



# Exploring Strategies for Information Architecture

Peter Morville, Santa Cruz, Chile, 2006



## busi·ness strat·e·gy n.

Defining how an organization will use its scarce resources to achieve sustainable competitive advantage.



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# What is Business Strategy?

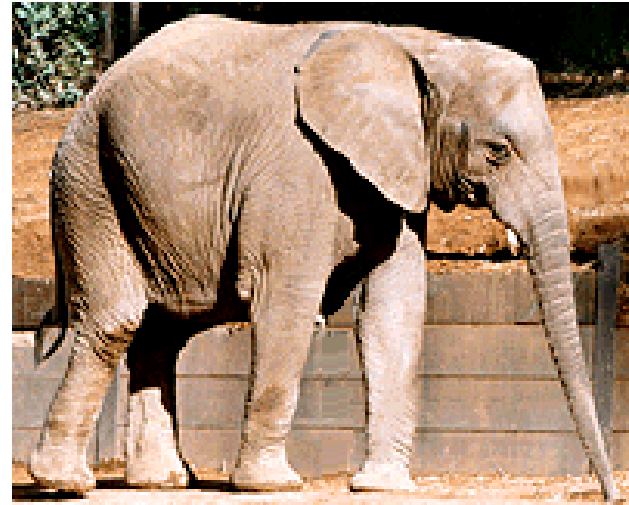
“Strategy is the creation of a unique and valuable position, involving a **different** set of activities.”

“But the essence of strategy is in the activities – choosing to perform activities **differently** or to perform **different** activities than rivals.”

**Michael Porter**, Harvard Business School  
in his book On Competition

## Strategy Revisited

“We are the blind people and strategy formation is our elephant. Since no one has the vision to see the entire beast, everyone has grabbed hold of some part or other and railed on in utter ignorance about the rest.”



**Henry Mintzberg**, McGill University  
in his book Strategy Safari  
(written with Bruce Ahlstrand and Joseph Lampel)

# Strategy Defined as 5 P's

- Plan.** A direction, guide, course of action.
- Pattern.** Consistency in behavior over time.
- Position.** Locating specific products in specific markets.
- Perspective.** Way of doing things (*The HP Way*)
- Ploy.** Specific maneuver to outwit.

From **Strategy Safari** (Mintzberg, Ahlstrand, Lampel)

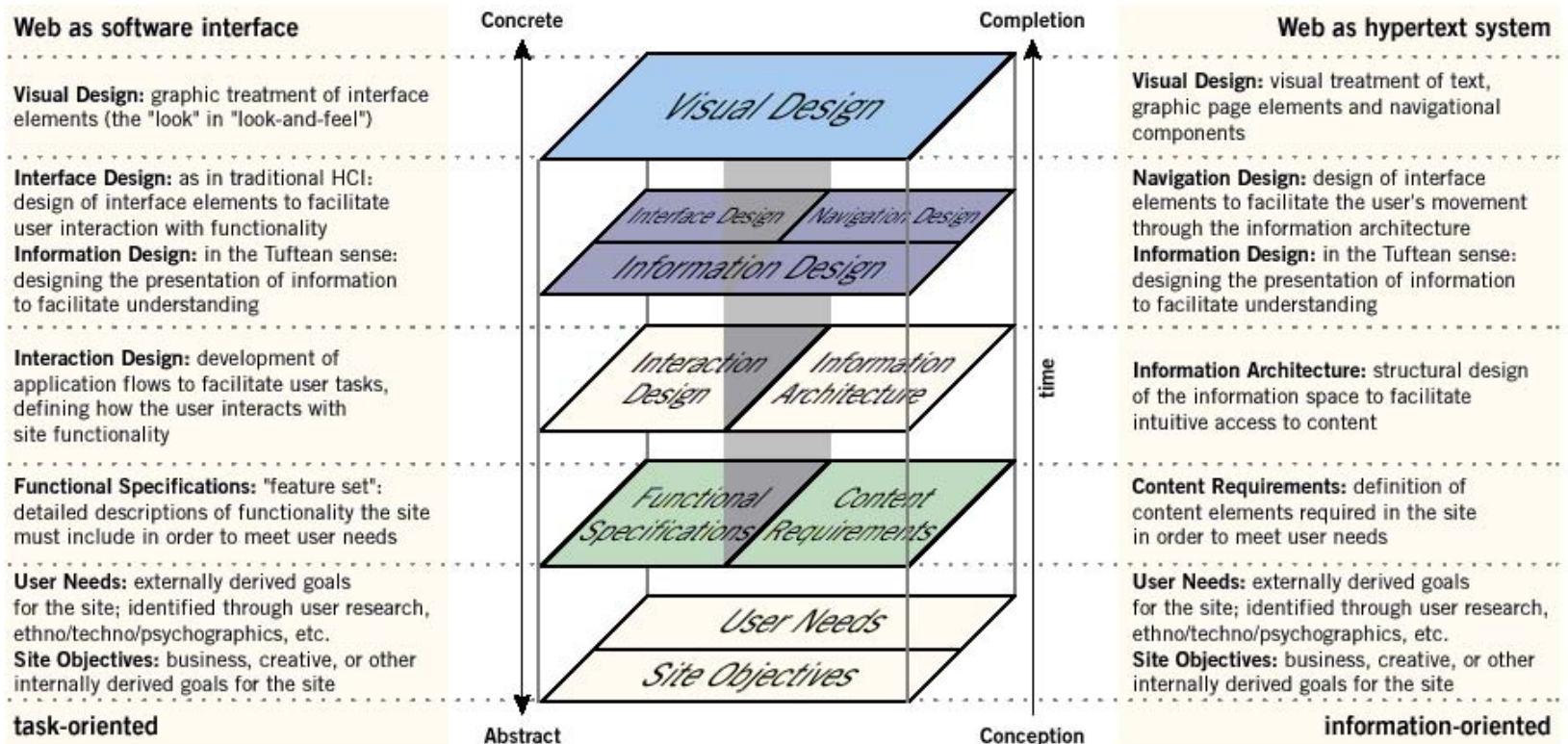
# The Elements of User Experience

Jesse James Garrett

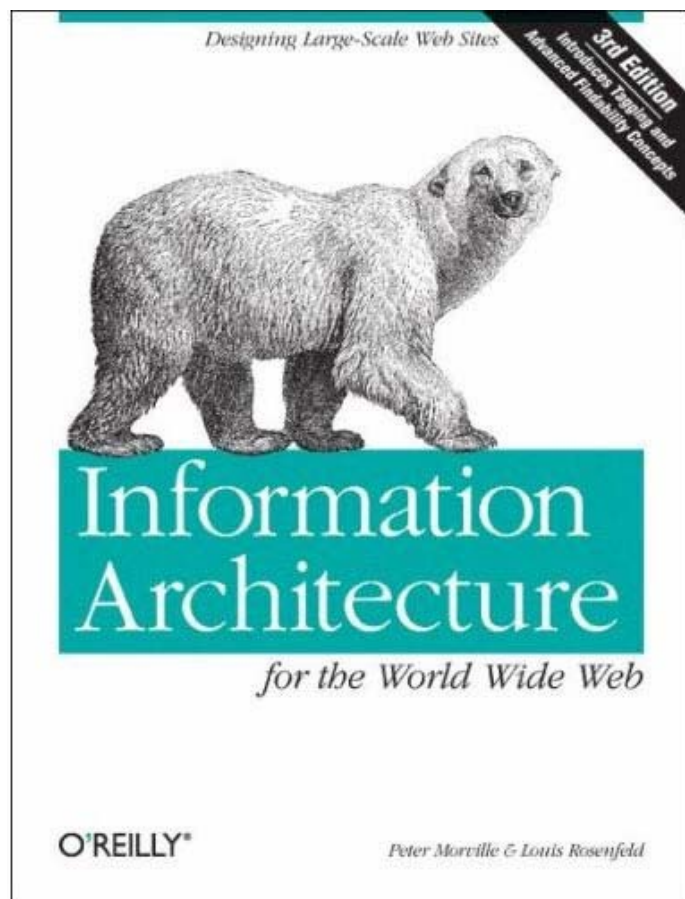
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30 March 2000

**A basic duality:** The Web was originally conceived as a hypertextual information space; but the development of increasingly sophisticated front- and back-end technologies has fostered its use as a remote software interface. This dual nature has led to much confusion, as user experience practitioners have attempted to adapt their terminology to cases beyond the scope of its original application. The goal of this document is to define some of these terms within their appropriate contexts, and to clarify the underlying relationships among these various elements.



**This picture is incomplete:** The model outlined here does not account for secondary considerations (such as those arising during technical or content development) that may influence decisions during user experience development. Also, this model does not describe a development process, nor does it define roles within a user experience development team. Rather, it seeks to define the key considerations that go into the development of user experience on the Web today.



in•for•ma•tion ar•chi•tec•ture *n.*

- The structural design of shared information environments.
- The combination of organization, labeling, search, and navigation systems in web sites and intranets.
- The art and science of shaping information products and experiences to support usability and findability.
- An emerging discipline and community of practice focused on bringing principles of design and architecture to the digital landscape.

Etsy beta

★ BUY

- Categories
- Shops & Sellers
- Materials & Tags
- Colors
- Newest

★ SELL

- List an Item
- How Selling Works
- Seller FAQs
- Featured Sellers

SEARCH

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Alchemy: Request custom items

Your place to buy & sell all things handmade.



Time Machine 2



Sampler



Shop By Color



Geocator



Time Machine



Categories

- Accessories
- Art

Featured Items

picked by Lara from Philly

Children 15.50



Harold  
by nissalisa

Children 10.00



Yellow Tropical Oasis One...  
by courtly

Children 4.99



Duck bath Caddy  
by artbylaurelee

Children 10.00



Hawaiian Lulu Lounging Ba...  
by BabyDoesTheHula

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Kitty Baby Blankie  
by threecrowns

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Mocca Flowers Bib & Onesie...  
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Best Friends Blankie  
by ohmababy

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Pea Pod Hat  
by kidknits

Children 17.50



Hand-crocheted Chihuahua ...  
by AnimalsInYarn

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greeney dress (and skirt ...  
by narthex

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Handmade Baby Matinee Jac...  
by BumbleBeeDesigns

Children 6.00



Sweet Little Liza Jane Ba...  
by kristiehaynes

Featured Seller: [sweetiepie](#)



Description

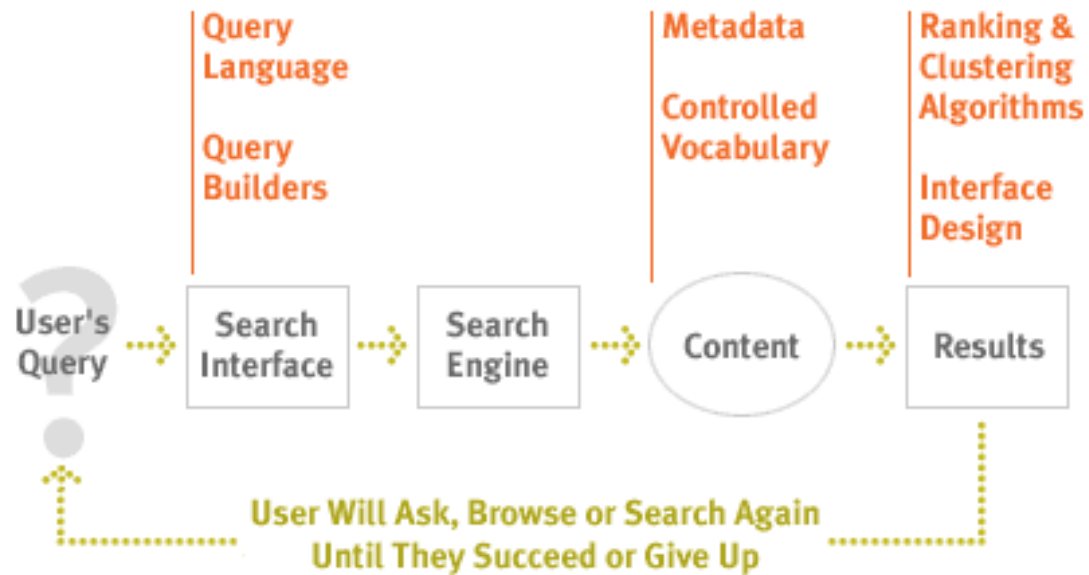
These adorable little maryjane booties are crocheted with 100% cotton yarn, and button on the side to keep them on wiggly feet. The gingham bow and buttons are sewn down firmly for safety. These should fit babies approximately 0-6 months. Machine wash delicate in cold water, air dry.

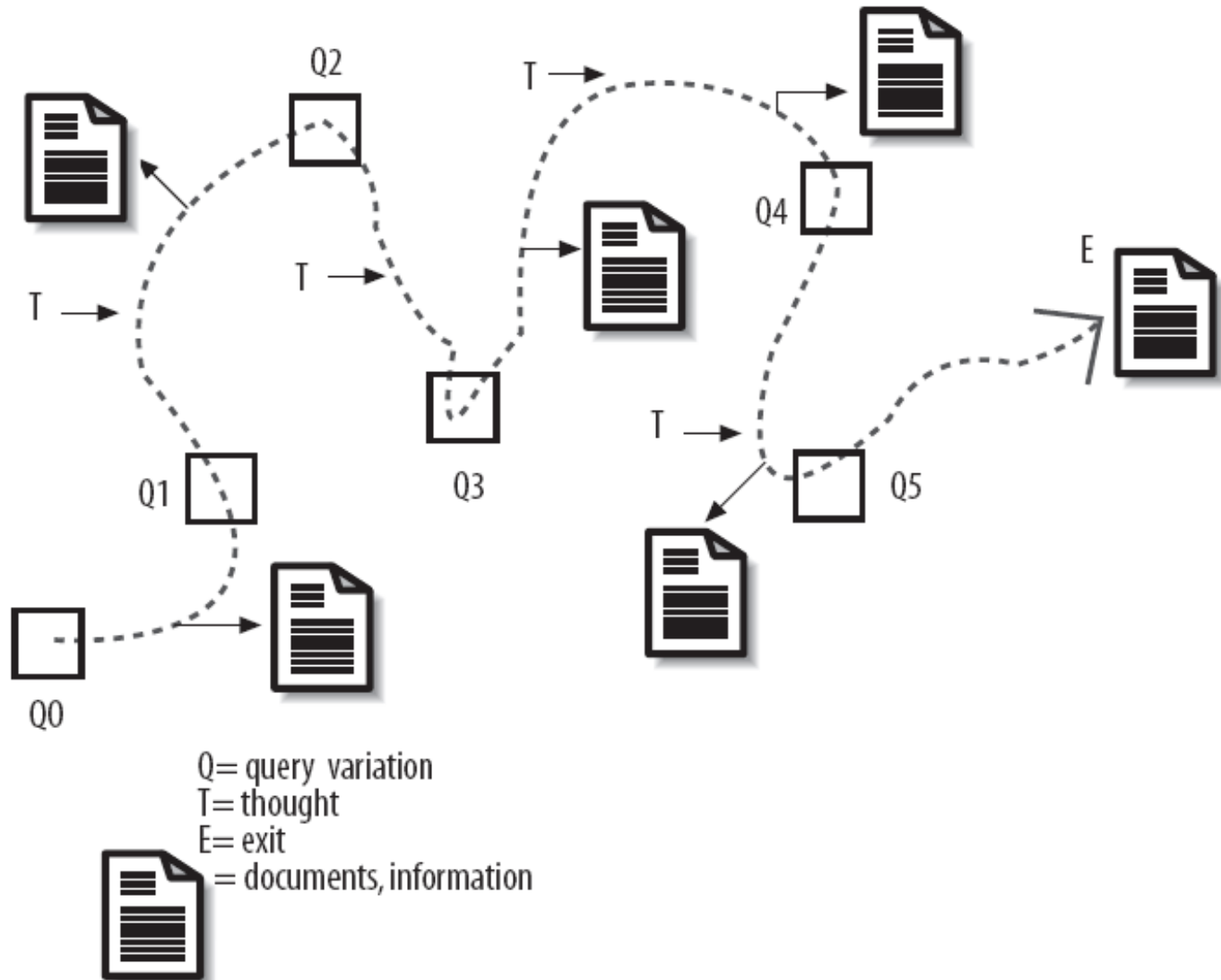
Materials: [buttons](#), [ribbon](#), [yarn](#), [cotton](#)

Tags: (keywords) [shower](#), [gingham](#), [shoes](#), [slippers](#), [maryjanes](#), [jane](#), [mary](#), [booties](#), [baby](#), [black](#), [pink](#)





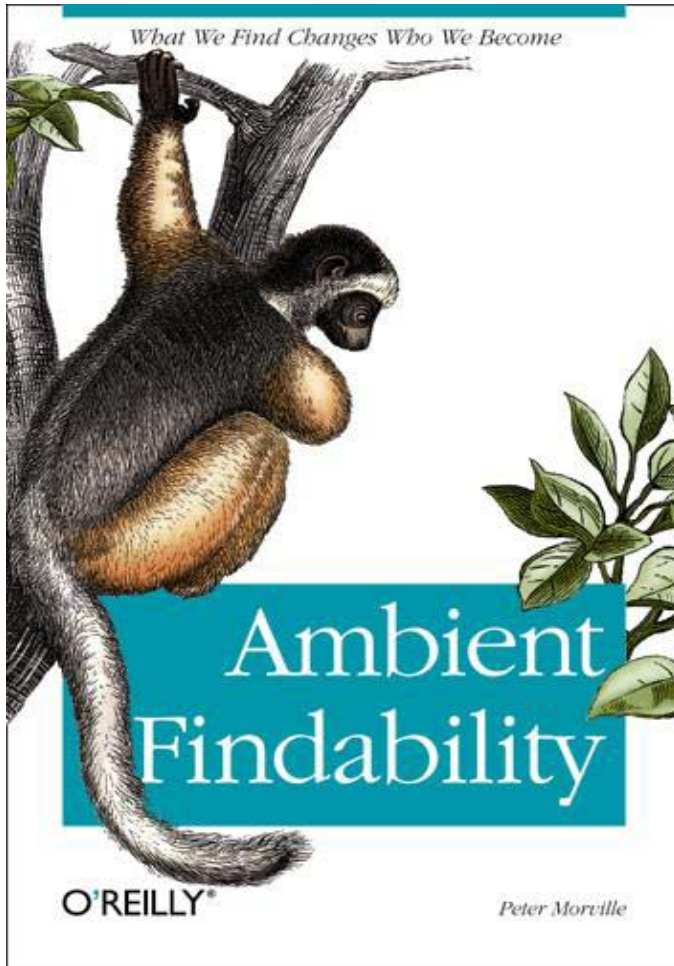




Marcia Bates: Berrypicking, Evolving Search (1989)

<http://www.gseis.ucla.edu/faculty/bates/berrypicking.html>





## **find·a·bil·i·ty** *n*

The quality of being locatable or navigable.

The degree to which an object is easy to discover or locate.

The degree to which a system or environment supports wayfinding, navigation, and retrieval.

## **am·bi·ent** *adj*

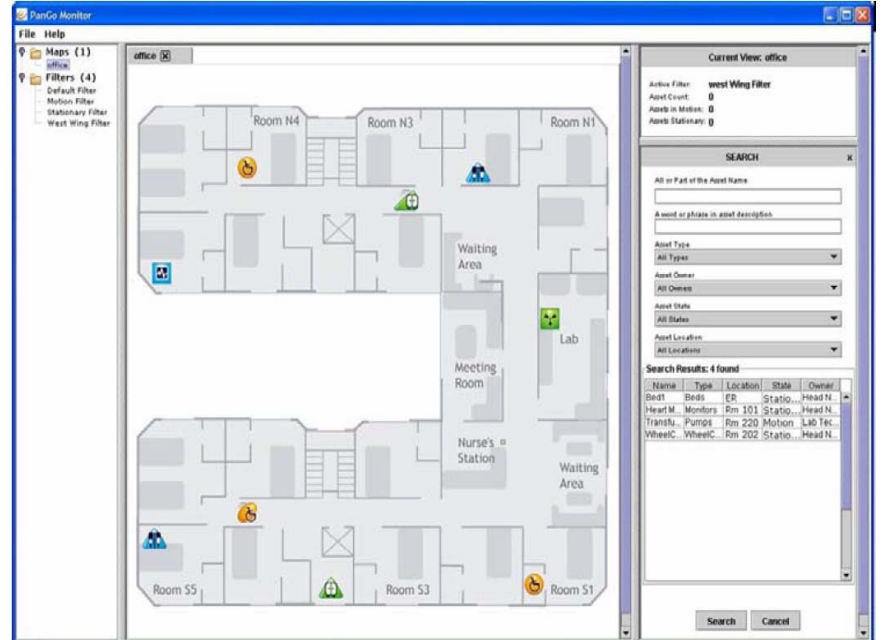
Surrounding; encircling; enveloping (*e.g., ambient air*)

the ability to find anyone or anything  
from anywhere at anytime

# Cisco Wireless Location Appliance



“A quick glance at the screen shows exactly where the tagged wheelchairs are located...Patients wait no more than a few minutes for a wheelchair, and we **save \$28,000 a month** by eliminating searches.”



## The Information Architecture Institute

- Over 1000 Members
- 50+ Member countries
- Active Events program
  - IA Retreat October 2005
  - MAYA Workshop December 2005
  - Pre-con at IA Summit March 2006
  - IDEA 2006 October 2006
  - IA Retreat in Chile November 2006

By December 2007, we hope to have a membership of 2,000, and increase the number of countries to 70.

## IAI Business Plan

1. People designing and building shared information spaces benefit from a place where they can share and grow with others.
2. People and organizations have information space issues that can be helped by effective information architecture. These include:
  - Virtual (e.g., software, websites)
  - Physical (e.g., museums, libraries, hospitals)
  - Procedural (e.g., flows of information in work processes)



A second important strength of European IAs relates to the vivid and mixed multilingual and multicultural landscape they live in. European IAs understand more than others that language and culture significantly determine the perception of the world and how perceptions are based upon vast belief and value systems. For example, IAs from Europe know that whatever classification system is used - from simple to complex, from controlled vocabularies through taxonomies/thesauri to ontologies - underneath there are many biases. What George Lakoff has proven in his classic 'Women, Fire and Dangerous Things', many European IAs understand by nature.

Especially for globally branded companies, their deep understanding of the meaning and value of language and culture can contribute to a successful internationalization and globalization of an online presence. And not in the last place, a sensitivity to the multilingual and multicultural aspects makes European IAs important players and leaders of multidisciplinary teams.

## **IA Strategy for Europe**

Peter Bogaards, [http://www.bogieland.com/euroia\\_2005.htm](http://www.bogieland.com/euroia_2005.htm)

*Strengths, weaknesses, opportunities and threats*

Peters version



# Information architecture

*in a European dimension*

 BogieLand

*Peter J. Bogaards*



# IA Therefore I Am

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**Ambient Findability**

<http://findability.org/>

**IA Institute**

<http://iainstitute.org/>

