

Communication Architecture:

# The Experience is the Message

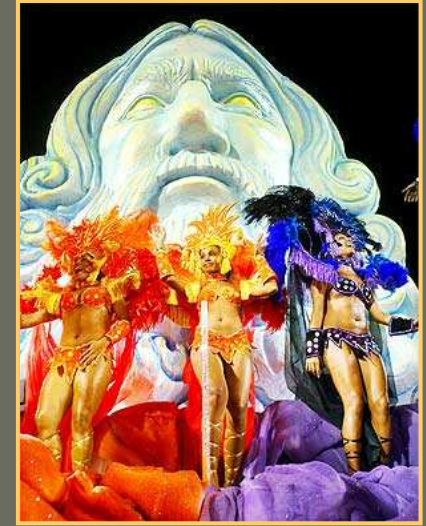
Javier Velasco M.

November 11<sup>th</sup>

New Horizons IA Retreat. Santa Cruz, Chile

# People (excerpts)

by King Crimson (Words by Adrian Belew)



People are the main spring  
Turning the world around

People, they're the main spring  
Spinning this world upside down

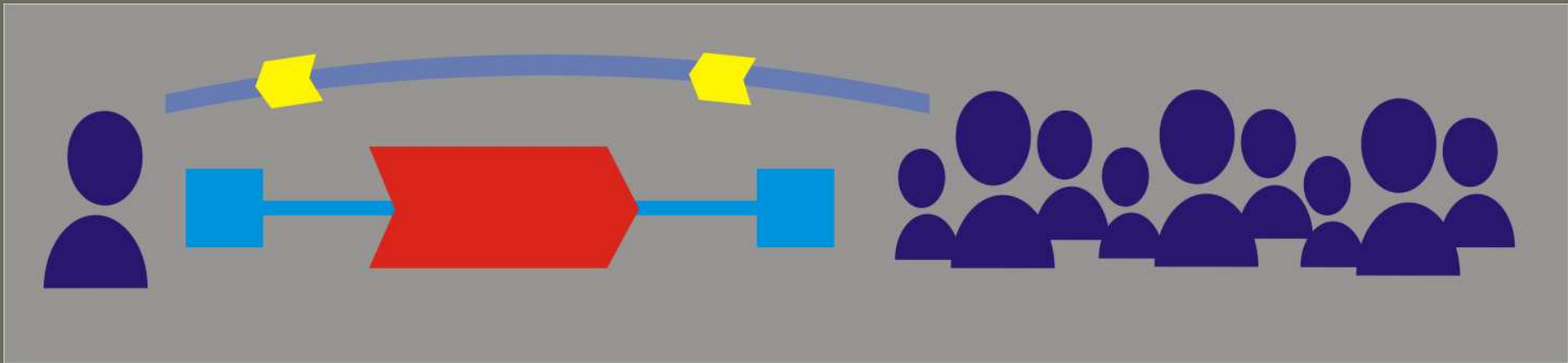


Photos : Carnaval 2005, Rio de Janeiro / terra.com.br

# Internet, the new Medium



# Communication Theory: Information Theory



**Sender – Message – Channel – Receiver – Effect – Feedback**

**Information Theory**

# Communication Theory: Interactional View



**Axiom 1: One Cannot Not Communicate**

# Information Architecture: One Cannot Not Communicate

...in Classification

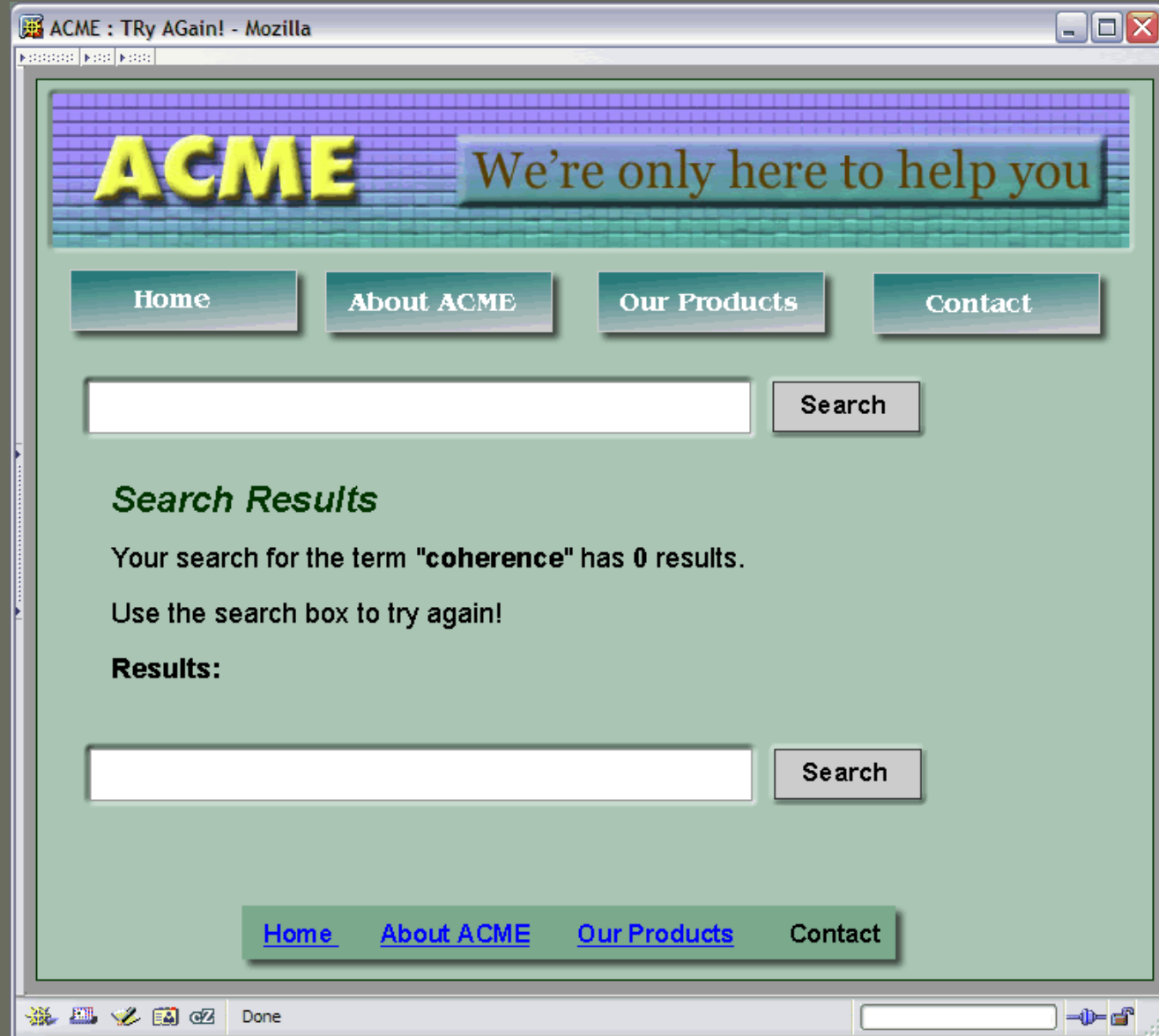
**“War in Iraq”**

**Society > International Conflicts > Terrorism > War on Terror**

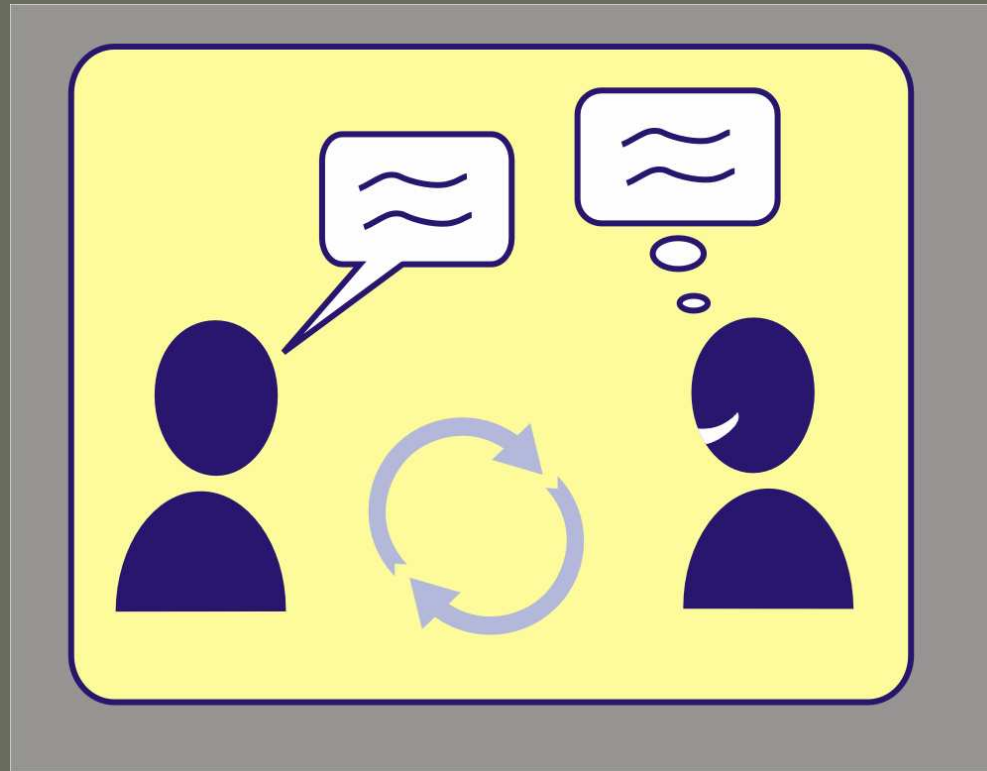
**Economics > Fuel > Oil**

# Information Architecture: One Cannot Not Communicate

...in  
Interaction  
Design



# Communication Theory: Interactional View



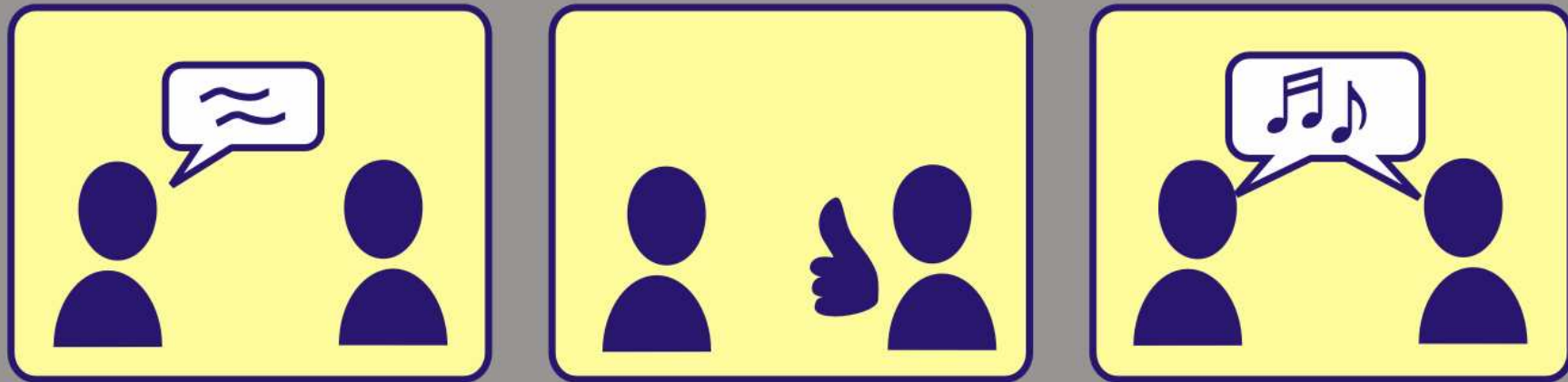
**Axiom 3: Communication = Content + Relationship**

Information Architecture:  
Communication = Content + Relationship

“... Sound **content** helps both parties to get to know one another better, creating a mutually beneficial **connection**.

...user experience design of websites not as a matter of managing **content**, but as a matter of nurturing and maturing **relationships**.”

# Communication Theory: Biology of Knowledge



**Communication = Behavior Coordination**

# Information Architecture: Behavior Coordination



**Corporate  
Websites**



**Communities  
Social Software**



## Information Architecture: Behavior Coordination

“...**Content** is interesting only in the way it allows readers to **successfully perform some task**, while creators achieve an **organizational goal.**”

# Processes : Stage 1/4

## Research

**Social  
Communication**

**Information  
Architecture**

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**Analysis**

**Analysis ?**

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**Audience**

**Users**

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**Stakeholders**

**Stakeholders**

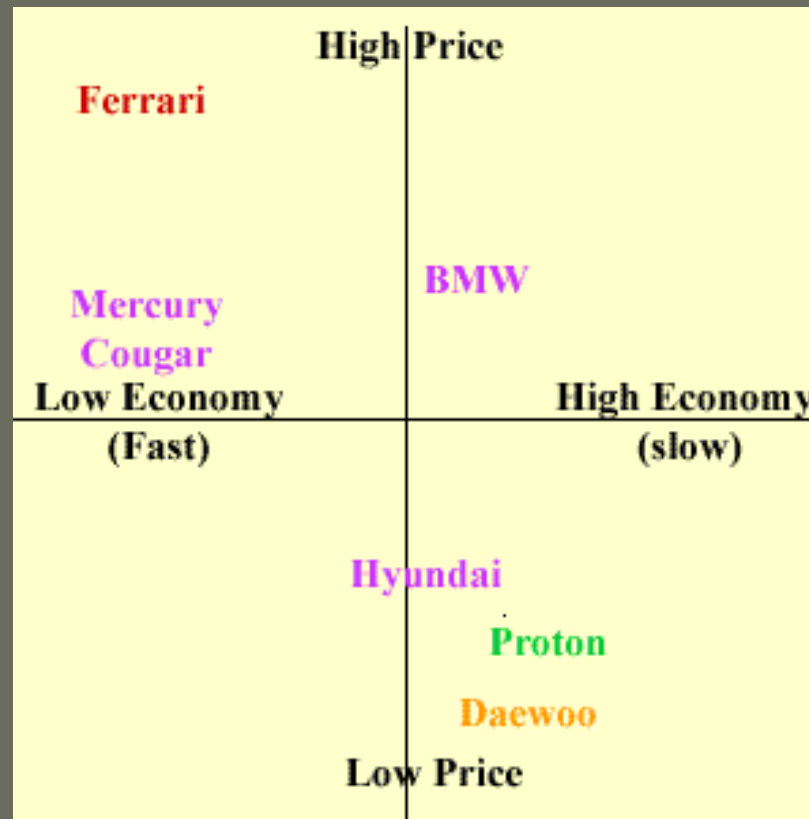
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**Context**

**Context**

# Social Communication: Analysis

## Positioning Map



# Social Communication: Analysis

## **SWOT Analysis**

**Strengths - own**

**Weaknesses - own**

**Opportunities - others**

**Threats - others**

# Processes : Stage 2/4

## Strategy

### Social Communication

Media Strategy

Creative Strategy  
Communication Strategy

Target Audience

Goals

### Information Architecture

Scope      Content  
Functionalities

Explicit Strategy ?

Personas

Goals

# Social Communication: Strategy

- ***Central Communication Concept***
  - **What to Say**
    - With MC you can buy anything
- ***Central Creative Concept***
  - **How to Say it**
    - There are some (PRICELESS) things that money can't buy, for everything else, there's MC.
      - Tone: Emotional / Humorous

# Information Architecture: Strategy

## Building a Vision of Design Success

“It captures the **essence** of what you hope to **accomplish**.”

“**Reminders** of a shared vision are invaluable”

“...if we incorporate vision into our work, our work is more **targeted**, more **effective** and more **meaningful**.”

“... the vision must be **clear, meaningful** and **shared**.”

# Processes : Stage 3/4

# Design

**Social  
Communication**

**Visual Design**

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**Layout Design**

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**Creative Writing**

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**Information  
Architecture**

**Visual Design**

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**Interaction Design**

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**Information Design**

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**Navigation Design**

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**Labeling**

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**Organization Systems**

# Processes : Stage 4/4

**Test**

**Social  
Communication**

**Information  
Architecture**

**Samplers**

**Focus Groups**

**Usability Testing**

# Galvanizing quote

## Home page as Communication

“A home page is a **communication** device. This implies that home pages should/could/might be **usefully analyzed** from within **communication theory...**”

Gracias  
Thank You  
Obrigado

Javier Velasco M.  
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