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## **INFORMATION ARCHITECTURE: Getting Job Done Right**

### **Information Architect & Design Experience**

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#### **Sr. User/Design Researcher / Information Architect Specialist**

#### **User Experience Designer**

##### **Getting Job Done Right**

- Synopsis of IA Process: The initial stage of the IA, UXD user/design research process is about clearly defining the project and IA, UXD deliverables (case study; competitive analysis; Website audits); discovery (research and development); clarification about the overall goals and objectives for design product; strategic planning.
- The next component to development and research is to clearly define the Website(s), or other digital design product(s), structure and functionality; content and design developments; design considerations; paper prototyping.
- Website components (look and feel via annotated wire frame mockups, site maps); interactivity or interaction design component (functionality); how and why end users desire to use a design product (user scenarios or use case scenarios).
- Then moving into the actual interface design is about creating high-quality designs; maybe rapid prototyping; confirmation of desired structures and blueprints or schematics; defining excellent functionality for end users (derived from IA, UXD research).
- Building and integrating these IA, UXD, PM components together is about strategic and professional planning.
- Building and integration.
- Usability testing.
- Good strategic planning for PM: developing timelines that work realistically and completing milestones in a timely fashion.
- Final implementation and delivery of components; launch and maintenance; of course, usability testing to make sure it works right for end users.

##### **Professional Focus**

- Deliverables: My professional focus has been on doing architecture for corporate Websites, digital design products, and user experience architecture-design:
- Design research, concept generation, user scenarios, use case scenarios, wire frame mockups, specific deliverables, mapping and diagramming, prototyping, usability testing, implementation, and system testing.
- Working on projects from the ground up—to final implementation, I understand the full cycle for completing high-quality design products.
- Credentials are in Information Architecture and Design.



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#### **Leadership & Management Skills**

- User-Centered Design: Experience extends into high-quality professional leadership and project management skills, including excellent interpersonal-relational skills. Other relevant skills show expert qualifications in IA, UXD, PM because experience and IA Credentials are specific and demonstrate savvy skills.
- Doing Information Architecture for Websites, or other digital design products, ultimately helps end users in the long run. Because of my expertise in Information Architecture and Design, I work with clients on developing products compliant with user-centered design principles or “best practices.”

#### **HCI Focus & Usability Testing**

- Usability Testing Methods: While digital design products may have technical limitations, producing high-quality Websites, or other digital design products, that work right for end users is important. Doing Information Architecture, User Experience Design specific to what works for end users—prior to implementation. This also includes doing specific usability testing relevant to target audiences or end users.
- Understanding why usability testing is necessary and how to do it. In terms of doing heuristic evaluations and how to design usability tests for effective data collection, this includes doing: heuristic evaluations, heuristic estimations, cognitive walkthroughs, pluralistic walkthroughs, feature inspections, consistency inspections, standards inspections, and formal usability inspections.
- Experience extends professionally into usability testing and deeply rooted in the human-computer interaction (HCI) arena. Usability testing is always a necessary and required component to designing high-quality digital design products.
- Whatever your specific IA or user experience-design needs might be. I am extremely confident that I can always find professional design solutions for every design problem.

#### **Doing Usability Testing**

- Develop the test plan,
- Set up a testing environment,
- Find and select participants,
- Prepare test materials,
- Conduct the test sessions,
- Debrief the participant and observers,
- Analyze data and observations,
- Report findings and recommendations,
- Using advanced techniques (variations on basic method), and
- Expanding from usability testing to designing a unique user experience.