

# Pemrograman Web

Pertemuan 12

Arsitektur Informasi untuk Web

# **WHAT IS INFORMATION ARCHITECTURE ?**



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29.90  
现价 PRICE  
Carrefour

促销  
PROMOTION  
15.90  
79

169

www.durkeeso.com

# Information Architecture

- The structural design of **shared information** environments
- The art and science of organizing and labeling web sites, intranets, online communities and software to support find ability and usability



# Information Architecture

- **Organizing** contents or objects
- **Describing** them clearly
- **Providing ways** for people to get to them
  
- Remember, IA is **everywhere**

# Why IA is important ?

- When information available to us **keeps growing**, IA becomes more important
- IA can do more than just help people **find** objects and information
- IA makes it **easier** for people to **learn** and make better decisions

# IA is not easy

- There will always be **more than one** way of organizing them. Unfortunately it isn't always clear which way is the best way.
- People have **different needs**.
- People often have **different ideas** about what goes together and what doesn't.
- Some people may know a lot about a topic, while others may know nothing at all.

# Three Important Things in IA

- **People**
  - What they need to do, how they think and what they already know
- **Content**
  - What you have, what you should have and what you need
- **Context**
  - The Business or personal goals for the site, who else will be involved and what your constraints are





# Who does IA ?

- Business Analysts
- Usability Specialists
- Writers
- Graphic Designers
- Web Developers
- Project Managers

# IA in a Web Project

## Kickoff (Start Project)

**Project Definition  
and Goals**

**Context, Technology,  
design, culture,  
stackholders**

## Research

**User research  
(people)**

**Content**

## Design

Information  
Architecture

Navigation & Page  
Layout

Graphic design &  
brand

Prepare Content

## Build and Test

Build site

Add content

Test & Release

## **Maintain**

**Add new content**

**Tweak IA, navigation  
& page layout**

# IA in website Will Describe

- The overall **structure** (or shape) of the site → how the main parts of the site relate to one another
- **Groups** and sub-groups → Navigation and labeling
- **Metadata** → description of each product or item (particularly product sites)

# Elements of Information Architecture

03 Dec 2002 / 08:02 AM

# Berkeley

University of California

## EXPLORE THE BERKELEY WEB

- About UC Berkeley** \*  
History, Visiting, Outreach...
- Academics** \*  
Departments, Continuing Ed...
- Administration** \*  
Overview, Divisions...
- Alumni, Parents, & Friends** \*  
Associations, Community...
- Applying to Berkeley** \*  
Undergrad, Grad, Extension...
- Libraries, Museums, & Arts** \*  
Collections, Exhibits...
- Research** \*  
Programs, Publications...
- Services & Goods** \*  
Shopping, Computing, Health Safety, Transportation...
- Sports** \*  
Intercollegiate, Recreational...
- Students** \*  
Studying, Living, Jobs, Fees...
- Teaching Resources** \*  
Organizations, Publications...
- Working at Berkeley** \*  
Jobs, Benefits, Training...

[A-Z List of Web Sites](#) | [People Finder](#) | [Map](#) | [More Searches](#)

## CAMPUS NEWS

- Law school dean resigns after harassment charge: a Q&A
- Program lets youths, seniors tell their stories digitally
- John Zivnuska, pioneer in forest economics, dies at 86
- Scientists detail circuit that lets eye detect motion
- The Axe is back, and it's cruising the campus
- UC president issues update on budget challenges
- Webcast:** Daniel Ellsberg on "Secrecy, Freedom & Empire"

## CAMPUS EVENTS

- 2 Dec - [Art, Technology, and Culture Colloquium: New Media](#)
- 2 Dec - [Special event: AIDS Awareness Week](#)
- 2 Dec - [Lecture: TV is dead, Long Live the Web!](#)
- [Critic's Choice ...](#)

## CAL STUDENT CONNECTION

- Current students:** Check out information about the [December 6 Graduates Convocation](#). Also see [Bear Link](#) and [Tele-BEARS](#).
- Prospective students:** See the [undergrad](#) or [grad student](#) admission sites, check our [online tour](#) and [live campus views](#).
- International students:** Find out about immigration, financial aid, work permission, and advising [services](#).

## GIVING TO CAL | CORPORATE & FOUNDATION RELATIONS

[Home](#) | [Text-Only](#) | [Using this Site](#) | [Search](#) | [A-Z List of Web Sites](#) | [People Finder](#) | [Map of Campus](#) | [Add a Site](#) | [Contact Us](#)

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Organization system

Search System

Navigation System

# Navigation

- Dependent on the IA
  - Navigation bar
  - Related links
  - In-page navigation elements (ie: hyperlinks)
  - Helpers like A-Z indexes and site maps



# Elements of Navigation Systems

- Graphical and textual navigation bars
- Frames
- Pop-up menus
- Tables of content
- Site maps
- Guided tours
- The sky's the limit with java, javascript, etc.

# Environment of Navigation

- Browser as environment
  - Back button
  - Forward button
  - History
  - Bookmarks
  - Link colors
  - Alternative browsers (e.g., ActiveWorlds, VMRL, Shredder, Web Stalker, etc.)

Shop All Departments

Search All Departments

GO

Cart

Wish List

Unlimited Instant Videos

MP3s & Cloud Player

18 million songs, play anywhere

Amazon Cloud Drive

5 GB of free storage

Kindle

Appstore for Android

Get ZDefense for free today

Digital Games & Software

Audible Audiobooks

Books

Movies, Music & Games

Electronics & Computers

Home, Garden & Tools

Grocery, Health & Beauty

Toys, Kids & Baby

Clothing, Shoes & Jewelry

Sports & Outdoors

Automotive & Industrial

What Other Customers



- > TV & Video
- > Home Audio & Theater
- > Camera, Photo & Video
- > Cell Phones & Accessories
- > Video Games
- > MP3 Players & Accessories
- > Car Electronics & GPS
- > Appliances
- > Musical Instruments
- > Laptops, Tablets & Netbooks
- > Desktops & Servers
- > Computer Accessories & Peripherals  
External drives, mice, networking & more
- > Computer Parts & Components
- > Software
- > PC Games
- > Printers & Ink
- > Office & School Supplies

# Kindle

The #1 Bestseller on Amazon



99 Wi-Fi | \$189 Free 3G+Wi-Fi




**Textbooks**  
Shop now

Advertisement



**Amazon Prime**  
Includes Instant Videos  
Start your one-month free trial now



**Levi's**  
THE LEVI'S STORE AT AMAZON  
NOW OPEN See more

# Social navigation



**SEARCH**

Books

**WEB SEARCH**

Powered by Google

**BOOK INFORMATION**

[buying info](#)

[editorial reviews](#)

[customer reviews](#)

**RATE THIS BOOK**

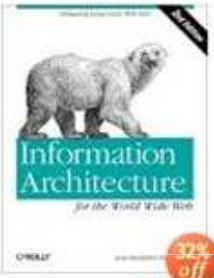
Not interested

[\(Rate more items\)](#)

**Favorite Magazines!**

## Information Architecture for the World Wide Web: Designing Large-Scale Web Sites

by [Louis Rosenfeld](#) (Author), [Peter Morville](#) (Author)



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### Customers who bought this book also bought:

- ◆ [Don't Make Me Think: A Common Sense Approach to Web Usability](#) by Steve Krug (Author) [\(Rate it\)](#)
- ◆ [Information Architecture: Blueprints for the Web](#) by Christina Wodtke (Author) [\(Rate it\)](#)
- ◆ [The Elements of User Experience: User-Centered Design for the Web](#) by Jesse James Garrett (Author) [\(Rate it\)](#)
- ◆ [Designing Web Usability : The Practice of Simplicity](#) by Jakob Nielsen (Author) [\(Rate it\)](#)
- ◆ [The Design of Sites: Patterns, Principles, and Processes for Crafting a](#)

# Organization Systems

- Ways to Organize Information (according to Wurman) LATCH
  - Location
  - Alphabetical
  - Time
  - Category
  - Hierarchy/Continuum (small to large, dark to light)

# Organization Systems

- Ways to Organize Information
  - Topics
  - Tasks
  - Processes
  - Metaphors
  - Narratives
  - Audiences



# By date

**news.com.au** Tell us what you think about NEWS.com.au for your chance to win! Spector 'victim' may be suicide | Friends no longer there for us

You can help change that. [Click here](#)

May 7, 2004

News Home  
Breaking News  
State News  
The Nation  
The World  
The Other Side  
Audio News  
Multimedia  
Cartoons

Other Sections  
Business  
Technology  
Entertainment  
Travel  
body+soul  
People  
Horoscopes

search  The Web Australia  powered by Google

**BREAKING NEWS**

**ACTU welcomes baby bonus**  
13:17 (AEST) THE ACTU has welcomed a Budget leak revealing the federal government's baby bonus will be scrapped.

**Hizbollah attacks Israeli positions**  
13:05 (AEST) HIZBOLLAH attacked Israeli army positions in the disputed Shebaa Farms area today, where the Israeli, Lebanese and Syrian borders meet.

**Brain damaged teen sues driver**  
12:40 (AEST) A BRAIN-damaged teenager has successfully sued a woman who was driving a car that hit him when he was two years old.

**Drug bust claims 100+ arrests**  
12:35 (AEST) MORE than 100 people, including members of a motorcycle gang, have been charged with drug offences following a widespread operation, Queensland police said today.

**Bail refused for HIV infector**  
12:25 (AEST) A SYDNEY man accused of deliberately infecting two foreign tourists with the HIV virus has been refused bail "for the protection of the community".

**DAILY HEADLINES**  
News headlines daily to your inbox.

First Name:

Email Address:

**ne**  
place to turn your vision into reality.

# Alphabetical

The screenshot shows the AZLyrics.com website interface. On the left is a vertical navigation menu with the site logo 'LYRICS A★Z UNIVERSE' and links for 'Request Lyrics', 'Add / Correct Lyrics', 'Soundtracks (provided by 8TLyrics.com)', 'Links', 'Guestbook', and 'Advertise here'. Below the menu is a newsletter sign-up form for 'AZLyrics.com Newsletter' with a text input field containing 'your@e-mail' and a 'Submit' button. At the bottom left is a 'Visit' button with a circular logo. The main content area has tabs for 'Top 20 Lyrics' and 'Newest Lyrics', with 'Browse by artist/band name' selected. Below the tabs is an alphabetical index 'A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #' and a search bar with the text 'or enter artist/album/song to search lyrics for:' and a 'Search' button. A purple banner reads 'Tell A Friend about this site!'. The main content area displays a list of artist names under the letter 'F': FABIAN, LARA; FABOLOUS; FAITH EVANS; FAITH HILL; FAITH NO MORE; FALCON, ROSE; FALLON, JIMMY; FALL OUT BOY; FANNY PACK; FATBOY SLIM; FAT JOE; and FEAR FACTORY.

LYRICS  
A★Z  
UNIVERSE

[Request Lyrics](#)  
[Add / Correct Lyrics](#)  
[Soundtracks](#)  
(provided by 8TLyrics.com)  
[Links](#)  
[Guestbook](#)  
[Advertise here](#)

AZLyrics.com  
Newsletter  
The latest lyrics and music  
news in your mailbox:

Visit 

[Top 20 Lyrics](#) [Browse by artist/band name](#) [Newest Lyrics](#)

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>

or enter artist/album/song to search lyrics for:

[Tell A Friend about this site!](#)

[FABIAN, LARA](#)  
[FABOLOUS](#)  
[FAITH EVANS](#)  
[FAITH HILL](#)  
[FAITH NO MORE](#)  
[FALCON, ROSE](#)  
[FALLON, JIMMY](#)  
[FALL OUT BOY](#)  
[FANNY PACK](#)  
[FATBOY SLIM](#)  
[FAT JOE](#)  
[FEAR FACTORY](#)



# By geography

home | search | help      worldguide | ip shop | thorn tree | travel ticker | theme guides | on the road | postcards | health

lonely planet

## Destinations

1 choose a region      2 choose a country

Africa → Algeria → go

Europe      Africa      Middle East      Asia      Australasia+ Pacific      Americas

Where do you want to go

worldguide   ip shop   thorn tree   travel ticker   themeguides   on the road   postcards   health   subwwway

home | search | help | newsletters | travel services

# By topic



**WIKIPEDIA**  
*The Free Encyclopedia*

## Browse Wikipedia by topic

### Mathematical and natural sciences

[Astronomy](#) - [Biology](#) - [Chemistry](#) - [Computer science](#) - [Earth science](#) - [Ecology](#) - [Mathematics](#) - [Physics](#) - [Statistics](#)

### Applied arts and sciences

[Agriculture](#) - [Architecture](#) - [Business](#) - [Communication](#) - [Education](#) - [Engineering](#) - [Family and consumer science](#) - [Government](#) - [Health science](#) - [Law](#) - [Library and information science](#) - [Politics](#) - [Public affairs](#) - [Software engineering](#) - [Technology](#) - [Transport](#)

### Social sciences and philosophy

[Anthropology](#) - [Archaeology](#) - [Economics](#) - [Geography](#) - [History](#) - [Linguistics](#) - [Mythology](#) - [Philosophy](#) - [Political science](#) - [Psychology](#) - [Sociology](#)

### Culture and fine arts

[Classics](#) - [Cooking](#) - [Dance](#) - [Entertainment](#) - [Film](#) - [Games](#) - [Gardening](#) - [Handicraft](#) - [Hobbies](#) - [Holidays](#) - [Internet](#) - [Literature](#) - [Music](#) - [Opera](#) - [Painting](#) - [Poetry](#) - [Radio](#) - [Recreation](#) - [Religion](#) - [Sculpture](#) - [Sports](#) - [Television](#) - [Theater](#) - [Tourism](#) - [Visual arts and design](#)

### Other categorization schemes

[By Dewey Decimal](#) - [By LOC Class](#) - [By acad. discipline](#) - [Lists by category](#) - [All articles by title](#) - [By historical year](#) - [By anniversary](#) - [Themed timelines](#) - [Reference tables](#) - [Biographies](#) - [Countries](#) - [How-tos](#)

# By category

The screenshot shows the Amazon.com homepage with a navigation bar at the top. The navigation bar includes the Amazon logo, a search bar, and links for 'VIEW CART', 'WISH LIST', 'YOUR ACCOUNT', and 'HELP'. Below the navigation bar, there are several category buttons: 'WELCOME', 'ANTONY'S STORE', 'BOOKS', 'APPAREL & ACCESSORIES', 'ELECTRONICS', 'TOYS & GAMES', 'MUSIC', and 'CELL PHONES & SERVICE'. A 'SEE MORE STORES' link is also present. The search bar contains the text 'Search All Products:' and a 'GO!' button. The 'Browse:' dropdown menu is set to 'Books'. The main content area is divided into several sections: 'Apparel & Accessories', 'Books, Music, DVD', 'Electronics & Office', 'Health & Beauty', 'Home & Garden', 'Kids & Baby', 'Browse Partners', 'Make Money', and 'Specialty Stores'. Each section contains a list of sub-categories with icons and links.

Shop in **Sports & Outdoors** (Beta-What is this?)

amazon.com. VIEW CART | WISH LIST | YOUR ACCOUNT | HELP

WELCOME | ANTONY'S STORE | BOOKS | APPAREL & ACCESSORIES | ELECTRONICS | TOYS & GAMES | MUSIC | CELL PHONES & SERVICE | SEE MORE STORES Antony

Search All Products:  GO! Browse: Books

### Apparel & Accessories

- [Apparel & Accessories](#)
- [Jewelry & Watches](#)
- [Shoes](#)
- [Sports & Outdoors](#) Beta ( [What is this?](#) )

### Books, Music, DVD

- [Books](#)
- [DVD](#)
- [In-Store Pickup](#)
- [Magazine Subscriptions](#)
- [Music](#)
- [Video](#)

### Electronics & Office

- [Audio & Video](#)
- [Camera & Photo](#)
- [Cell Phones & Service](#)

### Health & Beauty

- [Beauty](#) Beta ( [What is this?](#) )
- [Health & Personal Care](#) Beta ( [What is this?](#) )

### Home & Garden

- [Home & Garden](#)
- [Bed & Bath](#)
- [Furniture & Décor](#)
- [Gourmet Food](#) Beta ( [What is this?](#) )
- [Kitchen & Housewares](#)
- [Outdoor Living](#)
- [Tools & Hardware](#)

### Kids & Baby

- [Baby](#)
- [Kids & Baby Clothing](#)

### BROWSE PARTNERS

- BABIESRUS.COM**
- Marshall Field's*
- Office DEPOT**
- TARGET**
- TOYSRUS.COM**

### Make Money

- [Marketplace](#)
- [Associates](#)
- [Advantage](#)
- [Web Services](#)
- [Paid Placements](#)

[See all services](#)

### Specialty Stores

# Labeling: Types of Labels

- Labels as indexing and search terms
- Link labels
- Labels as headings
- Labels within navigation systems (e.g., pull down menus)
- Icons

# Sources of Labels

- Other web sites
- Controlled vocabularies/thesauri
- From content
- From experts and users

# Metaphor Systems

- Organizational metaphors (e.g., website organized according to corporate structure)
- Functional metaphors (e.g., website organized like a libraries, with volumes, shelves, catalogs, etc.)
- Visual metaphors (e.g., website organized like a machine or a city)

# Audience

- Who is the website for?
- How does one describe this audience?
  - Scenarios
  - Personae (see Alan Cooper, About Face: The Essentials of User Interface Design)
    - Goals and Tasks
- Ethnography (see Illinois Institute of Technology, Design Department)
- Usability studies (see Nielsen and Norman Group)

# **UNDERSTANDING PEOPLE**



# User Research

- What people need
- What they do with information
- Where they use information
- What terminology they use

# Planning User Research

- What you want to learn
- How much research to do
- Who to research
- Who (from your team) to involve

# Common Methods

- Interviews
- Focus groups
- Observation
- Diaries and journals
- Card sorting
- Surveys
- Using existing data

# Analysing Research Data

- Exploring the data
- Term analysis
- Multi-dimensional analysis

# Communicating Research Result

- User research report
- Personas
- Scenario
- Experience Maps
- Other diagrams...

# Information Seeking Behaviours

- Known item
- Exploratory
- Refining and narrowing
- Comparing
- Diving into detail
- Discovering unknown things
- Keeping up to date
- Re-finding

# **CONTENT PLANNING**

# Understand what you already have

- Understand the subject
- Clean up out-of-date and inaccurate content
- Prepare for migration



# Defining content in more detail

- Content format
- Length
- Audiences
- Tasks
- How accurate it is now
- What changes will happen over time
- Structured or unstructured

# Organizing contents (classification)

- Time
- Alphabetic
- Geography
- Format
- Organizational structure
- Task
- Audience
- Subject or topic

# IA Results

- Site maps
  - Navigation
- Content maps (site flow diagrams)
  - What exists on each page, how it interact with content from other page
- Page schematics (wireframes)
- Interactive, Semi-functional Prototyping

**MINGGU DEPAN: PRESENTASI FINAL**