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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**

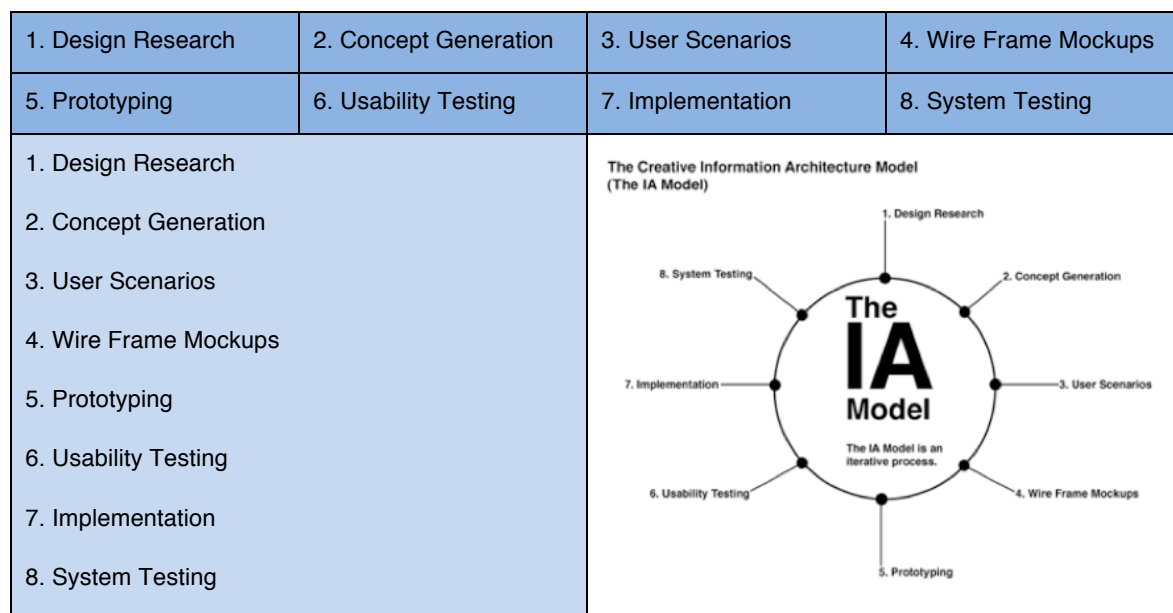


Figure 1: The IA Model