

# ***Information Architecture: Case Study for <http://www.agewave.com>***



**IA Design & Usability: Case Study**

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**Topic: Information Architecture: Case Study for <http://www.agewave.com>**

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## About Age Wave

A visionary company with  
unparalleled know-how  
about the maturing marketplace.



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**INFORMATION ARCHITECTURE:**

Case Study for <http://www.agewave.com>

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**My Role and Client Deliverables**

- Project management
- Information architecture
- Interaction design
- Research and development
- Digital documents in Photoshop and ImageReady
- Slicing and creating rollovers
- Writing case study and audience analysis
- Flow chart (shows interaction design concepts)
- Producing working prototypes
- Coordinating events and client presentations
- Working with art director
- Brainstorming with group
- IA is not responsible for maintaining Age Wave's Website

**Overview**

Age Wave is the nation's foremost thought-leader on population aging and its profound business, social, and cultural implications. Founded more than 20 years ago Dr. Ken Dychtwald, Ph.D., and his wife, nationally recognized author and speaker Maddy Dychtwald. Age Wave has provided breakthrough research, compelling presentations, award-winning communications, and results-driven marketing and consulting initiatives to over half the Fortune 500.

**Information Architecture (IA)—What I Did**

This project was done while I was completing my IA MAIA degree. Age Wave Impact (AWI) desired to have information architecture done for their Website, a business-to-business Website.

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## **INFORMATION ARCHITECTURE:**

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### **Main Navigational System**

- Foresight
- Onsite
- Insight
- Login
- Contact
- Site Map

### **The Challenge**

The challenge for this project was to design main and local navigational systems that would make navigating easy for end users, enabling them quick access while online and organization of marketing collateral.

### **The Result**

A limited project, wire frame mockups can only solidify information architecture because then one sees clearly the main navigational system, local navigational system, and all navigational systems.

Over a period of a few months, the information architecture was established and a few Web page designs. I used Photoshop, Illustrator, GoLive, ImageReady to create digital documents and working online prototypes. I created working rollovers in ImageReady and did slicing in ImageReady.

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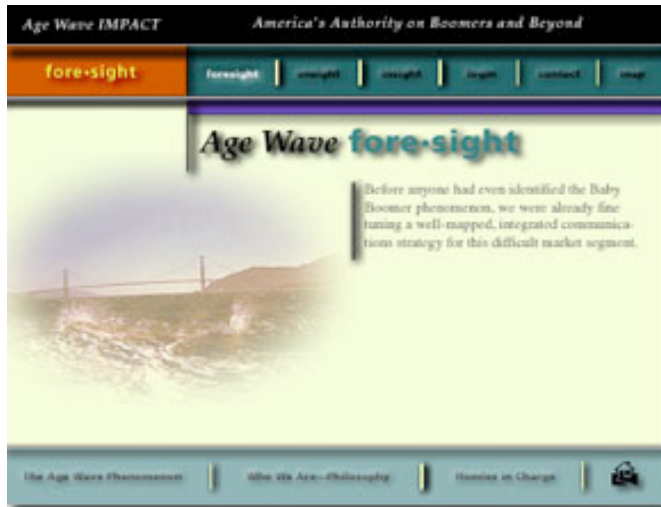


Figure 1: Age Wave Impact—One Possible Solution for User Interface Design (Homepage)

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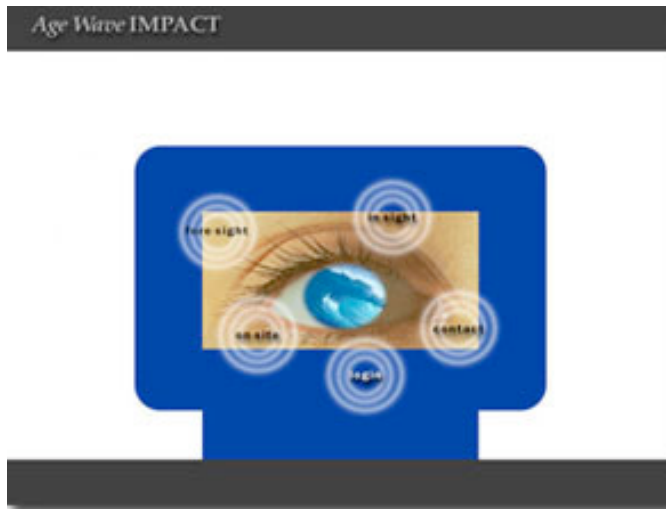


Figure 2: Age Wave Impact—One Possible Solution for User Interface Design (Homepage)

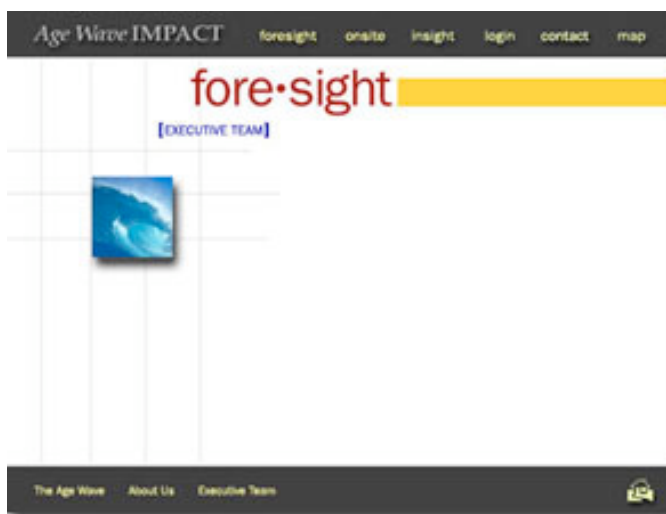


Figure 3: Age Wave Impact—One Possible Solution for User Interface Design (Sub Web Page)

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**Flow Chart**

This flow chart shows main navigational systems as well as local navigational system and how they might be all fully integrated together for easy navigating. Other IA research and development shows possible concepts for interaction design. It was my recommendation to AWI that they use a main navigational system at the top of their Web pages.

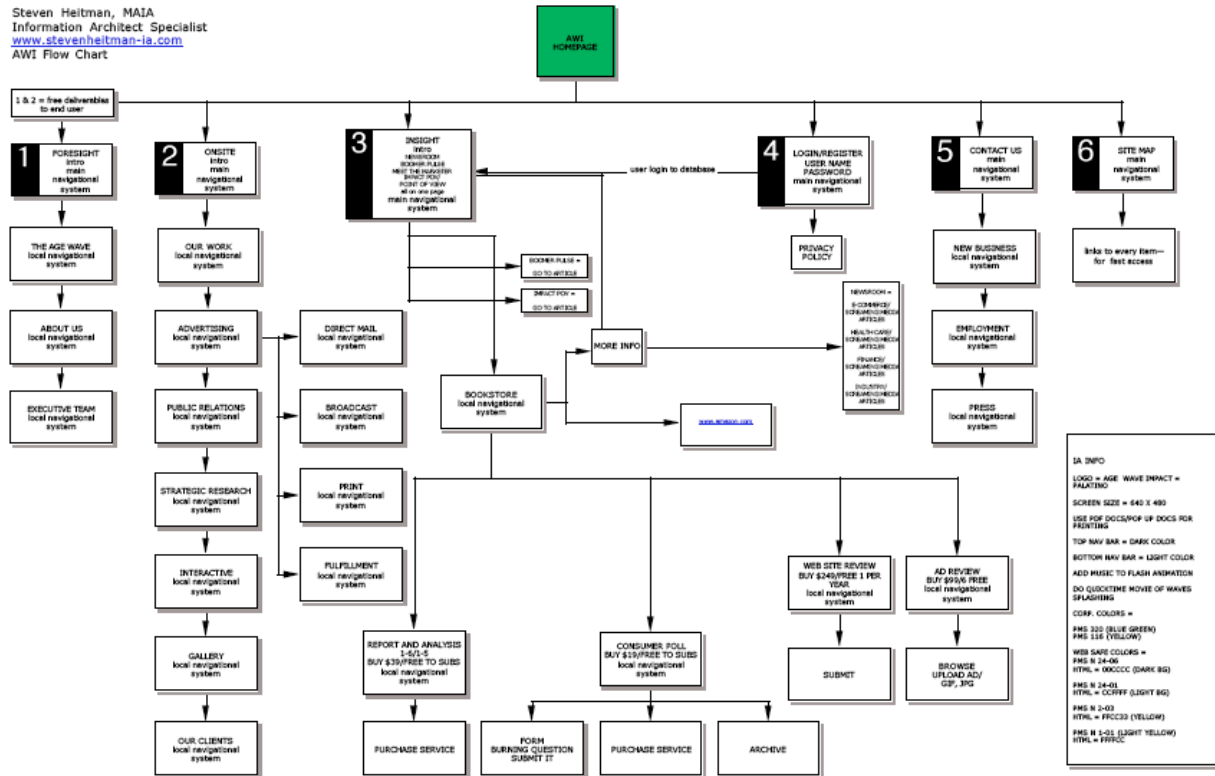


Figure 4: Flow Chart

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**Current Screen Shot of Website Based on IA Work I Did  
(Navigational Bar at Top with Tabs Shows Main Navigational System)**



Figure 5: Screen Shot of Website Based on IA Work I Did

### **Significance of Information Architecture**

If user-centered design is the goal, then it is good to do information architecture because at the onset of creating Websites—it provides a solid framework—end users can then use Websites. Information architecture provides the necessary framework by which Websites are designed, including implementing user-centered design prior to production. That means designing navigational systems that work within Websites.

### **Conclusion**

My supervisor's feedback was that he was pleased with my performance. All items were delivered on time and met their requirements for deliverables. He provided positive feedback to the agency. The assignment was a short-term project and limited due to funding.