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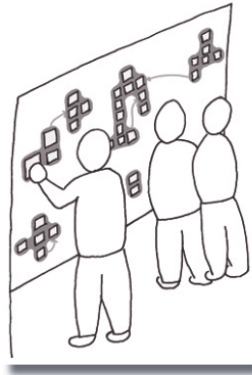


Figure 1: Information Architects Doing Research

### **Research and Development of Information Architecture for Websites**

Information Architects do research, usually accomplished by first doing a needs assessment or competitive analysis, using methods-of-design research and procedures. These documents should include: specific research and a design plan, a competitive analysis, wire frame mockups, flow chart, schematics, and supporting documentation. Information Architects consult closely with a client or corporation to determine what their needs will be prior to designing and implementing a Website. Who has to use all of these online products? The answer to that question is clear that human beings use Websites. Information Architects meet with clients or stakeholders and interviews subject matter experts—to get at what the real need is for a client’s business requirements and for end users. This means developing a viable design plan report and solution prior to implementation of digital design products (see Figure 1).

Understanding requirements for design plans are helpful to Information Architects or others that desire to produce high-quality Websites. In the long run, end users do benefit from user-centered design. Since information is then appropriately structured and Navigational Systems developed, end users can more effectively use a Website and then concentrate on using it. Information Architects use a variety of software programs to produce required documentation. Information Architects create flow charts or schematics. One might develop a few working prototypes using Photoshop, Illustrator, ImageReady, Dreamweaver. Then experienced computer programmers make code refinements. Information Architects are primarily concerned with the conceptual design part-of-the-project, incorporating user-centered design into every digital design product.

### **Implementation of Information Architecture Increases Productivity**

If end users get frustrated when online, they may not be able to quickly find information they want to get at and say: “forget it.” Information Architects figure out objectives—their goal is to create meaningful experiences for end users—this makes using online products easier. That means incorporating user-centered design and “best practices” in all design products!

[http://www.stevenheitman-ia.com/html/IA\\_MAE.html](http://www.stevenheitman-ia.com/html/IA_MAE.html)