

***Information Architecture—
A Tutorial to Learn How to Make
Usability Assessments***



IA Design & Usability: Instructional Design Plan Report

**Topic: Information Architecture—A Tutorial to Learn How to Make
Usability Assessments**

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INFORMATION ARCHITECTURE INSTUCTIONAL DESIGN PLAN AND REPORT

A TUTORIAL TO LEARN HOW TO MAKE USABILITY
ASSESSMENTS AND SUGGESTED WIRE FRAME MOCKUPS

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SECTION ONE: PROJECT OVERVIEW

Items discussed in Section One: Project Overview—

- 1.1 Introduction and Social Need
 - 1.2 Course Goal
 - 1.3 Instructional Strategy
 - 1.4 Content Outline, Questions and Matrix
 - 1.5 Scope of Work
 - 1.6 Key Considerations
 - 1.7 Target Audience
 - 1.8 Technical Information
 - 1.9 Development Process
-

1.1 Introduction and Social Need

Information architecture is a new and emerging field. Oftentimes the need for information architecture is overlooked. Websites need to have structured information and consistent Web page design designed for end users to use for accessing information easily. Why is information architecture so important to Website design? If information is not structured in a consistent manner, end users tend to get lost while surfing online.

Instructional designers should know about information architecture and why information should be structured on Websites. The social need for this module is apparent since more classes on this subject matter at The University need to be developed and taught to students. Of course, other design considerations have to be taken into account. Information architects have to design navigational systems that work congruently for end users because successful navigational systems enable end users to navigate while using a Website.

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Information Architects use The IA Model:

1. Design Research
2. Concept Generation
3. User Scenarios
4. Wire Frame Mockups
5. Prototyping
6. Usability Testing
7. Implementation
8. System Testing

This project will develop a training module to help instructional designers learn more about user interface design with regards to how wire frame mockups are used to design Web pages within a Website. Instructional designers can learn the information by reading through the examples and absorbing the information on recommended design solutions.

1.2 Course Goal

The course goal for this project is to encourage instructional designers to think critically about information architecture when designing a design product. By offering ideas and examples of recommended wire frame mockups, instructional designers can learn to incorporate information architecture into their design products. If an instructional designer were to absorb my tutorial, he or she would learn how to design better design products. Instructional designers could learn how to design better portfolios (Websites) or other design products.

1.3 Instructional Strategy

The program will incorporate the following instructional strategies for end users:

Information Presentation

The information presented in this course will be included in one document with three sections:

1. Design matrix and assessment
2. Screen shot
3. Wire frame mockup (redesign)

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Content is structured in discrete chunks that include examples and recommendation, including additional links for other instructional materials.

Stand-Alone Training Module

A document will be created in MS Word and transformed into a PDF document to be ready for online delivery. The PDF document therefore is easily accessible as well as a stand-alone training module that can be accessed at any time whenever necessary.

1.4 Content Outline, Questions and Matrix

Topics to be included in the e-learning module are:

- Important questions to ask about information architecture and user interface design
- Before and after graphics (screen shot, drawn wire frame mockups)
- Wire frame mockups (suggestions and solutions to improve user interface design)
- Broad-based information architecture research questions asked:
 - 1. Does the interface design work—why or why not?
 - 2. Is the content appropriate—why or why not?
 - 3. Do the navigational systems work—why or why not?
 - 4. Does the color scheme work—why or why not?
 - 5. Are there any usability issues—why or why not?

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Matrix for Information Architecture Research Questions:	3 Excellent	2 Good	1 Poor
<p>Ease of Use</p> <ul style="list-style-type: none"> • Unity of Web page design • Predictable and clear navigation • 1-3 clicks to get to information • Aesthetically pleasing design 			
<p>Remarks:</p>			
<p>User Experience</p> <ul style="list-style-type: none"> • Legibility and reading speed • Good use of the screen in all resolutions • Printer-friendliness • Browser compatibility • Respect interface standards • Icons work or do not work • Use of colors 			
<p>Remarks:</p>			
<p>Practical Value</p> <ul style="list-style-type: none"> • Informative homepage • Contact information • Search and search results • Up to date and correct information • Language and copywriting appropriate/not appropriate 			
<p>Remarks:</p>			

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1.5 Scope of Work

This online tutorial includes approximately 3-5 redesigns taken from real-world online examples. If only the first level of a Website is done, only one wire frame mockup will be done for that Website. If other levels are done, then perhaps 3-5 wire frame mockups will be drawn up for this module. Some user interface designs may only include a first level because the original design product only has one main screen that is the main design product. This project will include only three main sections for each recommended wire frame mockup—recommended user interface redesign of original design product. My team consists of only one person—myself—Steven Heitman, Information Architect, www.stevenheitman-ia.com, as well as the subject matter expert.

1.6 Key Considerations

This module will provide approximately 1-2 hours of instructional content. Learners can access suggested links that may be reviewed at any time while online.

1.7 Target Audience

The target audience for this module is instructional designers or other design professionals that desire to learn about information architecture and how to apply information architecture concepts to design products. Instructional designers can learn how to improve their design products by understanding and learning more about information architecture concepts.

1.8 Technical Information

Operating Systems and Other Requirements

- PC
- MAC
- Browsers: Firefox, Safari, Internet
- Display size: 20-inch screens or larger screens
- Plug-in and software: current PDF reader

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1.9 Development Process

The project team (Steven Heitman, Information Architect) will design and write document in stages to ensure that the Design Plan's requirements are taken into consideration, including a module providing instructional designers with a high-quality training module.

1. **Content Review:** The team will work with the subject matter experts and draft text.
2. **Graphic User Interface (GUI) Design:** N/A. Wire frame mockups will be drawn to show an end user how he or she might improve design. For this project, no GUI will be developed for a Website or a Website.
3. **Alpha:** I will draft a module with text and examples for an alpha review. Feedback from the client will inform me about what additional revisions may or may not be required. If changes need to be made, I will make them to the module.
4. **Beta:** I will review the final module to make sure it is appropriately designed and communicates information to end users. After the alpha review, edits will be made and any other required changes.
5. **Deployment and Evaluation:** Throughout the development process, I will review content for review and approval. I will work alone doing research to make sure the module matches context and goal for this module.

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SECTION TWO: TIMELINE AND DELIVERABLES

Items discussed in Section Two: Timeline and Deliverables—

- 2.1 Timeline and Deliverables
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2.1 Timeline and Deliverables

Timeline	Deliverables	Strategies
March 2007	<ul style="list-style-type: none">• Needs and content analysis	<ul style="list-style-type: none">• Do research and review Websites• Consult with SME• Find examples from Websites of GUIs that need to be redesigned
April 2007	<ul style="list-style-type: none">• Design Plan	<ul style="list-style-type: none">• Write document
April 2007	<ul style="list-style-type: none">• GUI Design	<ul style="list-style-type: none">• N/A• Do wire frame mockups for project as necessary
April 2007	<ul style="list-style-type: none">• Content Development	<ul style="list-style-type: none">• Write three sections for module for each design product
April 2007	<ul style="list-style-type: none">• Alpha Version	<ul style="list-style-type: none">• First draft version of learning module
April 2007	<ul style="list-style-type: none">• Beta Version	<ul style="list-style-type: none">• Second draft version of learning module
May 2007	<ul style="list-style-type: none">• Final Version of Module	<ul style="list-style-type: none">• Final version of learning module

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SECTION THREE: BUDGET ESTIMATE

Items discussed in Section Three: Budget Estimate—

- 3.1 Budget Estimate
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3.1 Budget Estimate

Instructional Design and Information Architecture Activity	Cost
Content analysis and content design (research)	\$ 2000
Graphic design (screen shots)	\$ 800
Document design	\$ 800
Drawing wire frame mockups	\$ 800
Writing text	\$ 4000
Draft module to final module	\$ 6000
Proofreading	\$ 400
Evaluation	\$ 800
Total	\$18500

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SECTION FOUR: PROJECT ASSUMPTIONS

Items discussed in Section Four: Project Assumptions—

- 4.1 Project Assumptions
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4.1 Project Assumptions

Client Provides

- Timely review by client
- Suggestions for any necessary changes within reason
- Time to work on project during regular office hours

Team Provides

Deliverable as outlined in Instructional Design Plan Report:

- Appropriate content
- Technical writing
- Usability assessment matrix
- Screen shots
- Wire frame mockups
- Final module (MS Word, PDF)
- Hardcopy documents
- PDF on Website