The presentation will be shared later over Twitter: @ia
iA on IA
Why iA?
IA as a Brand

“You are going to call it IA? Hm...”
The Snobs

“IA is dead.”
The Serious Internet Professionals

“IA doesn't belong to you!”
The Branders

“It's too generic. It won't work!”
The Lazy Friends

“Informationarchitects.jp is too long. You’ll get no Emails!”
The SEOs

“No one will find you on Google!”
Five Years Later...
What no one knew

I chose iA not because of IA but because I liked the notion “Information Architect.” The sound and the notion.
Actually...

I didn’t like Information Architecture for what it was (not my thing), I liked it for what I saw in it.
And...

I haven’t changed my mind *too* much since then...
What was “not my thing”?
Bullshit

Using big words for very very very very boring stuff.

Mental Model, Content Model, Content Audit, Card Sorting, Taxonomy, Ontology, Personas, etcetera etcetera etcetera...
Religion

Purposely communicating in terms that promised more than they could ever keep ("content matrix").

Being abstract, lifeless, nice and self important. And threatening doom to the non believers in a smart ass way.
Bureaucracy

Working with paper, scissors and glue to produce digital interfaces, creating cellulose mountains that no one would ever want to even look at.
Too Academic, too Childish

Fighting against the stigma of “mere theory” and “too much abstraction” with group therapy boring games.

yeah, ok...
What did I see in it?
Philosophy

Philosophers are mind architects. (Nietzsche). Information Architects are philosophical engineers.
Rhetoric

The art and science of choosing the right words and putting them in the right order.
Lego

See what works and how it looks. Build and rebuild until your initial vision has found its shape.
And Architecture?

Yes, but... The proximity of traditional architecture and IA is often exaggerated. The Architecture in IA is a metaphor.

If you stretch metaphors they break. We do not build houses. We are architects like Achilles is a lion.
Information architecture is the recipe for cooking good user experience.
But...Can Information really be architected?
Think Recipe!
UX = Business + Design + Technology

Information Architecture is the substance that holds all aspect of a product together.
IA is not a Phase

Information Architecture evolves and refines itself throughout the product development process.
Process Deliverables

Functionality

Prototyping

Business Case

Business Analysis

Visual Design Development

Look & Feel
IA according to iA
IA is the first concrete result of user and client research that our strategy team molds into initial wireframes.
Design: IA as a Rhetoric

IA becomes tangible in the design sketches evolving from the wireframes. Strong information architecture feels real.
Technology: IA as Philosophy

IA is what programmers do, moving from the flat lands of Fireworks into prototyping. Optimizing IA dialectically through:

- Prototyping,
- A/B testing,
- Studying user behavior (Analytics, SE-logs),
- Fixing mistakes watching and evaluating user behavior live.
At iA everybody is an IA.

Project managers, Designers and Programmers are constantly working on the information architecture of a site or a website. Each from their own perspective with everyone else.
So what kind of results do we produce?
Internazionale
One more thing...
writer.
WHY WE BUILT IT

The key to good writing is not that magical glass of Bordeaux, the right kind of tobacco or that groovy background music. The key is focus.

What you need to write well is a spartan setting that
Information Architects’ Writer, Or Building the Perfect iPad Writing App

Gizmodo

Information Architects’ new Writer app brings that same hyperfocused aesthetic to word-processing. WIRED

If you like writing, see the excellent Writer from @iA... (If you don’t like writing, this may change your mind.) Liz Danzico

intriguing Khoi Vinh

as good as everyone is saying. I’ve so much writing to do on my trips, so £2.99 well spent. Simon Collison

I’ve been using the beta for a while and it’s truly awesome. Vitor Lourenço

‘Writer’ from @iA is a beautifully crafted application for the iPad. If you write, buy it. Mark Boulton

Excellent work. Writing just got better Aza Raskin

nice Hoefler+Frere-Jones
IA Writer
Productivity
Thank You.
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