

## **EXECUTIVE SUMMARY**

### **Introduction: The Instructional Design Plan**

The purpose and significance of this Instructional Design Plan Report is to create an Instructional Design Plan, using The ADDIE Model. Developing an online IA tutorial for Corporate Trainers or others to learn about The Creative Information Architecture Model (The IA Model)—current trends in Information Architecture (IA). Because Information Architecture is a *new* and *emerging* industry, a few Universities are now offering graduate-level programs to learners. The online IA tutorial about Information Architecture can provide or supplement a learner’s knowledge base about the professional practice of Information Architecture, usability testing, and Website design. This Instructional Design Plan and Thesis Report are comprised of eight sections that detail instructional design theories of Dick & Carey, et al., (2005), including an online IA tutorial, annotated bibliography, glossary and definitions, and syllabus. In addition, items were reviewed by Senior Information Architects, Director of User Experience, Technical Writer, Writer and Editor, and Chief Executive Officer—documents were deemed effective tools, resources, and accurate with regard to content on Information Architecture and Usability Testing.

### **The Solution: The IA Model**

The solution is for Information Architects to think about using The IA Model—and use it. It is a required component to building Websites because using a good model gives one a solid framework in which to work. That means nothing is left to guessing about user-centered design prior to implementation. When user-centered design and principles are taken into consideration, end users can easily access information on Websites. 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. When an Information Architect takes a systematic approach using The IA Model, research revealed that this method was more effective.

### **Conclusion: Use The IA Model and Do Usability Testing**

The Information Architect does research and brainstorming to come up with high-level concepts. It is necessary to do this for an Information Architecture Design Plan Report. Completing a competitive analysis and writing a report, documents requirements for Websites. This helps a client to define their end users and their business plans. Figuring out what the patterns will be, this provides clarity with regard to Information Architecture. Enabling end users to stay found and wayfind on Websites, then implementing clear navigational systems. Building in affordances for end users, so they can navigate. Designing clear interfaces and for consistency in interface designs, this provides clarity for end users. Information Architecture, user-centered design, and usability testing improves an end user’s performance. The IA Model assists Information Architects to design high-quality Websites.