

Information Architecture: Case Study for <http://radio.sonicnet.com>



IA Design & Usability: Case Study

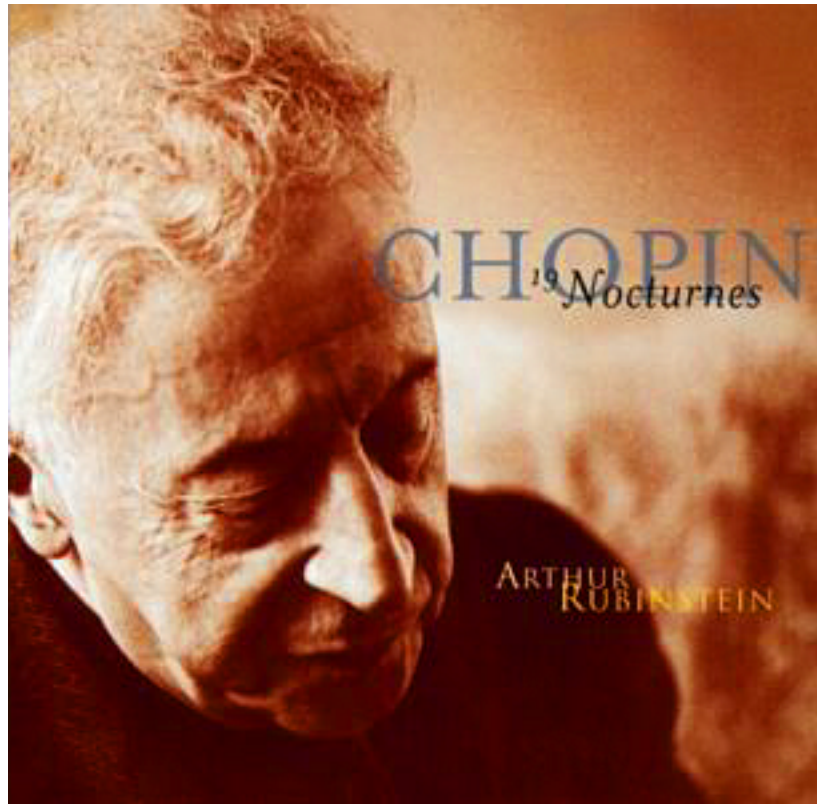
Topic: Information Architecture: Case Study for <http://radio.sonicnet.com>

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TABLE OF CONTENTS

	Page
CASE STUDY	
My Role and Client Deliverables	1
Information Architecture (IA) and Interaction Design (IXD)—What I Did	1
Main Navigational System—Pull-Down Menu and Links	2
Wire Frame Mockup (Shows Main Navigational System)	3
Wire Frame Mockup (Shows Sub Web Page and Navigational Systems)	4
Project Description	5
End User Flow.....	6
Schematic	7
Design Research.....	8
Concept Generation	8
User Scenarios and Personas	8
Wire Frame Mockups	8
Prototyping and End User Testing	8
Implementation.....	9
System Testing	9
Conclusion	9



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www.stevenheitman-ia.com[mailto@stevenheitman-ia.com](mailto:stevenheitman-ia.com)**INFORMATION ARCHITECTURE:****Case Study for <http://radio.sonicnet.com>**

My Role and Client Deliverables

- Project management
- Information architecture
- Interaction design
- Research and development
- Digital documents in Photoshop and ImageReady
- Writing case study and user scenarios
- Producing schematic
- End user flows
- Producing wire frame mockups
- Coordinating events and client presentations
- Brainstorming with group
- IA is not responsible for maintaining Radio.sonicnet.com's Website

Information Architecture (IA) and Interaction Design (IXD)—What I Did

The end user may login to Website and desired Web pages (Personal List Web Page) and search database to obtain desired choice of composer and purchase the CD online. The CD cover appears when end user decides to choose it, making an online transaction because they can listen to a clip first. If an end user likes the CD, they could purchase it online. End user would make online transaction to purchase CD. The main categories and navigational systems consist of these IA, IXD concepts (wire frame mockups—see Figures 1, 2).

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Main Navigational System—Pull-Down Menu and Links

- Channels [pull-down menu]
- Search
- Home
- Help
- View
- Logout
- Show bio and CD
- Back
- Contact us
- Cancel
- Show CD cover
- More
- Hear clip
- Add to cart

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Wire Frame Mockup
(Shows Main Navigational System)

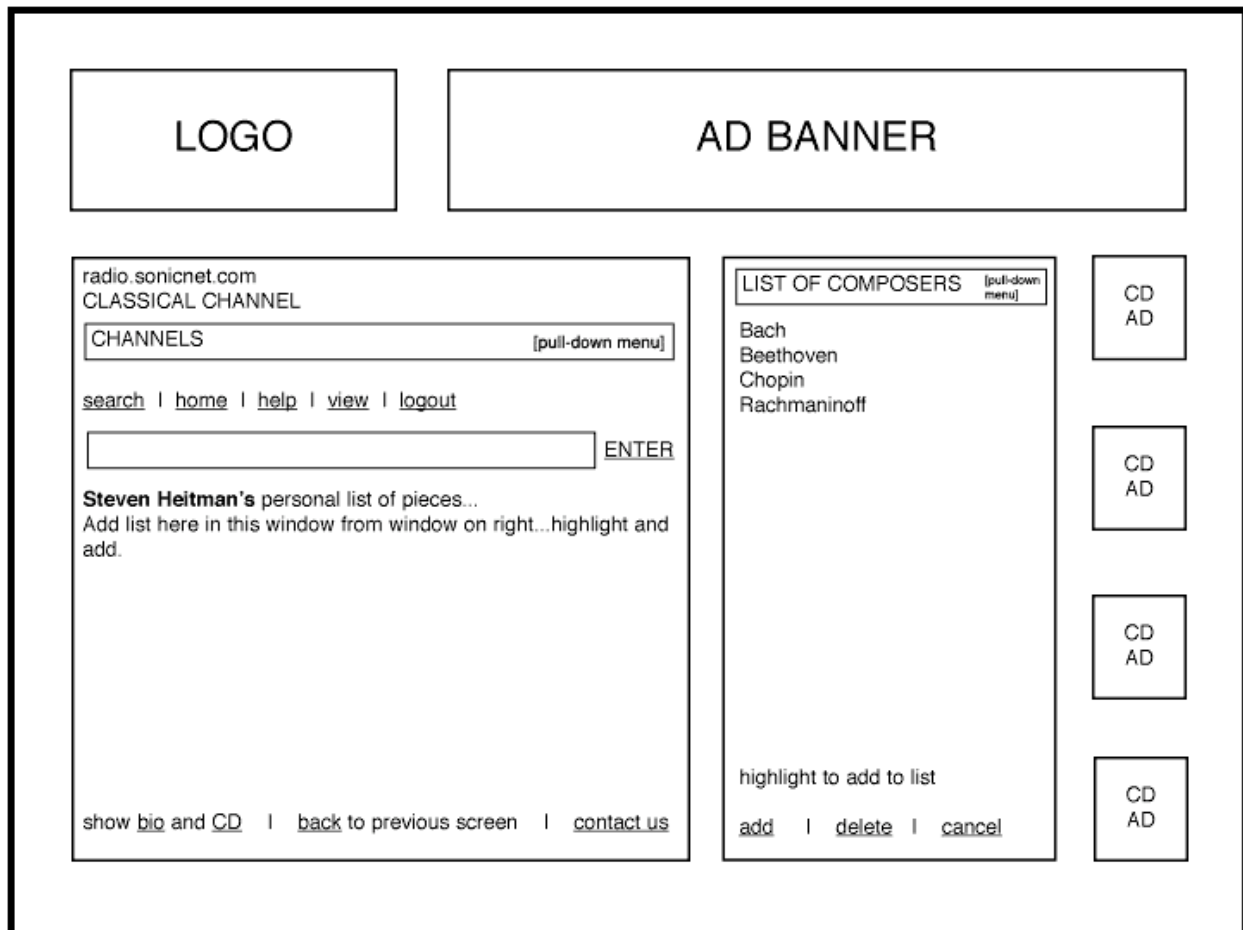


Figure 1: Wire Frame Mockup of Personal List for End User's Web Page

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Wire Frame Mockup
(Shows Sub Web Page and Navigational Systems)

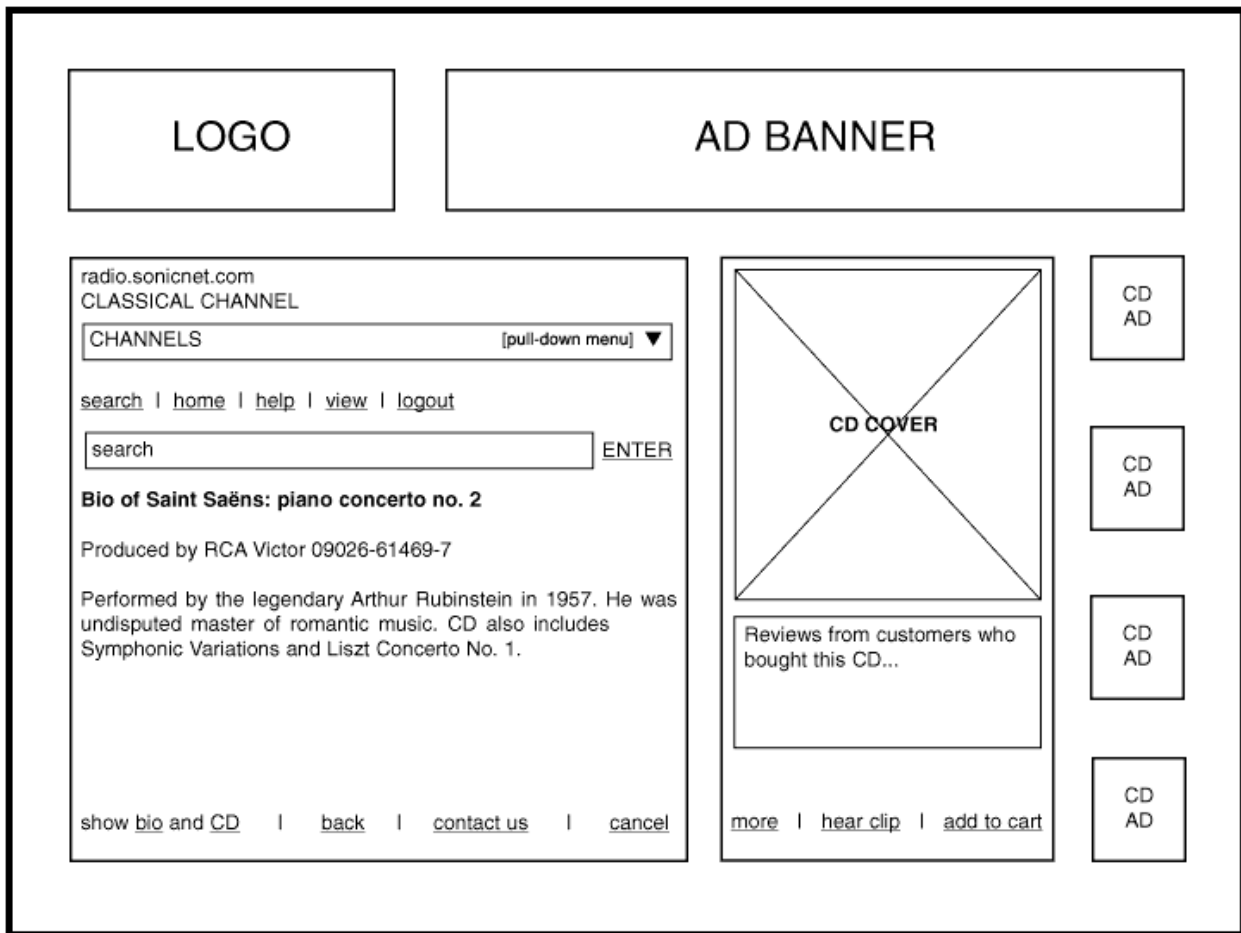


Figure 2: Wire Frame Mockup of End User's Search to Desired CD—Web Page

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Project Description

Radio.sonicnet.com is a Website where end users may purchase CDs online. The information architecture consisted of designing interaction design and end user flows that would enable an end user to make purchases online. IA strategies were developed to guide end users through making an online transaction (for a business-to-business Website). The IA included affordances for end users because no one wants to feel unable to navigate successfully on a Website.

The information architecture, interaction design gives the end user easy access to the Website as well as a way out (affordances). I did the interaction design, end user flow, schematic (database operations), wire frame mockups, IA and IxD research. The software tools that I used were Photoshop, ImageReady, Inspiration (similar to Visio), and QuarkXPress.

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End User Flow

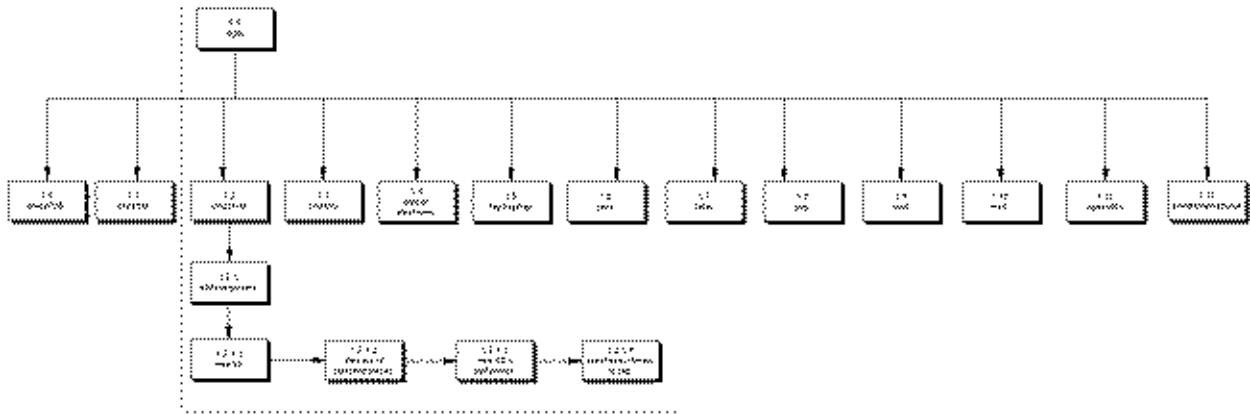


Figure 3: End User Flow Shows End User Flow (Large Version Included on Website)

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Schematic

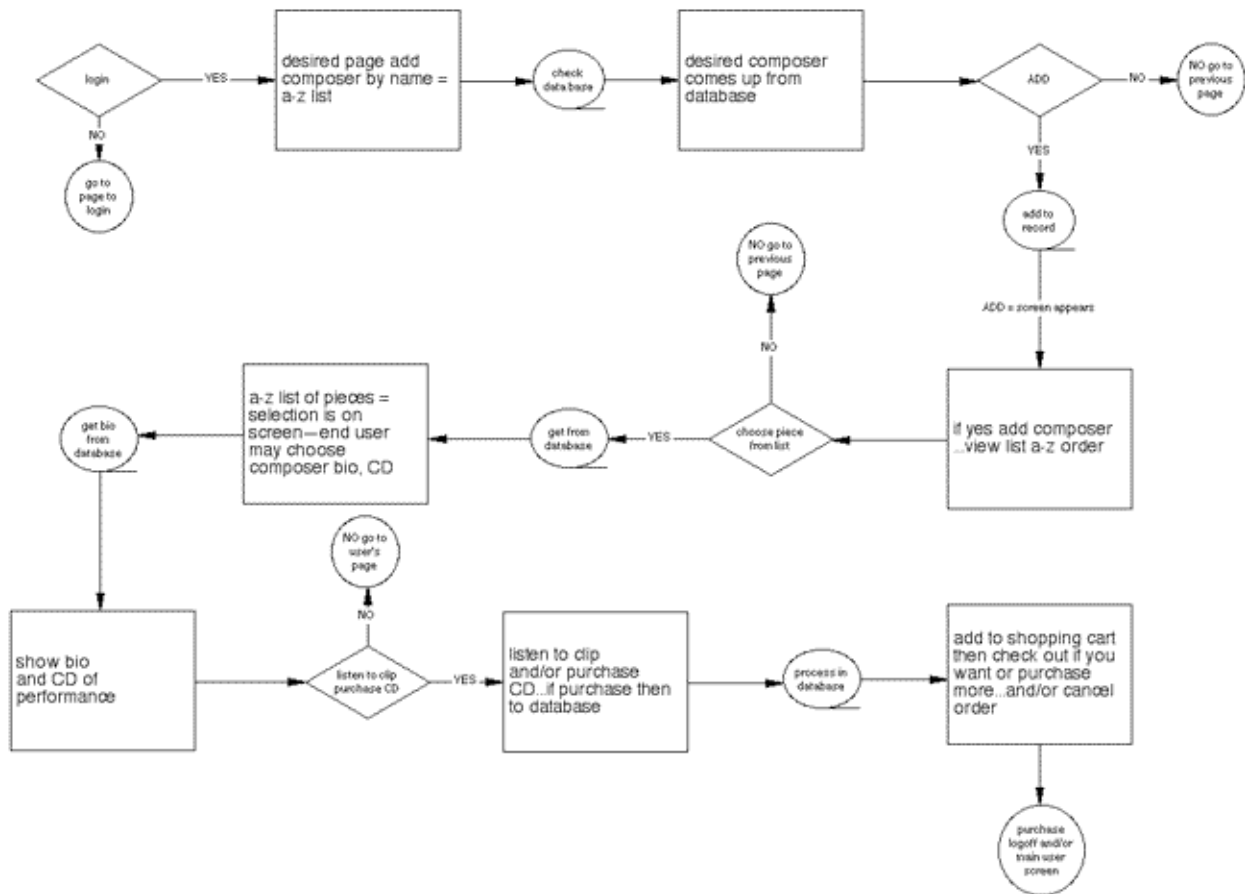


Figure 4: Schematic Shows Interaction Design Possibilities (Large Version Included on Website)

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Design Research

- Using design research techniques (observations, interviews, and activities), our team researches users and their environment in order to learn more about them and thus be better able to design for them.

Concept Generation

- Drawing on a combination of user research, technological possibilities, and business opportunities, our team creates concepts for new software, Websites, design products, services, or systems. This process may involve multiple rounds of brainstorming, discussion, and refinement.

User Scenarios and Personas

- From the patterns of behavior observed in the research, our team creates scenarios (or user stories) or storyboards, which imagine a future state of the product or service. We will first create personas or user profiles from which the scenarios are built.

Wire Frame Mockups

- The features and functionality of a product or service are often outlined in a document known as a wire frame (“schematics” is an alternate term). Wire frames are a page-by-page or screen-by-screen detail of the system, which include notes (“annotations”) as to how the system will operate. Flow diagrams outline the logic and steps of the system or an individual feature.

Prototyping and End User Testing

- We use a variety of prototyping techniques to test aspects of design ideas. These can be roughly divided into three classes: those that test the role of an artifact, those that test its look and feel, and those that test its implementation. These are called experience prototypes to emphasize their interactive nature. Prototypes can be physical or digital, high- or low-fidelity.

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Implementation

- We are involved during the development of the product or service to ensure that what was designed is implemented correctly. Often, changes need to be made during the building process, and interaction designers should be involved with any of the on-the-fly modifications to the design.

System Testing

- Once the system is built, oftentimes another round of testing, for both usability and errors (“bug catching”) is performed. We are involved in this process to make any modifications to the product that are required.

Conclusion

Feedback was very positive, saying I did a very good job on this project; getting all the deliverables produced on time for the project—completing excellent interface designs and navigational systems working congruently together—provided end users with built-in affordances.