

Two-day masterclass

7 - 8 August 2008, Rydges World Square, Sydney

Early bird discount
valid until
11 July 2008

Information Architecture and Collaborative Design

Using IA to enhance the use and effectiveness of your information system

This interactive masterclass will focus upon the following key areas within IA:

- What information architecture is and what it is useful for
- Classifying, sorting and sequencing information
- Designing navigation, page layouts and usable forms
- Creating effective documentation, including wireframes and site maps
- Effectively carrying out your IA project: tips, tools, techniques and processes

Discuss your design issues with an expert who is at the forefront of IA and collaborative design

Masterclass leader:

Donna Spencer



**Information Architect and Interaction Designer
Maadmob**

Learn how to conduct design games to learn more about your users

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The Information Architecture Institute



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Information Architecture and Collaborative Design

Using IA to enhance the use and effectiveness of your information system

Information architecture (IA) is about structuring, organising, labelling and indexing information on intranets and websites. It is used to decide how a site should be structured, what kind of content it should host, and how to accommodate its future growth. IA is the foundation of good website or intranet design, and ensures the site will meet business and user needs.

Do you have a website or intranet that has grown in an ad-hoc way, is difficult to manage, or no longer reflects your current goals, priorities, purpose, or functions? Are you starting a new information project from scratch and need to establish how to best ensure that it's structured in a way that will grow easily and meet your and your user's needs? If so, IA skills, approaches and techniques will help you to design a site that is easier to manage and easier for people to locate the information they need. They will also assist you to make better choices, and complete information tasks more rapidly and accurately.

This two-day interactive masterclass will provide a thorough overview and understanding of how to effectively use information architecture techniques to make your intranet or website as effective as possible. It will cover a wide range of information architecture issues including the following:

- Learning about users via interviews, surveys, focus groups and analytics
- Involving users by conducting design games such as card sorting, divide-the-dollar, design-the-box and many more
- Learning about your content by taking an inventory and performing analysis
- Designing a robust and flexible information architecture
- Checking your progress via prototypes and usability testing

About your masterclass leader:



Donna Spencer is a freelance information architect, mentor, writer and trainer. She has eight years experience working in-house and as a consultant focusing upon strategic and tactical design. She has designed large intranets and websites, e-commerce and search systems, complex business applications, design patterns and a CMS.

She believes deeply in the value of user-centred design and uses a range of user-centred approaches on her projects, from quick analysis of existing research to deep ethnography. She also believes deeply in team-based and

iterative design, continually surprising her colleagues by talking to people rather than computers and designing the old-fashioned way with pencil, sticky notes and much coloured paper.

Donna is an experienced speaker who has facilitated workshops and presented sessions at local and international conferences on information architecture, interaction design and whatever else crosses her mind. She spends her (little) remaining time on the board of The Information Architecture Institute (IAI) and writing a book on card sorting.

Who should attend?

Information Architects, Enterprise Architects, Information Managers, Knowledge Managers, IT Professionals, IT and IM Strategy Managers, Internet and Intranet Professionals, Records Managers, Content Managers, Data and Technology Architects, eGovernment Professionals, IT Application Managers, Information Systems Managers, Intranet Managers, Managers of Online Services, Intranet Content Developers, Web Designers/Architects, Web Authors, Usability Managers, IT/IS Strategy Leaders, Chief Information Officers and Content Writers/Authors.

Ask the expert:

Attendees are invited to submit specific questions or challenges associated with information architecture that they would like Donna to discuss during the masterclass.

Please email your challenges to: kchambers@arkgroupasia.com at least two weeks prior to the event. If you do not want your organisation identified, use a pseudonym such as BigBankCo, or SmallRetailCo to indicate the industry involved and the size of the organisation.

DAY ONE – Thursday, 7 August 2008

8.45 Registration and refreshments

9.15 Introduction and welcome

Before we start, Donna will introduce the objectives for the first day and discuss how the day will proceed. You will get to know each other, and share backgrounds, expectations and experiences.

9.30 Introduction to IA/user research

In this first session, you will learn about information architecture, how to identify and articulate business goals and the value of user research. You will start working on an activity (that will continue throughout the masterclass) by identifying goals and conducting some simple user research.

- What is information architecture and what types of projects is it good for?
- How to identify and articulate business goals for a project
- Why conduct user research?
- Key user research techniques
- Activities: identifying business goals, conducting simple user research

10.45 Morning refreshments and networking

11.00 Collaborative design with users

Following on from the introduction to user research, we will discuss and play a range of design games that you can use to learn more about your users and involve them in your projects. Games will include the following (plus more):

- Divide-the-dollar: feature prioritisation
- Design-the-box: learn about key ideas and features
- Metadata games: see what other people call things

12.30 Networking lunch

1.30 Content: analysis and classification

Now that we know all about users, we move onto content. This session will help you to learn about your content and think about classification schemes that you can use. You will brainstorm content ideas for the workshop project and identify structured and unstructured content types.

- Taking a content inventory
- Analysing content
- Types of classification
- Activities: classification types, content brainstorm

3.00 Afternoon refreshments and networking

3.15 Designing an effective information architecture

In this session you will learn about different structures for information architecture, what makes up a good IA and the process used to come up with one. You will draft an IA for the workshop project.

- Card sorting
- IA structures
- How to create a draft IA
- Activities: conduct a card sort and draft an information architecture

4.30 Wrap-up and end of day one

DAY TWO – Friday, 8 August 2008

8.45 Registration and refreshments

9.15 Introduction and welcome

Donna will introduce the objectives for the second day and discuss how the day will proceed. You will re-cap learnings from the previous day and detail your expectations for the day to come.

9.30 Designing navigation and page layouts

In this session, we will look at different types of navigation for different types of information, and discuss how to go about designing navigation. We will also discuss principles of good page layout and design the layout for our project.

- Navigation types
- How to design navigation
- Page layout principles
- Activity: design navigation and page layouts

10.45 Morning refreshments and networking

11.00 Designing forms

This session will examine how to design simple forms and interactive elements. You will learn how to identify workflow, choose form elements, lay out a form and design for error.

- Identifying workflow
- Selecting appropriate form elements
- Effective form layout
- Managing errors
- Activity: design a simple form

12.30 Networking lunch

1.30 Documentation: sitemaps, wireframes and other documentation

You've learnt all about how to design information architecture and navigation. Now is the time to write it all down. This session will explore the two most common documentation types: site maps and wireframes, as well as other common documentation types.

- Drawing sitemaps: conceptual and detailed; visual and textual
- Drawing wireframes for different purposes with different amounts of detail
- Creating prototypes
- How to communicate ideas effectively
- Activity: discuss the pros and cons of using detail in wireframes and site maps

3.00 Afternoon refreshments and networking

3.15 Testing it: prototype and usability testing

This session will examine how you can go about testing your work – via paper prototype testing, user walkthroughs and usability testing.

- Simple usability testing of paper and working prototypes
- Other ways to get feedback from users
- Activity: perform a simple usability test of a website

4.30 Wrap-up and end of masterclass



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4 ways to book



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Event venue and accommodation

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