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INFORMATION ARCHITECTURE: About MAIA

Information Architect & Design Experience

Information Architect Specialist

User Experience Designer

MAIA Thesis Report

- **Context:** Design research, concept generation, user scenarios, wire frame mockups, prototyping, implementation, Information Architecture (IA), user experience design (UXD), interaction design (IXD), navigation systems design (The NS Model), heuristic evaluations, project management, and usability testing.

MAIA—Contents of Thesis Report

- Title Pages
- Abstract
- Table of Contents (TOC)
- Chapter 1: The Problem
- Chapter 2: The Review of Literature
- Chapter 3: The Review of Related Websites
- Chapter 3: The Figures 3.1-2, 15 Websites (Matrix)
- Chapter 4: The Answers to Subproblems
- Chapter 5: The Outline for Navigational Systems
- Chapter 6: The Summary and Recommendations
- Bibliography
- Appendix A: Permission to Use
- Appendix B: Screen Shots of 15 Websites
- Appendix C: Presentation, Tutorial (Online, Modules 1-8)



INFORMATION ARCHITECTURE: About MAIA

Information Architect & Design Experience

Curriculum

MAIA Program—San Francisco State University

“ The program is **designed** for students who want to pursue **professional work** in **design firms**, teaching, **project management**, **strategic planning for design firms**, or **management** roles in **technology**. We *emphasize* **problem-solving competencies**, both conceptual and practical. Students in the program study **visual communication design** and **product design** with an interdisciplinary perspective. Students with a wide range of backgrounds work with a graduate advisor to **design an MA program that meets their career goals**. Based upon focused **research** into a chosen design problem, students develop a specialized area of study in **graphic design/visual communication design**, [**information architecture/user experience design/interaction design**], product design/manufacturing, **industrial technology**, **project management**, [**product management**], or **digital media**. Many students prepare for doctoral work at other institutions. ”

MAIA Program—Details

The **MAIA** program was a most rigorous graduate-level professional development program, including: hard-copy portfolios and completing numerous internships. Supplemental to the **MAIA** program, I successfully completed the **ID&T Cert.** in **Internet Design & Technology**; additional hard-copy portfolios and internships were successfully completed. I also again specialized in design research, Information Architecture, interaction design, user-centered design, and usability—this also extended into user experience design.

MAIA—About The NS Model

Navigational Systems and Information Architecture provide structure, and they are used within a Website, a Web page, and a subsite—to provide a clear path of navigation in which the end user may move about in cyberspace without getting lost. Web-based research revealed that the end user may find himself lost and may experience extreme bouts of puzzlement while online. The reason effective Navigational Systems and Information Architecture need to be designed for any Website...without experiencing severe problems of puzzlement or getting lost while surfing.



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MAIA—The NS Model

1. Hierarchical Navigational Systems
2. Global Navigational Systems
3. Local Navigational Systems
4. Integrated Navigational Systems
5. Remote Navigational Systems
6. Ad Hoc Navigational Systems
7. Search Engines in Websites

MAIA—The NS Model—Conclusion

The methodology that was used to research this Thesis Report on Information Architecture included: a review of Information Architecture related literature, field activities relevant to Information Architecture, exploration and review of fifteen online Websites (heuristic evaluations), regarding Navigational Systems, and Information Architecture.

The Model contains nine sections. The Model of Seven Commonly Used Navigational Systems relevant to Information Architecture....