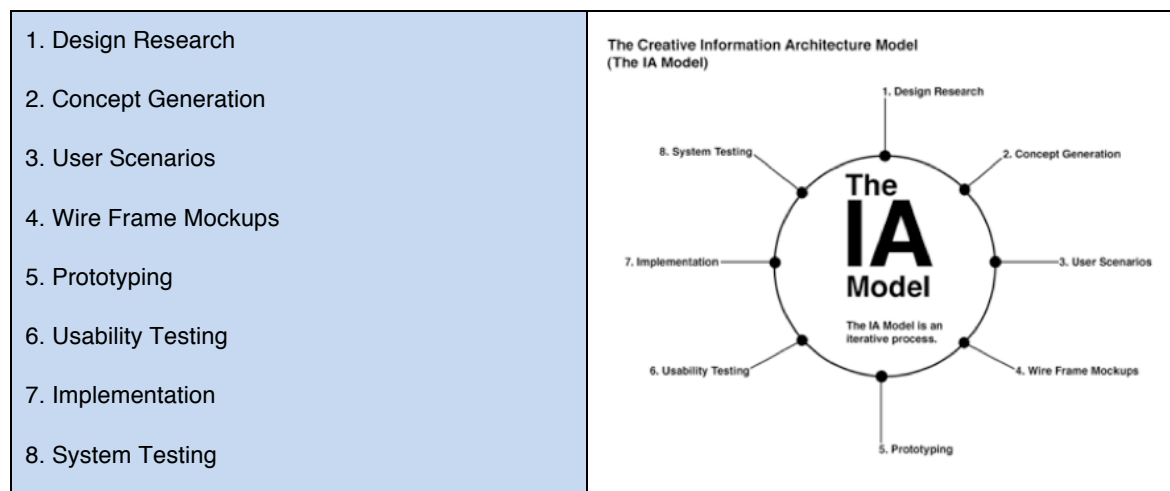


Figure 1: The IA Model

http://www.stevenheitman-ia.com/html/IA_MAE.html