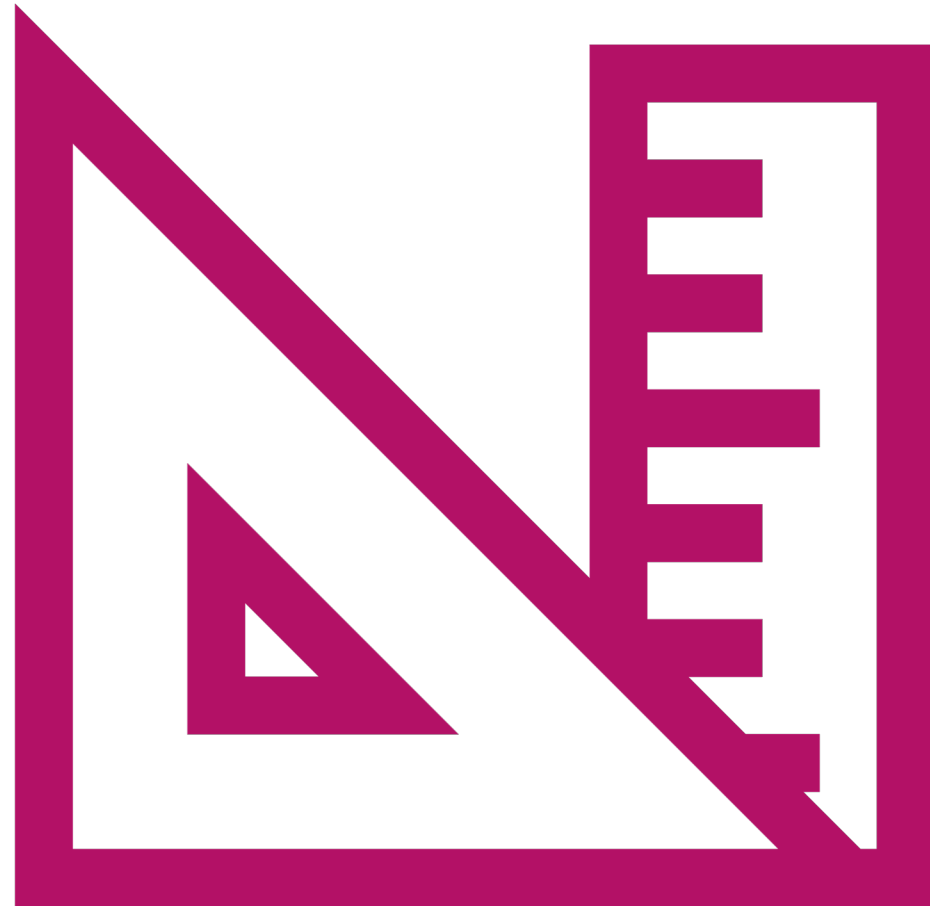


User Experience Design

- ▶ M6X01111
- ▶ Lecture 7 – Information Architecture II



Information Architecture (Cont.)



The information architecture of a website needs to be designed very early in the project



Ideally the information gathering to support this should be done as part of the user research



Card sorts are good for identifying how users categorise things, but how do you identify all of the items to be categorised?

Clients will generally provide a partial list

User personas will identify some items



Often UX designers have to brainstorm to generate an initial list, then take it to users and clients to see what needs adding

Brainstorming

Brainstorming is a business technique used to generate large numbers of ideas in a short time

These ideas can then be considered for their suitability to the solution required

- Define the problem
- Generate ideas
 - The more ideas, the better
 - Don't worry about how crazy the ideas are – do not criticise them at this point
 - Combine and improve ideas
 - Record the ideas – mind maps are good for this
- Evaluate the ideas
 - Apply MoSCoW Criteria



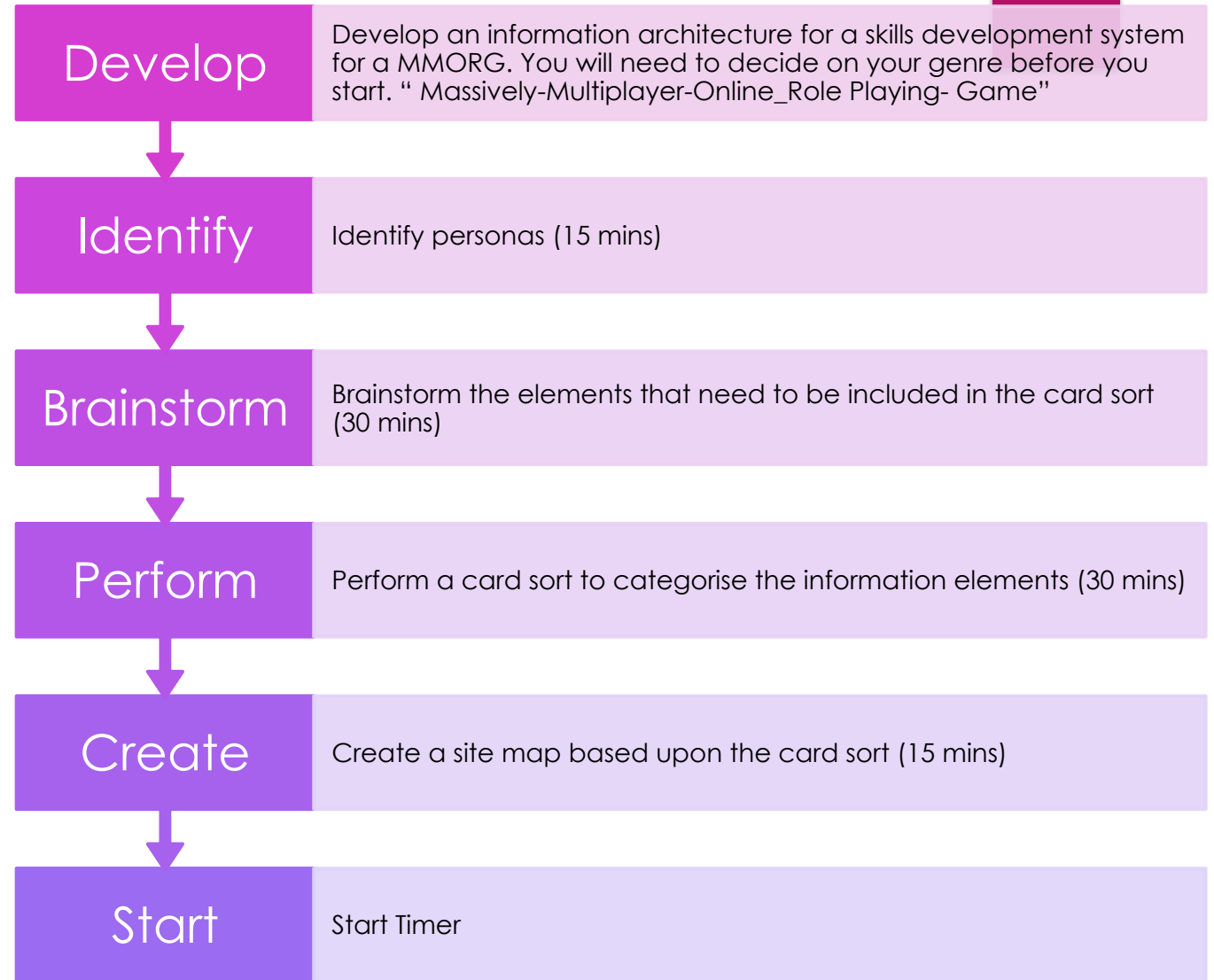
MUST HAVE

SHOULD HAVE

COULD HAVE

WON'T HAVE

Activity



What is an MMORPG



Coming Soon...



Next lecture: Designing
Behaviour



Homework: Read the articles
linked to this lecture on Moodle.