

Basic steps and principles can be used to foster an effective information architecture.

The collection of items within the Venn diagram make up what the DSIA Research Initiative calls a *common set*.

A common set consists of *probes* ● and *constructs* ● that relate to a given context. See Figure 1.

The probes and constructs in this diagram have been numbered to convey a process that is useful in practice.

It's important to note that the examples mentioned for each step only represent basic considerations for comprehensive IA design, strategy, management and research.

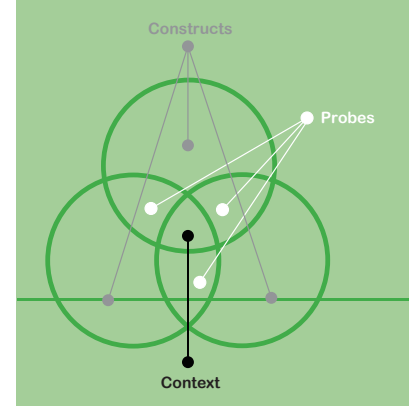
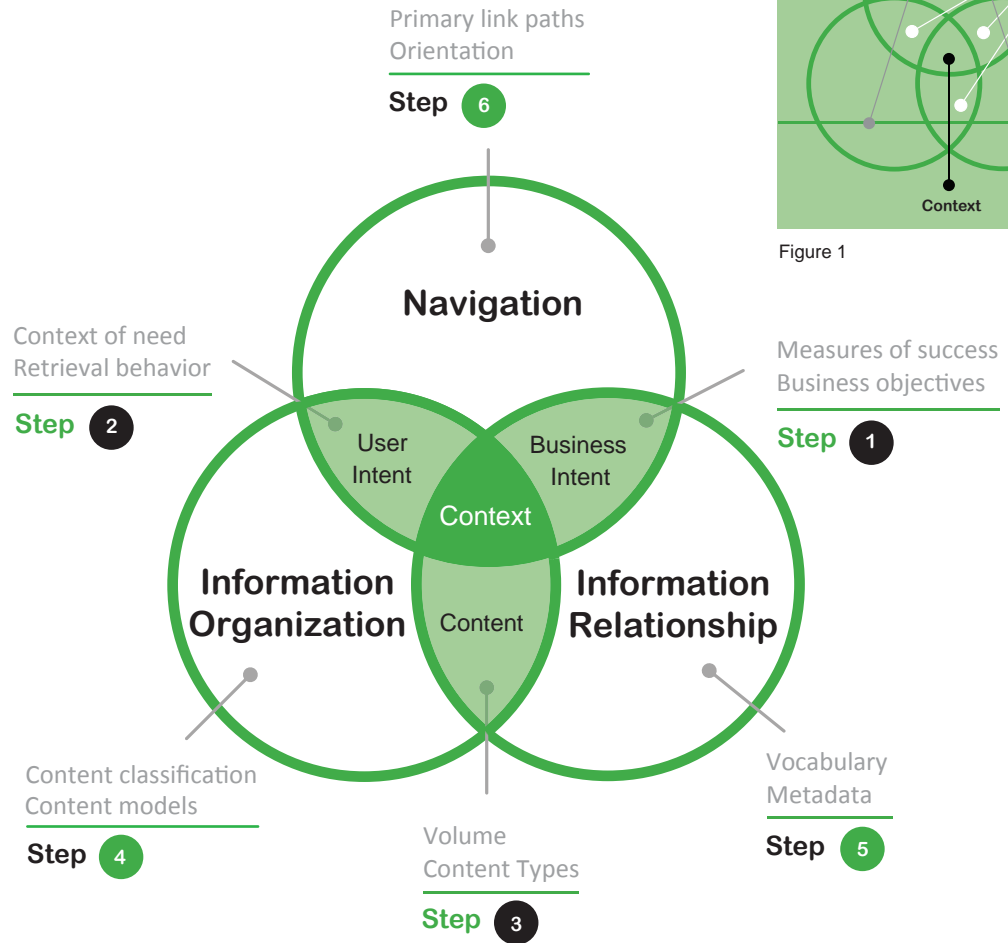


Figure 1

## Six steps. Six principles. Go!

**1**

### Assess Business Intent

Accountable information requires accountable business strategy.

**3**

### Assess Content

If there is no meaning to your content, it will mean nothing to your users.

**5**

### Relate Information

Information is meant to be used. Make it usable.

**2**

### Assess User Intent

A site that understands nothing about its users will have users that understand nothing about the site.

**4**

### Organize Information

Failure to organize is to organize for failure.

**6**

### Navigate

Information architecture must offer a constant beacon in an ocean of information.