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## **INFORMATION ARCHITECTURE: About MAEd Information Architect & Design Experience**

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

#### **MAEd Thesis Report**

- **Context:** User/design research, concept generation, user scenarios, wire frame mockups, prototyping, implementation, Information Architecture (IA) (The IA Model), user experience design (UXD), interaction design (IXD), systematic approach, project/product management, IA/IXD/UXD deliverables, and usability testing.

#### **MAEd—Contents of Thesis Report**

- Title Pages
- Abstract
- Table of Contents (TOC)
- Executive Summary
- Section 1: Background Information
- Section 2: Front-End Analysis
- Section 3: Design and Development
- Section 3: The Figures 3.2.1-3.2.8—The IA Model
- Section 4: Formative Evaluation
- Section 5: Summary and Conclusion
- Section 6: Bibliography
- Section 7: Instructional Materials
- Section 8: Appendices A-E
- List of Figures
- List of Appendices
- Appendix A: Deliverables (Online, Modules 1-8)
- Appendix B: Section B-1: Information Architecture
- Appendix C: Forms, Templates
- Appendix D: Guidelines
- Appendix E: Annotated Bibliography, Glossary, Syllabus



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#### **Curriculum**

##### **MAEd Program—San Francisco State University**

“ The curriculum covers cognitive and learning theories, needs assessment, instructional design models and strategies, visual and web-based designs, information architecture, usability testing, knowledge and performance assessment, and project management. ”

##### **MAEd Program—Details**

The MAEd program was a most rigorous graduate-level professional development program, including: hard-copy portfolios and completing numerous internships. Supplemental to the MAEd program, I successfully completed the TPW Cert. (equivalent to the BATPW in technical and professional writing). I specialized in design research, Information Architecture, and usability testing.

##### **MAEd—About The IA Model**

**Introduction:** The online IA tutorial about Information Architecture can provide or supplement a learner’s knowledge base about the professional practice of Information Architecture, usability testing, and Website design. This Instructional Design Plan and Thesis Report are comprised of eight sections that detail instructional design theories of Dick & Carey, et al., (2005), including an online IA tutorial, annotated bibliography, glossary and definitions, and syllabus. In addition, items were reviewed by Senior Information Architects, Director of User Experience, Technical Writer, Writer and Editor, and Chief Executive Officer—documents were deemed effective tools, resources, and accurate with regard to content on Information Architecture and Usability Testing.

**Solution:** The IA Model (Systematic Approach): The solution is for Information Architects to think about using The IA Model—and use it. It is a required component to building Websites because using a good model gives one a solid framework in which to work. That means nothing is left to guessing about user-centered design prior to implementation. When user-centered design and principles are taken into consideration, end users can easily access information on Websites. The IA Model is comprised of eight steps. When an Information Architect takes a systematic approach using The IA Model, research revealed that this method was more effective.



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#### **MAEd—The IA Model**

1. Design Research
2. Concept Generation
3. User Scenarios
4. Wire Frame Mockups
5. Prototyping
6. Usability Testing
7. Implementation
8. System Testing

#### **MAEd—The IA Model—Conclusion**

**Take a Systematic Approach:** The Information Architect does research and brainstorming to come up with high-level concepts. It is necessary to do this for an Information Architecture Design Plan Report. Completing a competitive analysis and writing a report, documents requirements for Websites. This helps a client to define their end users and their business plans. Figuring out what the patterns will be, this provides clarity with regard to Information Architecture.

Enabling end users to stay found and wayfind on Websites, then implementing clear navigational systems. Building in affordances for end users, so they can navigate. Designing clear interfaces and for consistency in interface designs, this provides clarity for end users. Information Architecture, user-centered design, and usability testing improves an end user's performance. The IA Model assists Information Architects to design high-quality Websites.