



# Information Architecture

*for the World Wide Web*

O'REILLY®

*Louis Rosenfeld & Peter Morville*

# Table of Contents

<i>Foreword</i> .....	<i>xi</i>
<i>Preface</i> .....	<i>xiii</i>
<b>1. <i>What Makes a Web Site Work</i></b> .....	<b>1</b>
Consumer Sensitivity Boot Camp .....	2
If You Don't Like to Exercise... ..	4
<b>2. <i>Introduction to Information Architecture</i></b> .....	<b>10</b>
The Role of the Information Architect .....	10
Who Should Be the Information Architect? .....	15
Collaboration and Communication .....	19
<b>3. <i>Organizing Information</i></b> .....	<b>22</b>
Organizational Challenges .....	23
Organizing Web Sites and Intranets .....	26
Creating Cohesive Organization Systems .....	46
<b>4. <i>Designing Navigation Systems</i></b> .....	<b>47</b>
Browser Navigation Features .....	48
Building Context .....	50
Improving Flexibility .....	51
Types of Navigation Systems .....	53
Integrated Navigation Elements .....	58
Remote Navigation Elements .....	63
Designing Elegant Navigation Systems .....	70

<b>5. Labeling Systems</b> .....	72
Why You Should Care About Labeling .....	73
Labeling Systems, Not Labels .....	74
Types of Labeling Systems .....	76
Creating Effective Labeling Systems .....	85
Fine-Tuning the Labeling System .....	93
Non-Representational Labeling Systems .....	95
A Double Challenge .....	97
<b>6. Searching Systems</b> .....	99
Searching and Your Web Site .....	99
Understanding How Users Search .....	101
Designing the Search Interface .....	105
In an Ideal World: The Reference Interview .....	121
Indexing the Right Stuff .....	122
To Search or Not To Search? .....	129
<b>7. Research</b> .....	131
Getting Started .....	132
Defining Goals .....	136
Learning About the Intended Audiences .....	139
Identifying Content and Function Requirements .....	141
Grouping Content .....	147
<b>8. Conceptual Design</b> .....	148
Brainstorming with White Boards and Flip Charts .....	148
Metaphor Exploration .....	150
Scenarios .....	152
High-Level Architecture Blueprints .....	154
Architectural Page Mockups .....	156
Design Sketches .....	157
Web-Based Prototypes .....	160
<b>9. Production and Operations</b> .....	161
Detailed Architecture Blueprints .....	162
Content Mapping .....	165
Web Page Inventory .....	166
Point-of-Production Architecture .....	167
Architecture Style Guides .....	169
Learning from Users .....	171

---

<i>10. Information Architecture in Action</i> .....	<i>175</i>
Archipelagoes of Information .....	<i>175</i>
A Case Study: Henry Ford Health System .....	<i>176</i>
 <i>Selected Bibliography</i> .....	 <i>191</i>
 <i>Index</i> .....	 <i>197</i>